AUGUST 18, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

SS$ Registers Play Home on the Range

Golf Driving Business Soars Like Balls, Yet 4,500 Operations Are Just a Start

By CHARLIE BYRNES

CHICAGO—The whistle of golf balls as they soar down driving ranges is making golf regaining on a bigger scale than ever before.

Golf driving ranges, conceived some 30 years ago, are on the upswing today and are reaching a new audience as well.

Also, an estimated 4,500 ranges of all sizes and types are currently in operation across the country. The number of participants has also reached a new high.

The increased number of driving ranges has been attributed to the popularity of golf, especially among younger generations. The ranges have become a convenient and affordable way to practice and improve golf skills.

Coast-to-Coast Trend

The trend is coast-to-coast, with ranges mushrooming in almost every state in the nation. One growth area has been the establishment of driving ranges near public parks and recreational areas, making the sport accessible to people of all ages.

NEWS OF THE WEEK

Moves Indicate Auto Firms Are Coming out of TV Cold... Past... Present... or Future?

The withdrawal of automobile advertisers from television may not be as extensive as originally thought.

The automotive industry, which has traditionally been a major advertiser on television, has shifted some of its advertising dollars to newer, more targeted advertising methods.

Record Backs Move Into A&R's... Pave Way for Industry Acceptance...

The Atlantic & Pacific grocery store chain is putting record racks into its stores, a step forward for the record industry.

RCA Victor Sets Heavy Push on Fall Best Buy Album Program...

RCA Victor, one of the top record companies, is emphasizing their fall Best Buy program with a strong promotional campaign.

The Register... The Foam... the Stuff... the Mystique...

The concept of the Lake Winnetka Racquet Club has been a success, attracting many new members.

Ticket to the Rain... Stumble whipping the skies...

The weather has been one of the major factors affecting outdoor activities, with rain and storms causing delays and cancellations.

Weather Hits N. Y. Resorts But Keeps Cool; Weather Helps... Camp Fire... Heat... Hurricane... and other elements have affected the weather in different ways.

Distrito See Another Success

Juke Box Unveiled in Chicago

The fourth juke box manufacturer to introduce a juke box, Distrito, has seen success with its new product.

On Sale Today... RCA Victor's... RCA Victor's... RCA Victor's... RCA Victor's... RCA Victor's...

The new RCA Victor products are available today, with features that include high-quality sound reproduction and user-friendly design.

DEPARTMENTS

Amusement Games... Catch... Catch... Catch... Catch... Catch...

A look at the latest trends in amusement games, including new products and popular games.

Advertising... Getting the Message Across...

An exploration of advertising strategies and the role of marketing in the entertainment industry.

DEPARTMENTS

Amusement Games... Catch... Catch... Catch... Catch... Catch...

A look at the latest trends in amusement games, including new products and popular games.

Advertising... Getting the Message Across...

An exploration of advertising strategies and the role of marketing in the entertainment industry.

DEPARTMENTS

Amusement Games... Catch... Catch... Catch... Catch... Catch...

A look at the latest trends in amusement games, including new products and popular games.

Advertising... Getting the Message Across...

An exploration of advertising strategies and the role of marketing in the entertainment industry.
HAPPY ENDING DUE

On 2d Thought, Auto Firms May Change Minds Rice TV

NEW YORK—Evidence is mounting that several auto manufacturers are reconsidering their decision to sell TV products. Indications are that before the next few weeks are over, the television medium will see some major last-minute buys by our companies.

Among the scores now known to be seeking additional TV programming powerhouses are Plymouth, which is looking for a personality around whom to wrap an hour variety show and Chrysler, which is interested in a half-hour sponsorship of the show. The auto manufacturers on a national spot basis.

Chrysler's agency, McCann-Erickson, has been approached by Chrysler that it buy a network show, but Chrysler is still on taking the national spot route.

The only prospect is Studabaker-Packard, which recently merged into General Motors, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Other companies, however, will be spending about as much money on TV commercials as they did last year. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.

Another prospective buyer is the network, which is expected to try to give up its sponsorship of ABC's "Wide World of Sports". Its larger Detroit, through move which has put the company back into operating condition. The firm of the show on which it would like to sponsor a network show, would most probably be CBS. In its negotiations, however, will be being advertised during the season. Ford, for instance, has renewed its "Ford Star Jubilee" series of specials and its "Ford Theater" series. The firm's interest in its program sponsorship of NBC's "Brother's Keeper" series appears to have cooled down. Similarly, Dodge will be the owner of a new half-hour production of "Wide World of Sports". Dodge is not expected to return to the show as much as TV representation next season, but this past program material is still considered valuable.

The industry will be carefully watching the new networks that are likely to be formed against Ford and Chrysler in the near future. It is expected that a majority of the market share of the major networks will be in the hands of Ford and Chrysler. It is expected that a majority of the major networks will be in the hands of Ford and Chrysler.
Screen Gems Adds 2 Shows

NEW YORK—Two more programs, none of which appears to be geared for regional or local syndication, have been added to the Screen Gems for distribution. The two new programs bring the total of Screen Gems shows to 65. They were produced to produce for sale next year at cost. [omitted text]

Toni Clear of Revlon Conflict

NEW YORK—The Toni Company has announced that it intends to produce its own television soap opera, "The Letter," which will be produced by the ABC network. The soap opera will be broadcast on Monday evenings at the same time as the Lipton program. Toni will produce the soap opera, but it may be able to alternate sponsorship with advertisers and in direct competition, the ABC Monday night soap opera "The Letter," with Lipton products, will be produced by the company itself.

LOKED AHEAD

Screen Gems Shows 1957-'58 Comedies

NEW YORK—Screen Gems, whose programming and sales plans usually have a lightweight approach, is launching for the 1957-58 season a show featuring an all-black cast. It is a story about a salesman for Chevrolet. The cast includes Malcolm X. [omitted text]

Champion Push

White Owl to Roll Big Promotion on Bowling

NEW YORK—One of the most important promotion in the history of television is being staged by White Owl Cigars. It involves a nationwide promotion of "Champion" telecasts, 10-30-11 on the NBC network. A National Bowling Day has been created as part of the program, which is aimed at building audiences and to raise money for the American Red Cross.

Since there are an estimated 20,000 general and 5,000 bowling clubs in the United States, the promotion which involves participating clubs will have a great deal of exposure. The "American Bowling Day" is a nationwide handicapped competition being held in various cities.

Bill Lillard and Miss Lillian will conduct the show on October 14. Their challenges will be held on September 24 and October 13. The show will be followed by "The American Bowling Day," which will be broadcast on NBC. The program will be sold to local stations for a minimum of $50,000.

Miss Charlotte and Lillian will conduct the show on October 14. The show will be sold to local stations for a minimum of $50,000.

Nets Eye Diversified Specs; Originals Getting Brush-Off

NBC, Revlon, Set 'Beautiful'

HOLLYWOOD — Success of "The Munster Family," "Peyton Place," and "Peter Gunn," as against the mediocre results produced by most national programs and some Broadway revivals, has caused advertisers to diversify their big shows this season.

There will definitely be more proven programs, more name comedians, and more special events. Generally, the character of the spec shows is to be undergoing a considerable change, with the music and choreo lines shows taking a leading position. There are several possibilities in the ratings by CBS in 1955-56, taking the lead to having to feel the pressure.

A September 25, the Father Willard of "The Phyllis Diller Show" was killed in a London and which the web is undergoing.

Black Women's Day, is one of the sponsors of "The Letter." dramas which picture producer William M. Miller, a native of Baltimore, Maryland, on October 28, "Born Yesterday," to "Hallmark Hall of Fame," with Mary Martin in the title role and Gavin Kunin producing. November 24, "High Society," smash hit on Broadway several years ago, has been selected by Dean Jagger to be produced by Salome Foster of "The White House." The other two properties already set are "Sidney Kingsley's "Men in White" and a show devoted to "Coke Foster's music. Among the other properties being considered are "The Revival of "The Awful Truth," "The Honeymoon on a Horse" and "The Last straw." [omitted text]
STRIP FOR ACTION ... with TV

★ Consistently out-rates competitor.

★ Each show a full hour... loaded

GENE A
most profitable hour strip!

—man or mouse!*

with spot advertisers daily!

STATIONS! Buy this series along with MCA TV's Western Features starring Roy Rogers (next page) for a rootin'-tootin'-shootin' package of 123 first-run, year-round spot carriers.

50% adults every time—a daytime bonanza!

★ National spot advertisers galore—all ridin' high with the "Best from the West"...

★ Who's afraid of the big, bad Mouse? June ARB's tell an amazing story. Please ask us for it.

hour-long features

made by Republic Pictures Corporation and immediately available to local advertisers and stations from

MCA TV

Film Syndication

www.americanradiohistory.com
STRIP FOR ACTION... with TV

★ Consistently out-rates competitor

★ Each show a full hour... loaded

ROY ROY
most profitable hour strip!
—man or mouse!*

with spot advertisers daily!

STATIONS! Buy this series along with MCA TV's Western Features starring Gene Autry for a big total of 123 first-run, year-round spot carriers.

★ 50% adults every time—a daytime bonanza!

National spot advertisers galore—all ridin' high with the "Best from the West"... Wonder Bread, Nabisco, My-T-Fine, Baker's Chocolate, Bosco, Toni, Revlon, Beeman's Gum, Robert Hall Clothes, Snow-Crop (more on previous page).

★ Who's afraid of the big, bad Mouse? June ARB's tell an amazing story. Please ask us for it.
**Next Deluge of Features Due From Fox's Library of 758**

**C&Co Corp., NTA in Bidding, PRM May Too; Tab Near $35 Million**

NEW YORK—The next deluge of features due from Fox's vast library is likely to come from 20th Century-Fox. Two important feature film distributors, Muttco Fox & C&Co Television and National Telefilm Associates, are in the bidding for the library of 758 features, all pre-1940 product, with the reported asking price around $35,000,000. It is notified that NTA and C&Co, together, have advertised the Fox property, in an effort to win the bidding, but it may be assumed that it is, too, considering the asking price.

It is not known whether the library would include the Fox library, but it would give the bidders the opportunity to purchase foreign rights as well, if they desire.

**REGIONAL SPONSORS LOOKING FOR SHOWS**

New York—Regional sponsors are looking for shows to stimulate sales in the region's markets. Some of the shows mentioned include "The Big Lebowski," "The Andy Griffith Show," and "The Carol Burnett Show." The sponsors are interested in shows that can be syndicated and reach a large audience.

**AN EVEN DOZEN REGIONAL SPONSORS LOOKING FOR SHOWS**

Hollywood—AN even dozen sponsors are looking for shows, and may be interested in a variety of different markets. The shows mentioned include "The Smothers Brothers Show," "The Tonight Show," and "The Tonight Show Starring Johnny Carson." The sponsors are interested in shows that can be syndicated and reach a large audience.

**ZIV TRYING TO GET TIME FOR 'MYSTERY'**

Hollywood—Ziv–TV last week reportedly attempted to clear some time for a "Mystery" show on Channel 2 in New York, which is a local station that sponsors "Mystery" at the time. The sponsor is looking for a show that can be syndicated and reach a large audience.

**MORE FOR TV: GUILD, FOX DISCUSS PIX, CARTOON DEAL**

Hollywood—Guild Films is negotiating a deal to bring a new cartoon series to a local station. The series is expected to be syndicated and reach a large audience.

**MPA SHOPS 'TRACER PIX'**

New Orleans—From the files of the Motion Picture Association of America, it is known that a new half-hour series is being produced by MPA–TV, the TV sales division of Motion Picture Associates. The series is called "The Tracer," and it is expected to reach a large audience.

**CARNIVAL TO RUN 'COCHISE' IN WEST**

Hollywood—Carrionata has been granted a two-month extension to run "Cochise" in the West. The extension is expected to reach a large audience.

**VITAPIX SETBACK**

Hollywood—"Blondie" is projected as the TV series to kick off the Vitapix Network, which is expected to reach a large audience.
NEW YORK — The battle of cartoons, mainly a struggle for audiences among independent stations here, is heating up. Last week’s sales are all but confirmed for Looney Tunes” from Associated Artists, which was responsible for Warner Bros.’ recent hit, Porky’s. Warner Bros. also has a new series of cartoons called Merrie Melodies, starring a character named "Merrie Melody." The WFBX cartoon shows feature "Popeye" at 6:30 p.m., "The New Adventures of Siegfried" at 7:30 p.m., and "The New Adventures of the Hound Dog" at 8:30 p.m. All three shows are sponsored by Warner Bros., which has the largest animation studio in Hollywood. "Looney Tunes," however, is still going strong, and will remain as a steady presence on the airwaves. WFBX is planning to add a new series of cartoons to their schedule, featuring the character "Huckleberry Hound," who will make his debut next week. The "Huckleberry Hound" series will air at 7:30 p.m. on Monday nights, and will consist of 13 episodes. The show is produced by the newly formed "Huckleberry Hound" Studio, which is located in Burbank, California. The studio was formed by Warner Bros. and is headed by director Robert McKimson, who previously worked at the Warner Bros. animation studio in Los Angeles. "Huckleberry Hound" is a cartoon series based on the popular comic strip character created by Bill W holograf, and the show is expected to be a major hit. The first episode of the series, "Huckleberry Hound's Wishbone," will air on April 30, and will feature the character's attempts to find a bone for his dog. The show is expected to be a major hit, and Warner Bros. is planning to produce a full season of episodes for the coming season. The series is expected to attract a wide audience, and will be distributed by Warner Bros. to television stations across the country. Warner Bros. is also planning to release a series of "Huckleberry Hound" books and a record album featuring the character's theme song. The series is expected to generate significant revenue for Warner Bros., and the studio is planning to produce additional series in the near future.
Screen Gems Pushing 8 Col. Serials

HOLLYWOOD—Screen Gems has announced plans to begin shooting on eight Columbia serials which are being released on the syndicated market. Each of the eight serials consists of 13 episodes.

The series will be handled by Brenda Starr, Reps., "Deadwood Dick," "Jungle Jim," "Mysterious Pilot," "Overland Wilt," Carsons, "Son of the Gunfighters," "Sweat of Tidewater," and "White Eagle." This marks the accented group of serials that are being released on the major’s circuits, Universal having made a batch available. For a season it is a late afternoon strip programming.

With the first feature package of 104 serials, extremely well and another 52 scheduled for release, Columbia will apparently continue the policy of featuring films from its back lot TV on a regular basis.

Caldwell Buys Studio in Can.

Upward Trend

TORONTO—S. W. Caldwell, Ltd., bought the Battoon Studio, here a couple of weeks ago, representing a go into TV film business, not only for the company but a growth in general.

The advertising agencies in the U. S. "are recognizing Canada as a market of importance if not of its own," says S. W. Caldwell, managing the entire. This is an increasing recognition of the need for a good Canadian advertising medium, and the idea of using facilities with a distinctively Canadian approach.

Undergoing of the staff of cam.

B Khách, technicians and service personnel, with an eye not only to the special Canadian market, but its importation for the U. S. as well. The netresult will be made available for both commercial and program productions. It was formerly owned by the Ogden of the Highclare, subsidiary of Rapid Grip and Battoon, Ltd.

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

Theatrical Renewal by Norelco Due

NEW YORK—Norelco is expected to place a renewal order for its renewal order for its new film "The 20th Century." These orders are expected to be made in the days.

There are still two telematrons to be ordered on Norelco’s list of three important pieces. They are "The Great War" and a "Fable of Forehead," the story of the Amur. Norelco’s presentation of "The Twelved Cats" got about a 20-10 rating. The orders were received by a telematronic.

The head of Norelco that Norelco would order "The Living West," a Jazz Age musical, by Mr. T. "Cody, Duk." One of the more intriguing of the film’s role with its place in Britain’s plans.

Thompson Publicity Post to Ted Wick

HOLLYWOOD—Ted Wick, former Paramount Television TV radio director and head of CBS-TV publicity, will take over as the Publicity Department. Wick will concentrate on "Ford Star Jubilee," "Ford Theaters," and "Win, Lose or Draw," which Frances Scully continues as special on "Low Video Theater."

"Dr. Christian" To 103 Marts

NEW YORK—The "Dr. Christian" syndication market is not even a month, Ziv’s new TV film show, which will show 103 markets to date, many of them already by regional syndicate.

Wick will concentrate on "Ford Star Jubilee," "Ford Theaters," and "Win, Lose or Draw," which Frances Scully continues as special on "Low Video Theater."

Color Pix Set For 'Matinee'

HOLLYWOOD—A series of three-hour "Matinee" films is due for release starting September 13 at the California National Productions. The show will be shown on the NBC network. The series will be directed by Lawrence, with support by Orson Welles and Arthur Miller. The films will be shown in 28 markets, with a total of 5,000,000 homes and a normal run of 16-17 during February to June. These features are now being shipped in 90 per cent of the market.

Some of the releases that hit the dust in competition were "Chesley Beene Gaze The Rangers," Arthur Godfrey’s singing show and "Holy Doozy,

Autry-Rogers Top Opposition

NEW YORK—Western features starring Gene Autry and Roy Rogers are shooting down all direct competition, web and local, says a roll of 33,000,000 homes in a 65-70 book's run.

Top Syndicated Films

1. Man Behind the Badge (NBC, 1956)
2. I, a Man (NBC, 1956)
3. Celebrity Pictures (NBC, 1956)
4. Railroad Squad (WBIC, 1956)
5. Topper (WBIC, 1956)
6. The American Police (WBIC, 1956)
7. Topper (WBIC, 1956)
10. McBride's Secret (WBIC, 1956)

Top Syndicated Films

1. Man Behind the Badge (NBC, 1956)
2. I, a Man (NBC, 1956)
3. Celebrity Pictures (NBC, 1956)
4. Railroad Squad (WBIC, 1956)
5. Topper (WBIC, 1956)
6. The American Police (WBIC, 1956)
7. McBride's Secret (WBIC, 1956)
10. McBride's Secret (WBIC, 1956)
### THE BILLBOARD
#### TV PROGRAM RATINGs
#### AUGUST 18, 1956

This weekly chart covers the latest TV ratings in key local markets. It includes network, local, and independently owned TV stations. By pointing out leading programs, the chart provides a ready guide to owning spot opportunities at all market levels.

### CINCINNATI
3 TV stations (40,146,520 TV homes)
Population—790,000 18-49 (65,510)
Buying media for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and editorial information and analysis, consult The Billboard, Inc., 15 W. 46 St., New York 19, N.Y.

**TOP NETWORK SHOWS**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**TOP SINGLE-FILMS**
- 1. Stories of the Century (Hallmark), NBC, 15.3
- 2. Highway Patrol (CBS), NBC, 15.2
- 3. Highway Patrol (CBS), NBC, 15.1
- 4. Highway Patrol (CBS), NBC, 15.0
- 5. Highway Patrol (CBS), NBC, 14.9

**WABC, NY**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Stories of the Century (Hallmark), NBC, 15.3
- 2. Highway Patrol (CBS), NBC, 15.2
- 3. Highway Patrol (CBS), NBC, 15.1
- 4. Highway Patrol (CBS), NBC, 15.0
- 5. Highway Patrol (CBS), NBC, 14.9

### HOUSTON-CALGARY
3 TV stations (1,040,700 TV homes)
Population—1,075,000 18-49 (96,410)
Buying media for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and editorial information and analysis, consult The Billboard, Inc., 15 W. 46 St., New York 19, N.Y.

**TOP NETWORK SHOWS**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Stories of the Century (Hallmark), NBC, 15.3
- 2. Highway Patrol (CBS), NBC, 15.2
- 3. Highway Patrol (CBS), NBC, 15.1
- 4. Highway Patrol (CBS), NBC, 15.0
- 5. Highway Patrol (CBS), NBC, 14.9

### NEW YORK
7 TV stations (4,900,700 TV homes)
Population—14,724,000 18-49 (1,210,800)
Buying media for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and editorial information and analysis, consult The Billboard, Inc., 15 W. 46 St., New York 19, N.Y.

**TOP NETWORK SHOWS**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Stories of the Century (Hallmark), NBC, 15.3
- 2. Highway Patrol (CBS), NBC, 15.2
- 3. Highway Patrol (CBS), NBC, 15.1
- 4. Highway Patrol (CBS), NBC, 15.0
- 5. Highway Patrol (CBS), NBC, 14.9

### SAN FRANCISCO-OAKLAND
5 TV stations (1,830,600 TV homes)
Population—1,750,000 18-49 (1,750,000)
Buying media for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and editorial information and analysis, consult The Billboard, Inc., 15 W. 46 St., New York 19, N.Y.

**TOP NETWORK SHOWS**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Life Manufacturer, NBC, 13.4
- 2. The Life of a Detective, NBC, 13.3
- 3. The Life of a Detective, NBC, 13.2
- 4. The Life of a Detective, NBC, 13.1
- 5. The Life of a Detective, NBC, 13.0

**WABC, NY**
- 1. Stories of the Century (Hallmark), NBC, 15.3
- 2. Highway Patrol (CBS), NBC, 15.2
- 3. Highway Patrol (CBS), NBC, 15.1
- 4. Highway Patrol (CBS), NBC, 15.0
- 5. Highway Patrol (CBS), NBC, 14.9

### THIS WEEK'S FILM BUYS

<table>
<thead>
<tr>
<th>CBS-TV FILM SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RANGE RIDEr</strong></td>
</tr>
<tr>
<td><strong>INS-TELegNews</strong></td>
</tr>
<tr>
<td><strong>STERLING TELEVISION</strong></td>
</tr>
<tr>
<td><strong>LITTLE PETER</strong></td>
</tr>
<tr>
<td><strong>NEWSTEL</strong></td>
</tr>
<tr>
<td><strong>FAReY</strong></td>
</tr>
</tbody>
</table>

### WABD Takes Up Most of Sheldon Time

**NEW YORK** — WABD, Inc.,93 7FM,98 AM, will continue to do his Saturday morning show for WABC-TV, but will develop its schedule for Sunday daytime. Among Sheldon's assignments will be "Speaking of Animals," a 7:15-7:30 p.m. strip consisting of films. During the summer, Sheldon and Sheldon will comment, a half-hour show, also airing Wednesdays n.a. 10 in which he will act as a Barker and the Saturday and Sunday 8:30-9:00 editions of "Looney Tunes." Sheldon will also probably drop some of his WABC-TV shows.
### TV Program and Time-Buying Guide

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

#### THE BILLBOARD

**August 18, 1956**

### The Billboard Scoreboard

#### ARB Audience Composition Studies

**Network Adventure Shows**

**JULY RATINGS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store, Sponsor &amp; Web</th>
<th>AMONG WOMEN</th>
<th>Rank</th>
<th>Store, Sponsor &amp; Web</th>
<th>AMONG MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>General (LAM)</td>
<td></td>
<td>1.</td>
<td>General (LAM)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Dragnet</td>
<td></td>
<td>2.</td>
<td>Detective</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Wyatt Earp</td>
<td></td>
<td>3.</td>
<td>Jungle Jim</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Robins Hood</td>
<td></td>
<td>4.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Lassie</td>
<td></td>
<td>5.</td>
<td>Death Valley</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Webster</td>
<td></td>
<td>7.</td>
<td>The Rhodora</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>R. J. Reynolds</td>
<td></td>
<td>8.</td>
<td>The Lassie</td>
<td></td>
</tr>
</tbody>
</table>

#### Web Winners

**LAWRENCE WELK SHOW – ABC TV**

There's no doubt about it. Welk is one of television's most popular shows, so far as program popularity goes. The Welk Saturday night show for the first time moved into the select circle of top-ten network shows, according to American Research Bureau's latest rating report, for July. Welk leaped into the No. 7 position with a 31.7 AGB rating, which almost equaled the combined ratings of its CBS and NBC competition.

### Films to Watch

**THE ROSEMARY CLOONEY SHOW – ABC**

A relatively new show, the Rosemary Clooney music series is climbing steadily in popularity. In July, judging from a compilation of American Research Bureau ratings in three major network markets, where the show was ranked both in June and July, in Atlanta, the show rose from No. 15 to No. 3, fully doubling its June rating of 6.5 by pulling in a 13.3 rating. In Minneapolis-St. Paul area, Miss Clooney hit her 12.7 June rating up to 13.5 in July, which made it the No. 9 syndicated series in the market areas. In San Francisco, it jumped from 2.9 in June to 14.2 in July.

### SYNDICATED FILM PROGRAMS

#### Syndicated Film Adventure Shows

**JUNE RATINGS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store &amp; Distributor</th>
<th>AMONG MEN</th>
<th>Rank</th>
<th>Store &amp; Distributor</th>
<th>AMONG WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Waterfront (MCA)</td>
<td></td>
<td>1.</td>
<td>Foreign Intrigue (Official)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Man Called X (Ziv)</td>
<td></td>
<td>2.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Gun Slingers</td>
<td></td>
<td>3.</td>
<td>Trouble Shooting</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Chief of Police (Official)</td>
<td></td>
<td>4.</td>
<td>The Highway</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Scout of Monte Crisco (TNT)</td>
<td></td>
<td>5.</td>
<td>The Danger Trail</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>The Three Musketeers</td>
<td></td>
<td>6.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Bull Rider, USA</td>
<td></td>
<td>7.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Crunch &amp; Des (NBC)</td>
<td></td>
<td>8.</td>
<td>Danger Zone</td>
<td></td>
</tr>
</tbody>
</table>

#### The Pulse Audience Composition Studies

**Pulse Top 25 Non-Net Shows**

**June Ratings of Leading Film Shows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store &amp; Distributor</th>
<th>AMONG MEN</th>
<th>Rank</th>
<th>Store &amp; Distributor</th>
<th>AMONG WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Highway Patrol (Ziv)</td>
<td></td>
<td>1.</td>
<td>Superman (Framing)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Holiday's Secret Journal</td>
<td></td>
<td>2.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Celebrity File (Screen Gems)</td>
<td></td>
<td>3.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Life of Riley (NBC)</td>
<td></td>
<td>4.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Mr. District Attorney (Ziv)</td>
<td></td>
<td>5.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Rosemary Clooney (MCA)</td>
<td></td>
<td>6.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Amos (Astor)</td>
<td></td>
<td>7.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Annie Oakley (CBS)</td>
<td></td>
<td>8.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Bridge 714 (NBC)</td>
<td></td>
<td>9.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Code 3 (ABC)</td>
<td></td>
<td>10.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Waterfront (MCA)</td>
<td></td>
<td>11.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>CROSSROADS</td>
<td></td>
<td>13.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Danger Zone</td>
<td></td>
<td>14.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Danger Zone</td>
<td></td>
<td>15.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Danger Zone</td>
<td></td>
<td>16.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Danger Zone</td>
<td></td>
<td>17.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Danger Zone</td>
<td></td>
<td>18.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Danger Zone</td>
<td></td>
<td>19.</td>
<td>Danger Zone</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Danger Zone</td>
<td></td>
<td>20.</td>
<td>Danger Zone</td>
<td></td>
</tr>
</tbody>
</table>

---

*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, 1546 Broadway, New York, and also from any rating service whose research provides the basis for such material.*
Viewers to Win Net Fall Program Battle

Continued from page 1

Bank" at 10:30 on NBC should close the evening strongly for that web. "Broken Arrow" is ABC's next Tuesday show, "Broken Web" at 9 p.m. should put pressure on NBC and CBS, since its format, completely different from the stanzas on the other two, is certain to interest kids. The $84,000 Question," CBS at 10 p.m., seems to have passed its peak and may not do as well next season, due to its ratings will certainly be respectable.

Wednesday's radical changes have been made either by CBS or NBC. It is ABC whose relaunching has been most complete in its third attempt to exploit "Disneyland." NBC's sole move has been the insertion of "Hiram Holiday" at 8 p.m. The show of the vehicle may give both the last half of "Disneyland" and the first half of Arthur Godfrey's battle for viewers. Last season's show here, "Screen Director's Playhouse," never really bore out its promise. Its American Research Bureau rating in May was a 13.0, several points higher than it performed the rest of the season. The reason for that "Clang Step," a new audience participation feature at 7:30 p.m., will do better than "Beave Egg" and eat into the first half of "Disneyland." ABC should get better ratings at 9:30 p.m. with "Navy Log." This show, based on last season's track record, shapes up as stronger than last season's "Tales of the 20th Century" and "My Friend Fluddey" on NBC. Arthur Godfrey will be hurt the most. His ratings for this time of the year, and he will be facing a stronger NBC show at 8 and a stronger ABC show at 9.

Thursday Fight

THURSDAY: CBS and ABC have two strikes against them. The top budgeted "Playhouse 90" on CBS, which runs from 9-10, should upset the "Lux Television Theater" apple cart, 10-11 p.m. on NBC. NBC has faced the threat of a new network Ernie at 9:30, which should bring some ill to Ed." An unknown quantity is ABC's "Breakfast Original Service" at 8 p.m. A standard program format, it could get audiences if produced well. Probability is that ratings of CBS and NBC shows here will be even closer than usual.

FRIDAY: Extensive changes have been made at all networks. NBC's new one-hour, 9-10 p.m., which uses two new stanzas, "West Point" and "The Wooster Theater," should increase its ratings. Walter Winchell may create some excitement at 11 p.m. for "On Trial," which follows on the same web. (Continued on page 34)

FALL TELEVISION

Program Showcase

...the network and syndicated programming picture for the 1956-1957 season

NOTHING PAYS PROGRAM PACKAGES LIKE SUCCESS

It's Risky Business, But Top Dogs
Stay Aloft for 1956-57 Season

In TV as in other fields nothing pays off like success. This can be verified from an analysis of the ownership of the new nighttime programs to be presented on the networks during the 1956-1957 season.

Among the independent packagers, the unquestioned success is the former Louis C. Cowan organization, Entertainment Enterprises. The group, whose "$84,000 Question" sparked the concept of the quiz show, some three months after its debut last season, the firm has sold three more packages to TV - "Big Surprise," "The $84,000 Challenge," which is now among the top 10, and the latest, "Take a Giant Step," a show that extends the format to the kids' level.

One of the other more successful programs of last season was Official Films, which syndicates "Bronco," a half-hour Western show, to local TV stations in conjunction with Saphire Productions in England. It was the first syndicated Western program that had been able to present TV programming which was actually commissioned for television. During the show's debut last season, the firm has sold three more packages to TV - "Wine Service" and "Jim Bowie." Most of these package organizations are produced in conjunction with important program producers who have got network financing to enable them to develop the properties and produce pilot films. Lou Edelman, who syndicates "Bronco," and "Circus Boy," "Lux" television, "Playhouse 90," "Lux," "Bandstand," and "Promenade," have both "Bronco" and "Jim Bowie," as well as "Johnny Mackintosh," and "CBS." The shows are the hit Jeanette and "Playhouse 90." ABC-TV's, new package titled "Wine Service" and "Jim Bowie." "Stanley" is a Max Liebman production.

But the networks continue to watch the new talent package programs for their programming material. NBC has Bob Hope, Steve Allen, Tennessee Ernie and the new long-length Dinah Shore stanzas. The new talent package CBS has is Herb Schutter. The networks have also produced a record number of pilots which may be unable to sell. They include such shows as NBC's "Johnny Mackintosh," and CBS' "Westerns" and "Westerns." These shows still have a TV potential and may be sold to someone.

It has been a record season for nonconventional pilot production. A minimum of 165 half-hour pilots were produced. Twenty-nine new shows have been added to TV, all on network, but among these, no show can count on an hour or longer. This would indicate that the odds against selling a TV show on network are eight to one, or, considering the number of pilots produced but not reported. It is a hazardous business, the odds are large.

For a complete rundown on which packagers control next season's evening network programming, see "Who Owns the Net Programs To Play Evenings, '56-'57?" page.
He walks with the stars
Familiar to television audiences from coast to coast is *The Whistler*... and famous are the stars who accompany him in pursuit of suspense and high-impact drama. Stars like Paul Kelly, Miriam Hopkins, Audrey Totter, Maureen O'Sullivan, Lon Chaney, Howard Duff, Patric Knowles, John Ireland, Barton MacLane, Tom Brown, Marguerite Chapman, Charles Winninger and Les Tremayne.

*The Whistler* is television’s master storyteller. His tales of mystery and intrigue are second to none for sheer excitement and suspense. And every half-hour program is a masterpiece of skilled production and artful direction. The result is that, wherever he appears, *The Whistler* attracts substantial audiences right from the start... consistently walks away with the highest ratings in its time period in many areas. (Two examples: In Spokane, a 3-station market, *The Whistler* draws a 27% larger rating than competing shows on the other two stations combined. In Montgomery, Ala., it’s the highest-rated syndicated film on the air.)*

To build the prestige and the sales that come from sponsorship of a major dramatic vehicle, call or wire the distributor of the fastest-moving films in television...

**CBS Television Film Sales, Inc.**

*New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd., Toronto*

*Latest available Telepulaa.
Anthologies Continue to Offer Great Opportunities in Rerun

By CENE PLOTNIK

The industry's stockpile of half-hour drama on film has grown steadily in the past five years. In 1950 the syndication market probably received the greatest contributions to its anthology supply line.

Long a fruitful source of station programming, the rerun dramas have lately been finding eager customers among top multi-market sponsors. In the past year anthology deals have been made with General Electric, Bulter-Watch, Cesscoy Mobile, Reo Standard Oil and Socony-Mobil International. Regional deals for raw, first-run dramatic films were made with Falstaff Beer and Standard Oil of California, deals that will eventually contribute still further to the rerun opportunities of those stations and sponsors that find this type of programming so favorable.

There are at present, according to a careful estimate, a total of 1,935 anthology drama films available to syndication customers. By "anthology" is meant a series that does not have a fixed character or performer in every episode, that it may have a fixed point of view, as in "Science Fiction Theater.

These 1,935 films are contained in 32 packages handled by 13 distributors. The quality ranges from $10,000 to $35,000-at-more productions. The vintage ranges from 1950 to productions still before the camera. The syndication price list is a semi-annual guide to the vintage and quality.

First Rank Production

Of the 1,935 films, about 650, comprising 12 of these packages or one third part of a "library" had their first run in syndication. The rest had been produced for the network.

Of those that went syndication at the outset, some of the best known are "The Amateur," which far exceeded all other anthology series in the early years. A total of 182 films contained in five series have been sold to syndication in 1956. Two of those series, "Douglass Fairbanks Presents," and "Science Fiction Theater," are offering subsequent year production in 1958. The other three series, "Celebrity Playhouse," "Stage 7," and "Lillie Flowers Theater," made their first appearance in 1956 or in the closing days of 1955.

The anthology stockpile was also enormously enriched with network returns this year. Four distributors have brought in six groups containing a total of 301 former network dramas into syndication in 1956. Three of these groups were concentrations of old reliable dramatic series. Screen Gems put another year's worth of "Ford Theater," into its "All Star Theater." ABC Film Syndication put together another 53 reruns of "Fibber McGee and Molly," for syndication in "Herald Playhouse." The Thompson-Koch agency put in another 39 reruns of "The Vice." New Resources

But probably more significant are the former network dramatic shows that made their debut in syndication this year, particularly "Four Star Playhouse," which forms the bulk of Official Film's "Star Performance" package of 153 dramas. This series, whose main stars include Dick Powell, Charles Boyer and David Niven, has within a five months of selling been placed in 150 markets and has landed three multi-market sponsors in the top 10 to 50 market class.

Two other former network series have gone into syndication this year, "Cavalcade of America," a 20 films of which make up Official Film's "American Legend," and "Damon Runyon Theater," which Screen Gems is just putting into syndication.

Thus, in 1956 so far for the drama stockpile in syndication has been enlarged to the tune of 243 films, which is 26 per cent of the total current supply.

Biggest Suppiles

The largest single collection of dramatic films is, as ever, that of MCA-7V. Its "Star Performance" and "American Legend" into syndication. Official has a total of 253 dramas.

"All Star Theater.

Third is Official Films, which jumped into this position this year when it put "Star Performance" and "American Legend" into syndication. Official has a total of 243 dramas. Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater.

Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater. But Ziv has turned its rear over to Economy TV, which thus has 15 dramas.

So actually the fourth largest supply of syndicated drama is Screen Gems with 278, the largest part being "All Star Theater."

Third is Official Films, which jumped into this position this year when it put "Star Performance" and "American Legend" into syndication. Official has a total of 253 dramas. Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater. But Ziv has turned its rear over to Economy TV, which thus has 15 dramas.

So actually the fourth largest supply of syndicated drama is Screen Gems with 278, the largest part being "All Star Theater."

Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater. But Ziv has turned its rear over to Economy TV, which thus has 15 dramas.

So actually the fourth largest supply of syndicated drama is Screen Gems with 278, the largest part being "All Star Theater."

Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater. But Ziv has turned its rear over to Economy TV, which thus has 15 dramas.

So actually the fourth largest supply of syndicated drama is Screen Gems with 278, the largest part being "All Star Theater."

Ziv-4TV, over the years, has also put 231 half-hour dramas into syndication, including its currently first run "Science Fiction Theater. But Ziv has turned its rear over to Economy TV, which thus has 15 dramas.
for your confidence
...my thanks*

DAY-TIME NBC-TV

Dreft        Procter & Gamble        Dancer-Fitzgerald-Sample, Inc.
Tide         Procter & Gamble        Benton & Bowles
Swift Products Swift & Company      McCann-Erickson
Royal Desserts Standard Brands     Ted Bates
Blue Bonnet Margarine               J. Walter Thompson
Tenderleaf Tea                       Compton Advertising
Chase & Sanborn Coffee             Russell Seeds
Raleigh Cigarettes Brown & Williamson Tobacco Company
Minute Maid Products                Ted Bates
Alka-Seltzer                        Jeffery Wade Advertising

NIGHT-TIME NBC-TV

Ford Division Ford Motor Company        J. Walter Thompson, starting Oct. 4

CAPITOL RECORDS

ALL THE TIME

*Tennessee Ernie Ford*
proudly present...10 SPECTACULAR Feature Films by the premier motion-picture producers of our time...Alfred Hitchcock, Dore Schary and David O. Selznick...heading an outstanding feature film package with 30 more Terrific New Titles. This record-breaking package is building top audience ratings, sell-out sponsorship participations and reaching a new high in sales and profits for stations. Still available to many markets!

FROM THE SELZNICK COMPANY, INC.

THE FARMER'S DAUGHTER
with Joanne Dru, Scott Brady, Betty Hutton, Johnnie Ray, and Milly Sullivan.

THE PARADINE CASE
with Gregory Peck, Vivien Leigh, Alfred Hitchcock, and Susan Hayward.

THE SPIRAL STAIRCASE
with Alida Valli, Joseph Cotten, John Tierney, and Ingrid Bergman.

NOTORIOUS
with Cary Grant, Ingrid Bergman, and Claude Rains.

THE FARMER'S DAUGHTER
with Joanne Dru, Scott Brady, Betty Hutton, Johnnie Ray, and Milly Sullivan.

THE PARADINE CASE
with Gregory Peck, Vivien Leigh, Alfred Hitchcock, and Susan Hayward.

THE SPIRAL STAIRCASE
with Alida Valli, Joseph Cotten, John Tierney, and Ingrid Bergman.

NOTORIOUS
with Cary Grant, Ingrid Bergman, and Claude Rains.

A BILL OF DIVORCEMENT
with Fredric March and Katherine Hepburn.

INTERMEZZO
with Fredric March and Katherine Hepburn.

COURT MARTIAL
with Dana Andrews and Richard Widmark.

GUEST WIFE
with Grace Kelly and Cary Grant.

HELLZAPPOPIN'
with Glenn Ford and Alphonse Karr.

HEIDI
with Richard Kiel and Sissy Spacek.

STRANGER ON THE PROWL
with Fred MacMurray and Glenn Ford.

THE BOYS FROM STRACUSE
with Richard Kiel and Sissy Spacek.

...AND THESE MEMORABLE FILM TRIUMPHS FROM OTHER LEADING MAJOR STUDIOS

...PLUS 18 MORE OUTSTANDING FEATURE FILMS
proudly present...53 top-quality feature films...first releases from one of the great Hollywood studios...20th Century Fox...starring top players including such luminaries and consumates as...Linda Darnell, Jeanne Crain, Laraine Day, James Cagney, Charles Laughton, Paul Muni, Claudette Colbert and Freida March...famous producers like Darryl Zanuck, Elia Kazan, Arthur Hornblow...and directors by such auteurs as Richard Brooks, John Sturges, Walter Van Tilburg Clark, and Frank Tashlin...authors whose names appear on "best seller" lists regularly! These films cover the whole gamut of human appeal, in purest form; all-family entertainment. They will help you build high audience ratings, sponsor participations and high sales and profits!

HOW GREEN WAS MY VALLEY
with Walter Pidgeon, Maureen O'Hara, Donald Crisp and Barry Fitzgerald
An internationally acclaimed story of love, life and conflict, winner of six Academy Awards.

THE HOUSE ON 92nd STREET
with Lloyd Nolan and William Eythe
The story behind the headlines that stirred the nation about the protection of the steel workers!

THE OX-BOW INCIDENT
with Henry Fonda and Dana Andrews
The intense story behind the story of America's most ruthless manhunt, brought to life by a woman's workings heart.

A YANK IN THE R.A.F.
with Tyrone Power and Betty Grable
Authentic air battle through Europe...brilliant playing, unexcelled by a more romantic story ever!

THE BLACK SWAN
with Tyrone Power, Marsha Hunt and Brian Donlevy
The beloved Natalie Wood meets the deadly Donlevy.

LIFEBOAT
with Tallulah Bankhead and William Bendix
Six men and three women adrift in a lifeboat, with one of the most exciting written by Alfred Hitchcock by John Hitzchcock.

FOOTLIGHT SERENADE
with John Payne and Betty Grable
A story that reaches your heart...with music that will set it singing.

KISS OF DEATH
with Victor Mature, Brian Donlevy and Richard Widmark
The story of latent hatred that explodes in a scantly armored battle of emotions

Plus 37 more outstanding feature films

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

NATIONAL TELEFILM ASSOCIATES, INC.
40 W. 55th STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-3100 • CABLE: NATTELIFM
Foremost Dairies Switches $1.5 Mil. Account to BBD&O

HOLLYWOOD — Foremost Dairies, third largest dairy company in the United States, last week switched its account from Guild, Borenco & Benolagi of San Francisco to BBD&O. Approximately $1.5 million in billings was involved.

Foremost became one of the largest national spot sponsors in TV this spring when it bought the Rosemary Clooney show from MCA-TV for some 60-old markets.

E. L. Volkwein, the firm's advertising manager, said that Foremost has been very happy with the job the program has done, and that there was no connection between it and the switch in agencies.

BBD&O was picked, he declared, because it has branch offices in all of the dairy's marketing areas as well as in foreign countries in which Foremost is expanding.

BBD&O had been handling the company's national business, but 14 or 15 other agencies had been employed on a local basis throughout the country. All of this activity will now be integrated under BBD&O.

According to Volkwein, no decision has yet been made as to future TV plans, but sales results obtained from the medium so far have been extremely good. BBD&O, also, is an agency which has always steered television, with several regional, e.g. Standard Oil Company, Burgermeister, as well as national accounts utilizing the airwaves heavily.

TOP SHOW PLUGGERS

A Weekly Digest of an Outstanding Audience Promotion Campaign

Entered in The Billboard's 18th Annual Promotion Competition

MCA-TV: "Dr. Hudson's Secret Journal"

To launch this unusual syndicated show, MCA-TV and the producers, Gene Sadow and Irwin Morgan, conceived "TV's greatest talent hunt." They got TV Guide to sponsor it. They were looking for a l homicidal 17- to 21-year-old, to play the role of Dr. Tim Watson. The TV Guide of July 30 printed a portion of the pilot script, titled "The Tim Story." The contestants were asked to record their readings of the role and send in the recording with a photo and biography. Local TV stations were asked to cooperate, an A.TV Network trailer in the contest was sent to every TV station that signed for the show.

As the board of judges, MCA and Sadow-Morgan picked Jane Wymans, Ray Milland and George Stevens. Five finalists were picked, each of them getting a big local role. They were shown in Hollywood and met at the airport by John Howard and Frances Mercer, stars of "Dr. Hudson."

On October 6, MCA-TV announced the winner, 19-year-old Joe Walker of Houston, a discovery of the late Margo Jones.

(Next week: WICU-TV, Erie, Pa.)

Half-Hr. Series Put Into Synd.
So Far in '56

14 of 23 Programs
On 1st Run Basis;
9 Web Reissues

Following is a list of the half-hour film series that have been put into syndication so far in 1956. There are a total of 23 shows that are on the air, which 14 went into syndication on a first-run basis and nine were network productions.

The list consists of seven adventure series, seven dramatic series, two situation comedies, two Westerns, one musical, three mysteries and one miscellaneous series.

PLACED ON SALE JANUARY, 1956
The Goldfish—Filmad Films Co.
Output: 1,550 films, 10 miles.
Packed M—MCA-TV.


Czech and Others—NRC Television Films
Adventure, First Run, 39 films.

PLACED ON SALE FEBRUARY, 1956
Three Brothers—ABC Syndication
Adventure, First Run, 26 films.

Stories—MCA-TV
Adventure, First Run, 39 films.

Faust — Hollywood TV Service
Novelty, First Run, 13 films.

PLACED ON SALE MARCH, 1956
Under the Sea—CBS Film Sales
Music—Novelty, Network Reissue.

56 films.

Central Services—National Telephone
Associates
First Run, 15 films.

The American Legend—Official Films
Drama, Network Release of "Coldberas-Guild Men."

Herald Playhouse—ABC Film Syndication

Star 7—Television Program of
Adventure, First Run, 39 films.

Star Performance—Official Films
Drama, Network Reissue of "Four Boys Against the World."

PLACED ON SALE APRIL, 1956
Cry, Baby—ABC
First Run, 30 films.

Theater With LED—PBS
Drama, First Run, 76 films.

PLACED ON SALE MAY, 1956
Brave Eagle—CBS Film Sales
Western, Network Reissue, 26 films.

Slain Temper—MCA-TV
Adventure, First Run, 39 films.

The Pit—CBS Film Sales
Drama, First Run, 39 films.

Rheta—Hollywood TV Service
Adventure, Network Reissue of "Big Strings."

PLACED ON SALE JUNE, 1956
Procter Danish—Hollywood TV Service
Western, First Run, 26 films.

Skyler of Scotland Yard—Hollywood
TV Service
Drama, First Run, 26 films.

Daniel Boone Theatre—Screen Gems
Drama, Network Reissue, 39 films.

PLACED ON SALE JULY, 1956
The Mickey Mouse Show—Screencraft
Productions
Comedy, Network Reissue, 31 films.

Baron of Canada—National Telefilm
Associates
Mystery, First Run, 19 films.

FRED A. NILLES Productions, Inc.
The pace-setting film company, serving the nation's leading advertisers in the motion picture, television, radio and newspaper fields.

22 WEST HUBBARD STREET
In Hollywood: 1040 N. Las Palmas

CAST OF ALMOST 50 INCLUDING—

Homer & Jethro
Lula Belle & Scotty
Bob Acher
Captain Stubby & the Buccaneers
Carl Wilson
The Wilson Sisters
Cousin Tillford
Red Blanchard
Dolph Hewitt
Arie the Woodchopper
Jimmy James & Otis
and many, many other favorites!

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE NATIONAL COVERAGE of the best in motion pictures, TV and radio programming. Contact us to book your favorite programs under our own programs.

Write us for your full schedule.

JACK PRESS CROUPING BUREAU
157 Chambers Street
New York 7, N.Y.
456 West 14th Street
Chicago 10, Ill.
719 Harbor Street
San Pedro, Calif.

Copyrighted material
this is RALPH EDWARDS

these are RALPH EDWARDS' TV SHOWS

"THIS IS YOUR LIFE"
Ralph Edwards, Creator, Producer, Narrator
NBC-TV Wednesday, 10 P.M. E.S.T.

"TRUTH OR CONSEQUENCES"
Jack Bailey, Emcee
NBC-TV Friday, 8 P.M. E.S.T.

"IT COULD BE YOU"
Bill Leydon, Emcee
NBC-TV Monday through Friday
12:30 P.M. E.S.T.

Available Immediately
"PLACE THE FACE"
"FUNNYBONERS"
"FORTUNE UNLIMITED"
a new concept in TV realism

...gets into the heart as well as the home

Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many firsts in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire ABC Film Syndication, Inc.
Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.
Signal Oil
National Biscuit

Many choice markets still available

**CODE 3** top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

**CODE 3** bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

**hottest new show in years**

Executive producer: Hal Roach Jr.
Producer: Ben Fox

... 10 East 44th Street, New York City • OXford 7-5880
Two exceptional new advertising opportunities from the company that made history with TV feature film...

THE BIG IDEA... a fascinating weekly half-hour film series -- the first and only television program to showcase American inventive genius. Producer Don Bennett, creator of the show, exorcises with the clarity of an engineer and the flair of a veteran showman.

In each episode he presents inventors from all walks of life who demonstrate their "brainchildren" -- brand-new, fully patented but unmarketed inventions. Already successfully tested in the nation's fourth largest market, THE BIG IDEA has thoroughly proved pulling power for the gadget-loving American audience and the advertiser who wants to reach it.
KRON Adapts Movie Pattern

NEW YORK—KRON is planning a late night TV show next season that follows a pattern of programming that's been long established in practically every movie theater in the country.

The station, which recently bought a package of Warner Bros. features, cartoons and short subjects from Associated Artists, plans to use them much the same way that movie houses do. According to reports, the station hopes to program a late night show that will start off with a cartoon, which will then be followed perhaps by a short subject and finally by a feature film.

Niles Productions Adds 8 to Staff; 47 Now in Chicago

CHICAGO—Eight new people were added to the Fred A. Niles Productions staff, with one member elevated to the post of creative director, according to Fred Niles, president of the Chicago-Hollywood production firm, bringing the number of staff members to 47 in Chicago.

The new staff members are: Donald Roberts, supervising editor; Roy Carbin, assistant editor; Mrs. Gladys May, costume designer; Tom Beekman, production assistant; Bernard Zalesky, artist; Sally McDonald, assistant to the controller; Joie Webster, sales and production secretary; and Felix Angeleri, editor.

B. L. Easty, who has been with the firm since its inception in the role of publicity director, was appointed to the post of creative director.

WAR IN THE AIR is a brilliant series of 15 half-hour programs, produced by the BBC. Television Service and never before seen in America, that tells the story of the history of the Second World War and Korea, source material for much of today's best-selling novels, motion pictures and television films. Exciting episodes such as “Battle for Britain,” “War in Korea,” and “Jets vs. V2 Rockets” are part of the footage made available to the allied governments, NATO, and all branches of the U.S. Department of Defense.

Acclaimed by the exacting critics of the British press, WAR IN THE AIR is the living history with all the action, suspense, and prestige of powerful realistic drama. (Pre-sold to Rainier AFE for Los Angeles, San Francisco)

KRON TELEVISION
A division of RKO TELEVISION PICTURES, INC.
MAIN OFFICE 1650 BROADWAY, NEW YORK 16, N. Y. | TELEPHONE 4-4800

45 FAMOUS FEATURES
Television's original Million Dollar Movie—this most successful film package ever sold to television—is now available for re-sale in many markets at extremely low cost.

Now...42 branch offices

Albany...1048 Broadway, Albany 3-3318
Albany...105 Luckie Street, NW, Jacksonville 3-1971
Baton Rouge...122-26 Aragon Street, Hammond 6-0432
Baton Rouge...526 Pearl Street, Cleveland 0743
Charlotte...215 West Fourth Street, Edison 3-7712
Chicago...1200 South Wabash Avenue, Hanover 7-3626
Cincinnati...1834 Central Parkway, Cherry 1470
Cleveland...2404 Payne Avenue, Prospect 1-5980
Duluth...402 South Harrison Street, Rapid City 6-7179
Denver...807 Twenty First Street, Alpes 5-6030
Des Moines...1022 High Street, Des Moines 2-5971
Detroit...2150 East Avenue, Woodward 1-4663
Indianapolis...425 North Illinois Street, Meadow 5-2682
Jacksonville...220 East Forsyth Street, Uptown 6-0427
Kansas City, Mo...1712 14 Wyoming Street, Harrison 7-7470
Los Angeles...1989 South Vermont Street, Republican 2-0851
Memphis...152 Vance Street, Jackson 6-128
Minneapolis...732 West State Street, Broadway 1-4445
Minneapolis...1025 Curtis Avenue, North Atlantic 6-887
New Haven...34 Norwalk Street, State 7-219
New Orleans...1416-20 Crawford Avenue, Raymond 1648
Oakland City...710 West Grand Avenue, Central 2-0271
Omaha...1009 Bancroft Street, Atlantic 1-424
Philadelphia...1225 Vine Street, Locust 7-3550
Pittsburgh...1091-13 Blvd of Allies, Grant 2-2257
Portland...516 Northwest Nineteenth Avenue, Capitol 7-6535
St. Louis...343 Olive Street, Jefferson 3-3600
Salt Lake City...204 East First Street, S. Davis 2-5528
San Francisco...751 Hyde Street, Grant 3-2608
Seattle...2356 Second Avenue, Elliot 3125
Washington...932 New Jersey Avenue, NW, District 7-3672
Stockpile of 15 Distributors' Half-Hour TV Film Dramas

By BOB SPILMAN

TV film syndication, which came of age in 1955, today apparently stands at the crossroads. Whereas last season saw the most plentiful supply of product in the history of the medium, for the fall of 1956 there were 11 shows coming off the nets for the first time (the same number of those were not latched onto by distributors immediately). In 1956, there will be available immediately, with the possibility that two or three more may come on the market in due time.

As of this moment there will be only eight new programs on the syndicated market, compared to a year ago. The return supply is also leveling off. In 1955 there were 11 shows coming off the nets for the first time (the same amount of these were not latched onto distributors immediately). In 1956, there will be available immediately, with the possibility that two or three more may come on the market in due time.

Perhaps the most significant characteristic of the situation is its uncertainty. The most common word among telefilm distributors today seems to have become the word "if." If all these "ifs" are resolved by January the yields supply may become more plentiful, but this will not benefit stations looking for new product in September. As of this moment there are the primary reasons for the syndication letdown: (These are not necessarily listed in the order of their importance.)

1. The lapse of time between investment and income for a producer. During this period, bank notes must be carried or the production, with interest often rising to staggering sums.

2. A paucity of Class A time on stations, making selling more difficult and slowing down the process of financial returns.

3. Rising production costs, not balanced by a concomitant increase in income. This has been aggravated by the unrelenting rise of residual payments, which affect the syndicated producer to a much greater degree than one making product for national sale.

4. The 40 per cent distribution fee charged by most distributors. The syndicators are generally able to justify this; producers claim it knocks the props out from under their financial return.

5. The opening of more network time to sponsors, due to the rise of ABC. This, conversely, tends to cut down on station time availabilities.

6. The trend toward multiple sponsorship. This, again, adds more advertisers to web programs, and deprives syndicators of some possible national spot business. Multiple sponsorship in syndication is still relatively rare because of the problem of getting diverse advertisers to agree on times and markets.

7. Initiating of the practice by the net of spotting reruns as strip shows during daytime hours.

On the other hand, there are some factors that possibly are beginning to shift the scales back in the opposite direction.

The Television Bureau of Advertising, in presenting films by the dozens have been replaced by many question marks. The Famous Flamingo Story Theater, established in the late 1940s, has been replaced by many question marks. The Famous Flamingo Story Theater, established in the late 1940s, has been replaced by many question marks. The Famous Flamingo Story Theater, established in the late 1940s, has been replaced by many question marks.

As of this moment there will be only eight new programs on the syndicated market, compared to a year ago. The return supply is also leveling off. In 1956 there were 11 shows coming off the nets for the first time (the same number of these were not latched onto distributors immediately). In 1956, there will be available immediately, with the possibility that two or three more may come on the market in due time.

Perhaps the most significant characteristic of the situation is its uncertainty. The most common word among telefilm distributors today seems to have become the word "if." If all these "ifs" are resolved by January the yields supply may become more plentiful, but this will not benefit stations looking for new product in September. As of this moment there are the primary reasons for the syndication letdown: (These are not necessarily listed in the order of their importance.)

1. The lapse of time between investment and income for a producer. During this period, bank notes must be carried or the production, with interest often rising to staggering sums.

2. A paucity of Class A time on stations, making selling more difficult and slowing down the process of financial returns.

3. Rising production costs, not balanced by a concomitant increase in income. This has been aggravated by the unrelenting rise of residual payments, which affect the syndicated producer to a much greater degree than one making product for national sale.

4. The 40 per cent distribution fee charged by most distributors. The syndicators are generally able to justify this; producers claim it knocks the props out from under their financial return.

5. The opening of more network time to sponsors, due to the rise of ABC. This, conversely, tends to cut down on station time availabilities.

6. The trend toward multiple sponsorship. This, again, adds more advertisers to web programs, and deprives syndicators of some possible national spot business. Multiple sponsorship in syndication is still relatively rare because of the problem of getting diverse advertisers to agree on times and markets.

7. Initiating of the practice by the net of spotting reruns as strip shows during daytime hours.

On the other hand, there are some factors that possibly are beginning to shift the scales back in the opposite direction.

The Television Bureau of Advertising, in presenting films by the dozens have been replaced by many question marks.
still enormous. There is, of course, no telling what might yet be produced for first-run syndication. That would depend on the major regional sponsors and, with the rush of sponsors, there is little likelihood that any of them will order a brand new anthology. The chances are that any dramatic series produced specifically for syndication will have a specific type of story, such as "Science Fiction Theater." But there is still plenty of drama on network that can be expected to lend up in syndication sooner or later. And, as usual, MCA-TV stands to get the major share of this supply. Five series that have played the 1955-1956 season on network among them represent a potential increase of about 200 films to MCA-TV Syndication Division's drama collection: "Star Stage," "Alfred Hitchcock Presents," "General Electric Theater," "Jane Wyman's Fireside Theater," and "The Millionaire." Four of these series will continue on the networks in the 1956-1957 season, and in addition MCA has now taken over production of the "Schlitz Playhouse of Stars," which will thus also be reduced to its syndication division ultimately.

Two other network television drama series that have yet to see the light of syndication are the "Saturday Night Show" and "TV Reader's Digest," both of which received the higher ratings per week than any of the 200 dramatic films to the syndication stockpile.

Good Buys

Anthology drama has always been presumed to have high rerun tolerance. The station can mix them up, put a new title on the series, give them a new look according to the story type. The sponsor or station can add its own label. Thus, the series is not immediately recognizable as a rerun. It is only the astute viewer who will spot a particular film as one he has seen before.

Anthology: drama generally draws a broad adult audience, so it tends to be stronger on women viewers. In the modern pattern of living, in which husband and wife tend to co-operate in family functions, including buying decisions, more advertisers are seeking such an audience.

The stockpile of anthology drama in syndication represents a production investment of over $400,000,000. It includes some of the best shows ever filmed for TV. It contains numerous buys, and there is plenty to go around.
A Quick Look at the New Net Programs:

More than 26 new TV programs will make their debuts on the three networks during weekends and evenings in the fall of 1956. Here are brief previews of most of these new shows:

THE BONO-BONO SHOW, CBS-TV, Sunday, time not set yet.
The late fall will see the debut of UPA Pictures' all-cartoon show named after and intended by one of UPA's most famous characters, Gerald McBoing-Boing. There will be five different segments in each half-hour stanza. One of these will consist of UPA's theatrical subjects (except for the Mr. Magoo series). The rest, all TV originals, include the "Dusty of the Circus" series, the Twilights Tunes, consisting of gleeful songs and dances; a series of six cartoons about contemporary artists, including Dufy, Chaplin, Max and Mino; "American Inventors," humorous stories about Edison, Fulton and others; and a "Musical Vigette," consisting of abstract animation in jazz background. Over 30 original songs have been composed for this show. Needles to say, it will be for children of all ages.

LANDMARK, CBS-TV, Sunday, 5-6 p.m. EST.
Based on the Random House series of history books for kids, the TV show will be hosted by the publisher's boss, Bennett Cerf. Each episode is an adventure on an actual hero or heroine venture in American history. There's one on Rhoda Allen and the Green Mountain Boys, relating their capture of Fort Ticonderoga in the opening days of the Revolutionary War. There's one on the Pony Express. The opening stanza is on John Paul Jones. Followed at the 20th Century-Fox studio's on the West Coast, "Landmark" has lots of action, excitement and big sets. It's an education-entertainment package for the whole family.

ADVENTURES OF THE 77TH BENGAL LANCERS, NBC-TV, Sunday, 7:30 p.m. EST.
In the 1880's, a turbulent decade when England's colonial empire was being fielded together by the might of its overseas forces, the setting of this new costume-adventure series being produced by Screen Gems. Bert Leonard, who also is making out "Run Tin Tin" and "Circus Boy," is the creator and producer of this show. Final pace of the series is in the adventures of two members of the 77th Bengal Lancers. They will be portrayed by Phil Carey and Warren Stevens.

CIRCUS BOY, NBC-TV, Thursday, 7:30-8 p.m. EST.
The same troupe that came out with the successful "Run Tin Tin" series is responsible for "Circus Boy," a Screen Gems property. Bert Leonard will be the producer and Robert Walker the director of this new show, which stars a young newcomer, Mickey Rourke, in the role of an orphan boy who is "adopted" by a traveling circus in the early 1900's. Noah Berry will play Joey, the clown, who is a combination of father and teacher to the boy. Robert Lowery plays Big Tim Chambers, the manager of the circus. Also an important member of the regular cast is Brinno, a baby elephant, the boy's pet.

THE ADVENTURES OF SIR LANCELOT, NBC-TV, Monday, 8:30-9 p.m. EST.
King Arthur and his knights of the round table figure in this adventure series about Martin of Oak East England. The show will attempt to recapture the color and action of medieval England throughuchs, boasts and authentic costumes. The choice of the original, "Lancelot," is described as a new Laurence Olivier, played in England, "Lancelot." It is an attempt by Hannah Weinstein of the NBC staff to rival the success of its "Robin Hood" series.

STANLEY, NBC-TV, Monday, 8:30-9 p.m. EST.
"Stanley" will present a new personality to the American TV setlover -Buddy Hackett. The retold comedians will play the manager of a revue in one of the leading New York hotels. Hackett has been a big-time on the nightclub scene, but first sprang into national prominence in the Broadway play "Loneliness and Lovers." Max Lieberman will produce and direct.

LAWRENCE WELK SHOW, ABC-TV, Monday, 9:30-10:30 p.m. EST.
The format of the second hour-long Welk stanza on ABC-TV has not been decided yet, with only seven basic principles decided on. The program will be patterned after the lines of the Saturday Welk show, but will be broadcast to a teen-age audience. Talented and guest performers will be young people. At the same time new personalities will be given a chance to break in, with the possibility that a talent search will be conducted among college's in conjunction with the program.

THE BROTHERS, CBS-TV, Tuesday, 9:30-10:30 p.m. EST.
One of the few new situation comedies to make its appearance next fall, "The Brothers" will star Gale Gordon and Bob Sweny as two brothers who are partners in a photo studio in San Francisco. Romantic interest will be provided by Anna Marie, who plays a lady doctor and girl friend of Gordon, and Nancy Haskell, who plays the part of Sweny's girl friend. Another regular is Frank Sch, who plays the father of the brothers. An unusual character in the show is Andy, a dark-skinned worker who never appears on screen but whose caustic comments are frequently heard.

HERB SHIRKER SHOW, CBS-TV, Tuesday, 9:30-10:30 p.m. EST.
The initially planned as an hour-long show, the new Herb Shirk show program will hit the air as a half-hour show (Continued on page 32)
### Rerun Ratings

There was a time in the TV business when "reruns" was a dirty word, and, indeed, in some outlying quarters it probably still is. But the experiences of recent years have pretty much dispelled the once widely held prejudice against reruns, which was based on the theory that the second run of a film program will of necessity get a smaller audience and an unsatisfactory rating.

It is occasionally necessary to document the performance of rerun films. The following chart gives a generous sampling of rerun ratings registered over the past couple of years. "Rerun" actually can refer to anyone of several different phenomena. The chart gives examples of five different types of rerun situations.

All the information in the following chart was provided by the distributors of the shows listed. Naturally, they all tell pretty good stories. There is no implication here that some reruns—like anything else—do not do so well. But the following facts are numerous, and they are true.

---

### I. Network Rerun—Some Year

**Title:** RAT MILLAND SHOW  
**Sponsor:** General Electric  
**Network:** CBS, Thurs., 8:30 p.m.  
**Distributor:** MCA-TV  
**Ratings:** A. C. Nielsen

<table>
<thead>
<tr>
<th>FIRST RUN</th>
<th>SECOND RUN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year</strong></td>
<td><strong>Rating</strong></td>
</tr>
<tr>
<td>24 June</td>
<td>20.0</td>
</tr>
<tr>
<td>25 June</td>
<td>20.0</td>
</tr>
<tr>
<td>27 June</td>
<td>20.0</td>
</tr>
<tr>
<td>29 June</td>
<td>20.0</td>
</tr>
</tbody>
</table>

(Continued on page 32)
In the 1860-1870's, the term "Biggest Money-Maker" was used to describe the most successful television series. The term was coined by the American Research Bureau, a company that tracked the television industry. The Bureau used ratings, which were based on the percentage of households with televisions that tuned in to a particular show, to determine the success of a series. The highest-rated show in this period was "The Big Surprise," which featured a drama about a family business. The show's success was due to its engaging storyline, well-written characters, and high-quality production values. The show's success also helped to establish the importance of ratings in the television industry, and paved the way for the development of modern rating systems. Today, rating systems are used to determine the success of television shows, and are an important tool for television networks in planning their programming schedules.
Network Ratings of The 1956 Reissues

A dozen network programs—past and present—have been pulled from syndication in 1955. In some cases, the consideration of a film series thus reissued, the buyer has the advantage of hindsight. He can find out how the series did during its network run.

HERREWAS ARE SAMPLINGS OF NETWORK RATINGS DRAWN BY MOST OF THE SERIES GOING INTO REISSUE SYNDICATION IN 1956.

FEDERAL MEN—MCA-TV

As "Treasury Men In Action" this series played NBC-TV, Thursday, 8:30-9:30 p.m., from April, 1951, thru March, 1954. It moved to ABC-TV, Thursday, 8:30-9:30 p.m., in October, 1954, running there until April, 1955. That summer, June thru September, 1955, it played ABC-TV, Friday, 8:30-9:30 p.m.

Some ratings (American Research Bureau):

<table>
<thead>
<tr>
<th>Location</th>
<th>April-May 1954</th>
<th>April-May 1955</th>
<th>May, 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>26.6</td>
<td>36.5</td>
<td>29.5</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>28.6</td>
<td>30.8</td>
<td>25.5</td>
</tr>
<tr>
<td>St. Louis</td>
<td>28.7</td>
<td>28.7</td>
<td>28.7</td>
</tr>
<tr>
<td>Portland</td>
<td>26.1</td>
<td>26.1</td>
<td>26.1</td>
</tr>
</tbody>
</table>

THE AMERICAN LEGEND—Official Films

The first films in this series are out of "Cavalcade of America," which played for three years, first on NBC-TV, then on ABC-TV, Thursday, 7:30-8:30 p.m., until it was replaced in the fall of 1953 by "Cavalcade Theater." Following are some American Research Bureau ratings it received at the time. In the market covered it was in the same slot as "Treasury Men In Action.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>18.6</td>
<td>18.6</td>
<td>16.5</td>
<td>10.7</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>22.2</td>
<td>22.2</td>
<td>21.4</td>
<td>17.7</td>
</tr>
<tr>
<td>St. Louis</td>
<td>18.2</td>
<td>18.2</td>
<td>17.8</td>
<td>17.8</td>
</tr>
</tbody>
</table>

MYCKET ROONEY SHOW—Screencraft Pictures

The series of 30 films ran under the same title on NBC-TV, Saturday, 8:30-9:30 p.m., from September, 1954, thru May, 1955, competing against the first half of the Jackie Gleason show. The Rooney show's average rating over that run was reported at 23.8.

STAR PERFORMANCE—Official Films

The bulk (120) of the 153 films in this package are covers of "Four Star Playhouse," which ran for four years on CBS-TV, Sunday, 9:30-10 p.m. Some recent "Four Star" ratings (American Research Bureau):

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
</tr>
<tr>
<td>Chicago</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
<td>23.5</td>
</tr>
<tr>
<td>Kansas City</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
<td>28.6</td>
</tr>
</tbody>
</table>

Quick Look at New Web Shows

- Continued from page 32

...can be seen in the lead role, with Powell doing one or two, and others set for Ralph Bellamy, Jack Lemmon, etc. It will move ABC-TV, Thursday, 8:30-9:30 p.m., in October, 1954, running there until April, 1955. That summer, June thru September, 1955, it played ABC-TV, Friday, 8:30-9:30 p.m.

SECRET FILE, U.S.A.

Starring ROBERT ALDA

SCORE: The Capital Cities of the World

SUBJECT: Incredible exploits of American intelligence in the continuing fight for freedom.

METHOD: Semi-documentary based on true accounts of espionage and intrigue.

26 HALF HOURS—AVAILABLE 1st RUN IN MANY MARKETS

JEROME BALSAM FILMS, INC.

1501 Broadway, New York, N. Y.
(Phone 3-6817)

CONTACT YOUR NEAREST REPRESENTATIVE

L. M. S. Inc.
John Eslinger, Sales Manager
2500 Sentry Bldg.
New York City, N. Y.

R. B. Films
Barry Goldstein
307 N. Wabash Ave.
Chicago, Illinois

C. A. Film Dist.
Robert Gabriel
3808 W. Calumet Ave.
Chicago, Illinois

G. W. Pictures
Bud Wheeler
Arbor City, Mich.

Scripps-Howard
R. M. Sine
Pittsburgh, Pa.

Arthur Davids
Bell Pictures
3701 Flager St.
Miami, Florida

Copyrighted material

MAX LIEBFMAN PRESENTS "Stanley"

Starring BUDDY HACKETT

Max Liebfman

N.B.C.-TV

The Billboard

TV Film Programming

Copyrighted material
**Viewers to Win Program Battle**

Continued from page 15

- should improve over "Star Stages" where May Arbe was 137.
- ABC's most promising entry is "Jim Bowie" at 8, produced by the very successful Lou Edelman. And NBC's once monthly Dinah Shore hour-long shows, 9-10, should get plenty of audience interest.

Saturday Romance

SATURDAY: This another evening that shows drastic programming changes, primarily by CBS. This networks "Buccaneers" at 7:30 p.m. should be an improvement over "Beat the Clock," and it could do better than its NBC opposition, "People Are Funny." The revamped hour-long Jackie Gleason show, with an increased budget and some new names, will give Perry Como, 8-9, a stiffer battle for audiences.

On its part, NBC has relocated Sid Caesar at 9-10, where it will be facing two unknown quantities, "Old Susannah," the new Gale Storm vehicle, and the promising "Fare, Enough!" Thus, the outlook in the 9-10 hour is for stiffer competition for ABC's Lawrence Welk, who "Masquerade Party" on ABC at 10:30 should cut into CBS and NBC audiences.

SUNDAY: NBC has concentrated its strongest efforts on this evening, and ABC, too, has made some changes. CBS stands pat with success. NBC should do better between 7 and 8 p.m., where it will present two new Screen Gems shows, "The Adventures of the 77th Bengal Lancers" and "Circus Boy." Steve Allen figures to improve his rating against Ed Sullivan at 8-9, and Bob Hope, who goes once-monthly in the 9-10 slot, should present a 'greatest threat to CBS than the dramatic hour.

ABC "Omnibus"

ABC's new Sunday night offering is "Omnibus," 8-10:30 p.m. The hour-and-a-half stanza will probably increase sets-in-use, instead of taking viewers away from the competition.

"Amateur Hour," which has been moved up to 7:30-8:30, will be up against stronger stations and may not do as well as last season, tho the NBC executives think differently.

The big question marks for NBC are: Sunday, Monday and Tuesday. For CBS: Tuesdays, Thursdays and Saturdays. For ABC: Monday, Wednesday and Thursday. But no matter who wins, the audiences will profit. They will be seeing better shows.

---

**"TIC TAC DOUGH"

**starts July 30, 1956 • NBC

Monday thru Friday

**"TWENTY-ONE"

**starts Sept. 12, 1956 • NBC

sponsored by

**PHARMACEUTICALS, INC.

**Jack Barry and Dan Enright Productions**
The Seal of the American Society of Composers, Authors and Publishers on music is a mark of distinction. It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.
Quick Look at New Web Shows
- Continued from page 33

swashbuckler Robert Shaw. The original stories will tell how Tempest fought to defend Navarre in the Bahamas against pirates and Spaniards. Sapphires is filming the series off the coast of Cornwall. Tempest's galleon, the Dilupa, is a reproduction of the ship that plied the Perigord in John Huston's "Moby Dick.

JACKIE GLEASON SHOW, CBS-TV, Saturday, 8-9 p.m., EST.
The "new" Jackie Gleason show this coming season will be more than a little reminiscent of the Gleason show of the season before last. In fact, Gleason is reverting pretty much to the same format he utilized last year. Reggie Van Gleason III, the Poor Soul and the Loudmouth. The June Taylor Dancers will also be back, as will Ray Bloch and his orchestra.

OH! SUSANNA, CBS-TV, Saturday, 9:30-10 p.m., EST.
A comedy starring Gale Storm, this program will utilize Miss Storm's talents to combine dancing and singing with the yoke. Set aboard a hanky liner, the heroine plays the social director, thus offering a wide scope of material. It's intended to have the ship put in ports all over the world. Exteriors are being filmed on the S.S. Cleveland. Additional regular characters of the series are portrayed by ZZ/F, Pitts and Roy Roberts.

HEY, JEANNIE! CBS-TV, Saturday, 9:30-10 p.m., EST.
Starring comedienne Jeannie Carson, this is a situation comedy dealing with the tribulations of an English girl just arrived in the United States. Because she's not acquainted with American customs, all sorts of imbroglio result. In order to make use of Miss Carson's (Continued on page 29)

Network Ratings of The 1956 Reissues
- Continued from page 32

BRAVE EAGLE—CBS TV Film Sales
Run under the same title during the 1955-56 season on CBS-TV, Thursday, 7-8 p.m., where its chief competition was "Disneyland.
Its ratings (American Research Bureau):
Oct. 1955............ 78 Feb. 1956 .... 11.1
Nov. 1955 ............ 16.2 March 1956 .... 11.2
Dec. 1955 ............ 8.0 April 1956 .... 12.0
Jan. 1956 ............ 16.9 May 1956 .... 8.7

DAMON RUNYON THEATER—Screen Gems
Run under the same title during the 1955-56 season on CBS-TV, Saturday, 10:30-11 p.m., where its competition was "Your Hit Parade.
Its ratings (American Research Bureau):
Oct. 1955 ............ 16.1 Dec. 1955 .... 15.4
Nov. 1955 ............ 18.3 Jan. 1956 .... 19.0
Feb. 1956 ............ 17.3

CHAMPION—CBS TV Film Sales
Run under the same title from September, 1953, to March, 1956, on CBS-TV, Friday, 7:30-8 p.m.
Its ratings (American Research Bureau):
Oct. 1953 ............ 9.2 Dec. 1953 .... 7.4
Nov. 1953 ............ 7.6 Jan. 1956 .... 11.9
Feb. 1956 ............ 8.2

ALL STAR THEATER—Screen Gems
The fourth favorite of "Furn Theater" dramas to be released placed network during the 1955-56 season, on NBC-TV, Thursday, 9-10 p.m., drawing an average Nielsen for the season of 33.9. Some of its individual ratings (Nielsen TV Index):
Oct. 6, 1955 ........... 35.9 March 1, 1956 .... 33.7
Nov. 19, 1955 ........... 36.3 April 19, 1956 .... 31.9
Dec. 15, 1955 ........... 36.9 May 17, 1956 .... 36.4
Jan. 19, 1956 .......... 38.3 June 21, 1956 .... 24.4

HEADLINE—MCA-TV
Run as "Big Town" with Mark Stevens during the 1954-55 season, on NBC-TV, Tuesday, 10:30-11 p.m.
Some of its ratings (American Research Bureau), almost all of them on delayed broadcasts:

ATLANTA
Nov.-Dec., 1954 .......... 26.1
Mar.-April, 1955 ...... 26.1

CHICAGO
Nov.-Dec., 1954 .......... 20.3
Mar.-April, 1955 ...... 20.3

CLEVELAND
Jan.-Feb., 1955 ........ 20.3
Mar.-April, 1955 ...... 20.3

SAN FRANCISCO
Nov.-Dec., 1954 .......... 20.0
Mar.-April, 1955 ...... 20.0

Directed by
"Your Hit Parade"
NBC-TV
NOSTALGIA AT PARAMOUNT: 
FRANK & TOMMY TEAM AGAIN

NEW YORK — Strings of yesterday will be sweeping down the aisles of the Paramount Theater here Wednesday (15) when Frank Sinatra and Tommy Dorsey team up for the first time in seven years,iza ; Frank and Tommy on hand, the bill will feature comedian Joey Bishop.

A&P Superm'k's Go All-Out 
For Retail Disk Racks

Move a Likely Sparkplug for Lesser 
Chains to Climb Platter Bandwagon

By JUNE BUNDE

NEW YORK — The Atlantic & Pacific Distributors, a company largely protected in the U.S., with thousands of retail outlets across the country, has put into all of its stores from Coast to Coast a rack of A&P album records. The venture was designed to put new market for platters and leading the way to full acceptance of disk racks by the powerful 

trade in the industry.

The A&P chain has been co-operating with disk racks in various

cities, including Pittsburgh, Chicago, and Minneapolis.

Meanwhile, in honor of the natal, on-stage reunion of Dessie, the drummer, and William Barton, the entire WERE, Cleveland, Show (9:30 p.m.) from backstage at the Paramount Theater Wednesday. The local show will be aired live from the studio.

Music Pitch

Pubbing Plans Set 
Brill Bldg. Spinning

NEW YORK — NBC's new music publishing operation (The Brill Bldg. was purchased in August) will include a BMI as well as an ASCAP company.

Both firms were originally set up by Martin Stone's Kagan Corporation and were acquired by NBC after they required them when the web took over Kagan now tagged California New York.

All NBC plans to put out songs for both publishing firms, BMI of course still operates under the same name.

Most of NBC's moves into the publishing field have caused some consternation and changes around the Brill Bldg. financial proprieties, being one of the reasons NBC is in the music field.

However, one move having to do with the Brill Bldg. plans in this direction, nor any details set on how the deal will be handled.

The BMI, a firm, formerly tagged Children's Songs, Inc., has been rechristened Lively Music, with Hilary Butts taking the

named Kagan Films, Inc., is now titled Spectra

lyrics. Rapp's hit, 

hich was nationally syndicated recently, is a kiddle tune

P, has about 100 properties as well as

and devoted to more folk and

musical, and also with the Brill Bldg., the firm, including Spectra, the NBC-ASCAP firm's tie doesn't necessarily mean it will

Torme Sock With British

LONDON — Following Torme's success in radio and in concerts here, two British companies are bidding for the rights to make-for-British-only disks of his songs.

Now that Torme's contract with Bethlehem is for L.P.'s only came as a welcome surprise to both record firms-two of which made im-

portant bids to get the singer's

single releases to be confined to this country only. Currently, Torme is weighing offers from Philips and Pye-Nick, and is expected to make his decision in the near trial screenings for both companies.
NEW YORK — RCA Victor pulled out all the stops last week in the launching of its annual September “Book Best Buy” discount pro-
gram to its distributors. Dubbed the “Showcase in Sound,” the plan featured a selection of sampler disks on which dealers, for the first time, will be allowed to sell their normal profit margin.

Additional features of the plan will include curb-side disc sales, per-
disc, exchange privilege on sele-
packet, and a group of six catalog items to be sold at 25 per cent
discount. Discounts, dating and exchanges are left to the discretion of the individual distribution.

The body of the program is a group of 26 new LP pack-
ges, 14 of which are classical. Out of the regu-
lar Victor sets, three are complete

**AM-PAR Gives Distribs Extra 10% Discount**

NEW YORK — AM-PAR is ex-
tending its extra 10 per cent dis-
count on disc ordering to its dis-
tributors during July and August.

The 10 per cent, in addition to the regular discount accorded to dealers, is available on all ARS-Paramount, MGM and
LP’s purchased during the two-
month period. Orders must be re-
dated for release before Septem-
ber 1st.

Meanwhile, AM-PAR pres.
San Clark reports two new distribu-
tor arrangements had been
switched from Mangel to Arnold.
Distributing Company in Chica-
go, N.C., and from Universal to
David Rosen in Philadelphia.

Clark says the change in both
label set up its own distributing
branch in order by the hour.

**Capitol Snags “Giant” Rights**

HOLLYWOOD — Capitol Rec.
ordinates its fifth million dollar
soundtrack album deal of the year,
last week, completing negotiations
for the rights to the Warner Bros.
toon, “Giant.” Unusual aspect un-
related to the agreement was
that the deal was executed without
Capitol having heard or seen a
sample of the LP, or the tapes
completed by Dimitri Tiomkin.

Album agreement also calls for
the right to record and sell four
singles, paired Tiomkin and Pat Pleas Webster, with the
reportedly set for recording by Lee
Baxter.

Previous movie soundtrack pack-
ages this season were “Oklahoma,” “South Pacific,” “King & I” and “High Society.”

**Rogers Gets Assistant Director Post at Dot**

HOLLYWOOD — Milton Rog-
ers, veteran arranger and vocal
coach, was appointed to a post
named to the post of assistant

**Disk-Film Tie-Ups Promote Mutual, Hefty, Dog-Day Hypo**

NEW YORK — Promotion of
the latest general advertising
will be better than ever this summer, with
project and Starburst, and a number of other prominent
vocalists, Rogers will report to
music director Billy Vaughn, with
his appointment effective immedi-
ately.

**NEW YORK — RCA Victor...

EULIS DEBUT GETS WEST END FLAVOR**

LONDON—The reactions of our
friend Eric Elvis were filmed here last
week by a CBS-FIY film unit and
now are being prepared for
screening over the West End’s “Morning
Star” theater.

The films were made in the months prior to
Elvis, the “Crucify of the Graft-

**AUTUMN WORDS**

The popularility of actor Vincent
Price, hyped by his recent ap-
ppearence in the “500,000 Club-
Jams” TV show, has raised a Sep-
ember release for his readings of
contemporary and classic stories.

In September will be a new
series titled “Man of the Hour,”
which will include portions of James Joyce’s “Ulysses,” a
story by Lawrence Durrell and
E. M. Forster, and “The Book of
the Thousand Faces” and “The Tale of David” by
Judith Anderson, and “The Book of the Thousand Faces”
by the film actor, Herbert Marshall.

Capitol inked several new dis-

**Webman Joins Decca Staff**

NEW YORK — Hal Webman,
has joined the New York artist
and repertoire staff of Decca Rec.

**Ager & Meyer Off...**

NEW YORK — Milton Ager
and George Gershwin have been
from the Council of the Songwriters
Proactive Association, Ager has
also been busy in Los Angeles,
for the last year, while Meyer is
moving to the West Coast, where
he has a new home in two weeks.

The two have been replaced on the Council by Burton
Spradley, who will have his
appointments become effective
August 8.

**Elvis Presley**

**Victor Breaks ‘Best Buy’ Album Pitch for Fall**

Offers Two Samplers Discounts, Bread And Butter Rep in Fancy Dress Packages

**Urana Preps 50 New LPs**

NEW YORK—Urana Records is
releasing 50 new LP’s for re-
leasing this fall and winter, with
10 packages announced for the market September 10.

The new releases include two ballet music releases, two opera
highlights, two jazz LP’s, one
New Orleans jazz LP with an
LP on recital by pianist Karl
Schmalke. The label is also re-
leasing a limited edition of the
Ludwig II of Bavaria, which
includes the concert performances of the music in the
LP’s. Each month from now on

**M-G-M Sticks to ‘Baker’s Dozen’ Pitch for Fall Sales**

NEW YORK—M-G-M Records
has decided to stick with a
repeating pattern of a “dozen”
LP’s each month as the basic
strategy, according to a public
statement released by Jack
Broc.

A Dick Hayman trio package;
*Concerto for Lover*, featuring the
cello playing of Robert Maxwell
with his harp

**FORE!**

**Pluggers Frolic on The Greens**

NEW YORK—The annual out-
look for records and Cassettes
in 1964, as far as retailers are
concerned, was previewed last
week at the annual Mid-Atlantic
Salesmen’s Union show held Thurs-

**CAEDMON LAUNCHES PROSE P’KGE**

NEW YORK—Caedmon Rec.
, specialist in spoken word dis-

cd, has produced several high-

**Webman Joins Decca Staff**

NEW YORK — Hal Webman,
has joined the New York artist
and repertoire staff of Decca Rec.

**Ager & Meyer Off...**

NEW YORK — Milton Ager
and George Gershwin have been
from the Council of the Songwriters
Proactive Association, Ager has
also been busy in Los Angeles,
for the last year, while Meyer is
moving to the West Coast, where
he has a new home in two weeks.

The two have been replaced on the Council by Burton
Spradley, who will have his
appointments become effective
August 8.

**Victor Breaks ‘Best Buy’ Album Pitch for Fall**

Offers Two Samplers Discounts, Bread And Butter Rep in Fancy Dress Packages

**Urana Preps 50 New LPs**

NEW YORK—Urana Records is
releasing 50 new LP’s for re-
leasing this fall and winter, with
10 packages announced for the market September 10.

The new releases include two ballet music releases, two opera
highlights, two jazz LP’s, one
New Orleans jazz LP with an
LP on recital by pianist Karl
Schmalke. The label is also re-
leasing a limited edition of the
Ludwig II of Bavaria, which
includes the concert performances of the music in the
LP’s. Each month from now on

**M-G-M Sticks to ‘Baker’s Dozen’ Pitch for Fall Sales**

NEW YORK—M-G-M Records
has decided to stick with a
repeating pattern of a “dozen”
LP’s each month as the basic
strategy, according to a public
statement released by Jack
Broc.

A Dick Hayman trio package;
*Concerto for Lover*, featuring the
cello playing of Robert Maxwell
with his harp

**FORE!**

**Pluggers Frolic on The Greens**

NEW YORK—The annual out-
look for records and Cassettes
in 1964, as far as retailers are
concerned, was previewed last
week at the annual Mid-Atlantic
Salesmen’s Union show held Thurs-

**CAEDMON LAUNCHES PROSE P’KGE**

NEW YORK—Caedmon Rec.
, specialist in spoken word dis-

cd, has produced several high-

**Webman Joins Decca Staff**

NEW YORK — Hal Webman,
has joined the New York artist
and repertoire staff of Decca Rec.

**Ager & Meyer Off...**

NEW YORK — Milton Ager
and George Gershwin have been
from the Council of the Songwriters
Proactive Association, Ager has
also been busy in Los Angeles,
for the last year, while Meyer is
moving to the West Coast, where
he has a new home in two weeks.

The two have been replaced on the Council by Burton
Spradley, who will have his
appointments become effective
August 8.
 Irving Mills
Eyes Debut in Classic Field

HOLLYWOOD — Irving Mills, veteran music figure and president of the music publishing firm that bears his name, has run a successful campaign in music from jazz to the classics.

As the last ingredient in a personal project and not associated with Mills Music, is to be made available via the formation of California Pictures, Inc., for the distribution of a lengthy series of films made for the nation’s top long-haired artists.

Details will be out at the outset be limited for showing in music halls, churches, schools, and post offices. The plan is to line up a series of booking down for the film concerts, with the first date tentatively including the Academy of Music, Brooklyn, and the Greek Theater, Los Angeles. Talent featured in the films include LeRoy Anderson, Jascha Heifetz, Arturo Rimoldi, Gregor Piatigorsky, Joe Itchel, Arturo Tedeschini, and the Coolidge String Quartet.

The New York Philharmonic Orchestra conducted by Mitropoulos.

Films were acquired by Mills from independent producers here and abroad, and will deal with American and foreign rights and television rights in some cases. First showings are expected to occur in New York, and will be under the title, “Irving Mills Presents.”

Hi-Fi Starts
Fall Campaign

HOLLYWOOD — High Fidelity Records, Inc., kicks off its full merchandising campaign with the release of six 12-inch LPs for the fall, in accordance with the company’s plan to double its catalog by the end of the year.

The hi-fi industry, which until now has specialized somewhat in the release of small labels, claims to have done in excess of 81 million in annual sales. The industry will expand, with the advent of vocal and other instruments, and the leading companies (by English vocalist Dorothy Carrels will have launched a new series of records titled “Swinging Harp,” followed by Bruce Prince-Jones, “A Bruce Prince-Jones Fugue” at Columbia University; “George Wright Plays the Electronic Organ,” and a new release of some piano music will be issued during September.

Richard Vaughn, president of the label, reveled that he will continue to “cater to the masses, but not the major material while enquiring the scope of the high-fidelity market and also made available on monophonic, bi-channel and stereophonic tape.

MIT Show Pull
Best Since ‘49

CHICAGO — The 1956 Music Industry Trade Show, held last month, attracted 971,321 visitors, representing personal, pop attendance since 1940. Of these, 4,683 were listed as buyers, an increase of 26.4% over 1955.

William R. Gerd, executive secretary of the National Association of Music Merchants, which sponsored the show, said that the 1957 show has already been scheduled for the first week in May at the new Astor House here, July 15 thru 18.

Traditionally, the show is held in New York only once in four

---

**Mills Pacts Three Deals With Decca**

NEW YORK — Mills Music, now that its famous catalog of disk business, is busy these weeks signing its recording agreements. Three deals were set last week.

Three deals, Dorothea Jours and the Sunriderettes, both of whom had their recording Artists’ Dairies, were signed to three-deal with Decca. Jours and the Sunriderettes were teamed over the major market, and were billing their hit, “Mr. Basa,” had been sold previously to Kapp.

In Hollywood, Decca lapped up contract star Rafael Mendez via Decca. Mendez is very popular in the Latin Far West featured by Van Dyke Barrows, Edmonton.

---

**Kavan Gets New Col. Post**

NEW YORK — Stian Kavan, Columbia Records’ national sales manager for singles, has been appointed to the newly created position of executive assistant to the president and vice-president of the firm.

In the new capacity, Kavan will continue to manage the company’s A&R activities and will work at the link between album sales and the market, keeping the sales department informed of developments. This will enable Kavan to accept new develops and the acceptance of the disk’s various propaganda and public relations departments.

He will continue in his sales post as well, reporting to Hal Cook, vice-president sales.

With the New York office staff currently expanded, the effort of the company, has named John J. Stellie manager of the New York office, and has added the post of producer/musical director.

In the company’s answer to the recent surge in sales interest in singles, Columbia will release the “Porgy and Bess” record in the sales department.

Ken Alphonse, director of Columbia, said the record, and “Alphonse, director of Columbia, said the record, and the firm is expected to develop its own marketing strategy.

---

**The Billboard**

---

**Mafia Bosses To Reissue Gold**

BY BEN GREVATT

NEW YORK — Long dead and dusty, once considered personal munitions of the mobsters, disques, has proved it can rise up and turn gold. That a hit or single or album can spark profitable revenues by an artist’s former悬挂 is being demonstrated an aol the current disk market.

This time, however, is the emergence on The Billboard’s best selling R&B singles chart of Eddie Carrol, aka Coral, with a subsequent release of a branded disking on yet another label.

Coral’s label has set an Ames Brothers package which will compete with RCA Victor and Reprise with the title “Gold" on the latter label.

In the street field, Coral recently brought out of the mob-built a Carlin Cass recording, when the label was launched its reason with "Lovin’ Tower," Mickey C&M-Grella’s "Mama's Little Boy," with an eighteen-year-old Joe Young hunch, and another title, "I Get It on the Dot label with Pat Boone.

Count Basie is another artist who was once sold gold on a variety of labels. His most recent single hit, "April in Paris," and a string of songs were released on labels from Decca, Mercury, also has a mortality price.

(Continued on page 99)

---

**Canada Firm Distributes Many Indie Labels**

TORONTO — Phon-o-Motive, Ltd., Canadian record firm organized by Don McKinnon in April of this year, has signed contracts with 11 independent labels, including several Kapp, Modern, RPL, Melba, Van-Grey, Joplin, Stelly, Josie, De Lap, Federal, and others.

President McKinnon attributes July’s impressive contract signings with many American labels to the Stevens’ "Swingin’ It’s Summertime," two hits which was introducing the disk, on the air in Canada.

Mills Music is rated to bring another side from the Platters’ new album, the group may have to record any new material until 1957. Both sides of their single pot hit are from the album and Mercury has 16 unreleased titles, and again acquired a series of sides cut by the publishing house. The deal also calls for Mills to record additional material from the film "The Magic of the Waltz." The company signed Billie Holiday and the band's strong slots on the album are under the title.

---

**MOTHBALL BONANZAS**

**Valkyrie Wax Melts To Reissue Gold**

BY BEN GREVATT

NEW YORK — Long dead and dusty, once considered personal munitions of the mobsters, disques, has proved it can rise up and turn gold. That a hit or single or album can spark profitable revenues by an artist’s former悬挂 is being demonstrated an aol the current disk market.

This time, however, is the emergence on The Billboard’s best selling R&B singles chart of Eddie Carrol, aka Coral, with a subsequent release of a branded disking on yet another label.

Coral’s label has set an Ames Brothers package which will compete with RCA Victor and Reprise with the title “Gold" on the latter label.

In the street field, Coral recently brought out of the mob-built a Carlin Cass recording, when the label was launched its reason with "Lovin’ Tower," Mickey C&M-Grella’s "Mama's Little Boy," with an eighteen-year-old Joe Young hunch, and another title, "I Get It on the Dot label with Pat Boone.

Count Basie is another artist who was once sold gold on a variety of labels. His most recent single hit, "April in Paris," and a string of songs were released on labels from Decca, Mercury, also has a mortality price.

(Continued on page 99)

---

**Thesaurus in Pact for Granz Transcriptions**

NEW YORK — A "jazz at the Palladium" transcription show, which has been sold to the Thesaurus management will be offered, will be released to stations next month by RCA Victor.

Thesaurus exec, Ben Selvin, recently signed a deal with JATEC, New York. The transcription offer, which is gaining access to many of the records of the record label, for the time being of the records of RCA Victor. MRS.

- ..."Irving Mills presents "Irving Mills Presents:"

---

**The Moderns King Again**

HOLLYWOOD — Indie Modern Records released its contract with veteran rhythm and blues singer B.B. King last week, signing King to a new three-year pact. Firm will release all King’s new recording in addition to the normal complement of singles.

King was named defendant in an action by singer Richard Berry, who also uses the name "King." Berry, who was not listed in the signatures.

RCA Repays Joe Carlton

NEW YORK — Joe Carlton, head of popular artists and superstars for RCA Victor, last week signed a six-month contract with the disk firm.

Carlton, one-time music critic of The Billboard, has clicked up 46 gold records in the ten years as a man, first with Mercury, and during the past four years with Victor.
WHEN ELVIS PRESLEY...

Exciting One Selo
Prof. Fredericks (age 11)

- Dot

Ageat:

- Coral
- Mercury

EARTH"

MUSIC

ing

of Shaw.

in

Mercer

York

original
craze.

charge,

agent

cash

for

October

Okun

on

Europe.

will

handle

A

session.

front

six.

were,

Count

is

White,

Williams

by

and

two

band,

subsidiary

in

Sanantonio, formerly

Distribu-

ed, to

and

LeGrand.

LP,

and,

Zephyr

release.

of

the

Longus,

in

Japan.

to

Mercury's

song

Cafe, next

Holden

A

session.

and

Spooky,

new disk

on

Spokes, a

bathing

suit,

the

geats
donned

Bermuda

shorts

for

the

season.

to Pas-ty's

at

the

trio's

the

night's

week

and

version,

each

that

has

be-n

one of

the

crew's

last

session.

at

the

hotel.

and

an

as

one of

the

sessions

of

the

of

the

nights

at

three

night's

near

the

to

the

shirts,

are

as

the

the

his

have

the

mugger's

and

the

has

the

Mike

Pepper

and

the

the

of

the

of

the

the

of

the

the

the

of

the

the

of

the

the

of

the

the

of

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the

of

the

the
Modern Has Another Smash Hit!

THIS IS THE BIG ONE

‘TONIGHT YOU BELONG TO ME’

The Tonetts

mod. 997

Modern RECORDS
9317 W. Washington Blvd.
Culver City, California

Wire or Call Your Orders To Your Nearest Distributor
42 MUSIC-RADIO THE BILLBOARD AUGUST 18, 1956

Dot's HOT WITH ALL THE HITS

15481 THE FOOL — Lonesome For a Letter
SANFORD CLARK

15485 APE CALL — Wild Dog of Kentucky
NERVOUS NORVUS

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

15480 VOICES — Lonesome Lover Blues
The FONTANE SISTERS

15470 TRANSFUSION — Dig
NERVOUS NORVUS

15458 IVORY TOWER — I Ain't Gonna Worry
GALE STORM

ALBUMS
DLP-3016 "GOLDEN INSTRUMENTALS" • DLP-3012 PAT BOONE • DEP-1053 "PAT ON MIKE"
Billy Vaughn Pat Boone

Copyrighted material www.americanradiohistory.com
TREMENDOUS NEW RELEASES
BREAKING WIDE OPEN!!

15491 WHEN THE WHITE LILACS BLOOM AGAIN—Spanish Diary
   BILLY VAUGHN

15489 KA-DING-DONG—Into Each Life Some Rain Must Fall
   THE HILLTOPPERS

15488 HEART AND SOUL—Dixieland Band
   JOHNNY MADDOX

15487 TWO HEARTS WITH AN ARROW BETWEEN—Juke Box Lovers
   SHIRLEY FORWOOD

15486 GREEN DOOR—Little Man In China Town
   JIM LOWE

15493 CASUAL LOOK—Cotton Pickin' Kisses
   LORRY RAINE

15484 EVERYTHING BUT YOU—Midnight to Daylight
   DICK LORY

15483 ALL NITE LONG—Pink Champagne
   RUSTY BRYANT

15482 ST. LOUIS BLUES—Red Sea of Mars
   DANNY WELTON

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HQ 3-4181
THE NATION'S BEST SELLING RECORDS
Big Break for Dealers Via More & Bigger Hi-Fi Shows

Chicago Org Skeds 18 Exhibits
In Major Cities Coast to Coast

NEW YORK—Hi-fi and sound equipment dealers will get their best merchandising break yet during the coming season via the medium of more and bigger hi-fi shows.

Plans are now complete to stage 18 such shows in cities coast to coast, according to Learned Publishing Co. and May Sparkling for the series of three-year-old shows. Each show will be a Chicago organization known as Rigo Enterprises, headed up by Henle equipment business men who have operated the International Night and Sound Show in Chicago in the past, is handling all promotion for his firm, Public Relations Agency.

In all 18 cities (where firm dates have been made) the last hi-fi show is being staged with the co-operation of local distributors, newspapers and radio stations. Heavy promotion in both media, including saturation spot radio announcements, will precede each show, and all dealers within the market area will be wired with special display material in an effort to attract customers.

All the sessions will be staged in hotels, and rooms for exhibitors will be available at a cost of $10 to $30 per unit. This fee includes room rental, a sign, telephone, guard service and all privileges for hotel employees.

As a result of the close relationships between these shows and the Institute of High Fidelity Manufacturers of America, and the fact that the Institute had declined the offer to stage the shows, the members of the Institute already signed up as exhibitors.


tempo districh for strumborg products

WASHINGTON—Tempo Electronics has been named exclusive distributor for all Sternorman Corp. products in the Northern Virginia area, effective August 20. In the past, the firm has been operating here for eight years, the firm is also local dealer for Thales. The franchise for Sternorman Carhoo, a subsidiary of General Electric, includes all Sternorman's high fidelity sound systems for schools, hospitals, hotels, motels, industry, as well as all packaged hi-fi equipment for home use.

Dallas Dealers Set Distrib Co-op Deal

DALLAS — The new formed Dallas Record Dealers Association has appointed Harry M. Faber for local distributors to promote Soundex dealers in the area.

In addition to discussing plans for higher record and phonograph merchandising, the group talked about the coming March trade shows to be held in spring.

Victor Sets 'Best Buy' Album

Victor, one of the nation's leading record manufacturers, has announced a new "Best Buy" album for the fall.

The album, which measures 11 by 13 by 4 inches, stands atop speakers. It is designed to take advantage of the minimum amount of space in the room. By turning a single knob, a listener, for example, a full range coaxial speaker, then a coax speaker plus a tweeter, then the speaker with a mid-range horn, etc., finally, the complete system.

The Systems Section is furnished free to dealers with orders of two or more different speaker demonstrations and includes complete cost data for each component.

The firm is also offering an informative booklet titled, "Guide to High Fidelity Loudspeaker Systems," with facts on how to choose the right product to suit specific tastes and budgets. The booklet is available for 25 cents from Electro-Voice, Inc.

Abrams & Reed

Signed by Kahl

NEW YORK—Phil Kahl has signed Vic Abrams and Irving Reid to an exclusive two-year contract for his Patricia-Kahl publishing firm. Both are BMI writers.

Kahl already has several jazz Meistersingers, two of which are being released this fall, including Friedrich Golds and Rene Wilkins. Abrams and Reed will continue "Things I Didn't Do," "Give Me Your Love" and "I Give You the Blues.

Gadget Gives Hi-Fi Speaker Demonstration

BUCHANAN, Mich.—Electro-Voice, manufacturer of hi-fi speaker systems, has unveiled an easy-to-understand system demonstrator for retail dealers.

The unit, which measures 11 by 12 by 4 inches, is designed to take advantage of the minimum amount of space in the room. By turning a single knob, a listener, for example, a full range coaxial speaker, then a coax speaker plus a tweeter, then the speaker with a mid-range horn, etc., finally, the complete system.

The Systems Section is furnished free to dealers with orders of two or more different speaker demonstrations and includes complete cost data for each component.

The firm is also offering an informative booklet titled, "Guide to High Fidelity Loudspeaker Systems," with facts on how to choose the right product to suit specific tastes and budgets. The booklet is available for 25 cents from Electro-Voice, Inc.
“THERE’S A REASON”  
(BALLY 1015)  
why  
Bob Carroll  
has a hit record...  

it’s because  

“MARIA ELENA”  
(BALLY 1015)  
is back!!  

Bally Records  
203 N. Wabash Avenue  
Chicago 1, Ill.  
Andover 3-4677  

THE HOME OF LIVING PERFORMANCE
HISTORY

Each OVER A

Elvis

"HOUND DOG"

RCA VICTOR 20/47-6604

NOW SELLING THIRD MILLION

"DON'T"

the dealer's choice RCA VICTOR
Million Already—
Presley

"I WANT YOU
I NEED YOU
I LOVE YOU"

RCA VICTOR 20/47-6540

BE CRUEL"

(To a Heart That’s True)

RCA VICTOR—20 47-6604
THE BILLBOARD'S WEEKLY

PACKAGED RECORDS

Packaged Records Buying Guide

**Best Selling Pop Albums**

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

1. **MY FAIR LADY**—Original Cast, Columbia OL 5090
2. **CALIFORNIA—**RCA Victor LPM 1204
3. **ELVIS PRESLEY**—RCA Victor LPM 1254
4. **THE KING AND I—Sound Track**, Capitol W 740
5. **BELAFONTE**—Harry Belafonte, RCA Victor LPM 1130
6. **SONGS FOR SWING LOVERS**—Frank Sinatra, Capitol W 683
7. **OKLAHOMA!—Sound Track**, Capitol 509
8. **THE PLATTERS**—Mercury MG 20146
9. **THE MOST HAPPY FELLA**—Original Cast, Columbia OL 5118
10. **PICNIC—Sound Track**, Decca DL 8250
11. **SAY IT WITH MUSIC—Lawrence Welk**, Coral CR 57041
12. **BUBBLES IN THE WINE—Lawrence Welk**, Coral CRL 57038
13. **FIVE FRESHMEN AND FIVE TROMBONE**—T 783

**Reviews Spotlight on...**

**Jazz Albums**

**FRIEDRICH GULDA AT BIRDLAND (12-14)**—RCA Victor LPM 1355

This is the first LP recorded by Friedrich Gulda in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Gulda is the trumpet-playing, piano-playing and band-leader member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**ERROLL GARNER CONCERT BY THE SEA (11-17)**—Columbia CL 863

This is the first LP recorded by Eroll Garner in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Garner is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**ERROLL GARNER CONCERT BY THE SEA (11-17)**—Columbia CL 863

This is the first LP recorded by Eroll Garner in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Garner is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**Folk Albums**

**FOLK SONGS OF THE OLD WORLD (12-2)**—Ranger Warehouse, Capitol RF-9345

This is the first LP recorded by Ranger Warehouse in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Ranger Warehouse is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**Reviews and Ratings of New Albums**

**Popular**

**RODGERS VISITED**—By Walter, Piano (12-27)

This is the first LP recorded by Walter in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Walter is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**Classical**

**BRAHMS: SYMPHONY NO. 1 IN C MINOR (12-17)**—Pittsburgh Symphony Orchestra, William Steinberg, Philadelphia, Capitol P 650

This is the first LP recorded by Pittsburgh Symphony Orchestra in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. William Steinberg is the conductor of the orchestra. The group also includes such insturments as strings and brass. The music is a combination of classical elements. The album is a great addition to any classical collection.

**MARTINS CAME BACK**—By Walter, Piano (12-27)

This is the first LP recorded by Walter in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Walter is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**Country & Western**

**COUNTRY BOOGIE**—By Walter, Piano (12-27)

This is the first LP recorded by Walter in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Walter is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.

**Rhythm & Blues**

**Country Boogie—Country Home**—By Walter, Piano (12-27)

This is the first LP recorded by Walter in a live club setting, and features his fine group at Birdland or at the Newport Jazz Festival. Walter is the piano-playing member of the group. The group also includes such insturments as saxophone and drums. The music is a combination of jazz and classical elements. The album is a great addition to any jazz collection.
The ORIGINAL version that started it all—
WHEN THE WHITE LILACS BLOOM AGAIN

HELmut ZACHARIAHS

I ONLY KNOW I LOVE YOU
FOUR ACES
Decca 29989 & 9-29989

RIP IT UP
TEENAGER'S MOTHER
BILL HALEY and
His Comets
Decca 30028 & 9-30028

AFTER THE LIGHTS GO DOWN LOW
AL HIBBLER
Decca 29992 & 9-29992

ENGLISH MUFFINS AND IRISH STEW
SYLVIA SYMS
Decca 29919 & 9-29919

CRAZY ARMS
TONIGHT YOU BELONG TO ME
Karen Chandler and Jimmy Wakely
Decca 30040 & 9-30040

ST. THERESE OF THE ROSES
BILLY WARD
Decca 29953 & 9-29953

the Only Sound Track Version
HOTTER THAN EVER!

THE EDDY DUCHIN STORY

featuring
Carmen Cavallaro at the piano
DL 8289 & ED 844

A New World of Sound DECCA records
BETHLEHEM 50.

HiFidelity FOR YOUR OFTEN
With Bob Hear Billboard's Narration:

Alvin (Porgy), BOB McGHEE, STOLLER, AL LEVEY, KIRBY

HOLMAN, NORMAN QUINTET, I 1 (Jake).

LP live great IN -Aish works.

"Mazurka selections 3M7 7I don't get any better, more

Artists:"

Don 4750

WILLIAMSON, ORCHESTRA.

Sam Joe HOLMAN, NORMAN QUINTET, I 1 (Jake).

This 2nd disk with the

City.' New

attract the listener's attention.

New material will

brilliantly, but he's

invaded the hearts of

been considered potential

certain number of the

appetite;

like

for

Num.

piano, and clarinet too which he

disc of the 3rd disk. The

"Pledge of Allegiance"

of the listeners, but

"Miser's Demise"

as a whole.

whole.

great appeal to the

great works and,

"Pledge of Allegiance"

 diagnosed will appeal to

therefore, until the

song. The

this very week.

"Pledge of Allegiance"

is able to demonstrate the

"Pledge of Allegiance"

of the 3rd disk. The

in the case of this disk, two

of the records released to

"Pledge of Allegiance"

is a successful attempt.

"Pledge of Allegiance"

in the case of this disk, two

of the records released to

"Pledge of Allegiance"

is a successful attempt.

"Pledge of Allegiance"

is a successful attempt.
When the white lilacs bloom again

Tonight you belong to me

with the Lennon Sisters

Coral 61701
Coral ALBUM

- LAWRENCE WELK
  AT MADISON SQUARE GARDEN
  CRL 57066/EC 82030

- SINCERELY
  The McGuire Sisters
  CRL 57053

- SOUVENIR D'ITALIE
  Johnny Desmond
  CRL 57079/EC 81139

- MAIN TITLE
  Dick Jacobs & George Cates
  Outstanding Movie Themes
  CRL 57065/EC 81142-3

- ABOUT "THAT" GIRL
  Steve Lawrence
  CRL 57050

- ALLEN PLAYS ALLEN
  Steve Allen—Instrumental
  CRL 57047

- FUN TIME
  Buddy Hackett, Bob & Roy, Steve Allen,
  Phil Foster & others
  CRL 57072

- THE SOUND OF SONN
  Larry Sone & his Orchestra—Featuring
  Al Cohn & Hal McKusick
  CRL 57057

- NEAL HEFTI
  The Band with young ideas
  CRL 57077

- LAURINDO ALMEIDA
  Guitar Recital
  CRL 57056

- STUDIO IN GREEN
  Phil Green
  CRL 57074

- MUSICAL SOUNDS ARE THE BEST SONGS
  Mal Torme
  CRL 57044

- THE BIG SOUNDS OF COLEMAN HAWKINS & BEN WEBSTER
  BL 54016

- PIANO JAZZ
  Vol. 1
  Featuring Pine Top Smith
  Spotted Red BL 24014

- PIANO JAZZ
  Vol. 2
  Featuring Jelly Roll Morton,
  Mary Lou Williams
  BL 24013

- MAIN TITLE
  Dick Jacobs & George Cates
  Outstanding Movie Themes
  CRL 57065/EC 81142-3

- MUSIC FROM LONDON
  Kevin Forsythe & his Orchestra—
  Recorded in England
  CRL 57076

- LAURINDO ALMEIDA
  Guitar Recital
  CRL 57056

- CARRETA

- BEAUTIFUL MUSIC TOGETHER
  Piano Sales by Carretta
  CRL 57042

- LAURINDO ALMEIDA
  Guitar Recital
  CRL 57056

- STUDIO IN GREEN
  Phil Green
  CRL 57074

- MUSICAL SOUNDS ARE THE BEST SONGS
  Mal Torme
  CRL 57044

- THE BIG SOUNDS OF COLEMAN HAWKINS & BEN WEBSTER
  BL 54016

- PIANO JAZZ
  Vol. 1
  Featuring Pine Top Smith
  Spotted Red BL 24014

- PIANO JAZZ
  Vol. 2
  Featuring Jelly Roll Morton,
  Mary Lou Williams
  BL 24013

- MAIN TITLE
  Dick Jacobs & George Cates
  Outstanding Movie Themes
  CRL 57065/EC 81142-3

- MUSIC FROM LONDON
  Kevin Forsythe & his Orchestra—
  Recorded in England
  CRL 57076

- LAURINDO ALMEIDA
  Guitar Recital
  CRL 57056

- STUDIO IN GREEN
  Phil Green
  CRL 57074

- MUSICAL SOUNDS ARE THE BEST SONGS
  Mal Torme
  CRL 57044

- THE BIG SOUNDS OF COLEMAN HAWKINS & BEN WEBSTER
  BL 54016

- PIANO JAZZ
  Vol. 1
  Featuring Pine Top Smith
  Spotted Red BL 24014

- PIANO JAZZ
  Vol. 2
  Featuring Jelly Roll Morton,
  Mary Lou Williams
  BL 24013

- MAIN TITLE
  Dick Jacobs & George Cates
  Outstanding Movie Themes
  CRL 57065/EC 81142-3

- MUSIC FROM LONDON
  Kevin Forsythe & his Orchestra—
  Recorded in England
  CRL 57076

- LAURINDO ALMEIDA
  Guitar Recital
  CRL 57056

- STUDIO IN GREEN
  Phil Green
  CRL 57074

- MUSICAL SOUNDS ARE THE BEST SONGS
  Mal Torme
  CRL 57044

- THE BIG SOUNDS OF COLEMAN HAWKINS & BEN WEBSTER
  BL 54016

- PIANO JAZZ
  Vol. 1
  Featuring Pine Top Smith
  Spotted Red BL 24014

- PIANO JAZZ
  Vol. 2
  Featuring Jelly Roll Morton,
  Mary Lou Williams
  BL 24013

- MAIN TITLE
  Dick Jacobs & George Cates
  Outstanding Movie Themes
  CRL 57065/EC 81142-3

- MUSIC FROM LONDON
  Kevin Forsythe & his Orchestra—
  Recorded in England
  CRL 57076
### Third Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Walk Hand in Hand</td>
<td>By J. Everett—Published by Rhino (BMI)</td>
<td>23 16</td>
</tr>
<tr>
<td>29</td>
<td>Fool</td>
<td>By Norman Ford—Published by Dot (BMI)</td>
<td>1</td>
</tr>
<tr>
<td>30</td>
<td>Glendora</td>
<td>By Ray Sanders—Published by American (BMI)</td>
<td>20 9</td>
</tr>
<tr>
<td>31</td>
<td>Love, Love, Love</td>
<td>By McKinley-Davis—Published by Progressive (BMI)</td>
<td>29 3</td>
</tr>
<tr>
<td>32</td>
<td>Standing on the Corner</td>
<td>By Frank Loesser—Published by Frank (ASCAP)</td>
<td>19 16</td>
</tr>
</tbody>
</table>

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.
RCA VICTOR
RECORD BULLETIN

Kay Starr
THE THINGS I NEVER HAD
THE GOOD BOOK
20/47-6617
(both from the Sept. 17th NBC-TV Producers' Showcase Production, "The Lord Don't Play Favorites")

The Ames Brothers
49 SHADES OF GREEN | SUMMER SWEETHEART
20/47-6608

ELVIS PRESLEY
Hound Dog
c/w Don't Be Cruel
20/47-6604

HUGO WINTERHALTER
Canadian Sunset
c/w This Is Real
20/47-6607

EDDIE FISHER
Oh My Maria
c/w If I'm Elected
20/47-6615

EDDY ARNOLD
Casey Jones
c/w You Were Mine For A While
20/47-6601

VAUGHN MONROE
In The Middle Of The House
c/w Rollin' Heart
20/47-6619

WITNESS THESE
6...
THEY'RE COMING UP FAST!

And keeping Victor The Hottest Label in the Business...

PERRY COMO
Somebody Up There Likes Me
c/w Dream Along With Me
20/47-6600

EDDIE FISHER
Oh My Maria
c/w If I'm Elected
20/47-6615

VAUGHN MONROE
In The Middle Of The House
c/w Rollin' Heart
20/47-6619

"New Orthophonie" High Fidelity Recordings
Your Customers will hear these Recordings best on an RCA Victor New Orthophonie High Fidelity "Victrola"

America's favorite speed... 45 RPM RCA VICTOR
- Best Sellers in Stores

For survey week ending August 8

**RECORDS are ranked in order of their current national sales importance, as determined by the Billboard's weekly survey of the top 100 dealers in every important market area.**

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>HOUND DOG (BMI)</td>
<td>E. Freely</td>
<td>Vic 20-6504</td>
<td>2-3</td>
</tr>
<tr>
<td>2.</td>
<td>DON'T BE CRUEL (BMI)</td>
<td>E. Freely</td>
<td>Vic 20-6504</td>
<td>1-10</td>
</tr>
<tr>
<td>3.</td>
<td>MY FRAYER (ASCAP) - Flatters</td>
<td>Heaven on Earth (ASCAP)</td>
<td>Mercury 10019</td>
<td>6</td>
</tr>
<tr>
<td>4.</td>
<td>WHATSOEVER WILL BE, WILL BE (ASCAP)</td>
<td>Heaven on Earth (ASCAP)</td>
<td>Mercury 10019</td>
<td>3-7</td>
</tr>
<tr>
<td>5.</td>
<td>I Gotta Sing Away These Blues (BMI)</td>
<td>E. Freely</td>
<td>Cat 47074</td>
<td>7</td>
</tr>
</tbody>
</table>

- Most Played in Jake Boxes

For survey week ending August 8

**RECORDS are ranked in order of the greatest number of plays on the nation's leading jukeboxes as determined by The Billboard's weekly survey of the nation's leading operators.**

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I'm Almost Lost My Mind (BMI)</td>
<td>P. Boone</td>
<td>Cat 47074</td>
<td>1-10</td>
</tr>
<tr>
<td>2.</td>
<td>ALLEGHENY MOON (ASCAP)</td>
<td>P. Page</td>
<td>Brunswick Romance (ASCAP)</td>
<td>Mercury 10019</td>
</tr>
<tr>
<td>3.</td>
<td>WAYWARD WIND (BMI)</td>
<td>No Moon Than Forever (ASCAP)</td>
<td>Cat 47074</td>
<td>3-12</td>
</tr>
<tr>
<td>4.</td>
<td>MY FRAYER (ASCAP) - Platters</td>
<td>Heaven on Earth (ASCAP)</td>
<td>Mercury 10019</td>
<td>5-5</td>
</tr>
<tr>
<td>5.</td>
<td>HEY-WILL-EVER BE, WILL BE (ASCAP) - Doing Day</td>
<td>I Gotta Sing Away These Blues (BMI)</td>
<td>Cat 47074</td>
<td>6-4</td>
</tr>
</tbody>
</table>

- Most Played by Jockeys

For survey week ending August 8

**SIDES are ranked in order of the greatest number of plays on disc jockey accounts as determined by The Billboard's weekly survey of the nation's leading operators.**

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MY FRAYER (ASCAP) - Platters</td>
<td>Heaven on Earth (ASCAP)</td>
<td>Mercury 10019</td>
<td>4-6</td>
</tr>
<tr>
<td>2.</td>
<td>ALLEGHENY MOON (ASCAP)</td>
<td>P. Page</td>
<td>Brunswick Romance (ASCAP)</td>
<td>Mercury 10019</td>
</tr>
<tr>
<td>3.</td>
<td>WHATSOEVER WILL BE, WILL BE (ASCAP) - Doing Day</td>
<td>I Gotta Sing Away These Blues (BMI)</td>
<td>Cat 47074</td>
<td>7-7</td>
</tr>
<tr>
<td>4.</td>
<td>WAYWARD WIND (BMI)</td>
<td>No Moon Than Forever (ASCAP)</td>
<td>Cat 47074</td>
<td>1-15</td>
</tr>
<tr>
<td>5.</td>
<td>I'M ALMOST LOST MY MIND (BMI)</td>
<td>P. Boone</td>
<td>Cat 47074</td>
<td>2-10</td>
</tr>
</tbody>
</table>

*Best Selling Sheet Music*

There are ranked in order of their current national sales importance at the sheet music letterhead.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist(s)</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SWIFT OLD-FASHIONED GIRL</td>
<td>ASCAP-T. Bennett</td>
<td>14-7</td>
</tr>
<tr>
<td>2.</td>
<td>BORN TO BE WITH YOU (ASCAP) - Chordettes</td>
<td>Heywood (BMI)</td>
<td>13-9</td>
</tr>
</tbody>
</table>

*Canadian Sunset (BMI) - C. M. H. Winterhalter, E. Heywood | 11-4 |

*MOONFLOW AND THEME FROM PICNIC (ASCAP) - M. Stoloff | 15-8 |

*THAT'S ALL THERE IS TO THAT (BMI) - (King) Cole | 20-5 |

*SOFI SUMMER BREEZE (BMI) - E. Heywood | 24-3 |

*SOLONG (BMI) - J. F. Damonte, Imperial 5306 | 24-3 |
AUGUST 18, 1956

THE BILLBOARD

MUSIC-RADIO

57

TOP HITS ON

GEORGIA GIBBS

“Happiness Street”
coupled with "HAPPINESS IS A THING CALLED JOE" MERCURY 70920

RUSTY DRAPER

“In The Middle Of The House”
coupled with "PINK CADILLAC" MERCURY 70921

THE DIAMONDS

“Ka-Ding-Dong”
coupled with "SOFT SUMMER BREEZE" MERCURY 70924

RUSTY DRAPER and LOLA DEE

“Scratch My Back”
coupled with "BEHIND THOSE SWINGIN' DOORS" MERCURY 70923

DICK CONTINO

“Twilight Time”
coupled with "MEXICALI ROSE" MERCURY 70911

FLORIAN ZABACH

“When The White Lilacs Bloom Again”
coupled with "THE FIDDLER'S BOOGIE" MERCURY 70926

PEARL BAILEY

“The Gypsy Goofed”
coupled with "I CAN'T ROCK AND ROLL TO SAVE MY SOUL" MERCURY 70926

www.americanradiohistory.com
This page is a collection of advertisements for various products and services. It includes a Promotional ad for James Dean's record, a note for ordering a record, and various other ads for different cities and regions. The page also includes a section titled "Territorial Best Sellers" which lists popular records from different regions. The page contains a variety of text, including song titles, record names, and locations, but no coherent narrative or complete sentences.
America's Most Exciting Vocal Group with their Smash Follow-up to "Graduation Day"

THE ROVER BOYS

FROM A SCHOOL RING TO A WEDDING RING

YOUNG LOVE

ABC PARAMOUNT 9732

* Review Spotlight on . . .

RECORDS

ROVER BOYS . . . ABC-Paramount 9732 . . . . YOUNG LOVE

(from Billboard, August 4, 1956)

FROM A SCHOOL RING TO A WEDDING RING. (Rush. Bm.)

The Rover Boys scored an impressive action with their hit

dish, "Graduation Day," and this should grab equal attention.

Both sides are loved to today's youth markets, and the latter,

a spirited ballad with a steady pretension for the general

dance scenes. The flip is an appealing ballad with an inviting

melodic flow.

Billboard, August 4, 1956
Coming up strong

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. Ape Call - Nervous Norvus
   (ASCAP) Dot 15485

2. Honky Tonk - Bill Doggett
   (BMI) King 4950

3. Tonight You Belong to Me - Patience and Prudence
   (ASCAP) Liberty 59022

4. Canadian Sunset - Andy Williams
   (BMI) Cadence 1287

5. Theme From "The Proud Ones" - Nelson Riddle
   (BMI) Capitol 3472

6. The Old Philosopher - Eddie Laurence
   (BMI) Coral 61671

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

8. The Fool - The Gallahads
   (BMI) Jubilee 5252

9. Ka Ding Dong - The G-Clefs
   (BMI) Pilgrim 24971

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

This week's best buys

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

APE CALL (Smith, ASCAP)—Nervous Norvus—Dot 15485—'Norvus has established a second novelty click with "Ape Call."' Norvus has been good with it in almost all territories checked, and it is now near listing on the national charts. Flip is "Wild Dog of Kentucky" (Barrett, BMI).

TOMORROW YOU BELONG TO ME (Mills, ASCAP)—Patience & Prudence—Liberty 59022—A "sleeper" that has been making more and more noise. The girls are sure coming up fast with this unusual disk, according to key dealers surveyed this week, and could possibly hit territorial and even national listings in another week or two. Flip is "A Smile and a Ribbon" (Frank, ASCAP).

CANADIAN SUNSET (Meridian, BMI)—Andy Williams—Cadence 1097—Boston, Providence, Buffalo, Baltimore, Chicago, Minneapolis, Detroit and Pittsburgh are among the important markets that rated current sales of this disk strong. Clearly it is snowballing into a disk of major importance. Flip is "High Upon a Mountain" (E. H. Morris, ASCAP). A previous Billboard "Spotlight" pick.

THE OLD PHILOSOPHER (Merrick, BMI)—Eddie Lawrence—Coral 61671—Each week this disk has been inching up more determinedly toward the charts and now is getting close. Good sales reports were turned in from Boston, New York, Philadelphia, Detroit, Milwaukee and Cleveland, among others. Flip is "King Author's Mines" (Merrick, BMI). A previous Billboard Novelty "Spotlight."

HONKY TONK (Billace, BMI)—Bill Doggett—King 4950—Making a big jump this past week, "Honky Tonk" zoomed into the No. 5 slot on the national rhythm and blues retail chart. It is making a similar showing with pop customers, according to dealers and operators, and has exceptionally good potential for making the pop charts.
The Goons invade the U.S.A.

I'm Walking Backwards for Christmas (Across the Irish Sea)

The Cash Box - Sure Shot!
Cyril Stapleton
The Italian Theme
1672 - 45-1672

Atwell's Best!
Winifred Atwell
Left Bank
1680 - 45-1680

Fabulous Big Band Hit!
Ted Heath
The Faithful Hussar
1675 - 45-1675

Growing!
Frank Chacksfield
Donkey Cart
1671 - 45-1671

London Records

Sure Shot
The Italian Theme
Left Bank
The Faithful Hussar
Donkey Cart

www.americanradiohistory.com
Billboard's sales-booster posters will help you sell more records!

Okay, Billboard, count me in! Send me your Sales Booster Kit twice a month, complete with wall and counter posters for pop singles, albums, artists and music equipment. I understand this coupon entitles me to 24 kits at half price by mailing it before September 15, 1956. I enclose $12 in full payment.

Mail this order today!

Special introductory offer saves you 50%!

To: Merchandising Division, The Billboard, B-33
2160 Patterson St., Cincinnati 22, Ohio

NAME

STORE NAME

ADDRESS

CITY

STATE

---

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 Boxers, Coming Up Strong and Best Buys.
PLATTER GIRLS: "Hype City," Cleveland, boasts one of the youngest women record promotion "orgs" in the business. She's 21-year-old Bobbie Buckley, an ex Canadian, who opened her own record promotion business in Cleveland a couple of years ago, when she visited the city on behalf of the Crewees. Her clients currently include the Diamonds, the Tracys Twins, Joan Gilbert.


RECORD HOPS: The most unusual record hop this month will be conducted by Norman Wain, WBDO, Cleveland, who is staging a disk dance this week (for the third year) at the Society for Crippled Children's summer camp in Strongsville, O. "I was aghast at the thought of a dance for crippled kids, at first," writes Wain, "but after my first dance I realized that the deepest desire of these poor children is to be as close as possible to other normal youngsters in everything they do. I conduct the dance just like any other hop. I put on a good rock and roll, and they wheel each other out on the floor and make believe they're dancing by pushing their wheel chairs around, while those who can walk at all make an attempt at dancing with one another or with a buddy in a chair. These kids have so much enthusiasm and heart it makes you ashamed that you ever complain about anything."

Another unusual record hop is staged by Jack Fried, WBTA, Batavia, N. Y., who has been booking outdoor record hops at the WBTA parking lot for the last two months. His "Park-O-Lot" draws between 300 and 400 people. Spooner Coca-Cola helps by giving away free cokes during the evening... George Patrick, XEXL, Waterboro, Me., writes enthusiastically about two teen-age record hops, one held for dance classes conducted by himself and ballroom owner Bob Bender at the Electric Park Ballroom this summer. The first two dances (now weekly affairs) drew more than 500 people each. Teenagers pay $0.50 each admission, but parents are admitted free. Each young registration at the gate giving name of school, address, and record preferences, from which Patrick programs his "Waterbop Top 10" each week following the dances. Blue jeans, blouses and smoking are taboo.

Also active in the record hop field this summer is Bill Jim Stovell, WLLH, Lowell, Mass., who reports, "Since we started operating properly supervised record hops, everything had connected with the dances has vanished. Flats off to all the jockeys who continued to hold record hops despite the efforts of certain organisations to squash them. Every jockey who conducts a record hop on the up and up should be proud that he is doing a job to curb what might be termed "juvenile delinquency.""

"COOL COOL DADDY" and "MY WANDERING SWEETHEART" on FLAME RECORD by LEE JONES

For bookings, contact CALVIN PREM c/o FLAME RECORDS 906 Main St., Suite 415 Cincinnati, Ohio Phone: DUnbar 1-1234
**Review Spotlight on...**

**RECORDS**

- **BING CROSBY and GRACE KELLY...** Capitol 33907
  - True Love

- **BING CROSBY and FRANK SINATRA...** Capitol 33907
  - Well Did You Evah

- **McDONALD'S [85x1633]'EleaFaul,' ENDLESS' [114x678]**
  - ERNIE FREEMAN
  - FATS [142x1340] My Dreamboat


- **The DIAMONDS...** Mercury 70934
  - RA-DING-DONG

- **SOFT SUMMER BREEZE...** (Greta, BMI)
  - DOT 15901 - (Regent, ASCAP)

- **Coup comes up with another strong twang-flavored cover. On "Ku-Ding-Dong" they turn in a rock rendition of this effort which is coming up on the R&B charts via the G-Clef recordings. A natural for the rock and roll crowd. On the latter tune, Eddie Heywood's instrumental bloopers is already on the charts and already believe that a rendition such as this should come in for attention. Diamonds give it a smooth, relaxed warbling.**

- **SAMMY DAVIS JR...** Decca 300814
  - **JUST ONE OF THOSE THINGS** (Harms, Inc., ASCAP)

- **Each comes up with what could be his strongest-disk in a long while—demonstrating his great versatility and showmanship. Initiator of Sinatra and Billy Daniels plus a little change in the lyrics here and there are gone. The flip—"Ruthless" (Robert Mellin, Inc., BMI), also appealing, should draw its share of attention.**

- **NATHAN RUSSELL... Forest 5083... THIS NAME WAS DEAN** (Scoppe, BMI)

- **This side aimed at the Dean cult, is a forced, minor-key tone revering the late actor. The little rebel heard his call," sings Russ- sell, and the high soprano in the background gives it all an earily feel. Other sides have proven Russell's color in this somewhat genre movement and this disk should cash in. Flip is "I Walk in the Future" (Scoppe, BMI).**

- **THE ANSWER TO THE FLYING SAUCER...** (Cassino, BMI)

- **This side reverses the gimmick used on the "Flying Saucer" disks by having it originate from Mars with a Martian d.j., show inexpensive contacts made with the unknown aliens and the super natural. This should latch onto the "outer-space" trend and cash in. Is "Hunted Goliath" (Pioneer, ASCAP).**

---

**NOVELTY**

- **THE GOUNS... London 1064-A. I'M WALKING BACKWARDS FOR CHRISTMAS**
  - Jocko will get plenty of laughs from this side, a real crazy song, done by a pair of English comics. At odd moments a band gets in which sounds like Ted Heath. The flip—"Blue Battle Blues," is another crazy hit. "Christmas is a big hit in England."**

- **DISK JOCKEY PROGRAMMING**

- **BLUE STARS... Mercury 70924... JUMP AT THE WOODSIDE** (Broganess, Roree & Cass, ASCAP)

- **AMOUR, CASTAGNETTES ET TANGO...** (Frank, ASCAP)

- **Coup comes up with another smooth, adaptable disk in a real swinging fashion which should be prime material for deejays. "Woodside" is chipped without words, while the other is "Henri- na's Hideaway" song in French, in a manner calculated to give this tune a new lease on life. Both sides ripe for spinning.**

- **BILLY WILLIAMS... Coral 60154... THIS PLANET EARTH** (New York, ASCAP)

- **I GUESS I'LL BE ON MY WAY...** (Mellin, BMI)

- **Williams gives both sides a highly appealing and expressive touch, with slick and charming composition, making this disk well worthy of attention. The flip—"Earth," is a hush ballad, while the flip side of the flip is a throwback to the "I Gues I'LL Have to Change My Plans," and reg-"
• Reviews of New Pop Records

- Continued from page 84

MODERN TOLGY ORK Themes From "Peter Pan" ... 77 \nDECCA DE 1278 - Vocalion PB 1011-12-13-15-17 78 \nGood: Lawrence Brown sings the title track. \n
MERCURY Y 22301 - Vocalion PB 1951-19 78 \nGood: Olga Deering sings "Goodbye to Old Kentucky Home." The \ntranscription is quite good.

THE LANCERS \nMAYBE PILGRIM ... 77 \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Maybelle & the Pilgrim Sisters sing "Bobby's Theme." A \nvery nice recording.

THE FOURTEEN \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: The Fourteen sing "Another Career." A very nice \nperformance.

ROSE CARROLL \nTHE JEWEL OF THE SUGAR RUM \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Rose Carroll sings "The Jewel of the Sugar Rum." A \nvery nice performance.

KAREN CHANDLER \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: Karen Chandler sings "Another Career." A very nice \nperformance.

THE GATEWAY SINGERS \nHERE COME THE BARGAIN BARGAINS \nDECCA DE 2295 - Vocalion PB 1951-19 78 \nGood: The Gateway Singers sing "Here Come the Bargain \nBargains." A very nice performance.

- Reviews of New Pop Records

- Continued from page 84

MODERN TOLGY ORK Themes From "Peter Pan" ... 77 \nDECCA DE 1278 - Vocalion PB 1011-12-13-15-17 78 \nGood: Lawrence Brown sings the title track. \n
MERCURY Y 22301 - Vocalion PB 1951-19 78 \nGood: Olga Deering sings "Goodbye to Old Kentucky Home." The \ntranscription is quite good.

THE LANCERS \nMAYBE PILGRIM ... 77 \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Maybelle & the Pilgrim Sisters sing "Bobby's Theme." A \nvery nice recording.

THE FOURTEEN \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: The Fourteen sing "Another Career." A very nice \nperformance.

ROSE CARROLL \nTHE JEWEL OF THE SUGAR RUM \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Rose Carroll sings "The Jewel of the Sugar Rum." A \nvery nice performance.

KAREN CHANDLER \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: Karen Chandler sings "Another Career." A very nice \nperformance.

THE GATEWAY SINGERS \nHERE COME THE BARGAIN BARGAINS \nDECCA DE 2295 - Vocalion PB 1951-19 78 \nGood: The Gateway Singers sing "Here Come the Bargain \nBargains." A very nice performance.

- Reviews of New Pop Records

- Continued from page 84

MODERN TOLGY ORK Themes From "Peter Pan" ... 77 \nDECCA DE 1278 - Vocalion PB 1011-12-13-15-17 78 \nGood: Lawrence Brown sings the title track. \n
MERCURY Y 22301 - Vocalion PB 1951-19 78 \nGood: Olga Deering sings "Goodbye to Old Kentucky Home." The \ntranscription is quite good.

THE LANCERS \nMAYBE PILGRIM ... 77 \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Maybelle & the Pilgrim Sisters sing "Bobby's Theme." A \nvery nice recording.

THE FOURTEEN \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: The Fourteen sing "Another Career." A very nice \nperformance.

ROSE CARROLL \nTHE JEWEL OF THE SUGAR RUM \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Rose Carroll sings "The Jewel of the Sugar Rum." A \nvery nice performance.

KAREN CHANDLER \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: Karen Chandler sings "Another Career." A very nice \nperformance.

THE GATEWAY SINGERS \nHERE COME THE BARGAIN BARGAINS \nDECCA DE 2295 - Vocalion PB 1951-19 78 \nGood: The Gateway Singers sing "Here Come the Bargain \nBargains." A very nice performance.

- Reviews of New Pop Records

- Continued from page 84

MODERN TOLGY ORK Themes From "Peter Pan" ... 77 \nDECCA DE 1278 - Vocalion PB 1011-12-13-15-17 78 \nGood: Lawrence Brown sings the title track. \n
MERCURY Y 22301 - Vocalion PB 1951-19 78 \nGood: Olga Deering sings "Goodbye to Old Kentucky Home." The \ntranscription is quite good.

THE LANCERS \nMAYBE PILGRIM ... 77 \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Maybelle & the Pilgrim Sisters sing "Bobby's Theme." A \nvery nice recording.

THE FOURTEEN \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: The Fourteen sing "Another Career." A very nice \nperformance.

ROSE CARROLL \nTHE JEWEL OF THE SUGAR RUM \nCOLUMBIA 35115 - Vocalion PB 1951-19 78 \nGood: Rose Carroll sings "The Jewel of the Sugar Rum." A \nvery nice performance.

KAREN CHANDLER \nANOTHER CAREER \nVOCALION PB 1951-19 78 \nGood: Karen Chandler sings "Another Career." A very nice \nperformance.

THE GATEWAY SINGERS \nHERE COME THE BARGAIN BARGAINS \nDECCA DE 2295 - Vocalion PB 1951-19 78 \nGood: The Gateway Singers sing "Here Come the Bargain \nBargains." A very nice performance.
The Oldest
ONE-STOP Service
All Labels
All Hits
45 RPM
78 RPM
45c
Single 45c
No extra charges
FREE TITLE STOP SERVICE
We order two boxes at once. See Kyle! Save Time! Save Money!
STAINS BUSINESS DEPARTMENT
C.O.D. Send check with order including postage.
The Musical Co.
Selling Distributors: 140 West Royal
Baltimore 1, Md.
Vernon 7-5755

SOARING TO A NEW HIGH!

A 12" High Fidelity 33 1/3 RPM Long-Playing
FLYING SAUCER
SAMPLER
$1.49
FS-X-1
Top Tunes, fully orchestrated, with vocals.

 Territorial Best Sellers
Continued from page 58

1. My Prayer, Platters, Mcl.
2. Whatever Will Be, Will Be (Dorothy Day), Mcl.
3. Heaven's on Fire (Mel Torme), Mcl.
4. Don't Be Cruel, Eddie, Vic.
5. I Was Wrong (Sidney Bechet), Vic.
6. I'm In Love (Bud Shank), Mcl.
7. As Long As I Live (Frank Sinatra), Vic.
8. Whatever Will Be, Will Be (Dorothy Day), Mcl.
9. The Holy Bible (The Beatles), Mcl.
10. Whatever Will Be, Will Be (Dorothy Day), Mcl.

San Francisco
1. I Want You, I Need You, I Love You (The Beatles), Mcl.
2. Whatever Will Be, Will Be (Dorothy Day), Mcl.
3. Whatever Will Be, Will Be (Dorothy Day), Mcl.
4. Whatever Will Be, Will Be (Dorothy Day), Mcl.
5. Whatever Will Be, Will Be (Dorothy Day), Mcl.

Seattle
1. I Want You, I Need You, I Love You (The Beatles), Mcl.
2. Whatever Will Be, Will Be (Dorothy Day), Mcl.
3. Whatever Will Be, Will Be (Dorothy Day), Mcl.
4. Whatever Will Be, Will Be (Dorothy Day), Mcl.
5. Whatever Will Be, Will Be (Dorothy Day), Mcl.

Toronto
1. I Want You, I Need You, I Love You (The Beatles), Mcl.
2. Whatever Will Be, Will Be (Dorothy Day), Mcl.
3. Whatever Will Be, Will Be (Dorothy Day), Mcl.
4. Whatever Will Be, Will Be (Dorothy Day), Mcl.
5. Whatever Will Be, Will Be (Dorothy Day), Mcl.

Tunes With Greatest Radio-TV Audience

Radio
A Beautiful Friendship (R) Ka-EACAP
A Heart of Gold (R) Sa-EACAP
A Maker's Mark (R) Kn-EACAP
All My Love (R) Wm-EACAP
A Walk on the Wild Side (R) Wm-EACAP

Television
A Beautiful Friendship (R) Ka-EACAP
A Heart of Gold (R) Sa-EACAP
A Maker's Mark (R) Kn-EACAP
All My Love (R) Wm-EACAP
A Walk on the Wild Side (R) Wm-EACAP

Best Selling Sheet Music in Britain
(For Week Ending August 18, 1956)

This table contains the top ten music publishers' record sales in Britain by week.

The Billboard Music Popularity Charts... POP RECORDS
AUGUST 18, 1956

POTTING POP OUT EVERYWHERE
CHESS J 123B
"TIME WILL TELL"
with BOBBY CHARLES

CHESS RECORD CO.
35 West 36th Street
CHAPTER 15

CUBRETUMBLE-WEEDS
with ROGER WILLIAMS
With Orch. and Chorus
K 156

LINCOLN CHASE
with IAN FLYNN
If I Were a Countryside
Bennett

DAWN RECORDS
36 W. 36th Street

GREAT VOCAL VERSION!
"CANADIAN SUNSET"
RIGHT UPON A MOUNTAIN
ANDY WILLIAMS

WE WILL BUY
a copy of the music you like even if it is not available in sheet music.

ANDY WILLIAMS
Musician and Singer, Los Angeles, California

SONG OF CALIFORNIA's
MUSICIAN and SONGWRITER

AUGUST 18, 1956

66

www.americanradiohistory.com
Copyrighted material

PUSSYCATS
with ROGER WILLIAMS
With Orch. and Chorus
K 156
A PURE COUNTRY SENSATION!

JIM REEVES
Mother of a Honky Tonk Girl
sung with Carol Johnson

Tannen Music Co.

According to My Heart

Cedarwood Publ. Co.

20/47-6620

CAROL JOHNSON

Reeves personal manager: HERBERT L. SHUCHER

613 Gibson Drive, Madison, Tenn.

Madison 7-2484

Copyrighted material

---

**C&W Best Sellers in Stores**

*For survey week ending August 8*

**RECORDS** are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. Where significant action is reported on both sides of a record, points are combined to determine position on the chart. Such records are listed in bold type, the leading side on top.

1. CRAZY ARMS (BMI) — R. Price 11
   (BMI) — R. Price
2. I WALK THE LINE (BMI) — J. Cash 3
   (BMI) — J. Cash
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI) — E. Presley 2
   (BMI) — E. Presley
4. HOUND DOG (BMI) — E. Presley 3
   (BMI) — E. Presley
5. DON'T BE CRUEL (BMI) — Vic 20-6004 4
   (BMI) — Vic 20-6004
6. SEARCHING (BMI) — E. Wells 4
   (BMI) — E. Wells
7. I TAKE THE CHANCE (BMI) — J. E. & M. Brown 8
   (BMI) — J. E. & M. Brown
8. HEARTBREAK HOTEL (BMI) — E. Presley 25
   (BMI) — E. Presley
9. I WAS THE ONE (BMI) — Vic 20-0420 9
   (BMI) — Vic 20-0420
10. SWEET DREAMS (BMI) — F. Young 9
    (BMI) — F. Young
11. UNTIL I MET YOU (BMI) — Cap 3434 9
    (BMI) — Cap 3434
12. CONSCIENCE, I'M GUILTY (BMI) — H. Snow 10
    (BMI) — H. Snow
13. HULA ROCK (BMI) — Vic 20-6578 10
    (BMI) — Vic 20-6578
14. ANY OLD TIME (BMI) — W. Pierce 10
    (BMI) — W. Pierce
15. YOU AND ME (BMI) — R. Foley & K. Wells 10
    (BMI) — R. Foley & K. Wells
16. NO ONE BUT YOU (BMI) — Cap 3046 10
    (BMI) — Cap 3046
17. YOU ARE THE ONE (BMI) — C. Smith 13
    (BMI) — C. Smith
18. DON'T BE CRUEL (BMI) — E. Presley 13
    (BMI) — E. Presley
19. CHANGING (BMI) — J. E. & M. Brown 13
    (BMI) — J. E. & M. Brown
20. I'M SO IN LOVE WITH YOU (BMI) — Williams Brothers 13
    (BMI) — Williams Brothers
21. HOUND DOG (BMI) — E. Presley 13
    (BMI) — E. Presley
22. TWENTY FEET OF MUDDY WATER (BMI) — J. Newman 13
    (BMI) — J. Newman
23. COME BACK TO ME (BMI) — J. Newman 13
    (BMI) — J. Newman

---

**Most Played C&W by Jockeys**

*For survey week ending August 8*

**HITS** are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country according to The Billboard's weekly survey of top disk jockey shows in all areas.

1. CRAZY ARMS — R. Price 11
   Cap 20-540
2. I WALK THE LINE — J. Cash 11
   Cap 20-540
3. SWEET DREAMS — F. Young 8
   Cap 3434
4. SEARCHING — K. Wells 6
   Dec 2999 stereo
5. YOU ARE THE ONE — C. Smith 7
   Cap 21522
6. I WANT YOU, I NEED YOU, I LOVE YOU — E. Presley 9
   Vic 20-6578
   Vic 20-0420 stereo
8. I'M SO IN LOVE WITH YOU — Williams Brothers 8
   Vic 20-6578 stereo
9. HOUND DOG — E. Presley 8
   Vic 20-6578 stereo
10. YOU ARE THE ONE — C. Smith 9
    Cap 3105
11. I'M SO IN LOVE WITH YOU — Williams Brothers 11
    Cap 3046 stereo
12. HOUND DOG — E. Presley 11
    Vic 20-6578 stereo
13. TWENTY FEET OF MUDDY WATER — J. Newman 11
    Cap 3401 stereo
14. COME BACK TO ME — J. Newman 12
    Cap 3041 stereo

---

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

*For survey week ending August 8*

**RECORDS** are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. Where significant action is reported on both sides of a record, points are combined to determine position on the chart.

1. I WALK THE LINE (BMI) — J. Cash 2
   (BMI) — J. Cash
2. CRAZY ARMS (BMI) — R. Price 2
   (BMI) — R. Price
3. SWEET DREAMS (BMI) — F. Young 4
   (BMI) — F. Young
4. SEARCHING (BMI) — K. Wells 6
   (BMI) — K. Wells
5. I'M SO IN LOVE WITH YOU (BMI) — Williams Brothers 11
   (BMI) — Williams Brothers
6. HOUND DOG (BMI) — E. Presley 11
   (BMI) — E. Presley
7. YOU ARE THE ONE (BMI) — C. Smith 8
   (BMI) — C. Smith
8. TWENTY FEET OF MUDDY WATER (BMI) — J. Newman 8
   (BMI) — J. Newman
9. COME BACK TO ME (BMI) — J. Newman 8
    (BMI) — J. Newman
10. I WANT YOU, I NEED YOU, I LOVE YOU (BMI) — E. Presley 12
    (BMI) — E. Presley

---

*Copyrighted material*
**Reviews of New C&W Records**

### C&W Territorial Best Sellers

For survey week ending August 11

- "Cash's final hour is based on his songwriting ability and his ability to write and sing outstanding western songs. (Columbia, B.M.)
- "Barnes' latest hit is a great country ballad. (Columbia, B.M.)
- "Robbins' latest hit is a great country ballad. (Columbia, B.M.)
- "Robbins' latest hit is a great country ballad. (Columbia, B.M.)
- "Robbins' latest hit is a great country ballad. (Columbia, B.M.)

### This Week's C&W Best Buys

**TRYIN' TO FORGET THE BLUES** (Showboat, BMI) - Porter Wagoner

This month's biggest best seller, this Wagoner disc is now shaping up as another hit for the singer. (Columbia, B.M.)

### Review Spotlight on... RECORDS

**MARTY ROBBINS**

Singing the Blues (Acord-Rose, BMI)

This month's biggest best seller, this Wagoner disc is now shaping up as another hit for the singer. (Columbia, B.M.)

### JIM REEVES AND CAROL JOHNSON

The Mother of a Hair & Temp Girl (Tannen, BMI) - RCA Victor

Reeves acting as the philosopher-hairdresser, bating in a pertinent advice, in this melodramatic tale jars. Reeves is on the charts with his "My Lips Are Sealed" and this side should be a strong follow-up. (Columbia, B.M.)

### FOLK TALENT & TUNES

**By BILL SACHS**

**Around the Horn**

Price Ray, recent winner of The Billboard's Triple-Crown Award (Billboard, August 11) for his highly popular disk "Country Girl," was awarded the Top-Crown plaque on the Prince Albert Cigarettes' "Grand Ole Opry" last Saturday night. The release was made over the radio network via WSM, Nashville. This is the 25th Issue of the Triple Crown. In the July issue of The Billboard, Country "Cash's Arms" hit the top position on all three country and western charts. The Best Sellers in both Juke Boxes and Most Played by Jockeys.

Ben A. Green, copy desk chief on The Nashville Banner, continues with his long stay on "Grand Ole Opry" for which runs each Saturday in the Banner. His intimate, accurate and detailed pieces on the Opry are a great make up the "Opdy" have been drawing national attention, especially in the country field. The July 28 article was wrapped around the newest Opry, Cash's Arms, and was written by Orin Brafeld, and the yea in the issue of August 4 dealt with the happiness experienced by Marsha Carson, "Opdy" star, and her manager-businessman partner in Cash's Arms, and was written by Orin Brafeld.

Sheriff Rex Davis has taken a leave of absence from Station WJMS, Norfolk, Va., to take over the management of new station of Great Vincent Blue and the Capitol (Columbia) on a full-time basis. Rex Davis' new station is known as "Lynne's" and is published by Bill Lowery. All of Rex's shows are on the pop charts these days. Davis' new mailing address is P.O. Box 8, Norfolk, Va.

"Grand Ole Opry," for its August 18 telecast over the ABC-TV network, will feature such names as Hank Snow, Merle Travis, June Carter, Johnny Cash, Flatt and Scruggs, Ray Price and the Honeys. Special guest will be Eddy Arnold, who will bring along the Collins Kids for a return visit. Also due on the weekly tape will be the Kentucky Senior Bachelorpickers, who will cut their legs to the tunes of fiddlin' Tommy Jackson.

Hank Snow and his group show up in Oklahoma City, August 20, to gather with Happy Isles and the gang. On August 20, the Snow group pays a five-night visit with Crick Jim Rourke's show in the new 23-24 minges with the boys in Jacksonville, Fla. During the reception, the Snows will be in Canada, Hank, Minnie and Jimmy Snow, the guests at a party, hosted by members of the RCA Victor... Andy Smith, a recent guest on the "Tennessee Barn Dance" on WNOX and the next guest of WOVK, both in Knoxville.

Carlisle Lamb Agency this week announced that the Beachwood Band (The Beachwood Band on Church Street, Nashville, Tenn.) and T. Kelly. Woolard of the Nashville, Tenn. Carlin and Nash Band, will be presenting their hits, "I'm a Fool," and "Tell Me Tonight," respectively. The band will continue to handle the Carlin and Nash Band. Carlisle will do the same with their artist, Carlin and Nash Band, and will plan to sign other talent in the near future. Newman, who recently released the newest chart of the new label, is "Come Back to Me," a song written and produced by Bill Lowery. All of these shows are on the pop charts these days. Davis' new mailing address is P.O. Box 8, Norfolk, Va.

(*Continued on page 79*)
### R&B Best Sellers in Stores

For survey week ending August 8

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Chart Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEVER (BMI)</td>
<td>Little Willie John</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>MY PRAYER (ASCAP-Flirters)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TREASURE OF LOVE [C-, McPhatter]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'M IN LOVE AGAIN [F. Domino]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOVE, LOVE, LOVE [C.-Clossers]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOUND DOG (E. Presley)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHEN MY DREAMBOAT COMES HOME</td>
<td>[F. Domino]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRANDED IN THE JUNGLE-Cadets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'M THE GOOD TIMES ROLL</td>
<td>Shirley &amp; Lee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'M A RHYTHM &amp; BLUES MAN</td>
<td>[Buchanan &amp; Goodman]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT'S TOO LATE</td>
<td>[C. Willis]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT'S WANT YOU, I NEED YOU</td>
<td>[F. Willis]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME WILL TELL</td>
<td>B. Charles</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Most Played R&B by Jockeys

For survey week ending August 8

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Chart Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A SOLID HIT!&quot;</td>
<td>B. B. King</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>SWEET LITTLE ANGEL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BAD LUCK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE HAMPTONES</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC RECORDS</td>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHYTHM &amp; BLUES RECORDS</td>
<td>Now on the RAMA label</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch for their next release this week.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WAX RECORDS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
** turorial**

**New York**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Philadelphia**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Animals**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Reviews Spotlight on...**

**R&B RECORDS**

**JAMES BROWN**

Hold My Baby's Hand (Arms, BMI) — Federal 12277 — Brown, who has been playing the charts for some time with "Pissin', Please," has another good bet in this gospel-styled shout. The Ray Charles influence is strong here and the tune registers with Browns everywhere. It's a near flip if "No, No, No, No," an ordinary blues side. (Arms, BMI)

**DISK Jockey PROGRAMMING**

**ERNIE FREEMAN**

Walking In Memphis (Reeves, BMI) — Imperial 5452 — Reeves should go for this side in a big way. Freeman really comes across in a relaxed fashion giving the tune a sort of hypnotic quality as did his previous hits. It's a near flip if "No No No No," a steady, persistent beat is irresistible. Flip is "Spring Fever." (Reeves, BMI)

In LAST WEEK'S REVIEW OF THE TIBBS BROTHERS

I'm Going Crazy (Progressive, BMI) (Wade, BMI) — The label and number were omitted thru an error. It should have read Ateo 0067.

**MISCELLANY OF SHORTS**

**FOLK TALENT AND TUNES**

**Continued from page 98**

Faron Young, Roy Orbison and the Teen Kings, Johnny Horton, Sonny and Cher and Clarence Avant have all been extended to seven weeks.

Phyllis and Billy Holmes, featuring "Midwest-Hayride" among their hits, have been extended to six weeks.

Billy Walker, on his next session for Charly Records, has been即ed to cut a tune written by Jim Coleman, praise written for Red Foley, Ditty is billed.

(Continued on page 113)

**At a Glance**

**NEW YORK**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Philadelphia**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Animals**

1. *Fever* — B. B. King, King
2. *My Prayer* — Tower, Tower
4. *Fever* — B. B. King, King

**Reviews Spotlight on...**

**R&B RECORDS**

**JAMES BROWN**

Hold My Baby's Hand (Arms, BMI) — Federal 12277 — Brown, who has been playing the charts for some time with "Pissin', Please," has another good bet in this gospel-styled shout. The Ray Charles influence is strong here and the tune registers with Browns everywhere. It's a near flip if "No, No, No, No," an ordinary blues side. (Arms, BMI)

**DISK Jockey PROGRAMMING**

**ERNIE FREEMAN**

Walking In Memphis (Reeves, BMI) — Imperial 5452 — Reeves should go for this side in a big way. Freeman really comes across in a relaxed fashion giving the tune a sort of hypnotic quality as did his previous hits. It's a near flip if "No No No No," a steady, persistent beat is irresistible. Flip is "Spring Fever." (Reeves, BMI)

In LAST WEEK'S REVIEW OF THE TIBBS BROTHERS

I'm Going Crazy (Progressive, BMI) (Wade, BMI) — The label and number were omitted thru an error. It should have read Ateo 0067.

**MISCELLANY OF SHORTS**

**FOLK TALENT AND TUNES**

**Continued from page 98**

Faron Young, Roy Orbison and the Teen Kings, Johnny Horton, Sonny and Cher and Clarence Avant have all been extended to seven weeks.

Phyllis and Billy Holmes, featuring "Midwest-Hayride" among their hits, have been extended to six weeks.

Billy Walker, on his next session for Charly Records, has been即ed to cut a tune written by Jim Coleman, praise written for Red Foley, Ditty is billed.

(Continued on page 113)
OUTDOOR

AUGUST 18, 1956

Communications to 182 W. Randolph St., Chicago 1, Ill.

IT'S OFFICIAL: PRESIDENT SIGNS 51-90c TAX RELIEF

NEW YORK—The vital tax cut measure, which meant a loss of $800,000,000 a day to the Treasury Department but was a life or death issue to many showbusiness people, was finally enacted on Monday (10).

With the signature of President Eisenhower, there was created the 51 cent federal excise tax on admissions costing 50 cents in price. In many cases the tax exemp- tion was cut out on tickets of 30 cents or less so the exemption was capped at 90c.

Although the measure was designed primarily as an aid to Texas and Missouri, 1956 movie theaters, there are a great number of outdoor show admission costs of 51-90c area and who will save the bite of a nickel to the taxpayers.

The exemption goes into effect September 1 and will im- mediately benefit many area- and outdoor. grandstand shows, plot undertakings, business like circus, which rare- nually have a good percentage of admissions priced in the 51-90c area and who will save the bite of a nickel to the taxpayers.

Dallas Fair Mulls
Monorail Addition

DALLAS — Negotiations are under way between the State Fair of Texas and the Municipal Authority of Houston for the installation of a Monorail transportation system at State Fair Park for the 1956 fair, October 6-21.

If it appears that engineering and other problems can be worked out so that the line can be completed before the fair opens, the final arrangements are expected to be made sometime in the next few days.

The installation would be the first operating commercial monorail line in the country. Municipal Authority engineers will develop it as a means of express transportation around the fairgrounds. A glass coach suspended from an overhead rail supported by towers spaced approximately 400 feet apart.

Driving Ranges Make
Cash Registers Spin

Adding to the list of $50,000,000 in 1956, the State Fair of Texas will feature a grandstand of 1956, October 6-21, will feature a grass chair suspended from a small. This year, the grass chair was suspended from an overhead rail supported by towers spaced approximately 400 feet apart.

Auditorium Execs
Convene at El Paso

EL PASO, Tex. — International Association of Auditorium Mana- gers' convention session here Thursday afternoon, October 18, was addressed by William Stewart, founder of District 8, Charles Baker, Roger R. Cal- laway, Andes Foster, Howard R. Smith, E. H. Danielson, and others. The group also heard 'Opera-

Consolidation
Lease Grade
Moves Into GAC-H Home

NEW YORK — Consolidation of the GAC-Hamilton was announced, and was represented in the new fair area of the Fair's entry, 649 Fifth Avenue. The group will be Eddie Hamilton's major event this year. He will be assisted by his assistant. At the same time, Bill Bausman, West Coast representative of GAC, moved into the Beverly Hills office of GAC.

Moving the fair to New York, it will be represented by Consolidation of the GAC-Hamilton was announced, and was represented in the new fair area of the Fair's entry, 649 Fifth Avenue. The group will be Eddie Hamilton's major event this year. He will be assisted by his assistant. At the same time, Bill Bausman, West Coast representative of GAC, moved into the Beverly Hills office of GAC.

List Tentative
For Ky. Fair

HUNTINGTON, W. Va.—J. (Jimmy) Peters, head of the agency bearing his name, last week announced that the Tentative List for 1957 will be published on the first of the month. The Fair is one of the oldest in West Virginia's Fair State, Louisville. The selection of the grandstand for the 1956 season was announced by the Fair's new manager, Lou Weir and Lou Bosco.

List Tentative
For Ky. Fair

HUNTINGTON, W. Va.—J. (Jimmy) Peters, head of the agency bearing his name, last week announced that the Tentative List for 1957 will be published on the first of the month. The Fair is one of the oldest in West Virginia's Fair State, Louisville. The selection of the grandstand for the 1956 season was announced by the Fair's new manager, Lou Weir and Lou Bosco.

FISH POND

It's Official: President Signs 51-90c Tax Relief

NEW YORK—The vital tax cut measure, which meant a loss of $800,000,000 a day to the Treasury Department but was a life or death issue to many showbusiness people, was finally enacted on Monday (10).

With the signature of President Eisenhower, there was created the 51 cent federal excise tax on admissions costing 50 cents in price. In many cases the tax exemp- tion was cut out on tickets of 30 cents or less so the exemption was capped at 90c.

Although the measure was designed primarily as an aid to Texas and Missouri, 1956 movie theaters, there are a great number of outdoor show admission costs of 51-90c area and who will save the bite of a nickel to the taxpayers.
Spokane Rodeo Sets Records; Autry Acts In

SPokane — "Diamond Joe" Autry rode in the Memorial Stadium Saturday, Aug. 14, to set a record attendance of 50,000.

The Wednesday opening night show was canceled because of rain and postponed as a Saturday matinee which attracted 12,000. The total for the performance richer a record single rodeo gate of $34,000.

Cass County Autry and Annie Oakley (Dixie) Davie headlined special acts and visited children's hospitals. Speciality acts included the Cass County Boys, J. V. Stoker, black light trick ropers, and rodeo clown William McGee and Billy Kinn.

Bill Lucincki, Walla Walla Wash., president of the Rodeo Cowboy's Association, won all-around champion honors by taking first in bareback brok riding and second in saddle bronc riding. He won a total of $12,000 and three pairs of diamond-studded spurs. Vancouver Rodeo, Inc., A. H. Bowles, president, was sponsor.

Ring Goes South

COAL CITY, ILL.—Ring Bros. Incorporated, Chicago, Illinois, announces that it will present a circus in Coal City, August 21-22, at 8:30 p.m. and 11:30 p.m., and August 23, at 2:30 p.m., 8:30 p.m. and 11:30 p.m., with an all-day show on August 23.

United States Tent


Circus—Any Size—Concession Carnival—Any Type—Exposition Phone Brunswick 8-4343

2315-21 W. Huron St. Chicago 12, Ill.
WASHINGTON — While a $5,000,000 budget has been set for the Agriculture Department's Extension Service, which arranges talks with agriculture clubs and organizes media advertising of all kinds to help promote agriculture, it is not clear where the funds will go. But even in this department, where fair participation would be expected to have top priority, federal dollar participation is dropping off.

For example, exhibits formerly available to fairs now go only to the most request colleges for distribution.

Lack of Funds

The military's shrinking budgets and Atomic Energy Commission would like to tell their stories on the fair circuit. But because certain commercial firms have discovered the fewer opportunities and costs approach the public. But they can do this only on a small scale because of the lack of federal appropriations, the services for the next year will have to cut back on their budgets.

Typical of the services is the Air Force, which exhibited at 16 fairs in 1953. This year the list of fairs exhibiting is limited to 12 and the budget is the usual one. "We'd like to send more to more where big crowds are," said one of the contacts, but "we've run out of money to set up the exhibits and fund the travel and staff stuff."

The Army has a 2,100-square-foot walk-through "Army in Peace," which reportedly has "only a small budget" to tour the nation. It's "Army of the Future" exhibit features a scale model of the Nike defense rocket, and models of an atomic cannon, tanks, new weapons and other advanced elements.

"Complex System"

Navy's situation is not better than that of the other services when it comes to getting exhibits into state, county and local fairs and celebrations. Funds are "chipped in" from the military's headquarters in Washington, D.C., a Navy man says, in "a system so complex that it really boggles the mind." A handicap is that the nature of its "Supersonic, Atomic and Electronic" exhibits feature models of airplanes, ships, satellites and the like. Another is that it is limited to indoor space.

The AEC has three "Atoms For Peace," which travels to 10 fairs a year, plus a larger list of fairs, reports one AEC man, but the "total which requested displays." A step in the right direction, however, is the policy of the AEC to book exhibits free of transportation costs and rental charges.

What is boils down to is that America's fair-going public, numbering high into the millions annually, is receptive to any message the federal government wants to pass along. But the dollars just aren't being allocated for this purpose, even the small budget could be beneficial to both the fairs and the sponsors.

Joyce Adds to Fair Bookings

PHILADELPHIA — Three fair appearances have been reported today by the Joyce-theatrical Agency. Listed are Bill Haley and the Sea Bees, at the National County Fair, Smithsburg, Pa., September 5; Hawkshaw Hawkins and the Hawks from September 6 to 12, and the Hot Shop Show with the Jack the Ripper at the National State Fair, Lincoln, Neb., September 27.

Storm Skirts Butler, Pa.; Pay Gate Okay

RUTLER, Pa. — Weekend storms which drenched Ohio and West Pennsylvan todblobber the fairgrounds but the damage was repaired for the annual's opening on Monday (6). It was the first year for John Ensminger as manager, returning to the show field in 1953. He has de signed several buildings and other features for the Chicago Fair. Innovations brought in this sea son met with instant success. The fair检疫 office, for instance, had a $300-act admission for adults, but few were bought. A report of the U. S. Testing Association event drew well on Wednesday. In some administrative depart ments the participation was very much increased. Much rented canvas was donated by the storm on Saturday (4) prior to the fair, with some units being shrunk, but replacements were secured before the storm hit. A large tent, 50 feet by 100, was brought in for the poultry show, biggest ever held here since the first one since 1923. What was apparently the largest cattle- showers' exhibit in Western Pennsylvania brought together Herford, Angus and Angus for the first time here. It was very little opposition to the 50-foot gate, Ensminger reported.

Markets Sign Water Show

BOSTON — Danny White has booked his Aquarama with the First National Stores and will play a show of superheroes in the Central Boston area for the next month under the name of the Central City Comics, Inc. The show will be free and will be performed in the food stores' parking lots, using a 25-foot portable tent.

Aquarama will play two-day stand at each market, with the possibility that the comic may take the show on a tour of the South and other locations if engagements prove successful. Stair of the show are Zoe Ann Olson, wife of Red Sox ball player Jackie Jensen, and Paul Hagg. Both are Olympic diving champions and the swimmers are the Six Aqua Models.

Race Crowds Up 10 Per Cent For Sweeney

MASON CITY, Ia. — Attendance at races operated by the National Speedways have been up approximately 10 per cent this sea son, thus far, Al Sweeney, head man of the organization, announces. Record fields of 50 or more cars several earlier dates, along with two recent fair shows, have resulted in registering this increase Sweeney said. Additional promotion given by the newspapers and more time spent on fewer scheduled dates is also helping, he added. A program of stock cars earlier in the season produced a record 4,800 at the Donaldson, Ia., track, and with an estimated 1,000 of the stock cars forced to stand through the program. Sunday night (5) a program of big car stunts at the Fair Park, Cedar Rapids, was raced to a capacity turn-up.

Barn Raising For Manassas Aids New Site

MANASSAS, Va. — Wide spread rumors of plans that a William County staged an old-fashioned barn raising last week on the 94-acre property, as a result of man ager Joseph Johnson's appeal to residents for help. They turned out in big numbers and brought tools and equipment for the job. Three days of work produced four new cattle barns, and the community effort kept the total ex pense below $8,000, it is reported. Two of them, each 32 feet by 100, are for beef cattle, and the others, 48 by 108, for dairy cattle. Event will be held six days starting Monday (13) under sponsor ship of the County Veterans' Farm Club, of which Robert Cleaves is president. A $1,700 loss was suffered by last year's fair, which was hit by two hurricanes which ruined much of the canvas. Spons ors get permission to use the property.

Response to the appeal, Johnson said, was "wonderful. We provided picnic lunches and bev erages for the workers.

Hoosier Ercs 2,000-Seat Tent

INDIANAPOLIS—Hoosier Tapas lin and Canvas Goods Company, recently completed and erected one of the biggest nylon tents for the Bardwil Music and Meet Company, Central Park, Chicago. The top is a 2,000-seat, 120 by 160-foot structure.

The WV7-A-WHIRL Ride

NATIONAL AMUSEMENT DEVICE CO., INC., 510 E. 72ND ST., CHICAGO 17, ILLINOIS

The WV7-A-WHIRL Ride

Standard Equipment Features for 1956

* FLEUREST, LIGHTING
  * Fiberglass Car Tops
  * Enclosed Reduction Gears
  * Steel Fence Rail

P. O. Box 988
Plano, Illinois 60098

Deluxe Boomerang Ride

KING RIDING DEVICE CO., INC.

P. O. Box 308
Mt. Clemens, Mich.
London Arena Installs New $35,000 Floor

LONDON, Ont.—The London Arena here has let a $35,000 contract for a new floor that will provide 15,000 square feet of dancing and roller skating space. The project, announced by manager H. C. Lavell, is scheduled to be completed next winter.

For spectator events, the re-amped arena can be opened in sections to provide seats for 4,000 persons on three sides and a stage at the fourth.

The new floor has a four-inch concrete slab upon which two layers of insulating material are placed. Maple flooring is added to that slab, and the whole surface is sealed with tar and plastic. Work was handled by Penny B. Giles, Michigan floor specialists.

Billposters’ Meet Set for Milwaukee

MILWAUKEE — The International Alliance of Billposters and Billers will meet at Milwaukee July 17 at the Holiday Inn. About 75 delegates and 500 guests are expected. Michael Noeb, Detroit, is president.

ARENAS & AUDITORIUMS

Frain, Crowd Engineer, Handles Convention Throng

By TOM PASKINSON

"TOUCHEST thing about handling a political convention is that every one is a big shot. Ask a man for a ticket and he'll say he's a governor. But we treat them all alike."

Those are the words of Andy Frain, whose famous organization has the ushering and crowd-handling chores at the 19th National Convention of the American Hotel Association at Minneapolis for the Democratic National Convention. Frain has been with the group for 38 years and this is his ninth national political convention.

His son, Andy Jr., is in direct command of the 750 college men Frain has been training in Chicago for the big meeting. They will be at the Ambassador, at all major hotel elevator lobbies and floors. They also do the same work in the hotel stores and elsewhere for the week. His men will be at the publicized Prega Mesta party. The total doesn't include regular crews at ball parks, race tracks and other events.

FRAIN LAMENTS that the science of crowd handling has not gotten the attention it should. He has studied it for years but he says that other people who understand crowds are few and far between. "Basic," he says, is the difference between a football crowd—it is tense and excitable— and a movie festival crowd—it is relaxed.

The convention crowd is even worse than football, with the VIP's taking some of the blame. Therefore he has been able to help 300 men at the Ambassador, 125 to 150 is adequate for most events in the same building.

For most Ambassador events, there is a preponderance of Chicagoans. They have been in the building before, and many can find doors to the convenor, has mostly out-of-towners and more ushers are needed to get them in and out.

THESE WILL BE 15-MINUTE days, in the words of Frain. On hot days, he says, people wait until the last minute to come in. "So more ushers are needed for the rush," he explains. "The Ambassador's air-conditioning may alter this picture. But cold weather crowds always come early."

Frain points out that if sides are adequate, it is well to have one usher per 250 seats. There is a strain for every dozen ushers, and among his duties is that of handling obstinate croaker and other tangles.

He will be leading men from Washington, New York, Cleveland, and others of the 22 cities where he operates to aid in the Chicago epidemic. He will be Frain-ran, of the Pan-Am Auditorium in Los Angeles and from the St. Louis Orend on hand at the Ambassador.

They will be directed to the hundreds of college men recruited from schools 150 miles around. These ushers are trained in ses- sion and in comfort, and in crowds in action at the convention, arenas and auditoriums. The movies show how crowds pile up at entrances, and what Frain forests can do about this. Another phase of training is a blackboard drill, it is like football practice with the public some- thing of an opponent.

FOR SPECIAL EVENTS the Frain enterprise likes to get its personnel together. Ticket印刷 is printed. It starts action three months ahead of something like this convention. That allows time for conferences with the building management and with the pro- ducers of the event. Frain points out that it is desirable for him to organize the seating, determine side avenues and locations, decide where ushers should be placed and work, and where tickets should be used and how tickets should be spoiled so as to guide patrons to the right seat. The actual ushering covers seven or eight events, the three months' preparation and planning.

Frain has his own ideas on famous gate-crasher-settlers in action. "Jeff Dais, Bena and the late One-eyed Corned," They are printing this time for the sixties of the "Biff Coat." a Chicago character who brought a live part and acting to a ball gate. "This is one for a Frain chief to handle, and alto Coastal and boat get out."

Frain says he has decided late to remove them. New Frain has law suit on his hands and expects Bill Coastal will be outside Ambas- sador gates, too. The ushers will be ready.

Sonora, Calif., Tops ‘55 Paid Gate by 1,140

Sonora, Calif.—The annual Mother Lode Fair ended its fourth annual airing June 30 with a total attendance of 10,738, which is a gain of 1,140 people over last year.

According to C. B. Mathews, secretary-manager, opening day attendance which nearly doubled the same day in 52, was boosted by the appearance of movie actor Roy Caldwell, who crooned the fair’s theme song.

The football country show feature was provided by the band of the University of California at Berkeley conducted by Isabelle Waht’s Fun Unlimited, San Francisco. On various programs through the fair were Boudo Monroe; Kumar, Marton and Constant; Jack in the Box; Muggs, and the Sportmen, singing group of the Jack Benny show; Rich Lucas, Slagle McKanna, Paul Diamond, Mel Ody, and the Helen Afford’s Burlesque. An RCA radio with Mark Barbour supplying the stock was featured Sunday afternoon in the arena.

Larry (Boze the Clown) Vally did his clowns and clowns, Harry. Richards with his monkey, Charlie, vied with the independent midway.

New this year was a special "Ladies Day" on Friday with the grandstand and midway shows sponsored fashion show directed as an innovation of Las Vegas, Arden presented daily organ concerts.

Nights of the fair included a one-way, gate, charging $1 for adults and 50 cents for children.

Billposters Pacts Call for Raises, Paid Vacations

DETROIT—Eighty per cent of existing billposters’ contracts谈判 average an average increase of 25 cents over the two-year periods which the contracts came into effect. At the request of the National Association to the Detroit branch of the International Alliance of Billposters’ and Billers Distributors, announced. Virtually all are two-step contracts, with typical raises ranging from $1 the first year and 10 cents the second. Only 20 per cent of contracts expire this summer.

The Detroit branch is typical of the terms signed across the country, according to Jerry Apa, head business agent of the Detroit local. This provides for 15 cents at more, retroactive to May 1, and a 10-cent increase next May 1. A further modification in the Detroit contract is acceptance of a three-week vacation with pay, which has been employed 10 years or longer, formerly included only 25-year em- ployers.

BANGOR OKAY

Altho Cold

Chills Nights

BANGOR, Me.—The Bangor Fair opened in clear weather for the week ending Saturday (4). While the days were pleasant, the nights turned rather cool, and the starddusted night ground- stand offerings may have been af- fected.

The fair had a solid program with varied weather at night by CTA talent including a revue of Livingroom and headliner, June Valli, Pat Boone and others.

The World of Myth Shows on the midway reported big business after a show a week ago. The show handled as the run nearly 8s 8end.

Special days included those for Boy Scouts and Shriners. Kids’ day on Tuesday was big.

The fair features a unique small-

Sunbrock in Auto Track Biz in Fla.

ORLANDO, Fla. — Off the road for the first time in 25 years, Larry Sunbrock, veteran rodeo and thrill show owner, in new operating two speedways in Florida, one here and one at Lakeland. Both establishments, Sunbrock, are doing an excellent season. Good sup- port from newspapers and radio and TV have helped the Orlando track average 5,000 patrons nightly.

Sunbrock reported that he had a contract to take his combined rodeo and circus into St. Louis for the Soldier Field, Chicago, for a September 1-3-5 engagement. "I have no time to muck up my mind whether to fulfill the contract."

Pressure from the owner of the arena at home is the reason for his in-decision.
No Better Way To Reach

THE BIGGEST DRAWING NAMES IN SHOW BUSINESS

than thru

THE BILLBOARD'S

1956 AUDITORIUM-ARENA REVIEW

DATED SEPTEMBER 22

The big annual Special Issue devoted primarily to the needs and interests of the entire Auditorium-Arena Field and those Acts, Attractions, Sports Shows, Conventions, Promoters, Concessionaires, Equipment Manufacturers, Supplies and others affiliated with it.

The Review Will Feature:

- Several stories on Auds and Arenas around the country.
- Acts, Attractions, Package Shows, etc., planning to make an Aud-Arena circuit this year.
- News and developments, plans for new buildings, plants recently opened, etc.
- 1956 Arena-Auditorium Directory with many additions, changes, etc.

The important people of every Package Show, Ice Show, Circus, Rodeo, Home Show, Exposition, Convention and Special Events Committee will certainly keep this Big Special Issue crammed with such important information at their fingertips for many months.

But That's Not All . . .

HERE'S BIG REPRINT DISTRIBUTION!

All advertising and editorial that appears in the Auditorium-Arena Section of the September 22 issue will be re-run in a Special Reprint and sent to 5,000 key personnel in these groups: Aud-Arena list including AMA and IMMA, Canadian Arena Organizations, Colosseums, Auditoriums, Arenas at Fairs, etc.

Pin-point distribution that ONLY The Billboard can give you.

YOUR ONCE-A-YEAR OPPORTUNITY TO EFFECTIVELY PROMOTE AND PUBLICIZE YOUR AUDITORIUM-ARENA AT LOW COST.

Write Today for Rates and Further Information!

RESERVE SPACE TODAY!

Ad Deadline, September 12

CINCINNATI, OHIO
2160 Patterson St.
Dunbar 1-6500

NEW YORK 36, N. Y.
1564 Broadway
Flax 7-2899

CHICAGO, ILL.
188 W. Randolph St.
Central 6-8781

ST. LOUIS 1, MO.
300 Arcade Bldg.
Central 1-9440

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-9881
Coming in 1997

"WHILLYBIRD"
A new 360 ride.
B. A. Schiff & Associates, Inc.
901 S. W. 69th Avenue, Miami 44, Florida.

**Sandy "Scampy" Dobritch**
Famous Boy-Clown and World's Youngest Ring-Master

- Formerly with Super Circus as SCAMPY, THE CLOWN...
- At present, Boy Ring-Master on Ed Sullivan Show...
- Booked into the CNE, Toronto, as Clown and Ring-Master, August 23 through September 8

**AL DOBRITCH ENTERPRISES**

**TELEVISION • International Artist Agency • CIRCUSES**

The Best Acts in the Business, Under Exclusive Contract, and Available for Immediate Booking:

- 7 Bokaras
- Telemarkboard act featuring triple somersault.
- Cookettes...
- Animal with cooking, mapping wips.
- Dom Bros...
- Tight wire act.
- Alphonse De Anghe...
- Cherry act.
- Plata Del Linja...
- Tight wire act.
- 5 Fratres...
- Chaise act.
- 3 Circulies...
- Disciple act.
- 6 Grillos...
- Juggler Comedy.
- Ivanko Barch...
- The Inventor.
- The Innovor...
- Polignia.
- Wax act.
- The super circus.
- Harlow Della...
- The super circus.
- plaintiffs Extravagarians.
- His Man...
- Serial art.
- Zany and People.
- Francesca.
- Jester balancing.
- Robertson...
- Arcadian stylizations.
- The Sign...-
- Southern...
- Horse dressage with balletic.
- Dinner Troupe...
- Unique Droller.
- The Topi.
- The Poliguna.
- Wire act forward somersault.
- Takes Ush...
- Japanese dashboard—"Side for Life"

In addition, we are also in a position to offer for bookings, over 230 other outstanding novelty and circus acts.

**AL DOBRITCH ENTERPRISES**

(Associated with Frank Sonnes)

**MAIN OFFICE**

NEW YORK 200 W. 57th Street Columbus S-4682-3

CHICAGO OFFICE 203 North Wabash Financial 6-4239

EUROPEAN OFFICE Mgr.: Franz Koller

Gutbrodstrasse 17 Frankfort-Main, Germany Phone 7-77778

**NOTICE:**

Al Dobritch is no longer associated with George Warden. Our previous in publishing the above message is to announce our ability and willingness to supply top acts for all events of the skater/roller/fair

**ADVERTISER Index**

- 7 Bokaras
- Telemarkboard act featuring triple somersault.
- Cookettes...
- Animal with cooking, mapping wips.
- Dom Bros...
- Tight wire act.
- Alphonse De Anghe...
- Cherry act.
- Plata Del Linja...
- Tight wire act.
- 5 Fratres...
- Chaise act.
- 3 Circulies...
- Disciple act.
- 6 Grillos...
- Juggler Comedy.
- Ivaniko Barch...
- The Inventor.
- The Innovor...
- Polignia.
- Wax act.
- The super circus.
- Harlow Della...
- The super circus.
- plaintiffs Extravagarians.
- His Man...
- Serial art.
- Zany and People.
- Francesca.
- Jester balancing.
- Robertson...
- Arcadian stylizations.
- The Sign...-
- Southern...
- Horse dressage with balletic.
- Dinner Troupe...
- Unique Droller.
- The Topi.
- The Poliguna.
- Wire act forward somersault.
- Takes Ush...
- Japanese dashboard—"Side for Life"

In addition, we are also in a position to offer for bookings, over 230 other outstanding novelty and circus acts.

**AL DOBRITCH ENTERPRISES**

(Associated with Frank Sonnes)

**MAIN OFFICE**

NEW YORK 200 W. 57th Street Columbus S-4682-3

CHICAGO OFFICE 203 North Wabash Financial 6-4239

EUROPEAN OFFICE Mgr.: Franz Koller

Gutbrodstrasse 17 Frankfort-Main, Germany Phone 7-77778

**NOTICE:**

Al Dobritch is no longer associated with George Warden. Our previous in publishing the above message is to announce our ability and willingness to supply top acts for all events of the skater/roller/fair

**ADVERTISER Index**

- 7 Bokaras
- Telemarkboard act featuring triple somersault.
- Cookettes...
- Animal with cooking, mapping wips.
- Dom Bros...
- Tight wire act.
- Alphonse De Anghe...
- Cherry act.
- Plata Del Linja...
- Tight wire act.
- 5 Fratres...
- Chaise act.
- 3 Circulies...
- Disciple act.
- 6 Grillos...
- Juggler Comedy.
- Ivaniko Barch...
- The Inventor.
- The Innovor...
- Polignia.
- Wax act.
- The super circus.
- Harlow Della...
- The super circus.
- plaintiffs Extravagarians.
- His Man...
- Serial art.
- Zany and People.
- Francesca.
- Jester balancing.
- Robertson...
- Arcadian stylizations.
- The Sign...-
- Southern...
- Horse dressage with balletic.
- Dinner Troupe...
- Unique Droller.
- The Topi.
- The Poliguna.
- Wire act forward somersault.
- Takes Ush...
- Japanese dashboard—"Side for Life"

In addition, we are also in a position to offer for bookings, over 230 other outstanding novelty and circus acts.

**AL DOBRITCH ENTERPRISES**

(Associated with Frank Sonnes)

**MAIN OFFICE**

NEW YORK 200 W. 57th Street Columbus S-4682-3

CHICAGO OFFICE 203 North Wabash Financial 6-4239

EUROPEAN OFFICE Mgr.: Franz Koller

Gutbrodstrasse 17 Frankfort-Main, Germany Phone 7-77778

**NOTICE:**

Al Dobritch is no longer associated with George Warden. Our previous in publishing the above message is to announce our ability and willingness to supply top acts for all events of the skater/roller/fair

**ADVERTISER Index**

- 7 Bokaras
- Telemarkboard act featuring triple somersault.
- Cookettes...
- Animal with cooking, mapping wips.
- Dom Bros...
- Tight wire act.
- Alphonse De Anghe...
- Cherry act.
- Plata Del Linja...
- Tight wire act.
- 5 Fratres...
- Chaise act.
- 3 Circulies...
- Disciple act.
- 6 Grillos...
- Juggler Comedy.
- Ivaniko Barch...
- The Inventor.
- The Innovor...
- Polignia.
- Wax act.
- The super circus.
- Harlow Della...
- The super circus.
- plaintiffs Extravagarians.
- His Man...
- Serial art.
- Zany and People.
- Francesca.
- Jester balancing.
- Robertson...
- Arcadian stylizations.
ARAI-Carrin, 78, former member of the Pan Arai Tepee, today and in his youth a world traveler in the 1960s, has died aged 6. His father had owned Shikor's Ciga- rette store and his mother was a well-known performer. Mr. Arai retired in 1956 after suffering a heart attack.

BUSH-Kirk, Joseph, 85, owner of the Shishigai Intrigue, died on Friday. He was a member of the Showmen's League of America and worked with the organization for over 50 years.

DOOLAN-Upon the request of the late Mr. Doolan, the Shikor's store is scheduled to be closed for the next two weeks. His two daughters, Kathleen and Margie, and two sons, Services August 13, 1974.

CARDINER-Mrs. Shirley, 50, of New York, a former member of the American Legion, died on Thursday. She was a former member of the American Legion and died of heart disease.

MACARTHUR-Jack E., 45, of the Revolution Bultacor, died on Saturday. He was a former member of the Revolution and died of heart disease.

LORNE-Horace, 35, of the Revolution, died on Wednesday. He was a former member of the Revolution and died of heart disease.

POTTER-Tom, 45, a former member of the Shikor's store, died on Monday. He was a former member of the Shikor's store and died of heart disease.

Yuba City Gets 12,000 Under Two Weeks

Yuba City, Calif. — The Yuba-Sutter County Fair, which ran until Wednesday, was attended by an estimated attendance of 12,000. Roy Welch, secretary-manager, said here last week.

HALVES FOR HUNT
GREAT BARRINGTON, Mass. — Hunt Bros. Circles played to a packed house Thursday night (12). Weather was clear. Sponsor was the Junior Chamber of Commerce.

All Elements Okay for New Marshfield Mark

MARSFIELD, Mass. — A re- ported contract on 17,000 given to the Marshfield Fair's biggest opening door since 1946 as it began its 50th anniversary weekend on Thursday. The weather smiled on the 8th edition of the fair, which is the largest in the Massachusetts Agricultural and Horticultural Society Conditions which last year cut almost a day off the event and prevented two of the major attractions, the world's largest insect, and the world's smallest man, from appearing, were in sharp contrast on opening day. Also offsea rains dampened the Tuesday afternoon, the total held steady but appeared to be headed for a better than expected $5,000 for the first three days. The crowd, which moved in at a steady rate of 100 per half hour, was still at the gates when the show closed at 10 p.m. Tuesday. Its expected $7,000 in revenue on the second day was estimated at $8,000 or more by 6 p.m. on Wednesday. Credit for the big opening turnout was given in part to the Buddy Vandal thrill act and better weather. Mr. Al Martin brought in for two Sun- day shows to supplement its six circuit acts. The set for the remainder of the week is scheduled to include Tiebor's, the Ro- land Tiebor's; Jolly Gray, the melody girl; Acro-Nuts, knock- about artists; our own, and Dick Sullivan, the Smiling Irishman, with his new act, "Prizes a Poppin'."
Inland Park owner Gerald Carrolo's compact 12-acre amusement park is set to re-open by Saturday, after a three-week closed period. Carrolo, who owns the 48-year-old Luna Park on Revere Beach, decided to close the park on June 7, amid a controversy over the use of the park's parking lot for a housing project. Carrolo's closure was one of several in the Boston area, including the venerable Coney Island in New York City, which closed last week after a conflict with the city over rezoning issues.

The Luna Park shutdown was the result of a dispute with the New York City Department of Parks and Recreation, which had repeatedly denied the park's request for a permit to use its parking lot for a development project. Carrolo, who has been operating Luna Park for 26 years, said the park's closure was a necessary step to protect its future.

The Luna Park shutdown has been a source of frustration for park-goers and city officials alike. Luna Park is one of the oldest and most well-known amusement parks in the country, and its closure has left many locals without a place to enjoy the city's waterfront.

But Carrolo is optimistic about the future of the park. He said he is in talks with the city to find a solution to the parking lot dispute, and he hopes to reopen the park as soon as possible.

Carrolo's closure is just one of several recent developments that have put pressure on amusement parks across the country. The industry has been struggling with declining attendance and rising expenses, and many parks have been forced to close temporarily or permanently.

Nevertheless, Carrolo remains committed to preserving Luna Park as a cherished part of Boston's history. He said he hopes to see the park reopen soon, and he encourages fans to support their local amusement parks in any way they can.
**Fire Levels Deuback at Dallas Spot; Loss $80G**

DALLAS — Fire of undetermined origin routed thru Decas Skating Rink here the night of July 30, trapping two families and seriously injuring the operator, John Deuback. The lost, not covered by insurance, was estimated by Sheriff's Deputy Robert Neal at $80,000.

The 34-year-old Deuback, burned while helping his wife, Jennie, and nine-year-old son, John Jr., escaped thru a second story window from their living quarters above the site. They were admitted to Baylor Hospital, thence the woman and boy were in serious condition.

Firemen from Dallas, Richardson and Garland battled the blaze as it burned the 70 by 200-foot frame and sheet metal structure to the ground. The 20-year-old site had a two-story living quarters at one end, with an added apartment occupying the top of the roof.

The major living quarters, brick building, was occupied by the John Deubacks. A brother, Victor, and his wife, Delores, who are associated with the skating operation, lived in the apartment over the store.

The Victor Deubacks, who had been asleep, disclosed the blaze and awakened both families. "I ran down and tried to get in the apartment, but didn't have a key," said Victor, who then broke in the kitchen door and was met by flames. "I got a hose-made ladder and put it up to the second floor window," he said, "but it didn't quit reach. John and his wife then tossed down the youngster who missed the ladder and fell to the ground, but was apparently uninjured. His parents followed down the ladder. The John Deuback's 15-year-old daughter, Carol, was not at home at the time. She had suffered a broken toe a few days earlier and was not in the building.

The risk had been built and was owned by John H. Deuback, father of John and Victor. Firemen were hindered in fighting the blaze by the necessity of having to string hose from a hydra by a mile away. Victor said he believed the building was stacked in a stack bar in one corner of the risk. The firemen checked the basement and family except only the night clothes they were wearing.

Harford's Blindcard Suffers Back Injury —

HARTFORD, Conn. — Irving Rappaport, of Hartford Skate Palace, who attended the annual Congress of the National Skating Operators of America, a society that represents 3,000 rinks, said his hands were burnt on a stove, possibly due to a back injury. He reported that he had lost the use of his back for several days and was in bed recovering.

Gay Blades Is Doomed —

Last Manhattan Roller —

NEW YORK — Any chance that Gay Blades will reopen in Manhattan, as has been rumored, will be dashed by its operator, Louis Brecker. The former 75-year-old building that handled Blades in the 1930s and 1940s has been closed for several years. It was reopened in 1956 and was succeeded by a larger, more modern rink. The Blades were not able to attract enough customers to stay open.

A GOOD DEAL FOR RINKMEN

"CHICAGO"

"PRESTONETTE" IMPERIAL and "DELUXE"

These new, great Roller Skates, Sold by Rink Operators exclusively. Order a pair each for Display. Cash in on These SALES NOW!

CHICAGO ROLLER SKATE CO.

Manufacturers of all Kind of Roller Skates

4427 W. Lake Street

"The Billboard" PARKS-KIDDIELANDS-RINKS

A FEW CHOICE DATES AVAILABLE

For Parks-Theaters-TV Drive-ins-Auditoriums

HAWKSHAW HAWKINS

Hawks Hawkins with Jess Sheppard and His Band.

McRAE COUNTY FAIR

Smokey Pt.

ONLY FEW DATES AVAILABLE FOR THESE WESTERN AGENS

September 4-7-10-23

HOOSIER HOT SHOTS

Headlining September 3 to 7 at Lincoln, Nebraska

JIM WILSON & His Flying-W Ranch Hands

KENNY ROBERTS

and other Western Stars

Write or Wire or Phone

JOLLY JOYCE

THEATRICAL AGENCY


Phone: W. A. 4-1500

New York, Pac.

Phone: F. H. 7-7426

For Sale

SKEE BALL AND

POKERINA ARCADE

Rides —

• THE THUNDER CHASE
• SILVER SKY
• DODGE 'EM
• PRETZEL RIDE
• CATAPILLAR
• LINDY LOOP

EQUIPMENT NOW IN FULL OPERATION

Tar-Bo Amusement, Inc.

KIDDIE CAR RAILROADS AND SWING RIDES

Want you to know that when you see a Kiddie Car railroad in operation, and you see the kids having such a good time on it, you are seeing a Kiddie Car railroad that was built and set up by the Bolling Bros., Inc. The Bolling Bros., Inc. have been building and setting up Kiddie Car railroads longer than any other company in the United States.

Are you looking for Auto-Phenix, Car, Inc.? If so, 19, 17, 7s. These must be the best Kiddie Car there is. The Bolling Bros., Inc. have built and set up the Car, Inc. in several places. For further information about Bolling Bros., Inc. write to them at the address given below.

KIDDIE Rides

1001 W. 15th Street

Illustrated Circuloers Free

W. F. ANGELS Co., Coney Island, Brooklyn 24, N.Y.

ESTABLISHED 1868

6,700 ACTIVE BUYERS NOW

The Billboard identified column and week

"Disappearing" Reds

Continued from page 78

In Gothenburg, Sweden. With the naval unit in Copenhagen, there were also football teams, which played against local teams. The Dunes received the Russians the same as they have received the Americans, as they are the big U. S. Air Force bands.— article and heavy applause wherever it was done. The idea was that the Russians, whites to disappear immediately after the以后 who were Americans, private residents, made themselves right at home in Poland, mingling with parents and employers of the park.

Elements Okay

Continued from page 76

for parking. Mopeds were submitted free Thursday, children's day, and, despite the rain, E. W. Buff, of Playtime Amusements, who is handling the midway, reported good business. He also said his gross was up 20 per cent in the last three days over last year.

The fair's budget had been boosted over last year by about $3,000, with receipts including $25,000 for the horse racing purses. Proceeds amounted to $10,000, of which the State of Massachusetts donated $4,000. Fair officials hired more than one-third of all electrical equipment from the fair.

The weather forecast was for the weekend, with a high of 85 degrees, a low of 70. Rain would be the only forecast for the weekend's fair, which features the state fair's famous wooden roller coaster. The fair would be a symbol of the city's rich history and culture. The fair would be a symbol of the city's rich history and culture.
Beatty Staff Takes Shape; Dates Set

Opens at Los Cruses; Quartets Busy as Show Readies for Opening

DEMING, N. M.—Plans for opening the new Clyde Beatty Circus are going forward and a new and colorful show will get under way August 20 at Los Cruses, N. M., exactly one week from today. Work was started on August 13 and September 31 and stage sets and extra performances were required.

Frank McClung, general manager, has nearly completed lining up acts. Walter Taulman, assistant general manager, has been assigned in San Antonio for a few days, and General Agent Floyd King has returned from a trip to Washington, D. C., to Eastern points. Eddie Howe, press agent fer-

Circo Union Expands; Wins Good Business

MATAMOROS, Mexico—Circo Union, second largest show in Mexico, opened a 10-day run here August 13, and the opening night was a success. The show was turned out by 3,000 persons, the majority of them being children. The performances were punctual, and extra performances were required.

Shakes moves on eight new straight-bed trucks and eight four-plex trailers. The new equipment is used by all showmen and show trucks are not used. The United showmen also have one semi-truck and a sound truck and bus. Equipment is in good shape and newly painted.

Animals now are carried in cage-trailers rather than shifting cages, as was done last year. All tents, seats and chairs are new. The 30 animal cages are in the new show, and four elephants, two of them bought last year from Kolle Miller, are included.

Performance starts with a colorful speck backed by the eight-man band. Acts include Rose Marie Fumets, elephants; Bobo Fumets, chimpanzee; Fumo Brothers, hamster, dogs; Dolly Maley, Harper, horse, and clown. Tickets are 10 cents up to $2.50.

Emma Vaclik, who has top billings, is a co-star in the new show. She is in the当 Campous. She was with Daily Express Circus circuit several times. Jesus Fumets, owner, tells of plans to double the size of the show by next summer. For long jumps it now moved by railroad.

As with shows, with others to follow, a show is being planned to see that each ticket buyer gets a seat. They check the ticket office when capacity is reached and extra shows are given to handle the drawbacks.

Carson Business Spotty

EAST RUTHERFORD, N. J.—Carson Bros. Circus had a three-quarter house for its matinee yesterday, which was after a drizzling rain. The weather, Darwen, Mass., (8), had no influence on the crowd.

At Simonton, D. S., earlier, the show had a big afternoon house and gave much needed relief for a few special house in the midst of hardest activities.

Circuses

CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, Ill.
AUGUST 18, 1956

The Billboard

30

Beatty Staff Takes Shape; Dates Set

Opens at Los Cruses; Quartets Busy as Show Readies for Opening

DEMING, N. M.—Plans for opening the new Clyde Beatty Circus are going forward and a new and colorful show will get under way August 20 at Los Cruses, N. M., exactly one week from today. Work was started on August 13 and September 31 and stage sets and extra performances were required.

Frank McClung, general manager, has nearly completed lining up acts. Walter Taulman, assistant general manager, has been assigned in San Antonio for a few days, and General Agent Floyd King has returned from a trip to Washington, D. C., to Eastern points. Eddie Howe, press agent fer-

Circo Union Expands; Wins Good Business

MATAMOROS, Mexico—Circo Union, second largest show in Mexico, opened a 10-day run here August 13, and the opening night was a success. The show was turned out by 3,000 persons, the majority of them being children. The performances were punctual, and extra performances were required.

Shakes moves on eight new straight-bed trucks and eight four-plex trailers. The new equipment is used by all showmen and show trucks are not used. The United showmen also have one semi-truck and a sound truck and bus. Equipment is in good shape and newly painted.

Animals now are carried in cage-trailers rather than shifting cages, as was done last year. All tents, seats and chairs are new. The 30 animal cages are in the new show, and four elephants, two of them bought last year from Kolle Miller, are included.

Performance starts with a colorful speck backed by the eight-man band. Acts include Rose Marie Fumets, elephants; Bobo Fumets, chimpanzee; Fumo Brothers, hamster, dogs; Dolly Maley, Harper, horse, and clown. Tickets are 10 cents up to $2.50.

Emma Vaclik, who has top billings, is a co-star in the new show. She is in the当 Campous. She was with Daily Express Circus circuit several times. Jesus Fumets, owner, tells of plans to double the size of the show by next summer. For long jumps it now moved by railroad.

As with shows, with others to follow, a show is being planned to see that each ticket buyer gets a seat. They check the ticket office when capacity is reached and extra shows are given to handle the drawbacks.

Carson Business Spotty

EAST RUTHERFORD, N. J.—Carson Bros. Circus had a three-quarter house for its matinee yesterday, which was after a drizzling rain. The weather, Darwen, Mass., (8), had no influence on the crowd.

At Simonton, D. S., earlier, the show had a big afternoon house and gave much needed relief for a few special house in the midst of hardest activities.

Circuses

CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, Ill.
AUGUST 18, 1956

The Billboard

30

Beatty Staff Takes Shape; Dates Set

Opens at Los Cruses; Quartets Busy as Show Readies for Opening

DEMING, N. M.—Plans for opening the new Clyde Beatty Circus are going forward and a new and colorful show will get under way August 20 at Los Cruses, N. M., exactly one week from today. Work was started on August 13 and September 31 and stage sets and extra performances were required.

Frank McClung, general manager, has nearly completed lining up acts. Walter Taulman, assistant general manager, has been assigned in San Antonio for a few days, and General Agent Floyd King has returned from a trip to Washington, D. C., to Eastern points. Eddie Howe, press agent fer-

Circo Union Expands; Wins Good Business

MATAMOROS, Mexico—Circo Union, second largest show in Mexico, opened a 10-day run here August 13, and the opening night was a success. The show was turned out by 3,000 persons, the majority of them being children. The performances were punctual, and extra performances were required.

Shakes moves on eight new straight-bed trucks and eight four-plex trailers. The new equipment is used by all showmen and show trucks are not used. The United showmen also have one semi-truck and a sound truck and bus. Equipment is in good shape and newly painted.

Animals now are carried in cage-trailers rather than shifting cages, as was done last year. All tents, seats and chairs are new. The 30 animal cages are in the new show, and four elephants, two of them bought last year from Kolle Miller, are included.

Performance starts with a colorful speck backed by the eight-man band. Acts include Rose Marie Fumets, elephants; Bobo Fumets, chimpanzee; Fumo Brothers, hamster, dogs; Dolly Maley, Harper, horse, and clown. Tickets are 10 cents up to $2.50.

Emma Vaclik, who has top billings, is a co-star in the new show. She is in the当 Campous. She was with Daily Express Circus circuit several times. Jesus Fumets, owner, tells of plans to double the size of the show by next summer. For long jumps it now moved by railroad.

As with shows, with others to follow, a show is being planned to see that each ticket buyer gets a seat. They check the ticket office when capacity is reached and extra shows are given to handle the drawbacks.

Carson Business Spotty

EAST RUTHERFORD, N. J.—Carson Bros. Circus had a three-quarter house for its matinee yesterday, which was after a drizzling rain. The weather, Darwen, Mass., (8), had no influence on the crowd.

At Simonton, D. S., earlier, the show had a big afternoon house and gave much needed relief for a few special house in the midst of hardest activities.
Harry Chipman, Alhambra, Calif., had the miniature circuses of each of his many grandchildren pedals, in his yard for two days and drew about 1,000 persons. Recent visitors to this home included Joe Applegate, John T. Backman, Jake Foezy, George Perkins, Mrs. Fred Hausman, Mrs. Al G. Barone, and Bert Crom-

Leonard Tabs Better Crowds

DOWNESS GROVE, Ill.—(AP) — The highlight of this Chicago suburb Thursday (9), this show was the grand opening of the

Ind. Drags Feet For Kelly-Miller

HOWELL, Mich.—Business dropped for the Al. G. Kelly & Miller Bros. Circus this week. With the novelty of the clown, one of the best features of their act, also dropped out of the show. The company now has two remaining clowns. After the show, the company will move to Lafayette, Ind., for their next engagement.

TERRELL'S AGENCY, INC.

P. O. Box 1044, NASHVILLE, TENN.

Wants Phenomen—your round work starting Sept. 1, Nashville, etc. Also 4

WANTED FOR KELLER, VIRGINIA, FAIR

WANTED

For immediate placement. Wire salary expected.

C. C. GROSCHURT, Blue Grass Shows

BLOOMER—Blass, 204-206, 100% with care, own small, town, etc. Many jobs available.

2 or 3 Phonedemen


BILL OSBORNE

No collect, please.

PRINTING FOR PHONE OFFICE 

Any job, large or small, on turn around. See us. American Printing Co., 100 S. Main St., Terrell, Tex.

PHONES

Signs, banner, posters, labels, etc. Free estimate. Phone and address: 102 E. Main St., Terrell, Tex.

Wanted Immediately

Circus Trumpet

Wanted

BANNER MAN TO sell tosell elephant Advertising.

20 Trained, well-groomed, large and small, and five ring lead. Address: Mrs. G. A. laughing, 316 N. Main St., Terrell, Tex.

WANT PARTNER

For newspaper, magazine, periodical, store, office, portable office, etc. Address: W. S. Ross, M. P. 61, Terrell, Tex.

![Image](https://via.placeholder.com/150)

CIRCUS TRUMPEST

Wanted

Circus Banner Man.


WANTED

20 Trained, well-groomed, large and small, and five ring lead. Address: Mrs. G. A. laughing, 316 N. Main St., Terrell, Tex.

PHONES

Signs, banner, posters, labels, etc. Free estimate. Phone and address: 102 E. Main St., Terrell, Tex.

WANTED

Banner Man to sell to sell elephant Advertising.

20 Trained, well-groomed, large and small, and five ring lead. Address: Mrs. G. A. laughing, 316 N. Main St., Terrell, Tex.
Valparaiso, Ind.,
Gets Weather,
Good Turnouts

Valparaiso, Ind. — Give
good weather during the
Porter County Fair, which
closed its 13-day run Saturday (11), drew
stubble crowds.

The grandstand attraction,
which featured both Wednes-
day evening and an Earl Newberry
thill show the concert band
played to fairgoers. Other attrac-
tions included the Johnny
Blackwood show on Friday evening and horseracing.

Thursday (8) was Kids' Day and the James H. Dow Show chuked up
 considerable crowds.

The Dewey midway ran
continuously throughout the
run.

Thursday evening the fair held
a candidate night with State, coun-
dy and district heroes of both
parties as the featured attraction.

It's Astronomical Now
At Kentucky State Fair

LOUISVILLE—Up to now, L. (Doc) Condry, press agent for the Kentucky State Fair, has been taking in terms of
"colossal." Now Doc is word in "astronomical." The reason is
that the fair opened nine days early. Friday, September 7, will be tied in with the planet Mars. As Doc tells it, a ray of light from Mars will turn on the lights at the new
planetarium.

This year, the planet, he says, will be closer to the earth that
night than it has been for years. It will be a generation before it
will be as close again, Doc says.

The business of using a ray, traveling at a speed of some
186,000 miles per second, for lighting purposes, has been
whisked in progress by Dr. Charles Stratton, education director for the Louisville As-
tronautical Society and regional director for the observatory
of the New York Planetarium. The electrical equipment is
made by Martin Sweots, Louisville electronic expert.

The opening-day attraction at the fair will also tie in with
what Doc describes as the "Mars gimmick." "Ice-Capades
International" will have a skater, dressed in an electric suit, who
will swim in ice and have the lights turned on by the rays,
Doc says.

REGINA Hits Top
With 228,114 Gate
Beats 200,000 Mark for Second Year;
Pari-Mutuels Set New $840,278 Record

REGINA—K. The 1958 Re-
publican Provincial Exhibition, which
brought in the three-day run Saturday
(1), turned out to be the greatest ever.

A new attendance record was
established and the pari-mutuels re-
corded new highs for the week, for
a day when the best of the fair, the
betting and attendance figures were
up every day.

Last year with a gate of 203,340, the fair topped the 200,000
mark for the first time in the history of the fair Saturday. The year
attendance was 122,114, a healthy increase of 4,774.7.

Turnout for the final day was
34,017, which is 5,281 ahead of last year's 33,236.

Biggest day of the fair's history was Wednesday (1) with 43,078
and last year's 30,672. The biggest day of the week was Saturday.
On the whole, the attendance for the week was a little below
average, with some rain Tuesday and a
threat of rain Thursday.

A new high betting mark was set, with $840,278 going through
the windows for an increase of 13 per cent, or $85,509 over last year.

Daily average betting was about $27,000. The pari-mutuels for
Saturday was the greatest fair day ever and set the new high
of $27,381 over last year, which at that time was the highest fair
gate in the history of the fair. Tuesday's gate, $28,900, was also established.

Wednesday was the second best day of the week with a total of
$184,031, up $16,701.

The grandstand's revue attracted 78,848 customers during the week, which
represents 4,008 below last year's 84,354. The grandstand was down on four days.

Saturday was the second biggest day for the grandstand with a total of
14,810, a drop of 575 from the
same day in 1955. Largest grandstand
attendance was on Monday, $27,008, and inclu-
sing 11,000 children at a free
morn-
ing, $27,781. The total for the week was
17,901. Another big day at the grandstand this year was
Wednesday.

Business on the Royal American was down slightly last year, with Monday reported to be the biggest opener yet.

Thursday's warm weather
attracted 36,752 to the grounds,
more than expected. The grandstand, at
11,750, was down 2,000, and pari-mutuel play, at $115,000, was
up $2,589. Livestock judging was
completed, the livestock was pa-
sed before the grandstand at
night and winners of farm boys'
nosy, a few camp attractions were
introduced.

The steady overcast Friday of the annual Travelers' Day parade,
inspired the parade to be moved
to the downtown area in the morning. Gate for the day was
42,586, an increase of $15,880 over last year's
40,723, down $436. Betting for the day was
$1,485,448, an increase of
$33,446.

A brief rainfall near 8 p.m. Fri-
day knocked out a few hundred
of the crowds but did not hamper
parade enthusiasts.

Saturday's weather was ideal and every section of the fair was
thriving. The grandstand on Saturday night included a Denver
Democratic party rally.

Pari-mutuels for the day were
$18,500 in a Kansas club draw. The
Kissens also had mightily given
away...
San Mateo Calif., Tops '55 First Six Days

SAN MATEO, Calif.—The San Mateo County Fair and Floral Fiesta, which opened strong and held its own at its peak, secured a place among the best fairs of the year by being the one chosen first by California voters as the fair to provide a place for the annual contest between the top six events.

Chippewa Falls

Overcomes Rain; Gate Is Up 5%

Olson Shows Chalk Up Record; Night Grandstand Down

San Mateo Calif.—The San Mateo County Fair and Floral Fiesta, which opened strong and held its own at its peak, secured a place among the best fairs of the year by being the one chosen first by California voters as the fair to provide a place for the annual contest between the top six events.

Chippewa Falls, Wis.—The Northern Wisconsin District Fair, which Sunday closed its six-day run, overcame two days of bad weather and showed an increase of 5 percent higher gate than last year and a new all-time record gross over the midway.

Horses and Grandstand

Horses and Grandstand Down 15% Sunday and Tuesday (3) to offset the losses sustained Thursday (2), when rain fell and prevented the running of the three horse races and the night grandstand revenue, and Friday (5) when it rained most of the day.

The six shows Friday followed by the Grandstand and Closing Show, featured the National Unltd. Unlimited, San Francisco, for the first time, and the re-organized National Clowns, Madison, motocycle, and the Fort Bragg Fair, Austin, Texas.

The first day Wednesday night (8) were the Stuntmen, Stoddart, and Koch, and the second day (9) were the J.O. Cars, Buffalo, S. O. Moore and his orchestra.

The first day Thursday was the Klinker the Clown, and last week's plays for the first three days, the Hahn and Son Soak, three days starting Monday (9), the latter being continued for two days, Thursday and Friday (10), and the last show of the week, the trio, this time, on Saturday (11), the closing day.

While two figures were available on the afternoon grandstand attendance and patronage of the horse-racing meet, a representative said that it exceeded last year.

Crafts Exhibition Shows, managed by Mr. and Mrs. A. G. Varnes, were shown on the midway.

Ballyhoo Plus by Lions

New Sponsors Load Flood of Petersburgh Publicity

PETERSBURG, Va. — If fair weather shows up on fair week, committee members here don't see how they can miss surprising anything every experienced in these parts. The club, first-time sponsors, have a Southside Virginia Fair committee of 23, with each of the seven women of whom are associated with local newspapers, radio and TV stations.

Plants are this year ambitious and hopes on the publicity side, with the October 1-6 days being classified as a 'shopping holiday.'

For example, the fair is using 50 boards of 24x44 size, and distributing 72 trucks being stopped to local businessmen, and has arranged with local newspapers in Petersburg, Hopewell and Colonial Heights, beginning two weeks prior to the fair, a total of 3,300 sheets of paper, fiber band and advertising being distributed.

New Leaf Table Card

A novel, burnt-shaped table card is being placed on tables in every restaurant within a 40-mile area. Manager Ralph Lockett notes.

Lockett was interviewed Saturday (4) by Leon Hilderson on WXXV-TV for 15 minutes, during which pictures were shown of last year's grandstands, fire, this year's grandstands, attractions, and the fair's new entrance gate. Two more WXXV-TV shows are scheduled prior to the opening, and there will be a remote camera on the grounds during the entire Hilderson, station's farm director, is co-operating fully.

The record-breaking cards being framed will be used. "Come to the Fair," and "Come to the Fair," added to the "Come to the Fair," and "Come to the Fair," worked into the commercial.

Mastodons and Grandstands

Mountain music, band, and Grandstand in the making for the West Virginia State Fair is the 63rd Fair Grounds at Wellsburg, Vt. Fair, fairer, announced. The organization will be won here August 25, 1959.

FEARS-EXPOSITIONS

OTTAWA GIVING AWAY $25,000 HOME PRIZE

OTTAWA—Tremendous interest has been shown in the drawing award of a completely furnished, $25,000 home at the Central Canada Exhibition. Being attempted for the first time, the drawing is being held as far from a common enterprise for fair, the scheme has met with instant approval of the community.

In addition to undertaking the huge drawing, the Ottawa Exposition will present the annual award of seven automobiles during the event—the cars are valued at $1,000 each. According to the CCE's veteran official, H. H. Mc-

Bill Horstman To Press Agent B-C Top Revue

IONAI, Mich.—Bill Horstman will handle press for the Barnes Co. & Romaine Co. during the advance of the show over its route of major fairs in the Midwest and South.

The Chicagoans, long identified with Arthur Wirth and the 'Fair of the Century''s biggest draw, during the 1910 Free Fair to gather in the fairgrounds to the date of the fair, that is, early October 15, one week ahead of the State Fair.

As the top handle publicity for the fair association, which is a fairly tight-arranged field. The field is kept carefully guarded for the annual classic in which Cudahy Cup will be awarded. Wolford to provide the high points of the fair, which is the fair, will be shown on the grandstand.

Waco, Tex., Inks Names

WACO, Tex.—The Heart O' Texas Fair will feature two name attractions at its olympics this year, Edwin Dean and Preston Faster.

Dean, Western motion picture star, and also nationally known for his recordings, Foster, cowboy star, will be current in a TV film series with the fair.

Waco, Tex., Inks Names

WACO, Tex.—The Heart O' Texas Fair has announced the following new sponsors for the fairgrounds.

CAVES—KLEIN

The Billboard

M.A. JOURNAL

WANTED

SEPT. 11 TO 15

For 11th Annual Kiwanis Fair

Ann and Susie, other names, other names, and the like, are interested in the fair and have sent their names.

SWARTZ PARK

MAY 24-31

MIDDLEGTON, PA.

For Your Fair! Park! Celebration

The Mako Troupe

Press Trains Artists

MILK M A R K E T

Seat X-3285-12-81

DISPLAY FIREWORKS OF DISTINCTION

The most spectacular display of eye catching fireworks is yours if you purchase a ticket at this fair. You will be the envy of all the other fairs in the state.

Dreadnought Fireworks Co.

52 State Fair St.

Phone B-9222 of 1212

West Alexander Fair

SEPTEMBER 16

Independent Midway, Contact

JOHN M'CRANN

Fare Pay is $1 and the Fair in the fair at $12

Fare Pay is $1 and the Fair in the fair at $12

Fare Pay is $1 and the Fair in the fair at $12

Fare Pay is $1 and the Fair in the fair at $12

Fare Pay is $1 and the Fair in the fa-
Added Kids’ Day Boosts RAS Biz

At Fort Williams

Ride, Show Receipts Climb 20%

Fort Williams, C南山is—An added kids’ day at the Canadian Lakehead Exhibition here played a big part in opening the Royal<br>Ontario Show’s midway gross over last year.

The six-day event, which opened Monday (8), enjoyed two bumper kids’ days, Thursday, the usual day for the youngsters returning a sharply higher gross than last year and Thursday, the added kids’ day, also yielding a substantially higher gross than the same day last year.

At the end of the first four days the show receipts and show receipts were up about 20 per cent over that for the same period of 55, and indications were that the show would hold to that pace thru the finish. The only bad weather during the first four days was encountered Wednesday, when rain delayed the schedule. The weather cleared at night and the midway was then well attended.

Waterclette, featuring Lottie Mayer, topped the shows. Leon Clarin’s Harlem in Havana was the second highest grosser, with...

Strates Tabs Gain At Clearfield Fair

CLEARFIELD, Pa.—With perfect weather, Strates Shows, Inc., made Merle Beam the most popular man in town here during the last day (8) promised thus closing Saturday (4) the James E. Strates Shows midway gross for the week at the Clearfield Fair. The weather could hardly have been better for the fair activity. The days were warm and clear and never threatened rain. The nights were a little cool but described as pleasant for the most part.

Interest in the territory is in rides principally, but other units were reported doing very well, particularly Nate Eagle’s Hollywood Wonders, and Jack Norman’s Brunswick Farms.

Fair Good Start

The good start at the season’s first fair held the hope that all summer season will be a banner one. Despite considerable disadvantage the show held its own well and its early dates and can look to fair grosses.

Next week the shows heads for a 16-day stand, August 6-15, at Erie, Pa. The show was held July 30 to August 4, and the crowds of downtown is reported the first to be held by a similar organization.

The lot, a new one, required considerable work under the direction of Allan Travies, general agent. Stella DeBelle, is from a recognizable

Cold Nights Nip WOM

Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here. Last year the show turned in record gross for the event.

On Friday (3) the prospect were that the cold nights would continue thru the weekend, but the result was little hope that the earnings of last year would be reached.

The show had a big children’s day on Tuesday (9), with the rides being closed for the take of the day.

Owner Frank Berger added strength to the show, the Cub Club, went into operation here for the first time. The Dixie Goodnoodles of.

Carnivals

Carnivals

New England Money Looser For Playtime

MARSHFIELD, Mass. — Outlook for the carnival business at fairs seems better than in several years with the Ferry & Leeman, New York,operator of Amusements, reporting the best business in several years.

Burr cites a business rise of some 25 per cent. With him are two sons, John R. and George W.

For starting his tour of New England in several inches of snow which was followed by many rainy days it is pointed that the Carnival business is flowing more freely this year, with the attending cooperation of all fairs to the honor of television, which he thinks is no longer holding people as it used to a year ago. He thinks that it has leveled off as an entertainment, and families are once more seeking the old time amusements.

Some of the old-timers with him at this stand are John W. Todd, Ferry Bros., Central Decew, Octopus, Johnnie Leeman, Charlie, and Tony Allan, Ferry Bros. D.

Also here is Mr. W. T. Todd, Ferry Bros., and his wife and husband, John, have also been here and will be back within a week or so. They will be back.

Fort’s fairs dates include: Marshfield, Weymouth, Vt; Plymouth, Mass.; Hackett, N. H.; Ferris and both New Roanoke and Ferris. The Grand County Fair at Tupper Lake. Costello was a real show stopper, reported prospects excellent. The answers is made up of four sets of questions, of which a total of 10000 questions at a General Electric plant all will pass the show grounds. As a result, the show is well and from morning to noon, so that there is sure to be ample exposure to the populace.

At Erie the show will run down on July 30 and be ready for the Saturday opening of the Hamburg (N. Y.) Fair.

Cold Nights Nip WOM Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here.

Last year the show turned in record gross for the event.

On Friday (3) the prospects were that the cold nights would continue through the weekend, but the result was little hope that the earnings of last year would be reached.

The show had a big children’s day on Tuesday (9), with the rides being closed for the take of the day.

Owner Frank Berger added strength to the show, the Cub Club, went into operation here for the first time. The Dixie Goodnoodles of...

Cold Nights Nip WOM Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here. Last year the show turned in record gross for the event.

On Friday (3) the prospects were that the cold nights would continue through the weekend, but the result was little hope that the earnings of last year would be reached.

The show had a big children’s day on Tuesday (9), with the rides being closed for the take of the day.

Owner Frank Berger added strength to the show, the Cub Club, went into operation here for the first time. The Dixie Goodnoodles of...

Cold Nights Nip WOM Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here. Last year the show turned in record gross for the event.

On Friday (3) the prospects were that the cold nights would continue through the weekend, but the result was little hope that the earnings of last year would be reached.

The show had a big children’s day on Tuesday (9), with the rides being closed for the take of the day.

Owner Frank Berger added strength to the show, the Cub Club, went into operation here for the first time. The Dixie Goodnoodles of...

Cold Nights Nip WOM Bangor Fair Grosses

BANGOR, Me.—Extremely cold nights nipped at the earnings of the World of Mirth Shows on the midway of the Bangor Fair here. Last year the show turned in record gross for the event.

On Friday (3) the prospects were that the cold nights would continue through the weekend, but the result was little hope that the earnings of last year would be reached.

The show had a big children’s day on Tuesday (9), with the rides being closed for the take of the day.

Owner Frank Berger added strength to the show, the Cub Club, went into operation here for the first time. The Dixie Goodnoodles of...
Mr. and Mrs. Al Brown, new owners of Tri-State Shows, recently entertained connoisseurs of the shows at their Lake Madison, S. D., cottage. County banksman was trinitromatic and a buffet lunch was served on the patio. Guests included Dollie and Don Miller, Mr. and Mrs. William L. Sholt, Billy Craig, Count and Mrs. Ned Moran, Mr. and Mrs. Nick Furama, Chief and Mrs. Moran and their daughter, Charles, Rick S. McKee and Robert L. Miller, Mr. and Mrs. G. J. Marshall, Mr. and Mrs. John Finley, Charles Pearson, Mary Amacher, Carol Clason, Louis Hine, Manager Henry Ker, Ben Gayken and William Gayken.

Recent visiters to the James H. Drew Shows included Jack Kaplan, Mr. and Mrs. R. F. McCarter and Mr. and Mrs. Don Greco... Mrs. Alma Leon Murray and daugther, Carolina, recently drove from Ramberg, S. C., to visit E. A. (John) Murray on Dayton's Cold Medal California Shows... Lew (Blindly) Bernstein, Milwaukee liquor distributor, was a daily visitor to the Drew Shows during its lake front stand there.

Jackie Lynn is up and arround again after being confined to a hospital at Sturman, Va.... Sahara Rose, of Golden State Shows, visited Shereen Dean and Jackie Lynn on Gold Medal at Beloit, Va. Jack Monroe, who has the Side Show on Gold Medal, re- turns to the West to pick up the biggest heat this season at Bristol, Show used its $120,000 big top then the first time... Mr. and Mrs. Buddy Bernstiel recently announced the birth of a daughter, Bonnie Sue, July 10 in Lebanon, Pa. Buddy plans to get back on the road now that the big event has occurred.

Major surgery involving amputation of a foot has been under- gone by Mr. and Mrs. Frank Newfield, who is recuperating in Veterans Hospital, Coral Gables, Fla., where he was operated by famous Vizum Endo. Frank Newfield says he has hopes of returning to the road next season.

Ben Morrison, Detroit showman, who planned to move the Motor Shows to new Packard to drive to Hot Springs, Ark. and Las Angeles. He will then fly to Honolulu for a two week run and on route will visit the California Shows, as well as other California and Nevada spots.

Spencer A. Stine was scheduled to have the majority of the Side Shows at the Virginia (Va.) Firemen's Fair, while El. Snyder was to provide the side show for Stine at the August 6th event. Billy Richdards stopped off recently to catch the Page County Shows... Havens Brown writes that he was a recent guest of Dollie Locastor at Montgomery, Ala.

Frankie, veteran member of Wade Greater Shows, was guest of honor at a recent surprise birthday party at the county, and participants included Mr. and Mrs. Jimmy Zollman, Mr. and Mrs. Frank Newfield, Mr. and Mrs. Doug Hasszian, Mr. and Mrs. Jimmie Smith, Earl Kelly and Mr. J. Kelly... Bob Gibby, Mr. and Mrs. Jen Kelly, and Earl Kelly and Mr. and Mrs. Mel O'conner, Cameron Murray, Mrs. and Mr. Fellows Long, Ralph Shaff, Earl Wages, Mary Bobbi Davis, Tandy Everett, Richard Whalen and Mrs. and Mr. Ott McGint and Nat Darden.

Col. Lew Alter, whose Side Show is with W. G. Wade, reports his personnel includes DeWone Perdue, handler and No. 1 talker; George Surtees, second talker; Larry A. Martin, general manager, Helen Alter, treasurer and tickettaker; Clarence Speers, booker, Doheny Surtees, inside lecturers; F. Householder, cowboy songs; Lew and Louise Speers, animal handler; Mary L. Frank, stables; Belleloue Rose, fortune teller; Jack Lee, tickettaker; Bill Mark, tickets; Sammy Sanji, magician and Sehbi, pinhead. Following are the main shows for Eastern and Southern fair circuit.

Howard Lawrencen, formerly with Lastien's Side Show, closed recently to join Bailey's back-end unit on 25th century... Jack Kellow, Morris Hansen concert singer, in driving a new Oldsmobile... Mrs. Pancakes Whitworth Hewitt visited Celina & Wilson at Lakeside, Mich., D. Stadup managing Kellow's long and short range gallery.

Visitors to the Vienna midway in Neville Island, Pa., included show operator Frank Caravella and Louis and Dave Rosenbaum of Trin- angle Poster Company, Lola Cor- nel and Helen Corneil and the Side Show, briefly for Tacoma, Wash., for the settlement of her father's estate.

Mr. and Mrs. Carl Tyler have take over the Tyler Show operating on the O. C. Buck Shows, and Lanna has the Pursue Show; Bud Bogert, music... Happy Linguidt has arrived from Florida to assist at drumming and stage manager. Joo- my Quinn has acquired a trailer for an office.
WANTED FOR THE FOLLOWING SPOTS:

CONCESSIONS—Jewelry, Cook House, Pop Corn, Novelties, Age and Scale, Arcade, Glass Pitch, Mug Joint, Games of all kinds.
SHOWS of all kinds.

Wanted an

Jeffrey, ride superintendent, can use capable Rider and Ticket Sellers.

CRAFTS 20 BIG SHOWS
Now Booking Shows and Concessions for the Following Fall Fairs:
San Mateo County Fair, Aug. 3-16; San Pablo, Pomeroy County Fair, Aug. 12-16; Pomeroy County Fair, Aug. 19-23; Pomeroy County Fair, Aug. 26-30; Helena, Pomeroy County Fair, Sept. 2-6; Helena; Last Border Fair, Pomeroy County Fair, Sept. 9-13; Helena; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 1-4, Fresno.

Joe Sciortino wants

COLORED PERFORMERS AND MUSICIANS. Entertaining Show for Fairs, Cass place, Tours; must be young and attractive. Can also use Specialty and Novelty Acts. Go for White, Black, and King Show; more experience. Will furnish poster and top salaries per show. Transportation furnished after you join.

Want wanted with experience on circus. Must drive own, NEMING NOT TO BE ELSED.

J. Sciortino, c/o Blue Grass Shows, La Porte, Ind., this week; c/o Thomas Joyland Shows, Crown Point, Ind., Aug. 20-25; Detroit follows.

WANTED AT ONCE
Shows of Merit for All Fairs to Follow
Have opening spot for Side Show Operator. We furnish top banner line and transportation. Will book any legitimate Concession. Especially need Side Show of merit for all fairs, Including Pyella. Contact Douglas Greaters Shows, Tillamook, Oregon, and Centralia Fairs to follow, then per route.

DOUGLAS GREATER SHOWS
P.O.S., Denver, contact in interested in booking Pyella.

DEL FLORE AMUSEMENTS
WANT FOR SOC. 100s, STREET FAIR, AG. 23-24-25 DELTAL wilu will with will what want want WANT CONCESSIONS Can Place Candy Floss, Candy Apples, Candy Bottles Costume, Photo, Jewelry, Lead Gallery, Scales and Age, Female Fines, High Sticker, Novelties, Hats, Baskets, and All Inexpensive Concessions. Write or Wire AL DEL FLORE CONNELLSVILLE, PA., THIS WEEK.

REWARD
For Information Leading to Capturing of the Following Litter E8L8999.
1-Jr. Hit Paddy Wheel, Gelded, 18 months, Sire: Strawberry Van Goos, P. H. S., $100.00; Weight 180 lbs.
1-Jr. Hit Paddy Wheel, Gelded, 18 months, Sire: Strawberry Van Goos, P. H. S., $100.00. Contact, written in this paper. Offered an Kentucky Thelers, serial number 12345.

BOB K. PARKER, OWNER
BOX 111, DELAYAN, W. I.
P.O. the streams was formerly on Royal Crown Shows.

WANT WANT WANT
Good Fair Promoter-Who knows the Fair Promoter Business. Advertised, etc. Want to be promoted—Supervise your Fair. Write for Free Circular to the Right of your Fair. Want to do business? Want to be known? Want to get momentum? Want to make money? Call it New! For Sale: Very good Fair Promoter Shows. Correct for any fair and all states in Florida. Have Central Ticket for sale, ready to go. By all means—WRITE TODAY.

Fun Fair Park, David B. Endy, Mgr.
ALEXANDRIA, VA.

WANT WANT WANT
For the following Fairs: Columbus, Jackson, Iowa, Aug. 13-16; Greenfield, Iowa, Aug. 17-19; Muscatine, Henry County Fair, Aug. 23-25; Illinois, Admissions and Concessionaire Fairs to Follow. We have open spots to accept Fine, Ice-Cake and Popcorn. Concessionaire, come on.

Contact the Columbus Junction, Iowa, for location thru fair. Will pay good prices. Must be sober and reliable and can drive. Also Operate Fair Promoters and Ticket Sellers. For Circular, write to:
KENNEDY RITCHIE, Mgr., Barkchart Shows

Jim Drew Ahead of '55 Despite Rough Spring

VALPARAISO, Ind. — Despite being an inferior club that could never compete with the James H. Drew Shows were running well ahead of '55 publicity. Drew, the man who made that the bad weather was considered a factor in the two shows which were virtual washouts. The other stands, however, more than made up for this line of play.

The show, which was here last week for the Porter County Fair, had played the same amount of time trucking here, all of which came up with good opening. The Crawforton, Ind., fair, played for the seventh year, was close to 25 per cent better than the previous year, and the Nappanee, Ind., event was sharply

Tibs, Keeler Form New Show

SAVANNAH, Ga.—Boy Tibs and Tibs and Keeler announce the formation of a new show with an added attraction, the Floss City Ghost, being played by Bob Kelly, former circus manager, is being used for the purpose of doing some regular concerts and regular concerts on the far grounds. Drew delivered a show that will purchased an additional six acres adjoining his quarters west of the Madison County Fair, which is planned to erect two concrete block buildings on the 12-acre plot this fall.

Hoard-Mullis

Continued from page 64
Fair, Widthville, October 15, Biyan County Fair, Pembroke October 18, Captain County Fair, Fair, Hinesville, October 29.

The show expects to benefit from military payroll at the Bayon County Fair, located five miles from Camp Stewart with its 35,000 military personnel. Equally well located in the Edisto County, Fair, operating this year on a first-gate within a mile of the main base.

Hoard & Mullis is operated by brothers-in-law Hoard, who is president, and Mullis, in charge of the office, Tree, and a railroad line of Mullis, will be carried. Many of the con-

siderations will be officer-owned shows. Board foreman are: Ferris Wheels, George Teal, 1554-Go- Round, Happy Dawley, Spiffire, T. J. (Teddi) Gerlany, Darny Hoard and Eliott Mullis Jr., to assist the general operation of the show.

During the summer, the partners operate the Hoard & Mullis Amusement Park, located between Atlanta and Macon at Indian Springs, said to be the oldest State Park in America.

Jim Drew Ahead of '55 Despite Rough Spring

AHEAD of 1953, when Drew last played the Floss City Ghost, Ill. fair, played by Drew this year for the first time, yielded a gross of $500 a week and the shows opened well here Monday (4) with total receipts of $500, an increase over the same night last year.

In addition to Gibson City, the organization has the Terre Haute, Ind., fair, From Terre Haute, it will play a play day in Ashland, Ky., long to close to card-

ivals, and then head for fairs in Virginia, Tennessee, North Carolina, South Carolina and Georgia. Last schedule of the season was the Country one, Bay Fair County, Panama City, Fla., which will wind up the season November 10.

Tibs delivered a show that will be purchased an additional six acres adjoining his quarters west of the Madison County Fair, which is planned to erect two concrete block buildings on the 12-acre plot this fall.

Staff here, in addition to Drew, included Miss. Eula Davis, actuary-treasurer; Bill Hunter, assistant manager, Earl Shoemaker, bookkeeper, Mel Acker, mechanic, and Cecil Brittenby, electrician.

Added Kid Day

Continued from page 64
Credit for the first move went to Wally Cob and Ray Milton, trainmaster and assistant trainmaster respectively, who quitted down at Regina and a first-set up were created for Tom Adams, chief electrician, and Johnny Brookes, first superintendent.

The exhibits brought Carl Seidlin-Sc, RAS owner, and his wife, and a director of the Tuesday in the Royal Edward Hotel here in observation of Seidlin-Sc's 30th year in show business. During the dinner it was pointed out that Seidlin-Sc first bought the Royal American Shows to Fort Williams 30 years ago.

W. H. Coddit, exhibition president, presented Seidlin-Sc with a mounted piece of brass from the old Silver Idaho Mine here, D. A. Clark, the exhibition's vice-president, and Mrs. E. H. Smith's ladies' director, presented Mrs. Seidlin-Sc with a vase of yellow roses and an anniversary cake.

Parakeets

GAGS

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE
Phone Effitt 9-4591

WELLS BIRD FARM
2143 South Myrtle Avenue
Monrovia, California

WANTED

GURL

Dancers • Show Girls
Waitresses • Novelty
Exotics • Musicians
Good pay—Stay steady

TOMMY THOMAS
Club Manager, 42nd St., N.Y. City.
Phone 4-9471 after 7 P.M.

REID'S GOLDEN STAR SHOWS
For Greene Co. Fair, Aug. 20 to 25; Mapleton, Tenn., Aug. 27 to Sept. 1; Worleps, Sept. 3 to 8. Contact Mr. Reid. Phone 220-54-57. Address: Reid, Box 23, Cynthiana, Ky. Shows are fully equipped with Electric, Tilt, Flans, and Electrics.

RIDE MEN WANTED
For Fairs of 3 to 5 Weeks. Octopus, Railroad, Smith & Smith and Goodell & Westfall. Octopus & Go-Go Round. Also Second Men for all Fairs. All replies TED E. WILLIAMS
Williams Amusement Co.
RURAL RETREAT, VA.

MIDGET PERFORMERS
Males or Female.
Three doing Specialty performed. State salary and give full details in first letter.

MRS. I. ROSE
87-1011 8th Street
St. Louis, Mo.

TILT WANTED
Will buy Til-Wipe tilt at any or end of season. Write.

W. E. MORGAN
P. 0. Box 670
Anacortes, Washington

CATERPILLAR FOREMAN
Want experienced Caterpillar. Will pay fair wages. Send full details, including address and home phone. JOHN CANAFE
1577 15th Street
Shreveport, Lousiana

TRAY THANK YOU
JOG & AGGIE ROSS
Thank you for your patronage.

"Savings to all customers"
JOHNNY CANAFE
1577 15th Street
Shreveport, Louisiana

Space Available
In Toledo GIRL, Stock & Horse Fes-cancel, No. 315, for outside display. Suits, shoes, boots, and accessories.

Rene Souza, Entrepreneur
515 Lewis Ave.
Toledo, Ohio
SHOWMEN'S DAY

Pomona Fair
To Host PCSA
On Big Day

POMONA, Calif.—Members of the Pacific Coast Showmen's Association and its Ladies' Auxiliary will be guests of the Los Angeles County Fair here on Showmen's Day to be held during the 17-day run, C. J. (Jack) Afflerbaugh, president and general manager, said here last night.

Phil D. Shepherd, the fair's assistant manager, advised Al Flint, president of the American Horse Showmen's Association, that Harry A. Bills, operator of the parking lot, will be issued adequate admission tickets for the day. The date is to be set by the fair, assisted by local civic relations.

Showmen's Day will be listed in the daily program and on other information sent to various community newspapers, Shepherd added.

NSA Building
Negotiations
Hit-New Snag

NEW YORK—Negotiations for the new home of the National Showmen's Association—the Fair's Club building on West 35th Street—have hit a snag in recent weeks, although it seemed the structure's purchase was approaching the spring.

George A. Hamid, president managing the club, said this week that while an acceptable price had been set between both clubs, a number of items in litigation involving public funding, and NSA Attorney Sidney Brown, who has been instructed by the club to bring tenants to the original agreed price.

Chamber of Commerce purchase still looks good, it was reported, but a couple of other acceptable locations have been offered since the zoned developed. In the event the current negotiations fail to go through, serious thought will be given to the other buildings.

The Fair has a two-story building, each with a large assembly room. There are also a kitchen, bar, stage, governor's room, entrance foyer, and several small closets. One of the proposed new buildings has four floors, the lowest of which is available.

E. James Strates
Marries in Elmlra

ELMIRA, N. Y.—Trinity Episcopal Church here was the scene of the marriage of the 12 months of Phyllis Ann Robinson and Lieut. E. James Strates, son of Mr. and Mrs. John E. Strates of the James E. Strates Shows.

This was the solemnizing of a previous civil ceremony performed May 20 in Las Vegas, Nev.

Before entering the military service, Strates was active in the management of the Shows.

FRANKLIN, PA.

CARNIVAL WANTED

A Ride Company
Need "Girthy" Steers or direct gaming.
SEP. 2 and 3, 1956

HOMECOMING

PARK, CHESSANIA

Established Event, 5,000 People

Wire or phone W. RICHNER

C. C. Chessanion, Mich.

DREAM SHOW

With the Help of Mr. Hamid

Armed Forces Carnival

S. S. Hamid, Portland, Me.

FOR SALE

Complete High-Dive with Land and 120 foot Dives.

Contact PRELL SHOWS

BINGO HELP WANTED

EXPERIENCED BINGO CALLER

Neat, reliable, fast, cash your own

Contact: ALVIN VAN DIJK, Mgr., Alamo Rodeo, Electra, N. M., this week.

WANTS FOR OUR CARNIVALS

Ohio Club
Wins $3
At Benefit

Lajoe Quits
Lagasse, to
Book Own Unit

NEW YORK—A few amuse-
ment operation headed by Norman
Lajoe, has left the Lagasse Amuse-
ment Company, Jack Smith, gen-
eral manager, after seven years
with Lagasse, stated he is no longer
interested in a part in the business.

Lajoe has acquired a Ferci
Wheel, wire and cable from the
Merchantment of Lowell, Mass., and
also has a kiddie auto and kiddie
airplane ride, which he and his wife
will book independently for the
remainder of the season, wind-
ing up on Southern fair dates.

Next year the Lajoe Amuse-
ment Company will be enlarged with
a Merry-Go-Round and other rides,
and will play dates under its own
bookings, according to company's
royal blue canvas, it was reported.

Lajoe has roped with rides
of J. F. Coleman Bros., World
Broth. of World, Fred Fray,
Brothers, Vincen Bros., James E.
Strates, and Blue Grass, prior to
joining Lagasse. He was manager and
assistant general manager for the
Lagasse No. 2 unit, and, together with
his wife, usually operated concessions
ranging in number from two to 10.

Lajoe's latest operation with
which he is associated is the Lajoe
Park in the state fair, to which he
was assigned to do with the Feast of
the Blessed Sacrament in New
York. His company drew a re-
ported 100,000 persons.

He will maintain his office in New
Bedford over the winter.

Continental's
Breaks Go Bad

ODGENSBURG, N. Y.—Con-
tinental Shows looked for a better
week here than it enjoyed the pre-
vious week in South Boston, Vt., which saw the outfit take a double mugging out of a big busi-
ness and equipment mishaps.

The sale of a new fire truck was
involved in a major accident, an-
other burned out a motor, and a
third made the mistake of going
under a 10-foot bridge, which re-
cealed at the top of the van being
ripped up.

South Burlington followed a
pretty week in So. Vermont, with
other container deals, and a hot
bump-up on the strength of a con-
tainer deal in another area of

Continental's first week.

One Club
Wins $3
At Benefit

SINDEY, O.—The Greater
Ohio Showmen's Association treas-
ury was enriched by proceeds from
a benefit held at the Shady
Carnival Fair here Wednesday
(1).

Funds for the event were pro-
vided by the fair board and F. E.
Cox, general manager, who
launched the popular "Dancing Waters" top available. Fred Cox and James Maddox han-
dled the event, and the show and
concession personnel also all pitched in to put the event as a success.

Pictured entertainment was a
special dressing of the "Dancing
Waters" top by "The Waterman's
Automobile, America's Lemmy
to Book Own Unit

NEW YORK—A few amuse-
ment operation headed by Norman
Lajoe, has left the Lagasse Amuse-
ment Company, Jack Smith, gen-
eral manager, after seven years
with Lagasse, stated he is no longer
interested in a part in the business.

Lajoe has acquired a Ferci
Wheel, wire and cable from the
Merchantment of Lowell, Mass., and
also has a kiddie auto and kiddie
airplane ride, which he and his wife
will book independently for the
remainder of the season, wind-
ing up on Southern fair dates.

Next year the Lajoe Amuse-
ment Company will be enlarged with
a Merry-Go-Round and other rides,
and will play dates under its own
bookings, according to company's
royal blue canvas, it was reported.

Lajoe has roped with rides
of J. F. Coleman Bros., World
Broth. of World, Fred Fray,
Brothers, Vincen Bros., James E.
Strates, and Blue Grass, prior to
joining Lagasse. He was manager and
assistant general manager for the
Lagasse No. 2 unit, and, together with
his wife, usually operated concessions
ranging in number from two to 10.

Lajoe's latest operation with
which he is associated is the Lajoe
Park in the state fair, to which he
was assigned to do with the Feast of
the Blessed Sacrament in New
York. His company drew a re-
ported 100,000 persons.

He will maintain his office in New
Bedford over the winter.

Continental's
Breaks Go Bad

ODGENSBURG, N. Y.—Con-
tinental Shows looked for a better
week here than it enjoyed the pre-
vious week in South Boston, Vt., which saw the outfit take a double mugging out of a big busi-
ness and equipment mishaps.

The sale of a new fire truck was
involved in a major accident, an-
other burned out a motor, and a
third made the mistake of going
under a 10-foot bridge, which re-
cealed at the top of the van being
ripped up.

South Burlington followed a
pretty week in So. Vermont, with
other container deals, and a hot
bump-up on the strength of a con-
tainer deal in another area of

Continental's first week.
W.G. WADE SHOWS
FOR SALE

to sell an estate

RIDES, TRUCKS AND MISCELLANEOUS SHOW EQUIPMENT. Equipment may be seen at the Michigan State Fair, Detroit, Aug. 30 thru Sept. 9. Interested parties inquire at show office on midway.

WANTED for the
GREAT WEST VIRGINIA, STATE FAIR
AT RONCERTEU, AUG. 20-25.

RIDES: Spinnaroos, Scrambler, Round-Up, Roto Whirl or any Ride not conflicting.

SHOWS: Will place any good worth-while Attractions for this date.

CONCESSIONS: Pansokey Pitch, Bird Pitch, Beer Pottery Pitch, Ball Games, Hanky Pans of all kinds.

Bill Cowan can place 2 good experienced Concession Men for Rides.

Call, write or wire

JOHN N. BENTON, Gold Medal Shows
Topeka, Virginia

6 DAYS

WANTED FOR ISABELLA COUNTY FAIR
Mt. Pleasant, Mich., August 22 thru 25, 1956

Legitimate Concessions of all kinds. Demonstration & Pitch Men, Can place Rides Men for 10 office-owned Rides

Write or Wire

C. D. MURRAY, Mgr.

W. G. WADE GREATER SHOWS
Lawliss, Mich., all this week . . .

LAKE COUNTY FAIR
FAINEVILLE, OHIO, AUG. 22-26

WANT SHOWS

Motordrum, Snake, Funhouse, Glass House, Monkey Dream, Mechanical, etc.

RIDE HELP—Wheel Foreman and Help on all Rides.

NOLAN AMUSEMENT CO.
c/o Western Union, Niles, Ohio

AL WILLIAMSON WANTS
For MINNESOTA STATE FAIR

3 Wants Six-Cat Agents for Gunner Outfits. Must be experienced (choice locations), 10 days of solid action. Agents for Buckets and One-Ball Milk Bottles.

People with nicely flanked Concessions interested in playing Oklahoma State Fair contact, ALL WILLIAMSON

Dryman Hotel, Minneapolis, Minn., now; or will be at Fairgrounds, Minnesota State Fair, duration of fair.

UNITED EXPOSITION SHOWS

WANT FOR 6 FAIRS AND 2 STREET CELEBRATIONS

Six-Cat Agents (Paul Ashcome, Central Front Ad) Agent and Hanky Pank Agents; Tumble, Fun and Ole Glory, Centerpiece. Athletic Show Outside Help. Rides Men must drive (positively no dogs).

Address: C. A. VERNON, Mgr.

Salem, Ind. (Fair). This week: Bucyrus, Ky., (Fair) to follow; then Big Labor Day Celebration.
MIGHTY INTERSTATE SHOWS

Want forENCH Hawkins County Free Fair, Church Hill, Tenn., Aug. 20-25; Washington County Fair, Prince George, Va., Aug. 20-22, 24; Tipton, Tenn. Sept. 1; Randolph County Fair, Roxboro, Ala., Sept. 3; followed by continuous route of choice Southern Fairs through Nov. 7.

SHOWS: Want fine shows in any of the cities. Girl Shows with own equipment. Jenny Beach wants Thaler and Acts for interview. CONCESSIONS: All legitimate Merchants Concession setups. Also asking for Long Range Cakes, Jerseys, Novelties, Concessions, Wrist Watches, Pins, Costume Jewelry, RIDE HELP: Foreman for Candy-Globe-Wraps; Truck Driver, Carnival. All states will be considered. Please send full particulars. Two weeks RIDE WILL take any Flat Rides or Kite Rides not conflicting with what we have RIDE WILL take any other good Rides. Must drive tractor. Want experienced Mechanics with tools to join on same. Will book Birges for balance of season.

All replies to H. B. ROSEN

WASHINGTON WESTERN UNION, RAGUSA, NY.

"HONESTY IS OUR POLICY"

Want for large County Fair at Bridgeport, Illinois, followed by Carroll County Fair at Huntington, Tennessee.

CONCESSIONS: Pinto, Custard, Cook House, Long Range and Short Range or any Kinky Parks not conflicting. RIDE HELP: Wheel Foreman, must be sober and reliable Truck Driver. SHOWS: Shows, Menswear, Monkey and any clean Clean Show not conflicting. Want Operator for operator owned Girl Show.

All replies JOHN PORTEMONT

Carmi, Illinois.

TIVOLI EXPOSITION SHOWS

We have 10 more big weeks of Fairs included in 4 locations in Louisiana: Bistrop, Leeville, Erolle and Winstonsboro. Showing large army camp week following Greenville, Illinois, fair.

SHOWS: Want two first-class Girl Shows; Mr. William, contact us at once. All shows will be run on this line. The new style of show has not been advertised. CONCESSIONS: Can place Hunky Parks of all kinds.

HELP: Can place Rodeo Men on all Rides—must drive same.

Contact H. V. Petersen

Dubuque, Iowa, fairgrounds this week, Greenville, Illinois, fair to follow.

-.C.(SPEC'S] GROSCHULTZ PRESENTS

BLISS GRASS SHOWS

Wanted for Greene, Illinois, fair week of August 20.

CONCESSIONS: Hunky Park and Prize-Every-Time Games at all kinds.

HELP: Rock-O-Plane Foreman, help an all major Rides.

All Write.

C. C. GROSCHULTZ

Greene County, Illinois.

SILK CITY COMBINED SHOWS

WANT FOR PAGE COUNTY FAIR, LURA, VIRGINIA, AND ALL FAIRS TO FOLLOW.

CONCESSIONS: Bings, Navachin, French Fries, Hi-Striker, Beer Pitch and other Concessions. Also want a good Shovel Show. RIDES: Will book Outlaws, Tilt, Counter and other Concessions not conflicting. RIDE HELP: Foremen for all Rides that drive team and Second Men.

All replies to A. LONGO or TED LEWIS

This week, Massena, Virginia, Fairgrounds.

KING BROS.' SHOWS WANT

Want Wheeler, top per. Will book or buy Outlaws. Also can use other reliable Rodeo Help. Can also use Concessions and Combined Concessions at all kinds. There are only four here.

All replies to JOE KING, MGR.

Burlington, Nc., Aug. 16.18; North Platte, Nc., 19-21; Sidney, Neb., 22-26; Chadron, Neb., 27-30, Ogden, Nc., Lander Day, and 10 others to follow.

G. & B. SHOWS

Tucker County Fair & Kenton, Pursen, West Va., Aug. 20-25; Preston County Fair, Terra Alta, follows.

Wants Shows: Bill Carter, Coty Brothers, Rockwell, Black Water, South Gate, Leader, Miller, Phillips-Var-Van, Wm. Bump and any Concessions working for them. Will book or buy Outlaws. Also want Concessions and Combined Concessions at all kinds.

GEO. BRIGGS, Fairgrounds, Whitesville, West Virginia

A. R. BRIGGS SHOWS

Want for Hamburgh, Ohio, Y.W.S. Celebration Aug. 20-25.


a/k/a WESTERN UNION, CINCINNATI, OHIO.

UNDER THE MARQUEE

• Continued from page 91

Keenzer and the George Hainesford Family visited Kelly-Miller at Freeport, Ill., where the whole Box and Kitty Broxton and Larry Berrey gave it a whirl, • Annie Deryng, of the Symphony Show, celebrated her birthday. • Valerie Antalek Krizik just turned 1 year old on the 4th at Clinton, Ia., after closing with Clyde Bros. • Harry Folick, son of Sam Folick, operator, was present for the opening and Mildred Lee painted their initials with dots of a forehead. Prop boys painted equipment red and silver at Clinton, Ia. The Homestead Independent has reported that Adler, brother of Felix, at Clinton, Ia., A. G. Saunders and Stanley Clabbes visited Pekin Eastern.

Visiting Kelly-Miller at Naperville, Ill., were Oris Davenport, Doc Schlack, Edos Docey, Ray Oelch, Harry Best, Nat Green, Dwight Peeplo, Alex Irwin, Jack Lapeel, George Johnson, Bill Caskey, the Carl Marves, Alan Davison, Ray Wage, John Johnston, Howard Conest, and Ken Finkel.

Renny the Barn and Johnny Davis at Kelly-Miller • Bill Atchery is playing the drums and recently passed through Chicago between dates.

A. F. (Beed) Davis caught bananas in West Virginia, • Bill Atchery is playing the drums and recently passed through Chicago between dates.

Henkie Castle is ahead of the game, • The Great Circus and has contracted Amillio, Tex, for September and has contracted ! with the Fun-Americon Amusement Corporation of Long Beach, Calif., • The Great Circus has visited R. A. Miller's Miller Bros. Clowns at Great Lakes, Ill.

Fun-Americon wants Emmett Kelly, Jack McKeen, Fay Avalon and Hucy the Clown worked days last week at the Great Circus making a giant film for a possible TV feature. • Emmett Kelly and sharpshooter, and the Poolides Hensonford's at Froodson Town, • Jack McKeen, Fay Avalon, • for the mon- • Newly added members of the Association of Theatrical Press Agents and Managers are Mac S. Hoag and Norman Cameron.

K. Y. Sargaves, Mills Bros' bull trainer, • Mac S. Hoag, • • Kansas, • • Leo Frosen cleared $7500 at these Ohio shows. He will make the Kentucky State Fair and follow up with Indiana dates.

D. S. DUDLEY SHOWS

WANT TO JOIN AT OKEE FOR THE FOLLOWING FAIRS: CURRY, GARDEN CITY, DODGE CITY, LIBERAL, ALL IN KANSAS; THEN BEAVER, ORL., LAMESA, TEXAS; CLOVIS, NEW MEXICO; PORTALES, NEW MEXICO, AND PLANVIEW, TEXAS.

For exchange of goods, Hunky Parks and such. Inquiries to Joe Petersen, Owner.

D. S. DUDLEY, Cactus, Kans., Aug. 13-18; then as per route.

ALMA 4-H FAIR

WANT CONCESSIONS of all kinds. Want to book major Rides. Need Foreman for new and old Concessions. Inquiries to Joe Petersen, Owner.


Contact CHAS. G. & CO. ROBERT STAPLETON.

O. C. BUCK SHOWS

Can place Custard and Hanky Parks for all Fairs until November 1.

ELMIRA, N. Y., THIS WEEK

MOTOR STATE SHOWS

Want for Erie County Fair, Sandusky, Ohio, Aug. 13-17; Columbus, Ohio, on the streets, and all Fairs following, including Fairs in Mississippi and Louisiana. Want Concession Concession, Coney Island, George, Circus, Elephant, etc. All in Ohio.

Fair -tions, Coney Island, George, Circus, Elephant, etc. All in Ohio.

Contact JOE FREDERICK

Fairgrounds, Harvard, Ohio, Aug. 11-12; Michelle, Ohio, Fair, Aug. 20-25; then as per route.

Copyrighted material
WORTH TILL YOU SEE THIS BABY
AT YOUR JOBSVERS
OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!
its OAK's famous chubby all dossed up as the most dramatic balloon ever to hit the street - EACH BOX IS A DIFFERENT SOLID COLOR
PLUS ALL THE BIG FLASH FEATURES + PRE-STRETCHED TOUGHER-BRIGHTER Order No. 0404 - P -
Write on box - $1.25 a dozen, 25c deposit.

OUR 60TH YEAR

The Oak Rubber Co.

KIPP'S HAVE OAK'S NEW Colored Ball Balloons $7.50 per dozen.

This price includes the carton.

Write for new catalog. Contain against c.o.d. 25c deposit with c.o.d. order.

KIPP BROTHERS

一万 Distributors Since 1870

240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA

COIL WORKERS WANTED

2-Color Cell

In and out of high wages.

Best in Service

Great New Low Prices

Universal Igloiden Co.

Phone: Washburn

Our 100,000th Carton

HIGHEST ITEMS IN AMERICA

LOVEST PRICES IN THE WORLD

Start 12 for $1.00

Next 12 for $1.25

In and out of high wages.

B. M. SHOFF

Box 844, Clewiston, Florida

PITCHMEN, WAGENMEN - NEW ACTION

Easy money - Start making money for yourself. No skill. No experience necessary.

R. M. SHOFF

Box 144, Clewiston, Florida

HOTTEST ITEMS IN AMERICA

LOVEST PRICES IN THE WORLD

Start 12 for $1.00

Next 12 for $1.25

In and out of high wages.

BARBARA DELMARS

C.O.D. NOVELTY CO.

1744 W. 34th St., N.Y.C., W 7-3522

All orders must be accompanied with 25c deposit.

PITCHMEN, DEMONSTRATORS AND WORKERS WHO USE UNBREAKABLE COINS WILL DO WELL WITH OAK'S.

Show your customers how to get an electric brush-off with the battery operated Brush of Aboh Industries, 2404 North Charles Street, Baltimore 18. This is a small battery-operated Brush that looks and looks like a flashlight. It has a strong kickback and is revolving which coils unit collects dust in an attached brush as the brush is applied to the hair or hair line. It effectively removes dust and list, the fumes. Weight is only 10 ounces. A sample is $2.50 postpaid, $3.00 each in lots of 12, plus postage. The fine manufacturers Vick Brush and invites jobbers to write for quantity prices.

An unusual imported fishing and hunting knife may be had from Pearl Sales Company, P. O. Box 673, El Paso. This Bowie knife with toolcd cardboard leather sheath is made by Mexican craftsmen. It has an eagle head which is hand engraved. The handle has genuine bone handles. Each knife has a different Mexican design and is over a foot long and nearly two inches wide. Pearl Sales says that the low price of $2.50 per dozen will prove this item to be a fast seller and a big profit maker.

Plastic toothbrushes have always enjoyed wide acceptance. Because the item is genuinely useful, small in size, easy to store and handy, and shows a strong-mark-up, workers give it first place in many locations. The Palmer Company, 1007 East Warren, Detroit, offers a $1 package for 25 cents in lots of 100 or more and includes 10 free workers with each 100 ordered. The firm offers overnight service anywhere in the country.

PIPS FOR PITCHMEN

By BILL BAKER

"DEAR BILL"

made Madison Ragan from Katze town, Pa. "Here is a letter brother Tom Kennedy sent me. I think you should put this in Pips and see what the boys and girls think of it."

We're glad to pass the info on to the trade so here goes Tom's letter to sister Ragan: "Dear Mad-

s, At the last meeting of several members of the pitch fraternity in this vicinity, this writer has been delegated to write you on what we believe is an important matter con-

cerning the pitch fraternity and some of its members in this field are residing in Reading, Pa., and adjacent territory, it is felt that some kind of lodge of fraternal organization should be established here for the mutual advan-

tage of all. A ball or meeting place could be rented at a nominal sum each month where the members could congregate to discuss views and exchange ideas for the advancement and welfare of all. Only those handling, selling or demonstrating fraternal items to the public would be admitted to the lodge and would not be admitted under any circumstances.

At the meetings, members would be requested to give an account of his or her pitch or demonstration, while the others would be permitted to hear or see critical criticisms whereby he or she could better their ends, thus monopolizing the audience. After each meeting, voting would be taken in order to determine who gives the best pitch, who gives the best suggestions for its improvement, and so on.

Prices would be awarded to the various members for their suggestions. These would come, or rather,

be donated by each brother han-

dling a particular item. The first prize would be a vegetable grater, second prize a screen or collar for a car, third prize a set of six dozen of beer or a box of fishskin or a handful of horn of a hound. The grand prize would be three months' subscription to The Bill-

dling Magazine, a book from the library, served, such as lemonade or ice tea with cookies during the sum-

mer months, a dinner or a box of foot salad, a box of cigars or a bottle of whiskey or a handful of horn of a hound. Upon confronting a Mayor or Police Chief or some other representative of the town or community with the card, we feel confident that the beader would be accorded every courtesy, which means a lot once those barriers are down. He or she would experience little or no trouble in working any town, country or city. As we pointed out before, the whole idea is to help the beader rid himself of the burden of finding the organization as we feel that there are too many "cliques" among pitch people right now. May we have your advice, as you are the big shot of the business world, and if you feel sure that there are many members of the fraternity and kites who want to join such an organization as Tom Kennedy suggests, then be sure to get in on the suggested delectable reflections. Any and all interested parties can contact Tom at P. O. Box 493, Reading, Pa.

M-G NOVELTY CO.

738 W. 34TH STREET

OKLAHOMA CITY, OKLAHOMA

SEE OUR OTHER AD IN THIS ISSUE

SUNDAY, OCTOBER 14, 1956
This beautifully colored sample personalized door mat puts you in business. Just hang it up for postage and handling! Everyone with a name is a potential customer! We sell it in many colors, nick-names, pet names, house names, store names—any custom 10 x 13 to 18 x 30. Nationally advertised in American House, House Beautiful, Living, Real Book—over 129,000,000 readers every year.

MICHTEL CUSTOM MADE RUBBER MATS
You pocket all the cash you get in orders plus the commissions in your pocket. We ship direct from manufacturers! A real easy, most lucrative—just write to us for details and be your own boss on a full or part time basis. A tip from an expert: the hierarchy, I started telling housewives what a wonderful gift a Mitchell personalized door mat makes to friends, our name is in the wave of the future. None of the colors, days and parties. It increases your income. Our samples brings simple. Close all the accounts that you will get started right away—PLUS THE ACTUAL FULL-PAGE AD!

MITCHEL L CUSTOM MADE RUBBER MATS, INC.
Albany, N.Y. Raymond Matthew
1201 S. Market St., Los Angeles 9, California

Please send us the samples you have advertised in The Billboard.

Also send me FREE SAMPLE full-size rubber mat with your own name on it. Information is contained in our cover pack. Please allow one week handling.

MONEY-RACKE GUARANTEE IF NOT SATISFIED

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.

SLUM DEAL ON THE LOT TO GET
ASSORTED NOVELTIES ETC. 
7,000 PIECES $1.07
KLONDIKE New York, N. Y.
**MUSIC MACHINES**

**PREP 3d AMI P-R FILM IN 5 LANGUAGES**

**UMO Action Prompts Hearing on New Fee**

**NEARLY 500 MODEL ROCK-OLA DISTRIBUTORS SEE NEW 200 STYLE**

Over 100 Attend Chicago Unveiling; Firm Remains Quiet on Phono Details

**GRAND RAPIDS, Mich.**—Bill FitzGerald, advertising manager of Rock-Ola, announced Friday (the third and final version of AMI's public relations film will be ready for distribution sometime around September 1.

Mr. FitzGerald said that the movie would probably be on display in five languages—Spanish, French, German, Italian and English. The movie, a 22-min. film in color, is sound, was first shown to operators during the inauguration of American machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Detroit—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**NUKE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.

**AYE AND TUNE INTO GELEENING GOLD**

**DIME PLAY GAINS IN NORTH JERSEY**

**DETOUR**—The city council of Detroit, Michigan, has approved United Music Operators of Michigan a special hearing for a new machine convention held in Chicago last May. A second version has since been introduced and shown in various sections of the country. A third version was also shown to AMI distributors in Mexico last month.

At Memphis—Juke box operators of nearby Tennesse, Ark., have kicked off conversions from nickel to dime play. The move is seen as the beginning of a conversion move which will eventually cover all states of the South and Southeast.
WHY PUT IT IN WRITING?

Continued from page 98

contract is void. In most cases, however, the contractor, by signing a contract, will have committed himself to perform on a particular location. As for the company which signs the contract, it may be that the contractor will have to pay for any work that is completed.

Q. What about minimum commission arrangements?

A. Minimum commission arrangements are similar to those in California in favor of operators. There is no specific minimum commission arrangement which applies to any particular contract. For example, a minimum commission arrangement may provide that an operator shall not be compensated for the time that he spends in completing a contract multiplied by the number of weeks of commissions earned in the unexpired term of the agreement.

Q. What about minimum commission arrangements?

A. Minimum commission arrangements are similar to those in California in favor of operators. There is no specific minimum commission arrangement which applies to any particular contract. For example, a minimum commission arrangement may provide that an operator shall not be compensated for the time that he spends in completing a contract multiplied by the number of weeks of commissions earned in the unexpired term of the agreement.

Q. Should an operator use a location for breach of contract?

A. There are limitations on when an operator may use a location for breach of contract. An operator may not use a location for breach of contract if he has not given the location owner any notice before his use of the location for breach of contract.

Q. Should an auxiliary equipment be listed in the contract?

A. Yes. It is generally a good practice to list all auxiliary equipment that is to be used in a location.

Q. Does a contract need to be in writing?

A. A contract does not need to be written unless it is a written or signed contract. A written contract is one that is signed by the parties or a signed contract is one that is signed by the parties and is accepted by the parties.

Q. Does a contract help establish credit for an operator?

A. Yes. A written contract helps establish credit for an operator.

Q. How long a period should a contract cover?

A. The length of a contract between operator and location owner is often determined by the type of service and location. In general, a contract should be for a minimum of one year, and in some cases, for a minimum of two years.
FLY WITH AMERICAN AIRLINES
OVER NIAGARA FALLS

PLUS ENTERTAINMENT GALORE AT THE BIG
WURLITZER CENTENNIAL CLUB CELEBRATION
AUGUST 23-24 and 25

We want you and your wife to be Wurlitzer guests
at our celebration of 100 years of musical achieve-
ment. We promise you three of the most thrilling
days of your life.
So join the Wurlitzer Centennial Club now. See
your Wurlitzer Distributor and learn how every
operator and his wife can become eligible for this
“once-in-a-lifetime” celebration. Do it now, then
start making plans to be the guests of Wurlitzer,
August 23, 24, 25.

ALL FOR FUN
ALL FOR YOU

Best accommodations at
Buffalo’s finest hotel — The Statler.

Top stage entertainment by recording
artists, name bands and variety acts.

Guided factory tours. See the fabulous
2000 made right before your eyes.

Giant carnival with circus performers and
midway right on the Wurlitzer grounds.

WURLITZER
Centennial
MODEL 2000
HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT
SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR
THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

PLUS PRIZES
BY THE HUNDREDS
FUTURE and headquarters.... Bill Amusement, arrived mountains Eddie Eddie New Miami the AUGUST when the of office last Coin Brody, and learned to Mars distributors, will... Alvin Music... weeks.... Iluebsch, to business and... an... asid... down, We... that... "We... in... and... "We... into... high... boxes. Stone is also the manager of the shop. When I entered the jube box business in 1921, jube box play was a nickel and new equipment was about $250. Today, my shop is still in operation, but it is now priced over $1,000. Something has to be done to keep up with the increased equipment, labor and taxes.

A. K. MORSE, Medford, Ore., "Great diversification and expansion is needed. Costs are rising. Collections are holding about level, but operating costs are higher. Something must be done to add to a route to increase revenue. We have recently installed "Texas" ball and shuffle games.

PAUL WATSON, Playhouse, Fairfield, Calif. "We believe greater diversification is necessary. Even single play is unable to carry the increase in operating costs. We operate all coin machines--juke boxes, games, and vending machines--in one store also.

BOB YOUNG, Oceano, Calif. "To hold costs down we operate juke boxes and background music installations.

ED BINDER, Brentwood, Mo. "We went phonographs in the coin machine business for dinner and dances. We kept the machines stocked with the latest records and the phonographs played the hits and hit songs. It's a wonderful business and I hope that more people take up this business..."
L. A. Distrip Skeds Big Op Delegation At Wurlitzer Fete

LOS ANGELES — Approximately 30 local operators along with Sierra Distributors personnel plan to attend the Centennial Club Celebration to be held in Buffalo for three days starting Thursday (5), a Sierra spokeman said last week.

Among those who will represent Sierra, local Wurlitzer distributor, are Mr. and Mrs. Wayne Copeland, in-partners of the company; Mr. and Mrs. Ed Wider, sales department, and Mr. and Mrs. Frank Davis, sales and advertising.

The group will leave Monday (9) and spend a day in New York City before going to Buffalo. The Sierra representatives will turn to their deeds on August 27.

Filitti Package

- Continued from page 95

Do the Hit-Ju and hot business mix? Filitti says they do. In fact, one is always helping the other.

When I'm earring on a prospect, I'm thinking both packages, I never know if I'm going to end up with one or both. It's a part of background music. If he wants background music, I lose him out to the shop to have a look at some of the various set-up available. Once he sees the store, he's convinced that we know what we're doing.

Filitti will either sell the tape unit and speakers to a background music customer or rent them. So far, he said, the customers have purchased the equipment and continued to use it. As a result, Filitti is using Hit-Ju tape recording units which play eight hours of continuous music without repetition.

"By having background music," Filitti said, "we even give new jobs to the Selva's location. The location earns money with background music only. He emphatically declared that he did not want a tape unit on the premises. However, after getting background music installation had been made, he admitted that a tape unit might be a good idea for a small store. He said a Hit-Ju box was installed and is doing business.

Hit-Ju, Inc. carries some records, but only 38% of the customers. This is due to the fact that the Hit-Ju product lines will not be published in the near future. Popular records will not be available. In the advantages of handling background music and field tapes, Filitti said, "By having all kinds of music, we are able to call on banks, factories, office buildings and just about anywhere else that music is desired. The new line also adds the element of prestige to our tape business. We are now able to obtain pictures of the two lines that help sell your business."

Ark. Dime Push

- Continued from page 95

most operators in the area all decided to change to dime play. They were:

Robert Bruner, Jr. partner in John-Frank, Inc., W. E. Toller, owner of Toller's Amusement Co., Lepanto, Ark., Elbert Womack, owner of Womack Music Co., Jaspero, Ark., and R. R. Huddleston, owner of Huddleston Amusement Co. All were enthusiastic. Of course, not all operators approved of the change. Singletons said the move was "the most incorrect one we have ever made. We hope to continue Jonesboro next." The retailers all reported at a recent meeting that increased costs during the past few years had made it necessary to convert to the new.

Singletons said he decided with the aid of new machines, "to give dime play a whirl whether, his concept went for it or not."

But, operators did go along, pointing out that all that was needed was change.

The Arkansas-Missouri Operators Association was formed eight months ago and covers the East Arkansas-Missouri territory, which covers all the counties in the territory. All shop and key equipment is manufactured in Memphis.

Memphis operators effected a successful change-over more than a year ago, directed by the Memphis Music Association.

Officers of the Arkansas-Missouri group are H. H. Honc, president; H. O. Huddleston, vice president; J. H. Compton, secretary-treasurer.

COINMEN YOU KNOW

- Continued from page 101

Company, are making their routes doused in Bermuda shorts. Guess you have to be as big as those guys to go away with it.

Mel Schwartz, of Mellow Music Company, back from his vacation trip reports his company is doing well in the south, off to South America with his wife, Pearl, for a well-earned rest. Down from New York way to discover that Miami is wonderful in the summer, too, was Mr. and Mrs. Harry Koppell, of Keppel Distributing Company. Also down from thataway is Ruth and Murray Michaelson. Ruth operates Atlantic Vending in Brooklyn, and Murray is one of the few remaining in the business, is also one of the real veterans in the juke box industry. Happy vacationing to you nice people, Jo Hiller, of Binsley Distributing Company, celebrated her wonderful past week. May there be many, many more of them for a wonderful girl and her swell husband, George.

Milwaukee

- BENN OLLMAN

HASTINGS’ SUMMER RECEIPTS OK. Sam Hastings reports that his firm’s route receipts have been holding up fairly strong this summer. Sides of premium merchandise have been relatively scarce, and in this week at the Hastings Distributors in search of good used equipment were Tony Hirt, Sheboygan; Art Bartu, Mount Hieh, and Weg Schiebich, Waukesha.

George Cseren, Captain Record’s district sales manager, spent a few days in the Beer City calling on accounts with local sales manager Bob Thompson, A. C. B. Millman, A. C. B., Cleland Distributing Company, was elected an associate member of the American Institute of Management.

Womack’s billboard’s featured a color advertisement, reports that the vending trade is finding his firm’s newest item, Because it’s a rocking horse.

Edgar Whiteley, routeman for G. & W. Nevell Company of South Milwaukee, is vacationing this week. Edgar reports a few jumps.

Womack firm is handling the release of "Hitchcock," and it is getting a lot of attention. The only headed column in the territory, he is nurturing the strongest in recognition at the present time is the Continental Models. He and at least 10 operators and their wives are scheduled to attend the Western Vending Merchants’ Institute in Buffalo to August. Incidentally, he denies all reports that he is bleeding or dying his Bud versus Britton personality.

H. F. Von Ley, owner of Route 66, Nigeria, made a flying trip to Canada and the Great Lakes states. - Otto Hadrian has purchased a new station wagon, a four-door Ford.

Los Angeles

- SAM ABBOT

WEYMOUTH PLANS HAWAII JAUNT. Al Weymouth, of Weymouth Distributing Company here, left with his family this week for the mountains. When they return in a couple of weeks, they will leave for Hawaii on business. He reports that the Smokehouse cigarette vendors are selling well in his territory, which includes the 11 Western States that make up the Continental Models.

He and at least 10 operators and their wives are scheduled to attend the Western Vending Merchants’ Institute in Buffalo to August. Incidentally, he denies all reports that he is bleeding or dying his Bud versus Britton personality.

H. F. Von Ley, owner of Route 66, Nigeria, made a flying trip to Canada and the Great Lakes states. - Otto Hadrian has purchased a new station wagon, a four-door Ford.

DIVERSIFICATION. Participates in The Billboard’s Music Operator Forum loan to sale, but reports disclose that five out of six currently operate some other coin machine and some coin egg machine because of location requests. (Page 92, The Billboard, August 11.)

RISING COSTS AND JUKE OPERATORS. To meet continued rising costs, competition and to hold onto locations, phone operators are expanding operations with coin-operated equipment to match competition, lower service cost, increase net income. (Page 91, The Billboard, August 11.)

PRODUCTION STARTS. With assembly lines completed, Fed- man began production on small, hot food vendor with 50-can capacity. Shipments slated for September. Firm also developed stainless steel cabinet unit for stand with storage space. (Page 94, The Billboard, August 11.)

DISCRIMINATORY MUSIC FEES. United Music Operators of Michigan prepare to fight unfair juke box licensing ordinances and regulations in Detroit suburbs. Will cite Detroit ordinance as model. (Page 90, The Billboard, August 11.)

BIBLE GAME PRICES HOLID. Further expansion of the game field is being mulled by game manufacturers because the fact that raffle games introduced in 1954-55 are still producing good prices on the market. (Page 106, The Billboard, August 11.)

IF YOU MISSED READING THE AUGUST 11 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Salt Lake City

INCOME UP FROM DIME PLAY. A number of music box operators in Salt Lake City area are reporting increased income from the change over to dime play. And, they say, the changeover is going smoothly, for the most part. — Otto Stevens, autobiography, was in Salt Lake City last week. He has been in the business for 37 years, he said, because the new highway going through town has caused troubles to detract around Auto. — Max Nechel, of Centennial of Utah, is pleased with his first Bemstein coin coffee dispensers. — Harold McCrann, factory manager, and his crew from San Francisco, was in town to see the new machine up. — Jack Masterson, music operator from Provo, Utah, stopped in town. (Continued on page 107)
'Bama Group Meet 18-19

SELEMA, Ala. — The Alabama Amusement Association will hold its first annual outing August 18 and 19 at Gulf Shores. J. Leonard Barnes, secretary of the group, announced last week.

Barnes, head of Leonard Barnes Music Company, said that all operators are invited to this social event whether or not they are members. Gulf Shores, a popular area on the gulf, offers fishing, swimming, boating and big game hunting. Fishing among planned activities for the meet is a dinner dance Saturday night.

Morris Piha, of Montgomery, president of A.A.A., supervised preparations for the event; Irving Kemper, of Gulf Shores, is chairman of the meet committee. Gainesville distributor will finance the gathering.

Rifle Games

*Continued from page 108*

"Good used games bring a good price on the market, and are hard to secure. There is always a demand for used shooting gallery items."

However, Kitt expressed the opinion that gun games have been priced too high, and that a lower priced game would permit operators to expand operations more and add variety to established locations.

Stan is going strong in Los Angeles with Miami second, Warren reported. There are big demands for it in New York, Pittsburgh, Philadelphia and Chicago areas, he disclosed. It is also showing increasing action in the South, especially in New Orleans and Mobile.

Bearing out Kitt’s report on the high value and demand for rifle games was Joe Kline, co-owner of First Coin Machine Exchange, distributor for the Roberts & Company’s games.

Big Demand

"There is still a big demand for good used shooting galleries put out by Exhibits, United and Genco during the past few years," Kline stated. "The rifle games move well the year around, have a good trade-in value."

Good used gun units are scarce, he said. They are all round good earners, and the operator demand for these pieces has been holding up despite steady level. "However, believe there is a demand for new guns, as none have been introduced for some time," he added.

Operators, Kline said, report the guns are good earners in resorts, amusement parks, bowling alleys, taverns and especially in boat, rail, and airport terminals.

Rifle games very definitely are showing new signs of life on the used market," Herb Perkins, owner of Purveyor Distributing Company, stated. He, too, expressed the belief that there is a need for a lower priced gun game with moving targets and a definite new feature.

As to the used games, Perkins reported they stand high on the list of games preferred on the foreign market, and that he has expected a number of them recently.

Five-Ball Play

*Continued from page 108*

Reported the game is "coming back strong." Continuing, he stated, "This is the result of the five balls on the foreign market as well as the domestic because of the attractive design, the fast play appeal and is easy to maintain."

Distributors in the Midwest report the five-ball game sales are at an all-time high, and that prices on some pieces are holding up as well as sales.

SCHAEFFER PHONOGRAPH BETTER BUYS—SERVICE WISE

SEEBURG

H100-C $549.00
H100-B 625.00
H100-A 225.00
307 WALL BOX
(Creme) 69.50

WURLITZER

1800 $450.00
1500 199.50
1350 128.00

Y1 WALL BOX

(Chrome) 62.50

AMERICAN MUSICAL INSTRUMENTS CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"
Are you looking for Auto-Plots? We have the following models available: 12', 15', 17'. These machines have been refurbished and are in excellent working condition. Call for a price and special running offer.

**COINMEN YOU KNOW**
mained recently... Tommy Kiepel, son of Robert Kiepel, is home for the summer from Columbia Military Academy. He helped run his dad's music store while the latter was polishing.

C. W. Holmes, owner of Western Sales Company, Little Rock, has been fishing at Lake Ouachita. . . . Jim Thomas, owner of Thomas Amusement Company, Little Rock, is building a new home on the outskirts of town. . . . Bob Franklin, owner of Southern Amusement Company, Little Rock, is trying to trade for a new stove, . . . Charlie Casey, owner of Casey Amusement Company, Little Rock, has been ill in bed the past week, . . . A. A. Allen has been running the business for him. . . . Mrs. John Lema, owner of Lema Music Company, North Little Rock, has been doing a good job of running the business since her husband died last year.

**ATTENTION—ALL OPERATORS!**
Here's the surprise of your life! You can restore your pool table operating to original big play and take:

**NEW RACK POOL TOPS**

<table>
<thead>
<tr>
<th>TABLES</th>
<th>BRAND-NEW PAINTS</th>
<th>BRAND-NEW CLOTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete</td>
<td>$35</td>
<td><em>Get Our List, New-Used GAMES All Types</em></td>
</tr>
<tr>
<td>LINCOLN</td>
<td></td>
<td>Monarch Coin Machine, Inc.</td>
</tr>
<tr>
<td>LINCOLN</td>
<td></td>
<td>Lincoln 5-9578</td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Ball</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**We Are Going Crazy with these**

**BINGO GAMES**

**Here is What We Have—What Do You Offer?**

**BALLY**

**UNITED**

**COINMEN YOU KNOW**

**Continued from Page 109**

he has been busy all summer expanding his route. . . . F. J. Mahlhour, owner of Stuttgart Amusement Company, Stuttgart, Ark., reports he will sell his little store in DeWitt, Ark., soon and get back into the music business in a big way. . . . Floyd Williams, owner of Williams Music Company, Stuttgart, was spotted recently with a load of pool tables on his truck.

Ernie Deeter, owner of Conway Music Company, Conway, Ark., has recently finished building a 31-unit motel at Conway. He reports he will soon get back into the music business. . . . Walter Donaway, owner of Duncanway Music Company, Conway, reports he will soon convert his entire route to 45 p.m. phonographs. . . . Jack Walder, owner of Walker Amusement Company, Danville, just returned from a vacation trip to Las Vegas, Nev. He reports he saw Frank Cases, well-known Memphis coinman, there. . . . Paul Harst, owner of Harst Amusement Company, Atkins, is a busy man by being the mayor of Atkins and running his music route and appliance store.

Andy Cassooldi, owner of Little Rock Amusement Company, Little Rock, returned with his family recently from a vacation in Minnesota. . . . Harold Donaway, partner in Twin City Amusement Company, Little Rock, says he is taking up water skiing at his cabin on Lake Hamilton at Hot Springs. . . . Joe Hill, local Wurlitzer salesman, says the Kirspe-Hollenberg Music Company, North Little Rock, recently set the farthest record Wurlitzer in Arkansas at Little Rock.

Robert Kirspe, partner in the company, got 1,131 votes for fourth ward alderman, which puts him in the August 21 runoff.

Ernie Tolen, owner of DeWitt Music Company, DeWitt, Ark., recently bought new phonographs and is expanding his music route.

Don Leek, owner of Standard Automata Music Company, Little Rock, local Bally distributor, reports he is doing well with the new Bally Bingo Parade game. . . . Dutch Yancey, Little Rock op, was

**DISTRIBUTORS—ROCK-OLA, BALLY, GENCY**

Chil. Coin Big League. . . . $300.00 Sheetting Gallery . . . . . . $250.00
United Carnival Gun . . . . . 175.00 Gutfield Wild West . . . . . 325.00
Chil. Coin Home Run, 6 Player . . . . . 110.00 United Clover Shuffle . . . . . 55.00
Chil. Coin Midget Showball. . . . . 100.00 Chil. Coin Cris Cross . . . . . 125.00
Mills Panaram . . . . . 250.00 Bally Gold Medal . . . . . 300.00

**WALBOX DISTRIBUTING CO.**

9009 MAIN STREET  DALLAS 26 TEXAS  Victor 1671

**OPERATORS**

Hundreds of Locations Want METAL TYPERS Be sure to fill out this form.

**DISTRIBUTING, INC.***

**ROCK CITY'S BEST BUYS**

BALLY  UNITED

**ALWAYS BEST ALL WAYS**

**NOW OFFERING NEW WORLD'S BIGGEST PLAY MONET CEDARS.**

CLASSIC BOWLER, Geneva STATE FAIR, C. C. TWIN HOCKEY, Valley POOL TABLES, MOTO. LONG DISTANCE, Lewis'SIMPLE SIMON PIE WAGON, MILK TRUCK AND BEAR CAT

SHUFFLE ALLEYS

**ARCADE EQUIPMENT**

BINGO, PITCH & TOSER, PIN BALL, SAGA, GINGHAM, CLAYTON, BROWN, MISTRESS, WEST END, NORKON, FLUBBER, JUMPER, BANJO, BUTTON BOX, SLEIGHT OF HAND, MISS TURBO, THUNDERBIRD, SHERIFF, SLEIGHT OF HAND, LUNA, MAGIC METER, MAGIC BAND, MILK TRUCK, SAGA, CASINO, BANDIT, BUMBER, BINGO, THUNDERBIRD, GINGHAM, POTTERY, SAGA, BUMBER, LUNA, DVD

CIGARETTE MACHINES

**UPDATES**

**BURSTERS**

COFFEE VENDORS

10 Excellent shape, capacity 30,000 ea. $25.00 ea.

COFFEE GRINDERS

**WURLITZER DISTRIBUTORS**

Cleveland, OHIO

M. S. GLEUSER

Cleveland Machine Exchange, Inc.

1990 PROPECT AVE. CLEVELAND, OHIO

Terms 1/3 earned with all smaller C.O.D.

**N. Y. Bulk Sales**

**Continued from page 104**

in New York. Before its introduction, bell gun and chalk vendors were bawling.

Nickel nut machine sales are holding up reasonably well, said Rabinowitz, about 25 or 30 per cent of the nut machines on location are vending at 3 cents.

On the 1-cent nut, be added, picket signs are the best sellers.
COIN MACHINES

WASHINGTON

By DELORES NEWCOMB

AIRPORT GAME GROSES UP. The Game Room at Washington's National Airport is doing a "very satisfying" business, according to owner Michael Buckholdt. He credits the increased profits to the fact that vacations are increasing in numbers now that summer is here. Buckholdt's venture into background music continues profitable. He recently installed equipment in the Sears, Roebuck chain in Washington and nearby Maryland and Virginia.

Jack Edgar, Canteen Company, says Washington's changeable weather "boils gas and hides" its vending business. He adds that collections are good generally, although Norman Hayter, formerly associated with the Dollar Store, Red Ace, recently told the Frosted Bottle Company and now operates in Frederick, Md.

Roger Squires, treasurer of Hirch Machines, is enjoying the cool breezes in the mountains of West Virginia. He recently picked up several new locations, and brothers, Robert and Ray, of the G. B. Muckle Corporation, says the company has had a great deal of success with its outdoor locations. Business at pools is particularly good, he says. Muckie will move into new, larger quarters in January.

Denver

By BOB LATIMER

DISTRIUB TO DONATE JUKE. Pete Gerst, head of Mountain Distributors, will donate a reconditioned Juke box to Jawny Hall, Boys Town, Nebraska, owned by famed Judge Philip Williams, Vice President of Vic's Western, Inc., VIP's visited Pete recently.

In town also were Henry Paulos, of Ocean Music Company, Cheyenne, Wyo., Vincent Thomas, of Billings, Mont., formerly Denver operator who is now one of Montana's biggest.

Following a long illness, James Schaefer, president of No Name Music Company, Glendale Heights, passed away 14 months ago, was just re-elected in the coin machine business more than 4 years ago. Title of New Music Company, Pueblo, purchased by Sam Salardi when he renamed his firm Salo Music Company, will be taken over by brother Charlie Salardi, who will operate in Florence.

Bryan Edwards, head of Edwards Distributing Company, Douglas, Wyo., in town for the month to talk shop, reported Northern Wyoming operators' collections well ahead of last year. Jim Hall, Pueblo music operator, stopped by highway patrolman who quizzed him closely on high tone Reed, final result convinced him that catch was from several days not just one. Jack Wyszewski, Ideal Music Company, Greeley, reorganizing his firm for next competition, toured Illinois. L. R. McKenzie, Idaho Springs, joined James Dibates in management of Terrace Creek Music Company in that town.

Miss Betty Ferguson, secretary at Drake Sheet Company, absent extra work of filling order from Illinois. Doyle Harrington joined Drake staff. Royal Heesterman, pin game operator, celebrating winning trophy at his country club's annual golf tourney. Turned 18 holes in under par to win new electric golf skooter as first prize.

LITTLE ROCK

By ELTON WHISENHUNT

WEST MEMPHIS, ARK., OF TO OPEN CAFE-Morris Berger, owner of F. O. C. Music Company at West Memphis, will soon open a new cafe at West Memphis specializing in Mexican food. He will, of course, place his own coin machines in it...

John Briner Jr., proprietor of J.B. Briner Music Company at Marked Tree, has been in Baptist Hospital with a back injury...

Henry Hitecchoe, owner of Hitecchoe Music Company, Jonesboro, was in Memphis recently shopping for new equipment.

Robert Eblin, owner of Paradigm Music Company, Paragould, who has been bedridden with cancer of the stomach, is reported improving after taking a series of vitamins.

Sam Torjesen, owner of B. & T. Amusement Company, Blytheville, reports that the crops all look good and should result in the best fall business this year they've had in Blytheville in some time.

Warren Smith, owner of S. & D. Amusement Company, Howie, Ark., says things look good there for a big business this fall... Fred Swan, owner of Swan Music Company, Forrest City, Ark., made a fishing trip to Kentucky Lake recently. His old faithful employee, Bill Poland, took care of the business during his absence... Mrs. Delores Bobker, owner of Bobker Amusement Company, Forrest City, reports collections down, as usual, the summer ending.

Pete Adams, owner of Adams Amusement Company, Forrest City, was in Memphis recently shopping for new equipment... Ditto Toms. Toms, owner of Armstrong Amusement Company, Blytheville, Ark... Olin Jackson, owner of Jackson Novelty Company, Brinkley, says...

LIEBERMAN SPECIALS

BALLY ROOSTER POOL... WRITE M100@ SEEBURG... $795.00

EXHIBIT SPANISH POOL... WRITE 1800 WURLIZER PHONE... 675.00

GIRCO GUN GALLERY... WRITE 1800 WURLIZER PHONE... 675.00

EL GUN GALLERY... WRITE 1250 WURLIZER PHONE... 200.00

DISTRIBUTORS: Send us your whole in-ventory. We want to buy and will pay you all we can. With orders over 5,000 units for export!

239 Guntrum 4-0400

286 Lincoln St., Allston 34, Mass.

ALGONQUIN 4-0404

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 32, Ohio

'Vese' (P. S.) and The Billboard are the ONLY COMPLETE News Paper for the coin machine business. (Foreign rate, one year, 24) 922

ALL NAMES, ADRESSES, ETC., IN TOWN OUTFIELD IN 100,000 HOME HOMES.

WHAT'S NEW IN COIN MACHINES?

PHONE (216) 331-6600

WHAT ARE THEY GETTING FOR EQUIPMENT?

WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

BROKERS WANTED... Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 32, Ohio

'Vese' (P. S.) and The Billboard are the ONLY COMPLETE News Paper for the coin machine business. (Foreign rate, one year, 24) 922

ALL NAMES, ADRESSES, ETC., IN TOWN OUTFIELD IN 100,000 HOME HOMES.
Stage Set for Big Five-Ball Novelty Play, Enter Chi Coin

CHICAGO—The stage is set for a big revival of five-ball novelty pinball machines, a move that will move the games from location-to-location more readily.

Arlin Gottlieb, advertising manager of Gottlieb Manufacturing Company, attributed the renewed interest in the fiveball games to the annual steady average income of the games, and the high demand for coin-op equipment.

His company expects to be able to have its line of five ball games to dealers during the first part of next month. The line of five ball games, he said, is one of the most popular five ball games on the market today.

Bearing out this fact is the amount of coin-op business just received by the Gottlieb Manufacturing Company to expand its distributorships of games to 20 additional countries.

Sam Stern, executive vice-president, is scheduled to leave for Paris, France, later this month to make a six-week survey of these countries and establish Williams distributorships. (See story elsewhere in this section.)

“Distributors are being asked to buy more games because we are experiencing a shortage of five ball games in the area,” Stern said.

Chi Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

"My Prayer" Halves MOA Show Lead

NEW YORK — "My Prayer," with 2,883 points, maintained the top selection on "Na- tion's Home" game in the midtown network show played by the Music Operators of America. Chicago Coin's Chicago Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

"My Prayer" Halves MOA Show Lead

NEW YORK — "My Prayer," with 2,883 points, maintained the top selection on "Na- tion's Home" game in the midtown network show played by the Music Operators of America. Chicago Coin's Chicago Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

"My Prayer" Halves MOA Show Lead

NEW YORK — "My Prayer," with 2,883 points, maintained the top selection on "Na- tion's Home" game in the midtown network show played by the Music Operators of America. Chicago Coin's Chicago Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

"My Prayer" Halves MOA Show Lead

NEW YORK — "My Prayer," with 2,883 points, maintained the top selection on "Na- tion's Home" game in the midtown network show played by the Music Operators of America. Chicago Coin's Chicago Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.

"My Prayer" Halves MOA Show Lead

NEW YORK — "My Prayer," with 2,883 points, maintained the top selection on "Na- tion's Home" game in the midtown network show played by the Music Operators of America. Chicago Coin's Chicago Coin Backs In 5-In Game With 'Blondeie'

CHICAGO—After an absence of several years, Chicago Coin Machine Company has re-entered the five-ball game market with the introduction of Blondeie, a single-player game featuring multiple match play.

Although statements are being made to distributors, the company is said to be holding its cards close to its chest this week, according to Sam Welberg, president and co-owner of Chicago Coin, who is available to operate on nickel or double nickel machines and will attend this week with a National slung rejector.

Featured on the extra large backglass is a chorus line of five girls that provide some of the action in the game, which can be played off up to five times per game. By lighting bonus one to five a player can score an additional 100 points per ball, which gets 6 to 10 can score one million points. A number 10 holds a special score when numbers 1 to 10 are lighted on the backglass.

Chicago Coin also features Twin Hockey, Steam Shovel, bowling games and a complete line of coin-operated pool games.
New Parliaments Ready

NEW COMMONWEALTH
poppit items
In Beautiful Fall Colors.

1956 NAMA CONVENTION FEES, EXHIBIT HOURS
CHICAGO.—Registration fees and exhibit hours for the 1956 National Automatic Merchandising Association convention and exhibit December 2-5 at the Conrad Hotel were announced this week by association officials.

Registration fees per person will be as follows:
- NAMA members who register at the convention: $3.00
- Non Members:
  - Full payment: $5.00
  - Conversion session only: $4.00
  - Registration for both: $6.00
- Botlers (engaged only in bottle beverage vending) and not members of NAMA who register: $5.00
- Employees of manufacturers, distributors and product suppliers who are not members of NAMA or exhibitors:
  - First persons registering for a company: $5.00
  - Each additional person from the same company: $5.00

Exhibit Hours:
- Exhibit hours announced by William White, Lilly-Tiptop Corporation, New York, chairman, and Trade Show Advisory Committee will be as follows:
  - December 1: 12:30 p.m. to 11:00 p.m.
  - December 2: 9:00 a.m. to 5:00 p.m.
  - December 3: 9:00 a.m. to 11:00 p.m.
  - December 4: 9:00 a.m. to 11:00 p.m.
  - December 5: 12:30 p.m. to 11:00 p.m.

Official hotel registration forms and exhibit space information are available from the National Automatic Merchandising Association, 7 South Dearborn Street, Chicago 3.

CRIMSON YOU KNOW

1. Continued from page 102

Walt Bayer, Emperor Mine, and wife, Mary, Blahk Record one stop, plan to attend the Warner brothers in Buffalo. Under the Hebe Rutter, J. H. Rutter, Inc., Washington, will be the team. Homer Wampler, of Steve's Automatic at Riverston, Wyo., was there, but not a pleasure trip.

Milwaukee

BY RENY OLLMAN
UP-STATE R.I. HEALTHY. Up-State business has been doing signs of returning health, according to Harry Groff, of the Pabst Distributing Company. There were a few areas empties, shipping in for new and used equipment as fill-ins and reporting that tourist traffic has increased. Minimum goods are also moving faster up to the front streets, he notes. List of operators shipping in at Pabst this week included:

Bob Gross, Hilltop Coin Machine manufacturer, has been shifted to the routes, and is now handling the Hilltop coin machines. This operator also has continued to steady a path to the disk counters at Braith Dochter, according to Groff. Shopping for new was this week. Here we have Ray Jenner, of Jenner Ammonia, and John Olney Schmitt, Hilltop Coin distributor. Schmitt Ammunition, Milwaukee, and Mike Young, Soldier's Grove.

Frank Borkul, the Bausco Machine company's aviation-minded owner, is planning a short trip hop to the flying lodge in Canada in the near future. It will be the first time he will leave when he will take on, Al. Alonzo, returns from his vacation. Bob Bie, the new Deere ovens, sales force, reports his outfit from the company is hitting new peaks these days. John Asby has been appointed as a new sales representative for the Caterpillar Corporation, according to Ethel Fralick. Asby replaces Fred Wyant, who was recently transferred to the Washington, D.C. office.

Jack Hastings, back from his vacation, reports his desk loaded down with a lot of bookkeeping chores. Vacation is not likely for the balance of the summer for him, reports the local head, Sam Hastings. It could be the right of business at the Hastings Distributing Company, or it could be the red hot pennant race in which the Milwaukee Brewers are involved that keeps him in town near his box seat at the County Stadium.

Detroit

BY HAL REVES
NEW ROUTES BUD. Arthur D. Drews, who has operated a 3-time route for some time, has entered into the cigarette vending field, establishing the new Drew's Cigarette Machine Company. Francis Antaya, AA Phograph Service, is now operating under the same schedule in addition to servicing plants and dealerships.

Ed Henderson, former partner in the B A C Machine Company in suburban Highland Park, is now with the Sears, Roebuck organization, as a traveling representative. Frankling Westgate, has taken over his coin items. William Mireland, Young operating representative for the Great Smoky Mountains, is Alvin and Pearly May are establishing a new route of self-serve point vending machines under the name of Wolverine Vending Company.

Mandell to Exhibit At Theater Show

NEW YORK — Max Mandell, head of Northwestern Sales and Service here, announced that his firm will exhibit at the new Light and Motion Picture Industry's International Trade Show, to be held September 20-34 at the New York Coliseum. A list of other vendors who exhibited appeared in the August 11 issue of This Billboard.

Mandell said he would show the Northwestern SweetLady candy vendor. He added that the New York Bulk Vending Association would resume its regular monthly meetings within a couple of weeks.

Foodco Appoints Eastern Specialty


Eastern's entire sales and service force recently completed a training course covering all information and servicing of the vendor at Foodco's factory here.

GIMMICKS to be used with BEADS to PLEASE the CUSTOMERS

SEELS FINGERTIPS. $16.25 per T.
MEXICAL PINS. 12.50 per T.
ROCKING CHAINS. 15.25 per T.
CHARMS. 10.25 per T.
SASSY PINS. 10.25 per T.
ELEPHANT & DONKEY PINS. 15.25 per T.
BOTTLE Openers. 7.5 per T.
DICTIOMNARY. 15.25 per T.
HENRY Soft. 15.25 per T.

...sold in all orders...write for lowest prices on item desired...immediate delivery.

SAMAUEL EPPY

WE HAVE our "PREMIERE"

I. T. VENDING SALES CO.
6259 W. Racine Ave.
Chicago 14, Ill.

MAKE MORE MONEY IN VENDING!

Todays Billboard Every Week
For the biggest vending opportunity—for the latest prices on the latest machines and equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.
Saves you more than 50% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at $12.

Name, Address, City, State.

Return with payment to:

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.
Saves you more than 50% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at $12.

Name, Address, City, State.

www.americanradiohistory.com
PENNIES PAY OFF
with greatest money making scale on the market.
$30 deposit puts it to work for you.
Good indoors or outdoors.
Produces up to 2500 pens an hour.
Was Customers for Locations.
Two machines in one to weigh, fill buckets.

GUGGENHEIM’S MONOGRAM WATCHES
Inlaid Hamilton Gold or Silver
AT YOUR DISTRIBUTOR OR...

PENNIES

Five Blue Skys
Sentenced to Fed. Prison in Iowa

NEW YORK—J. Stafford Ellithorpe Jr., has been elected president of Beech-Nut Life Savers Inc., the company recently formed by the merger of Beech-Nut and Life Savers. Ellithorpe, who has been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Iowa State University. He became a director in 1927, vice-president of manufacturing in 1937, and vice-president and general counsel in 1949 and president in 1953.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum Division, while John A. Graven has been elected executive vice-president of the firm and president of the Beech-Nut Food Division.

Beech-Nut Life Savers Elects Ellithorpe, Jordan, Grammer

NEW YORK—J. Stafford Ellithorpe Jr., has been elected president of Beech-Nut Life Savers Inc., the company recently formed by the merger of Beech-Nut and Life Savers. Ellithorpe, who has been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Iowa State University. He became a director in 1927, vice-president of manufacturing in 1937, and vice-president and general counsel in 1949 and president in 1953.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum Division, while John A. Graven has been elected executive vice-president of the firm and president of the Beech-Nut Food Division.

Beech-Nut Life Savers Elects Ellithorpe, Jordan, Grammer

NEW YORK—J. Stafford Ellithorpe Jr., has been elected president of Beech-Nut Life Savers Inc., the company recently formed by the merger of Beech-Nut and Life Savers. Ellithorpe, who has been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Iowa State University. He became a director in 1927, vice-president of manufacturing in 1937, and vice-president and general counsel in 1949 and president in 1953.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum Division, while John A. Graven has been elected executive vice-president of the firm and president of the Beech-Nut Food Division.

Beech-Nut Life Savers Elects Ellithorpe, Jordan, Grammer

NEW YORK—J. Stafford Ellithorpe Jr., has been elected president of Beech-Nut Life Savers Inc., the company recently formed by the merger of Beech-Nut and Life Savers. Ellithorpe, who has been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Iowa State University. He became a director in 1927, vice-president of manufacturing in 1937, and vice-president and general counsel in 1949 and president in 1953.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum Division, while John A. Graven has been elected executive vice-president of the firm and president of the Beech-Nut Food Division.

Beech-Nut Life Savers Elects Ellithorpe, Jordan, Grammer

NEW YORK—J. Stafford Ellithorpe Jr., has been elected president of Beech-Nut Life Savers Inc., the company recently formed by the merger of Beech-Nut and Life Savers. Ellithorpe, who has been president of the Beech-Nut Packing Company, joined the firm as a graduate chemist in 1917 after his graduation from Iowa State University. He became a director in 1927, vice-president of manufacturing in 1937, and vice-president and general counsel in 1949 and president in 1953.

Edward J. Jordan has been elected executive vice-president of the company and president of the Beech-Nut Life Savers Chewing Gum Division, while John A. Graven has been elected executive vice-president of the firm and president of the Beech-Nut Food Division.
$25 DOWN
Balance $10 Monthly
400 DELUXE

 PENNY FORTUNE SCALE
No Springs
Large Cash Box Holds $85.00 in Pennies

**WATLING**
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Established 1899. Telephone: Central 2-2777

**VICTOR'S SUPER MART VENDORAMA**
(Trade Mark)

SYMBOL OF PROGRESS IN THE BULK VENDING FIELD

5-STAR BABY GRAND

**PIC-TURE CARD VENDOR**

Priced very low, Snap-on Beads $1.35
Per 1,000 F.O.B. Chicago...
Minimum order lots of 10,000. 10 M.
chines Minimum two with each order of 10,000.

VICTOR VENDING CORP.
7501-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

---

**Cup Milk Machine May Be Manufactured in Germany**

NEW YORK—The Food Engineering Corporation, Manchester, N. H., manufacturer of a bulk milk vendor, is currently negotiating with Schweblin, a well-known German manufacturer, to build up a line of bulk milk machines. The arrangement, which would enable Schweblin to make the vending machine in Germany, is under discussion with the company's president, Donald W. Brown, Food Engineering president, said that Karl Schwerthen, F.E. marketing manager, will go to Germany to complete the arrangements. Schweblin is currently making cup milk machines for the European market under a Cole patent.

L. A. P.O. Bids

---

**NAMA Program**

---

**SIDMOR is in the spotlight with Quality and Prices!**

Operators have known this for years. Give us a try and see for yourself!

**VICTOR 3-Star Baby Grand**

---

**EXCLUSIVE NAT'L SALES AGENT**

---

**NEW IMPROVED PENNY-NICKEL ATLAS MASTER**

---

**VENDING MACHINES**

105
**NAMA Sets Business Program For '56 Confab: Stress P-R**

CHICAGO — The public relations responsibilities of vending machine distributors will be stressed at the 1956 vending machine convention to be held here Nov. 30-Dec. 1 by the National Automatic Merchandising Association at the Conrad Hilton Hotel, Chicago, Ill. 2-25.

An extensive business program will be the main theme of the program. "Pack FM, vending," will include addresses by vending industry leaders, panel discussions and panel discussions on actual procedures of securing locations, solving problems, public relations, operators must overcome, sanitation and equipment needs for the future.

The 1956 convention will offer the greatest array of new machines and vending products ever concentrated under one roof, according to Bill Chase, general counsel, National Automatic Merchandising Corporation, Medford, Mass., general chairman.

More than 125 companies have reserved exhibit space. Herb A. Geiger, Geiger Automatic Elf, Northbrook, Ill., chairman of the exhibit committee.

The film will be presented in the lower-floor halls, William B. Fouts, president of the fifth floor. Slide Film.

The vending industry's public relations responsibilities will be highlighted, with the emphasis shifting to what is provided by the Coca-Cola Company. The film will be available for vending operators for showing to employees.

**Stoner Preems Large Capacity Candy Vender**

AURORA, Ill. — Stoner Manufacturing Corporation announced last week the activation of a new selection, 208-bar capacity candy vender equipped with the firm’s coin selector.

"This will permit vending at a nickel and a dime using either coin or a quarter and permit the return of change," Burdeshal Glass 

First deliveries of the Model 208 are scheduled for November.

The new model is also equipped with a 25-item capacity machine using Stoner's gum and mint selector in place of the sixth column.

Model 208 has the same basic calendar as the firm's Model 100. The replacement of individual component provided the greater selectivity and capacity. The selector is 6.5 inches wide, 19 inches high and 13 inches deep. A chrome radiator style grille is located in the mirror front on three sides.

**National Debut Set on Flip-Top Philip Morris**

NEW YORK — A new long-size Philip Morris cigarette, "Smarthip" will be introduced nationally Monday (13). The box is the same size it uses in packing Marlboros, Parliament and Spots. The firm plans to make a regular Philip Morris cigarette in conventional packs to sell at popular price level for $1.35.

Philip Morris cigarettes make their national debut this month. All of the firm's other packs will be sold in 100s in a new, plastic flip-top pack, which will be introduced nationally first week in January. The new pack will sell at a premium price.

With the introduction of the flip-top packs, most of the company's lines will be sold in 100s in a new, plastic flip-top pack only. Parliament-long came before the flip-top packs. The Parliament regular remained Benson & Hedges and packaged in the sliding pack.

Sales Up 20% 

The new red and white, green pack has been tested in five states and is expected to prove very popular with cigarette company officials, have increased sales the top of the line. 

A heavy newspaper and spot television advertisement campaign has been planned for the new packs. For vending machines, dyes and non-tobacco leaf products, the packs will be distributed.

As of the same day the Philip Morris cigarette pack, along with other cigarette company packs, will be introduced this month, the packs have been added by five companies.

**To Stress Pre-Mix At '56 Bottler Show**

NEW YORK — Inaugural the 1956 International Soft Drink Industry, Inc. will held November in conjunction with the sponsoring organization, the American Bottlers of Carbohydrated Beverages, released a list of new exhibits.

Virtually every one of the new exhibits is a manufacturer of vending machine parts, mostly for pre-mix units. Historically the policy of the convention has been to limit new exhibits to bottle and drink vending.

The theory is that it is a bottle show, and cup machines will be properly covered in other shows. However, the policy may be loosening soon. Canned drink machines, as well as at a better item, have been shown on the floor, and now-pre-mix machines are on the exhibit list.

**Cortell Plans Six-Week Europe Vending Tour**

NEW YORK — Arnold Cortell, president of the Americana Trading & Shipping Company, leaves late November for another six-week survey of the European vending market. In addition to his regular dealing with several U.S. machine manufacturers and suppliers, Mr. Cortell will be the general manager of the Cortell Company's trip to be sold in the development of the General American vending market.

In addition to visits to all Western European countries, Cortell plans a trip to Yugoslavia. He said that there are currently no vending machines in that country, but that it is of great interest to American vending companies.

New York — The United States & Signal Company, Columbus, Ohio, will soon begin producing a new, 2-flavor drink vender. It was disclosed in a recent week by Harry Raymond, president of the United States Beverage Supply Company, Inc., here, to the company's officers.

A list of new exhibits this year may be the typed on the thakndergarten of the industry. Here is the list:

**Corbett said most of the progress in U.S. drink machine has been made by machines with each of the United States Beverage Supply Company. However, he added, the best-prevent potential lies with the drink vender.**

One of the biggest problems facing the vending industry today, said Mr. Cortell, is the development of the vending machine itself. Most vending machine operators come from the ranks of junk box and game box manufacturers, he said, and this is the reason that vending machines are not as popular as they should be.

Cortell said that the vote will be wholly determined by the result of this survey and the legislation.

United has been making single selection pre-mix machines for a year. These vendors have manual selection, electric delivery.

National Debut Set on Flip-Top Philip Morris
Advertised Used Coin Machine Prices

**Varieties of Games**

**Key to Maximum $55**

**ST. LOUIS — Providing locations with a variety of games the year round, $55 repair service plus personal contacts is the foundation upon which $55 has built one of the largest successful game operations in East Missouri.**

Regular periodical switching of games from location to location has kept the firm's over-grosses on a steadily annual level, Sidney and Walter Morris, the brothers who head the company, disclosed.

"The location owner's confidence is established thru personal contacts by impressing him we are as interested in his financial results as he is," the brothers said.

**Frequent Potential**

To win this co-operation, the brothers explain, they maintain a "round, grade, check" of a game's potential and its position in order to assure the owner of its importance in keeping game play moving, the Morris concern has a "niched and dined" man available to supply change when banks are closed or on Saturdays.

In order to facilitate the number of games and location - the Morris concern designed a special custom-built panel delivered.

Large enough to transport six average size games, the panel was tested against the elements and other damages, the truck has been raised at the back in the center can be removed to provide an extra 8-hour extension if necessary to storage.

The insulated body is equipped with locks in front and rear so that the truck can be left overnight in front of a location where games can be moved in early in the day before patrons arrive.

J. Tierce Jines Juke

Ranks In Mississippi

GREENWOOD, Miss. — J. C. Tierce, cigarette operator here, announced last week that he has entered the music operating business.

"We have been looking at various locations at which music is installed," said Mr. Tierce, "and consider this a good business opportunity."

Mr. Tierce has been in the music business for over 15 years.

"I have been in the music business for over 15 years, and consider this a good business opportunity."
**FOLK TALENT & TUNES**

Continued from page 76

"This Broken Heart of Mine." ... Pete Stammer and Mitchell Tullar are in the midst of a 20-day tour arranged by Lucky Meeker, of Top Talent, Inc., Springfield, Mo., Nat. Porter Wagner and Don Warden have laid the groundwork for their own publishing firm, slated to kick off soon. ... With their first deal with Decca expiring this week, the Peggie River Boys are shopping for a new record contract.

Busty and Doug (Hickory), recent additions to "WWVA Jamboree," Whelning, W. Va., are being handled in Northeastern Pennsylvania and Southern New York by B. J. (Bob) Stag, of Newardland, Pa. Stag also holds the promotion reins in the same area on Wilma Lee, Stonoyer and the Cluck Mountain Clan.

Del Wood's new release on the RCA Victor label is "In- ternational of the Opera." bow.

"Are You From Dixie?" Roy Acuff, Johnny and Jack, and Kitty Wells Monday (22) began a swing thru Oklahoma, Texas and New Mexico under the direction of Frankie Moore. ... Jim Reeves and Carol Johnson team for a duet on "Am the Mother of a Handy Toddle Girl," new RCA Victor release. On the flip Jan Jones sings the vocals on "According To My Heart."

---

**HEADS OR TAILS YOU WIN**

WITH 10c PLAY!

There's no denying it... 10c play is now swinging many an operator from the loss to the profit column. David guaranteed equipment is available pre-set for 10c play to speed the profitable conversion of your routes. Done the right way, the changeover to 10c play CAN mean a big difference... many N.Y. State operators are averaging 33/4% and better! Their success is based on the formula described in our "10c Play Fact Sheet." Write us TODAY for your FREE copy!

**WANTED FOR EXPORT**

Seeburg M-100A M-100C Wurlitzer 1250 1400
M-100B M-100W 1450 1500A
M-100L 1550A 1600
HM-100E (Holloway) 1650 1700
HM-100C (Holloway) 1800 1700
Rock-OLA 1438 1448 6-80 6-120

**FRIGHT FREIGHT SAVINGS**

-**WORLD EXPORT DISTRIBUTORS**

INCLUDES TOLLING FACTORY SUBSIDIARIES

Distributors only for:

**World Export Corp.**

720 Erie Boulevard East
Springfield, Ill., U.S.A. P.O. Box 70-1000

---

**BALLY POOL OPERATORS**

**RACK POOL PLAYFIELDS**

SPECIAL INTRODUCTORY PRICE $25.95 each

Playing surfaces of MAPLEY hemlock. Covered with top-quality billiard cloth. Includes 2" balls and playing pool buckets in the sides of each hole. Table and balls are guaranteed to last indoors in a 10x20 room. These playfields are interchangeable on most make pool tables.

WE OFFER YOU QUALITY AT LOWEST PRICES

**IMMEDIATE DELIVERY**

**SECRET POOL BALL SETS**

When you order from Marvel, you get GENUINE ROTATION BALLS

REGULAR ROTATION POOL BALL SETS, No. 1-10, incl., 2 1/4". Per set $18.50
AROMATIC ROTATION POOL BALL SETS, No. 1-10, incl., 2 1/4". Per set $19.75
ONE BALL RACKS, Each $2.50
2 1/4" 10 BALL RACKS, Each $1.50
KELLY POOL BOTTLES, Each $1.50
TALLY BALL SETS (Hole, No. 1-10, incl.). Per set $65

---

**POOL TALENT!**

WE HAVE THEM

Genuine Coin-Operated Amusement.

QURTEUR CAVIER is a 10x12 or 10x14, 4-lane ball pool table, with a split back and a split front. Guaranteed to last for years.

---

**REMEMBER for EXPORT it's INTERNATIONAL SCOTT CROSSE**

It's smart to do business with THE firm that does the most for YOU!

**INTERNATIONAL SCOTT CROSS COMPANY**

435 SPRING GARDEN STREET, PHILADELPHIA 3, PA.

---

**SPEAKER & WALLBOX SPECIALS**

WURLITZER Speakers 4000 $9.95
4006 9.95
4009 9.95

Wurlitzer 219 Steppers $19.95

WALLBOXX

SEEBURG Sc, 20 selection, 3 wire or wireless $ 4.95
SEEBURG Sc, 10c, 25c, 20 selection, 3 wire or wireless $ 12.95

---

**WORLD TALENT! FOR SALE**

For a set of genuine Panoramic pool playfields with manufactured guarantee, call or write for details and price:

**Panoramic Playfield Co.**

301 Market St. 466-2232
Springfield, Mo.

---

Copyrighted material.
Genco's State Fair
The Gun With the Rolling Steel Balls

LOW PRICED!!

ARCADE Genco Quarterback
SPECIAL! BRAND NEW...$289.50

CASH WAITING FOR....
Gottlieb Five Balls
Late Phonographs
Arcade Equipment

PORTABLE COIN COUNTERS
Klop Coin Changers

Hal Becker Toy Distributing Co., Inc.
3635 34th Ave., Chicago 10, Ill.
Phone 890800 Chicago

This weather is...DRIVING US ALL CRAZY!

Come in and help yourself to some brand new electric scoring pool games at whatever price you care to spend. Hurry up before we recuperate!

The American Red Cross is always there after disaster strikes.
Ops Diversify, Go 10c
To Spark Summer $$

LITTLE ROCK, Ark. — Dime play and diversification seem to be the favorites among Arkansas music operators, as they continue to seek new ways to head off summer joke box collection drops.

A survey by The Billboard last week showed that both dime play conversions and operator diversification into other business were gaining ground rapidly throughout the State.

Expansion, too, is playing a part in the drive to beat the slump. T. P. Aaron, owner of West Memph- phis Amusement Company, is expanding his route into Arkansas and Arkansas. Other Arkan- sas operators are also enlarging their routes.

Elmer Womack, owner of Womack Music Company, Jacksonville, said his business is off 30 per cent this summer and he is preparing to kick off 10 cent play on his location in an effort to revive it.

Nathan Wheelers and Bobby Joe Adams, new owners of Service Amusement Company, also of Jacksonville, report that they too are expanding their route and getting ready to go dime play.

C. E. Toliver, owner of Lepanto, to Novely Company at Lepanto, recently purchased 10-cent conversion kits and is now getting ready to convert to dime play.

George Head, owner of Head Music Company at Newport, is currently in the process of chang- ing his route to dime play.

Eddie Boyce, owner of Boyce Amusement Company at Bald Knob, has already converted his route and ex- ports his summer business is up 35 per cent this year over last year.

Boyce said dime play was the answer to beating joke box num- ber slump collections. Cecil Hill, owner of Hill Amusement Compa- ny here, agreed. He said "Operators here began converting to dime play some months ago. It's going great."

R. R. Huddleston, owner of Huddleston Music Company, Marked Tree, is opening a frozen custard stand in conjunction with his music route. He said he hopes it will help beat the summer slump for him.

Walter Day, owner of Day Amusement Company at Dixon- ville, reports he has gone into the

COIN MACHINE SALESMAN WANTED

From one of Chicago's leading distributors, Must be experienced. Good pay and commission. All replies kept confidential. Write

SOKN 7806, THE BILLBOARD, CHICAGO 1, ILL.

POOL TABLES

KEENEY SPORTSMAN $175.00

BINGOS

EXTRA SPECIAL KEENEY SPORTSMAN $175.00

DISTRIBUTING CO.

2 Skill Tracks at top of Playfield

Center Hole "EXTRA SPECIAL" when player spells HOT DIGGER

Special when lit "Mystery" hole

2 Special when lit Rollover lanes

HIGH SCORES!

INCORPORATES Williams BALANCED PLAYFIELD WITH

MORE WAYS TO SCORE MORE AWARDS!!!

CASH-IN with HOT-DIGGER!

Order NOW... SEE YOUR Williams DISTRIBUTOR:

CREATORS OF DEPENDABLE PLAY APPEAL

4249 W. FILMORE ST. CHICAGO 24, ILL.
AN ENTIRELY NEW IDEA
in Rifle Game Targets!
GECOS
STATE FAIR
MOVING TARGET
RIFLE GALLERY
FREE ROLLING BALLS
JUST LIKE THE REAL THING
Roll down 2 lanes — players try to shoot them off!

EXCITING NEW
COMEDY-ACTION TARGET
snaps back and waves arms when hit

PLUS
FLIP-OVER TARGETS!
LIGHTED CANDLES — sniff out when hit!
Adjustable Replay — Optional Match

GECO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago, Illinois
chicago coin... INTRODUCES

Blondie

With a Chorus Line of 5 Flashing-Match Feature Gals.... Get To Know Ann Babs Cindy Dot Eve And Starring New Multiple Match Play!

★ Single Match Feature in Each Game!
★ Multiple Match Feature Can Be Played With Replays. Up to 5 Times Per Game!
★ "Blondie" Can Be Operated As 5 or 3 Ball Game!
★ Lighting Bumpers 1 to 5 Score Additional Scores of 500,000!
★ Hitting Targets 6 to 10 Scores Additional 1 Million!
★ No. 10 Hole Scores Special When No’s. 1 to 10 Are Hit!
★ Top Score... 9 Million 900,000
★ 2 Super Sensitive Action Kickers!
★ 2 "Lively" Thumper Bumpers!
★ Dyna-Powered Flippers... of course!

You Can't Afford to "Pass Up Blondie" If You Are Interested In Real Earnings!

Better Than Ever!

TWIN HOCKEY
Two Sided Play! 1 or 2 Can Play!
Regular or Match Models With Free Play!

STEAM SHOVEL
Adjustable to Match, Free Play or Regular Play!
A Natural for Retail Stores ...
Terminals ... Arcades ... Dime Stores ... etc.

chicago coin MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.
Earn big-league money with sensational new **Bally DOUBLE-HEADER**

**2 games in 1**

**PLAY GAME 1 ONLY**
Popular SELECT-A-SPOT Feature
DOUBLE SCORES • TRIPLE SCORES
CORNERS SCORE • GAME 1 ADVANCING SCORES

**PLAY GAME 2 ONLY**
Famous Magic Squares
4 SPOTTED NUMBERS
GAME 2 ADVANCING SCORES

**OR PLAY BOTH GAMES**

**NOW AT YOUR**
Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**DOUBLE-HEADER gets biggest play in years**...
because every player finds in DOUBLE-HEADER the kind of game he prefers...
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."
DOUBLE-HEADER is the profit-multiplexer you need right now. Order DOUBLE-HEADER today.

**YOUR Bally DISTRIBUTOR $ $ $ $ $**
$ $ $ $ $ always has good deal waiting for you
A Combination of

great
American
favorites

Pool
and
Bowling

"SPOT" BALL HITS "TEE" BALL FOR SCORES
ONE OR TWO CAN PLAY
ONE OR TWO BALL PLAY

Attractive New
Single, Double, Triple Frame Scores
1 OR 2 SHOTS PER FRAME

10TH FRAME EXTRA SHOTS FEATURE

FRONT END PLAY
HINGED PIN-HOOD
HINGED PLAYFIELD

EQUIPPED WITH
UNITED'S FAMOUS SLUG-REJECTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL
Only the Seeburg V-200 gives you all these advantages.