'Name' Pacts Boom On Fair Agendas

By CHARLIE BYRNE

CHICAGO—Name attractions, which last year gave many agricultural fairs thumping grosses, will be even more widely used this year.

The employment of TV and record personalities, however, is no longer confined to a dozen or so major fairs. Medium-sized events and a growing number of county fairs are turning to names to beef up their grandstands, and a number of fairs are learning that outside assistance is growing.
SMILE WHEN YOU SAY THAT STRANGER, EXECs FROWN

The unprecedented pre-season lead from TV critics ranging from NewswEEK to The New York Times about the stampeding half-hour field and Western is costing many a TV executive time and effort, even to build sturdy camouflage around his estate to avoid recriminations from sponsors signed for full-season contracts.

This week, NBC, ABC, and CBS, and their agencies, are known to have been included out of lists of Western shows:

"It's a family appeal," an executive for NBC observed after the July 29th issue.

"Period costume drama is what we call it," "It's a Study of the Pioneer Spirit. You know, like the Boy Scouts," one ABC executive mused.

"How can you call our show a Western just because the heroes are wearing cowboy hats?"

"Americans, that's what it is. It has more size,"

"Can't you call it an Eastern? We're planning to shoot location scenes in the Kentucky mountains,"

One executive whose show bears a title that is virtually a synonym for the genre; a "Western" with Western movies contributed a new twist.

"It's a mood piece for adults," he pleaded.

AGENCY V. P. DECLARES

Clients Need Pilots To Firm Decisions

The agencies exec thinks that every top-ranking executive in the television industry is overlooking the real problem: the agencies themselves. The agencies simply don't want to talk about the property they have just written off.

"If anything, I'd say that our agencies are as well entrenched in their thinking as the advertisers," the executive said. "They have a vested interest in keeping the property in their books for as long as possible, even if it means overlooking the fact that the property is not performing up to expectations."
GENERAL DRAMA SHOWS

Cost per 1,000 homes per commercial minute.

**COST PER 1,000 HOMES PER COMMERCIAL MINUTE**

1. THE MARRIAGE (Gen. Foods, NBC)  $1.22
2. PLAYHOUSE 90 (Gen. Foods, NBC)  $1.01
3. STUDIO ONE (Westinghouse, CBS)  $0.98
4. LORIETA YOUNG (P&G, NBC)  $0.75
5. THE MILLIONAIRE (CBS)  $0.75
6. G. F. & J. E. (CBS)  $0.72
7. DICK VAN DYKE (CBS)  $0.64
8. LUX VIDEO (NBC, NBC)  $0.58
9. BLONDIE (RCA, NBC)  $0.55
10. THE MAN FROM NEW YORK (CBS)  $0.52

**COST PER 1,000 MEN PER COMMERCIAL MINUTE**

1. THE MARRIAGE (Gen. Foods, RCA, NBC)  $1.39
2. PLAYHOUSE 90 (Gen. Foods, NBC)  $1.26
3. STUDIO ONE (Westinghouse, CBS)  $1.26
4. LORIETA YOUNG (P&G, NBC)  $1.19
5. THE MILLIONAIRE (CBS)  $1.08
6. G. F. & J. E. (CBS)  $0.61
7. DICK VAN DYKE (CBS)  $0.52
8. THE MAN FROM NEW YORK (CBS)  $0.50
9. BLONDIE (RCA, NBC)  $0.50
10. THE MAN FROM NEW YORK (CBS)  $0.50

**COST PER 1,000 WOMEN PER COMMERCIAL MINUTE**

1. THE MARRIAGE (Gen. Foods, RCA, NBC)  $1.30
2. PLAYHOUSE 90 (Gen. Foods, NBC)  $1.26
3. STUDIO ONE (Westinghouse, CBS)  $1.26
4. LORIETA YOUNG (P&G, NBC)  $1.19
5. THE MILLIONAIRE (CBS)  $1.08
6. G. F. & J. E. (CBS)  $0.60
7. DICK VAN DYKE (CBS)  $0.52
8. THE MAN FROM NEW YORK (CBS)  $0.50
9. BLONDIE (RCA, NBC)  $0.50
10. THE MAN FROM NEW YORK (CBS)  $0.50

**COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE**

1. THE MARRIAGE (Gen. Foods, RCA, NBC)  $0.17
2. PLAYHOUSE 90 (Gen. Foods, NBC)  $0.15
3. STUDIO ONE (Westinghouse, CBS)  $0.15
4. LORIETA YOUNG (P&G, NBC)  $0.14
5. THE MILLIONAIRE (CBS)  $0.14
6. G. F. & J. E. (CBS)  $0.05
7. DICK VAN DYKE (CBS)  $0.05
8. THE MAN FROM NEW YORK (CBS)  $0.05
9. BLONDIE (RCA, NBC)  $0.05
10. THE MAN FROM NEW YORK (CBS)  $0.05

COMEDY SHOWS

Cost per 1,000 homes per commercial minute.

1. DEC. BRIDE (Gen. Foods, CBS)  $0.32
2. LOVE LUCY (Gen. Foods, CBS)  $0.27
3. FATHER KNOWS BEST (RCA, NBC)  $0.17
4. THE PEOPLE'S CHOICE (RCA, NBC)  $0.10
5. THE MAN FROM 9 TO 5 (Gen. Foods, CBS)  $0.09
6. THE VICTOR JONES SHOW (CBS)  $0.08
7. THE LUCY SHOW (Gen. Foods, CBS)  $0.06
8. THE MAN FROM 9 TO 5 (Gen. Foods, CBS)  $0.06
9. THE O'REILLY SHOW (CBS)  $0.05
10. THE MAN FROM 9 TO 5 (Gen. Foods, CBS)  $0.05

COMING COST PER THOUSAND ANALYSES:

Next Week's Variety and Music Shows, Quiz and Panel Shows.
ZIV’s spectacular new action show!

"HARBO COMMA"

EXCITEMENT! DANGER! THRILLS!

STARRING

HEROIC

ADVENTURE...

FILMED ON LOCATIONS NEW AND FRESH TO TV!

A whirlwind of action spotlighting America’s toughest and most dramatic law enforcement job: guarding our vital harbors from enemies within and without.

ABOARD ocean liners, police and Coast Guard boats, tramp steamers, fire boats.

ALOFT in Port Authority helicopters and Coast Guard planes.
ASHORE in warehouses,
U.S. Customs Offices,
Oceanography Laboratories.

SALES MOUNTING FAST!
Scores of markets already bought by:

HANN’S BEER
MILLS LABORATORIES
.Multi-Salters
One-A-Day Tablets
BLUE CROSS in Buffalo
WOSU-TV—New Orleans
Squier Bottling
BRODER
ERMA-TV—Bakersfield, Calif.
KSSU-TV—Boise
New York
WNAC-TV—Boston
WTIV-TV—Dothan, Ala.
WEAG-TV—Jacksonville
KTVF—Los Angeles

KTYX-TV—Cleveland
USYF—Tampa-St. Petersburg
WBTY-TV—Greensburg, Pa.
WOSU-TV—Cleveland
KCBR-TV—New York City
WAGU-TV—Philadelphia
KPHO-TV—Phoenix
KOVR-TV—Stockton, Calif.
WHIC-TV—Pittsburgh
KSL-TV—Salt Lake City
KORI-TV—San Francisco
KPRS-TV—Seattle-Tacoma
KSYX-TV—Tulsa

TRUE-TO-LIFE IMPACT THAT
BRINGS VIEWERS BACK!
WIDER MARKET

Bosco Uses 'Annie' for Bigger Kids

NEW YORK — The national spot purchase last week of CBS-TV's "Annie: Second Chorus" by Corn Products for 117 cities on an alternate week basis amplifies its marketing strategy for its cholesterol-lowering product.

Corn Products had been using mainly curious advertising and by sponsoring them on "Annie" a high-sugar, sunflower-oil-year-old market for Bosco. It hopes that "Annie Odie" will make Corn Products in the B-2 younger market. In the past they have said to have regulated the product for fit only for little brother and sister.

At General Baking has already bought the series for 80 markets. Dolehite and Coe is the Corn Products agency.

ABC's Hollywood Center Under Way

HOLLYWOOD — Excavations have begun here for ABC-TV's $510,000 Hollywood Center, which is due to be completed January 1, 1989. Eight multi-purpose, color-enhanced theaters, administrative buildings, and services facilities will be completed for a total of 84,000 square feet. The reception salons, parking lots, cafeterias, lawns and concession shops total 39,000 square feet. Construction on the center's 26-acre quarters will begin late this year with the present Manhattan building remains in the nucleus.

Boat Racing Gets Advertiser Backing

SEATTLE—Hydroplane racing is getting full advertiser support this season as the region has again ten fold telecasting Gold Cup and pre-Gold Cup events, including the entire seven-hour major race August 11, under sponsorship of Bar-3. Westinghouse has announced that a full season telecasting schedule in backing the motorboat racing series.

ABD TV will carry part of the Gold Cup August 11, 9-10 p.m., EDT, on a co-op basis.

WRFA Affiliates Only With ABC

DALLAS — WFAA-TV here has been granted the exclusive right to affiliate with NBC-5 for the next year in consideration of the Dallas-Fort Worth market. The 11th station this year to sign, with more expected before November, WFAA's affiliation gives ABC the largest of any country's top 50 markets.

Culverhouse Goes To T.V. Sales Promotion

NFBC's executive vice president, Robert Culverhouse, is now president of the Television Bureau of Advertising. In an attempt to help ABC, which has been lagging behind NBC and CBS in TV ad sales, Culverhouse is now devoting his full time to advertising and promotion for WPXW here.

ABC Names Siegel To Combination Post

NEW YORK—Simon Siegel has been named co-director for the network and sales promotions department of Goodson-Toddy Broadcasting. The move is in position of treasurer for ABC and American Broadcasting of Theaters, operating from New York.
COMING THIS FALL FROM MGM-TV

THE THIN MAN
STARRING
PETER LAWFORD • PHYLLIS KIRK
AND ASTA

SOLD TO
COLGATE-PALMOLIVE
NBC-TV NETWORK
HALF HOUR, FRIDAY NIGHTS
9:30 P.M. E.S.T.
STARTING FALL OF 1957

Five more BIG MGM-TV series are now in preparation for production at the fabulous M-G-M Culver City Studios

"NORTHWEST PASSAGE"
"THE FEMININE TOUCH"
"MIN & BILL"
"YOU'RE ONLY YOUNG ONCE"
"GOODBYE, MR. CHIPS"

For more information about this great programming opportunity write, wire or phone Charles C. "Bud" Barry, Vice President, 1540 Broadway, New York City 36, JUDSON 2-2000

A Service of Loew's Incorporated
Live Syndie Seeking National Advertisers

Baltimore — Live syndication, programming's newest wrinkle, gets a healthy boost forward this week when its foremost supporter and pioneer, Bert Claster Production, starts after national advertisers for 'Romper Room.'

The Claster series began as a live strip here over five years ago; today is seen in about 60 markets, with more looming. In 140 sponsors, many long-time loyalties, are mostly local, with a sprinkling of regional drug and food chains and toy jobbers. Now, national rep Larry Sideman is heading the drive for national sponsors, citing the show's combination of local appeal and network-like uniformity of time, content and cost-per-thousand.

With the Claster office here selecting and training the teachers who produce over each local reproduction, with a staff of seven traveling producers to check on commercials, promotion and format, with researchers in Baltimore coming up with the games, stories, songs and special segments for all 'Romper' stations to carry on the same day, Sideman is sure the ad agencies will buy the co-sponsorships he is selling for single markets.

Nielsen studies indicate audience composition of equal women and children, and often more woman than children, with the teachers delivering the pitches live, aimed at mothers. The show is seen between 9 a.m. and noon in daily telecasts ranging from 30 to 60 minutes. Claster, which believes live syndication is headed for a boon, is pitching several properities for same.

G-T Net Week: 15 Half-Hours

New York—With 'Beat the Clock' launching a daytime series over CBS-7TV September 16, Goodson-Todman moves into its most successful TV season with 15 half-hour a week on the networks and two other current shows renewal possibilities.

'Clock' moves into the 2:30-3 p.m. slot, with Bud Collyer at host, replacing 'Our Miss Brooks.' CBS has already sold a large number of alternate week quarter-hour telecasts in the series headed for a boon, is pitching several properties for same.

ABC Day Sales 6 Full Hours, Up $25 Million

New York—ABC-TV is just coming off its most successful prime-time Saturday fall season, and it has increased its prime-time sales in prime time sales for the fall, 16 hours compared to 15 and a half, but its daytime gain is already bigger.

The web has wrapped up six hours of full-daytime sponsorship for the first time, and is expected to last season's total of three half hours, a minimum billings increase of $25 million.

Last season, "Mickey Mouse Club" sold out 12 of its 20 quarter-hours in the 6 p.m. strip. This year the combination of a short-run "Mouse" and six half-hour arbitrages has already sold 16 quarter-hours (six of them to Kellogg), in addition, Miller Brewing and Wildroot have bought "Al-Star Golf," "Sweets Company in London," "Tales of the Ranges," and "Swift" has moved "the Lone Ranger" forming a two-hour Saturday web block, 4-6 p.m.

Prospects are reported hot for weekend of "Do You Trust Your Wife?" in the Monday-through-Friday 4-5:30 strip, but mainly "Wheel of Fortune" (formerly "Lucky Lady") switched to a 4 p.m. berth. In the half-hour are six new ABC live shows for afternoon viewing while "American Bandstand" debuts next month to alternate the commercial commitments in the current "Afternoon Film Festival" features (3-4:30 p.m.) and eventually concentrate them into a one-hour slot.

The network is believed eight hours blocking the ABC fall schedule probably will be significantly reduced before October, but with current improvement the execution into the daytime set ABC over the $100,000,000 mark this season.

'Sergeant, Lady Bought by CBS

Hollywood—CBS-TV has acquired a new situation-comedy, "Sergeant and the Lady" from Stark-Layton. The network will shoot a pilot-film of the program which will be assigned to "Sergeant" who is in charge of a group of policewomen. The producer has been assigned to the property.

KTTV EMPLOYS HUMAN NATURE

Hollywood — What's the nearest way to get a rating? The answer, fairly obvious to any student of human nature, is to get hold of enough pretty girls and wrap them all up in a package — that's what KTTV has done the past two years with telecasts of the Miss Universe contest and, well, human nature has triumphed again.

The station covered a Friday night rating of 35.3, as a telecast that ran from 10.15 p.m. to midnight. This year the rating for the Miss Universe contest was 35.3, as a telecast that ran from 11 o'clock. The combined rating for all the other stations for the Miss Universe was 15.2.

During the hour rated, the viewing audience increased one and one-quarter over other Friday nights. Still, it probably wasn't a very good time for selling products to homemakers.

"Sword of Freedom" For First Run Syndication
THE WINNERS
The Billboard's Fifth Annual
TV Program & Talent Awards
1956-1957 Season

Programs and stars below are the grand winners in The Billboard's Fifth Annual poll of program buyers and executives of leading advertisers, agencies and TV stations. It is the only such annual survey of video professionals, who buy and program TV shows, rather than of television viewers or TV critics. Full details are reported in this section.

Over-All Network Winners

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<td><strong>Best Syndicated Film Series</strong></td>
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<td>2. Perry Como, NBC</td>
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<td>3. Caesar's Hour, NBC</td>
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<td>4. Cheyenne, ABC</td>
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<td>5. Wide, Wide World, NBC</td>
<td>5. Dr. Hudson's Secret Journal, MCA-TV</td>
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<th><strong>Best Actress—Network</strong></th>
<th><strong>Best Actress—Syndication</strong></th>
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<tr>
<td>1. LORETTA YOUNG (Loretta Young Show, NBC)</td>
<td>1. ANN SOTHERN (Susie, TPA)</td>
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<td>2. Lucille Ball (I Love Lucy, CBS)</td>
<td>2. Gale Storm (My Little Margie, OI)</td>
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<td>3. Dinah Shore (Chevy Show, NBC)</td>
<td>3. Gail Davis (Annie Oakley, CBS Film)</td>
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<td>4. Jane Wyman (Jane Wyman Show, NBC)</td>
<td>4. Rosemary Clooney (Rosemary Clooney Show, MCA-TV)</td>
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<td>5. Ida Lupino (Mr. Adams &amp; Eve, CBS)</td>
<td>5. Betty White (Life With Elizabeth, Guild)</td>
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<tr>
<th><strong>Best Actor—Network</strong></th>
<th><strong>Best Actor—Syndication</strong></th>
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</thead>
<tbody>
<tr>
<td>1. PHIL SILVERS (Phil Silvers Show, CBS)</td>
<td>1. BRODERICK CRAWFORD (Highway Patrol, Ziv)</td>
</tr>
<tr>
<td>2. Robert Young (Father Knows Best, NBC)</td>
<td>2. Jack Webb (Dragnet 714, NBC Film)</td>
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<tr>
<td>3. Sid Caesar (Casanova Hour, NBC)</td>
<td>3. Thomas Mitchell (O, Henry Playboars Gross-Kramer)</td>
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<tr>
<td>4. James Arness (Gunsmoke, CBS)</td>
<td>4. Rod Cameron (Slabo Trooper, MCA-TV)</td>
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<td>5. Bob Cummings (Bob Cummings Show)</td>
<td>5. John Bromfield (Sheriff of Cochise, NTA)</td>
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For Full List of Winners by Categories, See Pages 10 Thru 12
'PLAYHOUSE 90' TOPS OLDIES SCORE ON WEBS

Silvers Leads Three Categories As Loretta Wins, Caesar Places

The Fifth Annual Billboard pro-
gram awards generally indicates what critics have been saying about the medium this year, that there was a dearth of new talent and pro-
gram developed during the season that reached fanon proportions.

Aside from a few new shows, the old favorites, by and large, gained the large majority of the ballots of the voters.

Phil Silvers, a heavy winner, last season duplicated his success this year, as he won best actor, best situation comedy and best performer appearing regularly in a network situation comedy. Another who repeated her success of last season was Loretta Young who was given the nod as the best actress. "Mature Theater" was the second year running as the best dramatic show.

There was also a tendency for newer shows and performers to improve their standing at the expense of the old programs which had placed high in the competition in previous years. An outstanding case in point is the "CBS News" of Civic." The plot about the worst as the best comedy or variety show, moved from first place last year to second place this year in the best network show category, and moved up a notch to second place as best comedy-variety performer.

Sid Caesar seems to have lost none of his attractiveness to the viewers. His program moved into third spot among the over-all network winners, a category in which he didn't even place last season; in the best comedy-variety show voting he took second place, as against third place last year; repeated his victory of last season as best comedy-variety performer and won third in the best acting group. Last year in the best actor category voting he placed second. Caesar's popularity with the voters certainly indicates that his return to network TV would be welcomed when and if it takes place.

In the best situation comedy, Western category Alfred Hitchcock Presents "Dragnet" from the number one spot. "Running man" two as last season's "Gun-
smoke." James Arness, the star of the series, improved his popularity considerably by taking first place as the best performer to appear in an adventure series. He was fifth last year in this same classification.

The overall voting is the manner in which ABC-TV's "Cheyenne," another adventure show, has improved its voting. "Cheyenne" was placed fourth among all network winners. In this Western didn't even place in this category. "Cheyenne" was third among adventure programs. Last season this Western wasn't even in the top 10 in this classification. Clint Walker, the star of "Cheyenne," was fourth among performers appearing in adventure series last season but he didn't even in the top five in this grouping.

Among the new programs the showing of CBS-TV's big prestige package, "Playhouse 90," was truly distinguished. It topped the voting in the over-all network winners, best dramatic show on a network and best hour and a half show on a network. The program's huge success not only is a tribute to its

(Continued on page 17)

THE NETWORK WINNERS

BY PROGRAM CATEGORY

Best Comedy, Variety or Music Show
1. PERRY COMO, NBC
2. CAESAR'S HOUR, NBC
3. RED BUTTONS, CBS
4. STAGE SHOWS, NBC
5. JACK BENNY, CBS
6. LAWRENCE WELK, ABC
7. ERNIE COCHRANE, CBS
8. JACKIE CLEASON, CBS
9. DINETTES, ABC

Best Comedy, Variety or Music Show Performer
1. SID CAESAR, NBC
2. PERRY COMO, NBC
3. JACK BENNY, CBS
4. RED SKELETON, CBS
5. DINAH SHORE, NBC

Best Situation Comedy
1. PHIL SILVERS, CBS
2. I LOVE LUCY, CBS
3. BOB Cummings Show, CBS
4. FAT AND FABULOUS, NBC
5. OCIE AND HARRIET, CBS
6. BURNS AND ALLEN, CBS
7. MR. AND MRS. JEFFERY, CBS
8. DANNY THOMAS, CBS
9. DECEMBER BIDE, CBS
10. LIFE OF RILEY, CBS

Best Sitcom Comedy Performer
1. PHIL SILVERS, CBS
2. LUCILLE BALL, CBS
3. BOB CRAIN, CBS
4. ROBERT YOUNG, NBC
5. DANNY THOMAS, ABC

Best Dramatic Show
1. PLAYHOUSE 90, CBS
2. DRAMA AT 8, CBS
3. KRAFT TV THEATER, NBC
4. TONY ABBOTT, NBC
5. 9:30, CBS
6. G. T. P. THEATER, ABC
7. STUDIO ONE, CBS
8. LUX VIDEO THEATER, NBC
9. ROBERT MONTGOMERY PRESENTS, NBC

Best Dramatic Show Performer
1. PHIL SILVERS, CBS
2. LUCILLE BALL, CBS
3. BOB CRANDALL, CBS
4. ROBERT YOUNG, NBC
5. DANNY THOMAS, ABC

Best Hour and a Half Show
1. PLAYHOUSE 90, CBS
2. PRODUCER'S SHOWCASE, NBC
3. SHOWER OF STARS, ABC
4. HALLMARK HALL OF FAME, NBC
5. PREMIERE PERFORMANCE, NBC
6. SATURDAY NIGHT SPECIAL, NBC
7. NBC-TV OPERA THEATER, NBC
8. FAMOUS FILM FESTIVAL, NBC

Best Quiz or Panel Show
1. TWENTY-ONE, NBC
2. WHAT'S MY LINES?, ABC
3. YOU'VE GOT A MILLION, NBC
4. MY FAMILY, NBC
5. 901 QUESTIONS, CBS
6. WHO WOULD YOU BE?, CBS
7. 89000 CHALLENGE, CBS
8. SHE'S YOUR TOAST, CBS
9. PEOPLE ARE FUNNY, NBC
10. NAME THAT TUNE, CBS

Best Quiz or Panel Show Performer
1. GROUCHO MARX, You Bet your Life, NBC
2. CARL RABBA, Twenty-One, NBC
3. JOHN DALY, What's My Line?, CBS
4. BUCK HALE, One Man's Family, NBC
5. DAVID HUNTLY, NBC
6. RAY ROBBINS, Twenty-One, NBC

Best News, Sports or Documentary Show
1. AIR POWER, CBS
2. PERSON TO PERSON, CBS
3. CBS NATIONWIDE NEWS, NBC
4. CAVALCADE OF SPORTS, NBC
5. NEWSMEN, CBS
6. MERIDIAN PRESS, NBC
7. BISHOP SHEEN, ABC
8. THE NEW YORKER, CBS
9. DOUGLAS EDWARDS NEWS, CBS
10. GYMNASTICS, NBC

Best Commentator in a News, Sports or Documentary Show
1. EDWARD R. MURROW, CBS
2. DAVID DUNN, CBS
3. CHET HUNTLEY, NBC
4. BOB HINDS, CBS
5. WALTER CRONKITE, CBS

Best Daytime Show (up to 6 p.m.)
1. MAINE STREET THEATER, NBC
2. GARY COBAN, CBS
3. ERNIE FORD, NBC
4. ORIENT EXPRESS, NBC
5. TODAY, NBC
6. KANGAROO KIDS, NBC
7. QUEEN FOR A DAY, NBC
8. HOME, ABC
9. ART LINKLETTER, CBS
10. TIGER JOHN, NBC
CBS Leads Field Among Packagers

Who created, produced and distributed the top shows for the 1956-57 season?

On the network side, as last year, CBS-7 led the field, beat any category, except for Hugh O'Brian's second place win among Syndicated Performers. This year's winners were credited among a greater number of producers, with many companies scoring in for single awards.

CBS scored four second-place and three third-place wins for a total of 16 wins in the business, compared with 15 in last year's balloting. Most named for the web were Desilu, CBS, NBC, Desilu-Decca, Sony, and Phil Silver's show. Also up there were "Lunt-Fontanne, "Chico" and "St. Motor梗" NBC scored six second-place and five third-place wins for a total of 13 wins in the business, compared with 15 last season.

Sid Caesar and staff took four of these places this year, Perry Como and staff took three, 20th-Fox gave us three, NBC gave us three and CBS gave us two.

Winners this year showed a smaller percentage of non-network productions, the ABC Tailer, NBC Film and MCA Film Productions each garnered three first-place awards, while NBC used the other platforms of their high honors.

Last year's best shows were "Cunsmoke" and "Silent Service" 'n' '&i'm', "CBS' Whirlybirds" and "Silent Service" Contend Strongly

They were good last year—and most are just as good this year. This year despite new competing syndicated shows.

ABC is trying to run up the ad sales TV executives polled on their syndication show choices for the first full year of the "Star Performers" syndication program and Talent, and Top Ten stars. Top winners in 14 categories in the syndication entries included the same stars and programs from last season, with the exception of some switches in the last year's first and second places in many categories.

Top winners in 14 categories in the syndication entries included the same stars and programs from last season, with the exception of some switches in the last year's first and second places in many categories.

The duos of new favorites:

Rosemary Clooney, who took a commanding first place in the sweepstakes of performers appearing regularly in a network series, was runner-up to Patrice Page, who edged out Rose last year, is now in fifth spot in the performances on musical shows.

Thomas Mitchell, in his "O. Henry Playhouse" role, was a surprise winner in the category of dramatic category of syndicated television, edging out nicely on the Dick Powell-David Niven pairing, of the "Star Performers" syndication, for top house honors.

Below the level of the first-rate winners, however, the newer contenders emerged at even entries in the non-network field.

"Shirfie of Cochise," a fast-paced NTA televise with fast-

rate location film work, wound up in the No. 2 slot among syndicated mysteries with star John Branchford in the title role, but in third place in the same network field, and which scored in the fourth spot among all syndicated entries.

An even higher showing in the overall-program category, among the grand winners of syndication entries, was California National's "Silent Service," distributed by its NBC Film subsidiary. The documentary teleseries tipped quickly to syndicate "Dr. Husk "Secret Journal" from last year's second-place spot — still, oddly enough, "Silent Service" also scored a fifth place ranking amid adventure syndicated shows, its basic category.

The same fate was not shared by "Frontier," one of the pioneers of the "first" Westerns and now in syndication on a run of bits via California National. "Frontier," ranked third among over-all syndication entries, and second-place giving last year's repeat winner, "Wild Bill Hickok," a strong run for top money in the Western syndication category.

But the familiar faces were still there in the lead—"Star Performances," "O. Henry Playhouse," "Rosemary Clooney Show" (coupled with her personal-standing rise), "Bud and Lou" and "Father Knows Best" were still the top syndicated shows.
The winner's laurels for "Playhouse 60" rest deservedly on the overstimulated Martha Munilly, who has done one of the most entertaining jobs week after week as the narrator of all the elements of the 90-minute production rolling smoothly, and in her own comings and goings of production being handled by the mammoth 150-man permanent staff.

Kudos go also to CBS Executives V. P. Hubbell Robinson Jr., who conceived the original idea and who felt that the natural progression and maturity of video drama lay in the face of form as far back as 1943.

Viewers, and many of its stars, of this major discovery of original TV scripting and dramatic playing, Prime Time, have had a wide range of products.

The summer's major attraction for the news is Loretta Young.

Loretta is actually a veteran of no less than 38 years in motion pictures—a fact that usually makes eyebrows go up when the actress turned 1919. Her first role of any importance came in 1928, and while she has had her "highs" and "lows," she has been seen in nearly 60 feature films.

Newspaper industry recognition came to the gracious and lovely actress when, in 1948, she put the T-Broderick-Crawford show on the CBS payroll. One of the few stars who has won the "T" in a number series on CBS called "Private Secretary" as a producer, her early frothy comedies of the twenties are but a memory. Her film record, which is impressive, has included such notable hits as "The Farmer's Daughter," a film that won an Academy Award, and "Edge of the River," which was a critical success at the time. In her new role, she brings to CBS a wealth of experience and talent, and it is expected that her perfs will continue to be outstanding.

Best Network Actress: Loretta Young

In the early spring of 1953, Producer Jack Chertok announced Loretta Young's appointment as a member of the cast of "Playhouse 60." In a very short time, the actress has become a major force in the network, and has been a major factor in the success of the production. She has turned in some of the most出色 performances, and has been a major asset to the network.

Best Syndicated Show: HIGHWAY PATROL

In a manner riveting the pace of its first-act outdoor adventure, "Highway Patrol," produced by Ziv TV Programs, roared into high ratings in the ratings lists soon after it debuted in October 1955. In another example of the top syndication first-run series in the Billboard awards last year, and repeats this year to win the same honors once again.

The show has been one of the biggest hits in the network field and is being groomed for its third season on the air in over 200 market areas. With its fast-moving pace, well-developed characters, strong storylines, and exciting writing, "Highway Patrol" has captured the hearts and minds of viewers across the country.

Best Syndication Actor: BROD CRAWFORD

Born William Broderick Crawford in Philadelphia, the son of actress Helen Broderick and comedian Lester Crawford, he has spent the better part of his career in vaudeville circuits with his performing parents, and at times worked at everything from being a Harvard student to drecking on a big screen of the stage. After high school, he went on to a successful career in the film industry, where he played a variety of roles.

His first TV show, incidentally, was a resounding step towards his future success. His second show, "Playhouse 90," started off in 1956 and continued into 1957, and his role in "Highway Patrol" was a major breakthrough for him. He continued to work in the industry for many years, eventually becoming a successful actor and director.
**RKO Sales Up 10 on Sydnele Sale of '26 Men' Series**

**NEW YORK—**ABC Film Syndication has sold 10 series of the 707-episode '26 Men' series, including know KCRB. Bohrath, KEHU, KVIR, Redding, KFSO, San Diego, KPFD, Fremont, and KEY, to syndicate the show.

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'Typical Station' Profits Revealed

WASHINGTON — The typical U.S. television station spent about 37 per cent of its operating money for programming last year, but made a profit of $146,400 before taxes. The figure gives a rough guide to financial performance since no financial survey was being released to members by the National Association of Radio and Television Broadcasters (25).

Total broadcast revenue of the typical TV station was $596,700 while total broadcast expenses were $774,440, giving an operating ratio of 84.1 per cent, survey estimates. This would put program costs at about $286,491 for average TV stations in 1956. Survey is based on figures supplied by 218 stations, out of 501 queried, making it a 56 per cent sample, says NARTB.

The typical broadcaster expects his 1957 revenue to increase 2 per cent over 1956, and his total expenses to increase 3 per cent, widening the profit margin.

The survey of 18 broadcast regions in the U.S. found that local advertisers provided 47 per cent of total sales dollars taken in by the station; network affiliates, 23 per cent; and network sponsors, the survey claims. In addition to broadcast programs, other expenses included 33 per cent for general and administrative costs, 18 per cent for technical costs, and 12 per cent for selling.

Revenues, expenses and margins all vary directly with the size of the market in which the station was located. Typical station in markets of more than one million population had revenue of slightly over $3 million. In markets of less than 25,000 population, typical station grossed $331,000.

The proportion of sales dollars derived from national and regional advertisers (non-networks) did not vary significantly by market size, the survey found. The proportion of total revenue from network, however, was larger in larger markets, while the proportion from local advertisers was greater in smaller markets.

Total revenue of the typical TV station in 1955 was $670,000 and 1957 expectations are for about $690,000.

In 1956, TV stations generally have been getting $650,000 in 1955 to about $775,000 in 1957, according to the survey.

Decoy Goes Syndie

For $600,000 License

NEW YORK — Official Film Exploring the Possibility of a Sales-Making Karel the cartoon character for Whitewater, New York, the biggest buck at the biggest station now farming the distributors circuit for new product.

Vehicular TV outlets of Boston, Cleveland, San Francisco, Pittsburgh and Baltimore, in a dual production project—provide a competitive WPX, WGNJ and KTVY and WPFW, TV, Wilmington, Philadeliah in for good measure—placed a bid in New York price order with Official which virtually underbid the competition. Production costs on the 39-motion series starring Beverly Garland in the role of a New York lady is being produced.

Spearheaded by Dick Pack of Westinghouse, who has been instrumental in launching such other similar series as "Geese Joesy," the move underscores growing importance of station combines as a prime force in syndication. Both sets of talks have made the rounds of clients and agencies, selling regional deals until enough advertiser contracts were signed to provide a healthy financial kick-off for general syndication. The Westinghouse-Private Broadcasting Co. is expected to raggle control of station placement of the "Decoy" series for an ex- tent of the country's markets with their $600,000 buy.

The series may also be sold on another syndicate via arrangements of all the TV homes under the umbrella of the nine TV stations involved, which amounts to a combination of 16,300 families—almost 41 per cent of the TV homes in the country.

ARX RATINGS

KLZ Leads 3 Rivals in Denver Area

DENVER — According to the latest ARX, KLZ-TV, the CBS outlet here, still tops its three competitors in program ratings on a basis of 27 of the top-rated 50 shows from June through July in the four commercial TV stations, one being KLZ. The other three stations have a combined total of 129,900 homes.

In the news front, KLZ-TV also walked off against competition on its late afternoon newscast by 15 per cent and again consistently the highest news outlet-

Brewer Mulls "Ranch Party"

NEW YORK — Greendale Bros. has a large regional deal with Screen Gems for "Western Ranch Party," which new series is a regional musical series. In the past, the outer companies have found the use of local television profitable, but seems ready to spread its wings. Negotiations with Frontier & Gen- eral for national spot sponsorship of the program have been con- tacted. Metro is the Greendale agency.

NEA Names Krolik As New TV Liaison

NEW YORK — The National Education Association is opening its new TV office here to the liaisons with network officials. Richard B. Schoolcraft, NEA's national TV liaison, and former Life Magazine TV editor, will head the new NEA divi- sion, which is being set up of its own as well as expanded services to aid producers and local stations.

SOLD TO Lazoarus

NEW YORK — Herb Lazarus, owner of American Broadcasting-Paramount Theatres, has bought the majority stock of_sys- tery of the corporation, secured Bob O'Brien, who resigned to join Loew's, Inc.

WARNER BROS. FEATURES

Popeye Cartoons

WARNER BROS. CARTOONS

NEED A PART-TIME "RIGHT HAND"

Availiable, evenings, only, for typing, dictation, research, handl- ing correspondence. Reside near Grand Central Terminal, Ground, Radio-TV Music, TV Film, Media Research, Ad- ministrative duties from top men in each. Write BOX 110, The Billboard 1384 Broadway, New York 31, N. Y.
Fem Oater, 'El Coyote,' on Way to Market

NEW YORK — First agency-level pitchers on RKO Television's "El Coyote," a Western with a firm start, are due to be launched in mid-August, according to George B. Novel, vice-president in charge of the firm.

Furnished by Ken Murray in a production deal with RKO, the series is said to be RKO's boldest foray into the Western genre and is designed with the ideal in mind of creating a set of audience for advertising and other uses of Rockwell.

Other RKO television film properties in the development stage are "The Adventures of Santa Maria," "Malaia of the Seven Seas" by Jim Bob and "Tails" and "Charity Pilot," by Ben Fedun.

Leo Productions to Do Va. City Series

Hollywood — Deal has been concluded between Francis D. Lyons, Leo Productions and Harold Deal, president and Charles Clegg, editors of the Virginia City Territory Enterprise, for a television series based on the quarterly of the paper. Paper was published from 1858 until 1916, and has not been published since 1953.

Indemnity' Series To Start Shooting

Dallas — Production is expected to begin soon on a novel from the novel "Indemnity," by J. M. Farley. Titled "Indemnity," the film show will concern itself with the experiences of an insurance investigator. Producer is Joe Graham. No director or distributor has been set.

Shirley Temple Doll Pushed Via Her Old Films

NEW YORK — A beautiful film produced in the early Thirties for Shirley Temple, now back in the frame. In a deal handled by the Grey Agency, the deal has signed for a number of Shirley Temple's old films to be aired on TV. Among the old films are "A Little Princess," "The Sign of the Cross," "Atlantic," "The High Chaparral," "Rebecca of Sunnybrook Farm," and "Little Lord Fauntleroy." In addition, the deal has been made for Shirley Temple Dolls to be aired on TV. The deal is expected to be worth over $100,000.

No Problem Clearing '52 Award' USA Says

NEW YORK — United Artists last week hailed that its 732 "52 Award" group of prize-winning feature films was moving into new channels, with the 50-odd titles having already signed advertising deals; worth nearly $100,000. A number of the films have already been released, including "The Bells of St. Mary's," "Island," and "The Bishop's Wife." USA's "52 Award" group was expected to be worth nearly $100,000 in advertising revenue. In addition, USA has signed a contract to produce a series of television pilots, featuring the "52 Award" films. The series is expected to be worth over $100,000 in advertising revenue.

Imperial Films Buys Crosby Drama Segs

CHICAGO — Imperial World Films has purchased Bing Crosby Enterprises, Inc., a catalog of 117 tele-films, for $2.5 million. The deal includes the rights to "Good Ship Lollipop," "The Big Fish," "The Honeymooners," and "The Great Gatsby." The deal is expected to be worth over $1 million in advertising revenue. In addition, Imperial has signed a contract to produce a series of television pilots, featuring the "Imperial World" films. The series is expected to be worth over $1 million in advertising revenue.

U. S. Film Shows Increase Sales in Canada by 60%

NEW YORK — Sales of U. S. films shows in Canada were 60 per cent higher in the past year than in the previous year, according to a report from ABC Film Sales, which has concluded a six-month survey of the market. (Farley) and "The Big Fish." Imperial is expected to be worth over $1 million in advertising revenue.
### Syndicated Film Comedy Shows

**RATINGS**

<table>
<thead>
<tr>
<th>Show &amp; Title</th>
<th>Rank</th>
<th>Women Per 100 House</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>Life of Riley (NBC)</td>
<td>10.3</td>
<td>80</td>
<td>4.9</td>
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<td>Annie Oakley (CBS)</td>
<td>7.6</td>
<td>76</td>
<td>3.7</td>
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<tr>
<td>Suite (TFA)</td>
<td>8.1</td>
<td>58</td>
<td>3.7</td>
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<td>My Little Margie (Official)</td>
<td>6.0</td>
<td>61</td>
<td>3.4</td>
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<tr>
<td>Great Gildersleeve (NBC)</td>
<td>6.2</td>
<td>64</td>
<td>3.4</td>
</tr>
<tr>
<td>Mister Keen, Yvo (Official)</td>
<td>5.3</td>
<td>64</td>
<td>3.4</td>
</tr>
<tr>
<td>Meet Corliss Archer (Ziv)</td>
<td>3.4</td>
<td>3.4</td>
<td>3.4</td>
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<tr>
<td>My Hero (Official)</td>
<td>3.1</td>
<td>3.1</td>
<td>3.1</td>
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### Syndicated Film Mystery Shows

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<th>Rank</th>
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<th>Average Rating</th>
</tr>
</thead>
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<tr>
<td>Highway Patrol (Ziv)</td>
<td>14.4</td>
<td>85</td>
<td>4.9</td>
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<tr>
<td>Badge 714 (NBC)</td>
<td>14.1</td>
<td>85</td>
<td>4.9</td>
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<td>San Francisco Beat (CBS)</td>
<td>13.9</td>
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<td>Code 3 (ARC)</td>
<td>10.5</td>
<td>85</td>
<td>4.9</td>
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<tr>
<td>City Detective (MCA)</td>
<td>7.0</td>
<td>85</td>
<td>4.9</td>
</tr>
<tr>
<td>Racket Squad (ABC)</td>
<td>6.9</td>
<td>85</td>
<td>4.9</td>
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<tr>
<td>Boston Blackie (Ziv)</td>
<td>6.0</td>
<td>85</td>
<td>4.9</td>
</tr>
<tr>
<td>The Whistler (CBS)</td>
<td>5.7</td>
<td>85</td>
<td>4.9</td>
</tr>
</tbody>
</table>

### STATION SIGNALS

**NEW MIAMI OFFICE**

- Chairman: Converse and Arthur Poppenberg
- KRTV, Miami, to head the new Miami office.
- Advertising: WTIC-TV, Hartford, in charge.
- Sales: Regular daily schedule early in September.
- Giannini, no web affiliation yet announced.
- Joining the sales staff of WNDU-TV, South Bend, Ind., to WANE-TV, Fort Wayne, Ind.

**TIME BUYERS GUIDE**

- Two postcard contest entries were selected competitively to study at WBNK and WNBK, NBC's stations in West Hartford, Conn.
- The Nebraska Heart Association has appointed Dr. David W. Parker as educational director.
- Lampson leaves KFAX-TV, Wichita Falls, Tex., to join the announced staff of KOTV-TV, Tulsa, Okla.

**CHICAGO**

- 4 TV Stations, 149,500 TV homes, population—2,950,000 (U.S. 51.9)."
Cleveland

3 TV Stations—525,100 TV Homes Population—1,616,000 (Not Included: 437,000)
Barney: $1,020,000
RCA: $930,000
Food Sales—$1,050,000

Detroit

3 TV Stations—1,100,300 TV Homes Population—4,539,000 (Not Included: 1,045,000)
Barney: $1,530,000
RCA: $1,470,000
Food Sales—$1,500,000

Philadelphia

3 TV Stations—1,163,300 TV Homes Population—4,290,000 (Not Included: 1,163,300)
Barney: $1,540,000
RCA: $1,490,000
Food Sales—$1,570,000

St. Louis

3 TV Stations—540,200 TV Homes Population—1,516,000 (Not Included: 305,000)
Barney: $1,170,000
RCA: $1,150,000
Food Sales—$1,200,000

San Francisco

Oakland

3 TV Stations—1,415,200 TV Homes Population—2,500,000 (Not Included: 305,000)
Barney: $2,030,000
RCA: $1,950,000
Food Sales—$2,080,000

TOP NETWORK SHOWS

1. Love Lucy, NBC, 9:30
2. Perry Mason, NBC, 8:30
3. Teammate, CBS, 8:00
4. Family Affair, CBS, 8:00
5. Ben Casey, NBC, 7:30

TOP MULTI-WEEKLY SHOWS

1. The Steve Allen Show, NBC, 9:30
2. The Jack Paar Show, CBS, 8:30
3. The Tonight Show, NBC, 9:00
4. The Merv Griffin Show, CBS, 8:30
5. The Jack Paar Show, NBC, 7:30

TOP FEATURE FILMS

Once-Weekly
1. The Big Fish, Warner Bros., 7:30
2. The Man from the Yuma, United Artists, 9:00
3. The Killers, Warner Bros., 8:30
4. The Man Who Shot Liberty Valance, 20th Century-Fox, 8:30
5. The Magnificent Seven, Columbia, 7:30

Syndicated Films

1. Sherlock Holmes (NTA), 9:30
2. The Adventures of Superman (NTA), 7:30
3. The Man from U. C. A. (NBC), 11:00
4. The Third Man (NBC), 11:00
5. The Big Valley (NBC), 11:00

TOP SYNDICATED FILMS

1. Artists and Models (CBS), 9:30
2. The Great Gildersleeve (CBS), 8:30
3. Annette (NBC), 7:30
4. The Lucy Show (RCA), 7:30
5. The Funny Lady (CBS), 7:30

SHORT SCANNINGS

Footie Cone & Belding has named their new TV show, "Lincoln Series in Search for Actor," the agency's New York manager, as its new president. Norman Craig, formerly head of Lincoln's press department, is associated with and补助. Ralph H. Sinclair has re- signed as president of the Metropolitan Educational Television Association, which represents the antenna TV industry. Frank Shapiro senior account executive. A. Armand H. Belsky joins the TV sales staff of Katz Agency in Chicago. John Kelley joins the TV staff of the Associated Press in New York. Richard H. Rogers has become an account exec for Modern Talk- ing Picture in New York.

For a complete review of the TV network schedules, see page 13.

San Francisco

Oakland

3 TV Stations—1,415,200 TV Homes Population—2,500,000 (Not Included: 305,000)
Barney: $2,030,000
RCA: $1,950,000
Food Sales—$2,080,000
The Billboard Scoreboard

CIVIL RIGHTS DEBATE
‘Big Issue’ Is Major Contribution by TV

By LEON MORSE

The Big Issue (Net)

This 30-minute program was the first of a series of programs in which the Big Issue, the Negro magazine, was to present a Negro viewpoint on the civil rights situation in the South.

The Big Issue is a weekly Negro publication in New York City, and the first Negro magazine in the United States to be published in color. It was founded in 1949 by the Rev. Dr. Martin Luther King, Jr., and Dr. Ralph Abernathy.

The Big Issue’s aim is to present a balanced view of the civil rights movement, to provide a forum for discussion of the issues involved, and to promote understanding between the races.

The program began with a news story about a civil rights march in Selma, Alabama. The narrator, Paul H. Douglas, then discussed the importance of the civil rights movement and the need for understanding and cooperation.

Later in the program, the narrator discussed the work of the Big Issue and its role in the civil rights movement. The program ended with a short film showing scenes from a civil rights march in Selma.

The Big Issue has been widely praised for its balanced and fair coverage of the civil rights movement, and for its role in promoting understanding between the races.

Action, Tonight (Net)

The Woman on the Balcony (New York, N. Y., 7:30 p.m., EST.)

The Woman on the Balcony is a 1957 American crime drama film directed by Jack Cardiff and starring Kirk Douglas and Tuesday Weld.

The film is about a woman who is found dead on the balcony of a nightclub in New York City. The police investigate the case, and the film builds tension as they try to uncover the truth.

The film was well-received by critics, who praised the performances of the cast, including Kirk Douglas, who was nominated for an Academy Award for Best Actor.

The film is a classic example of the film noir genre, which is known for its dark, mysterious, and suspenseful atmosphere.

ALCOHOL

‘He’s for Me’ Tidy, Lively Musically

By CHARLES SINCLAIR

The Alcoholic Hour (Net)
NBC TV, Sunday (7:00 p.m., EST.)

The Alcoholic Hour is a weekly television series that aired on NBC from 1956 to 1961. The show was hosted by Jack Lescoulie, who was known for his dry wit and his ability to make people laugh.

The show featured various guests, including comedians, musicians, and actors. The guests would perform stand-up routines or musical numbers, and the host would moderate the show.

The show was well-received by viewers, who enjoyed the humor and the high-quality guests. It was a popular show during its time and is still remembered by many people for its entertaining and witty banter.

Dote With the Angels (Net)

ABC TV, Friday (8:00 p.m., EST.)

A popular science-fiction series that aired on ABC from 1959 to 1960. The show was set in the future and followed the adventures of a group of astronauts as they explored the unknown reaches of space.

The show was well-received by viewers, who enjoyed the action and the special effects. It was a popular show during its time and is still remembered by many people for its exciting and imaginative stories.

Floor Water Enters TV in 50 Markets

NEW YORK — The Sherritt Company of London, Ontario, has announced that floor water, a new television show, will be transmitted in 50 markets in September with a 50-market campaign of one-minute participation in a feature film, syndication strips and other local folklore.

The show will be aired five days a week.

The show will be sponsored by the National Association of Electric Companies.

Edison of New York, a television production, is the producer of the show.

The show will be telecast in five different cities, including New York, Chicago, Los Angeles, and Dallas.

Fried Warnering

Host, Fried Warnering, Producers, Red Warnering Productions, NBC TV, New York, N. Y., Monday (7:30 p.m., EST.)

Fried Warnering is a weekly television series that aired on NBC from 1956 to 1960. The show was hosted by Fried Warnering, who was known for his dry wit and his ability to make people laugh.

The show featured various guests, including comedians, musicians, and actors. The guests would perform stand-up routines or musical numbers, and the host would moderate the show.

The show was well-received by viewers, who enjoyed the humor and the high-quality guests. It was a popular show during its time and is still remembered by many people for its entertaining and witty banter.

Jaffe Packaging Hits $12 Million

NEW YORK — The Henry Jaffe packaging company announced today that its sales for the first quarter of the year were up about $12,500,000. The company has been in business for about 20 years.

The company specializes in the production and packaging of a variety of products, including food, health and beauty products, and household goods.

The company is known for its high-quality packaging and its attention to detail.

One of the biggest challenges facing the company is keeping up with the demand for its products, which are in high demand across the country.

The company is also investing in new technology to improve its efficiency and reduce costs.

WABD to Telecast Labor Hearings

NEW YORK — WABD will shortly be the only New York outlet for Labor Department hearings on the issue of labor unions and their impact on the economy.

The hearings, which are being held in Washington, D.C., will be telecast live by WABD.

The hearings are being held to investigate the role of labor unions in the economy and to determine whether they are having a positive or negative impact on the economy.

The hearings are being held by the National Labor Relations Board, which is responsible for enforcing laws that protect the rights of workers.

One of the biggest challenges facing the board is the large number of labor unions that are represented in the hearings.

The board is also facing criticism for its handling of the hearings, which some have called unfair and biased.

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INTEGRATED DIVERSIFICATION

Keys Potent Col. Program

Combines Huge Phono Push, Album, Tape, Merchandising Expansion

By PAUL ACKERMAN

MIAMI BEACH, Fla.—Columbia Records, at its annual sales convention here held last winter, announced an extended "Slogan" sales program, as its first major new effort. The new program was revealed to the sales force at the Miami Beach Convention Center, as part of an overall plan to create high visibility for Columbia's new products. The program is based on the premise that "Columbia" is a trademark, and that the label's image must be projected nationwide through all advertising media.

The program consists of a national advertising campaign, national sales promotion, and a merchandising program. The campaign will be conducted through radio, television, and print media, and will be supported by a national sales promotion program, including a national sweepstakes, a national contest, and a national trade show.

The label's merchandising program will include a new line of Columbia records, a new line of Columbia record players, and a new line of Columbia record albums.

In addition, the program will include a new line of Columbia record covers, a new line of Columbia record sleeves, and a new line of Columbia record labels.

Columbia's new products will be marketed through a network of independent record dealers, who will be provided with a complete line of Columbia products, including records, record players, and record albums.

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For more information, contact Columbia Records, 20th Century Music Corp., 1234 Broadway, New York, N.Y. 10001.
NEW YORK—Decca Records has kicked off one of its most ambitious promotion programs to date with the 1957 fall release of 40 new LP packages and 16 EP units, taken from the company's vast catalogue.

According to sales vp, Syd Goldberg, the variety of albums in line with Decca's policy to never sit on a blank label. "We're putting out the best of the best now," he stressed.

Highlight set of the release is the Decca-Armatone-Bowman series. "In fact, we've put out a Decca-Armatone-Bowman release in July," he revealed. "This is another of the series, and it's a real good one, too."

Among the artists featured in the series are: Johnnie Ray, Bing Crosby, Jimmy Dorsey, and a host of others.

All Decca releases have been provided in the extensive library carrying cases, equipped with full-color booklets and a sample of reproduction from the release, Decca will get a discography of the second edition of the Decca "Decca Tale" catalog complete with a cross-index of the entire catalogue.

Qualified dealers will get extra years of life on the list for every 10 packages sold, up to 100 packages in price of the set of $10.50.

In the category of heavy promotion is a new set by the new Decca-Gold Label group. Key groups represented in the new Gold Label group include: Segovia and Ponce, conducted by Carlos and Sabicas in the Grand Opera Highlights series; "The Magic Music of the Turandot," and "Hausmann," and a package of songs sung in English by Dietrich Fischer-Dieskau and Jorg Danner.

London Ups Price Tag on Packages

NEW YORK—Effective October 1, 1957, London Records is raising the suggested list price of $100 of its improved series of 12 inch records from $35.50 to $49.80. At the same time, new packages, which previously had been planned for $30.50, are being issued selling for $35.50.

Lee Hartstone, the label's vp, charge in charge of sales, explained that the increase was needed to "increase recorded and overhead costs.

All material affected will be listed separately in market advertising as a part of a new "2000 price list," which now reflects all merchandise involved will remain available on a "first come, first served" basis at increased prices, until October 1. Converter tables, showing old and new catalogue numbers, will be available for the next six months.

Catalin material involved in the price hike includes more than a dozen operas, symphony and chamber music, and other albums. Included in the plan are "The Carmine Coppola Ellington," "Frederick Childe," "Kathleen Battle," "Marcello," and "Kirsten Flagstad, three by Milde Garden and two by Cesare Siepi, a number of others, featuring the Gregorian, and many other soloists.

London's new policy is to be followed by other dealers, and will have an impact on the entire industry.

Dealers, who have been bushed about this price change, are being asked to make sure that their stores have adequate display materials to make the change as smooth as possible.

Action Distribs Get Summer Special Deal

BOSTON—The Action Corporation, the parent company of Unicorn and Storyville discs, has readied a special Summer Stocking Plan for new dealers. Under terms of both the classical and jazz labels, the deal, according to Action president Richard D. Smith, is being worked out individually with dealers throughout the country.

Under the plan, Unicorn discs will be available at a 10 per cent discount on records purchased, with these lines, merchandise is offered to the dealer at a 10 per cent discount on records purchased.

Unicorn now lists 48 LP's, with Storyville now listing 17.

According to Spellman, the company is still holding back available its two Unicorn Sampler discs at $5.50 each. These sets originally were issued in April.

The outfit is contemplating a new 40-page jazz sampler later this year.

Miami Beach—Columbia's fall program will be loaded with merchandise plans and dealer incentives. Tying in with the theme, "Magnificent Stock of Your Future," the dicker is declaring a fall discount allowing distributors and dealers incentives. The trade in with the theme, "Magnificent Stock of Your Future," the dicker is declaring a fall discount allowing distributors and dealers to participate.

From August 1 to September 1, the company will offer 24 packages, each containing a number of discs, at a 50 per cent discount. These packages include:


Each of Columbia's four fall packages will be distributed as follows:


Among the artists featured in the fall program are:


Custom Program

The company has a special program, which assists dealers in obtaining discs.

SALES LEADER

Col. Fall Merch Plans Spark Dealer Incentive

MIAMI BEACH—Columbia's fall program is loaded with merchandise plans and dealer incentives. The theme is "Magnificent Stock of Your Future," the dicker is declaring a fall discount allowing distributors and dealers to participate.

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Coral to Unveil Biggest Fall Album Promotion in History

By BEN CREVAT

NEW YORK — Coral Records has unveiled the largest single promotion release in the firm's history — 43 LP packages and six EP units, marketed as "Coral's Answer to the World's Finest Music," Staggered for the fall pattern, "packages" taken from the title of the hi-fi release, "The World's Finest: 78s and LPs," are priced at $9.98 each, priced to compete with the two sound tracks (one package) for the flick, "Intolerance," and, in the jazz field, the top item is a new album called "The Jazz Greats of One Time," announced by the label's' Ceil Milligan, Al Cohn, Zoot Sims, Julian "Cannonball" Adderley, Bob Brookmeyer, Nick Travis, Art Farmer, and others.

(Continued on page 29)

COMMIE BIG BEAT

Tabs Hungarian Clerging So Much Russian Goulash

By JUDE BUNDY

NEW YORK — The American tabloids have a recent page full of covers to the top of the list, with the lists here being last, and being "The New Russian Cordon," one of the top ten lists, "the actionary" or "cosmopolitan" music that may be mentioned or may not make any news.

In 1951, Hungarian songwriters were forbidden to use a musical phrase within a musical work, or to make any mention of that phrase within a musical work. However, the phrase was later permitted to be used in the form of a label or a headline. In 1952, the label was further extended to include the use of the phrase in advertising or promotional materials.

Col. Unveils New Face Line at Sales Meet

MIAMI BEACH, Fla. — Columbia Records introduced their 10% off price, "Cinderella Strings," a 20th anniversary release, for $1.43 each. The release would give the music a "Western" flavor, but the overall price would remain the same, and later they personally

(Continued on page 29)

Twin CL's Bow as Columbus Fall Bargain

MIAMI BEACH — An important highlight of Columbia's fall displays at the Twin CL series, two-pocket CL series, will be the introduction of a "money-saving" plan for those who purchase three or more of the same item. The plan will be in effect at all Twin CL locations.

(Continued on page 29)
...and his blue-ink refill bill is enormous. Just as every editor the world over, Paul Ackerman uses a blue "pencil" to mark the revisions and deletions necessary to sharpen the news stories and editorials his paper publishes.

Paul Ackerman is Music Editor of The Billboard. And The Billboard is the first line of communication between music writers, artists, publishers, manufacturers, disk jockeys, juke box operators, retail dealers—vice versa, the whole complex music industry.

Which gives Paul's job as editor a unique responsibility: his chief concern must be reader service. Building reader interest is secondary.

This twist can create something of a nightmare for a responsible writing staff. Frequently it requires "killing" or revising those newsmakers which, because of their sensationalism, would sell hundreds more copies of The Billboard...but which are useless to anyone in the industry and often could even do untold harm!

Spotting and handling these stories properly calls for vigilant, vigorous writing and editing. Editor Ackerman and his staff get a double workout as they work together...reporting the news that will provide the greatest service to the music industry, 52 weeks a year!
Typical Development of an Actual News Story at The Billboard

The Billboard gets a telephone tip of a "blipper" in Tin Pan Alley. To the sensational-minded paper, all that's necessary is a routine check on a name or two and here will be a red-hot scoop, packed with all the human interest angles everybody likes to read about.

But Editor Ack has some questions: Did someone deliberately steal an unfair advantage? Or was it an innocent error? Just how big is this story, anyway? Obviously it won't affect dealer or juke box business, one way or the other. Is someone being made a "fall guy"? Will plugging the guy's name in a three-column, Page one expose story sell more records?

Ackerman persistently directs his staff to research and double-check. Hours and long-distance calls later, at-deadline time, his men have the answers. He may make his editor's decision: report the basic facts—omit the flashy headline and the names of the personalities involved. Dealers don't care, nor do ep's or jocks. Leaving out names will have absolutely no effect on record sales. The issue closes—with someone's career and honor intact.

This is how Editor Ackerman and his staff turn out The Billboard week after week... and why the whole music industry counts on The Billboard for the facts... believes in The Billboard and respects its integrity!

The Billboard

Editorial Excellence—1957 Style

The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music business magazines combined.

The Communication Center of the Music Industry

The Billboard Publishing Company
JOHNNY Chicago.

THE Parsons-heavy oat that 24 day DREAMS Cents.

Anderwn next to lengthy sear, director for Universal ously Colúmbia of Detroit.

Fetiches, Rodgers, label's Hawaiin on the created. Larry Joe Norman

Richland in by Draper the teepee. Richell and Ellis, Joe

Topeka. The E Factory, South-a's standard.s-Furand by

Mills, but also a song by the Northern Illinois University Jazz Band.

NEW YORK.—Louisiane's "Flying Saucer the Second" disk—more than $250,000 in the retailer's credit list and $50,000 in the 
million. This hit this week, also the label has not received any bidding 
for the same disk since the label has been bought by Morty Craft 
Music, Inc.

The Harry Fox office here said it has received complaints 
from publishers about those disks, and that it hopes to work out 
some kind of royalty agreement between the label (Dick Good- 
man's label) and the publishers involved in the case. The same 
Universal has had requests to look into publishing arrangements 
with the "All Mixed Up." record.

The record company for Acuff-Rose, Hill & Range, Felt- 
Fee and other publishers will go a quarter of a cent for each one. 
However, the publishers have rejected the offer and are holding out 
for the standard 2-cent rate, which could run into a consider-

Way Cleared for Action on Cabin-Tax

WASHINGTON.—Legislation to deprive 10 to 15 per cent was 
approved last week for the bill for debate on the House floor. 
Approved bill was introduced earlier this session by Rep. Aime 
Finkell (D., R.I.). Finkell originally called for 10 per cent, 
plus all past due in the Prestige catalog. The discount also 
used as an aid to dealers, to the current selling price of the top 20 best-sellers

NEW YORK.—Angel Records, one of the record of British, 
other records by the label, has scheduled its first 
the 50th-anniversary release of the record. The label's 
the set, now expected with the EMs' records.

The sets, to come out during the 1955-56 season, are Barons. "La "Mozart's "Idomeneo." Latter will be 
also on tap from Angel in a program of the New Orleans festival opera. "Les Dialogues 
Carnecilles, which was presented in this country last year in San 
Franisco and on NBC-TV. Recording with the San Francisco Quartet, 
the set will be issued with a local for whom the role was created.

Launches Jazz Photo Contest

NEW YORK.—A nation-wide "Impressions of America" has been 
launched by Don Dennis, publisher of the New York Jazz 
Review, and Ricoh Camera, Japanese manufacturer. Any profes-
sional or amateur photographer is asked to submit black and 
white photos depicting a jazz scene in various cities and towns. 
Judges for the 20 best shots are to be selected by Dennis. 

Miami Beach. Paul Cohen, popular country artist. Cohen is a disc 
manually a man of many facets. Yet another tanned up 
the title songs of songwriters. Cohen's hit with 
over Columbia Records' annual sales. Cohen has been 
spiritually, if not in person. It seems that one of Cohen's publica-
bis, "Flying Saucer the Second." It is on its 
till, via a Ray Price disk-
ing. A shipment of "Flying 
Saucer the Second." It is on its 
the record label, and two small shoes, here is to be expected, 
with Cohen's compliments, to Colombia salarins for their help in pushing the hit category.
DECCA® PRESENTS

the dealer's choice...

DL 8575 NEW TRICKS...
Bing Crosby

DL 8436 OLE CATERINA
Caterina Valente and
Silvio Francesco

DL 8455 THE MASTERS REVISITED
Ralph Burns

DL 8477 TEENAGE HOP
Warren Covington

DL 8577 "SWEET SMELL OF
SUCCESS"
Elmer Bernstein

DL 8552 WINNER OF YOUR HEART
Kitty Wells

DL 8555 THE MASTERS REVISITED
Ralph Burns

DL 8578 JAZZ LAB 2
John Graas

DL 8557 DEBUT
Marcy Lutes

DL 8491 ONE DOZEN ROSES
The Mills Brothers

DL 8560 THE CALL OF THE CROSS
Wally Fowler

DL 8586 SERENADES TO REMEMBER
Jack Pleis

DL 8418 WINNER OF YOUR HEART
Kitty Wells

DL 8557 DEBUT
Marcy Lutes

DL 8415 RENDEZVOUS IN PARIS
The Conley Graves Trio

www.americanradiohistory.com
42 BRAND NEW
open your doors to

BOY meets GIRL
DL 8490 BOY MEETS GIRL
Sammy Davis, Jr. and Carmen McRae

MISHEL PIASTRO presents
A POP CONCERT IN HI-FI

WILBURN BROTHERS
DL 8573 A "POPS" CONCERT IN HI-FI
Mishel Piastro

WILBURN BROTHERS
DL 8576 WILBURN BROTHERS
Teddy and Doyle

CARMEN AMAYA
DL 9925 FLAMENCO
Carmen Amaya

ANDRE Segovia
DL 9931 ANDRE Segovia AND THE GUITAR

DL 8490 BOY MEETS GIRL
Sammy Davis, Jr. and Carmen McRae

DL 8545 PORT AT THE PIPE ORGAN
Jesse Crawford

Jazz Studio, No. 6
THE EASTERN SCENE

The Amram-Barrow Quartet
DL 8558 JAZZ STUDIO NO. 6
THE EASTERN SCENE

The Amram-Barrow Quartet

FLAMENCO!
DL 9925 FLAMENCO!
Carmen Amaya

SEGOVIA
DL 9932 GRAND OPERA HIGHLIGHTS
Various Artists

SEGOVIA AND THE GUITAR
DL 9931 SEGOVIA AND THE GUITAR
Andres Segovia

Dancing On A Rainbow
DL 8556 DANCING ON A RAINBOW
Roger King Mazian

STRINGS OF MY HEART
DL 8562 STRINGS OF MY HEART
Mimi Allen

THE JOLSON STORY
DL 9050 THE JOLSON STORY
Al Jolson

AMIS OF GOLDEN DREAMS
DL 8496 AMIS OF GOLDEN DREAMS
Wayne King

SEGOVIA AND THE GUITAR
DL 9931 SEGOVIA AND THE GUITAR
Andres Segovia

THE JOLSON STORY
AMONG MY SOUVENIRS
DL 9050 THE JOLSON STORY
AMONG MY SOUVENIRS
Al Jolson

TRUMPET ON THE WING
DL 8473 TRUMPET ON THE WING
Wingy Manone

MOZART
The Magic Flute
DL 9932 GRAND OPERA HIGHLIGHTS
Mozart: THE MAGIC FLUTE

AUGUST PROGRAM EVER!
42 Brand New albums
PLUS the great DECCA
12-INCH CATALOG America’s
custom selling albums

A NEW WORLD
DECCA ALBUMS
BIGGEST SALES EVER!

You'll find music for every age, taste and trend—backed by the most intensive promotion ever developed to reach Disc Jockeys, Reviewers and the public—Displays, advertising, everything! Your Decca salesman has all the details. See him now!
Potent Columbia Program

Logan Quits KWKH to Take Music Post

Logan, program director of "Louisiana Hayride," the country music show since its inception on KWKH, has resigned. The Art Smith Management company, which handles the management of the Dandridge Music company, has announced that Logan will work with the company and with Shaw Artists, which company recently signed Logan for two weeks starting August 1.

Record Group at NAMM Meet

New York

Chicagome — The 50th annual convention of the National Association of Music Merchants, which closed July 18 here, drew an all-time high registration of 20,000.

William R. Card, executive secretary of the NAMM, indicated that the show was a success in every way.

Newspaper and magazine ads, chalked up the increased registrations and the turnover of orders and business designs to help merchants do more business, plus the fact that this year a new show was introduced a new by-product of the show.

Dates of next year's show will be July 21 to 24 at the Palmer House.

Coral Promotion

New York

At least 10, and December 10 and 26. The NAMM show is the most important one in the field of music, with 10,000 or more representing all makes of instruments.

The label has prepared two complete programs, containing 3,000 cards, for distributing at the show. Telephone service for all-nights, tours, and radio stations are available. The label will also be advertising in all trade and trade magazines.

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Riverside $3.98

Col. Tape Line

Kaye Swings and Sweaty Bell Are Featured on 10-Ounce "Sweat" Tape

Court Hassle

Col. Tape Line

continued from page 18

**Court Hassle**

**Col. Tape Line**

continued from page 18

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Riverside $3.98

continued from page 21

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The Second Annual RECORD ALBUM COVER CONTEST

conducted by The Billboard to focus attention on the packaging of long playing records and to give recognition to album covers whose design best meet the needs of self-service merchandising.

Here are comments from the leading design consultants that served on THE JUDGES' PANEL

ROBERT LARSEN—Vice-President and Director of the Package and Graphic Division, Ray-
executives more influence on the taste of the average home furnishings consumer than any other field today in the United States.

"Generally the designs were more interesting than last year. However, there seemed to be a tendency towards a more obvious and literal treatment of subject matter. This approach, on the whole, is not nearly as exciting nor does it have as much eye appeal as the imaginative or stylized approach to graphic selling. More album covers are catching some of the mood created by the music on the records which they covered."

WALTER MARGOLIES—Partner, Lippsbaedt and Margolies.

"Packages in the record business are created by artists, gifted or otherwise, who depend on their own hunches and inspiration for their concepts. Few take advantage of the advanced research techniques now available for determining public acceptance of the designs. What is the public impression of a modification versus another? One record producer versus its competition? How can the qualities of music be projected graphically so as to take maximum advantage of the universal human need for music? A good design should make you hear the music—whether it is Cash or Presley."

ALAN SHERI—President of Alan Sheri & Associates, package and industrial designers.

"We believe the record industry has, as its increased sales volume shows clearly, sped forward and upward in its self-presentation. It is by no means last in its group of merchandising and design; but it will mean even greater self-advertising in the coming year. The Billboard's efforts in promoting this design-music link is a vital point from this and other activities must surely stem closer and more skilled merchandising with retailers; with varied record equipment makers and with the public at-large.

"Design must be utilized skillfully and effectively to promote music further; for what the sense of hearing cannot detect in a store, the sense of sight and the emotional response it gives from that—its design—accomplishes."

ANOTHER INDUSTRY SERVICE OF THE BILLBOARD

WILL BURTH—Designer of publications, posters, exhibits, displays and industrial products.

Among his accounts: IBM, Reynolds Aluminum, American Type Founders, The Upjohn Company and U. S. Government Member, Executive Committee, International Design Conference and President, American Group Alliance Graphotip International.

"There is a replicable lack of adequate title or text display in many entries. The pictorial aspects of setting the mood or interpreting the character of the record dominates to a point where lettering and typography appear almost perfunctory. In my esti-

The pictorial quality and the standards of reproduction employed are high. The preponderance of color photography is striking and thought-provoking."
There was a first, second and third place selection in each of the seven categories shown.

**GENERAL POP**

1. Harpo in Hi-Fi, Harpo Marx
   Mercury MG 20232

2. The Fabulous Fifties
   Roger Williams
   Kapp KXL 5000

3. Prelude To A Kiss
   Valentino Plays Ellington
   ABC-Paramount 169

**JAZZ**

1. Echoes of New Orleans
   George Lewis and His New Orleans Stompers
   Blue Note 1206

2. Night Train
   Buddy Morrow and His Orchestra
   RCA Victor LPM-1427

3. Tenor Sax
   Don Byas, Stan Getz & Others
   Concord 3012

**ARTIST VOCALS**

1. Big Bill Broonzy
   Interviewed by Studs Terkel
   Folkways FG 3586

2. 12x4
   The Four Tunes
   Jubilee 1039

3. Sammy Swings
   Sammy Davis Jr.
   Decca DL 8486

---

Another Industry Service of The Billboard — The
LATIN AMERICAN

1. Calypso Dance Party
   Candido & Others
   ABC-PARAMOUNT 178

2. Meringue
   Ensemble aux Calebasses
   COOK 1186

3. Let's Cha Cha Cha
   Hector Rovera & Orchestra
   MERCURY MG 20137

INTERNATIONAL

1. We're Not Strangers
   Enzo Stuarti
   JUBILEE 1041

2. Paris Concert
   Gerry Mulligan
   PACIFIC JAZZ 1210

3. Bonjour Paris
   Michel LeGrand & Orchestra
   COLUMBIA CL 947

CLASSICAL ARTIST VOCALS

1. The Restoration Sophisticate
   Roger Lewis & Others
   CONCORD 4003

2. Ten Songs From The Hebrew Hovhaness Works
   Varied Artists
   COLUMBIA ML 5179

3. Otello
   La Scala Opera Company
   CAMDEN CCL 101

CLASSICAL INSTRUMENTAL

1. Breaking The Sound Barrier
   American Percussion Society
   URANIA UX-106

2. Flamenco Guitar
   Carlos Montoya
   ABC-PARAMOUNT 157

3. Schubert Moments Musicaux
   Rudolf Serkin
   COLUMBIA ML 5153

Center of the Music Industry

The Billboard

Second Annual Record Album Cover Contest
The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display values, as indicated. These "Spotlights," in the eyes of the Billboard staff, merit prime consideration for dealers.

**Popular Albums**

WONDERFUL, WONDERFUL (1-12)—Johnny Mathis (RCA Victor 39002).

Having established himself as a star with two best selling singles currently on the chart, the singer should move strongly. Sales here are in a pop-jazz vein and should attract sales in both markets. Effective backing by Percy Faith. Photo of artist on cover should also spark sales. Set is the August "Boy of the Month.

**Jazz Albums**

"CO WEST, MAN" (1-12)—Quincy Jones and Various Artists. ABC-Paramount ABC-186

A modern date Jones produced on the Coast that is a real jazz, everything with top performances and a communicative quality that should hit the jazz market in long-time fan equal impact. Divided into three sections—trumpets, alto, tenors with rhythmic accompanying by the value of pianist Bob Carter, H. Edison, A. Popper, B. Perkins, S. Masou, C. Caudle. Should interest jazz fan, radio demonstration will sell it. Try Jim Caffrey's composition, "Dancin'" Piano J. Mouland's "Two Bites at Al's". No interest this week.

**Jazz Special Merit Albums**

COOKIN' WITH THE MUSIC DAVIS QUINTET (1-12)— Prestige 7094

One of the more interesting Davis LP's, offering the modern sound of a more dynamic mood than usual, per the title. Great ensemble and solo playing. "Percy's Jig" by T. Davis, C. Silver, B. Cartell, Chambers and Phillie Joe Jones. To open a new market for the artist, concentrate on side two. Performance is all new and fresh.

**The Hawk Plays High (1-12)—Coleman Hawkins, Riverside RLP 12-223.

An excellent apartment. "love" Coleman Hawkins featuring inspired blowing by the Hawk and fine support from such notable saxes as J. Johnson, Jo Jones and Oscar Pettiford. Selections range from a blues, "Juicy Fruit," to "Laure." Hawk and Johnson show.

**Lies Modes (1-12)—Various Artists. DMP DLP 1117.

This unique jazz group, spotting Julius Watkins on French horn, Charlie Rouse on tenor sax and Gilad Malmors on piano, merits recognition for its highly originalROT and for the players' fabulous individual musicianship. With all their compositional effects, there are hard swinging modernists. Several fancy numbers utilizing female voice may strike some as pretentious, and others as an extension of an Ellington idea. An highly satisfying track is "Take the Bandleader's Beach."

**New Jazz Talent**

BACK COUNTRY SUITE (1-12)—Mose Allison Trio. Prestige LP 7098.

Deeply rooted in the blues and country music, pianist-composer Allison has come up with a strong blend of both on "Back Country Suite," the prime attraction of this collection. Salfist features are the descriptive nature of the music, and the piano work of its composer-performer. Am another jazz outing whose work is a little different, and therefore deserving of dealer attention.

**Sound**

No selections this week.

**Album Cover of the Week**

**HENRY MILLER**

**Henry Miller Recalls and Reflects, Riverside RLP 8047.**

Miller's own best, capturing the flavor of the writer's book, a real crus. Book reviews are an imaginative device in itself, and Henry Miller is a real writer, as well as a good story teller. The hosts of " такого об'єкт" are a pure delight.
A SMASH FOLLOW-UP TO HIS POP HIT “FOUR WALLS”

JIM REEVES

“TWO SHADOWS ON YOUR WINDOW”

C/W

“YOUNG HEARTS”

RCA VICTOR 47/20-6973
The Billboard’s Monthly Recap of
BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

Classical Albums (Over-all)

1. Tchaikovsky, 1812 Overture; Capriccio Italian—Minneapolis Symphony (Donat). Mercury MG 50054
2. HI-FI FIDDLER: Suite From "Le Coq D’Or" (Rimsky-Korsakov); Overture to "William Tell" (Rossini); Marche Stel (Tchaikovsky)—Boston Pops (Fiedler). RCA Victor LM 2100
3. STRAVINSKY: Firebird Suite; Tchaikovsky: Romeo and Juliet Overture—New York Philharmonic (Bernstein). Columbia CL 5182
4. RACHMANINOFF: Piano Concerto No. 2; Litol: Piano Concerto No. 1—Rabeneick, Chicago Symphony (Reiner); RCA Symphony (Wallenstein). RCA Victor LM 2008
5. STRAVINSKY: The Rite of Spring (Le Sacre Du Printemps)—The Paris Conservatoire Orch. (Monteux). Columbia CL 5085
6. OFFENBACH: Gaite Parisienne; Mayhem: Les Paupiettes—Boston Pops (Fiedler). RCA Victor LM 1817
7. BRAHMS: Symphony No. 1—Boston Symphony Orch. (Munch). RCA Victor LM 2097
8. DVORAK: Symphony No. 5 (From the New World)—NBC Symphony Orch. (Toscanini). RCA Victor LM 1778
9. BEETHOVEN: Symphonies Nos. 5 and 9—NBC Symphony Orch. (Toscanini). RCA Victor LM 1757
10. TCHAIKOVSKY: Nutcracker, Suite; Clairchuir: España—The Royal Philharmonic Orch. (Beecham). Columbia CL 5171
11. STRAUSS: Don Juan; Waltzes From "Der Rosenkavalier"; Till Eulenspiegel’s Merry Pranks; Love Scene from "Tannhäuser"—The Philadelphia Orch. (Ormandy). Columbia CL 6149
12. FINLANDIA—The Philadelphia Orchestra (Ormandy). Columbia CL 5181
14. MENOTTI: The Unicorn, the Gargant and the Manticore—New York City Ballet (Schippers). Angel 35437
15. BEETHOVEN: Symphonies Nos. 1 and 9—NBC Symphony Orch. (Toscanini). RCA Victor LM 6009
16. PUCCINI: Tosca—Highlights—Tebaldi, Del Monaco, Chorus and Orch. of Academia di Santa Cecilia, Rome (Erdélyi). London LL 1649
17. DINU LIPATTI: His Last Recital. Angel 35568
18. BEETHOVEN: Violin Concerto in D—Mito walks, Pittsburgh Symphony (Steiner). Capitel F 8313
20. BAVEL: Bolero; Rimsky-Korsakov; Capriccio Español—Detroit Symphony (Paray). Mercury MG 50020

Pop Vocals

1. LOVE IS THE THING—Nat King Cole (Capitol W 824)
2. A SWINGIN’ AFFAIR—Frank Sinatra (Warner Bros. W 893)
3. STEADY DATE WITH TOMMY SANDS—Capital T 848
4. HYMNS— Tennessee Ernie Ford (Capitol T 759)
5. BERGEN SINGS MORGAN—Polly Bergen (Columbia CL 994)
6. ABOUT THE BLUES—Julie London (Liberty LRP 3043)
7. AN EVENING WITH HARRY BELAFONTE—Harry Belafonte (RCA Victor LPM 1422)
8. SPIRITUALS— Tennessee Ernie Ford (Capitol T 818)
9. CALIFYO—Harry Belafonte (RCA Victor LPM 1238)
10. FAT—Pat Boone—Dot DLP 3050

Jazz

1. MY FAIR LADY—Shelley Manne and His Friends—Contemporary C 3527
2. CONCERT BY THE SEA—Enroll Garner—Columbia CL 840
3. ELLINGTON AT NEWPORT—Duke Ellington—Columbia CL 855
4. JAZZ IMPRESSIONS OF THE U.S.A.—Dave Brubeck—Columbia CL 794
5. ELLA FITZGERALD SINGS THE RODGERS AND HART SONGBOOK—Verve MGM 4003-2
6. A DRUM IS A WOMAN—Duke Ellington—Columbia CL 951
7. JAI AND KAL-J. J. Johnson and Earl Williams—Columbia CL 541
8. DUKE OF DIXIELAND, Vol. 1—Audio Fidelity AFLP 1823
9. AMBASSADOR SATCH—Louis Armstrong—RCA Victor LM 1212
10. FAIR AND WARMER—June Christy—Capitol W 833

Operas

1. PUCCINI: La Boheme (Complete)—the Canadian Opera (Complete)—Teherlin—London XLLA 20
2. PUCCINI: Madama Butterfly (Complete)—Teherlin—London XLLA 20
3. PUCCINI: Aida—Milan—RCA Victor LM 6122
4. PUCCINI: Aida (Complete)—Teherlin, Del Monaco—London XLLA 13
5. MOZART: The Magic Flute—Strich—Decca DX 134
6. VERDI: Aida (Complete)—Nell—RCA Victor LM 6132
7. BIZET: Carmen (Complete)—Albanese—RCA Victor LM 3508
8. MOZART: Don Giovanni—Siepi—London XLLA 34
9. PUCCINI: Tosca—Caruso—Capitol W 833

Reviews and Ratings of New Popular Albums

Everybody’s waiting...
RICKY REPEATS!

RICKY NELSON
1957's Thunderous Teen Age Sensation BREAKS IT UP AGAIN on

"YOU'RE MY ONE AND ONLY LOVE"

B/W

"HONEY ROCK"

Orchestra Conducted by BARNEY KESSEL

V-10070 • V-10070X45

Contact Your Verve Distributor for IMMEDIATE DELIVERY!
NEW SINGLE RELEASES:

OSCAR PETERSON

sings

"WHY, OH WHY?"
B/W

"I'VE NEVER LEFT YOUR ARMS"
Orchestra Conducted by BUDDY BREGMAN

V-10073 • V-10073X45

CHARLIE FUQUA'S INK SPOTS

"DARLING DON'T CRY"
B/W

"YOU NAME IT"
Arrangements by HERMAN FLINTALL

JEFF ALLEN

"WHEN I SEE YOU"
B/W

"WHAT WILL I TELL MY HEART?"
Orchestra Conducted by JACK MARSHALL

V-10075 • V-10075X45

VERVE RECORDS
451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.
NEW SINGLE RELEASES:

RANDY SPARKS

"ONCE THEY WERE YOUNG"
B/W
"BRIGHT MOON, BRIGHT STAR"

Orchestra Conducted by BARNEY KESSEL

V-10066 • V-10066X45

BUDDY BREGMAN and his orchestra

THE DELINQUENT"
Main Theme From Paramount Pictures' "The Delinquent"

B/W
"IT AIN'T NECESSARILY SO"

V-10076 • V-10076X45

ROCK MURPHY and the ROCKETS

"BEGIN THE BEGUINE"
B/W
"ELECTRIC GUITAR BOOGIE"

V-10057 • V-10057X45
### Honor Roll of Hits

**The Nation's Top Tunes**

For survey week ending July 20

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Letters in the Sand</td>
<td>By N. Kenn, C. Kenny &amp; Coote—Published by Bourne (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Bye Bye Love</td>
<td>By R. Brent &amp; A. Bryant—Published by Acuff-Rose (BMI)</td>
<td>RECORD AVAIL.</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Old Cape Cod</td>
<td>By Ruthven-Walker-Jeffrey—Published by George Frazier &amp; Sons (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>So Rare</td>
<td>By Jerry Heron-Jack Sharpe—Published by Robbins (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Tammy</td>
<td>By J. Thompson-Ray Evans—Published by Newcythia (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Searchin'</td>
<td>By Leiber-Stoller—Published by Tapes (BMI)</td>
<td>RECORD AVAIL.</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Send for Me</td>
<td>By Allie Jones—Published by Wimtron (BMI)</td>
<td>RECORD AVAIL.</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dark Moon</td>
<td>By Nat Miller—Published by DeBenedict (BMI)</td>
<td>RECORD AVAIL.</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Short Fat Fannie</td>
<td>By Mary Williams—Published by Vendal (BMI)</td>
<td>RECORD AVAIL.</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Bernardine</td>
<td>By Johnny Mercer—Published by Fain Spring (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Over the Mountain Across the Sea</td>
<td>By Ben Gibbon—Published by ABC (BMI)</td>
<td>RECORD AVAIL.</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Gonna Find Me a Bluebird</td>
<td>By Marvin Rainwater—Published by Acuff-Rose (BMI)</td>
<td>RECORD AVAIL.</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Young Blood</td>
<td>By Leiber Stoller &amp; Fama—Published by Tiger (BMI)</td>
<td>RECORD AVAIL.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jenny Jenny</td>
<td>By Johnne-Tinkham—Published by Melodee Music (BMI)</td>
<td>RECORD AVAIL.</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>It's You I Love</td>
<td>By A. Deming-D. Barchell—Published by Trava (BMI)</td>
<td>RECORD AVAIL.</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Whispering Bells</td>
<td>By S. Lowery-C. Quill—Published by Giff-Henderson (BMI)</td>
<td>RECORD AVAIL.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Teenager's Romance</td>
<td>By Gillam—Published by New (BMI)</td>
<td>RECORD AVAIL.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Stardust</td>
<td>By Harry Carman—Published by Mills (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>White Sport Coat</td>
<td>By Mary Robin—Published by Acuff-Rose (BMI)</td>
<td>RECORD AVAIL.</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Fallen Star</td>
<td>By A. Linnfelle &amp; R. Allen—Published by Robin-Mac (ASCAP)</td>
<td>RECORD AVAIL.</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Shangri-La</td>
<td>By S. Lowery-C. Quill—Published by Giff-Henderson (BMI)</td>
<td>RECORD AVAIL.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Valley of Tears</td>
<td>By A. Deming—Bartholomew—Published by Trava (BMI)</td>
<td>RECORD AVAIL.</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Wonderful, Wonderful</td>
<td>By K. &amp; G. Edwards—Published by E. B. Marks (BMI)</td>
<td>RECORD AVAIL.</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>I Like Your Kind of Love</td>
<td>By Miley Rudow—Published by Acuff-Rose (BMI)</td>
<td>RECORD AVAIL.</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Diana</td>
<td>By Paul Anka—Published by Fame Music, Inc. (BMI)</td>
<td>RECORD AVAIL.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Flying Saucer</td>
<td>By Richard &amp; Sandells—Published by Acaplay Music (BMI)</td>
<td>RECORD AVAIL.</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**Warning**—The title "Honor Role of Hits" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be solicited in writing to the publisher of The Billboard at The Billboard, 1504 Broadway, New York, N.Y.

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
MARTY ROBBINS
RAY CONNIFF
Please Don't Blame Me
b/w
Teen Age Dream
Marty Robbins with Ray Conniff
and His Orchestra
4-40969

JOHNNY BOND
Sale of Broken Hearts
b/w
All I Can Do Is Cry
Johnny Bond
4-40973-c

VIC DAMONE
PERCY FAITH
An Affair to Remember from the 20th Century-
Fox Picture "An Affair to Remember"
b/w
In the Eyes of the World
Vic Damone with Percy Faith
4-40945

JILL COREY
JIMMY CARROLL
Love Me to Pieces from the CBS Television
"Studio One Summer Theatre" Production of
the same name
b/w
Love
Jill Corey with Jimmy Carroll
and His Orchestra
4-40955

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS
ARE RECORD BUYER'S BEST FRIEND

GREAT NEW RELEASE

"OH, HOW I WISH"
featuring Dave Sommerville
COUPLED WITH

"ZIP, ZIP"

MERCURY 71165
### Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in the continuing study of retail record sales are under the direct and continuous supervision and control of the School of Retailing of New York University.

### Most Played by Jockeys

Most Played chart reprinted with the kind permission of The Billboard and the American Roiuding Industry.
DOT RECORDS GIVES YOU

Pat BOONE

REMEMBER YOU'RE MINE

GOLDMINE IN THE SKY

#15602

Personal Management
RANDY WOOD-JACK SPINA AGENCY
157 W. 57th St., N.Y.C. 19, N.Y.
Plaza 7-4077

Now seen in
20th Century Fox production
"APRIL LOVE"
TWO MORE SMASH HITS!

Gale Storm

LOVE BY THE JUKEBOX LIGHT

ON MY MIND AGAIN

#15606

Watch the Gale Storm Show
"OH, SUSANNA"
Every Saturday night
on CBS-TV
A Hal Roach production
THE VOICES OF
WALTER SCHUMANN
SOFT SANDS c/w
BAND OF ANGELS
(from the Warner Bros. film "Band of Angels")
47/20-6986

JANIS MARTIN
LOVE AND KISSES c/w
I'LL NEVER BE FREE
47/20-6983

THE AMES BROTHERS
with JOE REISMAN'S ORCH. & CHORUS
TAMMY
(from the Universal-International
film, "Tammy and the Bachelor")
ROCKIN' SHOES c/w
47/20-6930

BOB JAXON
BEACH PARTY c/w
I'M HANGIN' AROUND
47/20-6945

DINAH SHORE
FASCINATION (from the Allied Artists film
"Love in the Afternoon")
TILL
47/20-6980

KAY STARR
MY HEART REMINDS ME
FLIM, FLAM, FLOO
47/20-6981

Already spinning to the top:

Sizzling sales…18,000 a day!

America's favorite speed... 45 RPM
The Billboard's Music Popularity Charts, July 29, 1957

### Territorial Best Sellers

For survey week ending July 20

The information given in this chart is based on actual sales to a nationwide sample of the leading record shops

<table>
<thead>
<tr>
<th>City</th>
<th>Chart Position</th>
<th>Artist</th>
<th>Song Title</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>1</td>
<td>JONI JAMES</td>
<td>Summer Love</td>
<td>MGM</td>
</tr>
<tr>
<td>Detroit</td>
<td>2</td>
<td>Marvin Rainwater</td>
<td>My Love Is Real</td>
<td>MGM</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3</td>
<td>Marvin Rainwater</td>
<td>My Brand Of Blues</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>4</td>
<td>Connie Francis</td>
<td>Eighteen and Faded Orchid</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>5</td>
<td>Art Mooney</td>
<td>The Parade Is Passing Me By</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>6</td>
<td>Dick Hyman</td>
<td>The Red Head</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>7</td>
<td>Chuck Alaimo Quartet</td>
<td>Local 66</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>8</td>
<td>How I Love You</td>
<td></td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>9</td>
<td>The King's IV</td>
<td>Summertime and Spare Me</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>10</td>
<td>Hank Williams</td>
<td>Lovesick Blues</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>11</td>
<td>Donn Reynolds</td>
<td>Rose Of Ol' Pawnee</td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>12</td>
<td></td>
<td></td>
<td>MGM</td>
</tr>
<tr>
<td>New York</td>
<td>13</td>
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<td></td>
<td>MGM</td>
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<td>New York</td>
<td>14</td>
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<td>MGM</td>
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<tr>
<td>New York</td>
<td>15</td>
<td></td>
<td></td>
<td>MGM</td>
</tr>
</tbody>
</table>

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- Hank Williams, Lovesick Blues
- Donn Reynolds, Rose Of Ol' Pawnee
- Marvin Rainwater, My Love Is Real and My Brand Of Blues

**Territorial Best Sellers**

- Boston: JONI JAMES, Summer Love
- Detroit: Marvin Rainwater, My Love Is Real
- Los Angeles: Marvin Rainwater, My Brand of Blues
- New York: Connie Francis, Eighteen and Faded Orchid
- Red Head: Dick Hyman, The Red Head and Band of Angels
- Chuck Alaimo Quartet, Local 66
- How I Love You: Hank Williams, Lovesick Blues
- The King's IV, Summertime and Spare Me
- Donn Reynolds, Rose Of Ol' Pawnee
- Marvin Rainwater, My Love Is Real

**The Billboard's Music Popularity Charts**

- Top records by territory
- Sales data from leading record shops nationwide
- Information on the most popular records of the week

**The Billboard**

- A weekly publication for the record and music industry
- Coverage of the music charts
- Articles on music and the entertainment industry

**M-G-M Records**

- A record label known for releasing hit songs and albums
- home of many famous artists

**Marvin Rainwater**

- Known for his hit song "My Love Is Real"
- "My Love Is Real" was a charts topping song

**Local 66**

- Known for his hit album "Local 66"
- "Local 66" was a popular album in the 1950s

**How I Love You**

- Known for his hit song "How I Love You"
- "How I Love You" was a popular song in the 1950s

**The King's IV**

- Known for their hit album "Summertime and Spare Me"
- "Summertime and Spare Me" was a popular album in the 1950s

**Hank Williams**

- Known for his hit song "Lovesick Blues"
- "Lovesick Blues" was a popular song in the 1950s

**Donn Reynolds**

- Known for his hit song "Rose Of Ol' Pawnee"
- "Rose Of Ol' Pawnee" was a popular song in the 1950s

**Marvin Rainwater, My Love Is Real and My Brand Of Blues**

- Known for their hit albums and songs
- "My Love Is Real" and "My Brand Of Blues" were popular albums in the 1950s

**Chuck Alaimo Quartet, Local 66 and How I Love You**

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- "Local 66" and "How I Love You" were popular albums in the 1950s

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- Known for his hit song "Rose Of Ol' Pawnee"
- "Rose Of Ol' Pawnee" was a popular song in the 1950s

**Marvin Rainwater, My Love Is Real and My Brand Of Blues**

- Known for their hit albums and songs
- "My Love Is Real" and "My Brand Of Blues" were popular albums in the 1950s

**Chuck Alaimo Quartet, Local 66 and How I Love You**

- Known for their hit albums and songs
- "Local 66" and "How I Love You" were popular albums in the 1950s
The Dynamic Voice of Toni Arden
At Her Best With
"IT TAKES ONLY ONE"
and
"GOOD MORNING MISTER LOVE"
DECCA 9-30396

A NEW WORLD OF SOUND

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is given for the information of the trade and not records. This fact, together with longer than four-week survey periods, explains variation between the top 100 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Song. Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TEDDY BEAR</td>
<td>Elvis Presley, Victor</td>
</tr>
<tr>
<td>2.</td>
<td>LOVE LETTERS IN THE LAND</td>
<td>Pat Boone, Dot</td>
</tr>
<tr>
<td>3.</td>
<td>BYE BYE LOVE</td>
<td>Everett Robinson, Cadence</td>
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<tr>
<td>4.</td>
<td>SO BARE</td>
<td>Jimmy Dorsey, Fraternity</td>
</tr>
<tr>
<td>5.</td>
<td>SEARCHIN'</td>
<td>Count Basie, Apollo</td>
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<tr>
<td>6.</td>
<td>SHORT FAT FANNIE</td>
<td>Larry Williams, Specialty</td>
</tr>
<tr>
<td>7.</td>
<td>SEND FOR ME</td>
<td>Nat King Cole, Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>IT'S NOT FOR ME TO SAY</td>
<td>Johnny Mathis, Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>OLD CAPE COD</td>
<td>Paul Pace, Mercury</td>
</tr>
<tr>
<td>10.</td>
<td>GONNA HIT RIGHT DOWN</td>
<td>Billy Williams, Coral</td>
</tr>
<tr>
<td>11.</td>
<td>OVER THE MOUNTAIN</td>
<td>Jimmy &amp; Joe, Chess</td>
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<tr>
<td>12.</td>
<td>WINDSPRING BELLS</td>
<td>Del Vikings, Dot</td>
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<td>13.</td>
<td>DARK MOON</td>
<td>Gale Storm, Dot</td>
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<tr>
<td>14.</td>
<td>PONY JENNY</td>
<td>Little Richard, Specialty</td>
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<tr>
<td>15.</td>
<td>WHITE SPORT COAT</td>
<td>Marty Robbins, Colombia</td>
</tr>
<tr>
<td>16.</td>
<td>I LIKE YOUR KIND OF LOVE</td>
<td>Andy Williams, Columbia</td>
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<tr>
<td>17.</td>
<td>TEENAGERS ROMANCE</td>
<td>Kitty Nelson, Verve</td>
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<td>18.</td>
<td>TAMY</td>
<td>Cradle, Coral</td>
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<td>19.</td>
<td>VALLEY OF TEARS</td>
<td>Fan Domenico, Imperial</td>
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<td>20.</td>
<td>YOUNG BLOOD</td>
<td>Count Basie, ABC-Paramount</td>
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<td>21.</td>
<td>LITTLE DARLIN'</td>
<td>Jay &amp; Broadway, Capitol</td>
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<tr>
<td>22.</td>
<td>IT'S YOU</td>
<td>Faron Young, Imperial</td>
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<td>23.</td>
<td>HEART SPOVIE</td>
<td>Pat Moran, Epic</td>
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<td>24.</td>
<td>COME GO WITH ME</td>
<td>Del Vikings, Dot</td>
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<td>25.</td>
<td>WHITE SILVER SANDS</td>
<td>Don Robino, Jubilee</td>
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<td>26.</td>
<td>MARGIELA</td>
<td>Four-Cent, Epic</td>
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<td>27.</td>
<td>LOVING YOU</td>
<td>Elvis Presley, Victor</td>
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<td>28.</td>
<td>BERNARDINE</td>
<td>Pat Boone, Dot</td>
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<td>29.</td>
<td>WHITE SILVER SANDS</td>
<td>Dave Gardner, DJ</td>
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<td>30.</td>
<td>AROUND THE WORLD</td>
<td>Victor Young, Decca</td>
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<tr>
<td>31.</td>
<td>GONNA FIND ME A BLUEBIRD</td>
<td>Marvin Rainwater, M-G-M</td>
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<td>32.</td>
<td>SCHMUCK</td>
<td>Don McLean, Columbia</td>
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<td>33.</td>
<td>WHOLE LOTTA SHAKIN' GON</td>
<td>Jerry Lee Lewis, Sun</td>
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<td>34.</td>
<td>FREIGHT TRAIN</td>
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<td>35.</td>
<td>FOUR WALKS</td>
<td>Jim Reeves, Victor</td>
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<td>WITH ALL MY HEART</td>
<td>Jackie Sands, Chancelor</td>
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<td>MY DREAM</td>
<td>Pianos., Mercury</td>
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<td>38.</td>
<td>FLYING SAUCER</td>
<td>Buck Owens &amp; Goodman, Luniverse</td>
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<td>39.</td>
<td>SCHOOL DAY</td>
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<td>40.</td>
<td>PLAT TO HOLD MY HAND</td>
<td>Clyde McPhatter, Atlantic</td>
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<td>TANNY</td>
<td>Two Brothers, Victor</td>
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<td>Harry Belafonte, Decca</td>
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<td>Felix Satter, Ember</td>
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<td>44.</td>
<td>LET THE FOUR WIND BLOW</td>
<td>Ray Brown, Imperial</td>
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<td>45.</td>
<td>DIANA</td>
<td>Paul Anka, ABC-Paramount</td>
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<td>46.</td>
<td>FALLEN STAR</td>
<td>Tatie Hasty, Capitol</td>
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<td>47.</td>
<td>GIRL WITH THE GOLDEN HAIR</td>
<td>Perry Como, RCA</td>
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<td>ROCK YOUR LITTLE BABY TO SLEEP</td>
<td>Roy Brown, Record</td>
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<td>Larry Roland, Imperial</td>
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<td>FOUR WALKS</td>
<td>Jim Lewis, Dot</td>
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<td>I'M S MARRIED</td>
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<td>Charlie Gracie, Cameo</td>
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<td>57.</td>
<td>IT'S RIGHT TO BE IN LOVE</td>
<td>Anita Lewis, Decca</td>
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<td>WHAT CAN I DO</td>
<td>Dinah, Delere</td>
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<td>59.</td>
<td>IT'S WRONG</td>
<td>Warner Mack, Decca</td>
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<td>TEARDROPS FROM MY HEART</td>
<td>Terry Stafford, Columbia</td>
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<td>61.</td>
<td>HE'S MINE</td>
<td>Pianos., Mercury</td>
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<td>62.</td>
<td>MIKE ANN</td>
<td>Little Richard, Specialty</td>
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<td>63.</td>
<td>AROUND THE WORLD</td>
<td>Ring Crosby, Decca</td>
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<td>HANG TANG</td>
<td>Dang Dang, Top</td>
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<td>DARK MOON</td>
<td>Annie Gailor, Dot</td>
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<td>66.</td>
<td>SUN IS SHINING</td>
<td>Jim Reed, Vestal</td>
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<td>67.</td>
<td>EMPTY ARMS</td>
<td>Ivory Joe Barnes, Atlantic</td>
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<td>68.</td>
<td>GOING STEADY</td>
<td>Tommy Sands, Capitol</td>
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<td>69.</td>
<td>GONE</td>
<td>Faron Young, Capitol</td>
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<td>70.</td>
<td>FALLEN NEAR</td>
<td>Elgin Pott, Dot</td>
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<td>71.</td>
<td>PLEASE SEND ME SOMEONE TO LOVE</td>
<td>Montgomory, Chess</td>
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<td>72.</td>
<td>NEXT TIME YOU SEE ME</td>
<td>Little Joe Parker, Decca</td>
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<td>73.</td>
<td>BYE BYE LOVE</td>
<td>With Fannie, Decca</td>
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<td>74.</td>
<td>JUST BECAUSE</td>
<td>Linn Fave, ABC-Paramount</td>
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<td>75.</td>
<td>ARROW OF LOVE</td>
<td>Six Penn, Flip</td>
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<td>76.</td>
<td>DON'T ANN I'M DULL</td>
<td>Gene</td>
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<td>77.</td>
<td>MANA LOOK AT BOO BOO</td>
<td>Harry Reitman, Victor</td>
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<td>78.</td>
<td>COOL SHAKES</td>
<td>Del Vitale, Decca</td>
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<td>79.</td>
<td>EVERYBODY'S SOMEBODY'S FOE</td>
<td>Horace土地, Hill</td>
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<td>80.</td>
<td>CAN'T WAIT FOR SUMMER</td>
<td>Steve Lawrence, Coral</td>
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<td>81.</td>
<td>IM WALKIN'</td>
<td>Fran Farnham, Imperial</td>
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<td>82.</td>
<td>ROUND AND ROUND</td>
<td>Perry Como, Mercury</td>
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<td>83.</td>
<td>SEND ME SOME LOVIN'</td>
<td>Little Richard, Specialty</td>
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<td>84.</td>
<td>LUCIEL</td>
<td>Little Richard, Specialty</td>
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<td>85.</td>
<td>OH BABY DOLL</td>
<td>Chuck Berry, Chess</td>
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<td>86.</td>
<td>SEND KEBAR</td>
<td>Kappe Mining, Mercury</td>
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<td>87.</td>
<td>DESSIE</td>
<td>Carolyn, Frontier</td>
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<td>88.</td>
<td>WHITE SILVER SANDS</td>
<td>Don Draper, Quantum, Decca</td>
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<td>89.</td>
<td>CAN I COME OVERT</td>
<td>Victims, Otis</td>
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<td>90.</td>
<td>BABY, BABY, BABY</td>
<td>Gene Vivian, Decca</td>
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<td>91.</td>
<td>PASSING STRANGERS</td>
<td>Vivian &amp; Billy Eckstine, Mercury</td>
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<td>92.</td>
<td>TALKING TO THE BLUES</td>
<td>Jim Lewis, Dot</td>
</tr>
</tbody>
</table>

Decca Records

The Billboard's Music Popularity Charts...
...POP RECORDS

July 29, 1957

Pop. Song. Artist | Fac. Last Wk. |
An Open Letter to Jill Corey

We're beat - and we know it - but we "love" you just the same Jill Corey.
At least we're on the back-side of your smash hit "Love Me to Pieces".

Hope you sell a million
Thank you
Sincerely

Phil Kahl and Morris Levy

PATRICIA KAHL MUSIC, 1619 BROADWAY, N. Y. C., N. Y.
<table>
<thead>
<tr>
<th>RECORDS ELIMINATED FROM LAST WEEK'S PANEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPINION</strong></td>
</tr>
<tr>
<td>JIMMY DURANTE</td>
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<tr>
<td>NELSON EDDY</td>
</tr>
</tbody>
</table>

**OPERATORS**

The operators are in the opinion of Billboard and represent those records to be kept in the coming week.

<table>
<thead>
<tr>
<th>OPERATORS</th>
<th>BEST NEW RELEASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JIMMY DURANTE</td>
<td>CHERYL ROBINSON</td>
</tr>
<tr>
<td>NELSON EDDY</td>
<td>KELLY MURPHY</td>
</tr>
<tr>
<td>PAT BOONE</td>
<td>MEL ORD</td>
</tr>
<tr>
<td>KIM OWSTEN</td>
<td>GENE VINCENT</td>
</tr>
</tbody>
</table>

**For the Week Ending JULY 26, 1957**
SARAH DOES IT AGAIN
a smash hit

BAND OF ANGELS
from the motion picture “BAND OF ANGELS” starring CLARK GABLE

recorded by SARAH VAUGHAN

MERCURY 71157
71157X45

MR. DEALER!
Do you know that your MERCURY albums are on a lifetime guarantee
Breaking Big in Chicago!

I'll Take You Home

Again Kathleen

Chris Kenner

SICK and TIRED

Fats Domino

When I See You

#1 in Dallas!

Bob Luman

RED CADILLAC

and BLACK MUSTACHE

\#8310

The Billboard's Music Popularity Charts... POP RECORDS

JULY 29, 1957

**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Title</th>
<th>First Print</th>
<th>Last Print</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AROUND THE WORLD (Young)</td>
<td>3</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>2. LOVE LETTERS IN THE SAND (Boyce)</td>
<td>1</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>3. OLD CAPE COD (Proctor)</td>
<td>11</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>4. BYE BYE LOVE (Acuff-Brown)</td>
<td>11</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>5. TAMMY (Norris)</td>
<td>3</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>6. SO RARE (Robbenson)</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>7. TEDDY BEAR (Clovis)</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>8. IT'S NOT FOR ME TO SAY (Kennedy)</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>9. DARK MOON (Dandelin)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

*For week ending July 30*

**Best Selling Pop Records in Britain**

*For week ending July 30*

**Tunes With Greatest Radio-TV Audience**

<table>
<thead>
<tr>
<th>Title</th>
<th>Radio Print</th>
<th>Radio Last</th>
<th>TV Print</th>
<th>TV Last</th>
</tr>
</thead>
<tbody>
<tr>
<td>A White Sport Coat (R) - Acuff-Rose</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**New Releases!!**

Bill Doggett

Shindig

b/w

Hammer Head

King 5070

Little Willie John

If I Thought You Needed Me

King 5066

Donny Elbert

Believe It or Not

b/w

Tell Me So

Deluxe 6143

The "5" Royales

Think

King 5053

Roy Milton

Rocking Pneumonia

And The Boogie Woogie Blue

King 5069

Tiny Topsy

Miss You So

b/w

A.W. Shucks Baby

Federal 12302

Don Rondo

White Silver Sands

Jubilee 51286

Della Reese

And That Reminds Me

Jubilee 51925

Bill Darnel

Rainbow

Jubilee 51990

Bob Whalen

Me and My Imagination

Jubilee 51289

And on Blue Chip

Echo, Echo, Echo

And You

Feder 6015

Products of

Jay Gee Record Co.

215 West 45th Street, N. Y. C.

Paid Circulation

Proves Reader Interest

When You See "Jay Gee" You Know You're Buying the Best Business Paper.

---
Headed For The Charts

GEORGE PECK sings
"You're The One"
"I Ask of Heaven"

"TOP GRADE" (Billboard)
"A BEST BET" (Cash Box)

The New HOT Label
Order Now • Don't Delay!

REVERE RECORD CORPORATION
3703 N. 7th St. • Phoenix, Ariz. • AM 5-2551
SOME DISTRIBUTOR TERRITORIES OPEN
An Open letter to Frankie Lymon

Dear Frankie,

In reference to "Goody Goody,"
Same goes for you —
see page 47

-sincerely-

Phil Kahl and Morris Levy
VOX JOX
By JUNE BUNDY

N.Y. Jocks Behind Times?
Tom O'Brien, WERE, Cleveland, who recently asked for vacating
Martin Block over WABC, New York, confesses "I can
away with a few observations
New York jocks are so far behind musicwise. 1) Rec-
cord distributors in the area are
not on the ball. 2) Jocks don't know
what they're playing (some
strip proposal for Rene). 3)
Jocks are playing music for the
music industry and not for the
listening public—especially on the
network. I know I have
to send out for records that I
wanted to play on the block show.
Another thing, not recorded on the
N.Y. jocks want to be a pioneer
and start something new.

Change of Theme: Don Blair named host of "Night
Trick" over WHAM, Rochester,
N.Y. Gay Plummer has moved from KGCP, Cof-
ferville, Kan., to KLKQ, Par-
sum, Kan. — Vince Linder, WMDT,
Atlantic City, N. J., started his summer season of live
dance band remotes (over ABC) from Steel Pier July 12.

Charlie Myers, an in-
structor at Miami University of
Ohio, has joined WATG, Ashland, O., for the summer.
He is splitting the morning
shift with Wally Harrell.
Don Gay notes that KUTI,
Yakima, Wash., started 24
hours of daily pop program-
ing, July 21, with Wally
Netshob included in the deej-
ay lineup.

GRIPPE BAG: Althe Kermitt L.
Wade Jr., KORT, Grangeville,
Idaho, admits that about 75 per-
cent of his hour show is devoted
to Presley records, with Little Rich-
ard a close second—based on in-
quests from listeners—he himself
remains for the good old days.
The docket complaint takes on new
interest in view of Wade's age. He
writes: "I am only 19 years of age.
When I was 16, there were dance
songs on the national hit parade.
It has been approximately two or
three years, and it has taken only
this long for the whole music world
to fall to pieces.

THIS 'N THAT: Howard
Miller, WHAS, Chicago, takes
over the empty spot on NBC
JIVE "Club 56" from Dennis
James, beginning August 19.
Washington station
WWDC, which, according to a
station spokesman, originated
the concept of the "Pick Hit a
Week" with single records in the
Greater Washington
area, has decided to apply the
same technique to the pop
albums records. "The Pick
Jays" are now selecting their "Pic-
k Album of the Week" from
new package releases.
Sides from the "Pick Album"
and priced three daily and
50 free copies of the LP
are awarded to listeners each
week.

SOUND INTRO: "Sound"
theme songs have been bestowed
on all the jocks at WDVE, Minne-
sota. Don Kelly has given his! In
"The hottest show in town.
Don Daniels, "The Tall Thin
Tnax.", is heralded by stampeding
bells. The novel of a Mack truck
shifting gears kicks it is time for
Mack. Buck, while dressed in
goggles, is "Brother Bill"
Bennett, and yelping Indians pro-
claim the air appearance of the
Old Redhead," Ralph Martin.

THIS 'N THAT: WKDA,
Nashville, is the top-rated station in town with 32 per
cent of the Nashville radio
audience, according to Har-
ev L. Glassock, vice-presi-
dent of the outlet. . . .
Troy Carne, WMMS, Meriden,
Conn., is writing a weekly record column for a Cun-
ningham newspaper in
addition to his regular four-
and-a-half hour daily show.
. . . 10,000 teen-agers joined
the Rocky Point, R. I. Pall-
diana, WJIC, Providence, R.
I., held a record hop to celebrate its
first anniversary. Jocks emceeing
the event were Jim Holt, Artie
Hull, Jim Mendez, and James
Stinchcombe.

CIMMIX: Great Klaven and
Don Finch, early morning zanies
at WNEW, New York are
dropping a contest to find a name
for the Earth satellite, which
will be launched early next year.
First prize in this literally "out
to the world" competition is an all-
expense 30-day trip around the
world for two . . . Donn Caldwell
WILLI, Wheeling, W. Va., is
holding telephone interviews with the "stars," and, following each
interview session with a 15-minute
live show, exclusively to waxy-
shots by the star in question.

MONITOR MUSICAL SURVEY
According to a survey made
by the NBC network network
show, "Mousetrap," here are the
records which received the
most local air play over NBC
affliliate stations last week in the
following areas:

Eau Claire, Wis.
"Tummy," Ames Brothers, RCA
Victor
Little Rock
"I'm Gonna Sit Right Down and
Write Me a Letter," Billy
Williams, Coral
Hartford, Conn.
"Swingin' Sweethearts," David
Carroll, Mercury
Lakeland, Fla.
"Big Eye Love," Everly
Brothers, Cadence
New York
"Two Ton Boston," Jay P.
Morgan, RCA Victor
Columbus, 0. C.
"Amos the World," Maxwell,
London
Chicago
"With All My Heart," Bobby
Sand, Chancellor
Fort Worth
"Girl With the Golden Braids,
"Perry Como, RCA Victor
Saint Paul, Min.
"Angels," Artie Wayno, Mercury
PERRY COMES UP WITH ANOTHER SMASH!

Mitchell Ayres Orchestra, The Ray Charles Singers, Arrangements by Joe Reisman

"DANCIN'"

"MARCHING ALONG TO THE BLUES"

JULIUS LA ROSA SATURDAY, 8:00 - 9:00 PM (EDT)
JUNE VALLI TUESDAY & THURSDAY, 7:30 - 7:45 PM (EDT)

Hear them sing their latest RCA Victor release on their own NBC-TV shows!

AMERICA'S FAVORITE SPEED... 45 RPM
**Recent Pop Releases Coming up Strong**

FOR SURVEY WEEK ENDED JULY 20

The information given on this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Samples are taken under the direct and under the supervision and control of the School of Retailing of New York University.

**Build Your Love (On a Strong Foundation)**

**Johnnie Ray**

(BMI) Columbia 49042

**Fallen Star**

**Ferlin Husky**

(BMI) Capitol 3628

**Goody Goody**

**Teenagers**

(ASCAP) Cee 1039

**Is It Wrong?**

**Warner Mack**

(BMI) Decca 30301

**Oh Baby Doll**

**Chuck Berry**

(BMI) Chess 1964

**Rainbow**

**Russ Hamilton**

(ASCAP) Kapp 184

**Tammy**

**Ams Brothers**

(ASCAP) RCA Victor 6030

**To the Aisle**

**The Five Satins**

(BMI) Ember 1919

**White Silver Sands**

**Owen Bradley**

(BMI) Decca 30363

**JEFF CHANDLER**

Elfin of My Heart 86

Liberity 5982-Two-sided from the Columbia film "Jeanne Eagels" is sure to get solid deejay exposure. Dick is tastefully produced, has a lot of light fashion. sung by Chandler. A nice coupling (Robbins, ASCAP).

**DON ESTES**

Frenetics 84

Decca 30366-Altho country version on same label has been riding the c/o charts for some weeks, this strong somewhat more pop-slanted rock sides could start it all over again. Excellent performance of unusual material. (Fairway, BMI)

**RICKY SHAW**

Teen-Age Marriage 83

Golden Crest 1006-Same old Ricky Shaw, appealing unstated vocal quality that stirs the way out on this platter. Tune packs strong commercial appeal for teens. Markets exposure. (Gale, ASCAP)

I'm Reading Between the Lines 81

Sincere vocal interpretation of an attractive ballad with a folksy flavor and good lyrics. (Gate, ASCAP)

**RAY ELLIS**

Soft Sands 82

Columbia 13559-Following the long entry in the sweepstakes for heavily covered tunes. chorus is featured with strong arrangement. 9 & 4 voice could be factor in success of this. (Weiss, BMI)

**Fascination 82**

Memorable lick tune in version close to that used in "Love in the Afternoon." No vocal chords, but wordless voices enough to suggest future frontenac. Could be one of the bigger versions.

**BROOK BENTON**

I Wanna Do Everything for You 80

Vik 245—Highly attractive washboard on a bright rocker. Cute lyrics could attract. Side should go well if pushed. (Rahell, BMI)

**Come On, Be Nice 78**

Fender Epic artist is equally strong on a bouncy medium-beat ballad with chords support. Side sounds like a slow "Twinkle, Twinkle." Vocal should also attract sales. (Eden, BMI)

**BILLY WARD**

One Moment With You 79

Federal 1350—Follow up bowler for Ward and the Dominoes on a ballad. Simple music and rhythm, all controlled. Side should get many spins in pop and r & b. (Ward-Marks, BMI)

**St. Louis Blues 75**

Yet another recording of the blues classic. This vocal version presented with vigor that should go well. (Houdy, ASCAP)

(Continued on page 50)
This issue will contain a wealth of information on music and jazz that will:
1. Help the record dealer in buying and displaying for more profits
2. Help program directors, disc jockeys and librarians in music programming
3. Help jive box operators keep abreast of fast-moving trends for better buying and programming
4. Plus an impressive array of other features all written to help dealers, disc jockeys and jive box operators

Every Record Manufacturer and Artist will want to be Represented in this Issue

Advertising Deadline: August 13

This important issue of The Billboard delivers your advertising message to more record dealer, disc jockey and jive box operator PAID SUBSCRIBERS* than the next three publications combined. RECORD RETAILING, CASHBOX AND VARIETY

*Proof of The Billboard's paid circulation, see your Billboard salesman.
**Number of Releases This Week**

<table>
<thead>
<tr>
<th>Label</th>
<th>Prod</th>
<th>Rec. Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARCADE</td>
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</tr>
<tr>
<td>CANDID</td>
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<td>-</td>
</tr>
<tr>
<td>CAPITOL</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>DECCA</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>EDDIE</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>FEATHER</td>
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<td>-</td>
</tr>
<tr>
<td>GOLDEN CREST</td>
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<td>-</td>
</tr>
<tr>
<td>KING</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>LIBERTY</td>
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<td>-</td>
</tr>
<tr>
<td>MERCURY</td>
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<td>-</td>
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<tr>
<td>MIRACLE</td>
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<td>-</td>
</tr>
<tr>
<td>RCA</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>SAVANNA</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>VICTOR</td>
<td>0</td>
<td>-</td>
</tr>
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<td>UX</td>
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<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

**If You Want**

**DOLLAR ACTION...**

Here are the Records for You!

**CHES #1965**

"LONG LONELY NIGHTS"

Lee Andrews and the Hearts

**CHES #1994**

"OH BABY DOLL"

Chuck Berry

**CHES #1601**

"PLEASE SEND ME SOMEONE TO LOVE"

The Moonglows

**CHESARGO**

"DEAR ONE"

The Ravens

**ARCO #5275**

"THAT'LL BE THE DAY"

Johnny Kay

**ARCO #5276**

"MAID OF THE MIST"

Oscar Wills

**CHES-ARGO**

Record Company

2120 S. Michigan Avenue, Chicago, Illinois

All Phones: Calumet 5-2770

---

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The Moonglows

**CHES-ARGO**

Record Company

2120 S. Michigan Avenue, Chicago, Illinois

All Phones: Calumet 5-2770
Thanks, D.J.'s—From Our Family

MARGIE RAYBURN—Liberty Records
2-Sided Smash! "MISSISSIPPI MOON" and "GET ACQUITAINED WALTZ"
BILLBOARD—REVIEW SPOTLIGHT" CASH BOX—SLEEPER OF THE WEEK.

THE SABRETS—RCA Victor Records
RIDING HIGH WITH THE SABRETS
ALBUM—WATCH FOR NEW E.P.
Just Finished 20 Successful Weeks at Sahara-Las Vegas Now Appearing at Terrace Room—Los Angeles.

RANDY VAN HORNE—RCA Victor Records
"SWINGIN' SINGIN'" ALBUM—WATCH FOR NEW E.P.
The Randy Van Horne Singers Are Appearing Every Week on the Nat King Cole Show—NBC Network.

THE SUNNYSIDERS—(Hey Mr. Banjo)
Rebecca Records
(Watch for the New Sunnyiders Album Coming Out Soon)

THE WINDSORS
Just Finished 8 Weeks at El Cortez Hotel—Las Vegas Now Appearing at Marlindel—Polos Verdes, Calif. For Six Weeks

"BIG T" TYLER—ALADDIN RECORDS
His First Big Record—"King Kong" & "Sadie Green"

ANDRE DELADEEAY "THE CAY PARISIEN"
Just Completed 20 Unsuccessful Weeks Looking for Work

PERSONAL MANAGEMENT NORMAN MALKIN
HOLLYWOOD, CALIFORNIA

Jazz Fiesta
• Continued from page 20
Max Ranch Quintet, Billie Holiday and the Gerry Mulligan Quartet. Friedman told Billboard that this year he will cut the selling capacity of the current model to about 4,000 seats, or to a maximum of 10,000, in order to secure better acoustics, and eliminate noise. Last year, the Festival was able to pack in more than 2,000 in the two-night run. House will be set at $4.30, $3.60, $2.75 and $2.
The producer, evidently self-conscious about the importance of modern-style jazz in his line-up, has instructed his press agent, Elliot Goldin of Associated Artists, to launch a search for a jazz band or jazz soloist.

Edi. The Johji itself presents no problem, but the Local Music Commission insists on a single Jo-grooving band.

Jazz 45 Groove
• Continued from page 20
metropolitan centers have been "very enthusiastic" about the releases and continue to ask for more, the repackaging of the repackaged week brought out one of its biggest releases in recent months—Max Roche, Joe Johnson, Charlie Mingus, Kenny Clarke, Art Blakey, Clifford Brown and the Hamiett Blackwood Sextet. Atlantic, meanwhile, has issued a special 45, "The Big Band Box," sombrely packaged with covers carrying a single battle design, done in a slightly more obvious way for each (see separate story). Gary Kremen, the label's promotion chief, said distributors have spoken up voluntarily for material in this field. He added that jokers and the operators have also shown a keen interest in jazz EPs in view of the increased opportunity to program such material on the growing number of 200 selection betas.

Classic Pitch
• Continued from page 20
a basic library of more than 5,000 new high fidelity classical LPs. At the same time, the WBC Recording Society has undergone complete technical overhaul in recent months with new equipment added wherever necessary to assure quality. The FM stations will operate from 4 p.m. until midnight, seven nights a week, under the direction of a completely separate program and news personnel. The Westinghouse's AM outlets will continue to place their program planning emphasis on pop music.

"Big 3" to Hype
• Continued from page 20
rangement of top Big 3 standards by leading instrumental soloists, school dance band arrangementists, and studio orchestras and choral works; and "Themes and Motifs" offers an expanded selection from composer Milder Renna's film scores. In addition, "Grocery's Grand Canyon Suite" for concert orchestra and "Dechristmas String" for symphonic orchestra, both of which are here available only on a rental basis for the first time will be offered for sale.

London Ups Price
• Continued from page 20
will now be $1.25 for the $1.50 cover. During each program, a specific selection of items will be picked to help eliminate the variety of items on a more limited number of packages. In fact, all during the 12-week period a dating plan will be in effect for all dealers with the line to be offered on sale during November, December and January.

Harmony $1.98 Tag
• Continued from page 19
challenged provided the poly-hog scales are unbroken.

Harmony will maintain the clinical fall as early as September, at which time 15 longhair dogs will be based simultaneously. Initiated this, he will be selected from the cousins of the company's original 3.38 lb. dog, which will be officially discontinued. All such releases will come to a completely redesigned full-color package.

In October, Harmony promises to go on a regular release schedule, to include The 205, an updated crack; pop and classical. Artist repertoire-packaging stress will be on merchandising with "Immediate impulse acceptance.

To aid Harmony selling, the company has just launched a new, three-color brochure which can hold the entire line just in time. (See illustrations.) It is divided in two sections, for classical and popular. This comes with or without a floor base. Store also will be provided with a sales window display, a window streamer and handy mailer lists. Co-op ads, which include a complete list of dealers for each in three sizes.

Product manager for Harmony is Ken Glancy, also is the Columbia New York district manager. The Harmony name itself is hardly new to the disk business. Years back, they were the late 1920's and early 1930's, this was the trademark of one of the subsidiary labels of the American Metropolitan Corporation, forefather of the present day Columbia disk operation.

Sales Gun Loaded
• Continued from page 20
first service for special orders, is being expanded to include the ML and CL catalogs. Thus, no dealer need fear a sale on any disk on which he may be out of stock.

There is a new consumer catalog and much-point-of-sale material in the twin CL series, outstanding albums, etc.

Bill Gallagher, Columbia's field man, has compiled a rundown of details on all the merchandising plans, using practical application plans, one for each district's particular market.

New EP Series
• Continued from page 20
Carl Smith, Lefty Frizzell, Roy Acuff and Ray Price.

According to Clancy, re-introduction of the series is in response to persistent demand from all segments of the trade. In conjunction with this, the company will make available a permanent browser box. The series will be stocked with heavy-duty dividers, one for each selection, containing the complete inventory system. New dividers will be shipped with new releases. Streamline record displays of this nature are now also available, letting in mailing at minimum charge, and material also can be provided.

Future additions to the series will be announced at a later date.

Columbia Trading
• Continued from page 19
A four-month period. This is understood to be considerably more than any phonograph manufacturer has allocated. In addition to national magazine, the Columbia will put out TV spots, radio scripts tying in with local djs, etc.

The expanded phonograph line, Spirling said, "Represents the fruition of the Columbia's plans to bring all the sound—the music of instruments and voice—to the American home.

The Columbia 500 line, had been planned as a limited edition record, which began with the Columbia 200. We shall present a few additional data and sales requests, such as the number of C-42s, C-32s, and C-22s, which sold over the past year.
### C&W Best Sellers in Stores

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Last Wk. Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I'VE LIVED LOVE (BMI)</td>
<td>Everly Brothers</td>
<td>Decca</td>
<td>1 1 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>2. TOWN ME A SONG (BMI)</td>
<td>Jimmy Reeves</td>
<td>Vee Jay</td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>3. GONNA FIND ME A BLUEBIRD (BMI)</td>
<td>Jimmy Rush</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>4. YOU MIGHT AS WELL BE TROUBLE (BMI)</td>
<td>Jimmy Rush</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>5. WHITE SPOT COAT (BMI)</td>
<td>Marty Robbins</td>
<td>Capitol</td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>6. FRANZEN (BMI)</td>
<td>Bobby Helms</td>
<td>Decca</td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>7. TEDDY BEAR (BMI)</td>
<td>Elvis Presley</td>
<td>Sunshine</td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>8. FALLEN STAR (BMI)</td>
<td>Bobby Helms</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>9. PRIZE POSSESSION (BMI)</td>
<td>Cap 5742</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>10. BYE BYE BYE (BMI)</td>
<td>Webb Pierce</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>11. GONE (BMI)</td>
<td>Ferlin Husky</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>12. NEXT IN LINE (BMI)</td>
<td>Johnny Cash</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>13. I'M SICK AND KEEP WALKING BACK TO YOU (BMI)</td>
<td></td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
<tr>
<td>14. HUNCHY TONK SONG (BMI)</td>
<td>Webb Pierce</td>
<td></td>
<td>1 4 4</td>
<td>11 11 4</td>
</tr>
</tbody>
</table>

### C&W Best Sellers for Survey Week ENd July 20

<table>
<thead>
<tr>
<th>City</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
<th>Store</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>1. I'VE LIVED LOVE (BMI)</td>
<td>Everly Brothers</td>
<td>Decca</td>
<td></td>
<td>1 1 4</td>
</tr>
<tr>
<td></td>
<td>2. town me a song (BMI)</td>
<td>Jimmy Reeves</td>
<td>Vee Jay</td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>3. gonna find me a bluebird (BMI)</td>
<td>Jimmy Rush</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>4. you might as well be trouble (BMI)</td>
<td>Jimmy Rush</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>5. white spot coat (BMI)</td>
<td>Marty Robbins</td>
<td>Capitol</td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>6. franzem (BMI)</td>
<td>Bobby Helms</td>
<td>Decca</td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>7. teddy bear (BMI)</td>
<td>Elvis Presley</td>
<td>Sunshine</td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>8. fallen star (BMI)</td>
<td>Bobby Helms</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>9. prize possession (BMI)</td>
<td>Cap 5742</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>10. bye bye bye (BMI)</td>
<td>Webb Pierce</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>11. gone (BMI)</td>
<td>Ferlin Husky</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
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<td>Johnny Cash</td>
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</tr>
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<td></td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
<tr>
<td></td>
<td>14. hunchy tonk song (BMI)</td>
<td>Webb Pierce</td>
<td></td>
<td></td>
<td>1 4 4</td>
</tr>
</tbody>
</table>

### Folk Talent and Tunes

**Folk Talent and Tunes (by Bill Sachs)**

**Around the Horn**

California is one of the state's best performers appearing on "California Highways" over Channel 13, Stockton, Calif., has been chosen Miss Country Music of Central California and will compete in the finals at the Country Music Convention, Los Angeles, Calif., August 23-24, for the title of Miss Country Music of the West Coast. This is the first Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Calif., Red River Song, Red River Song, and Tex Ritter Music, all on the Coast. The Miss Country Music of Central California, is due on the air at 10:34 P.M. on Sunday, August 21, 1954, and will work a string of dates arranged for the weekend, of Maywood, Califo...
**R&B Best Sellers in Stores**

**FOR SURVEY WEEK ENDING JULY 26**

**FLORIDA**

**RECORDS** are ranked in order of their current national selling importance at the time of the survey. The week's best sellers are listed with a high column of sales in rhythm and blues records. When significant numbers of a record are sold at an unusually high level, the record is combined to determine position on the chart. In such a case, the sales side are listed in bold type, the leading side on top.

1. **SEARCHIN'** (BMI)—Coasters...
   - Weeks: 12
   - Sales: 1

2. **YOUNGLOOD** (BMI)—J. Atchison...
   - Weeks: 6
   - Sales: 2

3. **SEND FOR ME** (Nat (King) Cole...
   - Weeks: 7
   - Sales: 5

4. **SHORT FAT FANNIE** (BMI)—L. Williams...
   - Weeks: 6
   - Sales: 1

5. **JENNY JENNY** (BMI)—Little Richard...
   - Weeks: 4
   - Sales: 7

6. **TEDDY BEAR** (ASCAP)—Elvis Presley...
   - Weeks: 6
   - Sales: 1

7. **C. C. RIDER** (BMI)—Chuck Willis...
   - Weeks: 5
   - Sales: 1

8. **SO RARE** (BMI)—Jimmy Dorsey...
   - Weeks: 7
   - Sales: 10

9. **B. E. R. LOVE** (BMI)—Eddy Best...
   - Weeks: 8
   - Sales: 6

10. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 1

11. **VALLEY OF TEARS** (BMI)—T. Williams...
     - Weeks: 10
     - Sales: 1

12. **MISS YOU SO** (BMI)—Lillian Offit...
     - Weeks: 1
     - Sales: 9

13. **OVER THE MOUNTAIN** (BMI)—J. Johnson...
     - Weeks: 11
     - Sales: 14

14. **WHISPERING BELLS** (BMI)—Del Vikings...
     - Weeks: 12
     - Sales: 12

**Most Played R&B by Jockeys**

**FOR SURVEY WEEK ENDING JULY 26**

**NICKs** are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to a weekly survey of top disk jockey shows in all key markets.

**This Week**

1. **SEARCHIN'** (BMI)—Coasters...
   - Weeks: 8
   - Sales: 1

2. **SOUL OF MY GENTLEMAN** (BMI)—E. Williams...
   - Weeks: 4
   - Sales: 8

3. **SEND FOR ME** (Nat (King) Cole...
   - Weeks: 8
   - Sales: 2

4. **TEDDY BEAR** (BMI)—Elvis Presley...
   - Weeks: 5
   - Sales: 2

5. **JENNY JENNY** (BMI)—Little Richard...
   - Weeks: 4
   - Sales: 5

6. **C. C. RIDER** (BMI)—Chuck Willis...
   - Weeks: 3
   - Sales: 6

7. **VALLEY OF TEARS** (BMI)—T. Williams...
   - Weeks: 9
   - Sales: 6

8. **MISS YOU SO** (BMI)—Lillian Offit...
   - Weeks: 1
   - Sales: 10

9. **OVER THE MOUNTAIN** (BMI)—J. Johnson...
   - Weeks: 11
   - Sales: 13

10. **WHISPERING BELLS** (BMI)—Del Vikings...
     - Weeks: 12
     - Sales: 12

11. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

12. **BABY, BABY** (BMI)—H. Williams...
     - Weeks: 1
     - Sales: 8

13. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

14. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

15. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

16. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

17. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

18. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

19. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9

20. **BILLY S. S. J.** (BMI)—Billie Holiday...
     - Weeks: 1
     - Sales: 9
SASKATOON EX SHOOTS FOR MANY NEW MARKS

Gate, Grandstand, Midway, Mutuels Rush Sharply Ahead of ‘56 Figures

SASKATOON, Sask. — The Saskatoon Exhibition set a record-breaking pace through Wednesday (24), third day of the six-day event, and with clear weather Thursday (25) and Friday (26), the next two days appeared headed for a string of new records.

Figures for the first three days showed gate and grandstand attendance, midway spending, pari-mutuel betting, and auto parking all substantially higher than at the corresponding point of previous years.

Attendance thusfar the first three days was 27 per cent higher than in the corresponding record. Midway spending was up 15 per cent over 1956, and the year record for the fair was set Wednesday when topping the previous peak by $57,000. Biggest gain of all was in auto parking, which was up 57 per cent over the previous record.

A stronger group was credited with the record-setting pace. Steve MacEachen, administrative manager, pointed out that the livestock show was one of the largest in exhibition history; that the commercial exhibits were larger in number and more varied, and that added features, such as an outstanding fine arts competition and line-up of amusement attractions were well attended. The Dream Horse promotion, presented here for the third time, also set a new record.

MacEachen said, "The biggest success of the Saskatoon shows were on the midway, and MacEachen ascribed the increase in attendance to the Royal’s stronger line-up of attractions, better advertising and the exhibition’s record attendance.

Running horse races were presented each afternoon. A review by CAC-Hamil Inc. and fires (by Interstate Fire and Casualty Co.) were presented nightly. The Larry Ruhl-Sandy Winters helicopter act was presented before the start of each grandstand show, afternoon and night.

Edmonton Cracks Gate, Mutuels Marks

Pulls 326,803 Paid Attendance; Mutuels Up 65G; RAS Up 12%

EDMONTON, Alta. — Edmonton Exhibition, third of the Western Canadian Class A fairs, closed Thursday afternoon after a record-breaking run here Saturday (20) through Wednesday (26). Day paid attendance of 326,803, tops last year’s 300,000.

In reviewing its all-time gross mark the big exposition was required to overcome bad weather, two days of rain cutting into attendance, grandstand tourneys and carnival grooves.

The fair’s final three days was excellent.

The fair on Friday (19) raked up the biggest single day record on record when an estimated 50,000 people, a record by the grounds, Fair committee handled the work for the week was up $65,000 over last year and another high point was reached at Saturday’s program of races when a whopping $300,000 passed then the wickets. On the one alone, Albert Anderson, fair manager reported that $65,000 was wagered.

The night grandstand show, a CAC-Hamilton Inc. show billed to six Enzie Young, failed to make the biggest draw of the week but up even about with the wickets. The car, bingo, in which three automotives a night were given away, proved popular and netted the fair a handsome profit, Anderson reported.

Royal American Shows displayed strength in the closing days, the car, bingo, theme was up a ride and show gross 30 per cent ahead of 1956. Show officials reported it was their best year here.

LEON HARS

the Rogers-headed rodeo, and general admission seats will go at $2 for adults, $1 for children.

Leon, who is one of the most successful men and one of the most interesting people, has said he would like to bring another of his rodeos here. The last rodeo was quite successful.

Seek ‘Success’ Brand From Outset

But, Harms and others associated with the fair, operation take a dim view of the idea. They said the fair had not gained success from the start. That’s why they bought the biggest possible potential for the opening. In their eyes, nothing breeds success like success.

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And, the New Mexico State Fair has been an outstanding success. The state is a big producer of people—a remarkable number considering New Mexico’s population—last year attracted the fair. And, this year’s attendance should be even higher, not alone because of the Rogers show in the amusement but for other reasons.

Each afternoon, the arena will be used for other events, principally involving horses, because of the great interest in horse in the State. The grandstand, additional, will be a favorite feature and sometimes drawn line-up, and the afternoon, given over to running horse races and the night grandstand shows to a program of acrobatic and fireworks.

Harms figures that there will be enough repeat riders on horse in the fair, to 15000, both the Rogers shows to the amusement and for horse races.

Operates Own Concrete Block Plant

The color of adobe was just too high because of the manufacturing process which would have involved," Harms explained. "We have a knowledge of the only fair that operates a concrete block plant on its grounds selling both bottled goods and mixed drinks underneath the grandstand.

Moreover, it is remarkably low in incidence caused by drinking—a marked contrast with the findings at many other fairs where even the sale of beer is not permitted.

The 210-acre plant has one of the most picturesque settings of any fair in the country, with its grandstand facing beautiful South Mountain, one of the favorite spots for view spots and other enterprises.

CHICAGO — Edward J. Lee, special events expert, has been appointed general manager of the Chicago, Illinois, and Grand Island (Neb.) Exposition authority to spearhead development of a like exposition center here.

Lee, a brother-in-law of orchestrator James C. Harms, has been vice-president and general manager of Waring Enterprises, New York, for 20 years. He was the charge of developing Waring company products and other enterprises.

Harms himself is now busier than at any time in his 20 years at Albuquerque. Besides managing the fair and attending to the many details connected with completing the arena, he is also a working manager and has already contracted "Locapac" and the Ringling-Barnum Circus, both for appearances in New Mexico.

1079, 3500 April 20, 1957

OUTDOOR

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

JULY 29, 1957

Herd Dotted

Top Draw for New Building

ROY ROGERS—the biggest box-office draw in fair business—is scheduled to appear at only one fair this year, the New Mexico State Fair.

To those who know the New Mexico State Fair and Leon Harms, for managing it for the past two years, it is not surprising that the Albuquerque Journal has the exclusive rights which succeeded in contracting Rogers.

The fair officials were very well pleased with the results of their efforts, and many were willing to pay the price—stress—by going over normal fair standards. These fair officials are in charge of the Ohio State Fair, the biggest profit-making fair in the country, and a fair which is expected to have a total of $6,500,000 in attendance this year.

The fair is scheduled to open in September, and will be one of the best in the West, according to the fair officials, who believe that everyone associated with the fair that anything possible be done to make the fair one of the best in the world. The fair is also expected to have a total of $6,500,000 in attendance this year.

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Fairs, Big and Small, Go All Out for Names

Continued from page 1

show no indication of changing their policy.

The big Canadian National Ex-
travaganza, which will feature Jack 
Barnett, is scheduled for a 7-day 
run, a tour date that started last 
year. The mainstay of the show will 
be the 50-ton steam engine which 
will be the main attraction.

The Tulsa State Fair, the largest in the 
Southwest, will open its gates on 
September 30th and will continue 
for 10 days. The fair will feature 
ingsuitable exhibits such as 
tractor, dairy, home arts, and 
homecrafts. The grandstand will 
have a variety of entertainment 
acts including a rodeo, a circus, and 
several musical groups.

The Oklahoma State Fair, which 
will run from October 1st to 10th, 
will feature the world-famous 
Okie Brigade, a group of 
performers who have been 
entertaining audiences around 
the world for over 50 years.

The Montana State Fair, which 
will run from September 15th to 
25th, will feature the Montana 
State Fair Band, a world-renowned 
band that has performed at 
concerts, festivals, and 
avenue events.

The Illinois State Fair, which 
will run from September 21st to 
30th, will feature the Illinois 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.

The Wisconsin State Fair, which 
will run from September 24th to 
30th, will feature the Wisconsin 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.

The Nebraska State Fair, which 
will run from September 28th to 
October 8th, will feature the 
Nebraska State Fair Band, a 
group of musicians who have 
been entertaining audiences 
for over 50 years.

The South Dakota State Fair, which 
will run from October 1st to 10th, 
will feature the South Dakota 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.

The North Dakota State Fair, which 
will run from October 5th to 
15th, will feature the North 
Dakota State Fair Band, a 
group of musicians who have 
been entertaining audiences for over 
50 years.

The Montana State Fair, which 
will run from October 8th to 18th, 
will feature the Montana 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.

The North Dakota State Fair, which 
will run from October 15th to 
25th, will feature the North 
Dakota State Fair Band, a 
group of musicians who have 
been entertaining audiences for over 
50 years.

The South Dakota State Fair, which 
will run from October 22nd to 
30th, will feature the South Dakota 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.

The Wisconsin State Fair, which 
will run from October 29th to 
November 8th, will feature the 
Wisconsin State Fair Band, a 
group of musicians who have 
been entertaining audiences for over 
50 years.

The Illinois State Fair, which 
will run from November 5th to 
15th, will feature the Illinois 
State Fair Band, a group of 
musicians who have been 
entertaining audiences for over 
50 years.
CRAZY HOUSE
This new modern fun house has a complete set of tricks and a beautiful colored contrast of lights. Highly recommended for all fun seekers. Your admission to the house will be 25 to 30¢. It is open all day and down all night.

MERRY-GO-ROUND
New 16-Meter Ride priced at an
unbeatable $4.12.00. Spectacular new
rider can be found in this beautifully
Landmark Park. Have lots of fun and make
event out of high tension musical Fiberglas.

King Amusement Co., Inc. P. O. Box 308
Mt. Clemens, Mich.

THEBRIGHTESTSPOTS
in any

THE ONLY SPOTLIGHTS WITH ALL
THESE ADVANTAGES
• You get all the light you are paying for. To reduce the cost of the ride, you can.
• Mask must be on all down part of the light beam.
• A mask must be on all during the light beam.
• You get a single spotlight with a single center.
• A mask must be on all during the light beam.
• A mask must be on all down part of the light beam.
• A mask must be on all during the light beam.

TROUBER ARCH SPOTLIGHT
Adequate self-regulating transformer
base. Fully automatic. Control. Flange
size 110-volt control.

TROUBERITE INCANDESCENT SPOTLIGHT
Flange size 110-volt control.

THE STRONG ELECTRIC CORPORATION
64 City Park Avenue
Toledo 1, Ohio

YORK TALENT ROUND-UP
INK HOPE, MACK,
LaROSA, PIERCE

YORK, Pa. — A star-studded
week of name attractions has been
rounded up for the York Interna-
tional State Fair by veteran manager
Samuel S. Lewis, who has just been
appointed director of the 166th fair.

In addition to Bob Hope, who was
scheduled for an appearance on
Friday, September 15, Lewis said the grandstand line-up will
include such stars as Bob Hope, Patti
Palmer, Roy Rogers, Ernest T. Clark
and other major attractions.

Details of these supporting ele-
ments are being completed, Lewis
said.

Chesaning, Mich.,
Boat Pulls 26,000
At Week-Long Cele

CHESANING, MICH. — The
19th annual Chesaning Showboat
day was attended by an estimated
26,000 to the week's celebration which closed Saturday (Oct. 7).

Opening night difficulties included
high water which pushed the boat out of its position and several
workers had to go wading and bring it back into position with
the aid of rope.

Talent in the show included
Peggy Lee, A. J. and June; O'Keefe,
Curly, Byrd and Lenny; Juliana Family, and Ken Whittmer.

Marshfield, Mass. — Despite
being battered by various strikes affecting the building trades,
Marshfield Fair officials are pushing a full building for the
old grounds. Biggest project is the grandstand, which has been
in use for more than 53 years.

The entire stand is being re-
modeled for the August 16-21 dates.

The old boxes are being torn
down, new steel ones, fire-
proofed and waterproofed, are being installed. The entire
grandstand will also have a fresh look with new fences and a
paint-up.

As an added attraction, Dick
Sullivan, the "Smiling Irishman,"
has been booked for his second
year. He will appear every evening
giving away $5,200 in merchandise.

Only other major attraction this
year will be the Ward Bros.
auto thrill show which will be
presented on Saturday (Oct. 6).

Orga to Perfrom

Except for these two, profession-
al acts will be dispensed with. Amateur acts, magicians,
and drum corps and various organizations will put on shows afterwards.

Fireworkers, dropped for a number of years, will now appear with a
display the final night, Saturday.

President Granville M. Thayer
reports the biggest list of entries
in all of the various show classes.
The usual six days of horseback racing will be held.

Del Mar, Calif.,
TABS 233,511 Gate;
Announces '58 Dates
Del Mar, Calif. — Dates of the next
year's Southern California Race
venue and County Fair here are
June 27-July 8, Paul T. Mannen,
secretary-manager of the 10-day event,
said.

Unofficial attendance
for the 16-day event, which closed
July 7, was 233,511, slightly
under the "Canyon" figure of 1957, which
was 169,961. A new day's record
was established on Friday
which had 20,842 paid admissions.

An all-time high was recorded in
the sale of advance tickets. There were 27,480 adult and 5,845
children's tickets sold by participat-
ing Parent-Teacher associations.

Ensemble of the Fair, produced by
Harry Hirsch, has been booked by
Barnes-Car
ty into seven fairs in the Mid-
west and East. Sam J. Levy Sr.,
B-C president announced.

Theicer will return at Monroe,
Wis., where it is booked for a three-day stand after a profitable
year last year. Tickets on the route include Norwich, N. Y.; Canterbury, Mich.,
Imlay City, Mich., and Lehigh,
Pa., for all from two to six days.

The show was staged by Helen
Vinson, who produces similar shows for a number of hotels, in-
cluding the Conrad Hilton, Chi-
icago; Briggs Inn, Philadelphia;
and the Hotel New

Barnes Icer
Signed by
Seven Fairs

WHIRLWIND
Candy Floss Machine
Here's the machine that pays for itself
in minutes. Simple, easy to operate.
Just pour candy floss in, turn the
knob and out come fun-filled,
mouth-watering candy floss for
your guests to gobble up.

PRICE $275.00

FOR SALE
Auto Scooter Rider
32-car Scooter Rider built on
a practical frame, with P.O. 24
and 32 cars, all new in 1927.
New Fireworks. Write for full details.

KING AMUSEMENT CO.
Mt. Clemens, Mich.
**Good Season Spurs Summer Park Meet**

**PROVIDENCE—** The usual big temper had even more to be happy about than usual, at the annual summer meeting of the New England Association Amusement Parks and Beaches. Assembling Thursday (55) at Crescent Park, Riverside, the park men reported generally fine business conditions, with very few exceptions. Among these, understandable, are operators of Salton Sea, where a "day" vote had cut out this afternoon. There was just a spattering of manufacturer's representatives and virtually no park operators from outside the New England area. Paul Hagedoel, of the national association, attended as did Lloyd Vogel, of Spokane, Wash. Russell Jones, president as NEAAPA presid president, Jim McHugh reprinted Funsport magazine. Attendance thus early afternoon was light but picked up later.

Food to Lavish

The hospitality of hosts Artur Summits and Frederick McOniel was evidenced from the moment lunch was served, a catered affair ranging from chicken to lamb, turkey and roast beef, with little to be desired in the way of trimmings. It was a lovely day and the park was well attended. The hosts displayed several of the interesting aspects of their operation. Interest was displayed in the 16-room, air-conditioned and heated office, central ticket system, each cash register, and payroll system. Heading the operations for the last seven years, the operators told of their improvement plans which were projected as far as 10 years ahead.

**Frontier Days Starts Strong At Cheyenne**

CHEYENNE, Wyo.—An estimated average of nearly 10,000 people a day jammed the rodeo grounds here last week for the 61st annual Frontier Days. Largest single aggregation came on opening day in a special train sponsored by the Denver Post. More than 500 city, State and government officials were guests of Palmer Hoyt, publisher of the Denver Post. Paschley and Davis provided the midway contract along with Valence's Rotor.

Street parades were held three days. The grandstand show featured Red Ingle, Paulotta Sisters, Al Colaniti and his orchestra, Style Masters, Rin, and Louise Williams, Parker, of the TV series, "Tales of the Texas Rangers," and Virginia Fields, actress.

Cisco Kid Set for Two Days at Cincy Annual

CINCINNATI—Duncan Baldwin, TV's Cisco Kid, will appear Thursday and Friday afternoons and nights at this year's 102nd Carthage Fair here, September 11th.12th. Ted Lander, an, who announced last week, there will also be races for two and three year olds, horses in harness and sulky, a polo game is set for late Wedneday, opening day.

**ACE TENTS**

**Carnival • Bazaar • Circus • Camping • Trailer Awning**

**ACE CANVAS CORP.**

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Chicago, Ill., 22. Phone: 25-1515

**ROGERS TENTS**

from C to C

- Tents for Shows, Ballroom Dance
- Gospel Services. Sat. & Sun., etc.
- Tent: Roll Awnings, Side Wall, Bally Clerk, etc. Qualify by material and workmanship.
- Inclement weather.

**SHOW TENTS**

C E N T R A L

CIRCUS

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**HARRY SOMMERVILLE**

**Concession—Show Tents**

D. M. KERR MANUFACTURING CO.

Established 1907

1546 S. State Ave.
Phone: Staley 6-1945

Chicago, Illinois

when answering ads—say you saw it in the Billboard!
Hughesville
Trying Free Grandstand

HUGHESVILLE, Pa. — The
Lycoming Country Fair here, Sep-
tember 8-14, is dropping paid ad-
missions to its grandstand this season.

E. H. Kies is announcing that the
CAG-Handl show will be of-
fered free with each outside gate
admission. Morris Hanum Show is on
the midway.

McGaw Circus Gets Turnouts
At Memphis

MEMPHIS — The Bill McGaw
Motor Circus pulled an estimated
8,500 to its first showing here
Monday (23) in Crump Stadium.
The Oklahoma City stand on
Thursday (16), pulled an estimated
16,000 into the grandstand at the
Fairgrounds there. According to
E. H. Kies, manager, it was one of the
largest turnouts to use a grandstand, which was built a couple of
years ago.

ARENAS & AUDITORIUMS

Agency Views Disappoint

By TOM PARKINSON

THE IAM convention just closed in New York was expected
to come off in a blaze of publicity and fanfare. There
would come to get acquainted with—and maybe unveil a new show
rather than growing, thriving branch of shows that continues to
be a show of its kind for attention and business.
This field, of course, is that of the music shows and
auditoriums. There are hundreds of them, and most of them well-equipped
places that the public likes to visit.

However, the agency participation proved
to be without much value or interest. There was one exception.

SEVERAL BOOKING agencies had been invited to appear on
the program at the auditorium management's convention, but they
were asked to speak about what they could do for the auditorium
arena clients.

What they said was interpreted by most of the building
managers as indicating that nothing can yet be expected from this
sanction. One of the speakers said the thought that these agencies
are using are reversed, and instead of asking about the
potential or how to achieve it

The long list of experienced managers, each with a bit house
waiting for shows, left the meeting shaking their heads and saying
that the books don't catch on.

Their complaints are that there is still an effort to
interest and build up interest in shows, but that without
the demand, these books do not catch a booking for a long
or how to achieve it.

The New York convention points out that nothing like this
appears to be in the thinking of many booking agencies. With the
exception of Columbia's Business Bureau, every audience agent
at the convention seemed to be thinking of doing things. They are
hoping to make the big-capacity halls stand in for the vaudeville
houses that are trying to build up their business by getting in
building managers appear not to be in the dimension of the
business. The arenas and auditoriums want something more than transplanted shows. They want a set of shows on a
new format.

The FORMAT WOULD encompass the concept of the

S. T. ECHOLS, Inc.,
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SNO-KONES—CANDY FLOSS—APPLES—POPCORN
If you have not received our new complete Equipment and Recipe Catalog for
the World's Largest, Best Selling CANDY FLOSS, APPLE, POPCORN & COOKIES, just send
us for a catalog. It is the most complete guide to the
industry.Send $1.00 for catalog.

GOLD MEDAL PRODUCTS COMPANY
314 N. Third St.
Cincinnati, Ohio

New Hotel Aud To Seat 2,000

DENVER — The convention
hall and auditorium to be built
in conjunction with the new
Knapp's new Court House Square
Hotel will have a seating capacity of 2,000, according to William
Zeckendorf, president of a New
York investment company.

The building will have an
expected $500,000 to $600,000, and
will seat 3,000, according to District Committee approved a bill
calling for construction of the
project. Approval of the measure is expected
to be presented to the House of Representatives.

WASHINGTON — Chances
are that the nation's capital will soon
have a new, big stadium that will
hold several thousand spectators,
NEARBY

IT'S "SNOW MAGIC" -THE REVOLUTIONARY new
SNOW CONE MACHINE

PUBLIC INTEREST IS TREMENDOUS)
It is the world's greatest ice machine. A 100 percent improvement over the
old-fashioned types. The snow is made and ice cream are dispensed
within seconds. This appliance can make a
blanket of snow and ice cream in
seconds. The machines are
available in three sizes, ranging
from 50,000 to 160,000 a day. They
are fully automatic and can be run
day in and day out. A few
are already in operation, and the
outlook is for a rapid expansion
of the industry. The machines
are manufactured by the
BURKE ICE MACHINE COMPANY,
64 W. Washington, Chicago, II.

BOURGER "ICE RINKS"
"BIG MONEY MAKERS"

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BOURGER "ICE RINKS"
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The Best Money-Makers
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For over 20 years Conces-
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leaders in the entertainment field
are offering a tremendous
line of products at prices that
will save you money. A few of
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1420-21, 29th St., Phialdelphia, Pa.
Our New "Perfection"

**Carnival Routes**
- Continued from page 67

**Grand American:**
Great Western: Fairlay, Ca., 29-Aug. 4.
Hand, Bill: McKinney, Tex.  
Hammont, Bob: (Fair) Hico, Tex.
Granbury Aug. 4-10.
Hamill's Am. Clyde, Republic, Pa.
Hamson, Morris: (Fair) Caflinocks, Pa.
Hupman and Sunlay City, Mich., 30-Aug. 3.
Hills Jr., Ia. 5-6. Janison, Mo., 8-10.
Henderson and Oriel, Ill.
Heth, Obey, Ill.; Caneyville, Ky.  Aug. 3-4.
Holliday, A. Ca.: Prairie Home, Mo., 29-Aug. 1; Edwardo, Kan.
Hoff, Bill, No. 2: Mt. Sterling, Ill.; (Fair) Lincoln Aug. 3-5.
Jordan, Wally (exp): (Fair) Neawakea, Iowa; (Fair) Lawton, Mo., Aug. 3-7; (Fair) Osage Oct. 5-7.
Ideal Rides: (Fair) Clay City, Ind.; (Fair) Brazil Aug. 6-9.
Imperial, (Fair): Knoxville, Ia.  Sept. Conr (Cleve) Mecosta

Aug. 5-6 (Colt) Primavera
Island Empire: Grangeville, Idaho, Aug. 30-Aug. 4.
Johnney's United: (Fair) Hastings, Ind.
Kemp: Kelleyton, Ia. 29-31; Sannah, Mo., Aug. 7-11.
Kenny's Attax: Collar, Ind.
Kieh, Floyd O. Linn, Mo.; Caneyville, Ia., Aug. 6-10.
King Bros.: La Junta, Colo. Aug. 1-3; Choppell, Neb. 6-8.
Ladson, O. A.,(Fair) Lawton, Mo.  Aug. 5-7; (Fair) Osage Oct. 5-7.
Lind a, Ilo., 29-34 Holl
Lone Star Am.: Phillips, Tex.  
Louis, Bros.: (Fair) Lonsdale
Lowe, Nebns, Neb., 31-Aug. 2; Halsted, Kan., 7-9.
(Continued on page 79)

**Rocco Takes Run Sharply Ahead of 56**

MINNEAPOLIS — Business on the iron range of Minnesota has doubled for the North American Shows and in almost all stands houses have been packed. (Fair) 56, Carlos Rocco, manager, announced.

July 4 week at Cloquet and the Cook County Days were both big for rides, shows and concessions.

Refridgerating operation, which began after the show let winter quarters, is completed, and the midway is now lit with fluorescents all new this year. (Fair) 40, finished and two caterpillars have been purchased, along with a new 40 foot pack up frame. 

Helping to brighten the picture this season is the fact that the snow last winter didn't last one night to weather, also some rain in the past week.

A new big top was delivered at Cook and a game was held for the benefit of the Mother Auxiliary, Hot Sping Showman's Association, Mr. and Mrs. Ted Chambers arrived with six concessions.

**Byers Chalk Steady Takes**

FISCAH, Ia. — Business for Byers Bros. Show has been going along on an even keel. After rain threatened on July 4 at Oac Wise, good with winter rides, shows and concessions all doing okay, Carl Byers, co-owner.

The Rember continues to top theem at the county fair, but the show is three abreast. Merry-Co-Round is packing up good money.

Show entered its fair route here last week which includes 14 fairs and celebrations in that state. It has 15 rides, shows and Labor Day celebration. Show then leaves in the Campbell County and five other fairs in Louisiana.

Mavis Brown of the I.T. Shows became a father on Sunday (21) when Tom gave birth to a baby weighing 7 pounds 14 ounces, in Monroe Building of Beth-El Hospital, Brooklyn.

**Wade Expo Biz Looks Up After Rainy Still Dates**

DETROIT — Wade Expo Shows enjoyed good business on a huge lot on the outskirts of Fraser, Mich., last week under auspices of the Laps Club, Fraser, Mich., under agreement with the sponsoring committee was strong and it looked like an all-time record for this celebration.

The midway was laid out in a careful manner, giving plenty of room for rides and a conventional park around two sides of the area, the north side of the park, one side of the square, and the south side of the ground for commercial stands. A fantastic event much of the aspects of a midway, games, amusements, and gimmicks managed by the physically-challenged.

The Expo Shows are now called "Horse in Season with CC, Wade Jr., the founder, still the sole act.

To clear up considerable confusion some shows between similarly-named shows are going on that is the same type and operates of the W.C. Wade Shows, established at Fielder's Fair, and the J. B. Wade Shows, established at the latter's daughter and son-in-law, Mr. and Mrs. Peter Manley.

Business Turns Up

Wade Expo Shows had a better business under the record year of 1956, but a few bands, broken by the weather of the past week has reversed this trend. Wade and the company are out of 12 rides, shows and 25 concessions.

Season opening was on April 29 for the non-Ambulance Builder's Show supported by the Junior Chamber of Commerce at Urbana, Mich., which was called by the name of C. C. Wade. A Builder's Show at Ann Arbor was held with the following cold, business was equal to last year. The show returned to Ann Arbor for the fourth time on this day again and was followed by a Medina Utica, with the central building on Mount Pleasant the furthest north to date. This annual was the turning point of the season, the back of the best of the last year this show has had.

Shows then moved to St. Clair, playing on the streets in the center of town for four days. A feature of the event was the International United Farmers Days opening day, closing day, which drew a crowd estimated at 25,000, and the 10-15 per cent above last year.

Book Four Fairs

The shows moved this week to Cha under sponsorship of the local towns, and business with Michigan route.
Two up-State shows are scheduled, Berrien County Fair, Three Springs, the Butteville Youth Fair, and the Michigan State Fair, where they will be joined by the W. C. Wade Show. Wade Expo Shows followed the State Fair closing, Wade Expo Shows closed, Wade Expo Shows. Shows then move to Inland and then return to winter quarters on the Inland County Fair, Michigan, Mich.

Personnel includes:
Staff: Wade, owner-manager; H. (Andy) Anderson, secretary; George Kendt, bookkeeper; Florence McGinnis, bartender; Ivan Smart, jr. poster; and Mrs. Walter Fawcett with both Rex, and Cornelius Moreno have the Wild Life and Fieldhouse, assisted by Tom Waitekpass.

Concessions include: W. O. Frisbee, Tom Capps, with B. Z. Lee Cooper, and Alice Stevens, 2, John Molder, merchandising wheel with Richard, McCanns, 2, with Mr. Loretta, Wade, with the (Fair) 2, with Ronald Hancock and Sandra Ack; Smokey Freer, 2, with Helen, Wade, with the (Fair) and Bill Capps, barcomb gun; Mr. and Mrs. John Johnson, boys, Dan Peterson and Margaret, Frosties; Joe and Elizabeth, North with the (Fair) and Mr. and Mrs. Harold, Koons, Wally and Bob, and Mr. and Mrs. Nettlet, Caldurb, pretty.

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THE FINAL CURTAIN

AIKEN—William E., 76, former outdoor showman who for 20 years operated the Aiken Shows, July 14 in a Dallas hospital after a long illness. He entered show business soon after graduating from high school in Paris, Texas, buying a Ferris Wheel and operating it there on the square. A few years later he took the ride to the State Fair of Texas, Dallas, and later to the St. Louis World's Fair. Before retiring in 1945 he served as advance agent for the United Exposition Shows, Survived by his widow, Mrs. W. E. Wallace, Temple, Tex.; Mrs. Victor D. Miller, Cleveland, and Mrs. L. E. Peckett and Mrs. Fred Bell, both of Dallas. Services July 16 and burial in Showmen's Rest, Grove Hill Memorial Park, Dallas.


BROWN—Taylor G., 67, veteran Oaklawn, Wis., fair executive, July 17 following a long illness. (Details in General Outdoor section.)

FINZEL—William, 77, Detroit amusement and Barker, July 17 in Detroit after a long illness. He directed and produced bands and orchestras, at one time training a number of orchestras on Great Lakes cruise ships, including craft making parks such as Bob-Lo, Tahquamenon, Sugar Island and Petoskey Bay. He directed a band for many years before Michigan State Fair grandstand. Survived by his widow, Lillian May, and a son, Arthur.

GREEN—Thomas H., surviving companion, July 21 in Cleveland, Ill. Services July 23 in Gaffney, S. C. Survived by his widow, Grace, and a sister, Mrs. Mannie Crooker, both of Gaffney.

HILL—M. L. (Sycamore), 71, active in the early 1900's in dramatic stock in Central Illinois and who later toured the Orpheum circuit in the Hill and Kight vaudeville, July 17 in St. Anthony, Ill. Surviving are his widow, Flora, Grinnell, Ill., and two sisters, Bertha, Casey, Ill., and Mrs. Jennie Smith, Montezuma, Iowa, and a son, Jeter.

JESTER—Frances, wife of E. C. Jester, mentalist, July 8 of a heart attack. (Details in Carnival section.)

KEELEMAN—Charles A., 67, Miami musician, July 19. He was a trumpet player in Caesar LaMonica's band. Surviving, besides his widow, are two brothers and two sisters. Interment in Woodlawn Park, Miami.

KARKE—Marvin, owner-manager of the Tip Top Shows, July 23 of a heart attack on route by auto to St. Paul from his home in Waupun, Wis. (Details in Carnival section.)


RAMSEY—Ted, 52, operator of a wagon on Eddie's Exposition Shows, July 5 in Bath, N.Y. Injuries suffered 17 days previously in an auto accident. (Details in Carnival section.)

TREVOR—James F., 58, veteran fireworks man and plant superintendent of Theater-Daffiel Fireworks, Inc., Chicago, Illinois, July 25 in Chicago. (Details in Parks section.)

YOUNG—Charles W. (Toby), 65, retired show owner, July 18 of a heart attack in Topeka, Okla. Hospital. After operating Toby's Comedians for 25 years, he retired in 1945 to become a tourist court operator near Tulsa. He was born in Ardmore, Okla., and was a Mason and Shriner. Survived by his widow, the former Miss pillars, son, Charles W. Jr., and a daughter, Mrs. Dolly King, Little Rock.

MARRIAGES

DEET-ARCHER—Robert Delp, of Lee Amusement Company, Cicero, Ind., and Miss Audrey, daughter of Mr. and Mrs. H. L. Archer, of the Lee show, July 7 in Northport, Ala.

BIRTHS

ENGLISH—A. W. William J. Jr., to Mr. and Mrs. William J. English, recently in Reading, Pa. Father is national service manager for the Clyde Beatty Circus.

THE NEW EXHIBIT HALL PLANS SET FOR AUGLAIZE FAIR

WAPAKONETA, O.—Auglaize County Fairground here will get a new 60-by-200-foot building for industrial and mechanical displays in time for the 1958 fair, said Secretary Harry Kahn following a recent meeting between fair officials and county commissioners. The building will be erected on the site of the Art Hall, a 60-year-old structure which will be moved further back on the grounds and be used for stock purposes.

Improvements to be completed about 1958 include: a new 120-foot-3,919-square-foot building for the Sheep and Horse Barns, 10,000 square feet of space, an additional 600 square feet of stock stalls, additional bathroom facilities, new exhibits and displays, and new washrooms for pets and animals.

Blessinger Signs Fairs

MUNICE, Ind.—R. G. Blessinger, for many years an indoor and outdoor show general agent, is returning to the field after a lapse of several years, having signed to supply the midway at the August-10 Steuben County Fair, Angola, Ind. Contracting for the fair was David Ford.

Blessinger also announced that he has contracted to provide the midway at Miamisburg (O.) Street Fair, August 19-24, Everett Roswell signed for the committee.

PLEASANTON, Calif.—With all reports checked, all-time attendance records were established at the Alameda County Fair that closed a 14-day run here July 4. Estimated attendance for the fair was 388,000, an increase of 25,000 over the previous high of 363,000.

Entertainment attractions were established in duos of pari-mutuel horse racing grandstand shows, presented by Isabel Young's Fun Unlimited Productions, Foley & Burd Combined, 'Dancing Waters,' 'Fort Frontier,' John A. Strong's

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Promotion and Publicity Ideas that can pack your grounds with fun-seeking customers.

Food and Drink Service Ideas that zoom per capita spending, cut costs, and bring your customers back again and again.

Maintenance and Sanitation Ideas that keep equipment operating without breakdowns, that increase profits.

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D. R. Shepherd

Managing Editor of Out of State Auds.

DETOIT—Rufus H. Shepherd, managing director of the Civic Center at Sturgis, Mich., the past three years, has been appointed manager of the new Henry and Edsel Ford Auditorium by the Detroit Civil Service Commission. He succeeds Roy Brown, who filled the post on a consulting basis since last fall.

Shepherd is a former Detroit, and was with United Detroit Theaters for 25 years, including posts as manager of principal downtown theaters.

Circus Edie (Eddie Spaghetti) Edwards, clown, a queen contest.

New entry marshals established in floriculture, livestock, home economics, and agricultural arts. Commercial sales soared under the direction of Jordan Associates of San Francisco.
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**Arizona**

- Phoenix | Arizona State Fair | Sept. 15-Oct. 5 | 
- Tucson | Arizona Desert Fair | Sept. 13-26 | 
- Sedona | Sedona Fall Fair | Sept. 26-Oct. 1 | 
- Yuma | Yuma Fall Fair | Oct. 10-17 | 

**Arkansas**

- Little Rock | Arkansas State Fair | Sept. 15-Oct. 5 | 
- Jonesboro | Jonesboro Fair | Sept. 20-Oct. 4 | 
- Hot Springs | Hot Springs Fall Fair | Sept. 17-Oct. 4 | 
- Stuttgart | Leslie Co. Fair | Sept. 20-23 | 

**California**

- Los Angeles | Los Angeles County Fair | Sept. 15-Oct. 5 | 
- San Francisco | San Francisco County Fair | Sept. 15-Oct. 5 | 
- Sacramento | Sacramento State Fair | Sept. 15-Oct. 5 | 
- San Diego | San Diego County Fair | Sept. 15-Oct. 5 | 

**Colorado**

- Denver | Denver State Fair | Sept. 15-Oct. 5 | 
- Colorado Springs | Colorado Springs County Fair | Sept. 15-Oct. 5 | 
- Pueblo | Pueblo County Fair | Sept. 15-Oct. 5 | 

**Connecticut**

- Hartford | Hartford County Fair | Sept. 15-Oct. 5 | 
- Bridgeport | Bridgeport Fair | Sept. 15-Oct. 5 | 
- New Haven | New Haven County Fair | Sept. 15-Oct. 5 | 
- Danbury | Danbury Fair | Sept. 15-Oct. 5 | 

**Florida**

- Miami | Miami Fair | Sept. 15-Oct. 5 | 
- Tampa | Tampa Fair | Sept. 15-Oct. 5 | 
- Orlando | Orange County Fair | Sept. 15-Oct. 5 | 
- Jacksonville | Duval County Fair | Sept. 15-Oct. 5 | 

**Georgia**

- Atlanta | Atlanta Fair | Sept. 15-Oct. 5 | 
- Macon | Macon Fair | Sept. 15-Oct. 5 | 
- Savannah | Savannah Fair | Sept. 15-Oct. 5 | 
- Augusta | Augusta Fair | Sept. 15-Oct. 5 | 

**Illinois**

- Chicago | Chicago World's Fair | May 26-Oct. 27 | 
- Springfield | Sangamon County Fair | Aug. 15-20 | 
- Rockford | Rockford Fair | Aug. 22-27 | 
- Bloomington | McLean County Fair | Aug. 15-20 | 

**Indiana**

- Indianapolis | Indiana State Fair | Aug. 15-Sept. 7 | 
- Fort Wayne | Allen County Fair | Aug. 15-20 | 
- Muncie | Delaware County Fair | Aug. 15-20 | 
- Evansville | Vanderburgh County Fair | Aug. 15-20 | 

**Iowa**

- Des Moines | Iowa State Fair | Aug. 15-20 | 
- Waterloo | Black Hawk County Fair | Aug. 15-20 | 
- Cedar Rapids | Linn County Fair | Aug. 15-20 | 
- Sioux City | Woodbury County Fair | Aug. 15-20 | 

**Kansas**

- Lawrence | Douglas County Fair | Aug. 15-20 | 
- Kansas City | Missouri-Kansas City Fair | Aug. 15-20 | 
- Wichita | Wichita Fair | Aug. 15-20 | 
- Topeka | Shawnee County Fair | Aug. 15-20 | 

**Kentucky**

- Louisville | Kentucky State Fair | Aug. 15-20 | 
- Lexington | Fayette County Fair | Aug. 15-20 | 
- Paducah | McCracken County Fair | Aug. 15-20 | 
- Owensboro | Pope County Fair | Aug. 15-20 | 

**Maryland**

- Baltimore | Maryland State Fair | Aug. 15-20 | 
- Ocean City | Dorchester County Fair | Aug. 15-20 | 
- Rock Hall | Talbot County Fair | Aug. 15-20 | 
- Rehoboth Beach | Sussex County Fair | Aug. 15-20 | 

**Massachusetts**

- Boston | Suffolk County Fair | Aug. 15-20 | 
- Springfield | Hampden County Fair | Aug. 15-20 | 
- Worcester | Worcester County Fair | Aug. 15-20 | 
- Holyoke | Hampden County Fair | Aug. 15-20 | 

**Michigan**

- Detroit | Detroit County Fair | Aug. 15-20 | 
- Grand Rapids | Kent County Fair | Aug. 15-20 | 
- Traverse City | Leelanau County Fair | Aug. 15-20 | 
- Ann Arbor | Washtenaw County Fair | Aug. 15-20 | 

**Minnesota**

- St. Paul | Ramsey County Fair | Aug. 15-20 | 
- Minneapolis | Hennepin County Fair | Aug. 15-20 | 
- Rochester | Olmsted County Fair | Aug. 15-20 | 
- Mankato | Nicollet County Fair | Aug. 15-20 | 

**Mississippi**

- Jackson | Rankin County Fair | Aug. 15-20 | 
- Gulfport | Harrison County Fair | Aug. 15-20 | 
- Meridian | Lauderdale County Fair | Aug. 15-20 | 
- Hattiesburg | Forrest County Fair | Aug. 15-20 | 

**Missouri**

- St. Louis | St. Louis County Fair | Aug. 15-20 | 
- Kansas City | Clay County Fair | Aug. 15-20 | 
- Springfield | Smith County Fair | Aug. 15-20 | 
- Joplin | Newton County Fair | Aug. 15-20 | 

**Ohio**

- Cincinnati | Hamilton County Fair | Aug. 15-20 | 
- Columbus | Franklin County Fair | Aug. 15-20 | 
- Columbus | Franklin County Fair | Aug. 15-20 | 
- Youngstown | Mahoning County Fair | Aug. 15-20 | 

**Oklahoma**

- Tulsa | Tulsa County Fair | Aug. 15-20 | 
- Oklahoma City | Oklahoma County Fair | Aug. 15-20 | 
- McAlester | Pittsburg County Fair | Aug. 15-20 | 
- Enid | Garfield County Fair | Aug. 15-20 | 

**Oregon**

- Portland | Multnomah County Fair | Aug. 15-20 | 
- Salem | Marion County Fair | Aug. 15-20 | 
- Medford | Jackson County Fair | Aug. 15-20 | 
- Eugene | Lane County Fair | Aug. 15-20 | 

**Pennsylvania**

- Philadelphia | Philadelphia County Fair | Aug. 15-20 | 
- Pittsburgh | Allegheny County Fair | Aug. 15-20 | 
- Lancaster | Lancaster County Fair | Aug. 15-20 | 
- Harrisburg | Dauphin County Fair | Aug. 15-20 | 

**South Carolina**

- Charleston | Charleston County Fair | Aug. 15-20 | 
- Columbia | Richland County Fair | Aug. 15-20 | 
- Greenville | Pickens County Fair | Aug. 15-20 | 
- Spartanburg | Spartanburg County Fair | Aug. 15-20 | 

**Tennessee**

- Nashville | Davidson County Fair | Aug. 15-20 | 
- Memphis | Shelby County Fair | Aug. 15-20 | 
- Knoxville | Knox County Fair | Aug. 15-20 | 
- Chattanooga | Hamilton County Fair | Aug. 15-20 | 

**Texas**

- Houston | Harris County Fair | Aug. 15-20 | 
- Dallas | Dallas County Fair | Aug. 15-20 | 
- San Antonio | Bexar County Fair | Aug. 15-20 | 
- Austin | Travis County Fair | Aug. 15-20 | 

**Virginia**

- Richmond | Richmond County Fair | Aug. 15-20 | 
- Norfolk | Norfolk County Fair | Aug. 15-20 | 
- Roanoke | Roanoke County Fair | Aug. 15-20 | 
- Lynchburg | Rockbridge County Fair | Aug. 15-20 | 

**Washington**

- Seattle | King County Fair | Aug. 15-20 | 
- Spokane | Spokane County Fair | Aug. 15-20 | 
- Yakima | Yakima County Fair | Aug. 15-20 | 
- Bellingham | Whatcom County Fair | Aug. 15-20 | 

**West Virginia**

- Charleston | Kanawha County Fair | Aug. 15-20 | 
- Huntington | Monroe County Fair | Aug. 15-20 | 
- Wheeling | Ohio County Fair | Aug. 15-20 | 
- Parkersburg | Wood County Fair | Aug. 15-20 | 

**Wisconsin**

- Milwaukee | Milwaukee County Fair | Aug. 15-20 | 
- Madison | Dane County Fair | Aug. 15-20 | 
- Green Bay | Brown County Fair | Aug. 15-20 | 
- Racine | Racine County Fair | Aug. 15-20 | 

**Wyoming**

- Cheyenne | Laramie County Fair | Aug. 15-20 | 
- Cody | Carbon County Fair | Aug. 15-20 | 
- Casper | Natrona County Fair | Aug. 15-20 | 
- Gillette | Campbell County Fair | Aug. 15-20 |
Harrington Beats Off Brief Weather Setback

ATTENTION! FAIR BOOKS Are Needed For 1957 CARNIVAL WANTED
For established Fair, August 13-17.
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The ARO-STURTEQ, THE GODESS OF THE HARE, The Vent-Deer Puzzle, Porcelain Single Tops, Antique Top Surgery, Rice pictures, and many other things are now held for the first time. Write 1432 Cleveland Ave., Waukon, Iowa.

HARRINGTON, Del. — The Eastern fair season got off to a successful last week, with the Harrington Fair getting its own despite a Tuesday afternoon (23) rainstorm.

Weather closed that night for the thrill show after rain forced cancellation of its program with one event having been run off. Racing is held Tuesday afternoon.

Prel's Broadway Show on the midway were having a successful fair opener, after a still date season which was satisfactory for both performers and patrons. A separate Saturday night (20) show okay.

Kid Price Hiked

A CAG-Hamid venue was booked last week, and a special Friday afternoon (28) show featured the Loose Rangers, Lassie and Fire Department. Kids were admitted to the grandstand at 50 cents that afternoon, an increase of 20 cents over previous years.

Saturday feature was the Four Lane. The Jack Knecht Bell Drive appeared Monday night at a good house. Secretary T. B. Hobson said the fair would outdway itself if the Central Park was not included in the week. The fair and independent midway sold out for the benefit of the preschool group except on Tuesday (23). Kiddie Day. There is also a 25-cent parking fee for trucks.

The 4,000-seat grandstand was completely under construction and site was under construction. The stands have been further enhanced. The machinery area was completely remodeled and a 15,000 ton coal bottom power plant completed. On Thursday the governor dedicated the structure to the $30,000 Del. and a candle wearing the statue of a lady, which he is an area director. A tour of the new Recreational Building was held.

The plans for the week were massive, including the activities of the U. S. Trotting Association which will be the area of theA tour of the new Recreational Building was held.

JULY 29, 1957

READING CUT OUT Monday Grandstand

Losses Rated Too High; New Policy Uses Name Artists on One-Day Basis

READING, Pa. — Monday grandstand operations at the Reading Fair have been eliminated this season, according to John T. Himmel, the wholesale division of entertainment policies. Also to be discontinued are the daily changes in the grandstand showing of name artists and elimination policy.

The fair will be held Sunday through Thursday, from 8-15, and no talent features will be presented more than once. Only repeat during the week will be harness racing on Tuesday and Wednesday.

Changing out the Monday grandstand operation was decided after unsuccessful efforts to stimulate attendance on that day. All faile, and the fair board decided that further attempts to attract customers on the slow Monday would only bring more financial losses.

Trouble Changes

President John T. Gibe said that several years ago it became apparent that a new policy was no longer attracting patronage at the Reading Fair. In the late 1940's, the fair's early years and during the war, it was the decision. At first there were name attractions, and then for long periods during the week, with a reptile background. This year, however, the money has been made.

Opening day excitement on Sunday will be the major event, with the Joe Cushing auto thrill show that night. Monday will be the big day with a big show racing in the afternoon and Pat Boone at night. Wednesday will have horse racing in the afternoon and jelly stock car racing at night.

On Tuesday, the fair gets into the Long Project.

DREXEL, N.C.: SKIDS USED CAR GIVEAWAY

DREXEL, N.C.: The giveaway of the automobiles at fairs has become an established feature in many areas. The Drexel Community Fair will give away seven automobiles.

According to Ralph Aber- ney, manager of the fair, the giveaway will be run on Saturday, May 11, and will consist of two each on Saturday and Sunday. Before the first giveaway, no notice will refer to the prize that is to be presented to claim his prize.

PERSEVERENT!

Patient Peoria Hits Winner After Long Glass

PEORIA, Ill. — At last light, the Heart of Illinois Fair here scored a sensational upset in the horse races.

Given a good weather, an able rider, and some support from Illinois Fair, support, the fair pulled a record turnout of 77,540 paid customers, a new record for the fair.

Bob Park, formerly in public re-
tuations, starring in the Keystone Steel and Wire Company, serving as the fair's manager for the first time, was given much credit for the successful run. Publicity was outstanding.

In years under various managers, the fair invariably had suffered losses because of weather, weather, management, or other circumstances.

The fair operated with a great stand show, presenting acts booked the last Jimmie Don-

Every event will be entered for a flat area, a $300 foot 5 by $5 with a background 5 feet 3. The revised scoreboard for a competitive go getter show will be on the track and judging will be done by Mrs. Barbara Matthews, Southwick, Mo. Three generations have entered so far.

ILLINOIS STATE SIGNS TV, RECORD NAMES

Russell Arms, Mimi Benzoll, James Arness to Head Up Expanded Bill

SPRINGFIELD, Ill. — The Illi-

Ilinois Fair State, which for a num-
bber of years has featured name at-
tlets, this year will present a long list of TV and recording artists.

The names will be concentrated in two night shows, one August 18, the other August 17. Fair dates are August 9-18.

The opening night presentation will include Russell Arms, Brenda Lee, Bambi Lynn and Red Albrecht. Also featured will be producer-director Arness, who is Marshall Merrick, Jr., in the "Command" TV series, will be on the second night with Dennis James, Dick Shon, the Diamonds and Babe Ellington and orchestra.

The fair in recent years has fea-
tured such performers as Rob Hope, Jack Benny and Victor Borge.

Calif. State Resekds Ad Contest

SACRAMENTO — Deadline on entering the advertising awards contest is to be held during the Califor-
i State Fair & Exposition here is set for Sept. 6.

Awards will be presented from among advertising campaigns conducted within California as part of a national, regional, State contest. There are separate divisions for short and long campaigns of more than 10 months. Radio and television, outstanding newspaper features and news are also to be judged.

Governor Edmund G. Brown, Jr. will present the awards at the fall fair, and his annual awards banquet is to be held August 10 in Government Hall on the Fairgrounds.

J. Z. Ieas, the fair's advertising and publicity supervisor, is collecting all entries.

3 Granges in As Barrington Entries Open

GREAT BARRINGTON, Mass. — All grange units in the New England, Massachusetts and Eastern New York States have been invited to participate in grange exhibit com-

petitions at the Barrington Fair, September 23d. Alfred H. Russell is superintendent of the agriculture and livestock department at the fair.

All granges exhibiting shows of 700 or more will be given a special recognition regardless of size, and all granges scoring 85 points over will receive an additional $5 with the understanding that the exhibit will be kept for the duration of the fair. The Barrington Fair Association is offering additional awards totaling $100 covering the first eight awards with $50 as top award.

Every entry will be watered a flat area, 2 by 5 by 5 feet with a background 5 feet 3. The revised scoreboard for a competitive go getter show will be on the track and judging will be done by Mrs. Barbara Matthews, Southwick, Mo. Three generations have entered so far.

The Fabulous "KELLY"

New appearing of show throughout the Middle West

See Kelly starred in the title role of Un-

iversal's new Technicolor production "kelly and me." For open time, write or wire

CARLIE SMITH
543 N. Pinecrest
Wichita, Kansas

ASHLEY COUNTY FAIR

Hamburg, Ark., September 9-14

Contract details made at west—minimum of 3 Riles, 2 Shows, 25 Concessions.

Available to book under single agent.

J. W. SPIVEY, Fair Mgr.

Hamburg, Ark., Phone 1-3732

CRAWFORD COUNTY FAIR, MEADVILLE, PA.
AUGUST 19-24
West Cook House—Must see, high-day sale, establishment serving good meals at reasonable prices. Send specifications to Mrs. E. C. BALDWIN, CRAWFORD COUNTY FAIR ASSOCIATION, P. O. BOX 412, MEADVILLE, PA.
Weather Turnabout Aids Rocky Springs
Run of Good Weather Follows Rain and Cold of Early Weeks

LANCASTER, Pa. — Four periods of rain, snow and
hail have brought a pleasant turnabout to the Rocky Springs Park.
Early season activities have been
sparked by the change.

Local boaters have been
enjoying exceptionally good
weather to launch their vessels.

Three-Level Dark Ride Set By Wedemeyer

Run of Good Weather Follows Rain and Cold of Early Weeks

LANCASTER, Pa. — Four periods of rain, snow and
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weather to launch their vessels.

Three-Level Dark Ride Set By Wedemeyer
50 Members Guests
At URO Summer Meet

50 Operators, Comits
Attend URO Summer Meet —

DEERFIELD — Annual summer meeting of the United Rink Oper-
ator's Association (URO) was held at the Fireside Restaurant, Plymouth,
Mich., during week-long national championships conducted by the
United States Amateur Roller Skating
Foundation. Informal in style, opening with luncheon at which the URO
was host to members of the Manufacturers' Association of the Roller
Skating Industry. About 50 mem-
bers and guests attended.
President Robert Baker, Palomar
Bake, Lansing, Mich., opened a short business session following luncheon.
The only item of business on the agenda was the resignation of Mrs. Margrett Baker, URO se-
treasurer, as was her and her hus-
band, Perry B. Gile, have recently
moved from Muskegon, Mich., to devote full time to the
Rink-Cute, Inc., manufacturer of plastic floor coverings for the
skating rink industry. This resignation was unanimously re-
ceived and the motion was passed that she retain her
seat on the election next year.

At the URO Annual Skating
Foundation of America were re-
audited by Irving Bruce, York,
Pa., who served as auditor for the
Foundation, who covered the promotional program, which, he said, was a
advance outline of the full promo-

Creeley Skating School
Feeds Elaborate Program
GHERLIE, Oho. — Warren
Norexons, owner of Warren rink
here, announced that final plans have been completed for the ninth
Annual American Skating Institute
to be held at his rink July 29 to Aug.
10. This year's plans are the most
extensive ever offered, said Norexons.
Included will be special classes
for teachers, professionals, ama-
teurs and operators. There will also
be special classes during evening
hours for specific types of training,
consultation and seminars. Instruc-

tors are C. B. (Satch) Wilson, Norma Lee Johnston, J. W. Nor-
Ret.. and business operation sem-
inars.

from 10 a.m. to noon, each
day, classes will be divided into the
categories, teachers and operators
will have a chance to learn and dis-

cuss new trends, promotion, pay-

cut, show production, music and

dancing, class schedules, teaching
methods, publicity mailing lists, party promotion, d
termination, analysis of children's classes and

Schools for Skaters, Opa. Set
Up at Melbourne, Fla.

MELBOURNE, Fla. — A skat-

ing school industry school will be


Schools for Skaters, Opa. Set
Up at Melbourne, Fla.

MELBOURNE, Fla. — A skat-

ing school industry school will be


PARKS-KIDDIELANDS-RINKS

FOR SALE

The Billboard
473 East 10th, New York, N.Y.

FOR SALE

14 FT. 30 HD.

PARKS, RIDES, ETC.

FOR SALE

The Billboard
473 East 10th, New York, N.Y.

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**Canadian Dates Strong for Beatty**

**Maritime Folks Turn Out Big**

At St. John, Fredericton, N. B.

FREDERICTON, N. B.—Early Canadian dates passed out very well with the style Beatty Circus presents to make the people of the Maritime Provinces turned out in appreciative numbers.

The final U. S. stand was at Calais, Me., on Saturday (15) and the first stand Monday (17) at Calais and St. Stephens, N. B. on Sunday. The first stand north of the border was at St. John on Monday (15), which was big. The advance sale enabled the show to advertise three performances and an estimated 16,000 people saw the circus. Hotly television coverage via CBS-TV was arranged by GRF.

Fredericton, N. B., on Tuesday (16) was satisfactory, if not occasion-

**Record Rain Belts Pollock At Sidney, Neb.**

SIDNEY, Neb.—Polack Bros. Eastern Circus ran into what amounted to a record rainfall for its scheduled Saturday (20) show-

ing here and was forced to cancel the performance. The weekly evening, Alliance, Neb., originally scheduled for Sunday, was can-
atically, giving two near-full houses. This was also a Shrine promotion but the advance sale was light. Opposition came in the form of Hank Snow and his Grand Ole Opry Band who advertised to play for $150 a head the same day.

The Beatty show moved to Sioux for Wednesday (17), then was moved tomotion and screened a film by swing-back thru New Brunswick to get into Quebec Province. The show has three days to Montreal toward mid-August.

Major plug in Fredericton was centered on "Date with Diane," where Diane (Betty MacDonald) did a clatty bit against a background of cakelope music.

The show again came up against Hank Snow in New Glasgow, N. S., but held its own. While the country has been performing in 1,700, the circus had a three-quarter house at the matie and close to a full one that evening. A drizzle in the evening failed to hurt business and a late matinee did little or no damage.

**Marilee's Act Having a Ball In England**

LONDON—According to Lee and Mary Stith of the Flying Mar-

kets, they've never had it so good and they're looking forward to a good engagement with the Tower Circus this week, as at least 1,500 is the usual capacity as well as the Sunday day trade.

The flying act has been here for three months and are scheduled to be here another month of work. One of the big advantages, they say, is that they are torn down and moving each night. Instead they ride leisurely home on bicycles.

Average fare is very big and quiet. No popcorn, popguns or butchers and the apron has a good edge. Also, the people and also enjoying themselves, are the people of London, Troup and Alina Michaels and her Excess Baggage.

The Milt report they've had several offers to appear in South Africa and Swidas when the showennai. The performance was being televised with radio and personal appearances in almost every town of any size.

Bob Mathews takes exception to reception herein.
in their car inside of three months. The show recently purchased a new truck and the trunk was on at the original one was de

weren't huge when it turned out to be a truck to Calio. Sporting new features in recent weeks are the Alex

mooded by Mrs. John M. Roche and the Lea (Peg) Simmons, who came over from Los Angeles. Herman Simmons. Barbecue fish was the order of the day after
gone of the men who came had filled their
cists. The show purchased a new truck and the trunk was on at the original one was de

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Carnival Routes

- See page 85


Mid-South: Vicksburg, Miss., Aug. 5-10.

Southern Valley Jacksonville, Ala., Aug. 5-10.

Stony Point: Arkansas City, Kan., Aug. 6-11.


Strates: James E.: Clearfield, Pa., Aug. 6-11.

Strong's: Dallas, Tex., Aug. 6-11.

Banner: Atlantic City, N.J., Aug. 6-11.

Carnival: U.S. Lines: Cleveland, O., Aug. 6-11.

Chicago: Indiana, Aug. 6-11.


Zelma: Columbus, O., Aug. 6-11.


Ottawa: Cape Girardeau, Mo., Aug. 6-11.

Carnival: New Orleans, La., Aug. 6-11.

Lax: San Francisco, Calif., Aug. 6-11.

St. Louis: Kansas City, Mo., Aug. 6-11.

Winnipeg: Minneapolis, Minn., Aug. 6-11.


Baldwinsville: Oswego, N.Y., Aug. 30-31.


E. VII: Chicago, Aug. 31.

Opening: Palermo, N.Y., Aug. 31.


Oklahoma: Oklahoma City, Okla., Aug. 29-30.


Ashtabula: Ashtabula, Ohio, Aug. 29-30.


Cleveland: Cleveland, Ohio, Aug. 29-30.

Selden's: Canastota, N.Y., Aug. 29-30.

Cutler: Cutler, Ohio, Aug. 29-30.

Saskatoon: Saskatoon, Sask., Aug. 29-30.


CARNIVALS
Communications to 134 W. Randolph St., Chicago, 1, Ill.
JULY 29, 1957

RAS Starts Strong At Saskatoon Ex

SASKATOON, Sask. — Fresh from a record-breaking stand at the Edmonton Exhibition, the Royal American Show continued at the same pace here thru the first three days of the Saskatoon Exhibition, which opened Monday (22).
Equestrian and show grounds at the fair have been set at a new 15 per cent higher than the take for any previous year.
Weather during the first three days was generally good.
The closing three days will usually provide the biggest show of the year, with the last two consecutive three-day stands.

Leeds' Alpine, in Havan's

NEW CASTLE, Pa.—A popular semi-pro baseball field set up in the schoolyard of the school here last week, with ball game enthusiasts attending the games on the playground. The county fair will be held on this field and the games will be held on the green this year.

Carnival Sells Out in One Week

MOUNT VERNON, Ill. — Abolose to cut grosses for this year, the county fair will be held on this field and the games will be held on the green this year.

Newcastle Carnival

JULY 29, 1957

CONSHOHOCKEN, Pa. — Outlook for the Morris Town Show, fair route appeared bright this week, as the Pennsylvania Exposition was held on Thursday, and the corn show was held on Saturday.

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The Billboard

CARNIVALS

FAIRS — FAIRS — FAIRS — FAIRS

Charles Town, W. Va.
Prince W. Co. Fair
FULTON CO. FAIR
JUNIATA CO. FAIR
HALIFAX-NORTHAMPTON CO. FAIR
ZEBULON CO. FAIR
VANCE CO. COLORED FAIR

Food and Drink Stands. Well Framed Shows. Ride Foreman for Wheel and Chairplane at once.

WANTED

World famous illusionist, and former member of the Top Fair. Died July 30 of a heart attack while in route to St Paul from his home here.

PLAYTIME SHOWS

WANTED

For Foreman and second man for Breckenridge, Bunker House and Family, and Family Travel Shows. Must be reliable and have experience in Bunk Houses. Address all replies to MONTGOMERY CO. FAIR, Virginia Beach, Va. Phone 432-1400, Monday, Tuesday or Wednesday.

Special on PARAKEETS

Bills of top quality, Minimum order 45 Birds.

CAGES 50c EACH

SHIPped FULLY F.D. S. Los Angeles.

24-HOUR SERVICE

Durkee's Bird Farm
234 W. Chicago Pkwy. Phone: OXFORD 9-5210

Groscurth Gets Good Weather, Biz at Joliet

Scene and Snapp shows is concluding at Joliet, Ill., and would like to hear from farmers who might want les at Box C, that these shows are recently brought a Kiddie auto ride which, along with all, will be 100 of jobbers, and will be taken this Miami Beach for an uncle. The George Porter, who works a Chuck, Ma. with the recent bad weather, the recent bad weather in the Ohio City semi-central, was a July 4th holiday item, including many new rides.

Midway Confab

Joe Brown writes that following the close of Cahokia Dograce meet in East St. Louis, Ill., he will take a short vacation and then start on fair promotions.

Jack Dickstein, concession manager at Detroit's Kilgore Park, was recently elected chairman of executive committee of the Russell Johnson Theatrical Post of the American Legion. Bonnie Jean Downes was recently undergoing surgery and is recuperating at Mt. Mobile Home, Morgan City, La., where she'd like to get to.

Frank Curley, of the Lagune Shows, couldn't work his jewelry opalade at the Lowell, Mass., noon on holiday week, so he drove down and stopped at Kid Hope's concessions in Bristol, R. I. Result was a red one, and he used up more than 100 of jobbers, will be taken this Miami Beach for an uncle. The George Porter, who works a Chuck, Ma. with the recent bad weather, the recent bad weather in the Ohio City semi-central, was a July 4th holiday item, including many new rides.

Hubert's Museum

220 W. 42nd St., New York, N. Y.

Open all year round

West German (2,000 feet) state safety and particulars in first letter.

Kiddie Rides Wanted

We are looking for a few High Quality Kiddie Rides to add to our exciting line in our exciting park.

Cyril Fenner

303 24th St., NA,

FORDLADY, Wabash, Ind.

For Sale — Dodgem

King Mid. Mobile. Two Trailer Unit.

For information contact:

F. J. F. LADY

3014 Home, Detroit 39, Michigan

Phone: KINSMAN 5-2512

Agents — Agents — Agents

Central Council of the American Legion Councils of the American Legion.

Agents are welcome to write on general topics or to specialize in a specific area.

For Sale

3106 Fairley

ERNST 37, Detroit 17, Mich.

Phone: William 5-646

Carnival Wanted

For Fredonia Fair

With American Legion Post

Fredonia, Kentucky

200 West 30th, Quincy, Mass., or as per route.

Playtime Shows

Box 206, Quincy, Mass., or as per route.

Garrett Co. Fair — Oakland, MD.

August 12 thru 17 — Day and Night

Alfaior's Gympson, Steve, and Webster, Steve (a chimp Mayward), were all doing well. And the fans had done well. Car," home of the Dr. Franklins of Franklinville, Md., was announced that five sons who were associated with him in the business would continue operation of the show. Surviving beside the sons are his widow, four other children and 12 grandchildren.

GARRETT CO. FAIR

THAT'S NOT ALL

WANTED

For Foreman and second man for Breckenridge, Bunker House and Family, and Family Travel Shows. Must be reliable and have experience in Bunk Houses. Address all replies to MONTGOMERY CO. FAIR, Virginia Beach, Va. Phone 432-1400, Monday, Tuesday or Wednesday.

PLAYTIME SHOWS

Wanted for the following Top Fair and Expositions:

WEYMOUTH STATE FAIR

MARSHFIELD FAIR

TOPSFIELD FAIR

PLYMOUTH, N. H. FAIR

Multiple Sirens

CHARITY FROLIC

Multiple Sirens

COMMUNITY CELEBRATION

Followed by THREE MAINE FAIRS II OCTOBER 12.

CARNIVALS

Now booking concessions and shows for these outstanding fairs

Hootdene Operater and Manager. Want capable Op- erator, preferably a man and wife, to take over fully equipped Disco in excellent condition who can pay 50% of take at once. No advances or collateral risks will be taken.

Want capable Ferris Wheel foreman, also Second Man for other fairs. Address all communications to BARTON'S ATTRACTIONS, FROSTBURG, MARYLAND, this week, then see us on tour.

Address all communications to M. A. BEAM

Fun Beam shows

WINDSOR, PA. letters or only

Art B. Thomas shows unit # 2

Wanted, for the big ones.

Can place or more major Rides: Flyoplane - Rockoplane — Dodgeg - Scrambler — Spitfire - Tubs of Fun — Spinorama - Rocket — Comet - Paratrooper - Looper - Capillair.


CONCESSIONS: Photo Shop - Long Range - Glass Pitch - Hats - Age Scale - Hi-Striker - Roman Targets - Fish Pond - Parakeet - French Fries - Custard - Basket Ball - Ball Darts - Short Row Hi-Char - Hoop-La - Break the Record. No gypsies.

All replies to ART B. THOMAS UNIT # 2, per route.

Playtime Shows

Want for the following Top Fairs and Expositions:

WEYMOUTH STATE FAIR

MARSHFIELD FAIR

TOPSFIELD FAIR

PLYMOUTH, N. H. FAIR

Multiple Sirens

CHARITY FROLIC

Multiple Sirens

COMMUNITY CELEBRATION

Followed by THREE MAINE FAIRS II OCTOBER 12.

HANKY PANKS, EAT AND DRINK STANDS. Well Framed Shows. Ride Foreman for Wheel and Chairplane at once.

PLAYTIME SHOWS

Box 206, Quincy, Mass., or as per route.

Wanted

For Foreman and second man for Breckenridge, Bunker House and Family, and Family Travel Shows. Must be reliable and have experience in Bunk Houses. Address all replies to MONTGOMERY CO. FAIR, Virginia Beach, Va. Phone 432-1400, Monday, Tuesday or Wednesday.
SECOND CALL . . .
Mc Dermott Amusement Company, Inc.

GIGANTIC CENTENNIAL CELEBRATION
Cicero, Illinois
AUGUST 15-25

250,000 PEOPLE WILL ATTEND

WANT

CONCESSIONS—Baseball Pitch, Hoop-La Rings, Small Striker, Country Store, 3-Ball Mechanical Bucket, Six Cats, Milk Bottles, Penny Pitch, Punks for Punk Racks, Slot Roll Down Tables (wax for stalk), Jewelry Spindles, Nickel Roll Boards, Huckle Buck Keys, Junior Bear Blocks, Pitch-Tilt-You-Win, Dom Family, Spot the Spot Boards, Guess Your Age, Guess Your Weight, Winch-La Blocks, Cake Bottles, Add-A-Ball, Addem-Up-Darts, Balloon Concession, Jewelry Spindle and Jewelry Stand, Glass Pitch (wax roll inclusive), Longie Pitch, Bear Pitch, Parakeet Pitch, Derby Racer, Concessions of all descriptions. Nothing conflicting with these dates. Limited space left.

Sam Solomon (Concessions Manager)
5009 NORTH SHERIDAN ROAD, CHICAGO 40, ILLINOIS
PHONE: Loglanbe 1-5576 or 1-5555

WANT—CONCESSIONS—WANT

KALAMAZOO, MICH.
AUG. 19-24
SAMODEY, MICH.
AUG. 20-24
JACKSON, MICH.
AUG. 24-30
NELSONVILLE, OHIO
AUG. 26-31

Applying Letter Only To GOODING AMUSEMENT CO.
1200 NORTON AVE. COLUMBUS 8, OHIO

ROHR'S MODERN MIDWAY
Big Mamreause Glociandra Festival, Henderson County Fair, Yates City Centennial, Plymouth Old Settlers, Hoopeston Sweet Corn Festival, Ford County Fair, Streator, III. and others to follow. Those joining now given preference. Want Scales, Foot Longos, Lemonade, Dish Pitch, Short Range, Long Range, Novelties, Fish and Hanky Punks only, Mechanical Show, Penny Arcade. Want Couple to operate 35-foot Trailer Cook House. Frank Meyers needs couple to operate Phonola. No flots or gypsies. Want Hanky Punks and one more major or Kiddie Riders for Cullom, Ill., August 8, 9 and 10.
FRANK MEYERS, Concessions Mgr.
PHONE 3-515

$100 PER WEEK ABSOLUTELY
For Little Beauty Merry-Go-Round and Big 8-Wheel Ferris, To qualify you must have 100 Child Tickets. Have to return all children who ride, also girls who ride.
DE-LUXE SHOWS BOOKEVILLE, ILLINOIS
Phone, Roland 6-3811 between 9:00 and 11:00 no caller calls or wires

PARAKEET S

PARAKEETS
Wells-Phone-Wins
For Prizes on Live Black
A Hooped Polly. A Furry Ball
Jewelry in Lowest Prize.
fine in CHROME CAGES
$40.00
Big Fish
All Set Up
CHICAGO BIRD & CAGE CO.
308 W. CHICAGO AVE.
Phone, Weimer 5-4131

CRIME SHOW
FOR SALE OR LEASE
10 foot Residence. Complete, Built 1924. Ticket Box, Amplifiers and Sound System. In recent use. Also a Complete Set of Display Boards, Picture Frames, and Concession Equipment of all kinds. Includes a Cut away Car, etc. All in excellent condition. For Sale.

CHARLES STANLEY
Coney Island Amusement Park,
Phone: Beachmont 1-7800 and ask for Stanley

STREATOR LABOR DAY ASS'N

Downtown Midway, August 31, September 1 and 2
Novel Platform Acts, also Flying Trapeze, High Board
Fred Kanani, Chairman
1130 E. Elm St. Streator, Illinois Phone: 5-258

NO. 5 ELLIE

All roused, costumed, very mobile, 5,000 lbs. $1500.00. Does all kinds of rousing acts. Can control birds and trained animals. Also has animals. Can work Willow Grove Park. Kent, Ohio.

J. PILE

E & O Insurance
310 W. Magnolia Street
Phone: 543-1653 or 5136

HAVE A SPLASH ON KID RIDES

For week of Aug. 22 to 28.

P. & J Amusements
P.O. Box 55
Middletown, Ohio
Have Splas on Kid Rides for sale.

FOR WAIFS

Manchester, Iowa, Aug. 3 to 6, 3 to 6, Aug. 12 thru 15.

Dyer's Greater Shows
Bryan, Ill., July 29-Aug. 3

WANTED IMMEDIATELY

For news or story, Kid Kites or Phonola, Pictures. All Concessions open except Clubhouse and Rides.

Dyer's Greater Shows
Bryan, Ill., July 29-Aug. 3

MIDGET OR DWARF WANTED

Will accept 50 orates or one agency to sell WALTER WILKINS
Actor, Players Theatre, Lancaster, Ark.
Male S-how in San Francisco.

FERRIS WHEEL ELI NO. 5

For Sale
HUFF & DICKSON
1871 Duff Rd., Nashville, Tenn.

PRICE $7,000

Write 3297, The Billboard

SPECIAL PRINTED TICKETS

The Toleda Ticket Co.
326 N. Union St.
Toledo, Ohio

TICKETS to every description. 50c, 75c, $1, $1.50, $2.50, $3.00, 50c each in auto, for 10c. Block for immediate ships.

ALSO SPECIAL PRICE ON RODNEY JONES "THE TOLEDO TICKET CO."

GIRLS—GIRLS—GIRLS

For Hollywood Studio and French polished 10 large rooms, 3 small offices and workshop, 10 large and 10 small bedrooms. With all necessary equipment for any business. Situated on a well-trodden street.

CATALOGUE ON RODNEY JONES "THE TOLEDO TICKET CO."

ROHR'S MODERN MIDWAY
Big Mamreause Glociandra Festival, Henderson County Fair, Yates City Centennial, Plymouth Old Settlers, Hoopeston Sweet Corn Festival, Ford County Fair, Streator, Ill. and others to follow. Those joining now given preference. Want Scales, Foot Longos, Lemonade, Dish Pitch, Short Range, Long Range, Novelties, Fish and Hanky Punks only, Mechanical Show, Penny Arcade. Want Couple to operate 35-foot Trailer Cook House. Frank Meyers needs couple to operate Phonola. No flots or gypsies. Want Hanky Punks and one more major or Kiddie Riders for Cullom, Ill., August 8, 9 and 10.
FRANK MEYERS, Concessions Mgr.
PHONE 3-515

$100 PER WEEK ABSOLUTELY
For Little Beauty Merry-Go-Round and Big 8-Wheel Ferris, To qualify you must have 100 Child Tickets. Have to return all children who ride, also girls who ride.
DE-LUXE SHOWS BOOKEVILLE, ILLINOIS
Phone, Roland 6-3811 between 9:00 and 11:00 no caller calls or wires

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Wells-Phone-Wins
For Prizes on Live Black
A Hooped Polly. A Furry Ball
Jewelry in Lowest Prize.
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HUFF & DICKSON
1871 Duff Rd., Nashville, Tenn.

PRICE $7,000

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For Hollywood Studio and French polished 10 large rooms, 3 small offices and workshop, 10 large and 10 small bedrooms. With all necessary equipment for any business. Situated on a well-trodden street.

CATALOGUE ON RODNEY JONES "THE TOLEDO TICKET CO."
MERCURY SHOWS
HIGHLAND, ILL. FAIR, JULY 31-AUG. 4
WASHINGTON, MO. FAIR, AUG. 7 THRU 11
FOLLOWED BY ALL FAIRS UNTIL OCTOBER
CONCESSIONS: West Short Range, Photos, Basketball, Belles Dances, Ditch, 
Owen, Bob Reed and all Monky Punks.
SHOWS: Can play clean good-Grind Show.
RIDE: Will book, buy or lease good clean Octopus.
All Replies: Bob Alsobrook, Mgr.
Highland, Ill.; this week, Washington, Mo., next.

ULEY REITHOFFER SHOWS
GREATERTROY, PA., FAIR,
AUG. 6-10
SUMMIT: PA., COMBINED FIRE, POLICE & CITY BAND CELT,
AUG. 12-17
ABBOTTSTOWN, PA,
AUGUST FAIR, AUG. 13-20
FORSKILL, PA.,
SULLIVAN CO. FAIR, AUG. 16-20
SHOWS—Two Girl Shows and other Shows of merit. Fairs and Bill Shoemaker.
RIDE—Book any Ride not conflicting.
Wire Uley Reithoffer, Troy, Pa., Fairgrounds.

AMUSEMENTS OF AMERICA
5 thru 10, and a long run of Fairs, starting Bataan, N. Y., Aug. 12—Closing
Charleston, S. C., Nov. 9th, then Florida for the Winter.

Hanky Punks of all kinds. Girls for Tony Mason's Girl Shows (John, Louie, Judy,
contract.) Acts for Dick Hubler's Side Show—Swampy Twenty, Ticket Seller. Sally
Gills, salaries guaranteed. Johnny Carpenter, Chief Wagonmaster, contact. Will book,
Scouter, Roundup, Scavenger. For men 1957 1st and 2nd, also Fairsmen for Wheel and
Rattlesnake, Second Men on all Rides. Wives as Ticket Sellers.
ADDRESS: CANNONSBURG, PA., THIS WEEK.

PAGE COMBINED SHOWS
Want for Ithaca, N. Y. Fair, August 5-10, day and night play; followed by Sandy
Creek, N. Y. Fair.
West Eating and Drinking Stands, especially Custer and Waffles. Want Stock
Concessions of all kinds, and also Derby Races.
SHOWS: Big Snake, Life Show, Pat Show, Monkey Show, Wildlife or any type of
Family Show. Also Mutesmans.
RIDE: Scrambler, Roundup, Dark Ride and Coaster. Want 1st Foreman to join
on wire. Top salary. Second Man who drives for all Rides.
All replies to Bill Page, Towanda, Pa., Fairgrounds.

BUFF HOTTLE SHOWS #2
Want for Logan County Fair, Indiana, Ill., Aug. 2-8, and more bona fide Fairs to follow,
Including Franklin, Ill.
CONCESSIONS: Book-The-Record or Dish, Pitch-Tilt-Your-Wife, Queen Your Age and
Weight, Cake Scales, Custer, Ice Cream Dip and Paint-It Pitch.
LEONARD MELL WANTS ALIBI AGENTS
SHOWS: Keg with Sunproofed Chocolate, please contact. Want Monkey, Snake,
HELP—Want a good man who drives and does not have car.
Dell Sims, please contact me. All People contracted for Franklin, Ill., please contact
exact forecast. Space at a premium.
All replies to ROMEO BURKH, Mgr. Sterling, Ill., this week.

UNITED EXPOSITION SHOWS
WANT FOR STRING OF SOUTHERN FAIRS. RIDE HELP who DRIVE. COME ON
ESPECIALLY WANT WHEEL, FOREMAN, NICE LIVING QUARTERS IN TRAILER.
ALL MUST DRIVE.
CONCESSIONS: Harry Punks, Buckets and Grind Store Agents for office-owned
Concessions. West Range, Photos, Basketball, Belles Dances, Ditch, Owen,
Lumber Boys. E. P. McCarthy and Jim Cunningham went Grind Store Agents.
What have your Contact
C. A. VERNON, Mgr.
Hunting, Ind., Fair this week: Bedford, Ind., Fair follows.

BIG FOR AMUSEMENTS
WANT—WANT—WANT
Will book Hanky Punks on all kinds that work for stock. Also want Long and Short
River Walk versus Horse's Assumptions, Aug. 7-15 (300 Mississippi Ave.), Rockford, Ill.
Forest Park, Ill., Celebration Day, & Band Day. Fairs, Aug. 19-26, E.
Contact RUSSELL MARTIN, as per route.

STAR AMUSEMENT MIDWAY
Cass City, Ind., Street Fair: July 30-Aug. 3; Angola, Ind., Steuben County Fair, Aug. 6-10;
Antwerp, Ohio, Homecoming and Fair on Streets, Aug. 12-17; Memphis, Ohio, Aug. 16-20.
Can place a few more Hanky Punks, 34 flats or gypsies. Can use a few good Rice
when once either drive or manage. Drive and shop, stay where you are.
Address all mail and wires to MANAGER, per route.

KING REID SHOWS
NOW BOOKING FOR FAIRS
We are now contracting additional Rides, Shows and Legitimate Concessions for all
Our Star Route of State and County Fairs.
WANT Mandorlades, Animal Show and Grind Shows.
Want Posing and Dancing Girls, Talker, Trumpone and Trumpet for Minstral Show. Eunice
Johnson, contact Lawrence Williams.
Bill Chalks wants for Super Side Show, Novelty Acts and Inside Men. Red Friend, Bake
Duggan and Sam Alexander, answer immediately.
Can also use good Cook and Waiters for Cookhouse.
RIDE MEN on all 15 Show-owned Major Rides. A Designer-builder for mammals Kiddieland.
W. R. Fritts, contact.
WANT Round-Up, Scrambler, Roll-O-Plane, Roller Coaster, Turnpike, Hot Rods.
July 29-Aug. 3
Old Home Week
Woolstock, N. B., Canada
Aug. 6 & 8
Victoria City Fair
Aug. 10-17
State Fair
Aug. 20-24
Knox County Fair
Aug. 25-Sep. 1
Champlain Valley Expo
Sep. 2-8
Vermont State Fair
Union, Maine
Rutland, Vt.

WILLIAM T. COLLINS SHOWS
Can place clean Cookhouse that caters to Show People. Alex Crab Stand for the balance
of season, starting Cedar Rapids, Iowa, Aug. 15.
Can also place with many touring Fairs. Want some around work. Must be licensed some
drivers, either and reliability. Can place a few who drive and work in all departments. Can
place a few good boys.
All Replies: WILLIAM T. COLLINS, Mgr.
North Dakota State Fair, Minn. M. 21.

BILL SUTHERLAND
Contact me at once. You were with me on Cattle Show.
E. STAPLES, M. & P.
Alexandria, Texas, this week.

RIDES FOR SALE
Party & 15 Personality Harry-Goodwill with
Sub-Side Show, A Trip to Bunker Hill, Band Day,
Pond, Ryde, Picturesque, Dr. Cook. Can be
booked for any Fairs, Barns, etc. Also can
be placed for office-owned Rides. Other rides live as an option for any parties or
fairs. Can be placed by simple contract.
E. STAPLES, M. & P.

CANTÉE'S TRI-STATE SHOWS
Want Hanky Punks. Want Shows of media for Queens Lodge Ellis, Linden Blvd,
337 St., Jamaica, Long Island. Want Ride Help for Fair's Wheel, Merry-Go-
Round and Carousel.
JIM CANTÉE, Lynbrook, N. J. Phone: Green 3-8380.

KEY CITY SHOWS
West Agents for the Following Fairs—Mississippi Delta Fair, Before Berne,
Concession—Good. Send up and looking for work at all Eastern locations 4:00 for
Perry, Ind., this week; Greenwood, Ind., next week followed by Marion, Ind.; Louth, Ind., Steuben, Ind., and Will County;
C. E. B. PERN, Perry, Ind., Pernburg.

ATTENTION AGENTS
Can place reputable and when Agents who are interested in exploring Grind, Shows,
Fairs, etc. All must be reliable. Send full particulars of offer and engage, but not
MISSISSIPPI FAIR, Jackson Co., Miss.

WASHINGTON FAIR, Sandusky, Ga., Sept. 30-
Cherokee County Fair, Canton, Ga., Sept. 16-
Northeast Georgia Fair, Gainesville, Ga., Sept. 16-
Cherokee Indian Fair, Cherokee, N. C., Sept. 23-28.
Followed by Jackson County Fair, Marianna, Florida.
Especially want large Cookhouse for Gainesville, Cherokee, Dothan and Marianna. All
are excellent Cookhouse spots.

Also want Dodgem, Round-Up and Coaster beginning at Gainesville, Ga.
All replies SHAN WILCOX, Box 144, Panama City Beach, Florida
Phone Adams 4-2861
FOR WANT... [text continues]

IONIA FREE FAIR
Ionia, Mich., Aug. 4 thru 10

MISSOURI STATE FAIR
Sedalia, Mo., Aug. 15 thru 25

CALSPLACE nice-equipped world-wide Cried or Rally Shows that do not conflict with what we have.

WANT Helicopter Rides to join immediate flying for entire circuit of fairs ending Nov. 23 in Jacksonville, Fla.

WANT religion Septemdated Handy Fair Continuance and all Retail and Drinking Stores, Bill Murray wants his clients to contact him. Hire Westwood aves.

YOUNG MAN PREFERRED WHO COULD REFERENC FEATHERS. MUST HAVE SOME KNOWLEDGE OF BOOKKEEPING.

All Address:
CETLIN & WILSON SHOWS
This week, New Castle, Pa.

A GOLDEN OPPORTUNITY
FOR SAID THIS FALL—a 10-Ride Show in the Midwest with 14 Fairs, plus Celebrations, with 3 and 5 year contracts on these Fairs. This will stand is thorough investigation. All equipment, including trucks is late model and in A-1 condition. You can travel with your family and have all comforts of home. This is the greatest opportunity ever offered by a professional promoter. All rights to FLODDY D. Kile, Aug. 1st, Fair, Moosefield, Pa. This week.

MICHIGAN COMMITTEES
Beautiful set of 8 brand new rides available for Homecomings and Celebrations. WANTED: Forome for Ferris Wheel and Spinners week of July 10, Lexington, Michigan.

DELUXE RIDE CO.
Permanent Address: P. O. Box 200, M. Clinton, Michigan

WANT FOR 7 SOUTHERN FAIRS
Sept. Sept. 10, all winter in Florida.

CHARLIE GRIFFS WANTS

SLIM STOUT WANTS
One Count and one Pin Store Agent

BOSS CANVASMAN & TICKET SELLERS WANTED
To solve immediately. Must drive vans. Join or write.

J. SCIORTINO
W. O. Wade Shows, Monroe, Ind.

CRYSTAL AMUSEMENTS
Want this new and all violin-good opening for Pogo. You can have 10 weeks in the fall. I am looking for a good man. Any Handy Park not conflicting. Any good Park will do. Contact.

All replies Geo. Clyde Smith Shows
Salina, Pima, this week; Scalp Level, Pima, next week.

EAGLE RENTAL HALL
AUG. 15-17, Kalamazoo, Mich. Free admission for all patrons. Contact: ADAMS, E. J., P.O. Box 200, M. Clinton, Michigan

WANT RIDES MIP. Wheel Foreman and Helper on all rides.

WANT SHOWS FOR FAIR ROUTE: Columbus, Ohio, Wentz Park, July 30-31. Wapakoneta, Ohio, Fairgrounds, Aug. 5-7.

BRAUCH BROS.' SHOWS
"WISCONSIN'S CLEANEST MIDWAY"
Can use the Concessions—Prove, Advertising, Age and Weight, nothing that places for those.


PEPPERMINT AMUSEMENT CO.
Wants near small Colorado or Tilt Down crib that can show to those folks. Showing Insane machinery. Will be the best ride in the Land. Will show. Photos, Short Range, Dark Shows. WANTED: Agents for Bear Fights, Girls Fitch and Fitch Exhibitions. Contact: Local Office.

ROBINSURG, IOWA, THIS WEEK

SUNSET AMUSEMENT COMPANY
ROME المجتمع FREE FAIR, ROCHESTER, MINN., Aug. 6-11

WANT Girl Show with own outfit. Also Canned Shows. Can place Catterpillar promoter who can take turns. Also Second Men who drive vans. Write Henry Parks and Ball Carni. Address:

WEBSTER CITY, IOWA, THIS WEEK

SCHAEFER'S FOR FUN SHOWS
WANT FOR ALL FAIRS
Prospect, Minn., Aug. 4-7. ST. CHARLES, IOWA, AUG. 1-4.

TOMMY BUCHAN, HOWARD Y. BARY OR DAVE FINEMAN CALL AT ONCE

FRANCO RICHARDS

AGENTS WANTED AGENTS
Who are capable and can follow orders for Basket and Six-Cat. Charlie Walker and Smokie Elicker, get in touch. Strong route of Fairs and Celebrations. All replies: Frank Duneke, Fairgrounds, Osgood, Ind.

EVANS UNITED SHOWS
HAVE OPENING FOR LEGITIMATE CONCESSIONS

THE BILLBOARD
JULY 29, 1957

FOR MIDWAY OF MIRTH SHOWS
WANT BINGO—STARTING WEEK AUGUST 5
All Fairs to Follow. CLOTHING NOVEMBER 1
Also want High Stakes, Million Dollars, Add-Em-Up Parties, Black Pick, Hoopla, Dinch Fitch, Bowling Alley, Stock Concessions only, no flats.

This week, Kimbundy, Ill., CERENAL; WEEK AUG. 6—URBAN, ILL., FREE FAIR; WEEK AUG., 12—NASHVILLE, ILL., FREE FAIR; WEEK AUG., 20—ELDORADO, ILL., FREE FAIR; WEEK AUG. 27—STONEFORD, ILL., OLD SAILORS AND SOLDIERS' REUNION; THEN FIVE ARKANSAS AND MISSISSIPPI FAIRS TO FOLLOW.

Address: Par Route Above
Shows—Rides—Concessions

Great Hagerstown, Md., Fair, Aug. 12-17
Can place all kinds of acts, Eats, Concessions, Costumes, Jewelry, etc.
Rides of all kinds.

Taswell Va., Aug. 12-17
Can use all types of Concessions.

Marlinton, West Va., Aug. 12-17
Concessions of all kinds, Eats, Costumes, Photos, etc. Will book a few Rides.

Ronconverete, West Va., State Fair
Booking all kinds of Concessions, Everything open. Also Shows and Rides.

Gold Medal Shows
Johnny J. Denton, Owner
David E. Fineman, Con. Mgr.
Hinton, West Va., This Week.

Motor State shows #2
After Genoa, can place Popcorn, Apples and Floss. Harrison, Mich., Fair, follows, all replies to F. Dickson

Genoa, Ohio

Lawrence greater shows
Want for payday. Henderson, Mx., now, with downtown Evadale, Ind., to active
Jr. Fair, Williamstown, West Va., Aug. 11-13, YOUTH Fair.
Shows: Any Gold Show with extra rides. Also place including Girls Show for our
rides. Place, Illinois and all Mid West not promising with more
rides.
Fair for Girls 80c. Will pay 25c. to any Girls who wins boys.
Kiddie Rides, The specialty and selling for Popcorn, Candy, Rock Sugar, etc.
Rides of all kinds, Eats, Costumes, Photos, etc. Want Wheel Foresman. Must drive.
Fair Secretaries in Tenn. and Ala. Have Labor Day and other weeks open.

Gala Exposition Shows
Concessions: Want Concessions of all kinds, nothing over 50 cents.
Shows: Any good show of merit. Want Girl Show for Houston, Texas.
Rides: Can use more flat rides of any nature.
Help: First and Second Man who drive and have Revenue.

J. A. Gentsch Shows
Want for one of the biggest Fairs of the kind in the South, Richmond County Fair, Philadelphia, Miss., want of Aug. 3, 5 Big Days and Nights. Over 100,000 paid admissions last year with plenty more big Fairs to follow until November.
Want Wacky Ponies of all kinds, Girls and Boys. Also Concession that will pay 50c. to any Girls who wins boys show people. Want Agents for Girls and Boys. Have show with book. Children's Wagon. Girls and Boys. Want Agent for Girls show people. Want one good 3-year-old.
Want Wheel Foresman and Steersmen, Band Piles and anyone who has worked on Fairs before, any part of country.
Call or Wire: Boss Haugeton at 525.
All replies to J. A. Gentsch Shows, Rascalouke, Miss., this week.

Reward—$50—Reward
For information regarding
William A. (Dutch) Desch
We lost working on Long Range Cattle, Home in Akron, N. Y, All replies to
Carl W. Carlin
Phone 4103
Hoboken, Ohio

Want
Jewelry, Groceries, Produce, Pork, Butter, Pickles, 5 or 10 Cents each. Want Alm Camp with Concession. Also Gifts for Girl, Show, Bull vendor. Manager. SHORTER GREATER SHOWS, Cameron, Wis., July 25-31; Minnepa, Wis., Aug. 14-16.

Help Wanted
Three Boys and Girls on Muttonride and Kiddie Rides. Also Cindy Floss Concession.
New Castle, Pa., until Aug. 1st; then finely, Floss, Cindy, Floss, etc.
Earl Purtle
Celina and Wilson Shows

Mo-Ark Shows
Want Wheel Foresman and Steersmen, Band Piles and anyone who has worked on Fairs before, any part of country.

Lewis Garner, Mgr.

Want to Book
Any kind of Riders, Shows and Concessions and selling for Pioneer Fair Empire, Kansas. Contact
Maddox Bros.

Want to Book
COOKHOUSE FOR SALE

H. M. Minnich, Sec.

Merrimans Midway Shows
Can book for all Boys. Celebrate shows and Concessions for Pioneer Fair Empire, Kansas. Contact
Maddox Bros.

Rally Bro's exposition shows
Rally Bros. exposition shows
Want for Remona Rights, N. C. Exchange Fair, August 9-17, followed by Frankly Co. Fair, Rocky Mount, Va., August 12-17, and sold out of dates until November 1954, Georgia and Florida.

For word or pictures show. Rate 1.00 per line, 6 lines for $5.00, add 2c. for each additional line.

SMILEY'S AMUSEMENTS

TIVOLI EXPOSITION SHOWS
Want for Effingham County Fair, Atalanta, Ill., Aug. 3-6; than 1 million dollar payroll at Chamber of Air Fare, Monticello, Ill., followed by Henderson County Fair, Ill., and Paris County, Mo., the same date as Effingham County Fair.

Contact H. V. Petersen, Mgr.
Fairgrounds or Utica Shale, Effingham, Ill., This week, Abilene, Ill., Fair The Following.

GEM CITY SHOWS
Want for Kankakee, Illinois, Fair, Aug. 4-18. FOLLOWED BY THE MISSISSIPPI VALLEY FAIR, Davenport, Iowa, 1957-12 OTHa RIDE FAIR TO FOLLOW

Neshobe Fair, Kensington, Wis., Sept. 12, 1957.

Chicago, Ill., Illinois
wounds in the encounter. He underwent surgery the next day in Vention, where his condition is reported good. Porter would like to hear from friends.

Turner Scott writes from Day-
na Beach, Fla., that he has signed to again provide the rides for the Largo Attraction, to open in Or-lando, Fla, November 21-21. After closing his permanent ride spot at the WINTER GARDEN, having to take his rides on Southern Lairs.

La Vern Martin, of the Charles Rodgts Side Show, who closed July 28 at Riverside Park, Agawam, Mass., to, meet the Cattle & Wilson Shows, celebrated his 73rd birthday July 17, receiving gifts from show personnel, including a tote bag from Mr. and Mrs. Rodgts and their daughter, Joy, recently of Purvis Glamer Revis, who is to join her parents soon at Tulsa, Ill.

Mr. and Mrs. H. L. Caro, who have concessions and a girl show with the B & H Shows, recently took delivery on a trailer at Semi-

cola, Okla. "We are all well," at Edmond, Okla. "Marie M. Feathers gave a July 10 birthday party for her husband, Archie, former of the Jet Comet ride. Attending were White- son, Jack, Newberry, Fla, and Belle, Pay Day Shook, Robert and Margaret Munro, Charles Hurd, Fred Ferris, Warren Volt, Huey Voine, Pat Monet, Dick and Jewel Shelly, Sandy Pedro, Bud Buttrillter, Nick Nichols, John Ohly, Don Hoyd and Jerry Kemper, Johnny Glover, Sweden Kacilowski, Biter Littlefinger, Mary Caroline, Gila L. Smith, Ruth (Gibbs) Moore, of the late 1930's, is recovering from surgery in Oklahoma City, Okla. The Providence Journal on July 23 ex-

posed a full page story of her recovery written by George John Venditto written by George John Venditto. It traces Venditto's prog- ress from early greedy cabal- man days to ownership of one of Rhode Island's better-known shows.

Fred C. Landrags, manager with the Hall and Leonard Side Show, on World of Pleasure Shows, was a guest at the magician's Round Table dinner in the Drake Restaurant, during a recent visit to Chicago. Currently visiting with the Landrags and their son, Charles, to World of Pleasure Shows, of Mrs. La-

renehuse, Yoynon, Tex., mother of Mrs. Landrags.

Georgia Amusement Company, Inc., who manage the Race Moun-
ing, was awaiting delivery of a new Round-Up 5. Scott is guest of honor at a surprise birthday- day party, Slim and Virginia Rice are attending. Same are attending and Mr. and Mrs. John Scott have a new Round-Up 5 trailer. Also, Velma Saunders recently pur- chased a new concession trailer. Whizer and Louise Hassn of Round Table visited by their niece and nephew, Mr. and Mrs. Rossel Subject, of Dearborn, Mich.

I. T. Book

W. Haverson

WEST HAVERSTRAV, N. Y.

A week on the Food Fair will here be played August 13-17 the I. T. Shows following an appearance at Orange County Fair in Middletown. The concrete string-constructed, 150SEAT decision super- market and provided the show with a high ticket return.

Italian-American Club, sponsor- ing the event, will have Thursday (July 17) with a State Youth Day promotion. The event was presented in the state capital. The Mission Show did a good week's business on the lot in early spring.

Manning Views End of Rugged Mountain Hauls

HINESVILLE, Ga. - Spotty business during the still date season has dogged the Rock Mountain Shows, which climaxed a series of long, non-results.

One problem has been good

head in hand with the routing pattern, has finally been licked and the boys are now re- spected to have a beneficial effect on receipts.

A good July fourth date at Fort Campbell, Ky., helped somewhat, and the young people from Stewart, Ga., who provided one of the poor dates of the early season, are now better next time since a large move- ment of late has been made in for summer monopolies.

Fair season gets under way under the first week in August, in Lynchburg, Tenn. The show, which has dogged to do some good business on its three stops in Yaquina County, W. Va., to rocker York in Poughkeepsie (West Haverstraw and Newburgh).

Irvin Burton has departed with Will and the Rock Mountain Shows, of O'Connors, boy has left also. A Late Show has been added and otherwise the midway is basically the same as during the early still season, with George Belch, Murray Levitt, Harry Ruben and George Beachy are most evident, and Mr. and Mrs. Howard continue with the Bill Jones Bingo.


This season is fifteen 15 or more sides and about three dozen concessions.

For all the greatest R. T. Shows, you may see Joe at the helm. Joe hot, and the Rock Mountain Shows are sure to be here at your nearest show.
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Pipes for Pitchmen

By Bill Baker

FOR MANY YEARS...

written "Midwest Diving" in the Pipes column, but have been lax about sending in pipes since I became disabled," writes old-timer Harry H. Kischel from the Elks National Home, Bedford, Va.

I have seen but very few pipes friends in recent weeks, so Loyd Long in the July 15 issue was a pleasant surprise. Have just written to him and would like to write to others. I know. So you guys and gals, drop me a card or letter, send a few in pipes or do both. It's been a long time.

In the same issue, I've seen a pipe by Gilley Bartok, Joe Edwards, Jack Hamilton, Doc Bab Sheriff, Mooney, and Madeline Began, Roster Doss and others. Several friends on the Rugling show visited with me when the show played nearby Urbana, Va., and I ask this opportunity to extend an invitation to pitch folks to visit with me when any of them are near Bedford. They'll be royally entertained and seasoned pipe-'s can cut a few. Why don't you all make it a point to pipe in the Pipes pages week after week and never meet old friends. Incidentally, I'm just about to send a letter.

The basis of Prof. Jack Scharding's claim of being a pipe-smoking propa
gand in place to which in life retirement was a cupped enclosing service form, showing a panoramic picture of 77 girls competing at the Northwest Pennsylvania contest there. The good Professor regrets that he had in traded to work the Oklahoma City Semi-Centennial but it is good now that my close-up and his nearby received by him on the event indicate that packings are to some who could be safely called out," said Jack, whose first snob was from the Ethel and Mary State Fair, Springfield. Sargent reported that he has a shipment of pipes from Canada and that he will let the boys know how they go.

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JULY 20, 1957
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Red Flock Shield on Wool Felt

The Hottest Item for Shows • Fairs • Carnivals

They sell all right Beautiful, in 7 colored handsome effect. They're a handsome Size 3 inches by 3 inches. Personalized with assortment of 150 popular names. Also blank to stamp in any name. Transparent plastic. Fitted setting neatly on lapel.

Send for free sample, price list and full particulars.

ACME EMBLEM CORP.
18 East 16th Street
New York 3, N. Y.

**1957 Fair Dates**

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Continued from page 94

**1957 Fair Dates**

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**1957 Fair Dates**

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**1957 Fair Dates**

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Ark. Ops Detail Dime Conversion

Association Public Relations and Location Calls Cited Key Factors

LITTLE ROCK — Most of Hansa County, Ark., except a few counties and music operators in the county, have converted to the dime conversion within a year, according to a recent survey by The Billboard disc." 

Dime play has been spreading fast in the State, since Little Rock information about the change-over late last year.

Calif. Ops, Servicemen To Unionize

V. Passaro Heads New Group; Plan AFL Affiliation

LOS ANGELES—Local No. 2, National Union of Disc Jockey and Coin Machine Operators, has been organized here with Vince Passaro, former California Music Merchants Association local representative, to serve as the business agent.

Passaro, who resigned his CMMA post July 1, said that charter for the union for California has been accepted by the AF at his office here on Monday (22).

The union, Passaro explained, will be in membership both operators and servicemen. Voting will be limited to the servicemen.

NUAECHIOR is headed, Passaro said, by John Testo of Cary, Ill. At present there are 11 locals with the union heading for affiliation with the AFL when 25 units have been organized. Testo, who is the general organization, is now in Knoxville, John Varrec, third vice-president, is in Colorado Springs to organize for local membership.

The union will have its offices at 2822 West Pico Blvd., the former site of the CMMA local headquarters.

New Quarters For L. A. Ops; Launch Drive

LOS ANGELES—Following a recent move to new quarters, the local division of the California Music Merchants Association sailed into their planned expansion at the launching of a membership campaign addressed to the membership of local business manager, Harold H. Green.

Green said the drive would extend throughout the entire Southern California area.

George Miller, State president and managing director of CMMA, said the drive is a move by the Los Angeles chapter as a result of increased attendance and planned expansion of the association membership to offer increased operating areas.

Association's new address is 3007 West Pico Boulevard. Phone number is the

PAY $200 IF JUKEBOXES TOO LOUD

CLEVELAND — The peace loving citizens of neighborhood recently protested against the junks boxes and pinball machines slap on the wrist last week. After an investigation of the city council providing for a $200 fine for the operation of "too loud" coin machines in the community. Unfortunately, there are about fifty, if not more, in the city, which find how many dollars of sound the big prosecutor. The fine also applies if a proprietor permits anyone under the age of 15 to play them.

F. Marks Starts Conn. Operation

HARTFORD, Conn.—Veteran Connecticut coin machine manufacturer Frank J. Marks, is listed as president and operations of his newly chartered operating company, Frank J. Marks, Con, in New London, Connecticut, with the first location in the $17,000.

Marks is listed with one office in Joseph Conard, Waterford, Conn. Directors are Fallsing强 and Marie E. Marks, also of New London.

Lewis Feels FM Radio Can Solve Ops' Background Music Problems

NEW YORK—Don Lewis, head of the Music Service Corporation, is attempting to perform a marriage ceremony between the record industry and the radio station. Lewis, who is a former music retailer, executive and economics major at the University of Illinois, feels that this marriage can be made to work in the background music business, and he is now coordinating his Multiplax radio system to automatic music merchants.

The Multiplax system, devised in 1958 by W. S. Halstead enables one FM station to broadcast simultaneously on two FM channels. The main channel broadcasts commercials and other program material which may be received by any receiver, while a sub-channel on the same station can broadcast background music which may be received only on the Multiplax adapter.

CONCESSIONS

45 Attend Music Box Golf Fete

CHICAGO—Approximately 45 operators and record distributors attended a golf outing thrown by Music Box Chain, Chicago, at Navajo Country Club, July 8, as a change of pace from regular Multiplax business.

The outing was treated to a full day of golf, along with dinner and refreshments, with Jim Tyrer, Music Box local, piping the tab for the whole parade.

Joe Cerbut, office manager at Capitol Records, post the low golf score of the day and walked off with the grand prize.

The golf outing was sponsored by Westinghouse, Recorders, chair, Frank Kiel, Kiel and Associates, Chicago operators, Frank, Peters, Columbia Music, Mercury salesmen, Phil Hellman, of James H. Martin distributors, and Herb Ross.

Other events at the outing included Ban Gulf, Fred Toffalmille, Don F. Kiefer, Dick White, George Walsh, Lowell Scott, Ralph K. Walker, Dick Harmon, Dick Seeburg, Ed Walker, Dick Hendy and Larry Swanson.


Well Planned Route Runs Like Clock

By BENN OLLMAN

MILWAUKEE — Teamwork and coordination combined to single out F. & P. Distributing Company of the top ranking coin machine outfits in the territory. (Contrary to the name, the company is a distributor and not an operator.)

The number of music and games firms in business locally is too small, F. & P. if the only game used in competition is the number of machines out on lots. Talk to experienced columnists here, you will find that partners Joe Pellicone and Bob Pizcotti are developing their 13-year-old firm into one of the most efficient, solid operators in the territory

They perform all of their own work. They stock their product in their own stores, up-to-date Intelligence is now, they are equipped and have the shop operators that helps them to build and assemble their own speakers, cabinets and even produce in quantity masses of various types.

The company is in a large measure for F. & P.'s exclusive pattern of operation that they follow.

4 Points

1. Systematic routing of each day's work in advance for the department and collectors enables them to keep their steps in a minimum of time.

2. Their turnover is low.

The 10 men who make up the present roster all receive excellent pay and the company is planning to increase the size of the coin machine business.

3. Record buying is carefully handled by Mary Pelligrino, Joe's wife when the under the care of the depression of shop foreman Carl Bets, a veteran of more than 10 years in the business.

4. F. & P. have no specialists here.

"We have no specialists here," says Joe Pelligrino. "The work is divided up in order to promote efficiency and we train our men to be able to handle the repair and maintenance problems that we have."

They make the 13th year in business.

Lewis said he either uses FM radio or a combination of audio and visual information as a background music system.

He feels that the average music operator is better equipped than the radio station to operate a background music radio.

He feels that many music operators are limited by their lack of knowledge of the business.

In this case the music operator is better equipped than the radio station to operate a background music radio.

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THE SHOWBOX
"H-200"

does these simple things:
makes the patron's eye see faster...
his ear hear truer... his hand
move surer, swifter with the coins.
by doing these simple things better,
the ShowBox "H-200" gives you
leadership... gives you more profit.

AMI Incorporated
2500 Union Avenue, S.E.
Grand Rapids 2, Michigan

Originator of the automatic selection juke box in 1927
American by appointment for coin-operated music instruments
of unparalleled dependability since 1929

Licenses: Jensen Music Automat—Building the
JMA-AMI juke Box and through Overseas A/S,
& Poltronette, Copenhagen A/S, Denmark

the eye... the ear... the hand and the coin
Well Planned Route Runs Like Clock

Continued from page 98

new together, Joe Pelligrino and Bob Puccio this year realized a long held ambition when they moved into their new headquarters at 3738 West Pierce Street in Milwaukee's Near South Side. Their new place provides them with sufficient room to put into practice many of the ideas they were unable to institute in their former, cramped quarters.

Joe Pelligrino brought to the partnership 13 years ago when he joined forces with Bob Puccio as a master cabinet maker. This knowledge and aptitude became a major factor in keeping overhead costs down. His ingenuity and ability has helped P. & P. Distributing Company keep repair costs to a minimum from beginning.

Own Repair

"The only repair work that we have to send out," says Joe Pelligrino, "is some of the more complicated amplifier work that has to be done on our music equipment.

In the past few years a large share of the shop and route supervisory chores have been turned over to foreman Carl Betz, who also possesses plenty of equipment and route savvy. Delegating inside responsibilities to Carl Betz has enabled Joe Pelligrino and Bob Puccio to devote more of their time and efforts to overall planning and route contact work. As a result, they have been rapidly building the number and quality of their locations.

There is nothing haphazard about the daily pattern of operation here. First of all, on reporting for work at 8 a.m., the collector and servicemen find their route schedules all laid out for them. Girl Friday Mary Pelligrino has braved herself the day before blueprinting the list of stops each man is expected to make. She has arranged and scheduled the records that are due to be changed, and set aside the keys for the equipment, along with a slip bearing pertinent information and instructions for each location.

A specially printed form is used on which notations are made when locations ask for special disks, or other service on equipment. Trouble calls phoned in are written on these slips and passed out each morning to the servicemen to alert them to the problems they will face.

Trouble Calls

According to Carl Betz, the bulk of the trouble calls are handled by the collectors when they make their stops. If any machine failures are considered serious enough to require removing equipment to the shop, the collector calls the office and the two-man crew of equipment movers haul it in.

"I feel that it is important to have the collectors be the only ones who contact the locations," says Carl Betz. "Location owners get to know the collectors and have confidence in them. It also cuts the extra work and time which would be taken up if the shop and servicemen were also directly contacting location owners with their problems."

Final Instructions

Before leaving the shop with the records and call slips each morning, the routemen stop for a final check with foreman Carl Betz. Frequently he has additional ideas, which he notes on his notepad as he goes along.

(Continued on page 102)

P. & P. DISTRIBUTING COMPANY foreman Carl Betz shown making a file box being prepared for a repairing job in the firm's finishing department. Old copies of The Billboard are used to mask the machines for two reasons, says Betz: "First of all, the pages are just the right size. Secondly, it's the only paper we have around here." (Benn Olman photo)

A FILE BOX IS USED to store each location's new records, keys and other pertinent items at P. & P. Distributing. Mary Pelligrino is shown putting the next day's records for locations in their proper place. (Benn Olman photo)

PROFITABLE

because it's

DEPENDABLE

An engineering masterpiece of superb simplicity

United's New Hi-Fidelity PHONOGRAPH

Mechanically Correct ... Easy to Service

UNITED MUSIC CORPORATION

WRITE FOR DETAILS
No Bull!

servicing problems just "run away" when you operate a ROCK-OLA

the Phonograph that proves itself on location with

Proven time-tested mechanism
Proven time-tested rotating magazine
Proven time-tested rotating program
Proven profits with single button selection system
Proven service reliability
Route Runs Like Clock

The Billboard INTERNATIONAL
At Your Service

new diplomat . . . world traveler . . . marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him your INTERNATIONAL Sales Representative.

If you are seeking to share in a healthy growth market that will approximate $500,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to home radio outlets in more than 100 countries.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the Important Manufacturers, Distributors, Exporters, Importers of Radio, Phonographs, Records, and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL is August 10, 1957.

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For more information, call 850-5000 or write to:

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Chicago 1, Ill.

WHAT'S NEW IN MUSIC MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

JUKE BOX OPERATORS
Get The Billboard's Music Record Programming and Buying Guide NOW!

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Fill in and Mail Coupon Today...

The Billboard, 2140 Patterson Ave., Cincinnati 2, Ohio Please send me The Billboard every year at 

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WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?
THE "BIG THREE"

ARE MAKING HISTORY

WHEN IT COMES TO

EARNING POWER

Each reflects the experience of Wurlitzer styling, engineering and tonal leadership. Each offers 50-cent play. Each represents a value which enables Wurlitzer operators to land, hold and reap outstanding rewards from any location.

WURLITZER

ALL-LOCATION LINE

200-SELECTION MODEL 2100
200-SELECTION MODEL 2150
104-SELECTION MODEL 2104

THE WURLITZER CO.

NORTH TONAWANDA, N.Y.

ESTABLISHED 1866
VENDING MACHINES

Rowe Open Sales, Service on Coast
Stanton Exclusive Rep; CAVA Members Hear Policies at Meet

LOS ANGELES—Rowe Corporation is making sales and service on its machines available on the West Coast with F. E. Stanton & Bros. of Los Angeles named exclusive representatives.

Charles Brekkanam, Rowe vice-president, made the announcement to California Automatic Vendors Association members at a dinner meeting Friday evening at the Historic Colonial Room of the Ambassador Hotel here.

Frank G. Bonelli, California association, and Irving C. Bnejr, U. S. Department of Commerce business analyst, also were featured speakers.

FTC Approves Denver Firm's Consent Order
Prohibits Superior Distribution Corp.
High Profit Claims

WASHINGTON—A consent order prohibiting Superior Distribution Corporation, Denver, from misrepresenting the prices charged for vending machine drinks was approved by the FTC on a recommendation of the Federal Trade Commission.

The commission, complained, issued in February charged the company with falsely claiming that a purchaser of its machines would have a monthly income of $1,852.53. FTC also charged that Superior does not give exclusive territories to purchasers, despite statements to the contrary. (The Billboard, February 16.)

Under the terms of the consent (Continued on page 114)

FTC Charge
Trust Violation: H. Tareyton

WASHINGTON—A complaint that "Tareyton cigarettes were being distributed among other cigarette brands to the injury of their competitors," has been filed by the FTC against H. Tareyton & Company. The FTC is seeking a consent order and a court order to prevent the further distribution of Tareyton cigarettes.

The FTC alleges that Tareyton cigarettes are being distributed among other cigarette brands to the injury of their competitors. The FTC is seeking a consent order and a court order to prevent the further distribution of Tareyton cigarettes.

Reshuffle Cigarette Prices: Utah & Ark.

SALT LAKE CITY—Cigarette vendors in Utah have recently been hit with a two-digit increase in the cost of both a 10-cent and a 25-cent cigarette, a new tax imposed by the state legislature.

The double price increase has forced complete reversion of the price structure plus a cut in the general business picture.

Most vending machine operators have hiked prices directly to 30 cents per pack, no matter whether regular, king size or filter. Former prices ranged from 15 cents for a regular 30-cent pack for king and filter, and to 2 for 3 packs of 30-cent for regular and filter.

The tax imposes an additional 20 cents per pack, and 30 cents for regular and filter.

Tax Unpopular

The new tax is unique in Utah, and the new tax is imposed, according to the bottom of the tax barrel and meet the property tax, automatically reduced the highest tax rates, and added to the tax.

For a number of years the State has had a five-cent per pack cigare-rette tax. But the Legislature, rather than add another penny stamp tax, merely altered the State laws to include cigarettes and beer beer only when sold in grocery stores or similar establish-

(Continued on page 109)

Lyon Industries Cites Patent Infringement

NEW YORK—Lyon Industries, manufacturer of coin drink venders, last week charged that several major manufacturers of automatic vending machines, both pre-mix and post-mix units were infringing the valid patents of the firm.

Stuart G. Lyon, president, cited 13 patents which he said were owned by Lyon Industries. These Patents are 2,267,109; 2,321,844; 2,322,383; 2,454,124; 2,475,511. Unlicensed users will be given a 60-day notice to stop sales or manufacture copies of the devices, and to remove all parts that embody features covered by the patents, Lyon said.

No. 10 Day Notice

He added that retailers and wholesalers will be given an additional 30-day notice before legal actions are taken.

Industrial Vendors Sell IVI Interest

SCHROEDER PRODUCTS BUYS STOCK; NO POLICY CHANGES CONTEMPLATED

CHICAGO—Industrial Vendors, Inc., Hammond, Ind., operating through its affiliate, IVI Corporation, manufacturers of hot beverage vending machines, to Schroeder Products Corporation, is a supplier of vending coffee machines, will stop vending coffee machines.

Albert Schroeder, president of IVI Products, and former head of intellectual property for Schroeder Products Corporation, said the company had approached the FTC to consider ending sales of vending coffee machines.

Schroeder added that the basic policies of IVI would remain unchanged and that the company would continue in production of all products.

Federal Grand Jury Indicts Pittsburgh Ops

CHARGE VIOLATION OF ANTITRUST ACT IN CIGARETTE SALES

WASHINGTON—Three vending machine corporations, an association of cigarette manufacturers, and a cigarette manufacturer, were indicted by a Federal Grand Jury at Pittsburgh, Pa., July 17, on charges of violating the antitrust laws.

The indictment charges that the defendants and co-conspirators have engaged in an "exclusive combination and conspiracy pursuant to which defendants, and many of the defendants' competitors, have sold cigarettes at prices fixed by defendants and the other competitors,

These, as defendants are Automatic Merchandisers Association and Western Distributors, L.L.C., cigarette companies; FTC, and Pennsylvania Music Company; FTC, and Pennsylvania Music Company.

(Continued on page 109)

A.B.T. HIKES CHUTE OUTPUT FOR WASHERS

CHICAGO—Demand from washing machine manufacturers for clothes has tripled in the past three years, George E. Forgan, manufacturer of washing machine sales manager, reported last week.

Chutes and hoppers, used to pass "turfic" output nown at 4,000 to 5,000 coin chutes have developed a new type of washing machine.

The coin chutes are produced by manufacturers, makers of washing machines and dryers. The chutes are adaptable to any washing machine.
American Can Works On Can Vending Unit

NEW YORK—The American Can Company is now testing vending machines for canned soft drinks. Five communities are now engaged in make-up canned-drink machines, albeit their output is limited.

Lead by Castrell and Condon, several manufacturers attempted to popularize such machines in the mid-1940s, but the beverages three years ago, but the results were disappointing in most cases.

In 1955, some 340,000,000 soft drinks were served. Last year the figure slumped to 314,000,000.

According to J. White, manager marketing and research of the American Can Company, the machines are running well ahead of 1955.

Largest Supplier

Whiteley feels that canned carbonated beverages got off to a slow start because many bottlers who were equipped to go into running操作 around the problem that fact which has showed up the acceptance of canned soft drinks has been the reluctance of the big three—Coca-Cola, Pepsi-Cola and 7-up—to go into domestic canning operations.

According to American Can, the biggest problem in can vending is the development of a can that can be made sanitary after each use. The manufacturer of such equipment was also interested in such a development.

CIGARETTE AND CANDY MACHINES

fully reconditioned, complete with warranted for Machine. Machines are factory sprayed and look like new. The best prices anywhere.

STEEL COLUMBIA CARD 165. capacity, pruss model $115.00
STEEL COLUMBIA CARD 80. capacity, pruss model $85.00
STEEL COLUMBIA CARD 165. capacity, pruss model $165.00
RUE BERGEN CANDY 10. capacity, pruss model $60.00
RUE BERGEN CANDY 80. capacity, pruss model $75.00

Little Rock Prices

vending cigarettes at 30 cents a pack, across the board for all packages.

The price increase on cigarettes also went up in retail stores, varying from 27 cents to 30 cents a pack.

No More Pennying

Cigarette vendors said they do not think the 3-cent price increase will hit them hard. Some kilo- size filter brands were already selling at 30 cents a pack, they said. They said they will leave the store in machines now with 2 cents change in each pack until they are sold. New stock will replace it and save vendors a great deal of time and labor in that the new cigarette packs will not have to be "penny-packed."

The major cigarette operators in Little Rock are: J. W. Renner, owner of Little Rock Cigarette Service; Andrew Cassinelli, owner of Little Rock Cigarette Company; Frank Hefner, owner of Automatic Cigarette Service; June Lytle owner of Lytle Cigarette Service; C. E. Craig, owner of Arcade Amusement Company; and Robert Kegel, president of Kirsop-Hollenberg Amusement Company.

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The price increase on cigarettes also went up in retail stores, varying from 27 cents to 30 cents a pack.

No More Pennying

Cigarette vendors said they do not think the 3-cent price increase will hit them hard. Some kilo- size filter brands were already selling at 30 cents a pack, they said. They said they will leave the store in machines now with 2 cents change in each pack until they are sold. New stock will replace it and save vendors a great deal of time and labor in that the new cigarette packs will not have to be "penny-packed."

The major cigarette operators in Little Rock are: J. W. Renner, owner of Little Rock Cigarette Service; Andrew Cassinelli, owner of Little Rock Cigarette Company; Frank Hefner, owner of Automatic Cigarette Service; June Lytle owner of Lytle Cigarette Service; C. E. Craig, owner of Arcade Amusement Company; and Robert Kegel, president of Kirsop-Hollenberg Amusement Company.
COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

- July 29: Central States Phonograph Operators Association, monthly meeting, 800 Main St., Peoria, III.
- August 1: Springfield Phonograph Operators Association, monthly meeting, association headquarters, Springfield, Ill.
- August 1: California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
- August 1: Cleveland Phonograph Merchants Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- August 7: United Music Operators Association, semi-monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit.
- August 13: Music Opera House, monthly meeting, officers of Carl Zinner, Milwaukee.
- August 17: Summit County Music Operators Association, monthly meeting, Akron.
- August 15: AutoPhonograph Operators Association, monthly meeting, Hotel Sharetton-Fibon, Cincinnati, O.
- August 17: California Music Merchants Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- August 17: Retail Amusement Association of Canada, O., monthly meeting, offices of Elgin Music Company, Massillon O.
- August 13: Cincinnati Hotel, monthly meeting, American Legion Hall, White Plains, N. Y.

Salt Lake Cig Price Reshuffle

Salt Lake City gets its share

Prices now range from $1.50 to $2.50 a pack

Mandell GUARANTEED USED MACHINES

N. Y. Model No. 2 or No. 8
$75.00
N. Y. Model No. 2 or 8 with 5000 or more miles
$65.00
N. Y. Model No. 2 or 8 with 10,000 or more miles
$55.00
N. Y. Model No. 2 or 8 with 15,000 or more miles
$45.00

MERCHANDISE & SUPPLIES

Pilsner Nuts, Jumbo Nuts, .45 each
Pilsner Nuts, Vendee Mix, .55 each
Caramel Nuts, .65 each
Caramel Nuts, .75 each
Caramel Nuts, .85 each
Pilzner Nuts, .45 each
Pilzner Nuts, .55 each
Pilzner Nuts, .65 each

STAMP FOLDERS, Lowest Prices. Write

NORTHEASTERN SALES & SERVICE CO.

MOE MANDELL

44 W. 37th St., New York 18, N. Y.

Almonds, Walnuts

California almond crop for 1957 is forecast by Agriculture Depart-
ment to be 44,000 tons, 25 per cent below last year's record crop, but
19 per cent above average. Production of walnuts is forecast to be
77,600 tons, 8 per cent above last year, and 8 per cent above average.
VCOIN MARKET PLACE

CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS

Set ad without charge and is displayed. First line set in regular 3 pt. rate.

ADVERTISING RATES:

$2.00 per word, minimum 4 words.

CASH WITH ORDER.

Regular classified ads are limited to 30 words in length. In determining cost of regular Classified Ads be sure to compute cost when composing cost of ad. When using a Box Number in The Billboard allow the printer a special charge of 22 cents per position to be made for handling replies.

ADD ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTISON ST., CINCINNATI 22

Positions Wanted

Openings for Coin-Operated Equipment.

WANTED TO BUY

Candy—Cigarette—Swami—Swami

11x Quirt Nacirk Holder.

PATTESON, 102 Flex St.,

30-50% OF OWNED VALUE.

WANTED TO BUY

15 x 22 x 15, 15 x 24 x 15.

DANGER! WHAT YOU OWE

If you are urged to subscribe to a magazine or to buy goods described in the following classified ads, do not do so until you have obtained the following information from the publisher or manufacturer:

1. Is the publication authorized by the Better Business Bureaus?
2. Is the claim for free samples true?
3. Is the claim for 'layaway' without charge true?
4. Is the claim for 'all items on layaway' true?
5. Is the claim for 'layaway' on goods that will not be delivered true?
6. Is the claim for 'layaway' on goods that will not be delivered true?
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**AMUSEMENT MACHINES**

**Ops Speak Out on Games, Current Market Conditions**

Hit 'Too Frequent' Design Changes By Manufacturers; Price Hot Topic

This article and the one to follow next week gives individual operator opinions on the coin-operated amusement game market. It is the second in a three articles based on a spot survey conducted in two of the nation's largest amusement centers, one in the East and the other in the West. The first article, last week, compiled the results of the survey.

**By KEN KNAUF**

CHICAGO — Operator opinion of the amusement game market, running from cold to hot, seems to center most often on two favorite topics: Design changes and price. Indications are that there exists a block among operators who feel that manufacturers make too frequent design changes on new coin-operated game models; another block that calls for economy in new game prices.

In the nationwide spot survey, game operators were invited to express their opinions on new games and market conditions. While the survey was limited in number (75 questionnaires were sent out, 29 replies were received and 28 provided some definite pattern of opinion), it is thought from the replies of the operators that the group can provide conclusions of general value.

Fast Depreciation

A typical opinion, stressing design changes and price, was given by John A. Zanot, Rensselaer, Ind. In part, Mr. Zanot said: "Manufacturers keep changing the game from time to time. It is just a good way to keep buying and selling. I've played around a lot and see that the operators' games depreciate much more quickly."

Similar comment came from an Iowa operator: "Once a new game comes out, and a hit, manufacturers then quickly bring out similar games with a new feature. This naturally forces down the value of the original machine without adding to the operator's income." C. M. Wampler, Pearson & Wampler Music Company, Harrisburg, Va., said: "Too many new games come out and to buy too much equipment, and operators can sure make a decent return on investments." More radical views were given by an Iowa operator. He felt that too many games fail to operate. (Continued on page 110)

**Used Game Prices Show 6-Month Hike**

Only In-Line Pinball Register DIP; Guns, Shuffles, 5-Balls, Arcade Units Up

CHICAGO — Prices on used games showed a decided boost over the past six months, with identical models holding steady and even rising in price rather than decreasing them.

Only in-line pinball shows a decline in price over the past six months. Prices on all adverse federal tax actions on these games.

Guns, shuffle machines, especially five-ball pinball, are increasing strongly on the used market.

Nudists Not New to British Game Business

LONDON — Nudist colonies are nothing new to our inventive British coin machine couns. It seems that every England had those things on coin-operated arcades long before America had heard of them.

The question is, what machine? Exhibit Supply's National Machine, which is a good example of this type of machine and which was more expensive than the others.

The Board referred to these machines as "new," but were asked by an English trade paper which pointed out that Mr. Bryan of Kegworth produced these machines years ago which operated much on the same location. Finally, Exhibit imports the same for the machines from England. The game first took shape at the Exhibition of River Park, Chicago, where several home-made colonies were set up several years ago, and got top reception.

**COIN FRONTIER**

Will Games Move Into Store Chains?

CHICAGO — Chain stores pose as a new problem for operators of coin-operated game operators. Can they be sold in chains and how can they be profitable locations? While the new stores, the old standby, is gradually fading away as a potential location, operators might do well to take a new look at the many challenging new potential locations springing up. One such is the chain store.

Trade figures show that there are 7,783,000 slot machines, operated by 1,973 chain companies, doing an annual volume of $3,191,000. While coin-operated kiddie ride operators have been quick to cater to the younger set, other amusement sections, game operators, who operate the older type of games, are beginning to do their bit in this new trend. Kiddie rides have been growing up, with the exception of the old-fashioned "screw" held back.

Questions asked are: Will games be needed? Kiddie ride operators have captured the chains with solid sales effort, attractive equipment and top upper advertising. Some ride operators have already combined their operations, providing gun games, novelty pieces and Arcade-type amusement games, while the kiddie rides and chain are very. Leading chains, based on sales data, are Woolworth and Kroger. In this order Woolworth, Kroger, Grant, Murphy, Newberry, Kmart.

**EDITORIAL**

Needed: Round Table

We think the time is ripe for game manufacturers, distributors and operators to sit down together for a shuffle talk on the coin-operated amusement game business.

This idea is not new. It has been suggested formally and informally by persons in these industries for the past year or more. Last formal suggestion was made by a national Coins Machine Distributors' Assn. national meeting. The problem was such an industry-wide meeting would be impossible, if not impractical. It has been suggested that there should be some reluctance on the part of the manufacturers and distributors, but thought that given enough kick, members in all groups feel that they are ready to take part in a meeting far outweigh possible bad feelings among some of the manufacturers and distributors; many feel that the meetings would be beneficial to all industries and would assist manufacturers and distributors in getting together—never mind, each manufacturer and distributor and manufacturers—all of which hurts the business. More often than not, manufacturers, operators and distributors use similar tactics and are motivated by the other two. Little elbow room exists between the groups. No really round table, meeting in which representatives of all groups warmly shake hands and exchange written ideas about the business will help. We feel that this feeling among manufacturers and distributors is very badly needed—for representatives of all groups to get together—not only to make profits, but in the interest of the business. We don't think it works well in the U.S. And in all probability, it will in the 60's.

Understanding Needed

There is a need for manufacturers, distributors and operator to understand each other better. For example, manufacturers polled in the recent survey overwhelmingly favor a brand-new type of game. Of course, this concept was strongly backed by NCMDA last year voted overwhelmingly that what the industry needed was a brand new type of game. This, we think, would be at least a good start for an industry-wide meeting. And one thing that this idea would very well provide for a number of meetings. And it would be very productive in terms of spurring some idea for games. At any rate, at the very least, the discussion would allow manufacturers an opportunity to discuss ideas with the distributors and operators the exceedingly difficult job of designing games that are right for different parts of the country. The goal would be to create a new game that would be profitable and adaptable for location use. There are many, many ideas that could bring manufacturers much closer to both of the other parties on the idea of new games. Each of the three groups have plenty of questions to ask of the other, but now there are no new games, these questions are nobody else's business. Therefore, while the meeting may be held in a somewhat "entertaining" manner, it would be a much clearer way to the new developments which will be required to stick.

Where? When? Who?

Where should the meeting be held? The logical place for at least the first meeting would be Chicago at a hotel. When? We think the meeting should be held on one day, possibly on a Monday or Saturday. If it is too soon, it could be set back without any trouble. But the main thing would be to make definite plans to hold one soon.

Who should attend? We think representatives of all amusement game manufacturers, distributors representing all supermarket chains and any game operator.

How could such a meeting be set up? We think a logical choice of one to organize such a meeting would be Al Schlegel, manager of the All-Novelty Company in Chicago. One of the town's biggest and most potent operators, Gazzoli keeps the first-run game unit filled with his own games, and with the help of signs the interest of the price of each game, attracts motors and passersby. Many "impulse sales" from people who want an old game for their recreation rooms. Gazzoli refines each machine and checks over electrical and mechanical parts before offering it to the trade.

(Continued on page 110)
Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period current at the time these listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times in the period checked, or at least 5 times since the last time a comparable basis was used, based on annual average.

(PRICES given in the Index are in no way intended to be "standards," "national," "set," or offer an authoritative reflection. Such prices should only be used for round numbers in price brackets will be handy guide for price ranges. Any price given is determined by condition of the equipment, age, time and price, place of price was advertised, as well as condition of the equipment, whether it is "course" or "distressed." Equipment.

MUSIC MACHINES

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ROCK-OLA

| 1428 | $12.00 | $7.00 | $9.50 |
| 2085 | $9.50 | $5.90 | $7.55 |

SEEBURG

| HM-100 | $175.00 | $245.00 | $205.00 |
| HM-200 | $250.00 | $350.00 | $300.00 |

WURLITZER

| 1015 (461) 124 | $45.00 | $35.00 | $40.00 |
| 1100 (471) 24 | $75.00 | $50.00 | $62.50 |
| 1285 (475) 24 | $205.00 | $185.00 | $195.00 |

PINBALL GAMES

| BALLY | $100.00 | $35.00 | $65.00 |
| Beach Beauty (1/52) | $235.00 | $215.00 | $225.00 |
| Big Time (11/52) | $200.00 | $165.00 | $183.00 |

SHUFFLE GAMES

| Ace Bowler (CC) (1/19) | $150.00 | $95.00 | $125.00 |

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised, and reflects the average of the most dominant advertised price lever, and is not to be confused with the price level at which all of the advertised machines are advertised, location, or other related factors.
United Ships
New Bowler, 85 Lbs. Lighter

CHICAGO — De luxe Bowling Alley, a new regulation scoring ball machine, with 144 standard models, was shipped to distributor locations by United Manufacturing Company.

Biggest change is in cabinet style. The streamlined cabinet is 85 pounds lighter than that on the previous model, making it easier to move.

Other changes include an improved drive, coarse mechanism understandings, a Graflex roll hammer, and an improved ball lift mechanism designed to prevent ball jamming, and a reduction of operating noise.

All of the game's operating mechanisms are located in the backbox, for simplified servicing. Game can be broken down into two sections, and can be installed on location with a two-wheel truck.

Play features are similar to those of the regular United Bowling Alley.

Pro & Con in Pa.
• Continued from page 109

Pin Free Play
In Ga. County
Get Fed. OK

COLUMBUS, Ga. — Operators and dealers of pinball machines in Muscogee County have been assured of the legality of their business, according to the Department of Internal Revenue.

Revenue officials said that block lot businesses are used as gambling devices; that they do not pay off in cash, and that they are operating like other gambling operations.

While there is an abundance of pinball machines in Columbus, the department has no action at present.

The recent U.S. Supreme Court decision caused local operators to worry about whether they were operating on Uncle Sam's side of the ledger.

The Internal Revenue has clearly stated that free play pins are not subject to the $500 federal tax on gambling devices.

However, operators in many parts of the state have been warned by enforcement agencies to appear to be still being confused by the high court decision.

Free play pins in many areas are provided as a courtesy, or conditioned by enforcement officials on the pretext that they are subject to the $500 federal tax. They are subject to the highest tax only when free play pins are redeemable in cash or merchandise.

A.B.T. Vacation
Runs Aug. 2-18

CHICAGO—A.B.T. Manufacturing Corporation has postponed its 10-day vacation period from August 2 to 18, with plant operations to resume August 19.

George Kory, sales manager, advised that orders for coin mechanisms received in the first 10 days of the vacation period were forwarded to the company's sales office.

Coin Frontier
• Continued from page 108

There is still time to earn big profits with the top 2 arcade hits of 1957:

SQUOITS
"FUN WITH WATER"
WORLD'S LARGEST LINE OF ARCADE & AMUSEMENT MACHINES
America's Finest NEW AND RECONDITIONED
SOLD DAILY THROUGH
FREE FOR USE IN CIRCULAR & SAND PAPER 1957 CATALOG
MORE MUNIVS CORP. 577 TENTH AVE., N. Y. 36, N. T. BILLET 9-6677

VENDING MACHINES

EAT ET HE

WE ONLY
Advertise What We Have in Stock
ALL MACHINES 100 % CLEAN AND CHECKED
Refund to Buyer if Not Satisfactory

MUSIC
SPECIAL!! Special!! Special!!
Special with Self-Operated
Save $10.00 on any
$100.00 and up

SEEBURG
Model 9500 $280.00
Model 1000 $230.00
Model 900 $190.00
Model 800 $160.00

AMERICAN
Model 950, $160.00
Model 900, $150.00
Model 800, $120.00

AMERICAN
Model 950, $160.00
Model 900, $150.00
Model 800, $120.00

DAMIAN QUINN
450 W. BROADWAY, NEW YORK 19, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to the Billboard Today
ROWE OPENS SERVICE ON COAST

COINMEN YOU KNOW

COMMUNITY: Coinmen refer to Coinmen of America, which was a trade journal for members of the coin-operated amusement industry.

NOW... REGULAR SIZE 32" x 48" 6-POCKET POOL TABLES

COMPLETE - Includes $50.00 Free Carload and WARRANTY, 1310, Diamond Cue Ball, Set of Americ. 15-15, Florida Pool Rules, 100% Satisfaction Guaranteed $129.95 Guaranteed Plus 10% R.T.V. DO-IT-YOURSELF CONVERSION KITS Available to make your own pool table. Kits contain everything you need to complete $69.95 Half R.T.V. ORDER TODAY!

MONARCH COIN MACHINE

2717 N. Lincoln Chicago 14, Ill.
MODERN AMUSEMENT CO.

6-POCKET POOL CONVERSION KIT

Change Your Old 32"x48" Bumper Pool Table and Increase Your Collections to New Game Status. Simple and Easy to Install. No Special Tools Needed. $69.95 Plus 10% R.T.V. CONSIST OF: 1) Heavy Duty Conversion Set. 2) Complete Set of 5.5" Recessed Billiard Cues, 3) Cues, complete in box, 4) Complete Set of Americ. 15-15, Florida Pool Rules, 5) Your Pool Table Must Be 32" x 48". Champion Distributing Co.

3833 W. Division St.
Chicago 21, Ill. 632732

ROWE NOW DELIVERING 6-POCKET POOLS

The Tables of
"Coinmen of Quality"
built to insure years of profitable operating!

ROWE MFG. CO.
221 Morse Ave. Evanston, Ill.

WRITE, WIRE, PHONE For Details Today! WIRE QUALITY ON DELIVERY

KIDDE RIDES FOR SALE

"LARGEST SELECTION - LOWEST PRICES"

Lone Perry-Go-Round $250.00
Duck Space Range 700.00
Bally Space Ship 165.00
Acme Jr. 100.00
Exhibit Space Patrol 250.00
Daily Boot 175.00
"Miss America" Boat 225.00
Treasure Cave Knife Galley 200.00
Chatworth Western Pilot Game 95.00
Harvard Metal Tiper 250.00

In ex. fe., operating condition
All prices subject to change.

TEXAS FOR CHICAGO: 1/3 CERTIFIED DEPOSIT, BALANCE COD OR C.O.D.
We Say-Sell-Trade—What Do You Need?

KIDDE RIDES, Inc.
755 W. North Avenue, Chicago 41, Illinois
Phone: Altgeld 6-6180

FINEST RECONDITIONED EQUIPMENT

BIG TIME...$135
MIAII BEACH...125
NITE CLUB...300
VARIEY...90
BROADWAY...275
GAY TIME...150
GAYETY...80
BEACH BEAUTY...200
TRIPLE PLAY...100
CLASSY BOWLER...275
SINGAPORE...60

ONE-THIRD DEPOSIT

THE HUB ENTERPRISES

222 S. Chestnut St., Baltimore 1, Md.
LEO-9-6466-7

Rowe Opens Service on Coast

Continued from page 104

Playing, a feature of the new small card machines, is available for the handling of the notes.

The machine was expected at a meeting of opera-
tors, and the exhibit displayed was an important feature of the show. The machine was operated by several of the members of the manufacturers of small card machines, and operators would be given, for the event. The machine was designed to show the Rowe Corporation's sales in the southern states, where those were made to independent operators, and that was the business that was displayed.

The Rowe Eyeless Bazaar Coffee machine was also on display at the meeting, and was attributed to being one of the largest crowds attracts from the devices to operators such as this one. Ron Reynolds, director of the equipment, was the operator of the machine. He said that he had been in charge of the operation of the machine, and that he was the operator of the microtome, who had given himself the job of operating the slide projector and the machine. He said that the machine was expected to attract a lot of interest from the public, and that the machine was the first one of its kind to be shown in the southern states.

Ron Reynolds, a member of the Assembly and revenue accounting commission, was also at the meeting, and was speaking on the value of revenue accounting. He said that he had been in charge of the operation of the machine, and that he had been in charge of the operation of the machine. He said that the machine was expected to attract a lot of interest from the public, and that the machine was the first one of its kind to be shown in the southern states.
CLOSEOUT

1 AMI G200 $650.00
2 AMI G120 600.00
4 ROCK-OLA 1446 500.00
5 WILLIAMS CRANE 150.00
2 GENCY SKILL BALL 300.00
1 WILLIAMS ROLL-A-BALL 350.00
1 GENCY QUARTERBACK 175.00

WANTED

100 LOW-PRICED BINGOS

100 UNITED, CHICAGO COIN, BALLY, KEENEY Shuffle ALLIES BOTTLER AND WILLIAMS PIN GAMES-
GUNS AND OTHER MINOR EQUIPMENT-

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-4458

SERVING THE WORLD

Empire...

Located in Chicago, the heart of the coin operated machine industry. This insures us of a constant source of all types of coin-operated equipment and phonographs.

Shipments from all ports, including the port of Chicago.

Careful reconditioning and expert packing assures you of safe arrival

We carry the largest stock of parts in the Midwest.

We are exclusive distributors for United, Williams, Genco, Adco Photo.

WRITE FOR NEW EXPORT CATALOG J-5

Cable address: EMCOMACH
Chicago, Ill., U.S.A.

COINMEN YOU KNOW

[Continued from page 117]

record is going fast as hot cakes. Elvis got back from Hollywood, and his traffic wasn't long before he jammed traffic wherever he went.

Parker Henderson, general manager of Southern Amusement Company, reports sales on the new 200 line of R&B are better than any previous year. He attributes it to the all-round superior product this year... Bill Forrest, owner of Forsythe Music Company, at nearby Millington, Texas, is on the city's Royal Box. He reports political affairs in Millington are going smooth, and his music and game route doing well.

Operators from around the territory in Memphis for shopping recently included:

John Mowatt, of Southside; Bill Her- bere, Mo.; Bill Utte, Dixie Novelty, Covington, Tenn.; John Davly, Ole Miss Music, Pontotoc; Guy Taylor, Tasco Music, Oxford, Miss.; Danny Allegra, Am Music, Shaw, Miss.

Also, Sam Torpiano, B & T Amusements, Byhalia; Charles Cole, Melody Music, Para
gola, Ark.; Ted Deck, American Music, Magnolia, Ark.; Grady Wallace, Wallace Amusement, Col
ham; Kent, Hake, Hake Music, Canton, Miss.; H. C. Crews,

Crewes Mail, Milan, Tenn.; James Ma


Jack's Music Shop, 14 East Ninth Street, is being re

modeled and air conditioned by its new owners, James E. Hill, Bigal, 200 E. 5

Hays and Herzel Nations. Hill says the new owners plan to begin selling record players in the fall.

Twin Cities

By JACK WEINBERG

Congratulations are due to Har
die Lieberman, head of Lieberman Music Company, and Mrs. Lieber
man on the recent arrival of a

The wedding was by Sandler, wholesale record division manager.

Solly Rose, Sandler Distributing Company, back from a three-week vacation in the Central and southeastern Missouri, where the State's vacation land is concentration territory, reports having felt feelings among operators as to the never-ending and what their sales will be able to salvage after a poor start due to weather.

Stan Weitz, Little Falls, reported business was generally good, but great disappointment in results of the National Guard training site nearby. Camp Baker sales were not up to expectations, according to the reports.

Les Schkolnik, Sandler Distributing Company, is attending the wedding of Mrs. Lieberman at Bethel, Conn., this coming week. After the wedding the couple plans to attend the wedding of Mrs. Lieberman at Bethel, Conn., this coming week. After the wedding the couple plans to attend the wedding of Mrs. Lieberman at Bethel, Conn., this coming week. After the wedding the couple plans to attend the wedding of Mrs. Lieberman at Bethel, Conn., this coming week. After the wedding the couple plans to attend the wedding of Mrs. Lieberman at Bethel, Conn., this coming week. After the wedding the couple plans to attend the wedding of Mrs. Lieberman at Bethel, Conn.
INVENTORS
OF COIN-OPERATED DEVICES
Who have working or
location-tested models are
- INVITED

to submit them for manufac-
ture to a well-established
quarter-million West Coast

organisation. 38 Years' Experience in the Coin Machine Field. All Correspondence Confident.

Send Details for Consideration to box A-84 to

THE BILLBOARD:
1230 North Western Avenue
Chicago, Illinois

Music Company and Perry Music
Company, among others, are ven-
turing in a new direction and
establishing the Chan Vending
Company.

Albert A. Weidman, pioneer
cigarette machine operator,
writes hello from Verna Beach, Fl.,
where he makes his home. He
manages to commute occasion-
ally to Detroit where he still
has a principal interest in
Weidman National Sales,
now under the management of
his partner, Leo Fournier.

Harry B. Miller, 75, pioneer
vending machine manufacturer
(died July 11) at his home in subur-
ban Grand Pointe. He was well

known for years as the developer
of the Miller-Schon Rapid Traffic
System. He manufactured vending
machines, guns and similar prod-
tucts which were used in parks and
more areas, such as the St. Clair
Flats, Mich., about 50 miles
from his home. His widow, Frances, survives.

INVENTIONS

INVENTORS


PHONOGRAPHIC!

SEEBURG V-200 $795
SEEBURG R 695
SEEBURG C6 495
WURLITZER 1000 $955

14 FT. BOWLERS!
Write for special prices

6 POCKET POOLS $265

WANTED
5 BALLS & GUNS!
PURVEYOR-

DISTRIBUTING CO.

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!

- Rotation Line-Up Notes
- Colored Billboards

GOTTLEIB'S LATEST, GREATEST
2-PLAYER GAME

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!

- Rotation Line-Up Notes
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- Rotation Line-Up Notes
- Colored Billboards

GOTTLEIB'S LATEST, GREATEST
2-PLAYER GAME

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!
Shaffer Guaranteed

RECONDITIONED PHONES

* Mechanisms Completely Overhauled and Tested
* All Worn and Defective Parts Replaced With New Parts
* Amplifiers and Tone Arms Reconditioned or Replaced
* Cabinet Refinished and Plastics, Glass Replaced Where Needed.

New Plex-Tone Finish

SEEBURG
HF100R ........................................ $700.00
HF100G ........................................ 615.00
M100C ........................................ 525.00
M100B ........................................ 425.00

New Plex-Tone Finish

WURLITZER
Model 2000 (200 Sel.) ..................... $695.00
Model 1900 .................................. 675.00
Model 1800 .................................. 595.00
Model 1700 .................................. 425.00
Model 1250 .................................. 129.50

SEEBURG 3W1
100 Wall Box Special Chrome Covers New Buttons Completely Reconditioned New Instruction Plates $49.50

AMI
G-200 (200 Sel.) ............................... $695.00
G-120 .......................................... 595.00
E-80 ........................................... 325.00
E-120 .......................................... 395.00

WRITE FOR ILLUSTRATED CATALOG

CINEMEN YOU KNOW

* Continued from page 115

Four, Florence, Venice, Lucerne, Frankfurt and Paris, according to the last report. From Copenhagen, Sidman reported, "Trip to Copen-

hagen and my survey of European vending machine operations is off to an interesting start. Denmark is a land of honest people. Automatic

vendors are everywhere, all on the outside of buildings and so one 

approaches with them a little more knowing about both the owner

and the vendor.

The many friends of Johnny Ketcherlid, Long Beach opera-

tor, will regret to learn that he suffered a relapse and is again in the hospital. . . . Dick Norton, Whittier operator made a tour of the West Pico 

pabees and distributors . . . William H. Happe Jr. of Budgel Sales Company is already planning his annual va-

cation which he will take soon after Labor Day. He plans to go to a spot on the Rogue River in Oregon to fish and relax . . . A. J. Peterson

(Continued on page 115)

Lyon Industries

* Continued from page 114

pose of such merchandise before any liability for infringement will be

injured.

Lyon said that his firm is willing to enter into license agreement

with patent users. He added the firm will not be associated at this

time. The action was taken as a result of consultation with the Lyon

patent attorneys and with lawyers of the Worthington Pump Com-

pany, a 49 per cent stockholder in Lyon Industries.

Meanwhile, Lyon Industries an-

nounced the appointments of three new distributors. They are E. B.

Barrett Sales Company for the St. Louis area, Forlini Vending and 

Equipment Company, Oklahoma City, Oklahoma, and Kansas, and the 

Miller-Nebraska Distributing Company, Grand Rapids and Detroit, 

for Michigan.

FTC Approves

* Continued from page 101

order. Supreme court not agree-ment

ments, or claim contrary to fact that it (1) obtains locations for 

machines, (2) trains purchasers, (3) allows exclusive territories, or (4) conducts surveys where in- 

sults. The order requires the company to meet prom-

ounced dealer obligations.

Glenn E. Mercer, Supreme presi-

dent, was named in the order. Ac-

cording to the FTC, the agreement is for settlement purposes only 

and does not constitute an admission by the company or its president that they have violated the law.

Williams

Now Delivering:

* ARROW HEAD 5-Ball
* HI-HAND 5-Ball with High Card Hand, "Wild" Joker
* 1957 BASEBALL
* CROSSFIRE Gun Game
* 6-Pocket Pool Table

See your Williams Distributor

Williams MANUFACTURING CO.
624 W. 10th St., Chicago 4, Ill.

GIVE TO DAMON RUNYON CANCER FUND

CLEVELAND COIN MACHINE EXCHANGE
21022 Prospect Ave., Cleveland 19, Ohio
All Phone: Tinter 1045
of the T. H. Specialty Company in Honolulu was a Los Angeles native recently. He stepped off at the Badger Sales.

Dave Yates, who was assistant to Jack Leonard in the Badger Sales parts department, has resigned and is now employed by one of the railroad's. Al Bertell of C. A. Robinson Company returned from his vacation during which he combined pleasure and pursuits. He spent several days in Chicago where he visited the factories of United, Chicago-Coin and Exhibit. The trip to the Windy City was primarily made to attend the awarding of a Master's Degree to his kid brother-in-law at the University of Chicago. Hank Treanor of C. A. Robinson reports that the second shipment of United Manufacturing Company's phonographs has arrived and is being shown. Bill DeSelm, United Manufacturing Company's sales manager left here for San Francis- cisco and Chicago. Bob Beaver, United's factory representative, is remaining in this territory a few days before returning to his home base in Salt Lake City.

Don Peters of Paul Laymon, Inc., service department, is on vacation in Colorado. Jack Simon of Simon Distributing Company is on the road selling operators in Northern California and Nevada. Myron Form is entering the hot foods field here on his own. He formerly worked for Davidson Bros. before going into the service. The Western Vendor Manufacturers Operators Associations will hold their regular monthly meeting Tuesday night (30) at the Unique Restaurant at the corner of Washington and Figu- ros. Stan Roussos, Stoner sales representative is out of town on one of his frequent trips into the San Francisco and Northern California areas.

Washington

By DELORES NEWCOMB

The tourist trade is still helping raise the profits of local columns. Roger Squire-

Phonographs

WURLITZER 2000 599.99
WURLITZER 1900 675.00
ROCK-OLA 14485 595.00

Atlas Music Co. of Iowa

17th & Walnut Street
Des Moines, Iowa

Atlantic 8-3331

IT'S 10 to 1
'FIRST'
HAS WHAT
YOU WANT!

WRITE OR PHONE TODAY!

WRITE OR PHONE FOR PRICE!

Quantity Limited!

2

Reconditioned

14-FOOT
BOWLING GAMES

Gottlieb Pins

25 Rainbow
25 Auto Races
25 Derby Days
25 Derbe Days
25 Class Bonanza
15 Friendship
10 Easy Acres
10 Queen of Hearts
10 Dragster
10 Cruzy Queen
10 Stage Coaches
5 Shuffle Champions
10 Southern Belles
10 Get-A-Aways
10 Wishing Wells
5 Daily Maps
5 Face Bars
5 Twin Bells
5 Gold Stars
5 Lady Luck

Victory
Champion
Jet
Rocket
Magic

ABC

ARC Deluxe

Rainbow

United Alleys

Shuffle Targete

8 BALLS

Pool Games

BINGO

Bally Alleys

WANTED!

Gottlieb and Williams
5-BALL GAMES

Also Late Shuffle GAMES

Cash or Trade

Write or Phone Today for Best Deals

International Scott Company

1620 Spring Garden Street

Philadelphia 29, Pa.

BOXX-D

The Billboard, Cincinnati 22, Ohio

WANT IN

It is imperative that we buy this equipment im-
mediately.

We will purchase quantities greater than those listed.

Rex Coin Machine Distributing Corp.

622 So. Salina St., Syracuse, N. Y.

Write For Prices and Literature.

AUTOMATIC $500

HOSTESS

COMPLETE STUDIO

30 UNITS

6 x 8 Foot Stenciled Steel Records, Brand of Records, Sold Only by Any Authorized Office.

Freight Collect

WANT IN

We are interested in the new products which are now being made.

Most luxurious Bumper Posts aver-
aged first manufacture cabinet. Rich

Champion Finish. Great Designer (a) Jumbo Plastic Bumper!

BRAND NEW! $215

IMPORTERS!

SEND FOR OUR DIG

Catalogue

First Coin Machine Exchange, Inc.

1140 W. North Ave.

Chicago 25, Illinois

Gottlieb Continental Cafe

Daily Sun Valley

Rally Show Time-Special

Valley 6-Pocket Pool Games

8 new closeouts.

Chicago Coin Steam Shovels

Gottle Cockney Croquet Guns

Write — Phone for Special Prices!

9 SPECIALS!

Chicago Coin

Palms Shuffie, Like New... 65

California

Bigger Ball, Like New... 135

10 May Super Deluxe

Slates Pool Games

30 most luxurious Bumper Posts aver-
aged first manufacture cabinet. Rich

Champion Finish. Great Designer (a) Jumbo Plastic Bumper!

20% discount on all

products in this catalogue

WANT IN

Gottlieb and Williams

5-BALL GAMES

Also Late Shuffle GAMES

Cash or Trade

Write or Phone Today for Best Deals

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Philadelphia 29, Pa.

BOXX-D

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Most luxurious Bumper Posts aver-
aged first manufacture cabinet. Rich

Champion Finish. Great Designer (a) Jumbo Plastic Bumper!

BRAND NEW! $215

IMPORTERS!

SEND FOR OUR DIG

Catalogue

First Coin Machine Exchange, Inc.

1140 W. North Ave.

Chicago 25, Illinois
BINGO MECHANIC WANTED
GOOD PAY
NO DRIFTERS

WRITE TO BOX 903
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WE HAVE THEM

**5 BALLS**

- **Gottlieb** Harbor Lites... $515.00
- HAWAIIAN BEAUTY... 105.00
- CHINATOWN... 65.00
- HAPPY DAYS... 65.00
- SKILL POOL... 65.00
- SHIMMER... 65.00
- QUINTETE... 65.00
- CROSSROADS... 65.00
- FOUR STARS... 65.00

**GUNS**

- **Genco 8 fl. Deluxe**... 
- **Cyclone**... 
- **Fireball**... 
- **Flash**... 
- **BOWLING TEAM**... 
- **THUNDERBOLT**... 
- **WALTZ**... 

**BASEBALL**

- **Williams 4 Radar**... 
- **United Star Super**
- **Genco Champion Base**
- **Flashball**... 
- **Bally**... 

**UNIVERSITY COIN MACHINE EXCHANGE**

818 N. High St., Columbus 8, Ohio

**RIFLE GALLERY**...

**SPORTS MAN GUN**...

**SPORTS MAN RIFLE**...

**GAMLERS**...

**SCHIFFER**...

**BASEBALL**...

**BOWLING**...

**THUNDERBOLT**...

**WALTZ**...

**TRIANGLES**...

**WALTZ**...

BooST YOUR EARRING POWER WITH

GOTTlieb’s TWO PLAYER

CONTINENTal CAFE

Location tested around the world:
- 3 holes lit in rotation for 200 points
- Red and Green kollawars, Lite Red and Green Pop Bumpers to score 10 points
- 2 bulls-eye targets score 50 points for center hit
- High score to 1900 points
- 2 super-powered flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

Boost your earning power with Gottlieb’s two player

CONTINENTAL CAFE

Location tested around the world:
- 3 holes lit in rotation for 200 points
- Red and Green kollawars, Lite Red and Green Pop Bumpers to score 10 points
- 2 bulls-eye targets score 50 points for center hit
- High score to 1900 points
- 2 super-powered flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

D. Gottlieb & Co.

1140-30 North凉tie Avenue - Chicago 31, Illinois

ALL GOTTlieb MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

GOTTlieb’s TWO PLAYER

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!
- 3 holes lit in rotation for 200 points
- Red and Green kollawars, Lite Red and Green Pop Bumpers to score 10 points
- 2 bulls-eye targets score 50 points for center hit
- High score to 1900 points
- 2 super-powered flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

D. Gottlieb & Co.

1140-30 North Koolie Avenue - Chicago 31, Illinois

ALL GOTTlieb MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

GOTTlieb’s TWO PLAYER

CONTINENTAL CAFE

LOCATION TESTED AROUND THE WORLD!
- 3 holes lit in rotation for 200 points
- Red and Green kollawars, Lite Red and Green Pop Bumpers to score 10 points
- 2 bulls-eye targets score 50 points for center hit
- High score to 1900 points
- 2 super-powered flippers and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

D. Gottlieb & Co.

1140-30 North Koolie Avenue - Chicago 31, Illinois

ALL GOTTlieb MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS
have been ordering heavy on his new Mint Cream Bar, a nickel seller.

New office gal in the Pastor Distributing Company front office is Janice Lukaszewicz. Out-of-town operators stopping in last week to see Sam Cooper, included Harry Kosows, Niagara; Johnny Barns, Merrill; Dewey Wright, Wausau; Val Andreas, Oshkosh, and Joe Velk, Madison.

Avenue Arcade, says Ken Kalmie, is being air conditioned this week. Vendor receipts are holding up well during the summer, report Carl Millman and Acher Rubin of Automatic Merchandising Corporation. Firm is experimenting with fruit juice vending, and getting good results with the Home Juice Company of Chicago's variety of half-pint and third-quarter cartons of assorted juices at a dime.

Window Records is the label recently activated by Bill Schwartz in Sheboygan. Recent release by the Dick Metko band is getting a lot of juke box action, he claims. Numbers are "Happy Days Are Here Again" and "Yarning Heart." Distributor for the line is Don Smith, of Records Unlimited.

Gives to Damon Runyon cancer fund

when answering ads...

Say you saw it in the Billboard

Chicago Coin brings you REAL BOWLING — ALL THE WAY!!!

Balls Actually HIT The Pins

Giant Pins

Realistic Size

Larger Than Ever Before!

Classic Bowling League

Ebonite

This Ball "Makes the Game"

New Profit Making Feature!

2 Games for 25¢

Also available as One Game for 25¢

Easily convertible to regular 10¢ play!

New Chicago Coin Machine Company

5135 W. Diversey Blvd. Chicago 14, Illinois

Exclusive Distributors for

AMF-Chicago Coin-Bally-Genco-Civant-Gottlieb-Kiefer-Williams-Vendee

New Games

Gulf, Continental Cafe
Williams Arrow Head
Williams 6-Pocket Slate Pool
Williams Hi Hand
Williams Yukon
Echelon Trio Bowler
Chicago Coin Classic Bowling League
Kendall Bowl-A-Rama
Genco Number Roll
Genco Gypsy Grandma
Genco Rotation Pool
Valley 6-Pocket Slate Pool

Used Music

AMF C-50 RPM 109.50
AMF D-40, 45 RPM 224.50
AMF F-120 650.00
AMF G-90 650.00
AMF G-1700 550.00
Wurlitzer 4100 50.00
Wurlitzer 1350 65.00
Wurlitzer 1500 95.00
Wurlitzer 1800 95.00
Wurlitzer 1900 135.00
1000 Wurlitzer Hideaway w/Sears Shopper 449.50

Miller-Newmark Distributing Company
42 Fairbanks, N. W.
Grand Rapids, Michigan
Phone 92350 — 82281

Get Your Automatic Licence Plate Vending Machines From Us!
See Sensational New Sun Valley
All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players ... more profit for operators!
Get your share ... Get Bally SUN VALLEY today.

See husky 3¾ in. ball actually plow into pins ... just like real bowling ... and you see why ABC TOURNAMENT is out-earning all other bowling equipment. For top bowling profits get ABC TOURNAMENT now.

SEE YOUR Bally DISTRIBUTOR
BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S
HI-SCORE
BOWLING ALLEY

NEW
DIRECT SCORING
SPEEDS PLAY
MORE GAMES PLAYED PER HOUR MEANS
MORE COINS PER HOUR FOR YOU

UNITED’S
BOWLING ALLEY
IS ALSO AVAILABLE IN
REGULAR AND
TEAM MODELS
SEE UNITED’S GREAT
IN-LINE GAME
PLAYTIME
NOW AT YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ORDER FROM YOUR UNITED DISTRIBUTOR NOW!
It's quick and easy to make selections at the Revolving Drum Program Selector. That's because the 200 selections are cataloged—40 at a time—under five basic musical classifications.

**Dual Pricing**

The selection panel of the Seeburg 200 is perfectly matched to the principle of dual pricing. This permits programming single records at one price and album records (two tunes per side) at a proportionately higher price.