

# The Billboard

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## Disk Dealers Band On National Front

Move Sparks United War on Club, Rack, Discounter Encroachments

By PAUL ACKERMAN  
AND BERNIE ASBELL

CHICAGO — The Society of Record Dealers (SORD) a national group designed to "return the disk business to sanity" and to show the manufacturer and distributor that the dealer is the most effective method of record distribution, was organized at the NAMM conclave here last week. Organization of SORD, as indicated previously in The Billboard (July 21), was spearheaded by Coghill-Simmons, Dallas retail outlet, and drew tremendous support of approximately 200 dealers attending the initial meetings.

Formation of the organization was announced by Hermes Nye of the Whittle Company of Dallas. Nye stated: "We know that when the manufacturers went into the racks, supermarkets and clubs a great market was being tapped... It was OURS." Illegal discounting, he said—emphasizing the word illegal—tends to spell the doom of the dealer. He stated flatly that big discounters have gotten started with the help of the manufacturer and distributor. "We have been told that nothing can be done about prices and discounting... this is not true." SORD is pledged to take necessary steps within the law. He pointed out that the time-honored American method of moving merchandise is the manufacturer-distributor-dealer structure.

Nye stated dealers had waited too long, but were now finally uniting to bring sanity to "this insane orgy called the record business." His talk was interlarded with considerable irony. "Customers use our listening facilities, but walk out empty-handed... They ask whether this record is available in a club, and if it is not they decide to wait until it is... And the heart of the builder of this cancerous monster has swelled

to the size of an English pea, and he floods us with tremendous shares of profits."

Nye noted that the dealers would also take an objective look at themselves. "Have we done all we could do for the manufacturer and distributor? Some of us have been remiss."

Officers of the SORD include Charles Simmons, of Coghill-Simmons, Dallas, president; Martin Spector, exec of the Florida Record Retailers' Association, vice-president; Phyllis Barr, of Georgia, secretary, and Jack Schaps, Chicago retailer, treasurer. A 12-man executive board includes Howard Pearlman, Tempe, Ariz.; Howard Jenkins, Garden Grove, Calif.; Frank Homeyer, Boston; Fred Werner, Greeley, Colo.; Dan Winograd, Chicago; Joe Aston, Fort Worth; Leon Ferguson, St. Louis, and Bud Hurst, Cleveland.

Simmons told a Billboard reporter: "We have no desire to fight the discounter. We want to fight the wrongs in the industry that allow the discounter to operate at a profit when we can't... mass discounters now operate thru the practice of transshipping and dumping distress merchandise. This results from factory pressure on distributors to accept more merchandise than they can handle. These distributors don't want to flood their own market so they ship overage out of their territory, if necessary, at a loss." He pointed out that novelty chains in New York were selling \$3.98 LP's at \$2.42 "when they cost me \$2.47."

(Continued on page 3)

## FORD EAR-MARKS 4 PROGRAMS FOR ARTIST ASSISTS

NEW YORK — Four programs to assist musicians, painters, playwrights, directors and related artists have been announced by the Ford Foundation here. The \$634,000 appropriation provides for performance or display of works selected, with 32 co-operating institutions in 24 cities. Selection of recipients, "talented Americans at critical stages in their careers," is being made by panels of critics and successful artists.

Grants-in-aid of \$5,000 will be made to 10 musical performers, vocal and instrumental, who will be asked to suggest composers to write works for them to perform. The Foundation will then pay composers for the commissions. Plays by up to 10 authors will be produced by theaters outside New York.

Assisting organizations include the Los Angeles Philharmonic, Denver Symphony, Atlanta Symphony, Indianapolis Symphony, Detroit Symphony, N. Y. Philharmonic, Pittsburgh Symphony, Margo Jones Theater in Dallas, Carnegie Tech, Houston Symphony, Stanford University, Boston University, Actor's Workshop in San Francisco, Alley Theater in Houston and Omaha Playhouse.

The awards will be announced next February. Ford recently wound up a \$900,000 program of grants to support experiments and studies in the creative arts and is able to move into this new program by having dropped last year the underwriting of "Omni-bus" on TV.

## New Products Key NAMM Meet to Swingin' Wind-Up

Spotlight on Stereo Phonos, Disks; Dealers Leave in Bullish Mood

By RALPH FREAS

CHICAGO—New products and pressing problems combined to generate more excitement at this year's NAMM Show than in any shows of recent memory. Because of the product and in spite of the problems, phono-record dealers went away from their four-day conclave at the Palmer House in a mood that was clearly bullish.

As expected, stereophones and disks held the limelight. In fact, phonos for the first time in many years shoved television into the background. Manufacturers such as Motorola, Admiral, Westinghouse, Zenith and Magnavox, who have used the show in the past to showcase new TV models, pulled the switch. Philco alone gave TV a featured spot for the worthwhile reason that they had something new to shout about in their "Predicta" series and in their "briefcase" TV portables.

Mounting Interest

It took three days for the show to build to a climax. On Monday, the opening day, the show had a sense of uncertainty and almost a panicky quality. Tuesday, things began to pick up. And by Wednesday, it was a swingin' affair. The day-by-day change reflected dealer attitudes toward the products they saw.

At first, the various approaches to stereo reproduction essayed by

phono firms had dealers dizzy. But as they took hold of knowledge and understanding and, most importantly, listened to the product they will be handling this fall, their dismay turned to enthusiasm.

As in past years, disk firms were noticeable mainly for their absence among exhibitors.

RCA Victor showed some stereo disks but their instrument line commanded the lion's share of the exhibit space. Columbia showed only phonographs. London alone of the larger disk firms returned to the exhibitor ranks after passing up the show for several years.

Informal Attendance

That's not to say that record people were not there in abundance. Both major companies and indies met their distributors, picked up new distributors and geared for fall business. But the business was transacted in suites and private rooms behind the scenes.

Thus, the informal boycott of the NAMM by disk firms continues. However, they recognize a need for an annual get-together, and, this year, a movement has been started among diskeries and distributors to organize some kind of clambake of their own (see separate story).

The Tape Scene

Stereophonic recorded tapes and the equipment to reproduce them have steadily grown in importance to phono-record dealers over the past four years. This year, tape was clearly eclipsed by the stereo disk. Such veteran tape firms as Bel Canto and Omegatapes who,

(Continued on page 16)

## NEWS OF THE WEEK

NAMM Meet Spotlights Stereo; Dealers, Indies Form Orgs

The National Association of Music Merchants held its annual convention in Chicago last week, with much interest engendered by stereo — on the equipment record and tape levels. Dealers and indie labels formed organizations during the meet. Page 3

Victor, Col., Decca, Epic

And Others Intro New LP's

RCA Victor, Columbia, Decca, Epic, Design, Urania, Vanguard, Somerset and a number of other firms have released new monaural and stereo LP's for August. Product is strong and varied. Pages 2, 3, 4 and 6

Columbia, Other Firms, Prep

\$1 Saving Plans for Fall LP's

Columbia Records will institute a "coupon plan" in September that will enable the cus-

tomers to save \$1 on new monaural LP's. Epic will cut the price of its classical LP's in August. RCA Victor has eliminated the coupons from its "Save-On-Records" program, and World-Pacific has started a bonus coupon plan. Pages 2 and 3

### DEPARTMENTS AND FEATURES

Amusement Games	95	Honor Roll of Hits	24
Aud.-Arena	49	Best Seller List	28
Carnival	65	Tips on Coming Tops	38
Circus	63	Outdoor	47
Coming Events	51	Parks & Pools	62
Classified Ads	84	Pipes	85
Coin Machine	86	Radio	2
Fairs & Expositions	64	Reviews	5
Final Curtain	53	Rinks	62
Letter List	50	Rinks Special Section	60
Merchandise	71	Routes	52
Music	2	TV-Music-Radio	2
Music Machines	90	Vending Machines	86
Music Pop Charts			
Album Buying Guide	18		

ANNUAL  
FAIR SPECIAL

FEATURING  
1958 FAIR DATES  
AND HIGHLIGHTING  
Roller and Ice Skating Section

## Fall Upswing Is Predicted

CHICAGO—The likelihood of a sharp business upturn in the fall of the year was prophesied here last week by Arno Johnson, chief economist for the J. Walter Thompson advertising agency. At the NAMM's opening day luncheon Monday (21), Johnson noted that federal governmental agencies, apprehensive lest the national economy expand at too rapid a rate, instituted restrictive regulations on credit, etc. This conservatism, he felt, had the effect of applying the brakes to the boom.

The music industry, like other industries, has felt the effect of this, and part of the reason for slump of the past few months may be attributed to such regulatory measures. Currently, however, his restrictive measures have been lifted, and already the industry has been noted with an operator, turned-in request at (ed on page 94)

## Dealers Flock To Join SORD

CHICAGO — More than 100 dealers signed applications to join the newly formed Society of Record Dealers (SORD) during the NAMM convention here last week. A. J. Schaps, treasurer, said. Pledges from an additional 200 have been received, according to Schaps.

Bylaws for the new dealer association permit membership by any person, partner or firm selling disks at retail. Membership dues are \$25 annually.

While partners or firm members may participate as individuals, any firm has only one vote and pays dues only once.



# Columbia Preps Coupon Plan To Spur Monaural LP Sales

Customers Save \$1 on Album Buys; Dealers Compensated

NEW YORK — Columbia Records will introduce a wide-sweeping "coupon plan" which will enable record buyers to save \$1 per LP on all 46 of the diskery's new monaural product during the months of September and October. The coupon plan, part of the company's "10th Anniversary of LP" celebration, will cover all of the company's popular and classical albums being issued now and in the month of August. In effect it will cut the list price of the Columbia monaural product from \$3.98 to \$2.98 on most items, and from \$4.98 to \$3.98 on the "Adventures in Sound" series.

Columbia's coupon plan will include all new releases. Some of the artists on these new LP's include Johnny Mathis, Dave Brubeck, Erroll Garner, and Ray Conniff. Classical LP's feature Leonard Bernstein, Isaac Stern, the Philadelphia Orchestra and the New York Philharmonic.

Here is the way the plan will work. In September the company will advertise the coupon plan in a score of national magazines and newspapers. The ads will feature the label's 46 new albums and the ads will contain 10 Columbia coupons. A customer can take these coupons to his record dealer and for every Columbia album that he purchases, of the 46 listed in the ads, he will save \$1 on each merely

by handing over a coupon for each album.

The record dealer, in turn, sends these coupons back to his Columbia distributor, who returns them to the Columbia factory. For each coupon returned the record dealer can purchase another Columbia album, from among the 46 new LP's, for a reduced "coupon plan" price. Instead of purchasing his replacement set that lists for \$3.98 from his distributor, the dealer's net cost for that LP is \$1.85.

In order to participate in this plan a record dealer has to purchase a minimum stocking order, (which Columbia claims is based on store's past purchases of Columbia albums), of the 46 new re-

leases. These are purchased at the regular dealer price. Thus on the first "coupon sales" of the new Columbia product the dealer does not make his regular mark-up. However, when the dealer re-orders any of these 46 albums, and turns in the coupons with his order, he gets his replacements sets at the reduced "coupon plan" price. Coupons can only be applied against the 46 albums in the coupon plan.

Customers can use the Columbia coupons from September 7, to October 31, 1958. Dealers can turn them back to their distributors up until November 15, 1958, or two weeks later. After October 31, (Continued on page 36)

## Decca Hits Peak; 61 LP's for Fall

NEW YORK — The largest single package release in the company's history features Decca Records' fall promotion. Campaign slogan for the entire program is "Carnival Time," a follow-up to earlier 1958 promotions labeled Star Time, Dance Time, Jazz Time and Vocalion Time.

The release of 61 sets includes the label's 11 stereo albums, of which nine are pop and two are in the Gold Label series; 30 pop albums; a half dozen in the country field; the same number of classical entries and a de luxe repackaging job on seven of the top-selling original Broadway cast sets of all time. Dealers are being extended an additional 10 per cent discount on all orders of \$200 or more during the month of August on all merchandise purchased except for imported disks and those in the

Archive and Vocalion series. Approved dealers also will have the option of a dated billing plan calling for one-third payment each on November 10, December 10 and 26. The "Carnival Time" theme is featured on display materials, which include capopied, dimensional centerpieces, mounted lithos and mobiles depicting eight LP's per mobile, with a special country mobile for use in southern areas. Decca branches across the nation will host 5,000 dealers between now and the end of the month in announcing the fall program.

The stereo portion of the release contains 11 sets, most of which have previously been released or are presently being released in monaural form. The group includes sets by Alfred Newman and ork with the Ken Darby Singers, Joseph Gershenson, Claude Thornhill, the Goldman Band, two sets by Wayne King, Mischel Piatro, the Sound Track from "The Young Lions," Mario Escudero, the Concert Masters of New York, and Lorin Maazel.

In the pop department, there is a de luxe, two-LP set by Ella Fitzgerald, plus single LP packages by (Continued on page 10)

## Col. Signs Up Paul-Ford Duo

NEW YORK — Columbia Records, which has been on a signing kick the past few weeks, has inked Les Paul and Mary Ford to a long-term contract. Pacting was made by a.&r. chief Mitch Miller last week. Duo has recorded for Capitol Records for the past five years, where they came up with a number of million sellers. Other recent Columbia pactings have been Johnny Cash, Kitty Kalen, John D. Loudermilk and Carl Perkins.

## CUSTOMER GETS \$1 DISK BREAK ON FOUR FRONTS

NEW YORK — In this week's issue of The Billboard there are four stories dealing with special coupon plans, limited period record sales, etc., that enable the customer to obtain records at \$1 less than the suggested list price. All of these programs are manufacturer plans and they all apply to monaural LP's. They include Columbia Records "coupon plan" which will enable disk buyers to purchase any of the firm's 46 new LP's for \$1 off list during September and October. Epic Records has slashed the price of its classical LP's for August and September from \$3.98 to \$2.98. RCA Victor has eliminated the paperwork for its "SOR" plan, enabling the consumer to obtain either of the two SOR disks from dealers at \$1 off list with no coupons. And World Pacific Records has a bonus coupon plan that allows buyers to get one record free from the firm for every three purchased from a record dealer. All of the plans except that of World Pacific is worked thru the dealer, who is able to purchase his "sale" disks at a special price.

## Vet Pubber Sets 5 Deals In Europe

NEW YORK — New deals with firms in Italy, France, Spain, Great Britain and Ireland are either set or in the works as a result of a 10-week tour of Europe just completed by veteran publisher, Jack Mills, of Mills Music.

Mills has acquired U. S. rights to the catalog of Carish of Milan. In Madrid, an arrangement was set up whereby the Quiroga firm will establish Mills Espana, new Spanish wing of Mills Music. Mills, on the other hand, will represent Quiroga in the United States. He added that a deal is also near completion on an important French catalog.

Mills also renewed a working arrangement with the Joseph Williams firm in London and acquired all U. S. rights to the catalog of Pigott in Ireland.

On the matter of specific song material, Mills picked up three tunes from Pathe - Marconi in France, with the titles, "Platee," "Suite Delphique," and "Epithalame." In Cologne, Mills also acquired a pair of tunes, "Finken-Walzer," and "Hauruck Schon Wieder Fallen Alle Meune," described as a bowling song.

He reported that more and more in Europe, and especially in France, diskeries are going into the (Continued on page 36)

## World Pacific Sets Coupon Bonus Plan

NEW YORK — World Pacific Records, West Coast jazz indie, has quietly started its own bonus record plan. The plan enables a customer to get an extra LP for free (except for a \$1 mailing charge) directly from World Pacific for every three he buys from his record dealer.

In each World Pacific LP album there is an inner sleeve which contains a bonus coupon and a list of 21 LP's that can be obtained for three of these coupons. The three coupons and \$1 are sent to World Pacific in Hollywood and the sender receives one record of the 21.

The 21 LP's feature such jazz names as Chet Baker, Gerry Mulligan, Chico Hamilton, Jim Hall, Bill Perkins, John Lewis, Shorty Rogers and others. The firm advertises that this new policy saves record buyers 25 per cent on their record costs by using the bonus coupons.

## King to Distrib Bethlehem Line

NEW YORK — A long-rumored deal between Bethlehem and King Records was consummated this week. Under the new set-up, King assumes active general management and exclusive world-wide distribution of Bethlehem product, subject to existing distributorships.

Gus Wildi continues as prexy of Bethlehem and will continue to operate out of New York offices. Bethlehem arrived at a settlement with its creditors prior to the inking of the new arrangement with King. It's understood that King as part of the deal, has advanced a sum of money against future distribution proceeds to Bethlehem. This in effect, amounts to at least partial refinancing, which enables the label to prepare and market new product.

In addition to new product already in the hopper for Bethlehem, the firm is now preparing 15 (Continued on page 36)

## Victor Skeds 30 LP's for August

NEW YORK — RCA Victor will bring out 30 new LP's for its August release. A total of 15 of these will be available on stereo as well as monaurally. In addition the firm will release seven new EP's of which four will also be released on stereo. And RCA is also releasing four new Camden low-price LP's.

Strongest items in the new release include the stereo version of Van Cliburn's rendering of the Tchaikovsky "Piano Concerto No. 1," the complete recording of Samuel Barber's new American opera "Vanessa" on three Red Seal disks, and two albums of the Bach "Brandenburg Concertos" recorded by Charles Munch and the Boston Symphony Orchestra. Three of

these concertos, Nos. 4, 5 and 6, were waxed at Tanglewood.

The complete Red Seal release includes the two Bach sets, an LP with the Lond Philharmonic Orchestra under Adrian Boult, an album with Leonard Warren, another containing the Incidental Music to "A Midsummer Night's Dream," and "Iberia" with the Chicago Orchestra. Albums that will be released stereo and monaural are the Van Cliburn (the monaural was rushed out two weeks ago), the Tchaikovsky "Sixth Symphony" with Fritz Reiner and the Chicago Symphony; two Mendelssohn symphonies with Karl Munch and the Boston Symphony; a Morton Gould (Continued on page 12)

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### Publishers

Roger S. Littlefield Jr.  
William D. Littlefield

### Editors

Paul Ackerman . . . Music-Radio-TV, N. Y.  
Herb Dotten . . . Outdoor, Chicago  
Robt. Dietmeier . . . Coin Mach., Chicago  
Wm. J. Sachs . . . Exec. News Editor, Cincinnati  
Lee Zhitto . . . Western Music Ed., L. A.

### Managers and Divisions

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R. S. Littlefield Jr. . . Music-Radio Div., N. Y.  
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W. D. Littlefield . . . President  
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John Ross . . . Secretary

### Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUNbar 1-6450

New York 36, 1564 Broadway  
W. D. Littlefield  
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENTral 6-9818

Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLLYwood 9-5831

St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHEstnut 1-0443

\* Washington 5, 1426 G St., N.W.  
News Bureau  
Phone: NAtional 8-4749

### Advertising Managers

C. J. Latscha, Director  
Outdoor-Mide. . . Robert Kendall, Chicago  
Music-Radio-TV . . . Dan Collins, New York  
Coin Machine . . . Richard Ford, Chicago  
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### Circulation Department

B. A. Bruns, Director . . . Cincinnati  
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Main Advertising and Circulation Offices  
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## Victor S-O-R. Disk \$1 Off Sans Coupon

NEW YORK—RCA Victor has eliminated the consumer coupon book on its "Save-On-Records" program. This means that a customer can merely walk into any store that sells RCA Victor Records and purchase the current Red Seal or pop S-O-R album of the month for \$1 less than the suggested list price with no paper work. Up until now purchasers of S-O-R LP's has had to have a coupon and the dealer had to register the buyer as part of the plan.

With Victor classical LP's priced at \$4.98 and pop items at \$3.98, S-O-R buyers can obtain the album of the month at \$3.98 for the Red Seal set or \$2.98 for the pop set. The new streamlined program starts in August.

S-O-R Red Seal set for August is "Iberia" with Fritz Reiner and the Chicago Symphony Orchestra. The pop set is "The Best of the Ames" with the Ames Brothers. RCA Victor will continue to build its S-O-R program via strong advertising and promotion at the local level. Ad mats, consumer supplements, envelope stuffers and four-color display cards are all available to dealers for the S-O-R program.

## Capitol Bows New EMI Label

HOLLYWOOD — The new classical line of Capitol-EMI will be unveiled with an initial release of 16 albums on August 18. The albums, all newly recorded, come from the same source which heretofore supplied the HMV label, released in this country by RCA Victor.

Capitol-EMI packages will list at \$4.98 per album. An introductory discount of 10 per cent will be granted dealers on initial orders, the same discount Capitol normally allows dealers on catalog merchandise.

Introduction of the Capitol-EMI lines now gives the parent firm three separate classical labels in this country, the others being Angel and Capitol classics. Artist-repertoire production for the new label is being helmed by Robert Myers. Plans call for the regular release of new classical recordings under the Capitol-EMI banner with occasional top recordings from the past re-issued. Capitol-EMI will also make its wares available in stereodisk form in the very near future.

## Abeles Seeks TV Pic Ruling for Fox Office

NEW YORK — Test cases were filed this week in the U. S. District Court for the Southern District of New York with the aim of determining whether a recording license originally granted to cover picture reprints in force to cover re-recording when the same film is used on television broadcast.

The cases were prepared and filed by Julian T. Abeles of the firm of Abeles and Bernstein on behalf of the office of Harry Fox, agent and trustee for more than 400 publishers associated with both ASCAP and BMI.

Named as defendants in the separate suits were C. & C. Films,

## DASHBOARD R&R CAN COST GAS

NEW YORK — Poor rock and roll getting kicked around in all quarters these days. Latest blast comes from the Esso Research Center, which maintains "tuning in rock and roll music on a car radio can cost a motorist money."

In the course of developing an automatically controlled "treadmill" for driver-less test cars, via magnetic tape recording tests, the Esso scientists discovered that rhythmic music can unconsciously cause a driver to jiggle the accelerator pedal in time with the music, thereby causing a "significant" decrease in the number of miles a gallon of gas ordinarily produces.

## Harris Takes Marks Suit to High Court

NEW YORK — Charles K. Harris Music has filed a writ of certiorari with the United States Supreme Court for a review of a decision in which renewals of 154 copyrights of songwriter Joe Howard, disputed between Harris and Edward B. Marks Music, were awarded to Marks.

When the suit, originally brought by Harris, was first heard, Marks won a declaratory judgment on ownership of the copyrights but was denied recourse to filing for damages. The decision on damages, however, was appealed to the Circuit Court of Appeals, which reversed the decision. This paved the way for the seeking of damages for a minimum of \$250 per song for all 154 tunes. This latter decision is now the subject of the Harris appeal to the Supreme Court. No action can be expected for some months, however, since the high court is now in recess until October.

## Diskeries Aim for Own Convention

CHICAGO — The day may not be too far off when the disk industry will have a convention of its own. That is the earnest hope of a hotly enthusiastic group of indie manufacturers and distributors who met informally at the Vee Jay suite in the Palmer House during the recent NAMM conclave.

The major accomplishment of the meeting was the appointment of a temporary organizing committee. This committee, temporarily

helmed by Don Robie, of Peacock Records, and Abner Ewart, of Vee Jay, will gather at the Ambassador East Hotel here September 12, 13 and 14 to hammer out an organization program. After the September meetings, the group expects to have a program they can present to the disk industry as a whole. Meanwhile, the 19-member committee will undertake the task of informing diskery execs and distributors in their individual territories of the importance of uniting and of holding their own convention next year.

Abner Ewart stressed the temporary nature of the organizing committee.

"We are acutely aware," he told

(Continued on page 12)

## Air Staffers Turn Waxers

NEW YORK — DeeJay Ben Parsons and Ron Evans, director of special services, WRBL, Columbus, Ga., have started their own record label, Wee Rebel Records. Jim Woodruff, WRBL prexy, gave the two staffers permission to weave the station's call letters into their label name.

Evans said the new company "might not rip up any sales records but they will certainly be heard

## Dealers Unite for National Front at NAMM Meeting

### Say Clubs, Racks Snare 1/3 \$ Vol.

CHICAGO — NAMM Phonograph Record Clinic Tuesday (22), at which session the formation of SORD was announced (see separate story)—was chairmanned by Leon Ferguson, Memphis dealer who recently affiliated himself with the Aeolian company. Ferguson's remarks drew rapt interest of the dealers present. He stated that record clubs in 1957 had sales totalling \$25,000,000, of which Columbia had the largest share. With the entry of RCA Victor and Capitol, the total annual figure would approximate \$50,000,000 he said. Add to this the racks, and it appears that one-third the dollar volume of the record business is done thru other than regular dealers, Ferguson estimated.

"There's little we can do about price cutting and record clubs," he said, adding that an analysis

### WELK FIZZ MAY PULL BOP CORK

PHILADELPHIA — One of the more interesting scenes of the season will take place here Tuesday (29) when Lawrence Welk is Dick Clark's guest on "American Bandstand." ABC-TV says they'll "spin a champagne record or two for the young dancers and pop a few verbal corks." If the kids find they can stroll or bop to Welk's bouncy disks, adds a web exec, ABC's programming plans may undergo some alteration.

of club prices instituted by "double dealing" manufacturers shows that a consumer can get seven LP's from a club at 20 per cent less than the dealer pays. "It is unethical price discrimination. But we cannot boycott three major manufacturers and stay in business. It makes you feel a loss of faith." Ferguson felt dealers must diversify.

(Continued on page 12)

## Epic Classic LP's \$1 Off Thru Sept.

MONTAUK, N. Y. — Epic Records will reduce the price of its classical line to \$2.98 for the months of August and September. This will cover all of the regular classical line except operas, usually priced at \$3.98. During this same period dealers will be able to get one pop LP free for every seven Epic pop LP's they purchase. And a new exchange policy set by the firm will guarantee a 25 per cent exchange privilege on all album purchases.

These new marketing plans were detailed over Saturday (26) and Sunday (27) before the firm's distributors and salesmen at the label's national sales convention at this pleasure resort. The sales program was opened by Epic general manager Bill Neilson, who happily explained that Epic's sales for the past six months were up 40 and 25 per cent respectively for singles and albums over the same period last year. National sales manager Walt Hayum announced the special price for the Epic classical line. The \$1 price drop will run thru September 30, and in October.

(Continued on page 12)

## Tops Sues Warner's For 500G

LOS ANGELES — Tops Records filed suit in Federal Court here against Warner Bros. Pictures, Warners Bros. Records and nine music firms belonging to Warners, asking for \$500,000 damages. Suit was filed by Precision Radiation Instruments which produces Tops Records. In the suit, Tops charges that Warners companies are in violation of the antitrust laws because they have conspired to suppress and eliminate competition by Tops Records. Suit points out that Tops Records sell for less than those of most other companies.

In its suit Tops claims that the Warner firms refused to take royalty payments on phonograph records manufactured by Tops, and tried to get retailers not to sell their product. In addition, charges Tops, Warners brought suit against 14 retailers who sell Tops Records. A suit by Warner's subsidiary music firms against Tops is pending in Federal Court here.

on the air." In addition to the WRBL affiliation, the label's first releases feature disk jockey Hal Howard of WPNX, Phenix City, Ala. Other Wee Rebel artists are guitarist Ken Woodfin, Johnny Fuller and his ork and vocalist Johnnie Suhr.

## Texas Group Spearheads SORD Org

• Continued from page 1

He added: "We want to enlist the help of distributors to take a realistic view of how much merchandise a territory can absorb. First we will try to reason, and if that is not effective we will take legal action. . . . We intend to find out what recourse we have in federal law, if any, to prevent transshipping and the evils it leads to."

He indicated his tentative belief that distributors who transship at lower than regular prices are in violation of the Robinson Patman Act. "We have been in touch with public officials, including Senator Humphrey (D., Minn.) who are interested in tightening current laws regarding distribution and price."

Andy Anderson, Chi dealer and a moving spirit of SORD, stated a prime aim of the organization was to "work closer with manufacturers and distributors, so that other means of distribution (other than dealers) will not be necessary in order to achieve the greatest possible total sale of records. Anderson said that the initial membership already included representatives of most sections of the United States. "The spirit of the organizational meeting was dynamite," he added. He concluded that "dealers are encouraged to continue their local record associations as an aid to solving local problems; but it is hoped that SORD will be able to present a united front on national matters. The membership of SORD, Anderson stated, will be made up of individual dealers rather than State associations."

## Stereo Battle Won Without A Shot Fired

CHICAGO — "The stereo battle has been won and the first shot hasn't even been fired."

That is the sage observation of Morris S. Price, sales veepee for Mercury, after three days of quiet and somewhat amazed snooping at the NAMM convention.

"I have never seen such enthusiasm for anything since the LP came out. Distributors who never show up at anything were here smiling from ear to ear. But the funny thing is none of them really knows the first thing about how stereo works, and they're not bothering to ask questions to find out. In a way this is bad, because there's a big education job to do, and if these guys are going to be educators, they've got to learn first themselves."

"But in a way, it's good, too. The enthusiasm means that they are pre-sold. Distributors, dealers and consumers, they're all saying, 'Okay, I'll buy it. Now what the hell is it?'"

## IR Clarifies Coin-Operated Amusem't Tax

WASHINGTON — Internal Revenue has ruled that coin-operated amusement device tax is not incurred when the coin merely connects a patron with an operator, who plays a phoned-in request at

(Continued on page 94)



## EARS ACROSS THE SEAS

## Language Barrier No Problem as Pop Music Business Goes Global

By JUNE BUNDY

NEW YORK—The pop music business is rapidly shaping up as a one-world federation, with the language barrier seemingly of little consequence any more. U. S. publishers are flocking to Europe and Latin America in search of foreign tunes; American records with English lyrics are selling big abroad, and foreign disks—particularly Latin-styled platters—are breaking in to the pop field here.

In recent months several foreign stars and/or tunes have hit the U. S. best selling charts. . . Laurie London's "He's Got the Whole World in His Hands," "You Need Hands," Renate Carosone's "Torero," Perez Prado's "Patricia," etc. Meanwhile coming up strong are Max Bygraves' "Gotta Have Rain" and the new Italian tune "Volare," which is now available here in 10 different platter versions.

The most interesting aspect of the situation is that U. S. pop buyers have recently shown a preference in some cases for foreign-lyric original waxings of imported tunes, rather than English-lyric versions by better-known American artists. Carosone's Italian lyric waxing of "Torero" (a "Capitol of the World" item) outsold Julius La Rosa's English version, and Decca's original imported version of "Volare" ("Nel Blu Di Pinto Di Blu"), by Domenico Modugno is currently out in front sales-wise.

Other versions of "Volare" (some in English, others Italian or instrumentals) have been waxed by Dean

Martin, Alan Dale, McGuire Sisters, Marty Gold, Nelson Riddle, Umberto Marcato, Nilla Pizzi, Rosa Linda, and Jesse Belvin. The tune, published here by Robbins, won the San Remo music festival award this winter.

Commenting on the boom abroad and in South America for U. S. disks and English lyrics publisher Howie Richmond, one of the most active publishers on the international music scene, points out that French canary Edith Piaf now sings most of her songs in English when she plays niteries in Sweden and Brazil. Paradoxically, Miss Piaf concentrates on her French-lyric repertoire when she appears over here.

In line with this, Richmond recently imported an Italian tune which he will release here under its French title "El Rancho De Maria." Richmond is also bringing out two tunes (English titles: "Whammy Diddle" and "Razzama-

tazzi") by two writers from Argentina on his own Oklahoma label. He has also acquired an Italian item "Hey Canastos" and a Brazilian tune "Marancangolha."

Another interesting international case is that of Italian warbler Marino Marini, whose disk (cut by a small Italian label Durium) have never been big in Italy, but who is one of the hottest disk names in France. Columbia Records will shortly release his platters here.

## Big Capitol Import

As a result of its EMI ownership tie, Capitol has released a tremendous number of foreign-language disks (via its "Capitol of the World LP's and singles) here. Over the last two years, the label has released 119 foreign singles, including "Torero." In the last two weeks alone, Capitol released singles by Gino Bechi, Gianni Armand, Lucho Gatica, Luciano Tajoli, Hermanas Ramos, Los Three Caballeros, Ray

(Continued on page 10)

## GETS INJUNCTION

## First Round to Cap In Design Suit

HOLLYWOOD — Capitol Records won a preliminary injunction against Design Records in a suit charging that the label almost identically duplicated Capitol's cover of the original "Pal Joey" movie sound-track album. Also named as defendants were Pickwick Sales Corporation, manufacturer of Design; Melody Record Supply Company, the album's New York distributor, and Nacy Stores, which sold the album.

The action was filed in the New York Supreme Court and will be tried before Judge Henry Epstein on September 8.

Issuing the injunction, pending the trial, Judge Epstein ordered that no sales, advertising or promotion of the Design "Pal Joey"

album be made by the defendants.

Capitol is seeking a permanent injunction against the defendants, and is also demanding damages from them in the form of an accounting of all the profits made in the sale of Design's "Pal Joey" album. Capitol claims that the Design cover is so identical to Capitol's "Pal Joey" cover as to mislead the buyer into believing that the Design album contains the same performances that were in the

(Continued on page 10)

## Music Pubs to Save Postage

WASHINGTON — Music publishers will want to take advantage of the newly-lowered rate on postage for sheet music and music manuscripts when those rates go into effect August 1.

New rates, signed into law by the President in May, will save music publishers, orchestras, composers, churches and private music teachers about \$500,000 annually. (The Billboard, June 2.)

Law permits sheet music to be sent thru the mail at book rate, instead of the zoned parcel post rate now in effect.

## Victor Stars At Milwaukee

NEW YORK — Milwaukee's second annual "Pop Parade of Stars" featuring RCA Victor artists, will be held on Tuesday, August 5, at the Washington Park Temple of Music. Concert is being repeated as a result of last year's concert drawing the largest attendance for any such event in the history of Milwaukee. Artists that will appear at the show so far are the Crew Cuts, Lou Monte, Eddie Heywood, the Deb-Tones, and comic Gary Morton. Joe Reisman will conduct the show.

## ALL ROADS HEAD TO ROME, MAN

NEW YORK — The invasion of Europe this year by U. S. publishers in search of foreign material for the American record market (see story elsewhere in this issue) was pointedly illustrated a few weeks ago in Milan, Italy.

A relative obscure Italian publisher in that city—located in Milan's Brill Building, on the Galleria Del Corso and virtually ignored by U. S. music publishers a year ago—was visited in rapid succession one morning by Lou Levy, Howie Richmond, Jean Aberbach, and Ben Barton. Another sign of the growing global character of the music business is seen in Isow's (London's counterpart of Lindy's) where many chairs are now marked with the Names of U. S. music publishers.

## Stereo Calls For All-Level Education

CHICAGO—The need for all levels of the industry to educate themselves about stereo emerged from a phono record discussion clinic at the NAIM parley. The elementary nature of questions raised by dealers, distributors, trade press and even manufacturers—and which nobody seemed expert enough to answer—seemed to portend a possible bottleneck in consumer sales merely because the tradesmen won't be ready to answer questions asked by the public.

Among the questions raised, which were almost answered but not quite, were those of how to spot phony stereo, just what compatibility means, how far to separate speakers, whether or not they

(Continued on page 17)

## BMI Counsel Blasts Schulman Summary

WASHINGTON — BMI counsel Judge Samuel Rosenman told chairman Pastore last week that the songwriter claims of broadcaster "conspiracy" stemmed from an "unabashed desire to knock out a competitor and reactivate ASCAP's days of happy monopoly."

Rosenman said his testimony, on the last day of hearings on the Smathers (D., Fla.) bill to divorce broadcast and music interests, was not actually a sur-rebuttal. Testimony of the previous week by songwriter counsel John Schulman was not a "rebuttal," but only a repetition of original charges, said Rosenman. The bill's proponents had not challenged the personal and statistical testimony presented by opponents, Rosenman pointed out.

Rosenman described ASCAP songwriter charges as "medieval" and "preposterous," and said the practical reason for bringing them to Congress was a hope of bettering the songwriter position in their private \$150,000,000 suit against Broadcasters and Broadcast Music, Inc. Reversing the songwriter role, Rosenman said ASCAP is "persecuting the broadcasters," by dragging them thru two sets of Washington hearings and reportedly trying for a third (see Billboard, July 21).

The BMI spokesman asked: Have the majority of ASCAP songwriters actually been hurt by BMI?

Rosenman said no. They have had to be more competitive, even among themselves, but "ASCAP songwriter performance money is substantially higher than it was before BMI." The oldsters like Oscar Hammerstein never had it so good in performance money, as they do now, Rosenman pointed out, and "even the newer ASCAP writers have had great success in the past

(Continued on page 10)

## ALL RIGHTS RESERVED?

## 'Stereo Fidelity' Tag Stirs Hassle

NEW YORK — The battle that at one time raged over whether "rock and roll" was a copyrightable phrase may be repeated this year over the new industry "stereo fidelity."

The phrase has already been utilized by so many companies that it may follow R.&R. into public domain before anyone can make a legal issue of it. Columbia, Pilot, Westinghouse and Webcor are utilizing the words in promoting their new stereo phono lines, and Somerset Records tagged its new stereo LP line Stereo Fidelity.

Meanwhile Audio Fidelity Records reportedly considers Somer-

## Somerset Bows 10 Stereos, 8 Monaurals

NEW YORK — Somerset Records is releasing eight new monaural albums and 10 stereo packages (on its new subsidiary label, Stereo Fidelity) this month. The Somerset LP lineup is sparked by a special 99-cent LP sampler, while the Stereo Fidelity album group is keyed by a \$1.98 sampler.

Both the stereo and the monaural packages will be exchangeable on a dollar for dollar basis on or after December 1, and are available on a delayed billing plan. The 12-inch Somerset "Library Selector" LP will retail at 99-cents (dealer cost 75-cents) for a limited time only. Dealer cost on the \$1.98 Stereo Fidelity sampler is

(Continued on page 10)

## Domino Names Allied National Distributor

NEW YORK — Allied Record Sales of Hollywood has picked up national distribution on the Domino Records version of the tune "You Cheated" by the Slades. This disk, which has been getting some action in Texas, where the Domino label is based, has already had two covers. The tie-up with Domino is the first pact made by Allied under its new plan to handle and service indie labels.

Deal was made by R. T. Williams and Ed Nichols of Domino and Ned Herzstam of Allied. Other artists on the Domino label are Ray Campi and Joyce Webb.

## Preps Tome On Universal Copyr't Meet

WASHINGTON — Music publishers who want to be sure of the effect of the Universal Copyright Convention on music involved in international marketing will have a blueprint in a study by Dr. Arpad Bogsch, legal advisor to the U. S. Copyright Office.

"The Universal Copyright Convention: An Analysis and Commentary," with a target date of August publication, will contain practical advice which will make the new code clear to both lawyer and layman, the Copyright Society Bulletin has announced.

The book is being published by the R. R. Bowker Company in co-

(Continued on page 10)

## Epic Unveils Stereo Phono, Disk Line

MONTAUK, N. Y. — Epic Records took the wraps off both its new phonograph and its new line of stereo LP's at the firms national convention here Saturday (26) and Sunday (27). The phonograph set titled "Stereorama" is a full stereo phono, with two separate speaker enclosures, and is considered adaptable for demonstrator use. It will retail for \$169.95.

Epic will release nine stereo LP's in August. Three will be classical and six will be pop sets. They will be sold under the trademark "Stereorama" and will list for \$5.95. Sets include two Lester Lanin packages, a Neal Hefti set, another by Jimmy McPartland, another by the Merrill Staton Choir and one by the Joe Glover crew. Classical sets include one with the Cleveland Symphony Orchestra under George Szell, and another featuring pianist Leon Fleisher with the Cleveland Orchestra.

## West Coast ARAS Adopts Constitution

HOLLYWOOD — The constitution of the Los Angeles chapter of the Academy of Recording Arts and Sciences was ratified last week at a meeting of the local chapter's board of governors. The meeting also considered preparation for the telecast of the Academy's first annual awards scheduled for spring of 1959. The hour and a half coast-to-coast TV show will be sponsored by Pepsi-Cola. F. Paul

(Continued on page 10)



## DISTRIBUTOR NEWS

By HOWARD COOK

Chas Woods of Mercury Record Distributors, Inc. in Boston reports that "Rocky-O" by the Diamonds is his strongest seller. "You Cheated" by the Del Vikings is also going well. "She Belongs to Me" by Cino & Cino is also a strong item. "One Summer Night" by the Diamond cutters is well through. Hottest LP's are "Meditation" by Marie Collin, "East Side-West Side Story" by Patti Page and "Imagination" by Billy Eckstine. Woods also reports that Mercury's low-price line, Wing, is moving well.

Leslie Carson of Decca Distributing Corporation in Richmond, Va., lists Bill Haley's "Lean Jean" as his best-selling new record. "Nel Mio Dilecto Di Mio" by Demographic Marquis is also big. "Ball of Thunder Road" by Tex Williams is a hot country disk. "Old Man River" by Earl Kenton is going well. "Early in the Morning" by Buddy Holly is on Carol is stopping out. "Dance, Frovouse, Dance" by Betty McGuire looks promising. "The Kicks Falls on Its Knees" by Teresa Brewer on Carol is a strong new record. Hottest Brunswick picture is "Think It Over" by the Jets and "The Wonderlin" by Little Walter. Strongest all-around "I Must Be in Love" by The Kinks. "The Kinks" is "I Must Be in Love" by The Kinks. "The Kinks" is "I Must Be in Love" by The Kinks.

## NIGHT CLUB

## Julius Monk Opens Attractive Nitory

Julius Monk opened his new nitory in N. Y. last week, with the Downtown room upstairs and upstairs at the Downtown now downstairs. Less confusing are the upstairs of success for this club, well-lit, spot, which boasts handsome decor, comfortable, excellent service and good food on the menu. A packed house opening night applauded the impressive piano

work as well as his taste.

The Downtown (upstairs) was open till full, but the line showed mightily for Allen Chandler, who by his first local host and in many a month, the nightclub was a bit nervous. "Some Other Time" and "So This Is Paris" and then settled down to her last, comedy. "With a Queen, Keep It Close" and "I'm Gonna Look Up Yours" proved

## CONCERT

## Brahms Blooms Over Rainy Weekend

At the Tanglewood Festival July 19-20, a cold, heavy wind and rain clouds to hear the first concert of the season. Saturday it was Brahms' "Requiem" with perfect symmetry of oak and choir achieved under the skilled baton of Charles Munch. The choir a prevailing elegiac mood

and a feeling of affirmation of faith from the personal story which ends eternal and inter. Hilde Garden and Donald Gramm gave outstanding performances in the soloists, in a highly satisfactory evening.

Sunday the Boston Symphony Orchestra was under the direction of

Pierre Monteux, who led a fresh and undisturbed reading of the Academic Festival Overture. Le Flischer gave a solid, dramatic performance of the Piano Concerto in D Minor; this he noted the Bonds a little, according to the integrated feeling and form of the work. Stravinsky's "Petroushka" found Monteux in top form, bringing refinement and subtlety to the changing scene as well as clarity of rhythm and a great intensity. N.Y. Herald.

## NETWORK TV

## James Is James on Careful Jazz Stanza

Harry James and his big band offered five moderately jumping medleys on their half hour seg on "Stars of Jazz," ABC-TV show Monday (21) in the opener, "Just Luck," the band had something of the ring of the Count Basie band, circa 1942, while in most of the others, including the wrap-up "Wines for Sale," there was the persistent impression that big bands, after all, have changed their sound and style very little

since their heyday, early-fifties heyday.

Vocalist John Webb worked hard but not too effectively on her one outing with "Lovers Come Back to Me," while singer Bobby Troup, this a pianist and low pressure type, seemed to elude the show with a flick of observation about the derivation of the trumpet from the cornet shell and the beginnings of the Harry James career at age eight

which didn't have much bearing on jazz.

This show left the strong feeling that perhaps networks, at long last, should be more bold and more daring. They seem preoccupied in most offerings with the thought that it's dangerous stuff and has to be handled in a small, careful dose. Maybe if they stop giving audiences by the hand with explanations and small samples of music and just let those ears blow for the whole show, jazz might suddenly assume status it hasn't yet enjoyed on the air. Ben Green.

## REVIEWED IN BRIEF

## All-Mendocino

Leviathan Stadium's mammoth all-Mendocino program July 21 certainly gave 3,500 patrons the money's worth. Conductor Max Rodkin, now chief of the Cincinnati Symphony, demonstrated fine control over musicians and music alike in the Italian Symphony. Flautist Piero Weiss demonstrated with the E Minor Concerto with industry and intelligence. (Hodes)

## Jules Katz

Nad's Ten East, class N. Y. dance spot, has installed a se-

parate keyboardist in the lounge where even serious drinkers will like. He's Jules Katz, an affable and imaginative pianist who also can chat pleasantly with the clientele. His version of "March of the Siamese Children" and "I Never Entered My Mind" would delight composer Richard Rodgers, while an expert number seems beyond his repertoire. (Brenstein)

## Carolyn King

Carolyn King's debut at the new Nite Beat, N. Y., merited such talent. The youthful thrust has an exceptionally well-trained voice with clear, rich quality and beautiful overtones. She delivered Anglo-Mexican arrangements in a direct, affecting manner with excellent control, including "Lullaby of Birdland," "Blue Moon" and "My Heart Belongs to Daddy." But the dimen-

## DISTRIBUTOR &amp; Bach Blend Bright Birdland Ball

\* DISTRIBUTORS

By CHARLES SINCLAIR

## MIDDLE ATLANTIC

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"Late At an Auction" and her famous "Rushes Begone" had three under the tables. The music of "I'm a Fool" was by passing her in a column out of fashion during "The Girl Next Door." Miss Ellington needs a new transparent gown and a new material, but her wit with a comic turn is bright and unique. Day Evans and Carl Newman matched the two by their own efforts, both for her art and music to drink to. The updates is a welcome arrival in the scene. Bob Sherman.

It was probably the last thing the audience expected. But, it was not the polished, intricate structure of the past. Instead, the music of New York's jazz progression, was a series of all things—a series of "concretions" and "spontaneous" compositions that was pure Johnson, Sebastian Bach.

In full command of this old musical museum was Columbia's John Bach, locally known and locally renowned from an enormous repertoire of all sorts of top-notch State Department recordings. Finally, he swung into the big-time, winning of his newest extended jazz composition, "Bradenburg Gate." Looking suddenly like Arthur Schnitzler, Bach, with a series of straight and, a series of straight, crashing chords, performed the slightly incredible feat of disorienting what amounted to a yardstick of all the Bach records in the world with the wildly rhythmic foundation of a modern jazz bridge.

Don't let me say (in short, incidentally) this work has a new Columbia record to be titled "Jazz Improvisations of Bach." Bach's swinging movement into the state of mind of a modern, great music composer is further proof of it and is needed that he is the most creative and brilliant among, and an important musical figure.

The creation of "Bradenburg Gate" and a series of long improvisations on "The Art of Fugue" in which Bach's modern music great are over a foundation of whole chords by Bach, ranges from the related to the dynamic with descriptive name. It's nothing. Bach has given in polish (and, apparently, great popularity) to the past music as best.

## Stadium Digs the Duke as Jazz Outdraws Classics

By TOM NOONAN

Thundering weather for around 30 minutes before starting rain and a hot humid evening could not deter about 10,000 determined fans from packing Leviathan Stadium in upper Manhattan to hear such as "The Duke."

The bulk of the program consisted of Ellington's and his sister and associate Billy Strayhorn's new compositions, many of which were new to the audience. Highlights of the three-hour program were the two solos of Johnny Hodges on sax, the interesting combination of a muted trumpet and a swing, which was done by Harry Belafonte and Ray Charles in the "Mr. Charles and Mr. Carl" number, the mellow, swinging of L.D. Newkirk and the singing of Otis Reddy, and, finally, the skin beating of drummer Sam Woodyard for "H.P. Face" and, of course, the melody of Ellington's song with Duke at the keys.

The Harry Belafonte Quartet added much to program with three of his original numbers, "Swing House," "The Festival Music," "A Catch Case," and later to the program when he teamed with Harry James of the Ellington aggregation for a new sort of "Home Sweet Home." The audience definitely "got the message" and reacted with warm applause for all of Ellington's music.

An interesting and exciting addition was the first performance "Grand Grand Grand" wherein a highly talented group of percussionists were added to the band for two numbers which Ellington called "F. & P. (Extra Special Percussionists)." Comp consisting of these drummers and four vibraphonists—all from temporary college-aged groups—worked on two jazz numbers.

The previous night at the Stadium featured an all-Mendocino program and drew a little over 3,500. Ellington and his jazz trumpet name that decided that the next night. Enough said for the acceptance of jazz at this type of stadium presentation.

## Miles Davis Group Is Strong As Ethel Ennis Debuts Well

By BOB ROLOTTZ

Miles Davis Group, Ethel Ennis, Village Vanguard, New York, July 21

The Miles Davis Sextet, which opened before a packed house at the Village Vanguard last week, is one of the strongest groups that Davis has headed to date. It features two dynamic saxmen, Julian (Cannonball) Adderley on alto and Johnny Coltrane on tenor, along with bassist Paul Chambers, and pianist Bill Evans. On opening night, Philly Joe Jones handled the drums.

That Miles Davis is one of the top jazz players of the modern school today was evident by the evening reception heaped upon him and the group by the large crowd, mostly composed of young men and women under 20. Repeatedly included original jazz efforts that Davis has used for various Columbia albums as well as the personal "My Funny Valentine." On the show tonight, Davis turned in some effective trumpet work, playing alone with imagination. Adderley lent a lot of excitement to the group, even though on overbearing choruses he had a tendency to be repetitive. Coltrane played with the fluidity for which he is noted, and Chambers, Evans and Jones lent solid rhythm backing to the horn men.

Ethel Ennis, who recently completed a stand at the Grange World's Fair with the Benny Goodman set, made her debut at the club. The attractive French came with noticeable mastery of a fine group of standards, including such tunes as "There Will Never Be Another You," "The Best Things in Life Are Free" and "C'est Si Bon," the latter in French. Miss Ennis alternates between jazz and pop interpretations of tunes, but on the pop style she impresses more strongly. With some more night club experience under her belt, the French has the makings of a winning performer.

## Art Ford in Stereo

Art Ford's WNTA jazz outing Thursday (20) represented the first known attempt to fill the so-called stereophonic "hole in the middle." The noble experiment in three track stereo employed TV sound, plus AM and FM radio for each of the live tracks. The calm, casual, third-deckers blowing session constituted a meeting on TV of the Metropolitan-style traditional set. The boys contributed much enthusiasm, which might have been better transmitted had someone devised a way for the audience to properly set up their speakers in left to right sequence and to set all three volume controls at the same level. (Corbett)



# Sees Grim Threat To Disk Retailers Problem as Dealer Spokesman Scores Discounter, Rack Tactics at Fair-Trade Hearings

WASHINGTON — The retail record trade is "threatened with extinction" by loss-leader tactics of discounters and chain stores, a record dealer association spokesman told a Senate Commerce Subcommittee at hearings on Federal Fair Trade legislation here last week (21-22).

Some 40 retail record dealers have been forced to close their doors in the Philadelphia metropolitan area alone, Jack Jolley, president of the Association of Retail Record Dealers of Pennsylvania, told Sen. Alan Bible (D., Nev.), chairman of the Special Subcommittee on Fair Trade.

Records are being used as crowd-pullers, and are sold "at cost or less, to draw traffic to their other items with higher profit margins," Jolley pointed out, thus taking advantage of the big ad and promotion campaigns of record manufacturers in print and broadcast media.

Bitterest pill of all, is the way "our regular customers come to the stores only to listen to the records—and then go out and buy from discounters who don't provide such services as pre-playing of the records."

The bill, S. 3850, being considered by the subcommittee, would enable manufacturers to set retail prices, and invoke enforcement, without running afoul of Federal Trade Commission Act which guards against price fixing. Individual manufacturers can set resale prices on their own product, but there could be no agreement among several manufacturers to set prices under the law.

Conflicting testimony during hearings has praised and damned the Federal Fair Trade legislation as a "good bill to protect retailers against jungle warfare" in retailing and, on the other hand, as a "price-boosting measure" that would be harmful both to small businesses and to consumers.

The problem of meeting discount and chain-store price cuttings has been hardest for the "small retailer dealing exclusively in the sale of phonograph records," Jolley pointed out. Discounters are "selling records at 40 to 50 per cent off manufacturers' list price. In many cases, these prices are below the price for

which dealers can buy the records," said Jolley.

LP's are sold in discount for prices as low as \$1.98 to for a \$3.98 list record, the sense were told. Prices of higher cost LP's are slashed proportionately. The dealer finds it impossible to sell an LP at less than \$2.50, Jolley pointed out, because normally the record is purchased at regular cost to the dealer of \$2.47.

Jolley touched briefly on the manufacturers' part in selling to some outlets for less than others. "Many of our members are convinced that the discount purchasers are able to obtain the records at better prices than we can get." The unloading by manufacturers to discounters at special prices was a point stressed during previous hearings on discounting by the Humphrey (D., Minn.) Small Business Subcommittee.

State Fair Trade laws were given a death blow earlier this year, when a number of State supreme courts declared they were unconstitutional. Jolley cited this as proof of need for "fair trade legislation on a national level." Attempts by the Miller-Tydings, and later the Maguire Act, to keep up retail price levels have been successfully fought in courts by discounters.

## 9 August LP's By Vanguard

NEW YORK — Vanguard Records will release nine new LP's in August. The lead item, Boris Karloff narrating the Prokofiev "Peter and the Wolf" will be released both monaurally and in stereo. Other releases include four classical sets, three folk albums and one pop set. Classical LP's are the Berlioz "Requiem"; an album of Handel and Haydn oboe concertos; a set with the Griller String Quartet with William Primrose; and an album of "Lute Songs" and songs by the In Nomines Players.

Folk sets include a blues album by Brother John Sellers and an album of yodels from the Alps and Tyrols with the Austrian Folk Musicians. A jazz album titled "Call House Blues" features Bobby Henderson at the piano. Another set contains songs with Liane and the Boheme Bar Trio.

tazzi") by two writers from Argentina on his own Oklahoma label. He has also acquired an Italian item "Hey Canastos" and a Brazilian tune "Marancangolha."

Another interesting international release is that of Italian warbler Pino Marini, whose disk (cut by Italian label Durium) have been big in Italy, but who is the hottest disk names in Columbia Records will label, "From Now On."

Orbit's parent firm, High Fidelity Records, this week signed 19-year-old pianist David Carlson and his first album is scheduled for recording next week.

## June Biggest For Urania

NEW YORK — Urania Records this week stated that the month of June was the biggest sales month in the firm's history. According to David Rothfield, sales head of the label, the spearhead of the firm's sales were the five stereo albums the label released in June. Because of this the firm is issuing four more stereo disks next month.

Urania will release one of Offenbach's little recorded light operas, "The Grand Duchess of Gerolstein" in September in both stereo and monaural. Set will feature Eugenia Zareska, who appears on the label by permission of Columbia Records of France. This is one of a series of classical recordings that Urania has skedded to be cut in Europe.

## Freed Firm Bankrupt

NEW YORK—Alan Freed Enterprises, theatrical promotion firm headed by Jack Hooke filed a voluntary petition in bankruptcy Friday (19) in New York Federal Court. The firm, which is located at 1619 Broadway, lists 28 creditors for merchandise sold and services rendered.

According to the petition, the firm owes disk jockey Alan Freed \$15,000, and owes Shaw Artists Bureau \$24,665. Liabilities are listed at \$51,985, and assets are nil. M. P. Warren Troob represents the firm.

## Cut British Car Race in Stereo

NEW YORK—Bill Grauer and Bob Richer, executives of Bill Grauer Productions, Inc., (Riverside and Judson Records) recently returned from a 12-day jaunt to England, where they recorded in stereo the recent sports car race at Oulton Park Race Course, Chester. The international sports event has yielded two LP's for the sports car series on Riverside.

While in England, Grauer and Richer completed distribution arrangements with English firms for the release of the sports car albums abroad.

## ALL ROADS HEAD TO ROME, MAN

NEW YORK — The invasion of Europe this year by U. S. publishers in search of foreign material for the American record market (see story elsewhere in this issue) was pointedly illustrated a few weeks ago in Milan, Italy.

A relative obscure Italian publisher in that city—located in Milan's Brill Building, on the Galleria Del Corso and virtually ignored by U. S. music publishers a year ago—was visited in rapid succession one morning by Lou Levy, Howie Richmond, Jean Aberbach, and Ben Barton. Another sign of the growing global

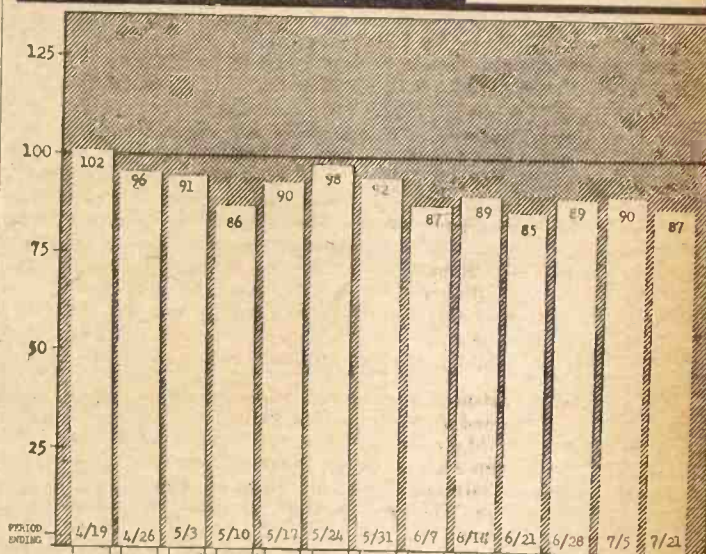
## Somerset Bows 10 Stereos, 8 Monaurals

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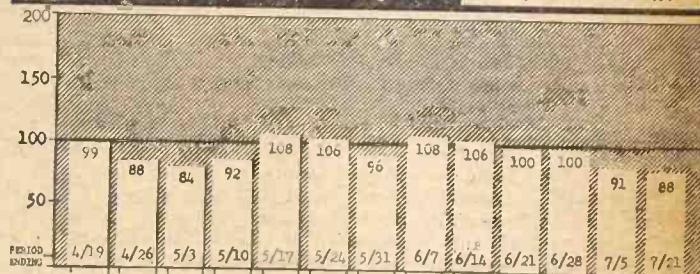
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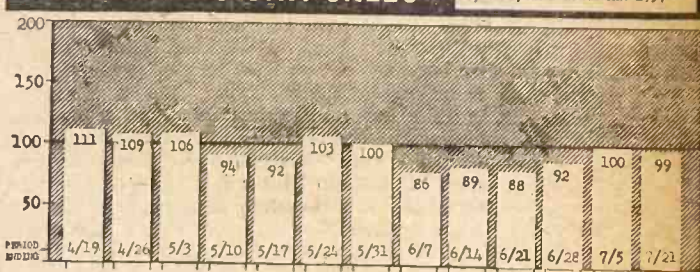
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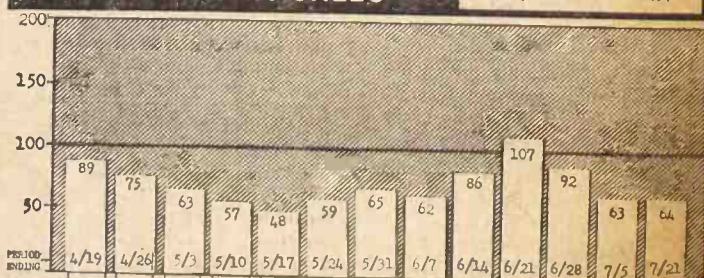
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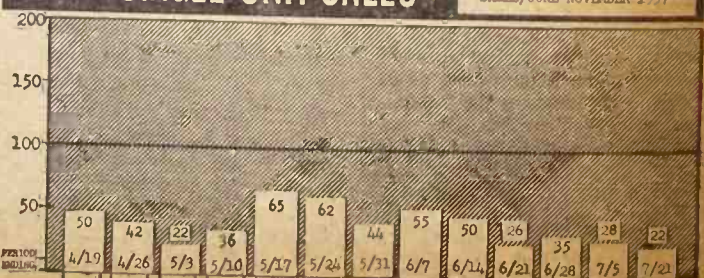
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like, when are we making it with those swinging new sides from warner bros?

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## DISTRIBUTOR NEWS

By HOWARD COOK

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**NOTES IN THE MAIL:** Dave Skolnick, manager of Cosnat's Philadelphia branch, writes that Dot has several hot items with Pat Boone's "If Dreams Came True," "La Paloma" by Billy Vaughn, "Midnight Train" by Jackie Cooper and "Buttermilk" by the Fontane Sisters. "Soon I'll Wed My Love" and "Honolulu" by Milton DeLugg also on Dot are moving. "Betty Lout Got a New Pair of Shoes" by Bobby Freeman on Josie is a smash. Jubilee is perking with "As Long as I Have You" by Don Rondo and "I Wish" by Della Reese. Strong Sun platters include "So Young" by Ray Smith and "Guess Things Happen That Way" by Johnny Cash. "What Am I Living For" by Chuck Willis on Atlantic is still big. Best selling LP's are "Stardust" by Pat Boone on Dot, "Billy Vaughn's Million Sellers" on Dot, "The Clark Sisters Sing" on Dot, "The Soul Brothers" by Ray Charles and Milt Jackson on Atlantic, "Taboo in Hi-Fi" by Arthur Lyman on Hi-Fi Records, "Johnny Cash" on Sun and "Jerry Lee Lewis" on Sun.

Bob Heller of Chips Distributing Company in Philadelphia pens that sales are heavy on "The Wizard" by Jimmie Rodgers on Roulette and "Little Star" by the Elegants on APT. "My White Convertible" by the Hall Brothers on Arc and "We're in Love" by the Dappers on Star-X look good. . . . Hottest new items at Marnel of Maryland, Inc., in Baltimore, according to Phil Markman, are "Summertime, Summertime" by the Jamies on Epic, "Why Do I" by Lee Andrews & the Hearts on United Artists and "Chicky-Cha" by the Dazzlers on Knick.

Top disks at Cosnat Distributing Corporation, New York, are "My True Love" by Jack Scott on Carleton, "Jennie Lee" by Jan & Arnie on Arwin, "Do You Want to Dance" by Bobby Freeman on Josie and "Hang Up My Rock and Roll Shoes" by Chuck Willis on Atlantic. Hottest new platters are "La Paloma" by Billy Vaughn on Dot, "You Gotta Love Everybody" by Della Reese on Jubilee and "As Long as I

Word from Ted Kellum of Marnel Distributing Company in Philadelphia is that Epic is cooking with "I Don't Want to Set the World on Fire" by Somethin' Smith & the Redheads, "Lover's Land" by Ersel Hickey and "Summertime, Summertime" by the Jamies. Imperial has a hot one with "Little Starry Eyes" by Johnny Garner. Best-selling United Artists record is "Rock and Roll Age" by the Four Jays. "My True Love" by Jack Scott is still selling strongly.

## DISTRIBUTOR &amp; ONE-STOP DIRECTORY

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# Sees Grim Threat To Disk Retailers Problem as Dealer Spokesman Scores Discounter, Rack Tactics at Fair-Trade Hearings

WASHINGTON — The retail record trade is "threatened with extinction" by loss-leader tactics of discounters and chain stores, a record dealer association spokesman told a Senate Commerce Subcommittee at hearings on Federal Fair Trade legislation here last week (21-22).

Some 40 retail record dealers have been forced to close their doors in the Philadelphia metropolitan area alone, Jack Jolley, president of the Association of Retail Record Dealers of Pennsylvania, told Sen. Alan Bible (D., Nev.), chairman of the Special Subcommittee on Fair Trade.

Records are being used as crowd-pullers, and are sold "at cost or less, to draw traffic to their other items with higher profit margins," Jolley pointed out, thus taking advantage of the big ad and promotion campaigns of record manufacturers in print and broadcast media.

Bitterest pill of all, is the way "our regular customers come to the stores only to listen to the records—and then go out and buy from discounters who don't provide such services as pre-playing of the records."

The bill, S. 3850, being considered by the subcommittee, would enable manufacturers to set retail prices, and invoke enforcement, without running afoul of Federal Trade Commission Act which guards against price fixing. Individual manufacturers can set resale prices on their own product, but there could be no agreement among several manufacturers to set prices under the law.

Conflicting testimony during hearings has praised and damned the Federal Fair Trade legislation as a "good bill to protect retailers against jungle warfare" in retailing and, on the other hand, as a "price-boosting measure" that would be harmful both to small businesses and to consumers.

The problem of meeting discount and chain-store price cuttings has been hardest for the "small retailer dealing exclusively in the sale of phonograph records," Jolley pointed out. Discounters are "selling records at 40 to 50 per cent off manufacturers' list price. In many cases, these prices are below the price for

which dealers can buy the records," said Jolley.

LP's are sold in discount stores for prices as low as \$1.98 to \$2.98 for a \$3.98 list record, the senator was told. Prices of higher cost LP's are slashed proportionately. The dealer finds it impossible to sell an LP at less than \$2.50, Jolley pointed out, because normally the record is purchased at regular cost to the dealer of \$2.47.

Jolley touched briefly on the manufacturers' part in selling to some outlets for less than others. "Many of our members are convinced that the discount purchasers are able to obtain the records at better prices than we can get." The unloading by manufacturers to discounters at special prices was a point stressed during previous hearings on discounting by the Humphrey (D., Minn.) Small Business Subcommittee.

State Fair Trade laws were given a death blow earlier this year, when a number of State supreme courts declared they were unconstitutional. Jolley cited this as proof of need for "fair trade legislation on a national level." Attempts by the Miller-Tydings, and later the Maguire Act, to keep up retail price levels have been successfully fought in courts by discounters.

## 9 August LP's By Vanguard

NEW YORK — Vanguard Records will release nine new LP's in August. The lead item, Boris Karloff narrating the Prokofiev "Peter and the Wolf" will be released both monaurally and in stereo. Other releases include four classical sets, three folk albums and one pop set. Classical LP's are the Berlioz "Requiem"; an album of Handel and Haydn oboe concertos; a set with the Griller String Quartet with William Primrose; and an album of "Lute Songs" and songs by the In Nomines Players.

Folk sets include a blues album by Brother John Sellers and an album of yodels from the Alps and Tyrols with the Austrian Folk Musicians. A jazz album titled "Call House Blues" features Bobby Henderson at the piano. Another set contains songs with Liane and the Boheme Bar Trio.

tazzi") by two writers from Argentina on his own Oklahoma label. He has also acquired an Italian item "Hey Canastos" and a Brazilian tune "Marancangolha."

Another interesting international release is that of Italian warbler Tino Marini, whose disk (cut by all Italian label Durium) have been big in Italy, but who is the hottest disk names in Columbia Records will label, "From Now On."

Orbit's parent firm, High Fidelity Records, this week signed 19-year-old pianist David Carlson and his first album is scheduled for recording next week.

## June Biggest For Urania

NEW YORK — Urania Records this week stated that the month of June was the biggest sales month in the firm's history. According to David Rothfield, sales head of the label, the spearhead of the firm's sales were the five stereo albums the label released in June. Because of this the firm is issuing four more stereo disks next month.

Urania will release one of Offenbach's little recorded light operas, "The Grand Duchess of Gerolstein" in September in both stereo and monaural. Set will feature Eugenia Zareska, who appears on the label by permission of Columbia Records of France. This is one of a series of classical recordings that Urania has skedded to be cut in Europe.

## Freed Firm Bankrupt

NEW YORK—Alan Freed Enterprises, theatrical promotion firm headed by Jack Hooke filed a voluntary petition in bankruptcy Friday (19) in New York Federal Court. The firm, which is located at 1619 Broadway, lists 28 creditors for merchandise sold and services rendered.

According to the petition, the firm owes disk jockey Alan Freed \$15,000, and owes Shaw Artists Bureau \$24,665. Liabilities are listed at \$51,985, and assets are nil. M. P. Warren Troob represents the firm.

## Cut British Car Race in Stereo

NEW YORK—Bill Grauer and Bob Richer, executives of Bill Grauer Productions, Inc., (Riverside and Judson Records) recently returned from a 12-day jaunt to England, where they recorded in stereo the recent sports car race at Oulton Park Race Course, Chester. The international sports event has yielded two LP's for the sports car series on Riverside.

While in England, Grauer and Richer completed distribution arrangements with English firms for the release of the sports car albums abroad.

## ALL ROADS HEAD TO ROME, MAN

NEW YORK — The invasion of Europe this year by U. S. publishers in search of foreign material for the American record market (see story elsewhere in this issue) was pointedly illustrated a few weeks ago in Milan, Italy.

A relative obscure Italian publisher in that city—located in Milan's Brill Building, on the Galleria Del Corso and virtually ignored by U. S. music publishers a year ago—was visited in rapid succession one morning by Lou Levy, Howie Richmond, Jean Aberbach, and Ben Barton. Another sign of the growing global

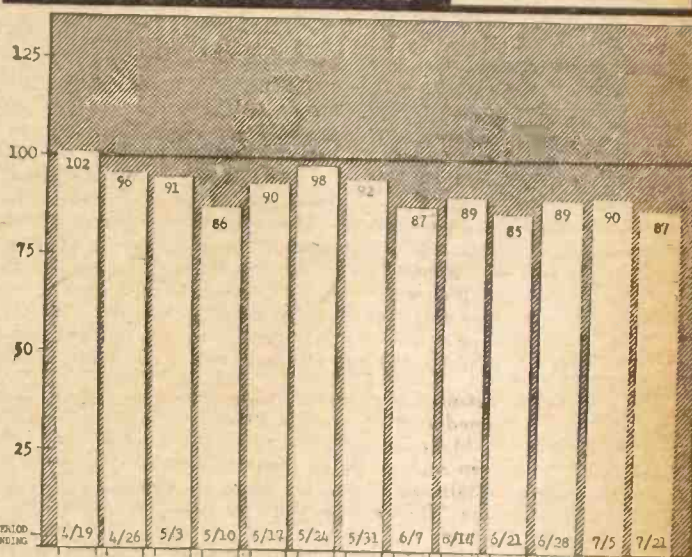
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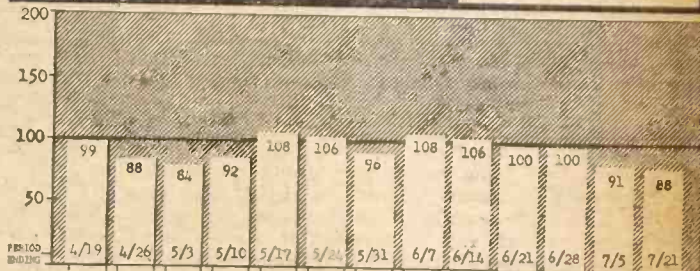
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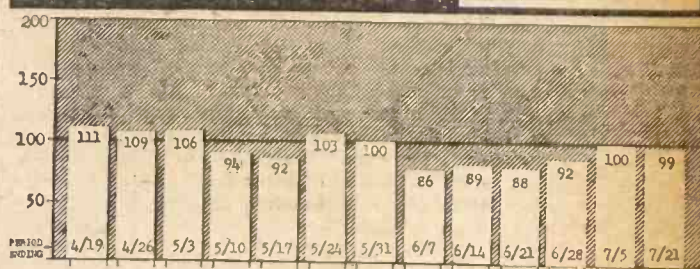
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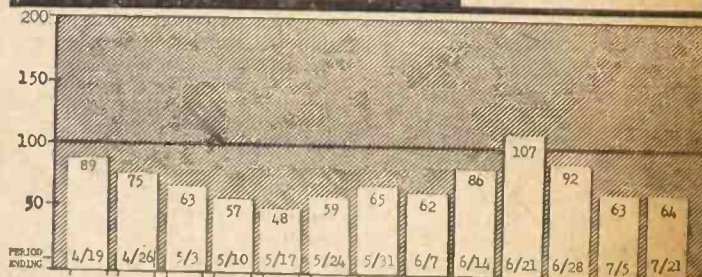
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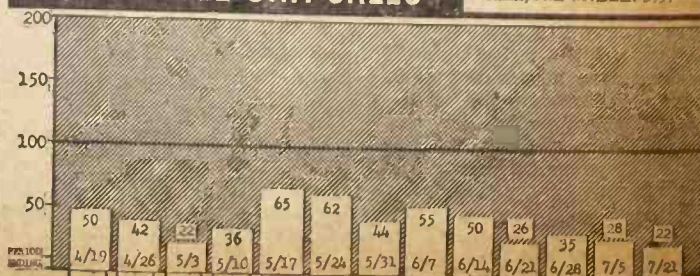
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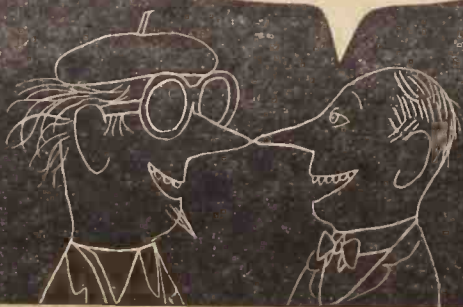
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**NEW YORK SCENE:** Al Levine, Ideal Record Products, Inc., lists "Stupid Cupid" by Connie Francis as his top disk, following are "Volare" by Alan Dale, which is getting strong deejay play, and "Vagabond Shoes" by Dick Roman on M-G-M. "Pasta Fazool by Patti Mann on Chock is going well. "Purple Herring Fresser" by Lee Tully on M-G-M is doing well. Other strong-selling platters are "It's All in the Game" by Tommy Edwards on M-G-M and "How Will I Know My Love?" by Annette on Disneyland. Hottest albums are "Gigi" on M-G-M, "Songs of Couch and Consultation" by Katie Lee on Commentary and "Who's Sorry Now?" by Connie Francis on M-G-M.

**BRIEFS:** Pete Garris, general manager for Tico Distributors in New York, reports that July is shaping up as his biggest month this year, despite the usual summer slow down in sales. The Co-Star line is healthy, and there are several strong singles including Jimmie Rodgers' "The Wizard" b/w "Are You Really Mine," "Somebody Touched Me" by Buddy Knox and "Swingin' the Blues" b/w "Going to Chicago Blues" by Count Basie.

**NOTES IN THE MAIL:** Dave Skolnick, manager of Cosnat's Philadelphia branch, writes that Dot has several hot items with Pat Boone's "If Dreams Came True," "La Paloma" by Billy Vaughn, "Midnight Train" by Jackie Cooper and "Buttermilk" by the Fontane Sisters. "Soon I'll Wed My Love" and "Honolulu" by Milton DeLugg also on Dot are moving. "Betty Lout Got a New Pair of Shoes" by Bobby Freeman on Josie is a smash. Jubilee is perking with "As Long as I Have You" by Don Rondo and "I Wish" by Della Reese. Strong Sun platters include "So Young" by Ray Smith and "Guess Things Happen That Way" by Johnny Cash. "What Am I Living For" by Chuck Willis on Atlantic is still big. Best selling LP's are "Stardust" by Pat Boone on Dot, "Billy Vaughn's Million Sellers" on Dot, "The Clark Sisters Sing" on Dot, "The Soul Brothers" by Ray Charles and Milt Jackson on Atlantic, "Taboo in Hi-Fi" by Arthur Lyman on Hi-Fi Records, "Johnny Cash" on Sun and "Jerry Lee Lewis" on Sun.

Bob Heller of Chips Distributing Company in Philadelphia pens that sales are heavy on "The Wizard" by Jimmie Rodgers on Roulette and "Little Star" by the Elegants on APT. "My White Convertible" by the Hall Brothers on Arc and "We're in Love" by the Dappers on Star-X look good. . . . Hottest new items at Marnel of Maryland, Inc., in Baltimore, according to Phil Markanian, are "Summertime, Summertime" by the Jamies on Epic, "Why Do I" by Lee Andrews & the Hearts on United Artists and "Chicky-Cha" by the Dazzlers on Knick.

Top disks at Cosnat Distributing Corporation, New York, are "My True Love" by Jack Scott on Carleton, "Jennie Lee" by Jan & Arnie on Arwin, "Do You Want to Dance" by Bobby Freeman on Josie and "Hang Up My Rock and Roll Shoes" by Chuck Willis on Atlantic. Hottest new platters are "La Paloma" by Billy Vaughn on Dot, "You Gotta Love Everybody" by Della Reese on Jubilee and "As Long as I

Word from Ted Kellum of Marnel Distributing Company in Philadelphia is that Epic is cooking with "I Don't Want to Set the World on Fire" by Somethin' Smith & the Redheads, "Lover's Land" by Ersel Hickey and "Summertime, Summertime" by the Jamies. Imperial has a hot one with "Little Starry Eyes" by Johnny Garner. Best-selling United Artists record is "Rock and Roll Age" by the Four Jays. "My True Love" by Jack Scott is still selling strongly.

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## VOX JOX

By JUNE BUNDY

**SINATRA ALL THE WAY:** All-night deejay Bob Garrity, WAVZ, New Haven, Conn., recently asked his listeners "Would you like to hear a week of Frank Sinatra records?" After receiving more than a 1,000 enthusiastic replies in the affirmative, Garrity launched a Sinatra marathon last Monday night at 11. The jock played Sinatra wax only from 11 p.m. to 6 a.m., Monday thru Saturday, thereby setting what must be a record for a one-man show—42 hours of Sinatra in one week.

**GIMMIX:** Bell Productions is running a promotion on Count von Blitzstein's Dot recording, "Perfidia," whereby jockeys are asked to conduct contests for girls "between the ages of 18 and 80." Contestants are asked to write letters describing "how Count von Blitzstein's singing affects me." The count will act as escort

for a "night on the town" for the winning letter writers in each city. . . . Record promotion man Buddy Basch will visit deejays down South the end of this month—including Louisville and Memphis.

**JOCKEY TOURS:** Bob Tracey, KDKA, Pittsburgh, is leading an air tour of Hawaii for some 72 persons. The tour, headed by Tracey and his frau, Marge, started July 12 and will run thru August 3. Meanwhile, John Stewart is subbing for Tracey on KDKA from 1 to 4 p.m. . . . Also active in the tour field this year is Jerry Marshall, WMGM, New York, who is currently hosting a tour of the European continent for a group of U. S. tourists.

Also touring, but not in the tourist sense, is Bill Bennett, WDCY, Minneapolis, who is scheduled to appear with his own stage show thruout Min-

nesota, Wisconsin and North and South Dakota this summer. Tagged the "Bill Bennett Caravan," the show features three acts, which are changed on a rotating basis every two weeks. In addition to emceeing the shows, Bennett—a former vocalist—warbles a few songs on the bill.

The Bob Gribben Teen Hop, working out of KDTH, Dubuque, Ia., played dates in 16 Midwestern towns this month. The show is scheduled to play Cuba City, Wis., August 2, at which time KDTH will broadcast the entire afternoon show, plus the evening teen hop. . . . Jockeys at WKMI, Kalamazoo, Mich., sponsored a "School's Out Dance" this month, which pulled 5,000 teen-agers. No admission was charged, and refreshments were provided by the local Pepsi-Cola and Be-Mo Potato Chips distributors. The local Sears-Roebuck (Continued on page 41)

## ON THE BEAT

By REN GREVATT

The telephone can be a pretty useful instrument in this business. In fact, it's hard to imagine a business where the telephone is so much a part of the modus operandi as it is in the record field. Record company sales people use every day to tip the hottest jockeys off on the records. Then too, they can sell distributors and hype them to a fare thee well on a new record. Once they get a few distributors perking on the disk, they can then pick up the phone again to call the reviewers. "It's already a smash in Boston, Cleveland and Detroit," they will say.

But the phone is an instrument of other uses as well, fascinating uses that somehow manage to keep this business of ours from ever getting too stodgy, boring and dignified. By its very nature, the record business just has to wind up with a few laughs or it no longer is the record business.

We know a pair of diskery mahoffs who make it a regular practice to unleash a little of the everyday tension of the scene with the help of the telephone. This, of course, contributes many laughs. For reasons of security, the identity of these individuals cannot be disclosed, but they sure have fun with their phones. One of the people involved, for instance, was sitting in a phone booth at Nola Studios one day when a prominent denizen of 1650 Broadway walked by the booth into a studio, followed by a guitar player, several bongo drummers and a Latinish looking chick. The man in the phone booth called the studio and represented himself as "a man from the union." After some discussion, he shouted into the phone, "I'm coming right over there, man, to make sure you're paying those people for rehearsal time." Upon hanging up, the door of the studio opened up and the artists filed out

in a frantic and helter-skelter fashion.

Another incident involved a well-known West Coast disk mahoff and one of his artists, known for his New Orleans sound. "You know that cat is my cousin, man," the phone caller warned, "and if you don't put some loot on me, I'm going to pull him out of your label. You better watch your step." On another occasion, the same individual got another phone call. "He's tied up in conference," the switchboard girl replied sternly. "You tell him this is Mr. Abeles on the phone," the voice came back from the other end of the wire. The call, reportedly, went thru to the inner sanctum right way.

On still another occasion, the mysterious caller, by a quirk of the phone company, got hooked into (Continued on page 45)

## WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Q.—Andy Williams, are you happy as Pat Boone's replacement?

A.—Very. Good reviews of the ABC-TV summer stint have brought nibbles from sponsors and networks, and I'd love to stay in TV.

Q.—Which nibble will hook you?

A.—Probably the chance to head nine hour-long NBC shows spelling Dinah Shore for my current sponsor.

Q.—What are you selling as yourself?

A.—Relaxed sincerity. I'm doing only the things I can do, mostly standards, with a lot of group singing. The latter comes naturally, since for 15 years I was part of the Williams Brothers. Dick is working this show as an arranger, but the brother act is gone for good.

Q.—What's your biggest problem in this video series?

A.—I tend to want to run everything myself. But I ask Bill Hobin to sit on me. He's a great director, so all is well.

Q.—How did you switch from smart nitery material to pops?

A.—It was easier than joining Kay Thompson after years of c&w, singing with my brothers at home in Iowa on

radio. I'd never even seen a night club. Changing to ballads was almost like coming home.

Q.—Are you headed for Broadway or Hollywood?

A.—No, I prefer TV and records. Theater, like a club act, makes you repeat the same material too long.

Q.—Did you know where you were going when the Thompson-Williams act broke up in 1953?

A.—Hardly. I played the Blue Angel, thinking I was still sophisticated. "Canadian Sunset" gave me a taste of record success, then a two-week booking with Steve Allen ran to 30 months and I finally knew my future lay in those two fields.

Q.—Are you impatient for further success?

A.—When I was about eight, the family heard about a big Iowa State Fair. We set out in the old jalopy and drove hundreds of miles to get there. We found we were exactly one year early. I've never been impatient since.

Q.—Except during the commercials.

A.—Excuse me. Gotta rehearse Kay's "Jubilee Time."

I've sneaked it into this week's telecast.

**NITERY NOTES:** The Four Voices are playing Chez Paree, Chicago. . . . Lillian Briggs touring South America. . . . Jimmie Rodgers at Atlantic City's Steel Pier August 3-9, followed by the Andrews Sisters with the Glenn Miller Ork. . . . Le Cupidon reopens in New York September 23 with Corinne Calvert. . . . Tommy Leonard set for Latin Casino, Philadelphia, in October. . . . Rick Haymes to Facks, San Francisco, this week.

**BROADCAST BEEPS:** Giraud Chester of Ted Bates agency named daytime programming veepee at ABC-TV.

. . . Perry Leff of Frank Cooper Associates set Lou Salaman as writer and Dave Geisel as director of the new Patti Page ABC series. . . . Janet Stewart gets her own weekly TV stint August 14 over CBC, Canada. . . . Producer Saul Gottlieb will try Broadway come fall with "The Geranium Hat," comedy by Bernard Evslin.

Q.—Some people think you and Pat Boone are much alike.

A.—In approach, vaguely. But I can always tell us apart. Can't you?

## MUSIC AS WRITTEN

By BOB ROLONTZ

## A HINDEMITH FIRST

The first complete performance of the Paul Hindemith Cantata "Ite, Angeli Voces," commissioned as a prayer for universal peace by UNESCO, took place at the Aspen Music Festival in Aspen, Colo., on Sunday (20). The performance was conducted by festival director Izler Solomon, and featured Jennie Tourel, Leslie Chabay and the Festival Orchestra and Chorus. The audience sang the canticle from printed scores with words by the French poet Paul Claudel.

## LATEST ON THE COUNT

Count von Blitzstein is still wooing Miss Eve Rand as of presstime this week.

## KATZ ON COPYRIGHTS

Arthur Katz, of the law firm of Fink, Levinthal & Lavery, of Los Angeles, will teach a course in the graduate division of the law school at the University of Southern California on the "Protection of Intellectual Production" covering the area of law including copyrights, trademarks, unfair competition, patents and related fields, in the fall. Course will be open only to practicing attorneys.

## New York

Popsie, world's best known swing photographer, has finally made Broadway after three decades in the business. Popsie's new studio is over Dempsey's Restaurant. . . . Decca promotion man Marty Hoffman, and wife, Ann (nee Reisman) are the proud parent of Jonathan Michael Hoffman, who was born Monday (21) at Doctor's Hospital in New York. . . . The Castle Jazz Band, which was one of the best known exuberant orks of the late 1940's, was re-united by Good Time Jazz Records last week to wax its most popular tunes. Album will be called "The Famous Castle Jazz Band in Hi-Fi."

Red Foley appeared at the Champaign County Fair at Champaign, Ill., last Monday (21). . . . The sixth German Jazz Festival, held at Frankfurt, Germany a few weeks ago, voted George Russell's RCA Victor album "Jazz Workshop" as the outstanding jazz release of 1957 in Germany. George, by the way, will teach composition at the Lenox School of Music in August. . . . Mike Collier, national promotion man for London and Felsted Records, became a father Saturday (19) when his wife Monica gave birth to a baby girl, Michelle Ann. . . . Laszlo Halasz will conduct Ildebrando Pizzetti's opera "Assassinio Nella Cattedrale" at the Empire State Music Festival in Ellenville, N. Y. on August 14. Opera is based on T. S. Eliot's "Murder in the Cathedral."

Ken Ritter of the Ken-Rick Publishing Company, is out on the road promoting the Joe South (NRCO) and the Big Bopper (Mercury) records of "The Purple People Eater Meets the Witch Doctor." . . . Leon Merrian and His Ork have signed a booking pact with the Willard Alexander office. Merrian and his crew are set to open at the Hotel Statler's Cafe Rouge in New York on September 20. . . . Arnold Maxin, head of M-G-M, in Chicago last week at the NAMM Show after a week on the West Coast to confer with M-G-M exec Jesse Kaye. . . . Buddy Holly is on the road plugging his cutting of "Early in the Morning" on Coral. . . . Another Coral artist, Betty Madigan, is promoting her record of "Dance, Everybody, Dance" in the East.

Roulette Records released Jimmie Rodgers fifth single this week. Lad has had four hits in a row, starting with "Honeycomb" last summer and up to "Secretly" this summer. . . . The Jazz Festival to be held at Stratford, Ontario, will yield a large number of on-the-spot jazz LP's. The Stratford Festival starts in August, and Atlantic Records will cut Wilbur De Paris there, and Roulette Records will wax Maynard Ferguson there too. Both Duke Ellington and Oscar Peterson have been recorded at previous Stratford jazz shows. . . . Al Hibbler will play the Cotton Club in Atlantic City in August. . . . Bobby Helms is out promoting his latest Decca cutting, "School-Boy Crush" and "Borrowed Dreams." . . . Lillian Anne Miller, music teacher (Newark, N. J.) and composer of both choral works and pop tunes, has been selected "Woman of the Month" by the Fashion Coordinators' Institute.

The Four Voices are now playing the Chez Paree in Chicago. . . . The Rover Boys opened at the Holiday House in Pittsburgh last week. . . . Sammy Kaye and His Ork will return to the Roosevelt Grill in New York on September 19 for eight weeks. . . . Stanley Melba, entertainment director of New York's Hotel Pierre, will present the first jazz concert at The Buckhill Falls Inn, in Buckhill Falls, Pa., on August 22. Buck Clayton, Marty Napoleon, Bobby Donaldson and Maxine Sullivan will appear. . . . Max Jaffe and Ben Henderson have started Avalanche Records in Venice, California. First release features Linda May. . . . George Barati, director of the Honolulu Symphony Orchestra, has concluded a month's guest conducting tour of Japan, directing the Tokyo Symphony.

Don Hixon, Decca rep in the Charleston, W. Va., area, scored a coup there last week with a promotion in behalf of youthful Cincinnati singer Carl Dobkins Jr., who has just had his first Decca release, "Love Is Everything" b/w "If You Don't Want My Lovin'." Dobkins was in Charleston the first time last June 13 to plug the new platter on local radio and TV, and clicked handily with local teen-agers. As a result, Hixon teamed with Stephanie Huffman, head of the Dobkins fan club, to circulate a petition asking Dobkins be made an honorary citizen of Charleston. Final result netted a petition with more than 3,500 signatures, headed up with the name of Mayor Copenhaver of Charleston. As a result, Dobkins was flown to Charleston Saturday (12), with his manager's wife, Kay Sheppard, and was met at the airport by hundreds of his fans. A motorcade ushered him to City Hall, where Mayor Copenhaver presented him with a plaque making him an honorary citizen. Deejays in the area co-operated liberally in the stunt.



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## CURRENT BEST SELLERS

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**BOBBY MILLER**  
Je Vous Aime—#5329

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**BILL DARNEL**  
Satin Doll c/w Ain't Misbehavin'—#5328

**CY COLEMAN and ANNIE ROSS**  
Boom c/w Something's Always Happening on the River—#5331

### Josie

**BOBBY FREEMAN**  
Do You Want to Dance—#835

**STICKS AND BRICKS**  
It's My Heart c/w Kiss That Pretty Girl Twice—#839

**THE FOUR COUNTS**  
Yum-mee, Yum-mee—#840

jubilee



josie RECORDS

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## SEE STEREO AS MAJOR COMPONENTS HYPO

Harmon-Kardon Set to Roll With New Line of Two-Channel Tuners and Amps

By CHARLES SINCLAIR

NEW YORK—Harmon-Kardon, the component manufacturer generally credited with introducing the "low silhouette" to tuners and amplifiers, now envisions the "greatest sales increase in its history" as a result of its soon-to-be-launched new line of stereo-slanted components.

Already on the market are the A-224 stereo amplifier and the matching T-224 stereo tuner, with H-K reported considerably back-ordered on both of these models altho special production runs are set to roll on these and other models in August. (See photos below.)

### Newest Models

Set for launching in early fall are a number of new Harmon-Kardon models geared for two-channel sound reproduction, with a number of innovations that the New York electronics manufacturer hopes will excite stereo-minded

One of the major excitement factors in the line is the Model 250 Epic amplifier and tuner pair. The A-250 amplifier, at \$179.95, is one of the few powerhouse numbers that have been launched so far on the stereo market. A front-ended amplifier, it has two 25-watt channels which double up as a 50-watt monaural amp. A high-gain phase inverter utilizes both positive and negative feedback to drive the output tubes with minimum phase shift, according to H-K execs.

The preamp section of the A-250 has a total of 12 operating controls, from mode switch and ganged bass and treble to speaker selectors and rumble filter. Filaments are DC-heated.

### Multiplex' FM

The T-250 basic tuner, mate to the Epic, at \$139.95 for the AM-FM model and \$119.95 for an FL-only version, is described as "an outstanding monaural tuner designed to compete with the awaited phia; Harry Schwartz." It Bros. Distributors, Vupply D. C.; Don Dumont, Do one tributors, Boston; Irving tury Distributors, Dallas; Eddie Kleinbaum and is a Browdy, Sterling Diswith Cleveland; John KaplaFM American Distributors, on. George Goldner, Gone unit and Sid Talmadge, Reco24, chandising, Los Angeles. and in-

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## 'GUEST STAR' PHONO PROMOS

HOLLYWOOD — Actor-singer Eddie Albert and Westinghouse will unveil a new twist in phono promotion on "Studio One" tonight (28) on CBS-TV.

He's due as a "guest star" in the commercial, where he'll plug his new Dot label album, "High Upon a Mountain," and spin the platter himself on a Westinghouse phono unit.

Gimmick opens an interesting new field for both record and phono plugging via star names and network video exposure.

## TRANSISTORS

### Rose by Any Name Must Pay Sez Gov't

WASHINGTON — Internal Revenue Service has ruled that phonographs which use transistors instead of tubes are still subject to the manufacturers excise tax on phonographs.

In answer to a "Request for Advice" from the audio industry, the service pointed out that "whether the sale of a phonograph is subject to the tax depends on the suitability of such phonograph for use in the playing of phonograph records." The determination is not dependent on the size or type of power used.

The tax officials ruled, therefore, that since a transistorized phonograph is suitable "for use in playing phonograph records," sale of them by the manufacturer is subject to the excise tax imposed by section 414 of the Internal Revenue Code.

watt power amplifier, and priced at \$99.95. It is ready to go to work as a monaural unit, with all controls operative on monaural channels. The addition of an extra 20-watt basic power amplifier, which can be separated from the unit, according to H-K, by as much as 20 feet, makes it a stereo unit. Since many audio owners have

(Continued on page 17)

## EXEC TELL MRIA

### RCA Tape C'tridge Start Date: Oct. 30

CHICAGO—RCA-Victor's four-channel magazine-loading cartridge playback machines will not be ready before October 30, according to Dallas Andrews, senior project engineer at Cherry Hill, Camden, N. J., lab. Andrews told the Magnetic Recording Industry Association meeting here Tuesday (22) that bugs in the equipment are being eased out.

During the meeting, discussion spotlight was on the warpage in present stereo tape plastic cartridges. Meeting was told by Arnold Hultgen, v.-p. in engineering, American Molded Products, Chicago, that his firm would bow a ribbed plastic cartridge about August 15. The added rigidity of the

ribbed construction is expected to plug a major loophole in magazine loading playback up to now. With the plastic cartridge allowing only 1/32 of an inch tolerance, any warpage in the cartridge caused a resultant "wow" in the playback equipment. A warped cartridge caused the tape to wind improperly in the cartridge and the tape adhered to the bottom or top of the cartridge, causing poor tension and the "wow."

CHICAGO—Fifth firm to enter the stereo-cartridge tape playback derby this week was rumored to be Warwick Manufacturing Company, tape and record playback manufacturer located in Niles, Ill., northern suburb. The officials of the firm could not be contacted at presstime, it was learned from reliable sources that Warwick has been working on a four-channel magazine-loading tape unit for some time for Sears-Roebuck. Firm initially was gearing for an early fall debut, but current bugs, especially in the plastic cartridge case, have forestalled these plans, it was learned.

Other firms in the race are RCA-Victor, Motorola, Pentron and Ampex.

### Non-Magnetic Tape Splicer Is New Entry

NEW YORK — A completely non-magnetic tape splicer said to make splices of "extreme precision" has been launched by Alonge Products, Inc., of New York. It is aimed at the professional recordist or serious amateur for whom precision editing has been a problem.

Small and light, the unit measures only 4½ by 3½ by 3¼ inches and weighs less than a pound.

Cutting is accomplished by a center blade which pivots and can be set for precision cuts at 90, 67½ or 45-degree angles. The recording tape is laid into a track, which is channeled exactly to the width of the tape, and is held securely in place by two spring bronze pressure pads.

The splicing tape is laid over the recording tape and the splice is achieved by a single downward stroke of the cutting arm.

Side knives cut the splicing tape to the exact width of the recording tape, while the two tapes are pressed together for a firm bond. Splicing tape is dispensed from a roll affixed to the side of the unit's base plate. The Alonge non-magnetic splicer will be priced at \$29.95.

## OH, THEM NEW YORK DOCTORS!

NEW YORK—The business of exploring network stereocast of the live-originated music series, "Bert Parks' Bandstand."

After a socko opening number in stereo by the able Skitch Henderson ork, the show's announcer gave, in his best Westbrook Van Voorhees style a big plug for the new air medium.

"You're tuned to 'Bandstand,'" he boomed, "brought to you today in 'Living Stereo'... the Sound of Tomorrow."

Wherewith a big monaural fanfare was heard and the show slid into a commercial for Ex-Lax.

TNT MUSIC • TNT MUSIC • TNT MUSIC • TNT MUSIC

## "NO SONG TO SING"

A country song with a beat!

MEL TILLIS BILL ANDERSON  
Columbia TNT

"If it's a TNT song it's naturally EXPLOSIVE!"

1422 W. Poplar, San Antonio, Texas

TNT MUSIC • TNT MUSIC • TNT MUSIC • TNT MUSIC

Are you seeking a man with unlimited not quite as elaborate. The Nocturne is essentially a stereo peramp with a built-in 20-

# Component Stereo: The Harmon-Kardon Line

Available Now

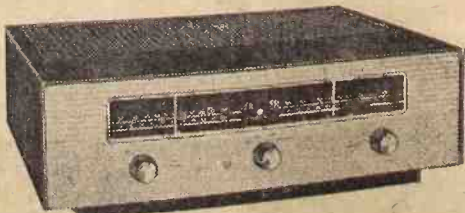


### MODEL A-224:

A front-ended stereo amplifier that supplies two 12-watt channels or doubles as a 24-watt monaural unit. Full tone and mode controls are featured, and it's priced at \$99.95.

### MODEL T-224:

A double-duty tuner that will dial AM or FM, and feed them via separate outputs for stereo reception. There's a jack for eventual multiplex FM reception. Price: \$114.95.

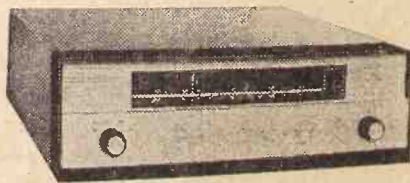


Available Fall '58



### MODEL TP-200:

A new H-K design. Incorporates AM-FM stereo tuning, and complete two-channel preamp control. With enclosure, \$189.95.



### MODEL T-250:

A basic AM-FM tuner unit, with provision on chassis for FM multiplex adapter. Available as FM-only tuner model as well.



### MODEL A-250:

A stereo powerhouse, with two 25-watt channels and complete front end stereo controls. Doubles monaurally. Price: \$179.95.



# CONFUSED ABOUT STEREO?

For the past two years High Fidelity has been hailed as the great profit opportunity of the electronics industry. Sales have been growing by leaps and bounds... at healthy profit margins. In fact, high fidelity has been one of the few electronics products to resist an industry-wide trend toward shrinking profit margins.

All of a sudden, a new word has come upon the scene... **STEREO!** And overnight confidence has given way to confusion.

What is stereo? How should it be sold? Manufacturers have answered these questions in several different and conflicting ways. Who among the "prophets" is telling the right story? What do you say to your customers? And, most of all, what do you do right now to keep that exciting new word from blighting the profitable High Fidelity business at the very moment when it's blossoming to full flower?

Well, here's Philco's answer... to bring order and common sense out of confusion.

\* \* \*

HERE ARE SOME BASIC FACTS about stereo-high fidelity that all scientists in the field of sound reproduction will agree upon:

1. True Stereophonic Sound requires separate speakers in separate cabinets at least 8 feet apart.
2. All amplifiers, whether individual, dual channel or split, must be adequately powered for high fidelity delivery.

In the face of these universally acknowledged facts, sets have appeared on the market that either do not deliver true stereo because both speakers are close together in the same cabinet or they do not deliver true high fidelity because they lack the necessary power and range.

In other words, they give the appearance of stereo-high fidelity without delivering it. They ask the buyer to pay for stereo-high fidelity without getting it!

So no wonder there's confusion. Which way should you go... separate cabinets or single cabinets? Twin, dual channel or split amplifiers? True stereo-high fidelity or imitation? Compatible stereo tone arms or conversion kits? What's the right way? What will the public buy?

WITHOUT RESERVATION, PHILCO PRESENTS to the dealers of America a high fidelity line that has the only true flexible, logical and practical answer to the stereo problem... the only line that enables the dealer to give a straightforward answer to all types of stereophonic high fidelity prospects... the only stereo answer that makes a sale on the spot, instead of delaying it with confusion.

Why? Because Philco is the one line that's conceived and built to give the customer exactly what he wants and pay only for what he needs.

If he is sold on stereo, you can give it to him in its finest form with Philco, without sacrifice of quality or performance. It does not ask you to sell an imitation nor to stretch the truth with your customer.

If he wants high fidelity only and is "just curious about stereo," you can tell him the truth and sell him what he really wants, without making him pay a penalty for something extra that he doesn't want.

If he wants to add stereo later, Philco's approach reassures him that any Philco high fidelity instrument he buys today is completely compatible with stereo. It is fully equipped right now to play both the new stereo records monaurally as well as regular records. Then, when he's ready for stereo, he just adds the Philco plug-in amplifier-speaker unit. No conversion, no complicated installation. And he will have the best there is, Philco High Fidelity, with no compromise with true stereophonic sound and no sacrifice of high fidelity\* for mere stereophonic effect.

THIS IS THE PHILCO SALES STORY that's crystal-clear and plays fair with your customer. And furthermore it's the only story that makes sense from a realistic merchandising point of view. It avoids the indecision about whether your customer wants two cabinets, or whether he's willing to accept something less than true stereo. You can truthfully tell him that if he buys Philco today, his purchase will not be obsolete tomorrow. And finally, it reassures him that he's getting the very best in high fidelity... which is what he came in to buy in the first place!

That's Philco's position in stereo. It makes sense... it's honest... it gives you and your salesman a story you can tell with conviction — and it makes the sale today! Get the full story from your Philco distributor, right now.

\* When you sell Philco, you're giving your customers the greatest high fidelity sound available today in factory assembled instruments. Because only Philco has the Fidelitron Sound System — a major breakthrough in the science of sound. If you haven't already heard the Fidelitron story, ask your Philco distributor!

LOOK AHEAD...and you'll sell

# PHILCO.



## STEREO PICKUPS

Three-Prong Hassle Rides Again!  
Now, It's Electro-Voice's Turn

BUCHANAN, Mich. — "Everybody seems to be skirting the real reason for any question about three versus four terminals. The four-terminal stereo cartridge was developed primarily to enable manufacturers of low-end phonographs, specifically AC-DC phonographs, to avoid the risk of blowing fuses when using a three-terminal cartridge."

This latest depth charge in the running controversy that persists in the audio industry over the best output system for stereo cartridges was fired off last week to The Billboard by Lawrence LeKashman, sales veep of Electro-Voice, all of whose stereo cartridge series are three-terminal models.

## "Esoteric" Difference

LeKashman rules out the "question of hum loops and ground loops" in the three-vs.-four hassle as being "sheer nonsense," adding that "if anything the three-terminal cartridge is the one which gives the consumer less chance of difficulty than the four-terminal cartridge."

Any differences that do exist, the Electro-Voice exec insists, are "esoteric."

"For example," he says, "if someone wanted to listen to a phonograph record in the vertical mode only, a four-terminal cartridge would permit rewiring to accomplish this. The fact that no such records exist is a minor consideration."

"In other words, we feel that in the high-fidelity field the choice of three or four terminals was one of manufacturing convenience more than anything else and from

the performance standpoint there is little to choose between the two types."

## Insurance Ruling

About the only thing that rises as a serious issue in the controversy, to Electro-Voice's way of thinking, is the matter of meeting electrical hazard regulations.

"Manufacturers of three-terminal cartridges, or at least some of them, have refrained from marketing a four-terminal cartridge pending clarification of Underwriter's approval," the E-V exec says. "We

at Electro-Voice, who are primarily supplying manufacturers of higher quality merchandise, almost all of whom use better circuitry than the AC-DC type, have not run into this problem."

Summarizing his feelings, LeKashman, who says the E-V cartridge is being used "in any application that you can name," stated flatly that "the problem of three-versus-four leads seems to be largely in the minds of the manufacturer making only four-lead cartridges."

## WEBCOR REGENT STEREO



Webcor is proud of the fact that this stereophonic tape recorder is light in weight, weighing only 31 pounds. The Regent is a three-speed model (1 $\frac{1}{8}$ , 3 $\frac{3}{4}$  and 7 $\frac{1}{2}$ ) and can play in either a vertical or horizontal position. It is equipped with a special two-tube pre-amplifier built right on to reproduce the second channel from recorded stereophonic tapes.

New Products Key  
NAMM Chi Meeting

• Continued from page 1

at past shows, pitched for the music dealer market, this year, had stereo disks themselves.

Recorded tape in a magazine-loading cartridge could have tipped the balance in tape's favor, according to those who have a stake in tape's future. But the tape cartridge failed to materialize here this year. Both Ampex and RCA-Victor indicated months back that they would be ready to go with the cartridge by NAMM-time. Ampex, however, held its cartridge player under wraps. RCA Victor showed a cartridge player but the unit was a prototype and it got nothing like the prominence that a development of this type deserves.

It remained for Motorola and Pentron, two late starters, to give some prominence to the tape cartridge player. And Bel Canto was the only firm willing to match RCA Victor in showing the cartridge itself. The tape recorder and recorded tape people, if they didn't say it out loud, obviously held a "wait'll next year" attitude.

## Always Problems

The perennial problems of the phono-record dealer—clubs, rack-jobbers and "manufacturer indifference"—got their usual airing at the Phonograph Record Sales Clinic (see separate story). But a new problem came to the fore—stereo. The dealers obviously were looking for any additional information, fact or opinion, that could help them with customers this fall. Nowhere, however, was any dissatisfaction expressed about stereo disks, either in the clinics or around

the convention floor.

The dealers generally seemed to be highly optimistic about future equipment sales. As for records, they regarded such things as double inventory, bad stereo, etc., with an attitude of "we'll go ahead slowly, cautiously, and take things as they come." "Going ahead" was the most important thing in their minds.

New Phonos  
Operate Off  
'D' Batteries

Flashlight batteries of the type used in ordinary flashlights are the sole power for a transistorized radio-phonograph that is as portable as a portable radio. Weighing barely six pounds, the new "Tri-Phi" boasts AM radio and the ability to play all record sizes and speeds. The new units, introduced by the manufacturer, Tri-Phi, Inc. of Albertson, N. Y., are being shown for the first time at the Music Trade Show.

Interest in the new units, centers about two major features: the use of transistors and the economical and universally available battery power supply. Transistors replace conventional "radio" tubes to eliminate damage and consume a fraction of electrical power formerly required. Four "D" size flashlight batteries used, are both inexpensive and available the world over.

(Continued on page 17)

LOS ANGELES AND SAN FRANCISCO REPORT!!!  
OUT LESS THAN 2 WEEKS —  
OUTCLIMBING 'EM ALL!

The Big Breaker is

**BIG BROWN EYES**

b/w To Make You Mine — Delivered by

**THE REDJACKS**

on APT-25006

A product of AM-PAR Record Corp.

Distributed in Canada by Spartron of Canada, Ltd.





## You've Got to Know Answers

• Continued from page 4

should be angled toward each other, whether a monaural needle will damage a stereodisk, and whether monaural records will continue to sell.

One member of a four-man panel, Sidney Frey, prexy of Audio-Fidelity Records, pioneer in stereo, suggested that the early buyer of stereo is the "hi-fi hothead," the same fellow who has grabbed up everything new in hi-fi. This man, Frey said, is more responsive to disks that show what his set can do than he is to other esthetic considerations.

### Ping Pong, Anyone?

"The ping pong ball and the choo-choo train are going to clinch more sales than the best symphonic recordings," Frey asserted.

Because Audio-Fidelity is a label designed for audiophiles, Frey said, his stereo sales have run higher than industry average. In the past few weeks, he revealed, stereo has comprised 25 per cent of his volume. He predicted cautiously that 25 per cent might become the industry average by the end of the year.

Inventories of monaural records, Frey argued flatly, will never become obsolete. Three reasons he offered were:

1) It will take years for diskeries to build full catalogs of stereodisks.

2) Many of the great artists died before stereo recording began. Toscanini is a case in point. Demand for such immortal artists will continue.

3) A stereo playback does not obsolete the standard LP, but instead makes it sound better.

So confident is he about the health of the LP, that Frey said he has warned his distributors not to overload dealers with stereo, but to sell on order only.

Frey charged that the industry is all confused about the word "compatible." Somewhere along the line, he said, the Westrex type of stereodisk, the one now enjoying industry acceptance, came to be called "incompatible." Actually, this came about because it is deemed inadvisable to play a stereodisk with a monaural needle.

Frey argued that the disk can truly be called "compatible" because it can be played thru a monaural system so long as it is tracked by a Westrex type 45-45 cartridge. These are now available at small cost. Furthermore, this cartridge is perfectly suitable for tracking standard LPs.

Placement of stereo speakers was another subject that revealed considerable fumbling in search of a standard viewpoint. Most literature suggests placement of speakers six to 10 feet apart, angled inward toward the listener, who should be the apex of a triangle.

Ralph Freas, Billboard equipment editor, a panel member, pointed out that the "apex of the triangle" theory might be required for optimum results, but was not necessary for good practical results. He said the speakers should not be angled inward, but should face forward in two parallel lines. Also they should be moved more than six feet apart sometimes, if the size of the room easily allows for it. These steps, he said, tend to broaden the area in which optimum results are enjoyed.

It is an error to think, Freas said, that you have to get maximum results to enjoy stereo. Frequently a listener is in the next room, he said, and senses the enhanced depth from a stereodisk, when obviously the sounds of the two speakers are not correctly separated for him.

## Stereo a Hypo

• Continued from page 14

existing power amps in the 20-watt class, the original component amplifier can be buried out of sight somewhere in a "converted" rig, with the AX 20 taking over as the control center and one amplifier side.

A tuner, the Serenade Model TX 20, has been tailored as a monaural AM-FM running mate, with provision for an FM multiplex adapter whose output will be fed via a cathode follower.

Harmon-Kardon is, naturally enough, putting on steam pressure at its plant to get handsome, copper-and-black models on the market. Fall is the target, but one H-K promotion exec reports "some of the units will be out earlier, but by September they will all be on the market."

## Battery Phonos

• Continued from page 16

The combination of the two features allow the user to play records for over 200 hours intermittently before battery change is necessary.

### Three Models

Three models are being introduced. One is a radio-phono combination with 33, 45, 78 r.p.m. and 12" record capacity, dual sapphire pick-up, separate tone and volume controls and transistorized AM radio. Another is identical but excludes the AM radio. The third model is a single-speed, 45 r.p.m. phonograph with single sapphire pick-up. All are housed in permanent-type luggage carrying cases covered in scuff-resistant vinyl in luggage colors.

Dealers and sales representation for the new "Tri-Phi" units are now being organized on a national and foreign basis.

## THE 'STEREO ERA'

# \$2 Billion Predicted For 1968 Audio Biz

CHICAGO—The audio market is going to double in the next decade, with the entire hi-fi packaged goods, audio equipment and record sales hitting an annual figure of "close to \$2 billion by 1968."

That's the long-range prediction of Doug Hudson, president of Fidelitone, Inc., which claims the title of "world's leading phonograph needle manufacturer." Hudson made his forecast to dealers visiting his firm's exhibit last week at the NAIM show, at which Fidelitone was a leading exhibitor.

### Big Needle Year

"This year alone," says Hudson, "the phonograph needle business should approximate \$60 million at retail, with diamond needles accounting for about half this market."

Fidelitone expects to boost its own share of this sizable market thru sales of its latest needle item, the first stereo diamond packaged specifically for replacement retail trade to stereo owners. It is priced at \$16.95, and is available in models to fit all stereo cartridges.

Hudson's own estimate of the cartridge situation is equally bullish. He calculates that the stereo cartridge will replace the monaural by about 50 per cent, accounting for some 2.5 million cartridges, based on an anticipated 1958 production." Fidelitone, he adds, is out to capture a lion's share of the needle market that (naturally) goes with such a big cartridge output, and he looks for "an industry output of 5,000,000 stereo cartridges in 1959."

The Chicago-based Fidelitone firm is doing more than just yodeling about a bright stereo future, according to its young president.

Fidelitone has just stepped up its production labor force by 35 per cent, and has established a second shift in anticipation of round-the-clock operations, he reports. Result will be a "more than 100 per cent" increase in the plant's needle output, today numbered "in the thousands."

Hudson's enthusiasm has even raised eyebrows abroad. Fidelitone has an overseas subsidiary in Germany, which it recently started gearing for a second shift. German reaction, apparently, was amazement.

"Most foreign countries," says Hudson, "appear to be the victims of their own propaganda concerning economic conditions in our country."

Best  
Portable Hi-Fi!

V-M  
556

by  
Voice of Music

# HOT DEMON!

#1 "ENDLESS SLEEP"

#2 in a row!!  
"WESTERN MOVIES"

And  
NOW #3

Introducing  
A GREAT NEW VOICE

on  
A New Smash Pop Series

REED  
SHERMAN

"I KNOW HOW IT FEELS"

b/w "DON'T CALL ME"

1600 POP SERIES

The Highest in Fi  
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THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JULY 19

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 this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart
1. <b>Gigi</b> . . . . .	1	6
Sound Track, M-G-M 3641 ST		
2. <b>Johnny's Greatest Hits</b> . . . . .	5	16
Johnny Mathis, Columbia CL 1133		
3. <b>South Pacific</b> . . . . .	2	18
Sound Track, RCA Victor LOC 1032		
4. <b>My Fair Lady</b> . . . . .	7	121
Original Cast, Columbia OL 5090		
5. <b>Sing Along With Mitch</b> . . . . .	4	3
Mitch Miller, Columbia CL-1160		
6. <b>The Music Man</b> . . . . .	3	22
Original Cast, Capitol WAO 990		
7. <b>Ricky Nelson</b> . . . . .	—	1
Ricky Nelson, Imperial IMP 9050		
8. <b>Around the World in 80 Days</b> . . . . .	11	68
Sound Track, Decca DL 9046		
9. <b>The King and I</b> . . . . .	23	103
Sound Track, Capitol W 740		
10. <b>The Late, Late Show</b> . . . . .	8	20
Dakota Staton, Capitol T 876		
11. <b>South Pacific</b> . . . . .	13	226
Original Cast, Columbia OL 4180		
12. <b>Come Fly With Me</b> . . . . .	16	26
Frank Sinatra, Capitol W 920		
13. <b>Nearer the Cross</b> . . . . .	9	8
Tennessee Ernie Ford, Capitol T 1005		
14. <b>Oklahoma!</b> . . . . .	10	147
Sound Track, Capitol SAO 595		
15. <b>Sail Along Silvery Moon</b> . . . . .	21	15
Billy Vaughn, Dot DLP 3100		
16. <b>Film Encores</b> . . . . .	20	53
Mantovani, London LL 1700		
17. <b>Elvis' Golden Records</b> . . . . .	14	15
Elvis Presley, RCA Victor LPM 1707		
18. <b>Concert by the Sea</b> . . . . .	15	5
Erroll Garner, Columbia CL 883		
19. <b>Hymns</b> . . . . .	17	82
Tennessee Ernie Ford, Capitol T 756		
20. <b>Swingin' on Broadway</b> . . . . .	19	9
Jonah Jones, Capitol T 963		
21. <b>Chet Atkins at Home</b> . . . . .	25	4
RCA Victor LPM 1544		
22. <b>Warm</b> . . . . .	6	32
Johnny Mathis, Columbia CL 1078		
23. <b>'S AWFUL NICE</b> . . . . .	—	5
Ray Conniff, Columbia CL 1137		
24. <b>Stardust</b> . . . . .	—	1
Pat Boone, Dot DLP 3118		
25. <b>Muted Jazz</b> . . . . .	—	14
Jonah Jones, Capitol T 839		

## • Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Albums

**COLE ESPANOL (1-12)"—Nat King Cole. Capitol W 1031**

An interesting switch for Cole. All of the tunes are popular South American selections, and the vocals are in Spanish. The artist is given lush, provocative ork support from Armando Romeu and ork. More familiar tunes are "Maria Elena," "Acercate Mas," the Spanish version of his current hit single, "Come Closer to Me," and "Te Quiero Dijiste" ("Magic Is the Moonlight"). It's an excellent programming set. Good cover shot of artist.

**COMO'S GOLDEN RECORDS (1-12)" — Perry Como. RCA Victor LOP 1007**

Set contains a collection of the artist's best-selling hits from as far back as 1945. It should prove a click with the singer's fans both young and old. Included are "Till the End of Time," "Don't Let the Stars Get in Your Eyes" and his recent "Catch a Falling Star." Good cover shot of artist.

**JUMPIN' WITH JONAH (1-12)" — The Jonah Jones Quartet. Capitol T 1039**

Muted trumpet sound by Jones on a swingin' group of tunes, designed for either listening or dancing. It's a natural follow-up to his previous click albums, "Muted Jazz" and "Swingin' on Broadway." Set can appeal to pop and jazz buyers. Numbers include "No Moon at All," "It's a Good Day" and "A Kiss to Build a

Dream On." Some of the tunes have vocals by Jones. Hank Jones is guest pianist. Excellent potential.

(Continued on page 20)

### — Album Cover of the Week —



ENCHANTMENT, Liberty LRP 3062. Charming color photo in unusual pastel hues provides a very attractive cover. Displays should help create interest in the album.

## • Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 19

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. **LESTER LANIN GOES TO COLLEGE**  
Lester Lanin . . . . . Epic LN 3474
2. **BERLIN BY LOMBARDO**  
Guy Lombardo and his Royal Canadians . . . . . Capitol T-1019
3. **SOUNDS OF THE GREAT BANDS**  
Glenn Gray and the Casa Loma Ork . . . . . Capitol W 1022
4. **STARDUST**  
Pat Boone . . . . . Dot DLP-3118
5. **JOHNNY'S GREATEST HITS**  
Johnny Mathis . . . . . Columbia CL 1133
6. **SING ALONG WITH MITCH**  
Mitch Miller . . . . . Columbia CL 1160
7. **DREAM GIRL**  
Ray Anthony Ork . . . . . Capitol T969
8. **THE MUSIC MAN**  
Original Cast . . . . . Capitol WAO990
9. **COME FLY WITH ME**  
Frank Sinatra . . . . . Capitol W 920
10. **'S AWFUL NICE**  
Ray Conniff Ork . . . . . Columbia CL 1137



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 19

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1. **KING CREOLE**  
Elvis Presley . . . . . RCA Victor EPA 4319
2. **UNCHAINED MELODY**  
Ricky Nelson . . . . . Imperial EP 158
3. **RICKY**  
Ricky Nelson . . . . . Imperial EP 153
4. **ELVIS**  
Elvis Presley . . . . . RCA Victor EPA 992
5. **JAILHOUSE ROCK**  
Elvis Presley . . . . . RCA Victor EPA 4114
6. **HYMNS**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-756
7. **FILM ENCORES**  
Mantovani . . . . . London EP B 6320
8. **CHET ATKINS AT HOME**  
 . . . . . RCA Victor EPA 4194
9. **TILL**  
Roger Williams . . . . . Kapp KEP 753
10. **SPIRITUALS**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-818

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*His all-time great,  
million-copy sellers...  
a thrilling experience  
for young fans,  
and an absolute winner  
for long-time admirers!*



LOP-1007

## Como's Golden Records

DON'T LET THE STARS GET IN YOUR EYES  
TILL THE END OF TIME  
PRISONER OF LOVE  
CATCH A FALLING STAR  
A HUBBA-HUBBA-HUBBA (DIG YOU LATER)  
TEMPTATION  
PAPA LOVES MAMBO

WHEN YOU WERE SWEET SIXTEEN  
ROUND AND ROUND  
BECAUSE  
MI CASA SU CASA (MY HOUSE IS YOUR HOUSE)  
WANTED  
MAGIC MOMENTS  
HOT DIGGITY (DOG ZIGGITY BOOM)



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





## • Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

**SPOTLIGHT**—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Saleable Qualities

★—For dealers who stock all merchandise.

### POPULAR ★★★

#### DANCING WITH THE BLUES

Al Nevins Ork. RCA Victor LPM 1654  
Here's a swingy package of listenable and danceable "blues" instrumentals—"Bye Bye Blues," "Basin Street Blues," "What Is This Thing Called Love?" "Wang Wang Blues," etc. Commendable work by batonier Al (Three Suns) Nevins and arranger Charles Albertine. Nice bluesy wax for jocks.

#### ENCHANTMENT

Russ Garcia Ork. Liberty LRP 3062  
Ace conductor-arranger Russ Garcia offers a group of lush, melodic instrumental treatments of Jot Greene tunes. Greene wrote "Across the Alley From the Alamo," but the material here is leisurely paced and is strictly for dreaming. Fine for mood music segs. Striking cover.

#### CARIOCA

Russ Garcia Ork. RCA Victor LPM 1691  
Garcia provides richly colorful instrumental versions of some joyful Latin American tunes—the title tune, "Baia," "Delicado," etc. Zestful jockey programming and excellent backing for parlor terping, Latin style.

### POPULAR ★★

#### SWEET BEAT

Tony Crombie Ork. Ember ELP 400  
Tony Crombie, an English Lawrence Welk, makes his American disk debut with a collection of distinctively arranged fox trot standards. Arranger-drummer specializes in the "Sweet Beat" brought about by light, effective orchestration; harp backgrounds, flute and piccolo solos, muted saxes and harpsichords, and a gentle, somewhat dated beat throught. E.M.I. has done a superlative job in the recording sound here. Can sell to Lombardo-Welk devotees.

#### HOJO SINGIN' THE OLD SONGS

The Bubbling Brooks, The Parakeets, The Uncalled Four, The Lamplighters.  
Hojo L 57111

Four barbershop quartet groups roam the traditional trail in this set with the title. Most of the efforts can be described as good amateur barbershop singing with the nod for the best performance, blend and ability to stay on pitch, going to the Bubbling Brooks. There's considerable competition on several major labels with champion groups which will make the going tough for this.

### LOW PRICE-POPULAR ★★

#### GAY NINETIES WALTZES

The Gaslight Orchestra. Stereo-Fidelity  
SF 3400

### STEREO AND MONAURAL

"Sidewalks of New York," "Strawberry Blonde," "Annie Rooney" are samples of the typically '90's offerings on this set which features full ork renditions done in a rhythmic setting. Pleasant listening fare sparkles nicely in the stereo medium without calling for undivided attention to catch the effect. A good buy at the price and it's nicely packaged for display.

### LOW PRICE-POPULAR ★★

#### A NIGHT IN THE TROPICS

101 Strings Ork. (Stephan). Stereo-Fidelity  
SF 4400

### STEREO AND MONAURAL

The massed effect of 101 strings is impressive enough as a monaural recording and despite what might be expected, is not particularly enhanced by stereo. One reason is that there is not the normal difference in sound in a mostly string ork that can be found when brass and woodwinds are also represented. Package makes for pleasant listening either way, however.

#### SEFARI

Trans-World Symphony Ork. (Alster).  
Somerset SF 5500

### STEREO AND MONAURAL

Moderate improvement is achieved tho the stereo effect lacks clear definition. There is little real contrast between the information on the two tracks of the disk.

### INTERNATIONAL ★★★

#### A TOUCH OF ROME

Carlo Grell Ork. Epic LN 3482

A well-done panorama (there are 18 musical tracks, not counting the intro) of the kind of pop music you'd hear as a footloose tourist in the Eternal City, played in Michel Legrand-style by Carlo Grell and a string-filled ork. Nostalgic travelers are sure to like it, and there are a few wonderfully inventive touches, such as the sudden appearance of a chamber quartet playing some Vivaldi in the midst of a rumba.

### POLKA ★★★★★

#### POLKA FESTIVAL

Bruno Zielinski & The Wilson Sisters.  
Liberty LRP 3085

Here's a zestful, pop-styled package of lively polka instrumentals, along with some bright happy vocalizing and yodeling by the Wilson Sisters. A strong entry for the market. Selections—sung in several languages—include "Swiss Yodeler's Polka," "Sweet Sixteen Polka," etc.

## • Review Spotlight on Albums . . .

• Continued from page 18

### BURNISHED BRASS (1-12)—The George Shearing Quintet with Brass Choir. Capitol T 1038

The Shearing Quintet sound supported by brass choirs of various sizes and combinations makes for pleasant listening. Mellow feeling on the ballads and bright sound on the rhythm tunes offer attractive contrasts. Arrangements are by Shearing and Billy May. Set should move strongly in both pop and jazz markets. Tunes include "Memories of You," "Cheek to Cheek" and the album title tune.

### DANCING OVER THE WAVES (1-12)—Ray Anthony Ork. Capitol T 1028

Nicely varied collection of pop, semi-classical and original tunes all in dance tempos makes this one of Anthony's best. It's an excellent deejay programming package, and saleswise it should move strongly with both teen and adult buyers. Selections include "Liebestraum," "Beautiful Lady" and the album title tune. Attractive cover.

### THE MARVELOUS MILLER MEDLEYS (1-12)—Glenn Miller Ork. RCA Victor LOP 1005

Eight medleys by the great Miller ork. Some of the tracks are by the Miller civilian ork; others are by his wonderful Army Air Force Band. The excellent offering should follow the pattern of the label's previous Miller releases. Many of the songs associated with Miller are included in the groups of tunes. Fine cover sketch of the orkster should help lure sales.

### VIRTUOSO! (1-12)—The Roger Wagner Chorale. Capitol P 8431

Another excellent offering from the Wagner Chorale. The program features selections with orchestra and a capella works, ranging from folk songs and Negro spirituals to full-scale orchestral-choral numbers. Included are "Hallelujah Chorus," Mozart's "Allelui" and "Dance of the Polovetsian Maidens." Set should prove a strong item.

### SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SOMETHING BLUE (1-12)—Jane Morgan. Kapp KL 1089

Another quality set of lush vocals from the Morgan lass. As the title implies, the set contains samplings of evergreens and new tunes along both cheerful and melancholy lines. Package should repeat success of her previous click album, "Fascination." Tunes include "Arrivederci, Roma"; "My Man" and "Catch a Falling Star." Pretty cover shot of artist will help attract.

### LITTLE RICHARD (1-12)—Specialty 2103

A worthy successor to 'Here's Little Richard.' Tunes are previous hit singles by the artist plus a few unreleased sides. The cat is at his frantic best, and the set should prove a strong item. Selections include "Lucille"; "Good Golly, Miss Molly," and "Ooh! My Soul."

### Pop Stereo Sound Album

### DESTINATION MOON (1-12)—The Omega Ork. (Sandauer). Omega OS 3

This handsomely packaged Omega album is likely to be sonic catnip to the growing ranks of stereophiles. The music is the imaginative, inventive score Leith Stevens wrote back in 1950 for "Destination Moon" sound tracking, performed with skill by a large orchestra of top studio musicians, led by Heinz Sandauer. The "stereo" sound is absolutely gorgeous, creating the eerie feeling of enormous galactic panorama and providing one of the best "demonstrator" records for the new sound medium yet to appear. A top choice.

### Classical Albums

GRIEG: PIANO CONCERTO; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (1-12)—Leonard Pennario, Piano, with The Los Angeles Philharmonic Ork. (Leinsdorf). Capitol P 8441

Tho there are several other interpretations of the two works which will offer formidable competition, this set can also enjoy good sales. Previous releases by the pianist have gone well and his recording of these two popular works should follow suit. Sound is excellent. Good cover sketch of artist.

### THE ORCHESTRA SINGS (1-12)—The Capitol Symphony Ork. (Dragon). Capitol P 8440

Attractive album contains instrumental settings of familiar operatic selections. It's a set that can move well in the classical market with special appeal to opera lovers. Mr. Dragon's transcriptions are thoughtful and skillful. Good, color cover and fine sound will help boost sales.

### SHOSTAKOVICH: SYMPHONY NO. 11 (2-12)—The Houston Symphony Ork. (Stokowski). Capitol PBR 8448

This is the premiere American recording of the Russian composer's latest symphony. This, coupled with the sales lure of the conductor's name, should make the album a pote nt seller. The dramatic and programmatic symphony is based on Russian folk melodies and revolutionary songs. An enclosed pamphlet with descriptive notes about the conductor, composer and the work adds to the appeal. Packaging is attractive.

### Chamber Music Albums

### BEETHOVEN: TRIO IN E-FLAT (1-12)—Heifetz, Violin; Primrose, Viola; Piatigorsky, Cello. RCA Victor LM 2180

The winning combination which has such warm readings on wax of the second and fourth Beethoven trios turns in an excellent job of the first, melting and separating with polish, sweet tone and flair. A must for longhairs who have any tolerance of chamber music. Striking cover and big names should spur sales. Should follow best selling pattern of previous Beethoven waxing by this pairing of artists.

### BEETHOVEN: QUARTET NO. 12 (1-12)—Hollywood String Quartet. Capitol P 8443

Latest in the series of Beethoven quartets by The Hollywood String Quartet should prove as equally strong among chamber music enthusiasts as their recordings of the composer's 13th and 15th quartets. Their interpretation is as usual, wonderfully precise and sensitive. The quartet has deservedly gained in recognition with each new release. Excellent sound and packaging add to over-all appeal.

### Jazz Album

### REUNION WITH CHET BAKER (1-12)—The Gerry Mulligan Quartet. World Pacific PJ 1241

Here's one of the strongest items to hit the market in a while. Mulligan-Baker fans will find this set among their best. It's a swinger with inventive and imaginative blowing and arrangements by Mulligan. Baker, who always has sounded good with Mulligan, is at his best. Dave Bailey and Henry Grimes support on drums and bass, respectively. Tunes include "Reunion," "Surrey With the Fringe on Top" and "Ornithology."

### New Jazz Talent Album

### THEME FOR THE TALL ONE (1-12)—The Bess Bonnier Trio. Argo LP 632

Miss Bonnier has an imaginative and interesting piano technique. She often introduces a broad, classical sound in her improvisation that bolsters her hard driving style. Her sound is her own, and if exposed to jazz buffs, this set could well attract buys. Nick Fiore, who clefled some of the tunes in the album, is heard on bass; Bill Steen on drums. Selections include "All the Things You Are," "Trolley Song" and "Dorian," a Bonnier original. Good new jazz talent. It merits plugs.

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★★★—Good Potential—Will Sell

★★—Moderate Potential—Saleable Qualities

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### Pop Stereo Sound Album

### DESTINATION MOON (1-12)—The Omega Ork. (Sandauer). Omega OSL 3

This handsomely packaged Omega album is likely to be sonic catnip to the growing ranks of stereophiles. The music is the imaginative, inventive score Leith Stevens wrote back in 1950 for "Destination Moon" sound tracking, performed with skill by a large orchestra of top studio musicians, led by Heinz Sandauer. The "stereo" sound is absolutely gorgeous, creating the eerie feeling of enormous galactic panorama and providing one of the best "demonstrator" records for the new sound medium yet to appear. A top choice.

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### BEETHOVEN: QUARTET NO. 12 (1-12) — Hollywood String Quartet. Capitol P 8443

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Ralph Flanagan and his Orchestra play a dozen favorites including *People Will Say We're in Love*, *Some Enchanted Evening*, others. CAL-322



Dick Leibert at the Organ, Instrumental Accompaniment: *Star Dust*, *Smoke Gets in Your Eyes*, *Indian Love Call*, *When Day Is Done*, others. CAL-200

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## • Reviews and Ratings of Stereo-Only Albums

(Ratings indicate Relative Strength Among Stereo-Only Albums)

### POPULAR ★★

#### CHAMPAGNE MUSIC FOR DANCING

Lloyd Mumm Ork. Omega OSL 1  
Top-notch stereo work by Omega makes this one of the better sounding two-channel entries, but the musical story is a familiar one. Lloyd Mumm puts his Lester Lanin-styled ork thru a number of "society" tempo favorites, ranging from "The Girl Friend" to "Till the End of Time." The result is pleasant listening for customers shopping for a dance album, altho stiff (\$6.95) price may make them think twice.

#### MUSIC FOR HEAVENLY BODIES

Paul Tanner, Electro-Theremin With Andre Montero Ork. Omega OSL 4

Electronic music, as performed on the mechanically controlled electro-theremin by Paul Tanner (former trombonist with Glenn Miller), is meant to convey the feeling of flight into space. The novel solo instrument provides somewhat eerie interpretations of such tunes as "I Wished on the Moon," "Over the Rainbow" and "Out of This World," with the support of an efficient orchestra. Good sound, outstanding stereo engineering. Omega's fancy packaging features a cover with a lovely nude female floating in outer space. Display is sure to aid sales.

### JAZZ ★★★

#### MARX MAKES BROADWAY

Dick Marx, Piano; Buddy Collette, Flute & Various Artists. Omega OSL 2

This is among the first releases that expands Omega from the tape into the disk field. It's a happy move, with imaginative and distinctive small group jazz offered up by Dick Marx, known

as a musicians' musician. His vivid pianistics are underlined by Buddy Collette's fanciful flights on the flute. Everything about this album is first rate: Music consists of the better show tunes of the past few seasons; integrated group performances serve up some extremely sensitive jazz scorings; sound quality is superb and the stereo is the acme of split channels on disk; finally, Omega's packaging is super-deluxe, in colorful hard cardboard boxes.

#### DIXIELAND NEW YORK

The 7th Avenue Stompers. World Wide MGS 20005

A half-dozen talented Dixielanders (Bobby Donaldson, Red Richards, Al Lucas, Emmett Berry, Vic Dickenson and Buster Bailey) take off in the traditional two-beat style on eight Dixie standards like "Basin Street" and "Muskrat Ramble," with bright ensemble work and some foot-stomping solos, especially those by Richards (piano) and Bailey (clarinet). Stereo work and sound values are on a high level, and may aid greatly in sales to the new stereo fanciers.

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AUGUST SAVE-ON-RECORDS RED SEAL!  
 Magnificent performances of Debussy's colorful IBERIA,  
 and Ravel's ALBORADA DEL GRACIOSO and VALSES NOBLES  
 ET SENTIMENTALES. New Orthophonic High Fidelity!



## THE BEST OF THE AMES

LPM-1859

AUGUST SAVE-ON-RECORDS POP ALBUM!  
 A dozen great Ames Brothers hits, including: RAG MOP,  
 MELODIE D'AMOUR, TAMMY, A VERY PRECIOUS LOVE, THE  
 NAUGHTY LADY OF SHADY LANE, MY BONNIE LASSIE.

# INTRODUCING... RCA VICTOR'S NEW SAVE-ON-RECORDS PLAN

Now, the new, simplified Save-On-Records Plan—no coupons, no clubs, no red tape—and more SOR sales for you than ever! You offer your customers the featured SOR Red Seal Record and SOR Pop Album every month, each at \$1.00 off list. They save one dollar on the spot on every SOR album they buy; you make your regular mark-up. What easier way to build traffic fast!

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**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA







# THE BILLBOARD'S SECOND DISK JOCKEY ISSUE

DATED AUGUST 18

Featuring a Spotlight on Jazz

Jazz is mushrooming all over . . .

- on records
- on radio and TV
- in concerts and clubs
- in tours, U. S. & Internationally

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 juke 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 juke 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 juke box operator **PAID SUBSCRIBERS\*** than the next three publications combined. (RECORD RETAILING, CASHBOX AND VARIETY)

\*For proof of The Billboard's paid circulation, see your Billboard salesman.

**The  
Billboard**

Big Role for Music SHINE TO PLAY American Popular

In Oklahoma's

Exposure to Special Programs

Both Help for Their Age Sales

THE COMMUNICATION CENTER  
OF THE MUSIC INDUSTRY

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Bob McCluskey

St. Louis 1, Mo.  
812 Olive St.  
CHestnut 1-0443  
Frank Joerling

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800—Dan Collins,  
Bob O'Brien, Norm Wieland  
Ron Carpenter, Hal Rand



## • Reviews and Ratings of New Jazz Albums

• Continued from page 22

that can have appeal. Another good contender is Argo's attractive jazz line.

### SONNY STITT

Argo LP 631

The swinging Stitt displays his tenor technique in a quality set of standards and originals. "Everyone Does," one of Stitt's own tunes, is a good demo track. His fans will find this an attractive, new effort. Front and back cover of the album feature the same close-up photo of the artist. The set can move with a plug. Good potential.

### SWINGIN' THE LOOP

Vito Price & Company. Argo LP 631

Good, listenable jazz is a succinct summary of the contents of this new set under the leadership of tenor and alto saxman Vito Price, Chicago musician and a regular at station WGN there. Price plays well and the album features his sax work on a group of originals and standards. His assistants here include L. Levy on piano, M. Bennett on bass and G. Johnson on drums. All of the sides are attractive, with the title tune and "In a Mellow Tone" outstanding. For fans who like uncomplicated jazz.

### JAZZ ★★

#### DETOUR OF THE MOON

Mary Ann McCall. Jubilee JLP 1078

Miss McCall seems nicely loose on most of these jazz-styled readings which are backed by two different groups. In one group of tunes the backing interestingly comprises cello, viola, bowed bass with guitar and vibes. This backing provides an interesting chamber sound to the gal's vocal improvisation, tho on "Detour Ahead" the scoring is quite far

out and almost misses. On the other bands, the backing is standard rhythm group. A sincere effort by the gal, and it's worth hearing.

### SOUNDS OF JAZZ, VOL. 1

Corky Corcoran Quintet. Celestial

This LP, which was released on stereophonic tape a few months ago, gives tenor man Corky Corcoran a chance to show his technique and he makes the most of it. It's jazz for easy listening, sparked by Corcoran's attractive sax work, and it contains 12 melodic originals. The tenorman is accompanied by three solid rhythm men, G. Jones on piano, Al Turay on guitar, D. Coleman on drums and M. Girred on bass. Good mainstream jazz.

### HIT ALBUM SELLERS!!!

**NIGHT IN HOLLYWOOD**

George Kirby—DTL #250

**THE SIDE-SPLITTER**

Redd Foxx—DTL #253

### DOOTO RECORDS

9512 South Central Ave.  
Los Angeles 2, Calif.

Album of the Week

**"MELIS AT  
MIDNIGHT"**

CELP-414

**SEECO**

39 West 60th Street  
New York 23, N. Y.  
JUdson 6-3620

**SOMERSET**

12" L. P. Record Albums  
Incomparable Fidelity  
at a truly  
Sensible Price!  
\$1.98 retail

## AUDITION

a new selling force

...for dealers

...for manufacturers

IN FULL COLOR EVERY MONTH  
IN THE BILLBOARD

THUMPING SUCCESS! **BEATS  
THERE A HEART  
SO TRUE** 47/20-7274  
**PERRY COMO**



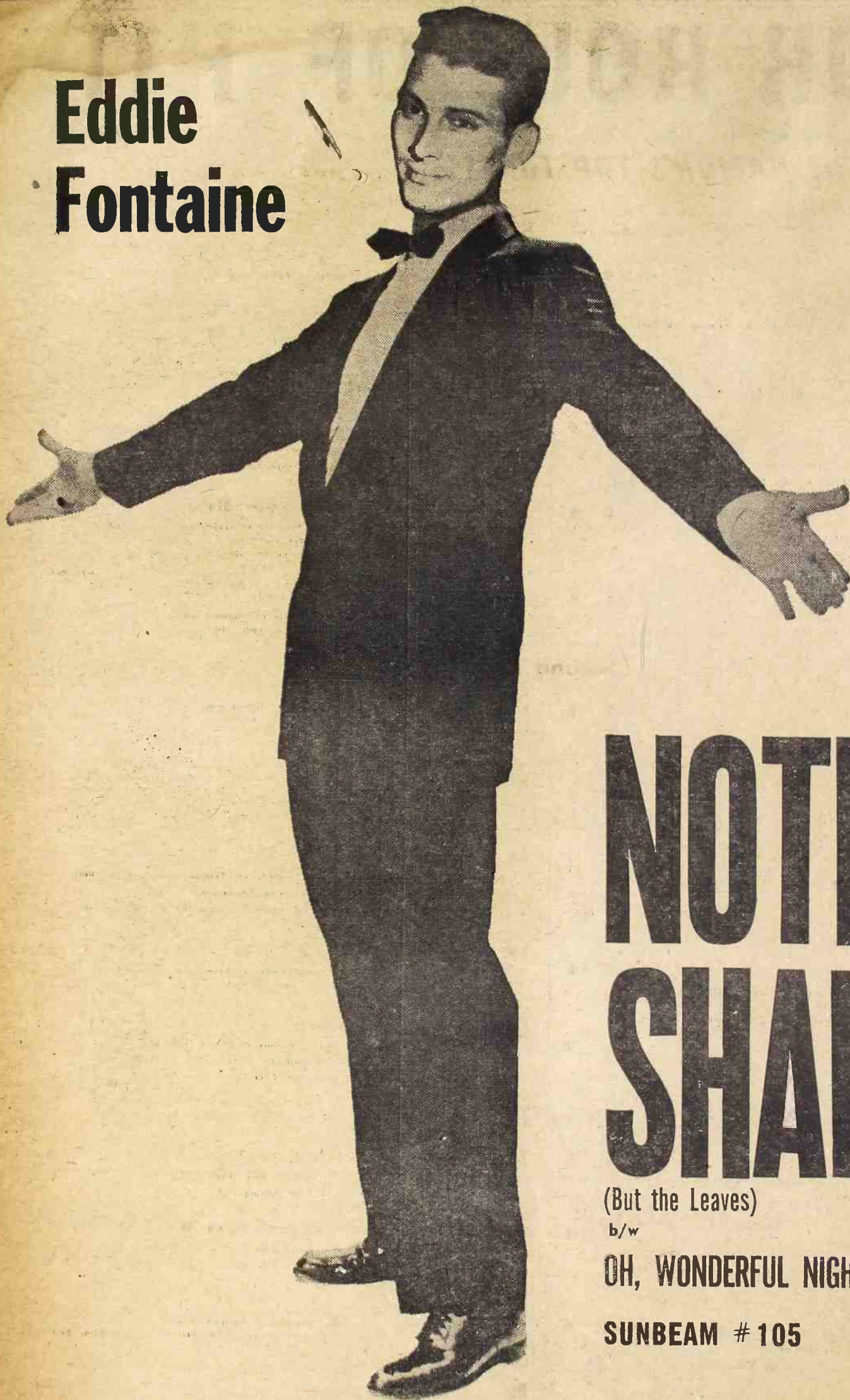
**RCA VICTOR**



RADIO BROADCASTING OF AMERICA



**Eddie  
Fontaine**



# **NOTHIN' SHAKIN'**

(But the Leaves)

b/w

**OH, WONDERFUL NIGHT**

**SUNBEAM #105**

# **SUNBEAM RECORDS**

225 W. 57th St.  
New York, N. Y.  
(Plaza 7-8387)





# BEST SELLING POP SINGLES IN STORES

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

FOR  
SURVEY WEEK  
ENDING  
JULY 19, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. <b>HARD-HEADED WOMAN</b> (ASCAP)— Elvis Presley . . . . .	1	5	17. <b>ONE SUMMER NIGHT</b> (BMI)— Danleers . . . . .	30	4	34. <b>THE BIRD ON MY HEAD</b> (ASCAP)— David Seville . . . . .	42	3
<b>DON'T ASK ME WHY</b> (ASCAP)—Vic 7280			Wheelin' and a-Dealin' (BMI)—Mercury 71322			Hey There, Moon (ASCAP)—Liberty 55140		
2. <b>PATRICIA</b> (ASCAP)—Perez Prado . . . . .	6	6	18. <b>DO YOU WANT TO DANCE?</b> (BMI)— Bobby Freeman . . . . .	15	11	35. <b>BORN TOO LATE</b> (ASCAP)—Poni Tails . . . . .	—	1
Why Wait? (BMI)—Vic 7245			Big, Fat, Woman (BMI)—Josie 835			Come on, Joey, Dance With Me (BMI)— ABC-Paramount 9934		
3. <b>POOR LITTLE FOOL</b> (BMI)— Ricky Nelson . . . . .	5	4	19. <b>WHAT AM I LIVING FOR?</b> (BMI)— Chuck Willis . . . . .	16	12	36. <b>I WONDER WHY</b> (ASCAP)— Dion and the Belmonts . . . . .	36	10
Don't Leave Me This Way (BMI)— Imperial 5528			<b>HANG UP MY ROCK AND ROLL SHOES</b> (BMI)—Atlantic 1179			Teen Angel (ASCAP)—Laurie 3013		
4. <b>SPLISH SPLASH</b> (BMI)—Bobby Darin . . . . .	4	6	20. <b>FEVER</b> (BMI)—Peggy Lee . . . . .	25	2	37. <b>YOU NEED HANDS</b> (ASCAP)— Eydie Gorme . . . . .	32	8
Judy, Don't Be Moody (BMI)—Atco 6127			You Don't Know (BMI)—Cap 3998			Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925		
5. <b>YAKETY YAK</b> (BMI)—Coasters . . . . .	2	8	21. <b>GINGER BREAD</b> (BMI)—Frankie Avalon . . . . .	49	2	38. <b>ENCHANTED ISLAND</b> (ASCAP)— Four Lads . . . . .	37	3
Zing! Went the Strings of My Heart (ASCAP)— Atco 6116			Blue Betty (ASCAP)—Chancellor 1021			Guess What the Neighbors'll Say (BMI)— Col 41194		
6. <b>REBEL-ROUSER</b> (BMI)—Duane Eddy . . . . .	7	4	22. <b>A CERTAIN SMILE</b> (ASCAP)— Johnny Mathis . . . . .	21	4	39. <b>COME CLOSER TO ME</b> (BMI)— Nat King Cole . . . . .	—	1
Stalkin' (BMI)—Jamie 1104			Let it Rain (ASCAP)—Col 41193			Nothing in the World—Cap 4004		
7. <b>WHEN</b> (ASCAP)—Kalin Twins . . . . .	8	5	23. <b>RETURN TO ME</b> (ASCAP)— Dean Martin . . . . .	18	16	40. <b>DELICIOUS</b> (ASCAP)—Jim Backus . . . . .	40	2
Three o'Clock Thrill (BMI)—Dec 30642			Forgetting You (ASCAP)—Cap 3894			I Need a Vacation (ASCAP)—Jubilee 5330		
8. <b>PURPLE PEOPLE EATER</b> (BMI)— Sheb Wooley . . . . .	3	9	24. <b>LEFT RIGHT OUT OF YOUR HEART</b> (ASCAP)—Patti Page . . . . .	26	4	41. <b>DON'T GO HOME</b> (BMI)—Playmates . . . . .	48	6
I Can't Believe You're Mine (ASCAP)— M-G-M 12651			Longing to Hold You Again (ASCAP)— Mercury 71331			Can't You Get It Through Your Head? (BMI)— Roulette 4072		
9. <b>MY TRUE LOVE</b> (BMI)—Jack Scott . . . . .	13	7	25. <b>JUST A DREAM</b> (BMI)—Jimmy Clanton . . . . .	24	3	42. <b>DOTTIE</b> (BMI)—Danny and the Juniors . . . . .	39	5
<b>LEROY</b> (BMI)—Carlton 462			You Aim to Please (BMI)—Ace 546			In the Meantime (BMI)—ABC-Paramount 9926		
10. <b>ENDLESS SLEEP</b> (BMI)— Jody Reynolds . . . . .	9	10	26. <b>PADRE</b> (ASCAP)—Toni Arden . . . . .	19	10	43. <b>TORERO</b> (ASCAP)—Ronato Carosone . . . . .	45	10
Tight Capris (BMI)—Demon 1507			All at Once (ASCAP)—Dec 30628			Chella Lla (ASCAP)—Cap 71080		
11. <b>GUESS THINGS HAPPEN THAT WAY</b> (BMI)—Johnny Cash . . . . .	12	9	27. <b>NO CHEMISE, PLEASE</b> (BMI)— Cerry Granahan . . . . .	27	7	44. <b>ANGEL BABY</b> (BMI)—Dean Martin . . . . .	43	2
<b>COME IN, STRANGER</b> (BMI)—Sun 295			Girl of My Dreams (ASCAP)—Sunbeam 102			I'll Gladly Make the Same Mistake Again (ASCAP)—Cap 3988		
12. <b>LITTLE STAR</b> (BMI)—Elegants . . . . .	—	1	28. <b>WITCH DOCTOR</b> (ASCAP)— David Seville . . . . .	22	16	45. <b>SUGAR MOON</b> (BMI)—Pat Boone . . . . .	31	12
Getting Dizzy (BMI)—APT 25005			Don't Whistle at Me, Baby (ASCAP)— Liberty 55132			Cherie, I Love You (ASCAP)—Dot 15750		
13. <b>IF DREAMS CAME TRUE</b> (ASCAP)— Pat Boone . . . . .	20	3	29. <b>ALL I HAVE TO DO IS DREAM</b> (BMI)— Everly Brothers . . . . .	14	14	46. <b>LOOKING BACK</b> (BMI)— Nat King Cole . . . . .	34	16
<b>THAT'S HOW MUCH I LOVE YOU</b> (BMI)—Dot 15785			<b>CLAUDETTE</b> (BMI)—Cadence 1348			Do I Like It? (BMI)—Cap 3939		
14. <b>WILLIE AND THE HAND JIVE</b> (BMI)— Johnny Otis Show . . . . .	17	5	30. <b>BIG MAN</b> (BMI)—Four Preps . . . . .	23	12	47. <b>THE FREEZE</b> (BMI)—Tony and Joe . . . . .	—	1
Ring-a-Ling (BMI)—Cap 3966			Stop, Baby (ASCAP)—Cap 3960			Gonna Get a Little Kissin' Tonight (BMI)— Era 1075		
15. <b>SECRETLY</b> (ASCAP)—Jimmie Rodgers . . . . .	10	12	31. <b>JENNIE LEE</b> (BMI)—Jan and Arnie . . . . .	28	10	47. <b>STUPID CUPID</b> (BMI)—Connie Francis . . . . .	—	1
<b>MAKE ME A MIRACLE</b> (ASCAP) —Roulette 4070			Gotta Getta Date (BMI)—Arwin 108			Carolina Moon (ASCAP)—M-G-M 12683		
16. <b>FOR YOUR PRECIOUS LOVE</b> (ASCAP) —Jerry Butler and Impressions . . . . .	11	7	32. <b>EVERYBODY LOVES A LOVER</b> (ASCAP)—Doris Day . . . . .	—	1	49. <b>OOH! MY SOUL</b> (BMI)—Little Richard . . . . .	44	6
Sweet Was the Wine (ASCAP)—Abner 1013			Instant Love (ASCAP)—Col 41195			<b>TRUE, FINE MAMA</b> (BMI)—Specialty 633		
			33. <b>BLUE BLUE DAY</b> (BMI)—Don Gibson . . . . .	33	3	50. <b>WESTERN MOVIES</b> (BMI)— Olympics . . . . .	—	1
			Too Soon to Know (BMI)—Vic 7010			Well! (BMI)—Demon 1508		

## THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

- VACATION TIME** (Arc, BMI)—Chuck Berry—Chess 1697  
**BEAUTIFUL DELILAH** (Arc, BMI)  
**EARLY IN THE MORNING** (Royalty, ASCAP)—Buddy Holly—Coral 62066—**NOW WE'RE ONE** (Portrait, BMI)  
**YOU'RE A SWEETHEART** (Robbins, ASCAP)—Little Willie John—King 5142—**LET'S ROCK WHILE THE ROCKIN'S GOOD** (Jay & Cee, BMI)  
The above are previous Billboard Spotlight picks.  
**LA PALOMA** (Randy-Smith, ASCAP)—Billy Vaughn—Dot 15795—  
**HERE IS MY LOVE** (Randy-Smith, ASCAP)  
**NEL BLU DIPINTO DI BLU** (Robbins, ASCAP)—Domenico Modugno—Decca 30677—**MARTITA IN CITTA** (BIEM)  
**JUST LIKE IN THE MOVIES** (Bae, ASCAP)—The Upbeats—Swan 4010—**MY FOOLISH HEART** (Joy, ASCAP)

The following records, not previously selected as Best Buys, are on the charts for the first time this week.

- STUPID CUPID** (Alden, BMI)—Connie Francis—M-G-M 12683—  
**CAROLINA MOON** (Cromwell, ASCAP)  
**WESTERN MOVIES** (Elizabeth-Aries, BMI)—The Olympics—Demon 1508—**WELL!** (Elizabeth-Aries, BMI)



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JULY 19

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- Beautiful Delilah** . . . . . **Chuck Berry**  
(BMI) Chess 1697  
**Early in the Morning** . . . . . **Bobby Darin and Rinky Dinks**  
(ASCAP) Atco 6121  
**Early in the Morning** . . . . . **Buddy Holly**  
(ASCAP) Coral 62006  
**Moon Talk** . . . . . **Perry Como**  
(ASCAP) RCA Victor 7274





**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# 2 EP HEADLINERS FROM RCA VICTOR

**BLUE BLUE DAY**  
**DON GIBSON**

RCA VICTOR



BLUE BLUE DAY  
HEARTBREAK AVENUE  
SWEET SWEET GIRL  
BAD BAD DAY

EPA-4323

**PATRICIA**  
**PEREZ PRADO Orchestra**  
Patricia • Mood Indigo •

RCA VICTOR



Pretty Doll • Whistling Rock

EPA-4322

RCA Victor's hot singles:

PATRICIA—Perez Prado—47/20-7245

PATRICIA—Ray Peterson (vocal)—47/20-7303

BLUE BLUE DAY—Don Gibson—47/20-7010



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





FOR  
SURVEY WEEK  
ENDING  
JULY 19, 1958

# Weekly Juke Box Programming Guide

The  
Billboard

## POPULAR

WHAT AM I LIVING FOR!  
★ CHUCK WILLIS ★  
HANG UP MY ROCK AND ROLL SHOES  
Atlantic 1179

FEVER  
★ PEGGY LEE ★  
YOU DON'T KNOW  
Capitol 3998

YAKETY YAK  
★ THE COASTERS ★  
ZING! WENT THE STRINGS OF MY HEART  
Atco 6116

POOR LITTLE FOOL  
★ RICKY NELSON ★  
DON'T LEAVE ME THIS WAY  
Imperial 4528

PADRE  
★ TONI ARDEN ★  
ALL AT ONCE  
Decca 30628

**NEW HIT**  
LITTLE STAR  
★ ELEGANTS ★  
GETTING DIZZY  
APT 25005

FOR YOUR PRECIOUS LOVE  
★ JERRY BUTLER AND IMPRESSIONS ★  
SWEET WAS THE WINE  
Abner 1013

IF DREAMS CAME TRUE  
★ PAT BOONE ★  
THAT'S HOW MUCH I LOVE YOU  
Dot 15785

LEFT RIGHT OUT OF YOUR HEART  
PATTI PAGE  
LONGING TO HOLD YOU AGAIN  
Mercury 71331

SECRETLY  
★ JIMMY RODGERS ★  
MAKE ME A MTRACIE  
Roulette 4070

REBEL ROUSER  
★ DUANE EDDY ★  
STALKIN'  
Jamie 1104

WILLIE AND THE HAND JIVE  
★ JOHNNY OTIS SHOW ★  
RING-A-LING  
Capitol 3966

SPLISH SPLASH  
★ BOBBY DARIN ★  
JUDY, DON'T BE MOODY  
Atco 6117

A CERTAIN SMILE  
★ JOHNNY MATHEIS ★  
LET IT RAIN  
Columbia 41193

BIG MAN  
★ FOUR PREPS ★  
STOP BABY  
Capitol 3960

GUESS THINGS HAPPEN THAT WAY  
★ JOHNNY CASH ★  
COME IN, STRANGER  
Sun 295

**NEW HIT**  
GINGER BREAD  
★ FRANKIE AVALON ★  
BLUE BETTY  
Chancellor 1021

ONE SUMMER NIGHT  
★ DANIELS ★  
WHEELIN' AND A-DEALIN'  
Mercury 71322

DO YOU WANT TO DANCE!  
★ BOBBY FREEMAN ★  
BIG, FAT WOMAN  
Josie 835

HARD HEADED WOMAN  
★ ELVIS PRESLEY ★  
DON'T ASK ME WHY  
RCA Victor 7280

ENDLESS SLEEP  
★ JODY REYNOLDS ★  
TIGHT CAPRIS  
Demon 1507

PATRICIA  
★ PEREZ PRADO ★  
WHY WAIT!  
RCA Victor 7245

JUST DREAM  
★ JIMMY CLANTON ★  
YOU AIM TO PLEASE  
Ace 546

NO CHEMISE PLEASE  
★ GERRY GRANAHAN ★  
GIRL OF MY DREAMS  
Sunbeam 102

ALL I HAVE TO DO IS DREAM  
★ EVERLY BROTHERS ★  
CLAUDETTE  
Cadence 1348

RETURN TO ME  
★ DEAN MARTIN ★  
FORGETTING YOU  
Capitol 3984

WHEN  
★ KALIN TWINS ★  
THREE O'CLOCK THRILL  
Decca 30642

WITCH DOCTOR  
★ DAVID SEVILLE ★  
DON'T WHISTLE AT ME, BABY  
Liberty 55132

PURPLE PEOPLE EATER  
★ SHEB WOOLEY ★  
I CAN'T BELIEVE YOU'RE MINE  
A-G-M 12651

LEROY  
★ JACK SCOTT ★  
MY TRUE LOVE  
Cortlon 462

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

BLUE BLUE DAY  
★ DON GIBSON ★  
100 SOON TO KNOW  
RCA Victor 7010

ALONE WITH YOU  
★ FARON YOUNG ★  
EVERY TIME I'M KISSING YOU  
Capitol 3982

HEY, MR. BLUEBIRD  
★ ERNEST TUBB & WILBURN BROTHERS ★  
HOW DO WE KNOW?  
Decca 30610

BLUE BOY  
★ JIM REEVES ★  
THEME OF LOVE  
RCA Victor 7266

JEALOUSY  
★ KITTY WELLS ★  
I CAN'T HELP WONDERING  
Decca 30662

CITY LIGHTS  
★ RAY PRICE ★  
INVITATION TO THE BLUES  
Columbia 41191

## RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

LOOKING BACK  
★ NAT KING COLE ★  
DO I LIKE IT  
Capitol 3939

**NEW HIT**  
DOWN IN VIRGINIA  
★ JIMMY REED ★  
I KNOW IT'S A SIN  
Vee Jay 287

FOR YOUR LOVE  
★ ED TOWNSEND ★  
OVER AND OVER AGAIN  
Capitol 3926

JENNIE LEE  
★ Jan and Arnie ★  
GOTTA GETTA DATE  
Arwin 708

LITTLE MARY  
★ FATS DOMINO ★  
PRISONERS SONG  
Imperial 5526

## OPERATORS BEST BUYS

Records are the same as those listed in POP,  
R&B or C&W review sections.

**BEST BUY**  
CHUCK BERRY ..... Vacation Time  
Beautiful Delilah  
Chess 1697

**BEST BUY**  
CONNIE FRANCIS ..... Stupid Cupid  
Carolina Moon  
M-G-M 12683

**BEST BUY**  
BUDDY HOLLY ..... Early in the Morning  
Now We're Ooc  
Coral 62006

**BEST BUY**  
LITTLE WILLIE JOHN ..... You're a Sweetheart  
Let's Rock While the Rockin's Good  
King 5142

**BEST BUY**  
DOMENICO MODUGNO ..... Nel Blu Dipinto Di Blu  
Martina in Citta  
Decca 30677

**BEST BUY**  
THE OLYMPICS ..... Western Movies  
Well!  
Demon 1508

**BEST BUY**  
JIMMY REED ..... Down in Virginia  
I Know It's a Sin  
Vee-Jay 287

**BEST BUY**  
THE UPBEATS ..... Just Like in the Movies  
My Foolish Heart  
Swan 4010

**BEST BUY**  
BILLY VAUGHN ..... La Paloma  
Here in My Love  
Dot 15795

**OPERATORS** In the opinion of Billboard staff reviewers these  
**BEST NEW** records are the ones released last week that are  
**RELEASES** most likely to be future juke box hits.

**OPINION**  
LES BAXTER ..... Dance, Everybody, Dance  
A Chance Is All I Ask  
Capitol 4032

**OPINION**  
THE CHAMPS ..... Cha-cha Rock  
Subway  
Challenge 59018

**OPINION**  
DION & THE BELMONTS ..... No One Knows  
On (Rosalie)  
Laurie 3015

**OPINION**  
EVERLY BROTHERS ..... Bad Dog  
Devoted to You  
Cadence 1350

**OPINION**  
GENO & GENA ..... She Belongs to Me  
Rainin', Rainin'  
Mercury 71346

**OPINION**  
QUINN-ROBERTS ..... Down the Aisle of Love  
Phases, Dear  
Heart 321



SMASHING!  
**R  
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N**

8/W  
OVER AND  
OVER  
**BOBBY  
DAY**

#229

# VOX JOX

• Continued from page 8

store provided the dance area in their 1,000-car parking lot.

**RUPPE SOUNDS OFF:** Michael Ruppe, Jr., WCUE, Akron, writes, "Recent events point up once again the need for closer co-operation between the broadcasting, recording and music industries. The NBC Spot Timebuyer Opinion Panel report has stirred up a hornet's nest and has given added ammunition to the fable makers who keep in-

sisting that if a record appears on someone's 'Top 40' it isn't good music. First of all: 'Top 40' is a term that's incorrectly used 99 per cent of the time; secondly, there's a heck of a lot more to running a radio station than playing music; and thirdly, independent radio is stronger than ever."

Ruppe continues, "My feeling is that more persons in the management end of the broadcasting industry should become 'program orientated' and take a more active interest in what's being presented on the air. At the same time, responsible persons in the recording industry should make some attempts to find out what the situation happens to be in the local markets. Many of the major label distributors are 'red taped' by the home office. Their attempts at promotion are curtailed; they are unable to properly service those stations that will showcase their product."

## YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

JULY 24, 1948

1. Woody Woodpecker
2. You Can't Be True, Dear
3. My Happiness
4. Little White Lies
5. Nature Boy
6. Tootie Oolie Doolie (The Yodel Polka)
7. You Call Everybody Darlin'
8. Love Somebody
9. It's Magic
10. A Tree in the Meadow

JULY 25, 1953

1. I'm Walking Behind You
2. Song from Moulin Rouge
3. Vaya Con Dios
4. April in Portugal
5. No Other Love
6. Ruby
7. I Believe
8. P. S.: I Love You
9. Say You're Mine Again
10. Linnelight (Terry's Theme)

**CHANGE OF THEME:** Marty McNeely has left WJR, Detroit, to join WKMJ, Dearborn, Mich. He airs his daily show (6-10 a.m.) from Detroit's Sheraton - Cadillac Hotel. Program kicked off last week. . . . New emcee of "Music Hall" over WJR, Detroit, is J. P. McCarthy, who replaces McNeely. . . . Owen Spahn, formerly with WBT, Charlotte, N. C., has moved to WINS, New York, as "Big Show" host on Saturdays (7-

There's never been a record like . . .

# THERE'S NEVER NIGHT

Lin.	1	Thin
D JIVE—	5	4
LOVE—	—	1
pressions.	—	1
Ricky Nelson.	9	5
FOR?—Chuck Willis.	2	13
nsend.	8	5
	10	8
	3	4

by—

## Betty Johnson

#1193

c/w

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## 2 New Execs For Sunbeam

NEW YORK — Sunbeam Records, the Tommy Valando disk label, has appointed Herman Kaplan as Eastern sales manager of the firm. Sherman Ford Jr., was appointed production manager for Sunbeam. Kaplan was formerly associated with Philadelphia distributors. Ford was previously with United Artists Records.

## EMI Exec Joins Cap Coast Staff

HOLLYWOOD — Frank Brooks, with EMI since 1932, reported this week to his new post at Capitol Records' Hollywood headquarters. Brooks will serve as assistant to Dave Dexter, director of Cap's international artist-repertoire department. Brooks arrival here marks his first time in the U. S. Brooks plans to move his family here in September.

11 p.m.) and "Sunday Music Party" spinner from 7 p.m. to midnight.

Allen Dean is new staffer at KFMB, San Diego, Calif. Mike Heurer, formerly with KMA, Shenandoah, Ia., has joined KDUE, Red Wing, Minn., as program director and deejay. . . . James E. Bailey and Reggie Martin have been appointed managing directors of Storei stations WAGA, Atlanta; and WSPD, Toledo.

Bob Haymes, one-time spinner at WNEW, New York, and WCBS, New York, starts a new show over WRCA, New York, August 4. Tagged "Jazz, Voices and Strings," the ailer will feature disks and live vocals by Haymes Mondays thru Thursdays from 10:05 to 11 p.m.

Arthur Godfrey's long-time announcer, Tony Marvin, starts a deejay seg on WABC, New York, August 18, Monday thru Saturday, from 2 to 4 p.m. . . . Bob Drews, WAMP, Pittsburgh, has signed to write a series of articles for Think Magazine, a gag publication similar to Mac.

**THIS 'N' THAT:** WABC, New York, is tossing a press party this week to introduce that outlet's current jockey roster — Allan Freed, Martin Bloch, and new spinners Ross Mulholland and "Big Joe" Rosenfeld. . . . Monty Hoyt, 17-year-old jock on KOCY, Oklahoma City, was the only deejay invited to attend the special show staged by Columbia artists last week at its annual distributors meeting in Colorado. Hoyt reports that two newcomers to the label — Jennie Smith and Johnny Cash — stole the show from such standout Columbia stars as Tony Bennett and Frankie Laine.

Barry Kaye has signed a new contract with WAMP, Pittsburgh. The jock continues his afternoon show and starting last week, assumed reins of new two-hour nightly remote emanating from Holiday House, local nitery. . . . After two and a half years as program director of KPAL, Palm Springs, Calif., Bill Jenkins is moving to KBOX, Dallas.

Summer - time promotion stunt at KONO, San Antonio, features a pretty blonde, who "is such a loyal KONO listener that she sun-tanned the station's call-letters on her back." "Less Cotton-Pickin' Yak" is slogan utilized by KONO.

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CE	125	125	125
46)	325	240	2
	245	245	
	25	18	0
(4-51)	50	6	
	65		

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The Billboard

KING WIDE OPEN

**I WANT YOU**  
ATLANTIC 1191

**Joe Hunter**

ORDING CORPORATION

New York 19, N. Y.

• **Reviews of New Pop Records**

• Continued from page 38

blend of romantic mandolins with catchy r.&r. tempo. Solid deejay material. (Debmars, ASCAP)  
**Holiday in Naples**... 74  
Gay, melodic theme wrapped up in bright Neapolitan-styled instrumental orking with non-vocal choral work. Nice jockey wax. (Debmars, ASCAP)

**THE STONE CRUSHERS**

**Crawfish**... 76  
RCA VICTOR 7309—Exotic sweet theme from Elvis Presley's "King Creole" movie is showcased in swiny instrumental setting with effective choral work on backing. Good jockey side. (Gladys, ASCAP)  
**Tadpole Wiggle**... 74  
Infectious instrumental with catchy tempo. Flip, tho, is stronger. (Abbott, BMI)

**THE PLEDGES**

**Betty Jean**... 76  
REV 3517—Moderate rocker on the girl's name kick gets attractive reading from group with good backing. Can earn some coin. (Desert Palms-Trinity, BMI)  
**Her Bermuda Shorts**... 74  
Swing effort in the "Short Shorts" tradition with teen appeal lyric. (Desert Palms-Trinity, BMI)

**THE PLAYTHINGS**

**Lipstick**... 75  
LIBERTY 55147—Gals pipe pleasingly on effective tune, similar in tempo to "Naughty Lady of Shady Lane," with amusing gimmick tag. (Desert Palms-Trinity, BMI)  
**Jittin'**... 75  
Cute penny-whistle backing gimmick marks this catchy ditty with pretty piping by chicks. Merks spins. (Desert Palms-Trinity, BMI)

**BOB CARROLL**

**Search Around in Heaven**... 75  
UNITED ARTISTS 137—An appealing ballad well chanted by Carroll. has a rhythmic backing that also has appeal. (Bryden, BMI)  
**My Sunday Love**... 74  
The chanter croons pleasantly on this attractive ballad. Worth spins. (Bryden-Round, BMI)

**LITTLE AUGIE AUSTIN**

**My Heart Let Me Be Free**... 75  
BRUNSWICK 55080—Pretty rockaballad is sung with much heart here by Augie Austin, with help from the Chromatics. Pleasant wax. (Storm Jordan, BMI)  
**Too Late**... 74  
Eddie Singleton sells this slow rockaballad with warmth, over triplet support from the ork and the male group singing behind him. (Amseo, ASCAP)

**LOU BUSCH**

**Ladies, Please Remove Your Hats**...  
CAPITOL 4019 — Infectious hon-tonk styled pianistics on bright instrumental ditty with perky tempo. (Bourne, ASCAP)  
**Young Enough to Dream**... 74  
Haunting instrumental theme play with lush effectiveness by Busch. big ork backing. Both sides pleasing jockey items. (Chatsworth, ASCAP)

**MARK TERRY**

**Rockin' Chair**...  
KEM 2749—Virile warbling by Terry on mildly rock and roll version of standard, with solid beat. Merks exposure. (Carmichael, ASCAP)  
**Prisoner of Love**... 74  
Amusing version of the Russ Columbo oldie with heckler repeating lyrics by Terry. Jocks should get kick out of it. (Mayfair, ASCAP)

**ROYAL-AIRES**

**Baby, Baby**... 75  
GALLO 108—Rockaballad with a shuffle beat is pleasantly rendered by lead and group in a good arrangement. Some coin possible. (Mellin, BMI)  
**Friendship Ring**... 73  
Cheerful teen-age ballad gets a pleas-

ant treatment. So, interest for jockeys. (Ad-Lib, BMI)

**MARION COE**

**I'm No Angel**... 75  
CAPITOL 4022 — Rockaballad gets sultry reading from thrush in her debut on the label. Some coin possible. (Barton, ASCAP)  
**Livin' With the Blues**... 73  
Chick delivers blues ballad with authority. (Shaw, ASCAP)

**THE LOCOS**

**Oh, Yes, Indeed I Do**... 75  
20th FOX 102—A spirited, swinging rendition of a rewrite of the old spiritual, "Down By the Riverside." Good group and the disk has a sound. — Worth watching. (Rayven, BMI)  
**Professor Loco**... 70  
A blues in moderate tempo. Fair performance. Flip has an edge. (Delstone, BMI)

**GOOGIE RENE**

**Moonglow**... 74  
CLASS 233—A good, mostly instrumental side with the Rene band twinging with a choral complement. Good box material for the terpers. Piano by Rene has a Garner-type sound. (Mills, ASCAP)  
**Sunrise**... 74  
Tenor and alto saxes combine on the instrumental harmony spots here for a fair effort. Flip has more appeal. (Recordo, BMI)

**TAB SMITH**

**Don't Play With Love**... 74  
ARGO 5304 — Ballad with rhythm backing is taken on alto. Chorus sings the title thruout. Good deejay side. (Arc, BMI)  
**Try a Little Tenderness**... 74  
Lush treatment of the standard is similar to that on flip. It should move as well. (Robbins, ASCAP)

**THE BARITONES**

**After School Rock**... 74  
DORE 501—Vervel group vocal treatment of bouncy r.&r. item with okay lead stint. Label is Era subsidiary. (Warman-Godday, BMI)  
**Sentimental Baby**... 74  
Meaningful vocal by lead singer on pleasing rockaballad. (Warner-Godday, BMI)

**RAYMOND LEFEVRE**

**The Day the Rains Came**... 74  
KAPP 231—A slow, instrumental by an ork which highlights a nice string and brass sound. Good for jock spins. (Maurice, ASCAP)

RETURN TO ME  
★ DEAN MARTIN  
★ FORGETTING YOU  
★ WHEN  
★ KALIN TWINS  
★ THREE O'CLOCK THRILL  
★ WITCH DOCTOR  
★ DAVID SEVILLE  
★ DON'T WHISTLE AT ME, BABY  
★ LOOKING FOR A BODY... 73  
★ PERSONABLE, delivery on lazily-paced ballad. Nice jockey wax. (Beechwood, BMI)  
ELLA FITZGERALD  
★ Trav'lin' Light... 74  
★ VERVE 10143—An old ballad tune gets a lovely reading by the thrush. This could get play by jocks and jukes. (Bregman, Vocco & Conn, ASCAP)  
(Continued on page 43)

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BLUES"**

by

**AL SMITH**

Abner 1014

**"DOWN IN  
VIRGINIA"**

b/w

**"I Know It's a Sin"**

by

**JIMMY REED**

Veejay 287

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# • R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 19

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

This Week	Last Week	Weeks on Chart
1. YAKETY YAK (BMI)—Coasters.....	1	8
Zing, Went the Strings of My Heart (ASCAP)—Atco 6116		
2. SPLISH SPLASH (BMI)—Bobby Darin.....	9	2
Judy, Don't Be Moody (BMI)—Atco 6117		
3. POOR LITTLE FOOL (BMI)—Ricky Nelson.....	3	4
Don't Leave Me This Way (BMI)—Imperial 5528		
4. HARD HEADED WOMAN (ASCAP)—Elvis Presley..	2	5
DON'T ASK ME WHY? (ASCAP)—Vic 7280		
5. WILLIE AND THE HAND JIVE (BMI)—		
Johnny Otis Show.....	7	5
Ring-A-Ling (BMI)—Cap 3966		
6. PATRICIA (ASCAP)—Perez Prado.....	—	1
Why Wait? (BMI)—Vic 7245		
7. WHAT AM I LIVING FOR? (BMI)—Chuck Willis..	4	13
HANG UP MY ROCK AND ROLL SHOES (BMI)—		
Atlantic 1179		
8. MY TRUE LOVE (BMI)—Jack Scott.....	8	3
LEROY (BMI)—Carlton 462		
9. ENDLESS SLEEP (BMI)—Jody Reynolds.....	5	8
Tight Capris (BMI)—Demon 1507		
10. FOR YOUR PRECIOUS LOVE (ASCAP)—		
Jerry Butler and Impressions.....	—	1
Sweet Was the Wine (ASCAP)—Abner 1013		
11. DO YOU WANT TO DANCE? (BMI)—		
Bobby Freeman.....	6	11
Big Fat Woman (BMI)—Josie 835		
12. REBEL-ROUSER (BMI)—Duane Eddy.....	—	1
Stalkin' (BMI)—Jamie 1104		
13. ONE SUMMER NIGHT (BMI)—Danleers.....	—	1
Whirlin' and A-Dealin' (BMI)—Mercury 71328		
14. SECRETLY (ASCAP)—Jimmie Rodgers.....	11	9
Make Me a Miracle (ASCAP)—Roulette 4070		
15. LITTLE STAR (BMI)—Elegants.....	—	1
Getting Dizzy (BMI)—APT 25005		
16. LOOKING BACK (BMI)—Nat King Cole.....	13	15
Do I Like It (BMI)—Cap 3939		
17. JUST A DREAM (BMI)—Jimmy Clanton.....	—	1
You Aim to Please (BMI)—Ace 546		
18. ALL I HAVE TO DO IS DREAM (BMI)—		
Everly Brothers.....	12	14
Claudette (BMI)—Cadence 1348		
19. JENNIE LEE (BMI)—Jan and Arnie.....	10	10
Gotta Getta Date (BMI)—Arwin 108		
20. FOR YOUR LOVE (BMI)—Ed Townsend.....	14	14
Over and Over Again (BMI)—Cap 3926		

# • Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. YAKETY YAK—Coasters.....	1	7
Atco 6116—BMI		
2. SPLISH SPLASH—Bobby Darin.....	—	1
Atco 6117—BMI		
3. WILLIE AND THE HAND JIVE—		
Johnny Otis Show.....	5	4
Cap 3966—BMI		
4. FOR YOUR PRECIOUS LOVE—		
Jerry Butler and Impressions.....	—	1
Abner 1013—ASCAP		
5. POOR LITTLE FOOL—Ricky Nelson.....	9	5
Imperial 5528—BMI		
6. WHAT AM I LIVING FOR?—Chuck Willis.....	2	13
Atlantic 1179—BMI		
7. FOR YOUR LOVE—Ed Townsend.....	8	5
Cap 3926—BMI		
8. JENNIE LEE—Jan and Arnie.....	10	8
Arwin 108—BMI		
9. COME WHAT MAY—Clyde McPhatter.....	3	4
Atlantic 1185—BMI		
10. DON'T ASK ME WHY—Elvis Presley.....	—	1
Vic 1719-6594—ASCAP		
11. TO BE LOVED—Jackie Wilson.....	7	9
Brunswick 55052—BMI		
12. ENDLESS SLEEP—Jody Reynolds.....	6	8
Demon 1507—BMI		
13. MY TRUE LOVE—Jack Scott.....	11	2
Carlton 462—BMI		
14. DO YOU WANT TO DANCE?—Bobby Freeman....	13	9
Josie 835—BMI		
15. HARD HEADED WOMAN—Elvis Presley.....	—	4
Vic 7280—ASCAP		

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## ON THE BEAT

• Continued from page 8

a conversation between a New York Latin label and its Philadelphia distributor. A long order was placed while the eavesdropper silently wrote down the entire order. After this call, another was then placed, supposedly from a "one-stop in Oklahoma City," and exactly the same order was given. The diskery man in New York was fractured to see that the two orders were the same. Finally leaning the true identity of the caller, he queried, "Are you in Philadelphia, man?" The caller answered that he was in New York. "You better watch out tho, because we've got phone taps on everybody in this business to keep tabs on what's going on." The recipient of this call never quite got over it, and has had the jitters ever since.

The moral of the story is clear. If you don't have hits and you are getting your ears pinned back by problems of credit, returns, etc., you can at least have a few laughs. Then, no doubt, with the tension relieved by a gag, you can walk into a studio and make a great record, one that may even sell, and thus solve all your problems.

Tim Gale, of GAC, reports that his initial "Summer Dance Party" package grossed about \$50,000 for its two-week stint just concluded. On the wind-up date in North Dartmouth, Mass., the package pulled better than 3,500 people. "It's simply a new twist on the dance business," says Gale, "Except in this case you not only have a band for dancing but the accompanying acts are danceable, too." Gale said it was quite possible that if the current success with the smaller package units continues, the practice might well be extended into the fall. "The thing has been publicized by word of mouth from New England all the way thru many areas of the Midwest with the result that we've had many inquiries about the next package to go out. Things look very good at this point," Gale added.

Shirley and Lee, absent lately from the disk scene, return to action with a new Aladdin release. The disk couples "Come On and Have Your Fun," with "All I Want to Do Is Cry."... James A.

(Continued on page 46)

## • Reviews of New R&B Records

### BOBBY (BLUE) BLAND

Little Boy Blue.....76  
DUKE 196—A slow, pounding ballad performance by Bland with strong spiritual overtones. Interesting message in the lyric. Can catch spins in Southern markets. (Lion, BMI)  
Last Night.....75  
Moderate appeal on this ballad side, somewhat in the Johnny Ace tradition. Could also get some action in Down South marts. (Lion, BMI)

### J. B. LENOIR

She Don't Know.....75  
CHECKER 901—Blues rocker gets strong reading from chantress, organ and male group. Rates some coin in market. (Arc, BMI)  
Daddy, Talk to Your Son.....74  
Thrush gives her own blues rocker a workout for listenable results. (Arc, BMI)

### DONNIE ELBERT

Come On Sugar.....76  
DE LUXE 6168—Swinging, upbeat performance by the high-pitched cat. He gives the invitation message a lot of enthusiasm, and the side could catch some spins. (Jay & Cee, BMI)  
I Want to Be Near You.....74  
A meaningful performance by the cat on a moderate-paced ballad, but flip looks somewhat stronger. (Jay & Cee, BMI)

The following records, also reviewed by The Billboard music staff were rated 70 or less:  
JOE ERSKINE: I Blame My Crazy Heart/You'll Never Lose My Love—Glow-Hill 504.

## • This Week's R&B Best Buys

DOWN IN VIRGINIA (Conrad, BMI)—Jimmy Reed—Vic Jay 287—Platter is doing well in r&b. markets, particularly in the South. Flip is "I Know It's a Sin" (Conrad, BMI).

## • Review Spotlight on . . .

R&B RECORDS

NO SELECTIONS THIS WEEK.

## • R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 19

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Yakety Yak, Coasters, Atco
2. Hard Headed Woman, Elvis Presley, Vic.
3. Splish Splash, Bobby Darin, Atco
4. Kor Your Precious Love
5. Jerry Butler and the Impressions, Abn.
6. What Am I Living For? Chuck Willis, Atl.
7. My True Love, Jack Scott, Car.

### Charlotte

1. Yakety Yak, Coasters, Atco
2. Poor Little Fool, Ricky Nelson, Imp.
3. Splish Splash, Bobby Darin, Atco
4. My True Love, Jack Scott, Car.
5. Do You Want to Dance? Bobby Freeman, Josie
6. What Am I Living For? Chuck Willis, Atl.
7. Hard Headed Woman, Elvis Presley, Vic.
8. Come What May, Clyde McPhatter, Atl.

### Chicago

1. Poor Little Fool, Ricky Nelson, Imp.
2. Endless Sleep, Jody Reynolds, Dem.
3. Hard Headed Woman, Elvis Presley, Vic.
4. Yakety Yak, Coasters, Atco
5. For Your Precious Love
6. Jerry Butler and the Impressions, Abn.
7. Splish Splash, Bobby Darin, Atco
8. Willie and the Hand Jive Johnny Otis Show, Cap.

### Cincinnati

1. Yakety Yak, Coasters, Atco
2. You're a Sweetheart Little Willie John, King
3. For Your Precious Love
4. Jerry Butler and the Impressions, Abn.
5. Blip Blop, Bill Doggett, King
6. Looking Back, Nat King Cole, Cap.
7. You Cheated, Del Vikings, Mer.

### Detroit

1. Willie and the Hand Jive Johnny Otis Show, Cap.
2. Yakety Yak, Coasters, Atco
3. Poor Little Fool, Ricky Nelson, Imp.
4. Patricia, Perez Prado, Vic.
5. Splish Splash, Bobby Darin, Atco
6. Western Movies, Olympics, Dem.
7. Little Star, Elegants, APT
8. Hard Headed Woman, Elvis Presley, Vic.
9. Looking Back, Nat King Cole, Cap.

## • Number of Releases This Week

Label	Pop	R&B	C&W
ALGONQUIN.....	1	—	—
APT.....	1	—	—
ARGO.....	—	1	—
ATLANTIC.....	1	—	—
BRUNSWICK.....	1	—	—
CADENCE.....	1	—	—
CAPITOL.....	3	—	—
CHAM.....	2	—	—
CHECKER.....	—	1	—
CLASS.....	—	1	—
CODE.....	1	—	—
COLUMBIA.....	2	—	2
D.....	—	—	1
DALE.....	1	—	—
DATE.....	—	1	—
DORE.....	1	—	—
DOT.....	1	—	—
DUKE.....	—	1	—
ELSAN.....	—	—	1
FELSTED.....	2	—	—
GALLO.....	1	—	—
GLOW-HILL.....	1	1	—
HERALD.....	1	—	—
IMPERIAL.....	3	—	—
KEM.....	1	—	—
LONDON.....	3	—	—
MARVELTONE.....	1	—	—
MERCURY.....	1	—	—
M-G-M.....	1	—	—
NOW.....	3	—	—
ORBIT.....	2	—	—
PINCUS PLATTERS.....	1	—	—
PORT.....	1	—	—
RCA VICTOR.....	1	—	—
SECURITY.....	—	—	1
SPECIALTY.....	—	1	—
20th FOX.....	2	—	—
UNITED ARTISTS.....	1	—	—
VEE-JAY.....	1	—	—
VERVE.....	1	—	—
WONDER.....	1	—	—
TOTAL.....	45	7	5

### Los Angeles

1. Patricia, Perez Prado, Vic.
2. Splish Splash, Bobby Darin, Atco
3. Yakety Yak, Coasters, Atco
4. Willie and the Hand Jive Johnny Otis Show, Cap.
5. Hard Headed Woman, Elvis Presley, Vic.
6. When, Kalin Twins, Dec.
7. My True Love, Jack Scott, Car.
8. What Am I Living For? Chuck Willis, Atl.
9. Poor Little Fool, Ricky Nelson, Imp.

### New Orleans

1. Yakety Yak, Coasters, Atco
2. Hard Headed Woman, Elvis Presley, Vic.
3. Splish Splash, Bobby Darin, Atco
4. Poor Little Fool, Ricky Nelson, Imp.
5. My True Love, Jack Scott, Car.

### New York

1. Yakety Yak, Coasters, Atco
2. Patricia, Perez Prado, Vic.
3. Splish Splash, Bobby Darin, Atco
4. One Summer Night, Danleers, Mer.
5. Secretly, Jimmie Rodgers, Rlt.
6. All I Have to Do Is Dream Everly Brothers, Cdc.

### Philadelphia

1. Yakety Yak, Coasters, Atco
2. Patricia, Perez Prado, Vic.
3. Looking Back, Nat King Cole, Cap.
4. Splish Splash, Bobby Darin, Atco
5. Just a Dream, Jimmy Clanton, Aco
6. Poor Little Fool, Ricky Nelson, Imp.
7. Rumble Link Wray and His Ray Men, Cdc.

### St. Louis

1. Yakety Yak, Coasters, Atco
2. Poor Little Fool, Ricky Nelson, Imp.
3. My True Love, Jack Scott, Car.
4. Willie and the Hand Jive Johnny Otis Show, Cap.
5. Leroy, Jack Scott, Car.
6. Splish Splash, Bobby Darin, Atco

### Washington, D. C.

1. Yakety Yak, Coasters, Atco
2. Splish Splash, Bobby Darin, Atco
3. What Am I Living For? Chuck Willis, Atl.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Hard Headed Woman, Elvis Presley, Vic.
6. Looking Back, Nat King Cole, Cap.

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## • Reviews of New Pop Records

• Continued from page 43

**THE HUMDINGERS**  
Necklace of Teardrops...71  
DALE 106—Happy rendition of a medium-beater with a slight Latin flavor. So-so potential. (World, ASCAP)  
The Clock in Lover's Lane...69  
Rockaballad tells of the events that take place since the arrival of a clock in lover's lane. Flip appears stronger. (World, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

**BOB ALEXANDER:** You're Afraid/Georgia Blues—Now 1001

**TOMMY CRONE:** Alaska/Washington—Now 1009

**KIP HALE:** Love Affair/Your New Love—20th Fox 105

**ARTAMER JAMES:** Ditty Bop Walk/Con-gratulations—Code 711

**JOHNNY MARTINO:** Baby Sittin' Baby/Having a Race With Time—Cham 602

**DICK NEWELL:** All or Nothing at All/I Give You My Love—Marveltone 711

**THE RAVENAIRS:** Together Forever/A Night to Remember—Algonquin 718

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**JACK RIVERS:** My Baby Don't Love Nobody/Slowly I'm Walking the Dog—Now 1003

**SUNNY AND THE GANG:** I'm A-Rollin'/Babette—Port 70003

**THE SURFERS:** Summertime Lies/Beachtime—Orbit 515

## Latin American

**LOS RIELEROS**

**Quisiera Ser Pajarillo**...80  
CAPITOL 71130 — Bright, happy ranchero is sung in zingy fashion by the Rieleros, a good vocal group. They support themselves with guitar and accordion. A strong box record for Latin marts. (Grever)

**Pa' Dónde Apunte El Guarachi**...78  
A ranchero with a lilting rhythm is handed another good vocal by the boys again over listenable backing. Two good sides from Mexico. (Musart, BMI)

**RAY Y LUPITA**

**La Pelo De Oro**...79  
CAPITOL 71129 — Ray and Lupita turn in a snappy reading of a swiny ranchero effort, supported brightly by a Mariachi combo and comments from the band. The side moves. (Morro, BMI)

**Lo Siento De Veras**...75  
On this side the duo tackles a pretty ranchero to good results. Tune means "I Am Really Sorry," and pair sings it with feeling. Listenable wax for LA buyers. Sides were cut in Mexico. (Peer, BMI)

**FLOR SILVESTRE**

**Por Su Culpa**...77  
CAPITOL 71128 — Ranchero item, played by a Mariachi ork, receives an emotional vocal from the thrush that could interest the boxes that handle LA wax. Side was cut in Mexico. Translation, "His Fault."  
**Te Faltó Y Que**...76  
Same comment. Title means "You Left, So What." (Peer, BMI)

**HERMANAS RAMOS**

**Chichirigul**...77  
CAPITOL 71127 — Novelty in the style of "El Rancho Grande" gets a zippy job from good lead and supporting chicks. Should please Spanish market. (Morro, BMI)  
**Como El Palo Blanco**...76  
Spritely ballad is nicely handled in the Mexican tradition by Ramos and girls. (Morro, BMI)

**LOS 3 CABALLEROS**

**El Cofre**...75  
CAPITOL 71126 — Melting Latin ballad is warmly handled in traditional style by trio. Good in its market. (Peer, BMI)  
**Invierno**...75  
Mexican ballad is given attractive old sound by the boys harmonizing sweetly. (Peer, BMI)

**LUCHO GATICA**

**Sera Muy Tarde**...75  
CAPITOL 71125 — Lucho Gatica turns in an attractive performance on this fetching bolero item over nice backing. Title means "It Will Be Very Late." (Peer, BMI)  
**Escribeme**...75  
"Write Me" sings Gatica on this new bolero effort, which he sells with much feeling. Both sides were made in Mexico and will interest the LA market.

## Polka

**BERNIE WITKOWSKI ORK**

**High Button Shoes**...77  
STELLA 2119 — A bright, zingy polka side with massed trumpets providing the sharp effects. Marianne Golema provides an okay vocal. Balance of disk has shouting, handclapping, etc. A good side. (Stella, BMI)  
**Why Not?**...76  
The oberek side, this one is all-instrumental with bright, triple-tongued trumpets again in the spotlight. Salable pair of sides. (Stella, BMI)

**FRANKIE GUTOWSKI ORK**

**Kitty Kat**...74  
STELLA 2120 — This is of the slower rhythm oberek variety and it features a Donald Duck-type vocal achieved via a sped-up vocal track. Makes for humor interest on this side. Okay coupling. (Stella, BMI)  
**Woodpecker Polka**...72  
A fast polka with some rattle-dazzle accordion work. Side is bright and has humor overtones in spots. Worth juke spins. (Stella, BMI)

## • Reviews and Ratings of New Classical Albums

• Continued from page 24

**RY WIVES OF WINDSOR**—Concertgebouw Orch. of Amsterdam (Van Belnum). Epic LC 3477

A program of popular excerpts from the orchestral repertory is handsomely interpreted by the famous unit from the Netherlands. Except for the Debussy work, the pieces have the ring of familiarity. They also succeed in providing a medium for the full range of color and tonal expression for the ork, yet without being too demanding on the listener. Might be classified as classical background material. Beautiful, mystical cover will also help sell copies.

## CLASSICAL ★★

**HARPSICHORD MASTERS OF THE 17TH CENTURY**—Egida Giordani Sartori, Harpsichordist. Epic LC 3480

The art of the harpsichord is carefully demonstrated here by Egida Giordani in this album of selections written for the instrument by a group of 17th Century composers. Selections are by G. Frescobaldi, B. Pasquini, M. Rossi and Scarlatti, the elder. The sound is excellent and the LP should be a satisfying one for harpsichord aficionados. Attractive cover has good display possibilities.

**IBERT: CONCERTINO DA CAMARA, ESCALES; DEBUSSY/RAVEL: DANSE**—Daniel Daffayet, Saxophone & L'Orchestre Des Concerts Lamoureux (Fournet). Epic LC 3478

The seldom heard classical saxophone virtually dominates the French modernist's carefree "Concertino." Daffayet's tone is excellent. There are few recordings of this work. The "Escalaes," perhaps the Ibert's best known work is available in several versions. The Ravel orchestration of Debussy's piano selection also known as "Tarentelle Styrienne," has not been heavily recorded so that the set can find a wide market among devotees of the impressionist composer. Fournet's interpretations are sensitive, but firm.

## ON THE BEAT

• Continued from page 45

Fettis, of Continental Artists, Chester, Pa., reports that he will be booking Bill Haley and the Comets, as of September 8. . . Jimmy Wakely, veteran country singer, is now recording exclusively on his own label, Shastone Records. Newest disk is "By the Waters of Minnetonka," and "Lonesome Lover." . . Audrey Williams, widow of the late, great Hank Williams, has started a publishing firm, Lyrann Music, as a new addition to her firm, Audrey Williams Enterprises.

Dave Usher supervised a session by Barry Harris' trio for Argo Records at Chess Studios in Chicago. . . Max Cooperstein, Chess' promotion director, has moved his family from Philadelphia permanently to Chicago. . . Rita Raines, Argo thrush, trekked out to promote her newest disk, "Laughing on the Outside," in Cleveland, Detroit, New York and Philadelphia. . . Ramsey Louis' "Carmen," also on Argo, is showing action in Washington, Philadelphia, New York and St. Louis.

United Records, helmed by Leonard Allen, will probably merge with J. O. B. Records, owned by Joe Brown, soon. Allen will handle the business side primarily, while Brown will direct a. and r. chores. Several new artists have been lined up by Brown. J. O. B. label will be the monicker used. Allen has turned over the contract of altoist Tab Smith, former Count Basie sideman, to the Chess brothers, who are readying a release. . . VeeJay records has signed the Capers, a family group of pre-teen and teen-agers, introduced to the label by Frank Sands of Circle Artists. . . Tommy (Madman) Jones, of M. A. D. Records, has sold his

## FOLK TALENT & TUNES

• Continued from page 44

Jimmy Busley's new platter, "Rotating Xama," has just been released on the Dial label, Nashville. Jimmy wrote the tune in collaboration with Will Shrader. Cedarwood Publishing Company, Nashville, is publishing.

A "Grand Ole Opry" unit, headed by Ernest Tubbs, Ray Price and Skeeter Davis, concluded a 12-day Canadian tour at Drumheller, Alta., Saturday (26). Hal Smith, of Curtis Artists Productions, Nashville, who set the tour, says he has other bookings to keep the unit busy into the fall season. Ira and Charlie Louvis have just completed a week's tour for Smith in West Virginia and Virginia. Hal also set Minnie Pearl and Red Sovine on a Wyndall Smith promotion in Owensboro, Ky., July 22. . . Gaylord Music Company, Nashville, has four new tunes out on wax, all on the Logan label. Ray Sanders cut "Someday You'll Be Sorry" b.w. "It's Hard to Believe," and Roy Baham did "Big Chief Rock" b.w. "Sin Alley."

Ken Ritter, of Ken-Rick Publishing Company, has just returned to his Beaumont, Tex., headquarters following a road trip thru Texas and Louisiana promoting his firm's novelty tune, "The Purple People Eater Meets the Witch Doctor." Joe South has cut the tune for the National Recording Company (BRCO) label, and the Big Bopper has it on Mercury. South also did the tune on Dick Clark's

"American Bandstand" show over ABC-TV, Saturday, July 12. DeeJays may obtain a copy by writing Ken-Rick, 1524 Euclid Avenue, Beaumont.

Guests on KCUL's "Cowtown Hoedown," Fort Worth, Saturday (2) will be Jimmy and Johnny. Occupying that slot last Saturday (26) were Al Jones and band and Howard Crockett. . . Nat Nigberg and his "Country America" cast at KABC-TV, Los Angeles, broke rehearsal one day last week just to say "hello" to Wesley Rose, of Acuff-Rose, Nashville, who was in town on business. . . The Jubilee Promenaders, of "Country Music Jubilee," head up the grandstand attraction Saturday (2) at the Tupelo, Miss., Fair. Date was set by Jim McConnell, of Top Talent, Inc., Springfield, Mo.

Jim Reeves last Saturday (26) wound up eight weeks of headlining "Country Music Jubilee" in the place of vacationing Red Foley. Latter returns to harness Saturday (2), when he will have as his guests Ferlin Husky and Mel Tillis, along with a pair of juve acts, the Tadpoles, square dancers, and the Little Roberts Sisters, of El Paso, Tex. Ferlin's guest shot will be his last network appearance prior to taking over for Arthur Godfrey September 1. . . A "Country Music Jubilee" package, headed by Red Foley and including Bobby Lord, Slim Wilson, the Four Marksman, Suzi Arden, Flash and Whistler, L. D. Keller and the Jubilee Band, appeared Sunday (27) at the Macon County Fair, Decatur, Ill.

## With the Jockeys

Shorty Dugan, who formerly spun the country wax at KLAN, Renton, Wash., and KRTV, Hillsboro, Ore., now holds down the 12 midnight to 6 a.m. slot on KAYE, 24-hour c.&w. station in Puyallup, Wash. Manning the tables with him there are Buck Owens, who is heard on Capitol Records, and Dusty Rhodes. "We'd like to hear from all full-time c.&w. stations," writes Shorty. "We'll exchange dope which might be helpful in promoting c.&w. music." Also, we can always use more new c.&w. records. . . Little George Domerese, who whirled the country platters at KLYR, Clarksburg, Ark., says he's in need of spinning material.

Henry Tuck, formerly for five years with WREV, Reidsville, N. C., is now at WRNB, New Bern, N. C., as c.&w. deejay and time salesman. "As we are a new station," scribbles Henry, "our budget will not allow us now to subscribe to record service. Will appreciate receiving free samples from artists and record companies. They'll be aired."

Jimmy Key, who weaves the c.&w. tunes via records at WKUL, Cullman, Ala., scribbles, to wit: "Thanks for past mentions. I'd like to express my appreciation for the many letters and records I've received from the artists, record firms, publishers and fan club presidents. It's also good to see our country artists reverting to good country records, like George Morgan's "I'm Not Afraid," which looks like a big one from where we sit. Also, a word to the jockeys; they might like to give a second listen to Ray Sanders' "It's Hard to Believe" on the Logan label. It carries some of the best country fiddle I've heard in a long time."

## Big Top to Distrib Larry Uttal Disk

NEW YORK — Big Top Records has taken over the distribution of the Madison Record "Shut-Ups" by the Wold Tones. Disk which has been getting some action in a few markets, was made by Larry Uttal, publisher and owner of the Madison label and was sought by a number of labels. Big Top is the Hill and Range publishing firm's diskery. The label has released one record to date, and this is the first outside master it has distributed. Madison Record will be sold under its own label name.



## Harrington Gives East Big Kick-Off

Attendance Up 20-100% Daily;  
Good Business for Every Element of Fair

HARRINGTON, Del. — More than 50,000 persons paid their way into the Kent and Sussex Fair, Delaware's only agricultural event and kick-off date for the Eastern fair season, during the first three days. Outlook was excellent for the turnout to exceed last year's total of around 80,000.

From the time the Jack Kochman thrill show pulled 20 per cent more business than last year on opening night Monday (21), the die appeared cast for a big week. Crowds were heavy on the Prell's Broadway Shows midway and spending was fine. Concessionaires were paid up early, secretary T. B. Holloway noted, and an air of cheer prevailed all over the grounds.

Last year's fair suffered from torrid heat which caused parking lot fires twice, then some rain. Business picked up late in the run. This year was much better, attendance being from 25-100 per cent ahead of 1957 on almost every day, Holloway said. A major improvement was the contracting with Anderson Patrol Service to oversee the gate operations. Uniformed attendants were operating smoothly and it appeared a general tightening up was the result.

Wed. Business Off

Sunday, Monday and Tuesday (20-22) were warm but not as hot as last year. Some rain fell heavily for a half-hour Wednesday to drench the grounds and surrounding area, and that day was

### OKAYS CUT

## Senate Group Amends Bill On Ticket Tax

WASHINGTON — Senate Finance Committee Friday (25) okayed an amendment to the Forand Excise Tax Bill to eliminate federal tax on admissions up to \$1. The present exemption is on tickets up to 90 cents.

The amended bill also would levy tax only on the amount over \$1. Thus, on a \$1.50 ticket, tax would be due only on 50 cents of it. Under the present set-up the tax is figured on the full \$1.50.

The bill originally pertained only to swimming pools, beaches and roller rinks. The amendment expands it to include all amusements. The bill now faces Senate action. It has been backed by the Participating Sports Association.

## Hawes Spot Adds Boats

WISCONSIN DELLS, WIS. — Allan Hawes has added an Allan Herschell Kiddie Boat Ride at his 150-acre Dells Spring Park here. Other rides in operation include a 36-foot Merry-Go-Round, Helicopter, Roller Coaster, Wild Mouse, Flying Scooter, Hot Rods, Rock-o-Plane, and a Hawes' stern-wheeler sightseeing boat.

Facilities include an 18-hole miniature golf course, dance pavilion and picnic facilities. Planned are an animated jungleland, midway games and a dark ride.

the only exception to the good daily comparisons with 1957.

For Friday the fair had Jimmy Dean and the Popeye kiddie attraction booked in. Nick Todd was to feature the Saturday night show, following auto racing produced under contract by Sam Nunis. GAC-Hamid provided the week's talent, including acts performing during daytime stake racing.

The State gives \$15,000 for premiums and this figure was again offered this year.

## Yorkton Fair Tops '57 Gate With 22,182

YORKTOWN, Sask. — Attendance at the three-day Yorktown Exhibition, the 73d annual, was 22,182 as compared with 19,400 in 1957. Slightly higher marks were recorded in 1956, 1953 and 1951.

Weather was wet on the week-end prior to the opening, threatening on the first day and excellent the rest of the way.

The gate for the opener, Children's Day, was 4,392, down 665 from the same day last year and the lowest since 1950. Afternoon and evening grandstand figures were also down.

On the first night, the new \$100,000 grandstand, with a capacity of 2,324, was opened by J. Hooper Coles, a past president of the Regina Exhibition Association and supervisor of production services in the Regina district for the federal government.

This year's fair was tied in with the city's 75th anniversary celebration.

The World's Finest Shows were on the midway and the grandstand revue was presented by the Tom Drake Agency, of Kansas City.

Norman Roebuck is president of the Yorktown fair and Bert Hepburn is secretary-manager.

## Knight Preps For Fair Rodeo Sked

FOWLER, Colo. — Harry Knight, managing director of the Cremer Rodeo Company, returned to his ranch here on Friday, (18), following a hurried trip to the West Coast. He is readying his stock for his forthcoming championship rodeo contests, and contestants in all departments have already signed up to take part.

Knight will present his Rodeo Contests with featured performers at the following large fairs—Central Wyoming Fair, Casper, July 30-August 2; North Montana State Fair, Great Falls, August 4-9; Colorado State Fair, Pueblo, August 21-24; New York State Fair, Syracuse, August 29-September 6.

Knight has presented his Rodeo at the first three mentioned, but this will be the first year at the New York State Fair.

## Auditorium Managers Head For Seattle

IAAM, B. C. Groups Meet Together; Shows Entertain

SEATTLE — Auditorium-arena managers from throughout the U. S. and Canada are arriving here this week for the annual convention of the International Association of Auditorium Managers at the Benjamin Franklin Hotel, Friday (1) thru Monday (4).

The convention shifts on Tuesday (5) to Victoria, B. C., where delegates and guests will tour the island. On Wednesday (6) some of the people will go to Tacoma and Mount Rainier.

Members of the British Columbia Arena Managers Association will meet jointly with the IAAM at Seattle. Host managers are Donald L. Johnston, Seattle; Ted Droettboom, Tacoma, and Joe Dukowski, Victoria.

President of IAAM is Mrs. Winifred Corey, of Buffalo, N. Y. Jack Elliott is president of the BCAMA. Don Meyers, Fort Wayne, is in charge of the display booths which arena-auditorium suppliers will operate at the hotel.

In addition to business sessions there will be social and entertainment events sponsored by "Holiday on Ice", "Ice Follies", Coca Cola, Bush-Laube concessions and Pepsi-Cola. The visitors will see the Seattle Seafair and the "Aqua Follies". They also will hear about plans for Seattle's coming International Exposition.

## Edmonton Ex Tops '57 Gate by 48,928

Grandstand Revenue Jumps 28%;  
Midway Up, Pari-Mutuels Off

EDMONTON, Alta. — The fast-rising Edmonton Exhibition ran up a whopping attendance of 376,001 in its six-day run which ended Saturday (19). The count compared with a 327,073 total last year.

Weather thruout was ideal, contrasting with '57, when some rain fell each of the first six days.

Grandstand receipts were up sharply, with the gain credited largely to the night show, which consisted of the Canadian Mounties' famous Musical Rode, a revue booked in by the Hetzer Theatrical Agency, and the Atterbury-Hornbeck helicopter-sway-pole act.

Grandstand receipts were 28 per cent higher than last year, the grandstand attendance was only up 9 per cent and the grandstand admission price scale was unchanged. More patrons bought higher priced seats than in '57, and this accounted for the disproportionate increase in receipts over attendance, A. J. (Al) Anderson, exhibition secretary, pointed out.

Pari-mutuel betting at the afternoon running horse races showed a drop of \$73,000. This drop, Anderson reasoned, was caused by a shift in patrons' spending to night grandstand attractions and the midway and away from betting.

Midway receipts for the Royal American Shows were up over

## SASKATOON EYES RECORD-BREAKER

Gate, Stand, Mutuels Well Ahead; Hetzer Show Gets Big Reception

SASKATOON, Sask. — The Saskatoon Exhibition Thursday (24) romped into the fourth day of its six-day run with official hopes pegged to new record attendance and new highs in other departments.

The biggest Wednesday gate, grandstand, mutuel betting, and auto parking totals in the fair's history provided the basis of the high hopes.

The previous day's counts showed all-time highs for a Tuesday in attendance, betting and parking.

These gains served to almost overcome a drop-off registered Monday (21), opening day, when the mercury soared to 95 degrees and cut back day-time attendance of children.

Steve MacEachern, exhibition secretary, in eying the totals as the exhibition went into the fourth day, said that the steady gains made as the event progressed indicated that, given good weather thru the last half, new highs would be set in gate and grandstand attendance and in parking and betting.

Wednesday night's (23) grandstand was an all time record for a new show. A revue booked in by Jimmie Hetzer of the Huntington, W. Va., agency bearing his name, was featured. The Hornbeck-Atterbury helicopter-sway pole was an added attraction, starting Wednesday (23), and it registered solidly.

The Hetzer revue was given an enthusiastic reception by exhibition patrons and also rave newspaper notices. The Saskatoon Star-Phoenix described the show as "one of the smartest that Saskatoon has ever seen," and as "a colorful, talented, fast-moving show which offered something for every member of the family," and capsuled its review with a head labelling the show as "Strictly Broadway."

MacEachern enthused over the choreography, the uniformity of the girls in the line, and the costuming.

On the midway, the Royal American Shows registered big business during the first three days, with rides and show receipts up 14 per cent over the corresponding period last year. The Wild Mouse, which was placed in operation with the Royal for the first time, was given much publicity in the press.

### POLITICS

## Civic Post Wins Lots Down Under

NEW YORK — One of Australia's few touring carnival units has been enjoying successful business, and a representative has been ride-shopping in the States while attending a Lions convention.

Ken Dalgleish visited Coney Island with his wife and a party of friends on Thursday (17). The show, which tours the Sydney city and suburban area, carries a Merry-Go-Round, Octopus, Steam Train, Chairplane, Baby Bombers and Boat Ride, 16 games, and food and drink operations.

Most rides are home made, Dalgleish said, as dollar restrictions limit the operators to buying plans rather than complete units. Kay-Gee started making Fiberglas ride bodies a couple of seasons ago and has branched out into the commercial Fiberglas business as a result.

With the same lot problems as exist in the States, Kay-Gee has found it advantageous to have members in politics. Dalgleish is an alderman in the municipality of Kogarah, and another member is running for Sydney city council.

## Sweeney Race Pulls 11,300 At Des Moines

DES MOINES — National Speedways hit a red one here, Sunday (13), with a 300-lap Iowa International stock car versus sports car race on the Iowa State Fairgrounds before 11,300.

"The crowd, down a slight 5 per cent from last year's record, is an indication that the Midwest amusement trend is on the upgrade and that the bumper crops have made the Midwest farmer more optimistic," says Al Sweeney, NSI president.

National Speedways opened the 1958 fair circuit at Fargo, N. D., with speedway-type cars, July 18-19.



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## RINK CONSULTATIONS

# USSR, Other Nations On Carver Itinerary

NEW YORK—A letter to Moscow, forgotten for months in the crush of business, is resulting in a visit to the USSR for ice rink consultant Pete Carver. Carver and his wife left Tuesday (22) for a tour of four or five weeks on the Continent.

While in Europe last year, Carver's discussion with a coach of the Russian ice skating squad

brought to the fact that there are no artificial ice surfaces in that nation. All skating is cold weather lake and river recreation.

The letter to the Ministry of Sports and Culture cited Carver's knowledge of the situation and expressed his willingness to advise on the development of rinks. "One day," he says, "I walked a second secretary of the embassy and I was invited to Washington, where a visit to Moscow was set up."

Carver will inquire into prospects for two rinks in Norway, two in Sweden and one in Denmark. Stops will include Munich, Copenhagen, Warsaw, Zurich, Prague and other cities besides Moscow. Carver-designed rinks exceed 70 in number, and he holds contracts for the design of \$3,000,000 worth of rinks this year.

He said the Russians appeared anxious to have opinions and expert consultation for both indoor and outdoor artificial ice rinks.

## Atlantic City To Modernize Convention Hall

ATLANTIC CITY—Top priority in an \$8,000,000 improvement program here is going to the modernization of Convention Hall.

The program also includes improvements at the Boardwalk, building a Boardwalk civic center, and modernization of the airport and charter bus terminal.

Despite mounting opposition from other cities trying to make names as convention towns, Atlantic City faces a bright future in the field, Wayne Stetson, Convention Bureau manager, believes. Twenty-eight major conventions and trade shows are booked here this year; 29 for next year; 32 for 1960; 22 for 1961 and 28 for 1962.

## PSAA Advised to Skip Hearings On Tax Bill

NEW YORK—Action was set for Thursday (24) by the Senate Finance Committee on HR7125, the bill designed to free private pools and rinks from the federal admissions tax. The committee was to decide whether to send the measure out onto the floor for vote by the full Senate. The House of Representatives passed it a year ago.

Vernon (Bud) Platt, Feasterville, Pa., and Arthur Litzenger, speaking for the Participating Sports Association of America, corrected an impression given in recent coverage of the bill. They said reports that there were no speakers for the bill before a subcommittee were misleading.

Platt emphasized that the PSAA has been working for passage of the bill for five years, and recently won the co-operation of the National Association of Amusement Parks, Pools and Beaches to present a more united front. Pennsylvania legislators in Washington, Platt said, advised the PSAA not to speak at hearings since its views were well documented in previous testimony, and chances seemed good that the bill would be processed thru committee quickly.

## New Mutuel Mark Set

CALGARY, Alta.—A new wagering mark of \$1,151,088 was set at the seven-day race meet of the Calgary Stampede. The previous mark of \$1,148,027 was set last year. This year's record was established despite the fact that betting on the closing day dropped to \$220,727, compared with \$229,338 on the corresponding day in 1957.

Excavation and trenching work has been started for the River Boat Ride.

The new park, scheduled for a spring opening next year, is headed by G. Norman Winder, Denver. Howard Vineyard, former manager of operations at Disneyland, is general manager. Art directors are Wade Rubottom, former art director at Disneyland, and Richard Kelsey, who was art director for M-G-M Productions and Walt Disney Productions. Marco Engineering Company, Los Angeles, is in charge of engineering and construction on the project.

## N. Y. Hall Sets Summer Pops Series

NEW YORK—A series of 26 performances of pop concerts has been scheduled for the Coliseum, beginning August 7.

Blevins Davis and Conductor D'Artega will produce and stage the series, which will feature a 60-piece orchestra backing up leading instrumentalists and soloists. There will be guest conductors.

The concerts will utilize the second floor of the Coliseum, where the orchestra and performers will play from a giant handstand. Tables and chairs will be arranged in front of the stage. Refreshments will be served to table patrons. Additional seats will be available at popular prices, ranging from \$1.50 to a top of \$3.50 for table seats.

Concerts will be held every Thursday, Friday, Saturday and Sunday evening and Saturday and Sunday matinees during August. Doors will open at 7 p.m. in the evenings, and 1 p.m. matinees; and performances will start at 8:30 p.m. and 2:30 p.m. respectively.

There will be special nights such as Gershwin and Berlin night, An Evening in Paris, Victor Herbert-Romberg-Friml Night, A Night in Vienna, Jazz at the Coliseum, and many others. A special afternoon performance will feature Student "Pops" which will have Joey Alfidi, the eight-year-old prodigy conductor, on the podium.

A Music Fair featuring music exhibits showing latest innovations in stereophonic sound, hi-fi recordings, musical instruments, and other equipment will be displayed for the edification and amusement of concert-goers who may visit the fair before and after the performances.

Justus Edwards, press chief of Polack Bros. Circus, spent only a few days in Copenhagen, but was hosted by owners of Circus Schumann and Tivoli, partied by Albert, Pauline, Max and Vivi Schumann, and was a guest of Tivoli's executive manager, Henning Soager and Eigil Svan, manager of the park's Concert Hall and open-air stage, during his visit. He also visited Circus Benneweis and Circus Louis, in near-by towns, before leaving for Brussels.

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## ARENAS &amp; AUDITORIUMS

## Musician-Athlete Develops Custom Show for Buildings

By TOM PARKINSON

A PERFORMER WHO can be described as a product of the auditorium-arena business — just as earlier ones came from vaudeville and elsewhere—is Tony Lavelli, now quite busy in Canada with a one-man show playing such buildings.

It was while he was with the Harlem Globetrotters organization both as musical director and as player on the American All-Stars, the Globetrotters' opposition team, that he determined on a course that took him into the auditorium-arena field on his own.

Earlier he had enjoyed several other successes. As a child he was a proficient violinist. In high school he was an accordionist, but also a star basketball player. This led him to Yale, where he was a music student and the school's top basketball star, "basketball's only four-time All-American."

THEN CAME DUAL CAREERS that had him in the All-Stars basketball game at Madison Square Garden; performing musician on Sullivan, Godfrey and other TV shows; act at the Boston Latin Quarter, and a player with the Boston Celtics of the National Basketball Association.

It was with the Celtics that he began half-time performances with the accordion, and it was logical that his next stop was the Globetrotter organization.

During his seven years with the Globetrotters, Lavelli made several foreign tours and also came to know many auditoriums and arenas in this country. It was then, he recalls, that he became "aware of the need for a show of this type in the medium and small size towns."

"AS A RESULT of many conversations with promoters and bookers, I felt that there was a market and demand for this kind of attraction," he states. "The speed with which the attraction developed now indicates that my thinking was correct."

He expanded his activities in playing schools, where his sports and music combination had appeal, and began to include engagements under auspices of clubs and organizations. About a year ago, however, he and Shelly (Bud) Snyder joined forces. Snyder handles the advance, promotions and bookings.

Lavelli works alone, giving a two-hour show. There are some audience participation features, along with his musical turns. The show uses promotion and auspices to raise money for clubs and their activities. Lavelli declares his show has outgrossed Shrine circuses as well as appearances by big-name performers in the one-man show class.

RECENT ROUTE HAS taken him to such places as the Fieldhouse at Fargo-Moorehead, N. D.; War Memorial Building, Bismarck, N. D.; Memorial Auditorium, Louisville (where he grossed \$22,000), and Municipal Auditorium, Zanesville, O. Proposed for coming months is a tour of the Northwest, Canada and Alaska.

## SHOWMANSHIP FORMULA

## Exhibit Council Gets Fems' Angle

NEW YORK—Two of the interesting elements of the recent Exhibitors Advisory Council program in the Coliseum were Wednesday's (2) panel on "Designing Better Exhibits" and Monday's (30) luncheon talk by Claire Mann on "The Woman's Touch in Show Business."

Designer Tom Lee, at the panel discussion, noted that exhibit people have been tied to the "box and string concept" of design and construction and urged greater flexibility. The traditional approach had been dictated by limitations of buildings and other factors, he said, but changes during the past three years have encouraged a freer attitude.

Lee cited the lifting of height limits indoors, and the use of a cubic principle. What is needed he said, is a halt in complaints over limitations, and the realization that the designer, in the end, "is the one who shapes the finished product."

## Women Influence Buying

Claire Mann, Women's Director, FR Radio Concert Network and a veteran of 24,000 commercial messages, discussed the exploitation of "sexuality" in every sales campaign. No matter what the product, she noted, the female plays an active part in its purchase and the successful campaign takes note of her role in the spending.

She gave a "formula for showmanship in sales." Included are believability of claims, integration of elements in the campaign, pinpointing by avoiding the use of

too many targets or facts, flexibility of the approach, and timing, in order to beat competition.

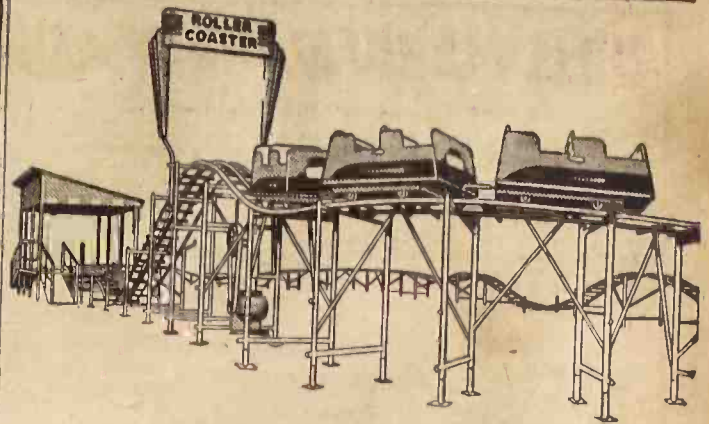
On the exhibit floor, interesting displays included Genarco's 300-watt slide projector and charger for 3½-by-4-inch slides. Gardner, Robinson, Stierheim and Weiss showed a "sound wand," it's the first time at a trade show. Sound is transmitted thru the tiled floor and the listener holds a free, light metal rod to his ear to pick up the message. He can listen while walking around and is unhindered by wires.

Color Corporation of America showed its enlargements, representing the first time 35mm. transparencies can be blown up as large as 40 by 60 inches and projected on display screens.

Bert and Corrine Dearo opened their outdoor season at the Mexico, Ind., street festival and then joined Hamid-Morton at Ebbetts Field, Brooklyn. Duo started fairs on July 18 at Breckenridge, Minn. In August, Corinne will play Olympic Park, Irvington, N. J. . . . Milt Herriott, trainer of the Sioux City, Ia., White Horse Mounted Patrol, displayed them at the July 4 celebration in Paillina, Ia.

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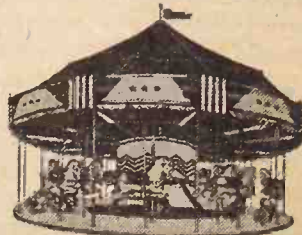
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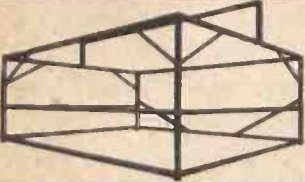
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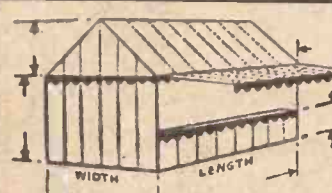
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Stanley, W. O. (Red)  
Star, Red J.  
Starr, Alford  
Steinfeldt, Walter & Mrs.  
Stompson, Sgt. Dale E.  
Stephan, Henry  
Stephan, Harry  
Stevens, A. G. (Lucky)  
Stevens, Mary  
Stiffey, Lloyd T.  
Stoner, Mrs. Eunice  
Stout, Alvin  
Sullivan, Billy  
Sullivan, Roy  
Swaggerty, Earle & Doris  
Swanger, Clarence  
Swart, Bob Ernest  
Sykes, A. K. (McRorie)  
Sykes, Vernon Earl  
Taler, Clyde H.  
Tette (Tette), Mrs. June  
Thomas, Eligh  
Thomas, Lewis  
Thompson, Mike  
Timberlake, Billie  
Tullis, Tom  
Valentine, Bill  
Vandaybers, Berle T.  
Voise, Harold  
Walls, Dog T.  
Warren, Sam L.  
Watkins, Harshel  
Webster, Paul  
Weideman, Arthur K.  
Werdermon, William A.  
Westloski, Joe  
Whitfield, C.  
Williams, Georgina  
Williams, Lawrence (Larry)  
Williams, Maple  
Wilson, Anita  
Wilson, Tommy  
Woods, Maple George  
Woznaik, Frank & Mrs.  
Wright, Jos. W.  
Wright Jr., Robert A. (Bob)  
Yerka, Felton L.  
Young, Max

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Adams, Frank J.  
Akers, Pape  
Blanchette, R.  
Carlton, Joseph  
Carrow, B. T.  
Clair, I.  
Cooper, Aaron  
DuPont, Buri  
Fitzpatrick, John  
Gallagher, Wesley C.  
Gloor, Gus  
Hall, Percy A.  
Hassell, Eugene  
Isaacson, Grace  
Judge, W. E.  
Jones, Frank  
Kelly, Bob P.  
Kincaid, E.  
Lorraine, Blanche  
McClister, William J.  
Mantell, Billy  
Miller, Richard  
Phillipson, Doc  
Richards, Nellie  
Safford, Forest  
Seaton, Bill  
Senders, C.  
Smith, William  
Strate, Joseph  
Steinbach, Ruth  
Vernon, Ed  
Ware, C. B.  
Williams, Victor  
Witherbee, Harold  
Worthington, Kenneth

### MAIL ON HAND AT CHICAGO OFFICE

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Allen, Benny  
Benson, Nicholas  
Charles, Michael  
Hines, Donald  
Hunter, Roy  
Hutchinson, William  
Joyland Park  
Knowles, Leo  
Martin, Jack C.  
North, Rex  
Osteen, Clarence  
Roach, Fritz S.  
Taylor, John T.  
Zimmer, H. G.

### MAIL ON HAND AT ST. LOUIS OFFICE

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Ard, Bob & Clyde  
Balston, Mr. & Mrs. Louis  
Barber, Vernon  
Bates, Charles E. Jr.  
Beezley, James C.  
Bell, N. C.  
Bell, William C.  
Blanco, Joseph  
Blevins, Mrs. Emma  
Buchanan, Paul  
Bunts, Walter E.  
Caldwell, Geo.  
Carl, Robert E.  
Chaney, Mr. & Mrs. Chas.  
Cook, Jack  
Creighton, Mrs.  
Cridder, Mildred D.  
Crimmins, Harry  
Crowe, Leona  
Crowe, Thomas  
Crowe, W. J.  
Cullinan, Dick  
Dale, Bob (Peck)  
Darrrell, Dickie  
Daubenspeck, R.  
Davis, Jacqueline E.  
Davis, Mr. & Mrs. (Tommy)  
Davis, Leslie H. & Joseph  
Davis, Thelma H.  
Davis, Mr. & Mrs. E.  
Diaz, Miss Isabel  
Diaz, Ted  
Dick, Daniel D.  
Dillinger, Maurine  
Duke, Ralph  
Dunn, David B.  
Edgington, Cecil  
Elliot, Lewis  
Fester, Chuck Guy  
Fineman, David  
Followell, Leonard M.  
Forbes, Donald W.  
Fortner, Marjorie  
Garnett, Howard  
Geusz, Mrs. Violet  
Freeman  
Gibson, Zoall  
Gillum, Bocile  
Gouldie, Miss Cletia  
Gossels, James J.  
Gray, Alfred L.  
Grutel, Jack  
Hall, Ed L.  
Harmon, Mrs. Lenora  
Harmon, William  
Hart, Mrs. Jeannette  
Haywood, James  
Hemmerstad, Arlene  
Hofmeister  
Hollenbeck, Carl  
Hollenbeck, Harold  
Horton, W. M.  
Hosenjaeger, F. W.  
Hox, Ruth Emely  
Hox, Pete  
Hutch, C. M.  
Impedugial, Lucille  
Ingram, Albert E.  
Johnson, Bob  
Jones, Owen  
Jurden, Jean  
Kelly, Gene Lewis  
Kerns, James A.  
Leonard, C. R.  
Little, Mrs. Carl T.  
McCabe, Mrs. Ruth  
McDaniels, N. L.  
McInturff, Miss Shirley  
McKay, Mrs. E. L.  
McLendon, Leon  
McMurry, Richard  
McSpadden, Wm. P.  
McWhorter, Theodore K.  
Magid, Charles  
Martin, Mary  
Martin, Mrs. Robert P.  
Matthews, Mr. & Mrs. Sport  
Matthews, Sport & Alice  
Medlin, Jimmy  
Miller, Jack T.  
Mock, Mrs. Waltraud  
Moffield, James  
Moorehead, C. W. (Tommy)  
Moreno, Geraldine  
Nails, Michael  
Noakes, Mr. & Mrs.  
O'Donnell, James P.  
Richardson, Mrs. Catherine  
Romero, Mrs. Kathryn  
Romero, Riskey  
Rosenfeld, Saul  
Scifers, Fred & Frances  
Shefchik  
Simons, Mrs. Joe  
Sitka, Wm.  
Smith, Bill B.  
Smith, Tommy J.  
Sowden, Jack L. W.  
Stanley, Frederick F.  
Stanton, Mr. & Mrs. Richard  
Strate, Mr. & Mrs. Joseph F.  
Tinsley, Mayo  
Tyski, Mr. & Mrs. Joan & Doubles  
Vinson, Jack E.  
Walters, Curly  
Webb, May  
West, Mrs. Edna  
West, Forrest  
White, Mrs. Rose  
Whitson, Mrs. L. W.  
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Wyrick, John "Dee"  
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## COMING EVENTS

- Arkansas**  
DeWitt—Ark. Co. Livestock Show, Sept. 24-27. Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 15-21. Emil Weiss.  
Heber Springs—Reunion, Aug. 1-9.  
Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4.  
Mammouth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 11-16. E. E. Sterling.  
Pine Bluff—S. Ark. Livestock Show, Sept. 22-27. George Hestand.
- California**  
Santa Monica—Better Homes & Garden Show (Civic Aud.), Sept. 17-21.  
San Francisco—Gift Show, Aug. 3-8. Kay Leber, 1355 Market St.  
Stockton—Sports Car Show (Civic Aud.), Sept. 6-7. George Westcott, 311 Esai Market.  
Yuba City—Golden Jubilee, Sept. 25-28. Robert Clark.
- Georgia**  
Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albemarle St.
- Illinois**  
Carthage—4-H Show, July 30-Aug. 2. Jerry Nutt Jr.  
Chicago—Associated Variety & Novelty Manufacturers' Show (Palmer House), July 27-30.  
Chicago—Independent Housewares, Variety & Novelty Mds. Exhibit (Morrison Hotel), Aug. 3-7.  
Wapella—Corn & Bean Festival, Aug. 21-22. Geo. Spray, Box 176.
- Indiana**  
Delphi—Old Settlers' Reunion, Aug. 6-9.  
Goldsmith—Old Settlers' Reunion, Sept. 4-6.  
Elkhart—Centennial, Sept. 11-30.  
Harian—Harian Days Celebration, July 30-Aug. 2.  
Buntington—Street Fair, July 28-Aug. 2.  
Ladoga—Homecoming & Fish Fry, Aug. 20-23.  
Milton—Milton Street Fair, Sept. 17-20. J. Bohlander.  
Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff.  
Terre Haute—Miners' Picnic, Aug. 1-3. Jack Wilton.  
Waynetown—Waynetown Fish Fry & Street Fair, Sept. 11-13.
- Iowa**  
Chariton—Lucas Co. 4-H Achievement Show, Aug. 5-7. Mrs. Lee Cottingham, Russell.  
Cherokee—Pilot Rock Plowing Match, Aug. 14-18. Sherman Peterson.  
Fort Dodge—Webster Co. 4-H Achievement Show, Aug. 4-7. Paul Harms, 210 Doud Bldg.  
Sibley—Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander.  
Tripoli—Celebration, Aug. 1-2.  
Waterloo—Iowa 4-H Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel.  
Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1138 Kern St.
- Kansas**  
Thayer—Neosho Co.-Thayer Picnic, Sept. 3-5. H. M. Minnich.
- Louisiana**  
Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111.  
Natchitoches—La. Brouler Festival, Sept. 25-27. Jim Mike.  
Villa Platte—La. Cotton Festival, Sept. 19-21. Dallas Deville.
- Maryland**  
Fair Hill—Cecil Co. Breeders' Fair, Sept. 6 and 13. Wm. Shelton.
- Michigan**  
Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrian.
- Minnesota**  
Preston—Celebration, July 29-30.
- Missouri**  
Bethany—Harrison Co. 4-H Livestock Show, Sept. 15. Chas. Belshe.  
Bloomfield—Stoddard Co. Homecoming & Livestock Show, Sept. 8-13. Leroy Moore.  
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 6-7.  
Deep Water—Labor Day Celebration, Sept. 1-2.  
Gallatin—Davies Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt.  
Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur.  
Iberia—Iberia Picnic, Aug. 14-16.  
Linneus—Old Settlers' Reunion, Aug. 7-9. E. Thurio.  
Maplewood—Golden Jubilee, Sept. 8-13.  
Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 15. K. Walkup.  
Milan—4-H & FFA Livestock Show, Sept. 19. Mrs. P. N. Marr.  
Monette—Bairry-Lawrence Counties Dairy Show, Sept. 7.  
Pickering—Pickering Horse Show, Sept. 10-13. W. H. Dowden.  
Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilks.  
Purdy—PFA Livestock Show, Sept. 11-12. Harold Stork.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey.  
St. Joseph—Interstate Home Economics Show, Sept. 15-18. Webb Embrey.  
St. Joseph—Interstate Jr. Dairy Show, Aug. 1. Webb Embrey.  
Sedalia—Pettis Co. 4-H Livestock Show, Aug. 9. H. L. Pack.  
Shelbyville—Old Settlers' Reunion, Aug. 28-30.  
South St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 16-18. H. M. Garlock.  
Springfield—Ozarks FFA Fat Beef Show, Sept. 11. Vencil G. Mount.  
Ulrich—Reunion, July 28-30.  
Waverly—Waverly Apple Jubilee, Sept. 25-27. R. W. Bricken.
- Nebraska**  
Omaha—Picnic, July 28-Aug. 2.  
Omaha—Ak-Sar-Ben Livestock Show, Sept. 19-27.  
Shubert—American Legion Picnic, Aug. 7-8. Claude Shubert.
- New Jersey**  
Hammonont—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 French St.
- New Mexico**  
Gallup—Inter-Thibial Indian Ceremonial, Aug. 14-17. Edward S. Merry.  
Las Vegas—Theodore Roosevelt Centennial, July 25-Aug. 2.
- New York**  
New York—Intl. Aviation Show (Coliseum), Sept. 10-23.  
Patchin—Intl. Bicycles, Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.  
**Ohio**  
Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield.  
Bryan—Jubilee, Aug. 5-9.  
Canal Winchester—Street Fair, Sept. 3-6.  
Cincinnati—Zoo Food & Home Show, Aug. 13-24. Gerritt J. Fredriks.  
Cincinnati—Fourth Annual Original Food Show (Garden), Sept. 20-28.  
Commercial Point—Homecoming, July 31-Aug. 2.  
Elyria—125th Anniversary Celebration, Aug. 1-9.  
Hanover—Homecoming, Aug. 19-18.  
Harrisburg—Homecoming, Aug. 7-9.  
Laurelville—Street Fair, Sept. 29-Oct. 4.  
New London—Celebration, Aug. 30-Sept. 12.  
Westerville—Centennial, Aug. 18-23.
- Oklahoma**  
Anadarko—American Indian Expo., Aug. 16-23.
- Pennsylvania**  
Bangor—Blue Valley Farm Show, Aug. 29-30. Millard Gleim.  
Harrisburg—Corriedale Sheep Sale (Farm Show Bldg.), Aug. 9.  
Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18.  
Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19.  
Harrisburg—Pa. Jr. Dairy Show, Sept. 18.  
Rex Carter.  
Mechanicsburg—Firemen's convention, Aug. 20-25.  
Shade Gap—Soldiers & Sailors' Fair & Picnic, July 28-Aug. 2. A. L. Blackmon.
- Texas**  
Albee—Fiesta, July 28-Aug. 2.  
Fort Worth—Fort Worth Food Fair (Coliseum), Sept. 25-28.  
Kaufman—Kaufman Co. Livestock Show, Sept. 4-6. Wm. D. Percy.  
Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Guiley.
- Utah**  
Brigham City—Peach Days, Sept. 5-6.  
Cedar City—Southern Utah Livestock Show, Sept. 4-6.  
Payson—Onton Day, Sept. 1.
- West Virginia**  
Kingwood—Preston Co. Buckwheat Festival, Sept. 25-27. Mrs. Betty Tennant.
- CANADA**  
**Ontario**  
Almont—Centennial, Sept. 3-6.  
Renfrew—Centennial, Aug. 11-16.  
Thorold—Firemen's Celebration, Aug. 6-9.  
Windsor—Emancipation Celebration, Aug. 2-6.
- Quebec**  
Jamesport—Jamesport Jr. Livestock Show, July 31-Aug. 1. Frank Nowland.  
Mount Vernon—Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call.

## Denver Stock Expo Up-Dates

DENVER—Looking ahead to this year's January performance, the National Western Stock Show—usually an s.r.o. event—will start an extensive remodeling program to make more efficient its ticket-selling set-up.

As a part of the long-term program which is designed eventually to lead to the show association's ownership of all lands and buildings (heretofore leased) the group has just made purchases totaling \$135,000.

Construction started last week on a 96-by-200-foot extension to the show's large concrete barn. The new barn will have an unloading ramp, will house 275 more cattle and will cost \$80,000.

The association last week also purchased two horse barns—two-story and three-story structures—from the Denver Union Stockyards Company and has acquired additional land near the old arena.

## Delivery Set For Hot Rods

NEW YORK—An eight-car Hot Rod unit has been delivered to the new Pleasure Beach operators, Bridgeport, Conn. Unit will have 15 cars by season's end, according to Mickey Hughes, of Hot Rods, Inc.

Other deliveries last month included a seven-car Junior Hot Rod and 500 feet of track to Massapequa (N. Y.) Zoo for the Grimaldi Brothers, and eight German Scooter cars for Carl and Ramagosa, Wildwood, N. J., bringing the total there to 23.

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108 in.	395
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144 in.	395
150 in.	395
156 in.	395
162 in.	395
168 in.	395
174 in.	395
180 in.	395
186 in.	395
192 in.	395
198 in.	395
204 in.	395
210 in.	395
216 in.	395
222 in.	395
228 in.	395
234 in.	395
240 in.	395
246 in.	395
252 in.	395
258 in.	395
264 in.	395
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## Carnival Routes

A-1 Am. Co.: (Fair) Danville, Ill.; Round Lake 6-9.  
A & T Am. Co.: (Fair) Lucasville, O., 29-Aug. 3.  
Alamo Expo.: North Platte, Neb., 29-Aug. 3.  
American Beauty: Donnellson, Ia., 29-Aug. 3.  
Badger State: (Fair) Waseca, Minn., 30-Aug. 3.  
Baker United: (Fair) Osgood, Ind.; Delphi 6-9.  
Beam's Attractions: Frostburg, Md.; McCool 4-9.  
Bee's Old Reliable: Columbia, Ky.; Germantown 4-9.  
Belle City, No. 1: (Fair) Antigo, Wis., 31-Aug. 3; (Fair) Merrill 4-7; (Fair) Ladysmith 8-10.  
Belle City, No. 2: (Fair) Thiensville, Wis., 28-30; (Fair) Butler, Aug. 8-10.  
Bernard & Barry: Shawinigan Falls, Que.  
Big D Am. Co.: Defiance, Ia., 29-30; Lytton, Aug. 1-2; Minburn 5-7; Lime Springs 10-11.  
Big State: Sinton, Tex.  
Blue Bonnet: Taylor, Tex.  
Brasch Bros.: Middleton, Wis.  
Brodbeck & Schrader: Casper, Wyo.  
Brown, Al: Kasson, Minn., 30-Aug. 3; Comfrey 4-5; Litchfield 6-9.  
Buck, O. C.: (Fair) Plattsburg, N. Y.; Gouverneur 4-9.  
Burke, Harry: Franklin, La.  
Burkhart: Blandensville, Ill., 28-Aug. 1; (Fair) Mendon 2-6.  
Byers Bros.: Forest City, Ia., 29-31; Tripoli, Aug. 1-2; Independence 5-8.  
Capell Bros.: Fairfield, Idaho.  
Capital City: (Fair) Corbin, Ky.; (Fair) Barboursville 4-9.  
Carl, A. J.: Alma, Mich., 28-31; Standale, Aug. 1-2.  
Carpenter Bros.: Liberty Center, O.  
Carroll's Greater: (North Side Picnic) Minneapolis, Minn., 29-30; (South Side Picnic) Minneapolis, Aug. 5-6; (Fair) Anoka 7-10.  
Central States: Phillipsburg, Kan.; (Fair) Seward, Neb., 4-6.  
Cetlin & Wilson: New Castle, Pa., 28-31; Ionia, Mich., Aug. 4-9.  
Cherokee Am. Co.: (Fair) Pratt, Kan.; Osawatomie 4-9; Ft. Scott 11-16.  
Collins, Wm. T.: (Fair) Minot, N. D.; (Fair) La Crosse, Wis., 6-10.  
Conklin: Leamington, Ont., 29-Aug. 2; Petersburg 6-9.  
Continental: Carthage, N. Y.  
Cote Am. Co.: Washington, Mich., Aug. 1-3; Millington 7-9.  
Crafts Expo.: (Fair) San Mateo, Calif., Aug. 1-10.  
Cross Road Am. Co.: Pentwater, Mich.  
Cumberland Valley: Springfield, Tenn.; (Fair) Bowling Green, Ky., 4-9.  
D & D Am. Co.: Hopkinton, Ia., 29-30; Center Junction 31; Durant, Aug. 1-3; (Fair) Iowa City 4-8.  
Dauberman's Rides & Concessions: Pottsgrove, Pa., 29-Aug. 2; Pottsville 6-9.  
Davidson United: Leon, Ia., 28-30.  
Davis Am. Co.: Eugene, Ore.; Sutherlin 5-10.  
Deggeler Am. Co.: (Fair) Lucasville, O.; (Fair) Shelbyville, Ind., 3-8.

Deluxe Ride Co., No. 1: Flushing, Mich., Ft. Wayne, Ind., 4-9.  
Deluxe Ride Co., No. 2: Ortonville, Mich.; Port Huron 4-9.  
DeLuxe: Durham, Conn., Aug. 1-2.  
Dickson United: Genoa, O.  
Dixie Am. Co.: Friend, Neb., 31-Aug. 1; Beaver Crossing 2-3; Wetmore, Kan., 6-8.  
Dobson's United: (Central Ave.) Minneapolis, Minn., 28-30; (Fair) St. Croix, Wis., Aug. 1-3; (Fair) Glenwood 4-6; (Fair) Bayport, Minn., 7-10.  
Down River Am. Co.: East Highland, Mich., 29-Aug. 3; Fenton 5-9.  
Drago, No. 1: Flora, Ind.; Rochester 4-9.  
Drago, No. 2: Otterbein, Ind.  
Drew, James H.: (Fair) Nappanee, Ind.; (Fair) Valparaiso 4-9.  
Dudley, D. S.: Dalhart, Tex.; (Fair) Russell, Kan., 4-9.  
Dyers: Marengo, Ill.; Manchester 4-9.  
Eddie's Expo.: Clanton, Pa.; (Fair) Butler 4-9.  
Emshoff: Union Grove, Wis., 31-Aug. 3.  
Evans United: Nemaha, Neb.; Dighton, Kan., 4-9.  
Fairland Am. Co., No. 1: Clarence, N. Y.; Canandaigua 5-10.  
Fairland Am. Co., No. 2: Churchville, N. Y., Aug. 1-2; Albion 6-7; Bowmansville 9-10.  
Franklin, Don: (Fair) Faribault, Minn., 30-Aug. 3; Austin 5-10.  
Fred's Playland: (Shopping Center) Knoxville, Tenn.  
Funland: Memphis, Mo.; Kirksville 4-8.  
G. & B.: (Fair) Cassaway, W. Va.; (Fair) Summersville 4-9.  
Gala Expo.: (Fair) Buffalo, Mo.  
Garden State: Archbald, Pa.  
Gem City: (Fair) Joliet, Ill., 27-Aug. 3; Davenport, Ia., 4-9.  
Georgia Am. Co.: Burnsville, N. C.  
Garen, W. R.: Shoals, Ind.; Greencastle 4-9.  
Glades Am. Co.: Montross, Va.; Herndon 4-9.  
Gladstone Expo.: (Fair) Tomah, Wis., 31-Aug. 3; (Fair) Fond Du Lac 6-10.  
Gold Bond: Appleton, Wis.; Wilmont 5-10.  
Gooding Am. Co., No. 1: (Fair) Xenia, O.  
Gooding Am. Co., No. 2: (Fair) Franklin, Ind.  
Gooding Am. Co., No. 3: (Fair) Huntington, Ind.  
Gooding Am. Co., No. 4: (Fair) New Lexington, O.  
Gooding Am. Co., No. 5: (Fair) Greentown, Ind.  
Gooding Am. Co., No. 6: (Fair) Rushville, Ind.  
Gooding Am. Co., No. 7: (Fair) Elora, Ind.  
Gooding Am. Co., No. 8: (Fair) Warren, O.  
Gooding Am. Co., No. 9: West Lafayette, O.  
Gooding Am. Co., No. 10: Euclid, O.  
Gooding Am. Co., No. 11: Continental, O.  
Grand American: Ackley, Ia., 28-29; (Fair) Allison 31-Aug. 4; (Fair) Maquoketa 6-11.  
Great Western: Petaluma, Calif.; Rosenville 4-10.  
Green Tree: (Fair) Paris, Ky.; (Fair) Russell Springs 4-9.  
Groscurth Comb.: (Fair) Decatur, Ill.; Converse, Ind., 4-9.  
Hale's Shows of Tomorrow: Nebraska City, Neb., 28-30; Craig, Mo., 31-Aug. 3.  
Hames, Bill: Wichita Falls, Tex., 28-30; Sherman, Aug. 1-9.  
Hammond, Bob: Hico, Tex.; DeLeon 6-9.  
Hannah Am. Co.: Hopwood, Pa.; (Fair) Wind Ridge 4-9.  
Hannum, Morris: Berwyn, Pa.; Fairless Hills 4-9.  
Happyland: Imlay City, Mich.; Bad Axe 4-9.  
Hartsock, Roy: Moulton, Ia.  
Hartsock Bros.: Bucklin, Mo., 31-Aug. 2; Jamison 6-9.  
Heart of America: (Fair) Osceola, Neb., 28-30; (Fair) Hoxie, Kan., 31-Aug. 2; (Fair) Oberlin 4-6; McCook, Neb., 7-9.  
Heth: (Fair) Olney, Ill., 28-Aug. 1; (Fair) Altamont 2-7.  
Holiday Am. Co.: (Fair) Waverly, Kan., 28-30; (Fair) Eudora, Aug. 1-2; Girard 4-7; Anna 8-10.

Hottle, Buff, No. 1: Mt. Sterling, Ill.  
Hugo's Novelty Expo.: (Fair) Orrick, Mo.; (Fair) Herrington, Kan., 4-9.  
Hunt Am. Co.: Louisville, Ky.; Hopkinsville 4-9.  
I. T.: (Fair) Middletown, N. Y., Aug. 2-3.  
Ideal Rides: (Fair) Olay City, Ind., 28-Aug. 1; (Fair) Brazil 4-9.  
Imperial: (Fair) Knoxville, Ill.; (Fair) Burlington, Ia., 4-8.  
Johnny's United: (Fair) Huntingburg, Ind.; (Fair) Brownstown 4-9.  
Ken-Penn Am. Co.: Minerva, O.  
Kenny's Attractions: Colfax, Ind.; Kentland 4-8.  
King Bros.: Buena Vista, Colo.; Springfield 6-9.  
Lagasse Am. Co., No. 1: Nashua, N. H.  
Lagasse Am. Co., No. 2: Lebanon, N. H.  
Lagasse Am. Co., No. 3: Lynn, Mass.  
Lindle, Jack: (Fair) Shelbina, Mo., 29-Aug. 1.  
Lone Star Am. Co.: Phillips, Tex.; Canyon 4-9.  
Lynn's Midway: Pequot Lakes, Minn., 29-30.  
M. D. Am. Co.: Bethlehem, Pa.; (Fair) Branchville, N. J., 4-9.  
Mac's Am. Rides: Corsica, S. D., 29-30.  
Marks-Manning Comb.: Lynchburg, Va.; (Fair) Hendersonville, N. C., 4-9.  
Marvel: Toulon, Ill., 29-31; Minier, Aug. 1-3.  
McKenna's Rides: (Fair) Medford, Wis.; Cedarburg 7-10.  
Meeker: Kellogg, Idaho; Omak, Wash., 4-9.  
Merriam's Midway: Titonka, Ia., 29-30; Ogden, Aug. 1-2; Vinton 4-7; Waukon 8-10.  
Midway of Mirth: (Fair) Benton, Ill.; (Fair) Albion 4-9.  
Mighty Hoosier State: Shoals, Ind.; (Fair) Greencastle 4-9.  
Mighty Interstate: Morristown, Tenn.; (Fair) Alexandria 4-9.  
Mo-Ark: Tuscumbia, Mo., 31-Aug. 2.  
Monarch Expo.: (Fair) Belleville, Ill.; (Fair) Milledgeville 6-10.  
Moore's Modern: Arapahoe, Neb.; Bladen 4-6; Minden 7-9.  
Motor State Expo., No. 1: Somerville, Ind.  
Motor State Expo., No. 2: Summitville, Ind.; Argos 4-9.  
Mound City: Elsberry, Mo.  
Murphy's Northern State: Lemon, S. D., 28-30; Carson, N. D., 31-Aug. 3; Burke, S. D., 6-7; (Fair) Bassett, Neb., 8-10.  
Nell's United: Akron, Ia., 28-30; Hudson, S. D., 31-Aug. 1; Oto, Ia., 4-6; Deep Rapids 7-9.  
New England Am. Co.: Winchendon, Mass.; Littleton 5-10.  
North American: South St. Paul, Minn., 28-31; St. Charles, Aug. 1-3; Pine City 4-6; Sauk Centre 7-10.  
Northern Expo.: Lewiston, Mont.  
Norton's Rides: Deadwood, S. D.  
Olson: (Fair) Chippewa Falls 29-Aug. 3; (Fair) Springfield, Ill., 8-17.  
Orange Bros.: Murfreesboro, Ark., Aug. 2; Hatfield 7-9.  
P & J Am. Co.: Beallsville, O., 28-31; Canton, O., Aug. 1-3.  
Page Bros.: Russellville, Ky.  
Page Comb.: Elkland, Pa.; Ithaca, N. Y., 4-9.  
Pan American: Columbus, Miss.  
Parada: Ulrich, Mo., 28-30; Clinton 31-Aug. 2; California, Mo., 4-9.  
Penn Premier: Monongahela, Pa.  
Peppers All States: Douglas, Ga.  
Playtime: Orleans, Mass.  
Powelson Am. Co., No. 1: Montpelier, O., 30-Aug. 2; (Fair) Bowling Green 4-9.  
Powelson Am. Co., No. 2: Hamilton, O.; (Fair) Eaton 5-9.  
Prel's Broadway: (Fair) Bridgeton, N. J.  
Raines Am. Co.: Oswego, Kan.  
Rainier: Lake City, Wash.; Seattle 4-9.  
Reid's Golden Star: Roan, Tenn.  
Reid, King: Woodstock, N. B.; Skowhegan, Me., 9-16.  
Reithoffer (Green): (Fair) Morris, N. Y.; (Fair) Cortland 5-9.  
Ritter's United: (Fair) Chino, Calif.; (Fair) West Riverside 5-9.

Robinson's Greater: Tabor, Ia., 29-30.  
Rock City: (Fair) Lake Zurich, Ill.; (Fair) Washington, Ia., 8-9.  
Rogers Bros.: Ironton, Minn., 28-30; Proctor 31-Aug. 3; Farmington 6-10.  
Rohr's Modern Midway: Pontiac, Ill., 29-Aug. 2; (Fair) Marshall 3-8.  
Rose City Rides: (Fair) Prairie Home, Mo., 28-30; (Fair) Warrenton 31-Aug. 3; (Fair) Potosi 6-9.  
Royal American: Regina, Sask.; Ft. William-Pt. Arthur, Ont., 4-9.  
Royal United: (Fair) Coon Rapids, Ia., 27-30; (Fair) Thompson, Aug. 1-3; (Fair) Estherville 4-6; (Fair) Garrettsville 8-10.  
Rumble Greater: Terre Haute, Ind., Aug. 1-3.  
Schafer's 20th Century: (Fair) Monroe, Wis., 30-Aug. 3; (Fair) Mason City, Ia., 4-10.  
Shorter's Greater: (Fair) Central City, Ia., 31-Aug. 3.  
Siebrand Bros. Comb.: Helena, Mont.; Great Falls 4-9.  
Skerbeck Am. Co.: Reed City, Mich.  
Smiley's Am. Co.: Murraysville, Pa.; West Kittanning 4-9.  
Smith, George Clyde: Cumberland, Md.; (Fair) Luray, Va., 4-9.  
Smith's Funland: Ridgeley, W. Va.  
Stafford's: Russellville, Ind., 30-Aug. 2; Indianapolis 4-9.  
Stanley, Wm. D.: Black Duck, Minn., 29-30; Motley, Aug. 1-3; Wood Lake 4-6; Clinton 8-10.  
Stephen's, Otto: Brighton, Ia., 28-30; Ollie 31-Aug. 2.  
Stipes: Mound, Minn., Aug. 1-3; Elk River 4-6; Arlington 7-10.  
Strates, James E.: (Fair) Clearfield, Pa.; (Fair) Bedford 4-9.  
Strong's Am. Co., No. 1: (Fair) Wood River, Neb., 28-30; Fairmont, Aug. 1-2; (Fair) Sidney 6-9.  
Strong's Am. Co., No. 2: Wisner, Neb., Aug. 1-3; (Fair) Greenfield, Ia., 4-7; Narka, Kan., 9-11.  
Stumbo's Tri-State: Colcord, Okla.; Gravette, Ark., 4-9.  
Sunset Am. Co.: (Fair) Zumbrota, Minn.; (Fair) Rochester 4-10.  
Tatham Bros. Comb.: (Fair) Milford, Ill.; (Fair) Bloomington 3-7.  
Tennessee Valley Am. Co.: Woodbury, Tenn.; (Fair) Cookeville 4-9.  
Theiss, No. 2: (Fair) Amboy, Ill., 29-31; (Fair) Pontiac, Aug. 3.  
Thomas, Art B., No. 1: Bemidji, Minn., 28-30; Hibbing 31-Aug. 3.  
Thomas, Art B., No. 2: North English, Ia., 30-31; Manson, Aug. 1-3; Alta 4-7; Gladbrook 7-9.  
Thomas Joyland: Scottsburg, Ind.  
Thomas, W. A.: Diller, Neb., 29-30; Ashland, Aug. 1-2; Fremont 6-8.  
Tidwell, T. J.: Booker, Tex.  
Tip Top: (Fair) Green Lake, Wis., Aug. 1-3; (Fair) Howard Lake, Minn., 7-10.  
Uncle Joe's Am. Co.: Electra, Tex.; Quanah 4-9.  
United Expo.: Rollo, Mo.  
United States: Green Sulphur Springs, W. Va.; Clax 4-9.  
Venditto Bros.: (Cahill Post) Providence, R. I.; (Silver Lake) Providence 4-9.  
Virginia Greater: Salisbury, Md.; Pocomoke City 4-9.  
Volunteer: Muldraugh, Ky.; Berea 4-9.  
W.B.J.: Deerfield, Mich., Aug. 7-9.  
Wade, W. G.: (Fair) Muncie, Ind.; Pontiac 4-9.  
Wade Expo.: Grand Haven, Mich.  
Wade Greater: (Fair) Fowlerville, Mich.; (Fair) Cassopolis 5-9.  
Wall, Alfred, Am. Co.: Mt. Auburn, Ill., 30-Aug. 2; Reynolds, Ind., 5-8.

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## INSURANCE

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CHICAGO, ILLINOIS



Wallace Bros.: Jefferson, Wis.; Jamesville 8-9.  
West Coast, No. 1: (Fair) Gresham, Ore., 31-Aug. 9.  
West Coast, No. 2: (Fair) Yuba City, Calif., 30-Aug. 3; Napa 4-10.  
Western, No. 1: (Mercer Island) Seattle, Wash.; Mt. Vernon 4-9.  
Western, No. 2: Emmonds, Wash.; Friday Harbor, Wash., 4-9.  
Wilber, H. O.: Barryton, Mich.  
Wilcox, Dick: Millbridge, Me.; Ellsworth 4-9.  
Wilson Famous: (Fair) Jacksonville, Ill., 30-Aug. 2; (Fair) Cambridge 5-9.  
Wolfe: Salisbury, Md.  
Wonderland Expo: Alamosa, Colo.  
World's Finest: Vegerville, Alta., 28-30; Red Deer 31-Aug. 2; North Battleford, Sask., 4-6; Prince Albert 7-9.  
World of Mirth: (Fair) Bangor, Me.  
World of Pleasure: Charleston, Ill.; Warsaw, Ind., 4-9.  
Young, Monte: Preston, Idaho.

## Circus Routes

Adams Bros.: Marquette, Mich., 28; Ashland, Wis., 29-30; Superior 31; Duluth, Minn., Aug. 1; Bemidji 2; Grand Forks, N. D., 3; Crookston, Minn., 4; Thief River Falls 5; Grafton, N. D., 6; Devils Lake 7; Jamestown 8; Valley City 9.  
Carson & Barnes: Electric City, Wash., 30.  
Cristiani Bros.: Evansville, Ind., 28-29; Akron, O., 31-Aug. 2; Roosevelt, N. Y., 6-8; Glen Head 9.  
Dwight Bros.: Downers Grove, Ill., 29-30.  
Hagen Bros.: Williamsport, Pa., 28.  
Hunt Bros.: Norwich, Conn., 28; Groton 29; Montville 30; Old Saybrook 31; Middletown Aug. 1; Plainville 2; Milford 4.  
Kelly-Miller: Mount Vernon, Wash., 28; Oak Harbor 29; Anacortes 30; Lynden 31; Bellingham Aug. 1-2.  
Mills Bros.: Orange, Mass., 28; Northampton 29; North Brookfield 30; Marlboro 31; Northbridge Aug. 1; Southbridge 2; Chatham, N. Y., 4; Kingston 5; Monticello 6; Liberty 7; Florida 8; Nanuet 9.  
Packs, Tom: Wheeling, W. Va., 28-30; Clarksburg 31; Parkersburg Aug. 1; Natchez, Miss., 5; Lafayette, La., 6; Baton Rouge 8-9.  
Polack Bros.: Redwood City, Calif., 29-30; San Jose 31-Aug. 3; Reno, Nev., 6-9.  
Ringling Bros. and Barnum & Bailey: Atlanta, Ga., 28-30; Birmingham, Ala., Aug. 1-2; Memphis, Tenn., 4-6; Houston, Tex., 8-10.  
Strong, Big John A.: (Fair) Petaluma, Calif., 31-Aug. 3; (Fair) Turlock 4-6; (Fair) Napa 7-10.  
Trapeze Bros.: Vanderhoof, B. C., 28; Fort St. James 29; Pouce Coupe 31; Beaver Lodge, Alta., Aug. 1; Grand Prairie 2; Spirit River 4; Fairview 5; Peace River 6.

## Miscellaneous

Bisbee's Comedians: Hartford, Ky., 28-31; Leitchfield Aug. 1-6; Morgantown 7-12.  
Burke's Wild Cargo: New Castle, Pa., 28-30.  
Brunk's Comedians: Delta, Colo., 28-Aug. 2.  
Lowell Circus Acts: Clinton, Ia., 28-30; Lost Nation 31; DeWitt Aug. 5.  
Matchstick City: Muncie, Ind., 28-Aug. 2.  
Schaffner Players: Monroe City, Mo., 28-Aug. 3; Perry 4-10.  
Scott, Tommy, Country Show: Newport, R. I., 28; Plymouth, Mass., 29; Bristol, R. I., 30; East Providence 31; North Attleboro, Mass., Aug. 1; Pawtucket 2; Woonsocket 3; Nashua, N. H., 4; Dover 5; Lewiston, Me., 7; Somersworth, N. H., 8; Rochester 9.

## Thrill Shows

Aut Swenson Thrillcade: Winnipeg, Man., 28; Waseca, Minn., 30; St. Charles 31-Aug. 1; Lincoln, Ill., 2; Altamont 3.  
Jack Kochman Intl. Auto Daredevils: (Fair) Bucyrus, O., 28; (Fair) Scottsburg, Ind., 29; (Fair) Monroe, Wis., 31; (Fair) Huntington, Ind., Aug. 1; (Fair) Ionia, Mich., 4.

## Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., July 28-Aug. 31.

## Petersburg, Va., Spotlighted by Lion Magazine

PETERSBURG, Va. — The Southside Virginia Fair, which has been operated by the Petersburg Lions Club since 1955, is the subject of a feature story with photos in the July-August issue of the Lion, published by the International Association of Lions Clubs.

The article, written by Frederic Wolcott, tells how the local club took over the fair, which was in bad financial and physical condition, hired veteran showman Ralph Lockett as full-time manager and in a few years built it into one of the top fairs in the State.

The story also relates how shortly after the Lions took over, the grandstand burned to the ground, followed by the destruction of three exhibit buildings by fire. Also told was how the sponsors practically rebuilt the plant, hired name entertainment and conducted a vast promotion and advertising campaign to build up the fair to its present ranking.

## Miami Beach Sets Opening Of Expo Hall

### Drive Underway For GOP, Demo '60 Conventions

MIAMI BEACH, Fla. — The opening date for the Miami Beach Exhibition Hall, originally scheduled for October 1, has been changed to September 28 to accommodate a new car announcement showing by a major manufacturer, according to Claude Ritter, auditorium and exhibition hall manager.

Bookings for the hall, hailed as the South's largest and covering nearly five acres of land, continue to be made well in advance, with 1960 already setting a record for total daily occupancy, Ritter says.

"Our firm commitments alone, which include the American Medical Association, will make 1960 a tremendous year in Miami Beach for shows and conventions," he said.

Currently, Florida's Gov. Leroy Collins and local political and civic leaders have begun a promising campaign to snare the 1960 Democratic and Republican conventions for this resort city's new hall. They have strong selling points with an arena seating 15,000, plenty of meeting rooms of varying sizes for party caucuses, 30,000 hotel rooms nearby and a resort city which boasts of its favorable climate.

## New England Ballroom Ops In Association

BOSTON — After many months of planning, ballroom operators of New England have organized their own regional group. At Norumbega Park last week they formalized the operators of the six-state area into the New England Ballroom Operators' Association.

Elected as the group's first president is John Dineen, of Hampton Beach Casino, with Kelly Weinstein, of Mosley's on the Charles, as secretary-treasurer. Douglas Farrington of Norumbega's Totem Pole Ballroom acted as host to the group.

Nucleus of the new organization consists of Roseland-Taunton, Hampton Casino, Commodore, Rhodes, Convention, King Philip, Mosley's, Lincoln Park, Surf, Varsity Dance Club, Sherwood Forest and Coral Gables. Other ballrooms are expected to join shortly.

The association pointed out that it will open its membership to all with a stake in the ballroom industry—musicians, suppliers, and booking agents. The group's aim is to provide an even higher quality of band music, set in a ballroom atmosphere and background whose constant aim is self-improvement.

### Bank Deposit Up

WILDWOOD, N. J. — With the true barometer of a resort reflecting in the prosperity of its banking institutions, Cape May County seashore areas can look forward to another successful season. This prediction is based on the deposits recorded in all eight banks in the county which show an increase of over \$7,000,000 for the first six months. July Fourth holiday weekend deposits in the local banks increased \$705,825 over last year's figures in the same period.

## THE FINAL CURTAIN

**BRUUN—Bent,** 27, son of Joseph Bruun, owner of Circus Royal, in Elsinore, Denmark, July 4. Bent Bruun and his wife worked in the circus as a rifle-shooting and knife-throwing team. He succumbed to a shot from his own rifle, in his living wagon on the circus lot. Police inquest underway.

**GROSCURTH—Wilbur F.,** 52, brother of C. C. (Specks) Groscurth, owner of Blue Grass Shows, and president of an Owensboro, Ky., pipe company, July 18 in that city. He was also a stockholder in the carnival. Funeral July 20 in Owensboro, with Masonic graveside rites at Elmwood Cemetery. Survivors included C. C. Groscurth and another brother, Russell.

**DAUCHER—Charles,** 79, father of Albert Daucher, Buffalo concessionaire, and Mrs. Lucy Clapp, associated in the Buffalo amusement business, July 12.

**EVANS—Ernest (Ted),** 55, circus Side Show giant, at Sarasota, Fla., June 30. He was 8 feet, 4 inches tall. Evans came to this country from England in 1951 and was with Ringling-Barnum and carnival Side Shows since. He was with Ringling in New York this spring and was scheduled to join Cristiani Bros. Circus at Chicago but illness prevented this. Burial at Sarasota. Surviving is a sister, Mrs. Peggy Wilson, of Terry Meadows, New South Wales, Australia.

**MACK—Alma D.,** of Coleman Bros. Shows, July

## MARRIAGES

**BELL-MICHALSKI—**Kelly Bell and Mary Lou Michalski, June 3 in Galveston, Tex. Bell is a longtime concessionaire and Mrs. Bell has a penny pitch at Beach Park, Galveston. Bride's parents are Mr. and Mrs. Louis A. Balston, jewelry concession ops on Gala Exposition Shows.

**MILES-THAYER—**Ed Miles, gadget and pen worker, and Ann Thayer, lawyer, June 30 in Mobile.

## BIRTHS

**GLOSSER—**A daughter, Sharon Ann, to Mr. and Mrs. Ephraim Glosser July 12 at Harrisburg, Ill. Father is concessionaire on the Heth Shows.

**MERRIMAN—**a son, Timothy Francis, to Mr. and Mrs. Edward Merriman, June 30 in Lincoln, Ill. Father is the owner of Marvel Shows.

## Detroit Fair Inks Navy Band

DETROIT — Booking of the 70-man United States Navy Band as a major free attraction at the Michigan State Fair was confirmed this week by Donald L. Swanson, fair manager.

A series of 19 concerts will be given at the band shell during the 10-day fair, opening August 29. This follows a policy of major military bands for the fifth consecutive year, former attractions including the Army, Air Force and WAC bands.

12 in an auto crash on the Massachusetts Turnpike between Lanesboro and Pittsfield.

**McAFEE—Robert E.,** 74, member of the Johnny T. Tinsley Shows, July 22 in Myrtle Beach, S. C. He had formerly been with the King Bros. and Cristiani circuses. He was a member of the Macon (Ga.) Al Sihah Shrine Club. Survived by two sisters of Atlanta. Services in Americus, Ga.

**McLEOD—Rev. Parinenas,** 81, father of T. H. McLeod, manager of the Regina (Sask.) Exhibition Association, in a Winnipeg hospital July 1. Surviving are his wife, two sons and two daughters. Burial was in Winnipeg.

**SPANJER—Henry J.,** 85, co-founder with his brother of Spanjer Bros. Company, which formerly made wood carvings for circus wagons, at St. Petersburg, Fla., July 16. Burial at Chicago. Survived by four sons of Chicago, and a brother, who resides in New Jersey.

**WOOD—Edward,** 65, veteran circus man, recently at his home in Des Plaines, Ill., of a heart ailment. He had trouped with the M. L. Clark, Mighty Haag, Dailey Bros. and Kelly-Miller shows. Survived by his widow, Frankie, a son, Leon; two daughters, Inez and Frankie, and two brothers, Charles, Chicago, and Ewell, St. Louis. Attending services in Des Plaines were Mr. and Mrs. Max White and Major Little, all of the Olson Shows. Burial in Nettleton, Ark.

**ZOLUN—Irving,** 47, long-time midway concessionaire known as Hom, July 19 in Chicago. This year he was working at Riverview Park, Chicago, but in previous years had been with a number of traveling shows including Imperial, Rubin & Cherry, Hennies, Cetlin & Wilson and Cavalcade of Amusements. He was a member of the Showmen's League of America for 21 years and also belonged to the Miami Showmen's Association and the Shrine. Survivors are his widow, Rose Mary, and two sons, John and Anthony. Burial was in the cemetery plot of the Miami club.

## IN LOVING MEMORY Of My Father

# EARL TAYLOR

July 29, 1944

FRANK TAYLOR

## In Memory Of Our Dear Friend

# FRANK "DOC" SHEAN

Who Passed Away 10 Years  
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# 1958 Fair Dates

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### Alabama

Anniston—Calhoun Co. Fair Assn. Oct. 6-11.  
A. S. Mathews Jr.  
Athens—Limestone Co. Fair. Sept. 1-6. D. U. Patton.  
Almore—Ala. Flora Fair Assn. Sept. 28-Oct. 4. Fred Curtis.  
Attala—Etowah Co. Fair Assn. Oct. 13-18. Ralph Burgess.  
Birmingham—Alabama State Fair. Sept. 29-Oct. 4. R. H. McIntosh.  
Centerville—Bibb Co. Fair Assn. Sept. 15-20. W. E. Henderson.  
Childersburg—Talladega Co. Fair Assn. Sept. 22-27. J. D. Warren.  
Clanton—Chilton Co. Fair Assn. Sept. 1-6. Gerald Weed.  
Cullman—Cullman Co. Fair Assn. Sept. 8-13. Fred Yates.  
Decatur—Morgan Co. Fair Assn. Aug. 25-30.  
Dothan—Houston Co. Fair Assn. Oct. 6-11. Mrs. L. J. Lunsford.  
Dohan—Nat'l. Peanut Festival & Fair. Oct. 13-18. Henry Kennedy.  
Florence—North Alabama State Fair Assn. Sept. 15-20. C. H. Jackson.  
Greenville—Butler Co. Fair Assn. Oct. 20-25. E. O. Harrison.  
Heflin—Cleburne Co. Fair Assn. Aug. 18-23. Woodrow B. Thrash.  
Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 22-27. W. P. Dilworth Sr.  
Jasper—Northwest Ala. Fair Assn. Sept. 22-27. Christie W. Summers.  
Lexington—Lexington Fair Assn. Sept. 22-27. Jeanette Newton.  
Mobile—Greater Gulf State Fair. Oct. 13-18. Jim Hamrac.  
Moulton—Lawrence Co. Fair Assn. Oct. 6-11. J. F. Robertson.  
Montgomery—S. Ala. Fair Assn. Oct. 6-11. William R. Lynn.  
Moulton—Law Co. Agril. Fair Assn. Sept. 28-Oct. 4. J. F. Robertson.  
Opelika—Lee Co. Fair Assn. Sept. 29-Oct. 4. Guy Thompson.  
Russellville—Franklin Co. Fair Assn. Sept. 8-13. Kenneth Mink.  
Robertsdale—Baldwin Co. Cattle & Fair Assn. Oct. 20-25. J. D. Sellers.  
Scottsboro—Jackson Co. Fair Assn. Sept. 29-Oct. 4. J. P. James.  
Selma—Dallas Co. Fair Assn. Oct. 20-25. W. L. Hunt.  
Troy—Pike Co. Fair Assn. Oct. 13-18. Riley W. Kelly.  
Tuscaloosa—West Ala. Fair Assn. Sept. 22-27. Cecil Williams.

### Arizona

Douglas—Cochise Co. Fair Assn. Sept. 26-28. Everett J. Jones.  
Duncan—Greenlee Co. Fair. Oct. 3-5. Flossie Santele.  
Eleven-Mile Corner—Pinal Co. Fair Assn. Oct. 23-28. George Ziegler.  
Holbrook—Navajo Co. Fair Assn. Sept. 19-21. John H. Miller.  
Phoenix—Arizona State Fair. Oct. 31-Nov. 11. George N. Goodman.  
Prescott—Yavapai Co. Fair Assn. Sept. 19-21. Alice Townsend.  
Safford—Graham Co. Fair Assn. Oct. 10-12. W. Walker.  
Tucson—Pima Co. Fair Assn. Oct. 18-19. J. O. Niemann.

### Arkansas

Arkadelphia—Clark Co. Fair & Livestock Show. Sept. 18-20. George S. Deys.  
Augusta—Woodruff Co. Livestock Show & Fair. Sept. 24-27. Clyde E. Felts.  
Batesville—Independence Co. Fair & Livestock Show. Sept. 10-12. Mrs. Bertel Gray.  
Benton—Saline Co. Fair Assn. Sept. 3-6. U. S. Floyd.  
Bentonville—Benton Co. Fair Assn. Sept. 23-26. Franklin Miller.  
Berryville—Carroll Co. Fair & Livestock Show. Sept. 3-8. Mrs. J. E. Simpson.  
Blytheville—Northwest Ark. Dist. Fair. Sept. 18-21. Raleigh Sylvester.  
Booneville—South Logan Co. Livestock & Fair Assn. Sept. 4-8. Glen M. Catlett.  
Camden—Ouachita Co. Livestock & Fair Assn. Sept. 8-13. Wayne Perryman.  
Clarksville—Johnson Co. Fair Assn. Sept. 17-20. Gerald Douthitt.  
Clinton—Van Buren Co. Fair Assn. Sept. 11-13. Thomas McKnight.  
Conway—Faulkner Co. Fair Assn. Sept. 24-27. C. Homer Jones.  
Danville—Yell Co. Free Fair Assn. Sept. 23-26. Onella May.  
DeQueen—Sevier Co. Fair & Livestock Show. Sept. 22-24. Victor Ivy.  
DeWitt—Ark. Co. Livestock Show Assn. Sept. 24-27. Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Assn. Sept. 15-21. Emil W. Wells.  
England—Lonoke Co. Fair & Livestock Show. Sept. 18-20. Mrs. John Latimer.  
Eudora—Chicot Co. Fair Assn. Sept. 15-20. A. O. Roscher.  
Fayetteville—Washington Co. Fair Assn. Sept. 16-19. Bob Medley.  
Fordyce—Dallas Co. Livestock Show & Festival. Sept. 18-20. James F.

### California

Anderson—Shasta Dist. Fair Assn. Aug. 21-24. Joseph J. Speer.  
Antioch—Contra Costa Co. Fair Assn. July 31-Aug. 3. N. D. Sundborg.  
Auburn—Auburn Dist. Fair Assn. Sept. 18-21. R. W. Towers.  
Bakersfield—Kern Co. Fair Assn. Sept. 22-28. Bertram Bates.  
Bishop—Eastern Sierra Tri-County Fair Assn. July 31-Aug. 3. O. F. Davis.  
Boonville—Mendocino Co. Fair & Apple Show. Sept. 26-28. Austin Hubert.  
Caruthers—Caruthers Dist. Fair. Oct. 16-18. Mrs. John Martinussen.  
Cedarville—Modoc Co. Fair Assn. Aug. 22-24. A. H. Burmister.  
Crescent City—Del Norte Co. Fair Assn. Aug. 22-24. C. W. Glover.  
Ferndale—Humboldt Co. Fair Assn. Aug. 8-16. Cecil Hindley.  
Fresno—Fresno Dist. Fair Assn. Oct. 2-12. T. A. Dodge.  
Grass Valley—Nevada Co. Dist. Fair Assn. Aug. 21-24. Malcolm E. Hammill.  
Gridley—Golden Feather Fair Assn. Aug. 29-Sept. 1. J. E. Whitaker.  
Hanford—Kings Co. Fair Assn. Sept. 10-14. Bates Bowers.  
Hayfork—Trinity Co. Fair Assn. Aug. 18-17. J. D. Berry.  
Hemet—Farmers Fair of Riverside County. Aug. 20-24. Bud Nelson.  
Hollister—San Benito Co. Fair Assn. Oct. 3-5. Thomas J. Medeiros.  
Imperial—Calif. Mid-Winter Fair. Feb. 28-March 8, 1959. D. V. Stewart.  
Lakeport—Lake Co. Fair Assn. Aug. 29-31. C. P. Lewis.  
Oroville—Antelope Valley Fair & Alfalfa Show. Sept. 4-7. A. O. Marquardt.  
Grape & Wine Festival. Sept. 15-17. Jackson.

Heber Springs—Cleburne Co. Fair & Livestock Show. Sept. 18-20. John Moose.  
Hope—Thirld Dist. Livestock Show. Sept. 22-27. B. N. Holt.  
Hot Springs—Garland Co. Fair & Livestock Assn. Sept. 17-20. A. B. Jeffries.  
Huntsville—Madison Co. Fair Assn. Sept. 18-20. Ralph Buck.  
Imboden—Lawrence Co. Fair Assn. Oct. 9-11. Roy Buck.  
Jonesboro—Craighead Co. Fair Assn. Sept. 8-13. Tom Robinson.  
Little Rock—Ark. Livestock Expo. Sept. 29-Oct. 4. Clyde E. Byrd.  
McGehee—Desha Co. Fair & Livestock Assn. Sept. 22-27. A. C. Smith.  
Magnolia—Columbia Co. Fair & Livestock Show. Sept. 22-27. Steve Bradley.  
Marshall—Searcy Co. Fair Assn. Sept. 5-8. Leon Jennings.  
Marvell—Phillips Co. Fair Assn. Sept. 15-20. Tke Van Meter.  
McCrory—Woodruff Co. Livestock Show & Fair. Sept. 24-27. Clyde Felts.  
Mena—Polk Co. Free Fair & Livestock Show. Sept. 11-13. R. W. St. John.  
Monticello—Drew Co. Livestock Show & Festival. Sept. 10-13. Jark Shelton.  
Morristown—Conway Co. Fair Assn. Sept. 15-17. Bob Lamb.  
Mountain Home—Baxter Co. Fair Assn. Sept. 11-13. Jim Kirkpatrick.  
Mount Ida—Montgomery Co. Fair Assn. Sept. 17-20. Mrs. Harold Standridge.  
Mulberry—Crawford Co. Fair Assn. Sept. 18-20. C. D. Chastain.  
Newport—Jackson Co. Fair & Livestock Show Assn. Sept. 9-13. Mollie Hinkle.  
Ozark—Franklin Co. Fair Assn. Sept. 15-20. J. M. Hopper.  
Paragould—Greene Co. Fair Assn. Sept. 10-13. B. C. Lloyd Jr.  
Paris—N. Logan Co. Fair Assn. Sept. 15-20. Van Pennington.  
Perryville—Perry Co. Fair & Livestock Show. Sept. 10-12. G. M. Wallace.  
Piggott—Clay Co. Fair Assn. Sept. 25-27. Ira Harkness.  
Pine Bluff—S. Ark. Livestock Show Assn. Sept. 22-27. George Hestand.

## WARNING

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THE BILLBOARD PUBLISHING CO.

Prescott—Nevada Co. Fair Assn. Sept. 17-19.  
Russellville—Pope Co. Fair. Inc. Sept. 24-26. Bob Hines.  
Sheridan—Grant Co. Fair Assn. Sept. 18-20. Basil Gentry.  
Searcy—White Co. Fair Assn. Sept. 24-27. R. J. Haney.  
Stamps—Lafayette Co. Fair & Livestock Show. Sept. 29-Oct. 4. W. B. Thomas.  
Star City—Lincoln Co. Fair Assn. Sept. 18-20. Clyde E. Fish.  
Texarkana—Four States Fair. Inc. Sept. 15-20. Mrs. S. G. Fisher Jr.  
Waldron—Scott Co. Fair & Livestock Show. Sept. 18-20. S. B. McCutcheon.  
Warren—South Ark. Fair Assn. Sept. 18-20. Loran Johnson.  
Wynne—Cross Co. Fair & Assn. Sept. 10-13. Mrs. J. Bartlett.  
Yellville—Marion Co. Fair Assn. Sept. 4-8. Sadie Hudspeht.

### California

Anderson—Shasta Dist. Fair Assn. Aug. 21-24. Joseph J. Speer.  
Antioch—Contra Costa Co. Fair Assn. July 31-Aug. 3. N. D. Sundborg.  
Auburn—Auburn Dist. Fair Assn. Sept. 18-21. R. W. Towers.  
Bakersfield—Kern Co. Fair Assn. Sept. 22-28. Bertram Bates.  
Bishop—Eastern Sierra Tri-County Fair Assn. July 31-Aug. 3. O. F. Davis.  
Boonville—Mendocino Co. Fair & Apple Show. Sept. 26-28. Austin Hubert.  
Caruthers—Caruthers Dist. Fair. Oct. 16-18. Mrs. John Martinussen.  
Cedarville—Modoc Co. Fair Assn. Aug. 22-24. A. H. Burmister.  
Crescent City—Del Norte Co. Fair Assn. Aug. 22-24. C. W. Glover.  
Ferndale—Humboldt Co. Fair Assn. Aug. 8-16. Cecil Hindley.  
Fresno—Fresno Dist. Fair Assn. Oct. 2-12. T. A. Dodge.  
Grass Valley—Nevada Co. Dist. Fair Assn. Aug. 21-24. Malcolm E. Hammill.  
Gridley—Golden Feather Fair Assn. Aug. 29-Sept. 1. J. E. Whitaker.  
Hanford—Kings Co. Fair Assn. Sept. 10-14. Bates Bowers.  
Hayfork—Trinity Co. Fair Assn. Aug. 18-17. J. D. Berry.  
Hemet—Farmers Fair of Riverside County. Aug. 20-24. Bud Nelson.  
Hollister—San Benito Co. Fair Assn. Oct. 3-5. Thomas J. Medeiros.  
Imperial—Calif. Mid-Winter Fair. Feb. 28-March 8, 1959. D. V. Stewart.  
Lakeport—Lake Co. Fair Assn. Aug. 29-31. C. P. Lewis.  
Oroville—Antelope Valley Fair & Alfalfa Show. Sept. 4-7. A. O. Marquardt.  
Grape & Wine Festival. Sept. 15-17. Jackson.

Los Angeles—Great Western Livestock Show. Nov. 21-26. A. M. Mathews.  
McArthur—Inter-Mountain Fair of Shasta Co. Aug. 30-Sept. 1. George Ingram.  
Madera—Madera Dist. Fair Assn. Sept. 28-28. E. W. Dixon.  
Mariposa—Mariposa Co. Fair Assn. Aug. 30-Sept. 1. Dale K. Campbell.  
Merced—Merced Co. Fair Assn. Aug. 20-24. W. C. Woxberg.  
Monterey—Monterey Co. Fair Assn. Aug. 20-24. George T. Wise.  
Napa—Napa Town & Country Fair. Aug. 7-10. Tom Camp.  
Northridge—San Fernando Valley Fair. Aug. 27-Sept. 1. Max P. Schoenfeld.  
Orland—Glenn Co. Fair Assn. Sept. 4-7. W. R. Kittredge.  
Paso Robles—San Luis Obispo Co. Fair Assn. Aug. 13-17. L. W. Lewin.  
Petaluma—Sonoma-Marlin Dist. Fair Assn. July 31-Aug. 3. Dom Fusaro.  
Placerville—El Dorado Co. Fair Assn. Aug. 14-17. Guy Davenport.  
Plymouth—Amador Co. Fair Assn. Aug. 22-24. Mrs. Goula M. Walt.  
Pomona—Los Angeles Co. Fair. Sept. 12-28. Phil D. Shepherd.  
Quincy—Plumas Co. Fair Assn. Aug. 7-10. Tulsa Scott.  
Roseville—Placer Co. Fair Assn. Aug. 7-10. L. W. McClure.  
Sacramento—California State Fair & Expo. Aug. 27-Sept. 7. Dudley T. Fortin.  
San Francisco—Grand Nat'l Livestock Expo. Oct. 31-Nov. 9. Nye Wilson.  
San Jose—Santa Clara Co. Fair Assn. Sept. 8-14. Wm. A. Straub.  
San Mateo—San Mateo Co. Fair Assn. Aug. 1-9. Wm. M. Wilson.  
Sonoma—Mother Lode Fair Assn. July 31-Aug. 3. Cecil B. Mathews.  
Stockton—San Joaquin Co. Fair Assn. Aug. 14-23. R. E. Walker.  
Susanville—Lassen Co. Fair & Livestock Show. Aug. 13-17. A. A. Jensen.  
Tulare—Tulare Co. Fair Assn. Sept. 18-21. A. J. Elliott.  
Tulelake—Tulelake-Butte Valley Fair Assn. Sept. 6-8. Wm. C. Whitaker.  
Turlock—Stanislaus Co. Fair Assn. Aug. 4-9. C. A. Rigsbee.  
Ukiah—Redwood Emoro Fair & Sports Show. Aug. 21-24. James Tocher.  
Ventura—Ventura Co. Fair Assn. Oct. 1-8. James P. Koenig.  
Victorville—San Bernardino Co. Fair Assn. Oct. 1-5. Oren Robertson.  
Watsonville—Santa Cruz Co. Fair Assn. Sept. 25-28. E. P. Johnson.  
Woodland—Yolo Co. Fair Assn. Aug. 15-17. Stuart B. Waite.  
Yreka—Siskiyou Co. Fair Assn. Aug. 15-17. E. B. Mathews.  
Yuba City—Yuba-Sutter Fair Assn. July 30-Aug. 3. Roy Welch.

### Colorado

Brighton—Adams Co. Fair & Rodeo Assn. Aug. 7-10. Norris Peterson.  
Brush—Morgan Co. Jr. Fair Assn. Aug. 12-14. Al Koenecke.  
Burlington—Kit Carson Co. Fair Assn. Aug. 21-23. Melvin Butterfield.

Bethlehem—Bethlehem Fair Soc. Sept. 6-7. Ann Skelte.  
Bridgewater—Bridgewater County Fair. Aug. 15-17. Winifred H. Stuart.  
Brooklyn—Brooklyn Fair. Aug. 22-24. Mrs. Milo Appley.  
Cheshire—Cheshire Fair Assn. Aug. 29-30. Mrs. M. Moore.  
Chester—Chester Fair Assn. Aug. 23-24. W. R. O'Sullivan, Jr.  
Columbia—Columbia Fair. Aug. 22-24. Ward Rosebrooks.  
Danbury—The Great Danbury State Fair. Sept. 27-Oct. 5. John W. Leahy.  
Durham—State Fair Farmers Fair. Aug. 1-2. Alan Chapman.  
Durham—Middlesex Co. 4-H Fair & Livestock Assn. Aug. 15-17. Barbara Graham.  
East Berlin—Berlin Fair. Oct. 3-5. Dale W. Johnson.  
East Hampton—Haddam Neck Fair. Aug. 31-Sept. 1. George Carlson.  
Fairfield—Greenfield Hill Grange Fair. Sept. 6. William T. Burr.  
Goshen—Goshen Agril. Soc. Inc. Aug. 30-Sept. 1. Lester McLaughlin.  
Grissold—Pachaug Community Fair. Aug. 9. Mrs. Mary Medbery.  
Guilford—Guilford Agril. Soc. Sept. 19-20. Marie E. Grissold.  
Haddam Neck—Haddam Neck Fair Assn. Aug. 31-Sept. 1. Leonard J. Selden.  
Harwinton—Harwinton Fair Assn. Oct. 4-5. Merle H. Plaskett.  
Hazardville—Union Agril. Soc. Sept. 24-25. D. Everett Neelans.  
Ledyard—Echo Grange Fair. Sept. 6. Fred Rosebrooks.  
Lyme—Hamburg Fair. Aug. 18. Mrs. Hazel Stark.  
Mansfield—Echo Grange Fair. Sept. 6. Fred Rosebrooks.  
Marlborough—Marlborough Grange Fair. Aug. 30-31. Mrs. Gladys E. Dancause.  
Meriden—Meriden Grange Fair. Sept. 19-20. Bertha B. Tinkham.  
Monrovia—Harmony Grange Fair. Sept. 5-6. Polly McKimney.  
Norwich—Norwich Grange Fair, Inc. Sept. 19-20. Mrs. L. P. Browning.  
North Haven—Hamden Grange Fair. Sept. 20. Mrs. Catherine Warner.  
North Haven—New Haven Co. 4-H Fair. Aug. 8-10. Janet Rubin.  
North Haven—North Haven Fair. Sept. 4-7. Harry Woodling.  
Preston—Preston City Fair Assn. Aug. 18. Winifred Troeger.  
Riverton—Riverton Fair Assn. Oct. 11-12. Grace D. Seyman.  
North Stonington—New London Co. 4-H Fair. Aug. 29-30. Corinne Larkham.  
Portland—Portland Agril. Fair. Sept. 20-21. Karl S. Newsum.  
Rocky Hill—Rocky Hill Grange Fair. Sept. 6. Mrs. Dorothy B. Herrick.  
South Glastonbury—Glastonbury Grange Fair. Oct. 11. Harry W. Hall.  
Southington—Southington Fair. Aug. 23-24. Ralph F. Ferrucci.  
South Woodstock—Woodstock Agril. Soc. Aug. 30-Sept. 1. Donald B. Williams.  
Stafford Springs—Stafford Fair, Inc. Oct. 2-5. C. D. Benton.  
Terryville—Terryville County Fair. Sept. 13-14. Frank Dzielski.  
Vernon—Tolland Co. 4-H Fair. Aug. 22-23. Dianne Brodeaux.  
Wallington—Wallington Grange Fair. Sept. 13. Flora E. Hough.  
Warren—Litchfield Co. 4-H Fair. Aug. 22-23. Ruby Harrison.  
Waterford—Cohazale Fair. Aug. 1-2. Walter J. Krauth.  
Wetherfield—Wetherfield Grange Fair. Sept. 13. Mrs. Ellen J. Andrews.  
Winchester—Center—Winchester Fair Assn. Aug. 9-10. Harriet M. Ramsey.  
Windor—Locks—Hartford Co. 4-H Fair. Aug. 22-24. Rosemarie Schnabel.  
Woodstock—Windham Co. 4-H Fair Assn. Aug. 9-10. Nancy Hart.

### Florida

Arcadia—DeSoto Co. Fair Assn. Jan. 13-17, 1959. W. Lile Woods.  
Brooksville—Hernando Co. Fair Assn. Nov. 11-15. H. J. Brinkley.  
Crestview—Okaloosa Co. Harvest Fair, Inc. Sept. 29-Oct. 4. H. A. King.  
DeFuniak Springs—Walton Co. Fair Assn. Nov. 3-8. H. O. Harrison.  
East Palatka—Putnam Co. Agril. Fair & Youth Show. Nov. 10-15. Hubert E. Maltby.  
Eustis—Lake Co. Fair & Flower Show. March 9-14, 1959. Karl Lehmann.  
Jacksonville—Greater Jacksonville Fair Assn. Nov. 13-22. Frank Winchell.  
Live Oak—Suwannee Co. Fair Assn. Oct. 20-25. Paul Crews.  
Marianna—Jackson Co. Fair & Livestock Expo. Oct. 13-18. Louie W. Seat, Sr.  
Orlando—Central Florida Fair Assn. Feb. 23-28, 1959. Crawford T. Bickford.  
Palatka—East Palatka—Putnam Agril. Fair & Youth Show. Nov. 10-15. Hubert E. Maltby.  
Palmetto—Manatee Co. Fair Assn. Jan. 26-31, 1959. Wm. M. Snyder, Sr.  
Pensacola—Pensacola Interstate Fair, Inc. Oct. 20-26. J. E. Frenkel.  
Tallahassee—North Florida Fair Assn. Oct. 28-Nov. 1. Lloyd Rhoden.  
Tampa—Florida State Fair — Gasparilla Assn. Inc. Feb. 3-14, 1959. J. C. Huskisson.  
Webster—Sumter All-Florida Breeders Show & Co. Fair, Inc. Nov. 5-8. O. M. Maines Jr.  
West Palm Beach—Palm Beach Co. Fair & Expo. Jan. 23-31, 1959. Wm. Lamar Allen.

### Georgia

Albany—Southwest Ga. Fair Assn. Oct. 25-Nov. 1. Marvin Lorig.  
Americus—Sumter Co. Fair Assn. Oct. 13-18. Hugh Christian.  
Athens—Athens Agril. Fair Assn. Oct. 13-18. F. H. Williams.  
Atlanta—Southeastern Fair. Oct. 2-11. E. L. Carteron.  
Augusta—Exchange Club Fair. Oct. 27-Nov. 1. Julie Evenson.  
Bainbridge—Flint River Expo. Oct. 20-25. Joe Chance.  
Blakely—Early Co. Fair Assn. Oct. 20-25. Chester Clardy.  
Brunswick—Exchange Club Fair. Oct. 20-25. W. A. Harrington.  
Carrollton—West Ga. Fair Assn. Sept. 10-15. Haskell Uphaw.  
Cartersville—Barstow Co. Fair Assn. Sept. 22-27. Vic Waldrop.  
Cochran—Bleckley Co. Fair Assn. Oct. 13-18. Billy Josely.  
Columbus—Chattahoochee Valley Expo. Oct. 13-18. Felix Jenkins.  
Conyers—Rockdale Co. American Legion Fair. Sept. 22-27. W. U. Bowen Jr.  
Cordele—Central Ga. Fair Assn. Oct. 20-25. L. H. Gilbert.  
Cumming—Forsyth Co. Fair Assn. Sept. 15-20. Mrs. Jo Mize.  
Dalton—North Georgia Fair Assn. Sept. 22-27. Burl Scoggins.

Decatur—DeKalb Harvest Festival. Sept. 15-30. Dr. C. C. Von Greppe.  
Douglas—Coffee Co. Fair Assn. Nov. 3-8. Chester Belota.  
Dublin—Oconee Fair Assn. Oct. 27-Nov. 1. D. N. Lewis.  
Elberton—Elberton Fair Assn. Sept. 6-13. Miss Laris Olark.  
Ellijay—Glimmer Co. Fair Assn. Aug. 25-30. Ray Bollick.  
Griffin—Spaulding Co. Fair Assn. Oct. 13-18. O. H. Weaver.  
Hahira—Hahira Community Fair. Oct. 13-18. C. P. Scruggs.  
Hartwell—Hart Co. Agril. Fair. Sept. 22-27. Lee E. Carter.  
Hiwassee—Ga. Mountain Fair. Aug. 11-16. E. N. Nicholson.  
Jackson—Butts Co. Fair Assn. Oct. 6-11. R. F. Armstrong.  
McDonough—Henry Co. Fair Assn. Sept. 29-Oct. 4. Chas. Roach.  
McRae—Ocmulgee Fair Assn. Oct. 6-11. G. W. Dopson.  
Macon—Georgia State Fair. Oct. 20-29. R. M. Wade.  
Manchester—Tri-County Fair Assn. Sept. 29-Oct. 4. Walby Griffith.  
Marietta—Cobb Co. Fair Assn. Sept. 15-20. J. H. Henderson.  
Metter—Candler Co. Fair Assn. Sept. 29-Oct. 4. L. O. Parker.  
Montezuma—Macon Co. Fair Assn. Oct. 6-11. Clarence Hair.  
Moultrie—Colquitt Co. Fair Assn. Oct. 6-12. Coy Dekle.  
Newnan—Newnan Kiwanis Club Fair. Sept. 22-27. Joe Carrasco Jr.  
Quitman—Brooks Co. Fair Assn. Oct. 13-18. Jerry Wilson.

### Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 9-13. Mrs. Ruth C. Hartkopf.  
Boise—Western Idaho State Fair. Aug. 26-30. Ambrose W. Johnson.  
Burley—Cassia Co. Fair & Rodeo. Aug. 21-23. Truman Bradley.  
Cambridge—Washington Co. Fair Assn. Aug. 22-24. Chet Jones.  
Coeur d'Alene—Kootenai Co. Fair. Sept. 11-14. Clyde H. Stranahan.  
Council—Adams Co. Fair Assn. Aug. 1-3. Fred M. Noll.  
Emmett—Gem Co. Fair & Rodeo. Aug. 15-16. Erling J. Johannesen.  
Filer—Twin Falls Co. Fair & Rodeo. Sept. 3-6. Thomas Parks.  
Gooding—Gooding Co. Fair & Rodeo. Aug. 14-16. Leluru W. Lucke.  
Grace—Caribou Co. Fair Assn. Aug. 7-9. Alice L. Smith.  
Homedale—Owyhee Co. Fair. Aug. 21-23. Edward F. Mink.  
Jerome—Jerome Co. Fair Assn. Aug. 21-23. Mrs. Eleanor G. Wiswall.  
Malad City—Oneida Fair Assn. Sept. 4-5. Wm. G. Evans.  
Montpelier—Bear Lake Co. Fair Assn. Aug. 28-30. Reed Hymes.  
New Plymouth—Payette Co. Fair Assn. Aug. 20-23. John E. Wagner.  
Nezperce—Lewis Co. Fair Assn. Sept. 25-27. Gordon Dailey.  
Oronito—Clearwater Co. Fair Assn. Sept. 19-21. Arlen N. Bruce.  
Rexburg—Madison Co. Fair. Sept. 2-3. Frank H. Jacobs.  
Ririe—Jefferson Co. Fair. Aug. 29-30. Carl M. Shauer.  
Salmon—Lemhi Co. Fair Assn. Sept. 4-8. Russell G. Hillman.  
Shoshone—Lincoln Co. Fair Assn. Aug. 29-30. Mrs. Joyce W. Bernard.  
Terreton—Mud Lake Fair & Rodeo. Aug. 22-23. Della Cope.  
Rome—Coosa Valley Exchange Fair. Sept. 22-27. Frank Near.  
Sandersville—Washington Co. Fair Assn. Sept. 29-Oct. 4. D. E. McMaster.  
Savannah—Coastal Empire Fair. Nov. 3-8. Wm. Schandolph.  
Springfield—Effingham Co. Fair Assn. Oct. 13-18. P. W. Clifton Jr.  
Swainsboro—Jameces' Emanuel Co. Fair. Oct. 6-11. Earl Varner.  
Sylvester—Worth Co. Fair Assn. Sept. 29-Oct. 3. J. D. Brown.  
Thomaston—West Central Ga. Fair. Oct. 6-11. Jim Hays.  
Thomasville—Thomasville Exchange Club Fair. Sept. 29-Oct. 4. F. Alex Crittenden Jr.  
Waycross—Okefenokee Fair. Nov. 4-9. Oscar McGowan.  
Winder—Lions' Club Barrow Co. Fair. Sept. 8-13. Clyde Doss.

### Illinois

Albion—Edwards Co. Fair Assn. Aug. 4-8. Paul G. Waite.  
Altamont—Effingham Co. Fair Assn. Aug. 2-7. Marvin Cohnmeyer.  
Anna—Union Co. Fair Assn. Aug. 18-22. Robert W. Brown.  
Belleville—St. Clair Co. Fair Assn. July 28-Aug. 3. George Gerken Sr.  
Belvidere—Boone Co. Fair Assn. Aug. 8-10. Mrs. Elizabeth Orr, Harvard.  
Benton—Franklin Co. Fair Assn. July 28-Aug. 1. Earl Doty.  
Bloomington—McLean Co. Fair Assn. Aug. 4-7. George Stoller.  
Bridgeport—Lawrence Co. Fair Assn. Aug. 18-22. P. E. Crowder.  
Cambridge—Henry Co. Fair Assn. Aug. 5-8. Mrs. Darlene Boberg.  
Carmi—White Co. Fair Assn. Aug. 11-15. Millage Carter.  
Charleston—Coles Co. Fair Assn. July 27-Aug. 2. Robert R. Blackford.  
Chicago—International Dairy Show. Oct. 6-11. W. E. Ogilvie.  
Chicago—International Livestock Expo. Nov. 28-Dec. 6. W. E. Ogilvie.  
Cullom—Livingston Co. Fair Assn. Aug. 22-23. Everett Sandusky.  
Danville—Vermilion Co. Fair Assn. July 30-Aug. 2. Robert Banks.  
Decatur—Macon Co. Fair Assn. July 28-31. H. W. Elliott.  
Du Quoin—Perry Co. Fair Assn. Aug. 24-Sept. 1. D. M. Hayes.  
East Moline—Rock Island Co. Fair Assn. Aug. 19-23. Wayne Feaster.  
Elizabeth—Jo Davies Co. Fair Assn. Aug. 6-8. Rayman J. Stauss.  
Fairbury—Livingston Co. Fair Assn. Aug. 19-23. Warren Wessels.  
Franklin Grove—Lee Co. Fair Assn. Sept. 12-14. LaVern S. Baker.  
Freeport—Stephenson Co. Fair Assn. Aug. 19-23. Mrs. C. O. Howard.  
Geneva—Kane Co. Fair Assn. July 30-Aug. 3. Merle Howard.  
Georgetown—Vermilion Co. Fair Assn. Aug. 17-23. Hubert Myers.  
Greenup—Cumberland Co. Fair Assn. Aug. 18-23. H. O. Ewart.  
Greenville—Bond Co. Fair Assn. Aug. 18-23. Mrs. Vincent Floyd.  
Hardin—Calhoun Co. Fair Assn. Sept. 26-28. Paul R. Durr.  
Havana—Mason Co. Fair Assn. July 30-Aug. 1. Max S. Tessier, Easton.  
Henry—Marshall-Putnam Co. Fair Assn. Aug. 26-29. R. H. Monier, Sparland.  
Highland—Madison Co. Fair Assn. July 30-Aug. 3. Alvin Schumacher.

### Connecticut

Berlin—Berlin Grange Fair. Sept. 12-13. Mrs. Howard Lamb, Connecticut.  
Bethel—Fairfield Co. 4-H Fair Assn. Aug. 15-17. Donna J. Wolfe.



Jacksonville-Morgan Co. Fair Assn. July 30-Aug. 2. Glen Spencer.  
 Kankakee-Kankakee Co. Fair Assn. Aug. 2-7. Eldon Sargeant.  
 Knoxville-Knox Co. Fair Assn. July 28-Aug. 2. W. L. Farris, Oakleburg.  
 Lincoln-Logan Co. Fair Assn. Aug. 2-7. Wilbur E. Layman.  
 Marion-Williamson Co. Fair Assn. Sept. 1-6. Clifford H. Guiley.  
 Marshall-Clark Co. Fair Assn. Aug. 3-8. Mrs. Norma Chene.  
 Mason-Grundy Co. Fair Assn. Aug. 27-Sept. 1. Wayne F. Carter.  
 McLeansboro-Hamilton Co. Fair Assn. Aug. 4-8. A. G. Foote.  
 Mendon-Adams Co. Fair Assn. Aug. 2-6. I. M. Brumback.  
 Mendota-LaSalle Co. Fair Assn. Aug. 29-Sept. 1. E. A. Lorack.  
 Milford-Iroquois Co. Agri. & 4-H Club Fair Assn. July 29-Aug. 1. Duane Crist.  
 Milledgeville-Carroll Co. Fair Assn. Aug. 6-10. Gene Littlewiler.  
 Monaca-Monaca Co. Dist. Fair. Sept. 4-7. Scott McLaughlin.  
 Morrison-Whiteside Co. Fair Assn. Aug. 13-16. H. T. Mathew.  
 Mount Sterling-Brown Co. Fair Assn. July 29-Aug. 1. Clyde Cuthforth, Timewell.  
 Nashville-Washington Co. Fair Assn. Aug. 11-15. Warren Morrison.  
 Odell-Livingston Co. Fair Assn. Aug. 26-27. James H. Summers.  
 Okawville-Okawville Agri. Fair Assn. Sept. 13-14. E. H. Fiedler.  
 Olney-Richland Co. Fair Assn. July 28-Aug. 2. Arol Preston.  
 Onondaga-Onondaga Co. Fair Assn. Aug. 30-Sept. 1. E. D. Landers.  
 Ottawa-LaSalle Co. Fair Assn. Aug. 5-7. Joe Temple.  
 Pana-Christian Co. Fair Assn. Aug. 28-Sept. 1. Wayne Hunter, Owaneco.  
 Peatonville-Winnebago Co. Fair Assn. Aug. 15-17. Wallace Belshaw.  
 Pekin-Tazewell Co. Fair Assn. July 30-Aug. 1. Harry R. Condon.  
 Peotone-Will Co. Fair Assn. Aug. 21-24. William H. Meyer.  
 Petersburg-Menard Co. Fair Assn. Aug. 18-22. Carl Lenz.  
 Pleasant Hill-Pike Co. Fair Assn. Aug. 19-23. J. L. Laughard.  
 Pontiac-Livingston Co. Fair Assn. Aug. 5-7. Guy K. Gee, Forrest.  
 Princeton-Bureau Co. Fair Assn. Aug. 20-23. J. Fred Baker.  
 Roseville-Warren Co. Fair Assn. Aug. 5-8. John Felt.  
 Sandwich-Sycamore Farmers Club Jr. Fair. Aug. 5-6. Robert Howey.  
 Sandwich-De Kalb Co. Fair Assn. Sept. 3-7. C. R. Brady.  
 Shelbyville-Shelby Co. Fair Assn. Aug. 4-7. Woodrow Donnell.  
 Shawneetown-Gallatin Co. Fair Assn. Sept. 8-12. Charles I. Oldham.  
 Springfield-Illinois State Fair. Aug. 8-17. J. Ralph Peak.  
 Sullivan-Moultrie Co. Fair Assn. Aug. 1-2. Paul M. Krows.  
 Sycamore-De Kalb Co. Fair Assn. Aug. 5-6. Robert Howey.  
 Virginia-Cass Co. Fair Assn. Aug. 20-23. Leland Sweetman.  
 Warren-Jo Daviess Co. Fair Assn. Aug. 14-17. Charles W. Bartell.  
 Waterloo-Monroe Co. Fair Assn. Aug. 21-23. Edgar Amrine.  
 Wheaton-DuPage Co. Fair Assn. Aug. 1-3. William Hills.  
 Winchester-Scott Co. 4-H & Jr. Agri. Assn. Aug. 6. C. Warren Breeding.  
 Woodstock-McHenry Co. Fair Assn. July 31-Aug. 3. Mrs. Grace Helsler.  
 Wyoming-Stark Co. Jr. Fair. July 31-Aug. 1. Glenn Garvin.

## Indiana

Alexandria-Madison Co. 4-H Fair Assn. Aug. 5-8. Fred A. Wright.  
 Argos-Marshall Co. 4-H Fair Assn. Aug. 5-9. Otto H. Gates.  
 Auburn-De Kalb Co. Free Fall Fair. Sept. 23-27. Ralph Wible.  
 Aurora-Aurora Farmers Fair. Oct. 2-4. Robert Wright.  
 Blackwell-Knox Co. Farm Fair Assn. Aug. 4-8. Owen D. Scott.  
 Bloomington-Monroe Co. Fair Assn. Aug. 5-9. Robert W. Eberhart.  
 Bluffton-Bluffton Free Street Fair Assn. Sept. 16-20. Herman W. Myers.  
 Boswell-Benton Co. Fair Assn. Aug. 18-21. Lendall Lowman.  
 Bourbon-Bourbon Fair Assn. Sept. 9-13. Wayne Metheny.  
 Brazil-Olay Co. Agri. Soc. Aug. 6-9. R. D. McHargue.  
 Brookville-Franklin Co. 4-H Agri. Assn. July 28-Aug. 1. Mrs. Ray Selter.  
 Brownstown-Jackson Co. Fair Assn. Aug. 3-9. Edgar Hackman.  
 Cannellton-Perry Co. 4-H Fair Assn. Aug. 6-9. Mrs. Norman Gayer.  
 Centerville-Wayne Co. 4-H Fair Assn. Aug. 3-8. Mrs. Marion Kitchel.  
 Columbia City-Whitley Co. 4-H Clubs, Inc. Aug. 19-21. Mrs. Kenneth Nix.  
 Connersville-Fayette Co. Free Fair. Aug. 10-15. J. W. Funk.  
 Converse-Miami Co. Agri. Assn. Aug. 6-9. G. Knox.  
 Corydon-Harrison Co. Agri. Soc. Aug. 18-23. Harry Hurst.  
 Covington-Fountain Co. 4-H Club Fair. Aug. 4-7. Mrs. Earl Cunningham.  
 Crown Point-Lake Co. Central States Fair. Aug. 17-23. Don Powers.  
 Danville-Hendricks Co. 4-H & Agri. Fair Assn. July 31-Aug. 2. J. J. Robert Leak.  
 Denver-Denver Fall Festival. Aug. 27-30. Mrs. H. Cover.  
 Ellettsville-Monroe Co.-Ellettsville Fall Festival. Sept. 11-13. Bernice Baird.  
 Elmore-Davies Co. Fair, Inc. July 28-Aug. 2. Mrs. Ruby Pelham.  
 Evansville-Scott Vanderburgh Fair Assn. Aug. 6-8. Mrs. Albert Schwiersch.  
 Flora-Carroll Co. 4-H Exhibit. Assn. July 28-Aug. 2. Harold R. Berry.  
 Fort Wayne-Allen Co. 4-H Clubs, Inc. Aug. 5-7. Mrs. Esther Salomon.  
 Frankfort-Clinton Co. Fair, Inc. Aug. 18-23. John Scheldier.  
 Franklin-Johnson Co. 4-H Agri. Fair Assn. July 28-Aug. 2. James Hixson.  
 Goshen-Elkhart Co. 4-H & Agri. Expo. Aug. 11-16. R. C. Stangland.  
 Greencastle-Putnam Co. Fair & 4-H Club Assn. Aug. 4-9. Tom Hendricks.  
 Greensburg-DeWitt Co. Fair Assn. Aug. 11-15. Mrs. Shonnette.  
 Greenfield-Hancock Co. 4-H Club Agri. Assn. Aug. 4-8. Mrs. Julius Kleins.  
 Greentown-Howard Co. 4-H Fair. July 29-Aug. 2. Gene Pickett.  
 Hamlet-Stark Co. 4-H Fair. July 28-Aug. 2. Tom Bell.  
 Hartford City-Blackford Co. 4-H Fair. Aug. 18-23. Glenn Schwarzkopf.  
 Huntington-Dubois Co. Fair Assn. July 27-Aug. 1. K. R. Ruttkar.  
 Huntington-VFW Homecoming & Street Fair. July 28-Aug. 2. Floyd Althouse.  
 Indianapolis-Indiana State Fair. Aug. 27-Sept. 4. Earl J. Bailey.

Kendallville-Noble Co. Fair Assn. Aug. 11-16. Clinton S. Rimmel.  
 Kentland-Newton Co. Fair Assn. Aug. 4-8. John M. Connell.  
 Lafayette-Tipppecanoe Co. 4-H Exhibit Assn. 11-14. Sarah Jane Norris.  
 Lagrange-Lagrange Co. 4-H Club Assn. Aug. 4-7. Mrs. Harold Boyce.  
 La Porte-La Porte Co. Fair Assn. Aug. 11-16. Bob Morse.  
 Lawrenceburg-Deaeborn Co. Fair, Inc. July 21-26. Don C. Stinson.  
 Lyons-Lyons Community Fair. Aug. 26-30. A. F. Foster.  
 Marion-Grant Co. Fair Assn. Aug. 11-16. Guy Harris.  
 Martinsville-Morgan Co. Fair & 4-H Assn. Aug. 11-15. W. J. Hardy.  
 Monticello-White Co. Agri. Assn. Aug. 5-8. Audrey Zarse.  
 Muncie-Delaware Co. Fair. July 26-Aug. 3. Ray Brookman.  
 New Albany-Floyd Co. 4-H Fair. Aug. 5-8. Paul Schulz.  
 New Castle-Henry Co. 4-H Fair. Aug. 5-8. Frank Schuler.  
 Osgood-Ripley Co. Agri. Assn. July 27-Aug. 2. Rollin Crum.  
 Peru-Miami Co. 4-H Fair & Livestock Show Assn. July 27-Aug. 2. Donald T. Creek.  
 Portland-Jay Co. Fair Assn. Aug. 3-8. Mrs. Forrest Elliott.  
 Princeton-Gibson Co. Fair Assn. Aug. 10-16. L. H. Caniff.  
 Rensselaer-Jasper Co. Fair Assn. Aug. 12-16. Cecil D. Sutton.  
 Reynolds-White Co. Agri. Assn. Aug. 5-8. Audrey Zarse.  
 Rochester-Fulton Co. 4-H Fair Assn. Aug. 4-9. L. R. Churchill.  
 Rockville-Parke Co. Fair Assn. Aug. 11-16. George Schwin Jr.  
 Rushville-Rush Co. Agri. Assn. July 28-Aug. 1. Harold Clifton Jr.  
 Salem-Washington Co. Farmers & Merchants Fair Assn. Aug. 11-16. Murril Meadows.  
 Scottsburg-Scott Co. Fair, Inc. July 28-Aug. 1. J. T. West.  
 Shelbyville-Shelby Co. Fair Assn. Aug. 2-8. Glenn V. Bass.  
 South Bend-St. Joseph Co. 4-H Fair, Inc. Aug. 5-9. Geo. Frough.  
 Spencer-Owen Co. Fair Assn. Aug. 18-23. Ralph Ketcham.  
 Terre Haute-Wabash Valley Fair Assn. Aug. 10-17. William A. Niemeyer.  
 Valparaiso-Porter Agri. Soc. Aug. 5-9. Tom Womack.  
 Wabash-Wabash Co. 4-H Fair Assn. Aug. 11-16. Dale J. Miller.  
 Warsaw-Kosciusko Co. Fair Assn. Aug. 4-9. Henry Butler.  
 Williamsport-Warren Co. 4-H Club Fair, Inc. Aug. 11-15. Mrs. Norman Helman.  
 Winamac-Pulaski Co. 4-H Fair Assn. Aug. 12-16. Mrs. Robert Lizenby.  
 Winchester-Randolph Co. 4-H Club Show. Aug. 5-8. Mrs. Wayne McGuire.

## Iowa

Adel-Dallas Co. Fair Assn. Aug. 12-15. J. Dwight Brown.  
 Anson-Union Co. Fair Assn. Aug. 12-15. L. E. Riley.  
 Albia-Monroe Co. 4-H Fair Assn. Aug. 3-7. Lester Poole.  
 Algona-Kossuth Co. Fair Assn. Aug. 12-15. L. W. Nitchals.  
 Allison-Butler Co. Fair Assn. July 31-Aug. 4. Charles J. Miller.  
 Alta-Buena Vista Co. Fair Assn. Aug. 4-7. G. A. Soderquist.  
 Atlantic-Cass Co. 4-H & F.F.A. Fair Assn. Aug. 4-8. Wayne Flick.  
 Audubon-Audubon Co. Fair Assn. Aug. 18-22. D. C. Perley.  
 Avoca-Pottawattamie Co. Fair Assn. July 28-31. James Tschertter.  
 Bedford-Taylor Co. Fair Assn. July 30-Aug. 2. Guy Miller.  
 Bloomfield-Davis Co. Fair Assn. Aug. 12-15. L. O. Jenkins.  
 Boone-Boone Co. Fair Assn. Aug. 11-14. T. N. Nelson.  
 Britt-Hancock Co. Jr. Fair Assn. Aug. 12-15. Mitchell Bock, Klemme.  
 Burlington-Burlington Hawkeye Fair Assn. Aug. 4-8. Wallace Rayer, 1923 River St.  
 Cedar Rapids-All-Iowa Fair. Aug. 11-17. Andrew C. Hanson, Mgr.  
 Centerville-Appanoose Co. Fair Assn. Aug. 5-8. Carl G. Roby.  
 Central City-Linn Co. Fair Assn. Aug. 1-3. T. W. Lewis.  
 Charles City-Floyd Co. Fair Assn. Aug. 11-15. Harold L. Friedrich, 206 4th St.  
 Cherokee-Cherokee Co. Fair Assn. Aug. 14-16. Sherman Peirson.  
 Clarinda-Page Co. Fair Assn. Aug. 15-18. Ole Wibholm.  
 Colfax-Jasper Co. 4-H & F.F.A. Fair Assn. Aug. 11-14. Mrs. Fred Jensma, Monroe.  
 Columbus Junction-Louisa Co. Fair Assn. Aug. 11-14. Clyde Crawford.  
 Coon Rapids-Four Co. Fair Assn. July 27-30. M. D. Peterson.  
 Cornling-Adams Co. Fair Assn. Aug. 10-14. Ray Reese.  
 Corydon-Wayne Co. Fair Assn. July 30-Aug. 2. Ronald F. Johnson, Humeston.  
 Council Bluffs-West Pottawattamie Co. Fair Assn. Aug. 12-16. Ed Fisher, Neola.  
 Cresco-Howard Co. Fair Assn. Aug. 21-24. Ralph Fitzgerald.  
 Davenport-Mississippi Valley Fair Assn. Aug. 10-17. Harvey Hoffman.  
 Decorah-Winneshiek Co. Fair Assn. Aug. 14-17. Leon R. Brown, Cresco.  
 Denison-Crawford Co. Fair Assn. Aug. 11-14. J. M. Wansing.  
 Des Moines-Iowa State Fair. Aug. 22-31. L. B. Cunningham.  
 Des Moines-Polk Co. 4-H Fair Assn. Aug. 5-7. Elmer A. Weir, 1200 E. Euclid.  
 DeWitt-Clinton Co. 4-H Fair Assn. Aug. 4-8. Jimmy Miller.  
 Donnellson-Lee Co. Fair Assn. July 29-Aug. 2. C. L. Redfern.  
 Dubuque-Dubuque Co. Fair Assn. Aug. 14-17. Clem Welsh, Rt. 3.  
 Eagle Grove-Eagle Grove Dist. Jr. Fair Assn. Aug. 18-20. Arthur S. Jenkins.  
 Eldon-Wapello Co. Fair Assn. Aug. 18-21. L. W. Hall.  
 Eldora-Hardin Co. Fair Assn. Aug. 11-18. George E. Janesen.  
 Elkader-Elkader Fair Assn. Aug. 25-28. Edward A. Burlingame, Jr.  
 Emmetsburg-Palo Alto Co. Fair Assn. Aug. 11-13. Andrew Vanderveide.  
 Estherville-Emmett Co. Fair Assn. Aug. 4-7. Robert G. Bekley.  
 Fairfield-Jefferson Co. Jr. Fair Assn. Aug. 11-14. Henry McCleary, Packwood.  
 Gladbrook-Tama Co. Fair Assn. Aug. 6-9. Gress Rogers, Toledo.  
 Greenfield-Adair Co. Fair Assn. Aug. 4-7. Robert B. McDowall.  
 Grinnell-Poweshiek Co. 4-H & F.F.A. Fair Assn. Aug. 4-7. Kay A. Connelly.  
 Grundy Center-Grundy Co. Fair Assn. Aug. 4-7. Dale Mossman.

Guthrie Center-Guthrie Co. Fair Assn. Sept. 2-6. G. W. Prince.  
 Hampton-Franklin Co. Fair Assn. Aug. 18-20. Kenneth Showalter.  
 Harlan-Shelby Co. Fair Assn. Aug. 5-7. Harold Swezey.  
 Humboldt-Humboldt Co. Fair Assn. Aug. 18-21. Jean M. Kieve.  
 Ida Grove-Ida Co. Fair Assn. Aug. 10-13. Abel Peters.  
 Independence-Euchanan Co. Fair Assn. Aug. 6-8. Alva M. Norton.  
 Indianola-Warren Co. Fair Assn. Aug. 6-9. Lewis Johnson.  
 Iowa City-Johnson Co. 4-H Fair Assn. Aug. 4-8. H. J. Montgomery, Box 228.  
 Jefferson-Greene Co. Fair Assn. Aug. 10-14. Paul Meera.  
 Keosauqua-Van Buren Co. Fair Assn. Aug. 5-8. X. Arthur J. Secor.  
 Knoxville-Marion Co. Fair Assn. Aug. 4-9. M. A. Traber.  
 LeMars-Plymouth Co. Fair Assn. Aug. 18-20. Albie A. Pierson.  
 Leon-Decatur Co. 4-H Fair Assn. July 28-31. Harold Flanagan.  
 Malvern-Mills Co. Fair Assn. Aug. 7-10. Lewis Knop.  
 Manchester-Delaware Co. Fair Assn. Aug. 5-8. Truman Ingels.  
 Manson-Calhoun Co. Fair Assn. Aug. 1-3. William Partlow.  
 Maquoketa-Jackson Co. Fair Assn. Aug. 7-10. Kenneth Ehlinger.  
 Marengo-Iowa Co. Fair Assn. Aug. 6-9. Robert W. Higgins.  
 Marshalltown-Central Iowa Fair Assn. Aug. 16-19. Wendell L. Collins.  
 Mason City-North Iowa Fair. Aug. 5-10. Hans Henriksen.  
 Missouri Valley-Harrison Co. Fair Assn. Aug. 3-6. Mrs. Kathryn Risney.  
 Monticello-Great Jones Co. Fair Assn. Aug. 19-23. Claude Appleby.  
 Mount Airy-Ringgold Co. Fair Assn. Aug. 13-16. W. T. Timby.  
 Moville-Woodbury Co. Fair Assn. Sept. 20-23. Wm. McElrath.  
 Nashua-Big Four Fair Assn. Aug. 14-17. Darrell Wegand.  
 National-Clayton Co. Fair Assn. Aug. 8-11. Arthur W. Seeland, Froelich.  
 Nevada-Story Co. 4-H Fair Assn. Aug. 10-13. Glenn Randau, Ames.  
 Northwood-Worth Co. Fair Assn. Aug. 10-13. Clifford Tenold.  
 Onawa-Monaha Co. Fair Assn. Aug. 17-20. Chas. W. Ross.  
 Osage-Mitchell Co. Fair Assn. Aug. 22-25. Fred B. Hanson.  
 Osceola-Clarke Co. 4-H Fair Assn. Aug. 12-15. Richard Ford.  
 Oskaloosa-Southern Iowa Fair Assn. Aug. 6-9. Lucille Hanna.

Pocahontas-Pocahontas Co. 4-H Fair Assn. Aug. 4-7. June Ryon.  
 Postville-Big 4 Fair Assn. Aug. 29-Sept. 1. Chas. Hoth.  
 Primghar-O'Brien Co. Fair Assn. Aug. 12-14. John H. Longstreet.  
 Red Oak-Montgomery Co. Fair Assn. Aug. 4-7. R. E. Cleveland.  
 Rock Rapids-Greater Lyon Co. Fair Assn. Aug. 7-10. Jack Spittler.  
 Rookwell City-Calhoun Co. Fair Assn. Aug. 15-17. Wayne D. Gidel.  
 Sac City-Sao Co. Fair Assn. Aug. 17-20. Ray Delbert.  
 Sidney-Fremont Co. Fair Assn. Aug. 5-8. Corby Fichter, Jr. Randolph.  
 Sioux Center-Sioux Co. Youth Fair Assn. Aug. 12-14. M. E. Eldridge, Orange City.  
 Spence-Clay Co. Fair Assn. Sept. 8-13. William Woods.  
 Spirit Lake-Dickinson Co. 4-H & F.F.A. Fair Assn. Aug. 13-15. L. E. Hendricks.  
 Thompson-Winneshiek Co. Jr. Fair Assn. July 31-Aug. 4. Edgar Scherlick.  
 Tipton-Cedar Co. Fair Assn. Aug. 18-21. Eugene R. Moore.  
 Vinton-Benton Co. Fair Assn. Aug. 4-7. K. B. Spaulding.  
 Washington-Township Park Fair Assn. Aug. 5-8. M. M. Orris.  
 Waterloo-Iowa 4-H Club Dairy Cattle Congress. Sept. 27-Oct. 4. E. S. Estel.  
 Waukon-Allamakee Co. Fair Assn. Aug. 8-10. Joe Deeney.  
 Waverly-Bremer Co. 4-H Fair Assn. Aug. 5-8. Gordon Shipman, Shell Rock.  
 Webster City-Hamilton Co. Fair Assn. Aug. 12-17. R. B. Douglas.  
 West Liberty-West Liberty Fair Assn. Aug. 17-20. Kenneth L. Jehle.  
 West Union-Fayette Co. Fair Assn. Aug. 19-22. E. T. Alcorn.  
 What Cheer-Keokuk Co. Fair Assn. Aug. 1-3. Tom Baxter.  
 Winterset-Madison Co. Fair Assn. Aug. 12-15. J. Earl Graves.

## Kansas

Abilene-Dickinson Co.-Central Kansas Fair Assn. Aug. 18-22. Clyde N. Quick.  
 Alma-Wabaunsee Co. Fair Assn. Aug. 20-23. Norman Winkler.  
 Auburn-Shawnee Co.-Auburn Gr. Fair Assn. Oct. 3-4. Mrs. Irene Brobst.  
 Belleville-Republic Co.-N. C. Kansas Fair Assn. Aug. 28-29.  
 Beloit-Mitchell Co. Fair Assn. Aug. 25-27. Blue Rapids-Marshall Co. Stock Show & Fair Assn. Aug. 27-30. Mrs. R. D. Riegle.  
 Burlington-Coffey Co. Agri. Fair Assn. Sept. 2-5. Paul J. Shepp.  
 Burden-Eastern Cowley Co. Fair Assn. Aug. 13-15.  
 Caldwell-Sumner Co. Fair Assn. Sept. 4-6. Merle Gile.

Canton-McPherson Co. Fair Assn. Aug. 21-23. Dorothy B. Sebring.  
 Cheney-Sedwick Co. Fair Assn. Aug. 28-30. Frank Ryniker.  
 Cimarron-Gray Co. Free Fair. Aug. 20-22. Ralph Fry.  
 Clay Center-Clay Co. Free Fair. Aug. 26-27. Glenn Romig.  
 Coffeyville-Montgomery Co. Fair Assn. Aug. 26-31. Lawrence M. Smith.  
 Colby-Thomas Co. Free Fair Assn. Aug. 12-15. Glenn Crabb.  
 Columbus-Cherokee Co. Am. Legion Fair Assn. Sept. 1-8. Joe W. Cook.  
 Cottonwood Falls-Chase Co. Fair Assn. Aug. 26-28. Elmore G. Stout.  
 Council Grove-Morris Co. Fair Assn. Aug. 20-22. Warner Harris.  
 Dighton-Lane Co. Free Fair. Aug. 6-8. Elmer Bryant.  
 Dodge City-Ford Co. Great S. W. Fair Assn. Aug. 27-30. Rod H. Simpson.  
 Effingham-Atchison Co. Fair Assn. Aug. 18-22. Roy D. Morgan.  
 El Dorado-Butler Co. Fair Assn. Aug. 19-22. P. A. Reder.  
 Emporia-Lyon Co. Fair Assn. Aug. 19-23. Leon Austenfeld.  
 Erie-Neosho Co. Fair Assn. Aug. 22-25. Ivan Green.  
 Eureka-Greenwood Co. Fair Assn. Aug. 27-31. L. E. Hawthorne.  
 Fort Scott-Bourbon Co. Fair Assn. Aug. 5-8. F. E. Myers.  
 Fredonia-Wilson Co. Fair Assn. Aug. 14-16. Charles Parker.  
 Garden City-Finney Co. Free Fair Assn. Aug. 26-28. Hoy B. Eling.  
 Gardner-Johnson Co. Free Fair Assn. Aug. 28-30. Shelby Jones.  
 Garnett-Anderson Co. Fair Assn. Aug. 27-29. K. O. Knouse.  
 Girard-Crawford Co. Fair Assn. Aug. 4-7. Marvin Green.  
 Glasco-Cloud Co. Fair Assn. Aug. 21-23. Mrs. Olive Cramer.  
 Goodland-Sherman Co. N. W. Fair Assn. Aug. 19-23. L. D. Morgan.  
 Hardtner-Barber Co. Fair Assn. Aug. 11-13. David Hada.  
 Harper-Harper Co. Agri. Fair Assn. Aug. 21-23. R. E. Zimmerman.  
 Herington-Herington Tri-Co. 4-H Free Fair. Aug. 6-9. John W. Gehrke.  
 Hill City-Graham Co. Fair Assn. Aug. 6-7. Ralph Bethell.  
 Hillsboro-Marion Co. Fair Assn. Aug. 20-29. C. P. Ashcraft.  
 Holton-Jackson Co. Fair Assn. Aug. 18-20. Orvis Blossom.  
 Horton-Tri-Co. Fair Assn. Aug. 28-30. Jules A. Bourquin.  
 Howard-Elk-Howard Co. Fair Assn. Aug. 6-8. Noel Mullendore.

# New "Wonder Attraction" Is Making History!

**SHATTERING ALL PROFIT RECORDS IN AMUSEMENT PARKS! FAIRS! CARNIVALS! ARCADES! BOWLING ALLEYS! KIDDIS PARKS!**

## Commands Machine Gun

Quality Engineering Features Never Before Built Into Any Gun

- SELF CONTAINED... ELECTRICALLY OPERATED... No Troublesome Exterior Compressors or Air Hoses
- Steel Ball Cleaner Insures Dirt Free Operation... Reusable for Thousands of Plays!
- Hopper in Gun Holds 8,000 Rounds of Steel Balls! Pour-in thru Top of Gun! No Cartridge Loading!
- Takes Only Seconds to Reach and Service Any Part of the Merchandise!
- Adjustable to Shoot From 130 to 525 Shots Per Sec. - 10¢ - 25¢ Coin! Coin Chute is Part of the Gun!
- New type gun sight for greater accuracy and ease in sighting! The Safest Gun Ever Manufactured!

Big Money Making Opportunities For Large and Small Investors!

Now after two years of "on location tests" we are in a position to show you proof of profit making potentials that would stifle even the most conservative business man. No unusual locations necessary. Records indicate that a setup of 5 Commands Machine Guns in a fair location can gross enough in the first year to pay back the original investment.

Write us for full particulars, we will be happy to furnish you complete information. Write Attention Dept. C.

395	395	395
125	125	125
325	240	240
245	245	245
25	25	25
50	50	50
65	65	65

Chicago Dynamic  
1725 W. DIVERSEY BLVD.  
J. Mc  
(Phone: )



<p>Morie-Sheridan Co. Free Fair Assn. July 31-Aug. 1. Mrs. Piery Shae.</p> <p>Mutobinson-Kansas State Fair. Sept. 13-18. Virgil Miller.</p> <p>Iola-Allen Co. Agrl. Assn. Aug. 20-23. Ralph E. Smith.</p> <p>Johnson-Stanton Co. 4-H Fair Assn. Aug. 18-20.</p> <p>Kansas City-Wyandotte Co. Fair Assn. Aug. 18-20. Harry Klemmner.</p> <p>Kincaid-Kincaid Farmers Free Fair Assn. Sept. 19-20. David L. Bocher.</p> <p>Kingsman-Kingsman Co. Fair Assn. Aug. 19-21. C. W. Sloan.</p> <p>La Crosse-Rush Co. Agrl. Fair Assn. Aug. 11-13. Harold Rife.</p> <p>Lane-Lane Franklin Co. Fair Assn. Aug. 15-16. Dean Kennedy.</p> <p>Lawrence-Douglas Co. Free Fair Assn. Aug. 14-15. Max Bahnmaler.</p> <p>Liberal-Seward Co. 5 State Fair Assn. Aug. 27-Sept. 1. Charles E. Kulow.</p> <p>Lindsborg-McPherson-Lindsborg Fair Assn. Oct. 7-8. S. E. Dahlsten.</p> <p>Longton-Elk Co. Fair Assn. Aug. 28-31. Bert Speer.</p> <p>Minneapolis-Ottawa Co. Fair Assn. Aug. 13-18. Lloyd Farrington.</p> <p>Mound City-Linn Co. Fair Assn. Aug. 20-23. John H. Morse.</p> <p>Neodesha-Neodesha Hort. &amp; Agrl. Fair. Aug. 15-18. Carl L. Lovett.</p> <p>Ness City-Ness Co. Free Fair Assn. Aug. 14-16. Clyde Strobel.</p> <p>Newton-Harvey Co. Fair Assn. Aug. 19-22. R. D. Roberts.</p> <p>Norton-Norton Co. Agrl. Assn. Aug. 11-15. A. J. Danielson.</p> <p>Oberlin-Deatur Co. Fair Assn. Aug. 4-8. E. R. Woodward.</p> <p>Osage City-Osage Co. Fair Assn. Aug. 20-22. Floyd T. Hepworth.</p> <p>Osborne-Osborne Co. Fair Assn. Aug. 13-16. Irene Welker.</p> <p>Oswego-Labette Co. Fair Assn. July 30-Aug. 2. Merrill W. Christy.</p> <p>Ottawa-Franklin Co. Agrl. Assn. Aug. 27-29. Glen A. Hayward.</p> <p>Overbrook-Overbrook-Osage Co. Fair Assn. Aug. 7-9. Gerald Coffman.</p> <p>Paola-Miami Co. Fair Assn. Aug. 11-13. Alfred E. Rockers.</p> <p>Pratt-Pratt Co. Fair Assn. July 31-Aug. 20.</p> <p>Richland-Richland Fair Assn. Aug. 21-23. Thomas Hoffman.</p> <p>Richmond-Franklin Co. Richmond Fair Assn. Aug. 18-20. John H. Rockers.</p> <p>St. Francis-Cheyenne Co. Fair Assn. Aug. 26-29. Harold D. Shull.</p> <p>Salina-Salina Co. Fair Assn. Aug. 26-29. Albert Freese.</p> <p>Scott City-Scott Co. Fair Assn. Aug. 13-14. Verle V. Ohmart.</p> <p>Sedan-Chautauque Co. Free Fair Assn. Sept. 11-13. Gerald Caldwell.</p> <p>Seneca-Nemaha Co. Agrl. Fair. Aug. 14-18. Kenneth Winterscheidt.</p> <p>Sharon Springs-Wallace Co. Fair Assn. July 31-Aug. 2. Ray Mann.</p> <p>Smith Center-Smith Co. Fair Assn. Aug. 18-21. Ray Carpenter.</p> <p>South Haven-Summer Co. S. Haven Fair Assn. Aug. 29-30. M. O. Heizer.</p> <p>Stafford-Stafford Co. Fair Assn. Aug. 14-16. Arthur B. Harzman.</p> <p>Stockton-Rooks Co. Free Fair Assn. Aug. 18-22. George F. Ostomeyer.</p>	<p>Syracuse-Hamilton Co. Fair Assn. Aug. 18-20. John E. Tracy.</p> <p>Thayer-Thayer Homecoming Picnic &amp; Fair. Sept. 1-5. M. M. Minnie.</p> <p>Tonganoxie-Leavenworth Co. Fair Assn. Aug. 27-29. J. M. Nelbarger.</p> <p>Topeka-Kansas Free Fair Assn. Sept. 6-11. Maurice Fager.</p> <p>Triune-Greeley Co. Fair Assn. Aug. 7-9. Wm. V. Dixon Jr.</p> <p>Ulysses-Grant Co. Free Fair Assn. Aug. 21-23. Marshall P. Walker.</p> <p>Wakefield-Clay Co. Ins. &amp; Fair Assn. Sept. 24-27. Dale Newell.</p> <p>Washington-Washington Co. Fair Assn. Sept. 4-6. Bert Chapin.</p> <p>Westmore-Nemaha Co. Free Fair Assn. Aug. 6-8. Hubert C. Suther.</p> <p>Winfield-Cowley Co. Agrl. Fair Assn. Aug. 26-28. Carl S. O'Neill.</p> <p>Yates Center-Woodson Co. Fair Assn. Aug. 4-8. Mrs. Mary M. Reid.</p>	<p>Alexandria-Alexandria Fair Assn. Aug. 30-Sept. 1.</p> <p>Beattyville-Lee Co. Fair Assn. Sept. 22-26. Clarence Watkins.</p> <p>Booneville-Owsley Co. Fair Assn. Sept. 18-20. Fred W. Gabbard.</p> <p>Bowling Green-Southern Ky. Fair Assn. Aug. 5-9. Fred Claack.</p> <p>Broadhead-Broadhead Little World's Fair. Aug. 18-23. Eddie Hurt.</p> <p>Burlington-Boone Co. Fair Assn. Aug. 21-23.</p> <p>Burkesville-Cumberland Co. Fair Assn. Aug. 27-30. Dr. Joseph Schickel.</p> <p>Cadiz-Trigg Co. Fair Assn. July 30-Aug. 2.</p> <p>Calhoun-McLean Co. Fair Assn. Sept. 4-6.</p> <p>Campbellville-Taylor Co. Fair Assn. Aug. 11-16. Wm. M. Munford Jr.</p> <p>Campton-Wolfe Co. Fair Assn. Sept. 8-13. Hays Pisman.</p> <p>Carrollton-Carroll Co. Fair Assn. Aug. 6-9. Paul H. Williamson.</p> <p>Columbia-Adair Co. Fair Assn. July 30-Aug. 2. Ples Grimsley.</p> <p>Dry Ridge-Grant Co. Fair Assn. July 30-Aug. 2.</p> <p>Edmonton-Metcalfe Co. Fair Assn. Aug. 13-16.</p> <p>Eminence-Henry Co. Fair Assn. Aug. 21-23. William A. McKay.</p> <p>Falmouth-Falmouth Fair. Aug. 13-16.</p> <p>Franklin-Simpson Co. Fair Assn. Sept. 24-27.</p> <p>Georgetown-Scott Co. Fair Assn. Aug. 13-15. W. E. James.</p> <p>Germantown-Germantown Fair Assn. Aug. 5-9. R. K. Asbury.</p> <p>Greenup-Greenup Co. Fair Assn. Sept. 10-13. Mrs. Agnes Miller.</p> <p>Hardinsburg-Breckenridge Co. Fair Assn. Sept. 25-27.</p> <p>Hartford-Ohio Co. Fair Assn. Aug. 30-Sept. 1. J. R. Russell.</p> <p>Hodgenville-Larue Co. Fair Assn. Aug. 19-24.</p> <p>Hopkinsville-Pennyroyal Fair Assn. Aug. 4-9. Thomas Wade.</p> <p>Jeffersonville-Jefferson Co. Fair Assn. Aug. 14-16.</p> <p>LaGrange-Oldham Co. Fair Assn. Aug. 27-30. Mrs. John H. Helok.</p>	<p>Leitchfield-Grayson Co. Fair Assn. July 30-Aug. 2.</p> <p>Louisville-Kentucky State Fair. Sept. 4-13. H. Clyde Reeves.</p> <p>Madisonville-Hopkins Co. Fair &amp; Assn. Aug. 26-30.</p> <p>Munfordville-Hart Co. Fair Assn. Sept. 1-6. Andrew Bird.</p> <p>Owingsville-Bath Co. Fair Assn. Aug. 20-23.</p> <p>Prestonburg-Floyd Co. Fair Assn. Oct. 1-4.</p> <p>Providence-Webster Co. Fair Assn. Aug. 13-16. O. J. Herron.</p> <p>Richmond-Mallison Co. Fair Assn. Aug. 7-9. H. E. Richardson.</p> <p>Russell Springs-Russell Co. Fair Assn. Aug. 6-8. L. E. Wilson.</p> <p>Russellville-Logan Co. Fair Assn. Aug. 25-30. Jack Stengel.</p> <p>Tompkinsville-Monroe Co. Fair Assn. Aug. 20-23. A. W. Brogdon.</p> <p>Vanebo-Lewis Co. School &amp; Agrl. Fair. Sept. 18-20. David Timmer.</p> <p>Verda-Verda Fair Assn. Aug. 19-23. Chester Smith.</p> <p>Versailles-Woodford Co. Fair Assn. Aug. 2. Mrs. Garnett Carroll.</p>	<p>Abbeville-La. Dairy Festival. Oct. 24-26. Roy R. Theriot.</p> <p>Amite-Tangipahoa Parish Fair Assn. Oct. 2-6. Harvey E. Hutchinson Jr.</p> <p>Baton Rouge-E. Baton Rouge Parish Fair. Feb. 21-23, 1939. C. L. Flowers.</p> <p>Bastrop-N. La. Cotton Festival &amp; Fair. Sept. 18-20. Jimmy Dillon.</p> <p>Cameron-La. Fur &amp; Wildlife &amp; Festival. Jan. 18-17, 1939. Jerry Wise.</p> <p>Clarks-Caldwell Parish Fair Assn. Sept. 26-27. Mrs. E. B. Broussard.</p> <p>Clinton-E. Feliciana Parish Agrl. Fair Assn. Oct. 15-17. A. R. Cain.</p> <p>Colfax-Grants Parish Negro Fair Assn. Oct. 3-4. Ellen B. Jerro.</p> <p>Coushatta-Red River Parish Fair. Sept. 17-20. C. P. Strange.</p> <p>Covington-St. Tammany Parish Fair Assn. Oct. 17-20. Stanton Marsolan.</p> <p>Crowley-International Rice Festival. Oct. 16-17. R. F. Clisco.</p> <p>Delcambre-Iberia Shrimp Festival &amp; Fair. Aug. 16-17. Ferry P. LeBlanc.</p> <p>DeRidder-Beauregard Parish Fair Assn. Sept. 30-Oct. 2. Merle Harper.</p> <p>Donaldsonville-S. La. State Fair. Oct. 3-8. Adolph Netter.</p> <p>Eunice-Southwest La. Fair Assn. Oct. 8-12. Mrs. Wilma Bedell.</p> <p>Farmersville-Union Parish Fair &amp; N. La. Hybrid Corn Show. Oct. 1-4. S. D. Reech Sr.</p> <p>Franklinton-Washington Parish Fair Assn. Oct. 8-11. Frank Heyward.</p> <p>Haynesville-Claiborne Parish Fair &amp; Northwest La. Dairy Festival. Sept. 29-Oct. 4. W. J. Sherman.</p> <p>Houma-Terrebonne Livestock &amp; Agrl. Fair Assn. Oct. 11-12. Merrick Dugal.</p> <p>Jena-LaSalle Parish Fair Assn. Sept. 22-27. H. D. Gaddis.</p> <p>Jennings-Jeff Davis Parish Fair &amp; Oil Expo. Oct. 23-25. T. L. Morgan.</p> <p>Jonesboro-Jackson Parish Agrl. &amp; Live-stock Fair Assn. Sept. 22-27. W. W. McDonald Jr.</p> <p>Jonesville-Catahoula Parish Fair &amp; Soybean Festival. Oct. 8-11. Elmer I. Gibson.</p>	<p>Kaplan-Vermillion Parish Fair Assn. Sept. 5-7. Allen L. Broussard.</p> <p>Kentwood-La. Parishes Dairy &amp; Agrl. Festival. Oct. 16. O. Woodrow Sanders.</p> <p>Kentwood-Tri-Parish Food, Feed &amp; Dairy Show. Sept. 25-28. C. B. Temple.</p> <p>Lafayette-S. La. Mid-Winter Fair Assn. Jan. 18-18, 1939. Dr. T. J. Arceneaux.</p> <p>Lake Charles-Southwest Dist. Fat Stock Show. Feb. 19-23, 1939. O. C. Hebert.</p> <p>Leesville-West La. Forestry Festival. Sept. 30-Oct. 4. Jacob Anderson.</p> <p>Livingston-Livingston Parish Fair Assn. Oct. 9-11. M. E. Artis.</p> <p>Many-Sabine Parish Fair Assn. Oct. 13-18. George Cook.</p> <p>Marksville-La. Livestock and Pasture Festival. Oct. 2-5. Kermit J. Ducote.</p> <p>Minden-Bossier-Webster Fair &amp; Forest Festival. Oct. 8-12. Bridle Pugh.</p> <p>Morgan City-La. Shrimp Festival. Aug. 30-Sept. 1.</p> <p>Natchitoches-La. Boller Festival Assn. Sept. 25-27. Jim Mike.</p> <p>Natchitoches-Natchitoches Parish Fair Assn. Sept. 24-27. E. L. Kelly.</p> <p>New Iberia-La. Sugar Cane Festival &amp; Fair Assn. Sept. 26-28. Mrs. Frank Dubre.</p> <p>New Roads-Pointe Parish Fair Assn. Oct. 10-12. Hazel Bondy.</p> <p>New Orleans-Mid-Winter Fair &amp; Poultry Show. Nov. 14-16. Frances O. Smith.</p> <p>Oak Grove-West Carroll Parish Fair. Oct. 15-18. J. Wayland Smith.</p> <p>Oberlin-Allen Parish Fair Assn. Oct. 1-4. G. C. Meaux.</p> <p>Olla-North Central La. Fair. Sept. 29-Oct. 4. H. Vinyard.</p> <p>Opelousas-L. Yambille. Oct. 3-4. Billy M. Smith.</p> <p>Piquemine-Iberville Free Fair Assn. Sept. 12-15. Leon F. Mire.</p> <p>Port Allen-West Baton Rouge Parish Fair Assn. Sept. 19-21. L. O. Marleneaux.</p> <p>Prairieville-Ascension Parish Negro Fair Assn. Sept. 25-28. Cleavlen LeBlanc.</p> <p>Raceland-Lafourche Parish Fair Assn. Sept. 19-21. C. J. Arceneaux.</p> <p>Ringgold-Bienville Parish Fair Assn. Oct. 8-11. John T. Noles.</p> <p>Ruston-North La. State Fair Assn. Oct. 6-11. J. A. Shealy.</p> <p>Shreveport-Caddo Parish Fair &amp; Jr. Live-stock Show. Oct. 16-17. Billy J. Baker.</p> <p>Shreveport-Louisiana State Fair. Oct. 16-28. J. T. Monsour.</p> <p>Sulphur-Calcasieu-Cameron Fair. Oct. 13-18. Mrs. Harold Owens.</p> <p>Tallulah-La. Delta Fair Assn. Oct. 13-17. J. M. Gilfoil.</p> <p>Verda-Grant Parish Fair Assn. Oct. 8-10. Everette Nelma.</p> <p>Ville Platte-La. Cotton Festival Assn. Sept. 19-21. Dallas Deville.</p> <p>Vivian-North Caddo Fair. Oct. 2-4. T. H. Burns.</p> <p>West Monroe-Ouachita Valley Fair Assn. Oct. 6-11. John H. Birdsong.</p> <p>Winfield-La. Forest Festival Assn. Oct. 1-4. L. L. Brewster Sr.</p> <p>Winfield-Winn Parish Fair Assn. Oct. 1-4. William C. Cummings.</p> <p>Winnboro-Franklin-Richland Fair Assn. Oct. 7-11. George H. Sherman Jr.</p>	<p>Upper Marlboro-Prince George's Co. Fair Assn. Sept. 25-27. Ed Farrell Jr.</p>
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## Massachusetts

Blackstone-East Blackstone Fair, Inc. Aug. 15-17. Jesse E. Deacon.

Blandford-Union Agrl. & Hort. Soc. Aug. 31-Sept. 1. Les M. Wyman.

Brockton-Brockton Agrl. Soc. Sept. 7-14. George A. Carney Jr.

Great Barrington-Barrington Fair Assn. Sept. 7-13. Alfred W. Lombard.

Greenfield-Franklin Co. Agrl. Soc. Sept. 7-10. O. Lewis Wyman.

Cummington-Cummington Fair Assn. Aug. 22-24. Mrs. Katherine Keyes.

Dalton-Berkshire Co. 4-H Fair Assn. Aug. 16. Mary Louise Allesia.

Dighton-Rehoboth Fair, Inc. Aug. 17-20. John Aynna.

Greenfield-Franklin Co. Agrl. Soc. Sept. 7-10. Lewis Wyman.

Lakewood-Middleboro Agrl. Soc. Aug. 3-9. Tom Senna.

Littleville-Littleville Community Fair Assn. Sept. 27-28. Leon J. Kelso.

Marshall-Marshall Agrl. & Hort. Soc. Aug. 17-23. Granville M. Thayer.

Middlefield-Highland Agrl. Soc. Aug. 29-30. Jessie H. Pease.

Northampton-Hampshire, Franklin & Hampden Agrl. Soc. Aug. 31-Sept. 6. J. L. Banner.

Spencer-Spencer Agrl. Assn. Aug. 30-Sept. 1. Phillip A. Quinn.

South Weymouth-Weymouth Agrl. & Ind'l Soc. Aug. 10-16. William F. McIntyre.

Topsfield-Essex Agrl. Soc. Aug. 31-Sept. 9. Paul Corson.

West Springfield-Eastern States Exposition. Sept. 13-21. Jack Reynolds.

Westfield-Westfield Fair Assn. Aug. 16-17. Mrs. John Cooper.

Westford-Middlesex Co. 4-H Fair Assn. Aug. 22-24. Elizabeth Costa.

West Tisbury-Martha's Vineyard Agrl. Soc. Aug. 21-23. Mrs. Edward S. Child.

Weymouth-Weymouth Fair Assn. Aug. 10-16. m. McIntyre.

## Michigan

Adrian-Lawrence Co. Fair Assn. Sept. 14-20. M. R. Mohr.

Allegan-Allegan Co. Fair Assn. Sept. 7-13. H. J. Snow.

Allenerville-Mackinac Co. Fair Assn. Aug. 22-24. J. Schimmelpenny.

Alma-Gratiot Co. Fair Assn. July 29-31. John C. Post.

Alpena-Alpena Co. Fair Assn. Aug. 25-30. Victor Werth.

Armada-Armada Agrl. Soc. Aug. 21-24. Roy O. Conner.

Atlanta-Montmorency Co. Fair Assn. Aug. 20-23. Mrs. Ruth Dalzell.

Bad Axe-Huron Co. Fair Assn. Aug. 5-9. Russell Erb.

Bay City-Bay Co. Fair Assn. Aug. 11-16. Byron Ruhstorff.

Bellefonte-Wayne Co. 4-H Fair Assn. Aug. 12-17. P. R. Belschlemer.

Berrien Springs-Berrien Co. Youth Fair. Aug. 13-17. Mrs. Lucie Slekmam.

Brown City-Brown City Agrl. Fair Assn. Aug. 14-16. Murdoch MacLennan.

Cadillac-Northern District Fair Assn. Sept. 1-5. Paul Earl.

Caro-Tuscola Co. Fair Assn. Aug. 18-23. Carl F. Mantey.

Carson City-Dairyland Agrl. Soc. Aug. 14. W. L. Green.

Cassopolis-Cass Co. Fair Assn. Aug. 5-9. Mrs. Erma Spencer.

Cass City-Cass City Home Coming Fair. Aug. 7. William S. Ruhl.

Cedar Springs-Cedar Springs Jr. Community Fair. Aug. 7. Therman Wheat.

Centerville-St. Joseph Co. Fair Assn. Sept. 15-20. Lester R. Schrader.

Charlotte-Eaton Co. Fair Assn. Aug. 26-30. Sidney Phillips.

Cheboygan-Northern Michigan Fair. Aug. 26-Sept. 1. George D. Judd.

Chelsea-Chelsea Community Fair. Sept. 3-6. J. H. Pilkington.

Coldwater-Branch Co. 4-H Fair Assn. Aug. 19-23. Leland Wheeler.

Corunna-Shiawassee Co. Fair Assn. Aug. 11-16. Blair Woodman.

Delton-Delton-Kellogg Agrl. School Fair. Oct. 18. Harold Buege.

Detroit-Detroit Jr. Livestock Show. Dec. 9-11. George Ridley.

Detroit-Michigan State Fair Assn. Aug. 29-Sept. 7. Donald L. Swanson.

Escanaba-U. P. State Fair. Aug. 19-24. Ray LaPorte.

Evart-Oscoda Co. 4-H & FFA Fair Assn. Aug. 13-18. Marjorie Tiedt.

Falmouth-Missaukee Falmouth Agrl. Show. Aug. 19-20. William Bosserman.

Fowlerville-Fowlerville Agrl. Fair Assn. July 29-Aug. 2. Geo. T. Finlan.

Fremont-Newaygo Co. Agrl. Soc. Aug. 19-22. Garret De Boer.

Gaylord-Otsego Co. Fair Assn. Aug. 6-9. Joseph A. Eckel.

Goodells-St. Clair Co. 4-H Fair Assn. Aug. 14-16. R. S. Austin.

Grand Blanc-Genesee Co. 4-H Fair Assn. Aug. 12-14. James Lincoln.

Greenville-Montcalm Co. Fair Assn. Aug. 20-23. Mrs. Bruce Larsen.

Harrison-Clare Co. Agrl. Soc. Aug. 12-16. Albert Haley.

Hart-Ocean Co. Agrl. Soc. Sept. 4-9. Newell Gale.

Hastings-Barry Co. Agrl. Expo. Oct. 22-23. T. N. Knopf.

Hastings-Barry Co. Agrl. Soc. Aug. 12-16. Forrest Johnson.

Hillsdale-Hillsdale Co. Agrl. Soc. Sept. 21-27. H. B. Kelley.

Hudsonville-Hudsonville Community Fair. Aug. 20-22. Robert Van Noord.

Imlay City-Eastern Michigan Fair Assn. July 28-Aug. 2. Kenneth Ruby.

Ionia-Ionia Free Fair. Aug. 4-9. Allan Williams.

Ionia-Ionia Livestock Show. Nov. 8-9. Abram Snyder.

Iron River-Iron Co. Fair Assn. Aug. 26-28. V. O. Vaughan.

Ironwood-Gogebic Co. Fair Assn. Aug. 14-17. Reuben Maki.

Jackson-Jackson Co. Fair Assn. Aug. 23-29. Ilone Storma.

Kalamazoo-Kalamazoo Co. Fair Assn. Aug. 18-23. R. G. Dillingham.

Lowell-Kent Co. 4-H Fair Assn. Aug. 12-16. Jim Fales.

Ludington-West Mich. Fair Assn. Sept. 9-13. Irving L. Pratt.

Manton-Manton Harvest Festival. Aug. 29-Sept. 1. Robert McBrien.

Marion-Marion Farm Exhibits Assn. Sept. 1. Paul S. Timkovich.

Marne-Berlin Fair Assn. Aug. 26-30. A. Jack Bronkema.

Marshall-Calhoun Co. Fair Assn. Aug. 18-23. Don Sweeney.

Mason-Ingham Co. Fair Assn. Aug. 11-16. Harry A. Spenny.

Midland-Midland Co. Fair Assn. Aug. 11-16. H. D. Parish.

## POPCORN-SNOW CONE-PEANUTS-EQUIPMENT

PRICES PRUNTY'S	50 lb.	100 lb.
SHELLED POPCORN bag case bag		
Rush Hour Yellow	\$5.70	\$5.85 \$11.00
Pop King Hulless	5.70	5.85 11.00
Silver Hulless, white	4.95	5.10 9.50
Golden Hulless, yell.	6.20	6.35 12.00

## POPCORN SEASONING-POPPING OILS

Coconut Oil, dark or regular, 50 lbs.	\$13.50
Coconut Oil Bars, 32 lb. case for	10.15
Popbit Plus, 6 gallon case for	15.75
Colored Peanut Oil, 5 gallons for	12.50
Plain Popping Oil, 5 gallons for	10.50
Colored Popping Oil, 5 gallons for	10.75

## POPCORN CARTONS

Regular #10, 1,000 for	\$ 9.75
Automatic #10, 1,000 for	10.25
Regular #215, small #10, 1,000 for	9.15
Automatic #215, small #10, 1,000 for	9.90

Many other sizes available.

## ROASTED AND RAW PEANUTS

90 or 100 pound bags.	
ROASTED: Fancies, 26c lb.; Jumbos, 29c lb.	
RAW: Fancies, 22c lb.; Jumbos, 25c lb.	
50-lb. lots, add 1/2c pound.	
25-lb. lots, add 1c pound.	

## POPCORN AND PEANUT BAGS

1 lb. Printed Standard Size Popcorn Bag,	\$2.35 for 1,000; \$5.00 for 10.75.
1 lb. Printed Standard Size Peanut Bag,	\$2.35 for 1,000; \$5.00 for 10.75.
25 kinds bags, etc.	

## CARAMEL APPLE SUPPLIES

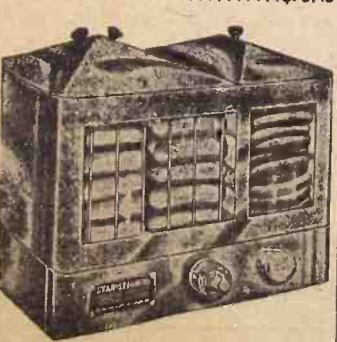
Caramel Apple Dip, 1 lb. can	\$ 3.00
Case of six 8 lb. cans	15.00
4 1/2" Apple Skewers, per 1,000	1.50
Case of 10,000 for	12.50
5 1/2" Apple Skewers, per 1,000	2.25
Case of 10,000 for	20.00
Granular Peanuts, 30 lbs. for	9.00
Glucose, 5 gallons for	5.90
Candy Apple Set, contains red coloring and cinnamon, per pound can	1.75

## COLORING for CANDY APPLES &amp; FLOSS

Extra strong GREEN-	
1 lb. Can. \$7.00	1/2 lb. \$4.00
Red, 1 lb. 4.50	1/2 lb. 2.75

## ELECTRIC COMBINATION HOT DOG STEAMER AND BUN WARMER

Holds approximately 150 dogs and 50 buns \$73.45



## SNOW CONE SUPPLIES

SYRUPS - Flavors: Strawberry, Cherry, Grape, Root Beer, Lemon, Orange, Blueberry, Raspberry and Lime,	
\$1.75 gallon; 4 gallon case, \$1.60 gal.	
Case lots may be assorted flavors.	
CONCENTRATES - Flavors: Cherry, Grape, Root Beer, Strawberry, Raspberry and Strawberry,	
90c pint; \$1.65 quart; \$6.25 for 4 quarts.	
Lemon, Orange and Lime Concentrates, \$1.00 pint; \$1.85 quart; \$7.10 for 4 quarts.	

## SNOW CONE CUPS, print design on white paper.

6 ounce size, 1,000 for	\$ 3.45
5,000 for	16.00
3 ounce size, 1,000 for	3.30
5,000 for	15.25
FLAT WOODEN SPOONS: 3 1/2 inches long, \$12.50 for 10,000; smaller lots \$1.50 1,000	
NAPKINS: White. Flat tissue. Light weight. Size, 12x12 inches, in dispenser package. 1,000 for \$1.35; 10,000 for \$11.00	



Echols Counter Model with Electric Motor, \$137.50.  
Counter Model with Gasoline Engine, \$210.00.

## FLOSSINE

For Coloring and Flavoring Candy Floss. Cherry, Grape, Vanilla, Orange, Lemon and Mint.  
\$1.50 per 1\* Can, or 6 cans for. \$ 7.50  
Floss Cones: Case of 4,000 ..... 16.00

IRE OF STAR POPCORN MACHINES, STAR FOOD SERVING EQUIPMENT, CANDY FLOSS'S SNOW CONE MACHINES SENT UPON REQUEST. ALSO PRICE LIST OF SUPPLIES.  
D. shipments. All prices f.o.b. St. Louis. Subject to change without notice.

## SEED &amp; GRAIN COMPANY

"IN OUR 84TH YEAR"

-Popcorn Processors-

ST. LOUIS 2, MO.



Monroe—Monroe Co. Fair Assn. Aug. 4-9. A. W. Kila.  
 Morley—May Agri. Fair Assn. Sept. 26-28. Clarence Beid.  
 Mount Pleasant—Isabella Co. Youth Fair Aug. 18-21. M. S. Gilmore.  
 Nashville—Jahville Community Fair. Nov. 11. Emele Jarvis.  
 Newaygo—Gifford Community Fair. Sept. 12-13. M. J. Milam Purcell.  
 Norway—Dunson Co. Fair Assn. Aug. 29-Sept. 1. Hank Molinare.  
 Onekama—Anistee Co. Agri. Soc. Sept. 2-6. Volney Reynolds.  
 Petoskey—Emet Co. Fair Assn. Aug. 11-16. Winif. S. Hinds.  
 Pinconning—Pinconning Community Fair Aug. 7-10. John Erdody.  
 Pontiac—O and Co. 4-H Fair Assn. Aug. 5-9. Mrs. Stanley Kipp.  
 Ravenna—Lenna 4-H Fair Assn. Aug. 21-23. Samu McNitt.  
 St. Johns—Inton Co. 4-H Club Fair Assn. Aug. 18-22. D. J. Waker.  
 Englewood—Sinaw Fair Assn. Sept. 7-13. Clarence Jorden.  
 Saline—Sal Community Fair. Sept. 10-13. Robert T. T.  
 Sandusky—Nillac Co. Fair Assn. Aug. 19-23. Keith Overby.  
 Sparta—Sparta High School Agri. Assn. Aug. 7. Bernard Blossom.  
 Stalwart—Stalwart Agri. Soc. Sept. 4-6. Mrs. Mild Warren.  
 Standish—Inac Co. Fair Assn. Aug. 20-22. Ernest Kraushaar.  
 Traverse City—North Western Mich. Fair Assn. Aug. 26-30. Arnel Engstrom.  
 Unionville—Unionville Agri. Hort. Soc. Sept. 24-26. Robert Colstock.

## Minnesota

Albert Lea—Freeborn Co. Fair Assn. Aug. 18-21. Hean D. Jensen.  
 Alexandria—Douglas Co. Agri. Fair Assn. Aug. 21-22. Win Lange.  
 Aitkin—Aitk. Co. Agri. Soc. Aug. 18-20. Charles A. Oepf.  
 Anoka—Ank. Co. Fair Assn. Aug. 7-10. Henry Hamer.  
 Appleton—St. Co. Fair Assn. Aug. 21-24. Loren Lishi.  
 Arlington—Hoy Co. Agri. Assn. Aug. 7-10. Ed C. Hie.  
 Austin—Mn. Co. Fair & Livestock Show. Aug. 4-10. J. Holand.  
 Bagley—Clewatew Co. Agri. Soc. Aug. 14-17. John Arneson.  
 Barnum—Cotton Co. Fair Assn. Aug. 20-24. R. S. Odell.  
 Baudette—Le of the Woods Co. Fair Assn. Aug. 6-8. P. E. Borchardt.  
 Bayport—Washington Co. Agri. Soc. Aug. 8-10. Fred S. Lammers.  
 Bemidji—Bemidji Co. Fair Assn. July 28-30. Ray Witt.  
 Bird Island—Renville Co. Agri. Soc. Aug. 18-20. Had Baumgartner.  
 Blue Earth—Faribault Co. Agri. Soc. Aug. 11-13. Keith A. Young.  
 Brainerd—Wing Co. Fair Assn. Aug. 13-18. H. Wilkins.  
 Bronson—Bronson Co. Agri. Soc. Aug. 20-23. J. O. Olmo.  
 Detroit Lakes—Becker Co. Agri. Soc. Aug. 20-23. A. Boze.  
 Elk River—Burnie Co. Agri. Soc. Aug. 4-6. E. T. Aue.  
 Fairmont—Martin Co. Free Fair Assn. Aug. 20-24. C. S. Livermore.  
 Faribault—Le Co. Agri. Soc. July 31-Aug. 3. Frank Duncan.  
 Farmington—Dakota Co. Agri. Assn. Aug. 6-10. F. Ahlberg.  
 Fergus Falls—Otter Tail Co. Fair Assn. Aug. 25-26. Knute Hanson.  
 Garden City—Blue Earth Co. Agri. Soc. Aug. 11-13. Daniel J. James.  
 Glenwood—Le Co. Agri. Soc. Sept. 12-14. N. P. Hanson.  
 Grand Marais—Cook Co. Agri. Soc. Aug. 13-15. John Twiest.  
 Grand Rapids—Itasca Co. Agri. Assn. Aug. 14-17. Jas. Rasmussen.  
 Herman—Cott. Co. Agri. Soc. Aug. 22-24. D. W. V. d.  
 Hibbing—St. Louis Co. Agri. Fair Assn. July 31-Aug. 3. Sulo J. Ojakangas.  
 Howard Lake—Wright Co. Agri. Fair Assn. Aug. 7-10. Weldon Zander.  
 Hutchinson—McLeod Co. Agri. Assn. Sept. 6-10. Evert Oleson.  
 Jackson—Jerson Co. Fair Assn. Aug. 14-17. Antu. Gelger.  
 Jordan—Sci. Co. Fair Assn. Aug. 1-3. R. J. Jozum.  
 Kasson—Dix Co. Agri. Soc. July 31-Aug. 3. Ray Bahr.  
 Ocenter—Sueur Co. Fair Assn. Aug. 8-21. Zimmerman.  
 Cohfield—Becker Co. Agri. Soc. Aug. 6-9. L. C. Winson.  
 Little Falls—Morrison Co. Agri. Soc. Aug. 15-17. J. Raine.  
 Long Prairie—Todd Co. Fair Assn. Aug. 12-14. L. C. Scow.  
 Luverne—Le Co. Agri. Soc. Aug. 5-7. Don Samdne.  
 Madison—E. qui Parle Co. Agri. Soc. Sept. 4-7. Norma A. Moe.  
 Mankato—Co. 4-H & FFA Fair Assn. Sept. 16-18. Ben J. Jones.  
 Marshall—Mn. Co. Agri. Soc. Aug. 21-24. Albert Velson.  
 Montevideo—Chippewa Co. Fair Assn. Aug. 15-17. Ar. Hendrickson.  
 Mora—Kane Co. Agri. Soc. Aug. 11-13. Lynn McCully.  
 Morris—Stens Co. Agri. Soc. Aug. 14-17. Ralph E. Nith.  
 Motley—McDon Co. Agri. Assn. Aug. 1-3. Gordon Ksell.  
 New Ulm—Dwn Co. Agri. Soc. Aug. 14-17. E. J. Triger.  
 Owatonna—Le Co. Free Fair Assn. Aug. 12-17. St. Muckle.  
 Perham—Pam Agri. Soc. Aug. 31-24. G. W. Hobbey.  
 Pillager—Co. Co. Agri. Soc. Aug. 26-28. Raymond Gedge.  
 Pine City—Le Co. Agri. Soc. Aug. 4-6. Max Spa.  
 Pine River—Ass Co. Agri. Assn. Aug. 18-20. Way. Hoff.  
 Pipestone—Pestone Co. Agri. Soc. Aug. 18-20. R. S. wens.  
 Preston—Pore Co. Agri. Soc. Aug. 20-24. Ernest Wubbels.  
 Princeton—Le Lac Co. Agri. Soc. Aug. 11-13. L. Garmrad.  
 Proctor—Dun—South St. Louis Co. Fair Assn. Aug. 31-Aug. 3. Roy W. Larson.  
 Redwood Falls—Redwood Co. Agri. Soc. Sept. 4-7. M. Paulsen.  
 Rochester—Msted Co. Agri. Assn. Aug. 8-10. Jim Eer.  
 Rush City—icago Co. Agri. Soc. Aug. 14-16. Geo. Larson.  
 Sauk Centre—Stearns Co. Agri. Soc. Aug. 7-10. A. Bromenshenkel.  
 St. Charles—Winona Co. Fair Assn. July 31-Aug. 3. Warren O. Magnuson.  
 St. James—Stonwan Co. Agri. Soc. Aug. 8-10. Leo. T. Nelson.

St. Paul—Minnesota State Fair. Aug. 31-Sept. 1. D. K. Baldwin.  
 St. Peter—Nicollet Co. Agri. Soc. Aug. 22-24. W. M. Gustafson.  
 Sauk Rapids—Benton Co. Agri. Soc. Aug. 15-17. C. H. Varner.  
 Slayton—Murray Co. Agri. Soc. Aug. 14-16. Orville E. Grieme.  
 Thief River Falls—Pennington Co. Agri. Soc. July 21-24. J. M. Roche.  
 Two Harbors—Lake Co. Agri. Assn. Aug. 26-29. Torstein Grinaager.  
 Wadena—Lincoln Co. Agri. Soc. Aug. 14-17. Henry M. Jacob.  
 Wadena—Carver Co. Agri. Soc. Aug. 17-20. Alfred Teter.  
 Wadena—Wadena Agri. Soc. Aug. 7-10. Don Brown.  
 Waseca—Waseca Co. Fair Assn. July 31-Aug. 3. Leon J. B. Sexton.  
 Wheaton—Traverse Co. Agri. Assn. Sept. 4-7. A. W. Vye.  
 Willmar—Kandiyohi Co. Fair Assn. Sept. 10-13. Albert E. Thompson.  
 Windon—Cottonwood Fair Assn. Aug. 18-21. Andrew Schoone.  
 Worthington—Nobles Co. Fair Assn. Aug. 11-13. L. A. Hons.  
 Zumbrota—Goodhue Co. Agri. Soc. & Mech. Inst. July 31-Aug. 3. A. E. Colledge Jr.

## Mississippi

Aberdeen—Monroe Co. Fair & Livestock Assn. Sept. 22-27. Robert C. Couch.  
 Ashland—Benton Co. Livestock Show. Sept. 4-6. Blanche Hoover.  
 Booneville—Prentiss Co. Livestock Show. Sept. 18-20. W. T. Smith.  
 Calhoun City—Calhoun Co. Livestock Show. Sept. 15-20. C. B. Duke Jr.  
 Carthage—Leake Co. Livestock Show. Aug. 18. B. H. Dixon.  
 Cleveland—Delta Valley Fair Assn. Sept. 22-24. Preston Riley.  
 Philton—Itawamba Co. Fair & Livestock Show. Sept. 9-13. H. L. Holland.  
 Greenville—Washington Co. Fair & Livestock Show. Sept. 2-4. Mrs. L. P. Hayden.  
 Houston—Chickasaw Co. Livestock Show. Aug. 26-29. Mrs. A. J. Harrington.  
 Iuka—Tishomingo Co. Livestock Show. Sept. 8-13. W. C. Hamilton.  
 Jackson—Mississippi Negro State Fair Assn. Oct. 13-15. Thomas M. Noman Jr.  
 Jackson—Miss. State Fair Assn. Oct. 6-11. N. S. Hand.  
 Kosciusko—Central Miss. Fair Assn. Sept. 29-Oct. 4. Frank Gayden.  
 Laurel—South Mississippi Fair. Sept. 29-Oct. 4. R. B. Jefferies.  
 Liberty—Amite Co. Livestock Assn. Sept. 29-Oct. 4. Clinton McGeehe.  
 Louisville—Winston Co. 4-H Club Fair Assn. Sept. 1-6. Claude E. Ming.  
 Lucedale—Jackson Co. Livestock Show. Oct. 29-Nov. 1. A. C. Pederson.  
 Magnolia—Pike Co. Fair & Livestock Show. Sept. 22-27. Mrs. A. M. Harrison.  
 McComb—Pike Co. Fair & State Dairy Show. Sept. 22-27. Mrs. J. W. Harrison.  
 Meadville—Franklin Co. Fair Assn. Oct. 15-18. H. B. Brock.  
 Meridian—Heart of Dixie Expo. Sept. 29-Oct. 4. Theo. Braude.  
 Meridian—Miss. Ala. Fair. Oct. 6-11. A. L. Royal.  
 Natchez—Adams Co. Fair & Livestock Show. Sept. 29-Oct. 4. C. L. Barry.  
 New Albany—Union Co. Fair Assn. Aug. 25-30. F. Smith.  
 Newton—Newton State Dairy Show. Sept. 18-21. W. P. McMullan.  
 Philadelphia—Neshoba Co. Fair & Livestock Show. Aug. 15-15. F. W. Hays.  
 Pontotoc—Pontotoc Co. Fair & Livestock Show. Sept. 16-20. Earst Weatherly.  
 Poplarville—Pearl River Co. Livestock Show. Oct. 1-4. J. M. Sinclair.  
 Ripley—Tippah Co. Fair & Livestock Assn. Sept. 15-20. William M. Boat.  
 Starkville—Oktibbeha Fair, Livestock & Dairy Show. Sept. 30-Oct. 4. O. F. Parker.  
 Tupelo—Miss. Ala. Fair & Dairy Show. Sept. 23-27. James M. Savery Sr.  
 Vicksburg—Warren Co. Fair & Livestock Show. Sept. 29-Oct. 4. W. R. Lominick.  
 Vicksburg—Miss. La. Expo. Sept. 29-Oct. 4. Chas. R. Porter.  
 Vicksburg—Wayne Co. Fair Assn. Sept. 29-Oct. 4. H. B. Converse.  
 Wiggins—Stone Co. Livestock Show. Oct. 16-18. Otho C. Rowell.  
 Winona—Montgomery Co. Livestock Show. Sept. 24-26. Geo. H. Flowers.  
 Yazoo City—Yazoo Co. Fair Assn. Sept. 22-27. J. N. Ballard.

## Missouri

Allenburg—East Perry Community Fair. Sept. 19-20. Elmer D. Kreyling.  
 Appleton City—Appleton City Fair Assn. Aug. 25-27. C. D. Peeler.  
 Aurora—Tri-Co Jr. Livestock Show. Oct. 4. John R. Binkley.  
 Ava—Douglas Co. Fair Assn. Sept. 4-6. D. Lee Sutherland.  
 Belle—Belle Fair, Inc. Aug. 7-9. A. T. Ridenhour.  
 Bethany—Northwest Mo. State Fair. Aug. 31-Sept. 4. H. L. Henry.  
 Bowling Green—Pike Co. Fair Assn. Sept. 3-6. James Millan.  
 Brookfield—Linn Co. 4-H Fair Assn. Sept. 10-12. Mrs. Earl Loudon.  
 Brunswick—Chariton Co. 4-H Fair Assn. Aug. 7-9. Mrs. Harold Edwards.  
 Buffalo—Dallas Co. Fair Assn. July 30-Aug. 2. Roswell L. Wayne.  
 California—Monteau Co. Fair Assn. Aug. 6-9. Harold Kinde.  
 Callao—Callao Harvest Festival. Aug. 21-23. Mrs. Harold Coleman.  
 Oade Girardeau—Southeast Mo. Dist. Fair. Sept. 9-14. Frank Steck.  
 Carl Junction—Jasper Co. Farmers Fair. Sept. 28-30. Ernest Garner.  
 Caruthersville—American Legion Fair. Oct. 1-5. Harry E. Malloure.  
 Center—Ralls Co. Jr. Fair Assn. July 31-Aug. 1. Mrs. Dyes Jones.  
 Chilhowee—Chilhowee Community Fair. Aug. 29-30. M. A. Ficke.  
 Clark—Grange Flower Show & Farm Festival. Aug. 9. Mrs. Beulah Schroeder.  
 Clinton—Henry Co. Fair & Horse Show. July 31-Aug. 3. Mrs. E. M. Brock.  
 Cole Camp—Cole Camp Fair. Sept. 11-13. John W. Ragland.  
 Concordia—Concordia Fall Festival. Sept. 25-27. Donald E. Lohman.  
 Cuba—Cuba Community Fair. Aug. 6-9. Mrs. Irene Hertlein.  
 Deepwater—Deepwater Labor & Harvest Festival. Sept. 1-2. Ona E. Harrington.  
 Dexter—Stoddard Co. Fair Assn. Sept. 15-20. W. L. Arnold.  
 Eldon—Eldon Community Fair. Aug. 6-9. H. E. Bruner.  
 Farmington—St. Francois Co. Fair Assn. Aug. 28-30. Floyd Becker.  
 Fayette—Howard Co. Jr. Fair Assn. Aug. 1-2. R. A. Kimmel.

Gower—Clinton Co. Jr. Livestock & Home Economics Show. Aug. 27. Geo. R. McArthur.  
 Green City—Green City 4-H Fair. Sept. 6. Lois Jerome.  
 Higginsville—Lafayette Co. 4-H & Achievement Fair. July 29-Aug. 1. Mrs. Robt. Tempel.  
 Holden—Holden Centennial Cele. Sept. 17-20. M. L. Canaday.  
 Houston—Texas Co. Fair & Old Settlers' Reunion. Aug. 10-12. L. O. Hardla.  
 Humansville—Humansville Fall Festival. Sept. 12-13. E. H. Primm.  
 Hume—Hume Fair Assn. Sept. 11-12. Earl B. Franklin.  
 Kansas City—American Royal Livestock Show. Oct. 17-28. C. M. Woodward.  
 Kennett—Kennett Fall Festival. Sept. 8-13. George P. Billrey.  
 Kirksville—Northeast Mo. Fair Assn. Aug. 5-8. N. C. Allen.  
 Lamar—Lamar's Farm & Industrial Expo. Sept. 11-13. Bud Moore.  
 Laredo—Laredo Community Fair. Sept. 4-6. M. P. Brick.  
 Lebanon—Laclede Co. Fair Assn. Aug. 27-29. H. L. Massey.  
 Lee's Summit—Jackson Co. Fair Assn. Aug. 4-9. Merle Decker.  
 Lee's Summit—Jackson Co. 4-H Achievement Fair. July 31-Aug. 2. Harry Vieth.  
 Liberty—Clay Co. 4-H Fair Assn. Aug. 6-8. Jack C. West.  
 Linn—Osage Co. Fair Assn. July 31-Aug. 2. Alvin F. Linhardt.  
 Linneus—Old Settlers' Reunion. Aug. 7-9. Eugene Thurlio.  
 Macon—Macon Co. Jr. Fair Assn. Aug. 1. Mrs. H. G. Crawford.  
 Marshfield—Webster Co. Fair Assn. Aug. 27-30. Ellis O. Jackson.  
 Marthasville—Marthasville Fall Festival. Aug. 22-24. W. Rottman.  
 Memphis—Scotland Co. Fair Assn. July 30-Aug. 1. Harold Tippet.  
 Maysville—DeKalb Co. Fair & Horse Show. Aug. 11-13. C. B. Harris.  
 Mendon—Northwestern Fall Festival. Sept. 19-20. Mrs. L. L. Emrich.  
 Mexico—Audrain Co. Fair & Horse Show. Aug. 5-8. James H. Biggs.  
 Morrisville—Morrisville Community Fair. Oct. 26. Mrs. Paul Hensley.  
 Morrisville—Morrisville Jr. Fair & Horse Show. Sept. 26-27. Mrs. Paul Hensley.  
 Nevada—Vernon Co. Youth Fair. Sept. 5-8. James E. McCall.  
 Oregon—Autumn Festival. Sept. 4-6. Mrs. Eleanor F. Spreckelmeier.  
 Owensville—Gasconade Co. Fair Assn. Aug. 14-16. Oscar Hallemann.  
 Palmyra—Palmyra Fall Festival. Aug. 27-30. Mildred L. Briscoe.  
 Pollock—4-H Club Achievement Day. Aug. 2. Walter A. Olmstead.

Potosi—Washington Co. Fair Assn. Aug. 4-8. D. B. Groves.  
 Prairie Home—Cooper Co. A&M Soc. July 28-30. Wm. Dow Carlos.  
 Princeton—Mercer Co. Fair Assn. July 30-Aug. 2. Harvey Wright.  
 Richmond—Ray Co. Free Fair Assn. Sept. 18-20. John W. Rogers.  
 Rolla—Central Mo. Regional Fair. Aug. 13-16. J. R. Smith.  
 Safe—Safe Community Fair. Aug. 14-16. Glendon Klossner.  
 St. Charles—St. Charles Co. Fair Assn. July 31-Aug. 4. K. E. Schneider.  
 St. James—St. James Fall Festival. Sept. 3-6. Louis J. Donati.  
 Salem—Dent Co. Fall Festival. Sept. 4-6. Mrs. Otto H. Cope.  
 Sedalia—Missouri State Fair. Aug. 18-24. M. C. Ervin.  
 Shelby—Shelby Co. Fair Assn. July 29-Aug. 1. A. T. Buckman.  
 Springfield—Ozark Empire Fair. Aug. 9-15. Glen B. Boyd.  
 Stewartville—DeKalb-Clinton Co. Fall Festival. Sept. 11-13. Frances D. Powell.  
 Stover—Stover Fall Festival. Sept. 18-20. K. R. Roland.  
 Sweet Springs—Sweet Springs Fall Festival. Sept. 4-6. L. F. Parker.  
 Trenton—North Central Mo. Fair. Aug. 10-14. Homer Browning.  
 Unionville—Putnam Co. Agri. & Mech. Soc. Sept. 3-5. W. S. Wiseman.  
 Vandalia—Vandalia Community Fair & Horse Show. Aug. 27-30. Mrs. Neil Utterback.  
 Versailles—Morgan Co. Fair Assn. Sept. 3-6. Kern W. Etter.  
 Vienna—Maries Co. Fair Assn. Aug. 28-30. Roy L. Hagar.  
 Warrenton—Warren Co. Fair Assn. July 31-Aug. 2. Geo. L. Bolm.  
 Washington—Washington Fair Assn. Aug. 7-10. Richard A. Boneau.  
 Waverly—Waverly Apple Jubilee. Sept. 25-27. R. W. Bricken.  
 Wellington—Wellington Community Fair. Sept. 11-13. Herbert W. Wiperman.  
 West Plains—Howell Co. Fair Assn. Sept. 8-6. Mrs. Virginia R. Hard.  
 Montana  
 Baker—Fallon Co. Fair Assn. Aug. 22-24. E. R. Hoff.  
 Billings—Midland Empire Fair. Aug. 11-16. H. L. Fitton.  
 Blackfoot—Eastern Idaho State Fair. Sept. 9-13. Mrs. Ruth Hartkopf.  
 Chinook—Blaine Co. Fair Assn. Aug. 31-Sept. 1. Floyd Bowen.  
 Deer Lodge—Powell-Deer Lodge Co. Fair Assn. Aug. 22-24. LeRoy P. Kemmesat.  
 Dodson—Phillips Co. Fair Assn. Aug. 9-10. Richard Pulla.

Eureka—Tobacco Valley Community Fair. Aug. 23-24. H. F. Weydemeyer.  
 Forsyth—Rosebud Co. Fair Assn. Aug. 19-21. Mrs. Lucille Borer.  
 Fort Benton—Chouteau Co. Fair Assn. Sept. 5-7. W. J. Shirley.  
 Glasgow—Valley Co. Fair Assn. Aug. 27-29. George D. Morgan.  
 Glendive—Dawson Co. Fair Assn. Aug. 15-27. Richard N. Rigg.  
 Great Falls—North Montana State Fair. Aug. 4-9. Leo O. Dniley.  
 Hamilton—Ravalli Co. Fair Assn. Sept. 4-6. Glenn Chaffin.  
 Havre—Hill Co. Fair Assn. Aug. 14-16. Allan Hanson.  
 Kalispell—Northwest Montana Fair Assn. Sept. 10-13. Russell E. Marsh.  
 Lewistown—Central Montana Fair. July 30-Aug. 2. James Schultz.  
 Livingston—Park Co. Fair Assn. Aug. 14-16. T. James Murphy.  
 Miles City—Eastern Montana Fair. Aug. 28-30. A. G. Miller.  
 Missoula—Western Montana Fair. Aug. 27-30. Katherine M. Jourdonnals.  
 Plains—Sanders Co. Fair Assn. Aug. 22-24. Garth P. Howser.  
 Scobey—Daniels Co. Fair Assn. Aug. 5-7. John P. Harmon.  
 Sidney—Richland Co. Fair Assn. Aug. 18-20. Harley W. Roath.  
 Terry—Fralie Co. Fair Assn. Aug. 15-17. Philip R. Wilson.  
 Twin Bridges—Madison Co. Fair Assn. Aug. 15-17. Don W. Douglas.

## Nebraska

Arlington—Washington Co. Fair Assn. Aug. 20-22. H. C. McClellan.  
 Auburn—Nemaha Co. Fair Assn. Aug. 13-15. Roy Steinhelider.  
 Aurora—Hamilton Co. Fair Assn. Aug. 25-28. Wesley Huenefeld.  
 Bartlett—Wheeler Co. Fair Assn. Aug. 22-24. James Fitzsimonds.  
 Bassett—Rock Co. Fair Assn. Aug. 8-10. Clifford Turpin.  
 Beatrice—Gage Co. Fair Assn. Aug. 20-23. Vernon R. Mulig.  
 Beaver City—Furnas Co. Fair Assn. Aug. 21-23. W. L. Bonser.  
 Benkelman—Dundy Co. Agri. Soc. Aug. 18-20. Eddie Schwartz.  
 Bladen—Webster Co. Fair Assn. Aug. 4-6. Bernard Buschow.  
 Bloomfield—Knox Co. Fair Assn. Aug. 24-26. P. E. Steppe.  
 Bridgeport—Morrill Co. Fair Assn. Aug. 30-Sept. 2. Robert D. McFarland.  
 Broken Bow—Custer Co. Fair Assn. Aug. 25-28. M. L. Gould.  
 Burwell—Garfield Co. Fair Assn. Aug. 13-16. H. D. De Lashmuth.

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for more sales on  
the most profitable  
concession\* in your  
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\*popcorn of course

To sell more of the item that gives you more profit, pour in Popsit Plus—America's finest popcorn seasoning. Your popcorn takes on a rich BUTTER-LIKE FLAVOR, an appetizing aroma that brings customers back for more—and more!

The difference in cost between Popsit Plus and lesser products is negligible on any size box of popcorn—but the difference in taste and eye-appeal is really enormous.

Put Popsit Plus to work for you and notice the big difference in your profits. Your Popsit Plus distributor will be happy to supply you with the rest of the details. Call him today!

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popping specialists to the nation

SIMONIN • PHILADELPHIA 34, PA.

ONE GALLON	37 LBS.
19	245
395	395
125	125
245	245
245	245
25	25
50	50
65	65

J. S. JOE  
Phones: C



Central City—Merriok Co. Fair Assn. Aug. 19-21. R. Stanley Torpila.  
 Chadron—Dawson Co. Fair Assn. Aug. 23-26. Harry F. Meyer.  
 Chambers—Holt Co. Fair Assn. Aug. 18-21. J. H. Gibson.  
 Columbus—Platte Co. Fair Assn. Aug. 26-28. W. L. Boettcher.  
 Concord—Dixon Co. Fair Assn. Aug. 27-29. Roy E. Johnson.  
 Orete—Saline Co. Fair Assn. Aug. 21-24. Kenneth Money Penny, Dorchester.  
 Culbertson—Hitchcock Co. Fair Assn. Aug. 21-24. Ervin Coyle, McCook.  
 David City—Butler Co. Fair Assn. Aug. 17-19. Robert Glingery.  
 Deshler—Thayer Co. Fair Assn. Aug. 7-9. M. H. Becker.  
 Elwood—Gosper Co. Fair Assn. Aug. 13-15. M. R. Morgan.  
 Eustis—Frontier Co. Fair Assn. Aug. 21-23. Dean Huefle.  
 Fairbury—Jefferson Co. Fair Assn. Aug. 7-9. E. M. Cressman.  
 Franklin—Franklin Co. Fair Assn. Aug. 25-27. Carleton Hutchins.  
 Fremont—Dodge Co. 4-H Fair Assn. Aug. 13-15. Archie White.  
 Fullerton—Nance Co. Fair Assn. Aug. 18-21. K. M. Black.  
 Geneva—Fillmore Co. Fair Assn. Aug. 17-19. Ves Wells.  
 Gordon—Sheridan Co. Fair Assn. Sept. 6-7. George B. Comer.  
 Grand Island—Hall Co. Fair Assn. Aug. 19-22. Howard Rainforth, Wood River.  
 Grant—Perkins Co. Fair Assn. Aug. 20-23. Elsie B. Stevens.  
 Harrison—Sioux Co. Fair Assn. Aug. 8-10. Dean Lundy.  
 Hartington—Cedar Co. Fair Assn. Aug. 18-19. James A. Walls.  
 Hastings—Adams Co. Fair Assn. Aug. 23-26. Wallace Chaloupka.  
 Hemingford—Box Butte Co. Fair Assn. Aug. 14-17. Harry C. Knight.  
 Holdrege—Phelps Co. Fair Assn. Aug. 19-22. Edgar Borg, Funk.  
 Homer—Dakota Co. Fair Assn. Aug. 21-24. Bernard Jensen.  
 Humboldt—Richardson Co. Fair Assn. Sept. 10-12. L. E. Watson.  
 Hyannis—Grant Co. Fair Assn. Aug. 23-25. Mrs. Earl Hayward.  
 Imperial—O Chase Co. Fair Assn. Aug. 25-30. Edward B. Burke.  
 Johnston—Brown Co. Fair Assn. Aug. 30-Sept. 1. Allen Boyd.  
 Kearney—Buffalo Co. Fair Assn. Aug. 23-29. W. S. Wimberly.  
 Leigh—Colfax Co. Agrl. Soc. Aug. 22-24. Edward Korte.  
 Lewellen—Garden Co. Fair Assn. Aug. 30-Sept. 1. James H. Clancy.  
 Lexington—Dawson Co. Fair Assn. Aug. 25-28. Monte Kliffin.  
 Lincoln—Lancaster Co. Fair Assn. Aug. 30-Sept. 5. Clarence Patterson.  
 Lincoln—Nebraska State Fair. Aug. 30-Sept. 5. Edwin Schultz.  
 Loup City—Sherman Co. Fair Assn. Aug. 9-12. Clark S. Reynolds.  
 McCook—Red Willow Co. Fair Assn. Aug. 7-9. Dale F. Thompson.  
 Minden—Kearney Co. Fair Assn. Aug. 7-9. Mervin Peterson.  
 Mitchell—Scotts Bluff Co. Fair Assn. Aug. 30-Sept. 6. G. L. Williams.  
 Neligh—Antelope Co. Fair Assn. Aug. 22-24. C. Stonebraker.  
 Nelson—Nuckolls Co. Fair Assn. July 30-Aug. 1. H. McKinley Adamson.  
 Norden—Keya Paha Co. Fair Assn. Sept. 12-14. Leonard McCormick.  
 North Platte—Lincoln Co. Fair Assn. Aug. 17-21. W. C. Hord.  
 Oakland—Burt Co. Fair Assn. Aug. 17-20. Orrin Kohlmeier, Craig.  
 Ogallala—Keith Co. Fair Assn. Aug. 17-20. Roy G. Nelson.  
 Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Sept. 19-27. J. J. Macaaron.  
 Orleans—Harrison Co. Fair Assn. Aug. 13-16. James H. Mitchell.  
 Osceola—Polk Co. Fair Assn. July 28-30. Ray A. Conrad.  
 Pawnee City—Pawnee Co. Fair Assn. Aug. 26-28. Ronald W. Ganzel.  
 Pierce—Pierce Co. Fair Assn. Aug. 14-17. Herman Scheer.  
 Saint Paul—Howard Co. Agrl. Soc. Aug. 26-29. H. E. Elstermeter.  
 12. Elmer Stoltzman.  
 Seward—Seward Co. Fair Assn. Aug. 4-6. Norman Gerkenmeyer.  
 Sidney—Cheyenne Co. Fair Assn. Aug. 6-9. W. E. Cunningham.  
 Spaulding—Greeley Co. Fair Assn. Aug. 11-13. Clem Burman.  
 Spencer—Boyd Co. Fair Assn. Aug. 11-13. Wm. C. Bentz.  
 Springfield—Sapry Fair Assn. Aug. 26-28. E. F. Wittmuss.  
 Stapleton—Logan Co. Fair Assn. Aug. 29-31. Virgil Magnuson.  
 Stockville—Frontier Co. Fair Assn. Aug. 28-31. T. R. Current.  
 Syracuse—Otoe Co. Fair Assn. Aug. 26-28. Frank Sorrell.  
 Valentine—Cherry Co. Fair Assn. Aug. 22-24. H. W. Wraga.  
 Wahoo—Saunders Co. Fair Assn. Aug. 14-16. Eric J. Ericson.  
 Walthill—Thurston Co. Fair Assn. Aug. 27-29. Ronald Samuelson, Pender.  
 Waterloo—Douglas Co. Fair Assn. Sept. 10-13. R. D. Herrington.  
 Wayne—Wayne Co. Fair Assn. Aug. 18-20. Al Bahe.  
 Weeping Water—Cass Co. Fair Assn. Aug. 12-15. E. E. Lorenson.  
 West Point—Cumming Co. Fair Assn. Aug. 24-28. John Lukker Jr.  
 York—York Co. Fair Assn. Aug. 13-16. Robert V. Jones.

## Nevada

Elko—Elko Co. Fair Assn. Aug. 29-Sept. 1. Bill Moell Jr.  
 Ely—Nevada Fair of Industry. Aug. 21-24. Tom W. Cook.  
 Las Vegas—Las Vegas Community Fair. Sept. 24-28. Cedric F. Olson.  
 Reno—Washoe Co. Fair Assn. Sept. 11-14. C. Thornton.

## New Hampshire

Amherst—Atkinson Fair Assn. Sept. 11-13. C. Feurer.  
 Sandwich—Sandwich Town & Country Fair. Oct. 13. Doris L. Jones.  
 Valley Fair Assn. Aug. 15-18.  
 Inc. Sept. 1-4.

North Haverhill—North Haverhill Fair Assn. Aug. 3-5. Max G. Robinson.  
 Plymouth—New Hampshire State Fair. Sept. 3-6. Delbert B. Gray.  
 Rochester—Rochester Agrl. & Mechanical Assn. Sept. 14-20. Albert L. Brown.  
 Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. William P. Hacker.

## New Jersey

Branchville—Sussex Co. Farm & Horse Show. Aug. 5-9. John W. Raab.  
 Bridgeton—Cumberland Co. Fair Assn. July 29-Aug. 2. Raymond R. Riley.  
 Caldwell—Essex Co. 4-H Fair. Aug. 12-13. Clayton—Gloucester Co. 4-H Fair Assn. Aug. 7-8. J. L. Glass.  
 Dunham's Corner—Middlesex Co. Fair Assn. Aug. 13-16. Russell Herbert.  
 Fair Hills—Somerset Co. 4-H Fair Assn. Aug. 14-16. Mrs. Stanley Voorhees.  
 Flemington—Flemington Fair. Aug. 26-Sept. 1. Norman L. Marshall.  
 Harmony—Warren Co. Farmers' Fair Assn. Aug. 13-16. Harry E. Serfass.  
 Lakewood—Ocean Co. Fair Assn. Aug. 6-7. P. S. Mansue.  
 Lumberton—Burlington Co. Farm Fair Assn. July 31-Aug. 2. Daniel L. Kender.  
 Mount Holly—Burlington Co. Farm Fair. July 31-Aug. 2. D. L. Kender.  
 Parsippany—Troy Hills—Morris Co. Fair Assn. Aug. 18-23. Swante C. Swenson.  
 Pomona—Atlantic Co. 4-H Fair. Aug. 21-23. David O. Wood.  
 Prentiss—Passaic Co. 4-H Fair. Aug. 7-9. Melville Lockwood.  
 Trenton—Mercer Co. Farmers' Pione & 4-H Show. Aug. 15-18. James H. Rice.  
 Trenton—New Jersey State Fair. Sept. 31-28. George A. Hamid Sr.  
 Troy Hills—Morris Co. Fair Assn. Aug. 18-23. Swante C. Swenson.

## New Mexico

Alamogordo—Otero Co. Fair Assn. Sept. 19-20. Joseph Roessler.  
 Albuquerque—Bernillo Co. 4-H Club Fair. Aug. 20-22. Martha Anderson.  
 Albuquerque—New Mexico State Fair. Sept. 27-Oct. 5. Leon H. Harms.  
 Artee—San Juan Co. Fair. Sept. 13-21. Cecil McGee.  
 Belen—Valencia Co. Fair. Sept. 10-21. Deming—Tri-State Fair. Oct. 9-12. Mrs. Thelma Immon.  
 Henry Chavez.  
 Clayton—Union Co. Fair. Sept. 23-30. John Wheatley.  
 Olmito—Chloris Fair. Sept. 13-14. George Burrows.  
 Clovis—Curry Co. Fair Assn. Sept. 17-20. Phil Crystal.  
 Lordsburg—Hidalgo Co. Fair. Sept. 19-20. Ed H. Hiltson.  
 Lovington—Lea Co. Fair Assn. Sept. 18-20. Mrs. E. G. Minton.  
 Portales—Roosevelt Co. Fair. Sept. 22-26. Parker Woodval.  
 Santa Fe—Santa Fe Fiesta. Aug. 20-Sept. 1. Mrs. Helene K. Baca.  
 Socorro—Socorro Co. Fair & Rodeo Assn. Sept. 6-7. J. C. Barker Jr.  
 Springer—Colfax Co. Fair. Sept. 18-21. R. K. Wooten.  
 State College—Dona Ana Co. Jr. Livestock Show & Fair. Sept. 11-13. Raymond Worrell.  
 Truth or Consequences—Sierra Co. Fair. Sept. 12-14. Allan Beck.  
 Tucumcari—Quay Co. Fair Assn. Sept. 11-14. Wayne Wall.

## New York

Afton—Afton Driving Park & Agrl. Assn. Aug. 11-16. Guy L. Marvin.  
 Albion—Orleans Co. Extension Service Assn. Aug. 6-7. Paul Klatt.  
 Alexander—Genesee Co. Agrl. Soc. Aug. 11-16. Jay W. Keller.  
 Altamont—Altamont Regional Fair Assn. Aug. 18-23. Stuart T. Rombough.  
 Angelica—Allagany Co. Agrl. Assn. Aug. 1-5. Donald Foreman.  
 Avon—Genesee Valley Breeders Assn. Sept. 6-7. H. W. Chanler.  
 Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 25-29. Wendell Townley.  
 Bath—Steuben Co. Agrl. Soc. Aug. 27-Sept. 1. Victor Faucett.  
 Boonville—Boonville Fair Assn. July 26-Aug. 2. Charles H. Flickbohm.  
 Brookfield—Brookfield-Madison Co. Agrl. Soc. Aug. 19-23. Raymond F. Burdick.  
 Caledonia—Caledonia Fair, Inc. Aug. 12-16. Victor Scroger.  
 Canandaigua—Ontario Co. Agrl. Soc. Aug. 5-10. Christine H. Smith.  
 Chatham—Columbia Co. Agrl. Soc. Aug. 29-Sept. 1. J. Vincent Hartigan.  
 Cobleskill—Cobleskill Agrl. Soc. Aug. 22-27. Dr. D. Beard.  
 Cortland—Cortland Co. Ext. Service Assn. Aug. 5-9. Robert Blatchley.  
 De Ruyter—Fireman's Fair Assn. Aug. 21-24. Harry D. Stahl.  
 Dundee—Dundee Fair Assn. Sept. 18-20. Lewis R. Hamner.  
 Dunkirk—Chautauque Co. Agrl. Oorp. Sept. 1-6. Harold T. Patton.  
 Durham—Greene Co. Ext. Service Assn. Aug. 13-14. Robert Tousey.  
 Elmira—Chemung Co. Fair Assn. Aug. 10-16. Robert S. Turner.  
 Fonda—Montgomery Co. Agrl. Soc. Aug. 29-Sept. 2. Fred L. Lowe.  
 Gouverneur—St. Lawrence Co. Agrl. Soc. Aug. 4-9. Bligh A. Dods.  
 Grambsville—Sullivan Co. Ext. Service Assn. Aug. 27-28. Karl Grant.  
 Greenwich—Cambridge Valley Agrl. Soc. Aug. 19-23. Mrs. Marjorie Sheridan.  
 Hamburg—Erie Co. Agrl. Soc. Aug. 16-23. Frank A. Blade.  
 Hemlock—Hemlock Lake Union Agrl. Soc. Aug. 27-30. Charles R. Irwin.  
 Henrietta—Monroe Co. Fair & Recreation Assn. Aug. 17-23. Albert Lockner.  
 Horseheads—Chemung Co. Agrl. Soc. Aug. 10-18. Robert S. Turner.  
 Ithaca—Tompkins Co. Agrl. & Hort. Soc. Aug. 4-9. Richard K. Blatchley.  
 Kingston—Ulster Co. Agrl. Soc. Aug. 20-21. Albert Kurdt.  
 Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 25-30. Mrs. Mildred Merow.  
 Lockport—Niagara Co. Farm & Home Days and Jr. Fair. Aug. 13-14. John A. Hall.  
 Lowville—Lewis Co. Agrl. Soc. Aug. 11-16. Asa W. Gordon.  
 Malone—Franklin Co. Agrl. Soc. Aug. 18-24. M. J. Finnegan.  
 Middletown—Orange Co. Agrl. Soc. Aug. 2-10. Fred Germain Jr.  
 Morris—Otsego Co. Fair Assn. July 30-Aug. 4. Robert Halbert.  
 Morrisville—Clinton Co. Agrl. & Ind. Fair Assn. July 29-Aug. 2. W. E. Hudson.  
 Norwich—Chenango Co. Agrl. Assn. Aug. 4-9. Len Tyler.  
 Palmyra—Palmyra Union Agrl. Soc. Aug. 12-16. W. Ray Converse.  
 Pike—Wyoming Co. Fair Assn. Aug. 18-22. Charles Van Arsdale.  
 Plattsburgh—Agrl. & Ind. Fair of Clinton County. July 29-Aug. 2. W. E. Hudson.

FairRhinebeck—Dutchess Co. Fair Assn. Aug. 22-27. R. O. Murray.  
 Sandy Creek—Sandy Creek Fair Assn. Aug. 12-16. Marion B. Horlick.  
 Schaghticoke—Agrl. & Lib. Arts Soc. of Rensselaer Co. Aug. 30-Sept. 1. Nelson B. Betts.  
 Schaghticoke—Rensselaer Co. Agrl. & Hort. Soc. Aug. 29-Sept. 3. Charles A. Stover.  
 Syracuse—New York State Fair. Aug. 29-Sept. 6. William F. Baker.  
 Syracuse—Onondaga Co. Ext. Service Assn. July 29-30.  
 Trumansburg—Union Agrl. & Hort. Soc. Sept. 10-13. Lloyd Ellis.  
 Walton—Delaware Valley Agrl. Soc. Aug. 19-23. John C. Elderkin.  
 Watertown—Jefferson Co. Agrl. Soc. Aug. 18-23. Glenn L. Felstel.  
 West Nyack—Rockland Co. Ext. Service Assn. Aug. 22-23. Earl Mullen Jr.  
 Westbury—Minerva Fair & Industrial Expo. Sept. 6-14. Charles Bochart.  
 Westport—Essex Co. Agrl. Soc. Aug. 12-16. Keeton B. Lobdell.  
 Whitney Point—Broome Co. Agrl. Soc. July 27-Aug. 2. Harley Beardsley.

## North Carolina

Ahoscie—Atlantic Dist. Fair Assn. Oct. 7-11. C. E. Robbins.  
 Albemarle—Stanly Co. Fair Assn. Sept. 15-20. Bally Grelledge.  
 Asheville—Center of N. C. Fair Assn., Inc. Sept. 1-5. W. O. York.  
 Beaufort—Carteret Fair, Inc. Oct. 6-11. T. E. Kelly.  
 Burgaw—Fender Co. Fair Assn. Oct. 8-11. John Garroway.  
 Burlington—Alamance Co. Veterans Agrl. Fair, Inc. Oct. 6-11. M. O. Rogers.  
 Carthage—Moore Co. Agrl. Fair Assn. Sept. 15-20. Bill Scott.  
 Charlotte—Southern States Fair Assn. Sept. 16-20. J. S. Dorton Jr.  
 Cherokee—Cherokee Indian Fair Assn. Oct. 7-11. Charlotte R. Sneed.  
 Concord—Cabarrus Co. Agrl. Fair, Inc. Sept. 8-13. Clyde L. Prost Jr.  
 Drexel—Drexel Community Fair. Aug. 26-30. Ralph Abernathy Jr.  
 Durham—Durham Co. American Legion Fair. Sept. 29-Oct. 4. R. Z. Long.  
 East Bend—Yadkin Co. Fair Assn. Sept. 30-Oct. 4. Hovey Norman.  
 Enfield—Firemen's Agrl. Fair Assn. Sept. 29-Oct. 4. R. E. Stephenson.  
 Fayetteville—Cape Fear Fair Assn. Sept. 28-Oct. 4. Carlton Pender.  
 Goldsboro—Wayne Co. Agrl. Assn. Sept. 15-20. Oland F. Peeler.  
 Greensboro—Greensboro Agrl. Fair, Inc. Sept. 30-Oct. 4. Mrs. Clyde Kendall.  
 Greenville—Pitt Co. Fair Assn. Oct. 6-11. Norman Y. Chambliss.  
 Henderson—Golden Belt Fair Assn. Oct. 20-26. C. M. Hight.  
 Hendersonville—Western N. C. Fair Assn. Aug. 4-9. David W. Cooley.  
 Hickory—Catawba Fair Assn. Sept. 8-13. Corbin Green.  
 High Point—High Point Fair Assn. Sept. 22-27. T. O. Potts.  
 Kings Mountain—Bethware Community Fair. Sept. 10-13. Stokes Wright.  
 Laurinburg—Scotland Co. Agrl. Fair Assn. Oct. 20-25. Bill Williamson.  
 Lenoir—Caldwell Co. Agrl. Fair, Inc. Sept. 22-27. R. H. Robbins.  
 Lexington—Davidson Co. Fair Assn. Sept. 22-27. Curtis A. Leonard Sr.  
 Littleton—Littleton Fair Assn. Oct. 20-25. T. R. Walker.  
 Madison—Madison Agrl. Soc. Sept. 22-27. Tom Morgan.  
 Monroe—Union Co. Fair Assn. Sept. 22-27. John W. Hearn Sr.  
 Morganton—Burke Co. Fair Assn. Sept. 22-27. Miller Sigmon.  
 Mount Airy—Surry Co. Agrl. Fair. Oct. 6-11. James R. McNell.  
 Pittsboro—Chatham Co. Agrl. Fair. Sept. 15-20. R. G. Bryant.  
 Raleigh—North Carolina State Fair. Oct. 14-18. Dr. S. Dorton.  
 Reidsville—Reidsville Fair Assn. Sept. 2-6. Mrs. K. P. Oliver.  
 Roanoke Rapids—Hartford Northampton Co. Fair. Sept. 15-20. Eugene F. Edwards.  
 Rocky Mount—Rocky Mount Fair Assn. Sept. 22-27. N. Y. Chambliss.  
 Roxboro—Person Co. Veterans Agrl. Fair. Oct. 13-18. Gordon P. Allen.  
 Salisbury—Rowan Co. Fair Assn. Sept. 22-27. David S. Clay.  
 Sanford—Lee Co. Agrl. Fair. Sept. 22-27. K. M. Willis.  
 Shelby—Cleveland Co. Negro Fair. Oct. 15-18. A. W. Foster.  
 Shelby—Cleveland Co. Fair. Sept. 30-Oct. 1. Dr. J. S. Dorton.  
 Statesville—Tredell Co. Agrl. Fair. Sept. 15-20. Clyde Smyre.  
 Trenton—Jones Co. Agrl. Fair Assn. Sept. 29-Oct. 4. Mrs. W. C. Flowers Jr.  
 Warren—Warren Co. Fair Assn. Sept. 22-27. Duke Miles.  
 Washington—Beaufort Co. Agrl. Fair Assn. Oct. 20-25. B. S. O'Neal.  
 Wilson—Wilson Co. Fair, Inc. Oct. 6-12. Ernest P. Batton.  
 Winston-Salem—Carolina Fair Assn. Oct. 13-18. E. C. Hill.  
 Winston-Salem—Dixie Classic Fair. Oct. 7-11. Neil Bolton.  
 Zebulon—Five-County Fair. Sept. 29-Oct. 4. Wade Privett.

## North Dakota

Carrington—Foster Co. Fair Assn. Sept. 16-19. H. C. Duntley.  
 Devils Lake—Ramsey Co. Fall Fair. Sept. 24-26. E. Harder.  
 Forman—Sargent Co. Fair Assn. Sept. 1-3. R. N. Weber.  
 Lakota—Nelson Co. Fair Assn. Sept. 18-20. W. A. Garske.  
 Minnewaukan—Benson Co. Fair Assn. Sept. 12-14. V. A. Heberg.  
 Minot—North Dakota State Fair. July 27-Aug. 2. Merrel O. Dahle.  
 Underwood—McLean Co. Fair Assn. Sept. 4-6. Morris Nelson.

## Ohio

Andover—Andover Street Fair. Sept. 5-7. Wm. S. Grabert.  
 Ashland—Ashland Co. Fair Assn. Sept. 23-27. Francis Smith.  
 Athens—Athens Co. Fair Assn. Aug. 6-9. Emory Allen.  
 Attica—Attica Fair Assn. Aug. 6-9. Mrs. Ruth Hornett.  
 Barlow—Barlow Fair Assn. Sept. 26-27. F. H. Proctor.  
 Bellefontaine—Logan Co. Fair Assn. Aug. 18-20. J. Phillip Gordon, Rt. 1, Huntsville.  
 Bellville—Bellville Fair Assn. Sept. 10-13. Victor Roberts.  
 Berea—Cuyahoga Co. Fair Assn. Aug. 11-17. Norman Lehman.  
 Bowling Green—Wood Co. Fair Assn. Aug. 4-9. John L. Clarke, 155 S. Maple.

Buoyrus—Crawford Co. Fair Assn. July 26-28. Richard Shaley.  
 Burton—Geauga Co. Fair Assn. Aug. 28-Sept. 1. O. E. Lamoreaux, Box 9, Chardon.  
 Cadiz—Harrison Co. Fair Assn. Sept. 10-13. L. H. Barger.  
 Caldwell—Noble Co. Fair Assn. Aug. 27-30. J. K. Walkenshaw.  
 Canfield—Mahoning Co. Fair Assn. Aug. 28-Sept. 1. Grace E. Williams.  
 Canton—Stark Co. Fair Assn. Aug. 29-Sept. 3. Mrs. Fern Saal, 933 N. Market.  
 Carrollton—Carroll Co. Fair Assn. Sept. 24-27. E. Weaver.  
 Celina—Mercer Co. Fair Assn. Aug. 9-14. W. F. Archer.  
 Chillicothe—Ross Co. Fair Assn. Aug. 18-16. Wm. O. Kramer.  
 Cincinnati—Cincinnati-Hamilton Co. Fair Assn. Sept. 10-13. C. A. Peters, 561 Court House.  
 Circleville—Pickaway Co. Fair Assn. Sept. 9-13. Wm. L. Cook, 131 Park Place.  
 Circleville—Circleville Pumpkin Show. Oct. 15-18. Ned H. Dresbach.  
 Columbus—Ohio State Fair. Aug. 22-29. D. Robert Jones.  
 Coshocton—Coshocton Co. Fair Assn. Oct. 1-4. John Senter, 707 Kentworth Ave.  
 Croton—Hartford Fair Assn. Aug. 5-9. William Arter.  
 Dayton—Montgomery Co. Fair Assn. Aug. 30-Sept. 3. Goldie V. Scheible, 709 Reibold Bldg.  
 Delaware—Delaware Co. Fair Assn. Sept. 14-19. Wm. B. Deal.  
 Dover—Tuscarawas Co. Fair Assn. Sept. 16-19. W. G. Findley, 243 N. Broadway, New Philadelphia.  
 East—Perebe Co. Fair Assn. Aug. 5-9. Glenn Crowell.  
 Findlay—Hancock Co. Fair Assn. Sept. 1-4. Mrs. Wade Marshall, Rt. 1, Bluffton.  
 Fremont—Sandusky Co. Fair Assn. Aug. 29-Sept. 3. Russell S. Hull.  
 Gallipolis—Gallia Co. Fair Assn. Aug. 6-9. Jimmie Evans, Mercerville.  
 Georgetown—Brown Co. Fair Assn. Oct. 1-4. Luther Kestel.  
 Greenville—Darke Co. Fair Assn. Aug. 16-22. Robert Brumbaugh.  
 Hamilton—Butler Co. Fair Assn. Aug. 17-21. Barton Truster, Seven Mile.  
 Hicksville—Defiance Co. Fair Assn. Aug. 17-23. Gerald Massee.  
 Hilliards—Franklin Co. Fair Assn. Aug. 13-16. Findley L. DeWolfe.  
 Hillsboro—Highland Co. Fair Assn. Sept. 3-6. Clarence Larkin.  
 Jefferson—Ashtabula Co. Fair Assn. Aug. 5-9. E. F. Walburn.  
 Kenton—Hardin Co. Fair Assn. Sept. 23-26. Richard Wortman, 615 S. Main St.  
 Lancaster—Fairfield Co. Fair Assn. Oct. 8-11. Russell W. Alt.  
 Lima—Allen Co. Fair Assn. Aug. 18-21. Robert G. Pickering.  
 Lisbon—Columbiana Co. Fair Assn. Aug. 19-23. Clarence Crosser.  
 Logan—Hocking Co. Fair Assn. Sept. 24-27. J. E. Matheny, 65 Keynes Drive.  
 London—Madison Co. Fair Assn. Aug. 17-21. Lloyd Roby, Rt. 1, Amlin.  
 Loudonville—Loudonville Fair Assn. Sept. 30-Oct. 2. Walter Luse.  
 Lucasville—Scioto Co. Fair Assn. July 29-Aug. 2. L. Wm. Burns, 2825 Willow Way, Portsmouth.  
 Mansfield—Richland Co. Fair Assn. Aug. 5-9. James Day.  
 Marietta—Washington Co. Fair Assn. Aug. 31-Sept. 3. V. V. Schriver, 711 Ninth St.  
 Marion—Marion Co. Fair Assn. Aug. 18-21. Wm. Haley.  
 Marysville—Union Co. Fair Assn. Sept. 9-12. Ray A. Brake, Rt. 1, Millford Center.  
 Maumee—Lucas Co. Fair Assn. Aug. 14-17. Carlton Diefenthaler, Curtice.  
 McConnelsville—Morgan Co. Fair Assn. Sept. 3-6. Ray G. Smith.  
 Medina—Medina Co. Fair Assn. Sept. 3-6. Clair Fulton.  
 Millersburg—Holmes Co. Fair Assn. Aug. 14-16. Verle H. Spreng, Lakeville.  
 Montpelier—Williams Co. Fair Assn. Sept. 7-13. Woodrow Schlegel, 311 N. Platt St.  
 Mount Gilead—Morrow Co. Fair Assn. Aug. 11-16. Dwight McClarren.  
 Napoleon—Henry Co. Fair Assn. Aug. 11-15. James D. Murray.  
 New Lexington—Perry Co. Fair Assn. July 30-Aug. 2. Edgar W. Newton.  
 Norwalk—Huron Co. Fair Assn. Sept. 9-13. Mrs. Elfreda Crayton.  
 Old Washington—Guernsey Co. Fair Assn. Sept. 24-27. Thomas E. Gracy, Cambridge.  
 Ottawa—Putnam Co. Fair Assn. Sept. 16-20. Gene Spinaale, Rt. 2, Cloverdale.  
 Owensville—Clermont Co. Fair Assn. Aug. 12-16. L. D. Lewis.  
 Painesville—Lake Co. Fair Assn. Aug. 20-24. Mrs. J. H. Belcher, King Memorial Highway, Mentor.  
 Paulding—Paulding Co. Fair Assn. Aug. 27-30. Richard Shaffer.  
 Plain City—Plain City Fair Assn. July 29-Aug. 2. Walter Minshall.  
 Pomeroy—Meigs Co. Fair Assn. Aug. 13-16. Allen C. Hill.  
 Randolph—Randolph Fair Assn. Sept. 5-7. R. P. Hamilton.  
 Richwood—Richwood Fair Assn. Aug. 29-Sept. 1. Dana D. Lowe, Rt. 3, Marysville.  
 Rock Springs—Meigs Co. Agrl. Soc. Aug. 13-16. Allen C. Hill Sr.  
 St. Clairsville—Belmont Co. Agrl. Soc. Sept. 4-6. John Costine.  
 Sandusky—Erie Co. Fair Assn. Aug. 9-12. Karl W. Kurtz.  
 Seaman—Seaman Fall Festival. Sept. 22-24. Ray L. Butt.  
 Sidney—Shelby Co. Fair Assn. July 26-Aug. 1. Wm. F. Stewart.  
 Smithfield—Jefferson Co. Fair Assn. Aug. 14-16. W. E. Rose, Rayland.  
 Springfield—Clark Co. Fair Assn. Aug. 12-16. B. P. Sandusky.  
 Tallmadge—Summit Co. Fair Assn. Aug. 7-9. Mrs. James Jeffery, 7614 Old Rt. 8, Hudson.  
 Tiffin—Seneca Co. Fair Assn. Aug. 13-21. Don Mesnard.  
 Troy—Miami Co. Fair Assn. Aug. 9-15. Emerson Swank, Box 145, Rt. 1, Laura.  
 Upper Sandusky—Wyandot Co. Fair Assn. Sept. 9-13. Ross A. Winter.  
 Urbana—Champaign Co. Fair Assn. Aug. 3-8. Mrs. Howard Goddard.  
 Van Wert—Van Wert Co. Fair Assn. Sept. 1-5. N. E. Stuckey.  
 Wapakoneta—Auglaize Co. Fair Assn. Aug. 2-8. Harry Kahn.  
 Warren—Trumbull Co. Fair Assn. July 28-Aug. 2. Frank M. Neal, Fowler.  
 Wauseon—Fulton Co. Fair Assn. Aug. 30-Sept. 4. George W. Connelly.  
 Wellington—Lorain Co. Fair Assn. Aug. 18-22. Dale M. Neill, 403 N. Main St.  
 West Union—Adams Co. Fair Assn. Aug. 20-22. Charles S. Kirker.  
 Wilmington—Clinton Co. Fair Assn. Aug. 5-9. A. A. Veith, 1182 W. Main St.  
 Woodsfield—Monroe Co. Fair Assn. Aug. 20-23. Ralph Schumacher.

Wooster—Wayne Co. Fair Assn. Sept. 9-13. W. J. Buss.  
 Xenia—Greene Co. Fair Assn. July 29-Aug. 2. Mrs. J. Robert Bryson.  
 Zanesville—Muskingum Co. Agrl. Soc. Aug. 11-16. Perl D. Elliott.

## Oklahoma

Ada—Pontotoc Co. Fair Assn. Sept. 13-17. O. H. Hatley.  
 Alva—Woods Co. Free Fair Assn. Sept. 3-6. Wallace Wenner.  
 Anadarko—Caddo Co. Free Fair Assn. Sept. 15-18. Dorothy Williams.  
 Ardmore—Carter Co. Free Fair. Sept. 16-20. J. P. Taylor.  
 Beaver—Beaver Co. Free Fair Assn. Sept. 3-6. Mrs. Allice Shook.  
 Blackwell—Kay Co. Free Fair Assn. Sept. 8-11. W. R. Hutchison.  
 Boise City—Cimarron Co. Free Fair Assn. Sept. 17-20. Eugene Williams.  
 Chandler—Lincoln Co. Free Fair. Sept. 10-13. Oran Stipe.  
 Cherokee—Alfalfa Co. Fair Assn. Sept. 10-13. Wayne A. Eakin.  
 Chickasha—Grady Co. Fair Assn. Sept. 15-19. Robert A. Lamar.  
 Claremore—Rogers Co. Fair Assn. Sept. 19-22. Bill Whitenton.  
 Clinton—Custer Co. Fair Assn. Sept. 15-18. Alton Patrick.  
 Collinsville—Collinsville Tri-Co. Fair. Sept. 4-6. Curtis Griffin.  
 Cordell—Washita Co. Free Fair Assn. Sept. 10-14. James V. Son.  
 Dewey—Washington Co. Fair Assn. Sept. 16-20. Connie Goringier.  
 Duncan—Stephens Co. Free Fair Assn. Sept. 10-13. Edward Gregory.  
 Durant—Bryan Co. Fair Assn. Sept. 10-12. John N. Stogner.  
 El Reno—Canadian Co. Fair Assn. Sept. 10-13. L. D. Warkentin.  
 Enid—Garfield Co. Fair Assn. Sept. 6-12. Roy W. Davis.  
 Fairview—Major Co. Free Fair Assn. Sept. 9-11. Harold Miller.  
 Frederick—Tillman Co. Fair Assn. Sept. 9-12. Laxton Malcom.  
 Guthrie—Logan Co. Fair Assn. Sept. 9-12. Harold Elliott.  
 Guymon—Texas Co. & Panhandle Dist. Free Fair Assn. Sept. 9-13. Robert G. Sheets.  
 Holdenville—Hughes Co. Free Fair Assn. Sept. 10-13. Jesse M. Barbre.  
 Hugo—Choctaw Co. Fair Assn. Sept. 3-9. Robert Massengale.  
 Kingfisher—Kingfisher Co. Fair Assn. Sept. 8-11. Gerald W. Cupp.  
 Lawton—Comanche Co. Fair Assn. Sept. 10-13. Lewis A. Haydock.  
 Madill—Marshall Co. Free Fair. Sept. 11-13. Dale Ozment.  
 Miami—Ottawa Co. Free Fair Assn. Sept. 14-17. J. D. Blakenmore.  
 Muskogee—Oklahoma Free State Fair. Sept. 14-21. Tom Conrady.  
 Norman—Cleveland Co. Free Fair Assn. Sept. 10-12. Vernon J. Frye.  
 Nowata—Nowata Co. Free Fair Assn. Sept. 16-18. Mrs. O. W. Marley.  
 Oklahoma City—Oklahoma Co. Fair Assn. Sept. 10-13. Harold F. James.  
 Oklahoma City—State Fair of Oklahoma. Sept. 20-27. C. G. Baker.  
 Pauls Valley—Garvin Co. Fair Assn. Sept. 4-6. Alton Perry.  
 Pawnee—Pawnee Co. Fair Assn. Sept. 10-13. Fred Meyerdrick.  
 Pawhuska—Osage Co. Fair Assn. Sept. 15-18. A. A. Sewell.  
 Perry—Noble Co. Fair Assn. Sept. 15-18. Jay Hesser.  
 Pond Creek—Grant Co. Free Fair Assn. Sept. 10-13. J. D. Edmondson.  
 Pryor—Mayes Co. Fair Assn. Sept. 8-13. Elsworth Hammer.  
 Purcell—McCain Co. Fair Assn. Sept. 4-6. L. J. James.  
 Sallisaw—Sequoyah Co. Free Fair. Sept. 10-12. Phil Nowlin.  
 Shawnee—Pottawatomie Co. Fair Assn. Sept. 15-18. Mrs. Homer Swink.  
 Stillwater—Payne Co. Free Fair. Sept. 15-18. Lester Smith.  
 Taloga—Dewey Co. Free Fair Assn. Sept. 10-12. Donald Tallent.  
 Tulsa—Tulsa State Fair. Sept. 27-Oct. 3. Clarence C. Lester.  
 Walters—Cotton Co. Fair Assn. Sept. 9-12. Arlon Johnson.  
 Watonga—Blaine Co. Fair Assn. Sept. 15-18. Bud Nelson.  
 Waurika—Jefferson Co. Free Fair Assn. Sept. 10-12. Fred Huffine.  
 Wewoka—Seminole Co. Free Fair. Sept. 8-10. Warren Jones.  
 Weleetka—Okfuskee Co. Fair Assn. Sept. 4-6. L. G. Ashley.  
 Woodward—Woodward Co. Fair Assn. Sept. 10-12. Bill Taggart.

## Oregon

Albany—Linn Co. 4-H & FFA Fair Assn. Aug. 18-20. H. J. Myers.  
 Astoria—Clatsop Co. Fair Assn. Aug. 20-23. Mrs. Lyle Anderson.  
 Burns—Harney Co. Fair Assn. Sept. 11-14. Ray Natvny.  
 Canby—Clackamas Co. Fair Assn. Aug. 20-23. F. G. Lawrence.  
 Clatskanie—Columbia Co. Fair Contests. Aug. 14-16. Jewett A. Bush.  
 Condon—Gilliam Co. Fair Assn. Sept. 19-21. Ernest J. Kirsch.  
 Dallas—Polk Co. Fair. Aug. 22-24. Tyrus Brown.  
 Deer Island—Columbia Co. Fair Assn. Aug. 14-16. Jewett Bush.  
 Eugene—Lane Co. Fair Assn. Sept. 10-14. Ernest McCulloch.  
 Fossil—Wheeler Co. Fair Assn. Sept. 4-7. J. P. Steiner.  
 Gold Beach—Curry Co. Fair. Aug. 7-9. Grants Pass—Josephine Co. Fair Assn. Aug. 13-16. Lee Pruitt.  
 Gresham—Multnomah Co. Fair. July 31-Aug. 9. Duane Hennessey.  
 Half



Myrtle Point-Coos Co. Fair Assn. Aug. 13-17. J. H. Clarno.  
Newport-Lincoln Co. Fair Assn. Aug. 21-23. Walter J. Mitchell.  
Odell-Hood River Co. Fair Assn. Aug. 12-14. Steve R. Dowell.  
Ontario-Maitland Co. Fair. Aug. 27-30. Harry Sandt.  
Oregon City-Clackamas Co. Fair. Aug. 20-23. J. E. Blinkhorn.  
Prineville-Crook Co. Fair Assn. Sept. 11-14. Joseph Stahanyk.  
Redmond-Deschutes Co. Fair Assn. Aug. 22-24. Norman I. Swanson.  
Rickreall-Polk Co. Fair Assn. Aug. 22-24. Roseburg-Douglas Co. Fair Assn. Aug. 21-24. Dick Turley.  
St. Albans-Linn Co. 4-H and FFA Fair. Aug. 18-20. H. J. Myers.  
Salem-Oregon State Fair. Aug. 28-Sept. 6. Howard Maple.  
Tillamook-Tillamook Co. Fair Assn. Aug. 13-16. H. G. Smith.  
Tygh Valley-Wasco Co. Fair Assn. Aug. 21-24. Vic Peterson.

### Pennsylvania

Abbottstown-East Berlin-Adams Co. Fair Assn. Aug. 19-23. Mary E. Elder.  
Allentown-Albion Community Fair Assn. Sept. 18-20. R. S. Wasser.  
Allentown-Great Allentown Fair. Sept. 14-20. Mrs. Reba D. Schall.  
Arendtsville-South Mountain Fair Assn. Sept. 2-6. M. E. Knouse.  
Bangor-Blue Valley Farm Show. Aug. 20-23. Millard Gleim.  
Beaver Springs-Beaver Community Fair Assn. Sept. 17-20. Frank C. Gill.  
Bedford-Great Bedford Fair Assn. Aug. 4-9. Jean B. Eichelberger.  
Bloomsburg-Jr. Achievement Show. Aug. 20-24. H. A. Everett.  
Bloomsburg-Bloomsburg Fair Assn. Sept. 22-27. J. Howard Dely.  
Butler-Butler Fair & Agr. Assn. Aug. 8-9. A. H. Bachman.  
Butler-Butler Farm Show, Inc. Aug. 20-22. Mrs. LeRoy Miller.  
Carlisle-Carlisle Community Fair Assn. Aug. 11-16. Beauford S. Swartz.  
Centre Hall-Centre Co. Fair Assn. Aug. 22-28. Mrs. Samuel Grove.  
Claysburg-Claysburg Community Farm Products & Flower Show. Sept. 11-13. Janet H. Musselman.  
Clearfield-Clearfield Co. Fair Assn. July 28-Aug. 2. Joseph R. Hagentogler.  
Cochran-Cochran Community Fair Assn. Sept. 3-6. Russell W. Mook.  
Connellsville-Pleasant Valley Grange Community Fair Assn. Sept. 2-6. Eugene V. Kiefer.  
Dallastown-Dallastown Fair Assn. Aug. 11-16. John H. Kell.  
Dillsburg-Dillsburg Community Fair Assn. Oct. 18-19. Robert A. Cocklin.  
Dayton-Dayton Agr. & Mech. Assn. Aug. 12-16. Maine Jordan.  
Ebensburg-Cambria Co. Fair Assn. Sept. 1-6. Mrs. Mary Rupert.  
Edinboro-Edinboro Community Fair Assn. Sept. 11-13. J. C. Ondrey.  
Ephrata-Ephrata Farmers' Day. Sept. 23-27. Mrs. Samuel Mohler.  
Forkville-Sullivan Co. Agr. Soc. Aug. 27-30. Archie Norton.  
Gilbert-West End Fair Assn. Aug. 26-27. LeRoy J. Hinton.  
Gratz-Gratz Fair Assn. Sept. 14-20. Dr. G. J. Umboltz.  
Greensburg-Harold Fair Assn. Aug. 20-23. Mrs. J. L. Errett.  
Harford-Harford Fair Assn. Sept. 3-6. H. T. Benning.  
Harrisburg-Penna. Jr. Dairy Show. Sept. 18. Rex Carter.  
Harrisburg-Penna. Nat'l Livestock Expo. Nov. 11-14. L. H. Bull.  
Harrisburg-Pennsylvania Farm Show. Jan. 12-16. J. H. McNeil.  
Home-Ox Hill Community Fair. Sept. 2-4. David W. Simpson.  
Honesdale-Wayne Co. Fair Assn. Sept. 9-13. R. W. Gammell.  
Hughesville-Lycoming Co. Fair Assn. Aug. 4-9. Clarence F. Stolz.  
Huntingdon-Huntingdon Co. Agr. Assn. Aug. 18-23. John McCracken.  
Indiana-Indiana Co. Fair Assn. Aug. 18-23. L. R. Feloni.  
Jamestown-Pymatungus Joint Community Fair. Sept. 3-6. J. W. Clark.  
Kutztown-Kutztown Fair Assn. Aug. 18-23. E. H. H. McNeil.  
Laurelton-Union Co. West End Fair Assn. Sept. 3-6. J. Frank Snyder.  
Lehigh-Carbon Co. Agr. Assn. Sept. 1-6. Grant A. Bossard.  
Library-Allegheny Co. Fair & Expo. Aug. 28-Sept. 1. Geo. E. Kelly.  
Martinsburg-Morrison Cove Community Fair Assn. Sept. 24-26. Ella S. Ebersole.  
McConnellsville-Fulton Co. Fair Assn. Aug. 27-30.  
Meadville-Crawford Co. Fair Assn. Aug. 18-23. Mrs. E. C. Badwin.  
Mechanicsburg-Grangers Free Fair Assn. Aug. 24-Sept. 1. Robert Richwine.  
Meyersdale-Somerset Co. Fair Assn. Aug. 25-31. E. A. Finegan.  
Millport-Oswayo Valley Rural Community Fair Assn. Aug. 13-16. Mrs. L. Hemp-hill.  
Montandon-Tri-Township Fair Assn. Sept. 24-27. John B. Frederick.  
Mount Cobb-Jefferson Community Fair Assn. Aug. 28-30. Agnes C. Hreha.  
Mutual-Westmoreland Co. Fair & Recreation Assn. Aug. 19-23. W. B. Rowe.  
Myerstown-Myerstown Community Fair Assn. Oct. 8-10. John R. Sherman.  
Nazareth-Nazareth Farm Pro. Show. Nov. 20-22. E. H. McNeil.  
New Bethlehem-Farmers & Merchants Agr. Assn. Aug. 13-16. Louden Stuart.  
New Castle-Lawrence Co. Farm Show. Aug. 26-28. Jake Bumgardner.  
Newfountain-Greene-Dreher-Sterling Fair. Aug. 20-23. Bob Staph.  
New Holland-New Holland Farmers' Fair. Oct. 1-4. S. O. Zimmerman.  
North East-North East Community Fair. Sept. 25-27. Jessie Merrihew.  
Oley-Oley Valley Community Fair Assn. Sept. 25-27. Carl W. Blank.  
Pittsburgh-Allegheny Co. Fair & W. Pa. Expo. Aug. 28-Sept. 1. Betty Colosimo.  
Pittsburgh-Pittsburgh Livestock Show. Oct. 21-23. N. L. Claiborne.  
Pleasant Unity-Westmoreland Co. Fair. Aug. 18-23. W. B. Rowe.  
Port Royal-Juniata Co. Agr. Soc. Sept. 1-6. Dwight B. Hower.  
Reading-Reading Fair Assn. Sept. 7-14. Wm. A. Morris.  
Shade Gap-Soldiers & Sailors' Fair & Picnic. July 28-Aug. 2. A. L. Blackmon.  
Spartansburg-Spartansburg Community Fair Assn. Sept. 11-13. C. J. Burton.  
Stoneboro-Great Stoneboro Fair Assn. Aug. 28-Sept. 1. Lee Mohney.  
Troy-Troy Fair Assn. Aug. 8-9. W. Thomas Morris.  
Turbotville-Turbotville Community Fair. Sept. 17-20. Wm. W. Wolliver.  
Uniontown-Fayette Co. Fair Assn. Aug. 26-29. W. D. Cook.

Unionville-Unionville Community Fair Assn. Oct. 9-11. Mrs. V. Woodward.  
Washington-Washington Co. Agr. Fair Assn. Aug. 19-23. J. Ed Smith.  
Washingtonville-Montour-DeLong Community Fair Assn. Oct. 1-4. Chas. W. Hunselman.  
Waterford-Waterford Fair Assn. Sept. 3-6. J. Stanley Mitchell.  
Wattsburg-Wattsburg Agr. Soc. Aug. 20-30. H. M. Burrows.  
Waynesburg-Greene Co. Free Fair. Aug. 12-16. C. R. Clark.  
West Alexander-West Alexander Agr. Assn. Sept. 10-13. Mr. John F. McMurray.  
West Chester-Goshen Co. Fair Assn. July 28-Aug. 2. Harold B. Price.  
Westover-Harmony Grange Fair Assn. Sept. 18-20. Lewis F. Greene Jr.  
Wind Ridge-Jacktown Fair Assn. Aug. 8-9. O. T. Dille.  
York-York Inter-State Fair. Sept. 9-13. Mrs. Catherine O. Morgart.  
Youngsville-Youngsville Community Fair Assn. Sept. 3-6. Ella G. Guiver.

### Rhode Island

East Greenwich-Rocky Hill Fair Assn. Aug. 19-24. Warren F. Moorehead.

### South Carolina

Anderson-Anderson Fair Assn. Oct. 13-18. John W. Schwalm.  
Bennettsville-Marlboro Co. Fair Assn. Sept. 22-27. J. Murray Jackson Jr.  
Bishopville-Lee Co. Fair Assn. Sept. 22-27. R. C. McCutchen.  
Camden-Kershaw Co. Fair Assn. Oct. 13-18. J. D. Crawford.  
Charleston-Coastal Carolina Fair Assn. Oct. 27-Nov. 1. R. B. Scarborough.  
Columbia-South Carolina State Fair. Oct. 20-25. Paul V. Moore.  
Columbia-South Carolina State Colored Fair. Oct. 27-Nov. 1. A. J. Collins.  
Florence-Eastern Carolina Agr. Fair Assn. Oct. 20-25. E. D. Sallenger.  
Greenville-Greenville Co. Legion Fair Assn. Sept. 22-27. Karl E. Nuessner.  
Greenwood-Greenwood Co. Fair Assn. Oct. 6-11. George P. Free.  
Laurens-Laurens Co. Fair Assn. Oct. 21-25. Cary P. Moore.  
Manning-Clarendon Co. Agr. Expo. Oct. 6-17. J. C. Altman.  
Manning-Clarendon Co. Colored Fair. Oct. 19-23. Robert Burke.  
Newberry-Newberry Co. American Legion Fair Assn. Sept. 29-Oct. 4. Frank Sutton.  
Orangeburg-Orangeburg Co. Fair Assn. Oct. 6-11. J. M. Hughes.  
Orangeburg-Orangeburg Co. Colored Fair. Oct. 6-11. C. H. Thomas.  
Rock Hill-York Co. Fair Assn. Oct. 13-18. H. D. Black.  
Spartanburg-Piedmont Interstate Fair. Oct. 13-18. Tom Moore Craig.  
Sumter-Sumter Co. Fair Assn. Oct. 13-18. Union-Union Co. Fair Assn. Sept. 29-Oct. 4. Hydrick L. Kirby.  
Walterboro-Colleton Co. Fair Assn. Oct. 27-Nov. 1. Bruce Hiers.

### South Dakota

Alcester-Union Co. Fair & 4-H Achievement Day. Aug. 12-13. Lester Day.  
Edgemont-Fall River Co. Fair. Aug. 22-24. Dorothy Manke.  
Gettysburg-Potter Co. Fair Assn. Aug. 20-21.  
Groton-Groton Harvest Festival. Aug. 19-20.  
Hermosa-Custer Co. Fair Assn. Aug. 22-23. R. J. Gibson.  
Huron-South Dakota State Fair Assn. Sept. 1-6. Kenneth Bageman.  
Mitchell-Corn Palace. Sept. 21-27. H. N. Noble.  
Nisland-Butte Co. Fair Assn. Aug. 21-23. Ralph Milberg.  
Onida-Sully Co. Fair Assn. Aug. 21-23. James Brooking.  
Parker-Turner Co. Fair Assn. Aug. 27-29. Fred Koller.  
Peevay-Peevay Fall Festival. Nov. 20.  
Rapid City-Black Hills Expo. Aug. 14-17. Kenny Roberts.  
Rosebud-Rosebud Sioux Tribe Fair Board. Aug. 29-31. Gus Knox.  
Salem-Salem Harvest Festival. Aug. 26-27.  
Sioux Falls-Sioux Empire Fair. Aug. 15-20. Mies Johnson.  
Sturgis-Mead Co. Fair Assn. Aug. 9-10.  
Tripp-Hutchinson Co. Fair Assn. Aug. 28-30.  
Winner-Winner Harvest Festival. Aug. 18-20.

### Tennessee

Alexandria-DeKalb Co. Fair Assn. Aug. 6-9. Martin S. Scott.  
Ashland City-Cheatham Co. Fair Assn. Sept. 11-13. Bruce Norwood.  
Bollivar-Hardeman Co. Fair Assn. Sept. 22-27. Paul Vaughn.  
Camden-Benton Co. Fair Assn. Aug. 25-30. Mrs. Billy McElroy.  
Chattanooga-Chattanooga Co. Interstate Fair. Sept. 15-20. Maude H. Atwood.  
Clarksburg-Montgomery Co. Fair Assn. Sept. 4-8. Mrs. Louise B. Booth.  
Clarksburg-Montgomery Co. Negro Fair. Aug. 21-23. Pope G. Garrett Sr.  
Clinton-Anderson Co. Community Improv. Fair. Aug. 21-23. James O'Neal.  
Columbia-Maury Co. Fair Assn. Sept. 8-13. Dr. B. H. Hardwick Jr.  
Cookeville-Putnam Co. Agr. Fair Assn. Aug. 26-30. H. J. Childress.  
Dickson-Dickson Co. Fair Assn. Sept. 3-6. E. W. Daniel.  
Dunlap-Sequatchie Co. Fair Assn. Sept. 12. Jane Pickett.  
Dyersburg-Dyer Co. Fair Assn. Sept. 1-6. George O. Wilson.  
Fayetteville-Lincoln Co. Fair Assn. Sept. 8-13. Thornton Taylor.  
Gallatin-Sumner Co. Fair Assn. Aug. 13-16. R. J. Guthrie.  
Gallatin-Sumner Co. Colored Fair. Aug. 28-30. Edward V. Anthony Sr.  
Greenville-Greene Co. Agr. Fair Assn. Aug. 27-30. Mrs. Martha Spears.  
Gray-Washington Co. Fair Assn. Aug. 18-23. Mrs. Paul A. Dillon.  
Harriman-Roane Co. Fair Assn. Sept. 8-13. W. B. Stout.  
Hohenwald-Lewis Co. Agr. Workers' Assn. Sept. 3-8. Irvin B. Epley.  
Huntingdon-Carroll Co. Fair Assn. Aug. 18-23. J. H. Hilliard.  
Jackson-West Tenn. Dist. Fair Assn. Sept. 8-13. Hunter Taylor.  
Jamestown-Fentress Co. Fair Assn. Sept. 4-6. P. G. Crooks.  
Knoxville-Tenn. Valley A. & I. Fair. Sept. 8-13. L. E. Rogers.  
Lawrenceburg-Middle Tenn. Dist. Fair. Sept. 22-27. Thomas H. Locke.  
Lebanon-Wilson Co. Fair Assn. Aug. 26-30. A. W. McCarty.  
Manchester-Coffee Co. Fair Assn. Sept. 18-20. Ben Lessorator.

Maryville-Blount Co. Fair Assn. Sept. 1-6. W. O. Burris Jr.  
McMinnville-Warren Co. Livestock & Agr. Fair Assn. Sept. 10-13. Oniek Brown.  
Memphis-Mid-South Fair Assn. Sept. 19-27. G. W. Wynne.  
Miss Clay Co. Fair Assn. Aug. 28-30. B. E. Hestand.  
Murfreesboro-Mid-State Colored Fair. Aug. 11-16. Wm. H. Butler.  
Nashville-Tennessee State Fair. Sept. 15-20. L. E. Griffin.  
Newport-Tennessee Carolina Fair Assn. Sept. 1-6. Jack Vinson.  
Paris-Henry Co. Fair Assn. Aug. 25-30. John M. Upchurch.  
Pulaski-Giles Co. Fair Assn. Sept. 29-Oct. 1. Lumbeth Lester.  
Savannah-Hardin Co. Fair Assn. Sept. 18-20. Francis Rhodes.  
Sevierville-Sevier Co. Fair Assn. Sept. 1-6. Ernest Thurman.  
Sparta-White Co. Fair Assn. Sept. 10-13. T. Stanton Hale.  
Spencer-Van Buren Co. Fair. Sept. 3-6. Robert J. Crain.  
Springfield-Robertson Co. Fair Assn. Sept. 11-13. Wm. E. Bell.  
Sweetwater-Monroe Co. Fair Assn. Sept. 1-6. August F. Hadorne.  
Tracy City-Grundy Co. Fair Assn. Aug. 21-23. E. J. Cunningham.  
Trenton-Gibson Co. Fair Assn. Sept. 1-6. Mrs. Rachel Holt.  
Union City-Obion Co. Fair Assn. Aug. 27-30. W. W. Emery.  
Warburg-Morgan Co. Fair Assn. Sept. 1-6. Ross Wilson.

### Texas

Ablene-West Texas Fair Assn. Sept. 18-20. Joe Cooley.  
Alice-Jim Wells Co. Fair Assn. Oct. 23-25. Rose Marie Martin.  
Amarillo-Tri-State Fair Assn. Sept. 22-27. Rex B. Baxter.  
Angleton-Bradford Co. Fair & Fat Stock Show. Oct. 7-11. T. J. Walker.  
Beaumont-South Texas State Fair. Oct. 16-25. Joe Goetschius.  
Boerne-Kendall Co. Fair Assn. Aug. 30-Sept. 1. R. J. Kelly.  
Bowie-Montague Co. Fair Assn. Oct. 2-4. Ken M. Shackelford.  
Brenham-Washington Co. Fair Assn. Oct. 9-11. Albert F. Hueske.  
Center-Sheby Co. Fair Assn. Oct. 7-11. Price Ramsey Jr.  
Cleburne-North Central Texas Fair Assn. Sept. 1-6. Wm. Roy Anderson.  
Crosby-Crosby FFA Fair & Rodeo Assn. Aug. 21-23. Claude Havard.  
Dalhart-Inter-State Fair Assn. Sept. 25-27. Nick Craig.  
Dallas-State Fair of Texas. Oct. 4-19. R. L. Thornton.  
Edna-Jackson Co. Fair Assn. Sept. 9-11. D. A. Strane.  
Floydada-Floyd Co. Fair Assn. Sept. 11-13. Sam Buckett.  
Fort Worth-Southwestern Expo. & Fat Stock Show. Jan. 30-Feb. 8, 1959. Raymond E. Buck.  
Fredericksburg-Gillespie Co. Fair Assn. Aug. 15-17. Mrs. Bill Petmucky.  
Goliad-Goliad Co. Fair Commission. Oct. 3-5. Mrs. E. O. Friedrichs.  
Hempstead-Waller Co. Fair Assn. Sept. 18-20. Henry Halz.  
Iowa Park-Texas-Oklahoma Fair Assn. Sept. 22-27. T. Leo Moore.  
Johnson City-Blanco Co. Fair Assn. Aug. 7-9. Richard Kerpenboch.  
Lake Jackson-Brazoria Co. Fair Assn. Oct. 7-11. Wm. D. Colegrove.  
Kaufman-Kaufman Co. Livestock Show. Sept. 4-6. Wm. D. Percy.  
Levelland-Hockley Co. Fair Assn. Sept. 11-13. Bob Walker.  
Lockney-Floyd Co. Fair Assn. Sept. 11-13. Sam Puckett.  
Longview-Gregg Co. Fair Assn. Sept. 20-Oct. 4. Ken Tuck.  
Lubbock-Panhandle South Plains Fair. Sept. 29-Oct. 4. A. B. Davis.  
Marshall-Central East Fair & Livestock Expo. Sept. 1-8. Joe L. Mock.  
McKinney-Collin Co. Fair Assn. Sept. 23-27. Pat Simpson.  
Mesquite-Dallas Co. Fair Assn. Sept. 16-20. W. T. Donawho.  
Midlothian-Midlothian Fair Assn. Aug. 28-30. James Permitter.  
Nacogdoches-Nacogdoches Co. Fair Assn. Oct. 8-11. Ben Ritterskamp.  
Needville-Fort Bend Co. Fair Assn. Oct. 1-4. Paul H. Legendre.  
New Braunfels-Comal Co. Fair Assn. Sept. 26-28. Marcus J. Adams.

Palestine-Anderson Co. Fair Assn. Oct. 6-10. C. O. Miller.  
Paris-Red River Valley Expo. Aug. 18-23. Harry Wilson.  
Peecos-Pecos Fair & Festival. Oct. 2-4. E. G. Stafford.  
Perryton-North Plains Fair Assn. Aug. 21-23. John Mayfield.  
Port Lavaca-Calhoun Co. Fair Assn. Oct. 10-11. John W. Newlin.  
Plainville-Hale Co. Fair Assn. Oct. 9-11. Charlie R. Young.  
Richardson-Richardson Community Fair. Aug. 13-16. R. V. Thompson.  
Roseburg-Fort Bend Co. Fair Assn. Oct. 1-4. Mitchell Sander.  
Seguin-Guadalupe Agr. & Livestock Fair Assn. Sept. 12-14. F. W. (Jack) Stewart.  
Tevarkann-Four States Fair & Rodeo. Sept. 15-20. Mrs. S. G. Fisher Jr.  
Tyler-East Texas Fair Assn. Sept. 13-20. Bob Murdoch.  
Waco-Heart O' Texas Fair Assn. Sept. 8-13. Leon B. Dollens Jr.  
Wharton-Wharton Co. Fair Assn. Sept. 23-27. H. Chas. Koehl Jr.

### Utah

Duchesne-Duchesne Co. Fair Assn. Aug. 28-29. W. C. Roy.  
Heber City-Wasatch Co. Fair Assn. Aug. 7-9. Paul R. Daniels.  
Kamas-Summit Co. Fair Assn. Aug. 22-23. Archie Pace.  
Kaysville-Davis Co. Fair Assn. Aug. 21-23. Mrs. Mina Flint.  
Logan-Cache Co. Fair Assn. Aug. 21-23. M. R. Hovey.  
Manti-Sanpete Co. Fair Assn. Sept. 4-6. Douglas A. Jorgensen.  
Midvale-Midvale Harvest Days. July 31-Aug. 2. Dale Waters.  
Morgan-Morgan Co. Fair Assn. Aug. 29-30. Glen Thurston.  
Murray-Salt Lake Co. Fair Assn. Aug. 13-16. Earl E. Howe.  
Nephi-Juab Co. Fair & Utah State Suffolk Sheep Show. Sept. 3-6. Nelson Hanson.  
Parowan-Iron Co. Fair Assn. Aug. 30-Sept. 1. Joan Wheatley.  
Salt Lake City-Utah State Fair Assn. Sept. 12-21. Don Wyatt.  
Tremonton-Box Elder Co. Fair Assn. Aug. 20-23. Thomas Summers.  
Wellsville-Cache Co. Fair Assn. Aug. 20-23. Ernest Leishman.

### Vermont

Barton-Orleans Co. Fair. Aug. 13-17. Howard Conley.  
Bradford-Connecticut Valley Expo. Aug. 8-10. J. Arthur Peters.  
Danville-Danville Fair Assn. Aug. 13. L. A. Cahoon.  
Essex Junction-Champlain Valley Expo. Aug. 25-30. Harris K. Drury.  
Hartland-Hartland Fair. Sept. 26-28.  
Lyndonville-Caledonia Co. Fair Assn. Aug. 21-23. Kenneth Liggett.  
Rutland-Rutland Co. Agr. Soc. Sept. 1-6. Arthur B. Porter.  
Tunbridge-Tunbridge World's Fair. Sept. 11-13. P. A. Farnham.

### Virginia

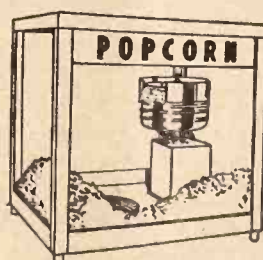
Blackstone-Blackstone Farmers' Day. Oct. 7-12. Fred A. Dabney.  
Bland-Bland Co. Fair Assn. Sept. 4-6. T. E. Mallory.  
Chase City-Mecklenburg Co. Fair Assn. Oct. 6-11. Garland Moss.  
Chesterfield-Chesterfield Co. Fair Assn. Sept. 11-13. D. W. Murphey.  
Covington-Alleghany Co. Fair Assn. Aug. 11-16. E. Hilton.  
Danville-Danville Fair Assn., Inc. Oct. 7-11. C. C. Finch.  
Dublin-Pulaski Co. Fair Assn. Aug. 25-30. S. S. Pratt.  
Dungannon-Scott Co. Fair Assn. Sept. 8-13. Paul W. Collins.  
Emporia-Greenville Co. Fair Assn. Sept. 29-Oct. 4. E. R. Reddel.  
Farmville-Five Co. Fair Assn. Sept. 15-20. J. C. Brickett.  
Fredericksburg-Fredericksburg Agr. Fair Assn. Sept. 8-13. George C. Rawlings Jr.  
Front Royal-Warren Co. Agr. & Ind. Fair Assn. Sept. 1-6. John Ewell.  
Goodland-Goodland. Powhatan. Louisa Fair Assn. Sept. 3-6. James M. Ball Jr.  
Grundy-Buchanan Co. Fair Assn. Aug. 11-16. S. D. Woods.  
Harrisonburg-Rockingham Co. Fair Assn. Aug. 19-23. C. W. Wampler Jr.  
Lebanon-Russell Co. Fair Assn. Sept. 18-20. A. L. Eller Jr.  
Lewisburg-State Fair of West Virginia. Aug. 18-23. C. T. Sydenstricker.

Luray-Page Co. Fair Assn. Aug. 4-9. B. Frank Rosser.  
Luray-Page Valley Agr. & Ind. Fair Assn. Aug. 26-30. Mrs. Cletus Waters.  
Manassas-Prince William Co. Fair Assn. Aug. 11-16. J. B. Johnson.  
Martinsville-Martinsville Colored Agr. Fair Assn. Sept. 1-6. S. H. Baldwin.  
New Castle-Craig Co. Fair Corp. Aug. 27-30. Mrs. J. E. Nelkirk.  
Newport-Newport Agr. Fair Assn. Sept. 13. Glen L. Cruise.  
Norton-Wise Co. Fair Assn. Aug. 20-23. Herman Huff.  
Pennington Gap-Lee Co. Fair Assn. Aug. 25-30. Virgil Q. Wacks.  
Petersburg-Southside Virginia Fair Assn. Sept. 29-Oct. 4. Ralph G. Lockett.  
Portsmouth-Norfolk Co. Fair Assn. Aug. 26-Sept. 3. Earl S. Armel.  
Richmond-State Fair of Virginia. Sept. 19-27. J. A. Mitchell.  
Roanoke-Roanoke Fair Assn. Sept. 1-6. A. O. Walker.  
Rocky Mount-Rocky Mount Fair, Inc. Sept. 10-15. H. F. Pralin.  
South Boston-Hallfax Co. Fair Assn. Oct. 13-18. E. B. Wilkins.  
Staunton-Staunton-Augusta Co. Fair Assn. Sept. 8-13. Rex Splice.  
Suffolk-Tidewater Fair Assn. Oct. 21-25. W. C. Moss Sr.  
Tale-Tale Fair Assn. Aug. 19-23. J. E. Thomas.  
Tazewell-Tazewell Co. Fair Assn. Aug. 12-16. Herbert Ward.  
Warm Springs-Bath Co. 4-H Farm Fair Assn. Sept. 4-6. Roy Cleck.  
Warsaw-Northern Neck Agr. Fair Assn. Sept. 1-6. Mrs. J. L. Simon.  
Weirwood-Weirwood Fair Assn. Aug. 12-16. L. W. Francis.  
Woodstock-Shenandoah Co. Fair Assn. Aug. 25-30. Marvin W. Reynolds.

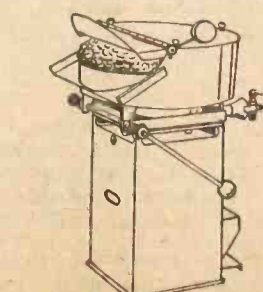
### Washington

Asotin-Asotin Co. Fair Assn. April 25-26. H. H. House.  
Benge-Adams Co. Fair Assn. Sept. 12-13. Ken Killingsworth.  
Bremerton-Kitsap Co. Fair Assn. Aug. 21-24. D. B. Wheaton.  
Cashmere-Chillan Co. Fair Assn. Sept. 8-7. Chas. E. Clements.  
Cayton-Columbia Co. Fair Assn. Sept. 12-14. Roy McGehee.  
Centralia-Chehalis-Southwest Wash. Fair Assn. Aug. 20-24. A. W. Wildhaber.  
Chehalis-South Western Wash. Fair. Aug. 20-24. A. W. Wildhaber.  
Colfax-Palouse Empire Fair. Sept. 11-13. Troy Lindley.  
Colville-Northeast Wash. Fair Assn. Sept. 11-14. Mrs. Peggy Hull.  
Davenport-Lincoln Co. Fair Assn. Sept. 4-7. G. W. Gauger.  
Deer Park-Deer Park Fair Assn. Sept. 4-6. Doris Hale.  
East Stanwood-Stillaguamish Community Fair. Sept. 5-6. Mrs. Marie Stangeland.  
Ellensburg-Kittitas Co. Fair Assn. Aug. 29-Sept. 1. Wendell W. Prater.  
Elma-Grays Harbor Dist. Fair Assn. Aug. 14-17. Herbert C. Relter.  
Everett-Snohomish Co. 4-H Fair. Aug. 8-9. Mrs. Elsa E. Wahl.  
Friday Harbor-San Juan Co. Fair Assn. Aug. 7-9. Raymond D. Dahl.  
Goldendale-Klickitat Co. Fair Assn. Sept. 5-7. D. Hugh Cameron.  
Grandview-Grandview Harvest Festival. Aug. 14-16. Phillip Huff.  
Grays Harbor-Grays Harbor Dist. Fair. Aug. 14-17. Herbert C. Relter.  
Kennelwick-Benton-Franklin Fair Assn. Aug. 22-24. John Neuman.  
Langley-Island Co. Fair Assn. Aug. 21-23. Ben Herring.  
Longview-Columbia Empire Fair. Aug. 28-31. Wm. E. Rosebrough.  
Lyndon-Northwest Wash. Fair Assn. Aug. 13-16. Peter Meenderink.  
Menlo-Pacific Co. Fair Assn. Aug. 14-16. Ruth Klemp.  
Monroe-Evergreen State Fair Assn. Aug. 28-Sept. 1. Paul Holloman.  
Moses Lake-Grant Co. Fair Assn. Sept. 5-7. Geo. E. Dogherty.  
Mount Vernon-Skagit Co. Fair Assn. Aug. 7-9. Mrs. Julia Tewart.  
Pomeroy-Garfield Co. Fair Assn. Sept. 19-20. E. W. Davis.  
Port Angeles-Clallam Co. Fair Assn. Aug. 22-24. Nellie Parr.  
Port Townsend-Jefferson Co. Fair Assn. Aug. 15-17. Mrs. Ward Williams.  
Pulman-Wash. State 4-H Club Fair. Sept. 24-28. Gerald Poor.  
Puyallup-Western Wash. Fair Assn. Sept. 13-21. J. H. McMurray.

(Continued on page 76)



Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pop 6-8 oz. of raw corn per charge, turns out \$14.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POP-CORN" sign. Popper case heated by electric element. Equipped with Plexiglas doors. Measures 29½" high x 27" wide x 21" front to back. Plugs into any ordinary 100 Volt AC outlet.



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# Demand for Ice Skating Spurs Rink Building Boom

- Over 100 new artificially-iced establishments scheduled to open in the United States in the fall of 1958
- Motels, fairgrounds, schools, private investors spearhead big building program to bring year-round skating to fans

Ice skating rinks, artificially frozen to combat weather vagaries, are booming, and nearly 100 new ones will open in the United States this fall, according to trade sources. John Heinzelman Jr., of the Burge Ice Machine Company, engineers and builders of ice rinks, says there's no limit to how large this field can expand. Many new-type locations, never looked upon as potential rink sites, are being uncovered, and technical advances are keeping installation prices on an even keel even in the face of a rising economy.

Heinzelman is of the opinion that fairgrounds are one of the most natural places for ice rinks, due to their physical set-up, with ample parking and the availability of the plants during the non-fair season.

"By 1965 most large and medium fairs will have ice rinks," he predicts. The rink on the grounds of the Tulsa State Fair has been highly successful and the one at the Central Wyoming Fair, Casper, had an okay season last winter despite a late opening. Latest fair to join the trend is the Tri-State Fair, Amarillo, Tex., which this fall will open a new 80 by 189-foot rink under roof.

## Motels Active

One of the newest buyers of ice rinks, however, are motels, particularly some of the new ones being built near small as well as large population centers.

Typical is the new Villa Moderne Hotel and restaurant in Highland Park, a suburb of Chicago. This \$2,500,000 establishment, currently under construction, will have a winter ice skating rink along with both indoor and outdoor swimming pools. The ice-making machinery will serve two purposes. It will freeze the rink surfaces and serve to air-condition the hotel and restaurant. The rink will be oval in shape and measure 100 by 140 feet.

Another motel that successfully operated an outdoor rink last winter was the Merriott Motor Hotel in Arlington, Va., where thousands skated on a 50 by 110-foot layout.

Even the railroads are getting into the act. The Pennsylvania

Railroad and the Union News Company recently announced plans to build an ice skating rink next to its Philadelphia headquarters. Similar to the one at Rockefeller Center in New York, it will be below the street and on the same level as a concourse which the road said is being leased to shops, restaurants and other businesses. The news company will operate the rink for the railroad.

One of the first installations of an ice rink at a private girl's school will be taking place shortly in Noroton, Conn., where the Convent of Sacred Heart has contracted for a 50 by 100-foot rink as part of its recreation program. A new layout will soon be operated in Detroit as the Playland Recreation Center, with a big 90 by 200-foot rink that will be augmented by a 40 by 70-foot surface for a figure-skating school. Bethle-

hem, Pa., will open a 100 by 200-foot rink this fall, and a new skating school, Iceland, Inc., will open with a 50 by 70-foot rink in Cleveland.

## YMCA Joins

Another school, Washington School of Ice, opened last fall in the National Capitol, and a YMCA in a Chicago suburb added a 80 by 180-foot surface last winter in

(Continued on page 71)

## Special RINKS Section

# Basic Profit Tips For Roller Rinks

While no such thing exists as an ABC formula to operation of a roller rink, there are basic rules that help build profits in this popular sport, according to Joe Shevelson, vice-president of both the Chicago Roller Skate Company and its Roller Skating Foundation of America.

In his opinion, the following are important:

1. Analyze costs to keep overhead down. In this the layout is extremely important so that one employee can supervise more than one segment of the operation.
2. Promote parties which can build up the traditionally slow Monday thru Thursday period. Bowling couldn't exist without leagues. With variations, this formula can be adapted to rink skating. Birthdays, churches, recreation directors of industrial firms, scouts, schools and service organizations are all prospects.

There are four considerations in planning any party program, Shevelson said. The program should be: (a) Interesting for spectators and sponsors, as well as participants. (b) Different and unusual for the regular public session skater. (c) Simple for the poor skater, and (d) alive for the benefit of everyone.

3. Sell the rink thru publicity and advertising. Tell the public that roller skating is exhilarating fun; it's sugar-coated fitness; a combination of a sport, recreation, fun and socialability; helps the young grown up and the old to regain their youth; an escape from the humdrum, sedentary routine of living, a boy-meets-girl sport; calls for no special clothing; entertains more people in a given space than any other active sport and, most important, it's inexpensive.

4. Have a variety program. Appeal to non-athletes. Stress physical fitness but also mix up your activities. Keep it casual, insert mixers, grand marches. Improvise, figure out what you'd enjoy as a skater.

5. Become part of the community. The first job of public relations that a rink operator must do is to become part of the community. Be active in community activities. Be a press agent for roller

6. Keep rinks clean. Just as a man is often judged by the clothes he wears, a rink is often judged by its appearance. This means that the grounds of the rink should be clean and attractive, the building should be painted regularly, the parking lot should be kept in good condition, the signs should be kept in careful working order and painted whenever necessary, and the over-all appearance should give the impression of careful supervision.

Try to view your roller rink thru the eyes of others. Is the rink clean, is it attractive, are the washrooms pleasant? Would you be proud to display your rink to the local Chamber of Commerce or to the president of the Rotary Club?

7. At least try the top 10 tunes. This is highly controversial, but the featuring of the most popular records and artists has proved successful at some rinks. The kids like Elvis or his counterpart. Actually, only 10 per cent of the skaters actually skate to music.

8. Make proper behavior a challenge. Instead of saying the following are not permitted at this rink, word it something like: "We expect everyone to conduct themselves as ladies and gentlemen."

9. Make every effort to lure the over-21 skaters. This can best be done thru industrial recreation programs which embrace entire families. For years the factories have leaned on bowling leagues. They now find this creates a bit of a problem as it takes father or mother away from home. As a result the recreation leaders are now interested in family participation sports. Create roller skating clubs in large plants.

Don't forget the importance of skate rentals, Shevelson also said. Altho they're third in importance in the revenue department, they are important. A recent survey indicates that 17 per cent of the average rink's income is from rentals. Admissions produce 53 per cent, concessions 25 per cent and skate sales 3 per cent.

Important in concessions is to eliminate stools, he points out. Space is important, so keep them moving, is the way he puts it.

## ROLLER RINKS

# Tent or Building? Better Try Both

- Shackelford outlines portable floor uses
- Permanent, portable rink advantages told

Advantages of operating roller rinks on either portable or permanent locations are described by W. T. Shackelford, of Smyrna, Ga.

And he also describes how an operator can use tent and building rinks in conjunction with each other.

Shackelford deals in rink floors and other equipment for rink operation. He has operated both indoor and outdoor rinks, had a portable rink operating in territories from Iowa to South Carolina, and operates one of the largest permanent rinks in Georgia.

A portable rink offers an excellent way to get into the business, he states, and newcomers can anticipate successful operation in a short time. He recommends a rink floor measuring 41 by 101 feet. In Shackelford's opinion, a larger floor does not seem to bring any more revenue.

While almost any location is potentially successful for a rink, he believes that the smaller cities offer the best chances. Larger cities provide too many attractions. Portable rinks, especially in smaller towns, enjoy the same novelty type of appeal that goes with a traveling show and therefore attract patronage of people who would seldom go to a permanent location.

## Permanent Appeals, Too

However, the permanent rink also has great appeal, in Shackelford's opinion. He advocates use of a prefabricated rink floor regardless of whether one uses a portable or permanent structure.

Lenders frown on buildings with hardwood floors, he claims, and they see the building only for its potential rental value to others.

Therefore, Shackelford recommends building a structure without thought of its use as a rink—then add a portable floor. The financing of the floor can be handled on a different basis, he adds.

The site should be selected for its central location, its parking space and other factors. Never, he says, should a rink be on the outskirts of town just because of difference in taxes or land costs. The building should be viewed as a separate investment and placed in the best possible location.

In addition to newly constructed buildings for rink purposes are existing structures which are converted to rink uses. He tells of converting more and more former garages and theaters into roller rinks.

## Combine Indoor, Outdoor

Perhaps most unique is Shackelford's suggestion that an operator organize to use both indoor and outdoor operation. His large indoor rink is open from September to May, a rather typical season. From May to September the same operator could be in business with a portable rink. And according to Shackelford's plan, such an operator would use the same floor the year-round.

Further, the portable rink in this type of operation can be put to numerous uses.

One way is to close the permanent site and take the tented rink to a series of towns unrelated to the permanent base. Many portable rink operators make the same route each season, staying in most places for several weeks.

But another way to use a portable rink is to play in or near the permanent location. This can be a way to expand the area from which the winter rink draws. A summer tented rink on the far side of town may build skating interest that will be reflected in the business done at the permanent rink in the winter.

## ROLLER SUCCESS

# Leading Operator Gives Rink Tips

- Van Horn lists floor, skates, music conduct
- Urges enforcement of rules to hype business

Tips on successful operation of a roller skating rink come from Earl Van Horn, owner of the Mineola Rink at Mineola, N. Y. Van Horn, regarded in the business as one of the forward-looking operators, is a strong advocate of competitive skating, party bookings, clubs and promotions.

Asked to enumerate what he regards as the most important points in good rink operation, Van Horn cited five things. First two are:

A good floor perfectly maintained.

Good skates, equally well maintained.

Third point is music. If you have an organist, Van Horn says, he must be very good and both willing and able to play the best skating music. Public session music should be controlled as to tempo. Tempos used at the Mineola rink include 92, fox trot, tango, blues, two-step and Schottische; 108-waltz; and 96-march. For trios,

play slightly faster and more bouncy.

Since most rinks operate without an organist, it is important to buy records or tapes at proper tempos. Van Horn points out that these can be found on the market or made special.

Fourth point is concerned with dress rules. "It has been proved to us that dress rules are very important and if strictly enforced will tend to draw a much better clientele," Van Horn states. "These rules do much to curtail rowdiness, fast skating and other objectionable acts." At Mineola, the rules include against dungarees, short skirts, pegged trousers and rolled-up sleeves. Men and boys must wear ties unless they are wearing sports shirts.

Fifth tip has to do with conduct. All rinks have rules and most rules are good, in Van Horn's opinion. All patrons must act like ladies and gentlemen at all times. Van Horn adds that the employees, too, must be equally well behaved.

Be sure that your rink is kept clean, Van Horn concludes, and that all rules are enforced. After that the next problem in proper rink management is to operate a well-planned schedule of parties and special attractions.

# Europe Also Wants Icers

- Pete Carver reports much interest shown
- Books \$3 million in skate rink contracts

The mushrooming of ice rinks in the United States and Canada has its counterpart in Europe, according to Pete Carver, New York engineer and designer of rinks.

The Carver organization, which is active throughout the world, has designed more than 70 skating rinks in various foreign countries as well as in the U. S., and demand for technical assistance from other countries is strong.

Ice rinks are being planned in Stockholm, Copenhagen, and Carver has those foreign clients look over in Moscow. Charles Plattburgh, County, July. Be a press agent for roller



# RSROA 3-Pt. Plan Aids Rink Business

- Brown tells of formation of first roller group
- Outlines benefits from trade association

By VICTOR J. BROWN

Chairman of the Advisory Committee and First President, Roller Rink Operators' Association of America

When I speak "association" it must be with reference to my own. RSROA is a very specialized association; it has to be. Long before its organization in 1937 it was quite evident that roller skating would require an organization along these lines. Roller skating has three defined levels of interest—the rink owner-operator, the teaching professional and the amateur skater.

The amateur means the great field of roller skating customers, those who skate for fun, as well as those who skate as a sport. Their interest is purely personal—selfish, if you will! They pay the way for all. It is they who are served by the other two levels of interest.

It was the amateur who years before RSROA was completely forgotten by the amateur sports associations. The sport of roller skating was completely ignored. A scattering few people were affiliated with ice skating organizations, but interest was completely lacking. Since there was no great stabilizing influence in roller skating, the business as well as the sport remained in those days at too low a level. One hundred to one were honkey-tonk. Even the rink owners looked upon one another with suspicion.

## Growing Pains

The organization of my association, the RSROA, changed all that. The first few years were not smooth, suspicion remained. Tempers flared. Personalities clashed. RSROA lost a splinter group. The ordinary growing pains were all too evident. Even the other sports organizations began to fight RSROA because its concept was foreign to them. But our association took good root and grew

strong. We started out "to do something for the amateur skater!" It was enough of a rallying ground to bring together first a strong small group of workers and later, many persons new to the business.

## Something for All

When the house was in order for the skaters, they had a real program of skating skills laid out for them. They did not have to compete to enjoy this program, altho hundreds of thousands of

skaters have competed. There were proficiency tests for the perfectionist. There was an educational program for the skating judges. Best of all, there was something to teach to the rankest beginner; something he could enjoy. Our association was on its way.

(Continued on page 71)

## ROLLER FLOOR

# Plastic Surfacing Used for Skating

- Makes hardboard, lumber usable for rink floors
- Asphalt is latest type of surface to be coated

By PERRY B. GILES  
Curvcrest, Inc.

The past 20 years or so have seen many changes in rink operation. The buildings themselves, instead of abandoned warehouses, converted dance halls, and similar previously existing structures, have become in many instances veritable skating palaces, constructed solely to meet the now exacting requirements of rink operation. Instead of the cumbersome, noisy strap-on skates stocked by rinks for general use, skate racks are now filled almost exclusively with neat free-rolling shoe skates, while those offered for sale are models of precision and quietness. Music systems have developed from the old phonograph and stack of scratchy records to elaborate and costly hi-fi systems with music played or recorded in exacting tempos and accented beat to suit various types of skating activities. Skating programs are well planned to entertain all ages and degrees of proficiency found in public session skaters.

Roller skating has grown up and become big business.

And this march of progress, the development of skating rink floors has played an important part; in fact, there have been almost revolutionary changes in floor construction and maintenance.

The war of restricted building materials were responsible for some of the changes. With the standard high grade maple flooring hard to obtain and prohibitive in cost, it became necessary to develop workable substitutes. Concrete slabs were tried, but were found undesirable due to roughness, tendency to crumble and powder under the friction, and, of course, the high accident rate in case of the inevitable spills.

## Other Surfaces Tried

To eliminate these problems, sheets of tempered hardboard, or Masonite, were cemented to the concrete slabs, but again there were difficulties. It was hard to make sheets adhere uniformly; the many cracks between individual sheets caused a bumpy skating surface; and here also the constant friction caused excessive wear.

Less expensive grades of lumber were also tried, but again it was found that few woods were hard enough to withstand the pounding of the skate wheels.

At about this time also, partly because girls became more predominant in the rinks with so many of the boys in the armed forces, operators were becoming more and more conscious of the dust and dirt problem created

through the use of the various powder preparations on the floors to provide greater traction for skating. To try to solve this problem we began experimenting at Curvcrest with permanent coating substances which would eliminate the need for the constant applications of powder.

## Plastic Arrives

And so the birth of the so-called plastic coating for rink floors—a

(Continued on page 71)

# Rinks Date Back to 1876

- Charles Beltz traces history of freezing
- Chicago Arena gets first modern set-up

Artificially frozen skating rinks, one of the fastest growing branches on the amusement scene, are only a little over 80 years old, according to Charles R. Beltz, Detroit refrigeration engineer, who chronicled the history of rinks in a booklet, "Ice Skating, Weather or Not."

It was not until 1876 that the first mechanically frozen ice rink known as Professor Gangee's Rink appeared, Beltz said. This rink was built at Chelsea, in Charing Cross, London. Copper pipes were laid down, and thru these a mixture of glycerin and water was circulated after having been chilled by ether. The pipes were then covered with water. This rink was approximately 100 feet square and was driven by a pump powered by a man at approximately two pounds per day.

In 1879, Thomas L. Rankin, at the old Madison Square Garden, New York, built an ice skating rink of approximately 6,000 square feet and on February 22 of that year, opened the rink with a gala carnival. In November, 1893, a patent was issued to Thomas Rankin, at that time living in Chicago, covering his first major adventure into artificial ice skating rinks.

It was not until 1917, with the construction of the Chicago Arena, that man was able to produce ice for skating at will, whenever he desired. The early rinks produced were quite costly, so much that, as history shows, most of their original owners lost them thru the inability to maintain the original investment and their high operating costs. The need for artificial ice-skating rinks, nevertheless, continued to increase and as the United States became more and more interested in international sports, ice skating, particularly figure skating, found the necessity of low-cost artificial ice rinks.

## Special RINKS Section

## WHY TWO GROUPS?

# United Rink Ops Fill Special Role

- Cite need for group to accredit athletics
- URO formed in 1942 to separate ops, skaters

By MARGARET B. GILES  
Secretary, United Rink Operators

There are several thousand rinks in the United States, plus countless schools, churches, and other organizations, including branches of the armed services, which sponsor roller skating for their own membership.

In comparison with this figure, the very few hundred rinks which belong to a trade organization is insignificant. One reason for this poor representation is undoubtedly the fact that instead of merely considering whether to join or not to join, the operator must also ask himself which of the two rival organizations serving the same group he should join. The reasons behind the existence of two separate organizations are not generally understood, even by some of the membership of those bodies.

It has been nearly 20 years since the roller rink operators decided that they, like other large businesses, would benefit by the formation of a trade organization where they might unite their efforts for the benefit of the industry and their own businesses, and such an organization was accordingly formed.

## Need Accrediting

Soon afterward, it was pointed out by the Amateur Athletic Union and the Amateur Skating Association that amateur roller skaters could not be accredited as such by the AAU because of the fact that

under the existing organization the skaters' affairs were managed by the rink operators. In order to clear the standing of the amateurs with the AAU, a group of amateurs and rink operators decided late in 1941 to disassociate themselves from the original roller skating organization and form two separate bodies, one of amateurs and the other of operators, each to be self-governed. The amateur organization became the U. S. Amateur Roller Skating Association, and the operators organized under the name of United Rink Operators, sponsoring, but controlling, the activities of the amateur organization.

Thus divorced from active concern with the amateur activities, the United Rink Operators has been primarily concerned with the promotion and betterment of roller skating as an industry. To provide opportunity for exchange of views with others in the same business, the organization has set up a program of regional meetings in different areas where there are members, and also maintains a host room at all of the trade shows sponsored by the manufacturers' association. Regular bulletins are also a means of exchanging new ideas between members.

Regarding specialized amateur activities of all kinds as a showcase for the promotion of the sport as a business, the United Rink Operators sponsors not only those of the U. S. Amateur Roller Skating Association, but also those of the Roller Skating Foundation, and others not in conflict with the regulations of the AAU and the ASU.

With a view to closer relation—  
(Continued on page 71)

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ouis, Mo. (Phone: 6



## POP, Santa Monica, Opens to 22,000

SANTA MONICA, Calif.—Wraps were removed from Pacific Ocean Park, \$10,000,000 amusement venture of the Los Angeles Turf Club and Columbia Broadcasting System, here Tuesday (22) with an attendance of approximately 22,000. Prior to opening to the public, revues were attended by 6,920 press, radio and television representatives, 8,500 under privileged children and 3850 to the Reiss-Davis Child Guidance benefit.

According to Ben A. O'Dorisio and William H. Jaynes, vice-presidents and general managers, the park is "between 90 and 95 per cent" complete. Among the features set to open over last week-end were the Double Diving Bell and the Flight to Mars.

Attendance for the debut to the public was said to have exceeded all expectations with the midnight closing changed to 2 a.m. Operating seven days a week, POP will be open from 10 a.m. until midnight, except Friday and Saturday when the closing will be 2 a.m.

### Launch Promotion

Coincidental with the opening, POP launched a plan to spend approximately \$250,000 on promotion in Southern California. The campaign will include spot announcements on 12 radio stations

and all seven television channels. These projects are estimated to produce 105,000,000 impressions. Newspaper advertising will include the Los Angeles dailies, regional and group papers, and college and tourist publications. A total of 525 24-sheet boards, with 255 of them illuminated, announced the opening, which was set back about 20 days because of construction delays. Six rotating messages on spectacular boards will be featured for 12 months as will the large painted directional boards.

POP is located on the site of the old Ocean Park Amusement pier and features a nautical theme with major attractions including Neptune's Kingdom, a panorama of deep sea life; Sea Circus, trained sea animals presented in a 2,000-seat outdoor amphitheater; South Sea Island, banana train ride thru the tropics; Ports o'Call; Fishermen's Cove, a replica of a quaint New England fishing village and the International Promenade of authentically appointed shops. Also included in POP are the Aragon Ballroom where Lawrence Welk and his orchestra are featured and Jack's at the Beach, seafood restaurant.

Rides and attractions are booked with the list of operators including Elmer and Curtis Velare, and Archie Gayer.

## 'Kangaroo' Sets TV High At Mass. Park

NORTH DARTMOUTH, Mass.

— "Captain Kangaroo," has proven surprisingly to be the top TV attraction in the history of Lincoln Park here, operated by John Collins.

Sunday (13) saw a crowd of 44,200 patrons storm into the spot by 1:30.

According to Roland Gamanche, public relations director of the park, more than 6,000 cars were parked. "Kangaroo" marked up a record as the strongest TV personality ever to play the spot. Recently the "Howdy Doody" Show played to some 36,000, and it was believed this was the limit.

Gamanche said "Kangaroo" made an appearance at 2:30 with an estimated crowd of 10,000. At the 5 p.m. show the crowd was easily doubled. The show was put on in the Clambake Pavilion with the aid of the Warren, R. I., Indian band. A large sum also was realized for the Jimmy Cancer Fund, mostly because of the efforts of "Kangaroo."

The park is now trying to interest "Kangaroo" in a return engagement during the season. Gamanche reported rides and attractions at capacity with special emphasis on the kiddie rides. He said the park was a good deal ahead of last year despite a poor start because of inclement weather.

The park has done well this year in the picnic business. The ballroom also has proved to be a big draw this year, and the top artists have brought in the crowds. Booked for July 27 in one package is Frankie Avalon, Dickey Doo and the Don'ts, the Kalin Twins and Jan and Ernie. The Dorsey band will play the Lincoln Ballroom August 1.

## Upstate N. Y. Park Opens

ALTAMONT, N. Y. — After four years of building, Alton M. Durfee and Dennis Durfee teed off with the opening of Tawasentha Park July 4. Spot is located in the heart of the tri-city area of Albany, Troy and Schenectady, just off Route 20 on Route 146 Altamont Road. The proximity of the spot to the tri-city area will be advantageous in the booking of school picnics and outings. Spot has 55 acres of picnic groves and shade trees, and a creek runs thru the property.

The attractions on the midway include Bill Keef's new Allan Hershell Merry-Go-Round, boats and Sky Fighter; Frank Bradley's Chair-o-Plane, and Roy and Sylvia Gries with games and novelties. Spot also has a snack bar. Plans are to operate as an Indian Theme Park in the future.

tion Tuesday (5) following the close of the championships.

The SRSTA sessions will be devoted largely to the study of techniques. A distinctively new approach to the teaching of skating this year will be seminar-type sessions. All members have been instructed to bring their skates to the sessions, and the entire body—over 350 teachers—will be on skates together for the first time. These sessions will be directed to the study of technical skating problems by Richard McLauchlen, Wolcott, Ind., dean of the SRSTA.

## Asbury's Business Trails '57 by 10%

ASBURY PARK, N. J.—Acceptable summer weather has increased business at this New Jersey seaside resort, but enough humidity has been present to further cut into earnings. Spending was delayed and hampered this season with frequent rain, coldness, cloudiness and even other kind of discouraging element.

Major ride installation here is Palace Amusements, owned by Zimel Resnick and Eddie Lange, who enlarged the layout last year. Included are an Arcade with coin devices, shooting galleries and refreshment stands, plus nine major rides—Ferris Wheel, Merry-Go-Round, Funhouse, Bubble Bounce, Rock-o-Plane, Whip, Ghost Ride and Scooters. Business is reported around 10 per cent behind 1957.

Resnick and Lange also operate Wesley Amusements on Wesley Lake, adjoining the boardwalk. This includes U-Drive motor boats, Swan boat, Showboat, and a Tilt-a-Whirl and five kiddie rides.

The Casino, operated by Willard Ashmore, Jack Goldberg and Ben Friedman, has a Merry-Go-Round, Ghost Ride, Scooters, and Arcade with Skee Ball and other devices.

On the boardwalk is the Irving Harris operation at First Avenue and the boardwalk, which is a ride spot containing a Whip and seven kid units.

On the boardwalk and Third Avenue is the Bob Fountain park which contains a Cuddle Up, Miniature Train and five kid rides. Several Arcades are in oper-

ation, two run by Jim Smith at Fourth and the boardwalk, and at Second and the boardwalk.

Dancing is confined to Convention Hall, with the Redicker Brothers operating week-end dates. Business has been so-so except for a Joni James appearance which did well.

## 'TV Junior' In 6 Cities; Seeks Tie-Ins

NEW YORK—The TV Junior magazine has gone into its fifth out-of-town market, and by the time school begins it is scheduled for 29 editions thruout the country. Originally in the New York metropolitan area and still anchored there, the book now has editions in Baltimore, Washington, Cleveland, Detroit and Los Angeles.

New York edition sells 80,000 copies monthly, mostly on news-stands. Appeal to kids is based on feature stories about TV favorites, games, puzzles and coupons to various attractions. Several local parks are involved in the coupon deal.

Only other park arrangement is with Baltimore's Gwynn Oak Park, with which a TV Junior Day was worked out.

Dick Shapiro is handling circulation promotion. He said a list of major and kiddie parks is being circularized with an aim to working out tie-ins for the fall and next season. Publisher is Justin E. Kates, who heads the new group which bought the magazine this year. Only reason more parks are not involved, he said, is that the expansion has been too rapid for detailed promotions to be worked out.

## Asbury Spot In Lawsuit

ASBURY PARK, N. J. — The change of operation at Storyland Village has evolved to a lawsuit by the new operators, the Redicker brothers, who are active in amusements here. They took a 10-year lease last winter on the spot near Neptune traffic circle. Builder and original operator is Max Kolmer. Suit is expected to go to trial in September.

The Redickers, Joseph, Willie and Al, brought in a circus and other attractions when they took over the place in February.

Their complaint against Storyland and Remlock Realty charges misrepresentation in that the defendants said the park could be worked as an amusement center with no fear of complaints from neighboring home owners. Residents of Colonial Terrace, adjacent to the park, are suing the Redickers, saying the circus and other changes violate the intent of the 1955 variance granted by Neptune Township Committee, permitting the park to operate.

In May there was a Superior Court restraint slapped on the Redickers, preventing them from operating, but it was later lifted and neighbors haven't asked for a new one.

## Ill. Park Hosts 5,000 School Kids

EAST MOLINE, Ill.—Over 5,000 school children were guests of Star Lite Park during the first three weeks of June. Michael Fix, owner and operator of Star Lite, distributed tickets to all of the school children in Rock Island County, which with \$1 entitled each child to 20 rides during the school week.

## ROLLER RUMBLINGS

## RSROA Meet, Confab Registrants at 6,000

DETROIT — The American Roller Skating Championships, which opened Sunday (27) at the Cleveland Rollerade in conjunction with the annual convention of the Roller Skating Rink Operators' Association of America, sponsoring body, drew about 6,000 registrants. Entrants in the 54 scheduled events total 1,286, according to final count by Robert D. Martin, RSROA secretary-treasurer, at national headquarters here. These represent contestants from 13 regional championships—eight in the continental States, three in Canada, an Alaska and Hawaii. The last two are recognized as separate regions because of geographical distance.

The Rollerade has played host to the American championships three times previously—1948, 1951 and 1953—while the first combined U. S. championships were held in the Public Auditorium in 1940 and 1941, giving Cleveland the annual championships oftener than any other city. Second place is held by Detroit with four championships at old Arena Gardens.

The Rollerade has a skating floor 90 by 250 feet, with spectator seating capacity of about 3,500, but is expected to be taxed by the 6,000 people from out of town, in addition to local visitors.

The trade show in connection with the convention has been sold out for months in advance, with technical exhibits and a number of regional type exhibits.

dition, the sale of advertising in the championship and convention program has been heavy. The trade show is open Monday afternoon (28), when no skating sessions are scheduled. A buffet dinner for this group will be served from 5:30 to 7 p.m., with skating following. The trade show and virtually all convention sessions will be held at the Rollerade, which has two assembly rooms, one of which is being air conditioned for this event.

Intramural problems, relationships between rinks and general considerations for the good of the sport are expected to occupy most of the business sessions. RSROA meetings usually devote a great amount of time to the equitable working out of problems, such as the eligibility of an individual skater. No major problems or changes in rules are on the agenda.

On Wednesday a special presentation on "Mechanizing the Skate-room" will be given by Vernon Fowlkes, head of the Fo-Mac Enterprises, Inc., Tulsa, Okla.

Two major social events of the 10 days will be held at the Statler-Hilton Hotel. On Thursday evening the Championships Ball will be held, with music by the Bob Hanson orchestra. On Monday evening (4) the annual dinner for professionals will be held, and for the first time it will be a dinner dance.

The Society of Roller Skating Teachers of America, an affiliated body, will have its annual conven-

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## Beatty Terms Canada Strong; Gives Extras

**Kernan to Tour  
Europe for Acts;  
McClosky Returns**

PORT HURON, Mich.—Clyde Beatty Circus returned to the States here Wednesday (23) after a "uniformly good" month in Canada. Only several of the Ontario and Quebec dates were weak, the show stated. The circus gave extra performances to handle bumper crowds at Ottawa, Val d'Or, Hamilton and Rouyn.

Associate manager Walter Kernan leaves this week for Europe, where he will scout features in Ireland, Wales, England, Denmark, Italy, West Germany and Austria. The show also will make an effort to book Russian circus acts. General Manager Frank McClosky is back on the show after a vacation.

Final days' business included Rouyn-Noranda, Que., near-full, straw and an extra half house (15); Kirkland Lake, Ont., (16), half and near-full; Cochrane, Ont., (17) fair afternoon and straw night; Timmons, Ont., three-quarter afternoon and near-full night, with cancellation of a local celebration's parade as an assist for the circus; New Liskeard, (19), two big crowds.

After a Sunday run of 371 miles, the show played Owens Sound, Ont., (21) to a pair of fair houses. Sarnia (22) was fair in the afternoon and straw at night. Crossing the border was speedy, with Louis Speigel as customs broker. Port Huron, Mich., (23) had a light afternoon and good night house.

Recent visitors included Eddie Sinton, Fred Ringler and Rosena Nelson. George Werner returned with an okay after a check-up at a Rochester, Minn., clinic. Jack Hunt returned to Sarasota after a month's stay on the show.

## Packs Equals Pittsburgh '57; Wichita Up

PITTSBURGH — Tom Packs Circus played at Forbes Field here Thursday thru Saturday (17-19) and business came up to equal its 1957 high mark.

This came on the heels of the show's second annual stand in Wichita, Kan., where it registered a 25 per cent hike over last year's introductory showing. The five-day stand compared with four last year and included a sellout to airplane factory employees.

## Ringling Plays Chattanooga, Knoxville Parks

CHATTANOOGA — Ringling Bros. and Barnum & Bailey Circus played to about 32,000 persons in five performances here, according to Super Show representatives. They declined to break the 'total into estimates for each show.

The circus was in Engel Stadium, where capacity is variously reported at 7,000 or 10,000. Ringling gave shows on the nights of July 18, 19 and 20, plus afternoon and morning shows on Saturday (19).

Earlier, the circus was at Knoxville's Bill Meyer Stadium for July 15 and 16. First day had crowds reported at 5,000 and 7,000. Hard rain delayed the afternoon show on the second day, when 2,000 turned out. There were 4,000 at night. Numerous advance sales for the second day were unused, it was stated. The ball park seats 7,000.

## Five Circuses Near N. Y., N. J.

NEW YORK—It looks as tho Eastern circus fans will be having a field day with five circuses scheduled for this area during August.

Hunt Bros. Circus and Cristiani Bros. will both be on Long Island, while Hagen Bros., Mills Bros. and Beers-Barnes will all be in the New Jersey and adjacent territory.

### Hagen in Ohio

BELLEVEUE, O.—Hagen Bros. Circus had three-quarter houses here. Auspices was Civil Defense. Lot was in a second-rate location and it rained all day. Lot was changed after arrival because of softness.

### PHONEMEN

Opening 6 towns in Washington, D. C. area, Monday, July 28. 3 Lions, 2 Kiwanis and one Volunteer Fire Department. These are all excellent dates. We sell banners, UPC's and pay daily. If you prove reliable, you will be given an opportunity to handle a crew. If you lush, don't call.

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## Cristiani Wins In Davenport; Others Vary

**Wait at Sterling,  
Rockford Light,  
Galesburg Strong**

BURLINGTON, Ia. — Cristiani Bros. Circus touched Iowa last week for the turnaround point in its route and scored extra-show business for the Shrine Temple date at Davenport.

At the big Milwaukee stand, business was strong at six performances in two days. The final show Tuesday (15) was a turnaway as were earlier ones. Stanley Paul handled the heavy promotion there.

In Beloit (16) Cristiani had half and three-quarter houses. Show parades. Adams has been in and Beatty is coming. Rockford (17) was light, with the lot in suburban Loves Park. Sterling, Ill. (18), had a light afternoon and two-thirds evening. Clyde Beatty Circus splashed a big wait ad in the paper and both Hagen and Adams already had been in.

### Straw in Rain

The key Davenport day opened with rain on Saturday (19) forcing postponement of the street parade to Sunday (20). Merchant tie-in had circus sales plus big, color circus ads and a color photo on page 1 of a newspaper. Merchants supplied bus service to the riverfront lot. Despite rain, the Saturday afternoon was strawed and night was three-quarters. Then Sunday came up with a big turnaway plus a half house for an extra afternoon show and a closing three-quarter night house.

Next came Galesburg, Ill. (21), with parade, three-quarter afternoon and straw night under Jaycee auspices. Burlington, Ia., Tuesday (22) had the parade, a two-thirds afternoon and three-quarters night. Town was four years fresh and had Jaycee auspices.

Meanwhile, Ernesto (Papa) Cristiani was recuperating well from surgery at Alexian Brothers Hospital, Chicago.

## Hollywood Frames Godona-Leitzel Biographical Firm

HOLLYWOOD, Calif. — Fox-Marquis Productions is making a movie about the life of Alfredo Codona, Lillian Leitzel and Vera Bruce. Clayton Behe and Jack Bray will double for stars in the flying return scenes. Cast, shooting schedule and other details have not yet been determined, but much research and preliminary story work has been under way for some time.

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**OPPORTUNITY**

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this issue



## 3 Fan Groups Plan Drive; 2 in Big Meet

DOVER, O.—Heads of three circus fan groups determined here recently to launch a campaign among members, using a slogan, "Be a Circus Booster, Not a Knocker." Pitch is to end unfavorable actions by some fans.

Taking part were Fred D. Pfening, president of Circus Historical Society; Gaylord Hartman, president of Circus Model Builders; and John Arter, president of Circus Fans Association. They were here for a joint CHS-CMB convention.

The convention drew 240 persons from all parts of the country. Displays included miniature shows of Roy Arnold and Jean LeRoy; three antique show wagons of the Senhauser brothers; George Hubler concessions; mechanical city; and program by amateur circus performers.

## Mills Playing Vermont Route; Scores Straws

WINOOSKI, Vt.—Mills Bros. Circus opened a tour of Vermont with a day (22) here that pulled a full afternoon and a quarter house at night. Six more Vermont stands were arranged thru the State Law Enforcement Officers Association. Sheriff association sponsored at Winooski.

Earlier, in New York State the show had near-full and three-quarter houses at Bollston Spa, (16), while it drew a straw afternoon and a half house at night in Granville (19), despite showers. Rotary clubs were the auspices.

## Cristiani Tops 200G in Chicago

CHICAGO—Gross for the Cristiani Bros. Circus engagement in Chicago topped \$200,000 by a good margin. Over-all handle was larger, but when adjusted to compare with previous Lakefront takes here, the Cristiani show's figure was \$202,175.

That includes the side show, some concessions, part of the promotion and all of the downtown and wagon ticket sales, less federal tax.

Comparable figures show that Ringling-Barnum grossed \$158,000 in 1955, its latest stand here, and \$281,000 in 1954, its best gross in years. These grosses were for some 9,000 seats and nine-day stands, Cristiani had fewer seats for 17 days.

### Beers Turns East

OSCODA, Mich.—Beers-Barnes Circus here Tuesday (15) had a straw house at night and half house in the afternoon, with Kiwanis auspices.

Show apparently is headed for Pennsylvania and New York from here.

## Circus Photographers and Fans:

I would appreciate receiving prints of either black-and-white or color pictures taken during the Chicago engagement of Cristiani Bros.' Circus, with a view to possible purchase of enlargements of those prints I may want to use.

**Tom Parker**

330 West Diversey Avenue  
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## EDMONTON MAPS \$2,500,000 PLAN

Will Be Part of \$5 Mil Program; Construction to Start in August

EDMONTON, Alta. — A \$2,500,000 face-lifting for the Edmonton Exhibition grounds will get under way immediately, Al Anderson, manager, announced.

Work on a \$1,700,000 multi-purpose building to replace the old Manufacturers' Building will start in late August or early September. The old building will be used for storage this winter, but will be torn down when the new building is completed.

Some changes have already been made on the grounds and more are under way.

The automotive building was removed earlier this year to provide a larger midway area and on Monday (21) demolition of the old curling rink was begun. The rink, as well as seven stables, will be removed to make room for the proposed five-eighths-mile race track.

The stables will be torn down one at a time and as each goes another will be built immediately to provide accommodation for horses stabled on the grounds for the winter. Work is expected to start on the stables following the fall race meet in August.

The job of enlarging the race track will begin as soon as the new barns are ready.

### Many Purposes

Altho plans for the multi-purpose building have not yet been completed, Anderson said it will have permanent space for exhibitors, banquet rooms, a bowling alley, basketball floor, at least 12 sheets of curling ice with special

spectator facilities, and badminton and volley ball courts. A 75 by 185-foot ice surface for skating will also be provided.

Anderson estimated that more than \$5,000,000 will be spent on the exhibition plant in the next five years.

One of the last projects to be completed will be the enlarging and redesigning of the Gardens.

A possibility that a new building might be erected around the Gardens. Once the walls and roof of the structure were completed, it would be possible to tear down the old walls and complete the reconstruction of the inside with only three or four months' disruption.

## Cobleskill Advances, Precedes N. Y. State

COBLESKILL, N. Y. — The Sunshine Fair is pushing its dates ahead to precede Labor Day and the State Fair in Syracuse, not follow them as in the past. It will also open in mid-week, another innovation here.

Among the new elements is a "go to the fair" page in the premium book, listing the dates of 11 other annuals, three of which coincide with Cobleskill. Listed are Afton, Altamont, Ballston, Spa, Chatham, Fonda, Morris, Norwich, Schaghticoke, Syracuse, Walton and Whitney Point.

Last year's fair had total receipts of \$63,558 and expenses of \$61,458, for a net profit of \$2,100. Revenue included \$23,017 at the front gate and \$6,106 from the grandstand. Season tickets and box seats provided another \$3,100. Major disbursements were the \$11,900 paid for grandstand attractions, \$12,000 for premiums aside from State aid, and \$3,600 for race purses.

Floodlighting and midway paving have been accomplished since the 1957 fair. Dr. D. W. Beard, secretary, reported. Dates are August 22-27. Admission is \$1 for adults, no charge for kids under 12, and 50 cents for parking.

### MORE \$\$

## Canfield, O., Hikes Tab On Show Tix

CANFIELD, O. — Due to an expensive grandstand show, the Canfield Fair this year has increased its admission charges to the grandstand but will hold the line on outside gate tabs, Ralph Courtney, president, announced. Outside tab will remain at 75 cents for adults and 50 cents for automobiles.

General admission to the grandstand will be \$1 for afternoon performances of the Lennon Sisters. Evening admissions on Saturday and Sunday will be \$1.50 with reserves higher. The 2,000 bleacher seats will go for 75 cents each except during the Lennon night shows when they will be \$1. The fair is located just outside Youngstown, big industrial center.

## Fargo, N. D., Gate Dips 2,990 From '57

FARGO, N. D. — The Red River Valley State Fair closed its six-day run here Saturday (19) after pulling a total of 55,573 patrons, close to 3,000 under last year's 58,563, Oscar Sondrall, president, announced.

The decrease was credited by Sondrall to differences in time thruout the area and to rain on the opening Sunday and another shower at mid-week.

The fair was a big financial success, and the grandstand night show was one of the best at the fair, he added.

Auto races on Saturday under the aegis of Al Sweeney's National Speedways, Inc., drew an estimated 3,500 fans. The program included big car sprints.

The fair runs on a Friday-to-Wednesday schedule, as do a few in New York State whose exhibitors go on to the State Fair in Syracuse, opening Friday, August 29. Grandstand show is provided by GAC-Hamid, and the Jack Kochman thrill show will perform Saturday. King Reid Shows has the midway.

Officers include Earl Richard, president; T. Paul Kane, vice-president; Alfred L. Platt, treasurer; Milton Lape, general superintendent, and Beard, secretary.

## Golden, Colo., Adds Home Show to Sked

GOLDEN, Colo. — Faced with a fast-moving recent changeover from a suburban farming area to a built-up district of home owners, the Jefferson County Rodeo, Fair and Horse Show will meet the changing conditions by adding a home show to its schedule this year.

Frank Yannacito, entertainment committee superintendent for the August 1-3 show, said an exhibit of products used by county residents would add an interest to the show lacking in the last several years.

George Winner, rodeo superintendent of the fair, has named Hoss Inman, Lamar, Colo., rodeo producer. Inman will also provide the rodeo stock.

## 12 Countries To Exhibit At '58 CNE

TORONTO — Twelve different countries will be represented in the Government and International Buildings at this year's Canadian National Exhibition, I. M. Brodie, space manager, disclosed.

The governments will be represented by either displays sponsored by themselves or by manufacturers in the respective countries.

Displays are expected from Australia, the Dominican Republic, Denmark, Germany, Holland, India, Italy, Japan, Sweden, Switzerland, the United States and the United Kingdom.

### 108 FEET HIGH

## PNE Will Feature Giant Space Rocket

VANCOUVER, B. C. — A model space rocket, the size of a seven-story building, will tower over this year's Pacific National Exhibition.

The rocket is actually a model being built in Vancouver to exact specifications of the huge three-stage that carried the first U. S. satellite into orbit. It will be the focal point of the PNE's "Space-land" display, which will include a U. S. Army Honest John artillery missile from Fort Lewis, Wash.

Along with the rockets will be an official space science show, being staged in Canada for the first time. It is produced by Scientific Production, Ltd., New York, with the assistance of the U. S. Navy, Martin Company, Minneapolis-Honeywell Company, Bendix Aviation Corporation, IBM and U. S. Government agencies.

There will be seating for 1,500 customers for each of several performances daily under a big top. A program includes a working model of a rocket "blast-off," working-model satellites, and a live "space-dog" in a replica capsule.

Plans for the show have been under way for several months, but the handful of PNE officials in charge have kept it a secret to

spring the surprise attraction.

The 108-foot model rocket will be mounted on a "launching base" containing a small planetarium. The entire display will be lighted at night. The 40-foot Honest John missile, which can carry an atomic warhead, will take part in the PNE parade along with the Fort Lewis Army band and U. S. troops. A crew of officers and men will explain the weapon to the public at the exhibition.

### PRIVATE AID

## R. I. Tracks Give 4G for Rocky Hill

EAST GREENWICH, R. I. — Narragansett and Lincoln Downs, the two pari-mutuel tracks in Rhode Island, are donating \$2,000 each toward continuance of the Rocky Hill Fair. The event has been threatened with extinction by failure of the General Assembly to vote its annual appropriation (The Billboard, May 26).

James E. Dooley and B. A. Dario, executives speaking for the two courses, said they hoped their action would stimulate similar moves by other organizations. The appropriation bill which died in the Legislature was for \$11,000.

The \$4,000 is the first sign of financial support from private sources, A. Elmer Benson, fair president, reported, altho it had been announced last month that a total of \$160,000 had been pledged.

## Rain Hurts Ill. Events

TAYLORVILLE, Ill. — Weather has been the bugaboo at early fairs in Illinois, according to Cliff Hunter, secretary-treasurer of the Illinois Association of Agricultural Fairs.

County annuals have encountered considerable rain since the July 1 opening of the season and this, naturally, has hurt attendance, he said. One thing quite noticeable is that when the weather has been good the patrons have turned out in sizable numbers, he pointed out.

Hunter said that some events have been hard hit, losing two and three consecutive days to downpours.

## Sports Cars, Contests Set At Troy Hills

TROY HILLS, N. J. — Morris County Fair has one of its most varied programs ever, for an Eastern agricultural event which operates without a grandstand. Virtually in the shadow of New York City, it counts heavily on its country atmosphere as do a couple of other fairs in shouting distance of the metropolis.

This season the fair, August 18-23, has a jumping frog contest run as an elimination for the big Angels Camp, Calif., Frog Jumping Jubilee. Event is set for Wednesday (22) in a judging tent, with a sports shop as sponsor.

Previous day, with Kasco Dog Foods as sponsor, there will be a pooch show with ribbons and merchandise prizes for biggest dog, smallest dog, puppies from three-nine months, longest tail, longest ears, biggest feet, longest dog, shortest dog, dog with the most tricks, an obedience class for beginners and novice dogs, and a prize for the dog with the best costume. The event will take place in the bleacher area judging ring.

First three nights of the fair will feature the beauty pageant. Sports Car Autorama will take place thruout the week with nightly events. Included are point awards for musical chairs, speedkhana, skill driving past obstacles, field trials, and various other events.

IBERVILLE, La. — Despite the loss of State aid, the Iberville Parish Fair will go on as scheduled this year, J. W. Bryant, president, announced. Winning exhibits during the September 12-15 run will receive ribbons instead of cash prizes. The State appropriation measure for premium money for fairs was vetoed recently by Gov. Earl Long.

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OREGON, ILL., AUG. 30-31-SEPT. 1.  
Concessions wanted.  
Operate under Ill. State Aid Law.  
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For the  
**YORK COUNTY COLORED FAIR**  
York, S. C., October 13-18, 1958.  
Write full details, or contact  
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**SHOW FOR CLAY COUNTY FAIR**  
Sept. 25, 26, 27, Piggott, Ark. Excellent Agricultural Area. Crop prospects excellent. Population of county, approximately 30,000. Good facilities for Fair! Need 8 good Rides and 30 clean Concessions.

**WANTED**  
Concessions of all kinds.  
Independent Midway.  
Contact:  
**VA COUNTY FAIR**  
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Point, Wis.

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## V&W Reaps Harvest After Union Tiff

Publicity Given Trucker's Dispute Aids Show in Pa.; Year's Gross Off

NEW CASTLE, Pa.—A labor dispute to which the Cetlin and Wilson Shows was an innocent bystander cost the unit two days here, but garnered such strong and favorable publicity that the delayed opening brought out some of the heaviest crowds of the season on Wednesday night (23).

Wire services, newspapers, radio and television all covered the situation, which Jack Wilson reported as follows:

The show arranged with Mooney Bros., a leading union hauling firm, to get the wagons out to the

lot. Mooney's contract with the Teamsters had expired and they were in negotiation. The train got unloaded but picketing of the hauling firm prevented it from taking the show out to the lot.

Two days later, Wilson said, an out-of-town concern was contracted for the job, and was allowed to pass the picket line. The Cetlin and Wilson Shows was not picketed, having a union shop agreement with Local 888 of the Retail Clerks International Association, and being paid up thru July.

Wilson said all publicity was favorable for the show, and the Mayor extended C&W's permit thru next Thursday (31) to make up for the lost days. Original permit was to end Saturday night (26) after which the jump to the opening fair, Ionia, Mich., was scheduled. The Mayor spent hours on the lot when it opened. Wilson said thousands of persons poured thru the gates, many of them laughingly flashing union cards.

Business to date has been disappointing but not because of turnouts, Wilson said. Pennsylvania industrial areas have produced good crowds but per capita spending is down sharply. Concessions have taken the brunt of the falloff.

Willie Stein has joined with his circus model show. Also appearing are the Raynell Show, Gerry Jackson with the Minstrel Revue, the Purples with their Motordrome, Zucchini's Glass House, Art Converse's Side Show, and a Snake Show. Some 45 concessions are with it, with Claude Sechrest continuing in the managerial slot formerly held down by the late William B. Moore. Barney Cory has his pitches working, Taylor's Glass pitch had joined. Rip Weinkle and Al Dorso are doing well.

Painting is completed for fairs. The train was completed last week. Wagons and rides had been done over the last three or four weeks.

## Uley R. Sets Permanent WQ In Troy, Pa.

MECHANICSBURG, Pa.—Spending along the Uley Reithoffer Shows route has been better than last year, but weather has hampered business considerably, it is reported. Show is banking heavily on spots to come, including three fairs in Pennsylvania.

Reithoffer recently moved to Troy, Pa., where a permanent winter quarters is to be erected, he said. Business to date has been highlighted by the three-day doings in Athens, Pa., which was a good one. Fredericksburg, Md., was fair.

The fair in Troy, which the show has played for five years, has been building steadily since eliminating

(Continued on page 82)

## SEDLMAYR UP 14% AT EDMONTON EX

Wild Mouse Hikes Ride Income; Claxton Tops Back-End Line-Up

SASKATOON, Sask.—Given clear weather, the Royal American Shows continued their better-than-1957 business pace during the first three days of the six-day Saskatoon Exhibition.

Ride and show grosses thru Wednesday (23), midway point in the fair's run, were up 14 per cent over those for the corresponding period last year.

All segments of the operation reported gains. Ride grosses were hiked by the introduction of a new, specially built Wild Mouse in the Royal American line-up. The device, built by Carl Miller, of Portland, Ore., in collaboration with C. J. Sedlmayr Jr., son of the

Royal American owner, experienced brisk business.

Originally slated to be unveiled at the Calgary Stampede, the ride was not delivered until late last week, too late for it to be put into operation at the Edmonton Exhibition, the Royal's previous stand.

It required 12 hours to set up the ride here, but the crew was a new one and the parts, when delivered, were unnumbered, a factor which contributed to the long setting-up time. Carl Sedlmayr, however, pointed out that once the crew gains experience the ride should be put up in less than six hours.

Miller was here, in company with his plant foreman, Chuck States, to supervise the initial set-up.

Leon Claxton's Harlem in Havana Show garnered top money among the shows in the Royal's line-up during the first three days of the exhibition. Mitzl, the show-owned revue, was in second spot, with Lash La Rue's Western Show third, followed closely by Dick Best's Side Show.

Visitors here included delegations from the Regina and Brandon exhibitions.

The Regina group included Tommy McLeod, R. L. Hutchinson, Charles Harleton, Alex Aiken, Roy McConnell, Fred England, E. J. Courtney and A. H. Cole. The Brandon contingent embraced Alex McPhail and F. O. Meighen.

Carl Sprague, chief of police of Hutchinson, Kan., and his two sons, Dave and Tom, also visited.

## Hammonton Feast Okay To Vivonas

ABSECON, N. J.—Ups and downs have trailed the Vivona show this season, but one of the better spots was the shopping center date in Paterson, N. J. Paterson was very good for the show, Amusements of America.

Also a big winner was the Italian feast in Hammonton, with the big day, Wednesday (16), pulling an estimated 30,000 onto the streets for parades, fireworks and other festivities.

The lot here was five miles from the beach, with the opening big on Monday (21) but poor weather later in the week prevented the location from proving its true worth. Feltonville, a recent date, also was hit by rain, with the show floundering thru six days of it. Lot was in a depression which filled easily and caterpillars were required to get both on and off.

Recently joining have been George Bruno with pizza, Al Cemente with two concessions, Grignor with three, and Lyons' trackless train.

The show has been seven weeks in New Jersey. Fairs begin with Hughesville, August 4-9.

## Bad Weather Hits Saranac For Champagne

TUPPER LAKE, N. Y.—Bad weather hit Continental Shows in Saranac Lake on the weekend, following okay business earlier in the week. Summary for the week was not bad, Owner Roland Champagne reported.

Matinee was hampered by continuous rain. Indications were that business would have been fine with any decent kind of weather. Downpour lasted into Saturday night (19).

Joining here were Mr. and Mrs. Harold Summers and daughter, Butch, with three concessions. Bob Sherry is having a good season with French fries and ice cream stands. He bought the former unit at last year's Labor Day spot, Chatham, N. Y., from Mr. Bellam, who previously operated it with Continental.

## Fairs the Key for Battered Showmen

NEW YORK—Eastern carnival plans are more than usually concerned with conditions in the South this year, with the fair season coming on the heels of a near disastrous spring and early summer. Most shows have struggled thru one of the worst periods of weather the East has known in decades, and now look anxiously for the fair season to pull them into the healthy side of the ledger.

It was bad enough to have a prolonged spell of rain this spring, and to have temperatures dip when rainfall was absent. At least, the show gentry figured, it would turn warm in the summer and folks would be in a mood to visit midways. But what was figured and what actually happened were worlds apart.

This summer has had more rainy days and lower temperatures than show people care to think about. Grosses have been behind last

year's by a substantial amount, generally, altho some shows have escaped the effects of bad weather by virtue of their operating patterns.

In the New York City area, for example, lots in congested neighborhoods got business on some days which were poor for out-of-town operations, since it was a mere matter of crossing the street to reach the midway. New Jersey was skipped over by units due to its uncertain picture since the con-

(Continued on page 82)

## Kimberton Turns Out Okay for M. D. Fair Deb

BETHLEHEM, Pa.—The 11-day Kimbenton-Chester Fair gave M. D. Amusements one of its best weeks of the season last week, with weather holding up most of the time and turnouts okay on the couple of rainy periods. It marked the opening of the show's fair season.

Show pulled in here for the Lehigh Valley Merchants' Fair with no trouble.

Business this year has been spotty in industrial sections of Pennsylvania, and level with last year in agricultural areas. Mine and manufacturing people are patronizing rides as much as usual, it was reported, but concessions have taken a dip.

On the lot in Kimbenton were 12 rides and 45 concessions, plus the Lee-Al Miniature Train show. The unit, in its first season on the road, belongs to a couple of hobbyists out of White Haven, Pa., who have it built into a trailer 50 feet long and 10 feet wide. It has been winning nicely since its debut.

Booked on were the Rock-O-Plane and Roll-O-Plane of Stanley and Virginia Mazurkiewicz. The Dembrosky bingo and fair bingo both worked thru the week.

built up his stable by 14 years of breeding which has placed it to the forefront among Canadian breeding farms.

Much of the article describes the eight yearlings Conklin is selling this year and traces their breeding to some of the top race horses in North America.

## Conklin Stable Featured in Canadian Mag

BRANTFORD, Ont.—Frank R. Conklin, Canadian midway biggie, and his thorobred racing stables are the subject of a special report in The Thoroughbred of Canada, a monthly horse publication.

The feature, penned by Joe Morgan, relates how Conklin has

## Alexandria Fair Awarded to Endy

ALEXANDRIA, Va.—Dave Endy has been named midway director of this year's North Virginia Fair here, and will bring his rides in following the Maryland State Fair at Timonium. Contract was signed for Alexandria last week.

Timonium runs August 30 thru September 6, and Alexandria, September 12-20. Endy also operates Fun Fair amusement park here during the summer with his portable equipment.

Progress for the Timonium date is excellent so far, he reported. There will be about 22 rides and seven shows including a Minstrel Revue, and as many concessions as turn up, since the midway zone is a large one. His Fun Fair marquee will be moved in as a kiddieland entrance.

Also set for Alexandria is Steve Rose, commercial exhibit director. The fair will have series of promotional events, including automobile and other merchandise giveaways. Timonium is featuring a spanking new \$1,250,000 grandstand for its pari-mutuel racing, plus three big exhibit tents, two of them for commercial and industrial exhibits, and the third for an automobile show.

Plans with which Endy won the Timonium contract included pennants, the kiddieland entrance, uniformed ride attendants, bicycle giveaways and others. All are coming along successfully, he noted. More than 1,000 feet of midway space is already sold and the lot has ample space remaining. Attendance runs well into six figures annually. Endy is directing all amusements except the Ben Weiss bingo, which has been a fixture there for years.

## Julius Named SLA Banquet Tic Chairman

CHICAGO—Harry Julius, Arcade operator on Royal American Shows, has been named chairman of the Showmen's League of America banquet ticket committee, Jack Duffield, league president, announced. He succeeds the late Bob Lohmar, who handled the chore for the past 20 years.

For years, Julius has handled the same job at the annual Tampa club banquet.

Wherever You Are . . . You'll Find Mr. Mgr

19	10	245
395	395	395
125	125	125
325	240	2
245	245	245
25	25	25
4-31	50	50
65	65	65

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One of the Great Eastern Shows

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AUG. 4-9

Big Four-County Parade, Nightly Prizes, U. S. Steel Payday. Showing opposite giant Shopping Center.

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AUG. 11-16

Stage Shows nightly, 2 cars given away, big Saturday Parade.

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Auto Thrill Show and other Grandstand Attractions, big Live Stock and other Farm Exhibits.

## KUTZTOWN, PA., FAIR

AUG. 18-23

Big-Time professional wrestling, 2 Kiddie Days, \$15,000 spent for paving entire show midway.

## CAMBRIA COUNTY FAIR

EBENSBURG, PA., SEPT. 1-6

This is Pennsylvania's outstanding Labor Day week.

### SHOWS

### RIDES

### CONCESSIONS

### HELP

Want Side Show. Have new top and banner line and need inside equipment, or we will book complete show. Have other tops for Monkey Show and Snake Show. Will book Mechanical Show, Arcade or any other capable Grind Shows.

Scrambler, Scooter, Pretzel and Rockplane.

Age and Scales, Novelties, Derby Racer, Name-On-Hats, Lamp, Bird and Glass Pitches, Hanky Panks, Prize-Every-Time Games of all kinds.

Experienced Ride Men who drive on all rides.

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### CONCESSIONS

Can place Custard, French Fries, Ago, Scales, Palmistry, Fish Pond, Hoop-la, Photos, Auction, or any Concessions not conflicting. Now booking Concessions for Indiana, Pa., Fair. Space limited.

### SHOWS

Can place Manager for Girl Show, must have wardrobe and sound equipment. Can also place Snake Show, Monkey Show or any Show not conflicting. S. H. Dudley can place Alto Sax, Trumpet and Guitar. Can also place Colored Dancing Girls for chorus. Red Marcus, answer.

### RIDES

Can place for our string of Fairs, Scrambler, Round-Up, Helicopter, Merry-Mixer or any Rides not conflicting.

### HELP

Can always place good, sober, reliable Ride Help who drive. No Men with cars wanted. Can place Chairplane Foreman.

We are now enlarging for our Fairs.

Address all mail and wires to

LLOYD D. SERFASS, Owner &amp; Manager or HARRY (BUSTER) WESTBROOK, Business Mgr.

PENN PREMIER SHOWS, Monongahela, Pa.

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# JOHNNY'S

UNITED SHOWS

### LAST CALL

Jackson County Fair, Brownstown, Ind., next week; Gibson County Fair, Princeton, Ind., to follow; then our outstanding Southern Route begins with the Carroll County Fair, Huntingdon, Tenn.; Morgan County Fair, Decatur, Ala.; Limestone County Fair, Athens, Ala.; Cullman County Fair, Cullman, Ala.; Cobb County Fair, Marietta, Ga.; Bartow County Fair, Carleersville, Ga.; Four Alabama Fairs to follow.

CONCESSIONS WANTED—Custard, Taffy, African Dip, Bear, Bird, Glass and Lamp Pitch, Hi-Striker, Coke Bottle, Hoop-la, Hanky Panks of all kind. What have you?

SHOWS—Midget Horse, Glass House, Snake, Drome, or any clean Grind Show.

HELP—Merry-Go-Round Foreman (W. C. Rogers, call me, want you to come back). Ashey wants Agents for Hit &amp; Miss and Buckets. Charley Watts, come on. Joe Saladino wants Agents. All replies

JOHN PORTEMONT, Huntingburg, Ind.

### WANT FOR KANKAKEE FAIR

KANKAKEE, ILL., AUG. 4-9, AND MISSISSIPPI VALLEY FAIR AT DAVENPORT, IOWA, TO FOLLOW.

CONCESSIONS—Hanky Panks of all kinds, including Novelties, Ice Cream, Grab Bag, House, Pitches of all types, Custard, Cotton Candy and Jewelry. Want a complete set of Kiddie Rides, also Live Pony Ride (NOTE: Both the best for Kid and Pony Rides). Will also book Scrambler, Flying Plane, Fly-O-Plane, Scooter or Dark Ride. Also one more Ferris wheel making Major Rides. Any Show of Merit, such as Big Snake, Illusion, Side Show (ch), Wild Life, Animal or Ding Shows (Dick Dillon, get in Fun House. Live Semis, Foremen on several Rides. Also want Six Cat. Agents. Join now for good season's work. All replies: MGR., c/o Western Union, Joliet, Ill., this week or MGR., or SAM GRECO, CONCESSION MGR., 1 Louis, Joliet, Ill., this week.

JEM CITY SHOWS

### SCHAFER'S 20TH CENTURY SHOWS

Want for Fairs, Monroe, Wis., July 30-Aug. 2; Mason City, Iowa, Aug. 4-9; Owatonna, Minn., Aug. 11-16. Want Photos, Pitch-Till-You-Win, String Game, Knife Rack, Coke Bottles, all Hanky Panks, come on. Book Kiddie Rides not conflicting. Want Motordrome Operator. Have first-class Drome. Will book Glass House and Grind Shows.

Contact

W. A. SCHAFER or ARCHIE HENSLEY per above route P.S.: Charlie Elders wants Salt Water Taffy Operator.

## KENNY'S ATTRACTIONS

### LAST CALL!

Newton County Fair, Kentland, Ind., Aug. 4-8.

WANT—Ball Games, Basket Ball, High-Striker, Bear Pitch, Glass Pitch, Bird Pitch, Scales and Ago. Will book Buckets, Pin Store, Razzle and all other Allib Joints with Hanky Panks. Will book P.C. of all kinds.

RIDES—Will book Spitfire, Caterpillar, Rock-O-Plane, Moon Rocket, or any Thrill Ride. Have other Fairs to follow.

Useful Help come on. No collect wires or calls. Contact MUTT P. WARD or KENNY HAYWARD, as per route, Colfax, Ind., July 28-Aug. 2. Aug. 2—for Holy Spirit Church, Indianapolis, Ind., July 28-Aug. 2.

P.S.: Don't be fooled by idle gossip. We hold exclusive rights to all riding devices and gaming concessions at Newton County Fair.

### DUE TO DISAPPOINTMENT

## WANT MOTORDROME

Starting at Mo. State Fair, Sedalia; Charleston, Kirksville, Nashville, Rome, Atlanta, Columbus, Pensacola, Tallahassee and Savannah. Best route in U. S. Aug. 14 thru Nov. 8.

## GOODING AMUSEMENT CO.

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## VIRGINIA GREATER SHOWS

Salisbury, Md., this week; Pocomoc City, Md., Aug. 4-9;

Crisfield, Md., Aug. 11-16, then South.

Want French Fries, Long and Short Range Shooting Galleries, Cigarette Gallery, Pitch-Till-You-Win, Novelties. All Center Joints open. Want Concession Agents of all kinds.

Want Monkey Show, Wild Life, Unborn, Snake Show, Girl Show Manager with 2 or more Girls, at once. Pearl Hall, come home.

Want Merry-Go-Round Man who can drive semis. All mail and wires to

WM. C. (BILL) MURRAY

As per route above.

## WASHINGTON, MICH., HOMECOMING & HORSE SHOW, Aug. 1, 2, 3; followed by MILLINGTON, MICH., ANNUAL HOMECOMING & SPORTSMEN SHOW, Aug. 7, 8, 9.

WANT—Hanky Panks and Direct Sales. Mrs. Anderson, Mrs. Nelson, and others who have been with me before, contact.

FOR SALE—Double Loop-O-Plane, in very good shape, \$1,500. Also a Tangley Callope, good working order, \$750.

COTE AMUSEMENT CO., Box 15, Utica, Mich.

### W. R. GEREN Presents

## MIGHTY HOOSIER STATE SHOWS

### WANT

### WANT

### WANT

For eight County Fairs, finishing October 4. Bingo for Putman County Fair, August 4 to 9, at Greencastle, Indiana. Want now, Bear Pitch, Glass Pitch, Balloon Dart, Bad Games, Hanky Panks, only. What have you? Want Wheel Man, sober and reliable, must drive; out until Thanksgiving. Foreman and Second Men on Tilt, come on, salary tops.

All replies phone Fairgrounds, Martin County Fair, Shoals, Indiana, July 28 to August 2.

## WANT AGENTS

And General Concession Help. Agents for Blower and Buckets. Man and Wife or two Men for Color Percentage. Licensed Truck Driver; must be sober and reliable. Best of pay. Ben Sigal and Mickey Dales, please contact. All answers to

DOLLY YOUNG

c/o Terrace Lodge Motor Court, Portland, Indiana. Phone 147

## THOMAS JOYLAND SHOWS

Want for Marion County Fair, Indianapolis, Ind., and for Crown Point, Ind. Can place Shows of all kinds, Grind and Bally. Want Penny Arcade. Also place Legitimate Concessions of all kinds, Bear and Bird Pitches, Photos, Basket Ball, etc., no exclusive.

Address: L. I. THOMAS, Mgr., Scottsburg, Ind., this week.

## IMPERIAL SHOWS

Knox County Fair this week, Knoxville, Ill.; Burlington, Iowa, Hawkeye Fair follows. CONCESSIONS—Snake, Hoopla, String, Heart Pitch, etc. HELP—Openings for 2 Ride Foremen, also Second Men. Must drive and be sober. Want good Electrician-Mechanic.

SHOWS—Want good, clean, Family-Type Shows. Contact

BILL GULLETTE

Knoxville, Ill., this week.

## HOLIDAY AMUSEMENT CO.

Want for Fairs until middle October. CONCESSIONS—Lead Gallery, Short Range, Grab, Knife Rack, String Game, Bumper, Glass Pitch, Six Cat, Fish Pond, Scales, Cigarette Gallery, Coke Bottle, Pan Joint, Bear Pitch, Hi-Striker, Add-Em-Up Darts, Buckets. RIDE MEN—Can use capable Men at all times.

FIELDING GRAHAM

Waverly, Kan., July 28 to 30; Eudora, Kan., July 31 to Aug. 2;

Girard, Kan., Aug. 4 to Aug. 7; Arma, Kan., Aug. 8 to Aug. 10.

## WILLIAM COWAN WANTS AGENTS

Can place capable P.C. and Cigarette Block Agents. Also Hanky Pank Agents for One Ball, Milk Bottles, Pitch-Till-You-Win and Bear Pitch. Also good, capable Allib Agents for Buckets and Six Cats. Can always use Up-and-Down Men for stands. Good treatment and good pay.

Wire or Write c/o DON FRANKLIN SHOWS, FARIBAULT, MINN.

## GOLD BOND SHOWS

### WANT

### WANT

### WANT

For all Fairs—Wilmo, Aug. 5 thru 10; De Pere, Aug. 12-17; Sturgeon Bay, Aug. 19 thru 24; Plymouth, Aug. 28 thru Sept. 1. All Wisconsin.

Want Hanky Pank Concessions of all kinds. Can place Shows. Can place Ride Help.

MICKEY STARK, Manager

Appleton, Wis., July 28 thru Aug. 3



**CAPELL BROS.' SHOWS**

FAIRS FROM NOW UNTIL DEC. 1  
In Arizona, thru Idaho, Wyoming, Colorado, New Mexico where the money is. WANT Photos, Age and Scales, Short Range, Ball Games, Stock and Slum Concessions of all kinds. Low privilege. Can place Hanky Pank Agents. WANT Shows with own frame up, low F.C. Want Ride Help for 10 Rides. Also capable Banner Man. Capable Show People, contact. Address:

"DOC" CAPELL

Fairfield, Iowa Fair this week; then as per route.

**For Sale****SUPERB WALK THRU EXHIBIT**

Mounted on Red, White & Blue, 42 foot long, 1954 Michigan Arrow Trailer. Like new. Magic Eye & Counter. Speakers wired for tape recorder. Portable Floodlights. 7 Wonders of the World carved in rock and 8 Prehistoric Animals. Marble and Granite. Priced to sell. DICK DILLON, contact.

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**BIG STATE SHOWS**

Want for Sinton, Tex., and Texas Fairs to follow at Fredericksburg, week Aug. 11; Waxahachie, week Aug. 18; Boerne, week Aug. 25; Seguin, week Sept. 8; Bryan, week Sept. 15.

Want Concessions of all kinds. Will book 3 Grind Shows. Must have Hankies. Shows of any kind with own outfits, small percentage. Larry Woods Sr., Olin Thornton or any other capable people with Concessions, get in touch with me at Fredericksburg. FAIR SECRETARIES & CELEBRATION COMMITTEES: Have weeks Sept. 1, 22 and 29 open. Can give you a nice show. Contact HARRY W. LAMON, Sinton, Texas, this week.

**WANT**

Merry-Go-Round Foreman for Allan Herschell Little Beauty, \$30 per week. Must drive. Need Agent for Roll-A-Ball: must drive. Will book some Concessions. All replies

JOE L. KING

**KING BROS. SHOWS**

Buena Vista, Colo., July 30-Aug. 2;  
Springfield, Colo., 4-9;  
Julesburg, Colo., 11-16.

**WANT-AGENTS-WANT**

For Six Cats and One Ball. Inside Rack. Work 50¢. Stock Only. Can use Man and Wife.

DAVE ROBBINS—Contact Me.

PETE NORMAN

c/o Happyland Shows  
Imlay City, Mich., this week;  
Bad Axe, Mich., 4-9.

**TOP SALARY**

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**FERRIS WHEEL MAN**

all year around work.

DONALD HULL

SEARS SHOPPING CENTER  
DETROIT, Mich.,  
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**LAGASSE AMUSEMENT COMPANY**

Haverhill, Mass.

Want for the following New England Fairs:

Bradford, Vt. . . . .	Aug. 8-9-10	Brooklyn, Conn. . . . .	Aug. 22-23-24
Blackstone, Mass. . . . .	Aug. 15-16-17	Conloocook, N. H. . . . .	Aug. 29 to Sept. 1
Westfield, Mass. . . . .	Aug. 15-16-17	Northampton, Mass. . . . .	Aug. 31 to Sept. 6
Rehoboth, Mass. . . . .	Aug. 17 to 23	Tunbridge, Vt. . . . .	Sept. 11-12-13

CONCESSIONS—Derby Racers, Age & Scale, Novelties, Pitches, Duck Pond, Pitch-Till-U-Win, Photo, Long and Short Ranges and all types legitimate Stock Games.

SHOWS—Wildlife, Fun House, Ten-in-One, Glass House, Motor or Monkey Drome and others up to standard.

FOOD—Cook Houses, Popcorn, Apples, Floss, French Fries, Custard, Ice Cream, SnoCone, Chocolate Dip.

**Contact**

LAGASSE AMUSEMENT CO.

17 Lafayette Street

Haverhill, Mass. Tel. DRake 4-6461

O. L. WESLEY, General Manager

13 Hallenan Avenue

Lawrence, Mass. Tel. MURdock 39905

**FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS****CUMBERLAND VALLEY SHOWS**

Want for Southern Kentucky Fair at Bowling Green, Kentucky, August 4-9; and a continuous route of bona fide County Fairs—the finest route of Southern Fairs of any truck show.

13—FAIRS—13

Bowling Green, Ky. . . . .	Aug. 4-9	Sparta, Tenn. . . . .	Sept. 8-13
Gallatin, Tenn. . . . .	Aug. 11-16	McMinnville, Tenn. . . . .	Sept. 8-13
Tracy City, Tenn. . . . .	Aug. 18-23	Manchester, Tenn. . . . .	Sept. 15-20
Cookeville, Tenn. . . . .	Aug. 25-30	Dalton, Ga. . . . .	Sept. 22-27
Crossville, Tenn. . . . .	Sept. 1-6	Summerville, Ga. . . . .	Sept. 29-Oct. 4
Spencer, Tenn. . . . .	Sept. 1-6	Fort Payne, Ala. . . . .	Oct. 6-11
	Attalla, Ala., Oct. 13-18		

**SHOWS**

Wonderful route for any Grind Shows of merit. Monkey Speedway, Mechanical City, 10-in-1, or any other good family show. Must have own outfit. Low percentage. Willie Jones wants Chorus Girls and Musicians for Minstrel Show.

**CONCESSIONS**

All legitimate concessions open except Bingo, Popcorn, Custard, Galleries, Mug Joint and Digger. Good opening for Glass Pitch, Hi-Striker, Penny Arcade or what have you. No flat joints or gypsies, please!

Address all mail and wires to: LAVOY WINTON, Springfield, Tenn., this week; then as per route.

P.S. Ervin Heller, contact at once.

**— SHOWS —**

Want for Ohio State Fair; Great Clark Co. Fair, Springfield, O.; Great Montgomery Co. Fair, Dayton, Ohio, etc. Large Horse or other Animal Show, must be exceptional and major league. These are the best Fairs in the Middle West.

**RIDE FOREMEN**

FOR

**ROUND-UP AND BIG ELI WHEEL**

Best equipment and treatment. Long season. Prefer Semi Drivers. Only sober, reliable Men need apply to:

GOODING AMUSEMENT CO.

1300 Norton Ave. AX 4-3717 Columbus 8, Ohio

**SUNSET AMUSEMENT CO.**

Want for Olmsted County Free Fair, Rochester, Minn., Aug. 5-10.

CONCESSIONS—Want Cookhouse, Foot Longs, Photos, Novelties, Long and Short Range, Ice Cream, Hanky Panks and Ball Games.

SHOWS—Can place Arcade, Animal and Grind Shows.

RIDE HELP—Want experienced Merry-Go-Round Foreman and Second Men licensed to drive semis.

RIDES—Will book Scrambler for Rochester and balance of season.

Address: K. H. GARMAN, Mgr.

Zumbrota, Minn. (Fair), this week; Rochester, Minn., next.

**ROHR'S MODERN MIDWAY**

CLARK CO. FAIR, MARSHALL, ILL., AUG. 3-8; MOMENCE, ILL., CLADIOLI FESTIVAL, AUG. 14-16; CUMBERLAND-GREENUP FAIR, AUG. 18-23.

Can use one more family-type Show and Funhouse. WANT Short Range, Pitch Games, Crazy Ball, Fish Pond, Ball Games, Hanky Panks only. Also Basket Ball, African Dip and Cork Gallery. WANT experienced Ferris Wheel Man with chauffeur's license. Want experienced Ferris Wheel and Tilt Men who drive. Also Second Men on all rides. Mort Messias wants Bingo Counter Help. Fred Myers wants Man to handle Snake Show.

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner

Pontiac, Ill., July 28-Aug. 2; then as per route.

**PAGE BROS.' SHOWS**

WANT—Bingo, Scales, Jewellery, Lead Gallery, Hanky Panks of all Kinds. Wheel Foreman and Second Men on all Rides, must drive (no cars); top salary. Operator for Geck Show and Fun House. Norman Littlefield and McHouse wants Agents.

Phone c/o Smith and Son, Gulf Service Sta., Russellville, Ky.

P.B. Jeff Keltner and Carl Weaver, phone.

W. E. PAGE, Mgr.

McHOUSE, Business Mgr.

**13 FAIRS COMING!!**

HUGHESVILLE, PA. Aug. 4-9	FREDERICKSBURG, VA. Sept. 8-13	BURLINGTON, N. C. Oct. 6-11
HAGERSTOWN, MD. Aug. 11-16	STATESVILLE, N. C. Sept. 15-20	SUMTER, S. C. Oct. 13-18
HUNTINGTON, PA. Aug. 18-23	SANFORD, N. C. Sept. 22-27	LANCASTER, S. C. Oct. 20-25
LEHIGHTON, PA. Aug. 31-Sept. 6	PETERSBURG, VA. Sept. 29-Oct. 4	CHARLESTON, S. C. (white) Oct. 27-Nov. 1

**CHARLESTON COLORED FARMERS FAIR Nov. 3-8**

CONCESSIONS: Hankies of all kinds, Buckets, 6 Cats, Glass, Bear and Bird Pitches. Age and Scales, Hats, Derby, Popcorn and Apples, Eat and Drink stands.

SHOWS: Wild Life, Dempsey contact. Unborn, Snake, Geek, or any good Grind Show. Penny Arcade, Drome.

RIDES: Scooter, Round-Up, Rock-o-Plane, Twister, Helicopter.

HELP ON ALL RIDES: Wives to sell tickets. Drivers preferred.

Bill Sanders, American Tent, contact. A. Hymes, contact.

JOHN or MORRIS VIVONA, 103 SOUTH 21 ST., IRVINGTON 11, N. J.

ESSEX 3-9112.

**WANTED**

Operator for nice office owned Grab Trailer. Small Nut, 50-50. Address:

DON FRANKLIN SHOWS

Faribault, Minn.

GIVE TO DAMON RUNYON  
CANCER FUND

**WANTED**

Legitimate Concessions of all kinds.

Troy Free Gate Fair, Troy, Pa., Aug. 5 to Aug. 9

Adams County Fair, Abbotstown, Pa., Aug. 19 to

Sullivan County Agri. Fair, Forksville, Pa. . . . .

Contact: ULEY R-455 . . . . . 245  
Phone 407, . . . . . 25  
(W) (4-51) . . . . . 50  
(U) . . . . . 65



NOW  
BOOKING**KING REID SHOWS**1958  
FAIRS

ON TRIUMPHANT INTERNATIONAL TOUR

The management of the King Reid Shows now concluding a record breaking tour of Canadian dates are justly proud of the finest Show we have ever assembled and the most wonderful group of Show People ever to tour under the King Reid Banner. We announce herewith our distinguished route of State and County Fairs and Celebrations on both sides of the border.

Woodstock, N. B., Old Home Week, July 28-Aug. 2	Cobleskill, N. Y., Fair, August 22-27
Skowhegan, Maine, State Fair, August 9-16	Essex Jct., Vt., August 25-30
Knox Co. Fair, Union, Me., August 19-23	Rutland, Vt., State Fair, September 1-6
Eastern States Expos., Springfield, Mass., September 13-21	

We will also have some units on the Continental Shows midway at the Lyndonville, Vt., Fair, August 20-23.

**WANT! ★ WANT! ★ WANT!**

**RIDES** Octopus, Scrambler, Round-Up, Rolloplane, Little Dipper, Roto-Whip, Sky-Fighter.

**SHOWS** Grind Shows, Motordrome, Organized Girl Show with organ or band. We have complete Sit-Down Outfit. Talker-Operator for office owned Funhouse and Rollo-Whirl.

**CONCESSIONS** Hanky Panks, and legitimate Joints of all kinds. Novelties, Guess-Your-Age, Custard, Derby, Bear or Bird Pitches, Photos. No Grind Stores. No Mitt Camps.

**HELP** Trumpet and Trombone for Minstrel Show Band. Foremen and Second Men for Caterpillar, Ridee-O, Pretzel.

**KING REID** Week July 28, Hillview Motel, Woodstock, N. B.**BLUE GRASS SHOWS**

Wanted for Miami County Free Fair, Converse, Ind., week August 4; followed by La Porte County Fair, La Porte, Ind., week August 11 and a continuous route of bona fide Fairs.

**CONCESSIONS:** Hanky Panks, Prize-Every-Time Games of all kinds, Glass, Bird and Lamp Pitches, Buckets, 6-Cats for stock if you have Hanky Panks to go with same, American Palmistry and legitimate Concessions of all kinds.

**HELP:** Foremen and Second Men for all major Rides. Also Man for Towers. All must be semi drivers. All wires to

**C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS**  
Macon County Fair, Decatur, Ill., all this week; then as per route

# NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

Want for the following fairs: Charleston, Ill.; Warsaw, Ind.; Bay City, Mich.; Coldwater, Mich.; Alpena, Mich., to be followed by route of large Southern fairs.

**CONCESSIONS**

HANKY PANKS OF ALL KINDS,  
AGE AND SCALES, ETC.

**SHOWS**

MOTORDROME, MONKEY DROME AND  
ANY FAMILY TYPE SHOW.

PHONE AT ONCE—HAVE TELEPHONE IN OFFICE.

CONTACT: ROD LINK or BUD DAVIS, CHARLESTON, ILL., THIS WEEK; THEN PER ROUTE

**WANTED FOR SHEFFIELD, ILL.**

35TH ANNUAL HOMECOMING, AUG. 12 THRU 15  
Merchandise Concessions of all kinds, Hanky Panks, Bear and Dish Pitches, Photos, etc. (No Alibis or P.C.)  
For DePue, Ill., 30th Annual District Championship Outdoor Motor Races, Aug. 30 thru Sept. 1, this is a top date.  
Hanky Panks of all kinds. Also Pitches, etc. (No Alibis or P.C.) Address  
**E. H. BUNTING, P. O. Box 203 La Grange, Illinois**

**WANT GIRLS**

For Girl Show, Operator with Geek for Geek Show. Wire or come on.  
For Sale—Complete Two-Headed Baby Show, ready to operate, 35 ft. front, good canvas, tape grind, \$250; also 60-ft. Front Geek Show with new banners, complete show, \$350.

**WARD HALL**  
World of Pleasure Shows  
Charleston, Ill., till Aug. 2;  
then per route.

**WANT**

Bingo Counter Man at once for 16 Fairs.  
Phone Fairgrounds, Nappanee, Ind., this week; then Valparaiso, Ind.  
No collect calls.  
**ABE FRANK**  
c/o Jas. H. Drew Shows

**J. CARL SHOWS**

For following dates, all in Michigan: Pinconning Fair, Aug. 6-10; Barry County Fair, Hastings, 11-16; Shelby J. MC Mugheon County 4-H Fair & Homecoming, Aug. 20-23; Labor Day Celebration, Newaygo, August 18-20.  
phone calls for concession space.)  
**EM CL** Mich., this week

FOLLOW THE WOLFE ARROW

**WOLFE** Amusement

THE SHOW THAT GETS UP ON SUNDAY

NOW BOOKING FOR THE ONLY 2 FAIRS ON VIRGINIA EASTERN SHORE  
THE GREAT WIERWOOD AGR. FAIR & HORSE SHOW, Aug. 11-15  
THE OUTSTANDING TASLEY FAIR, Aug. 17-23

— FOLLOWED BY —

WINDSOR, M. C., JC. FAIR  
KINSTON, M. C., FAIR  
CHESTER, S. C., WHITE FAIR

SNOW HILL, M. C., FAIR  
BISHOPVILLE, S. C., FAIR  
GREENVILLE, S. C., FAIR

Reserve space now for this outstanding route. Everything open, especially Long and Short Range, Hats, Fish Bowls, Jewelry, Camps, High Striker, Scales, Pronto Pups, Foot Long, French Fries, any Merchandise Store. Wire to Ben Wolfe, Salisbury, Md., this week.

—No Collect Calls, Please—

P.S. Want Help on all Rides who drive. No cars, good pay.

**WANT CONCESSIONS**

FOR

**MISSOURI STATE FAIR**

SEDALIA, AUGUST 15-24

Can place Scales & Age, Photos, Palmistry, Jewelry, Popcorn, Snow, Floss, Apples and Hanky Panks of all kinds. Limited space. Also have a little of the greatly limited Game and Direct Sales space at Charleston.

(Address replies to Hal Eifort)

**GOODING AMUSEMENT CO.**

1300 Norton Ave. AX 4-3717 Columbus 8, Ohio

**HUNT AMUSEMENT CO.**

Can book

**RIDES**—One Major and Kiddie Rides, starting fairs at Hopkinsville, Ky., Aug. 4-9.  
**BINGO**—Can place Bingo at Salem, Ind., Fair, Aug. 11-16; Lyons, Ind., Fair, Aug. 25-29; Dyersburg, Tenn., Fair, Sept. 1-6. Can use Cookhouse, also Girl Shows at Dyersburg, Tenn. Committee money only on latter.  
**SHOWS**—Can use any clean Shows for all fairs starting Aug. 4-9. Can book Arcade and Motordrome.

**CONCESSIONS:** Long Range, Short Range, French Fries, Novelties, Jewelry, Pronto Pups, Snow, Hats, Pottery Pitch, Bear Pitch and all Hanky Panks. Contact

**RALPH HUNT**

Louisville, Ky., this week; then as per route.

P.S.: Have opening for Popcorn, Peanuts and Drink Dispenser (trailer).

**IDEAL RIDES**

WANT FOR THE FOLLOWING FAIRS  
CLAY CITY 4-H FAIR, CLAY CITY, IND.; CLAY COUNTY 4-H FAIR, BRAZIL, IND.; DECATUR COUNTY FAIR, GREENSBURG, IND.; CULLOM AMERICAN LEGION HOMECOMING (ON THE STREETS), CULLOM, ILL.; RIDGE FARM TOMATO FESTIVAL, RIDGE FARM, ILL.; BIG BREMEN FAIR, BREMEN, IND.; FOR LABOR DAY, CONCESSIONS—Hanky Panks including Pitches, Crazy Ball, Ball Games, High Striker, Scales and Age, Water Games, Shake-Up, Jewelry and any Others not conflicting.  
**RIDE HELP**—Can always use good Ride Help for all late model Rides. Especially want Coaster Man and Man to handle two new King Kid Rides.  
**CONTACT:** HUB LUEHRS, OWNER-MANAGER, FAIRGROUNDS, CLAY CITY, IND.

**CHEROKEE AMUSEMENT COMPANY**

Concessions—Cook House, Photos, Novelties, Scales, Blower, Fish Pond, Coke Bottles, Cork Gallery, Bumper, String, Hoop-La, Glass Pitch, Ball Games, or any upa conflicting Concession that works for Stock.  
No Manager for this carnival needed; Raymond Clayton is no longer connected with my show.  
Want Operator for Fun House and Electrician, will furnish trailer to live in, Our pay day is every Monday, not just promises. Have all fairs until late fall.  
Contact: J. W. MAHAFFEY

Pratt, Kansas, July 28 to Aug. 2; Osawatomie, Kan., Aug., 4 to 9.

**HAROLD WETHERBEE WANTS**

Girl to feature on Girl Shows; must be young, experienced and attractive. \$125 per week if you qualify.  
Also Girls for two Shows, wardrobe furnished. No experience necessary. Best salary on road. (Mary Martin, come on.) Linda Browning, contact.

**HAROLD WETHERBEE**

c/o O. C. Buck Shows, Plattsburg, New York

**DIXIE AMUSEMENTS**

WANT FOR FRIEND, NEB., JULY 31-AUG. 1; BEAVER CROSSING, NEB., AUG. 2-3; WETMORE, KANSAS, AUG. 6-8. AND ALL FAIRS UNTIL OCTOBER.  
**CONCESSIONS:** Lead Gallery, String Game, Cork Gallery, Penny Pitch, Glass Pitch, Photos, Coke Bottles, Grab, Fish Pond, High Striker.  
**BINGO FOR KANSAS, OKLAHOMA AND ARKANSAS FAIRS.**  
(DUTCH HANSON, CALL AGAIN.)  
**CONTACT:** Clifford Davis, Mgr., Per Route.



## PAGE COMBINED SHOWS

Want for Ithaca, N. Y., Fair, August 4 through 9, with 14 more Fairs and Military Bases to follow.

**CONCESSIONS:** Stock Concessions of all kinds. Also Eating and Drinking Stands, Penny Arcade, Derby Races. Dave DiCorte wants Hanky Pank, Swinger and Push-Up Coke Bottle Agents. Jimmie Fennel wants Pin Store and Six-Cat Agents. Paul Botwin wants Bingo Help. Jack Kelly, Jack Hudson, Ronnie Hatfield, Gil Pitman, Whitey Stewart, come on.

**SHOWS:** Motor or Monkey Drome, Snake Show, Fat Show, Life Show, Wildlife, Monkey Circus or Speedway and Mechanical City. We can place for the balance of season one high-class Girl Show with first-class equipment. Tony Barress, answer. Want to buy or book Glass House or Funhouse.

**RIDES:** Due to operating two units we can place the following rides: Scrambler, Scooter, Round-Up, Rock-o-Plane, Dark Ride, Kiddie Sky Fighter, Train, Tanks, Pony Cart or any new Kiddie Ride not conflicting. Also want live Pony Ride. Want Second Men on all rides who have license to drive.

All replies to BILL PAGE, ELKLAND, PA.

## WILLIAMS GROVE FAIR

FORMERLY GRANGERS PICNIC FREE FAIR

FREE ADMISSION—FREE PARKING

August 24 thru September 1 inclusive (Labor Day)

WILLIAMS GROVE PARK

Mechanicsburg, Pa. (10 miles SW. of Harrisburg)

Can place legitimate Concessions and Family Shows.

Write or wire: BOB RICHWINE.

## FUNLAND SHOWS

Want for Fairs—Hanky Pank Agents, one hole open for the following: Buckets, Over 11-Under 30; outside Skillo. Jack Thomas can use Six Cats and Grind Store Agents. Carl Caloin can use Hanky Pank Agents.

**SIDE SHOW HELP:** Man and Wife, Ten-In-One; contact Geo. McKinney.

Ride Help who drive.

Will book Spitfire, Mixup, Comet or Octopus, or any nonconflicting Ride.

Scotland County Fair, Memphis, Missouri, July 30-Aug. 2; Northeast Fair, Kirksville, Mo., Aug. 4-8; North Central Free Fair, Trenton, Mo., Aug. 9-14; Dade County Centennial, Lockwood, Mo., Aug. 20-23; Webster County Fair, Marshfield, Mo., Aug. 27-30; six more Fairs to follow.

Want Manager for office owned Sit Down Grab, or will book your Cookhouse.

All Agents contact Manager R. E. THOMAS, per route.

## MONTE YOUNG SHOWS

CAN USE FOR BALANCE OF SEASON—ALL FAIRS AND CELEBRATIONS. IDAHO SPOTS INCLUDE PRESTON, THIS WEEK; THEN CALDWELL, GOODING, BURLEY. THEN UTAM FOR PAYSON, BRIGHAM CITY AND SALT LAKE CITY FOR STATE FAIR.

**SHOWS:** Can use any Grind Show of Merit.

**CONCESSIONS:** Long and Short Range, Hoop-La, Fish Pond, Cigarette Gallery, Scales and Age, Bumper or any Merchandise Concession not conflicting.

JOE WILLIAMS CAN USE AGENTS FOR HANKY PANKS.

**RIDE HELP:** Can always use experienced Ride Help. Top salaries.

ADDRESS: PRESTON, IDAHO, THIS WEEK; then per route.

## HEART OF AMERICA SHOWS

10 RIDES—4 SHOWS—25 CONCESSIONS

Now playing 2 Fairs a week in the Heart of the Wheat Country, where crops are big. Want to book for 13 consecutive Fairs.

**RIDES:** One Major Ride not conflicting, especially want to book Coaster.

**SHOWS:** Girl and Athletic Shows.

**CONCESSIONS:** Most Hanky Panks, one Grind Store open.

**RIDE HELP:** Capable Men, top money, must drive.

OSCEOLA, NEB., FAIR, JULY 28-30; HOXIE, KANSAS, FAIR, AUG. 1-2-3; OBERLIN, KANS., FAIR, AUG. 4-5-6; MCCOOK, NEB., FAIR, AUG. 7-8-9.

ALL REPIES: TED CORY, Mgr.

## DELUXE SHOWS

Connecticut's Best Concession Fairs

August 1-3 Durham, Conn. State Future Farmers Fair	August 22-23-24 Chester, Conn. Chester Agrl. Fair	September 20-21 Portland, Conn. Portland Agrl. Fair	September 26-27-28 Durham, Conn. Durham Agrl. Fair
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**RIDE HELP:** Ferris Wheel and Little Beauty Merry-Go-Round Foremen, also Help for two Kiddie Rides. Would consider a capable, sober, dependable, working Ride Superintendent who has his own crew and can take complete charge. An excellent job and the best pay in the ride business for the right man. All replies

DELUXE SHOWS, Rockville, Conn. Phone: Tremont 5-2281

P.S.: Please, no collect calls or wires.

## WM. T. COLLINS SHOWS

CAN PLACE STARTING AT LA CROSSE, WISCONSIN, AUG. 8 AND FOR BALANCE OF SEASON.

**HELP:** GLENN JOPLIN, RIDE SUPT. Wants Man to handle Twin Wheels; salary no object if you can produce. Want Rock-O-Plane Foreman. Can use Second Men who drive and have chauffeur's licenses. Want Man to handle Light Towers and Arch.

**CONCESSIONS:** Want Hanky Panks of All Kinds. Photos open.

**SHOWS:** Can place Grind Shows of Merit (no Ding Shows). COL. LEW ALTER can place for Side Show, Working Acts, Freaks to Feature, Ticket Sellers. One Talker for Front. Going into good Side Show Territory.

ALL REPIES: WM. T. COLLINS, MGR., Minot, N. Dak. this week; and per route in Billboard.

## A-1 AMUSEMENTS

Want for Northeastern Illinois Fair, Danville, Ill., July 28-Aug. 2; then the Centennial at Round Lake, Ill.

Need Bingo, Derby, Photos, Fish Pond, Scales, Age, Ball Game, Coke Bottle, Roman Target, Pitch-Tilt-U-Win, Cork Gallery, Long Range, Bear Pitch, One Ball or any Store working for stock. Can place Mechanical Snake, Ten-in-One, one Monkey or Girl Show. Contact:

JOHN HANSEN, FAIRGROUNDS, DANVILLE, ILLINOIS.

## CARROLL'S GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS

Anoka, Minn., Fair, Aug. 7-10; Cokato, Minn., Carnival, Aug. 11-13; St. Cloud, Minn., Fair, Aug. 14-17; Bird Island Minn., Fair, Aug. 18-20; Marshall, Minn., Aug. 21-24; Webster, S. Dak., Fair, Aug. 27-29; Foreman, N. Dak., Fair, Aug. 21-Sept. 3.

Hanky Panks of All Kinds.

Will book 2 or 4 Kid Rides not conflicting with Train, Airplane or Fire Engine.

Will book Rock-O-Plane, Roll-O-Plane or Spitfire.

Reply by letter to CHAS. H. CARROLL, 10754 Central Ave., N. E., Minneapolis, Minn. P.S.: Will book Mechanical or any Show of Merit with own Transportation.

# GOODING AMUSEMENT CO.

## CONCESSIONS WANTED

AUG. 3-8  
CENTERVILLE, IND.  
WAYNE COUNTY  
4-H FAIR

Can place all Hanky Panks, most Direct Sales. Can place Cookhouse.

AUG. 5-9  
BRYAN, OHIO  
JUBILEE

Can place all Hanky Panks and Direct Sales. No eats or drinks.

AUG. 4-8

BICKNELL, IND.

KNOX COUNTY FAIR  
Can place all Hanky Panks, most Direct Sales.

AUG. 11-16

CORUNNA, MICH.

SHIAWASSEE COUNTY FAIR  
Can place all Hanky Panks. Also Taffy and Custard.

AUG. 4-9

MONROE, MICH.

MONROE COUNTY FAIR  
Can place Photos, Mi-Striker, Short Range, Guess-Your-Age, Custard, Taffy, French Fries and Pronto Pups.

AUG. 18-23

CORYDON, IND.

HARRISON COUNTY FAIR  
Can place Hanky Panks of all kinds.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.

1300 NORTON AVENUE

COLUMBUS 8, OHIO

## IONIA FREE FAIR

August 4 to 9 inclusive, Ionia, Mich.

## JAYCEES STREET FAIR

August 11 to 16 Inclusive, Huntington, W. Va.

with West Virginia State Fair to follow

WANT: Hanky Panks and legitimate Merchandising Concessions. No eating or drinking stands or Kiddie Rides wanted.

ALL Address

CETLIN & WILSON SHOWS

New Castle, Pa., until Thursday; then Ionia, Mich.

## GARRETT COUNTY FAIR

OAKLAND, MD., AUG. 11-16

Fairgrounds located on Deep Creek Lake, Maryland's Mountain Top Playground, with 20,000 visitors every week. Fair will feature Thrill Show, Rock and Roll Revue, Rodeo and other Free Acts in front of Grandstand.

WILL BOOK ALL KINDS OF LEGITIMATE GAME CONCESSIONS, ALSO FOOD CONCESSIONS.

SHOWS (except Girl) CAN BE ASSURED A BIG WEEK. ALL COMMUNICATIONS TO

M. A. BEAM or SAM GOLDSTEIN

WINDBER, PA.

ALEXANDER, VA.

## 2 — BIG FAIRS — 2

And Seven More to Follow.

MARYLAND STATE FAIR---TIMONIUM, MARYLAND

AUG. 29 TO SEPT. 6 (LABOR DAY)

PLACE—Custard, Dark Ride, Round-Up, Scrambler, Minstrel, Grind Shows, Monkey Show, Arcade.

EATS AND DRINKS Open

\*\*\*\*\*

NORTH VIRGINIA---FAIRFAX COUNTY FAIR

SEPT. 10 TO 20

HYBLA VALLEY AIRPORT, ALEXANDRIA, VA.

Place here, Girl Shows. All concessions open. Will sell Ex. WANT—Man and Wife to handle Custard Truck, Ride Men and Drivers, come on. All answer

DAVID B. ENDY, P. O. Box 5014, Alexandria, Va.

## PAN AMERICAN SHOWS

Want Hanky Panks of all kinds, Lead Gallery, Bingo, Popcorn, Candy Apples, Custard, Scales. Want Agents for Razzle, Pin Store and Pan Joint. Man and Wife to operate small Cookhouse.

Want Musicians and Performers for Minstrel Show. Answer to SONNY SHARP.

Want Operators for Funhouse, Monkey Show, Girl Show and Snake Show. Want Ride Help, Foremen for Tilt, Ferris Wheel and Roll-O-Plane, also Second Men who drive, on all rides. Want Truck Mechanic. Test Martin, can place you.

JOHN WARD

City Park, Columbus, Miss.

## ROBERT KLOETZKE

of

NORTH AMERICAN SHOWS

Has chosen a 1958 35-foot MARATHON for his new chased from HARMONY MOBILE HOMES, INC., Bra

who offer a low down payment plan for outd-

MARATHON is a product of HAR-MAC, In

HAR-MAC also offers PIONEER travel,

—and the Cadillac of the mobil...

37 to 53 feet in length—10-4 Series (W) (4-51) 50

Ideal winter home for the tr...



# McCOOLE, MD., ANNIVERSARY CELEBRATION

**NEXT WEEK—AUG. 4-9**

**Parades and Other Special Events**

PRINCE WM. CO. FAIR, Manassas, Va., Aug. 11-16  
MONTGOMERY CO. FAIR, Gaithersburg, Md., Aug. 18-23

FULTON CO. FAIR, McConnellsburg, Pa., Aug. 25-30  
JUNIATA CO. FAIR, Port Royal, Pa., Sept. 1-6

Now booking Concessions for the above outstanding Fairs.

SHOWS of all kinds can be booked.

RIDE HELP—Addition of more Rides for Fairs will make possible to hire additional Help. Capable Carnival Workers for other departments of the Show can be placed.

**ALL COMMUNICATIONS TO BEAM'S ATTRACTIONS**

FROSTBURG, MD., this week; then as per route.

## GEORGE CLYDE SMITH shows

Page County Fair, Luray, Va., Week Aug. 4  
Morgan County Fair, Berkley Springs, W. Va., Week Aug. 11  
Warren County Fair, Front Royal, Va., Week Sept. 1  
V.F.W. Fair, Oxford, N. C., Week Sept. 8  
Five County Fair, Farmville, Va., Week Sept. 15

Madison Agrl. Fair, Madison, N. C., Week Sept. 22  
Enfield Firemen's Fair, Enfield, N. C., Week Sept. 29  
Atlantic District Fair, Ahsokie, N. C., Week Oct. 6  
Chowan County Fair, Edenton, N. C., Week Oct. 13  
Littleton Fair, Littleton, N. C., Week Oct. 13

WANTED: Ball Games, Grab, Custard, Pitch-Till-You-Win, Penny Pitch, Glass Pitch, Bear Pitch, Photos, Age & Scales, Duck Pond, Fish Pond, Cork Gallery, Balloon Darts, Buckets, Six Cats, Penny Arcade.

Girl Show, Wildlife, Side Show, Monkey Show, Agents for Office Hanky Panks. Will book Octopus, Tilt, and Rides not conflicting. General Ride Help, Truck and Tractor Drivers; Frank Joseph let me hear from you. Joe Reynolds Wants 2 Grind Store Agents. All replies George Clyde Smith Shows, Cumberland, Maryland, this week; Page County Fair, Luray, Va., next week.

### NEW ENGLAND AMUSEMENTS

Winchendon, Mass., July 28-August 2 and Balance of Season.

CONCESSIONS—Hankies, Pitches, Long and Short Range, Jewelry, and Novelties. HELP—Top Wages to capable Foreman for Wheel, Jenny and Octopus. Man to up and down office owned concessions. LONG SEASON. Shopping Centers after regular season.

Now booking Shows and Concessions for Keene, N. H., Fair, August 20 thru 24, including Sunday. Eating Stands, Merchandise Wheels, Hankies, Pitches, etc.

All replies to: HARRY J. KAHN, Mgr., Winchendon, Mass.

### JAMES E. STRATES, INC.

WANT FOR 15 FAIRS STARTING JULY 28, CLEARFIELD, PA.

HELP—Want Talkers, Grinders, Chorus Girls, also Dance Team, and Emcee. Want Welder and Blacksmith. Show Painter and Help in all departments.

SHOWS—Will book any new and novel Show.

RIDES—Any Ride not conflicting. Can use Wild Mouse for Hamburg, Syracuse at Raleigh.

CONCESSIONS—Games of all kinds that work for Stock. ALL REPLIES

**JAMES E. STRATES, Gen. Mgr.**

Clearfield, Pa., this week; then per route.

### AGENTS WANTED

Opening Aug. 4. Agents for Pitch Till-You-Win, Duck Pond, Ball Games, Spindle, Coke Bottles, and Agents to work in Cigarette Joints.

Hoyt, Cilly, Charles, contact at once

**GEO. BEARDSLEY**

Box 2414 Winston-Salem, N. C.

### FOR SALE MAJOR RIDES

Merry-Go-Round, Moon Rocket, Octopus, Caterpillar. Rides can be seen in operation. Good condition. Reasonable prices.

P. O. BOX 282, Baltimore 3, Md.

### SEARCHLIGHTS

Brand-new 60-inch Sperry and G.E. Searchlights, \$400.00. Brand-new G.E. 18.5 Kw. Generators, \$850.00. Searchlight Sets, Light and Generator, \$1,200.00. Some used equipment for sale. Also carbons, complete heads and all spare parts.

**J. PILE**

823 Becker Road Glenview, Illinois 4-1240

### MOTORDROME

Owner's sacrifice proposition—3 nice 101 Indian Scout Wall Motorcycles, 1 Trick Scout. Also large stock Spare Parts. Sell everything, \$350.00, or \$95.00 each; Scout, \$200.00, Spare Parts. Sorry, must have full amount money in advance before shipping.

**GEORGE THIBEAULT**

721 Plain St. Brockton, Mass.

### STRONG'S AMUSEMENT CO.

Agents Wanted—Pin Store, Buckets and Six Cats. Larry and Neil, come on.

Contact as per route—Unit No. 1.

GIVE TO DAMON RUNYON  
CANCER FUND

### BINGO

SUPPLIES - BLOWERS

Write for Catalogue.

AMUSEMENT INDUSTRIES

P. O. Box 2 Dayton 1, Ohio

### TWO TOP FAIRS Concessions Wanted

SANDUSKY, OHIO, AUGUST 9-12;

TIFFIN, OHIO, AUGUST 16-21

Also can place Agents. Contact

**WAYNE SNODGRASS**

c/o Warren, Ohio, Fair, July 28-August 2.

### FOR SALE

15 Scooter Cars ..... \$3,000  
1 Train and Track ..... 400  
1 Jet Plane Ride ..... 400  
1 Merry-Go-Round ..... 2,500  
7 Skee Balls ..... 700

All Rides and Skee Balls are in good condition.

**CHARLES GARVIN**, Beech Bend Park, Bowling Green, Ky. Phone: VI 3-4802

### LOU PEASE WANTS

Six Girls for Girl Show. Experience not necessary. Wardrobe and transportation furnished. Pay nightly. You pay yours, I'll pay mine. c/o Green Top Shows, Paris Ky. Fair this week; best girl show fair in Kentucky next week at Russell Springs. We have eleven county fairs in a row.

### SOL ROSENFELD

Wants Agents for all type games and general Concession Help. Opening Shelbyville, Ind., Aug. 2-8; La Porte, Ind., Aug. 11-16. Contact

**SOL ROSENFELD**

Shelbyville, Ind., Fairgrounds NOW.

### WANTED

Man and Wife to run Jewelry Stand. Man must drive, and can operate another Concession. Contact

**MRS. PETERSON**

c/o Don Franklin Shows Faribault, Minn.

### Harriet and Mac Matthews

Wish to Congratulate

**Mr. Raymond Galiano**

of

**North American Shows**

For Having Purchased a 1958 35-foot

**MARATHON**

With Weather Bar

Insulation From

**HARMONY MOBILE HOMES, INC.**

of

**Brainerd, Minnesota**

Official Broker for

**HAR-MAC Products**

For Show People in the East

**Mr. Johnny Canole**

Altoona, Pennsylvania

Bank Finance Rates for Outdoor Show People.

### WANTED

**For WISCONSIN STATE FAIR**

**AUG. 15 thru AUG. 24**

**FAT SHOW or GOOD GRIND SHOW**

Attention:

**Glen Porter, Mrs. Marsh, Dot Blackhall.**

Contact now

**ARCHIE GAYER**

Administration Building Wisconsin State Fairgrounds Milwaukee, Wisconsin

Phone: Greenfield 6-3034

## WHEELS

ALL SIZES—ALL NUMBERS  
Big 6 Dice Wheel  
with Crate, \$250.00  
**CARDINAL PRODUCTS CO.**  
Les Berger  
49 West 27th Street  
New York 1, N.Y.  
MU 6-8268

### Wanted At Once AUCTIONEER

Straight or Jam Man.

Apply in person.

New Castle, Pa., this week; or

Lonla, Mich., next week.

**JACK TAYLOR**

c/o Cettin & Wilson Shows

Good fair route of 16 weeks to follow.

### GIRLS

Larry Saunders wants Girls for his Topas revue. Girls who worked for me before, please contact.

Wire c/o BEAM'S ATTRACTIONS FROSTBURG, MARYLAND

### ON ACCOUNT OF DISAPPOINTMENT

Want to book complete, organized Carnival for

**JOHNSTON COUNTY AGRICULTURAL FAIR** for week of September 29. (Date can be changed.) Call or wire

**J. E. JORDAN**

Wmster 4-3078, Smithfield, N. C.

### NOTICE!

**DENNY (TUCSON) MOORE**

Please call Fritz with Rogers Bros. Shows, per route.

### CONCESSIONAIRES

NOTE

Both parks and carnivals are having a terrific gross on our new pull-up big head Gaucho Punk Rack. Flashiest ball game ever built. Knock three over you win a Panda Bear. Our information from both sources say it is the best. We build the complete rack. Write for prices. Still the best. One Ball Bottle Game with or without stands. Six-Cats, three various styles. Punks for Punk Racks, two various styles. Pitch-Till-You-Win—we build the frame or sell you the blocks. Penny Pitch Board—still the tops on a center joint. Pop-Em-In-Buckets. Our bucket is very well known. Over 30 Under 11 Tables. Jewelry Spindles. Spot the Spot Boards. Aluminum Huckle-Buck Kegs. Hoop-La Boxes and Blocks. Add-Em-Up Dart Boards—Beaver Board and Sponge Rubber. Pan Game. Pans or complete Tables. Hi-Strikers—20', 24' and 28'.

IT'S NEW:

Sputnick—underhand, close-up ball game, underhand pitch. Gammlines—new ball game. Very fascinating—ring the bell twice and you get a bear. New Add-Em-Up Shuffle Alleys, 6 ft. long. Place orders now. Write for prices. Our price is always in line with our merchandise. Devil's Bowling Alleys—new or second hand—wooden balls or rubber balls.

Write for Free Catalog

Terms: Cash with order or 25% cash, bal. C.O.D.

### RAY OAKES & SONS

(MAE OAKES & RAY OAKES JR.)

P.O. BOX 4344 TAMPA FLORIDA

Phones: Day—Redwood 6-9774 Night—Redwood 6-5467

### BADGER STATE SHOWS

All Minnesota. Want for Fairs starting at Waseca, July 30. Scales, High Striker, Cork Gallery, Ice Cream, Basket Ball, Picture Frame, Coke, Over 11-Under 7. Shows—Arcade, 5-In-1, Snake or any Show not conflicting with what we have. Can use Cook House Help, framed on semi; fifty-fifty proposition. Bob Eades, get in touch.

**J. VOMBERG**

Waseca, Minn., July 30-Aug. 3; then as per route.

P.S.: For Sale cheap—Mechanical Show mounted on truck.

J. Reynolds wants Agents.

### DRAGO AMUSEMENT #1

Wants for the rest of season. All Fairs and Celebrations. Few more Hanky Panks and Hanky Panks only, Glass Pitch, Short Range, High Striker, Novelties, Balloon Dart, Custard or Ice Cream, Penny Pitch, Fish Pond, Ball Game, also would like to book Colored Girl Show for big Fair and Labor Day Celebration at Mazon, Ill.

Would like to hear from some reliable Person who can drive and take care of new Fun House; must be reliable and sober. Must have driver's license; if not do not waste our time. Would like to hear from someone who would like to have four new Kid Rides. Address per route.

### WANT FOREMAN

For new Helicopter Ride, to join immediately. Salary and bonus. Also Foremen for Jenny and Octopus.

**HARRY J. KAHN**

**NEW ENGLAND AMUSEMENT**

Winchendon, Mass., now.

### FOR SALE FLYING SCOOTER

In good shape. Operating at Wapakoneta, Ohio, Fairgrounds, Aug. 2-8.

**FRED NOLAN**

### ARTHUR E. HUNT

Please contact me at once. Will wait here until you call.

**AL**

536 W. Main St. Lebanon, Ky.



## PARAKEETS and CAGES



PARAKEETS . . . 85c  
SET UP CHROME  
CAGES . . . 40c

IMPORTED  
KNOCK  
DOWN  
CAGES  
30c

Write, Wire or Phone

Shipped Same Day Received  
**CHICAGO BIRD & CAGE CO.**  
422 S. State Street Chicago, Illinois  
Phone: WEster 9-4191

## WANT

### FIRST CLASS CANVASMAN

\$100.00 Per Week  
Guarantee.

Helpers, Girls, top salary.  
Scotty, Tex, Bob Kelly, Jim  
Doss, contact immediately.

**JOE BOSTON**  
BANGOR, MAINE

## CONCESSION EQUIPMENT

### AND TRANSPORTATION FOR SALE

8 Stock Wheels with laydowns, 4 14x20  
Tents (2 without frames), 3 14x10 Tents  
complete, 2 P.A. Systems, complete;  
Flash Racks, Flash Cloth to Flash all  
tops, Switch Boxes, Wire and every-  
thing that goes with a set-up like this.  
1948 Chev. 1 1/2 ton Tractor, 1948 Super  
Cargo 28 ft. Van Trailer, Tractor and  
Trailer have been under cover and on  
blocks since 1951 and during winters of  
1948 to 1951.

Must sell by Labor Day, \$3,000 takes all,  
will not sell separately.  
**PAUL J. HOGAN**  
36 Cosgrove St., Lowell, Mass.

## AGENTS WANTED

For Canadian Fairs & Centennials starting  
Windsor Emancipation Day, Aug. 1-5.  
Count & Peek Store, Buckets, Swinger,  
Six Cats, Ball Game, Bear Pitch, Hunky  
Panks, General Help and PC Dealers.

All replies

**C. E. (Sleepy) Johnson or Clyde Reed**  
Jackson Park or c/o Western Union  
Windsor, Ontario, Canada

## NEW RIDE ENGINES

Brand new Wisconsin air cooled Motors,  
30 H.P., just the size for most rides; why  
fuss with old worn out engines when  
you can have a new engine for so little.  
Closeout price while a limited supply  
lasts. \$300 each.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

## WANTED

for North-Eastern Illinois State Fair  
and long route of Southern Fairs—  
Agents for Six Cat, Big Tom and  
Coke Bottle.

Contact  
**CHICK CARPENTER**  
c/o A-1 AMUSEMENTS  
Fairgrounds, Danville, Illinois

## VICK DAVIS WANTS

Head and Crew for Center Joint,  
Spot Joint.  
10 Major Fairs.  
c/o OLSON SHOWS, as per route.

## BINGO HELP WANTED

Counterman, Callers. Contact  
**DANNY DORSO**  
c/o O. C. Buck Shows  
Plattsburg, N. Y.

## JIMMY REED WANTS

Agents for Pin Store, Push-Up Cokes,  
Picture Frames and Buckets. (Charlie  
Watts contact Blackie Green). Chuck  
Bates, come on.  
ADDRESS: JAMES REED  
c/o Grand American Shows  
Ackley, Iowa, July 28-29; Allison, Ia.,  
(Fair), July 31-Aug. 4.

## Plastic Floors

• Continued from page 61

substance which, it was soon dis-  
covered, would also make possible  
the use of the hardboards and  
cheaper grades of lumber by coat-  
ing them with protective "plastic  
surface." During the war and the  
years immediately following, many  
new rinks were put into operation  
with these cheaper substitute  
floorings.

But adoption of the plastic floor  
by old-timers in the rink business  
was a slower matter. Skaters,  
accustomed to the powdery sur-  
face of rink floors, were scared of  
the smooth, glossy plastic surface,  
and insisted on the powder can.  
Operators, used to clean-up opera-  
tions consisting of a few passes  
over the floor with a wide broom  
or dust mop, were not interested  
in a surface which required  
regular scrubbing with expensive  
machinery.

However, the rink business, like  
any other, has its pioneer spirits,  
and gradually the plastic floor be-  
came more and more a standard  
floor. In 1952 the first National  
Championship to be skated on a  
plastic surface without the use of  
powder was held at Curvcrest,  
and made many converts to plastic.

Floor development has not  
been all on the surface. Noise  
elimination has also been one of  
the things sought, and to a great  
extent obtained, thru improved  
methods of laying floors. Elimina-  
tion of ground moisture and  
building moisture has been a  
problem, particularly on floors laid  
on concrete slabs or in concrete  
block structure; this has also been  
solved.

One of the most recent successes  
has been the development of the  
asphalt floor coated with plastic,  
for both indoor and outdoor use.

## Building Boom

• Continued from page 60

order to round out its recreational  
facilities.

Peculiar as it may seem, Hein-  
zelman says that the opening of a  
new rink in a certain city or town  
has usually helped business for an  
established rink in the same area.  
As a case in point, he says two new  
rinks opened last fall in St. Louis.  
The Winter Gardens, an already  
established operation, noted a 33  
per cent jump in its season's busi-  
ness, an indication that more fa-  
cilities generate more ice skating.

Technical advances in recent  
years include the development of  
prefabricated engine rooms that  
come to the rink in a package  
deal, ready to run. Simplification  
of the operation has made it un-  
necessary to have an engineer on  
the scene to operate the machinery.  
The development of a plastic tub-  
ing that is much thinner than the  
old type, has also gone a long way  
in making this type of installation  
more efficient. Another technical  
change is the broader use of freon  
gas rather than ammonia, which  
is looked upon as a safety factor.

## SOUND SYSTEM REPAIR

All makes and models.  
All work guaranteed.  
New and used systems  
for sale or trade.

**GOTTSCALK RADIO & TV SERVICE**  
Faith, South Dakota

## AMERICA'S FINEST SHOW

## POSTERS

WRITE FOR 1958 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

## AGENTS WANTED

Balloon Dart, One Ball, Bear Pitch, Pan  
Game, and Six Cats. 12 Fairs to follow.  
Waverly and Eudora, Kans., this week;  
then per route.

**JOHNNIE ERNEST**  
c/o Holiday Show

## RSROA Three-Point Plan

• Continued from page 61

Coincidental to the program for  
the skaters, it was found that there  
must also be a program for the  
skating teacher. He, too, must be  
improved and bettered in order to  
be more valuable to the skaters  
and to his boss, the rink owner.  
This program was carried on thru  
the years and is still progressing.  
Plans to broaden this phase of the  
program are now being developed.

As all this came about, the rink  
operator literally lifted his rink  
and his business by its boot straps.  
The good rink was no longer in  
the minority. If a member needed  
inspiration, ideas, training, advice,  
all he did (and still does) was  
jump into his car and visit the  
rinks of his fellow members. The  
interchange of ideas created the  
need for local chapters. Purely  
local problems are treated with the  
importance they require. Local  
promotions which prove successful  
are transmitted thru the association  
from one group to another, one  
rink operator to another.

The interchange of ideas created  
prosperity in roller skating. The  
business held up well; did not suf-  
fer as badly during the low ebb  
cycles which used to occur. The  
prosperity brought demand for  
new and better equipment. More  
companies entered the manufactur-  
ing of roller skating equipment.  
The better equipment appeared  
and at prices which were much  
higher than before. A larger market  
every year still buys lavishly well.  
If there is one thing we can say  
for American skaters, they don't  
spare expense in equipping them-  
selves.

Today the program which  
RSROA developed and promoted  
is pretty well accepted everywhere.  
In one form or another skaters are  
using part or all of the advance-  
ment program. It is no longer

## Special Role

• Continued from page 61

ship with the manufacturers and  
suppliers who handle their needs,  
the United Operators amended  
their bylaws to include these in  
their membership, and have felt  
that thru this association it has  
been possible to arrive at better  
understanding of the needs of the  
operators and of the merchandis-  
ing problems of the manufacturers.

The value of a trade association  
is obvious to most progressive  
businessmen. Each field of business  
has its own such organization  
where united efforts can work for  
the promotion of that business.  
A trade organization should not be  
used or considered as a whip to  
force results in any direction, but  
rather as a means of presenting a  
united front to indicate the needs  
and wants of the majority.

It is unfortunate that the rink  
operators as a whole are denied  
the possibility of one such union  
of members; it also is regrettable  
that the AAU and the ASU, having  
ignited the flame which split the  
original organization, are appar-  
ently content to stand by and  
watch it eat further into the struc-  
ture. The thinking men in both  
associations have tried for many  
years to merge the opposing fac-  
tions, and it is to be hoped that  
their efforts will be successful in  
the not too distant future so that  
rink operators may work together  
for their common good. The prin-  
cipal obstacle to this union is still  
the matter of recognition of ama-  
teur skaters by the AAU and the  
ASU; but there are still also old  
wounds to heal and personal is-  
sues to be resolved between the  
remaining members of the old  
orders, and these things will doubt-  
less take further time.

In the meantime, as a business,  
the rink operators still need or-  
ganization.

novel. People simply have come to  
expect it. As World War II closed,  
we entered a new phase of associ-  
ation development and a new  
phase of servicing our members,  
too. Probably all of the new look  
can be summed up in four words:  
taxes, insurance, promotions, ad-  
vice!

We like to think that with our  
tri-level RSROA we keep a better  
touch on the pulse of the roller  
skating business. Our efforts  
sometimes pay off for the entire  
industry, as did our long-time vigil  
and minute-man program to reduce  
the federal admissions taxes. Al-  
tho many "outsider" rinkmen  
don't know or care who did it,  
they reaped the benefit, and with  
our members, they received it  
only because an association, in this  
case our RSROA, was there.

## COME ON

Big cotton crops in Texas. Playing all  
best cotton spots.  
All Hunky Panks open and some Straight  
Sales. Will book No. 5 Wheel, Pony Ride  
or Donkey Ride, any Grind Show. Call  
or wire  
**FRANK AND KITTY HARRISON**  
Blue Bonnet Shows  
Taylor, Texas  
July 28 through August 2

## FOR SALE

No. 5 Ell Ferris Wheel, with or without  
transportation; or No. 12 Ell with or  
without transportation.  
Want to buy Distortion Mirror.

**D. J. ROHR**  
Pontiac, Ill.

## BLUE GRASS SHOWS

Want for Advances, combination Biller,  
with or without transportation. Must  
post, lithograph, tack, mark route.  
Deckman, call. Apply

**EARL D. BACKER**  
Rumley Hotel, La Porte, Ind.

## WANT CARNIVAL

For Annual Cotton Festival, September  
22 thru 27. Wardell Rotary Club spon-  
sors. Notify

**DON WAGGONER**, Wardell, Missouri.

## W.G. WADE SHOWS

### OAKLAND COUNTY FAIR

5 DAYS AND NIGHTS  
Aug. 5 thru 9  
PONTIAC, MICHIGAN

### —CAN PLACE—

All outright sales privileges  
open, Popcorn, Grab, Floss,  
Snow, Jewelry, Photos,  
Names on Hats, Waffles,  
Taffy, etc.

### HELP WANTED

Due to illness, can place  
immediately, Merry-Go-  
Round and Wheel Fore-  
men.

All replies via  
Western Union to

**D. WADE**  
**W. G. WADE SHOWS**  
Muncie, Indiana,  
all this week

### WANTED — WANTED — WANTED

For Maynardville, Rutledge, Lexington,  
Greenfield and Humboldt, Tenn. Fairs.  
Want Hunky Panks of all kinds, Skillo,  
Pin, Razzle, Roll Down, Blower, Buckets,  
Bingo, Diggers, Pan Game, Percentage  
if you have other Concessions.  
SHOWS of all kinds. Especially Girl or  
any worthwhile Shows. Will book or buy  
one Major Ride, Playing in the heart  
of the bean country now.  
Want Agents of all kinds. Call

**BUDDY BRADEN or ELMER REID**  
Roan, Tenn., July 26 to Aug. 2.

### Wanted — Wanted

Count Store & Bucket Store Agents.  
Will book Popcorn Wagon for  
balance of season.

Juanita Hallorhan, contact at once.  
**DICKSON'S UNITED SHOWS**  
Genoa, Ohio, July 28 to Aug. 3.

### WANT COUNTERMEN

for  
**MACK'S BINGO**

Reply c/o MORRIS HANNUM  
934 Murdoch Rd. Philadelphia, Pa.

## HANK SHELBY WANTS

FOR WISCONSIN STATE FAIR, August 15 to 24

Other State Fairs to follow. HANKY PANKS AGENTS for:

• Pitches • Ball Games • Balloons • Under 11, Over 30, etc.

All last year's Agents contact me at Milwaukee immediately.  
Phone or Wire

**KNIGHT TOWER HOTEL**, 11th and Wisconsin  
Phone: BRoadway 1-3972 after 6 P.M.

## FLOYD O. KILE SHOWS

ALL FAIRS ★ ★ ★ TILL NOVEMBER

**BEDFORD, IA., TAYLOR CO. FAIR, JULY 29-AUG. 2**

CONCESSIONS: Photos, Novelties, Jewelry, Age and Scales, L. & S. Range Galleries,  
Buckets and Six Cats If you have others. All Concessions working for stock open.  
Small Cook House, Grab Joint, neat and clean; Custard.

SHOWS: Grind Shows, Animal, Big Snake, 5-in-1, Funhouse, Mechanical, must be  
neat and clean; low percentage.

HELP: Ride Men who can and will get it up and down. Foremen for Wheel at  
once; Second Men on all Rides (this is a 10-ride show); Man to take care of  
Kid Rides, factory. All must have chauffeur's license, drive semi and sober  
on job. Pay every Wednesday; cash, top salaries. Trucks and rides A-1.

**I. M. KILE, Concession Mgr.; FLOYD O. KILE, Owner**  
BEDFORD, IOWA, THIS WEEK.  
Followed by Knoxville, Fairfield and Sac City, all Iowa bona fide fairs.

## PORTER COUNTY FREE FAIR

Valparaiso, Ind., Aug. 4 to 9

## GREAT WABASH VALLEY FAIR

Terre Haute, Ind., Aug. 10 to 16

**LONG CIRCUIT OF SOUTHERN FAIRS**

Will Place—Hanky Panks, Merchandise and outright	395	395	395
SHOWS—Will place Monkey, Animal, Mechanical	125	125	125
HELP—Can use Ride Help who are licen	(4-46)	325	240
without cars.	245	245	245
All replies, eniz	25	25	25
JAMES H. DREY	Series (AW)	(4-51)	50
N—bingo (1-51) (U)	65	65	65

**JAMES H. DREY**



this  
week's

# BEST Merchandise BUYS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

72

THE BILLBOARD

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

JULY 28, 1958

## ALY THE GATOR CANE

It's all new! Step right up, get your Aly the Gator Cane.

This is the most unusual cane ever made.

\$15.00  
PER DOZ.  
F.O.B.  
MIAMI

ORDER  
TODAY!



ALY IS A GENUINE  
ALLIGATOR STUFFED  
AND PRESERVED

Attached  
to the  
cane  
so it can  
be removed.

THIS IS  
A HOT ITEM

Orders will be shipped in sequence as received.

WIRE • PHONE • WRITE

Also write for Free Catalogue  
on our complete alligator line.

### PAN COAST BAGS, INC.

1481 N.W. 22nd St.

Miami, Fla.

## LEISURE TIME

### Suburbanites Go for Backy'd Playthings

By IRWIN KIRBY

The country is going to the country, and with it, merchandise manufacturers have been developing items of use around the home. But not all are utilitarian by a long sight, since the post-World War II migration to suburban housing has presented an interesting alteration in living patterns.

Many things happen to a family's way of life when it moves from city apartments to private houses with front and back yards. Children are among the most affected by the transfer of location, for instead of streets and congested playgrounds in which to romp, they find themselves with spacious lawns and a great deal of open space for recreation. Families have bestowed landslide grosses on the manufacturers of outdoor barbecue equipment and garden supplies, but toys and recreation material have also been steadily on the upswing in the trend toward suburban life.

That old standby, the croquet set, has been given new life during the past decade. Quoits, horseshoe pitching and badminton have also enjoyed a renaissance. Several manufacturers have produced a variety of backyard games and toys with the most successful, as can be expected, being those suitable for all ages. An early success was the tether game in which opponents bat a ball affixed to a pole sunk in the ground. There also appeared a tether baseball game, in which one person twirls a ball attached to a hand stick by means of a cord, and the other swings a bat at it.

Last season there was a big success scored by plastic "flying saucers" which made their appearance in a variety of colors in yards and on beaches. The slightly cupped discs can be thrown up to 200 feet and offer interesting flight patterns. An improvement on this is the hard plastic boomerang, 15 inches across, which retails for 79 cents and which actually returns if hurled properly.

#### New Bowl Game, Hoop

Latest yard games on the scene appear destined for quick and mushrooming success. One is an improvement on backyard bowling, and the other is a big hoop which can be rotated around the waist and thereby suspended from the ground. The bowling unit is a \$9.95 retailer offered primarily to jobbers and featuring balls and pins to be filled with water. Its shipping weight is six pounds, but when filled, the combined weight of the units is more than seven times as heavy.

The set comes with 10 pins of 12-inch height, and two regulation-sized bowling balls of the two-hole design. All are hollow and made of Polyethylene. All fill with water and have dependable plugs. It is not necessary to completely fill the ball, but merely to give it enough water for suitable weight. It holds its shape, doesn't flatten on bottom and is easy to control. The pins, it is noted, don't topple on grass because of their design and weight. This set is attractively packaged and nifty for lawn and basement use.

Hula Hoop has been getting a quiet bonanza of publicity and jobbers will be interested in learning of the promotional advances made so far. The Jack Paar TV show has featured the item, as have a couple of West Coast disc jockey video programs, and now Imperial Records has a tune, "Hula Hoop," recorded by the DeVilles. The item is simply a plastic hoop more than three feet in diameter and retailing for \$2. It can be rotated around neck or waist, hoop-rolled with a stick, dove thru at swimming locations since it floats or used similar to a girl's skip rope. In addition, instructions provide the owner with a series of exercises.

Games, toys and other recreational products are all ways of cashing in on the backyard trend by millions of persons who have moved from apartments into their own home in the last decade. Much leisure time hangs heavy on the hands of many new home owners, and well-displayed items both create and service his impulse buying decisions.

A good buy for late-summer use is the five-inch Indian-type knife with compass in the handle, at \$1.80 a dozen. Eight-inch hunter knives are now down to \$3 a dozen and \$40 a gross in the New York area.

A car rack retailing for \$1 holds up to 10 garments and can also be used in the home. In gross lots, the item wholesales for \$6 a dozen. It is \$7.20 for lesser amounts.

In Providence, adjustable aluminum saddle rings are selling for \$15 a gross for one night, \$18 for a heavier model. Double heart pin with two engraving surfaces is \$7.80 a gross. Another Western ring, in turquoise with side horse's head within a horseshoe, is \$3 a dozen.

A West German exporter is offering a good quality combination tool kit in pen knife form. It contains an awl, cross-slit screwdriver, sparkplug wrench, bottle opener and cutting knife, all made of Solingen steel.

WATCH  
VALUES

BULOVA!  
ELGIN!



NEW  
STYLES

BENRUS!  
GRUEN!  
WALTHAM!

CHOICE LOT!

6 for

\$49

(sample \$9.95)

STANDARD BRANDS  
WATERPROOF WATCHES

Bulova, Elgin, Benrus —  
with Expansion Bands! New  
style cases — rebuilt and  
GUARANTEED LIKE NEW!  
In lots of three or more.

10 for

\$69

15 and 17 Jewel Watches (Sample \$8.95)

### WEINMAN'S

182 S. MAIN ST.

MEMPHIS, TENN.

## BIG MONEY PITCH NEW

"MEND-O-MATIC"

MENDS FABRICS in SECONDS

In time for the big FAIRS



- \* No sewing
- \* Plastic squeeze bottle
- \* Successfully demonstrated in Kresge and Woolworth stores
- \* With 300 order flash sign included
- \* Demo pitch furnished
- \* Individual circular with each bottle

Sample order (Carton of 50) \$14.00

Sample Bottle, Prepaid—\$0.60

Larger order—300 and over, \$25.00 per 100.

Cash with sample orders. Larger orders 25% dep., bal. C.O.D., F.O.B. Aurora, Ill.

SCHOMER & ASSOCIATES  
30 South 4th St.  
Aurora, Illinois  
All phones: 62114

## BELL SPECIALS

10" BEAR—Plastic Bag . . . \$4.80 doz.

26" BEAR \$21.60 (Approx.) doz.

ALL PLUSH

Assorted Colors. One dozen minimum order.

FLYING BIRDS \$6.60 gr.

BINOCULARS \$21.60 gr.

SWORDS \$21.60 (metal) gr.

25% dep. with order, M.O. or cart. check. Bal. C.O.D., F.O.B. Chicago.

Open Sundays: 8:30 to 3:00.

BELL SALES CO.

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## Amazing Cel-Max Jewelry Offer

WHILE THEY LAST  
Popular styles . . . top quality . . . Every set an astonishing bargain. Sell at terrific profits!

Hand set  
Sparkling Stones

High style earrings  
Bracelet • Necklace

Simulated  
pearls and  
brilliant stones in assorted  
colors! Four fashion-designs 24K  
gold plated pieces in satin-lined gift  
box! Entire stock priced to close-out  
at sensational reduction! Stock up  
NOW — cash in all year! Write for  
famous CEL-MAX Bargainteer for  
other specials!

Sample  
\$1.50

\$13.20  
DOZ.

Order  
today!  
25% with  
order, bal.  
C.O.D.

Order a sample  
assortment — watch  
them sell on sight!

CEL-MAX, Inc.

582 So. Main St.  
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## Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Sium, Flying Birds, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

Now Ready—Write for Copy Today

The Proper Listings Be Sure and State in Detail Your Type of Goods You Are Interested in.

Age

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J.M. Mic

MIUM SUPPLY CORP.

Washington Ave., St. Louis 3, Mo.

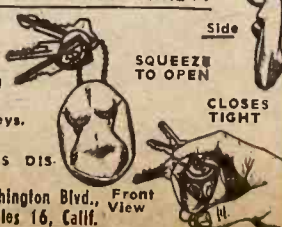
## NEW!! INTRODUCING FOR THE FIRST TIME!!

"VENUS"

PAT. PEND. Coin Holder & Key Chain

- Soft, durable, rubber-like plastic.
- The handy, peppy way to carry coins and keys.
- Saves wear & tear on the pockets.
- A REAL CONVERSATION PIECE.
- RETAILS FOR 69¢—WRITE FOR GENEROUS DISCOUNTS (Packed 2 doz. per display card.)

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## America's "BEST"

Jobber to the Trade of

WHOLESALE

GENERAL MERCHANDISE

J & N COOK, Inc.

Alr-Conditioned Showroom

763 W. Taylor St., Chicago 7, Ill.

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Our Only Location, Managed and

Operated by JIM AND NAT COOK

GIVE TO DAMON RUNYON

CANCER FUND



# CARNIVALS • PARKS • CIRCUSES • FAIRS • RESORTS

## TREMENDOUS VALUE!

Multi-Color Desk Companion Ensemble

**4** Ball Point Pens and Desk Stand **\$4.50** Per Doz. Sets

\$48.00 per gr.

**SELLS ON SIGHT!**

A wonderful gift and a practical and useful item for everyone. Red Pen writes Red, Green Pen writes Green, Blue Pen writes Blue and Black Pen writes Black. Desk Stand Bases—Black. All sets fully guaranteed and individually boxed. Sample sets, \$1.00 postpaid. Send for latest price lists on other items.



## MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk-lined box. Service Guarantee Included.

**\$6.50** set complete

SAMPLE SET \$7.50

## LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

**\$6.00** complete set

**\$69.00** per doz. sets

Sample Set, \$7.00



## SPECIAL OFFER NEW RETRACTABLE BALL POINT PEN

TOP ACTION

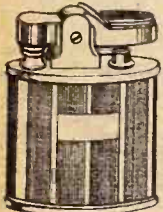
The new, sensational retractable Ball Point Pen with no-smeared ink. Bankers approved, guaranteed leak proof, large ink supply.

**\$1.00** Dozen

**\$9.00** Gross

4-inch metal refills \$5 per 100

## Fully Automatic CHROME POCKET LIGHTER



**\$3.50** Per Dz. **\$39.00** per Gross

## ROCK & ROLL GABARDINE CREW HATS



LATEST CREATION

SELLING LIKE WILDFIRE THRU-OUT THE ENTIRE COUNTRY

Assorted colors and sizes: Small, medium and large.

**\$5.75** per doz.

**\$62.50** per gross

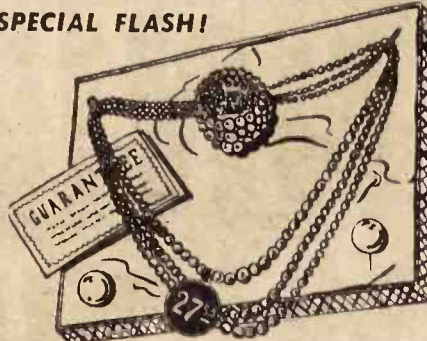


## The New MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored stones. This makes a beautiful and practical gift.

**\$5.00** doz.

## SPECIAL FLASH!



**PEARL SET, \$8.00 DOZEN**

Sample Set \$1.50 Postpaid

## HARRIS SPECIAL

4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match. 24 kt. gold plated. Satin lined Gift Box.

**\$12.00** dozen

**\$1.50** sample set



## MEN'S JWELED GOLD TONE WRIST WATCH

Expansion Band to match

**\$3.50** each **\$39.00** per doz.

LADIES' GOLD TONE WRIST WATCHES

With Expansion Band to match

**\$4.00** each **\$45.00** per doz.

Add \$1.00 each for sample Watches.



## MOTORCYCLE CAP

WITH TWO BANDS

Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia. With stars and piping.

**\$6.25** doz. **\$72.00** per gr. These hats in colored material, pink, yellow, blue, black, etc. Special lot—While they last.



Motorcycle Caps with gold and silver visors and bands. **Per Doz., \$6.75** **Per Gross, \$78.00**

## Men's Full-Size BLACK FELT DERBYS

With binding. This hat is now sweeping the country.

**\$5.00** doz.

**\$52.00** gr.



## NAME BUTTONS



JUMBO SIZE

3 1/2 Inch Red & White

**\$8.00** per 100

# SPECIALS

	Per Doz.	Per Gross
Peter Pan Gabardine Hats, Red, White or Blue	\$ 6.50	
Gabardine Section Crew Hats with Pompons	6.00	\$65.00
Purple People Eater Hats with Horn	2.50	27.00
8" Drum Major and Firemen Dolls	2.00	20.00
Plastic Crash Helmets with Coggles	3.50	39.00
Large Mexican Sombrero Hats	3.75	42.00
Kiddie Plastic Jet Pilot Propeller Hats	2.50	27.00
Kiddie Natural Straw Western Hats	2.50	27.00
Birds Nest Straw Hats	2.50	24.00
Admiral Yacht Hats, White and Blue	6.00	
Best made Straw Painted Cowboy Hats	4.00	45.00
Top Banana Hats	5.00	57.00
Yankee and Confederate Garrison Caps	4.50	
Toyo Cloth Caps	2.00	
Fibre Straw Calypso Hats with Ribbon Tassels	5.00	
Imported Straw Sun Bonnets	1.75	18.00
Sailor Hats	2.75	30.00
Boys' Gabardine Jet Pilot Hats	5.00	
French Beret Hats, Assorted Colors	5.00	54.00
Kiddies' Stoles	15.00	
8" Jocko Plush Monkeys	2.00	20.00
8" Stuffed Clown and Sailor Dolls	2.00	20.00
Vinyl Indian Dolls	2.00	20.00
Indian Head Dress—Large	2.00	20.00
Dangling Sponge Dice	2.00	21.50
Indian Peace Pipes, 20", Decorated	2.50	
Tri-Motor Bombers		16.00
5-Motor Bombers		20.00
Pearlized Opera Glasses, with Compass and Strap	2.50	
25" Spread—Rayon Parasols	2.75	
Red, White and Blue Rayon Parasols	2.50	
Chirping Bird in Cage, Medium Size	.75	8.00
Chirping Bird in Cage, Large Size	2.00	20.00
7" Feather Dolls	1.50	15.00
9" Feather Dolls	2.00	20.00
12" Feather Dolls	3.00	33.00
7" Fur Monkeys	.75	8.00
9" Fur Monkeys	1.25	14.00
Lancaster Swaggar Sticks, 36"		10.50
Lancaster Batons		19.00
Long Silk Lash Whips		17.00
Large 4-Point Decorated Pin Wheels		
Plastic Flying Birds, American Made		245
4-Point Bell in Wheels		
Zorro-type Swords		
31 1/2" Comic Button	395	395
Folding Fans, Gold Medal Handles, Individually Boxed	125	125
Men's Six-Piece Watch Set	325	240
Ladies' 5-Piece Watch Set	245	245
4-Piece Ladies' Jewelry Sets, Big Flash	25	10
Swiss Porkie Pie Hats with Medallion, Best Made	65	65

25% deposit required—money order or cash

## 7-Pc. MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.

2 Year Service Guarantee

**\$4.50** per set **\$51.00** per doz. sets

SAMPLE SET, \$5.50 POSTPAID



SPECIALLY PRICED **\$5.50** PER DOZ. SETS

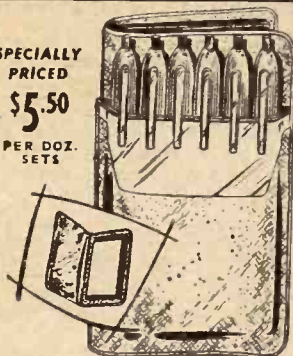
## SEASON'S GREATEST VALUE

Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET — Including:

- (1) Six Retractable Ball Point Pens. New Top-Action Pens. Assorted Colors. Red, Green and Blue Inks.
- (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
- (3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.

All Pens Fully Guaranteed. Sample Set \$1.00 Postpaid.

**\$60.00** per gross



25% DEPOSIT REQUIRED—MONEY ORDER OR CASH

We Ship Same Day We Receive Order. We Ship All Over the World

# HARRIS NOVELTY CO.

1102 ARCH ST. DEPT. "B" PHILADELPHIA 7, PA.

Phone: Market 7-9848—WA 2-6970 Send for Latest Catalog

THIS IS OUR ONLY STORE





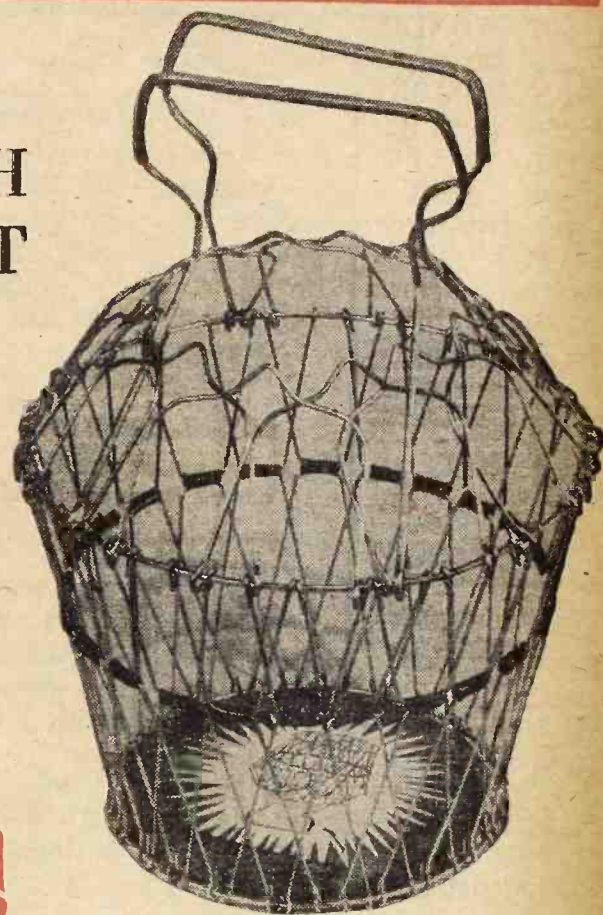
It's here! The fastest selling  
import from France since 1776!

JUST IN TIME FOR THE BIG  
1958 FAIR SEASON...

*Le Gracieux*

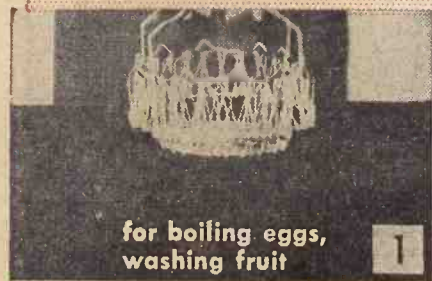
FRENCH  
BASKET

SILVER MEDAL  
WINNER—BRUSSELS



Just touch it...  
and you're the world's  
best showman—  
earning \$10 to \$50 an hour!

LIKE MAGIC—FORMS INTO USEFUL SHAPES AT THE TOUCH OF YOUR FINGERS...



for boiling eggs,  
washing fruit

1



for floral centerpiece

2



for serving rolls  
or fruit

3



as serving tray

4



as pedestal server  
for candies, snacks

5



as ivy planter

6



as cake and sand-  
wich server

7



turn it over!

8



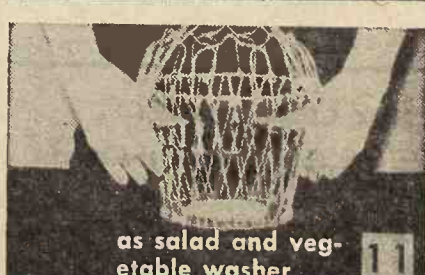
as hot casserole  
carrier & server

9



... prestol

10



as salad and veg-  
etable washer

11



... and dozens more!

12

FRENCH BASKETS SOLD IN 6 HOURS—27 SOLD IN ONE HOUR!

Other Product in Selling History Offers A Demonstration  
ing — So Surprising — Rush Coupon for Demonstrator Now!

Bill

Age  
1. F. J.  
MG  
I Low  
RM Mic



# YOUR "LIVE" BASKET MAGIC DEFIES MECHANICAL "LAWS"—TAKES IN MONEY FROM AMAZED CROWDS!

*Every woman wants one on sight! A real goldmine for salesmen, crew managers, demonstrators, party plan people!*

This amazing import from France is acclaimed by salesmen as the **NINTH WONDER OF THE WORLD**. When you see it, you'll know why pictures can't begin to reveal the real thrill of seeing the **FRENCH BASKET** in action. It seems to defy every mechanical law as it changes itself into an endless variety of useful shapes at the touch of your fingers! Astounds everybody more than taking a rabbit out of a hat... you make fantastic magician's pay just by showing it. This mechanical marvel is so different in construction that it can NOT be made by machinery—each one is hand assembled by French craftsmen. Women buy just as quickly as they recover from astonishment—in about 20 seconds. As one salesman says—"I leave everybody dumbfounded—with their money in my pocket!" See for yourself. We'll positively guarantee that you've never had so much fun making money!

## START COUNTING YOUR SALES IN THOUSANDS

If we seem to bubble with more enthusiasm than you can feel as you read these words, remember that we've actually seen what happens when **FRENCH BASKET** is shown. Until you've seen a demonstration for yourself—you'd better keep an open mind. It doesn't matter where you go or how you sell, you'll take in money anywhere you see people! In homes, in stores, in factories, in offices the **FRENCH BASKET** draws people—even crowds—like a busy circus. Put your trust in any woman to fall in love with the **FRENCH BASKET** on sight—even if you show it a hundred times a day! At the low retail price of just \$2.95 it's a wild runaway seller!



Comes to life as you touch it, magically forming into dozens of useful shapes. Made of polished metal wire with plastic handles and hinges. Withstands boiling water; rust-proof. Use as receptacle for plants; as basket to hold eggs in boiling water; as server for hot casserole; dozens of uses. Saves time... saves work—yet is the ultimate in graceful design.



How does it work? This invention baffles everyone—fills your pockets with profits. Turns, bends, twists, opens, closes to form:  
Planter for flowers  
Cookie Pedestal  
Holder for washing vegetables and fruits  
Ladies' Handbag  
Pie Plate  
Serving Tray  
Trivet for hot dishes  
**USES UNLIMITED!**  
New uses discovered every day.



## GO INTO ACTION NOW—MAIL COUPON FOR SAMPLE

See for yourself why all the "raving" about this product is completely justified. Don't let skepticism cheat you out of a small fortune. Believe your own eyes **ONLY**—but give yourself the chance you deserve to cash in. Just say "Watch this!" and see how the French Basket gives you the master salesman's touch by the uncanny way it does the "impossible." No sales experience needed... demonstration means action—and action sells. So act now. Rush just \$2.00 for a demonstrator postpaid—or send \$21.24 for a full dozen (Retail value \$2.95 each or \$35.40 per dozen). Quantity buyers ask for special gross lot discounts. Mail coupon at the right.

## RUSH FOR SAMPLE

FRENCH BASKET SALES CO.

Dept. E-4, 1003 Northeast Military Drive  
San Antonio 9, Texas

Rush additional details, free and postpaid about the fabulous new Le Gracieux **FRENCH BASKET**.

- ☐ I am enclosing \$2.00. Rush one demonstrator postpaid.  
☐ I am enclosing \$21.24. Rush one dozen **FRENCH BASKETS**. (Retail value \$35.40, my profit \$14.16.) Send information about gross lot discounts.

## IT WILL PAY YOU BIG!

To write for special "GROUP PURCHASING PLAN DISCOUNTS." Do it today.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

Series (W) (4-51) 30  
Ingo (1-51) (U) 65

245  
395  
125  
325  
240  
245  
25  
16  
57

**FRENCH BASKET SALES CO.**



**STREETMEN — Here are your WINNERS for '58 —**

# The NEW OAK **WINNER** BALLOONS

—featuring colors that stay bright no matter how big they are inflated — an exclusive new development — yours for **MORE COLOR MORE FLASH —**

- Can be seen a block away
- Pre-Stretched for big handout
- Free Worker with every gross



PACKED 1 GROSS and a WORKER IN THIS POLY BAG WITH CARRYING HANDLE

ORDER NO.  
61-156  
Giant Nobbies  
61-157  
Giant Paddles

**Mickey Mouse Nose Balloon**

A Good Pitch with its Bright Red Nose and Red Ears.

No. 40-108 — Not Stretched for Inflated Sale.

No. 40-109 — Stretched for bigger value at the handout.

**Tiger Cat Balloon**

New Winner Design Sure-Fire in '58

No. 61-120 — Not Stretched for Inflated Sale.

No. 61-121 — Stretched for bigger value at the handout.

Both Packed in Regular Box — Workers Available

and TWO ALL TIME BEST SELLERS

Copyright Walt Disney Productions

## Fair Dates

• Continued from page 59

Republco-Perry Co. Grange Fair Assn. Aug. 30-Sept. 1. Clyde Masie.  
Ritzville-Adams Co. Fair Assn. Sept. 12-13. Mildred Wellsand.  
Rockford-Southeast Spokane Co. Fair Assn. Sept. 12-14. Donald A. Fyle.  
Roy-Lacrosse Community Fair. Aug. 30. Mrs. E. J. Smith.  
Shelton-Asotin Co. Fair Assn. Aug. 21-23. Mrs. Martin Auseth.  
Spokane-Spokane Interstate Fair, Inc. Sept. 17-21. Chas. T. Meanach.  
Stillaguamish-Stillaguamish Community Fair. Sept. 5-6. Mrs. Marie Stangeland.  
Stevenson-Skamania Co. Fair. Aug. 22-24. Peter Lutgen.  
Sumner-Pierce Co. Jr. Fair Assn. Aug. 14-17. Mrs. E. P. Andrews.  
Valley-Valley Community Fair. Sept. 6. Mrs. Lee Story.  
Vancouver-Clark Co. Fair Assn. Aug. 21-24. Mrs. W. E. Smiley.  
Walla Walla-Southeastern Wash. Fair Assn. Aug. 28-31. Howard Burgees.  
Waterville-North Central Wash. Dist. Fair Assn. Sept. 12-14. Mrs. G. Merlon Dick.  
Yakima-Central Wash. Fair Assn. Sept. 24-28. J. Hugh King.  
Yakima-Yakima 4-H Fair. Aug. 7-9. Mrs. LeRoy Posey.  
Yakima-West Valley Fair. Aug. 9. M. M. Storie Jr.

### West Virginia

Berkeley Springs-Morgan Co. Fair Assn. Aug. 13-16. Mrs. Catherine W. Arnold.  
Charles Town-Jefferson Co. Fair, Inc. Sept. 25-27. Mrs. Marjorie McOarey.  
Circleville-North Fork Community Fair Assn. Sept. 24-27. Lorraine Phares.  
Clay-Clay Co. Fair Assn. Aug. 4-9. W. M. Smith.  
Daybrook-Clay Dist. Fair Assn. Aug. 27-30. Lucy E. Tennant.  
Dunbar-Southern W. Va. Fair, Inc. Aug. 27-Sept. 2. O. Frohman Johnson, 924 W. 2d St., Charleston.  
Elkins-Mountain State Forest Festival. Oct. 1-4. C. Wood Crawford.  
Follansbee-Goodwill Grange Fair Assn. Aug. 28-30. W. A. Williams.  
Fort Ashby-Mineral Co. Fair Assn. Aug. 11-16. Mrs. W. M. Welch.  
Gassaway-Gassaway Lions Club Free Fair. July 28-Aug. 2. Wayne Smith.  
Grifton-Taylor Co. Fair Assn. Aug. 26-30. Mrs. P. D. Klepfel.  
Green Sulphur Springs-Green Sulphur Dist. Fair Assn. Aug. 7-9. Mrs. Hazel M. Gwinn.  
Helvetia-Helvetia Community Fair Assn. Sept. 12-13. Wilbur D. Daewyler.  
Kingwood-Preston Co. Buckwheat Festival. Sept. 25-27. Mrs. Betty Tennant.  
Lewisburg-State Fair of West Virginia. Aug. 18-23. C. T. Sydenstricker.  
Mannington-Mannington Dist. Fair Assn. Aug. 19-23. O. H. Sturm.  
Marlinton-Peachmont Co. Fair Assn. Aug. 11-16. Mrs. Libby Rexrode.  
Martinsburg-Berkeley Co. Youth Fair, Inc. Aug. 27-29. Mrs. Harry Staubs.  
Matewan-Magnolia Fair, Inc. Aug. 11-16. Ralph Vinciguerra.  
New Hope-Beaver Pond Dist. Fair Assn. Sept. 4-6. O. P. Hylton.  
Oak Hill-Fayette Co. Fair Assn. Aug. 11-16. S. J. Crouse.  
Parsons-Tucker Co. Fair Assn. Aug. 23-30. Mrs. Louis A. Williams.  
Pennsboro-Ritchie Co. Agrl. Fair Assn. Aug. 28-30. Rebecca Weekley.  
Petersburg-Tri-Co. Fair Assn. Sept. 10-13. R. E. Spencer.  
Phillippi-Barbour Co. Street Fair, Inc. Sept. 3-5. L. Glenn Zinn.  
Pruntytown-Taylor Co. Fair Assn. Aug. 26-30. Mrs. Paul D. Klepfel.  
Rivesville-Paw Paw Dist. Fair Assn. Aug. 12-16. John DeMary.  
Summersville-Nicholas Co. Fair, Inc. Aug. 4-9. Jessie D. Hume.  
Webster Springs-Webster Co. Fair Assn. Sept. 1-6. Carolyn Forman.

### Wisconsin

Antigo-Langlade Co. 4-H Fair Assn. Aug. 1-3. Al Tschudy.  
Athens-Athens & A Fair Assn. Aug. 21-24. Graydon Peterson.  
Baraboo-Sauk Co. Agrl. Soc. Aug. 14-17. A. H. Thayer.  
Beaver Dam-Dodge Co. Fair Assn. Sept. 3-7. Forrest Knaup.  
Black River Falls-Jackson Co. Agrl. Soc. Aug. 21-24. Eugene Savage.  
Bloomington-Blake's Prairie Agrl. Soc. Aug. 22-24. Mrs. Robert Brodt.  
Cedarburg-Ozaukee Co. Agrl. Soc. Aug. 7-10. Arnold Groth.  
Chilton-Calumet Co. Agrl. Soc. Aug. 29-Sept. 1. Herbert Harder.  
Chippewa Falls-Northern Wis. Dist. Fair Assn. July 29-Aug. 3.  
Crandon-Forest Co. Agrl. Soc. Aug. 26-28. Lester Orandine, Argonne.  
De Pere-Brown Co. Agrl. & Fair Assn. Aug. 13-17. R. O. Planert.  
Durand-Pepin Co. Jr. Fair. Aug. 6-7. T. W. Parker.  
Eagle River-Vilas Co. Agrl. Soc. Aug. 23-24. Herman H. Smith.  
Eau Claire-Eau Claire Co. Jr. Agrl. Soc. Aug. 11-14. Willard Hamma.  
Elkhorn-Walworth Co. Agrl. Soc. Sept. 1. R. B. Harris.  
Ellsworth-Flambeau Co. Fair Assn. Aug. 15-17. Bernard Drewiske.  
Florence-Florence Co. Fair Assn. Aug. 30-Sept. 1. Fritz Johnson.  
Fond du Lac-Fond du Lac Agrl. Soc. Aug. 6-10. Wm. S. Schwenf, Oakfield.  
Friendship-Adams Co. Agrl. Soc. Sept. 8-7. Leo Schmidt.  
Gays Mills-Crawford Co. Fair & Agrl. Soc. Aug. 8-10. Paul L. Paulson, Prairie du Chien.  
Gilliat-Oconto Co. Youth Fair. Aug. 13-17. Otto Neuman.  
Glenwood City-St. Croix Co. Fair Assn. Aug. 4-6. George Steffen.  
Green Lake-Green Lake Co. Jr. Aug. 1-3. Willy Gjermundson.  
Hayward-Sawyer Co. Agrl. Fair Assn. Aug. 18-20. Sherman W. Weiss.  
Iron River-Bayfield Co. Fair Assn. Aug. 29-Sept. 1. Harry Lowe, Washburn.  
Janesville-Rock Co. 4-H Jr. Fair. Aug. 6-9. Alfred Finger.  
Jefferson-Jefferson Co. Fair Assn. July 31-Aug. 3. Adam Panoaks, Palmyra.  
La Crosse-La Crosse Inter-State Fair Assn. Aug. 6-10. J. W. Frisch.  
Ladysmith-Rusk Co. Fair Assn. Aug. 7-10. Ed Strek.  
Lancaster-Grant Co. Agrl. Soc. Sept. 4-7. A. S. DeBuhr.  
Lodi-Lodi Union Agrl. Soc. Sept. 12-14. Marie Habermann.

(Continued on page 78)

ATTENTION — ENGRAVERS

New Low Prices on Engraving Jewelry

24" HEART ROUND PENNANTS WHITE OR GOLD FINISH \$21.00 GROSS.

EXPANSIONS & PHOTO IDENT'S from \$3.50 dz. MEN'S 3-STONE RINGS from \$2.50 dz.

SEND \$15.00 FOR SAMPLES Sorry, no catalog.

**JACK ROSEMAN CO.** 307 Fifth Ave., New York 16, N. Y.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.50 Doz. \$27.00 Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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SALESBOARDS PREMIUMS BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

**GALENTINE NOVELTY CO.** 519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant 48 assorted colors—18-inch Plastic Pennants sewed on a tough, heavy tape, 100 ft. long, ONLY \$4.00 ea. Dozen lots, \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful Decorations of All Kinds. Write for Free Catalog.

**A & A NOVELTY CO.** Cincinnati 36, Ohio

DEALERS—JOBBER

CASH IN ON THIS SPECIAL PRECISION TOP-ACTION

"THE FEATHERLITE"

BALL PEN

W/Precision Ink View Refill \$14.40 NOW ONLY

Imprinted as you like it. \$13.00 per 100.

Refills \$3.50 per 100 or \$32.00 per 1000.

Many other styles. 25% Dep., Bal., C.O.D. Write for Catalog to

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We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today. Established 1930

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WE MANUFACTURE

**YALE**

SHRINE CIRCUS FEZ

Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also Felt Pennants and Plastic Pennant Strings.

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## RUBBER INFLATES

w/squawker & bowtie

HORSES  
ELEPHANTS  
MONKEYS  
BAMBI  
DONKEYS



\$1.80 dz. \$21 gr.

SPECIAL: Large Rubber Monkey w/squawker

\$2.50 dz. \$28.00 gr.

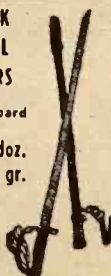
CELLO HEAD  
MONKEYS



dz. gr.

BLACK  
METAL  
SABERS

w/scabbard  
\$1.75 doz.  
\$20.00 gr.



PLASTIC  
ZORRO  
SWORDS  
\$1.75 doz.  
\$20.00 gr.



PANDAS

5" \$1.60 dz. \$18.00 gr.  
7" \$1.80 dz. \$21.00 gr.  
10" 3.50 dz. \$39.00 gr.  
12" 5.25 dz. \$60.00 gr.

SETTING PANDA  
w/squawker \$3.00 dz.



PLUSH  
TOYS  
w/voice



11" Teddy Bear w/overall \$3.60  
8" Cuddly Bear w/bell \$3.60  
Fido Dog w/bell \$3.60  
Dog & Cat assortment \$3.60  
7"x5" Scotty \$3.25  
7" Setting Scottie \$3.60  
8" Corduroy Doll \$2.50  
6" Setting Scottie w/squeak tail \$1.50 dz. \$16.50 gr.  
5" assorted Animals \$1.50 dz. \$16.50 gr.

CIRCUS CLOWN  
BEATING DRUM  
w/squeeze ball  
\$1.00 doz.  
\$9.00 gr.



RUBBER HORSE INFLATES

12" \$1.35 doz. \$15.00 gr.  
15" 2.00 doz. 21.00 gr.

MECHANICAL  
WIND-UP  
TOYS

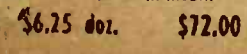


Hopping Pur Dog w/shoe in mouth

\$3.00 doz.  
\$35.00 gr.

BOY ON  
BICYCLE \$3.50 dz. \$36.00 gr.

PLUSH WALKING CAT  
w/shoe in mouth  
\$6.25 doz. \$72.00 gr.



HI CROWN WESTERN  
FELT COWBOY HAT  
\$6.50 dz. \$75.00 gr.

SILVER 3 KEY TRUMPETS

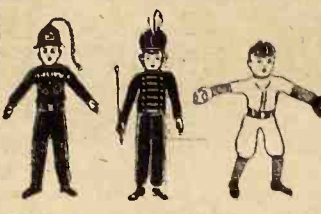
\$1.80 doz.  
\$21.00 gr.



SILVER  
TROMBONES

\$1.80 dz. \$18.00 gr.  
Plastic Banjos and Guitars, \$4.80 doz.  
Accordions, \$3.50 doz.

## 8" CLOWNS



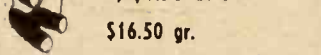
FIREMAN MAJOR BASEBALL PLAYER

SAILOR KELLY THE TRAMP CIRCUS CLOWN PIRATE W/SABER FOOTBALL PLAYER  
COWBOY & COWGIRL BELL HOP JOCKY MONKEY 7" PANDA BEAR  
Choice \$1.80 dz. \$21.00 gr.  
Special 12" Major \$3.50 dz.

8" PLUSH GORILLA

w/rubber head  
\$2.75 doz.  
\$30.00 gr.

JUMPING PANDA  
BEAR, \$1.50 doz.  
\$16.50 gr.



BALLOONS

#10 Mouse Head \$5.00  
#15 Mouse Head 7.50  
Two-in-One w/in-  
side Mouse Head 4.75  
Star Balloons 6.00  
Circus Animal Print 4.75  
Tiger Cat 4.75  
Spiral Balloons, stretched \$2.25  
Jumbo Kat Balloons 8.00  
#14 Kat, Assorted Colors \$4.00

## NAME BUTTONS



Original 3 1/2" Red & White Name Buttons  
500 or over  
\$10.00 per 100 \$9.00 per 100  
Send for name list.



Doz.	Gross
Best Import Flying Birds	\$4.00
RWB Batons w Bell	\$1.75
Cowboy Long Lash Whips	1.50
36" Bamboo Spears, Rubber	1.80
Tips	2.50
44" Bamboo Spears, Rubber	2.50
Tips	2.50
Bamboo Canes	.90
Heavy Bamboo Canes	1.80
Maple Parade Canes	2.00
12" Cooie Hats	1.50

## BADGE BOARD ITEMS

Doz.	Gross
Gun Pencils	\$1.80
Pur Dogs w Squeak	.90
Small Shrunken Head	.75
Telescopes	.75
Rabbit Perf w Chain	.60
4" Panda Bears	.75
4" Teddy Bears	.70
Plastic Pens, ass.	.90
4" Indian Dolls	.75
Pearlized 2-Blade Knife Key Chain	2.00
Indian Tom Tom Drums	.75
Padlocks w Keys	.75



RAYON PARASOLS

floral design—  
best made  
21" Spread \$ 2.15 dz.  
25" Spread 2.50 dz.  
29" Spread 3.25 dz.  
33" Spread 4.00 dz.  
45.00 gr.



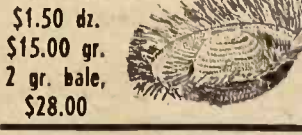
CHIRPING BIRD  
IN CAGE

Small, 75c dz.; \$8 gr.  
Large, \$1.75 dz.; \$20 gr.

HI HAT FEATHER DOLLS

6" \$ .90 dz. \$10.00 gr.  
7" 1.10 dz. 12.50 gr.  
9" 1.75 dz. 20.00 gr.  
12" 3.00 dz. 33.00 gr.  
Feather Backs 9.00 gr.  
6" Dangling Hawaiian Doll w/Bell 15.00 gr.  
Jap Canes for Dolls \$1.75 per 100; \$18.00 per 1,000

BIRD'S NEST  
STRAW HATS  
\$1.50 dz.  
\$15.00 gr.  
2 gr. bale, \$28.00

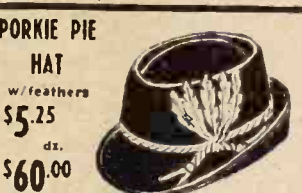


BEST MADE  
STRAW  
COWBOY  
HATS

w/chin cord, white or black.  
\$4.50 doz.  
Masks w elastic 90c gr.  
White, Black or Assorted.



TOP BANANA  
HATS  
\$6.00 dz.



PORKIE PIE  
HAT  
w/feathers \$5.25 dz.  
\$60.00 gr.



KIDDIE  
WESTERN  
STRAW HATS  
\$2.25 doz.

21"—SMOKE CORK RIFLES  
Shoots Sparks & Smoke \$5.25 dz.  
20" Bolt Action Rifle—Shoots Sparks \$3.60 dz.  
29" Rifle w/double Cork \$6.50 dz.

FIELD GLASSES w/compass & strap 3 3/4"x3 1/4" \$2 doz.

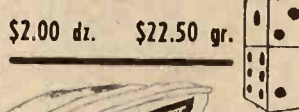


4 1/4"x4 1/4" \$3.25 dz.  
4 3/4"x4 3/4" \$4.80 dz.

VINYL INDIAN DOLLS

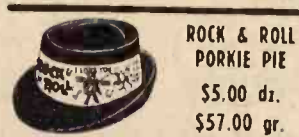
\$1.75 dz. \$18.00 gr.  
Indian w/ Tom Tom Drum, \$2.40 dz.; \$27.00 gr.  
Indian Peace Pipe, \$1.75 dz.; \$20.00 gr.  
Indian Cub Hunter Knife w/beaded Sheath, \$1.80 dz.; \$21.00 gr.

DANGLING JUMBO SPONGE  
RUBBER DICE  
\$2.00 dz. \$22.50 gr.



NEW  
DESIGN  
MOTORCYCLE  
HAT

w/stars, Sanforized 100%  
\$3.60 dz. \$6.25 dz.



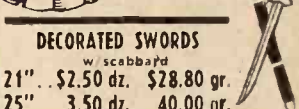
ROCK & ROLL  
PORKIE PIE  
\$5.00 dz.  
\$57.00 gr.

YANKEE OR CONF. OFFICERS  
HATS

\$7.20 dz.  
YANKEE OR CONF. GARRISON  
CAPS, \$4.50 doz.



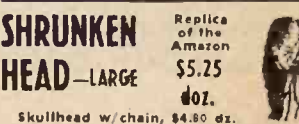
BEAUTIFULLY GOWNED  
FEAST DOLLS  
w/bonnet \$4.50 dz.  
(6 dz. minimum)  
\$5.00 Sample Dz.



DECORATED SWORDS  
w/scabbard  
21" \$2.50 dz. \$28.80 gr.  
25" 3.50 dz. 40.00 gr.



LADIES' EYELET  
SPORT  
CAPS  
for beach or sportswear  
\$3.60 dz.



SHRUNKEN  
HEAD—LARGE  
Skullhead w/chain, \$4.80 dz.

Plastic Switch Blade Knives \$ .75  
Compact Folding Fans \$ 1.50  
Dancing Dan \$ 1.80  
Dancing Zebras \$ .80  
10" Wood Cork Guns \$ 1.50  
Hurricane Lanterns \$ 4.20  
2 Doz. Batteries for Lan-  
terns \$ 1.20  
3 1/2" Comic Button, Per 100 \$ 8.00  
3 1/2" Falsie Inspector Button, Per 100 \$ 10.00

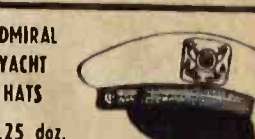
NEW! STRAW HATS WITH RIBBON, PURPLE PEOPLE EATER HATS WITH HORN \$5.40 dz.  
CRAZE 3 1/2" PURPLE PEOPLE EATER BUTTONS \$8.00 per 100

1000 SLIM ASSORTMENT, \$5.50—Items as Listed 6/23 Issue  
1000 GRAB BAG ASSORTMENT \$22.50  
HAMONICAS, YO YOS, PLASTIC FANS, PUR MONKEYS, IDENT BRACELETS, CIGAR FANS, TRUMPETS, TOSS-UP BALLOONS w/ FEET, ETC.

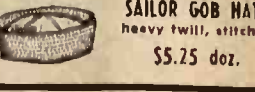
500 GRAB BAG ASSORTMENT \$25.00  
WATER PISTOLS, TELESCOPES, PLASTIC SWITCH BLADE KNIVES, DART GUN SETS, WOODEN SNAKES, POCKET KNIVES, SNAKE HOT DOGS, ETC. PLASTIC PISTOLS, METAL CAP GUNS, ETC.

9" 3 SECTION TELESCOPES

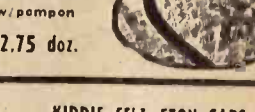
PLASTIC, assorted colors \$1.50 dz. \$16.50 gr.  
PEARLIZED 1.75 dz. 19.20 gr.



ADMIRAL  
YACHT  
HATS  
\$6.25 doz.



SAILOR GOB HATS  
heavy twill, stitched  
\$5.25 doz.



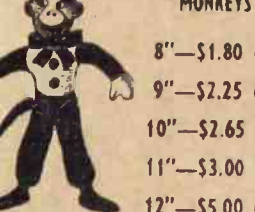
KIDDIE FELT ETON CAPS  
w/pompon \$2.00 dz.  
\$22.50 gr.



DECORATED  
KIDDIE  
COOLIE  
HATS  
w/elastic chin cord \$7.20 gr.



JOCKO PLUSH  
MONKEYS  
8"—\$1.80 dz.  
9"—\$2.25 dz.  
10"—\$2.65 dz.  
11"—\$3.00 dz.  
12"—\$5.00 dz.



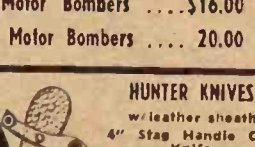
METAL BREAK  
ACTION PISTOLS  
\$1.80 doz. \$21.00 gross  
With Spark, \$3.00 dz.; \$33.00 gr.



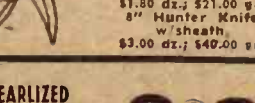
Tri Motor Bombers \$16.00 gr.  
Five Motor Bombers 20.00 gr.



HUNTER KNIVES  
w/leather sheath  
4" Stag Handle Cub Knife, \$1.00 dz.; \$10.50 gr.  
4" Plastic Handle, \$1.25 dz.; \$14.00 gr.  
5" Deluxe Cub Knife (compass on handle), w/Indian beaded sheath, \$1.80 dz.; \$21.00 gr.  
8" Hunter Knife w/sheath, \$3.00 dz.; \$40.00 gr.



PEARLIZED  
OPERA GLASSES  
Assorted colors w/compass & strap  
3"x3 1/2" \$2.00 dz.  
7.50 gr.



395 395 395  
125 125 125  
(4-46) 325 240 2  
245 245 2  
25 25 2  
Series (W) (4-51) 80  
Tingo (1-51) (U) 65

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**WORLD'S LARGEST & FASTEST AUTOMATIC REVOLVING HOME FOOD CHOPPER**

Makes all other food-choppers seem like toys . . .

Chops as many as 12 eggs at one time . . .

15 chicken-livers . . .

One-half head-cabbage . . .

Prepare a mixed salad for the entire family at one time . . .

Holds more than twice the amount of food than any chopper on the market . . .

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A really king-size family Chopper

**PLUS ALL THESE NEW IMPROVEMENTS**

New Dome-Lock . . . Impossible for Chopper to come apart while in use . . .

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CYLINDERS all clear heavy duty polystyrene . . .

GIANT SIZE BLADES . . . ALL STAINLESS STEEL . . .

PACKAGED AND BEAUTIFULLY BOXED . . .

Actually sells on sight . . .

If you have ever demonstrated Choppers, then this is what you've been hoping for . . .  
Your sales will double over any you have sold before . . .

Merchandise ready to ship at once . . .

CONVINCE YOURSELF . . . WIRE . . . WRITE . . .

PHONE . . . For full information . . .

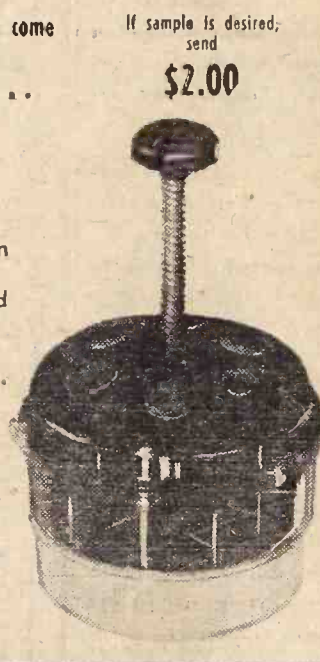
**JUDY JEWEL CO., INC.**

Neptune City, N. J.

Phone: Prospect 5-1016-5-1017-5-7444

**SENSATIONAL SUMMER \$1.00 PACKAGE**

Our new combination Plastic GRATER-SHREDDER, SPIRAL SLICER, and JUICER, going over like wild fire.



If sample is desired, send  
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Quantity	Item	Cost	Total
.....	Lux Alarm Clock, guaranteed 1 yr., all metal, \$3.95 value	Ea. \$ 1.60	.....
.....	Spindel Tie Bar and Cuff Link, beautifully boxed, retails \$7.95	Ea. 1.90	.....
.....	Genuine Ladies' Leather Wallets, assorted colors, boxed	Dz. 8.40	.....
.....	Costume Jewelry Sets, neck and earrings, boxed, value \$9.90	Dz. 6.00	.....
.....	Men's Genuine Leather Wallets, boxed, with \$5.00 tag	Dz. 7.20	.....
.....	Single Strand Pearls, \$3.95 (good for giveaway)	Dz. 1.75	.....
.....	Ladies' Hand-Painted Jewel Box w/double tier and mirror	Ea. 2.75	.....
.....	Norelco Speed Shaver, complete w/case and cord, retails \$24.50	Ea. 13.00	.....
.....	Waltham Razor Blades, blue double edge, 500 blades to a case min. order	Case 2.50	.....
.....	3-Strand Pearl Set, necklace, earrings and bracelet in satin box	Dz. 8.40	.....
.....	Large 12" Plastic Crucifix, terrific flash, ind. boxed	Dz. 7.20	.....
.....	12-pc. heavy Aluminum Waterless Cookware, complete w/recipe, cookbook, \$49.50 value	Ea. 9.00	.....
.....	45-pc. unbreakable Melamine Dinnerware, guaranteed 5 yrs., ret. \$49.50	Ea. 14.50	.....
.....	New 4-Pen Desk Set with desk stand folder, 4 different colors	Dz. 7.20	.....
.....	Spray Atomizer Perfume, beautifully packaged in gold box, \$10.00 ticket	Dz. 9.00	.....
.....	8-pc. Kitchen Tool Set in rack, indiv. boxed, \$12.95 value, min. order 6	Ea. 1.65	.....
.....	Rhinestone Set, necklace, bracelet and earrings, satin boxed, \$19.95	Ea. 3.00	.....
.....	India Carving Knife, 2-pc. hand carved, teakwood, kashmiri, boxed	Ea. 6.50	.....

25% Deposit With Order—Cashiers Check or Money Order—Balance C.O.D., F.O.B. Miami

**NATIONAL DISTRIBUTING COMPANY**

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NEW REVISED PRICE LIST OF BIG FAST SELLING ITEMS

## Fair Dates

• Continued from page 76

Luxemburg—Kewaunee Co. Agrl. Soc. Aug. 30-Sept. 1. Elroy C. Hoppe.  
Manitowish—Manitowish Co. Fair Assn. Aug. 20-24. Dr. A. F. Rank.  
Marengo—Ashland Co. Fair Assn. Aug. 20-Sept. 1. David Holt. Ashland.  
Marshfield—Central Wis. State Fair. Aug. 27-Sept. 1. V. A. Uthmoller.  
Mauston—Judson Co. Agrl. Soc. Aug. 14-17. Frank Pfaff.  
Medford—Taylor Co. Co-op Youth Fair. July 31-Aug. 2. Joe J. Tuas.  
Merrill—Lincoln Co. 4-M Free Fair Assn. Aug. 4-7. Wm. Stocking.  
Milwaukee—Milwaukee Jr. Fair Assn. July 29-30. Leonard Luce.  
Milwaukee—Wisconsin State Fair. Aug. 18-24. Willard M. Masterson.  
Mineral Point—Iowa Co. Fair Soc. Aug. 29-Sept. 1. H. S. Ivey.  
Mondovi—Buffalo Co. Agrl. Fair Assn. July 31-Aug. 3. John Bollinger. Cochrane.  
Monroe—Green Co. Agrl. Soc. July 30-Aug. 3. Rolland Karlen.  
Neillsville—Clark Co. Agrl. Soc. Aug. 14-17. Harold Huckstead.  
Oshkosh—Winnebago Co. Fair Assn. Aug. 27-30. Robert Misky.  
Phillips—Price Co. Agrl. Soc. Aug. 21-24. L. F. Wiemer.  
Plymouth—Sheboygan Co. Agrl. Soc. Aug. 28-Sept. 1. Philip Anderson.  
Rhinelander—The Hodag Fair. Aug. 21-24. Harvey Becker.  
Rice Lake—Barren Co. Co-op Agrl. Soc. Aug. 21-24. Bruce Dalrymple.  
Richland Center—Richland Co. Agrl. Soc. Sept. 11-14. Ruby Talledge.  
Rosholt—Rosholt Free Comm. Fair Assn. Aug. 30-Sept. 1. Russell Wrostad.  
St. Croix Falls—Polk Co. Fair Soc. Aug. 1-3. Arthur Comer.  
Saxon—Iron Co. Fair Assn. Aug. 22-24. Mrs. Florence Hardie.  
Shawano—Shawano Co. Agrl. Soc. Aug. 20-Sept. 1. Robert Marotz.  
Spooner—Washburn Co. Jr. Fair Assn. Aug. 11-13. Wm. H. Dougherty.  
Sturgeon Bay—Door Co. Fair Assn. Aug. 21-24. G. I. Mullendore.  
Superior—Tri-State Fair Assn. Aug. 12-17. Casper—Central Wyoming Fair Assn. July Seegar Swanson.  
Tamah—Monroe Co. Fair Assn. July 31-Aug. 3. R. L. Pingel.  
Union Grove—Racine Co. Agrl. Soc. July 31-Aug. 3. Elwin G. Leet.  
Viroqua—Vernon Co. Agrl. Soc. Sept. 18-21. Fred Rogers.  
Wausau—Marathon Co. Agrl. Soc. Aug. 13-17. C. J. McAlavay.  
Wausaukee—Marquette Co. Agrl. Soc. Aug. 15-17. Victor Quick. Marinette.  
Wautoma—Wausau Co. Fair Assn. Aug. 14-17. Lester Van Loon.  
Westfield—Marquette Co. Youth Fair Assn. Aug. 7-10. Tom Brady. Montello.  
West Salem—LaCrosse Inter-State Fair Assn. Aug. 6-10. Jos. W. Frisch.  
Weyauwega—Waupaca Co. Agrl. Soc. Sept. 4-7. A. A. Stroschein.  
Wilmet—Kenosha Co. Fair Assn. Aug. 7-10. Marlin Schnurr.

### Wyoming

Afton—Lincoln Co. Fair Assn. Aug. 21-23. Harold S. Call.  
Basin—Big Horn Co. Fair Assn. Aug. 18-20. Dr. M. B. Walker.  
Buffalo—Johnson Co. Fair & Rodeo. Aug. 22-24. Oliver Heustis.  
Casper—Central Wyoming Fair. July 30-Aug. 2. Mrs. Ruth Palmer.  
Douglas—Wyoming State Fair. Aug. 27-30. F. W. Tetreault.  
Evanston—Ulma Co. Fair Assn. Aug. 15-17. Paul Cooley.  
Gillette—Campbell Co. Fair Assn. Aug. 21-23. Bill Parks Jr.  
Lusk—Niobrara Co. Fair & Rodeo. Aug. 14-17. F. Everett Brooks.  
Newcastle—Weston Co. Fair Board. Aug. 20-23. Earl Christensen.  
Powell—Park Co. Fair Assn. Aug. 21-23. Ross D. Copenhagen.  
Rawlins—Carbon Co. Fair Assn. Aug. 13-16. Bruce Nixon.  
Riverton—Fremont Co. Fair Board. Aug. 20-22. W. L. Duncan.  
Rock Springs—Sweetwater Co. Fair Assn. Aug. 15-17. Rudy Anselmie.  
Sundance—Crook Co. Fair & Rodeo. Aug. 15-17. Henry Tassek.  
Thermopolis—Hot Springs Co. Fair Assn. Aug. 15-16. Alma Haynes.  
Torrington—Goshen Co. Fair Assn. Aug. 21-23. F. B. Redfield.  
Wheatland—Platte Co. Fair & Rodeo. Aug. 22-24. John Ballard.  
Worland—Washakie Co. Fair Assn. Aug. 21-23. Jack Lowry.

### Alaska

Fairbanks—Tanana Valley Fair Assn. Aug. 14-17. Babette LaVole.

### CANADA

#### Alberta

Barrhead—Barrhead Exhn. Aug. 5-6. J. J. Josten.  
Battle River—Battle River Exhn. Aug. 14-15. Hubert Dechant.  
Camrose—Camrose Exhn. Aug. 4-6. J. E. Stuart.  
Cardston—Cardston Exhn. Aug. 18-19. Bert Gibb.  
Darwell—Darwell Exhn. Aug. 23. Mrs. C. O. Conrad.  
Donnelly—Fisher-Groulxville — Donnelly-Fisher Groulxville Exhn. Aug. 7-8. Chas. Cimon.  
Goose Creek—Goose Creek Exhn. Aug. 18. David Black.  
Grand Centre—Grand Centre Agrl. Soc. Aug. 2. J. Stonehocker.  
Grande Prairie—Grande Prairie Co. Agrl. Soc. Aug. 5-6. Mrs. G. J. Adair.  
High Prairie—High Prairie Exhn. Aug. 13-14. A. R. Turner.  
Mayerthorpe—Mayerthorpe & Dist. Agrl. Soc. Aug. 20. A. E. Gunton.  
Millarville—Priddis-Millarville Agrl. Soc. Aug. 9. Mrs. Monica Graham.  
Olds—Olds Exhn. Aug. 8-9. E. G. Miller.  
Pincher Creek—Pincher Creek Exhn. Aug. 19-20. Mrs. T. J. Hardy.  
Priddis—Millarville — Priddis - Millarville Exhn. Aug. 9. Mrs. Monica Graham.  
Red Deer—Red Deer Agrl. Soc. July 31-Aug. 2. D. W. Robertson.  
Vegreville—Vegreville Exhn. July 28-30. E. P. Morton.  
Vauxhall—Vauxhall Exhn. Sept. 10. R. O. Skrepling.  
Wetaskiwin—Wetaskiwin Exhn. July 29-30. Mrs. Doris Kirkwood.  
Westlock—Westlock & Dist. Agrl. Soc. Aug. 6-7. Harvey Doherty.  
Wildwood—Wildwood Exhn. Aug. 32. Mrs. Henry Schroder.

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w/pompon  
\$1.60 doz.  
\$18.00 gr.



### FELT JOCKEY CAPS

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Copy of a \$500.00 Ring  
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Set with 3 all-white brilliant cut rhinestones of white center, red sides, Gr. gold finish.  
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\$12.75 dz.; 14" long, \$36 dz.  
Folding "SACA TRIPIS" Knife: Horn  
handle, curved blade; 3" keychain,  
\$3.80 dz.; 4" pocket size, \$6 dz.; 7"  
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Holding Crop with concealed stiletto,  
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All imported from Mexico. Send \$9.48  
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SHOPPING BAG  
folded in clear purse  
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26" BEAR All Colors  
\$21.60 Dozen  
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Special prices on Bears, Poodles, Tiger  
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## British Columbia

Abbotsford—Central Fraser Valley Fair  
Assn. Sept. 3-5.  
Agassiz—Agassiz Agri. & Hort. Soc. Sept.  
12-13.  
Alberni—Alberni Dist. Fall Fair. Sept. 4-6  
Aldergrove—Aldergrove Agri. Assn.  
Sept. 19.  
Armstrong—Interior Provincial Exhn. Sept.  
17-20.  
Arrow Park—Arrow Park Agri. Assn. Aug.  
30. L. V. McClelland.  
Bella Coola—Bella Coola Fair Assn.  
Sept. 1.  
Bridge Lake—Bridge Lake Farmers' Insti-  
tute. Aug. 30.  
Burns Lake—Lakes Dist. Fair Assn. Sept. 6  
Castlegar—Castlegar & Dist. Fall Fair Assn.  
Sept. 19-20.  
Cawston—South Similkameen Fall Fair.  
Sept. 4. Mrs. T. A. Lusted.  
Chase—Chase Fall Fair. Sept. 1.  
Chilliwack—Chilliwack Agri. Assn. Aug.  
13-15.  
Cloverdale—Lower Fraser Valley Agri.  
Assn. Sept. 11-13.  
Cobble Hill—Shawnigan-Cobble Hill Agri.  
Assn. Sept. 3.  
Goombs—Arrowsmith Agri. Assn. Aug.  
22-23.  
Courtenay—Comox Valley Fall Fair. July  
31-Aug. 2.  
Crawford Bay—Crawford Bay Fall Fair  
Sept. 4.  
Creston—Creston Valley Fall Fair Assn.  
Sept. 5-6.  
Dawson Creek—Dawson Creek Exhn. Assn.  
Aug. 14-16.  
Duncan—Cowichan Agri. & Ind. Exhn.  
Sept. 4-6.  
East Kelowna—East Kelowna Fall Fair.  
Oct. 18.  
Edgewood—Innoskatin Farmers' Agri. Fair  
Sept. 1.  
Fort Fraser—Fort Fraser Fall Fair  
Sept. 1.  
Fruitvale—Fruitvale Fall Assn. Sept. 1.  
Gibsons—Sunshine Coast Fall Fair. Aug.  
13-16.  
Grand Forks—Grand Forks Fall Fair.  
Sept. 5.  
Haney—Maple Ridge Agri. Assn. Aug.  
14-16.  
Hope—Hope & Dist. Fall Fair Assn.  
Sept. 6.  
Invermere—East Kootenay Agri. & Ind.  
Exhn. Aug. 22-23.  
Ladner—Delta Agri. Soc. Aug. 16.  
Ladysmith—Ladysmith Agri. Soc. Sept.  
12-13.  
Langley—Langley Agri. Assn. Sept. 5-6.  
Lillooet—Lillooet Fall Fair Assn. Sept.  
18-19.  
Little Fort—N. Thompson Fall Fair Assn.  
Sept. 1.  
Louis Creek—North Thompson Fall Fair  
Assn. Sept. 1.  
Luxton—Metehosin Farmers' Institute. Aug.  
22-23.  
McBride—McBride Dist. Agri. Fair Assn.  
Aug. 26-27.  
Mayne Island—Mayne Island Hort. Soc.  
Aug. 23. W. W. Hunt-Sowrey.  
Merritt—Nicola Valley Exhn. Assn. Sept. 1.  
Mission—Mission & Dist. Agri. Assn. Sept.  
11.  
Nanaimo—Vancouver Island Exhn. Assn.  
Sept. 13-16.  
Nelson—West Kootenay Agri. & Ind. Exhn.  
Sept. 11-13.  
North Delta—North Delta Fall Fair. Sept.  
18-20.  
North Pine—North Peace River Fall Fair  
Aug. 13.  
Peachland—Peachland Women's Institute.  
Aug. 29.  
Pemberton—Pemberton & Dist. Fall Fair.  
Sept. 6.  
Pentlerton—Pentlerton Peach Festival Assn.  
Aug. 7-9.  
Powell River—Powell River & Dist. Agri.  
Assn. Sept. 25-27.  
Prince George—Prince George Agri. & Ind.  
Assn. Aug. 28-Sept. 1.  
Quesnel—Cariboo Agri. & Hort. Assn. Sept.  
5-6.  
Rock Creek—Rock Creek & Boundary Dist.  
Fair Assn. Sept. 15.  
Rossland—Golden City Fall Fair Assn.  
Aug. 21-23.  
Saanichton—N. & S. Saanich Agri. Assn.  
Aug. 30-Sept. 1.  
Salmon Arm—Salmon Arm Fall Fair Assn.  
Sept. 25-26.  
Smithers—Bulkley Valley Agri. & Ind.  
Assn. Aug. 22-23.  
Sooke—Sooke Fall Fair. Sept. 6.  
South Burnaby—South Burnaby Hort. Assn.  
Sept. 19-20.  
Squamish—Squamish Valley Fair. Sept. 1.  
Mrs. F. P. Pluck.  
Sunset Prairie—Kiskatinaw Fall Fair. Aug.  
20.  
Vancouver—Pacific Nat'l Exhn. Aug. 18-  
Sept. 1. A. P. Morrow.  
Vancouver—Vancouver Hort. Soc. Sept. 26-  
27.  
Victoria—Luxton Agri. Fall Fair. Aug.  
22-23. S. L. Hiseock.  
Watch Lake—Watch Lake Fall Fair. Sept.  
13.  
Westbank—Westbank Fair Board. Sept. 5.  
Westwood—Westwood Fall Fair. Sept. 1.

## Manitoba

Altona—Altona Exhn. Sept. 11.  
Arborg—Arborg Exhn. Aug. 13.  
Beausejour—Beausejour Exhn. Aug. 9.  
Birtle—Birtle Exhn. July 24.  
Ethelbert—Ethelbert Exhn. Aug. 6.  
Hudsonville—Hudsonville Exhn. Sept. 18.  
Kelwood—Kelwood Exhn. Oct. 2.  
Kinross—Kinross Exhn. Sept. 27.  
Plumas—Plumas Landsdowne Agri. Soc.  
Aug. 1. Mrs. L. Mauthe.  
Roblin—Roblin Exhn. Aug. 1.  
St. Agathe—St. Agathe Exhn. Oct. 15-16.  
Signard Beaudoin.  
St. Anne—St. Anne Exhn. Aug. 16.  
Teulon—Teulon Exhn. July 31.  
Waskada—Waskada Agri. Soc. Oct. 24.  
Mrs. Jas. Bennis.  
Winkler—Winkler Exhn. Sept. 4.

## New Brunswick

Albert—Albert Fair. Sept. 17-18. W. A.  
Stuart.  
Bathurst—Gloicester Co. Fair Assn. Aug.  
26-30. Allison Branch.  
Chatham—Miramichi Exhn. Aug. 26-30. H.  
T. Traer.  
Fredericton—Fredericton Exhn. Sept. 1-6.  
W. R. Creighton.  
Gagetown—Queens Co. Fair Assn. Sept.  
11-13. Fred Hyatt.  
Mouth of Keswick—Keswick Fair. Sept.  
17-18. Everett Clahle.  
St. Basile—Madawaska Regional Fair. Sept.  
4-8. Rev. A. Gideon.  
St. Leger—St. Leger Agri. Soc. Sept. 18.  
Jas. Beaulieu.  
St. John—St. John Exhn. Aug. 26-30. A.  
L. Hastings.  
St. Stephen—St. Stephen Agri. Soc. Aug.  
18-23. M. W. Dinmore.

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DOLLS

FOR STICKS, hot item ..... \$4.50 dz.  
Container Doll in plastic case ..... \$5.50 Dz.

TRAMP DRUM SATIN PIRATE  
CLOWN MAJOR CLOWN DOLL

	Doz.	Gr.
7" Tramp Clown, stuffed	\$1.80	\$21.00
7" Drum Major, stuffed	1.80	21.00
7" Satin Clown	1.80	21.00
7" Pirate Doll	1.80	21.00
7" Fireman Doll	1.80	21.00
6" Indian Doll, vinyl	1.80	21.00
7" Sailor Doll	1.80	21.00
Assorted Gross of Dolls	21.00	

## FEATHER DOLLS

	Doz.	Gr.
4" Feather Doll	\$4.00	
6" Feather Doll	10.00	
7" Feather Doll	12.00	
9" Feather Doll	18.00	
12" Feather Doll	27.50	
Feather Back Dresses	9.00	

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	Gross
Monkey w/squawker	\$27.00
Elephant w/squawker	21.00
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Medium Horse	24.00
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FOR STREETMEN

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#12 Mickey Mouse Club	\$7.50
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These Are All S-T-R-E-T-C-H-E-D

	Gross
#11 Two-in-Ones	\$4.50
#11 Pastel Circus Prints	4.75
#11 Tricolor Strips	4.75
#11 All Over Stars	6.00
#17 Tricolor, Polka Dot or agate	5.50
#22 Tricolor, Polka Dot or agate	7.50
#10 Mousehead Ass'd	5.00
#15 Mousehead Ass'd	7.50
#12 Mickey Mouse w/colored ears	7.50
#14 Tiger Cat	7.00
#14 Pastel Kat	6.00
#15 Tricolor Kat	6.50
#15 Heavy Red Sticks	1.20
#36 Heavy Red Sticks	3.00
48"x3/16 Wood Dowels	3.00
Hand Balloon Pump, each	3.50
One Stroke Govt. Surplus Balloon Pump, each	20.00

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	Dz.	Gr.
35" Bamboo Spear	\$2.00	\$21.00
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Chroma 3-Key Trumpet \$1.80  
3-Key Trumpet ..... 2.75  
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PARASOLS

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25" Spread Flowered	\$28.00
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Porkie Pie w/pink braid ..... 5.25 60.00

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\$4.00 doz.  
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Felt Top Hats ..... \$6.00 dz.

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\$5.50 dz. \$60.00 gr.

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CAP all colors

\$6.25 dz.  
\$72.00 gr.  
New Plastic Motor  
Cap ..... \$8.40 Dz.

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CONFEDERATE OFFICER'S HAT

\$7.20 dz. \$84.00 gr.

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GARRISON CAPS

\$4.50 dz. \$51.00 gr.

## COOLIE HATS

	Gr.
16" Coolie Hat	\$21.00
12" Coolie Hat	18.00
8" Coolie Hat	8.00
6" Coolie Hat	4.00

## PANDA BEARS

	Gross
1" Black & White, or Money Bears	\$18.00
7" Panda	24.00
11" Panda	40.00
Sitting Panda w/voice	40.00
New Bears w/voice & Bell asst.	42.00
13" Panda, Dz.	5.40

## BREAK PISTOLS

	Gross
Without spark	\$21.00
With spark	36.00
Repeating Cork Pistol	39.00

## SWORDS

w/sheaths

	Gross
Black Metal	\$20.00
Wood	
21" Ceremonial	35.00
Rubber Sword	16.00
Plastic Fencing Sword	21.00

## FLAGS

W/Gold Spears

	Gross
8x12 U. S. Cotton	\$10.00
12x18 U. S. Cotton	18.00
8x12 Pirate, cotton	15.00
12x18 Pirate, cotton	22.50
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Proper Ground.  
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Best.  
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Best.

## Nova Scotia

Amherst—Maritime Winter Fair, Nov. 1-8.  
Alex Thomson.  
Bear River—Digby Co. Exhn, Sept. 9-11.  
Howard York.  
Bridgewater—Lunenburg Co. Exhn, Sept.  
23-24. K. C. Fillingham.  
Caledonia—Queens Co. Exhn, Sept. 16-18.  
Chas. Cushing.  
Lawrencetown—Annapolis Co. Exhn, Aug.  
19-22. R. H. Gibson.  
Lunenburg—Nova Scotia Fisheries Exhn.  
Sept. 9-13. W. S. Cluett.  
Musquodoboit—Halifax Co. Exhn, Sept.  
2-4. Greg Kelley.  
Oxford—Cumberland Co. Exhn, Sept. 9-12.  
Claude Thompson.  
North Sydney—Cape Breton Co. Exhn.  
Sept. 1-5. S. R. Jackson.  
Pictou—Pictou & North Colchester Exhn.  
Sept. 1-4. A. E. Gill.  
Shelburne—Shelburne Co. Exhn, Sept.  
17-19. F. W. Bowers.  
Truro—Nova Scotia Provincial Exhn, Aug.  
26-29. Alex Thomson.  
Windsor—Hants Co. Exhn, Sept. 9-12.  
Watson Maxner.  
Yarmouth—Yarmouth Co. Exhn, Aug. 26-29.  
James Bullerwell.

## Ontario

Aberfoyle—Aberfoyle Exhn, Sept. 17-18.  
Acton—Acton Exhn, Sept. 19-20.  
Almonte—Almonte Exhn, Sept. 4-6.  
Alvinston—Alvinston Exhn, Sept. 26-27.  
Ancaster—Ancaster Exhn, Sept. 19-20.  
Gordon Harkness.  
Apsley—Apsley Exhn, Sept. 5-6.  
Arthur—Arthur Exhn, Sept. 23-24.  
Ashworth—Ashworth Exhn, Sept. 24-25.  
Avonmore—Avonmore Exhn, Sept. 9-10.  
Aylmer—Aylmer Exhn, Aug. 18-20. H. R.  
Lashbrook.  
Ayton—Ayton Exhn, Sept. 19-20. Mrs.  
Myrtle Schear.  
Barrie—Barrie Exhn, Sept. 26-27. E. F.  
Hersey.  
Bar River—Bar River Exhn, Sept. 24.  
Bayfield—Bayfield Exhn, Sept. 24-25.  
Beachburg—Beachburg Exhn, Aug. 21-22.  
Beachburg—Beachburg Exhn, Aug. 21-22.  
Beamsville—Beamsville Exhn, Sept. 4-6.  
O. B. Annable.  
Beaverton—Beaverton Exhn, Sept. 11-18.  
Beeton—Beeton Exhn, Sept. 30-Oct. 1.  
Belleville—Belleville Exhn, Aug. 11-14.  
Belmont—Belmont Exhn, Sept. 17. Mrs. J.  
E. Wintermute.  
Blindbrook—Blindbrook Exhn, Sept. 12-13.  
David Woodwork.  
Blackstock—Blackstock Exhn, Aug. 22-23.  
Blyth—Blyth Exhn, Sept. 16-17. Jack  
Tamblyn.  
Bobcaygeon—Bobcaygeon Exhn, Sept. 26-27.  
Bolton—Bolton Exhn, Oct. 3-4.  
Bonfield—Bonfield Exhn, Sept. 13.  
Bothwells Corners—Bothwells Corners  
Exhn, Sept. 24.  
Bracebridge—Bracebridge Exhn, Sept. 11-12.  
Mrs. Edith Simmons.  
Brampton—Brampton Exhn, Sept. 11-13.  
Brigden—Brigden Exhn, Sept. 30-Oct. 1.  
Brighton—Brighton Exhn, Aug. 26-27. Fred  
Meyers.  
Bruce Mines—Bruce Mines Exhn, Sept. 26-  
27.  
Brussels—Brussels Exhn, Sept. 26-26.  
Burford—Burford Exhn, Oct. 11 and 12.  
Burks Falls—Burks Falls Exhn, Sept. 10-11.  
Caledon—Caledon Exhn, Sept. 19-20.  
Caledonia—Caledonia Exhn, Sept. 25-27.  
Campbellford—Campbellford Exhn, Sept.  
23-24.  
Carp—Carp Exhn, Sept. 26-27. A. E. Cava-  
nagh.  
Centerville—Centerville Exhn, Sept. 6.  
Charlton—Charlton Exhn, Sept. 9-10.  
Chatsworth—Chatsworth Exhn, Oct. 2-3.  
Chesley—Chesley Exhn, Sept. 6-8.  
Chesterville—Chesterville Exhn, Sept. 2-3.  
Clarence Creek—Clarence Creek Exhn.  
Sept. 5-6.  
Clarksburg—Clarksburg Exhn, Sept. 16-17.  
Clifford—Clifford Exhn, Sept. 10-11.  
Clute—Clute Exhn, Sept. 2-3.  
Cochrane—Cochrane Exhn, Sept. 9-10.  
Cobden—Cobden Exhn, Sept. 23-24.  
Coe Hill—Coe Hill Exhn, Aug. 29-30. Albert  
Vadri.  
Coldwater—Coldwater Exhn, Sept. 15-17.  
Collingwood—Collingwood Exhn, Oct. 2-4.  
Comber—Comber Exhn, Aug. 21-23.  
Cookstown—Cookstown Exhn, Sept. 19-20.  
Delta—Delta Exhn, Aug. 11-13.  
Demorestville—Demorestville Exhn, Oct. 1.  
Denbigh—Denbigh Exhn, Sept. 5.  
Desboro—Desboro Exhn, Sept. 18-19. Ken-  
neth E. Fritsch.  
Dorchester—Dorchester Exhn, Oct. 4.  
Drayton—Drayton Exhn, Sept. 13 and 16.  
Dresden—Dresden Exhn, Aug. 26-28.  
Drumbo—Drumbo Exhn, Sept. 24-25.  
Dryden—Dryden Exhn, Aug. 27-28.  
Dunchurch—Dunchurch Exhn, Sept. 15-17.  
Dundalk—Dundalk Exhn, Sept. 24-26. Mrs.  
A. D. Koehler.  
Dungannon—Dungannon Exhn, Oct. 3.  
Marvin Durbin.  
Durham—Durham Exhn, Sept. 26-27.  
Durham—Durham Fall Fair, Sept. 26-27.  
Mrs. Gordon MacLean.  
Elmira—Elmira Exhn, Aug. 29-Sept. 1.  
Elmvale—Elmvale Exhn, Sept. 22-24.  
Embro—Embro Exhn, Sept. 16.  
Emo—Emo Exhn, Aug. 18-20.  
Emsdale—Emsdale Exhn, Sept. 8-9.  
Englehart—Englehart Exhn, Sept. 6-8.  
Erin—Erin Exhn, Oct. 10-11 and 13.  
Ernestown—Ernestown Exhn, Aug. 29-30.  
Exeter—Exeter Exhn, Sept. 16-17. G. Clark  
Fisher.  
Fairground—Fairground Exhn, Sept. 26.  
Fenwick—Welland Co. Agri. Soc. Sept. 2-  
13. R. H. Travers.  
Fergus—Fergus Exhn, Sept. 5-6.  
Feverham—Feverham Exhn, Sept. 18-19.  
Mrs. Russell Hudson.  
Florence—Florence Exhn, Sept. 23-24.  
Fordwich—Fordwich Exhn, Sept. 23-27.  
Forest—Forest Exhn, Sept. 16-17.  
Fort William—Canadian Lakehead Exhn.  
Aug. 4-9. W. Walker.  
Galt—Galt Exhn, Sept. 18-20.  
Georgetown—Georgetown Exhn, Oct. 3-4.  
Glencoe—Glencoe Exhn, Sept. 16-17.  
Grand Valley—Grand Valley Exhn, Sept.  
28-27.  
Hanover—Hanover Exhn, Oct. 3-4.  
Harriston—Harriston Exhn, Sept. 17-18.  
Harrow—Harrow Exhn, Aug. 28-30. J. L.  
Capstick.  
Hearst—Hearst Agri. Soc. Sept. 3. Jerome  
A. Chauvin.  
Highgate—Highgate Exhn, Oct. 10-11.  
Huntsville—Huntsville Exhn, Sept. 17-18.  
Hymers—Hymers Exhn, Aug. 30-Sept. 1.  
Iderton—Iderton Exhn, Sept. 27.  
Ingersoll—Ingersoll Exhn, Aug. 30-Sept. 1.  
Iron Bridge—Iron Bridge Exhn, Sept. 16-17.  
Kenble—Kenble Exhn, Sept. 16-17.  
Kenora—Kenora Exhn, Aug. 21-23.  
Kincardine—Kincardine Exhn, Sept. 18-19.

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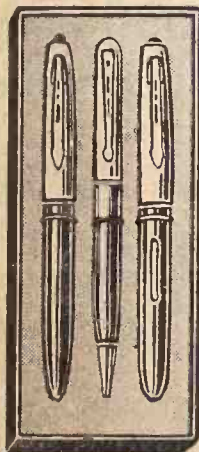
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7.  
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Sundridge—Sundridge Exhn. Sept. 14-15.  
Prince Edward Island  
Alberton—Prince Ed. Exhn. Aug. 30-31. W.  
W. Currie.  
Charlottetown—Provincial Harvest Exhn. &  
Rural Youth Fair. Sept. 24-26.  
Charlottetown—Provincial Exhn. & Old  
Home Week. Aug. 11-13. H. J. Kennedy.  
Orapaud—Orapaud Exhn. Aug. 27. Brent  
Wood.  
Dundas—Dundas Plowing Match & Agri.  
Fair. Sept. 10-11. Albert Acorn.  
Egmont Bay—Egmont Bay & Mont Carmel  
Exhn. Sept. 10. O. M. Arsenault.  
Souris—Eastern King's Exhn. Sept. 1. An-  
selm MacDonald.

(Continued on page 85)

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\$25 EVANS LIGHTER SET	3.00 ea.
\$1 PLASTIC TOTE BAG	3.00 dz.
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## Fairs the Key

Continued from page 63

cession picture erupted a couple of years ago. One show put in a single week in the State then turned back southward. One tried it for two weeks, then headed northward. Another has gotten a solid seven weeks out of the State, in which conditions vary from county to county.

Pennsylvania's mining and industrial communities have been off for concession operations, altho not for rides, with patrons more alert to a chance of getting something tangible for their money. Concession people have catered to this wish by operating more on a prize-every-time basis. The farm areas in that State and in New York have had a prosperous season but the weather has curbed spending. New England also has had promise, but the same weather has prevailed.

Rich Tobacco Crops

How this affects the thinking of many operators is that smaller Eastern units will be mulling whether to book their rides onto the Southern fair route or pack it in when their regular season has ended around Labor Day. It will come as refreshing news to them that tobacco crops this year are the best in the 35-year knowledge of some observers on the scene. The spring downpours apparently combined with just enough sun to produce a bonanza crop of quality tobacco.

## Permanent WQ

Continued from page 65

its front gate charge. Three more horse barns are set for this year's edition, Reithoffer said. Other fairs are in Forksville and Abbottstown, Pa., both repeat dates. Season closes with the firemen's celebration in Canton, Pa., over Labor Day.

There are three major rides, two kiddie rides and 15 concessions working now, with Fats Usher providing two girl shows, Snake Show and Wild Life on the back end. Red Cole's cookhouse and some ride units will join for fairs. Also with it are Peck Marks with two jewelry spindles, Pud Goodman with four concessions, and Kid Bagby, popcorn, candy apples and floss.

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Guaranteed satisfaction or money back.

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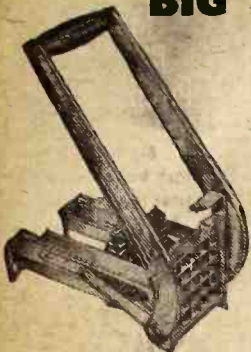
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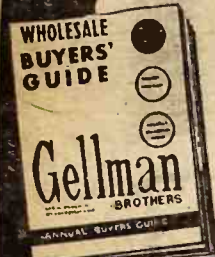
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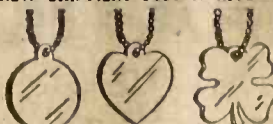
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They sell & square. Don't miss out! Write  
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MAKES PERFECT ROSEBUD RADISHES EVERY TIME

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DECORATIVE radishes are a simple matter with this  
Rosemaker Radish Press! Just one push and like magic  
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Sells Regularly for Up to 59¢

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with this Amazing All-Purpose Midget Car Hook

Holds up to 10 garments, and is completely ad-  
justable. Can also be used in the home. Attract-  
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\$4.00 Per Dozen. Samples \$1.00

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ALL WATCHES GUARANTEED  
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Shipped 12 to a carton. Send  
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LADIES' WATCHES \$3.75

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7 PC. MEN'S WATCH SET

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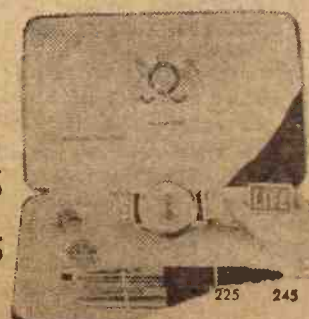
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AURORA BOREALIS JEWELRY, RAINBOW Rag Bags, handwoven zippered carry-all Tote Bags, Royal Jelly Capsules. Today's newest, hottest money-makers. Simms, Warwick, N. Y.

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Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1920 Westminster St., Providence, R. I.

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E3—Stone Earrings, Etc., Asst. Gr. .... 12.00  
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O1—Odd Lot Neckties & Braces, Gr. .... 15.00  
620—Snapshot Camera, Boxed, Dz. .... 16.20  
W1—Men's 6-Piece Watch Set, .... 5.15  
W2—Ladies' 5-Piece Watch Set, .... 6.25  
9967—2 Hunting Knives & Sheath, Dz. .... 12.00  
R3—Gemstone Rings, Asst. Dz. .... 2.50  
1165—Tri-Color Flashers, Bxd. Dz. .... 4.00  
R164—Religious Medallions, Bxd. Dz. .... 5.75  
259—Fancy Brandy Glasses, Bxd. Dz. .... 1.35  
B2—Boutiques, Boxed, Asst. Dz. .... 3.00  
2256—3-Piece Pearl Set, Bxd. Dz. .... 7.20  
L2—Ronson-Tip Lighter Dz. Cd. .... 4.50  
G101—Men's W. Sunglasses, Bxd. Dz. .... 7.20  
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NEW 1950 GOODYEAR HAND VACUUM Cleaner with attachments; weighs only 4 lbs. Ideal for home, auto, office, factory. List price \$29.95, your price \$10.85. Also Electrolux Model 30. Reconditioned by Metropolitan with Metropolitan parts. Complete with 10 attachments. Promotionally priced. Both items have national distribution, promotionally packaged, fully guaranteed. Perfect as premium and promotional items. Send for free catalog. Metropolitan, 4143 Third Ave., New York 57, N. Y. ch-jy28

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1950 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. ch-se29

SELL MEN'S PRODUCTS—COMBS, NOVELTIES, 104 Combs, assorted colors, 12 on card, 12 cards \$3.60. Carleton House (BB), La Marque, Texas.

SHELL LAMPS, ABALONE AND CONCH, large size 6 1/2" by 9 1/4". Beautifully decorated. Complete with lights. \$1.85 each in dozen lots, f.o.b. cash with order. No checks. Orders shipped same day. Sample, \$3 postpaid. Shellcraft, 2705 Jule, St. Joseph, Missouri jz28

SPORTS JACKET AND VEST SETS NOW available to fast-stepping salesmen who will go out and get the money. For full details Al Rubin, 3210 W. Arlington St., Chicago, Ill.

STINKBOMBS—POPULAR HIGH PROFIT joke item. \$5 hundred, \$35 thousand, postpaid. Joke shops, write. Kits, 1450 Drake, San Pablo 10, Calif. ch-fn

TOP ACTION BALL POINT PENS, \$8 gross. Silver Tip Visible Vue Ink Refills, \$2.25 hundred; Red, Green, Blue. Fits most ball point pens. 4-Color Desk Pens, \$3.75 dozen. Cigarette Pens, \$16.50 gross. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. au4

YOUR PHOTO ON STAMPS! LARGE PROFITS, no investment. Free information. National Photostamp, 3095 New York Ave., Brooklyn 13, N. Y. ch

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ACCLIMATED ADULT BIRDS, ANIM from private closed zoo. Ideal Wildlife Show Stock, perfect condition. Giant Pig-tail Monkey, Red-faced Macaque, Bobcat, Teut Bears, Black Raccoon, Coatis, Monkeys galore; Tayra, Jaguar, Macaws, Cockatoos. Lowest prices. Write for price list. Rare Bird Farm, Kendall, Fla. au4

ADDRESS FOR REPTILES, ANIMALS and Birds. Snake Farm, Laplace, Louisiana. Telephone 5411. C. C. McClung, owner; M. K. Crow, Manager. au11

AFRICAN PYTHON, 10 FT., HEAVY feeder. Suitable for a zoo. A. F. Taylor, 14826 Victory Blvd., Van Nuys, Calif.

ASSURE YOURSELF OF QUALITY STOCK at lowest prices. Mixed-fixed or Hot Dens that cannot be beat. Monkeys, Birds, Animals. A lifetime serving America's Showmen. King's Snake Farm, Box 912, Alameda, Texas. au4

## ATTENTION, SHOWMEN

World's largest, most complete Reptile Dens, \$25 to \$50. We are the world's largest importers of tropical reptiles and offer you the best stock, lowest prices and fastest service. Our dens include big Boas, big Indigos, giant Lizards and other showy stock. No water snakes and no junk. Write for free complete price list. Wire orders to REPTILE JUNGLE, SLIDELL, LA. For fastest service and best deals. Daytime, Slidell 322; Nights, Slidell 1744.

BLACK BEAR CUBS, TAME, TINY. \$125; African Monkeys, Mynahs, \$35. Request price list. Bronson Birds, 149B Fort George, N. Y. 40. N. Y. Williams 2-1150. au4

BEAR CUBS, \$90 each; Yearling Cinnamon Bear Cub, \$65; Black Bear Yearling Cub, \$50; Raccoons, \$10; Skunks, \$10; Timber Wolf Pups, \$35; 20 foot Anacondas, \$400; 16 foot Anacondas, \$350; 8 to 9 foot Boas, \$65; Wild Cats, \$35; Fox, \$20; Squirrel Monkeys, \$20; 6 for \$100, 12 for \$180. White mice, \$12.50 per 100; White Rats, \$5 per dozen. Other animals, Birds, Reptiles, Animalbird, R.F.D. Box 401, Warwick, N. Y. Tel. Warwick

BUY WITH CONFIDENCE FROM THE OLD-est and largest reptile dealers in the Midwest. Extra large blue and yellow Bulls, tame for balls or dancers, \$15; 4 to 5 ft. Boas, \$10; 5 to 6 ft. Boas, \$15; Coach Whips, large Rat or Black Snakes, \$10; Black and White Iguanas, \$10; Giant Hot Diamond Backs, \$15; Dens of harmless Snakes, assorted adults, \$25 to \$50. Beaded Lizards, Gila Monsters, \$40. Bill Allen, Fredericktown, Mo.

CHIMPANZEE—FEMALE, 15 MOS., WEIGHS 18 lbs., very intelligent, easily trained, wears clothes, sits with spoon, obedient, affectionate, owner ill. Phone Madison 58354. Helen Berger, Rt. 3, Box 352, Hot Springs, Ark. jz28

MOST APPEALING LEOPARD SEALS, SEA Lions, guaranteed healthy delivery by world's only trapper-trainer. Homer Snow's Seal Aquarium, 287 Jefferson, San Francisco. Greystone 42268. au11

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz. Canaries, Flash Cages, Rats, Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. se8

CELOTEL, ONE YEAR OLD, CAGE BROKE, \$65. Suncoast Pet Farm, 640 Ninth St., N. St. Petersburg, Fla. Phone 536381.

PARAKEETS, 40¢ UP. THOUSANDS ON hand. Minimum order, 25. Love Birds, Fishes, Mynahs, etc. Immediate shipments. Twine Ave. area, 5500 Pippin Rd., Cincinnati 39, Ohio. Phone Jackson 1-8502.

THIS WEEK'S SPECIAL—BIG TEGU Lizards, feeders, \$15 each. Iguanas, medium, \$5 each; air postpaid. Hub Pet Supply, 8 West 68th St., Minneapolis 23, Minnesota.

## Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Robert Ray, 3605 S. 15th, Minneapolis 7, Minn. np-au25

AMUSEMENT PARK—LOCATED IN FLOYD County, Indiana, on Silver Creek. 9 acres land, Dance Hall and Concession Building. Shaded park area for public, admission fee income, boating rental, food and games. Percentage from rides, etc. Total price, \$35,000. Terms, \$10,000 cash, balance monthly. Write Arch Stallard, Inc., Realtor, 538 West Jefferson, Louisville 2, Ky.

FOR SALE—KIDDELAND AND DRIVE-IN Stand. Can now be seen in operation. 6 Rides, Picnic Tables, Benches. Stand completely equipped for sandwiches, soft drinks and ice cream. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. 3d St., Port Clinton, Ohio. jz28

KIDDIE FERRIS WHEEL AND AIRPLANE Ride. Good capacity, excellent condition. 3/4 hour set-up time. Churches, Bazaars, Fairs, etc. Excellent for weekend bookings, part time work. Ferris Wheel mounted on trailer. Only persons interested, write Patrick Umazio, 17 Donnell St., Cambridge, 38, Mass. jz28

MINIATURE CIRCUS FOR SALE OR LEASE. Very colorful and attractive, no expense to operate, good for Fairs, Parks, Resorts, etc. W. F. Marshall, Fremont, Neb.

WANTED: COIN MACHINE OPERATORS to sell the famous Sno-Master Snow-Ball, Sno-Cone machine on easy terms. Leads furnished. Big commissions. No investment on your part. Sno-Masters will help you to get new locations. Sno-Master Mfg. Co., 124B Hopkins Pl., Baltimore 1, Md. au11

WANTED—FOUR OR MORE RIDES FOR thriving drive-in. Large neighborhood trade. On national highway, at Charleston, city limits. Bimbo's Drive-In, mail address, 1208 Lewis St., Charleston, W. Va. Phone DI 41415.

2 ARCADES AND SMALL ROUTE FOR sale. Excellent locations, excellent business. Will consider terms. Have other interests only reason for selling. Box C-366, c/o The Billboard, Cincinnati 22, Ohio.

## Calliopes and Band Organs

NEW NATIONAL CALLIOPE, 53 WHISTLE hand played. Built for use by Lawrence Welk. Modern Spencer Blower. Complete \$2,750. National Co., 934 N. Lancaster, Dallas, Tex.

CUSTOM BUILT CALLIOPIES AND WAGONS, Heads and all fancy work. We do limited concert work with our circus wagon and calliope, a new show piece. Curiosity seekers, don't bother. Write for itinerary. Singer Calliope Co., 821 Dierks, Decatur, Ind.

## THIS IS A 14 LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell used show equipment.

## Collectors Items

FOR SALE—1902 RINGLING CIRCUS Route Book. Fair condition. Best offer. Philip J. Rea, Box 144, County Rd., Holyoke, Mass.

## Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. se29

ONE USED GOLD MEDAL FLOSS MACHINE and Star Popcorn Machine. A-1 condition, sacrifice. Box 158, c/o Billboard, 1564 Broadway, New York 36, N. Y.

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. se29

This is a DISPLAY CLASSIFIED AD Your Advertisement displayed in a space this size will cost only \$14 per insertion.

## For Sale—Secondhand Show Property

ADULT CHAIRPLANE, \$250; KIDDIE GASOLINE Train, \$350; Rocket Ride, \$200. Joints, Trucks, Jack Knight, 1511 N.W. Ave., El Dorado, Ark. UN. 39055.

ALLAN HERSHELL KIDDIE MERRY-GO-ROUND, Perfect condition; \$2800 for quick sale. See in operation at Grooms Beach, Whitmore Lake, Mich. Geo. Crippen, Phone Hickory 9-8513 jz28

ALL RIDES IN GOOD CONDITION. 36' Parker Merry-Go-Round, top and side 19 mos. old; Train, three coaches and 450 feet of track; Teenage tub ride Whirl, Auto and Swing Rides. Many extras, total, \$5,500 cash. Carl Ferrara, 3726 Tulsa, El Paso, Tex. Logan 5-3402.

ALUMINUM ANIMALS FOR CAROUSELS and Kiddie Rides: Cast Aluminum Carvings for Circus Wagons, Ticket Boxes, etc. Free circulars. Brill, Box 875, Peoria, Ill.

FOR SALE—BURNING ALIVE ILLUSION, Chinese Guillotine, beautiful matching Banners, Side Show or Annex, \$100, 150 watt Amplifier and Jensen Speakers, \$100, 8811 Dayton Ave., Dayton 31, Ohio. TR 8-1579.

FOR SALE—ELI #5 WHEEL WITH STEEL A frame and sills, V-drive. Lerol four cylinder overhead valve motor, factory made, seat covers and ramp for loading, 26 ft. van trailer with racks for seats and spokes. King Water Boat Ride, boats have just been painted, tank as steel frame with adjustable legs. Allan Herschell 18 car Caterpillar with 2 tunnels, one used, in fair condition, and one new; new stripped bally canvas, 3 H. P. high speed blowers, cars have wire mesh floors. This ride has a special beautiful ride in operation. Has electric motor with speed controllers, has all new cables including drive cables. This ride has been in a park since new with exception of 2 weeks at fairs. All rides can be seen in operation in Altoona, Pa. Contact Thompson Bros., 2906 Fourth Ave., Altoona, Pa.

FOR SALE—MUSEUM, ANATOMY, ALSO Freaks, 2-headed Baby, Siamese Twins, rare old Chastity Belt. A. E. Beasley, 14830 Euclid, Cleveland, Ohio. jz28

FOR SALE—UNBORN EXHIBIT, 35 JARS, very rare Specimens, Twins, Triplets, Freaks: complete Uterus, 6 months, unborn within; plus 50 Anatomy Models, 20 Displays, Two-Headed Baby, Siamese Twins: Cyclops Baby, one eye, pelvis, heart, lungs, stomach, male-female privates; Freaks, plus Ford Coe 15-foot Walk-Through Display Van, Remko Insulated Body, Twin Tank Butane Heater, 1,500 Kohler Light Plant, guaranteed low mileage, complete unit \$4,500, cash only. Thomas, 5914 Wilkie, Dearborn, Mich. Logan 1-5381. au4

HAVE TILT FOR TRADE—SEE IN OPERATION on show per route. Want short arm Octopus. Will take late model Spitfire or Comet or what have you. Reason for trade, have two Tills. Will buy Major Rides. R. E. Thomas, Funland Shows.

LONG RANGE ON CHEV. STRAIGHT truck. Guns, gallery and truck in excellent condition, ready to operate, very reasonable. Write Edw. Ringhand, Eden, Wis., or contact on McKenna Rides as per route.

MECHANICAL "TEN NIGHTS IN A BAR-Room"; 60 characters performing; tandems, traller, honky-tonk music, beautiful show and front; new, complete. Stekelburg, Park Rapids, Minn. jz28

MERRY-GO-ROUND HORSES—ALL SIZES, 36" high, 55" long. Center horse, jumping type. Good condition, reasonable. National, 323 Sanford, Upper Darby, Pa.

TENTS—40X60, 60X150; WILL SACRIFICE. Thomas I. Durm, 4709 Old Suffolk Blvd., Portsmouth, Va.

TRAINS—ALL SIZES, GAUGES, TYPES: new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Train, 33B Winthrop, Rehoboth, Mass. jz28

TWO 1957 NO. 5 ELI WHEELS—SELL either one; 1951 Spitfire with raked trailer; all rides in excellent condition; can be seen in operation. Russ Amusement Co., 304 N. Clinton St., York, Pa. Phone: 2-7473.

UNICYCLES—NEW, CHROME, BALL BEARING, English made, any size wheel, \$65. Grover O'Day, 499 N. 12th St., Newark, Ohio.

10'X41' PORTABLE RINK, COMPLETE; Tractor Trailer, Shoe Skates Trailer, operating now, \$6,500. Neale Nesbitt, 1076 Braddock Rd., Cumberland, Md.

2,400 FEET RAIL, USED FOR G-16. BOLTS, Ties, Spikes, Splice Cars. Located Minneapolis. William Kopp, Box 12, Hopkins, Minnesota.

## Help Wanted

MALE WANTED—ONE WHO HAS HAD EXPERIENCE in training and calling wild birds and birds of prey. State age, past experience, race, qualifications and salary. Box C-363, c/o The Billboard, Cincinnati 22, Ohio.

## Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. au11

## Magical Supplies

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109, North Dearborn, Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spoken, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 338 South High, Columbus, Ohio. au11

## Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

BOOKS, ONE DOLLAR, NAME YOUR BOOK. Dollar Book Supply, Box 1132-D, Evanston, Illinois. ch-au4

## Personals

HAL TOBIN, FORMERLY OF MORRIS Hannum Shows, please contact your parents in Vineyard Haven. We love you and need you. au4

## Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-fn

## Printing

ALWAYS FASTEST SERVICE—QUALITY non-bonding 3-color posters! 14x22 Window Cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. se29

BUSINESS CARDS—SAMPLES AND PRICES free. Immediate quotation on all other printing. Bold Enterprises, 10768 Hiway 71, Kansas City 34, Mo.

PRINTING BARGAIN—100 8 1/2x11 LETTER-heads, 100 6 1/2 Envelopes, both \$3; 2 1/2 lbs. assorted Scratch Pads, \$1 postpaid. Evansprint, 44B North Tenth, Reading, Pa.

## Talent Wanted

WANTED—AMBITIOUS POPULAR SONG Composer, amateur or professional, to work with lyricist. Desire 50/50 partnership on all material completed together. Write Leonard McDonough, 821 Third Pl., Plainfield, N. J.

WANTED—SHOW GIRLS, GOOD PAY, guaranteed three months. Joe Spicola, Diamond Horseshoe, 2501 Fourth, Tampa, Florida. jz28



Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. 738-A Lehigh, Rockford, Ill. np-222

Trucks, Trailers, Accessories

CUSTARD TRAILER, NEW, ALL STEEL, insulated, walk-in cooler, complete hot cold water system, water storage tank. Hard machine complete with condensing unit; space for other custard machine and order grill; wash sink, floodlights, wing counter, \$3,500. No reasonable offer used. Custom Bilt Body, Camp Road, Newburg, N. Y. jz28

Wanted to Book

Carnival Wanted

Lapaz Lions Club

Aug. 20-23

or 27-30

Contact Louis Albent  
Lapaz, Indiana

WANTED TO BOOK—CARNIVAL CONCESSIONS for Annual St. Francis County Fair, Oct. 22-27. Call Mrs. Thomas McDaniel, 3-2565, Forrest City, Ark.

COIN MACHINES

Parts, Supplies

CREATORS OF EARLY MODEL EXHIBIT and Vendors make money again. Install 24 coin chutes. Write for full details. The Sales Co., P. O. Box 1445, Macon, Ga. jz28

Used Equipment

BE BALL ALLEYS—9 PHILA. TOBOGANS. Perfect condition, \$375. 7 Wurflitzers, 802 St. Charles Pl., Ocean City, N. J.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

Type or print your copy in this space:

Check the heading under which you want your ad placed:

- Acts, Songs, Gags
- Advertising Specialties
- Agents, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies

- ☐ Miscellaneous
- ☐ Mobile Homes, Accessories
- ☐ M. P. Films—Accessories
- ☐ Musical Instruments, Accessories
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies & Developing
- ☐ Ponies
- ☐ Printing
- ☐ Rigging and Props
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Talent Wanted
- ☐ Tattooing Supplies
- ☐ Trucks, Trailers, Accessories
- ☐ Wanted to Book
- ☐ Wanted to Buy

Music, Records, Accessories

- ☐ Business for Sale
- ☐ Record Pressing
- ☐ Situations Wanted

- ☐ Used Dealer-Distributor Equipment
- ☐ Used Records
- ☐ Used Record Pressing Equipment

Coin Machine Headings

- ☐ Help Wanted
- ☐ Opportunities
- ☐ Parts, Supplies
- ☐ Positions Wanted

- ☐ Routes for Sale
- ☐ Wanted to Buy
- ☐ Used Equipment

Talent Availabilities Headings

- ☐ Agents and Managers
- ☐ Bands and Orchestras
- ☐ Dramatic Artists
- ☐ Hypnotists
- ☐ Miscellaneous

- ☐ M. P. Operators
- ☐ Musicians
- ☐ Outdoor Acts and Attractions
- ☐ Vaudeville Artists
- ☐ Vocalists

Indicate below the type of ad you wish:

- ☐ REGULAR CLASSIFIED AD—20c a word. Minimum \$4
- ☐ DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

- ☐ TALENT AVAILABILITIES AD—5c a word. Minimum \$1

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in \_\_\_\_\_ issue

NAME \_\_\_\_\_ I enclose

ADDRESS \_\_\_\_\_ remittance of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

SHIPMAN DUPLEX STAMP MACHINES, 101 Triplex, \$29.50 each; like new folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. au18

Wanted to Buy

WANTED—MASTER BALL GUM VENDORS. Send. Quote lowest price first letter. Box C-361, c/o The Billboard, Cincinnati 22, O.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set In usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

EXPERIENCED LADY WOULD LIKE JOB managing Popcorn Wagon for the winter months. Write M. Fields, General Del., Hobart, Ind., starting around Sept. jz28

TATTOO ARTIST—SOBER, RELIABLE, large flash. Jack Sand, Box 61, Tarpon Springs, Fla. au4

Musicians

A-1 ORGANIST FOR LOUNGE, RINK, hotel, restaurant, radio, TV. Address: Oranstad, 601 W. 180th St., 443, New York 33, New York. au18

A-1 RINK ORGANIST—12 YEARS' EXPERIENCE, best rinky, pleasing style, good beat, a skater's musician. Box C-360, c/o The Billboard, Cincinnati 22, Ohio. au11

AT LIBERTY—PIANIST-VOCALIST WITH excellent references. Honest, dependable and neat appearing. Box C-365, c/o Billboard, Cincinnati 22, Ohio. au11

BASS—DOUBLING GUITAR, SING, READ, excellent appearance, car, wardrobe. Available August 2nd. Taft Baker, Alexandria Hotel, Duluth, Minn. jz28

BASSIST, GUITARIST, VOCALS—MODERN, read, fake, travel. Prefer combo. Top experience. Pay own transportation. Phone: Justice 2-8372. Mr. Cleo Scroggins, 1420 First Ave. West, Kennewick, Wash. au4

CLARINET DOUBLING TENOR SAX. Experienced in all lines. Union. Write Frank Tonar, R. #3, Box 60, Leavenworth, Kansas. au4

DORSEY, TEAGARDEN, DIXIELAND Trombone, Berigan Trumpet, Venuti Vib. Hn. + Classics, Crosby Vocals; arrange; Drums, Bass, Comedy, M.C.; sober, single, union, 29 years. Name exp. Bramer, 1050 Arapahoe, Los Angeles.

DRUMMER—CUSTOM 2 BASS SET. NEAT. Do vocal work; prefer combo. Rourke Hager, 873 Heyl, Columbus 6, Ohio. Phone AM 8-1127. jz28

DRUMMER—DOUBLE VOCALS. SOLID beat, 2 or 4, any style. Age 29. Prefer location and combo. Own trans.; will travel. Frank Bruno, 1738 Lee Ct., Owensboro, Ky. Phone: MU 4-2725. au4

GIRL SAX PLAYER AVAILABLE—BIG band or combo experience. Location only. Box C-364, c/o The Billboard, Cincinnati 22, Ohio. au4

PIANIST—EXPERIENCED, 24, LOCALS 2 and 802 Cards. Like join group; prefer jazz but accept commercials. Double Clarinet, Flute. Have car, will travel. Contact: R. Ott, 4029 Blow St., St. Louis, Mo. (Flanders 24196.)

PIANO MAN—GUARANTEE TO HANDLE all. Wire Musician, Western Union. Write Gen. Del., Kansas City, Mo.

TAKE-OFF GUITARIST, VOCALIST DOUBLING trombone and trumpet. Read, arrange and fake anything. Complete experience. Charlie Gillin, General Delivery, Las Vegas, Nev. jz28

Outdoor Acts and Attractions

AERIAL CLOUD SWING, BALANCING, REVOLVING Ladder, and Baby Chimp Acts. Currently playing the Galveston Pleasure Pier. Open time after Sept. 1. Completely equipped for anywhere. William Rodgers, 6401 Ave. J, Lot 9, Galveston Tex., or Box 52, East Orwell, Ohio.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au4

BOYER'S WESTERN REVUE—PERFORMING Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting, Bull Whips, Chariot Races, Bucking Ford. Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. au25

"CRASH" BROWN, KING OF THE WORLD'S stunts, the original Capt. Dynamite. Dynamite Casket Act; Atomic Death Chair; stunts with motorcycles and automobiles. If you want thrill acts get them with the oldest and greatest name in thrill shows. "Crash" Brown. Have some open time late of July and Aug. and Sept. for fairs, celebrations, picnics, fish fries, or any occasion. Can give you one act, or routine of acts; Brochures and literature on request. For acts, death defying, different and always crowd pleasing at prices that will please you. Book the "Crash" Brown Thrill-O-Rama and Cycle Rama. Write "Crash" Brown, 1232 South Baltimore, Indianapolis, Ind. jz28

HIGH FIRE DIVE SOMERSAULT. SHARP spears, blazing gasoline; smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mac Productions, 456 Lamphier, N. E. Warren, O. Tel: MA 91479. se15

OLD TIME BALLOON ASCENSION FOR your Celebrations. Anywhere. Virgil Kutscher, 1111 Ave. D, Fort Madison, Iowa. au18

OLDEST AUTO-CYCLES STUNTSMAN—32 years a stunts artist. Knows what the grandstand fans want in thrills for young and old. An added attraction to pep up your program. A solo stuntsman with guaranteed thrills. 5 of them are flaming acts for night shows. Available to booking offices. Ken Heath, P. O. Box 604, Boise, Idaho. Phone 31398.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE—SIX PONIES, Dogs, Monkeys, Bozo Clown with Tini-mite the Mule. Magnolia, Ohio, Route No. 1, Phone: Union 62010. au18

Fair Dates

Continued from page 82

Quebec

Amqui—Amqui Exhn. Aug. 8-11. J. E. Beaulieu.  
Aylmer—Aylmer Exhn. Sept. 12-13. R. Ed-wood Edwy.  
Ayers Cliff—Ayers Cliff Exhn. Aug. 21-23. Mrs. Elsie Corey.  
Bedford—Bedford Exhn. Aug. 8-10. C. A. Soule.  
Brome Village—Brome Village Exhn. Aug. 30-Sept. 2. W. H. Willett.  
Chapeau—Chapeau Exhn. Sept. 16-17. Mrs. Anna McGuire.  
Chicoutimi—Chicoutimi Exhn. Aug. 20-24. Marcel Tremblay.  
Cookshire—Cookshire Exhn. Aug. 17-19. W. S. J. Hodgman.  
Drummondville—Drummondville Exhn. Aug. 14-16. Roger Paranteau.  
Gentilly—Gentilly Exhn. Aug. 8. Laval Giroux.  
Havelock—Havelock Exhn. Sept. 13. Aylmer B. Hadley.  
Huntingdon—Huntingdon Exhn. Sept. 5-6. L. A. Beaudin.  
Inverness—Inverness Exhn. Aug. 28-30. C. W. McVetty.  
Isle-Verte—Isle-Verte Exhn. Aug. 18-18. J. M. Marquis.  
Laprairie—Laprairie Exhn. Aug. 23. Romeo Ste. Marie.  
L'Assomption—L'Assomption Exhn. Sept. 9-10. Geop. Landry.  
Lotbiniere—Lotbiniere Exhn. Aug. 13. Joseph Bedford.  
Louisville—Louisville Exhn. Aug. 1. Martin Ferron.  
Maniwaki—Maniwaki Exhn. Sept. 8-10. Mme. Palma Jannis.  
Mont-Laurier—Mont-Laurier Exhn. Aug. 12. Victor Racine.  
Matane—Matane Exhn. Aug. 6-11. Mlle H. Langlois.  
Montmagny—Montmagny Exhn. Aug. 7-10. Louis J. St. Yve.  
Napierville—Napierville Exhn. Sept. 6-7. New Richmond—New Richmond Exhn. Aug. 28. W. H. Willett.  
Notre Dame Des Anges—Notre Dame des Agnes Exhn. Aug. 26. Theo. Chateauvert.  
Notre Dame du Lac—Notre Dame du Lac Exhn. Aug. 23-25. Adelard Malenfant.  
Papineauville—Papineauville Exhn. Aug. 27-28. Donat Thibaudau.  
Parc Exp.—Parc Exp. Exhn. Sept. 10. J. B. Martel.  
Pont Chateau—Pont Chateau Exhn. Sept. 1. Laurier Leger.  
Quebec—Provincial Exhn. Aug. 29-Sept. 7. Emery Boucher.  
Richmond—Richmond Exhn. Aug. 14-16. Antoinette Linahan.  
Rimouski—Rimouski Exhn. Aug. 20-24. A. Michaud.  
Roberval—Roberval Exhn. Aug. 13-17. Bernard Levesque.  
Rougemont—Rougemont Exhn. Aug. 20-21. L. A. Mondou.  
Rouyn—Rouyn Exhn. June 27-July 1. L. P. Dublois.  
St. Alexandre—St. Alexandre Exhn. Sept. 5-7. Claude Braut.  
St. Barnabe—St. Barnabe Exhn. Aug. 22-24. Mme. Romeo Boucher.  
St. Edouard—St. Edouard Exhn. Sept. 6. Yves Menard.  
St. Flavien—St. Flavien Exhn. Aug. 14. Jules Nappert.  
St. Francois du Lac—St. Francois du Lac Exhn. July 31-Aug. 2. Alex Trudeau.  
St. Hyacinthe—St. Hyacinthe Exhn. Aug. 4-8. Alphonse Deschenes.

Saskatchewan

Abernethy—Abernethy Exhn. Aug. 8. How-ard. Aroola—Aroola Exhn. July 23.  
Beechy—Beechy Exhn. Aug. 1. Mrs. A. H. Meaden.  
Central Butte—Central Butte Exhn. July 31. Mima A. E. Nelson.  
Churchbridge—Churchbridge Exhn. Oct. 23. Mrs. Philip C. Daum.  
Colgate—Colgate Exhn. July 21. Mrs. P. J. Ward.  
Connaught at Silver Stream—Connaught Exhn. July 30.  
Davidson—Davidson Exhn. July 30. Mrs. V. Meek.  
Elstow—Elstow Exhn. Aug. 6. Mrs. A. M. Ettles.  
Foam Lake—Foam Lake Exhn. Aug. 6.  
Glenbush—Glenbush Exhn. July 31. F. J. Grant.  
Grenfell—Grenfell Exhn. Oct. 15.  
Invermay—Invermay Agrl. Soc. Aug. 1. Mrs. Joan Lee.  
Lloydminster—Lloydminster Exhn. July 21-23. R. A. Robertson.  
Kelvington—Kelvington Exhn. Aug. 8. R. H. Boyes.  
Maryfield—Maryfield Exhn. Aug. 5.  
Nipawin—Nipawin Exhn. July 31-Aug. 1. Mrs. D. H. Robison.  
Nokomis—Nokomis Agrl. Soc. Aug. 6. Mrs. R. V. Stevenson.  
Nokomis—Nokomis Exhn. Aug. 6.  
North Battleford—North Battleford Exhn. Aug. 4-6. N. W. Symonds.  
Perdue—Perdue Exhn. July 30.  
Prince Albert—Prince Albert Exhn. Aug. 7-9. Geo. K. Ross.  
Punnichy—Punnichy Exhn. Aug. 8.  
Radisson—Radisson Exhn. July 29-30.  
Regina—Regina Exhn. July 28-Aug. 2. T. H. McLeod.  
Rosthern—Rosthern Exhn. Aug. 14. Ambros Siemens.  
St. Walburg—St. Walburg Exhn. Aug. 6.  
Somme—Somme Exhn. Aug. 13. D. B. Butterfield.  
Tantallon—Tantallon Exhn. Aug. 7.  
Turtleford—Turtleford Exhn. July 30.  
Unity—Unity Exhn. July 29-30.  
Weyburn—Weyburn Exhn. June 30-July 2. Roy Schultz.

PIPES FOR PITCHMEN

C. E. HORTON who put in the first two weeks of July working the Boardwalk at Seaside Park, N. J., reports that business was off 75 per cent in that area. Working the shore on the Fourth, said Horton, were Sol Kunin, Tip and Lil Halstrum, Doc Mitchell, Edith and Leo Veneko and Lee Jones. "I was the last of the Mohicans to pull out of the Beach," said Horton, who reports having received a letter from Bob Bovin, of San Diego, Calif., inviting pitchmen making that town to visit with him. Horton is about ready to work his string of fairs.

DAVE ROSE of 3963 Dowman Road, New Orleans, recently suffered a second stroke which left him paralyzed, and would appreciate hearing from friends.

FORREST BROWN writing from Delphos, O., reports having received word of the July 5 death in Tampa of Alvin Hunt, 59, who operated the Sunshine

Players med show from 1928 until 1940. A native of Jerry City, O., Hunt made Continental, O., his headquarters for many years until moving to Tampa six years ago. His widow, Florence, survives. Body was sent to Continental for services July 9, with burial in Monroe Cemetery.

"OBSERVING any group with high ideals is an exhilarating experience," writes Bernie Kantor from Akron. "In Cleveland recently, at the World Conference of Seven Day Adventists, the members carefully followed their teachings of buying nothing on Saturdays, until sunset. Then they bought steadily of my inventory of miniature poodle dogs and Japanese parasols. Here in Akron, Gus Kalavity and I organized a deal for the Akron Soap Box Derby on July 27, utilizing bagpipe balloons."

HENRY H. VARNER the Akron pitcher, sees indications of improvement in general business conditions. Varnier recently worked with Frank Bland, who was doing a contortion act, in Highland, Ill. "Everyone seems to be working hard on his fair layout, and business continues to be lively at many events," Varnier comments.

ATTENTION, ENGRAM

New style discs	395	395	395
Nickel, Silver, 5" 7 1/2"	125	125	125
of low-price 2-6 1/2"	325	240	240
lets, 4 1/2" (4-6)	245	245	245
4 1/2" (2-6 1/2)	245	245	245
World Series (W) (4-51)	80	80	80
Zingo (1-51) (U)	65	65	65



## Average 32% in Sales Lost to 'Winners,' Claim 1 in 3 Ops

Prize Machines Called Unfair by More Than Half of 91 Legit Firms

By FRANK SHIRAS

CHICAGO — Competition from winner ball machines has hurt their businesses, reported 34 out of 91 legitimate operators. The average loss in gross receipts was estimated at 32 per cent. There were 22 operators who said winner balls have not affected their sales, and 35 did not answer the question.

Forty-eight, or more than half the 91 operators, consider them unfair competition. Concentrations of winner balls were reported in nine of the 33 States represented in The Billboard's recent survey. (See issue of July 21.) This is probably why some of the 48 operators who consider winner balls unfair competition nevertheless reported that their businesses haven't suffered because of them.

The mere handful to a few hundred winner ball machines reported in different States do not number enough to affect most operators not using them. There were 14 operators of the 91 who do not consider winner balls unfair, and 29 did not reply to this question.

### Few Estimates

Relatively few operators gave estimates on how much more profitable a \$10 and \$250 winner ball machine is compared to a standard vender. This is understandable since none of the 91 reported using winner balls, and thus would have no first-hand experience. Twenty-two operators said that the \$10 winner ball machine is an average 70 per cent more profitable, and 10 operators estimated the \$250 machines as an average 100 per cent more profitable than normal machines.

While 66 of the 91 operators said that their routes have grown over the past year alone, only 36 contended that winner ball machines have multiplied in their areas during the six-year median average they have been in business. This is probably why operators are primarily concerned over the danger of winner balls to the in-

## 2D IN WINNER BALL SERIES

This is the second of a three-part series on winner ball operations as reported by 101 bulk vending operators representing 33 States.

The two accompanying stories break the 101 total into the 91 operators who reported they do not use winner ball machines and the 10 who reported that they do.

The chief point of last week's article was the consensus of reporting operators that winner balls are both a threat to the industry and should not be ignored.

dustry. (See issue of July 21.) Almost twice as many operators have been able to increase their routes as have lost business because of winner ball competition.

### Charms Sell

The majority of operators answering the question have no complaint with the sales pull of charms. There were 47 operators who reported that manufacturers are making charms that sell well, and 36 who claim they could do a better job. However, there were 27 operators who said that a ball gum-charm machine does not outsell a winner ball machine, as opposed to 16 who claimed that it does. The remainder expressed no opinion.

Most of the operators responding to the question reported that both the \$10 and \$250 winner ball machine is primarily spotted in locations patronized heavily by children. While a number said that the machines are put in locations with traffic in adults as well as children, very few reported them in primarily adult spots.

### Sanitation

Only five operators out of the 101 total said that there were sanitation laws in their areas pro-

(Continued on page 88)

CHICAGO — Winner ball machines are legal in their areas, said six out of 10 operators who use them on their routes. Two operators said they are illegal, and one did not respond to this question specifically.

Five of the 10 operators said they pay no federal taxes on their machines, and the other half did not answer this question. With a single exception, all the operators understand federal taxation provisions relating to bulk vending. That operator was unacquainted with federal gaming laws.

### Don't Jeopardize

The majority of these operators do not think that winner balls jeopardize the bulk vending industry. They also believe it would be best if the existence of winner balls were ignored by all.

Only one operator reported there were local laws forbidding the mixture of ball gum with charms. All the rest said there were no laws of any kind which they felt had an adverse effect upon local bulk vending operations.

These 10 operators are part of a group of 101 responding to a recent nationwide questionnaire sent out by The Billboard. Most of them are full time, have a median average of 700 machines, and have been in business a median average of seven years.

### Median Average

The median average winner ball machines on their routes reported by these operators was 100, or about 1/7 of the total machines on their routes. These 10 operators are headquartered in 10 different States from widely different regions of the country.

On three other pertinent points there is no clear majority opinion of these 10 operators. Their answers are almost evenly split on questions of whether they feel manufacturers have been successful in bringing out charms that sell well; whether a ball gum-charm machine generally outsells a winner ball machine, and whether they use winner ball because business is poor.

Eight operators reported that they give either a 5-cent candy bar or 5 cents in trade in exchange for a winner ball. One operator said that he gave prizes

(Continued on page 88)

## NVA Offer of New Insurance Ends Aug. 15

CHICAGO — Application deadline for National Vendors Association's new life insurance policy has been extended until August 15, said Sylvan Lipshutz, insurance agent, last week.

At present NVA has 30 signed applications and promises for 20 more, he continued. Mid-August will terminate the offer for the \$10,000 policy, he advised.

Lipshutz said that the plan is the best offered to an association the size of NVA. Principal features are low cost and a waiver of physical examination. Employee NVA members may carry half the insurance at half the premium. (See The Billboard, May 12.)



## PROFILE OF WEEK

## Basically an Individualist

RAY GREINER

... strummed the banjo

"PECK'S BAD BOY" was the name of one of innumerable road shows traveling the country in the last century. Toward the turn of the century a husband and wife team that had spent many years with the acting group packed away their costumes for good one day and settled in Morris, Ill., a rural hamlet.

In 1905, a son, Will Raymond Greiner, was born. He was raised in the little community, where he was known as Boots to the town-people. When he reached manhood he chose the country way of life to the exodus of the young American adult to big cities that has characterized our century. He has seen Morris prosper and grow into a community that numbers 8,500 at present. The Illinois River that flows past Morris has been a tremendous boon to the town. Trucks from all over Southern Illinois haul grain to the city, where it is loaded on barges and sent up the river to Chicago. In the fall the town is jammed with lines of trucks waiting to dump their grain into the chutes that fill the barges.

### Home of Northwestern

Morris also has a paper mill, two rubber plants, a carton factory, and The Northwestern Corporation. Early in the century one Emerson A. Bolen set up a cigar trade specialties factory in Morris because of the easy accessibility of required metals from a foundry in the town. Eventually the company began making little machines that sold peanuts from glass globes at a penny. The venture proved so successful that Northwestern concentrates upon production of bulk vending machines and is now one of the largest manufacturers in the country. Ray Greiner is sales manager of the firm, and is a boyhood friend of Waldo Bolen, president of the company.

Before working for Northwestern, Greiner played in bands traveling Illinois and Indiana. The bands were generally composed of a piano, drums, bass horn, trumpet, saxophone, and banjo. Dixieland was coming up strong, recalls Greiner, and people generally danced

(Continued on page 87)

## BULK BANTER

By CAMERON DEWAR

Despite the shadow of the recession which still hangs over some phases of business in this Yankee stronghold, it would appear that the bulk vending business has been missed up until now. And from the way a few straws in the wind blow, it looks as tho it may not touch this field. Many operators seem to be meeting the situation head on. They are meeting it in the best possible way, with increased volume. Many are putting out more machines in an effort to forestall any drop in the over-all picture.

There also are signs that the 25-cent charm machines—which were a bit slow in catching up in these parts—will work into a highly profitable line for those who have had the foresight to take on this line. The machines are proving attractive not only to younger people but to grown-ups as well. Operators say that with some intelligent selection, this line of machines, even with their higher initial cost, can prove a sound investment. Another sign of awakening is the slow, but steady appearance of multiple venders in supermarkets. This is a line that has lagged in this area, but it seems as tho it is finally beginning to take hold.

A distributor well-established in his spot, will be found in a new location after August 1. He is Albert Horvit, of the American Nut & Chocolate Company, which has been doing business at 680 Columbus Avenue, Boston. . . . The new address will be 1061-1063 Tremont Street, Boston. The move is being made to a more convenient location. The firm has always been in the area except for five years

when it did business at the present location.

Horvit finds, despite talk of a slump, that business is even a bit up over last year. He also feels that there is a better type of operator coming into the business, who treats bulk vending more like a business, than some who were in it previously. . . . Another element that has helped, he thinks, is the exposure of blue sky promoters. When people went to pick up the machines, they were found to be inferior and promised routes proved to be non-existent. Horvit roasts his own nuts and sells the Acorn line of machines.

Edward Flanagan, distributor for Northwestern Sales & Service, also is optimistic about the state of business locally. . . . He has found that the pick-up in the 25-cent

(Continued on page 88)

## Price Gets Rights To King Features Comic Characters

NEW YORK — Paul A. Price, local charm manufacturer, announced he has been granted rights to reproduce in charm and novelty form the entire King Features Syndicate file on comic strip personalities.

Negotiations for these rights began early this year. The first King Features character to be used on charms will be Popeye, a mariner of some note. The one-eyed, spinach-eating gob will be animated and reproduced in flicker picture style.

Release date of the Popeye charm has not been determined.

## FTC Puts Rein on Atlas 'Deception'

WASHINGTON — A Federal Trade Commission hearing examiner last week (24) issued an order which would prohibit three Cleveland, O., bulk vending machine companies from using exaggerated earnings claims and other "deception" to sell the machines they make or distribute.

## Op Halts Use of Book Matches in Cig Units

DENVER — Vended book matches have been discontinued by P & M Cigarette Sales, announced owner Charlie Kaplan.

A survey of locations conducted by Kaplan revealed that minor difficulties occasioned by vending a

Named in examiner Loren Laughlin's order are the Atlas Manufacturing & Sales Corporation, and American Products Corporation. The former manufactures the machines, and the latter distributed them and their supplies until August, 1956. Also cited are Wallace Jenkins, an officer of both companies, and Frank Olsak, an officer of Atlas. Roland S. Jenkins, who trades as Atlas Enterprises, distributes the products.

Examiner Laughlin said Wallace Jenkins and the Atlas Manufacturing & Sales Corporation have supplied "deceptive advertising and promotional material to Roland Jenkins, who placed the advertisements in newspapers and supplied the literature to his salesmen."

FTC points out that this is not a final decision of the commission and "may be appealed, stayed or docketed for review."

Complete details of the FTC order will appear in next week's issue.

Bill

AM Mic



## OPERATIONS CANDY BALLS

210 Count, with CHARMS;  
also 100 Count "HALF-HOUR" Balls.  
Free: Candy Ball Labels.

**SO ROUND, SO SWEET,  
SO PROFITABLE**

Samples and information on request.

**EPPI**

91-15 144th Place  
Jamaica 35, New York

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-	
verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mde.	8.00
ABT Guns	30.00
Mills 1c Tab Gum	12.00

## MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pack	\$ .90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Sheik	.45
Cashew Whole	.46
Cashew Butts	.55
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.26
Jelly Beans	.28
Licorice Gems	.26
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.52
Hershey's	.47
Rain-Bo Gum, 60 ct.	.28
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.36
Rain-Bo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Bo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

STAMP FOLDERS. Lowest Prices Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

## NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL

446-W. 36th St., New York 18, N.Y.  
Longacre 4-6467

## THE KEY TO BIG PROFIT IS 2 PENNY VENDING

with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION  
2784 E. Armstrong St., Morris, Illinois

## Basically an Individualist

Continued from page 86

the one and two-step and a fast fox trot. He enjoyed traveling the back roads of the Middle West, and by the time he was 24 he had a band of his own. During this time—in the late 1920's—almost every small town had either a dance hall or an outdoor pavilion, which were weekend focal points of recreation. Work was plentiful for dance bands in the pleasant summer months, but the closing of the pavilions during winter proved a big drawback.

### Periods of Separation

Besides, Greiner had married the former Ottila Freiheit when he was 18, and the life of the traveling bandsman didn't compensate for the periods of separation from his young wife. Back in Morris one day, he had a long talk with his old friend Waldo Bolen. Greiner loosened the strings on his banjo and went to work for The North-western Corporation. He began in the office working in sales, moving up to his position as sales manager after he had gained sufficient experience.

Nonconformity is a pervasive quality of Greiner's character. Hardly the eccentric who affects oddities of speech and dress, Greiner's nonconformity is reflected in his pattern of living. Altho a gregarious person, he shies away from clubs. He doesn't go to movies. He seldom watches television. He enjoys playing a Hammond electric organ. He claims that he can't play very well, but is, nevertheless, able to pick up a tune or theme and fill in the bass after a few passes over the keys. He has his banjo and a recorder knocking around the house which he also plays occasionally.

### Radio Ham

Greiner is also a radio ham. For a number of years he was a monitor, but now spends most of his time at the set contacting other hams in different parts of the world. He feels that he knows some of his older contacts better than many acquaintances in Morris. Atmospheric conditions are best during the winter, and he spends many a winter evening at the set, snug in his comfortable living room. A teletypesetter is also hooked up, and he is able to receive dispatches directly from the different wire services.

During these evenings, Greiner's wife as often as not will practice at the organ or be hard at work at another circular rag rug. Perhaps she will read Hemingway, Wolfe, or Steinbeck, three of her favorite authors. A pleasant aroma from the fire kindled with pine cones in the fireplace fills the

room, and a typical Illinois landscape is visible thru the picture window purposely framed in one wall. Earlier in the evening Greiner would be apt to lounge in an old, serviceable sofa and watch the sun go down over the familiar scene. At different times of the year fox, coon, pheasant and occasional deer wander onto his property. His quiet pleasure at observing the movements of animals in their natural habitat is known only to people who have grown up in the country.

### Old Farm House

The Greiners live in an old farm house dating back almost a hundred years. Typical of early farm houses in the region, it is made of two oblongs buttressed in a way that made it easiest to add rooms when crops were good and money came in. The living room is paneled in stained knotty pine, and the house is furnished with usable, unpretentious furniture. It is situated on a small acreage, which is of a size the Greiners felt they could till and care for by themselves. Different grains are grown for bedding and fodder for a small herd of registered Angus cattle the Greiners take a special pleasure in maintaining.

Caring for the herd that seldom numbers over 20 head is a life-long enterprise for the Greiners. Altho their primary interest is in raising fine animals rather than making money, the proof of the pudding is regular sales to farmers around the country who want to increase the quality of their animals for market. The Greiners take special interest in a few small farmers who keep coming back to them for pure bred. Good final results are a constant source of satisfaction for this couple who have gone into cattle breeding as much for aesthetic reasons as anything else.

### An Excellent Cook

Greiner's wife is an excellent cook, and prepares all her food from basic ingredients. She makes a variety of pastries, bakes her own bread, and specializes in national dishes from a variety of countries. Their small orchard supplies an abundance of cherries, peaches, plums and apples which she either freezes or conserves for the winter. Greiner is particularly fond of Pennsylvania Dutch cooking, which he describes as being made up of seven sweet and seven sour dishes. The delight of guests who dine at the elaborate Greiner board is its own reward.

Greiner is direct in speech and

has a sense of humor that often hinges upon the real rather than professed motivations in the world around him. That people sometimes take offense at his humor is a matter of indifference to him. His light cynicism has no roots in bitterness, and consequently he can't take another's affront seriously. He will as often as not include himself in the poking of fun at his world. He and his wife wanted to call their farm a ranch. Deciding that it was about as close to a ranch as a rocking horse is to a real horse, they named it the "Rocking Horse Ranch."

The Greiners are essentially devoid of pretense. They want simply to live a life of daily, purposeful activity with a minimum of interference. Practicality is a basic criterion. Greiner's purchase of a little Volkswagen a few months back is but another example of his habitual choice of what strikes him as the most practical under the circumstances.

## J. SCHOENBACH

Distributor For  
oak Manufacturing Co., Inc.  
715 LINCOLN PLACE, BROOKLYN 16, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

WE HAVE

**oak's  
"ACORN"**

R. R. WHITEHEAD  
DISTRIBUTORS  
1075 Woodland Avenue, S. E.  
Atlanta, Georgia



WE HAVE

**oak's  
"400"**

T. T. VENDING SALES CO.  
2065 Milwaukee Avenue,  
Chicago 47, Calif.



**oak's  
LI'L LEAGUER**  
a sure hit!

The bases are loaded with profits for the smart operators who install Oak's LI'L Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

**AND:  
ACORN**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise, including beads. Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

west coast factory sales  
OPERATORS VENDING MACHINE SUPPLY CO.

1023 South Grand Avenue  
Los Angeles, California

**oak** MANUFACTURING CO.  
11411 KNIGHTSBRIDGE

east and midwest factory sales

M. J. ABELSON

2033-F (2-46)	125	125	125
Graph (M) (4-46)	325	240	240
Wizard West (G) (2-45)	245	245	245
Wizard Whiz	25	25	25
World Series (W) (4-51)	50	50	50
2ingo (1-51) (U)	65	65	65



**VICTOR  
Standard  
TOPPER  
1c  
BALL GUM  
VENDOR  
\$13.25  
each**

\$12.75 each  
100 or more

Available for 1c and 5c  
peanuts and bulk candies.

Victor's new TV Vender in stock for  
immediate delivery.

TIME PAYMENTS AVAILABLE

Write **BERNARD K. BITTERMAN**  
for lowest prices on  
Capsules, Charms, Ball Gum,  
and all Vending Needs.

PROMPT SHIPMENT.

**Bernard K. Bitterman**  
4711 East 27th St., Kansas City 27, Mo.

when answering ads . . .

**SAY YOU SAW IT IN  
THE BILLBOARD!**



**VICTOR'S  
PROVEN  
MONEY-MAKER  
TOPPER  
1c  
BALL GUM  
VENDOR**

**\$13.25**  
each  
\$12.75 EACH  
100 or more

Packed and sold 4 per case.

Write for Lowest Prices  
on our complete line of  
• CHARMS • BALL GUM  
• CAPSULES • MACHINES

Order Now From Victor's South-  
eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300



**Flexible BELT RINGS**  
Are Hot!  
Plastic-Unassembled...\$4.40 per M  
(open for capsules)  
Plastic-Assembled...\$7.50 per M  
(buckled for bulk vending)  
Plated-Unassembled...\$8.75 per M  
Plated-Assembled...\$11.50 per M  
Free advertising labels!  
at your distributor or...

**Guggenheim**  
INC.

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## 1 in 3 Operators

• Continued from page 86

for winner balls that make his machine subject to the \$250 federal gaming tax. He did not say whether he pays amusement or gaming taxes on any of his machines.

Of the 10 operators, seven said they have increased the size of their routes over the past year, while three said they had not.

## Cig Vending Dips A Bit in Memphis

MEMPHIS, Tenn.—There were 1,910 cigarette vending machines licensed in Memphis at June 30, 1958, Sloan O. Craig, collector of licenses and privileges, reported last week. He said this was 86 less than the number licensed at the end of 1957.

Cigarette vending operators attributed the decline in operating machines to the bad business conditions early this year and predicted a pick-up in business the last half of 1958.

## Bulk Banter

• Continued from page 86

charm machines has helped greatly and sees evidence of a good deal of new blood in the business. Ed and his wife are particularly happy these days. His daughter, Mrs. Alan Lovejoy, of Centerville, Mass., gave birth to twins recently.

The tots' names are Douglas and Diane and the grandparents are delighted with their new status.

Ed has also just put in an order for his second Volkswagen. He's had his present one for 15,000 miles and feels by the time he gets the new one, his present VW will have enough miles on it. Ed can talk at length on the virtues of the VW. He also has a Buick which he doesn't use any more.

Dena Weisberg, wife of Joseph Weisberg, of State Vending Company, West Roxbury, works with her husband and runs and services routes, even to making repairs on the machines. Joe and Dena have been working pretty hard of late as well as looking after their little brood. Some time this month they plan to take off a long weekend and celebrate a delayed wedding anniversary.

## 32% Sales Loss

• Continued from page 86

hibiting the mixture of ball gum with charms. There were 12 operators specifying other laws which they feel adversely affect bulk vending in their areas. Almost all referred to high taxes levied on bulk vending machines.

A total of 45 operators said that generally the well-established operators use winner balls in their areas. Only 12 singled out promoters, and eight believed that racketeers are principally engaged in winner ball operations. Fifteen operators contended that promoters resell winner ball routes under the pretense that they are subject to only normal taxation, while 11 claimed that they do not.

## Eppy Bows Compass

NEW YORK—Samuel Eppy & Company has gone into production on a gold vacuum-plated compass charm. To date, most of the compasses used as charms in bulk vending machines have been of Japanese manufacture.

## JOBBERS WANTED

With qualified sales organizations to handle

LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.  
LOS ANGELES 23, CALIF.

## NEW! USEFUL CAPSULE



... creates bright outlook for Capsule Business!

- Capsule won't come apart
- Easier filling (use larger, faster selling items)
- A hundred uses for capsule after emptied
- Assorted colorful and attractive caps

HERE ARE SOME OF THE "EXTRAS" YOU GET WITH PRICE'S USEFUL CAPSULE:

Salt, pepper and sugar shakers! Water bombs! Firefly and insect holders! Powder shakers! Perfume dispensers! Many other uses depending on your imagination! ORDER THE FINEST CAPSULE ON THE MARKET TODAY.

\$5.50 per M

Labels available at your distributor or:

paul a. Price co. Inc.  
55 Leonard St., R. Y. 13, N. Y. (Orlando 7-5147-R)

SAVE MORE MONEY—  
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

## Cig Manufacture Up

Cigarettes manufactured in April totaled 38,271,447,354, an increase of 9.63 from April, 1957, according to Treasury Department. For the first four months of this year, manufacture is set at 147,409,771,732, up 2.42 per cent over the first four months of 1957.

## CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. \$110.00  
STONER PENNY GUM MACHINES, reconditioned 22.50  
STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 110.00  
STONER 8-COLUMN CANDY, postwar 5-10-20 165.00  
NATIONAL CANDY, 9-column 90.00  
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. 85.00  
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

## NATIONAL

VENDING SERVICE CO.

308 Furman St., Brooklyn, N. Y.  
Triangle 5-1857

## THIS WEEK'S VENDING MACHINE SPECIALS

Best Buys In  
ROWE  
Rebuilt and  
"As Traded" Equipment

### REBUILT and REFINISHED ROWE MACHINES

All rebuilt cigarette machines are set for 2 price operation

Converted Diplomat, Manual, 12 col. \$150.00  
Converted Crusader, Manual, 12 col. 135.00  
Converted Diplomat, Electric, 12 col. 135.00  
Converted Piggy Back, Manual, 16 col. 179.50  
President, 10 col. 70.00  
Crusader, 10 col. 80.00  
Candy, 7 col. 135.00  
Candy, 8 col. 165.00  
Pastry, 4 col. 150.00

### REBUILT and REFINISHED SOFT DRINK and COFFEE

Rowe Spacarb D-600 \$450.00  
Rowe Spacarb D-800 475.00  
Rowe Spacarb 4D-53 400.00  
Rowe Spacarb 4D-52 300.00  
Cole Spa TM's 350.00  
Bert Mills 500 200.00

### "AS TRADED" CIGARETTE MACHINES IN WORKING CONDITION

Diplomat Manual, 8 col. \$35.00  
Diplomat Electric, 8 col. 25.00  
National 9M, 9 col. 60.00  
Eastern Electric, 10 col. 65.00  
Eastern Electric, 12 col. 85.00  
Lehigh, 10 col. 45.00  
Lehigh, 12 col. 60.00

### ROWE WARRANTY

Each rebuilt machine carries a full Rowe Warranty and is thoroughly overhauled and clean inside and out. Parts are replaced where necessary and cabinets are repainted. All machines are priced to give you the best buys in both rebuilt and "as traded" equipment.

TERMS: 25% down payment, balance net 30 days—or 25% down payment, balance in 12 consecutive monthly installments at 6% simple interest.

## ROWE

USED MACHINE DIVISION

31 East 17th Street

New York 3, N. Y.

ALgonquin 4-7350



## on BALL AND VENDING GUMS

Same Fine Flavors,  
Centers and Coating  
Direct LOW

Factory Prices

Bubble Ball Gum, 140-170 G 27¢ lb.  
210 ct. 35¢ lb.  
Chicle Ball Gum, 130 ct. 35¢ lb.  
Clor-o-Vend Ball Gum 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. 40¢ lb.  
Chicle Chicks, 320 & 520 ct. 36¢ lb.  
Bubble Chicks, 320 & 520 ct. 27¢ lb.  
Tab (short stick), 100 ct. 38¢ box  
5-Stick Gum, 100 packs \$1.90  
F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS

34 years of manufacturing experience

4th & Mt. Pleasant • Newark 4, N. J.

GIVE TO DAMON RUNYON  
CANCER FUND

**MAN... IT'S OUT OF THIS WORLD!**

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most for profits.

Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.**  
1026 44th Avenue Oakland, California

## OPERATORS!

YOU ARE INVITED TO VISIT OUR NEW OFFICES  
AND WAREHOUSE LOCATED AT

1061-63 TREMONT STREET  
BOSTON 20, MASS.

We are distributors of Oak Manufacturing Machines and carry a complete line of Charms, Ball Gum and Capsules. We shall be pleased to serve you.

AMERICAN NUT & CHOCOLATE COMPANY

PHONE: HIGHLAND 5-9475

## The GUNSLINGER says:

'Have gun, will shoot!'

and this cowboy means it! He's got an action arm that draws a gun real quick while he stares at you from beneath his big ten-gallon western hat! Vacuum plated for glitter, the gunslinger is designed to sell like all westerns do, fast and furious!

\$10.00 per M

\$12.50 per M

(for 5M or more) (less than 5M)

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Ask About Our  
ATLAS  
Finance Plan



The  
**PENNY KING**  
Company

2538 Mission Street, Pittsburgh 3, Penn.

to World's Largest Selection of Miniature Charms

test NATIONAL SALES HEADQUARTERS

WE MASTER PENNY-NICKEL MACHINES

AM MICH



**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

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## United Hypos Plans for Juke, Game Production in England

**Aim: Demand From Pound Sterling Marts for New Phonos, Bowlers**

CHICAGO — Jack Mitnick, United Music Corporation chief, said last week that the groundwork has been laid for production of United juke boxes and amusement games in England.

Recently back from a European business trip which took in nine countries in 30 days, Mitnick said preliminary talks were held with a "manufacturer of commodities" in London. If the plans jell, Mitnick said that this manufacturer, whom he declined to name "at this time," would provide factory facilities for production.

The United executive said he expected to meet again with the London manufacturer within a few weeks, preferably in Chicago, but if necessary in London. He said he hoped that the British businessmen could take a look at the United plant and engineering facilities.

The English factory, according to Mitnick, would produce "machines and components," while the primary assemblies would be made in Chicago. Such components as amplifiers, power boxes and cabinets would be made in England, while the basic mechanism would be made here. Assembly of both games and juke boxes would be done in England.

### For Wide Shipment

From the English plant, new United machines would be shipped throughout Great Britain and the British Commonwealth—that is, to areas dealing in pound sterling.

Mitnick remarked that his quick but inclusive tour of the European coin machine markets convinced him that the demand in Europe today is far greater for new equipment than used. This, he commented, is a reverse of the situation of past years. Previously, he said, European traders wanted

mainly used machines. Now, he noted, they want to scrap or "step down" the old machines and replace them with new, especially in the better locations.

United, said Mitnick, will continue to ship Chicago-made machines direct to such countries as Italy, Switzerland, Belgium, Sweden and Austria. These countries, he explains, have dollars to trade with, and are relatively free of restrictions. France, he said, is in poor position to import U. S. machines. They have an embargo on such U. S. items regarded as "luxuries." A similar situation exists in Great Britain.

Coin chutes for the English-made United machines would be purchased from National Rejectors' European facilities. Amusement game playfields and backglasses and some of the component parts would be made in Chicago and shipped to England.

## Ted Blatt Cites Trend Toward Injunct. Action

NEW YORK — Teddy Blatt, a lawyer with 22 years' experience in the coin machine field, has noted the trend toward injunctive action on the part of operators who feel that their locations have been jumped by rival operators.

Blatt explained that the conventional legal procedure in the case of a location dispute had been to have the plaintiff operator sue the location on a breach of contract and attempt to recover damages based on the unexpired portion of the contract.

He cited the Bernoff-Hirsch case (The Billboard, July 21) as an example where injunctive relief was sought, instead.

According to Blatt, more than just the location revenues are involved in breach-of-contract cases. Blatt pointed out that the depreciation of equipment while the plug is pulled and the litigation is going on can penalize the plaintiff even if he wins his case.

When a plaintiff seeks injunctive relief, Blatt said, the court can order the other operator to stay away from the location until the case is settled.

New York State courts, Blatt concluded, appear prone to grant injunctive relief in cases involving alleged location breaches.

## United Plans Juke Shipments in Sept.

**Mitnick Announces Mid-August Target Date for Production of UPB-100 Model**

CHICAGO—United Music Corporation expects to begin production of its new UPB-100 phonograph in mid-August or late August, with shipments expected to begin the first week in September, Jack Mitnick, UMC head, stated last week.

The unit, second in the firm's line, was introduced for the first time at the recent Music Operators of America Convention in Chicago, last May.

The UPB-100 follows the UPA-100 which was originally introduced by United during 1957, marking the firm's entry into the juke box manufacturing field.

Chief revision is in cabinet design, which was done by industrial designer, Raymond Loewy, and a modified changer mechanism. Like the previous model, selection is made by twin dials.

The announcement by Mitnick of the firm's overseas plans (see separate story) gives at least an initial indication of distribution plans for the phonograph which might be in the offing.

Altho no comment was made by Mitnick on this point, it is obvious that the rich foreign market will

be a strong sales target for the firm.

A big factor in determining the quantity of domestic distribution will be the level of production United is able to achieve in their Chicago plant. A limiting factor in the past, at least, has been the firm's concentration on games output on the assembly line. Plans by the firm to expand their phonograph productive facilities, announced several months ago, are expected to alleviate this situation.

## Edolite Begins Distribution of Stereo Unit

DETROIT—Isadore Edelman, Edolite Products here, launches distribution this week of its new stereo tape cartridge-type playback unit for background music and other locations.

Edelman said last week he has 33 distributors set, and 25 sub-distributors. Outlets will receive both the playback unit and tape cartridge music. He said he expects the stereo unit to become the "number one" Edolite product.

Tapes are leased to distributors for a five-year period at \$20 list per tape. However, distributors can exchange tapes with Edolite at a 50 per cent discount.

The Edolite tape music library is recorded in Europe and imported. The library offers wide selections of regular background music, Latin tunes, standards, and other special programs.

Edolite also has plans to introduce stereo records for 45 r.p.m. phonograph play. Taran Distributing, Miami, has already been appointed a distributor for the 45 r.p.m. stereo disks.

## Tune Talk...

### The Buyer...

**M. (Red) Schaefer**

M. (Red) Schaefer, veteran routeman for Apex Amusement Company, has been part of the Windy City juke box scene since 1937, when he first started working for his present employer as a telephone answer man. Jocular and outgoing, he successively became a truck driver's helper, then truck driver and finally a juke routeman in 1939. "Red," as he's called by everyone (few people know his first name), currently operates a string of some 90 phonographs for Apex and buys all disks for his stops. He prefers to deal with a one-stop. A graduate of Chicago's Forman High School, Red can be found on the golf links or in his garden when he's not running his route.



He's married and lives with his wife and two children in their home in Niles.

### His picks...

#### The Fountains Cry, Nick Noble (Fraternity)

"Here's a case where I strictly went along with the artist. Noble is a local boy with a good following. He was headlining in the Club Hollywood, which is in my territory, and I figured he's good for plays. I think this is a good tune he's got going for him, too. It's had a lot of radio exposure. I tried 25 last week on my route—they did real well. I'm putting on 25 more this week."

#### Wabash Blues, Al Smith (Abner)

"A new release, but an old standard. I find I usually get more money out of standards than new stuff. I've had a few requests for this number, too. 'Blues' is in a honky-tonk arrangement that'll do pretty well on my route. I've had a lot of past success with Smith as an artist, too. The flip side—'Left Field,' is a good Latin American beat tune that ought to draw some plays."

#### I Don't Want to Set the World on Fire, Something Smith and the Red Heads (Epic)

"I bought 25 of this. They'll be moved all around my route—90 machines. Here are two good standard tunes. The flip, 'You Made Me Love You,' is very good, too. This is the sort of thing I like to put in neighborhood taverns, where the people will sing right along with the tune. These are a pair of good old-time melodies that'll draw a lot of plays for me."

"Tune Talk" is a new feature for juke box operators. Each week The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why. This is the second—let's hear what you think about it.

## Two-Way Auto Radio Reduces Service Time

NEW ORLEANS — Two-way radio service between five service trucks and operating headquarters is paying eye-opening dividends for Huey Distributing Company, phonograph and amusement machine operators here, according to J. Mastasi and Albert Huffein, partners.

Huey Distributing Company covers the entire Crescent City, including big Jefferson Parish, which is the largest amusement machine operating area. Before experimenting with communication in this way, Huey was constantly coming up against situations where a truck, just returned from the western side of the city, had to be dispatched again to the same area for a second emergency which had arisen, while the truck was en route. Such duplication of effort and many long miles of extra travel involved led to serious losses, bad enough that it was decided that telephoning in by the serviceman simply would not cover the issue.

### Test Answer Phone

Prior to investing in the firm's own Motorola two-way radio

equipment, Mastasi and Huffein tested Answer Phone Service, a plan which notifies servicemen out on the route to telephone in when a light flashed on the dash of their automobiles. This proved so great a help it was decided to go all the way with an independently owned short-wave radio system whereby every route repairman can be contacted on the job or on the highway with ease.

## Bilotta Bows Speaker Unit

NEWARK, N. J.—John Bilotta, New York State Wurlitzer distributor, is currently marketing a speaker unit mounted on a stand to be used in place of wall boxes.

He explained that the unit, called the Jukette, houses a wall box. One such unit, he added, can be used on location in place of three wall boxes.

The jukette is 16 inches wide, 24 inches deep and 57½ inches high. Price, excluding wall box, is \$99.50. The unit is made for Bilotta by an Albion, N. Y., firm.

## Debate Continues on Juke Copyright Bill

WASHINGTON — The tug of war over the O'Mahoney revised bill to end the juke performance exemption in the copyright law continues in the House Judiciary

during session. No action on the bill may get under way until next week's meeting.

The report by O'Mahoney (D.,

Wyo.) subcommittee on patents and copyrights, squeezed thru the subcommittee by a two to one approval, three weeks ago (Billboard, July 14).

O'Mahoney, author of the bill, is reportedly the center of some heated debating in committee meetings over the proposed legislation to end the juke exemption, and put a ceiling on prospective collection by performing rights societies on juke play.





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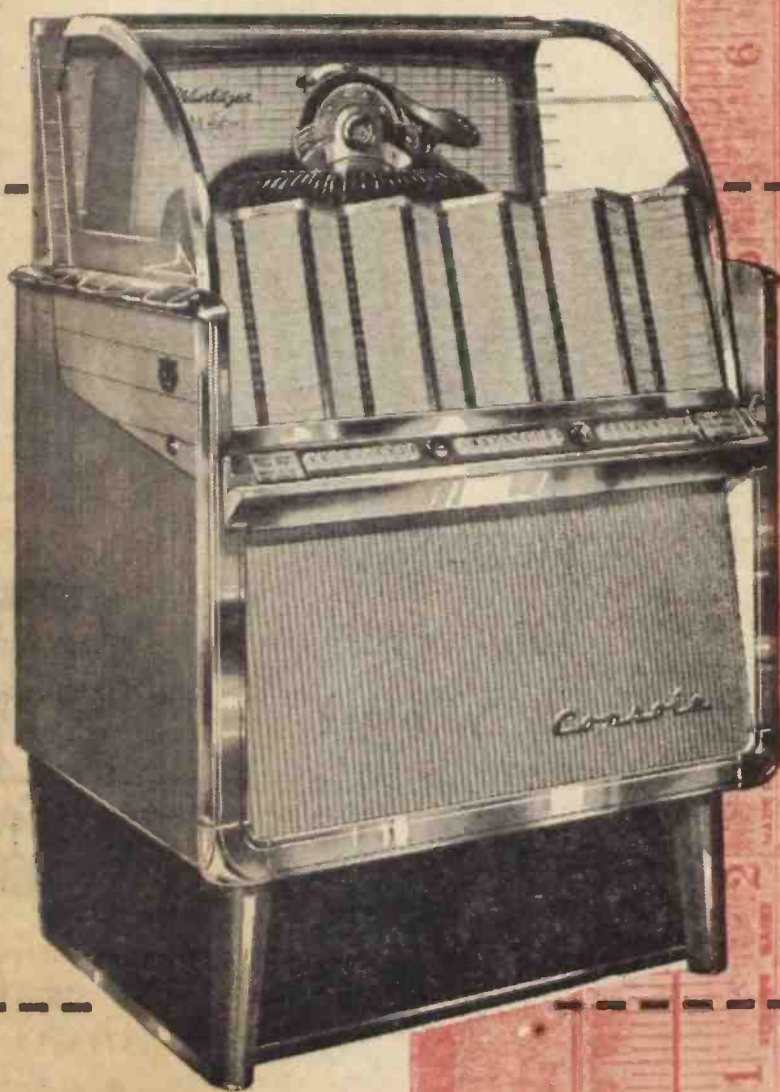
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## COIN CALENDAR

Association Meetings scheduled. Check for changes.

- July 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- August 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- August 4—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit, Mich.
- August 5—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.
- August 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- August 6—Summit County Music Operators' Association, monthly meeting, Akron, O.
- August 6—Music Operators' Society of St. Joseph Valley, 130 North Ironwood Drive, Mishawaka, Ind.
- August 7—California Music Merchants' Association, Sacramento Division, Sacramento Hotel, Sacramento.
- August 7—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown, O.
- August 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.
- August 8—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.
- August 8—West Virginia Music Operators' Association, Inc., Board of Directors Meeting, Martinsburg, W. Va.
- August 12—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.
- August 12—California Music Merchants' Association, monthly meeting, Los Angeles, Calif.
- August 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- August 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- August 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

## AMI Names Ptacek New Kansas Distrib

MANHATTAN, Kan. — A new distributorship, headed by A. L. Ptacek, Jr., large Kansas phonograph operator has been named by AMI, Inc., to service Kansas and 13 counties in Missouri.

The new firm will trade as Bird Music Company, Inc., headquartered at 126 Poyntz Avenue here. Besides Kansas, the firm will service the Missouri counties of Atchison, Nodaway, Worth, Hope, Andrew, Gentry, DeKalb, Buchanan, Clinton, Platt, Clay, Jackson and Case.

Ptacek, long known in local and national juke box circles, is new to the distributing business. He's a long-time board member of Music Operators of America as well as the Kansas Music Operators Association.

The new firm will be housed in a 7,500-square-foot facility offering full parts and servicing departments. Albert Mason is the AMI district sales representative for the region with John Hickman the factory field service engineer.



LOUIS  
PTACEK

## Disk Venders To Bow Soon

NEW YORK — Production on a test run of 100 record vending machines by Columbia Records has gotten under way, while another record vending machine manufacturer, Vend-A-Disk, is scheduled to begin production, in 60 days.

The first 100 Columbia machines, called Dial-a-Disc, will be used by the record company on test locations, after which full production is scheduled. A Columbia spokesman said the firm has thousands of advance orders.

Making the 10-record selection machine for Columbia is Holley Associates in Merchantville, N. J. The machine has a capacity of 200 records and will list for \$595. The unit will be marketed thru

(Continued on page 98)

about 350 units, in addition to a route of 400 amusement machines in Western Michigan. Fabiano comments on plans for growth—"I intend, of course, to keep on buying more, and adding new machines and locations continuously."

## PLOTTING SUCCESS

### Yearly Disk 'Cycle' Aid to Programming

TUSCON — One important point in programming of records, which will pay dividends for an operator, is maintaining a cycle tally of which numbers were popular by type of music rather than specific artists, according to Ben Ruess, phonograph operator here.

Ruess, a veteran of 10 years in the field, has found that often music tastes vary in sharply designed cycles, even tho the particular numbers involved may be quite different. In January and February of any given year, for example, he's found more emphasis on the jump type number while in summer, phonograph fans seem to prefer less lively, more soothing records.

To capitalize on the fact, Ruess during the following January and February will usually program numbers which fall into the same general category, even tho they may not be hits at the time. By continuously testing this idea over the period of five years, Ruess has found that he can schedule a wide variety of records through the year with fair surety that they will get results, even tho the number has not yet appeared on the pop charts.

#### Keeps Recap

Ruess keeps a day by day recapitulation, thru the year, of every record which went into his locations, and then, during the following year, he checks over this information prior to changing records in any spot. It may be, he

points out, that at first glance, the records involved show very little promise. If, however, they are generally similar to those which were installed at the location a year previously, they invariably return a worthwhile play even tho the customer in general may be familiar with the numbers.

#### Cite Examples

The Arizona operator cites numerous instances to support his thinking. For example, he was getting play on a piano instrumental during May which caught the public fancy because it was somewhat similar to the "Crazy Otto" recordings which brought in top play on the year previous.

In another instance, Ruess noted that in several night club locations, organ music had been particularly popular. For the same period during the next season, he located some similar organ numbers, put them in the same location and even tho there were no particularly popular organ numbers on the charts, these produced returns almost equal to chart favorites.

"The important thing is to remember that while tastes change pretty rapidly, they are likely to follow the same pattern year after year," Ruess said. "If we simply go by last year's records, and attempt to give the phonograph customer the same general menu as the previous year, exclusive, of course, of new hit numbers which are currently popular, the phonograph will show a generally better return over all."

## Memphis Juke Total Levels At '57 Mark

MEMPHIS — A total of 890 phonographs were licensed in Memphis as of June 30, Sloan O. Craig, collector of licenses and privileges, reported last week. Craig said this compared to 952 music machines licensed as of December 31, 1957.

Operators and distributors questioned pointed out that the apparent decrease of 62 machines is not significant because more machines will be licensed later on this year and by the close of 1958 the figure should top 952.

Some operators' licenses do not come due during the first half of the year and wait until they buy licenses to add machines, it was pointed out. The recent mild recession was responsible for some decline, however, operators said.

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## Fabiano Acquires 250 Jnit Bush Music Route

By HAL REVES

DETROIT—The acquisition of Bush Music Company by the newly formed Fabiano Sales and Service Company was confirmed this week. Frank R. Fabiano, sole owner of the new company. This marks one of the largest transactions in the motor city coin machine industry. Bush Music has been owned and operated by Victor J. DeSchryver and Linden F. Bush, and currently has about 250 jukeboxes. The firm had a retail record and music store, which is now being taken over by the newly formed Bush Record and Sales Company, with the same owners, to carry on this phase of the business.

#### Pioneer

Bush Music is the direct successor to the pioneer Marquette Music Company, founded in 1891, and is the oldest music machine operation in this territory, and possibly in the United States—almost

certainly the oldest under continuous one-family operation until the present time. The company was founded by the late John A. Marquette, to operate the numerous types of mechanical pianos once popular, and shifted chiefly in the 1920's to juke boxes in the modern sense when they came out. At its peak, the company was reported to have about 1,500 juke boxes on location, and had a staff of 28 or more employees. The company was at one time distributor for Wurlitzer.

Subsequently, active operation of the company was taken over by a brother-in-law, Harry E. DeSchryver, who remained in charge for many years, and subsequently by Victor J. DeSchryver, who is a nephew of both Marquette and the elder DeSchryver. John Marquette died during the 1940's, but had been inactive with the company for a number of years. Linden Bush subsequently joined the partnership.

#### New Owner

The new owner, Frank R. Fabiano, is a major operator and distributor of equipment, including Rock-Ola juke boxes, with headquarters in southwestern Michigan at Buchanan. He opened a major branch in Detroit this past winter, forming the Fabiano Amusement Company, which became a juke box operation, and Fabiano Distributing Company for the distributing end of the business. Both companies are now merged in the new Fabiano Sales and Service Company.

Lou Nemesh, well known in the industry, continues as manager of the Detroit office. The merger boosts Fabiano's juke box route to

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# Coinmen You Know

... were wide open at First Coin Machine Exchange last week, with operators flocking in from miles away to get a look at the new Chicago Coin Machine game, Croquet. Most of the operators also took a fling at playing the game, a combination of pool and croquet. Among the visitors were Morrie Rosensweig, Spring Valley, Ill.; William Helgers, Mellott, Ind.; Si Kase, Kankakee, Ill.; Joe Wodziak, Bud Emrich, Phil Levine and Lou Koren, Chicago. Joe Kline, Fred Kline, Sam Kolber and Marv Rosenstein, all acting as hosts at First.

Asked where he's headed next, Al Thoeke, veteran United Manufacturing Company roadman, reeled off a list of States that sounded like a Congressional roll call. Conclusion: Al's visiting all the States west of the Mississippi in the next few months. Ralph Sheffield also getting ready to hit the road again for United.

New at Herb Perkins' Purveyor Distributing Company are Bob McKelvey and Earl Kasper. Herb's busy moving his Tru-View color TV screens, as well as games and jukes. Isador Edelman, Edolite Products, Detroit, in town between planes last week, and announcing a new line of stereo tape playback units for background music spots.

Marjorie Robinson, president of South Central Novelty Company is vacationing in Europe. Corporation secretary and route manager Moses J. Proffitt is home shouldering the full load. ... Wally Finke, of First Coin, was an interested spectator at the National Association of Music Merchants' convention here, even attending the Thursday night banquet last week.

Another busy exec at the NAMM show, Ed Ratajack, AMI sales veep. The firm was showing their home phonograph line to the retail merchandising trade. ... Bob Slifer, new head of the National Coin Machine Distributors' Association is getting settled in his new quarters in Chicago at 30 North LaSalle Street. Slifer last week was busy getting out the NCMDA publication.

## IR Clarifies Coin-Operated Amusem't Tax

• Continued from page 3

a central studio, on a manually operated phonograph. If the coin directly activated the play, the device would then incur the tax.

Neither does such a "terminal device" incur the occupational tax customarily levied on coin-op amusement machines maintained on premises. Finally, if the control remains at all times in the hands of the central studio providing the music, the take from the coin-boxes themselves will not incur the communications tax generally imposed on wire and equipment service.

The only tax involved would be one of the central music studio company for the communications levy on leased wire service. This would be on all amounts paid the telephone company for use of its facilities, in connection with the music program service.

Request for the ruling was made by a firm furnishing recorded music service via coin-op device in various locations.

## Washington

By DELORES NEWCOMB

Heavy rains hitting this area have not hurt the coin machine business yet. Roger Squitero, treasurer of Hirsh Coin, says collections are holding up well. "Effects of the rains might show later," he says, "but we doubt that they'll take much of a bite." Phil Mason, the company's vice-president, recently returned from a Miami vacation. Hirsh de La Vez has returned from Shawnee-on-Delaware, where he attended Fred Waring's get-together for people in the music business. ... Squitero says that vacationing coin operators make it difficult for the Washington Music Guild to hold regular meetings. He believes that the Guild's reorganization plans will be finalized by fall.

James Bowen, manager of the local Kwik Kafe outlet, says business has been off slightly the past few months, but is beginning a gradual improvement. Bowen says that many small business locations have been hurt, and that their hard times dribble down to Kwik Kafe. ... The Game Room at Washington's National Airport is "doing very well," says owner Michael Bushdid. Vacationers flooding the Capitol keep the Room busy.

## Milwaukee

By PENN OLLMANN

Carl Staska, L. R. Distributing Company, just back from his northern Wisconsin vacation, is bragging about the fine limit of

walleyes he caught. ... Arnie Cutler, Hilltop Coin, is back from his vacation in time to allow his co-worker Bob Grams to take off for his two-weeker. Jerry Groll's wife is out of the hospital, according to word from the Paster Distributing Company.

Sam Cooper, Paster Distributing Company manger, is packing for a two-week vacation jaunt to northern Minnesota with his family. Taking charge in his absence will be Herman Paster. According to Sam Cooper, music equipment has been selling well this summer, but games have been lagging. According to City Hall figures, a total of 82 taverns closed their doors when the July 1 license renewal date showed up.

Jim Skiba, Music Mart counter-man, is off on a week's summer vacation. Another vacationer is Joe Hillar, United, Inc., music and games mechanic. ... June meeting of the Wisconsin Phonograph Operators' Association—scheduled to take place in Wausau—was suddenly canceled. No date for the next meeting has been announced.

P. & P. Distributing Company's disk buyer Mary Humiston and husband Don recently moved to Tucson, Ariz. According to route foreman Carl Betz, the record buying chores are now being handled by the route collectors. Joe Belligrino's son is spending his vacation period filling in while the P. & P. staffers take their summer trips. He is a student at Marquette University.

Local coinmen currently on vacations include Arnie Cutler, of Hilltop Coin Machine Company, and Lucian Scaffidi, P. & P. Distributing Company. ... Asher Rabi and Carl Millman are preparing plans to set up a battery of vending machines to handle sales of candy, ice cream, soda, fruit drinks and cigarettes at the new Capitol Court Kiddietown. Installation is due to open shortly after July 1.

## Boston

By CAMERON DEWAR

The annual vacation period has removed many familiar faces from Coin Row, but business seems to have picked up remarkably despite the tag end of the recession and the high temperatures. ... There's a constant coming and going, but it's not all for pleasure, since some distributors and operators are combining business with pleasure.

At Redd Distributors, Al Levine is holding the shop open while Bob Jones is on vacation in Cape Cod. Credit Manager Charlie Brant has the office force wondering. He went off and told no one where he was going. ... Bill McConnell of Automatic Merchandising Corporation has decided to take long weekends instead of a full-time vacation. It won't be so tough since he lives by the shore of the beautiful Mystic Lakes in Winchester.

Louis Blatt of Atlas Distributors is keeping the customers regaled with his big catches on his successful fishing trip in Canada's Laurentian Park. He went with his good friend, Town Manager Bob Rhodes of Ashland, N. H. Louis says there was snow all over when they arrived, but the weather cleared up, and it became as

(Continued on page 98)

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## WELCOME CHANGES

### New Play Ideas Up Five-Ball Interest

CHICAGO—The venerable old game of pinball, played with five metal balls, a ball plunger, bumpers and ball holes, is taking on some welcome touches of originality.

Through the years very few changes have been made on playfield and backglass to the extent that one five-ball pin was pretty much like another. Distinguishing marks were the varied backglass screenings used, the name of the game and the arrangement of the ball bumpers and ball holes on the playfield.

Such standardization has paved off in some respects. Players didn't need to stop and study the scheme of the particular game they were playing, because what happened in one pinball happened on all other models too. This doubtlessly helped to popularize the game over the years.

#### Break With Past

The pinball on location today has been and still is basically the same game, from the standpoint of play features, as the game of four years ago. But this year's new models have broken with the past in one respect:

The latest new five-balls, including those of Bally, Gottlieb and Williams, have incorporated

some individualistic touches. And, according to reports from the field, the new ideas are welcomed by operators.

Roto Pool, the latest Gottlieb five-ball on the market, has, for instance, added a new backglass scoring device featuring 15 numbered, plastic pool balls. The balls light up individually as hits are made on targets, bumpers and roll-overs on the playfield, corresponding in number to the pool balls.

The newest Williams game, 4-Star, has the player "selecting" a number by shooting a ball thru a roll-over at top of the playfield, then attempting to hit corresponding ball bumpers and roll-overs to build up scores. Stars light up on playfield as each hit is made, a string of stars awarding replays.

#### Light-Up Map

Most individual of the new five-balls is the Bally U. S. A. game. A map of the U. S. decorates the backglass and plays an integral part in the scoring system. Players shoot to light up cities on the map corresponding to numbered bumpers on the playfield. Nine cities are connected with a red line, nine with a yellow. Player gets bonus scores for lighting up both lines of cities.

Still other 1958 five-balls include unusual play gimmicks. Williams' (Continued on page 97)

## UNITED LOOKS TO BRITAIN

CHICAGO—United Manufacturing Company is laying the groundwork for production of amusement games and juke boxes in England, Jack Mitnick, United executive, said last week.

Back from a 30-day European trip, Mitnick said he has negotiated with a London manufacturer to produce United games and juke boxes for shipment throughout the pound sterling area. (See story in Music Machines section)

## Court Grants Postponement In Union Case

NEW YORK — A second postponement in the action brought forth by the Game Operators of New York against Local 266, International Brotherhood of Teamsters, has been granted in New York Supreme Court.

The association seeks a permanent injunction which would prohibit the union from picketing locations serviced by its members.

Al Ferber, CIO president, said that in applying for the postponement, the union signed stipulations agreeing to desist from picketing until the decision on the temporary injunction is handed down. The action is returnable Monday (28).

## St. Louis Loans: 'Everybody Does It'

Locations Ask Ops for Much as \$3,000; Trade Satisfied With 50-50 Arrangement

By JOHN H. MICKS

This is another article in a series on game operator loans and commission practices in cities across the country.

ST. LOUIS—"Everybody does it," is the way operators here sum up the problem of loans to locations.

The practice here is not new, but exists in a different form than in most other cities. Loans are not made directly by operators because such practice is not tolerated by the State liquor excise commission.

Arrangements for loans to locations are made by operators with loan associations and banks where they have accounts. Because of the competition for locations here, arrangements for loans have been made for several years.

Operators who secure loans for merchants generally have to be co-signers. As a rule, payments of the loans are taken by routine from collections after the split is made, and deposits are made by operators to the lending agency.

#### Some Don't Repay

Tony Knapp, manager of Central Distributors here, said the problem is serious "because some merchants never get off the hook." If the location is any good, he said,

the operator has to come up with a loan.

Knapp said loans arranged by operators may vary anywhere from \$100 to \$2,000 or \$3,000.

Louis D. Morris, president of the Missouri Amusement Machine Association, said loans to locations are generally for improvements of the establishments—improvements made to attract customers from competitors.

Operators here generally stick to a 50-50 split of receipts with their locations, and the arrangement has been profitable to both, traders report. As a rule, the commission does not vary for different types of games.

Despite keen competition, the 50-50 split prevails. Morris said there is talk of giving lower commission to locations, but stated he does not approve of it because "the time has not yet come for that." No "front money" arrangements were reported by operators.

Knapp, on the other hand, believes it would be desirable to let the commission given locations to compensate operators for the high cost of equipment.

## United Bows Pixie Bowler, 7½ x 2-Footer

CHICAGO — Pixie Bowler, a new short-length ball bowling game, is in shipment this week by United Manufacturing Company.

The 7½-by-2-foot game used a ¾-inch rubber ball and features regulation scoring. Backbox is five feet high.

Ball returns on riser at playing end of alley. Alley is two feet from lane.

Pixie, according to Bill DeSehn, sales manager, is relatively low-priced.

United is also in shipment on its Playtime Bowling Alley, a full-sized ball bowler available in 13 and 16-foot lengths expandable with four-foot sections to 17 or 20 feet. Playtime has player-option of easy or normal strike play.

## DON'T BE SUMMER SHUT-IN

### 165-Game Operator's Advice: Move To Lake Spots, Keep Switching

By HAL REYES

DETROIT—The "moving business" may be a better description of his operation than "coin machine business," says Delisle L. Lodico, owner of D & L Coin. He has one of the largest Arcade-type equipment-operations here in addition to a smaller music route—about 165 pieces of Arcade equipment in 100 locations.

He's been able to avoid any serious drop-off in receipts during the summer months thru two basic methods:

1. Changing equipment frequently from one location to another.
2. Moving into lake spots or resort and summer-type locations for the summer season only.

This is Lodico's second summer with lake spots, and he's convinced of the importance of going after this type of business. He finds it offsets the usual slump at city-type spots. Lodico has five lake spots this year and plans to expand still more. But he's holding back to some extent, taking only the number of spots he can efficiently manage.

#### Plant Expansion

A steady program of route-build-

ing by buying equipment will put him in position for further expansion next spring. He expects to establish more spots in the same general lake area, making the considerable added distances to serve his route more profitable to handle. With added equipment, he hopes to operate in about 10 lake spots in 1959. In the meantime he feels over-expansion could lose good will thru inadequate service and increased operating costs because of the distances covered.

Lodico has a staff of two full-time and one part-time men who move his equipment, one full-time and one part-time collector, a special serviceman who works weekends, assistance from his brother in collection, and service as needed from Sanders Service Company, headed by Tony Sanders. Lodico himself devotes his own time largely to contacts.

There is a definite promotional program timed with the introduction of new equipment—such as the recent introduction of bowlers and pool tables. Lodico sent out 2,000 brochures in one case, 1,600 in the other, to all bars in the area, using the classified telephone directory as a mailing list. The percentage of response was around 1 per cent—which he considers very satisfactory, because he is seeking permanent locations, not one-time sales. "One good stop alone would pay for the entire mailing," he says, evaluating it against collections.

#### Big Spots Differ

His typical location has from one to three machines. In the lake spots, they run from 5 to 30. There is an important difference with the big lake spots, which approach

(Continued on page 96)

## N. Y. State Guild Holds Meetings

NEWBURGH, N. Y. — The sixth annual dinner-dance of the New York State Operators' Guild, held last month at the Grossinger Country Club, was the most profitable affair the organization has run to date, according to Mike Mulqueen, who was chairman of the event.

Mulqueen delivered his report at the Palantine Hotel here Wednesday night (16) at the NYSQC monthly meeting. He was given a standing ovation by the membership.

Attending the meeting were Jack Wilson, George Shapiro, Nick Kuprych and Les Smith, all of Newburgh; John Nuccitelli, Tom Cobel and Mrs. Gertrude Browne, all of Beacon; Dick Wenzel, Port Ewen; James (Pie) Haley, Middletown; Mike Mulqueen, Walden; Joe Reich, Tannersville; Murray Cohen, Woodbridge; Tom Grace, Glasco; Steve Nekos, Kingston, and Lou Werner, NYSQC counsel.

## Bumpo Game, Hit at MOA, Due to Ship

UNION CITY, N. J.—American Shuffleboard Company is in production on the revised version of its Bumpo combination pool, shuffleboard game, first shown to the trade at the MOA Show in Chicago earlier in the year.

Shipment of the new game, according to Sol Lipkin, American executive, is due in 10 days to two weeks. He reported that locations did well with the game. Distribution will be coast to coast.

Bumpo consists of a nine-foot long playfield board with players shooting balls with one stick from one end. Object is to land balls in high score areas designated by number, and, in addition, to land balls on special bonus spots within these areas. Two electric ball bumpers, located between the first and second score areas, also register automatic scores when hit.

The new, revised model is set for four-frame play, with 32 ball shots per game. Balls can be hit as hard as desired, as they are braked by mechanical action.

Lipkin said the game requires little maintenance and should be legally acceptable through the country.

## Standard Financial Earnings Hit Peak

NEW YORK — The Standard Financial Corporation, a financing and factoring house which specializes in the coin machine industry, reports that the company earned a record \$389,461 for the first six months of this year.

This compares with \$306,949 for the first six months of 1957. Second-quarter earnings were \$185,225, compared with \$138,010 for the second quarter of 1957.

## SHOOT BALL THRU HOOPS

### Chi Coin Ships Croquet, New Type Pool Game

CHICAGO — Croquet, a coin-operated version of the game which bears the name, played in pool game fashion, was shipped to distributors last week by Chicago Coin Machine.

The game is played with cue sticks, pool balls and croquet hoops, and is set up on a miniature pool table without pockets.

Up to four players can compete in the game. Two different-colored pool balls are used, one team or player shooting one ball, the competing team or player the other. Object is to shoot ball thru

hoops labeled 1 to 12 in numerical order, then sink ball into "finish" hole. Player or team first accomplishing this wins the game.

#### Skill Shooting

Simple to understand, the game, however, is not as easy as it looks at first glance. Rubberized bumpers grip the arches of each hoop, permitting only perfectly aimed shots to pass thru. And many of the shots call for a rebound off cushions or bumpers. Then, too, as in the actual game of croquet, competing players have

(Continued on page 97)



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## Don't Be Summer Shut-In

• Continued from page 95

the status of an independent Arcade. The big lake stop he now operates does not have the equipment moved regularly—he leaves it in for the summer, since the variety of pieces concentrated there provides the essential element of novelty which would otherwise require frequent moving of equipment. For this spot, a special building about 20 x 36 feet was erected to house the machines.

"I feel that to keep Arcade equipment profitable, it must be moved frequently," he said. "Otherwise it will level off at too low a level to bother with. We take in all the 'curious' nickels and dimes. People will come in and spend money to try any new machine once. It can be the oldest machine in the world, and make money because it is different."

He cited an old Heavy Hitter, a small pinball about 12 x 24 inches—for which he paid \$20. The first week it grossed him \$80. A month later, the take was down to \$6 a week—which would still be profitable on his investment, but he pulled it out to replace with something that would be fresh and new in its appeal—and put the Heavy Hitter in a different spot where its gross would again soar.

There is no standard formula for changing machines. Lodico works primarily on the basis of an individual collection card for each machine, which shows installation and collection dates, with columns for gross, net, and accumulated receipts, and for remarks. He studies each column and evaluates the business the machine is doing over a period. The accumulated column is a guide to whether the machine has yet paid off in relation to the investment, while the gross and net columns show the rate of activity. By careful study of these cards, he determines when to move a machine.

## First Week Deceptive

"In Arcade equipment, the first week is always fabulous," he cautions—and the operator should not be misled by that first "miraculous" week.

Collection is made weekly on most locations with Arcade equipment. In the big Arcade operation at the lake, it is made every night, however. Each individual machine performance is recorded. On steady type spots, like year-round bar locations, collection is every two weeks.

"Efficient service has helped us grow," Lodico stresses. The company advertises the availability of 24-hour service. Both Lodico and his brother go out regularly to spot-check the condition of their machines on location—some important stops may be visited two or three times a week, others very rarely, according to conditions. The collectors do not do service work. A preventive service program is not important in this type of operation, Lodico believes, but immediate availability of service is stressed.

The "remarks" column on the collection card is used to report trouble with the machine, and a review of this column provides a guide to the need for special service. If a unit continues to give trouble, it is scheduled to be brought in for suitable overhaul. Usually this is done when the machine is moved—with the frequency which is a basic element of Lodico operations, this will be usually within a short period. It is brought into the shop, given a thorough mechanical check-up, repairs as required, painting and varnishing. He estimates that this is done on an average of once for every 15

moves made on a given machine.

By keeping on the move, and putting into practice Michigan's slogan as the "water wonderland" by going out to the lakes, Lodico is effectively meeting the prevalent summer slump.

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# Koondel Reports Summer Collections Ahead of 1957

NEW YORK — Al Koondel, who operates the Empire Automatic music and game route in Brooklyn, reports that collections this summer are running ahead of last year.

While the coin machine future in general is none too bright, a couple of local factors have contributed to take the edge off the recession here — at least as far as coin machines are concerned.

One is the departure of the Giants and Dodgers to the West Coast. A year ago, neither of the two National League teams was pulling too well at the gate. But television was another matter.

**Video Fans**

Fans who wouldn't think of taking a trip to Ebbett's Field or the Polo Grounds were rabid video routers, and when night games were played the tavern television set had better be turned on.

The result was that no music was played on many tavern locations while the ball game was in session, and the games got little action.

This year, only the Yankees are in town, and, except for certain

areas in the Bronx, the American League club doesn't attract the tavern video audience that the Giants and Dodgers did.

Less TV

The result is that fewer persons are watching baseball in taverns, and more money is being deposited in the coin boxes.

Another factor helping collections in the city is the fact that fewer people seem to be going away for extended vacations this year.

Maybe it's the recession, but many New Yorkers are settling for long weekends. According to Koondel, this means that while weekend revenues are probably behind last summer, week-day collections are up, and total revenue is running ahead.

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**Chi Coin Ships**  
• Continued from page 95

the right to spoil the opponent's set-ups by knocking away or blocking a ball.

Player gets an extra shot every time he makes a hoop; thus each player continues to shoot until he fails to make the next-numbered hoop. Theoretically a player can finish a full game by making all 12 hoops and sinking his ball before his opponent gets a shot off—but this very seldom occurs.

Play begins by shooting ball off a spot in front of the finish hole, and play ends when one player sinks ball in the hole. Player sinking ball into hole before making the number 12 hoop forfeits the game.

A ball deliberately shot thru a hoop out of numerical order gives opponent an extra shot.

Croquet is 39 by 72 inches (approximately bumper pool table size). Table is console type. Eight hoops are included on table top, some scoring for two different numbers. Hoops are made by shooting ball thru one end only as indicated by numbered arrows.

Coin chute is set for dime play, with 20 cents (two dimes) required to begin each game. Thus each player or competing team of two players inserts a dime.

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**New Play Idea**  
• Continued from page 95

Satellite, introduced early in June, features the figure of a Sputnik on the backglass which flashes across the glass as scores are made. As it flashes, the face of a monkey lights up within the Sputnik.

Gottlieb's Rocket Ship, bowed early in May, has player shooting balls up playfield in two stages, utilizing a set of "booster" ball flippers in addition to the usual pair. This ties in with the game's "outer-space" theme.

If the success of the current crop of new five-balls is any indication, the trade can expect more of the "unusual" from five-ball manufacturers in the future.

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See Your Distributor or Write

**VALLEY SALES CO.**

(Sole Affiliate of Valley Mfg. Co.)  
333 Morton St. Bay City, Mich.  
Twinbrook 5-8587

GIVE TO DAMON RUNYON CANCER FUND

## COINMEN YOU KNOW

• Continued from page 94

good as the fishing, which was excellent.

Marshall Caras is kept busy at home with his new son and his sizable garden. Salesman Dave Risken is another who is favoring Cape Cod for his vacation.

Ed Ravreby of Associated Amusement, Inc., says they have been well patronized since moving to the new quarters. He says he is spending the summer trying to convince operators to buy only what they need. Ben Ross of Grayben Vending Company is taking all the time he can to enjoy his new power boat in the surrounding waters. Cyrus Jacobs of Interstate Music Company just back from 10 great days in Maine.

### Jackson, Miss.

By ELTON WHISENHUNT

Clarence Spain, Spain Amusement Company at Tunica is diversifying his music and game route, decided cigarette vending was the best to go into. Frank Steed, partner in Steed and Hearn Music Company at Clarksdale, also has a sideline—piano and organ business. He recently installed a \$10,000 organ in the First Baptist

Church at Helena, Ark., reports the organ works perfectly and the church people are highly pleased with it.

Joe P. Lavene, Lavene Music Center at Clarksdale, has a lot of farm land as a sideline. It's in cotton, but excessive rain has caused most of it to stalk and will cut down on the cotton production, something that has disturbed him recently. Alex Allegrazza, partner with his brother Johnny Allegrazza in Ace Music Company at Shaw, returned with his wife from a Miami vacation recently.

Pete Manos, PM Music Company at Greenville, enjoyed a vacation with his family in New York recently. Pete has a sister living there. Chester Richardson, Richardson Music Company, remodeling a night club he owns at Greenville, for reopening this fall. Paul Maucelli and his wife attended the National Junior Chamber of Commerce Convention in Los Angeles in June. They rode on a chartered bus to the West Coast with other Jaycees. The bus had a blow-out and Paul and his wife were slightly injured.

Henry Smith, Smith Music Company at Greenville, was recently busy putting a big shiny new phonograph and 12 wall boxes in the swank new restaurant adjoining the Al-matt Motel at Greenville. John King, King Music Company, Greenville, will operate the VFW Club at nearby Leland.

### New York

By AARON STERNFIELD

Delores Brown, secretary at the Music Operators of New York, last week became the wife of Al Tripo, New York lawyer. The couple plan to take an August honeymoon to Cape Cod, after which Mrs. Tripo will return to her duties at MONY.

Bernie Boorstein, vice-president in charge of operations at Leslie Distributors, reports that the one-stop's new Freeport, L. I., outlet is doing a healthy operator business, but retail trade is slow because of road construction in front of the building. Phil Steckel, manager of Leslie's New York branch, is on an Atlantic City vacation with Mrs. Steckel.

The Hartford, Conn., branch of Runyon Sales held an AMI service school last week, with Paul Calamari, AMI field engineer, in charge. Greeting the operators were Irv Kempner, of the New York office; Nat Gutkin, service manager, and Dick Laurel, his assistant. Morris Goldstein, Runyon's New York service manager, is vacationing in the Catskills.

Atlantic - New York shop personnel are back from their

### Disk Venders

• Continued from page 93

company-owned and independent distributors.

#### Vend-A-Disc

The Pan-A-Vend machine, called Vend-A-Disc, will be made on contract by the Johnson Fare Box Company, Chicago, and by the Sterling Precision Company, Port Washington, L. I., N. Y. The machine has 20 selections and will list for \$645.

Pat Kelley, Vend-A-Disc president, said that he is in the process of setting up a distributor organization and some 20 distributors will be announced soon.

two-week vacation. Gordon Howard, Atlantic's Westchester County salesman, left this week for a Maine vacation.

Abe Lipsky, at Sandy Moore Distributors, reports that Hank Peteet is in from the Wurlitzer factory for a week. Claire Morano, of the Associated Amusement Machine Operators of New York, and her husband, George Morano, leave for three weeks in the Virgin Islands. The Morris Wurtzels have left for their second honeymoon at Niagara Falls.

Ray Knoss, Arrow Music, is vacationing in up-State New York. Tom Greco, Glasco, N. Y., reports that business is picking up in the Catskill Mountain resort areas.

### Denver

By BOB LATIMER

Jack Wyscaver, who operates a Greeley, Colo., music company, visited Denver distributors in May, voicing a familiar complaint: despite the general thought of "recession" and slow times, the Cloverleaf greyhound racing track nearby is drawing an all-time record volume of patrons, which, of course, is being subtracted from the phonograph and amusement machine-play public. Bert Orr, of Laramie, Wyo., bought several pieces of new and used equipment from Mountain States Distributing Company last week. Paul Ackley, formerly an independent phonograph operator, has joined the staff of Modern Music

## READY FOR LOCATION

### WURLITZER

1300	\$565.00
1900	645.00
1350 AP (as is)	95.00

### SEEBURG

Original VL 200 (like new)	\$650.00
Model C	345.00
Model R	535.00
100 Sel. Wall Boxes, Chrome	32.50

### AMI

C-200	\$510.00
-------	----------

### BINGOS

Tropics	\$ 35.00
Starlet	95.00
Pixie	70.00
Brazil	175.00
Gayety	55.00
Variety	65.00
Caravan	105.00
Surf Club	45.00
Star Dust	125.00

### ARCADE

Telequiz	\$ 55.00
Bally & United 14' Bowlers	395.00
Ex. Star Shooting Gallery	75.00
Ex. Shooting Gallery	45.00
C.C. T.V. Bowlers	555.00
11-Ft. C.C. League Bowlers	395.00
Keeney American Shuffle Alley	125.00

1/4 down, balance C.O.D.

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: ME1906-5-1593



If you're out to make a dollar  
all you gotta do is holler  
for **WORLD WIDE Buys!**

!! SPECIAL !!

United 14' BOWLING ALLEYS . . . \$345

## WANT TO BUY

SEEBURG M-1008's—

C's—R's—J's

ROCK-OLA 1446—1448

—1454

A.M.I. F-80—F-120—G-120

CHICAGO COIN ROCKET SHUFFLES

LATE BASEBALL GAMES

WILL TRADE

United Royal—Bally Strike  
Bowling Alleys—Gottlieb 5-Balls  
—Bally Bingos

## BINGO GAMES

MISS AMERICA	\$495
SUN VALLEY	825
SHOWTIME	375
KEY WEST	285
BIG SHOW	245
DOUBLE HEADER	225
PARADE	215
NITE CLUB	175
BROADWAY	155
BEACH BEAUTY	125
MIAMI BEACH	110
GAYTIME	95
GAYETY	75
BIG TIME	75
VARIETY	75
BRAZIL	175
SOUTH SEAS	155
MONACO	155
STARDUST	125
STARLET	95
SINGAPORE	75

## Multiple Player 5-BALLS

4-PI. FALSTAFF	\$395
4-PI. MAJESTIC	345
4-PI. REGISTER	255
4-PI. SCOREBOARD	175
4-PI. SUPER JUMBO	245
2-PI. BRITE STAR	195
2-PI. WHIRLWIND	375
2-PI. SUPER CIRCUS	325
2-PI. CONTINENTAL CAFE	275
2-PI. FLAGSHIP	255
2-PI. SEA BELLES	225
2-PI. FAIRLADY	225
2-PI. TOREADOR	195
2-PI. GLADIATOR	175
2-PI. TOURNAMENT	155

## Single Player 5-BALLS

ROCKET SHIP	\$310
CRISS CROSS	295
STRAIGHT FLUSH	275
SILVER	255
WORLD CHAMP	225
ROYAL FLUSH	210
ACE HIGH	195
AUTO RACES	185
RAINBOW	175
CLASSY BOWLER	165
DERBY DAY	145
HARBOR LITES	135
FRONTIERMAN	125
TWIN BILL	110
DIAMOND LILL	75
REGATTA	75
HAWAIIAN BEAUTY	75
JOCKEY CLUB	75

Immediate Shipment

NEW FISCHER SLATE-TOP POOL TABLES  
with "VISIBALL" FEATURE! Order Today!

All Equipment in Stock—Prompt Shipment!

Cable Address  
"GAMES,"  
Chicago

Terms: 1/3 Deposit, Balance  
Sight Draft.



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Chicago 47  
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CABLE ADDRESS: "GAMES"

## INCREASE COLLECTIONS— SHOW ALL THE SELECTIONS—

with

## ← SPEED-READ

The NO DRUM—NO TURN

## PROGRAM HOLDER

for V-200 and VL-200



Complete

\$34.50

F.O.B. Chicago

• All 200 Selections Clearly Displayed!

• Factory-Type Curved-Contour Provides Full Visibility  
of Mechanism, Easily, Quickly Installed.

JANCOR ENGINEERING CO.

203 N. WABASH AVENUE

CHICAGO 1, ILLINOIS

## MAKE THIS YOUR COIN-MACHINE HEADQUARTERS FOR ANYTHING YOU REQUIRE—new or used

### ARCADE EQUIPMENT

Balloon-O-Mat	\$175
C.C. Miami Shuffles	75
Gypsy Grandma, Genco	295
Gypsy Grandma, Decco	325
Midget Movies	125
Motomax	395
Moto. Flip Pictures	39
Panorams	325
Rock N Roll	50
Ringer Roll	95
Sidewalk Engineer	175
Sweet 21	125
Un. Midget Alley	Write
Wms. Ten Strike, new	Write
Wms. Jumbo, new	Write
Wms. Four Bagger	250

### 5-BALL PIN GAMES

Blonde	\$150
Brite Stars, new	Write
Crisp Cross, new	295
Circus Wagon	165
Quette Deluxe	165
Four Belles	125
Falstaff	395
Flagship	230
Gladiator	195
Jubilee	199
Harbor Lites	215
Piccadilly	195
Register	295
Regatta	125
Super Jumbo	250
Sea Belles	225
Scoreboard	175
Tournament	195
Toreador	219

AUTO PHOTO . . . \$995.00

### VENDORS

100 Mills 1¢ Tab Gum	\$10.00
U-Select-It Candy, 54 sel.	39.50
U-Select-It Candy, 72 sel.	49.50
Mills 5¢ Candy, 5 col.	65.00
Mills 5¢ & 10¢, 4 col.	110.00
Gum & Mint, 2 sel., 5¢	15.00
Lehigh 10-Col. Cigt.	115.00
Lehigh 12-Col. Cigt.	150.00

### MUSIC

AMI E 120	\$335
AMI D 40	225
Seeburg 100B	325
Seeburg 100C	395
Seeburg 100D	575
Seeburg 100V	535
Seeburg 200V	595

### WALL BOXES

Seeburg 200 Sel.	\$125.00
Seeburg 100 Sel.	49.50
Wur. \$204, 104 Sel.	20.00
100 Packard 30 Sel.	6.50
100 Buckley 30 Sel.	6.50

"Wurlitzer Distributors"

All used equipment thoroughly shopped ready  
for use. We require one-third deposit with order,  
balance with sight draft.

## CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)

2029 Prospect Ave. Cleveland 15, Ohio

All Phones: Tower 1-6715





# LIKE NEW!

**SAVE** on these  
**SHAFFER**  
PHONO SPECIALS

## SEEBURG V-200

with

VL Receiver

Speed Read

Scan-at-a-Glance

Program Holder

**\$699.50**

Wurlitzer 1800 ..... \$425.00

AMI G-200 ..... 545.00

Rock-Ola 1454 ..... 595.00

Rock-Ola 1448 ..... 475.00

**EXTRA SPECIAL**

Eastern Electric Cigarette

Vendor Mark II,

22-col.—like new... \$249.50

Shaffer Reconditioned  
Shaffer Guaranteed  
Write for Illustrated Catalog

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Columbus 8, Ohio  
Phone AX 4-4614

1889 Central Parkway  
Cincinnati, Ohio  
Phone MA 1-6310

1327 N. Capitol Ave.  
Indianapolis, Ind.  
Phone ME 4-3571

## COINMEN YOU KNOW

Company, under direction of Lou Shulman.

Johnny Knight, owner of Skyland Music Company, took an early season vacation in mid-June, when he departed with his family for California. ... Two of the most traveled figures in the Denver phonograph industry, partners Leo Negri and Mike Savio of Draco Sales Company, are chafing around the West Alameda Avenue offices. All of the routes and operator problems are ironed out for the summer, and there has been no reason for either to take to the hinterlands.

Tony Del Pero, Denver music operator, won a \$500 prize during June for a record trout catch, snared on a week long jaunt into the mountains around Jackson Hole, Wyo. One of Del Pero's finny specimens tipped the scales better than 11 pounds. ... Bill Haefner, Pueblo operator, played host as some 40 members of the Colorado Music Merchants' Association assembled at LaTronica's restaurant for a combination of a social dinner and the June meeting of the association. Chief topics for the meet were 10-cent play, practical means of maintaining it through Colorado the problem of shortages in trained mechanics, and general management methods.

Jerry Harris, formerly of Lieberman Distributing Company, Omaha, Neb., has joined the staff of Mountain Distributors, AMI phonograph distributors here. Harris will cover Wyoming and Nebraska.

Extremely heavy rains during all of May and most of June have actually increased phonograph play, rather than cutting into it, according to the members of the Colorado Music Merchants Association. The downpours have caused cancellation of such outdoor entertainment as horse racing and stock car racing, with the result that patrons are spending more time in their local taverns.

**Detroit**

By HAL REVES

Carl Angott, of Angott Distributing Company, has been busy with his expanded operations following acquisition of some additional established routes. Charles Andrews, salesman for Angott, is covering upstate cities, coming into Detroit only to handle his paper work, while veteran

Harry White is handling the city sales.

Chester Rozinski, who became president of the Mercury Athletic Scale Corporation, succeeding the late Edward A. Gorney, who founded the company, is now living in Florida. Felix Michaels, who managed the office, is now operating a gasoline service station at the Eight Mile Road here, while Ted Cymbal, who was manager of the distributing affiliate, Continental Service and Equipment Company, now heads his own firm, Cymbal Steel Products, which took over the steel production and sales end of the business.

(Continued on page 100)



## The SEEBURG CIGARETTE VENDOR

- 22 Columns—over 800 Pack capacity—11 rear bank shift columns
- Three-Way Pricing
- Easy-view selection panel
- Low Console styling, permits "up-front" placing
- Quiet, all-electric selection and delivery

IMMEDIATE DELIVERY

Exclusive Gottlieb, Williams and Seeburg Distributors

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Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS.  
Tel. Liberty 2-9480

**SPECIAL CLOSEOUT!**  
Brand New Counter Game  
**"SMILEY"**  
In factory carton.  
Originally \$59.50.  
**NOW—\$29.50**  
LIMITED QUANTITY

**GUNS**  
Genco CIRCUS GUN ..... \$350  
Exh. JUNGLE HUNT ..... 295  
Genco STATE FAIR ..... 240  
Genco DAVY CROCKETT ..... 225  
Genco SKY ROCKET ..... 195  
Keeney RANGER ..... 195  
Un. CARNIVAL GUN ..... 160  
Wms. JET FIGHTER ..... 150  
Keeney SPORTSMAN ..... 145  
Genco RIFLE GALLERY ..... 145

**ARCADE**  
Wms. TEN PIN Like New... \$385  
Genco MOTORAMA ..... 345  
3-D ART PARADE ..... 325  
C.C. TWIN HOCKEY ..... 220  
C.C. BASKETBALL CHAMP. 120



SEE "FIRST"—  
and BE FIRST  
WITH THE FINEST!

**5-BALLS**  
GOTTLIEB  
2-PI. SEA BELLES ..... \$245  
ROYAL FLUSH ..... 235  
CLASSY BOWLER ..... 190  
SCOREBOARD, 4 PI. .... 175  
WISHING WELL ..... 165  
HARBOR LITES ..... 155  
SWEET ADD-A-LINE ..... 145  
MYSTIC MARVEL ..... 115  
DRAGONETTE ..... 110  
GOLD STAR ..... 110  
LOVELY LUCY ..... 105  
WILLIAMS  
JIG SAW ..... \$235  
RACE THE CLOCK ..... 165  
BALLY  
CIRCUS ..... \$335  
BALLS-A-POPPIN' ..... 210

**NEW GAMES**  
Chicago Coin ROCKET SHUFFLE  
Chicoin SHUFFLE EXPLORER  
Chicoin BATTER UP  
Gottlieb ROTO POOL  
Bally U.S.A.  
Williams FOUR STAR  
United 16' PLAYTIME  
Bally BIG INNING  
Bally CYPRESS GARDENS  
VALLEY 6-POCKET POOL  
Kaye ELDORADO 6-POCKET  
Kaye COMPETITOR 6-POCKET  
Auto Bell PLAYBALL  
Keeney DELUXE BIG TENT

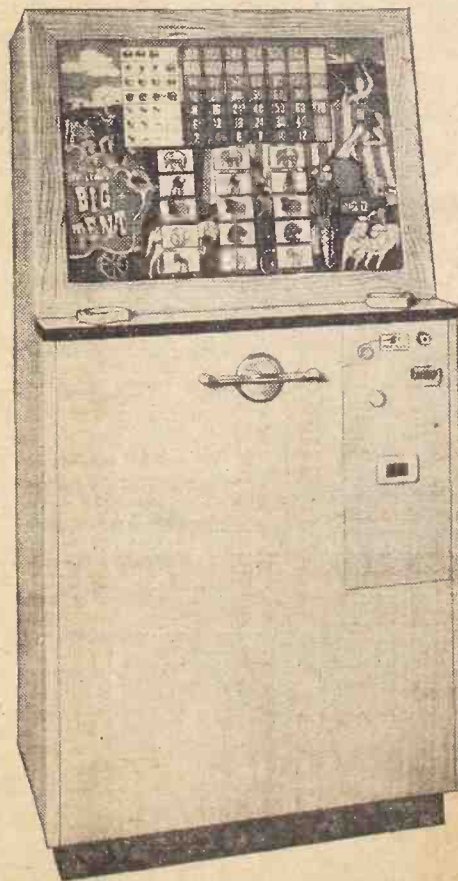
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Chicago Coin, United, \$425  
Bally.

**FREE! FREE!**  
**56-PAGE CATALOG**  
With Complete Price List,  
Exclusively for  
**IMPORTERS!**

Fully  
Illustrated!  
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Cable: "FIRSTCOIN"—Chicago  
**COIN MACHINE EXCHANGE**  
Joe Kline & Wally Finke  
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# KEENEY'S DELUXE BIG TENT

ELECTRONIC UPRIGHT  
FREE PLAY GAME

## 7-Way Greater Profits

Order  
Keeney's  
Deluxe

# BIG TENT

Now!

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLIN

## WANTED—

WE'LL PAY  
**CASH \$\$\$**

for ALL MODELS of  
SHUFFLE ALLEYS  
BINGOS  
WURLITZER 1500  
1500 A

We'll prepay and ship  
brand-new packing crates!

**REDD** Distributing Co.  
298 Lincoln St.  
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Exclusive Distributors of  
WURLITZER—BALLY—CHI. COIN  
GENCO—FISCHER



Reconditioned Single Player  
8-BALLS

CRISS CROSS	2200
STRAIGHT FLUSH	245
SILVER	245
ROYAL FLUSH	235
ACE HIGH	215
AUTO RACE	210
CLASSY BOWLER	200
WORLD CHAMP	175
DEBBY DAY	155
HARBOR LIGHTS	155
WISHING WELL	135

**N. ILLINOIS, N. INDIANA,  
and IOWA OPERATORS—**

**GET OUT FROM BEHIND  
THAT 8-BALL with  
COTTLIEB'S NEW**

## ROTO POOL

- 15 REAL POOL BALLS LIGHT UP IN LIGHT BOARD WHEN CORRESPONDING ROTO TARGETS ARE HIT!
- HOLD FEATURE KEEPS BALLS LIT FROM GAME TO GAME!
- MATCH FEATURE

Many Other Top Action Features!

Immediate Delivery!

### NATIONAL

COIN-MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.  
Buckingham 1-8211

## COINMEN YOU KNOW

• Continued from page 99

Martin S. Korman, an engineer, is establishing the M & K Vending Company in the northwest section, starting with a route of coffee and chocolate vendors, with plans for probably expansion into other areas later. . . . Noal Cotner, who formerly operated as the Noal Amusement Company, has moved to the West Side suburb of Livonia. . . . Meyer (Red) Saperstein, who recently sold out the Reliable Vending Company, is looking over the field before deciding on his next business venture.

Altho the Detroit and Michigan areas are down in volume as a result of economic conditions, the juke-box business in other areas like Minnesota, Iowa, and Wisconsin, is definitely on the upgrade, says Ted Parker, who makes his headquarters here as Greater Midwest area representative for AMI, Inc. He left here this week to visit Minneapolis, then Chicago for the National Association of Music Manufacturers show at the Palmer House.

Richard V. O'Meara, Music

Systems manager, returned from a two-week honeymoon in New York and Philadelphia, during which he visited several Seeburg distributors. He is very optimistic over the business outlook, considering local conditions, and surprisingly reports that record sales for his company here are up 9 1/2 per cent for June over a year ago, while the phonograph business is only about 1 per cent under.

Robert Ferdinambsen, of Sandusky, O., is operating an attractive - modern Penny Arcade with the Wade Greater Shows, touring largely in the southeastern Michigan area around Detroit this season. He has an assortment of about 50 game units, and has William Hill and Donald Armstrong as helpers. . . . Lee Moss is operating a separate concession with a battery of diggers on the same shows, personally managed by Joe Vinsen.

Paul L. Randazzo, who operated the Rand Music and Novelty Sales, juke box route, has moved to suburban St. Claire Shores and switched to the tool and die business.

Joseph Auton, manager of King-Pin Equipment Company, is enjoying a vacation in Minnesota until August. . . . Henry C. Lemke, of the Lemke Coin Machine Company, who has been on the sick list, is feeling better and back on the job.

The wedding of James Passanante, Jr., son of James Passanante, one of the best known figures in the operating and distributing field here for many years, to the former Nancy Stuart was

celebrated with a reception at the Gross Pointe Yacht Club. Steve Brancalone, head of Gayco Distributors, and a nephew of Mrs. Passanante, assisted with reception details. National H. Goldstick, Detroit Corporation Counsel, was toastmaster. Among the guests was George McDuff, of Radio Distributing Company, distributor for London Records.

### St. Louis

R. C. Colebaugh has bought the phonograph routes formerly owned by Rex DeMase in St. Louis County. Colebaugh announced that he will convert the entire route to 200-record machines in the near future, all on 10-cent play.

The recent increase in bus and street car fare has definitely been felt on phonograph locations near street car and bus line intersections, according to the Missouri Amusement Machine Association. Customers who formerly dropped a quarter into the slot of the phonograph for entertainment, while waiting for the bus or street car to arrive, apparently have begun husbanding their money.

Lou Morris Jr., whose father heads the big Morris Novelty Company in St. Louis, is somewhat disgruntled these days. Morris was a Naval fighter pilot kept active in the U. S. Naval Reserve, flying Navy aircraft stationed at nearby Lambert Field. Now, however, the Naval station has been closed, and young Morris has no option but to travel to Memphis, some 300 miles south, in order to meet his yearly flying requirements.

Irwin Sachs has bought the phonograph route formerly operated by Sean McAllister in suburban Affton here. . . . Games and Amusement Company is a newly commissioned firm which will operate in seven counties in the St. Louis area.

## SHOOT

for the  
**LUCKY  
7's**

brand new  
**REPLAY feature**

**Williams**

MANUFACTURING CO.

4242 FILLMORE ST.  
CHICAGO 24, ILL.

## CHILDREN'S RIDES

SPECIAL  
THIS WEEK

Sportland (moving target) Battery . . . \$100.00

Excellent condition

Super Jet	\$250.00
Circus Jet	100.00
Sea Saw	125.00
Space Ship Rides	150.00
Auto Rides	200.00
Metal Typor (Standard)	225.00
Williams Crane	125.00
Big Bronco	Write
Pony Bay	Write

Operating order - parts complete

### NEW RIDES

Twin Animal Ride	Write
Fire Engine Ride	Write
Train Ride	Write

Write for complete price list

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Phone UPown 8-1369

## BEAT THESE PRICES IF YOU CAN

Renewed - - - Reconditioned

### PHONOGRAPHS

Seeburg Hi-Fi 100R	\$545.00	Watling 500 Guesser	\$35.00
Seeburg V-200	595.00	Watling Tom Thumb Fortune	35.00
10" Cab. Oxford Speakers	7.00	A. B. T. Kirk HiBoy Guesser	35.00

These Phonographs & Scales are not trade-ins. We are the original owner. Top condition. Ready for your location and make money for you.

In business since 1933.

1/2 Deposit, Balance C.O.D. or Sight Draft.

### Gaycoin Distributors

4866 Woodward Avenue Temple 2-7300 Detroit 1, Mich.



Attracts Players At First Glance...

## GOTTLIEB'S Roto POOL

Features 15 Colorful Plastic Pool Balls That Lite Up in Rack!

Operators and Location Owners, throughout the world, are all talking about Gottlieb's Roto Pool. Test reports show players are drawn to this new, colorful game time after time. The action packed playfield holds players interest for extended repeat play. See your distributor - get Roto Pool on location right away!

- Liting all balls in lite box scores special and lites center target and bottom rollover for additional special score
- Hitting roto targets lite corresponding ball in lite box
- Running lite rollovers spot balls according to lit number
- Holdover feature allows balls to remain lited from game to game
- 7 places to spin roto-targets • High score to 7 million
- 4 pop bumpers • Match feature
- Cross-board cyclonic kickers
- Super skill flippers

**D. Gottlieb & Co.**

1140-50 North Kostner Avenue - Chicago 51, Ill.

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



REMEMBER BUMPER POOL?  
Now Another SENSATION...

# "CROQUET"

Another **chicago coin** EXCLUSIVE!!

Combines Playing Features of  
TWO Popular Skill Games in ONE!!

LOOK!

PLAYS  
LIKE BUMPER  
POOL!

LOOK!

SCORES  
LIKE  
CROQUET!



- ★ 2 or 4 Can Play!
- ★ All Mechanical Operation!
- ★ Plays With 2 Balls!
- ★ Modern Colorful Cabinet!
- ★ Rigid Console Base!
- ★ Built-In Playfield Adjusters!
- ★ Senior Size Cabinet 3 ft. x 6 ft.!

★ 20c per game!

ANOTHER  
**chicago coin**  
PRODUCT

**Chicago Dynamic Industries, Inc.**

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



# HAPPY \$ DAYS

are here again with sensational new

# Bally U.S.A.



*New* **BALL BUY-BACK**  
insures top earning power  
**UP TO 4 COINS PER GAME**

After shooting 5 balls, player may buy back up to 3 balls to improve score. One extra ball **GUARANTEED** for each extra coin played.

*Flashy*  
PLAYFIELD  
CABINET  
GLASS

ROTARY  
**REPLAY**  
REGISTER

## 4 WAYS TO SCORE

INCLUDING

**HIGH SCORE and BONUS SCORE**

*New* **SKILL-SPOT ROLL-OVERS**

**ATOMIC-ACTION POP-BUMPERS**

BUY-BACK feature alone easily doubles or triples earnings in average pinball spot. Fast, fascinating action, terrific "last-ball" suspense and plenty of "came-close" repeat-play appeal... all combine to insure fat collections, long life on location. Go going with U. S. A. today!

See your distributor...or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**





UNITED'S NEW DE LUXE

**HI-SPEED  
PLAY**

MEANS MORE COINS PER HOUR

**2 PLAYERS**  
alternate  
only 5 times

1 OR 2  
CAN PLAY

**3 SHOTS**  
PER FRAME  
**3 FRAMES**  
PER GAME

CAN BE OPERATED AS  
**2 OR 3 FRAME GAME**

RED LIGHT  
SIGNALS  
WHEN  
TO SHOOT

3-DIMENSIONAL  
SHUFFLE-TYPE  
GAME

**LAUNCH-ALL-BALLS  
FEATURE**

**CAPTIVE-BALL  
IN-LINE  
SCORING**

**10¢ PLAY**  
REGULAR AND  
DELUXE MODELS

APPROXIMATE SIZE:  
**7½ FT. LONG**  
**2 FT. WIDE**

MECHANISM  
IN BACK BOX  
FOR  
EASY SERVICING

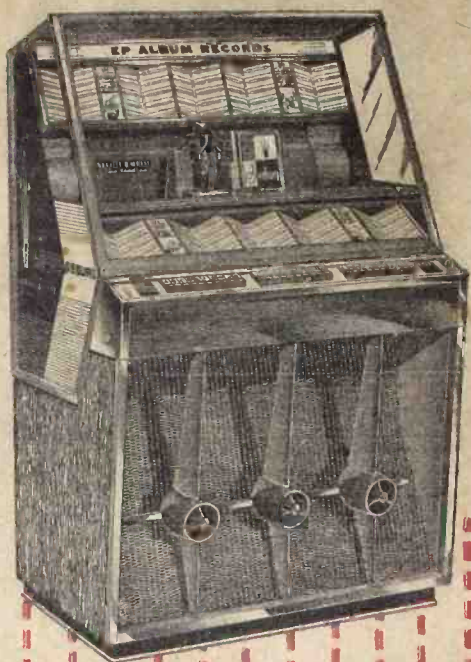
DROP CHUTE  
COIN MECHANISM  
WITH  
NATIONAL REJECTOR  
ON PULL-OUT DRAWER



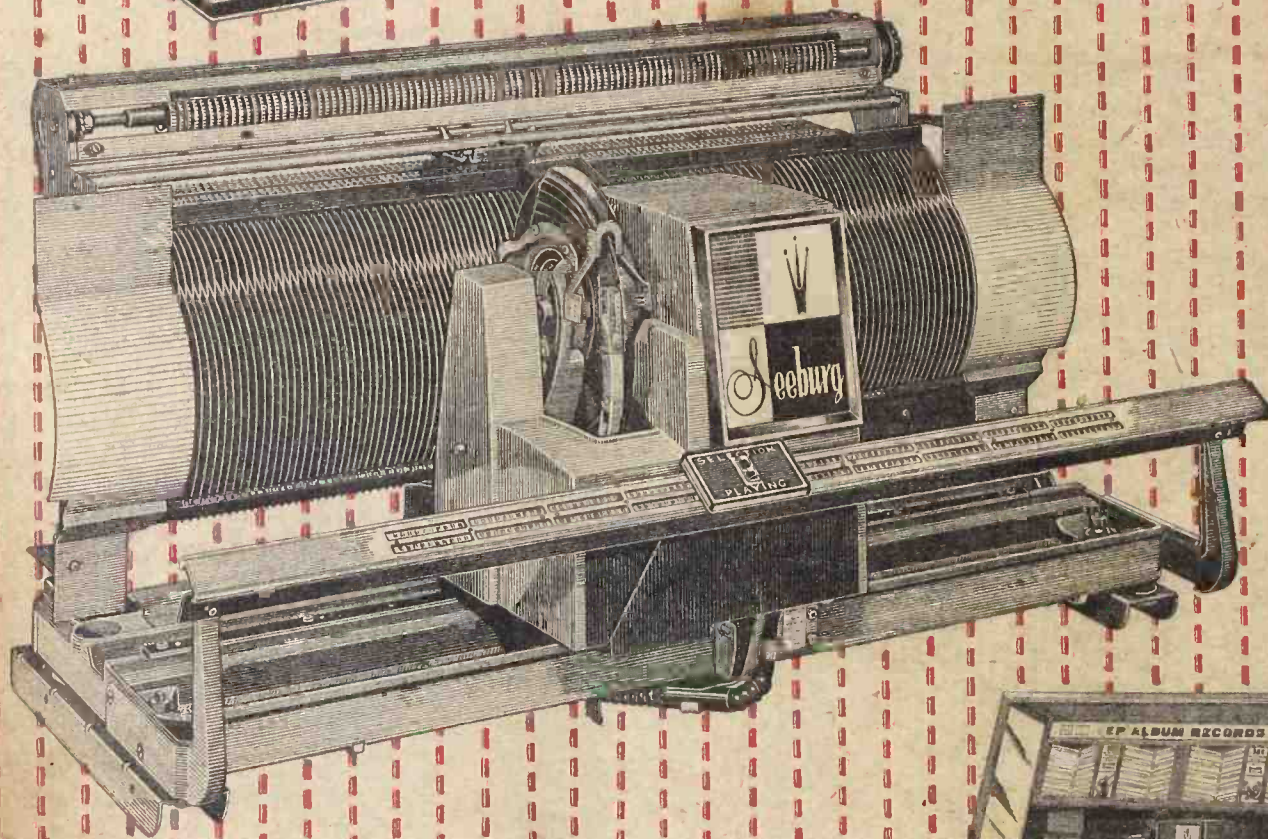
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**DISTRIBUTOR**





The **SEEBURG** "201"

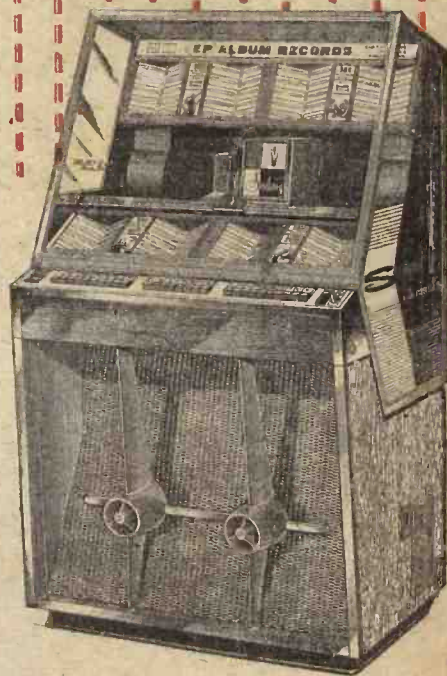


**ONLY SEEBURG HAS THE  
STRAIGHT-IN-LINE**



**SELECT-O-MATIC MECHANISM**

The most efficient, trouble-free mechanism ever built into a coin-operated jukebox. With its exclusive design, records never completely leave their individual storage compartments, even when playing. The lightweight, spring-tension pickup exerts minimum pressure to increase both record and stylus life. Front-end accessibility simplifies and speeds record changing. Magnified "record playing" indicator moves with carriage.



The **SEEBURG**  
"161"

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THE SEEBURG CORPORATION  
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*America's Finest and Most Complete Music Systems*