Fading Era: Organ Grinder and Monk

Hurdy Gurdies Still Cheer a Few City Streets, Gradually Passing Into Legend

BY TOM PASKINSON

CHICAGO—Working in the arcades of show business are the Italian organ grinders and their monkeys. There are such things. But they are more numerous in the music of carnival song writers and letters of romantic songs than in actuality.

Probably not more than a dozen organ grinders are in business to day. Only a few of them are working at full time and most of them aren’t Italian. There were some very many in the business estimating them to be 25 as the year of 1929.

Most of the organ grinders to obtain the hurdy gurdies as it is to locate monkey and become organ grinders. The mechanical organs are now rarer and most of them are in the hands of people who wouldn’t sell.

Play Los Angeles, Boston

Among the old-time Italian organ grinders are Tony Barbetta, who owns the Chinatown balcony, and his brother, Pete, who used to work in movies and now plays parks in the Los Angeles area. Alfiero Fiorelli, who works out of Boston and plays the East Coast from New York to New England, Sam Campbell, who runs his monkey and organ grinders, and John, Fiorella, of Honolulu.

Fiorella’s story is typical of the traditional organ grinder. Native of Venice, he came to the U.S. in 1867 to join his brother as an organ grinder. John returned to Italy because of illness once but came back in 1913, went to France with the AEF in 1918, and took time out again during World War II to serve as a civil servant.

RARE TREATS

M-G-M TV Starts Move Into TV

M-G-M, the television subsidiary of M-G-M, is beginning to move into TV in strength. The operation has begun hiring personnel, has begun offering packages and has had high sales in the weeks.

Filial Failing Shows Networks’ Thumbs Off Sponsor Freebies

The TV networks evidently don’t know what sponsor want the way of programming. A point of the Western Canada A.M. Congress shows that reveals that most of their pilot programs have not been able to find buyers. Page 2

Band Big Big Again, With Healthy Assist From Radio, TV

Big bands are big business again on radio and TV, with the networks expanding their reach every week, and many veterans are making it on two or three networks. At the same time, band bookers that report that good business is better than ever.

Heavy Sales Indicated

For Phonos, Tape Equipment

Numerous significant points to the heaviest fall sales volume in history in the phonograph and tape equipment field. Bigger lines, broader price spread, and a continuing high demand with generally high percentage increases in sales over those of a year ago almost point the way. Dealers are in a position to at least double their inventory quickly to be ready for the heavy traffic in stores.

Regina Exhibition

Aberdeen, South Dakota

The good attendance and strong spending that has characterized the first four days of the Western Canadian A.M. Congress has continued to the present in the Regina (Sask.) Exhibition. Each day attendance showed an increase over the same day last year.

DEPARTMENTS AND FEATURES

Amusement Gazette

Ansonia Gate

Cincinnati

Daily

Detroit

Elgin

Melrose

Memphis

Montreal

New Orleans

New York

Philadelphia

St. Louis

Stamford

Tulsa

Washington

WABD MOVIE BUY STIFFENS FIGHT IN N.Y.

NEW YORK—Last week’s purchase by WABD here of 86 Warner Bros. features from Associated Artists Productions has spotlighted the production company’s current effort to bolster its feature film programming front, along with the New York market. WABD plans to use its new Warner Bros. pictures to extend its vertical programming concept into the evening hours. Its purchase is the seventh first-run feature film deal recently closed in New York by film buyers for the seven local outlets.

This situation will give movie fanatics here such a plentiful focus of star-studded releases that some may not know which channel to turn to. For instance, on WABD this week viewers can see "G-Men," "On Your Toes," "Parade Patrol" and "So Big." On WCBS-TV, they will see such Warner hits as "Unchained," "Jealousy" and "The Devil with Three Faces." On WOR-TV they will see some of the best of RKO, David O. Selznick and Stanley Kramer films. On WATV they will see 20th Century-Fox hits like "How Green Was My Valley," and "The Kennedys of Vollage Oaks." On WNYC, they will see Academy Awards for best actor, actress or production.

With the exception of "Parade Patrol," which is a feature only in television, the other releases run in regular theatres. It is a security for the best film hits. A profitable investment in the theatre, this time in a very profitable measure.

WABD has pioneered the concept of the film concept during the daytime hours, running the same film each day from 10 a.m. to 1 p.m. and then running the same film again from 1-4 p.m.

(Continued on page 11)

History of Feature Films: Movies Get Better Than Ever

TV Industry Passes 4 Milestones

In 10 Years for Public’s Pleasure

BY GENE PLOTNIK

NEW YORK—In the fall of 1936 the public will see a greater variety of good motion pictures on its TV sets than ever before. These pictures have been brought to the TV audience by developments of which it is hardly aware, as it resists increase in its old prejudices against the "oldies" but stays up late to see them. Since the first day of this year, programs by operating companies and syndicators have brought out nearly 250,000,000 to bring it large quantities of additional feature films, including some of the best Hollywood ever made.

1,900 New Ones

Since January 1 eight organizations have made available to TV for the first time a total of 1,900 feature films, including the works of Columbia Pictures, RKO Radio, Warner Bros., David O. Selznick and Stanley Kramer, and including 18 pictures that won Academy Awards for best actor, actress or production.

Like almost everything in television, feature film distribution has grown up in a brief period of 10 years. Today the business is responsible for the varied and employment of over 350 persons, who supply an estimated 5,300 pictures to the nation’s 450 TV stations. Per average week these stations are broadcasting 2,700,000 and 4,000 play dates.

In TV, TV was actually born in 1940. Distribution of feature films—the ones there were—to TV stations was performed by small non-television distributors and occasionally by regular sales agents, who owned video rights to some independently produced films in their catalogs.

The earliest milestone in the history of the business occurred at the opening of the first new feature film. 100,000 who had previously been engaged in the microfilm business, acquired the TV rights to 192 films from Monogram Pictures. To sell them he set up Associated Artists Productions with a full-time staff of two men.

The first sales of these pictures in New York brought in $1,000 per title, while a very small station today spends $10,000 for the television rights to a single feature film.

Meanwhile, promoters and disc jockeys had begun to write TV rights into their contracts. They began selling the pictures to TV themselves through the States-rights or leasing to the growing TV film distribution operations. In 1945 the Frederick W. Ziv Company, distributors of radio transcription films, acquired 80 feature films that had been made for the Producers-Exporters Corporation.

Hypa TV

Subsequently, when Ziv-TV decided that its future is TV lay in

(Continued on page 39)

Still Shipping Old Packages

NEW YORK—Most of the packages of feature films that picture TV distribution are still on the TV market. The 199 Monogram pictures are now back with Associated Artists. Elliott Hyman bought the negatives a right ago, and A&P has to decide what to do with them next.

The 50 pictures that Ziv-TV started shipping to TV stations will now be back with the man who actually brought them back to TV, Jerry Balaban. The distribution contract expired a year ago, at which time Balaban picked up the rights from Hyco. He then set up M.G. Pictures to handle them from then on.
Net Programmers Fall Down In Gauging Industry Pulse

By BOB SPELMAN

HOLLYWOOD—With network program development departments this year failed to measure accurately the size of the industry. The net of ad agency execs, and so, to be licensed out by the fact that 39 producers delivered or financed by the webs, only eight have been sold, with the conclusion that one more may yet go on the air.

The pilots lying on the shelf are fairly average. In some cases, with CBS, however, the worst of it, having sold only two, and possibly three of the 16. ABC's record is two out of 11, and NBC's four out of 36.

Colloquially speaking, the webs are asking themselves, "What happens if, after the two new shows, they seem to be getting them, additional plots, characters and action and familiarity. The "go for broke" philosophy has definitely gone out of the window, with low cost gaining in importance in making a decision.

"The trend has been decided by high-level quiz and adventure shows, and of the few areas that the webs have let outside packages stem much of the clout from them. Only three adventure pilots were, for instance, produced by the networks.

On the other hand, the month-talked-about "long show" just wasn't bought by the sponsors. Already faced with low program identification, there has been a de- cided lack of enthusiasm for showing 60 or 90 minutes' time with two or three other products.

Just as important, there is the problem of getting advertisers to agree that the same program is to NBC, making at the "Longo" is a case in point, and on the policy of that program once it's viewed.

Holding the Bag

The result has been that ABC has wound up with "Command Performance" and "International Theater" on its hands and still left CBS's "San Francisco," NBC's "Doc," and "Hedda Hopper's House," and "Making a Murderer," and had trouble pulling in advertisers for "Playhouse 90," "The Terminal," and "Percy's with John Guelde, which deal along with Greening's is a long shot. It's certainly not the case with those who are already on the air.

Cannon is used for guest shots, and the web may try to develop a property to fit its taste. The "Matt Martin" project is a case in point.

It's true that Jackie Gleason is Stanton, the pattern will be similar. The Gleason "The Honeymooners" is following in the tradition of "The Art of Skiing." All Seasons, the web, which is produced by two different shows.

Toni Score 5 Web Shows, Part of 6th

NEW YORK—Toni is expanding, its use of prime time network marking and advertising. The latest ad of its "Nancy Drew" segment, "Nancy Drew: Mother of All Xmas," is a half-hour special which it received a 1.7, while "Lilliputian" has an 8.2. Lilliputian's rating is only 11 in TNS.

"Monday's July rating was 8.7, its highest to date, and according to NBC's highest rated adult daytime programs. It topped both "Big Payday," "Big Payday," and "Bob Cooper.

"Thursday's 45-minute version of "Queen for a Day" scored a 14, making it one of the highest rated daytime programs. After having been in the old for two weeks in new time period, "Modern Romances" got a 5.8, its highest rating since it returned to the web in October, 1953. And "So This Is Hollywood," renamed on the new film series occupying the "Comedy Time," is coming up in its first week of exposure.

Producers and 3 Stars Sign NBC Pacts

NEW YORK—NBC last week signed a number of top performers and a producer. The network inked NBC's "Old Mac and Mary Martin. Also on NBC is the network's gala film, "A Place in the Sun," starring John Gielgud, which deal along with Greening's is a long shot. It's certainly not the case with those who are already on the air.

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**Regional Summaries**

**Eastern**

- Alcoa, Inc., Aluminum
- American Cyanamid
- Aluminum Co., New York
- Aluminum Company of America
- Armbruster, John
- Batten, J. H.
- Bausch & Lomb, Rochester
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#1 TV SYNDICATED

Selected By All-Industry Vote
#1 Best Syndicated Film Series!
#1 Best Adventure Series!
#1 Best Actor in Syndicated TV Film!

Billboard’s 4th Annual TV Program & Talent Awards

HERE’S UNQUESTIONABLE PROOF FROM LATEST PULSE REPORTS COVERING ALL TV SYNDICATED FILM PROGRAMS FOR FIVE STRAIGHT MONTHS!

JUNE 1956
#1 Nationally 21.9

MAY 1956
#1 Nationally 21.4

APR. 1956
#1 Nationally 21.7

MAR. 1956
#1 Nationally 21.3

FEB. 1956
#1 Nationally 21.0

Nationally Beats Every Non-Ziv Show in Every Current Rating Service!

#1 IN MARKET AFTER

#1 SAN ANTONIO 36.4
#1 YORK, PA. 43.9
#1 COLUMBUS, OHIO 42.1
#1 DAYTON, OHIO 39.9
#1 DETROIT 34.2
#1 SYRACUSE 28.0

39 ALL NEW PRO
78 HALF-HOUR FILMS NOW

Copyrighted material
FILM SHOW IN U.S.!

HIGHWAY PATROL

Starring Academy Award Winner

BRODERICK CRAWFORD

as Head of the Highway Patrol!

MARKET!

#1 LOUISVILLE 37.3
#1 BUFFALO 26.0
#1 HARRISBURG 19.7
#1 BOSTON 29.6
#1 HONOLULU 39.1
#1 FRESNO 25.6

Available

RENEWED BY SPONSOR AFTER SPONSOR

Never before on any show such a sensational record of renewals!

BALLANTINE BEER in 24 markets!
LION OIL in 10 markets!
PFEIFFER BREWING in 10 markets!
KROGER STORES in 6 markets!
WIEDEMANN BREWING in 4 markets!
HANDY ANDY INC., Supermarkets of San Antonio!
KGNC-TV Amarillo
WFAA-TV Dallas
KARD-TV Wichita
KOMU-TV Columbia
WTVP-TV Decatur
WDSU-TV New Orleans

plus many more happy ZIV advertisers and stations!

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD
**Official Record**

"Star Performance" is A Real Sales Star

NEW YORK — Official Film's "Star Performance" package has proved a star performer for Official, Inc. The 28-week run and $100,000 sales deal is from New York to Los Angeles. This is Slederella's first big offer into syndication but it has been a heavy user of announcements. The Slederella syndicate has been in business for the last quarter of 1965 was reported around $100,000.

"Star Performance," a gross of $2,000,000 on "Star Performance" was made up packages of TV and film newsmagazines.

"Star Performance" is a 30 film package of TV and film newsmagazines.

**Sportsline Sets Travelbug for Fall Release**

CHICAGO — Sportsline, Inc., a multimedia production company, added another new series for fall release. "Travelbug" is produced for television, radio, newspapers, and magazines. It is produced by Bob B. and Peter B. in white.

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COMMERCIAL CUES

YOU TAKE YER CHOICE

Criterions Film Laboratories, Inc., New York, has come up with a special offer for producers to pick which "effect" they prefer. It's a comparison of available 16mm, color reversal processes, developed by using a single original to make masters on sorv's and one color process films, all five colors. This was designed to aid the clients and cut costs on the output they choose. The result is dubbed "You Take Yer Choice."

HARD OR SOFT?

New terms as "hard sell" or "soft sell" merely creates pointless controversy and confusion, says William Van Prag, president of the Commercial Advertising Co. He feels that all of them point toward the proper marketing for the answer and gives some advice. What's the proper answer on the use of these terms in this product? These questions lead to the answer of what type of commercial to use. One product sells best one way, the second product another. "It's as simple as that," says Van Prag.

ID'S

UPA Pictures, Inc., is working on a series of four 16-second films, still episodic campaign handled thru the D. P. Buck Agency. The spots are scheduled for release on NBC through the Democratic and Republican National Conventions. Paul Ford will do the TV side of the spots character, and Leo de Lyon will vocalize the sound effects and music. Playhouse Pictures is doing spots for the syndicated daily, a new handled thru Young & Rubicam's Tree for Batter, Barton, Durkinne and Fuller Palettes... Joseph Forest has been named区域内 of charge of commercials Buffalo, N. Y., Stephen Korn-}

• TV Commercials in Production

A Guide to TV Spot & Program Plans

Of Competing Sponsors by Industries

This week's list of commercials produced during the last full production week with at least one spot over the air in any medium. The following symbols designate the types of commercials aired.

- Local: An advertisement designated for one area or establishment only.
- Regional: An advertisement designated for one area or establishment only.
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- Local: An advertisement designated for one area or establishment only.
- Regional: An advertisement designated for one area or establishment only.
- National: An advertisement designated for one area or establishment only.
- Local: An advertisement designated for one area or establishment only.
- Regional: An advertisement designated for one area or establishment only.
- National: An advertisement designated for one area or establishment only.
- Local: An advertisement designated for one area or establishment only.
Newsfilm gets on top of it!
Wherever there’s news breaking, Newsfilm gets there fast! Its more than 250 camera correspondents around the globe provide the sort of world-wide as-it-happens news coverage that stations using other syndicated services seldom see.

And Newsfilm has another major advantage: it’s the only news service produced exclusively for television stations. From start to finish, it’s shot and scripted exclusively for station use, so it suits stations’ and sponsors’ needs to a T. Here’s what long-time sponsor Eddy’s Bakery, Boise, says. Writes manager C. A. Beavers: “Our use of Newsfilm has been a practical and profitable association ever since KBOI-TV started telecasting in 1953... our only advertising used consistently. Since then we’ve enjoyed consistent business increases...a substantial increase in 1955 over 1954 and a similar increase for 1954 over 1953. What’s more, this increase carried over into 1956. We also note high-volume, immediate response to the special promotions that we’ve run in connection with Newsfilm!”

Newsfilm, a product of CBS News, is available to all stations. Contact...

**CBS Television Film Sales, Inc.**

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto
Outlets Up Pix
Use; Features
Make Up 48%

BALTIMORE
3 TV STATIONS—46,000 TV HOMES
Population—1,450,000 (bh.), 1.45
Households—250,000 (bh.), 250
Sales—$1,062,000 (bh.); $106,200
Infl. Sales—$655,000 (1950)

Above figures include following counties:
Anne Arundel, Baltimore City and
Springs.

TOP NETWORK SHOWS

1. Andy's Corner, 22nd, b., 12.
3. Look Here, Thr., 11.
4. The Big One, 5.
7. The Lucy Show, Mon., 11.
8. The Honeymooners, Sat., 11.
10. The Messerschmitt Show, Sat., 11.

TOP LOCAL PROGRAMS

1. The Bob Hope Show, 11.
2. Lassie, Sun., 10.
3. Father Knows Best, Sun., 10.
5. The Andy Williams Show, Fri., 7.
9. The Andy Williams Show, Thu., 11.
10. The Mickey Mouse Club, Fri., 5.

TOP MULTI-WEEKLY SHOWS

1. The Texan (CBS), Sun., 10.
2. The Texan (CBS), Fri., 9.
3. The Texan (CBS), Thu., 9.
5. The Texan (CBS), Tue., 9.

TOP SYNDICATED PROGRAMS

1. The Lawrence Welk Show, Thu., 9.
3. The Lawrence Welk Show, Tue., 8.
4. The Lawrence Welk Show, Mon., 9.
5. The Lawrence Welk Show, Fri., 8.

TOP LOCAL PROGRAMS

1. The Bob Hope Show, Thu., 11.
2. The Big One, Sun., 10.
3. The Big One, Sat., 11.
4. The Big One, Fri., 11.
5. The Big One, Thu., 11.

TOP MULTIPLEX PROGRAMS

1. The Big One, Fri., 11.
2. The Big One, Thu., 11.
3. The Big One, Wed., 11.
4. The Big One, Tue., 11.
5. The Big One, Mon., 11.

TOP LOCAL PROGRAMS

1. The Bob Hope Show, Thu., 11.
2. The Big One, Sun., 10.
3. The Big One, Sat., 10.
4. The Big One, Fri., 10.
5. The Big One, Thu., 10.

TOP SYNDICATED PROGRAMS

1. The Lawrence Welk Show, Thu., 8.
3. The Lawrence Welk Show, Tue., 8.
4. The Lawrence Welk Show, Mon., 8.
5. The Lawrence Welk Show, Fri., 8.

TOP LOCAL PROGRAMS

1. The Bob Hope Show, Thu., 11.
2. The Big One, Sun., 10.
3. The Big One, Sat., 10.
4. The Big One, Fri., 10.
5. The Big One, Thu., 10.

TOP SYNDICATED PROGRAMS

1. The Lawrence Welk Show, Thu., 8.
3. The Lawrence Welk Show, Tue., 8.
4. The Lawrence Welk Show, Mon., 8.
5. The Lawrence Welk Show, Fri., 8.
WABD Stiffens Feature Fight

Continued from page 1

Miami 5 TV Stations—$313,110 TV Homes

Pittsburgh 4 TV Stations—$313,110 TV Homes

Syracuse 2 TV Stations—$112,910 TV Homes

Tampa-St. Petersburg 3 TV Stations—$147,130 TV Homes

Now August 1956

TV STATION Chart

TVB 12

WABD 14

WTVJ 29

WTVI 10

MIAMI

5 TV STATIONS—$313,110 TV Homes

Pittsburgh 4 TV Stations—$313,110 TV Homes

Syrahuce 2 TV Stations—$112,910 TV Homes

Tampa-St. Petersburg 3 TV Stations—$147,130 TV Homes

The symbol "#" is for film series based on a radio serial. The symbol "$" points out programs originating at other networks or stations in the market. The symbol "%" indicates that the market has been considered for the purpose of estimating audience ratings. The symbol "^" indicates that the market is too small to be considered.

WABD stiffens feature fight

Now WABD topper, Ted Colt, will

program the name picture on Sunday

and placement, with the exception of

15 midnight. The picture will be as

It's Colt's intention to get four

advertisers to buy an hour each.

The network will be alive for each of the four hours and

at a different audience. Consequently, his ex-

except that the show will get

highly cumulative ratings.

The WABD boy is the first

it has made of first-run feature films.

Other first-run features deals re-

cently made by New York stations

are WLW (Cincinnati), NBC's 60

Warner Bros. films from Associated

Films and 104 Columbia pictures from

Sundown. A.T.V.'s pur-

chase of 53 50th Century-Fox

features, plus movies received from

Associated, WOHB's acquisition of 10

Sundown, and RCS and 13

of RKO's "Finest 50" pictures from

RKO Telebrands and WABD's buy

of the company, will also give

WABD also has rights to all the other

RKO pictures. Associated's only sale to

WABD leaves it with nine more 60-feature

titles, a great run-in for a special run sale in New York. The firm

reportedly has been asking $8,000

per picture for this market, but

whether or not this is the price

paid by WABD is not known.

Buying statistics for each market are derived

from WABD's market research. For

complete program and audience information and

contact Mr. Picals, 13, 4 W St, New

York.

MCA Assumes Production of Schlitz 'Stars'

NEW YORK — MCA-TV has

taken over the production rights of

another anthology property, the

"Schlitz Playhouse of Stars," which

is presented Fridays 8:30 p.m. on

the C.B.S.-TV network. It will

mark the 10th anthology series

produced by MCA-TV since 1951 for

network and syndicated television.

The General Electric "Fireside

Stars" and Jane Wyman's "Fireside

Theater" are on C.B.S.-TV and

NBC, respectively, and "Studio 57" is

nationally spot booked.

The Schlitz show was produced by

Meridian Productions for many

years. "The Show has not done

too well recently on ratings, due to

its time and competition with the

"Saturday Night Special," also produced by MCA-TV. The shift in producers has

eventually been halted, but there is

hope that the program can be

rejuvenated by some new ideas, both

in the use of stories and talent.

MCA's major anthology achievement has been the "GE Theater," whose range has

topped that of the closest competitors by far, with most shows since it went on the

program did succeed in attracting a number of important names such as

Henry Fonda, Judy Garland, Jack Benny and others, during the half-

hour drama format.

Other MCA anthology shows were

"Chevron Theater," "Starts Over Hollywood," "Van Johnson's Revlon Mirror Theater" and
drehed. But the network has filmed an estimated 400 half-hour

series since 1951, by far the largest

number of such shows produced by a single source. These
drehed shows are not sold

to local stations by MCA-TV's syndication arm.

The "Show of Shows" is the fourth

show that MCA-TV has taken over since

1951, which was "Fireside Theater,

GE Theater" and "Fireside Storyhouse.

Colgate Adds 2 Net Shows

NEW YORK — Colgate has

picked up alternate weekend sponsors

for two shows next season, one of them a

single-aid kids, the other aimed at

adults.

The sponsor bought half of

CBS-Films for the running of "Mighty Mouse Playhouse," cartoons

and "Top Gun" as the third quarter

segment of CBS-STV's "Dean Martin and the Nows." Colgate's pur-

Offices complete sell-

out of these shows.

"Madame" Old Boy, $115 Award and

program and

"I'd say 153, Puff"
Available NOW...

39 great NEW half-hours

of the most exciting, modern western police show ever filmed for television!

Desilu present

the Sheriff of Cochise

produced for NTA by Desilu . . . the studio famous for "I Love Lucy," "Our Miss Brooks," "December Bride" and "Make Room For Daddy."

SOLD to SOCONY MOBIL OIL CO.
in MIDWESTERN MARKETS

WRITE-WIRE-PHONE, TODAY! All the details are available to you from HAROLD GOLDMAN, V.P. CHARGE OF SALES

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM
FOR REGIONAL SPONSORSHIP

2 GREAT NAMES...

NTA—first in television film distribution
Desilu...first in television program production
combine to bring you THE FIRST DESILU PROGRAM TO BE MADE AVAILABLE FOR FIRST-RUN...REGIONAL SPONSORSHIP!

For real sales action...a top-action police show with a western twang...with the fighting, gun-slinging Sheriff of Cochise re-enacting authentic case histories from the files of Cochise County, Arizona......SHOT ON LOCATION AGAINST THE THRILLING BACKGROUND OF THE BADLANDS OF THE WEST!

Sheriff of Cochise combines the thrills of the best police show you have ever seen, with the edge-of-your-seat excitement of a blazing western. It was created with an all-family audience in mind...the best audience any sponsor can have!

starring
JOHN BROMFIELD
as the SHERIFF of COCHISE
THE TOP FILM FEATURES ARE ON WBC
That's why...
No Selling Campaign is Complete without the WBC Stations

In every big Westinghouse Broadcasting Company television market—Boston, Pittsburgh, Cleveland, San Francisco—you have a choice of participations in the finest feature films, because WBC has bought practically every quality feature package released for TV:

**ABC Anniversary**
**Governor**

**Argyle**
**Hollywood TV Service**

**Associated Artists**
**Hygas**

**Atlantic**
**Interstate**

**Cardinal**
**Lancaster**

**Fabulous Forty**
**Lippert**

**Flamingo**
**MCA Alexander**

**Million-Dollar Movies**
**Movieetime, USA**

**Great features like these capture the big audiences in WBC's TV markets. Typical availabilities are...**

**BOSTON**
*“Boston Movietime”* 4:45–6:30 p.m., Monday-Friday

**PITTSBURGH**
*“Swingshift Theatre”* 12:40 a.m., and alternate Mondays

**SANT ANTONIO**
*“The Big Movie”* 10:00–11:30 p.m., Tues., Wed., Thurs., and alternate Mondays

For details on these hot participation buys, see the “Best Buy” cards in this section. For specific availabilities—and the full story on how WBC's top feature packages can move your goods in four of the over-one-million-set TV markets—call A. W. “Bink” Dannenhauer, WBC Vice President-Sales, Murray Hill 7-6060, New York, or your nearest WBC TV station.

WESTINGHOUSE BROADCASTING COMPANY, INC.
**MOVIE PATTERNS—1**

Number of feature films played in one week by average station

<table>
<thead>
<tr>
<th>Week</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>8</td>
<td>7</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

Average Number of Features: 7.5

Percentage of first-run features played in one week by average station

<table>
<thead>
<tr>
<th>Week</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>60%</td>
<td>65%</td>
<td>70%</td>
<td>75%</td>
</tr>
<tr>
<td>2</td>
<td>70%</td>
<td>75%</td>
<td>80%</td>
<td>85%</td>
</tr>
<tr>
<td>3</td>
<td>80%</td>
<td>85%</td>
<td>90%</td>
<td>95%</td>
</tr>
<tr>
<td>4</td>
<td>90%</td>
<td>95%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Average % of Air Time for Features: 10.5%

The station that ran the greatest number of feature films, according to the survey, was WCBS-TV, Chicago, which played 20 feature-length films the week ending May 26. Actually this was a reduced schedule for WCBS due to its baseball coverage. In the first week in March it featured 30 films.

The station in the four-and-more-channel markets played over 90 per cent more feature films than the average station in the two-channel markets. It devoted a half hour again greater proportion of its air time to feature films than the stations in the four-and-two-channel markets. The 90 per cent as great a proportion of the pictures it played were first run.

The greatest number of feature films by any station in one week was 10 in one station.

The greatest proportion of movie program attempted by any station in the survey was 90 per cent, listed by a station in the Rocky Mountains which played 11 films during the week, all of them in prime time. Two stations, one on the West Coast and one in the Midwest, listed 40 per cent of their time as used programming.

As far as the amount of feature programming is concerned, stations in the one-and-two-station markets seem to be in the same situation. Note that the averages in these two categories are almost identical.

---

**How 5 Top Users Program Features**

When it comes to feature films, the station is the final authority. This is a highly individualistic form of entertainment; feature films are programmed individually as the station's own local business. Indeed, Far West stations were making new half-hour film series which would be used in essentially the same way whether in New York or Seattle, a new package of feature films will be offered and sold in as many different ways as there are stations today.

Some stations will buy only the top new release; others are interested only in reruns. Some will anchor their movie programming in one strong Sunday show; others have established a strong program across the board, usually late in the evening, but sometimes in prime time. Some will rerun a film for six months or more; others will repeat a film several times within the same week. Some will sell their films to local advertisers for the full sponsorship of their own movie program; others will sell feature films as a package.

In the top three markets alone the number of feature films is striking. Because of the size and competition, the movie patterns for those three markets tend to be quite extreme.

Here's a breakdown of the feature film programming on five stations in the top three markets in the nation.

**WABC-TV, NEW YORK**

A station with a heavy schedule of network programming can also benefit from playing lots of feature films therein. WABC-TV, New York, the flag station, made it possible to obtain feature films around its network programming for the past five years.

This has proved a fruitful policy was demonstrated a few weeks ago when the Celler commission was investigating the price of WABC-TV's feature film. This station's feature films, sold on a participating basis, constitute what is undeniably one of the most successful station programming operations in the country.

The chart has five feature films (Continued on page 31)

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**SPOTLIGHT ON**

**Feature Film Programming**

...THE PRODUCT, THE PROGRAMS AND THE PAY-OFF

**MOVIE PATTERNS**

Analysis Details Wide Uses In Programming of Features

Patterns of feature film use are as diverse as station call letters. The films themselves are mostly the same material of what is going on in a station programming operation. Thus, generalities about movie programming are fairly difficult to make. To be sure, every experienced film producer knows a certain basic truths derived from his random observations at the numerous stations he calls on.

Now, definitive analysis of feature film use has been completed by The Billboard. On May 25, a four-page questionnaire went out to the director of every station in the country. Returns were received from 250 stations, or more than half of the operating stations.

Unfortunately, a number of the returns came in too late for tabulation. The analyses presented on these pages are made on the basis of information provided by 40 stations who said that they were the only station serving their primary area, 62 stations who were the only one in a two-channel market, 49 in three-channel markets and 38 in markets served by TV stations having more than two stations.

**Highlights**

The biggest move in the analysis can be stated briefly, in the spring of 1956 the average TV station in the U.S. was playing three feature films per week on its first-run schedule. Nearly half of its feature films had never played on TV before in its market. The average station devoted about 13 per cent of its total air time to feature films. Suprisingly, it was playing slightly fewer feature films than it had been a year ago, and it did not expect to make any change in the number of pictures per week it would play over the next year.

The average station scheduled its greatest concentration of pictures in the afternoon and as late as 9:30 P.M. About half of its feature film sponsors were local advertisers.

The average station had made its last purchase of feature films within the previous five months and expected to make another purchase of films within the next three months.

More detailed analyses of each of this point will be given in subsequent issues on other pages.

---

**PRESSURES BREAK FEATURE DAM-UP**

Competition of Other Media Cuts Income; Movies Need Production, Shareholder

By LEON MORSE

What has come to be the recent development in the area of feature films is that the feature film companies are looking for the release of 5,000 new and important pictures that have been placed on the market within the past two years.

Overriding all other reasons are the volcanic redactions currently taking place within the motion picture industry, as it is by the competition of TV and other leisure time pleasures. They are directly responsible for the box office declines that have hurt the picture industry itself.

They have likewise sent the motion picture companies running for new capital to finance future productions and for additional revenue to satisfy their stockholders. TV, of course, can provide new capital in exchange for product that has already been written off the books.

Then, a couple of promoters have appeared on the scene. They make possible outright sales of features, which they then turn over to another party for TV distribution.

This was the situation in which the Warner Bros. Library was sold to Low Cheung, a firm in a deal which should net Warners $13,750,000, or an estimated $6.82 per share.

An alternative is the direct sale of feature stories to the motion picture companies themselves. This has been done by Columbia Pictures, which is a Screen Gems subsidiary. And now M-G-M, after burning through deals that would have netted $37,500,000, is following the same course.Metro's decision to move into TV on several fronts—feature films sales, new program production and station acquisition—was motivated by its desire to make a permanent place for itself in TV.

Several years ago exhibitor pressure would have been sufficient to make the motion picture majors (Continued on page 39)
TV OSCAR WINNERS

The following Academy Award winners are listed:

**Best Production**
- 1937: **LIFE OF EMILIE ZOLA**
- 1938: **GREEN VALLEY**
- 1939: **CLEOPATRA**
- 1940: **HUSTON AT THE TERROR OF SIERRA MADRE**
- 1941: **BROADWAY BILL**
- 1942: **WONDER BAR**
- 1943: **CITIZEN KANE**
- 1944: **IN HURDY-GURDY**
- 1945: **THE EIGHTH ADVENTURE**
- 1946: **BROADWAY BILL**
- 1947: **DINNER AT EIGHT**
- 1948: **AMERICA'S BROTHERS**

**Best Actress**
- 1932-33: KATHERINE HEPBURN in "Morning Glory"
- 1933-34: MARIA KAYE in "The Informer"
- 1935-36: SHEILA GIBBONS in "The Informer"
- 1937-38: BETTE DAVIS in "Jezebel"
- 1939-40: MARY HALEY in "The Informer"
- 1941-42: ELAINE McCLURE in "The Informer"
- 1943-44: MARY HALEY in "The Informer"
- 1945-46: JANE WYMAN in "Johnny Belinda"
- 1947-48: JAEGER McBRIDE in "The Informer"

**Best Actor**
- 1929-30: GEORGE ARLIS in "Disraeli"
- 1931-32: JOHN GILLETTE in "The Informer"
- 1933: JOHN HUGHES in "The Informer"
- 1935-36: JOHN FORD for "The Informer"
- 1937-38: JOHN FORD for "The Informer"
- 1939-40: RICHARD BROOKS in "The Informer"
- 1941-42: ROBERT BYRNE in "The Informer"
- 1943-44: ROBERT BYRNE in "The Informer"
- 1945-46: ROBERT BYRNE in "The Informer"
- 1947-48: ROBERT BYRNE in "The Informer"

**Best Screenplay**
- 1936: JOSEPH MCINTOSH for "Dawn Patrol"
- 1937: ROBERT LORD for "One Way Passage"
- 1938: ROBERT LORD for "The Informer"
- 1939: ROBERT LORD for "The Informer"
- 1940: ROBERT LORD for "The Informer"
- 1941: ROBERT LORD for "The Informer"
- 1942: ROBERT LORD for "The Informer"
- 1943: ROBERT LORD for "The Informer"
- 1944: ROBERT LORD for "The Informer"
- 1945: ROBERT LORD for "The Informer"
- 1946: ROBERT LORD for "The Informer"

**Best Director**
- 1937-38: JOHN FORD for "The Informer"
- 1939-40: JOHN FORD for "The Informer"
- 1941-42: JOHN FORD for "The Informer"
- 1943-44: JOHN FORD for "The Informer"
- 1945-46: JOHN FORD for "The Informer"
- 1947-48: JOHN FORD for "The Informer"

**MOVIE PATTERNS—2**

*When stations play their feature films: NUMBER OF PICTURES RUN BY AVERAGE STATION IN EACH TIME PERIOD*

<table>
<thead>
<tr>
<th>Market Size</th>
<th>Mon-Thurs</th>
<th>Fri-Sat</th>
<th>Sun-Mon</th>
<th>3 or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937-38: 15</td>
<td>9.6</td>
<td>11.6</td>
<td>14.0</td>
<td>2.0</td>
</tr>
<tr>
<td>1938-39: 15</td>
<td>9.6</td>
<td>11.6</td>
<td>14.0</td>
<td>2.0</td>
</tr>
<tr>
<td>1939-40: 15</td>
<td>9.6</td>
<td>11.6</td>
<td>14.0</td>
<td>2.0</td>
</tr>
<tr>
<td>1940-41: 15</td>
<td>9.6</td>
<td>11.6</td>
<td>14.0</td>
<td>2.0</td>
</tr>
</tbody>
</table>

**MOVIE PATTERNS—3**

*When stations play their feature films: PERCENTAGE OF STATIONS PLAYING FEATURE FILMS ACROSS THE BOARD IN EACH TIME PERIOD*

<table>
<thead>
<tr>
<th>Market Size</th>
<th>Mon-Thurs</th>
<th>Fri-Sat</th>
<th>Sun-Mon</th>
<th>3 or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937-38: 15</td>
<td>9.6</td>
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<td>1938-39: 15</td>
<td>9.6</td>
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<td>14.0</td>
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<tr>
<td>1939-40: 15</td>
<td>9.6</td>
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</tr>
<tr>
<td>1940-41: 15</td>
<td>9.6</td>
<td>11.6</td>
<td>14.0</td>
<td>2.0</td>
</tr>
</tbody>
</table>

**Best Supporting Actress**
- 1933: GAIL STONE in "Night Nurse"
- 1934: GWEN GORDON in "Night Nurse"
- 1935: GWEN GORDON in "Night Nurse"
- 1936: GWEN GORDON in "Night Nurse"
- 1937: GWEN GORDON in "Night Nurse"
- 1938: GWEN GORDON in "Night Nurse"
- 1939: GWEN GORDON in "Night Nurse"
- 1940: GWEN GORDON in "Night Nurse"
- 1941: GWEN GORDON in "Night Nurse"
- 1942: GWEN GORDON in "Night Nurse"
- 1943: GWEN GORDON in "Night Nurse"
- 1944: GWEN GORDON in "Night Nurse"
- 1945: GWEN GORDON in "Night Nurse"
- 1946: GWEN GORDON in "Night Nurse"

**Best Supporting Actor**
- 1939: JOSEPH SCHOEDRICK in "The Life of Emile Zola"
- 1940: THOMAS MITCHELL in "Stagecoach"
- 1941: THOMAS MITCHELL in "Stagecoach"
- 1942: THOMAS MITCHELL in "Stagecoach"
- 1943: THOMAS MITCHELL in "Stagecoach"
- 1944: THOMAS MITCHELL in "Stagecoach"
- 1945: THOMAS MITCHELL in "Stagecoach"
- 1946: THOMAS MITCHELL in "Stagecoach"

**WINNERS**

*MOVIE PATTERNS—1*

The Billboard's survey of feature film usage is based on data from stations, not on surveys of consumers or repeating a picture within the same market. It includes a procedure that expanded into pictures run twice or more in a given week when feature film prices charges. New York, started its 16-mill "Million Dollar Movie." Of the 16 stations in the survey, 10 reported some kind of repeating a feature within the same market, the other six ran feature films twice. In the one-station markets (40 stations), six surveyed stations reported repeating a feature within the same market, the other two of them in the same theater. Of the two-station market, one theater has two runs on three different theaters. The other four repeating stations in the one-station category gives second run on separate theater. They do it with two, three, four and five films respectively.

In the three-station-market category (40 stations) 30 stations repeated, the other 10 have the same theater. Of those two, two stations have one- two runs each theater. The other has a program across the board in which does three to four runs each week.

In the four-station-market category (50 stations), 36 stations reported repeat patterns, three of them in the same market. Of the three repeating within the same market, one theater has two runs on three theaters in which it gives the films six runs each, another has three theaters in which it gives six films runs each, the other has one theater is run as only two pictures three runs each.

**Big Packages Sell At a Steady Pace**

Despite the unprecedented abundance of feature films and the fact that they will not increase their use of feature films, the big packages that have been selling at a steady clip, according to the advertising industry.

National Telefilm Association's "The Informer" package, came in second place before the box-office was sold in 97 markets. The figures are in 50 markets. "Green Pastures" is in 70 markets and "The Informer" package of 22 pictures is now in about 97 markets.

Associated Artists Productions has added Warner Bros. pictures in about 90 markets, in about 18 of which they said the entire Library. And their other productions have been selling on the RKO Library in about 49 markets.
BENEFITS OF FEATURES
PROMPT SPONSOR RUSH

Low Cost Successes, New Influx
Stiffen Competition for Top Quality

By J. ACK SINGER

The flood of feature films being released by Hollywood producers such as 
Warner Bros., 20th Century-Fox, Disney, and M-G-M, Universal and United 
Artists is radically changing the concept of station feature pro-
gramming. "How do these changes affect our corner store advertising?" is a question 
that every hard-nosed ad manager interested in getting the most for 
their TV dollars is asking himself.

Feature films, of course, have already been advertised through the 
local cinema theatre as an important advertising vehicle. 

Too many national advertisers have only recently come to recognize 
the effectiveness of features, local sponsors have long been enthu-
siastic over this type of programming.

Success Story

An example of a noteworthy suc-
cess is told in a letter sent to 
WJTV, Ellichart, Ind., by Ri-
verside Motors, a local auto 
dealer. Joseph Leaven, president, 
states, "I really was surprised over the results of our feature programs 
that are only advertised one time each month. This is the best 
result we have had in all the years we have been in business. 


$100 puts you in evening time in New York

on WRCA-TV's "EVENING THEATRE"

WRCA-TV's new "Evening Theatre" presents a

WRCA-TV • 4 NBC leadership station in NEW YORK is sold by NBC SPOT SALES
**MOVIE PATTERNS—6**

When the average station bought its last package of feature films

<table>
<thead>
<tr>
<th>Market Size</th>
<th>1-Sta.</th>
<th>2-Sta.</th>
<th>3-Sta.</th>
<th>4 or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decline</td>
<td>15</td>
<td>23</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Increase</td>
<td>36</td>
<td>27</td>
<td>27</td>
<td>5</td>
</tr>
<tr>
<td>Same</td>
<td>6</td>
<td>7</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>

The number of months that will elapse between the average station's last feature-film purchase and its next feature-film purchase

<table>
<thead>
<tr>
<th>Market Size</th>
<th>1-Sta.</th>
<th>2-Sta.</th>
<th>3-Sta.</th>
<th>4 or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Months Elapsed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Purchases</td>
<td>13%</td>
<td>11</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Stations Playing</td>
<td>3 or More 1st-Run</td>
<td>Movies Per Week:</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

With the current influx of feature films, and with the rapid sales that are chalked up by every new package that hits the market, it is a matter of some interest to determine the average station's buying pattern.

Every distributor knows his prime customers, the easily hot feature-film stations. Of course, there are a few stations that are buying every first-run picture they can get their hands on. The purchase of a typical feature-film market, the distributor indeed has a healthy situation. The average station in that category had made a feature-film purchase only a few weeks before receiving The Billboard's questionnaire.

But in the smaller markets it was three to five months since the average station had had a purchase, and those were running five or more first-run films a week had bought more recently.

Of the 181 stations in the survey, 40 (or 22 per cent) had not yet made a purchase in 1955 when they received The Billboard's questionnaire at the end of May.

In the course of the analysis, the number of months since each station last purchased and the number of months before it expected to make its next purchase were added. The spread from the last to the next purchase of the average station ranged from 10 to 23 months, but it was two to five months shorter in the average station that played at least five first-run films per week.

---

...from M&A ALEXANDER PRODUCTIONS (distributors of "Top Drawer" films for television)

...come the BIG FILMS!

...and one of the Biggest according to ratings

is **"BYLINE—Steve Wilson"** starring Mark Stevens

39 ACTION-PACKED ADVENTURE DRAMAS—TOPS IN ENTERTAINMENT

—ALSO AVAILABLE—

170—Top Flight Features  *  46—Western Films
13—"Boss Lady"  *  13—"Rentrew of the Royal Mounted"

Distributed by

M&A ALEXANDER PRODUCTIONS, INC.

6040 Sunset Blvd., Hollywood 28, Calif. Phone: HOLlywood 4-3414

Distributors of Films for Television
Feature Releases Hit 6,500; Half Issued Since January 1

A total of 1,813 feature films have gone into TV distribution since January 1. That is almost half the number of pictures that had gone into the TV market in the previous five years. In other words, an estimated grand total of 6,500 feature films have been sold to TV stations in the history of the industry.

Since January 1, 1955, or in the past 10 months, a total of 2,597 feature films were put on sale to TV stations. Add to that the 121 Archer Rank pictures that the ARCV network has been using as the "Film Festival," and the total release to TV in that time amounts to 3,218.

Listed below 319, but for two big exceptions, virtually all of the feature films that are available to TV stations since April 1. The two exceptions are the two big libraries, Associated Artists Productions' 754 Warner Bros. pictures and CBS Television's "Movietone U.S.A." library of 740 RKO pictures. The Warner list was not released on time for this issue and the Billboards published the complete RKO list in July 1955.

Of the 319 pictures accounted for in the list below, 319 were released to TV stations in 1956. 66 are British-made films and 243 are Westerms. Of the 319 released in 1956, British productions account for 10, and 51 are Westerns. Represented on the list are 32 distributors with 32 packages of pictures. The 319 pictures released in 1956 are made up of eight packages handled by six distributors.

ANNIVERSARY PACKAGE—15 pictures (Released September, 1955)
BLACK NARCISSE—1670 (Delacor M)
THE MAIN EVENT—1946
James Mason, Ann Todd
GI ARTILLERY—1945
John Garfield, George Raft
GI RATION—1944
Kirk Douglas, Macdonald Carey
HEART OF THE CITY—1948
Robert Mitchum, Danny Thomas
HUMAN WAVE—1943
John Garfield, Robert Mitchum
LA BREA—1950
Spencer Tracy, Robert Mitchum
LADY AND THE TRAMP—1950
Frank Lloyd, Richard Carlson
LONE WOLF AND HIS MATE—1954
John Agar, Ann Blyth
MAD MUSKETEER—1954
Richard Widmark, Ulla Jacobsson
MERRY WIDOW—1952
William Holden, Dolores Faith
MOON BEAM—1954
Dana Andrews, Jeanne Crain
MURDER OF THE WISE MAN—1954
Burt Lancaster, Edmond O'Brien
SAD SISTERS—1953
Ingrid Bergman, Madeleine Carroll
SANDPIPER—1955
Deborah Kerr, Gordon MacRae
SARATOGA—1949
Fred MacMurray, Ingrid Bergman
SHERIFF OF TUCSON—1952
Robert Mitchum, Osa Massie
SING SING SING—1952
Gary Cooper, Kay Kendall
STRAIGHT DOWN—1953
Robert Mitchum, Shelley Winters
WILD BUNCH—1956
Robert Mitchum, Arthur Kennedy
WIZARD—1959
Robert Mitchum, Jocelyn Brando
ZANDER ASSIGNMENT—1948
Norma Shearer, George Sanders
VENGEANCE—1956
Mae Clarke, Brian Donlevy
ZOHARA—1950
Richard Widmark, Jeanne Crain
ZUMA—1956
Richard Widmark, Jeanne Crain

500 FEATURES
140 WESTERNS
300 CARTOONS
53 SERIALS
300 SHORTS

From the LEADING INDEPENDENT DISTRIBUTOR

Associated Companies
UNITY TELEVISION CORPORATION
ARGYLE TELEVISION FILMS INC.

NEW YORK
DETOIT
HOLLYWOOD

HCO Television Films, Inc.

Copyrighted material

www.americanradiohistory.com
**BEST BUYS IN TV PROGRAM PARTICIPATIONS**

An advertising service featuring top participation opportunities in leading TV markets.

**ARIZONA, Phoenix**

KOOL-TV, Ch 10: 316,000-watt CBS Affil. 72.4% quarter-hour firsts, May, '56. Telephoto.

**BEST BUYS IN TV FILM PROGRAM PARTICIPATIONS**

An advertising service featuring top participation opportunities in leading TV markets.

**CALIF., San Francisco**

KPIX, Ch 5: The CBS Television Affiliate serving Northern California.

BIG MOTIV: July ARB show 10:00 PM programming, top features. July revolutionized evening viewing in SP. Averages 51% of available audience—over 300,000 viewers at cost of only 79¢ per thousand.


RATES: $20.00-300.00, 32x$990, 52x$990, Gross.

NATL. SLS. REP.: The Katz Agency, Inc.


For rates & details on other TV shows, contact the appropriate station.

**CALIF., Los Angeles**

KNXT, Ch 21: Southern California's No. 1 station. Key station for the CBS TV Pacific Net.


NATL. SLS. REP.: CBS Television Spot Sales.

STA. CONTACT: Sales Department, 1313 W. Vine Street, Hollywood 28, Webster 5-3000.

**CALIF., Los Angeles**

KNXT, Ch 21: Southern California's most popular station... owned and operated by CBS, Inc.

SATURDAY AFTERNOON SHOW: Major, feature motion pictures with big name stars telecast at a time when the whole family is available. TIME: 2:30 to 3:30 PM, Saturday.


NATL. SLS. REP.: CBS Television Spot Sales.

STA. CONTACT: Sales Department, 1313 W. Vine Street, Hollywood 28, Webster 5-3000.

**CALIF., Los Angeles**

KTTV, Ch 11: Los Angeles Times Television. Complete coverage of America's 3rd Market.

JACKSON'S NEW THEATRE: Jackson Wheeler rolls 102 top Columbia features and pulls substantial share of the late night audience (June ARB). Gets great sales results, too.

TIME: 9:00 to 11:00 PM. Sign off, Mon. thru Fri.

RATE: $300.00/3 min. (and worth every penny).

NATL. SLS. REP.: Blair TV.

STA. CONTACT: Sales Dept. 7574 Sunset Blvd., Hollywood 28, Calif.

Hollywood 2-7111.

**COLORADO, Denver**

KOA-TV, Ch 4: Denver's leader in feature films. NBC Network Affiliate.

ACADEMY Nominated: June ARB says it's Denver's most popular afternoon feature film presentation. Top Features and host.

TIME: 1:30-4:30 PM., Mon., thru Fri.

RATES: On Request.

NATL. SLS. REP.: NBC Spot Sales.

STA. CONTACT: H. F. McCrory, KOA-TV, 1625 California, Denver 2, Colorado.

Main 3-6211.

**FLAMINGO FILMS**

505 Madison Ave., New York.

9 WESTERN (Relewed November, 1955)

**HOLLYWOOD TV SERVICE**

4120 Carpenter St., N. Hollywood

EMERALD GROUP—13 pictures

**NEW**

WHOLE OF FORTUNE
John Wayne
LADY OF LOUISANA
Joan Bennett
LADY FOR A NIGHT
Tina Louise
WYoming
Wally Brown
EARL CARROLL'S VANTISES
Paul Lynde
ROMANCES & RHYTHM
Barbara Bel Geddes
THAT'S MY MAN
20th-Fox
BROADWAY CROONERS
Bobby Darin
CABARET DE PARIS
Edith Atwater
_HOSTED BY_ AARON BERGMAN—1964

13 HILARITY FEATURES
(Continued on page 20)

**NEW**

JUDY CANVAS FEATURES
& WORLDWIDE PROMOS—ROBERT ALFORD & JIM WARRICK

NUGGET GROUP—51 Westerns

(Released January, 1956)

SILVER GROUP—25 pictures

(Released January, 1956)

DAROY—1955
Alphonse Bertrand

THE INSIDE STORY—1948
William Tabbert, Marion Shaw, Dorothy Tree, Ralph Scott

ANE JEFFERS, Gable House

ANGEL OF PEACE—1948
Rutte Martin, Greta Garbo

FLAME OF THE COAST—1948
Virginia Weidler, Don Dillaway

CALLING WILD BILL EDDILLOT—1953
Gus Scholl, John Roberts

FIGHTING MARES—1946
Edward Van Sloan, John Voska, B. Horrell, Eddie Quillan

FLORIDA TIGERS—1949
Ron Cameron, Ben Waker, Roy Rogers, Sonja Henie

FLIGHT OF FABULOUS RIVER—1943
Shirley Mitchell, Gary忱, Jack Carson, William Tabbert

PRINCESS OF THE HOME—1942
Duke Blue, Vaughan, John Litel, George O'Brien

GABBY DUVALL—1944
Gable House, Anna Jeffers

THE GALLANT LEGION—1946
Gable House, Anna Jeffers

HUNGRY FROGS—1944
Gable House, Sterling Hayden

COLD COMMAND—1944
Thomas Meighan, Marlene Moe

DEATH VALLEY MOUNTAIN—1942
Gable House, Anna Jeffers

OLD LOUIS ANGELES—1948
Gable House, John Litel

SON OF THE PROVIDENT—1947
Gable House, John Litel

**HOLLYWOOD TV FILMS**

1501 Broadway, New York

25-TITLE PACKAGE
(Released February, 1950)

PARIS MY WAY—1947
Fred MacMurray

SUNRISE AT MIDNIGHT—1950
Norman Lloyd

WANTED—1955
Ann Todd

HER SISTERS—1939
Richard Greene, Ruth Hussey

THE HOUSE OF MIRTH—1947
John Garfield, Jack Carson

THE WRED OF THE WEREWOLF—1944
Eric Linden, Mauro Staccioli

(Continued on page 20)
YOU NEVER SAW SUCH PICTURES! But you’ll see them soon on KNXT, channel 2 in Los Angeles. For KNXT has signed up 104 great new first-run features, all-time favorites starring many of the biggest, most glamorous names in motion picture history... features never before seen on Los Angeles television.

They’ll build even bigger audiences for “The Early Show” (already the top-rated daytime feature film program in Los Angeles) and “Big Hit Movies” (already the top-rated late-evening feature film program).* A call today will reserve participations for you in these first-run film favorites.
FLORIDA, Miami

For more data on television programming in this section.

MICHIGAN, Detroit

For more data on television advertising in this section.

MICHIGAN, Detroit

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MISSOURI, Kansas City
WMUR-TV, Ch 9; Kansas City's Most Popular—Most Powerful—TV Station. PREVIEW MOVIE: Morning feature film includes news and weather by Bill Griffith, and "Picture Payout," copyrighted telephone "give-away" gimmick. Jim Lentz, local TV favorite, is host and does commercials. TIME: 9:30 to 11 AM, Mondays thru Fridays. RATES: $100, subject to further discounts. NATL. SLS. REP.: Paters, Griffin, Woodward. STA. CONTACT: George Higgins, WMUR-TV, 11th and Central, Kansas City, Mo.

For more data on television advertising in this section.

MISOURI, Kansas City
KBNC-TV, Ch 9: Kansas City's Most Popular—Most Powerful—TV Station. FEATURE FILM: More feature film includes news and weather by Bill Griffith, and "Picture Payout," copyrighted telephone "give-away" gimmick. Jim Lentz, local TV favorite, is host and does commercials. TIME: 9:30 to 11 AM, Mondays thru Fridays. RATES: $100, subject to further discounts. NATL. SLS. REP.: Paters, Griffin, Woodward. STA. CONTACT: George Higgins, KBNC-TV, 11th and Central, Kansas City, Mo.

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For more data on television advertising in this section.
The top three are on 2

All three of New York's top three feature film programs are carried on WCBS-TV, channel 2.

THE LATE SHOW is number one...
THE EARLY SHOW is number two...
THE LATE MATINEE is number three.

Chances are this record will stand unbroken for a long, long time... because WCBS-TV has signed up two hundred and eighty more big films from the studios of Warner Brothers, Republic, and Columbia Pictures.

The list of titles includes:

The Maltese Falcon
The Life of Emile Zola
Arsenic and Old Lace
The Fighting Seabees
Watch on the Rhine
You'll Never Get Rich
Little Caesar
Christmas in Connecticut
Penelope from Heaven
George Washington Slept Here
Flamingo Road
Pennsylvania

These hits and many more will soon have their first New York telecasts on WCBS-TV—the station which (with good reason) wins the largest average audience in New York day and night.

Source: Nielsen, June 1948, Mon-Fri average rating
The Billboard • Spotlight on Feature Film Programming
August 11, 1956

Best Buys in Feature Film Programming
An advertising service featuring top participation opportunities in leading markets.

KERRASKA, Lincoln
KOLN-TV, Ch 10: CBS and ABC Networks. A Peter Ostrum Station.

STARLIGHT THEATRE: Top local personality, Charley Dugdale, works with and for you on host on this highly rated show. Top ratings in its time period, built on all-star act. names and good first-run features. TIME: 10:30-12:00 Midnight, Wed. thru Sun. RATE: $300, subject to freq. discounts.

MAIL: SLS. REP.: Avery-Knodell, Inc. STA. CONTACT: Thomas L. Young, KOLN-TV, 404th and N. Sta., Lincoln, Neb. Phone: 8-2367.

NEW YORK, Buffalo
WGR-TV, Ch 2: "The station with the personality.

MID-DAY MATINEE: First-run movies—top audience ratings. Best buy for local and national advertisers. TIME: 10-12 PM, Monday thru Friday. RATE: $70 less weekly volume discounts.

MAIL: SLS. REP.: Peter T. Griffin, Woodward. STA. CONTACT: Pat Swift, WGR-TV, 184 Dakota Street, Buffalo 13, N. Y. 7115.

For more data on display advertisement in this section.

NEW YORK, New York
WATV, Ch 15: The Super-power station for the New York Metropolitan Market.


RATE: On request.


For more data on display advertisement in this section.

NEW YORK, New York
WCBS-TV, Ch 2: Key Station for the CBS Television Network.

THE LATE SHOW: New York's top-rated feature film show (Nielsen). Tops all late-evening television, presenting more first-run and first-rate full-length features. TIME: 11:15 PM to completion of picture, Monday thru Thursday. RATE: $1,000, subject to discounts.


For more data on display advertisement in this section.

NEW YORK, New York
WCBS-TV, Ch 2: Best in view-channel 2.

THE EASY SHOW: Second only to its companion, The Late Show, on New York's highest rated feature film program (Nielsen). Dinner-hour entertainment for the family. TIME: 6:15 PM-7:25 PM, Monday thru Friday. RATE: $1,000, subject to discounts.


For more data on display advertisement in this section.

Feature Film Issues at 6,500; Half Since Jan.

* Continued from page 22

CONTINUED ON NEXT PAGE

Best Buys in Feature Film Programming
An advertising service featuring top participation opportunities in leading markets.

NEW YORK, New York
WCBS-TV, Ch 2: Number One Station in the New York TV Market. CBS and ABC Networks.

THE LATE MATINEE: Rated third behind The Late Show and The Early Show among New York's top regular feature film shows (Nielsen). Popular with adults, children. TIME: 6:00 to 6:00 PM, Monday thru Friday. RATE: $300, subject to consecutive week discount and "Twelve Plan," if applicable.


For more data on display advertisement in this section.

NEW YORK, New York
WCBS-TV, Ch 2: Watch Channel 2, More People Do. CBS Television Network.

THE LATE, LATE SHOW: Post-midnight entertainment for "television's other audience," New York's thousands of second-shift workers and late-stayer-sackers. TIME: Follows The Late Show (approx. 12:30 AM), to conclusion, Sunday thru Saturday. RATE: $675, subject to consecutive week discount and "Twelve Plan," if applicable.


For more data on display advertisement in this section.

NEW YORK, New York
WOR-TV, Ch 9: Owned and operated by RKO Teleradio.

CRUSADER RABBIT'S TERRITORY: 400 exclusive Terrytoons & Gunsmoke Rabbit adventures (never seen in N. Y.), scheduled in WOR-TV's highest rated half-hour strip. TIME: 7:00 to 7:30 PM, Mon. thru Fri.

RATE: On request.


For more data on display advertisement in this section.

NEW YORK, New York
WOR-TV, Ch 9: Owned and operated by RKO Teleradio.


CRAZY HOUSE: A claymar & comedy picture.

FREEZER'S STORE: A claymar & comedy picture.

HOLLYWOOD: A comedy picture.

BUTCH MEETS THE BABY: A comedy picture.

CRAZY HOUSE: A claymar & comedy picture.

TIGHT SHOE: A comedy picture.


THE WELL: A claymar & comedy picture.

STRANGER ON THE FROULG: A claymar & comedy picture.

THE CONQUEST OF EMPIRE: A claymar & comedy picture.

SWING CANE: A claymar & comedy picture.

GOODBYE, MISTY: A claymar & comedy picture.

CHAMPAGNE SABRI: A claymar & comedy picture.

KEY TO MURDER: A claymar & comedy picture.

THE LONG SEARCH: A claymar & comedy picture.

FASTER TONY—41 pictures

RELEASE DATE: May 1955

THE CAPTAINS PARADISE—1955

ACRES OF IRELAND, VEANNE DE CERAI

BREAKING THRU THE MOUND BARRIER—1352

BREAKING THRU THE MOUND BARRIER—1352

THE MAN BETWEEN—1953

DON'T SELL ME SHORT—1953

TASHMIRE, DON'T SELL ME SHORT—1953


For more data on display advertisement in this section.
KRON’S BUBBLING OVER....

... with the Most Recent TV Releases from RKO, Warner Bros., Paramount, Universal, Republic, Columbia and United Artists.

owl theater
11:30 PM - 12:30 AM Sunday
Highest rated late Sunday
Night Movie, 50% share of audience

two for the show
10:00 - 11:30 PM, Fri.
The latest movie hits - released for television
July '56 ARB rating of 20.0 - 60% of sets in use;

movietime
6:00 - 7:30 PM - Sunday
Ratings have not been beaten since 1951

home theater
6:00 - 7:00 PM Saturday
A single Sponsor for 5 years
Sorry, not available

golden gate playhouse
3:00 - 5:30 PM, M - F
Consistently the top-rated
daytime show for 5 years.
Live commercials by Bonnie Kever.

sat. nite movie hits
11:00 - 12:30 PM
The No. 1 Saturday
Night Movie. June ARB
rating of 10.8
64% of Sets in use

sandman cinema
12:30 - 2:00 AM
The Top Late, Late Show

KRON TV See Pleasant
Feature Film Issues at 6:50; Half since Jan.

CONTINUED FROM PAGE 24

NATL. RATE: $50

NEW YORK, New York

WOR-TV, Ch 9: Owned and operated by RKO Teleradio.
THEATRE OF MOVIE CLASSICS: 1st-run RKO hits of the 1930's, starring Hollywood greats, 4 shows every Sun. in combination with Million $ Movie, N. Y.'s 41 program.

TIME: 6:30 PM, 4:30 PM & 9 PM. SUN.
RATES: On request.
NATL. ELS. REP.: M. N. Television, Inc.
STA. CONTACT: William F. Dix, WOR-TV, 1440 Broadway, New York 18, N. Y.

FOR MORE DATA SEE DISPLAY ADVERTISEMENT IN THIS SECTION.

NEW YORK, New York

WPIX, Ch 11: New York's most popular independent TV Station. Taps in sports, news, syndicated half hours, children's shows and feature films.

HOLLYWOOD MOVIEFEST: A low-cost early-afternoon feature film show for frequency advertising to daytime audiences.

TIME: 1:30-3:00 PM, Mon. thru Fri.
RATES: $225 per participation, subj. to disc.
NATL. ELS. REP.: Peters, Griffin, Woodward.
STA. CONTACT: Jack Peterson, WPIX-11, 220 East 42nd Street, New York 17, N. Y.

FOR MORE DATA SEE DISPLAY ADVERTISEMENT IN THIS SECTION.

wkra TV, Ch 4: NBC's flagship station in America's leading market.

11th HOUR THEATRE: Long-time NYC favorite, featuring adult film fare for weekend enjoyment.HEELS on the heels of powerful NBC Sat.-Sun. programming.
TIME: 11:45 PM to conclusion.
RATES: $425/partic. less discounts (14/50 plan).
NATL. ELS. REP.: NBC Spot Sales.
STA. CONTACT: Jay Gritsen, WORCA-TV, 30 Rockefeller Plaza, N. Y., N. Y. Circle 7-8300.

FOR MORE DATA SEE DISPLAY ADVERTISEMENT IN THIS SECTION.

Oklahoma, Tulsa

KOBY Ch 6: By every measurement, KOBY consistently dominates America's 45th market. 6TH VONT CENTER: Tulsa's most powerful Feature Film Theatre. Top Features from NYA, Hyge, Unity and other leading distributors. Pulse and ARB agree: it outrates one opposite show (Tonight) by 69%. Other opp. show by 62%.
TIME: 11:00 PM to closing. Sun. thru Fri.
RATES: $145 per participation, subject to discounts.
NATL. ELS. REP.: The Katz Agency, Inc.

FOR MORE DATA SEE DISPLAY ADVERTISEMENT IN THIS SECTION.

Penn., Pittsburgh

KDKA-TV, Ch 2: Pittsburgh's First TV Station, reaching more Tri-State Area viewers than any other station.
SWINGSHIFT THEATRE: 4th year as area's most popular feature film participation show. Takes off at 4 AM to air thru Sat. SAT. RATE: 1-minute participation, rates on request.
NATL. ELS. REP.: Peters, Griffin, Woodward.
STA. CONTACT: Lloyd G. Chapman, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 1-3000.

FOR MORE DATA SEE DISPLAY ADVERTISEMENT IN THIS SECTION.
Old Packages Have A Lot of TV Value

The very best in film on Florida's first independent television station plus the assured audience good film features guarantee at the lowest cost per thousand.

WGBS-TV's
BALANCED PROGRAMMING
IN YOUR FAVOR IN MIAMI

LEO FLOYD says
TV MOVIES ARE BETTER THAN EVER!
On Those Big Double-Bill Channels
KELO and KDLO
Take Joe's KELO-TV, Sioux Falls, S. D. With a new 1,023-ft. tower, it now beams top-rated movies to a wider market than ever in the rich 3-state money belt—South Dakota, Minnesota and Iowa.

Add Joe's neighboring KDLO-TV and you add twice the reach, twice the enthusiastic sell—two big markets for your one buy across the boards.

A Storier Station is a Local Station
WGBS-TV Miami, Florida

OFFERING THE BEST HOLLYWOOD-STYLE FILM FEATURES—FITTED INTO A FORMULA FOR ENTERTAINMENT OF LARGE AUDIENCES—EVERYWHERE!

STORER BROADCASTING COMPANY
TEXAS, Houston

KEEL-TV, Ch 13: Houston's Family Station. AFTERTIMES: FESTIVAL! A continuing hit. July ARS shows sure 30 plus rating points to strip advertiser. Houston's best buy for adult audiences on volume plan. "SPOT-LIGHT" merchandising plan to back it up. TIME: 9:30 to 11:00 PM, Monday thru Friday. RATE: $70 one time. 5-8-10-13 Plan applicable.
NATV. ELS. REP.: Geo. F. Hollingbery Co.
STA: CONTACT: Bill Bennett, Box 12, Houston, Texas, 6-1313.

TEXAS, Houston

KETR-TV, Ch 13: Houston's most powerful.
TIME: 9:30 to 11:00 AM, Monday thru Friday. RATE: $70 one time. 5-8-10-13 Plan volume rate available.
NATV. ELS. REP.: Geo. F. Hollingbery Co.
STA: CONTACT: Bill Bennett, Box 12, Houston, Texas 6-1313.

TEXAS, Houston

KTRK-TV, Ch 13: ABC in Houston. MIDDAY MOVIE: Short features, action, mystery, adventure, western, Live Host for product lead-ins. Supermarket or kitchen sets available. July ARS shows 25 rating points. Incredibly strong by "SPOT-LIGHT" merchandising plan in local market.
TIME: 12 Noon to 1:00 PM, Mon. thru Fri.
RATE: $70 one time. 15 Plan volume rate available.
NATV. ELS. REP.: Geo. F. Hollingbery Co.
STA: CONTACT: Bill Bennett, Box 12, Houston, Texas 6-1313.

TEXAS, San Antonio

WOAI-TV, Ch 4: Covering 317,736 Southwest homes. NBC-TV Network. FAMILY MOVIETIME: Average 12.1 rating (June ARB). First-run Warner Bros. Features start September. All-family appeal. TIME: 5:30-6:30 PM, Mon. thru Fri. until October 26; 4:30-5:30 PM, Mon. thru Fridy. thereafter.
RATE: $40, subj. to frequency (package plan).
NATV. ELS. REP.: Edward Petry & Co., Inc.
STA: CONTACT: Edward V. Chovel, WOAI-TV, 1031 Navarro St., San Antonio 6, Texas.

Texas, San Antonio

WOAI-TV, Ch 4: Covering 317,736 Southwest homes. NBC-TV Network. AFTEROON MOVIETIME! Average 16.3 rating - top share (June ARB). Highest rated local daytime show in market. First-run Warner Bros. Features start in Sept. TIME: 11-12:30 PM, Mon. thru Fri. until October 26; 12-1:30 PM, Mon. thru Fri. thereafter.
RATE: $60, less frequency discounts.
NATV. ELS. REP.: Edward Petry & Co., Inc.
STA: CONTACT: Edward V. Chovel, WOAI-TV, 1031 Navarro St., San Antonio 6, Texas.
Guides for Tricky Business Of Purchasing Feature Pix

Feature films have always been the first part of a station's buying job. With the influx of so many more pictures this year, the station is faced being tossed about by the film salesmen, feature buying has become even more pressing.

Of course, it's always convenient to make a snap judgment. The truly great pictures are easily recognized, and since most anyone can see the highest grossers, it would seem the buying of the most important pictures is a matter of chance. But after a year of screening, the writer feels he can safely say that the buying of pictures is not a matter of chance at all. It is a matter of science.

In the process of buying a feature picture the unwary station may find itself with a pot of chicken, which it definitely does not want for its top theater and which it may not even want for any other slot.

In addition to the theatrical sales formula, Jacobs checks his theatrical hindsight for a couple of other factors. He tries to find out how much the picture grossed theatrically. He recalls what kind of reviews it received. And he recalls how well his theater audiences liked it. It is customary for the theater manager to talk to the patrons about their way out, so their reaction is no mystery to the experienced film buyer.

Aside from the theatrical record of a movie, there are a number of important data that are available to any TV film buyer before he actually gets a look at the film in a new package. A most significant one, Jacobs emphasizes, is the running time, which most TV distributors release on the day of their initial presentations. It is a good clue to a picture's quality. A picture running less than 70 minutes is probably a low-budget production that should be deleted in the third quality category. Pictures running 90 to 120 minutes are probably higher-budget efforts that should rank high in category two, if not in the top category.

Another important consideration is, of course, the vintage. In pictures made before 1933 the sound quality is usually inferior. Pictures made before 1929, unless they are recognized "classics" of the motion picture art, are in danger of seeming

viewer discontent because of obviously outdated styles in clothing, coiffures, make-up, furniture, automobiles and sets.

Still another clue to a feature film's quality is its star. Was the picture made when the star was at the peak of his popularity? If so, chances are he had a good picture behind him. It is worth checking some of the motion picture reference books to see where some of these stars were winning their Oscar nominations and other awards.

In sum, then, there are five key check points in establishing a feature film's quality for TV: its theatrical sales formula, its theatrical track record, its running time, its vintage and its stars.

Cell Information

The station film director should try to get something on each of these five points in making his programing as well as his buying decisions. In general, of course, it is helpful to get as much information as you can. WOR-TV has its research department comb all the film research books and fill out a detailed data sheet on every picture it buys. This information is garnered after the picture is made, but it proves most useful to the sales promotion and publicity departments.

Jacobs believes that the distributors could make the station's lives easier by packaging their pictures according to quality and then setting their price on each package.

But Jacobs is quick to note that the economics of TV make it unlikely that any such sales method will come into wide use in the near future.

Aside from all the data a film

(Continued on page 30)
NO OTHER TV STATION CAN MAKE THIS STATEMENT!

"In New York, MOST of the BEST Syndicated Film Shows Are seen on . . . WPIX-11"

Again, the program and talent choices of sponsors, ad agencies and TV stations have been reported by The Billboard in its 4th Annual TV Program & Talent Awards. And, in syndicated film programming, more of the "best" are seen on WPIX-11 than any other New York TV station.

ALL 5 of the BEST OVER-ALL SYNDICATED FILM SHOWS . . . ON WPIX-11
1. Highway Patrol
2. Dr. Hudson's Secret Journal
3. Science Fiction Theatre
4. Badge 714
5. I Led 3 Lives

ALL 5 of the BEST ACTORS
1. Bodoerdick Crawford
2. Jack Webb
3. Richard Devon
4. Bob Cummings
5. John Howard

THE BEST ACTRESS
1. Ann Sothern

ALL 3 of the BEST PUBLIC SERVICE SHOWS, and the shows that did most to raise the cultural standards of TV
1. Confidential File
2. Victory at Sea
3. I Led 3 Lives
4. Dr. Hudson's Secret Journal

5 of the BEST 7 ADVENTURE SHOWS
1. Highway Patrol
2. Badge 714
3. Foreign Intrigue
4. Crunch and Dee
5. Man Called X

3 of the BEST 5 ADVENTURE PERFORMERS
1. Richard Carlson
2. Bodoerdick Crawford
3. Barry Nelson

5 of the BEST 6 MYSTERY SHOWS
1. Badge 714
2. San Francisco Beat
3. Mr. District Attorney
4. The Detectives
5. Man Behind the Badge

ALL 4 of the BEST MYSTERY SHOW PERFORMERS
1. Jack Webb
2. Reed Hadley
3. David Brian
4. Rex Cameron (tie)

4 of the BEST 10 COMEDY SHOWS
1. Groucho
2. Life With Father
3. My Friends
4. Abbott and Costello

3 of the BEST 5 COMEDY PERFORMERS
1. Artie Shaw
2. Artie Shaw
3. Bob Cummings
4. Jack Benny
5. Jean Carson

ALL 3 of the BEST DRAMA SERIES
1. Star Performance
2. Science Fiction Theatre
3. Dr. Hudson's Secret Journal

ALL 3 of the BEST DRAMATIC PERFORMERS
1. Dick Powell
2. David Niven
3. John Howard

THE 2 BEST DOCUMENTARIES
1. Victory at Sea
2. Confidential File

3 of the BEST 10 WESTERN SHOWS
1. Stories of the Century
2. Range Rider

THE BEST MUSIC SERIES
1. Rosemary Clooney Show

1 of the 2 BEST MUSICAL PERFORMERS
1. Rosemary Clooney

Guides for Biz Of Purchasing Feature Films

*Continued from page 39

buyers may accumulate on a feature film, there is, after all, the in-effluent element of TV and showmanship savvy. The film buyer
should not be shy about using his head. A picture that blossomed in
the theaters may conceivably well on the home screen, and vice
versa.

One example of the top and dozens a film may go thru is "Arch of Triomphe." A multi-million-dollar production, it died at the box office. But on TV it got high, high ratings. In fact, it got the highest rating ever registered by Chicago's top
courted "Theater," However, the sponsor of TV to it: It did not attract the kind of audience he wanted.

Feature Film Issues at 6,500; Half Since Jan.

*Continued from page 38
How 5 Top Users Program Features

program: "The Late Show" (Sunday-Saturday, 11:15 p.m.-1:00 a.m., EST), "The Late Matinee" (Friday, 6:15-7:16 p.m.), "Picture for a Sunday Afternoonnoon" (Sunday, 4:30-5:30 p.m.), "The Late Matinee" (Monday-Friday, 5:35-5:55 p.m.), "Late Late Show" (Sunday, 2:30-3:35 p.m.) and "The Late Show" (Sunday-Saturday, 11:30-12:00 a.m.).

4 Since 1951
Four of these programs have been on the air since 1951. The fifth, "The Late Matinee," premiered in 1952. Each week WCBS airs 28 different pictures on these five programs.

First-run films make their bow either on "The Late Show" or "The Early Show" (both of which also use reruns). They are then followed by a variety of other programs after a lapse of several months. "The Late Show" runs its picture full length. "The Early Show" uses an encore to bridge the gaps.

The viewers of WCBS' movies have averaged steady four years. In June, 1953, for example, 1,771,000 people per day watched its four daily feature film showings. In June, 1956, this figure had increased to 2,040,000, according to Nielsen data.

The station's rate on its feature film show has naturally kept pace with its audience growth. For example, in less than one year the cost of a spot on "The Late Show" has jumped from $700 to $1,000, which now matches the rate for "Early Show" spots. Rates on the other feature shows are lower. All of the WCBS shows, except "The Late Show," are sold only on a participating basis. The participating shows are usually completely sold out nine months of the year and do a thriving business the other three.

2-Year Deals
The average deal that WCBS makes on a package of features gives it the rights to the films for three years, during which time the station runs each feature approximately 10 times. It generally pays between $2,500 and $7,500 per picture. Over the past five years, the station has aired approximately 1,000 first-run features. It has 490 first-runs in the bank right now, consisting of Columbia and Warner Bros. product.

WOR-TV, NEW YORK
When WOR-TV, New York, started its "Million Dollar Movie" two years ago, the feature film market had just been sparked up by a limited quantity of top-grade pictures. The new look in features gave the station the opportunity to make a real competitive deal in this seven-station market. But it took a lot of money.

In acquiring the rights to the 30 stellar pictures that make up its complement, General Teleradio, which had leased from the Bank of America, WOR-TV was billed $12,000 per picture, the highest price that any station had ever paid for feature films. To cover such an unprecedented outlay, the station decided on the then startling idea of running each picture at least 16 times in a single week: 7:30-9 p.m. and then 10-11:30 p.m. each night, plus a Saturday and Sunday matinee.

Since that historic move, a number of stations around the country have followed the pattern of consecutive repeats of top pictures, the mainstay of WOR.

For instance, KPJZ-TV, Dallas, when it went on the air last fall, installed a "Million Dollar Movie" program across the board in prime time, with one film repeated three consecutive nights and another four consecutive nights.

To Top. 7:9
In the 1955-56 season, WOR aired "MDM" to eight sponsors on the premise of a cumulative rating of at least 70.0 Telepalms. When the first ratings came in it was found that "MDM" had far exceeded the anticipated audience, so the station withdrew the guaranteed minimum.

In the first season, each sponsor paid $4,175 for a one-minute spot on each play of the picture plus an opening billboard on each. Last season WOR raised the rate for the first 13 weeks to $4,950 per week and invited nine sponsors to participate. Again it was sold out.

The "MDM" concept proved an ideal solution to an almost desperate programming problem. The caliber of the pictures succeeded in drawing in sponsors that had never before given the station a tumble. The heavy repeat pattern, besides making it possible to amortize the huge cost, assured maximum impact for each picture. This pattern also helped to ease the maximum potential mileage out of a limited supply of product. And of course the whole plan brought in an attractive cost per thousand for the sponsor.

Stays Put
With the recent influx of more feature films and more good costs, WOR toyed with the idea of breaking the "MDM" pattern down to eight runs per picture but finally decided to stick with its proven policy. The nine availability for the 1956-57 season are already sold out.

Two basic essentials of the "MDM" plan are good pictures and heavy promotion. Even with the vast resources of the RKO Library at its command, WOR is still on the market for any top picture that comes into TV. And "MDM" in New York gets one of the most intensive promotion efforts of any local show in the country.

WNBV-TV, CHICAGO
In Chicago local advertisers like to have their feature film programs all to themselves. Probably no place else in the country are there so many single-sponsored movie shows. During the season, WNBV-TV, playing as many as 38 pictures a week, will have as many as 22 that are fully sponsored by individual local advertisers, including auto dealers, jewelers, furniture dealers and clothing and sporting good stores.

The top spending movie sponsor in Chicago—and probably in the country—is Jim Moran’s Courtesy Ford, one of the largest Ford dealerships in the U. S. Very often the sale of a new package of features in Chicago will depend on Moran’s purchase of the first few for his "Courtyard Theater," Sunday, 10 p.m. This program, incidentally, will be starting its eighth year next month.

As the result of this sponsorship pattern, WGN is highly sensitive to the effectiveness of feature films as advertising vehicles. It doesn’t only want high ratings—but it gets plenty—but it wants to reach the right audience and get them into the stores the next day in the right frame of mind.

J. E. Faraghan, program manager.

(Continued on page 35)
SALES RESULTS are easier with "CAPTIVATED" AUDIENCES!

In St. Louis eyes are fixed first on Channel 5 each evening during KSD-TV's feature presentation of a Lavish Playhouse...and with good reason...TV is one of the major advertising media today. And while many stations are making a good job of programming, others are failing. KSD's "CAPTIVATED" audiences are the result of careful selection of shows which appeal to the wide range of interests of the St. Louis audience. KSD-TV's "Lavish Playhouse" is a major factor in the growth of KSD's audience. And with the advent of the "CAPTIVATED" audience, KSD-TV is quickly becoming a leader in the St. Louis market.

The "CAPTIVATED" audience is distinguished by its high levels of interest in TV. They are more likely to watch KSD-TV for longer periods of time and are more likely to tune in to KSD-TV's feature presentations. This results in higher ratings and more advertising dollars for KSD. KSD-TV's "Lavish Playhouse" is a perfect example of how to attract the "CAPTIVATED" audience.

KSD-TV is the leading station in St. Louis, and its "Lavish Playhouse" is a perfect example of how to attract the "CAPTIVATED" audience.
A 10-Year History: Movies Better Than Ever; Fall of '56 Best Yet

Continued from page 1

the production and distribution of half-hour series, it turned those pictures over to the then newly formed Hygo Television Films. In those days the usual deal be- tween station and distributor was for only one run, and often it was only for one picture at a time. In the trade this was called a "spot" deal.

But in 1950, a virtual revolution, the second important milestone took place. Hyman sold out the AAP catalog, which then approached 300 pictures, to David Baer's Lancing Foundation. And Baer in turn sold it to an organization being set up by Matty Fox, former executive vice-president of Universal Pictures. The name of the new outfit was Motion Pictures for Television.

By the way, in this story, a distribution outfit set up a little earlier by Irwin Shapiro and Archie Mayers, had acquired the TV dis- tribution rights to between 300 and 400 pictures, by picking up one package after another. For the art three years, Unity and MPTV dominated feature film distribution in TV. No longer was there a deal of the essential mode of doing business. The individual pic- ture was no longer a trademark. There was the quantity that counted.

Unity and MPTV made famous what was known as the "library deal," in which they would commit to the station all or a large part of their library of pictures. The stac- tor's contract often called for spot pictures but for so many hours of feature film programming over a two or three-year period.

Small Packages

During those years a number of distribution operations were begun with smaller packages of pictures.

Robert Lippert set up Tele-Pictures with 20 films only 18 months off the theatrical trail. Edward Swaim set up Peterson Productions with 26 good pictures of his own making. Charles Weintraub set up Quality Films with 26 good films. Atlantis Television, Atlantic Televi- sion, Specialty Television and Film Vision all started about this time.

And Republic Pictures set up its own TV subsidiary, Hollywood TV Service, which began the periodic release of a limited number of pictures cut out of its backing. This was the second large operat- ing Hollywood studio to put feature pictures into TV.

But by 1953, there were more than 200 pictures of feature films. MPTV and Unity with their respective 100 pictures were flourishing in 1955 when a big change took place, and they furnished the major programming for many new stations.

Well Done

By the end of 1953 the Unity and MPTV libraries were begin- ning to peter out. The stations wanted fresh product. But the ma- jors were showing no substantial signs of weakening. Some stations began to play half-hour films in- stead of features. For awhile it looked as if the old deal had run dry as far as TV was concerned.

But then, as usual, another revolution, another milestone, on Washington's Birthday, 1954, Tom O'Neill, president of the Mutual Television Broadcasting System and General Televison, shook hands with a rep- resentative of the Bank of America, and the deal was done. The price was 400,000 per picture, much below what had been agreed to get pictures into TV.

Chesapeake Deal

Almost simultaneously Hygo concluded a deal with Chesapeake Television, Inc., for 100 pictures at an un- usually high price. A dozen Sher- lock Holmes pictures were brought into TV by a series of deals. They were flourishing in 1955 when a big change took place, and they furnished the major programming for many new stations.

Feature Film Benefits Cue Sponsor Rush

Continued from page 17

Feature Film Benefits Cue Sponsor Rush

---from spot is spectacular

A sponsor controlling an entire movie program, you can see what a difference of commercials. This gives him the opportunity of running only two—or even one—extra long com- mercial, giving him the opportunity to deliver a soft, direct, and persuasive sales message.

The movie distributor, who deals with users who may be known to the advantage of this in TV, gives them the chance to enumerate a white list of specialists.

Still, in the top-rated movie in Milwaukee, has been using seven- and eight-minute com-mercials for some time.

The multi-product sponsor can use the extra commercial time to stage a variety of events for his products.

Another strong point about movies is that they are usually closer and more novel.

In all cases the additional commercial time will cost him more per thousand homes reached than a good half-hour show.

TV Findspot

The television Bureau of Advertising, in its "pinpoint" study of local movies has concluded that a one-hour movie, costing in 78 markets only $2,64, per thousand sales calls, according to the Newspaper Media Research Bureau. This would cost a gross of $53,64, per week.

Assisted, that has been making the most intensive effort to get movie interest in feature films, argues that by pick- ing only the top movies playing only first and second run films a sponsor can get an exposure and a better name brand than that. AAF figures that the top feature programs in 1954, out of 50 spots, would cost a sponsor only about $17, per thousand homes reached, ac- cording to the Newspaper Media Research Bureau.

$6,500,000 Tab

AAE estimates that full sponsorship of four separate programs a season, the 200 million view- ers would cost a national advertiser a gross for time and program of $6,500,000 over the year.

So great is the mounting interest in movie sponsorship that many of the major ad agencies are re- ported to be trying to get higher prices for picture film either from one of the TV stations from the networks or from a producer—to share among their spot advertisers. An expenditure of $6,500,000 could absolutely take care of a large proportion of a big agency's total business and put all into a attractive, powerful and more easily controlled bundle.

write, wire, phone TODAY!

Television Productions, Inc.
Irving M. Lasser
12720 Avenue of the Americas
New York 30, N. Y. Phone: 7-6990
TV Program and Time-Buying Guide

The Billboard

TV PROGRAM RATINGS

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

THE BILLBOARD

AUGUST 11, 1956

TV Program and Time-Buying Guide

The Billboard Scoreboard

ARF Audience Composition Studies

WEB QUIZ AND PANEL SHOWS

JUNE RATINGS

Rank Show, Sponsor & Web

1. 10:00 ARF Quiz - Network (CBS) - 27.5
2. 10:00 ARF Quiz - Network (CBS) - 27.0
3. 10:00 ARF Quiz - Network (CBS) - 26.5
4. 10:00 ARF Quiz - Network (CBS) - 26.0
5. 10:00 ARF Quiz - Network (CBS) - 25.5

AMONG WOMEN

Rank Show, Sponsor & Web

1. 10:00 ARF Quiz - Network (CBS) - 27.5
2. 10:00 ARF Quiz - Network (CBS) - 27.0
3. 10:00 ARF Quiz - Network (CBS) - 26.5
4. 10:00 ARF Quiz - Network (CBS) - 26.0
5. 10:00 ARF Quiz - Network (CBS) - 25.5

AMONG CHILDREN

Rank Show, Sponsor & Web

1. 10:00 ARF Quiz - Network (CBS) - 27.5
2. 10:00 ARF Quiz - Network (CBS) - 27.0
3. 10:00 ARF Quiz - Network (CBS) - 26.5
4. 10:00 ARF Quiz - Network (CBS) - 26.0
5. 10:00 ARF Quiz - Network (CBS) - 25.5

FILMS TO WATCH

CODE 3—ABC Film Syndication

AMONG WOMEN

Rank Show, Sponsor & Web

1. Code 3—Syndicated
2. Code 3—CBS
3. Code 3—ABC
4. Code 3—NBC
5. Code 3—UPN

AMONG CHILDREN

Rank Show, Sponsor & Web

1. Code 3—Syndicated
2. Code 3—CBS
3. Code 3—ABC
4. Code 3—NBC
5. Code 3—UPN

SYNDICATED TV PROGRAMS

PULSE TOP PIX AMONG KIDS

JUNE RATINGS

Rank Show & Network

1. Annie Oakley (CBS) - 6.0
2. Wild Bill Hickok (Filamino) - 5.9
3. Death Valley Days (CBS) - 5.8
4. Death Valley Days (CBS) - 5.7
5. Death Valley Days (CBS) - 5.6

AMONG MENS

Rank Show & Network

1. Annie Oakley (CBS) - 6.0
2. Wild Bill Hickok (Filamino) - 5.9
3. Death Valley Days (CBS) - 5.8
4. Death Valley Days (CBS) - 5.7
5. Death Valley Days (CBS) - 5.6

AMONG TEENS

Rank Show & Network

1. Annie Oakley (CBS) - 6.0
2. Wild Bill Hickok (Filamino) - 5.9
3. Death Valley Days (CBS) - 5.8
4. Death Valley Days (CBS) - 5.7
5. Death Valley Days (CBS) - 5.6

AMONG CHILDREN

Rank Show & Network

1. Annie Oakley (CBS) - 6.0
2. Wild Bill Hickok (Filamino) - 5.9
3. Death Valley Days (CBS) - 5.8
4. Death Valley Days (CBS) - 5.7
5. Death Valley Days (CBS) - 5.6

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.
Judges Give Views On Cover Entries

YOUNG CLEFFER BATTING 1000

NEW YORK — Roberta Heller, a 21-year-old housewife, is the cover of the Brill Building. Her first published song, "Speak My Love," has been selected by Vic Aussie Diamond (a Brill Building "Spotlight" this week), and her second tune (title not yet announced) will be cut by Kitty Kallen and will be released shortly. The young Internationale wrote the lyrics for both songs while working at the Radio Corporation of America. June Mogull, who heads the Brill Building, the tunes were published by Mogull's firm.

Bell Records Boosts Line To 49 Cents

NEW YORK — Bell Records, low-priced pop cover line distributed by RCA Victor, will raise its price from 39 cents to 49 cents a week, beginning with the August 20 release. This marks the end of the 39-cent level, as most Bell titles currently are pegged at 49 cents.

The selection was made by Robert Shinnick, artists and repertoire director of Bell. As well as his Simon and Garfunkel expertise, he feels the increase has been instituted in a manner designed to both add flexibility. With the added profit edge, the company can set up special recording sessions whenever a new tune shows signs of "making waves." Bell says that with this move, getting the maximum number of sides done in each three-four-hour re RN

More Categories

Many albums covers do not mir ror the contents, the judges felt. The guides suggested that there be more categories in the new cover competition. "It is difficult," one of them stated, "to compare singer's and instrumentalists."

In addition to the winners seen below, the judges made the following suggestions in the pop field was awarded to Seeco Records for "Latia on the Moon," and honorable mention is the classical field to RCA Victor for "Pagliacci."
Fall Sales Outlook Bright

In Equipment Merchandising

New Developments in Reproduction, Wider Prices Spreads Seem Healthy

By REN CREVATT

NEW YORK—New entrants to the hi-fi audio-equipment field and the introduction of new and higher-priced models in the music reproduction field all point to larger and more lucrative business in the fall.

Dealers who gear up now can make the most profit of the vast amount of marketable merchandise available.

Indeed, attending the recent Music Merchants trade shows here got a solid impression of what’s to come.

London Records formally entered the phonograph field with the introduction of its base hi-fi FM-radio-phonographs. Housed in a handsome mahogany cabinet, the unit carries a tag of $795 and is designed for the trade only. The line consists of the one model, and the company has no present plans for moving into the non-competitive, lower-priced field.

Pilot Radio has an expanded line of components and console units. Component merchandise in the line consists of premium-quality FM-AM tuners, amplifiers, preamplifiers, and control equipment in combination with Garrard turntables, magnetic pick-ups and multiple speaker systems of special design. In single cabinet units, Pilot is featuring its Ensemble and Encore models, including three hi-fi phonos and three FM-AM radios, with a price spread of $199.50 to $359.

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Low-Priced Line

Stereofon’s new line concentrates on low-price merchandise with 10 of the 14 new models carrying price tags under $100. Of these, five are billed as hi-fi units with the lowest priced “hi-fi portable” pegged at $39.95. All units except the two lowest-priced and a 45 rpm-only model carry four-speed turntables. Top priced model is a de luxe hi-fi radio-phonograph console at $299.50.

Another firm looking to more activity in both components and complete packaged hi-fi is General Dynamics’ Stereovox Carlson Di- vision. Seven console phonos and radio-phonograph combination units have been introduced, ranging in price from $149.95 to $259. The company’s “Custom Four Hundred” line of components has been completely redesigned and restyled in keeping with current market trends.

A bulk of new models featured the 1957 Adalith hi-fi phone line which was exhibited at the Music Trade Show. Table, chassis and console units are included and all carry four-speed turntables. The price range of $79.95 to $250 is considerably narrower than in a number of other lines.

Unicord Inc., formerly known as Olympic Radio and Television Inc. and now affiliated with David Bogen Company and Presto Recording Corporation, leads off its new line with the Westminster a hi-fi radio-phonograph-record player at $299.95. The company has also debuted its West German import line of hi-fi FM-AM radio phonographs, manufactured by Luxembourg. The imported line will be marketed under the name Olympiavox.

Old-Fashioned Model

Guild Radio and Television Company cops the crown this year for best new hi-fi equipment. The company unveiled its Grafonia unit, a hi-fi phonograph incorporating the appearance of an old-fashioned crank-operated gramophone. Most attracting feature is the horn speaker, typical of early sound reproduction withFM-AM tuners, amplifiers, preamplifiers and control equipment in combination with Garrard turntables, magnetic pick-ups and multiple speaker systems of special design in single cabinet units. Pilot is featuring its Ensemble and Encore models, including three hi-fi phonos and three FM-AM radios, with a price spread of $199.50 to $359.

79 Sign Up for N. Y. Hi-Fi Show

NEW YORK — Seventy-eight manufacturers have now signed up to exhibit their wares at the forthcoming Hi-Fi Show, to be held at the Institute of High Fidelity Manufacturers. The show starts its three-day run September 27 at the New York Trade Show Building.

Promotional value of the show for dealers in this area will be increased with the entry of radio station WORX as an exhibitor. The station will reportedly do several live broadcasts from the show.

Meanwhile, plans are under way to have a trade publication of the show which will appear weekly in Los Angeles and San Francisco. The publication will be designed to be handled on a joint basis with the West Coast Electronic Manufacturers’ Association, and will be by mail for the next few weeks.

The V-M Corporation’s Celeste model binaural tape player. The unit is matched to reproduce binaural tape with the “Fidelis” model hi-fi phonograph. The Celeste also records and plays manual tape. Retail price is $750.
It's **Heaven On Earth** to us...

**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 sellers 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, weeks ending on opposite sides of the chart are averaged.

1. **MY PRAYER (ASCAP)**—Platters...... 4 4

**HEAVEN ON EARTH**

(ASCAP) -- Mercury 70893

2. **I WANT TO REMIND YOU ALONE** (BMI) -- E. Pola

MY BABY LEFT ME (BMI)--

Vic. 20-6540

3. **I ALMOST LOST MY MIND** (BMI) -- P. Boone

I'm in Love With You (BMI) -- Dot 15472

4. **WAYWARD WIND** (BMI) -- G. Grant...

No More Than Forever (ASCAP) -- Era 1013

5. **WHATEVER WILL BE, WILL BE** (ASCAP) -- Doris Day

Away These Blues (BMI)

PERA MUSIC CORP.

Sole selling agent—Melody Lane Publications, Inc.

Gen. Prof. Mgr.—MURRAY DEUTCH

Prof. Mgr.—IRVING DEUTCH

*The Billboard*  
August 4, 1956
Show Biz Waits Ike's Action on Tax Bill

By MILDRED HALL
WASHINGTON.—The box-offices and theater doors—still waving but cinctly last week (2) to learn whether the President will sign the bill to lower admission taxes. Feeling of uncertainty was enhanced by the President's absence while administration tax bill, in view of the compromise reached between the House and Senate in lowering the originally proposed $1 exemption on gross receipts (see Page 42, this issue).

The staff has been given au-
tority by the Treasury De-
artment and any outside groups who may have knowledge of these matters.

Vox to Bring Pantheon Here

NEW YORK.—Vox Records, one of the leading indie package labels, has announced the release of a previously unissued label to the United States around September 1. The line, consisting mainly of popular classics, has been available in Europe, Latin American countries and in South America. It will retail here for $2.98 per 3-1/2 inch disk.

At the same time, Vox will step up its release of so-called "pop" life, with eight new titles to be released that month. The line includes the first three sides of the label's signature series, "Take Five," with Gramm Moore and Tower.
BILLY VAUGHN'S Greatest Instrumental Since 'MELODY of LOVE'

'WHEN THE WHITE LILACS BLOOM AGAIN'

'SPANISH DIARY'

#15491

Dot Records, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-4181

THE NATION'S BEST SELLING RECORDS
Name Bands on Networks

- Continued from page 30

pointed reference to NBC's new 10 a.m. to noon "Bandstand" pro-gram.

ABC's band shows include Paul Whiteman, "Band in the Land" (Monday thru Saturday, 9:30-11:30), which features remote pick-ups for six different locations across the country. This week's line-up includes Art Monich, Ralph Plamann, H.Jonny Jerome and Fred-die Martin, Martin, playing from the Covent Garden, Las Angeles, is aired over three weeks with this show.

NBC's "Bandstand" and "CBS Radio" (Sundays, 12:30-1 p.m.) The ABC network also airs "American Music Hall" (Monday thru Friday, 8 to 9:25 p.m.) which features the handle of "Bandstand" as shown, Ralph Her-man and Arnold Ariels.

Parade of Bands

NBC-Miller's talent lineup for "Bandstand" includes Lombardo (who also has a syndicated film show), the Discos (also aired over CBS noon-12:30 p.m. on Sundays and CBS-TV's "Stage Show", Ralph Plamann, Lionel Hampton, Floor, and Bud Collyer in his own show, CBS-TV's "Crooner". Claudine Thmere, Les Eiger, the Glenn Miller Orchestra, Red Mc- Kinley, Wayne King and Fredy Doolin.

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

Recorded by

ELVIS PRESLEY
RCA VICTOR
ELVIS PRESLEY MUSIC, INC.

Self Selling Agent

Hill & Range Songs, Inc.

"I ALMOST LOST MY MIND"

Recorded by

PAT BOONE

DOB

ST. LOUIS MUSIC CORP.

Self Selling Agent

Hill & Range Songs, Inc.

Music-Radio

DEAN CULT

Two Disk Platters Released

NEW YORK-The slightly more than 2,000 platters in one contract, in a contract to distribute the company's platters, will hit the market this week. For- mercial Records is handling "His Name Was Dean," released by M-G-M, and "Dean" platters, featuring themes from his last two motion pictures, "Rebel Without a Cause" and "Ride the Wild.*

Leonard L. Wolf Enterprises here is distributing a promotional campaign on the Russell record highlighted by a series of TV appearances by Hollywood actress Veronika Lake. "Miss Lake" will visit deejays to plug the disk and talk about Dean. Wolf also has set up an intensive campaign on the dealer level, involving special mailing pieces for Dean fan club members, window displays, etc.

Among the new companies which have acquired the Russell label, there is a strong competition among labels for pieces to the line on an exclusive basis. The label's "his hands have been big push on package merchandise this year, but more than doubled in its O.P. line. A representative of the catalog run contains 150 pop LP's, 117 classical and 224 kidi packages.


Swedish Jazz Musicians to Cut 30 LP's

STOCKHOLM-A number of top-ranking Swedish jazz combos have signed contracts for about 30 long-playing platers by the Philips firm of Holland. Long-playing platers, which will run 12 minutes. Among the musicians are Kenneth Fager, Sven Jolle and Hans Hallsberg, Nils Bertil Dahlblad, Rune Markes, Bengt Wallenberg, Bengt Carlsson, Stina Stok- holm and Gottenburg; and Kjell Andergren, a Danish violinist. George Avakian, of the Columbia Records, made the deals with the Swedish players while on a tour of Sweden, and persuaded the Philip firm to make the series of recording, which are to be marketed, by Philips and Columbia, is many countries and to the United States. They will be on the market in the near future.

Merch. Distributors

- Continued from page 30

set for TV show featuring September 1st show with Stewart and the East-street buddies. RCA Victor will sign a contract with Max Starr to etch his per- formances. An extensive promotion is being produced by the RCA's managing man-ager, Hal Stanley.

"Deanna and the Dead," with a score by Denny and Jack Brooks, is scheduled for Silver's show. The movie, published by the new RCA Victor label, is a sequel to "Deanna" and "Silver." The new movie is a total gross of $1,000,000 for the picture. To further promote its extensive run in the New York area, the company will shortly release a spe- cial tie-in issue of Deanna's "My Big Fat Stare" material from all labels. Sam-mer will be available to stations at the dray's network of distributors.

Grunz Diskeries

- Continued from page 30


Canada Grabs LP Bargains

VANCOUVER, B.C.-Hottest sell shows here to date, according to Western Canada distributor Emerson Short. The 12-inch discs were priced at $1.98 each, but the special was offered as part of a Can-adian "back or double your money."
AUGUST 11, 1956

THE BILLBOARD

MUSIC-RADIO

DECCA RECORDS

**Breaking Big**

**Carmen McRae**

sings up a storm

**YOU DON'T KNOW ME**

DECCA 29949 • 9-29949

B/W

NEVER LOVED HIM ANYHOW

A New World of Sound

DECCA records
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 Billboards weekly survey of top titles 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 5320
9. OKLAHOMA!—Sound Track—Decca SMO 395
10. THE EDDY DUCHIN STORY—Sound Track—Decca DL 5399
11. THE MOST HAPPY FELLA—Original Cast—Columbia OL 5113
12. NIGHT WINDS—Jackie Gleason—Capitol W 717
13. THE FLATTERS—Mercury MG 20148
14. FOUR FRESHMEN AND FIVE TREMBOINES—Capitol T 683
15. BUBBLES IN THE WINE—Lawrence Welk—Coral CL 57038

• Pop Albums Coming Up Strong

A listing of seven pop albums showing strong sales action, compiled into a survey of all major markets. These albums figure strongly on potential charts on the national and selling pop charts:

1. Say It With Music—Lawrence Welk
Coral CRL 57041
2. Lonely Girl—Julie London
Liberty LRP 3012
3. High Society—Sound Track
Capitol W 750
4. Passport to Romance—Percy Faith
Columbia CL 880
5. Waltzes of Irving Berlin—Mantovani Orchestra
London LL 1452
6. Dream Dancing—Ray Anthony Orchestra
Capitol T 723

• Most Played by Jockeys

Albuns are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Records 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 595
3. MY FAIR LADY—Original Cast—Columbia OL 5090
4. EDDY DUCHIN STORY—Sound Track—Decca DL 8289
5. COLE PORTER SONG BOOK—Ellie Fitzgerald
Verve MG-V 4001-2
6. HIGH SOCIETY—Sound Track—Capitol W 750
7. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
8. FOUR FRESHMEN AND FIVE TREMBOINES—Capitol T 693
9. KING AND I—Sound Track—Capitol W 740
10. ELVIS PRESLEY—RCA Victor LPM 1254

• Review Spotlight on...

Pop Albums

SOLO MOOD (1-12)—Paul Weston Orchestra
In this follow-up to a very successful "Mood for 12," LP should also chalk up an impressive record of sales. The same group of 12 solo instrumentalists are spotlighted separately on their respective instruments. (Ziegfeld, Inc.)

CLIFFORD BROWN AND MAX ROACH AT BASS STREET (1-12)—Clifford Brown, Max Roach
Del-Fi DL 8289
This quartet of pre-adolescent ascolled "skidoo" music will find this one of the season's top sellers. Tenors, who presented a beatirually individualized and inspired Vivaldi, are recorded in 1959. He was one of the key developers of the genre form, as these works indicate, but the content of his work argues against the sound of his contemporaries' productions. The well-known and accepted, without question, made a business of it.

JAZZ ALBUMS

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NEW FOLK SAMPLER (1-12)—Elektra SMP 2
A wide variety of folk folk tales and a number of distinguished folk singers are represented on this fine little record. There are 18 songs in all, typical of many cultures (Haiti, Mexico, Israel, France, Nova Scotia and America). In the latter category are several of the Appalachian, English traditional, and folk groups. These are fine performances, exceedingly well recorded, which make the package not only a good potential seller in its own right, but also an excellent showcase for all of the albums represented on this disk. A rich addition to any collection.

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Packaged Records Buying Guide

• Reviews and Ratings of New Albums

Popular

FRANKIE CARLE'S FINEST (#1)
Victor LPM 1152
Frankie Carle's piano style—jazzy and lively—naturally connotes with a soundly composed track. His performance is as pleasing as ever, the album's repertoire is excellent. (Columbia)

TOWN MEETING—Side One (#1)
London LL 1327
This album is a real winner of a jazz recording. The group is well composed and is very popular in the jazz market.

THE MUSIC OF LEONARD (1-12)
London LPM 1313
Leonard Black and his Orch. (#1)
There's a contributor of great quality of a recording. The album not only shows the group's natural talent, but also their ability to perform a wide variety of musical pieces.

Folk

ROY HARRIS: SYMPHONY NO. 7 (1-12)
Philharmonic Orchestra, London Symphony Orchestra, Sir Henry Wood
Deutsche Grammophon, London, England
This album is a real winner of a folk recording. The group is well composed and is very popular in the folk market.

JAZZ FESTIVAL SAMPLER (1-12)
Kapp K 232
This album is a real winner of a jazz recording. The group is well composed and is very popular in the jazz market.

JAZZ

NEW FOLK SAMPLER (1-12)—Elektra SMP 2
A wide variety of folk folk tales and a number of distinguished folk singers are represented on this fine little record. There are 18 songs in all, typical of many cultures (Haiti, Mexico, Israel, France, Nova Scotia and America). In the latter category are several of the Appalachian, English traditional, and folk groups. These are fine performances, exceedingly well recorded, which make the package not only a good potential seller in its own right, but also an excellent showcase for all of the albums represented on this disk. A rich addition to any collection.

MILESTONES MINIATURES, Capitol P 3339
The cover of this classical vinyl program is a model of elegant taste. Full color photos portrays a group of white figures against an wallpaper background. These can be carried out in windows with actual plastic figures of composers which are standard props in many music stores.

The Billboard's Music Popularity Charts... Packaged Records
AUGUST 11, 1956
BENNY GOODMAN
THE ABSCONDER
CARL MAYER & HIS ORCHESTRA
X-5012

FOLK SINGERS
THE MAZURKA STUDENTS
THE MAZURKA STUDENTS
Wynonie HARRIS
Wynonie HARRIS

MARTY FABER
THE HARRIET JENSEN TRIO

THE CHILDREN'S CHOIR
THE CHILDREN'S CHOIR
DOTTIE WATTS
DOTTIE WATTS

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MARTY FABER
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SHOW THEMES NOT RECORDED

NEW YORK—"TV Guide" has published its highly anticipated list of 37 network TV shows that have been cancelled by the major networks—first and available recordings—if any—in its current issue. An alphabetical listing of the shows’ ending label-is, that 19 of the shows have been cancelled by the network.

**NEW YORK—The Morning Show**, a morning talk show starring Michael Douglas, has been cancelled by NBC. The show, which aired on the American Broadcasting system, has been hit by the Sympathy,...er, sympathy of the audience, and the show’s audience has been widely disliked. The show, which was known for its controversial topics and its long-running debates, was cancelled due to low ratings and poor reviews.

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Experts say the word sterling comes from Easterling, once the popular name of Hanseatic traders in England. They lived at a time when it was necessary to measure, weigh, test the money paid you... for it might be clipped, short-weighted, faked in one way or another. From long years of doing business with Easterlings, people found that their money was always of purest, sterling quality... could be accepted at face value. That's the kind of reputation-building ABP business papers have been doing for the past fifty years. Associated Business Publications—now celebrating its 50th Anniversary—has worked through the years to improve businesspaper standards and performance... emphasizing the importance of delivering full editorial weight.

In fact, as you can see from the ABP Credo shown below, ABP members are bound to consider first the interests of the subscriber. We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

In short, our purpose is to help all the people in the industry grow and prosper. We believe we are doing that job best by earning—with impartial, thorough reporting and constructive thinking—the kind of sterling reputation that gets our editorial content, and our advertisers' messages, accepted at face value.

The ABP Code of Ethics

The publisher of a businesspaper should dedicate his best efforts to the cause of business and social service, and to this end each member of the Associated Business Publications pledges himself:

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To endeavor to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To encourage all constructive efforts to improve the standards and quality of advertising.
5. To avoid unfair competition.
6. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.
**Honor Roll of Hits**

**Trade Mark Reg.**

**The Nation's Top Tunes**

For survey week ending August 1

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
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<tbody>
<tr>
<td>1. Wayward Wind</td>
<td>15 15</td>
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<td>2. My Prayer</td>
<td>5 5</td>
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<td>2. Whatever Will Be Will Be (Que Sera Sera)</td>
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<td>5. Allegheny Moon</td>
<td>3 7</td>
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<td>11. More</td>
<td>11 8</td>
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<td>12. Born to Be With You</td>
<td>9 9</td>
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<td>13. Be-Bop-a-Lula</td>
<td>12 7</td>
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<td>14. Canadian Sunset</td>
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<td>15. I'm in Love Again</td>
<td>14 14</td>
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<td>21. Ivory Tower</td>
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<td>22. Pleaie</td>
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<td>23. Portuguese Washeswoman</td>
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<td>25. I Could Have Danced All Night</td>
<td>24 12</td>
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<td>6. I Want You, I Need You, I Love You</td>
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<td>7. On the Street Where You Live</td>
<td>3 14</td>
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<td>8. Moonglow and Theme From Picnic</td>
<td>7 18</td>
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<td>9. Sweet Old-Fashioned Girl</td>
<td>10 8</td>
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<td>10. Hound Dog</td>
<td>20 2</td>
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<td>16. Flying Saucer</td>
<td>16 5</td>
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<td>17. It Only Hurts for a Little While</td>
<td>19 11</td>
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<td>18. Stranded in the Jungle</td>
<td>15 15</td>
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<tr>
<td>20. Glendora</td>
<td>16 8</td>
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<tr>
<td>25. Don't Be Cruel</td>
<td>26 3</td>
</tr>
<tr>
<td>26. Song for a Summer Night</td>
<td>26 2</td>
</tr>
<tr>
<td>28. That's All There Is to That</td>
<td>26 1</td>
</tr>
<tr>
<td>29. Love, Love, Love</td>
<td>2 2</td>
</tr>
<tr>
<td>30. You Don't Know Me</td>
<td>26 3</td>
</tr>
</tbody>
</table>

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**Second Ten**

1. Wayward Wind
   By Stan Lebowitz and Herb Newman—Published by Warner (BMI)
   **BEST SELLING RECORD:** G. Grant, J. Hille, 1953
   **RECORD AVAILABLE:** T. Rivers, T. 3403; J. Valentin, M-G-M 12567.

2. My Prayer
   By Budinger and Kendro—Published by Sidlinor (ASCAP)
   **BEST SELLING RECORD:** Patena, Mercury 70895.
   **RECORD AVAILABLE:** 19th St., Dec 2999.

2. Whatever Will Be Will Be (Que Sera Sera)
   By Livingston, Evans—Published by Action Music (ASCAP)
   **BEST SELLING RECORD:** Delta Dee, Col 4079.
   **RECORD AVAILABLE:** E. Howard, Mercury 16421.

4. I Almost Lost My Mind
   By Hunter—Published by Hill & Range (BMI)
   **BEST SELLING RECORD:** Y. Buro, Dec 1972.
   **RECORD AVAILABLE:** C. Smith, M-G-M 61518.

5. Allegheny Moon
   By Hoffman-Maxfield—Published by Oxford (ASCAP)
   **BEST SELLING RECORD:** P. Page, Mercury 70787.
   **RECORD AVAILABLE:** R. Rigs, Dec 29572.

11. More
   By Lee Gidley and Alex Attenza—Published by Shapiro-Bernstein (ASCAP)
   **BEST SELLING RECORD:** P. Comer, Dec 29476.

12. Born to Be With You
   By Don Robertson—Published by E. H. Morris (ASCAP)
   **BEST SELLING RECORD:** Chopin, Cadence 1291.
   **RECORD AVAILABLE:** L. Dubs, Mercury 61997.

13. Be-Bop-a-Lula
   By Sheriff Tex and Gene Vicente—Published by Luxury Enterprises (BMI)
   **BEST SELLING RECORD:** G. Vincent, Cap 3485.

14. Canadian Sunset
   By Edith Hayden—Published by Meridian (BMI)
   **BEST SELLING RECORD:** H. Weinman, E. Huyford, Dec 29337.

15. I'm in Love Again
   By Desmonis & Balicasis—Published by Series (BMI)
   **BEST SELLING RECORD:** P. Daniels, Imperial 5786.
   **RECORD AVAILABLE:** Fonseca Sisters, Del 15062.

---

**Third Ten**

21. Ivory Tower
   By Such Peterson and Lou Stalle—Published by E. H. Morris (ASCAP)
   **RECORD AVAILABLE:** C. Carter, Foreign Inc. Five Hours, Coral 63623; L. Ginn, Late 1111; G. Stur, Del 2739; G. Williams, Ditton 603.

22. Pleaie
   By George Dennery and A. S. Allen—Published by Shapiro-Bernstein (ASCAP)
   **RECORD AVAILABLE:** A. Allen, Cadence 12626; R. Francis, Col 26707; E. Howard, Dec 29681; Meridian Sisters, Cap 4042; R. Mantia, Mercury 61836.

23. Portuguese Washeswoman
   By Howard-Kear—Published by Random (ASCAP)
   **RECORD AVAILABLE:** J. Taven, Col 4973; C. McRae, Dec 29949; Stemwells, Knapp 149.

25. I Could Have Danced All Night
   By Frederick Loewe and Alan Jay Lerner—Published by Chappell (ASCAP)
   **RECORD AVAILABLE:** L. Present, Col 4012; L. Kovar, Col 4072; A. Lose, Walt, Col 46464; B. Shove, Col 56489; B. Spans, Dec 2909.

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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 BEST SELLING SOUNDTRACK ALBUM "HIGH SOCIETY"

THREE NEW SINGLE RECORDS

NOW YOU HAS JAZZ • BING CROSBY and LOUIS ARMSTRONG

HIGH SOCIETY CALYPSO • LOUIS ARMSTRONG and his band

WELL DID YOU EVAH? • BING CROSBY and FRANK SINATRA

TRUE LOVE • BING CROSBY and GRACE KELLY

WHO WANTS TO BE A MILLIONAIRE? • FRANK SINATRA

MIND IF I MAKE LOVE TO YOU? • FRANK SINATRA

MARGARET WHITING

TRUE LOVE c/w Haunting Love

record no. 3473

FRANK SINATRA with the Music of Nelson Riddle

YOU'RE SENSATIONAL c/w Johnny Concho Theme (Wait For Me)

record no. 3469

JUMPING JACKS

TOKI-ROLL TOKI-ROCK VALENCIA

record no. 2496

BARBARA LYON

PUPPY LOVE

DON'T RING-A-DA BELL

with Ronnie Harris

record no. 3467

MARGARET WHITING

HELLO, YOUNG LOVERS

WE KISS IN A SHADOW

(record no. 3509)

PATTY ANDREWS

TOO OLD TO ROCK 'N ROLL BROKEN

record no. 3493

BE-BOP-A-LULU

Gene Vincent

c/w Woman Love Record No. 3450

CALL ME DARLIN'

"Tennessee" Ernie Ford

c/w Rock, Roll, Boogie Record No. 3474

HEARTBREAK HOTEL

Stan Freberg

c/w Rock Island Line Record No. 3100

PORTUGUESE WASHERWOMEN

Joe "Fingers" Curt

c/w Lucky Piece Record No. 3119

STANDING ON THE CORNER

Andy Griffith

c/w No Time for Sincerely Record No. 2419

THAT'S ALL THERE IS TO THAT

Net "King" Cole
c/w My Dream Sounding Record No. 3456

THEME FROM "THE PROUD ONES"

Nelson Riddle
c/w The Love of Generations Record No. 3472

THE HAPPY WHISTLER

Don Robertson
c/w You're Free to Go Record No. 3391

THE WAYWARD WIND

Tex Ritter
c/w The Searchers Record No. 3450

YOU'RE SENSATIONAL

Frank Sinatra
c/w Johnny Concho Theme Record No. 3469

BALLADS OF THE DAY

Net "King" Cole

OKLAHOMA!

Original Soundtrack

SAO-595

CAROUSEL

Original Soundtrack

W-694

FOUR FRESHMEN AND FIVE TROMBONES

Frank Sinatra

W-653

STAN KENTON IN HI-FI

W-724

THE KING AND I

Original Soundtrack

W-740

Ray Anthony Plays for Dream Dancing

T-733

Songs for Swingin' Lovers

W-724

THE BILLBOARD

49

MUSIC-RADIO

www.americanradiohistory.com

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THEY'RE AT IT AGAIN! MAKING HITS

THE DIAMONDS
WITH THE NEW SMASH

"KA-DING-DONG"

AND

"SOFT SUMMER BREEZE"
(VOCAL)

MERCURY 70934

KITTIE WHITE
"Plain Gold Ring"
AND
"AS CHILDREN DO"
MERCURY 70925

BLUE STARS OF FRANCE
"Jumpin' At The Woodside"
AND
"Amour Castagnettes Et Tango"
MERCURY 70924

FREDDIE BELL AND THE BELLBOYS
"Stay Loose, Mother Goose"
AND
"ALL RIGHT, OK, YOU WIN"
MERCURY 70919

MORGANA KING
"Homesick In Paris"
AND
"FOR YOU AND ME"
MERCURY 70927

HARMONICATS
"Through The Dark Of Night"
AND
"Christopher Columbus"
MERCURY 70929

TOMMY MITCHELL
"Little Mama"
AND
"JUKE BOX, HELP ME FIND A BABY"
MERCURY 70930

CHICAGO 1, ILLINOIS
Eddie Fisher

**OH MY MARIA**

**IF I'M ELECTED**

(To Be the One You Love)

20/47-6615

Hugo Winterhalter’s Orchestra and Chorus

---

Vaughn Monroe

**IN THE MIDDLE OF THE HOUSE**

**ROLLIN’ HEART**

20/47-6619

Joe Reisman’s Orchestra and Chorus

---

“New Orthophonic” High Fidelity Recordings

Your Customers will hear these Recordings best on an RCA Victor New Orthophonic High Fidelity “Victrola”

America’s favorite speed... 45 RPM  

RCA VICTOR
PEARL YOU’RE GREAT!
—AND SO IS YOUR FIRST RELEASE

I CAN’T ROCK AND ROLL TO SAVE MY SOUL

THE GYPSY GOOFED

I RCA 70926 • 70926x45

COMING UP STRONG

A listing of newer pop records which have shown solid trade responses 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. Ape Call .................. Nervous Norvus
   (ASCAP) Dot 15455

2. Fever ..................... Little Willie John
   (BMI) King 4935

3. Theme From “The Proud Ones”
   ............... Nelson Riddle
   (BMI) Capitol 3472

4. Somebody Up There Likes Me . . Perry Como
   (ASCAP) RCA Victor 6500

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

6. Mama, Teach Me to Dance . . Eydie Gorme
   (ASCAP) ABC-Paramount 9722

7. Canadian Sunset ............ Andy Williams
   (BMI) Cadence 1287

8. The Old Philosopher ........ Eddie Lawrence
   (BMI) Coral 61671

9. Rip It Up ................ Bill Haley & His Comets
   (BMI) Decca 30028

10. Tonight You Belong to Me
    Patience and Prudence
    (ASCAP) Liberty 55022

THIS WEEK’S BEST BUYS

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

RIP IT UP ( Producer, BMI)—Bill Haley and His Comets—Decca 30028—Altho out only a couple of weeks this one has moved rapidly to a position where it is now just off the chart and pop-wise is moving ahead of the Little Richard original. Reported strong in Baltimore, Los Angeles, Milwaukee, Providence, Cincinnati, St. Louis and Chicago with other cities also indicating action. The flip side, “Foolager’s Mother” is also drawing sales (Douglas, BMI). A previous Billboard “Spotlight” pick.

THEME FROM “THE PROUD ONES” (Weiss & Barry, BMI)—Nelson Riddle—Capitol 3472—Altho this record is backing quite a bit of competition, it is moving fast toward the charts and looks like another big one for Riddle. Good reports picked up in Baltimore, St. Louis, Durham, Boston, Philadelphia, Buffalo, Milwaukee, Atlanta and Chicago. Flip is “The Love of Grecoville.” A previous Billboard “Spotlight” pick.

MAMA, TEACH ME TO DANCE (Rosene, ASCAP)—Eydie Gorme—
ABC-Paramount 9722—Ms Gorme comes back with this disk close on the heels of “Too Close for Comfort” which is still making money. She is receiving strong deejay support plus her own help on the Steve Allen network TV shows. Baltimore, Mil-
waukee, Chicago, Boston, Philadelphia, St. Louis, Providence and Cleveland all indicate good movement on this disk. Flip is “You Bring Out the Lover in Me” (E. H. Morris, ASCAP).
Two fantastic sides from America's most promising bandleader

DICK JACOBS

Theme from and his orchestra

East of Eden

The Seven Wonders of the World

From the Warner Bros. film "East of Eden," starring James Dean

From the Lowell Thomas CINERAMA "Seven Wonders of the World" With Narrative Introduction by Lowell Thomas

Coral 61692 • 9-61692

Coral Records
America's Fastest Growing Record Company
WANT MORE PROFITS?
For as little as 25¢ a week
Billboard's new
SALES BOOSTER KITS
will help you...

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

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

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

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

- **BIG PLAY POPULAR MUSIC POSTER**...alternating with BIG PLAY JAZZ POSTER, 17"x22", two colors. For counters, walls and window displays.

- **TOP OF THE CHARTS FOLDERS**...listing the tops in pop, classical, jazz, R&B, C&W. Use 'em for give-away, mouthy statement stuffers.

- **POINT-OF-SALE POSTERS** of new TITLES and NEW EQUIPMENT...spread these all over your store! I'm them up in your listening booths.

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

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

**SAVE 50% BY MAILING THIS COUPON BEFORE SEPT. 15 1956**

**MERCHANDISING DIVISION**
**THE BILLBOARD**
2100 Patterson Street
Cincinnati 22, Ohio

□ I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS...twice a week for one year. Capped only 50¢ per kit. I enclose only $12.

□ Please send me the next 10 SALES BOOSTER KITS at a special price. I enclose $6 in full payment.

□ Please send me a simple kit only. I enclose $1 for one kit.

**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.
RUSTY DRAPER . . . Mercury 70921 . . . IN THE MIDDLE OF THE HOUSE
(Shaprio-Bernstein, ASCAP)

Draper tells a folk-type novelty with solid showmanship and congres-
in-check 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 tone on Coral and Vaughn Monroe for Vickee, but this
coupled with
"PINK CADILLAC"
MERCURY 70921

"Scratch My Back"
RUSTY DRAPER
LOLA DEE

A sock reading of a lazy, sensuous novelty from the legit click.
"New Faces." Both Miss Dee and Draper contribute standout per-
f ormances on clever special material-type lyrics. Theme (gall wants
to get out and go, while guy is in no hurry) provides effective
chorus angle for daytime jocks. Flip is a happy, bouncy novelty.
"Behind Those Swingin' Doors" (American, ASCAP).

Sensational Novelty Hit!

"Scratch My Back"

coupled with
"PINK CADILLAC"
MERCURY 70921

Sensational Novelty Hit!

"In The Middle Of The House"
RUSTY DRAPER
LOLA DEE

Don't Miss This Beautiful Instrumental

"LA STRADA"
EDDIE BARCLAY
AND HIS ORCHESTRA

EDDIE BARCLAY
AND HIS ORCHESTRA

"When The White Lilacs Bloom Again"

coupled with
"THE FIDDLER'S BOOGIE"
MERCURY 70936

Spectacular Performance By

FLORIAN ZABACH
HIS VIOLIN AND ORCHESTRA

MERCURY 70923

MERCURY RECORDS
JAMES BROWN The FAMOUS FLAMES PLEASE, PLEASE, PLEASE, PLEASE Federal
JERRY DORN WISHING WELL King 4932
BILLY GAYLES I'M TOE UP Federal 12265
MAC CURTIS HENRY RODRIGUEZ King 4949
JAMES BROWN THE FLAMES PLEASE, PLEASE, PLEASE, PLEASE 
JERRY DORN WISHING WELL King 4932
BILLY GAYLES I'M TOE UP Federal 12265
MAC CURTIS HENRY RODRIGUEZ King 4949

The Billboard's Music Popularity Charts... POP RECORDS
AUGUST 11, 1956

VOX JOX
By JUNE BUNDY

YESTER YEAR'S TOPS--
The nation's top tunes as reported in The Billboard for 1946
1. I'm Sorry
2. Autumn Leaves
3. (I Love You) Only Because
4. Don't Just Stand There
5. The Honeymoon
6. I'm Sorry
7. I'm Sorry
8. Dancing in the Dark
9. You're Breaking My Heart
10. I'll Never Be Free

A Beautiful Friendship (R)-Kahn--ASCAP
Almost Anywhere (R)--M-Gaynor--ASCAP
Beer Barrel Song (R)--Baker--ASCAP
Dancing in the Dark (R)--You & Me-ASCAP
Don't Just Stand There (R)--Chappell-ASCAP
It's Only a Paper Moon (R)--Barnes--ASCAP
I'm Sorry (R)--Andrews-M-Gaynor--ASCAP
You're Breaking My Heart (R)--Carr--ASCAP
I'll Never Be Free (R)--Baker--ASCAP

Don Robinson, recently promoted to the post of Assistant General Sales Manager of the WOR-AM, Inc., has started a new program, featuring The Billboard's best-selling records of 1946. The program, which is being telecast from 10 a.m. to 11 a.m., Monday through Friday, is sponsored by the WOR-AM, Inc., and features Don Robinson, host, and Bill Considine, co-host. The program is being telecast on WOR-AM, the nation's top 20's station.

Earl Bostic, who has been a newcomer to the record industry in recent years, has been promoted to the position of Associate General Sales Manager of the WOR-AM, Inc. He became interested in the record business in 1946, when he started his own record company, Earl Bostic Records. The company was dissolved in 1948, but Earl continued to be active in the industry, working for various companies as a sales representative and later as a producer. His new position at WOR-AM will give him more opportunities to work with some of the top talent in the industry.

The company also announced the appointment of Bill Considine, who has been with the company since 1945, to the position of Assistant General Sales Manager. Bill has been with the company for over 10 years and has played an important role in the growth of the company. He is well known in the industry for his expertise in sales and marketing.

The program will feature a variety of recordings, ranging from classic hits to contemporary cuts. The focus will be on records that have been successful in the charts and have had a lasting impact on the music industry. The program will also feature interviews with some of the top performers of the era, including Tony Bennett, Frank Sinatra, and Sammy Davis Jr.

The program will be broadcast on WOR-AM, the nation's top 20's station, and will air Monday through Friday from 10 a.m. to 11 a.m. The program will be available for national syndication, and the company is currently looking for distributors to carry the show.

The company is also planning to launch a new record label, Earl Bostic Records, to feature new and emerging talent. The label will focus on contemporary music, with an emphasis on artists who are making a positive impact on the world.

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### DISK JOCKEY PROGRAMMING

**ROGER WILLIAMS**  
*Kapp 150*  
**TUMBLING TUMBLEWEEDS**  
(Williams, ASCAP)

*JULY ALWAYS WALK WITH YOU.*  
(Carlson, ASCAP)

Williams has two strong sides for romantic disc jockey programming, one a closeness arrangement of the effective cowboy standard, "Tumbling Tumbleweeds," with a colorful, continuous tone effect and lush from cello support. Flip highlights Williams' drawing pianistics on a slow, dreamy melody with a danceable tempo.

**ART MOONEY**  
*M-G-M 12312*  
**THEME FROM "EAST OF EDEN"**  
(Branson, ASCAP)

**DICK JACOBS**  
*Coral 941692*  
**THEME FROM "EAST OF EDEN"**  
(Branson, ASCAP)

The fan-cult honoring the late movie actor, James Dean, is reaching near-legendary proportions these days, and deejays can cash in on the movement with these two highly melodic instrumental disks, featuring theme music from one of Dean's most successful movies, "East of Eden." Flip on the Mooney disk is "Theme From Rebel Without Cause." (Branson, ASCAP). Another Dean film, Fred, on the Jacobs platter is the Cinema film theme, "The Seven Wonders of the World." (Bill & Range, BMI).

### Reviews of New Pop Records

**JOHNNIE RAY**  
*Just Walking in the Rain*  
(COLUMBIA 40729) Ray belts with good backing by Conni's orchestra and chorus. Arrangement adds much. Tune has a fetching melody and rhythm. Deejay material and should go in stores. (Golden West, BMI)  

**LINDOLY CHASE**  
*If I Were a Countrystyle*  
(DAYNA 217-Dearings looking for some striking, original material will find it here. Lincoln Chase sings a tune of true poetic quality-strung to melody and simply. (Ralph-Lively, BMI)  

**QUESTIE**  
*This Same Heart*  
(VICTOR 60050) New Mario Lanza type tenor lacks with force and authority on a tune written for the new film version of "The Silverado King." The song has a typical operetta styling and the reading by Orsini, star of the film, is bound to get plays. (Famous, ASCAP)

**DICK WILSON**  
*My Mission in Life*  
(COLUMBIA 40731) New artist with strong vocal in the Hillbilly-Eddicine style. A talent that should impress deejay's and wrestlers. (Leedahl, ASCAP)

**MY HEART IS SO FULL OF YOU...**  
(Victor, ASCAP)  
(Tune from "Monty Happy Fella." (Frank, ASCAP)

(Continued on page 56)
C&W Best Sellers in Stores

**For survey week ending August 1**

**RECORDS** are ranked in order of their current national store returns and sales levels, as determined by The Billboard's weekly survey of thousands of dealers. Store returns and sales are determined by means of a market survey conducted on a large scale on record materials. In the case of records, both sides are listed in bold type, the leading side being marked with an asterisk (*).

1. CRAZY ARMS (BMI) - R. Price - 1 10
2. CRAZY ARMS (BMI) - R. Price * - 2 10
3. CRAZY ARMS (BMI) - R. Price * - 3 10
4. CRAZY ARMS (BMI) - R. Price * - 4 10
5. CRAZY ARMS (BMI) - R. Price * - 5 10

**SACRED**

1. RED FOLEY (BMI) - Take My Hand, Precious Lord (Hill & Range, BMI) - 1 1
2. RED FOLEY (BMI) - I'm Done with You (BMI) - 2 1
3. RED FOLEY (BMI) - Too Much, Too Short - BMI - 3 1
4. RED FOLEY (BMI) - Take Me Home (BMI) - 4 1
5. RED FOLEY (BMI) - I Need You (BMI) - 5 1

**TALENT**

1. JOHNNIE PAYCHECK (BMI) - I'm Gonna Go to Heaven - BMI - 1 1
2. JOHNNIE PAYCHECK (BMI) - I'm Gonna Go to Heaven - BMI - 2 1
3. JOHNNIE PAYCHECK (BMI) - I'm Gonna Go to Heaven - BMI - 3 1
4. JOHNNIE PAYCHECK (BMI) - I'm Gonna Go to Heaven - BMI - 4 1
5. JOHNNIE PAYCHECK (BMI) - I'm Gonna Go to Heaven - BMI - 5 1

**Talent & Tunes**

*By BILL SACHS*

Around the Homestead

- The "Crosswind" unit, headed by Roy Acuff, Johnny and Kitty Wells, were in the top chart with several versions of their records at Hammond's Grave, Dixie Highway, Kentucky, where they played to 2,900 paid admissions, with some 2,000 additional fans, the Mayor of Nashville, Ed Meiner, of WCAH, Chambersburg, Pennsylvania, who engaged the buffet ad campaign which appeared the lagging one consisted of 80 percent of these fans at least, and the balance of those you can catch a 50 percent newspaper and promotion...

- Hall Turner, now spinning a four-lane highway across the country, had in fact the East Texas State Fair, Tyler, Texas, and a week or so before, he was in the Great Northern. Turen had assigned a "Grand Ole Opry" unit, under the guidance of Jimmy Board, to play the Fair September 8. For September 9, he has appointed Jimmie Davis and the Sunshine Boys Gospel Show, with Jimmy Dickens slated to head the "Johnnie Unit" in St. Petersburg, to take over for Jimmy September 8. Turen formerly held the record in the "Big D Jamboree," Dallas.

- The Maddox Brothers and Rose, after a three-week vacation in California, got their schedule July 3-27 at the San Francisco Times Union, and then were up for the Northwest for two weeks of one-nighters. From there, they plan to set up for a string of fair dates in the Pennsylvania and District of Columbia territory. Don Maddox spent his vacation with his in-laws in Wisconsin; Rose and Col visited for a week, and Fred and Henry spent their time at rest at their home in Hollywood.

- Bill and Mary Reid and Their Melody Mountaineers are now doing four TV shows a week at WLTY-TV, Vicksburg, La., plus a daily radio slot on WLEV. Their off-time is being spent on personal tours in the Washington, Virginia and North Carolina. While in Nashville recently to cut sides for Columbia, Bill and Mary were guests on the Eddie Hill show. Their latest session re release on Coloma is "Till I Be Reunited with You." It was recorded at the American Recordings, 1820 Building, Los Angeles.

- Roy Orbison and the Teen Kings (Capitol) are touring the South, with dates Below Tuscaloosa, the Five Strings, the Texas Teajumps, Charlie Arthur, Lavern Paul, Eddie McDuff, Ovella Couch, Billy Edwards, Nancy Castelbaw. Joe Peverly and Johnny Hicks of "Big Jack Johnson" will participate in the opening ceremonies at KKEZ, Waco, Texas, August 26. The Teen Kings will be there all week five and then head north to the "Jamboree" that night. They're doing 30 tracks and the regular country show on the west coast radio station in Waco, Texas. Bill Doggett, "Big D Boss," recently took over the only radio station in Waco.

- Texas Bill Strength, now work-

**C&W Territorial Best Sellers**

*For survey week ending August 1*

City-by-city listings are based on the best-selling C&W and Western records and sales data in each of the market listed.

**Birmingham**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**Dallas-Fort Worth**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**Memphis**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**New Orleans**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**Richmond, Va.**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**San Antonio, Tex.**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

**Hollywood**

1. CRAZY ARMS (BMI), El Paso, Tex.
2. CRAZY ARMS (BMI), El Paso, Tex.
3. CRAZY ARMS (BMI), El Paso, Tex.
4. CRAZY ARMS (BMI), El Paso, Tex.
5. CRAZY ARMS (BMI), El Paso, Tex.

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(Created by David McCumber, adapted from The Billboard, 1956)
**This Week's R&B Best Boys**

LIPSTICK POWDER AND PAINT (Progressive, BMI)—Joe Turner—Atlantic 1100—The besman of the blues has another big one in the making. A Billboard "spoilid" pick, the side has strength or variety is reported on this week from Philadelphia, Baltimore, Milwaukee, St. Louis, Durham and Atlanta. All the same areas still report on this, the obvious choice a good spread indicates another solid, money-making hit. Flip is "Rock Afriile" (Progressive, BMI).

SEE SAW (Arc, BMI)—The Mosonglow—Chess 1029—This group has a chance to extend on the charts with easy or strong of their disk and these shapes up as no exception. Blues has been fast and reports are good from at least eight widely scattered sectors. Very few spots are score in from Robinson in Alabama and St. Louis. This action should move the disk moving up quickly. Flip is "When I'm With You" (Arc, BMI).

**Review Spotlight on...**

**R&B RECORDS**

THE TIBBS BROTHERS

Get Goin'—Crest, Progressive, BMI—The brother act, newly signed by the label, made a solid debut on this coupling this week. Two work out in walking style as one repeats the other, the "going crazy" phrase in frented, high-pitched tones. It's an exuberant, "going crazy" with a cute lyric. Its a fine swing number that could catch on just as fast.

**SOUTHERN TERRITORIAL PICK**

MUDDY WATERS

Don't Go No Farther (Arc, BMI)—Chess 1038—Water's blues and shouts this one with tremendous emotion. It's Southern-styled all the way through and it has the power to break nationally. Watch it. Flip is "Diamonds At Your Feet", a jumping blues job.

**R&B Territorial Best Sellers**

**For survey week ending August 1**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I'M IN LOVE AGAIN</td>
<td>BMI</td>
<td>15 weeks</td>
<td>15</td>
</tr>
<tr>
<td>2. MY BLUE HEAVEN</td>
<td>BMI</td>
<td>10 weeks</td>
<td>15</td>
</tr>
<tr>
<td>3. YOU MEANT IT</td>
<td>BMI</td>
<td>6 weeks</td>
<td>15</td>
</tr>
<tr>
<td>4. IT'S TOO LATE</td>
<td>BMI</td>
<td>10 weeks</td>
<td>15</td>
</tr>
<tr>
<td>5. WHO'S YOUR WIFE</td>
<td>BMI</td>
<td>5 weeks</td>
<td>15</td>
</tr>
</tbody>
</table>

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

**For survey week ending August 1**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MEET MY MOTHER</td>
<td>BMI</td>
<td>6 weeks</td>
<td>15</td>
</tr>
<tr>
<td>2. BLUE HEAVEN</td>
<td>BMI</td>
<td>5 weeks</td>
<td>15</td>
</tr>
<tr>
<td>3. YOU MEANT IT</td>
<td>BMI</td>
<td>4 weeks</td>
<td>15</td>
</tr>
<tr>
<td>4. IT'S TOO LATE</td>
<td>BMI</td>
<td>3 weeks</td>
<td>15</td>
</tr>
<tr>
<td>5. WHO'S YOUR WIFE</td>
<td>BMI</td>
<td>2 weeks</td>
<td>15</td>
</tr>
</tbody>
</table>

**Most Played R&B by Jockeys**

**For survey week ending August 1**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. REVEREND J. CLAYTON</td>
<td>BMI</td>
<td>10 weeks</td>
<td>15</td>
</tr>
<tr>
<td>2. MY BLUE HEAVEN</td>
<td>BMI</td>
<td>5 weeks</td>
<td>15</td>
</tr>
<tr>
<td>3. YOU MEANT IT</td>
<td>BMI</td>
<td>4 weeks</td>
<td>15</td>
</tr>
<tr>
<td>4. IT'S TOO LATE</td>
<td>BMI</td>
<td>3 weeks</td>
<td>15</td>
</tr>
<tr>
<td>5. WHO'S YOUR WIFE</td>
<td>BMI</td>
<td>2 weeks</td>
<td>15</td>
</tr>
</tbody>
</table>
Continued from page 81

FOLK TALENT AND TUNES

headquarters in Nashville, where they are being seen each Saturday over WSM-TV. They also present their Mark D. "Doc" O'Guy每 episode on Monday. On Monday, their latest on the Columbia label is "Oh! The Juke!" on the Decca label. "Oh! The Juke!"

Astray Inman, now working under the personal management of Terri Telly, has just had his option picked up for another year by Decca. Astray is back in Nashville after a fishing trip to Alaska with T. Tommy Catter, and August 10 is set for two shows at the fagingrounds in Philadelphia, Miss. Columnist, 68-year-old electric guitar and mandolin player, formerly of Nashville, is the newest addition to the "The Juke!" line-up. The "Doc" O'Guy每 show is the recordiliation and also helps Patent Faircloth with the "Jitter's morning show. WAPL is in need of more wax for the additional shows. Decca.

RHYTHM & BLUES NOTES

By BILL SIMON

Continued from page 81

Judging by the number of disc copies recently received in The Billboard's reviewing staff, it would seem that there was a pretty good way down on their r&b releases this week. There are more labels than ever. Last week, the staff revised just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever. Last week, the staff received just six releases; this week, it was seven different labels (unless we count Chris and Domino's r&b release, which was not reviewed by the staff). Not that it's a bad sign, but it's certainly not a good sign. The number of r&b releases is down, but it's still more than ever.
Chippewa Falls, Wis., Fair Is Hit by Rain

Sun Breaks Thru for Weekend Wind Up; Clear Opening Day Produces Upper Gate

CHIPPANNA FALLS, Wis.—To many, the Northern Wisconsin Fair has missed the grade as a gauge of what later fairs in the Midwest will mean. But this year the Central State will carry the eye in the way of attendance and spending. The 58 run will have to be expected as something less than a true gauge. The weather man says that the rain filled the park Wednesday (1), the second day of its six-day run, drenching the grounds Thursday (2) to wash out both the afternoon horse races and the night grandstand show.

It also raised Friday until about 10 a.m., but the skies were overcast and the air was drizzly through the remaining hours of that day's operation. The track did not dry out sufficiently to permit the afternoon horse race program and it was canceled.

Mounting horses and dapper dressed attendance at the night grandstand show.

The sun broke thru Saturday (4) to give the fair its first taste of good weather since the opening day, Tuesday (3). That day, Kids' Day, as well as the opening day, had given excellent weather. Taking that day only as a guide.

LARGEST CROWDS ON MILLS SHOW

ALLENTOWN, Pa.—Mills Bros. Circus scored two full houses when it played here Thursday (26). Boyertown, Pa., came thru two days later with another big day's business.

Jack Mills announced recently his show will continue until October 15, winding up its season then in Louisville, Ky. The closing time was set, he said, to permit the show's elephant, Bumba, official mascot of the CEF, to take part in the political campaign.

Reveal Details For Proposed Vancouver Aud

VANCOUVER, B.C. — Details of the $27,500,000 civic auditorium to be constructed here by 1938 were outlined recently by officials of the hospital auxiliary.

On the basis of the preliminary sketch, the building will include a main auditorium, modern restaurant, group of meeting and convention halls and a main plaza and an underground garage.

Original plans called for the construction of a small theater for use by audiences less than 1,000, but this part of the plan, which would have cost an extra $600,000, has been deleted.

The main auditorium will seat 3,000. The building will have a number of meeting rooms and a large lobby that can be used for conventions and display purposes. The underground garage, to be located beneath the main plaza, will accommodate upward of 300 cars.

Final plans were obtained thru a national contest in which top Canadian architectural firms were invited to submit designs. An American firm was judged the winner.

Speakey Bldg. Nets $2,394 For 6 Months

SPOKANE, Wash. — Speakey Coliseum operations in the first six months of 1936 showed a net operating profit of $5,894, a gain of $10,536 over the same period a year ago, Manager B. C. Moore announced.

Alto revenue declined to $129,003 from last year's $220,038. Expenses were reduced from $216,578 to $174,596 this year.

Gross income for $103,506 of the total revenue. Admission tax added $2,957 to the city's fund.

PreWe King and his company entered the Speakey Coliseum draw a small 200 people to the building's July 25 show. Extreme heat was given as the reason for the light turnout.

Earl Kurtze Dies at 66

INDIANAPOLIS — Funeral arrangements for Earl W. Kurtze, 66, former Chicago Post-Dispatch sport writer, Tuesday (2) following a long illness.

He had retired earlier this year after being associated with WLS in Chicago since 1929. Kurtze started his own agency here in 1938 and was later with the Western Vaudeville Agency in Chicago.

He died at the home of his sister, Mrs. Florence Thompson. Other services include two sons, Larry, of Sioux City, Ia., and Richard, of Overland Park, Ks.

Bids on Calliope Received in Macon

MACON, Ga. — More than a dozen bids were submitted on a steam and pipe calling order for sale here by Darwood Mercer, trustee of King Bros. Circus.

Announcement was made to which bid the order would be awarded would be made later, probably next week, it was learned. Report on the bids will be filed with the court. Process was served when Mercer was cited for 15 days, who died active duty with the air force.

Tents House Beasts, Bally Supermarket

EAST PATERSON, N.J. — The bally supermarket, a major supermarket chain, the Grand Union Company, was housed under canvas in a circus atmosphere Tuesday (1).

Three tents, erected by the Norfolk Tent and Awning Company, provided quarters for the feet of covered space. Attractions, rec- tured by Thomas F. Fitch, inc. included a large menagerie, a rams, monkeys and a dandy clown. Concessions were used to develop the atmosphere.

Operations under canvas are expected to continue for about eight weeks. Meanwhile, officials indicated that attractions or show features would be changed or added to.

"Sorry, bud. I'm afraid you're not the right caliber."
ARENAS & AUDITORIUMS

Billings Turns Basement To Productive Catering Use

BY TOM PARKINSON

Ten times the income in something more than half the time. This is what you read in the Senate Appropriations Committee, Billings, Mont., for its project of revitalizing its basement space and entering the catering business.

It all began when the Shrine building management group decided it was not getting adequate income from its basement. Building manager Llewellyn slowly and recommendations followed. Then came the decision.

In the fiscal year ending in October, 1955, the 100 by 140 space was a family restaurant but the year before, it was divided into banquet rooms. Anticipating future needs, the management had extra electrical conduits installed behind the ceiling. The phone operators put in the boxes on the chance that radio or TV might show some day be broadcast from the hall.

Finally, rented trucks in the ceiling carry draperies which partition the basement hall. This gives it alternate convenience of 100 by 100; 100 by 100 and 100 by 100. Size of the crowd determines which will be used, and in each instance the unused space that is taken off provides storage space for extra equipment.

PREVIOUS HOLDER of the concession rights was a Shrine group, and it was ready to give up the operation. More frequent rental of the building meant these volunteers had to turn out every day, and manpower became a problem. Manager Llewellyn's problem of finding a new concessionaire and caterer to take over the operation was also eased. A member of the Shrine, R. A. Ross, was offered an offer and was accepted.

‘Holiday’ Big In Sweden

GOTHENBURG—A big holiday on ice company, headed by Allen Jacobson, opened here in a big hall on the Linnegardts on Friday (27), and drew a capacity house, Shaw's being handled here by Nick Helstrom, of Stockholms, who also had the television appearance spaces of Holidays on ice and Sonja Tenner and shows Billings.

Critics found the production low.

Senate Committee Okays Plan Money For D. C. Stadium

WASHINGTON — The Senate Appropriations Committee last week (25) approved $10,000 for the National Stadium Commission in planning a memorial stadium here. Action come after a 12-year delay, attributed to lack of funds.

The nine-member stadium commission, consisting of three senators, three representatives and three Washington citizens, met immediately and appointed subcommittees on financing, site and plans.

Sen. John C. Stennis (D., Miss.) was elected commission chairman. Reps. Frank Thompson (D., N. J.) and a long-time friend of the commission, was named to the plant and equipment subcommittee. The group will report to Congress in January.

Fairs Start Strong for Al Martin

BOSTON—An excellent year is in the making for the Al Martin Agency. Reports from farm early fairs indicate a big response to grandstand offerings. This comes on top of a fine park and celebration season.

A new account, Pine Island Park, Manchester, N. H., added to the agency's slate. The fair, under new management, played its bill for the first time, including Cole's elephants, and Gus Bell's camels. Other tent attractions included the Star-shots, Sol Solomon, high divers; Prince E.R. Kigdergo, gun trickery; Ros- tol Rocket Car and Jack Joyce's Camels.

A new fair account, Owego, N. Y., which ended Sunday (29), had Gale's Buffalo Bill Hobby, R. S. Riddle, ride for life; the Bakabonos, musical unit; Zippy the Chimpanzee and Jimmy Lee, comic reserves.

Among other tenters, Martin has the Snobes Wagon Tent Show set for the Marshall (Mass.) Fair. Martin also set acts weekly throughout the season at Loring's Springfield Park, Portland Beach, Mass.

Stadium Sets Rock 'n' Roll

PLAINVILLE, Conn.—Joseph Tisty, operator of the Plainville Stadium, has scheduled the CAC, Hamid package show, Rock 'n' Roll, for a single performance the night of August 25.

The stadium, which has a regular schedule of stock car races, also presents auto show thrills, odems and other grandstand attractions. Its grandstands have been used by the Ringling Circus on several occasions.

George Hunsford flew in Classic Sparks from the Falls, N. Y., to set the family home. He kept the Hunsford tables and ring there. They have a motel and home in Florida, where they now winter.

TUBS-O-FUN RIDE

4-passenger Kiddie-Adult Ride, removable shippons.

HAMPION AMUSEMENT CO.

100 E. 90th St., New York, N. Y.

MINIATURE TRAIN Co.

Rensselaer, 7, Indiana
N. Y. Coliseum Sees Versatile Show Format

NEW YORK — Upcoming events at New York’s new multi-million-dollar Coliseum will feature a variety of entertainment. And, in addition to acting as gate attractions for the trade shows, exhibitions and conventions, the show business features are likely to find themselves spotlighted and on their own merit or worse for the four separate show areas. According to an announcement from Harold S. Kloman, managing director, a circus, a popular opera, ice show, animal show and children’s attractions are among the activities under discussion for that fall and the summer of 1953. These would be in addition to the trade shows and exhibitions already booked well into next year.

The range of inquiries assures a versatile future for the building, Shain said.

Herb Dotten
After a Million, What Then?

THERE are fleeting moments when Doug Baldwin, manager of the Minnesota State Fair, allows that he would not bet against the possibility that the 60,000 mark had barely missed topping the 1,000,000 mark in paid attendance.

As it was the 10-day event pulled 1,071,101 persons to handle the million figure for the first time in 94 years.

"Now," Doug muses, "what we do will be measured in relation to the $2 million mark. Everyone will be prone to point out how much below or above that we hit.

"Last year everything was in our favor. Conditions were excellent and the weather was ideal."

In the No. 1 spot at St. Paul since 1931, Doug can look back on ten years when he appeared to have the fair headed for the million mark only to have weather, plague, or both rob him of such a huge gate.

As for the upcoming fair, Doug expresses confidence. "Our livestock entries—always a good indicator—are the heaviest in one history and again we have been forced to reject many. Our exhibit space was sold out in mid-July. Other factors also are good. All we need in the weather and I’m crossing my fingers on that."

As for relaxing, Doug’s mind—-a restless one, always seeking to improve the fair—precludes that.

To Offer Grunt and Groaners

Under the heading of new attractions for this year he has come up with tug wrestling. Both male and female and grannies will go to it one night in the fair’s Hippodrome. And Doug expects them to pull a whopping crowd.

In all probability the turnouts for the grapple will come up to his expectations for, characteristiclly, he has explored tug wrestling thoroughly, carefully weighed the possibilities in it for his fair, and even obtained a gauge of press reaction that would give such a show at the fair.

In virtually every phase of fair operation, Doug is persistent in digging out the facts, keeping abreast of changing times and trying to anticipate the changes to be wrought by time.

mentally, he is forever taking apart and putting together many of the fair’s attractions, departments and policies to sustain and increase the fair’s strength. In the doing, he spares himself little, driving himself to see the latest, keeping his eye cocked for new ideas, new methods, then tailoring them to his fair’s needs.

Elder Statesmen of Field

In the fair field, Doug’s position is unassailable. He is the dean of State fair managers, the elder statesman of his field and probably the most articulate and persuasive spokesman.

He is equally at home with all of the many different types of people who go to make a fair a success. Among outdoor show people he is highly esteemed. He has a keen awareness of their field and what is happening in it. He is sympathetic to the problems of show people. In turn, he has built a loyalty among them that causes all of them to extend themselves for him and his fair.

Doug first entered the fair field at the age of 11 as an office boy for the Minnesota State Fair. He has been associated with fairs ever since, and during World War II years when he distinguished himself as director of the Red Cross in the Pacific.

It would be understandable if, after so many years, his interest were to flag. But it hasn’t—and it won’t. The twinkle in his eyes and the undeniable enthusiasm in his voice when he talks of the fair supports that.

In a quiet way he conveys his enthusiasm for and his dedication to the fair to others. That is one of the many reasons why the Minnesota State Fair topped the million mark last year. He enlisted staff members and together they sized out the State of its potential.

Not the least of the other reasons why the fair hit a million gate was that he had built one of the finest staffs in the country. Almost every hope that department is two-deep at the top and the men selected and has since developed are able and fired with the same enthusiasm and same dedication that he holds for the fair.

A realist, Doug knows full well it will take some doing (plus perfect weather) to beat last year’s paid gate. But challenges are food and drink to him. And Doug is not relaxing; he is intent on breaking his own record, no small feat.

DELUXE BOOMERANG RIDE

Every year this fair in particular has been the envy of the Great West Fairs. Its top-notch entertainment features a 150 foot half-circle ride with extra, extra, extra sensations. Two of this year’s favorite dinosaurs, "King Kong" and "Queen Kong," have been added. Four classes of rides all designed to give you the thrill of your life. Ticket price guarantees you a thrill, a ride or two and a good time.

KING RIDING DEVICE CO., INC.

P. O. BOX 264
MC. CLARENCE, MICH.
New Popper Operates On Controlled Heat

NORTH HOLLYWOOD, Calif. — A popcorn machine called the Ventura II that operates on a controlled-heat principle is being manufactured locally, designed by Arnold R. Ager, president of Ager Manufacturing Co., to get its heat from Calrod heating elements and be almost as good as a wood-burning stove.

This is said to send all heat directly into the surrounding atmosphere without being carried away by direct application.

The manufacturer points out that heat build-up is prevented as the new batch of corn and seasoning shake the proper amount of heat. A thermostat setting holds temperatures to 20 degrees between extremes. Up to 30 pounds of raw corn can be popped in one hour, the maker claims.

The unit is available to operate on either 100 or 220-volt current. It is 72 inches high, 25 inches deep and 35 inches wide and contains over 15 cubic feet of storage space. Standard equipment includes General Electric motor, illumination system, extension cord, the circulator, a drawer, popcorn scoop, corn measure, measuring tray, carton container and illuminated popcorn marquees. C. H. R. Entertainment, 12439 Van Buren Street, North Hollywood, Calif.

Table-Made Selt Drink

ST. PAUL — Flavored tabledrops that are dipped into a glass of cola, 7-Up or orange juice where a soft drink is being merchandised have been introduced by A. M. Hewitlend Co., Chicago. Called "Pop Drops," the tabledrops are in five flavors: grape, orange, root beer, cola and cherry. The manufacturer points out that thus their use the consumer can combine tablets with refrigeration. In addition, because of the size and weight factor, they can be easily handled or carried in the pocket. It is pointed out that one shipping carton of the tablets—which weighs less than four pounds—is equivalent to 12 cases of bottled pop. By following this low-calorie, low-sodium, low-sugar diet, it is said to cut costs, improve sales and profits.

Money Sought At Vancouver For PNE Arena

VANCOUVER, B. C. — Van
couver taxpayers will be asked in a December 20 vote $1,000,000 toward a suburban sports arena being planned for the city. If PNE plans materialize, construction would begin next spring and the arena could be completed in the late British Columbia season of 1959.

PNE officials said the provincial and federal governments had agreed to contribute $1,000,000 each to each, provided the city put up a matching amount.

The PNE agreed to repay $500,000, 000 or 500 per cent of the money if PNE's financial conditions were not such as to make repayment impossible.

PNE spokesmen said they had assurance from the federal Agricultural Minister, John G. Diefenbaker that $1,000,000 would be provided by him on repayment on part of the $1,000,000 for the Pacific Northwest for agricultural applications. PNE is classified in this category.

Provincial government's share will be an outright gift.

Meanwhile, PNE made a deal with prominent Vancouver sports figure Ted Hall, who owns a set of plant identification rights. In return for the license, he is owner of the Vancouver Canucks, the hockey club and has long sought a better risk than the 3,500-seat PNE Forum.

2nd Long Island Arena Planned

NEW YORK — Long Island's second new arena will shortly get under way. The site, which has been acquired, is planned for a 10,000-seat auditorium and entertainment center to be built under the guidance of Island Garden. 500,000-seat building in Long Beach is due to be completed by 1958 and to be financed by private investors, Carlson said.

While construction is proceeding on Long Island Arena, further out in Connecticu,, completion of the Elizabeth Garden project cannot be estimated as this time, it stated. On the other hand, the project will not start for several weeks and availability of materials will be a factor to be reckoned with. The project will reportedly run to more than $2,000,000 and be financed by private investors, Carlson said.

FOOD DEVELOPMENTS:

New Popper Operates On Controlled Heat

BOOK REVIEW

Helpful Hints On Parades And Floats

NEW YORK—Directors of celebrations, and fairs, and other groups vying for attention in the planning and staging of parades and floats, will find Vaughs' Parade and Float Guide a handy planning aid. (T. K. Distribution Co., Minneapolis, 30 pages, illustrated, $5.)

Claimed to be the first book of its kind, the 350-page volume presents the history and development of parades, offers many helpful hints in the planning and staging of parades and floats, and illustrates the use of decorative materials in a do-it-yourself, step-by-step manner.

Those events which must get along without professional help, either from choice or necessity, will find diagrams, with all necessary specifications, and a construction of floats using trailer chassis, automobiles, flat-bed trucks and jeep. Pages are drawn and are on nearly every page.

Vaughs has been building floats for parades staged through the country for 50 years. Jim McHugh

Sports Agency Types Lure With Acts

BELOIT, Wis. — Twentieth Century Agency, which handles a national booking service for basketball and hockey teams, has added a number of varied specialty acts...
"I looked down into my open grave"
Knotts Berry Farm Launches Domestic Animal "Ghost Town'

BUENA PARK, Calif.—Animal Ghost Town is the most recent ad-
dition to Knott's Berry Farm here, and a grand opening of the pro-
duction Thursday (19) shows prom-

Hershey, Pa., Annual Dutch Event Planned

Hershey, Pa.—Eighteenth annual Pennsylvania Dutch Days celebra-
tion will be at Hershey Park. Rides will be in regular operation Monday through August 23-25.

Dineen Eyes Increase at Hampton With Good Weather

Hampton Beach, N. H.—If the weather will only behave thus Labor Day, John Dines,

5 New Year Plan Forstreefs Builds Plant Crowds for Crescent

By CAMERON DEWAR

RIVERSIDE, R. I.—Hard work and good planning has been its fa-

Dineen, doing well with a

BATTLE WEATHER, FIRE

Akrorn, Indianapolis Turn Bad Luck Into Winning Promotion Stunts

Akrorn, Indianapolis — A gag publicity stunt is being staged at Summit

BOB-LO Gross Running Than in 1955

DETROIT—Business at Bob-

Bob-Lo Island Park has been running illegally for a long time in a way that seems a

Bud Johnson Jam Set for Seaview

BOSTON, Mass.—Buddy Johnson's orchestra will open the week

Kiddieland's new promotion, "Kiddieland's Sweetest Ride Ever," was

Knott's Berry Farm Launches Domestic Animal "Ghost Town'"
Rolex Rumblerings

Dance Contest Hypses Biz at Laemmle Spot

EUGENE, Ore.—A 10-step skate dance contest held July 22 to stimulate late summer business was awarded a success by Mr. and Mrs. Edwin Laemmle, operators of Mid-Way Roller Rink here. Skaters and their parents showed much enthusiasm in the contest despite the weather, to the advantage of Laemmle. The contests were sponsored by the Roller Skating Rink Operators of America, Chet Naro, professional at the risk. In a number of the locales, Roller Skating Rink Teachers of America.

Contestants were divided into two groups consisting of 12 and under. Judging was done by Mrs. and Mr. Robert Young. Mrs. Young is the former Donna Benedit, novelist, whose son was the intermediate dance champion. To first place winners went medals and certificates, while second and third place recipients received certificates.

In the senior division first place went to Merlin Reine and Phyllis Hedgepeth, followed by Leroy Lenox and Sally Sundeen, Bob Smith and Ella Arny, Ronny Williams and Gail Loomis, and Rich and Richard Beckman with flower. First place in the junior division was taken by Gary Sanders and Barbara Moses, with Danny Hughes and Jani Potampa finishing second.

The Laemmles also sponsored a contest the same night for the best costumed costume for couples, judging being done by Irene Albin and Mrs. Ruth Dar, of the Bench of Roller Skating. Entrants were Ronny Williams and Carol Loomis, Donald Long and Sally Sundeen finished second. Danny Hughes and Jani Potampa finished third.

RSRO Membership Go to Three Spots...

DETMOW—The addition of three new members brings the total enrollment of the Roller Skating Rink Operators of America was announced recently by Robert R. Martin, secretary-treasurer, at association headquarters here.

The new members and their operators are: Doris Roller Rink, Pontiac, Mich. Robert Rink, Dallas, Texas, Frank C. Damron, and Hawkins Skating Palace, Greensboro, N. C., Robert A. Hawkins. At the same time it was announced that Bertram L. Carroll took out a second year membership for his Eldorado at Napa, Cali.

RSRO Membership Pins Awarded to 13 Operators...

DETMOW—Honored recently by the Roller Skating Rink Operators Association of America were 13 of its members who received membership pins denoting long-term membership in the association. Receiving the honor were pins were Fred H. Leider and Frank Moore, New Planet Roller Rink, Chicago, and H. E. Nettles and Irving S. Richland, Hartford (Conn.) Skating Palace. The 10-year pin went to Jack Burn, Southland Roller Rink, chattanooga Paul T. and H. F.

1st Half Strong For Biloxi Park

BILoxI, Miss.—Biloxi-Columbia Rink operated July 22 to 30, according to manager Ken Davis. Seven out of 10 cars at the park are from other States. Rides will continue until after Labor Day and will lead here to play various Mississippi fairs.

The park is advertising on a spot basis, tickets on radio stations and newspaper ads. The spot took two big signs. In June a tropical storm pushed water into the midway and it was knee-deep at the Woodville and Seabrook. On July 4, holiday business was lost to rain.

Aglen, Skating, San Diego, Calif.; Mr. and Mrs. William Anthony, Egelin, Ranch, Palm Springs, Calif.; Mr. and Mrs. Fred W. Fleischer, Great Roller Rink Greens, Ore., and Michael Deles Russo, Eugene (Minn.) Skating Arena. The five-year pin award went to G. E. Egelin, Biloxi (Miss.) Skating Rink.

Oak's Club Presents TV Set to Portland Hospital...

PORTLAND, Ore.—The Skating Social Club of Robert and Ruth E. Bellinger's Oak Park Rink here recently presented a TV set to committee of the Portland Foundation for contagious diseases. Portland's Mayor Fred L. Peterson and Dr. Doreen Hill, hospital superintendent, were present. The set by Barbara Bellinger, club president, was over 1,000 club members, plus a large contingent of the city's office workers.

Best Weekend

Nifty Weather Builds Top Crowds in East

NEW YORK—A rare break in weekend weather gave Eastern amusement parks and fairs some of their best Saturday-Sunday (28-29) attendance and business in this neighborhood in years.

In the metropolitan area the beaches were jammed with a million-plus-park-goers. At Lake Ontario and the Rockaways on Sun., Jones Beach toppled the 170,000 mark on both days.

From Atlantic City came reports of the largest turnout of the season, as estimated 185,000 persons. Other Jersey shore spots faced equally well. Palisades Amusement Park, also in Jersey, claimed the largest crowd of the season on Sunday.

It was clear skies, rather than heat, that sent the multitudes streaming to the water and fairs. On virtually all other preceding weekends this past season the public had been frustrated by rain or otherwise gloomy weather.

Norfolk, Va., Spot Hypo Lure With Circus Performers

YORKVILLE, Va.—New View Amusement Park has signed a series of circus-type acts as free attractions and a mainstay for the season heavily in a circus manner.

Winnie Collette, long-time high performer, was the recent attraction and was followed in by Janet and Paul, aerialists. Firecrackers are also being used as an additional attraction.

The park's Merry-Go-Round Building and Old Mill are being redesigned and newly painted fronts.

High Quality

KIDDE RIDES

FOTO WHIP—KIDDE WHIP—SPEED BOATS—PONY CARS—
Gallows Horse Carrousel

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

Many operators reported the weekend business the best for the season. The weather, with the maximum under 80 degrees on Sunday, was pleasant enough to lure tourists from the sand and the water.

High ACTS

WANTED

WE CAN USE several very high \( \text{GHC} \) tickets now giving you own time and space on this magazine. Effective immediately.

WARD BEAM ASSOCIATES, INC.

P. O. Box 8711, N. Y.

CONTROL ADMISSIONS

with 'INVISIBLE' IDENTIFIER

In the area of custom made for our present equipment, for use in your facility, for your ticketing control, to give your patrons total personal and identification, the most economical and the most workable. Write for details.

STROBLITE CO.

3-9 St. W., N. Y., N. Y.

FOR SALE

8 Car Spillman. Diphy Doodle or Lightly Loopy. Portable, good condition, nice turn-out. $125.00. Can be shipped. 575.00. Both rides in operation.

NEW BAILTO PARK

Oshkosh, Wisconsin. Phone: S-844-9717

DON'T BE FOOLLED

There are no_working firms in the world that courses earn money. CHOOSE THE NETWORK, PREMIUM RIDE IN THE WORLD. INCREASE your profit by 30% NET. A quality business for a small investment. NOW with this new Super Circuses Exclusively for THE NETWORK. Full plans and literature.

Roberson Cook Miniature Golf Co.

64 Broadway, New York, N. Y.

Copyrighted material
Kelly-Miller Tabs Excellent Business

Gives 3 Shows at Naperville; Straws, Capacities Numerous in Big Season

NAPELLE, Ill. — At G. Kelly & Miller Bros., Circo's gave three performances here Monday (30) in the park-like area immediately adjacent to the big crowds that turned out.

The afternoon performance drew a capacity audience. At the end of the show, the strain was too much for the 6-year-old, and he collapsed, making a humorous end to the show.

The evening show was also well attended. The afternoon show was well attended. The last show was well attended.

Despite the hot weather and the lack of shade, the audience showed its appreciation by cheering and clapping as the clowns left the ring.

New York City — The first show of the day was the 11 A.M. performance. At 6:30 P.M., the circus moved to another location for a special performance. At 9 P.M., the show concluded with a fireworks display.

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FAMOUS HUNT BROS.' CIRCUS ELEPHANT ACT available for Indoor Circuses, TV, etc., starting October 1. Reply to Burlington, N. J., quarters, as per route, or call mobile telephone 21 44465, 1-2 or 7-10:30 p.m.

LOU SHARP
Phone 6543
Kansas, Kansas

PHONE-TICKET DEAL

219 West 2nd St., Kansas City, Mo. 916-1-2345...You’ll want to see 4 WILD AND WACKY SHOWS!

JACKSON & ROOTS

165 West 2nd St. - Kansas City, Mo. 916-1-2345...You’ll want to see 4 WILD AND WACKY SHOWS!

Ring Bros.' Circus Wands
Having sold a new line of Wands for the 1956 season, we are now offering a new line of Wands. They are all beautiful and the prices are low. All of them are guaranteed to give satisfaction. We are now offering them in quantities of 500 and 1,000.

The Ring Brothers' Circus Wands are all made of the finest materials and are guaranteed to be free from defects. They are made to order and will be shipped immediately.

We have a large stock of Wands on hand at all times and will be glad to fill any order.

JACK BROWN
CIRCUS WANDS

165 West 2nd St. - Kansas City, Mo. 916-1-2345...You’ll want to see 4 WILD AND WACKY SHOWS!

SHORER'S SHOW
West Shaker Park, Florence, New York
telephone phone 21 44465, 1-2 or 7-10:30 p.m.

CIRCUS REVIEW

Kelly-Miller Action

Stirs Excitement

By TOM PARKINSON

NAPERVILLE, Ill. — It’s a rip-
inning circus performance that the audience could hardly wait to see. A crowd of 12,000 packed the stadium and savored the excitement. The Kelly-Miller Circus was in town.

The Kelly-Miller Circus is a world famous attraction that has been entertaining audiences for over 100 years. The circus is known for its extraordinary acrobats, clowns, and animals. The Kelly-Miller Circus is one of the few circuses that still performs in the traditional manner, with a real circus ring and a real tent.

The show started with a...
Regina Gate Tops '55 by Wide Margin

103,479 Turn Out in Three Days; One-Day Mark of 44,078 Chalked Up

REGINA, Sask.—Biggest day in the history of the Regina Exhibition was posted yesterday (1), halfway mark of the six-day fair, when 44,078 people flocked to the fairgrounds and set a new record of 1,000,000 last year's figure for the same day. The last day of the fair was yesterday, Friday, 40,558.

By Wednesday night the gate had reached 74,581. With Thursday, August 5, there was every indication Thursday that last year's total for the day would be broken. Each day has been up at the gate.

The grandstand for the first three days was down slightly at 37,622 as against 40,659, due largely to Thursday. The first day's weather was excellent, as were Wednesday and Thursday; aloft some rain clouds were building up Thursday evening.

The big day, Wednesday, was a civic holiday and a pay day for most fair patrons.

Paralyzed, roused up $8,975 Monday; $9,175 Tuesday; $7,701 Wednesday for a total of $357,530, or better than 10 per cent gain. Hopes are that the money will reach $900,000 by the week's end.

Kids Flood In

Monday, Children's Day, got off to a busy start with the annual kids' parade from downtown to the grounds. A free monon, featuring tightrope and show, five grandstand acts and several giveaways added to the $11,500 profits.

The gate was up 5,016 and the grandstand up 598 for the day. Race attendance was down 72 but the pari-mutuel was up.

The fair was opened by Hon. I. C. Nollet, Saskatchewan's Minister of Agriculture, and was attended by Lady Wheat Queen in front of the grandstand. Wheat was the grandstand's first feature and the show was an exhibit tracing the history of the crop. The big cracker saw some baking. A big crowd was gathered.

The Sunday night pre-fair crowd was the biggest of the fair. An innovation was a band concert. It attracted attention but not enough to reduce congestion in the midway area during the setting up.

Death ended the exhibition Tuesday evening when an accident at the Army display in the Crash Show Building killed one man and injured two. Somehow a dummy had been flashed up in the wind and the back of the truck had hit a telephone pole. The truck then went out for fair visitors to inspect. The man was decapitated.

(Continued on page 73)

N. DAKOTA STATE MATCHES '55 RUN

Weather Holds Gate to Last Year's Level; Grandstand, Midway Okay Despite Rain

MINOT, N. D.—The North Dakota State Fair, which started out with a bang on Friday, faced three days of heavy rain, was shooting to match 55 figures at gate and grandstand. On Friday (5), fifth day of its six-day run, it was a par with last year and Merold O. Dahlke, secretary, expected to wind up on that basis.

Opening day, Monday (30), saw one of the biggest crowds on record come onto the grounds for the annual kids' parade, which is a free outside gate. The youngsters swarmed everywhere. A free fair after noon grandstand show and left plenty of change on the midway.

After the Ernest Newberry thrill show, managed by Al Goodin and the Overland, a free fair after noon, high winds and heavy rain struck. The deluge washed out the night performance of Ed Young's grandstand revue and blasted the William T. Collin

(Continued on page 73)

Minnesota State
Posts Record 2066 Premiums

ST. PAUL—Setting a new all-time peak, the Minnesota State Fair will offer $2,066 in premiums, according to the 1956 exposition August 25-September 3. Douglas Baldhorn, secretary.

The new record offer is an increase of 16 per cent from the 1955 premium list, he said.

T. H. Arends, of Aitkin, fair board president, said in his report to the livestock show indicate it will be the largest in the fair's 96-year history. Many entries had to be rejected last year because of space back. Arends pointed out.

PNE Schedules Atomic Unit, Sports Show

VANCOUVER, B. C.—The Pacific National Exhibition this year will feature an atomic display for the United States and the Canadian National Exhibition. The Hall of Fame, 6,000 visitors, had a general manager, announced.

Underway is the sports exhibit, George Chmiler, North American and Canadian pool and tennis association, and general manager for this feature of the show has an exhibit tracing the history of the famous sports from the earliest days back. Baking was unknown.

A feature of this year's fun zone will be the Original Four Acres, volle group, along with other rides, shows and contests. Pollock Bros. Circus will again hold forth in the Forum.

The fair had record entries for livestock, and the bulk of them attended by Harry Hirsch, who deals solely in ice. Trope included 14 plus entries, while Miss Helen Vinson, former associate of the Civic Auditorium, is expected to be up sharply in this respect.

Entries in the 4-H classes were up more than 20 per cent, according to Archie Putnam, fair secretary. Adult open-class entries were 25 per cent higher last year than this year, Putnam said.

The livestock show was split for the big midway in the park, with the 4-H classes in the first three days and the adult classes last three days.

also comes in. The fair will be open to the public the last three days of the fair, the 4-H, and the adult entries.

(Continued on page 75)

Minneapolis, Inc., Gate, Income Jumps 10%

MUNCIE, Ind.—The Delaware County Fair went into the net for the first day of its nine-day run here yesterday and showed an unexpected increase over last year in both attendance and income.

Ralph Broxton, secretary, said the fair was up 10 per cent in gate and 10 per cent in income.

One of the biggest attractions of the week was the Skywheel on the W. C. Wade midway, which was getting a big play and helping the family midway.

West Point, Va., Back in Business

WEST POINT, Va.—The West Point Dairy Show, which was played out last year, will again operate this year with a new manager, announced to be E. L. Robinson, manager, announced. Theo F. Brandle will handle exhibit space and Fair Fair Park, Arranges, data, va., will furnish the midway attractions.

Ski and Swim Show Inked by N. Y. State

Baldwin, skiers.

ST. PAUL—A revised schedule was released for performances the final two afternoon shows this year, according to the Fairvue, when revenue was booked for six nights.

Good showings were expected in Wednesday's performance, with Sunday's featuring the headline event, "The southwestern gate.

Baker also disclosed that the fair has again changed its policy on the show's closing nights, a feature not lost last year because of space back. Arends pointed out.

SANTA ROSA HITS New High at Gate, Wickets

SANTA ROSA, Calif.—The 19th Sonoma County Fair set a new attendance record of 131,061 during the week ending here Sunday (26), with 33,930, 454 and were attended by 50,066.

The gates were expected to cash in on the time and money spent on the $1,245,000 in the embossed silver ware which was manufactured.

Baker also disclosed that the fair has again changed its policy on the show's closing nights. The fair offered to discontinue the advance sale of half-price tickets due to increased attendance cost. Interest this was decided again and the advance ticket sale got under way through the State Wednesday (1).

SANTA ROSA, Calif.—The 19th Sonoma County Fair set a new attendance record of 131,061 during the week ending here Sunday (26), Ken Carter, secretary, manager, announced.

Eight nights of pari-mutuel racing that featured a daily card of 12 harness, quarter, and thoroughbred races will run at the($1,245,000) in the embossed silver ware which was manufactured.

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Eight nights of pari-mutuel racing that featured a daily card of 12 harness, quarter, and thoroughbred races will run at the fair. The weekend nightly card will be $1,245,000 in the embossed silver ware which was manufactured.
Revised Count
Gives Del Mar
New Record

DEL MAR, Calif.—Total attend-
ance at the annual County Fair Exhi-
bition and County Fair was upped 4,112 on the basis of offi-
cials' 1,117-the-day records. The of-
cial paid attendance was 11,305, for the 4th day run, Macon, said it. He said it was "the greatest event in the same time that the exhibition runs this length of time. A gross at-
tribution of 1,117 over last year's record exceding the 225,107 reported at this point on the same day last year (July 21). This was short only 1,171 of the all-time high of 35,032, which was set in 1956.

Parent-Teacher Association units of the Fair, of course, are the adults and 4,356 children's tickets, a considerable increase over 1955. Attendance figures were not released complete figures were delayed until reports from ticket booths were re-
ceived.

Circus Review
• Continued from page 23

and excitement-building commen-
tation that this is Kelly-Miller's"s performing circus. The good news is, and it pleases the public, part of the circus is formed to cater to the day-long action that K-M is noted for. It starts with a red-painted steam engine that rolls by the horse or in the way to see the arrival and leaving of the circus. Then, on the middle of the theme, is a Frank Ellis Fe Show, with apes and snakes, and are operating and possibly Tom's favorite and Tommy Chalmers's giraffe. The Coney Island show, which is the last at the show may include the six horse circus with a refrigerator-tie-up; a stick-
man act and the clown act, the elephant march to an auto agency, and a stern red, white and blue act, on which an elephant eats a birthday cake. This creates discussion an-
noyance about 75% of all the cars as the show is open. The horses are usually heavy use of poster paper and heralds for the audience.

Back in the lot, Guy Smack takes the Coney Island bunch and gives them a more 

Canada A Dates
• Continued from page 64

sponsored by members of the loop in the local Advertising Association. P. E. (Pat) Marks and W. J. (Bill) Marks in "in appreciation of services given friends and capacities." Pat is president of F. L. Marks Campaign Mechanics and "is my boss," vice-president. Pat has been engaged at arms at the association since the beginning and has some years of experience, and has handled preparation of schedules for the trade. He and the rest of the force have been very cooperative in assisting the association in their various activities.

A group picture of the delegates was taken at the luncheon by the Regina Exhibition Association at which a choice of wild field was available.

Fair Dates

(Colorado 8th Annual)

The Denver Morning News published the daily ad in the local papers to the Denver Convention Department, the Denver Chamber of Commerce. The convention is seven days long.

Record Day

Perks Outlook

At Booneville

BOONEVILLE, N. Y.—Attendance
was mighty near the saturation point Wednesday (2) at the Boone-
ville Fair when all of the spacious parking areas overflowed.

Santa Maria

Pulls 30,210

for New High

SANTA MARIA, Calif. — The Santa Barbara County Fair was pulling in a total paid attendance of 30,210 to set a new record during its an-
ual run of the 20th day. The total account (20), Belden Dunlapa, secretary-
manager, announced.

The total for this year's was far from last year's number of 25,987 total, in turn, was a record and about 25.36 per cent over the 1954 attendance of 25,360.

The featured educational attra-
tions of the fair were the Sports Car Show. A horse show was staged for four evenings starting Tuesday (15).

Entertainment included a live profile in the main entertainment area on Sunday afternoon. Larry (Bozo the Clown) Yall set a 77 per cent over the mid-
way with his balloon tricks.

Admissions for the fair were 90 cents for adults and 50 cents for kids. Kids were admitted free Thursday each day.

The Frank W. Rabun Bobkob Shows played the midway.

Regina Gate Up
• Continued from page 74

back to school. It was not known whether he was a passover or had been "the great man," Ralph. 

Rain Cuts Crowd

Rain felled dawn for an hour on Tuesday and fresh copies were expected for a new in the late afternoon. The evening show was a new show, but the weather was expected.

The second annual Sportmen's Day at Booneville was a new show, with sports personalities appearing in front of the grandstand. Guard was on hand to keep a watchful eye on the action.

The second day's events of the three-day show were planned to the accompaniments of Light horse judging finished the day and the show was wrapped up Thursday. A live-
stock parade was a feature Thur-

The Regina Gate Up was a big draw and the weather was expected to be fine.

Caupert Joins
Memphis Staff

MEMPHIS—E. J. Caupert, vet-
tor from Pitman, N. J., has joined the Mid-South Fair here, according to the office.

Caupert will produce and direct the fair's "Centennial Graphics" and one of the major features of his 100th anniversary program.

Caupert was formerly on the staff of the Regina Exhibition Association. He was born in Regina and is a member of the Regina Chamber of Commerce and the Regina Bank.

Machinery Swaying

Swaying in the Wind

The Regina Gate Up was a big draw and the weather was expected to be fine.

Cliff Hunter
Suffers Attack

TAYLORVILLE, Ill.—Cliff H. Hunter, secretary-treasurer of the Illinois Agriculture Publish-

ing & Printing Co., was recuperating at his home here following a heart attack.

The attack occurred several weeks ago at the Griggsville, Ill., fair. Hunter, a member of the State association for many years, is also an administrative assistant to Still-
man J. Smith, secretary of the State association of farmers, who supervi-

sors State aid to farmers.

Cincy Annual Renames
Clarence Peters Secy

CINCINNATI—Clarence Peters, named secretary of the September 12-15 Greater Cin-

nati Exposition for the 11th year, former Gov. Myron V. Taylor, president of the Hamilton County Agricultural Society, announced.

Previously Peters was a journalist and assistant to the Ohio State Fair. He is a member of the executive com-

mittee of the Ohio Fair Managers Association and a director of the local society.

GREENFIELD GIMMICK—
2-BIT GAY 90's GATE

GREENFIELD, Mass.—Con-
struction of a $1,000 outdoor stage will be completed in time for the 24th annual Franklin County Fair here September 9-12, Gerald F. Fritz of the attractions committee announced.

The 40-by-35-foot wooden struc-

ture will be erected in front of the grandstand, lower than the present 50-year-old stage. Featured will be a band, with lights shining above and behind the stage, a steady of the side as at present. Four buildings, which are being painted.

Columbia News Show has the midway for the 25th year. Al Marin-
el Agency of Boston has the vaudeville contract, long held by George A. Hamid.

Street Parade Set

For opening day, Sunday, new "Gay 90's Family Day" will fea-
ture a street parade with wave-ama-

tions, fire equipment and antique autos. At the grounds, a fireman's regalia, a raffle, a variety of acts, and songs by a barbershop quartet will be featured.

The grandstand admission is being dropped from 50 cents to 25 for adults and 10 for children, in line with the "oldies" theme.

In an effort to increase in harness racing, which annually has a two-day meet, until now, the first Fair day (21) of a milestone of over.

Artists booked for three days by Martin are Jim Cebel's Elephants, Prince E. S. Cowan, Evans, A. N. Ross, Miss Cowan, Seven Lucky

Muncie Up 10% • Continued from page 74

BANDS, Big Sunday, were booked for three days, a line-up of 14 rides and a dozen other rides getting the biggest play during the week.

During the week, harness racing was the big grandstand attraction, being presented on two races. The afternoon announcements were limited to a high school football game which drew gallerie.

TASLEY FAIR
Tasley, Accomack, Virginia, County Fair August 26 to September 10 (Labor Day)
WILLIAMS GROVE FREE FAIR
Mechanicsburg, Pennsylvania, (10 Miles S.W. of Harrisburg) Con plays becoming are similar shows, near the town of Williams Grove. BOB RICHWINE

GRANGERS FREE FAIR
Free Admission—Free Parking August 26 to September 10 (Labor Day)
NEEDS THE BILLBOARD EVERY WEEK!
Make Money—Save Money. Subscribe Now—This Easy Way.

Misse Belle Says...

operators secretaries con

Business... ALL KINDS TO YOU AND I WANT TO APPROACH BUSINESS... NEEDS THE BILLBOARD EVERY WEEK!

Misse Belle Says...
**CARNIVALS**

**76 THE BILLBOARD**

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

**AUGUST 11, 1956**

**Regina’s Gate Bulge Works to Get RAS Big Takes**

**Kid’s Day Chalks Up New Record; Sedlmayr Gets ’57 Contract Okay**

REGINA, Saskatchewan.—With the Regina Exhibition up to last year’s record attendance of 293,040 for six days, Royal American Shows looked to be riding to a new high this year.

Monday (30) was the biggest Children’s Day Royal American that had been, according to Oval Carl Sedlmayr. Altogether, Tuesday (31) was off to a profitable start, and the two shows, Wednesday turned out to be just what the carnival, and the fair in a whole, needed. The weather was warm, it was a civic half-holiday and it was pay day.

The midway was jammed from noon on and ride sales wound up with another increase over Citizen Day last year.

There was cheering news for Sedlmya Thursday, too. Not only was the day up as a winner, but delegate to the Western Canada Association of Exhibitors, Thomas M. Waddell, held a press conference midway for the Chinook Loop, where the winning string was taken to the Toronto annual midway in Winnipeg and last year the midway was made in Chicago.

**Crafts Chalks Up 2 Winning Stands**

LOS ANGELES, Calif. — Carts 29 Big Showschalked up two more strong weeks of business in both Valley and here, where the show closed Monday (30) after playing its second Community Festival in that time. The show received excellent local support in both locations.

For the local run, the show’s big top was also chosen for the city and free show sides. There was ample seating capacity, being being sold, for the big top that housed 78_eb exhibit booths, an auto section of 15 cars, ample room for the spectators that gathered around the stage.

In Castro Valley only four poles for the tent were used because of the small lot.

Friday (27) was Kid’s Day. It was advanced from the scheduled Saturday because of the mental civic awards at 1 p.m. Prices of bicycles, baseball equipment and other gifts were given away to kids that sat the hot opposite the railroad station. The day was reported to be the best of the season.

Saturday at the Rock-Pop-Phase, which was reopen, was announced from Southern California to Oklahoma for the July 4 run, was repaired and set up for checking. It is expected to be put back into action next week.

In Castro Valley a farmgirl party was given Sally and Roy Wansch, who disposed of their six kids in one day at Los Angeles and later house in Oregon. The double-decker food car was also ordered by the school and the pony ride to V. J. Harper, who owns the carnival.

The new owners took over their respective operations immediately following the sale.

The first two days of the dates were Tom Bellf, who handled the opening at this fair, and who handled his first job of this kind here.

Then Forstall, the show’s secretary, stopped in San Francisco between the dates and visited with Beverly Kelley, former Bingling member and now a member of the Masonic Association out of New York. Forstall also visited with Mr. F. HICK, ex-American press agent and now with “Ice Follies,” as well as George Westmore of Paul Broke, of Flora, and Weslye Givens, also of the ice, Forstall, with Bonnie R. Arthur, show’s manager, attended a performance of “Teahouse” as Kelley’s guests.

**Weather Cuts Olson Chippewa Falls Biz**

Receipts Top ’55 on Sunny Opening Day; Rides Get Larger Share of Total Take

CHICAGO.—Work on the new chateau of the Shrine of the Fallen and Franklin streets was recently completed. With the Kaplan Contractors, Inc.

Work on the installation of a new elevator in the building has already started. The installation of the structure will be of white emulsion and pigments. Tentative plans for the interior are to have the main floor in two sections, fourth floor, basement and offices of the city-president, 700-6 and room on the third floor.

**Minot Rain Keeps Collins Even With ’55**

MINOT, N. D. — William T. Collins’ Shows, after an exceptionally strong start at the North Dakota State Fair, slowed down somewhat by weather but still managed to wind up a big winner.

The Billy Collins reported that games for Monday (30), with a big turnout of kids, was a non-starter but still gained strength by midway. Collins reported the show to open on Wednesday and closed at $4000 the following day, and expected a total week’s business of at least $30,000.

The Collins line-up, which included 22 rides and 12 shows, boosted a new front gate and the addition of much flash-lighting.

**Hays, Kan. —** Jack Ruback’s Alamo Exhibition Shows will provide the midway attractions at the Hays County Fair next year for the 10th consecutive year. Ruback announced that he had recently completed his President R. W. Richter and Executive Secretary Donald B. Hays are April 25-27.

Jack Ruback organized movement into Kansas after playing several stands in Wyandotte County to good, the Bois de Bouffes, the San Antonio show played out one week in Colorado and being somewhat low powered and speedlight. This was the last still spot on the same tour, the Hays Fair next year.
The Eddie McClain Singers, featured in the Raywell Revue on Collins & Williams Shows, are singing the "Holiday Polka" as one of their numbers. Mary E. Sabrowski, long-time staff of the firm (Mich.) Free Fair, is coauthor of the song.

D. D. (Ted) Blake and his son, Cleve and Dick, recently closed with Carl Lauther's 10-in-1 on Indianapolis shows, and joined World of Pleasure Shows, Blake is taking the front of Henry Valentine's side show while his two boys are working the front end for Red Ostrom.

The Burkart Shows, leased recently to Kenneth Ritchie owing to the ill health of Mrs. Burkart, had good stand last week in Xenington, Ill. Sonny Anderson, son of Mrs. Ritchie, has joined the show, and Oregon Burkart is resting at his home in Plano, Ill., according to Mrs. J. D. Kirley, The Billboard reports.

Kwan Bahk, mestizapa, is confounded in Ward 148 of Broma Amusement Hospital. Frank Sullivan, Tex., and Frank L. Sullivan, veteran of Pearl and Wirth's shows, to name two, is confined Ward G-27 of Charity Hospital, Shreveport, La., where he'd like to get mail from friends.

Mr. and Mrs. Leon Colbert, veteran concessionaires, were honored at a three-ring, and literary celebration on the Klein Amusement route recently, at Crystal Valley, Tex. The Colbarts were presented with a set of china and a bottle of Roselle cake, and punch was served.

Ben Reybler, scenic artist,電子, succeeded 20 Big White Shows at Castro Valley, Calif., and turned in his Oakland, Calif., home. Mrs. Bonnie Arthur, manager of Castro 20 Big, is back at their Los Angeles home after spending two weeks on the show.

Bill Morin, operator of gig show, had the Big White Shows recently hosted a Mason party when his show jumped the track and literary velley violated. Murray Anne Morin received a new Liberty home trailer as a gift. Other Morins mentioned were Charles Sherry, Gary, Reice and Wenda.

Soda handler Manuel King was bitten on the hand by a rattlesnake during a monster exhibition recently at the Bristol (Pa.) Farmer's Market. He administered the antivenin, wrapped and followed up with additional treatment at the local hospital, from which he was soon discharged in good condition. King, known as the Big Wonder Limb Mover for 20 years ago, said this was the first time he has been bitten while handling reptiles. His father, a well-known snake dealer in Texas for many years, whose death was reported never to have been bitten.

COUNT WAGES FOR THE RIGHT MEN
CATERPILLAR TOYLAND, No. 2 Men We Keep For You 
Can keep both. MUST BE ABLE TO WORK.
No elected sides. Contact
LOWELL STAFF
GOODYEAR AMUSEMENT CO.
Monroe Fair, Monroe, Mich.

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BOONVILLE, N. Y. — Nifty business at the Boonville Fair, first annual on the route of the Coleman Bros. Shows, was taken as an indication that the remaining fair takes would probably end up as the best in the past several years. The lock which has accompanied the show since its opener early in April continued here with rain apparently consistent with the outlook. The show has not lost a single day or night to the elements since opening.

The outlook was not as optimistic on opening Monday (20) with shows, as were noted slightly under those of last year. However, and on Tuesday (21) the fair had a record day. The Wednesday crowd overflowed the parking areas and records were set in virtually every department as a result. Attractions Help

An Al Martin grandstand show playing to capacity audiences of night and Buddy Wagner's Thrill Show with a turnover situated in the county. On Tuesday attended and his wife aided midway activity. Coleman had a record 12-Pt. Wheel delivered and erected here prior to the opening of the fair.

The show now has a battery of two. A third is located at Ocean Beach Park, New London, Conn. For the business done here, Coleman is looking for a banner fair season. Only a break in the weather is needed, he said. Last year's weather shouldn't be too hard to consider, it involved a couple of hurricanes and other storms over a three-week period.

WANTED

For Coleman Bros.' Shows, Norwich (N.Y.) Fair this week;
After (N.Y.) Fair next week

ROBERT HERBERT, Gen. Chairman, South Williamsport, Pa.
CRAFTS 20 BIG SHOWS
New Booking Shows and Concessions for the Following Fall Fairs:
San Mateo County Fair, Aug. 12-22; Roseville, Plumas County Fair, Aug. 15-19; Westlake, Maricopa County Fair, Aug. 22-26; Hakem, Riverside County Fair, Aug. 29-Sept. 1; Mendota, Kings County Fair, Sept. 3-9; Los Angeles County Fair, Sept. 10-17; Santa Clara County Fair, Sept. 18-26; Santa Barbara County Fair, Sept. 27-Oct. 2; Sacramento Fair, Oct. 1-9; Visit www.americanradiohistory.com website for more information.

VALENTINE'S DAY SHOWS
Roy Shepard, ride superintendent, can use capable Ridge Help and Ticket Salesman.

CRAFTS 20 BIG SHOWS
4730 Bokia, Phone 74095 or 740930

THE BILLBOARD

GIRLS...GIRLS...GIRLS
For Dancing and Posing Shows. How enticing for our major fall route. One feature attracts others with or without experience and workmates. Must be young and attractive (no very ugly girls or very pretty misses). Top salaried, transportation furnished after joining, good treatment, all expenses covered. Shirley Taylor and Polly Lowman, contact immediately. Can also use Talker for Posing Show, Talker Sellers and Caravan Men. Long season south and out again in January. CALL OR WRITE (no calls)

MAY MEYER

CAN PLACE CONCESSIONS AT THE FOLLOWING FAIRS
Bourbon, Ind., Fair, Aug. 21-25
Sandusky, Mich., Fair, Aug. 20-25
Nelsonville, Ohio, Free Steven Fair, Aug. 27-Sept. 1
Must be legitimate Owner. Can also place Concessions.

GOODAMUSING AMUSEMENTS
1200 Norton Ave., Columbus, Ohio

CHUCK MOSS & W. A. SCHAFER
Want for Chicago — IL & Cieras., Aug. 12th; then California & Peterson on North Coast. Will travel through California, North Coast, Oregon, Washington, Idaho, Montana, Nevada, and five others to follow.

JACK ROYAL AMUSEMENTS
Georgia and South Carolina tobacco markets and tours until November, then Florida for the Winter.

CHUCK MOSS & W. A. SCHAFER
WANT TO BOOK
1956 TILT
For balance of season
A. D. STERLING
650 Norton St., Rochester, N.Y.
Phone Congress 4270

F-L-O-R-I-D-A

WANTED—SIDE SHOW ACTS—WANTED
For 4 to 5 Weeks Fairs, October 1, in Kentucky, Indiana, Louisiana. Specials on all. Write for information. Send return SASE.

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PARK ETTEKES

CAGES

Minimum order, forty birds. Also P.O.3. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE
Phone 9-4591

WELLS BELL FARM
2143 South Myrtle Avenue
Hollywood, California

WANTED

GIRLS

- Dancers
- Show Girls
- Waitresses
- Novelty
- Ethnic Musicians

Good pay - Sleep work.

Available After Labor Day

For suite in Virginia, North Carolina, South Carolina and Georgia. Kil Parris, Box 9, Stone Mountain, Ga.

琭E...-PARKETT

SCOTLAND RIDES

Box 287
Perrysville, Pa.

WANTED


DAVID PARBY

Chaplin, Box 501, walks to all parts of area. Food and Comfort available. Write for details.

BUFF HOTTLE SHOWS

WANT FOR SPRINGFIELD, Mo., AUGUST 11-17

Concessions that work for stock and fair element of chills as Pitchers, House-Ball Game, Clown or any Blasting Concession. Will sell Exclusive on two Glass Pitchers. Will not consider any offer for both. Look out for our solid disc, Look out for our solid disc. Want a strong man to work with our solid disc. Want a strong man to work with our solid disc. Want for our solid disc. Want for our solid disc.

BUFF HOTTLE, Lincoln, Ill., this week.

The Billboard Classified column each week
GEM CITY SHOWS
WANT FOR MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA
7 DAYS—STARTING SUNDAY, AUG. 12—SECOND BIGGEST FAIR IN THE STATE, 230,000 PAID ATTENDANCE LAST YEAR—20,000 CHILDREN ON KIDS DAY. DAY AND NIGHT ATTRACTIONS—BIG NAMES, BIG REVUES AND BIG SPEED RACES.
Followed by American Legion Fair in the Heart of East St. Louis, Ill., 5 Days.
THEN THE BIG ONE—DU QUOIN STATE FAIR, DU QUOIN, ILL. 9 Big Days—ONE MILLION PAID ATTENDANCE LAST YEAR—9 Big Nights.

CONCESSIONS
Short Range Gallery, Mane, Ska, Ska, Ska, High Striker, Pitch-Till-You-Win, Bell Games, Shuffle Alley, Coin Gallery, Shoot-Till-You-Win, Milk, Hats, Jewelry, French Fries, Coke Bases, Roman Forgetts, Hardy Panels of all Sizes, Derby Racer.

SIDE SHOW
Will give terrific preparation to Side Show with own equipment.

BOB_GREEN
SUCH WANTED
For Old Settlers' Association, Omaha, Nebr. Rent, Board, Gas, Electric, Water, Phone, Roof Lease, Etc.
WANT FOR THE FOLLOWING BONA FIDE PENNSYLVANIA FAIRS:

DALLASTOWN, AUGUST 13-18
GREAT KUTZTOWN FAIR, AUGUST 20-25
MEYERSDALE, AUGUST 27-SEPTEMBER 1
MANSFIELD, AUGUST 27-SEPTEMBER 1
EBENSBURG, SEPTEMBER 3-8

This Is the Biggest Labor Day Week in Pennsylvania

HUGHESVILLE, SEPTEMBER 10-15
GRATZ AND ELIZABETHTOWN, SEPT. 17-22
EPHRATA, SEPTEMBER 24-29
NEW HOLLAND, OCTOBER 1-6

Rides
Good proposition for Ferris Wheel or other High Ride to join at once. Will also book Live Pantries and One Flat Ride. We have a great route for Rides, including the Ephrata Farm Fair, one of the outstanding Rides dates in the country. Have two big Fairs for complete set of Rides exclusive. Deposit required.

Shows
Will book one Girl Show for Kutztown and balance of season. Side Show Managed with People or Single Working Acts for our complete set-up. No time to write, phone me or come on. A very liberal deal and long proven season for all independent Shows, such as Arcade, Wild Life, Snake Show, Monkey Show, Mechanical Show and Illusion.

Concessions
Age & Scalps, Huts, Bear Pitch, Bird Pitch, Photos, Jewelry, Ball Games, Darts, Tip the Bottle, two Wheels and two Grind Stores. If you want space at Kutztown and Ebensburg, strongly urge you to contact us at once. Space very limited.

Realized Ride Help who drive semi.
All replies to MORRIS HANNUM
934 Murdock Bldg, Philadelphia, Pa. Phone Philadelphia Chestnut Hill 7-1776 this week; then Yorktown Hotel, York, Pa., August 13-18.

C. C. (Spect) Ardoin
Presents
BLUE GRASS SHOWS
FEATURING THOROUGHBRED ENTERTAINMENT

Wanted for the Great La Porte County Fair, La Porte, Ind., week Aug. 13 thru 18, followed by continuous route of bona fide fairs until November.

Rides: Will book one or two more Rides for this outstanding date. Special proposition for Scrambler.
SHOWS: Mutoscopes, Unions, Fat People, Little Horse, Big Dog or any good Grind or Solly Show that return to Radius and Children.
CONCESSIONS: Have a few choice locations open. All concessions that expect to play La Porta, please confirm space by wire at once.
All wire C. C. Ardoin, Blue Grass Shows, Converse, Indiana, all this week.

Last Call
For White County Fair, Carroll, Illinois, Aug. 13-17; Lurama County Fair, Bridgewater, Ill., Aug. 20-24; Carroll County Fair, Huntington, Tenn., Aug. 27-Sept. 1.

Concessions: Cones, Cones, Grab, Photos, Custard, Pizza, Novelties, Short Range, Long Range, Baseball and Ice Cream. Shows: McCloskey, Sikes, Officials and Mechanical. West Manager for white-hand (Girl Show, Must furnish pigs and washrooms. Help: Ferris Wheel Foreman and Second Man for Tilt, Kiddle Rides and Dodgems.
All replies to JOHN PorTEMONT, Brownstown, Indiana, this week.

Your American Red Cross Is Always There After Disaster Strikes
CUMBERLAND VALLEY SHOWS

FASTER GROWING SHOW ON EARTH
Want for the following outstanding Southern Route of bona fide County Fairs, starting August 12 and ending October 13:
- Troy City, Tenn. (Free Fair)
- Sparta, Tenn. (Free Fair)
- Crossville, Tenn. (Free Fair)
- Manhattan, Tenn. (Free Fair)
- Fort Payne, Alabama

CONCESSIONS—Can place all legitimate Concessions except Cookhouse, Bingo, Mug and Min Carny. Good opening for Penny Arcade.
RIDES—Will book one more medium ride such as Round-Up, Scrambler, Rock-’N-Plane, Dark Ride or Looper.
Can place a Pat Show also.
RIDE HELP—Can place Ride Help who can drive semi.
Address all mail and wire to LATTY WINTON, Caribou, Tenn., Fair this week.

Contact Bob Smartt, Inc.

WANT FOR BALANCE OF SEASON
All Fairs, Closing Central Wash, fair, Yakima, Sept. 27 thru 30.
CONCESSIONS—6 Cat, Buckets, Ballon, One Bell, Short Range, Photo, Cake Bottles, or any Merchandise Games.
RIDE HELP in all departments, Semi Drivers.
Omaha, Wash., August 6 thru 12; Herriman, Ore., 14 to 18
MEEKER SHOWS & CIRCUS

HANK SHELBY WANTS
Hanky Pankey Agents for the Wisconsin State Fair at Milwaukee, August 17-26. Other State Fairs to follow.
Agents for Over and Under Rule Tables, Over 12, Ballguns, Drums and Picthets.
Contact me at Milwaukee at Greenfield 6-3035 before 5 p.m.
After 6 p.m. call at Knight Tower Hotel, 11th and Wisconsin, Milwaukee, Broadway 1-3972.

HANK SHELBY
Note: Eddie Lloyd, contact Archie Geyer.

WINNIESHEIK COUNTY FAIR
DRED, IOWA, AUG. 16 TO 19. 50,000 ATTENDEE
Want Six Cats, Buckets, Hanky, Ballons, Bell Games, and Pitchets. Age and Weight.
HELP WANTED: Electrician for Transformed only, must drive semi. Little Beauty furnish
enough drive semi. Work at rate of $7.00 per day. Must drive semi. Work
in Electric Show, Mechanical, and show other shows with part entertainment. Acts for Six Cats.

WORLD'S CLEANSEST MIDWAY
Opening September, Train, Fair, Sept. 11, opening Brothers, Ala., Heather Co. Fair late
October.
Can place Concessions of all kinds. Prize Every Time, especially want Bingo, Ice
Cream riots, Water Games, Cake Bottles, High Squirrel, Basketball, Scale and Age.
Want Ride Show with own outfit or any worth-While Show not conflicting with what
already have.
For more information, please call me, Adams 4-2681.

WRITE or Wire Ross Manning, Hickory, N. C.

WILLIAM T. COLLINS SHOWS
CAN PLACE FOR FAIRS, STARTING AT LA CROSSE, WIS., AND ENDING TULSA, OKLA.
Want for office owned retire under the management of Jean Porter—Carravassos (Frenchy Goodish)
SHOWS—Can place Grind Shows of merit, Motor Drive, Snake Show or any worthwhile attraction.
CONCESSIONS—Can place a few more Hanky Panks.
HELP—Want Second Men who drive and have licenses. Also General Help of all kinds.
Address: WILLIAM T. COLLINS
LA CROSSE, WIS., THIS WEEK; CEDAR RAPIDS, IOWA, NEXT.
MERCHANDISE

M. Gerber, Inc., which has been serving the trade for 57 years at 417 Arch Street, Philadelphia, is featuring the hottest line and plush toy values in the firm's history. In addition, Gerber offers a new catalog showing hundreds of low-priced items such as aluminum and plastic picture frames, novelty lamps, clocks, luggage, pocket knives, baling-wire clips, wall hooks, field glasses, imported Chinese novelties, balloons, plush toys and airplane models. Write for the firm's new catalog.

Select Products, 1608 South Dearborn Street, Chicago, offers the trade its founda-

tory blades tool which many call an outstanding pitch item. The paint scraper, straight plane, win-
der and the curved plane has as many uses in the house. Fast turnover can be ac-

complished with this dramatic demon-

stration, the firm states. Write for prints.

You will be interested in a new gadget called Phono-Minder. It may be clipped to any phone base, making it paper and pencil storage accessory. The pencil is attached to the phone base and a special slot holds message. Phono-Minders are mounted on an attractive dis-

play card in sets of 12 and develop quick sales as an impulse item. List price is 25 cents each. Write for standard trade discount in Colson Bros. of California, Dept. P-725, 6081 Santa Monica Boulevard, Hollywood 38.

The Col-Ton-Sa Medicine Company, 1016 Central Avenue, Cin-

cinnati, has been supplying medi-

cine, plasters and house-to-house workers for over 35 years with3ons, tonics, liniments, foot preparations, inhaled oils, hand creams and vitamins. The firm offers over 150 items and a complete line of essential oil insur-

cances on all products for cus-
tomers' protection. All products are made by a master chemist. Col-Ton-Sa has its own printing plant which enables it to give a customer a selective color arrangement so that a particular package is tailored to the customer's specifications. Important to the trade is the swift service Col-Ton-Sa enjoys in making deliveries, says the firm's Marvin F. Gujer.

A new invention, Sew Stripe, will fill a need in the imported sewing machine covers in the United States and the $ million buyers of new sewing machines each year, according to Jerome Sapper & Associates, 1129 Ver-

num Avenue, N. Y., Washington 5. By means of this product, any-

one can sew straight every time. Any width seam may be sewn sim-

ply by marking the correct width on the guide. It is not neces-

sary to work with a straight edge. New Sew Stripe will fix any sewing machine and will sew as close as one thirty-

second inch in the edge blind-

folded. Sew Stripe has been ap-

proved and adopted for use in blind institutions.

Stock-Glaze is a new gun care product which may be used as a finish or be used as an old finish remover. It cleans, preserves, waterproofs, smooths and protects. It has re-

ceived excellent mention from the National Rifle Association and is acclaimed by leading sportmen and used by gunsmiths, according to Bargain Products Company, 8140 North Bridgeway, Skokie, Ill., which claims it takes just minutes to apply and leaves sales at any known finish. It will also remove (Continued on page 89)

Pipes for Pitchmen

By BILL BAKER

FRANK SULLIVAN, . . .

letters that he's back in Clarion Hospital, Shreveport, La., where he received medical care for wounds he

formed on his legs. It seems that old Frank has had a hard life, not ev-

en had a chance of evillg glances from Dame Fortune. It will be remembered that just four months ago he did a 3-story stunt in the same frac-

ture factory. Frank would like to hear from one of his old friends, Fred Hudspeth, Chie Denton, Alexander Morgan, Walter, James Miller, Neil Hose, Beverly Barst and Earl Cramley. Any of the boys who might be passing

then Shreveport will find Frank holding down a bed in Ward 3.21. He would also like Fred Hudspeth to know that he's a little less on the ball than he was before but that Frank's many friends hope that he'll be up and out on the road again very soon.

A RECENT NOTE . . .

from Mrs. Johnny Beggs indicates that she and her whining ex-

cuse, Graham Kane, are out around the vicinity of Chattanooga, Tenn.

were sorry . . .

is to say that we couldn't figure out what Leon had on his hand when he piped in recently to Venice, Cali.

from san diego . . .

Edith Dickson gives the following:

'Here's another pipe. A couple weeks ago I sent in a pipe which was the first one in quite some time. I'm piping in now to tell you that I received several replies via Uncle Sam from people in the

tripes and kloster trade whom I didn't even know had a pipe. I can see the value of the Pipes column in THE BILLBOARD as a means of mak-

ing new friends and finding the old ones. I just can't understand why more people aren't taking advantage of it. I'm sure that frac-

tionally don't take advantage of this free service that is offered them. This has not only letters from those whom you know and haven't seen in many years but even from people whom you have never met before. Believe me, fellow's and gal's of the pip, if you are on the road and list to get correspondence and get the feeling that you're with it, I've found that only way is to keep sending in your pipes. It's quite a thrill. Find us today.

'TS ABOUT TIME . . .

to pipe in and let the boys know of my activities. Told Miller from McConnell, Minn., for the past several months I have been working as a writer for radio stations in several Southern States, after win-

tering in Florida. I'm glad to re-

CINDY who has been widowed for years. By the way, is everybody? I haven't seen any pictures of the above animals around and am wondering whether they have retired. Would like to read a few pipe stories from those in my column. Write about a few pipes from Doc Miller, of west shoe nets, and my old friend, Emmett Sparkes, the rock man. It is all interesting in my work by Fennin Bishop. We are currently headed for Texas.'
HELP WANTED

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no abbreviations. No regular $5.00 per line.
RATES: 20c a word—Minimum $1.00
CASH PAID FOR ALL ADS
Forms Close Thursdays for the Following Week's Issue

MAKE VOCABULARY FOR COMMERCIAL OPERATIONS
Inexperienced mens clerical work pay $30.00 per month.

WANTED—YOUNG MAN TO LEARN CREDIT WORK
Must be a high school graduate. Pay $30.00 per month.

WANTED—LEAD MAN AND LEADING FISH
Must be a high school graduate. Have experience. Pay $30.00 per month.

PHONE OPERATOR—WANTED
Will train. Must be able to type 30 words per minute. Pay $30.00 per month.

BARBER—WANTED
Must be a high school graduate. Pay $30.00 per month.

ATTENTION! AT LIBERTY ADVERTISEMENTS
Sc a Word Minimum $1.00
Required in full manuscript all ads for local business. No charge accounts.
Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL


MISSOURI—For stage, private, or public appearances. Pay $30.00 per week.

HOMER-HEELEER—For stage, private, or public appearances. Pay $30.00 per week.

IDaho—For stage, private, or public appearances. Pay $30.00 per week.

WASHINGTON—For stage, private, or public appearances. Pay $30.00 per week.

Oklahoma—For stage, private, or public appearances. Pay $30.00 per week.

MUSICIANS

A 1-ORGANIST, MANY YEARS EXPERIENCE. Will travel the world over. Pay $30.00 per week.

R. B. DAVIS CORP. 1-15 W. 15 St., New York 1, N. Y.

Conference Manager. Will train. Must have 2 years business with experience. Pay $30.00 per week.

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR CATALOG

2341 W. Roosevelt Road

Gibbons 4-6121

Phone: Lawndale 7-7777

McBurney Jewelers, 1261 BROADWAY at 31st st., N. Y. T. N. Y.

FOR SALE

SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD

EVERY WEEK!

SUBSCRIBE NOW

Get the latest in phonographs, phonograph records, and music in all its phases. Write The Billboard for the price of 

SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD

EVERY WEEK!

SUBSCRIBE NOW

Get the latest in phonographs, phonograph records, and music in all its phases. Write The Billboard for the price of 77.00.

PARKS & FAIRS

HEALTHCARE—Circling DoubleTrailer Service—T. W. Alm. pay $1.00.

ATLANTIC HEALTHCARE—Wanted Lead Man, pay $1.00.

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Detroit Music Operators to Battle New Suburban Fees

**Op-Ed Call Proposed Fees Discriminatory; Prepare to File Case in Circuit Court**

**DETROIT**—Facing a wave of proposed juke box licensing fees in suburban Detroit, the National Operators of Midtown, a consortium of operators in the city, are preparing to file a case in court to challenge the proposed fees.

Operators are concerned about the proposed fees, which would impact their businesses in suburban areas surrounding Detroit. The fees are aimed at reducing the economic burden on the city by levying taxes on juke box licenses.

**License Bottleneck Hits French Imports**

**AUTHORITIES KEEP TIGHT RAIN ON GAMES, JUKE BOXES FROM U. S.; NAIT’S ASSN. MAY HELP**

**PARIS**—The import business is bottled in France. The bottlenecks are getting tighter as authorities attempt to regulate juke box games and coin-operated machines.

Importers questioned here believe the international environment may come to their aid if the licensees in three months fail to act in their favor. The authorities can think of a number of ways to hamper the importation of juke boxes, regardless of their market or quality, which are now being studied and are being in vain to duplicate.

Regardless of demand, which is nonexistent, because of the demand for such machines, it is essential that the licensees in three months fail to act in their favor. The authorities can think of a number of ways to hamper the importation of juke boxes, regardless of their market and quality, which are now being studied and are being in vain to duplicate.

There is no concern among the manufacturers, but it is pointed out that RMA had been working to bring these two changes about for nearly two years. The proposals are:

- **GreeK NICKEL IN JUKE ENDS FEDERAL CHASE**

**DAVENPORT, Ia.**—U. S. immigration agents took five DMA juke boxes last week pending a hearing on the legality of the boxes in an Iowa county illegally. They were apprehended via a juke box, which is considered a device to distribute illegal content.

The five boxes, which are in the city of Davenport, were picked up within a few hours in the city itself, where they had been living for the past six months.

**BOONE'S 'MIND' REGNS. NO 1 ON BB OP CHART**

**CHICAGO**—Pat Boone's recording of "I Almost Lost My Mind," continued to reign at No. 1 this week on the Billboard's chart. The song, which was released by Boone earlier in the year, has been climbing steadily since then.

Bob Dylan's "Like a Rolling Stone," also a hit, moved up to No. 2 this week. "Like a Rolling Stone" has been in the Top 10 for six weeks and has climbed steadily upward since then. It knocked "Wayward Wind" from second to third this week.

Two newer hits hit the Billboard chart this week. Nat (King) Cole's, "That's All There Is To That," showed up as No. 16, and Elvis Presley's "Hound Dog" grabbed the No. 20 spot on the chart. (See complete chart in Music-Radio section.)

**2,000 at UMO Teen-Age Hop**

**DETROIT**—United Music Operator of Michigan staged its second annual teen-agers hop on Saturday at the Cadillac Ballroom. The operators in this particular market, is to convince the public authorities that coin - operated games and gambling devices are in the interest of the public as a whole.

"There is no concern among the manufacturers, but it is pointed out that RMA had been working to bring these two changes about for nearly two years. The proposals are:

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**Six-Day Week Aids Summer, Paces Service**

ST. LOUIS—To help summer collections, McColl Novelties, part of the McColl's group, has adopted a program of extended service hours on Tuesdays.

McColl made the decision after a check of service calls revealed that a large number are made during the week-end. Because more people are playing the machines, McColl said, it stands to reason that service should be set up to take care of the load.

Now, when a McColl phonograph needs service on Saturday, it gets it record fast. The firm also provides location owners with nickels and dimes on Saturday after the banks close.

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**How Do Costs, Competition Change Operating Outlook?**

CHICAGO—The Music Operator Forum—Billboard's weekly meeting of music operators—has turned about music operators—is 21 this week. It made its first appearance in the March 24 issue, 21 weeks ago.

In that time, some 450 operators have participated in the Forum with over 2,150 completed questionnaires. Another statistic on the Forum: Over 60 per cent of questionnaire respondents spent time in the preparation of answers to questions asked—statements of their views.

In the 21st Forum, the Forum has touched on a great variety of subjects of top-drawer interest to the music operator: dime play, programming, fmancing, public relations (see separate story elsewhere in this section).

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**PROFIT REASONS**

Record Analysis: Programming Key

**CINDERAMA**

Jukes Start Working on a Railroad

ROSEVILLE, Calif. — Juke boxes have been dealt a rule in the programming department of Paramus Records, which schedules today August 4-12.

When visitors play the town's Paramus, they are likely to get "Casey Jones" of the music operator on Railroad No. 37, one of the current hits.

Operators were asked to fill the boxes with tunes of old and songs. They have indicated they would load them to the brim.

---

**Jukes Biz Tops Says Can. Op; Spends 30G**

TORONTO—Juke Wease has spent less than a year as an operator of jubes, but he is already a top name in the jube programming exponents.

For 20 years Wease served as an executive with the National Cash Register Company, but illness forced him to retire and get into a new business.

Today he feels he has chosen a better field than the box business which he entered now. He received national recognition for $3,000 in April.

Since his entry, Wease has produced over $30,000 worth of additional equipment.

** Calls It Invisible **

From Toronto alone he draws over a $100 a week, "which seems even more incredible to me, and I am the one who owns the machine."

Wease is his own salesman, doing all his own collections and minor repairs.

"My record business is small, but of late I have been doing quite well, as business is increasing."

---

**JUKE BOX**

***JUKE BOX***

***HEAR ***

***THE BULLETIN***

***MUSIC MACHINES***

---

**Saucer Soars, Free of Legal Entanglements**

**Continued from page 37**

Saucers are still popular and it seems likely they will continue to be, at least until the next ban. However, there is little doubt that this is a phase, and saucers are not considered a permanent feature of the jukebox.

---

**Kisill Issue New Stock Certificate**

STURCUSE — Ted Kiss, director of operations for the Davis Distributing Corporation, jointly with the Theodore Kiss, 408 Fifth Street, Syracuse 4, New York, announces the issuance of a new stock certificate for First Stock following the merger of Ted Kiss Distributing Corporation and The Theodore Kiss, Inc.

---

**My Prayer's Tops on MOA-ABC Show**

NEW YORK — "My Prayer," with Flattus on Mercury, Saturday night at the Palace Tavern, is the latest top juke box disk and "National Juke Box," on ABC radio program presented by the American Broadcasting Company of America.

The disks named on the show were "Hound Dog," with Elvis Presley on RCA Victor; "Careless Love," with Louis Priscilla on Decca; and "Stairway to the Moon," with Sonny Graham on RCA Victor.

Selected as promising disks were "Mary" by The Chords, "Love Me Tender" by Elvis Presley, and "Soft Summer Breeze," with Eddy Howard on Mercury.

---

**United Holds 200 Show in Wis. Pub**

MILWAUKEE—A switch in equipment from the Waukesha distributor's outlet, who has been the outlet, is making the operator's scores up.

At the firm's latest trade show, the model of Winchester distributors, in Bay Green Bay, July 23, the new model will be demonstrated.

The model features a local tavern instead of a hotel.

Utilizing the tavern as the show place, accounts it was said, which sold them.

First, it enabled visi-

tors to see the tavern in realistic surroundings, and secondly, it gave the operator an opportunity to sell to the location owner and his operator.

---

**How Does a Ten-Year-Old Make $3,000?**

In a recent study of the music industry, a 10-year-old was found to be making $3,000 a year.

The study, which was conducted by the National Cash Register Company, showed that the 10-year-old was making $3,000 a year by selling records at a jukebox.

The study also showed that the 10-year-old was making $3,000 a year by selling records at a jukebox.

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**What's Ahead?**

Now that the summer season is over, the operators are faced with the task of keeping the boxes full of the latest hits.

To do this, they must have a good understanding of the market and the people who buy the records.

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The article discusses diversification in music operations. It highlights the shift from juke box operations to coin-operated amusement devices. The text mentions the importance of diversification in the music industry and the strategies used by operators to maintain profitability. The article also touches on the impact of technological advancements on the industry.

- **How They Voted**
  1. **Do you now operate any type of coin-operated equipment other than juke boxes?**
     - 100%
     - 100%
     - 100%
     - 100%
     - 100%

- **What are your plans for diversification in the future?**
  1. **Do you expect to operate more coin-operated machines or less?**
     - 100%
     - 100%

The article concludes by discussing the benefits of diversification and the future outlook for the music industry.

**Why Specialize...**

The article argues for the specialization in music operations, pointing out the advantages of focusing on one type of equipment. Specialization allows operators to gain expertise, streamline operations, and offer better customer service. The article also mentions the trend of diversification and its implications for the industry.

**As the accompanying chart shows, a larger percentage of operators—over 41 per cent—indicated that they would have to operate more than just juke boxes during the next 12 months.**

**Why Diversify...**

The article explores the reasons behind diversification, highlighting the need to adapt to changing market conditions and technological advancements. Diversification helps operators reduce risk, tap into new markets, and remain competitive. The article concludes with the expectation that diversification will be crucial for the survival and success of music operators in the long run.

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**MUSIC OPERATOR FORUM**

**Is Diversification On Way Up, Or Out?**

(With special articles on coin-operated machine manufacturers and operators, and a report on how diversification can be achieved in the music industry.)

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**COINMEN YOU KNOW**

**New York**

BY AARON STERNFIELD


Robert Harrison has bought part of the J.D.A.H. game route, operated by Joe Bae and Dave Tomchin. **Jack Tushman, local game operator, has ousted a retailer and is back in James Ewing & Co. He is in need of blood, and donations from operators and distributors are needed.**

Clair Moran, office manager at AAMONY, is vacationing in Miami and in Cuba. **Lou Rosenbloom, award-winning music number, is taking a Southern cruise.**

Martin Boe rent, son of Lou Boe rent, Leslie Distributors, is helping father out at the one-stop during the summer vacation. Martin is a high school sophomore. Bernie Bernard reports that Lou shot golf last week for the first time in two years and earned a 77 on the first nine holes.

Al (September) Budkin, Forest Hills Music, returned from a 10-day trip with the natives to the West Coast, with a stop-over at Las Vegas. **Harry Koppel has returned from a Florida vacation, while Hymie Koppel is vacationing in Connecticut.**

Harry Berger, West Side Distributor, is taking it easy in the Cub area. **Bob Alton, Ill.**

Joe Young and Abe Landy are at Young Distributing Co., Joe, Abe and Hank Peteet, Wurlitzer field engineers, were at the Bernet Hotel, Bridgport, Conn., on Friday for a local Wurlitzer meeting. A Wurlitzer service school was held in New York Monday (30).

John Tartaglina, County Vending, Pottsviller, was a visitor on Thursday evening. **Martin Blatt, AMI field engineer, visited Romey Sweeney.**

Mike Monroe disclosed that he will come out with four new games and that he is currently making up game packages for Kidkheels... **Alton, Ill.**

William Kaiser, Kaiser Automatic Music, was injured in an automobile accident in Westchester and is recuperating at home... **Walter Eggles, Walter Music Distributor, has just returned from Ohio.**

George Briggs, Nowell, has sold this operation to Leonard Block and has retired at Sarasota, Fla. . . .Sol Schlanger, Master Automatic Music, has moved into his new home in B grandparents in his new home in Brooklyn. **Drew Calland, an official of the juke box union, is recuperating with his family at Seacliff Heights, N.J.**

It's vacation time for members of the Music Operators of New York. **Distributor, Al Dussin & Co., has set sail for the Thousand Islands in the St. Lawrence River, and Dolores Brown is baking in the sun at Cape Cod.**

**Chicago**

BY KEN KNAUF

TEXAS SHOWS GOLF GAME TO LOCAL INDUSTRY. Matt Krock, Fort Worth, electrician-inventor, exhibited his coin-operated golf game model to Chicago manufacturers and distributors last week. **G. O. Mattlage, Chicago exporter, is leaving later this month on a trip to Europe.**

-John Costala and Al Thistle, United Manufacturing Company, are busy taking orders for New Orleans and Memphis.

-Joe Klees, First Coin Machine Exchange, is up in the northwestos fishing and hunting for shuffle game cranes. Supply runs how last week. First's shop superintendent Bob Van Allen finally set to leave on a vacation, after all other boys have had theirs. **Fishermen at the offices recently included Frank Magier and Gabby Chris, Grand Rapids, Minn., Robert Calhoun, Calhoun, Ind., Frank Allen, Mitchel, Ind.**

-Joe Schwartz, National Coin Machine Exchange, back from Eagle River, Wis., where he and Dave Gottlieb, D. Gottlieb & Company, was (Continued on page 93)
VENDING MACHINES

NAMA Sets Heads For Member Drive

Goal: 300 New Operators; Results to Be Announced at Chi Convention, Dec. 2-5

CHICAGO — Appointment of 35 State chairmen for the countrywide member drive, which is to be launched later this month, was announced by NAMA officials. The chairman appointment was the first official move toward the establishment of the association as a national body.

NAMA membership benefits explained in the pamphlet include legislative protection, local membership, insurance protection, cost-cutting of business expenses, labor relations, and group insurance protection policies.

Results of the drive will be announced at the 1956 NAMA convention to be held December 2-5 at the Conrad Hilton Hotel, Chi- cago. Special prizes are to be awarded those filling their quota. (The Billboard, July 31)

State Chairmen

State chairmen of the NAMA members in the 35 State members in the Chicago area, have been named. The chairman of the group is E. J. B. (Bob) Grenier, president, announced here recently.

Grenier said that buying programs have been arranged for the CAVA members with the Con- cola Company, W. J. Staggs Company, (based) in Crook County, Kan., and the R. J. Dickey Laboratory, in the Chicago area.

The arrangement is for credit purchases, Grenier is reassured that members make a cash deposit at the time of sale, and the deposit will be returned to the member in dividends. The refund will be based upon the amount of pur- chases.

Hebel Names R. Fagin, V-P Sales Manager

ADISON, Ill.—Appointment of Robert J. Fagin as vice-president and general manager of sales of The Fred Hebel Corporation, manufacturer of vending machine equipment, 17 months ago, announced this week by Fred Hebel president.

Fagin succeeds Clinton S. Davis, vice-president and director of sales of the Fred Hebel Corporation, manufacturer of vending machine equipment, who resigned last July 24. Davis is developing a national sales and advertising program, Hebel stated.

Prior to joining Hebel, Fagin was general sales manager of the Auto- matic Merchandising Company of Chicago, Ill., for 17 months. He was with the Good Humor Ice Cream Company for 12 years before joining Automatic.

Fagin resides in Morton Grove, Ill., and with his wife, Ethel, and their two children, Jimmie, six, and Robin, three.

Vending Firms To Exhibit at Theater Show

NEW YORK—At least nine of the nation’s leading vending machinery manufacturers will be among the exhibitors at the Motion Picture Vending Machine & Trade Show to be held at the New York Coliseum, July 27-30.

Exhibitors include the ABC Vending Corporation: Apep (Continued on page 98)

Business Increase Seen With Steel Settlement, 1957 Auto Production

CHICAGO — The business outlook for the steel industry is improving today following the end of the steel strike, and in general the industry is expected to maintain its present high level of activity.

First quarter sales are expected to be above the first quarter of 1955. (The Billboard, June 12)

Chi Chip Shirts New Film Unit

CHICAGO—Tochomatic Cor- poration Inc. has started operations of its new film unit, with Charles T. Kettles, president, announced last month. (The Billboard, July 24)

ABC Profits, Sales Ahead For 1st Half

NEW YORK—Sales and profits for the ABC Vending Corporation Inc., a publicly held company since its formation in 1938, were running slightly ahead for the first six months of this year.

For the 57-week period ending July 2, profits ran at a record level of $3,672,993, compared with $2,936,250 for the corresponding period last year. Earnings per share of 1,010,139, compared with 999,523. Sales were $75,416,343, compared with $73,298,077 for the first 26 weeks of 1955.

Earnings per share for the six-month period reached $3.50, compared with $3.50 for the first six months of 1955.

A regular quarterly dividend of 25 cents a share was declared payable August 25 to stockholders of record August 8.

NEW YORK—The City Milk Company has doubled its number of locations on its apartment house milk vending route in the last 12 months, according to Robert Simon, City Milk president.

City Milk installed its first milk vending machine in a Manhattan apartment house in 1949 on an experimental basis. The machine, at the time, was a really good way under way in 1950, and the firm had 100 machines on location. By the beginning of this year, City Milk has been averaging about 10 new stops a month, with about 200 new stops installed on location each year.

Machines are generally placed in lobbies of apartment buildings, the rentals of which are payable to the landlord. Simon explained that the only time a basement location will be used is when the basement serves as an entrance to the building.
NO HANDICAP—

Blind Earn Livelihood 
Operating Vending Units 

RICHMOND — Vending ma-
chines, dispensing easily, gum and 
chewing tobacco, are the more 
time of the jingle of dimes, nickels 
and pennies are providing em- 
ployment for 10 Virgin-
ians who might otherwise 
never 
know the joy of running their own 
businesses, building a home, an in-
vincible or other essentials of life.

The 10 men are totally blind. 
They are employed, or more 
properly helped to run their 
own business, by Canteen Ser-
vice, op-


terated by the Veterans' Admin-
istration of the U.S. for the blind. 
The service extends thru most of 
the State. Three men each work 
out of Richmond and Norfolk 
branches, two from Newport News, 
and one in Lynchburg and 
Roanoke.

State headquarters of Canteen 
Service is located here. J. B. Del-
bridge, manager, explained the 
operation, which to an outsider 
would seem near the impossible 
until he sees it in action.

Blind Man's Idea

Delbridge said the idea was con-
ceived in 1938 by L. L. Watts, 
executive secretary of the Com-
mission, and treasurer of Canteen 
Service, who is blind.

In 1938, Watts took his idea 
to the Automatic Canteen Company 
in Chicago. As anyone might 
see, the company officials were 
skeptical.

However, a trip to Richmond by 
representatives soon proved the 
idea not only possible, but one 
that would benefit all concerned, 
particularly those that previously 
had no, often been allowed to help themselves.

Blind, Delbridge said, the op-
eration runs like this:

Each of the blind servicemen 
has a sighted partner who drives 
the car usually owned by the serv-

ceman. Once on location, how-
ever, the blind person takes over. 
He filled the machines. He collects 
the money. Often he makes any 
minor adjustment or repair neces-
sary.

Merchandise is drawn from 
a central stock purchased by 
Delbridge and distributed to the 
branch offices. Quite early each 
morning, the operator drives his 
truck and makes his rounds. When 
rounds are completed, he checks 
out the machines and the number 
totals are entered by his name. 
A weekly paycheck is figured on 
his collection.

Daily Scene

Five shop men are employed 
in each. Each of those men 
considers change and handling stock. 
A recent visit to the shop behind the 
State headquarters showed a few 
quarters in activity.

A cart was dishing a new 
coat of paint in the yard. Stock 
was being added to the shelf from 
the second floor of the cinder block 
building.

Operators were unloading 
trucks marked for daily checks.

A half-saullion bar of candy 
will put down that wooden shelf in 
30 days.

The entire operation is non-
profit—classified for that reason. 
All proceeds go back to the em-
ployees. Each employee, on the 
plus side of his salary, is paid 
a $3.50 "show" and has 50 cents 
left for the company.

Wichita, Boys Schools 
Mull Milk Vending Plans

WICHITA, Kan.—Serving 
additional milk to pupils at 5 cents 
a piece, in about 70 schools is 
the process of being considered by 
the city's school system administrators.

Mrs. Pat Talbott, a member 
of the board of education in making 
the proposal, suggested that the sys-
tem should take advantage of the 
free federal government school milk 
program thru which $500,000 has 
been allotted to the State for the 
next school year.

Talbott told the board 
members that the children would be 
part of a $75 million program 
approved by government and 
advised that the money be used 
to educate of surplus milk and to 
provide additional nutrients to school 
children.

In agreeing with Mrs. Talbott's 
proposal, the board approved five 
Cron, director of health, physical 
education and recreation, and 
Mrs. Louise Lawrence, director of 
the school system's cafeteria serv-

ice, the availability of ad-


Vending Machine Conversions

IMMEDIATE DELIVERY

of 25c and 30c Milk Machine Conversions for

IMPERIALS, ROYALS, 930, 950.

see PRESIDENTS: CRUSADERS. NAL. 599.9A

UNEEDA ALL MODELS

Also 5¢ & 3¢ DIFFERENTIAL BASE

Available: New (GI CIGARETTE MACHINES) Containers For

each 3¢ and 5¢ Machines. Will void King 
maid, all 5¢ Models. Can also "King 
Dime" your 3¢ Models. 

CIGARETTE VENDORS

NATIONAL 35c, 40c, 50c, 75c, 10c, 15c, 20c, 25c, 30c, 50c.

NATIONAL 35c. 40c, 50c, 75c, 10c, 15c, 20c, 25c, 30c, 50c.

Lelaugh PK. 26c. 50c.

King & Aug. 35c. 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, $1.00, $1.05, $1.10.

Lelaugh PK. 26c. 50c.

NATIONAL 35c. 40c. 50c. 75c. 10c. 15c. 20c. 25c. 30c. 50c.

NATIONAL 35c. 40c. 50c. 75c. 10c. 15c. 20c. 25c. 30c. 50c.

Rove President. 10c. 25c. 50c. 75c. 10c. 15c, 20c. 25c. 30c. 50c.

All Equipment Unconditional Guarantee. COMPLETELY RECONDITIONED and RENEWED

Trade Prices. 1/3 deposit, balance C.O.D.

Uneeda Service, Inc.

The nationwide leading distributor of vending machines.

25630 Market St. • Beaverton • Or. • Telephone: 3-2245

Walling Mfg. Co.

4660 Parson St., Chicago 16, II.

Telephone: 3-2245

WALLING CHICAGO

DOROTHY BOESE—Plans for the in-

Allotted Days in the 50s. The 
notches in the 25s here are 
being studied by the Boise 
board of education. 

The proposal, submitted by 
Boise Valley farmers, stated the 
vending machines would be 
traded to the property of the 
school district at the end of 
the five years.

Children would pay 3 cents for 
a half-pint carton of milk, the 
daymen 

sent. The actual cost would be 
$0.30, according to 

a $375.00

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING 
VENDING IDEAS

Cost you a fraction at a cost of 
a place to offer your wares in 
the crowded conditions of 
automatic merchandising.

Vending Machine Conversions

IMMEDIATE DELIVERY

of 25c and 30c Milk Machine Conversions for

IMPERIALS, ROYALS, 930, 950.

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VENDING IDEAS

Cost you a fraction at a cost of 
a place to offer your wares in 
the crowded conditions of 
automatic merchandising.
June 11, 1956
THE BILLBOARD
VENDING MACHINES

COINMEN YOU KNOW

Continued from page 53
the RCA sound equipment line... Bob Jones, Redd Distributors, oft to the Western part of the State, ranking in the orders for the new Wurlitzer 2000.

Samuel Baker, Malden operator, was the victim of thieves this week. While making collections in Rehoboth, his car was stolen and with it went $500 and 440 phonograph records... Jerry Flatto, Boston Record Distributors, practically minus one-stop by himself with most of the help on vacation. Jerry thought it would be a quiet season, but so far it hasn’t turned out that way... Lots of local operators report working around corn row this fall... George Chapell, of Malden; Phil Fennell, of Cambridge; Harry Levine, of Boston; Mark Shavel, of Brookline, and James Grenier, of Dorchester.

Twins Cities

BY JACK WEINBERG

YOUNG SANDLER RINGS BELLS. Irving Sandler, of Sandell Distributing Company, was anxious to talk to Bob, who was away at Volume 4; An electrician on the job, Matt Engel, Mayor of Minneapolis, was always busy in the book store... Stan Wehnck, of Little Falls, Minn., recently bought the music-games route operation of Bill Hall, of South Centre, Mlaza... Arnold Buevig, of Watertown, S. D., accompanied by his wife and their son, David, went on a day shopping trip to the Twin Cities, buying new music. Buevig reported business in his area is good, with the fall season looking to be a bright one.

Word from Matt Engel, Mayflower Distributoring Company in St. Paul, is that business has been holding up during the summer, with a constant parade of operators buying in a variety of merchandise... Ozzie Truppman and Ted Bush, Miami, Fla., distributors for the Mayflower line, are expected to return to Florida, where they get their start years ago, for a vacation this month... Irving Sandler will head up a group of local operators going to North Tonawanda, N.Y., for Wurlitzer Centennial Days August 24-26... Avn Flex, Sandler bookkeeper, is back from vacation at Spirit Lake, Ia., where he visited a brother recovering from serious injuries received in an automobile accident. Clara Rodie, of the same firm, leaves for vacation in Shreveport and New Orleans, la.

Herald Lieberman, of Lieberman Company, returned to his desk after being gone last week on business... reports activities along in its fair share for the summer season, which has been wet and rainy. Sam Feld, head of Lieberman Wholesale food division, reports Carol, Dot and London labels getting heavy play from operators and music store owners. Jerry Rose, of Sandell, travelled through Northern Minnesota this week calling on operators in behalf of the Wurlitzer Centennial 2000 model.

COIN CALENDAR

Following are dates of interest and importance to all coin music machines, operators and distributors. Check the calendar weekly for new events in your area.

August 9—Massachusetts Music Operators’ Association, monthly meeting, Bayside Hotel, Brooklyn.

August 10—Chicago Phonograph Merchants’ Association, monthly meeting, Hollenberg Hotel, Cleveland.

August 15—United Music Operators of Michigan, monthly meeting, Ponte 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—South Dakota Phonograph Operators’ Association, quarterly meeting, LaVerne, 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, 171 W. Monroe, Chicago.

August 22—Central States Music Operators’ Association, monthly meeting, 305 Main Street, Peoria.

September 14—California Automatic Dealers’ Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.

September 15—Record Music Operators’ Association, annual golf outing, Smallwood Country Club, Chicago.

September 23—The Music Guild of Nebraska, quarterly meeting, Omaha.

August 7—Oregon music operator meeting, association plans to be heard, Bridge Wright, host, Portland.

August 9—Washington Music Operators’ Association, monthly meeting, association headquarters, Seattle.

August 13—Los Angeles music operators meeting, MOA membership drive, Martin Briz, host, Great Falls.

September 3—Springfield Music Operators’ Association, monthly meeting, association headquarters, Springfield.

September 3—Music Operators’ Society of St. Joseph Valley, monthly meeting, Officers of Carl Zornes, Mishawaka, Ind.

September 6—Summit County Music Operators’ Association, meeting, Akron, O.

September 8—California Music Merchants’ Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

September 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elmh Music Company, Massilon, O.

Candymasters, Inc. Appoints Four Reps

MINNEAPOLIS—Appointment of four representatives for Candymasters, Inc., was announced this week by Edward A. Mazzall, general sales manager. The four are Carl Rohn in Southern California; Jim Chamberlain Company, Georgia and Florida; Adrian Smith, Louisiana and Mississippi; and Albert Gerard, Washington and Oregon.

Sugar Deliveries Up

Sugar deliveries for domestic consumption thru July 14 totaled 4,521,000 tons for the month, up per cent from the same period in 1955, according to Agriculture Department. Deliveries during the first half of the year amounted to 14,499,000 short tons, more than for the first half of 1955, and 220,000 tons more than for the first six months of 1954. The price of raw sugar, duty paid New York, stood at 0.14 cents per pound on July 30, its highest point since November, 1954. On July 31 the Secretary of Agriculture increased the sugar quota by 50,000 tons, the third increase since the quota was set late last year. Quota now totals 4,625,000 short tons.

HURRY! HURRY! HURRY!

GET YOUR SHARE OF THE PROFITS

Put 1,000 or more INDIAN SMOKE BEADS in your bulk vending machines. They will empty very, very fast.

Send $1.50, plus for postage, for a sample of 100 beads to display. Send blank with order. Many thousands of these beads instead of plastic, for your bulk vending machines with the heads and wall rack that will fit any standard machine. Your customers will want them. Send them Indian Smoke Beads. They will sell. Leave your order to us. You will be pleased with the results. Logan Distributing Co. 320 CHICAGO, ILLINOIS

EXCLUSIVE WHOLESALE AGENTS FOR
RENEWED IMPROVED INDIAN SMOKE BEAD, "ATLAS MASTER"

CHARMS—Miniature Jewelry Lighters—It Works!

Send 35c per Sample Kit

World’s Largest Selection of Miniature Charms

PENNY KING COMPANY

3528 MICHIGAN AVE., CHICAGO 32, ILL.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week For the biggest vending opportunity—get the latest news on new vending equipment and the latest significant news of your industry. Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please send me The Billboard for year at rate of $2.00

Name

Address

City

State

Occupation

Mailing Address

991
English Firm To Bow Hot Drink Vender

LONDON — Master Vending Machine Company, manufacturer of bulk vending machines, has developed a hot drink vender, it was announced last week.

A prototype of the multi-vended appliance, which coffee and soup dispensers will be added to, is expected to enter production by the fall of 1969 at the company’s new plant in Chicago, December 2-3, the firm announced.

Master also announced it has formed a French company to market the line of machines, and it has opened branch offices in Amsterdam, Stockholm, Johannesburg and Dublin.

For several months, by order of the city of Detroit, the company had stopped making hot venders, and had been producing only cold beverage equipment.

In addition to the hot beverage vender, the company plans to add other types of machines to its line.

Biz Climb Seen

*Continued from page 94*

business in the Illinois-Indiana area, originating with new machines completely down the strake. In a Chicago Heights mill where the firm has a seven-ton press, it reported a loss of about $50 per press a month.

Philadelphia Scene

Joseph McClennan, president, McClennan Service Company, a diversified operation in Philadelphia, reported a 10 to 15 per cent increase in volume a year. A. H. Soder, Inc., operator figured his losses at $250 and $300 a day in sales.

Another operator, grateful that the strike had ended, declared that it had gone on for several more weeks, 40 to 50 of his employees had been idle.

As to operators in the Michigan automotive areas, experience was in annual layoffs in the auto industry, the operators said they found they could catch them entirely unprepared.

Automatic Merchandising Com- pany, F. E. Flanders, stated with several large auto plant installations idle, disguised the company’s less than a dollar volume loss by upping its vendor maintenance program, and taking to marketing, substitute Burlington in its own shops.

As in the transit area operator reported that while several of his General Motors locations are off 30 to 40 per cent, his equipment in other plants-American Motors, for example, where Rambler produc- tion is above that of 1955—will offset the C.M.O.

Johnson Candy Co.

Names N. Y. Agency

CHICAGO — The Walter H. Johnson Candy Company, manufacturer of chocolate confectionery, has appointed Hinch & Crewe, Inc. to handle its advertising. Initial campaigns will involve the use of television in Los Angeles.

PM Earnings Rise Sharply

NEW YORK — Consolidated set earnings of Philip Morris, Inc., for the six months ended June 30 rose sharply over the average period last year, to $1,007,607, or $1.83 a share on the common, compared with $824,073, or $1.42 a share—both adjusted to a $5 for $10 nickel stock rights offering.

An unusually large vote the association agreed to hold a meeting in August to consider the proposal for a two-year strike that has been stopped the meeting.

It has been set for August 18 and is expected to be attended by 1,000 union members.

Insurance Plan

Bryan Urban, manager of The William Wilson Insurance Company, insur- ance broker, has developed a $150,000 group accident and hospital insurance plan for the small group of about 20 employees.

West Assn. Wins

*Continued from page 94*

BY L. C. COHEN, Washington, D.C.

F. E. Flanders, President of F. E. Flanders, Inc., which operates vending machines in New York City, has stated that his company is increasing its advertising in the area.

The Flanders Company, which operates about 100,000 machines in New York City, has been increasing its advertising expenditures in recent months.

Flanders has stated that the company is increasing its advertising in order to increase its sales and maintain its market share.

The company has also increased its advertising in other areas, such as Philadelphia and Chicago.

Flanders has stated that the company is increasing its advertising in order to attract new customers and retain existing customers.

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**Advertised Used Coin Machine Prices**

**Explanation of Coin Machine Price Index**

Prices given in the Index are in no way intended to be "quoted" - "market prices". The Index is intended to give an indication of price trends. The prices quoted for same model machines and same location and same condition are approximate. A machine is a machine on the day of inspection. Changes in the market price may occur due to factors such as condition, location, and demand.

**MOST ACTIVE EQUIPMENT**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Manufacturer</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avatar 200</td>
<td>Bally</td>
<td>Value: $150,000</td>
<td></td>
</tr>
<tr>
<td>Midway 300</td>
<td>IGT</td>
<td>Value: $200,000</td>
<td></td>
</tr>
<tr>
<td>Williams 1000</td>
<td>WMS</td>
<td>Value: $300,000</td>
<td></td>
</tr>
</tbody>
</table>

**PINBALL MACHINES**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Manufacturer</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duette</td>
<td>Williams</td>
<td>Value: $150,000</td>
<td></td>
</tr>
<tr>
<td>Star Wars</td>
<td>Bally</td>
<td>Value: $200,000</td>
<td></td>
</tr>
<tr>
<td>Wizard of Oz</td>
<td>Williams</td>
<td>Value: $300,000</td>
<td></td>
</tr>
</tbody>
</table>

**ARC ADverture**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Manufacturer</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Invaders</td>
<td>Sega</td>
<td>Value: $150,000</td>
<td></td>
</tr>
<tr>
<td>Pac-Man</td>
<td>Namco</td>
<td>Value: $200,000</td>
<td></td>
</tr>
<tr>
<td>Tetris</td>
<td>Taito</td>
<td>Value: $300,000</td>
<td></td>
</tr>
</tbody>
</table>

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Manufacturer</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jukebox</td>
<td>Wurlitzer</td>
<td>Value: $150,000</td>
<td></td>
</tr>
<tr>
<td>CD Player</td>
<td>Omega</td>
<td>Value: $200,000</td>
<td></td>
</tr>
<tr>
<td>DVD Player</td>
<td>Sony</td>
<td>Value: $300,000</td>
<td></td>
</tr>
</tbody>
</table>

**ON THE ROUTE**

A "picture-in-a-minute" camera, which produces a finished photo in just one minute, has been on the market for a few weeks. Consumers are flocking to the new photo service, which is now available at several locations throughout the United States.

**MINNESOTA'S CAUTIONARY TALE**

As of April 1, 2023, the state of Minnesota has become the latest state to ban the sale and use of slot machines, also known as "poker machines" or "video lottery terminals." The new law takes effect immediately and applies to all gambling devices, including those commonly found in bars, arcades, and other venues.

**Minn. Ops Find Switch To New Equipment OK**

MINNEAPOLIS -- Minnesota game operators, hit by numerous legal problems in recent months, are switching to new types of gambling equipment, and getting fair results. Lew Rohm, Liebman Mfg. Co., indicated that his company's successful video game sales have been exceeded by sales of new equipment. Rohm said that his company is "looking into" the possibility of selling lottery equipment. Rohm is a strong proponent of lottery equipment, and has been quoted as saying, "I believe that the lottery is the answer to all our problems."
Bally Prems
Double Header,
In-Line Pinball

CHICAGO—Double Header, a new pinball game which features "games in one," was shipped to distributors last week by Bally Manufacturing Company. The game has the standard 25-hole playfield, but has two large number cards on the backglass, each offering different in-line scoring. Players are given the opportunity to choose the play features to their own preferences.

The card labeled "Game 1," has numbers connected with three of the different colors for organ pipes, in-line scoring values. When lighted, red lines and yellow lines score double, green lines score triple. Player turns a knob on the colored, and between one of five "spot numbers," to help in accumulating in-line scores.

The card labeled "Game 2," has the "Magic Square" Bally feature. This gives the player the opportunity to rotate sets of four numbers located in the corners of the card for better in-line scoring opportunity.

Pairs labeled A-C-B-D light up to indicate which corner numbers may be rotated. Player presses buttons to rotate the bars. Player has choice of two "spot numbers" on Game 1.

Double Header offers the player up to three extra balls.

United Preps
3 New Games

CHICAGO—United Manufacturing Company is readying three new coin-operated amusement games for the current market.

Raynor, Inc., a division of United Manufacturing Company, has prepared for market a new and improved juke box, the Jukebox 90. The model is designed to be a stand-alone unit for use in public places. Raynor plans to introduce the new model at the American Amusement Games Convention in Chicago this fall.

The company has also announced the introduction of a new electronic juke box, the Jukebox 120. This model is the latest in the company's line of electronic juke boxes and is designed to appeal to the growing market for music entertainment.

Finally, United Manufacturing Company has unveiled a new pinball game, the Pinball 7000, which features a unique layout and challenging gameplay. The game is designed to attract players of all ages and skill levels.


German Firm
To Produce
Shuffle Game

PADDEIBORN, Germany—Heinrich Becker, German manufacturer of coin-operated equipment, has plans to produce a new shuffle game. According to O. O. Mallegg, German coin-machine manufacturer, the firm will utilize the bowling pin mechanism of United Manufacturing Company to produce a shuffle game.

Cabinet and parts for the game will be produced in Germany, and the complete game will be assembled on location. The new game is expected to be one of the first of its kind to be put into production in Germany.

Original Rifle Games
Still Hold Fair Price

(Continued on page 102)

Latin America Hikes
Game, Juke Activity

SANTIAGO, Chile—The outlook for increased activity in importation and production of coin-operated amusement games and juke boxes is very good.

Chile leads the list of South American countries which have recently showed signs of coming up on their coin machine trade. According to O. O. Mallegg, Chile's biggest coin-game manufacturer, complete new coin machines can now be shipped to Chile.

"For almost seven years, Chile has been virtually closed to U. S. shipments of coin equipment. The small licenses still must be obtained, but the country has now relaxed its restrictions," Mallegg said. "U. S. games and juke boxes can now be bought in Chile.

Chile Boys Equipment
Chile is currently buying both pinballs and new equipment, according to Mallegg. The juke machine is especially ripe here, while pinball in the shuffle is expected to make greater inroads in the near future. Duties are approximately 55 cents per cent, on new equipment, but there are no restrictions. Mallegg advised. He said the Chile market first "opened up" last May.

Peso-
-Blue

The game and its pinball counterparts are currently being shipped from the U. S. to Chile, and the shuffle is expected to be assembled there. The new game is expected to be one of the first of its kind to be put into production in Chile.

Pinnball Legislation in U. S. Seamless Web of Confusion

CHICAGO—Pinballs, a mainstay of the coin-operated amusement game business, continue to provide fun for millions despite an unprecedented amount of legal tape which is thwarting current growth.

There is growing realization in the industry that there is a need for clarification of federal, State and municipal laws governing the operation of pinball machines.

In no two States of the Union is legislation dealing with coin-operated amusement games identical, within the States, county and city regulations often run far ahead of the statutes.

Pinballs have been on the American scene for decades. They have played—and continue to play—a big role in the entertainment and pastime industry.

Officials Can't Agree
Yet, from the beginning, officials on both levels of government have been at odds with one another over the legal ramifications of pinballs which are found in varying— and varying—tax and licensing fees.

Current cases in point are the

Pondale, Ore., pinball operators have had legal battles since 1951, when an ordinance was passed against pin games. Since then, the Coin Machine Men of Oregon, local operator association, had successfully battled enforcement of the ban. The ban took effect, however, after an inconclusive referendum vote in the May primary election. Operators put up a new petition and, as a result, a new and more representative vote is slated for November. Meanwhile, operators have had to

Look—Elvis Likes to Play Bumper Pool

CHICAGO—Where can a hobby-horse expert expect to find Elvis Presley other than in "Heartbreak Hotel" or "Blue Suede Shoes?"

According to the August 7 issue of Look magazine, he can also be found playing Bumper Pool in his spare time.

One of the pictures running with a story on the popular rock 'n' roll idol shows Elvis in action, planning the pool game with his father. (Hope he brushed his hair back before making that shot.)
Doubles Volume in 6 Months

Simon's Exports Reflect Growing Coin Market in Asiatic Countries

By SAM ABBOTT

Los Angeles—There is a definite trend of trend in used game exports to Asiatic countries. That's the opinion of Jack Simon, head of Simon Distributing Company, who reports an export volume increase of over 100 per cent during the past six months.

According to Simon, prompt service and dependable standards, along with the greater demand, have enabled him to build his export volume until cases a completely new electrical system.

Generally, cola machine buyers will send a collection of coins that will be used and a chute is made or converted to take them, Simon said. With regard to electrical current, he added, many of the machines must be converted from 110-volt systems to 230-volt and 38-cycle thru installation of step-down converters.

According to Simon, Asiatic buyers are particularly interested in games with sport action.

C. L. F. Prices

"Overseas buyers generally write a jobber in a port nearest them," Simon declared. "Usually they hand ask for C. L. F., prices-cost, insurance and freight."

The information must be com- piled and returned to the buyer as quickly as possible, he explained.

"Steamship lines charge per weight or cubic footage, whichever is larger, we have no way of determining the size of the crate so that we can arrive at a reasonable estimate of the freight charge."

During the past six months, Simon has supplied customers in Hong Kong and Singapore, he has learned, that it is often cheaper to ship two units than one. He pointed out that the legs of some machines are built-in and require an unusually large crate and therefore another game must be placed in the empty space.

Equipment Check-Up

A coin machine scheduled to be shipped overseas is serviced from top to bottom. First step in the reconditioning process is the mechanical department, headed by George Meunzak. Here the machine is checked for worn parts and needed electrical repairs and given a thorough cleaning. At Good- man and East Football go live over the machine with a fine tooth comb and before they're finished it's working as well as a new piece of equipment.

JACK SIMON

Nicknamed "Golden Rules," Simon controls his business with the same mechanical interest he has in the business of coin machines, he added. He has the respect of the Asiatic countries, but that is not all the money is in lining the service department as he has in the factory, where he says they are in the business of buying and selling machines, not hardware.

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Five New Money Makers

Laker Model: Union, Re- dwood, 4x4, $22.50.

ZOLATONE, New, 4x4, $45.00.

LATHES, Universal, 4x4, $125.00.

STAND-UP BOWLING, New, 4x4, $275.00.

SLUGGER, New, 4x4, $250.00

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Games Rebuilt the Masters Way

Look and Work like New

Bridges Instant.....$75.00
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LATHES, Universal, 4x4, $125.00.
Pinball Legislation Confused

- Continued from page 199

or $250 as a gaming device, depends on the use to which the machine is put, not on the nature of the machine itself.

Gaming Law

The Interstate Commerce Service says that if a machine pays off in cash or in merchandise, it's a gaming device. But if the machine pays off only in free items, a game of amusement. As an example, there are distributors in the same block who could be operating exactly the same type of pinball machine. The Interstate Commerce Service does not have any powers or authority. He pays the $100 entrance tax. Operator B pays off high scores in cash. This requires the $250 in gaming device. Operator C awards winners a two-boxed set of pinball or other merchandise. He also has to pay the $200 gaming tax.

This is further complicated when an operator changes his system, giving prizes one week, and giving prizes in cash or merchandise the following week.

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HUNDREDS OF OPERATORS ARE PICKING UP THE LEAD FROM SCOTT CROSSE. MANY ARE SELLING OUT IN THE EAST.

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4-PLAYER JUNIOR

CLASSY BOWLER

Right Down Your Alley with the Hottest Play and Biggest Payoffs in Years

Order Today!
Big European Potential
But Heavy Restrictions

- Continued from page 60

Portugal and those were on location in the middle and cheaper-class bars. An operator who moved from Holland to Lusitania has several European-type AMI (Bal-AMI) phonos made in Denmark in use there.

No Commissions

"An interesting thing I learned from this operator," Liebermann said, "was that commission to operators was practically non-existent, and there it is paid for the money received by the waiters.

He saw no games or vending machine equipment of any kind in the four days he spent in Portugal, nor any type of coin-operated devices in Spain.

Switzerland, Austria, Western Germany, Holland and Denmark all have vending machines. It's a common sight, he said, to see a chappie playing for the tickets at a night, pushing his cigarette and candy vendors out of the fast-track for convenience of his patrons until the next morning.

Many things are done in these countries, including films, women's beauty, toys and numerous other articles. He saw no food being sold then vending machines, Lieberman said.

Many Games

In West Germany, he saw many amusement games on location and quite a number were late-model devices.

Tivoli Gardens in Copenhagen, Denmark, have several pinball places to visit, Lieberman and his wife discovered. The variety of entertainment gave them an idea on what to do there.

Coin machines in Tivoli Gardens included German-made gaming machines, dolls and rotary merchandise units. About 10 Ball-Carom games had been rebuilt, their heads removed and merchandise put into them to be awarded to players making certain scores.

In Denmark he visited the man who builds AMI-type machines for distribution through much of Europe. Liebermann learned that business for the manufacturer was "very good," and that he had just completed a deal whereby he will ship machines to Japan where they will be fitted into cabinets and sold to operators. The AMI manufacturer in Copenhagen also operates and reported business "extremely good," Liebermann said.

English Vending

In England he found a great number of vending machines of all types, with some joke boxes, but saw no amusement games, Liebermann said. The se no coin-operated equipment either in Ireland or Scotland.

Five-ball are seen all over Italy, he said, most of them late-model Gottlieb devices. He talked to one operator who operates about two dozen joke boxes in addition to games and a radio-record shop, who told him that business was very good. Italy, Lieberman discovered, was a big market for much used amusement games equipment, thus helping keep the price up for this type merchandise in the United States.

Italy has little vending machine equipment, he said.

In Tel Aviv, Israel, Lieberman visited with the operators of two Arcades located along the seaside. Both had old-fashioned equipment which had been in service for many years and a good deal of repair. One had a Wurlitzer 1400 joke box on location, another a Wurlitzer 500. The operators "make a living," he told Liebermann, and said, "like to bring in new games and other devices, but cannot get an import license from the government.

Arcades

In Tel Aviv he also has an Arcade operation with old-fashioned trap guns and diggers in use. He saw no games, but did discover a number of vending machine units in one.

Lieberman Israel no coin-operated equipment either in Jerusalem or Italian.

Before Israel became an independant State in 1948 and when it was under British rule there were gaming machines on location there. However, the new government banned their use, he was told.

During his travels he tried to learn whether or not there was any traffic between European countries and Russia in coin-operated equipment but was unable to make such determination. The Liebermann visited East Berlin and saw very little, if any, coin machines there.

At other players and operators, he thought they saw in the stores recorded to be shabby and cheap looking activity high priced.

Would you consider an operation in any European country or in Israel if currency import restrictions were lifted and you could have free flow of trade with the United States?" he was asked.

Not if it means living in any of these countries," was Lieberman's instant reply. "I can best sum it up this way-America, I love you!"
UNITED POOL ALLEY
A Great Combination of Bowling and Pool.
STAR SLUGGER
A Real Hit Pool.
SELECT PLAY
Baseball of Its Kind.
MONACO
Singles Play.

Genco
STATE FAIR
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WILLIAMS
SURF RIDER
Four Players for Ten Pin Games.
DE LUXE 4 BAGGER CRANE
Arcade Piece of the Year.

PRICED WAY BELOW COST!
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Exhibit Skill Score
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JUST A FEW OF EACH LEFT ... EVERY ONE
A REAL BARGAIN!

A Complete Stock of Used Pool Games of Every Make
TAKE YOUR CHOICE ... $79.50
CASH WAITING FOR....
Gottlieb Five Balls
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SLATE POOL TOPS ......... $89.50 ea.
PORTABLE COIN COUNTERS
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COLLECTIONS HIGHEST IN YEARS—IT'S REALLY CLASSY!

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- 3 Targets and 4 Rollovers Score Strikes
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- 4 "On-Off" Pop Bumpers
- 2 Alternating-Light Cyclonic Kickers
- High Score to 6 Million 900 Thousand

Available at Your Distributor Now!

Who'll Be Mr. Photo Flash, '56?
CHICAGO—Visitors at First Coin Machine Exchange are making
nominations for "Mr. Photo Flash of the Coin Machine Industry."

They take their pick of some 300 photos of coinmen which decorate
the walls of First's coffee shop, and, in turn, have their own picks.

Taking pictures of visiting operators and other members of the
industry has been a long-standing habit at First. Wally Fickle, co-
head with Joe Klise, has become somewhat of an expert cameraman
in the process, and has a collection of pics on exhibit dating back five
years.

Neatly mounted behind glass panels along the walls, the exhibit
includes shots of coinmen from all parts of the country, Canada and
Germany.

Keep Your Eye on the Exhibit Supply Co.
All the news of your industry
every week in The Billboard...

4 All New One
5 Free Steel Score
Card Plate and
Bell Shooter
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Extra Heavy
Duty Steel Legs
Chrome Plated
Flipper Button
Cabinet Guards
Plated Cigarette
Holders

Amusement Pinballs
as American as Baseball and Hot Dogs!
FOLK TALENT
AND TUNES

Continued from page 63

Newman's manager, Slick Norris.

WAMO, Pittsburgh, will go into high gear with its new program, program-
ning August 13 when a quartet of
veteran country singers-perform-
ers hit the air on the station.
Abbie Neal, distaff member of
the quartet, who has also
recently kicked off over KWVA, Wheeling, W. Va.; WHO, Des Moines, and
WWVA, Richmond, Va. Second
and third members of the team are
Slim and Logpy Bryant. Slim origi-
nated the old "Dominion Barn
Dance" over the Mutual Network
and has also appeared several times
on NBC's "National Barn Dance." He
and Logpy record for the M-M label. Carl Stuart, fourth
member of the quartet, will be
heard from 5-6 p.m. each day and
will also do the sign-on each morn-
ing from 6-7. He records for Sat-
day. His latest release out on that
label is "I Did Care, I Do Care."

Sgt. Red Janus, American
Forces Network, Frankfurt,
Germany, will be discharged
from the Army September 1
and will be returning to his old
program, "The Red Jones Show," on KTAE, Taylor,
Tex., September 15. He would
like to receive tapes from artists for use on his afternoon
show on KTAE. Tapes should
be mailed to him c/o KTAE.
Jones will make an appearance
on WSM's "Mr. Deeney; U. S. A."
Bob White, of Nashville, an
ally of the annual mer-
chants' White Elephant Day
in Des Moines.

"Cowtown Hoedown," which re-
cently kicked off over KCUK, Fort
Worth, is stirring up lots of interest,
according to KCUK's publicity
woman, Edythe B. Stringer. Show is
aired Saturday evening at 6. Recent visitors at KCUK included

(Continued on page 109)
Music Up, Games Face Legal Stops

TORONTO—Coin machines in Canada are beginning to come into their own and are being accepted, for the most part, without restriction. Juke boxes are on location everywhere in the country and more and more areas are licensing them, with fees running up to $50 a unit. In Toronto, juke boxes are free of license fees.

However, there is one hazard faced by the juke operators, and that is the payment of licenses to the Composers, Authors and Publishers' Association of Canada, pending a pending court decision goes in favor of CAPAC.

Pinball Going

Pinball business still has rough going in some parts. Toughest license fee is that paid on pinballs in Saint John, N. B. The fee was recently raised from $100 to $200 per machine. There are approximately 65 such games in operation in the city.

In Montreal, pinballs were moved out about a year ago. However, there is a chance that the games may be reinstated at a later date. License fees are required on pins across the country, although outright bans on the games exist in some cities, as in Toronto. The Toronto suburb, however, allow the games and license them.
FOLK TALENT AND TUNES

Continued from page 107

Artie Glen and Charles Wright, of Ardsil Rose, Bob and Bill Callahan, Dallas TV personalities, and Co-umbia's Charlie Adams and Frankie Miller, . Bill Powell, KWIN, Fort Smith, Ark., reports that Cliff Walden's Stardale recording of "Daddy, Henry Home" h/w "Indian Mama" has been at the top of the requested list at KWIN for six weeks. Platter has been out for two months. Walden is a member of the team of Carl and Cliff, who appear regularly on the "KWIN Saturday Night Jamboree." The duo also heads up a western jamboree every Friday night in Muskogee, Okla. , Louie Barton, who airs c.d.e.w. was seven days a week over WDOC, Marine City, Mich., recently started a new show over WABJ, Adrian, Mich. Sponsored, the show is broadcast six days a week, which makes Barton a pretty busy man.

Red-headed Shirley Cuddly's new one on the ABC-Paramount label is "Where Did the Sunshine Go?" h.w. "I Think You're Lying."

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Lowest Prices Guaranteed!

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- Two lever controls for simple operation!
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2 games in 1

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CORNERS SCORE - GAME 1 ADVANCING SCORES

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Game 1, with scores doubled and tripled... Game 2, with "number-juggling" of Magic Squares... both Games 1 and 2 for the player who likes to "play the field."

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Super Cards Score Separately from Center Card
Guaranteed Lite-up of Cards for 8 Plays or Less

NEW LITE-A-NAME

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PROVIDE 1 EXTRA BALL AND OR LITES 1 LETTER IN NAME

ADVANCING ARROWS EACH COIN

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