

# The Billboard

JULY 7, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Boozers Want Fun With Their Drinks

Taverns Need New Attraction; 40 Mfrs. Hunt New Coin Game for Coming Market

By KEN KNAUF

CHICAGO—Wheels are turning and electrons are dancing in the nation's amusement game manufacturing plants. The search is on for a coin-operated game that will win the plaudits of fun-loving Americans.

The country's taverns are in need of a new attraction. Neither beer, gin nor TV draws patrons like it used to, and the summer season is traditionally slow. But coin game makers hope to solve this problem.

It's currently anybody's guess what sort of entertainment apparatus might emerge from the experimental labs of the factories. Still, the industry is expecting a hot new game to appear this summer.

### Get Wide Distribution

Time was when coin games were spotted only at Penny Arcades. Now, along with the juke box, they're in most of the taverns, many restaurants, Coke bars and cocktail lounges in the U. S.

Shuffleboards, pinballs, shuffle bowlers, gun games, baseball games and pool games—each of these different types of coin machines has earned millions of dollars in nickels and dimes. Each has furnished the restless American with millions of hours of entertainment.

While all of these types of games are still in operation thruout the country, each has had its own particular boom period. Now the big question is what kind of game will boom next?

### Pool Big Winner

The coin-operated pool game (a two-pocket game played on a 3 by 4 1/2-foot table), was the latest of the "big winners" in the game field. Within seven months (September, 1955, thru March, 1956),

estimated 100,000 coin pool games went out on location. The game is still very much in evidence at taverns thruout the country, but no longer does the big business it did months ago. The game originated in Belgium in 1930, spread to France, Germany, Holland and Portugal, but never really "caught on" in the U. S. until last year.

## Game Blends Pool, Bowling

CHICAGO—Latest bid to capture coins at the nation's taverns is a game combining the features of pool and bowling.

Pool Alley, creation of United Manufacturing Company, Chicago, has players shooting pool balls at bowling pins. It's a cross between the coin-operated miniature pool game and the shuffle bowler, both of which have set production records in the amusement game industry.

## VIDEO TO GIVE NATION'S FAIRS HUGE SEND-OFF

NEW YORK—A planned salute to the nation's fairs on the Perry Como summer replacement show, featuring Patti Page, Saturday, July 21, will give the hinterland extravaganzas the greatest publicity send-off in their history.

While still fluid, the format is expected to highlight the staging of State, county and regional annuals, including their aims and attractions. Miss Page, a past and present top performer at some of the country's biggest events, will be on familiar ground and among familiar settings.

Talent for the show is booked thru the General Artists Corporation, with Harry Anger in charge for the agency. An affiliate, GAC-Hamid, a biggie in the fair booking field, broadened single agency booking activity at fairs in an important way this year for the first time by setting shows from coast to coast. Additionally, the agency, thru its new package shows, has set more name talent at more fairs than ever before.

Scheduling of a fair theme of the Como show and its 29,000,000 viewers, climaxes several weeks of intense interest and action by the television industry in various phases of the outdoor amusement industry.

(Continued on page 50)

## Current Factor in Music Business Is Diversification

Radio, TV, Pubbers and Artists Grab Plush Seats on Bandwagon

By JUNE BUNDY

NEW YORK — Diversification is the key word of today's music business, with more and more firms branching out in all directions. Independent radio broadcasters and their staffers are going into record manufacturing, song publishing, TV film syndication and the talent management game. Publishers are cutting records for their own labels and managing disk talent. TV producers and performers are setting up their own publishing firms, record labels and talent management divisions.

A certain amount of this activity has always existed, but heretofore it has usually been conducted on a relatively minor scale—and in many cases—on a decidedly hush-hush atmosphere. Today, however, diversification has become an accepted way of doing business not only around the Brill Building, but in all segments of the music business and related industries.

Country and western radio stations (WSM, Nashville, is a prime example) have been active in various phases of the music field for

some time now, but the entry of pop broadcasters into the business is a new trend.

In line with this, a plan instigated at WERE, Cleveland, last December, (The Billboard, December 3, 1955) whereby certain station stockholders set up a separate company to participate in the talent, publishing, merchandising and programming syndication areas, has scored a decided success so far this year.

The Cleveland firm, for which WERE deejay Bill Randle acts as a consultant on a salary-plus-percentage basis, now holds certain residual rights in several thriving pop songs, via agreements with various publishers, including Hill & Range ("Church Bells May Ring") and Phil Kahl's Planetary Music ("Yellow Rose of Texas"). The group's most outstanding talent management coup to date is its deal with Mercury's new best-selling vocal group, the Diamonds.

Meanwhile, its disk programming service to other stations has proven so successful that the plan will be expanded to service more outlets this August. More detailed results on this plan—station by station—will be reported next month.

Next week, the group will branch out into the actual recording field with the cutting of two mood music LP's with pianist Eddie Heywood. The albums, first in a planned series of mood music packages, will be released on an established label, with which negotiations are now pending.

Only last week another pop station, WWDC, declared its intent to "invade" the record business (Continued on page 20)

## NEWS OF THE WEEK

**Col. Records' 'Operation NET' To Stimulate Store Traffic . . .** Columbia Records Club plan, designed to channel thousands of new customers to record shops. Under new arrangement, all free bonus records may be picked up at the dealer's store. An initial list of 24 bonus records will be published soon, with four to be added monthly. Bonus disks will be regular Columbia disks which dealers normally carry in stock, and which will be replaced free by the company. . . . [Page 18](#)

**Music Publishing Grows Rougher; Indie Publishers Need Angles . . .** Independent publishers are finding it more and more difficult to get their songs recorded unless they have some connection with either a recording company or an artist. A survey of The Billboard's current pop record charts bears out this statement, with few indie music firms making the list without a tie-up. . . . [Page 19](#)

**Industrial Giants Lumber Into TV Web's Prestige Programming . . .** Industrial giants are beginning to lumber into network video. They are primarily interested in telling their stories thru use of prestige programming. NBC-TV's "Telescope" show has precipitated action. . . . [Page 2](#)

**United Artists May Follow Lead Of Others With 150 Movies . . .** United Artists reportedly is getting set to follow the lead of other major Hollywood companies in releasing a big batch of features to television. The firm reportedly is ready to turn loose 150 features, many of them of recent vintage, for TV distribution. . . . [Page 11](#)

**Despite Troubles, Big One Gets Good Biz in N. E., N. Y. . . .** Despite a series of troubles, including deaths, injuries, late arrivals and pickets, Ringling Bros. and Barnum & Bailey Circus scored good business in New England and New York stands. Weather favored the show in most places and amounts were sizable. . . . [Page 58](#)

**Music Ops Keep Sharp Eye On New Disk Purchases . . .** More than ever before, disks mean dollars to juke box operators: Dollars spent and dollars earned. Today's multi-selection phonographs call for smooth programming, effective platter promotion and alert buying habits. Operators tell how they meet the challenge. . . . [Page 77](#)

**Kroger Grocery Chain Tests Vending Machine Food Sales . . .** Kroger, one of the largest food chains in the nation, is experimenting with bread and milk vending machines as a new outlet for their products. Other large food concerns also indicated last week that they are considering the vending field as a fresh approach to sales. Machines on test location show initial success. . . . [Page 50](#)

### DEPARTMENTS AND FEATURES

Amusement Games . . .	84	Music . . .	18
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## TV DJ Film Deal in Works

NEW YORK — Negotiations are in the works here between Studio Films and deejay Bill Randle, (representing WERE, Cleveland, stockholders), whereby a TV film disk jockey series will be syndicated in seven key cities across the country. The deal involves over \$500,000 for the rights over a five-year period.

The series, specially edited by Randle from Studio's extensive library of musical shorts, including the old Snader films, will feature a disk jockey format adaptable to individual station programming requirements. If the deal goes thru, the series will be syndicated by a new company, which will be set up by the Randle group, Sam Costello, who owns Studio Films, and Studio's managing director, Ben Fry.

## HERE THEY COME

# Big Industry Giants Lumber Into TV's Prestige Programs

NEW YORK—America's giant industrial corporations are beginning to lumber into network TV in larger numbers. Most recent examples of sponsorship activity among this rare advertising breed are the purchases by Union Carbide of a segment of "Omnibus" ABC-TV, the Minneapolis-Honeywell buy of college football on NBC-TV, as well as the order from International Business Machines for the launching of the satellite on NBC.

similar stature for sponsorship of its new Sunday afternoon version of "See It Now."

Both CBS and NBC, to accelerate the ingathering of such clients, have assigned sales specialists to the task. Bob Lang holds the CBS portfolio, while NBC has a department of sales specialists. And at ABC the Ford Foundation makes its own high-level contacts in addition to the network's sales staff. The sales concentration of this kind of advertiser which is most often interested only in a corporate "sell," rather than for a specific product, is bound to result in more such advertisers moving into network TV.

### Cannons

Many of the giant industrial corporations have found that the usual trade advertising in maga-

zines does not produce impressive results when measured against the similar advertising of their competitors. They need media which produce newsworthy events, which give them the blast of a cannon, rather than scattered rifle shots. And network documentaries have done so. NBC's "Twisted Cross" rated better than its commercial opposition last season.

Network TV needs the large corporate advertiser interested in only the public's good will, if it is to continue to produce top-flight documentaries. And such advertisers need network TV, which can in some measure help them fulfill their responsibilities to the public, both as industrial firms and as sponsors of TV programming which deserves a place in American life.

# Surveys Give Auto Mfrs. Double Punch

NEW YORK — Detroit auto manufacturers are in the process of being hit hard from two directions with facts and figures which indicate that they are spending far too little in TV advertising to do an effective job of selling cars.

In a presentation delivered to auto executives in Detroit last week, Television Bureau of Advertising's President Oliver Treyz pointed out that despite the universal acceptance and growth of television as a dynamic selling tool, 50 per cent of newspapers' national advertising billings came from auto manufacturers, while only 10 per cent of national TV billings came from this source in 1955.

Treyz went on to describe a research interview study, conducted by the Institute of Motivational Research. Trained interviewers went into dealers' showrooms in 60 cities and interviewed customers in an effort to discover whether TV or newspaper advertising did more to lure them into the showrooms. For every person who indicated newspapers had the most to do with bringing him into the showroom, there were two people who indicated that television was the medium that influenced them most.

Meanwhile, in New York last week, ABC-TV's research and sales development department previewed a presentation which it plans to deliver in Detroit this week on how auto dealers feel about the effectiveness of newspapers vs. TV.

Based on telephone interviews of auto dealers in 16 cities conducted

by Trendex, the study showed that auto dealers favor TV over newspapers. The auto dealers indicated that if they were to decide how to allocate the auto manufacturers' national advertising budgets, television would be used much more extensively for auto advertising than it currently is.

### South Dealer

The TvB presentation also quoted an auto dealer, George Pattison, a leading Pontiac dealer in the South. Pattison stated, "I don't believe that my dealership could have survived in the past year without our TV saturation schedule. I believe in the medium so thoroughly that 95 per cent of my advertising budget is devoted to it. . . . We enjoy excellent floor traffic, and TV is what brings the people in. In our experience, TV is the greatest producer of potential buyers."

The ABC-TV presentation, delivered by research manager Jules Barnathan under the supervision of department head Don Coyle, was based on completed interviews of 627 dealers in the 16 major cities. The dealers were asked three questions: 1) Which form of national advertising does the best job of attracting customers, 2) which

(Continued on page 6)

## THAT'S THE THIRD

# 'Arrow' Sales Steams Up 20th-Fox Drive

NEW YORK — 20th Century-Fox's drive to become an important factor in the TV industry picked up steam last week with the sale of "Broken Arrow" to General Electric for airing on ABC Tuesday 9-9:30 p.m. The sale puts 20th Century-Fox into the position of having three network shows on the air next season — "Broken Arrow" on ABC, "My Friend Flicka" on CBS and "20th Century-Fox Hour" on CBS.

The film firm is still pushing to sell its "Mr. Bevelvedere" series, on which it has a pilot, but it's even more desirous of selling a dramatic anthology series. Such a series

would be exceedingly valuable as a means of airing pilots of new shows which it doesn't sell. Screen Gems has been using this technique with its "Ford Theater" series with tremendous success for several years.

In an effort to get a half-hour dramatic, anthology series on the air, 20th-Fox reportedly is willing to sell such a show to an advertiser for considerably less than it costs to produce. The firm additionally would give the agency representing the sponsor of the show first crack at any of the pilots it shoots.

# 'Courage' Eyed For Camel Cigs

HOLLYWOOD — "Courage," new Al Simon-produced anthology series, is being ticketed to replace "Crusader" for Camel Cigarettes on CBS-TV beginning in January.

The sponsor hasn't placed a definite order yet, the agency, William Esty, has recommended the program. It will go in the 9-9:30 p.m. Friday slot.

The status of "Crusader" has been in doubt all along, but the series was renewed for the fall when the sponsor apparently could find nothing more to the liking. The "Courage" dramas will center around acts of courage, both physical and spiritual, that are performed by persons.

# 'College' Talent Show Offered

NEW YORK — One of the more unique program ideas now being marketed is a show titled "College Showcase." To be emceed by Dennis James, the program, primarily a talent search, plans to originate via remotes from various universities around the country.

Each college would present three musical acts, and the winners of each show would compete among themselves for a \$5,000 top prize. The show would begin in the college auditorium, and then move around the campus to various locations where the talent would be presented. Tutti Camarata and the Commanders would handle the music.

The program is being packaged by Robert Clarkson and Drex Hines.

# 'Kangaroo' Is 3/4 Sold Via Luden's Buy

NEW YORK — CBS-TV is achieving considerable success in bringing in sponsors for its Saturday morning "Captain Kangaroo" segment. Luden's Cough Drops picked up one-fourth of the hour for next season, bringing the sales roster for the Saturday edition up to the three-quarter mark.

Ideal Toy previously pacted for a quarter of an hour, and Brown Shoe similarly is committed for quarter-hour sponsorship.

## DON'T MIX

# Am. Tobacco Nixes Helene Curtis Share

NEW YORK — Deodorants and American Tobacco don't get along. The tobacco company has refused to accept Helene Curtis as its co-sponsor of the Monday 8:30-9 p.m. time period on NBC-TV into which "Stanley" is to be slotted, because Curtis wants to use the time period to advertise Stoptette. The advertiser also refused a bid from Toni to share alternate weeks of "Big Story," NBC on Fridays 9:30 p.m., for the same reason.

NBC is trying to come up with an alternate half hour of time for Helene Curtis. Levers may be interested in the alternate half hour of "Stanley." At ABC-TV, Helene Curtis has decided to cancel its alternate sponsorship of "Treasure Hunt," Friday evenings, 9-9:30, with Mogen-David now picking up the entire tab.

# Gen. Motors Eyes Full Sponsorship Of 'Wide World'

NEW YORK — General Motors is in the verge of buying full sponsorship of "Wide World World," the NBC Sunday afternoon remote spectacular. The only thing to be chosen is the division of the firm which will take over sponsorship of the last third of the hour and a half.

General Motors bought the first hour of the program for its United Motors division last week.

## The Billboard

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# Swift Orders 'Luncheon' 4th

NEW YORK — The Swift Company last week placed an order for a quarter hour of NBC-TV's "Luncheon in the Clouds," which has yet to go on the network. The Don McNeill show is expected to start September 3 in the 12:30-1 strip.

NBC is also trying to get Swift to buy a piece of its new Saturday morning Western film series starring Charles Starrett. It would be slotted 11:30-12:30 with Johnny Coons as the emcee, if Swift buys the pitch.

# P&G Adds 'Funny' Buy to Schedule

NEW YORK — Procter & Gamble this week bought itself still another network time slot.

The soap company purchased alternate weeks of "People Are Funny," NBC-TV on Thursdays 9-9:30, which it will share with Borden.

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## 2 Clients Eye CBS' Sat. at 7

NEW YORK—There's considerable sponsor interest in CBS-TV's Saturday 7-7:30 p.m. period for next season. Two bankrollers are after the spot. One of them is Pharmacraft, which wants to put "Beat the Clock" into that period. Another undisclosed bankroller is dickering for the time period for sponsorship of reruns of the Burns and Allen show. A deal is expected to be closed in short order.

Pharmacraft is the bankroller which has taken over half sponsorship of "Beat the Clock" for the summer in its current Saturday, 7:30-8 p.m. period. Come fall, Sylvania is replacing "Beat the Clock" with "The Buccaneer" in the 7:30-8 slot.

## Clients Nab at CBS Wed. Slot

NEW YORK—CBS-TV's Wednesday 7:30-8 p.m. time period looks as if it's going to be grabbed up in short order. Not only does General Mills have an option on the time period, but CBS also reportedly has a firm order in for the period from another undisclosed client.

If General Mills drops its option, CBS will probably accept the other order, providing the show is acceptable to the web.

## KTLA Studios to Producing Team

HOLLYWOOD—Five-year lease on the old Paramount-KTLA studios (which the station exited earlier this year) is being taken effective July 1 by producers Don Feddersen and Bob Clampett.

Studio will be renovated and used for filming a new co-production property, "Binky," created by Bob Clampett.

## Colgate 'Brothers' Closes CBS Tues.

NEW YORK—CBS-TV closed its last sponsorship niche in its Tuesday night schedule with the sale of half of "The Brothers" to Colgate, which will co-sponsor the new show next season with Sheaffer Pen.

The new series will air 8:30-9 p.m.

## Babbitt and Bruce Buy Into 'Today'

NEW YORK—NBC-TV's "Today" last week wrapped up two important sales. The B. T. Babbitt Company bought 109 participations on "Today" for its liquid detergent and its new product, Ammo.

The second purchase saw the E. L. Bruce Company buy 34 participations in the show.

## Y&R Billings Double On NBC Next Season

NEW YORK—Young & Rubicam's nighttime billings on NBC-TV next season will be more than double that of the past season. Among new agency business placed on the web are an alternate hour bought by Kaiser Aluminum, two half hours of new General Foods business and an alternate quarter hour of Life magazine billings for John Cameron Swyze.

In addition, General Cigar,

## CELLER TO NY; FUN FOR ALL

WASHINGTON—There should be fun for all at the television hearings to be held in New York by the House anti-trust group in September. Chairman Celler announced last Thursday (28) that hearings would cover TV talent, networking and Madison Avenue connections, with top figures in all three categories expected to testify.

Special topics to be covered at the hearings will include "the star system that bottles up talent in long network contracts, the tyranny of ratings and entry of newspapers and magazines into station ownership and broadcasting, giving them a firmer hold on news dissemination in the area." Also on the Celler hearing agenda: "The power of advertising agencies and the pre-emption of time, the problems of the film syndicators and producers" and a further opportunity for UHFers in the area to testify. The decision to hold hearings in New York is because of its "accessibility" to the New Jersey, New York and Pennsylvania members of the anti-trust committee.

## Home Products in 'Could Be,' 'Queen'

NEW YORK—American Home Products this week bought two NBC-TV daytime shows.

Sponsorship of the alternate Monday 4-4:15 segment of "Queen for a Day" and of the 12:45-1 time Mondays on "It Could Be You" was contracted by the advertiser.

## Exquisite to Push Bras On 'Aft. Film Festival'

NEW YORK—Exquisite Form, thru Grey Advertising, bought three participations on ABC-TV's "Afternoon Film Festival." Bra ads will start running September 10, Monday, Wednesday and Friday one week and Tuesday, Thursday and Friday on alternating weeks.

## Nets Hike Power of Screen Gems' Sales

NEW YORK—One of the major reasons for the solid success of Screen Gems—a success marked by three network sales within the past two weeks, skyrocketing its network shows next season to 10—is its new emphasis on selling directly to the networks.

Of the five new properties to be telecast next season, four were sold to networks, with NBC doing most of the buying. One, "Mystery Writer's Theater," starring George Sanders, is being kept on the shelf by NBC-TV as a possible replacement come January.

which started out as co-sponsor of the Sunday night bowling show, has bought additional time when Procter & Gamble bought the alternate half of "People's Choice" from Borden.

Last season's Y&R business on NBC was the alternate dramatic hour used by Goodyear Sundays, Gulf Oil for "Life of Riley" and Remington-Rand's third of Sid Caesar, which has been dropped.

## INDEPENDENTS' DAY

# Sponsors Take Stronger Position For Own Net Programming Ideas

NEW YORK—Sponsors are beginning to enforce their programming prerogatives. Whereas in the past the networks for their own good reasons—which include beefing up the programming schedules on weak nights—have been able to prevail upon sponsors to accept their suggestions, this year advertisers have been noticeably adamant about going along with them. In four out of five recent cases at CBS-TV, clients have put their own inclinations into force, despite contrary recommendations by the web.

The latest example of this is the retention of the Herb Shriner show as a half-hour stanza on Tuesdays at 9 p.m. next season. CBS-TV had planned to run it a full hour, 8:30-9:30, but the opposition of Sheaffer Pen was sufficient to bring about the change. Sheaffer did not want Shriner. It wanted its own program and has bought "The Brothers." It was unable, however, to prevail upon CBS-TV to keep "Navy Log," with which it was satisfied.

Another proposed Tuesday night

programming change also went into discard when Pet Milk and S. C. Johnson refused to let the network lengthen the Red Skelton show to an hour. Again, the client wanted the program as it was, with the identification it gave.

CBS-TV Saturday night programming plans were also altered, with the Earle Stanley Gardner mysteries slated to occupy the 10-11 hour, but this scheduling was discarded when Chesterfield refused to buy the idea. The sponsor wanted another time period that was just as good, but none could be found.

Before the Sheaffer decision against expanding Shriner, CBS had planned to air him either Saturday evenings 8:30-9:30 or 9-10. Nestle was the sponsor involved here, and it, too, prevailed and got its own show, the new Gale Storm series, which is being produced by Hal Roach.

In one recent case, however, CBS-TV did sell its suggestion. "Playhouse 90" was slotted Thursdays 9:30-11 p.m. Singer and

Bristol-Myers accepted the web's recommendation that they cancel "Four Star Playhouse" and buy "Playhouse" instead.

Trade observers point out that the sponsors' new muscle may be related to the hearings in Washington where the webs have been under attack as monopolies. Another important consideration is the fact that with the new-found prestige and sales acceptability of the ABC-TV network, sales have not been as easy this season for both webs as in recent years. Clients must be treated more gently.

Whether sponsors will be able to maintain their new-found independence in the future is not known. The Washington hearings, however, should make the webs chary of exercising their power without good reason.

## HYDE SAYS FCC'S PLAN NO PANACEA

### Shift to All-UHF, Deintermixture Plans Due for Criticism; Some Ironing to Do

WASHINGTON—"It's no panacea," was Federal Communications Commissioner Hyde's apologetic comment on the FCC's long-range and very "iffy" plan for a possible shift of U. S. television to all-UHF, and its interim deintermixture proposals, issued last week. Hyde's remark, made at House anti-trust hearings Thursday (28), was called "the understatement of the year," by Rep. James Quigley, who asked: "Doesn't your last report and order imply no answers to date—as of now?"

The Congressman's comment is a sample of what the harrassed FCC can expect in its call for comment on its latest attempt to deal with the desperate allocations squeeze. Comment is also due this week from the Magnuson Senate TV probers on the allocations problem and the FCC's handling of it.

The biggest bone of legal contention will be the "conditional" status of new UHF grants, like the one to WIRL Television Company, in Peoria, Ill., in an area slated for deintermixture. This grant was issued the day following the FCC's deintermixture proposals to shift Peoria's Channel 8 to Rock Island, Ill., leaving Peoria all-UHF.

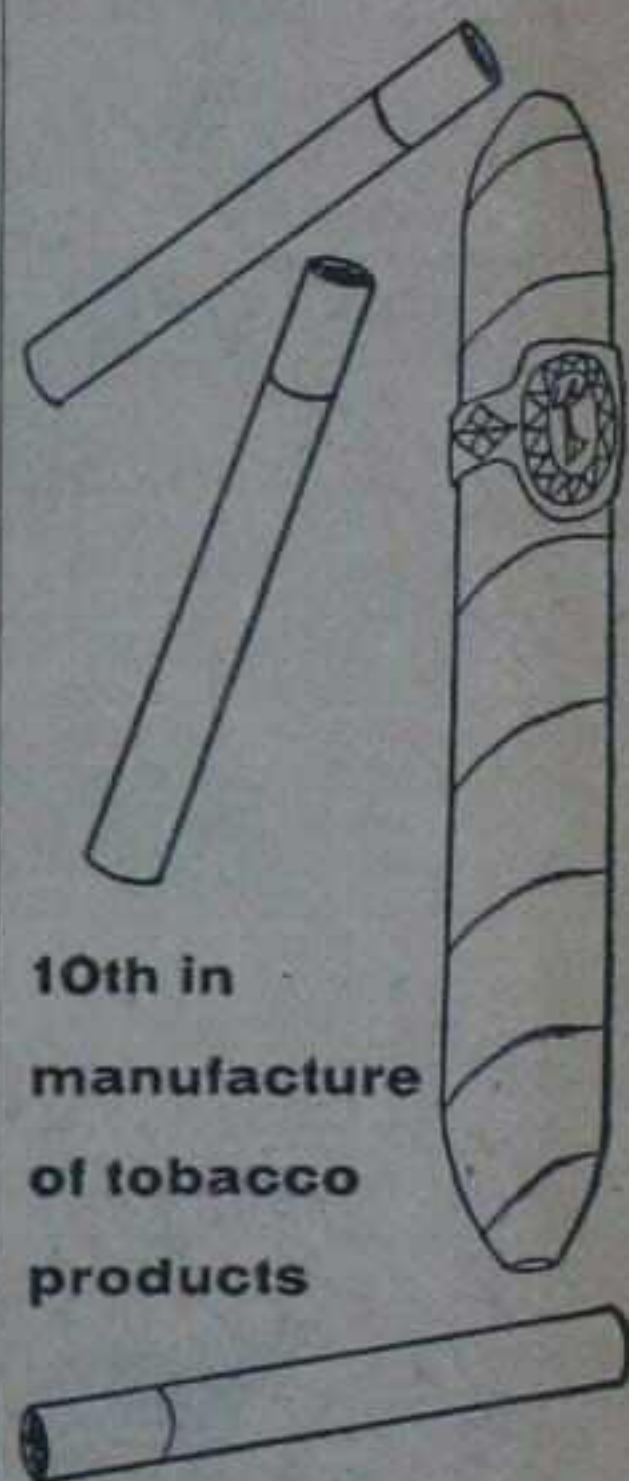
### Peoria Grant

In making the Peoria grant, the commission noted that it was subject to the final outcome of the new rule-making (comments due in by September 10), in which the FCC may, "without further proceedings," substitute another channel. Construction on the station cannot start until the decision on the channel assignment is final. It is believed that in these cases, the FCC will assign the licensee a UHF channel in the area.

In the few cases where a VHF station has begun operation in one of the save-UHF areas, the station owner will have to foot the bill for the switch to the ultra-high transmission. While the FCC hopes to avoid converting very-highs to ultra-highs where an existing station is operating, commission spokesmen say they will go ahead when they feel it necessary. "These cases may take from one to three years" to iron out, staffers guess, with court actions developing along the way.

### Equalizers

Other "equalizers" for the two services, proposed in the commission's "long-range and interim plan," would permit UHF stations to go to 5,000-kilowatt power, while keeping the lid on the plush zone 1 power and tower heights. Should the proposed large-scale research program improve UHF enough to provide a basis for all,



10th in manufacture of tobacco products

## wgal-tv

LANCASTER, PENNA.

NBC and CBS

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

Channel 8 Multi-City Market	
Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

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the MEEKER company, inc.

New York Chicago Los Angeles San Francisco

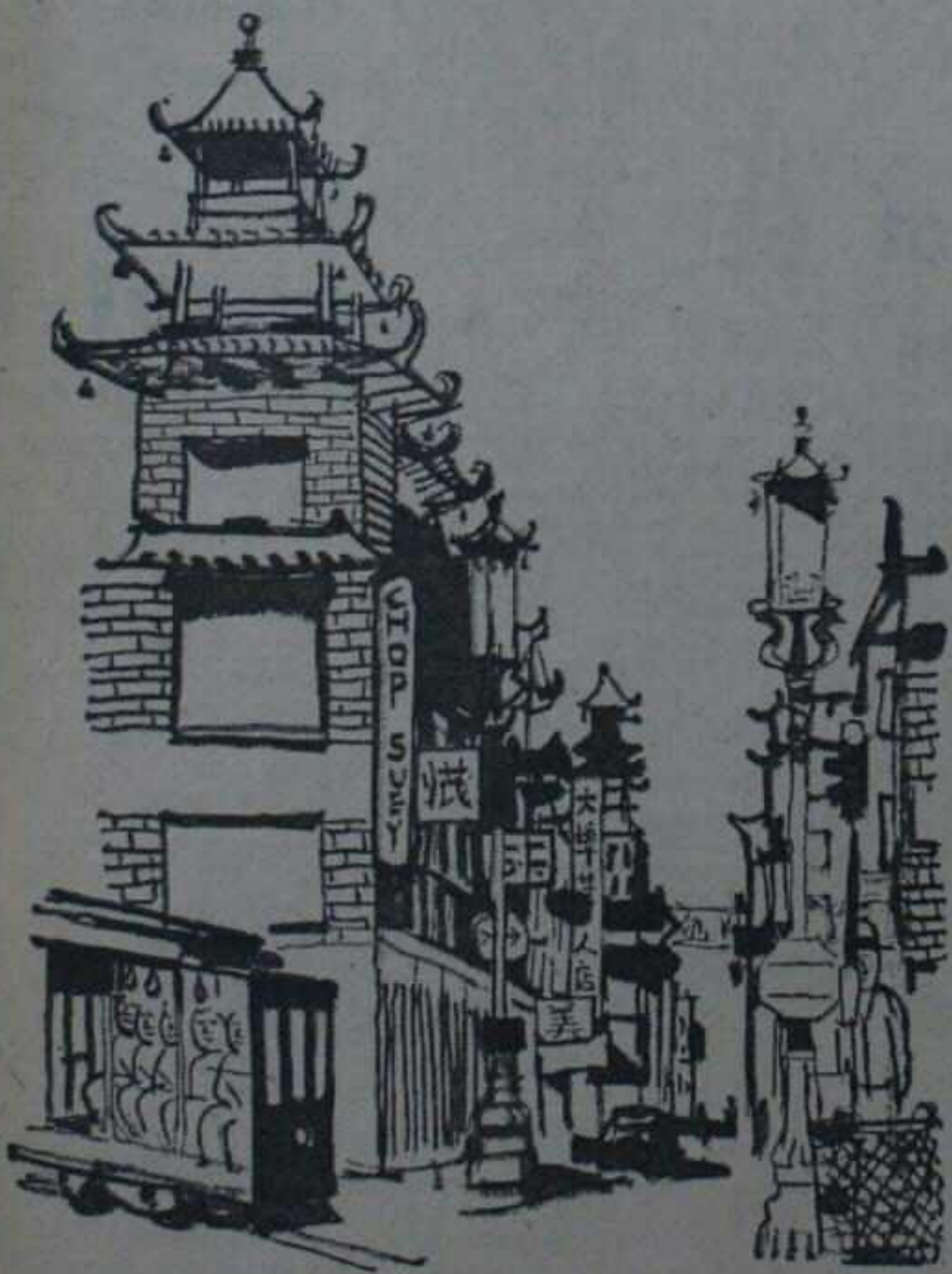
(Continued on page 6)

(Continued on page 6)

# Setting for sales!



In "San Francisco Beat," even the very setting's exciting. Filmed on location in photogenic, steep-inclined San Francisco, it's a powerful, eye-filling show... combining the drama of real cases from the files of San Francisco's Police Department with the thrill of the chase through some of the world's dizziest, most breath-taking scenery. The uptilted streets... the Golden Gate... Chinatown... the waterfront and Fisherman's Wharf... It's a setting that puts extra wallop into every half hour of this action-laden film series.



**And what a wallop the series packs!**  
**In the Albany-Schenectady-Troy**  
**area, "San Francisco Beat" is one of**  
**the top fifteen programs, drawing**  
**bigger audiences than such shows as**  
**Kraft Theater, Gobel, Martha Raye and**  
**Montgomery Presents. In film-happy**  
**Los Angeles, it's among the top ten**  
**syndicated films.\* As "The Lineup" on**  
**the CBS Television Network, it has**  
**averaged a higher rating than "Dragnet"**  
**throughout the past season.\*\***

**"San Francisco Beat" provides a hard-**  
**hitting setting for your sales messages.**  
**Get details and market availabilities**  
**from the people who bring you the**  
**fastest-moving films in all television...**

**CBS TELEVISION FILM SALES, INC.**

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



# Cartoons, Laub Make KSTP News for Kids

**MINNEAPOLIS** — The combination of film, primarily cartoons, and an appealing, resourceful and talented live personality have resulted in programming which has helped KSTP, here, score with the younger set. Daryl Laub is the many-sided KSTP personality who holds forth as "T.N.T. Tatters" on the 8:30-9 a.m. strip, "Captain Cartoon," 5-5:30 p.m., and "T.N.T. Tatters Circus Sideshow," 4-5 p.m. Laub works with Terrytoons on "T.N.T. Tatters" and "Captain Cartoon." He uses films of wild animals, comedies and Westerns for his "T.N.T. Circus Sideshow." The performer has created many characters with which he peoples his programs. On "T.N.T. Tatters" the youngsters meet Cecil De Chewer, an amusing termite; Freddie Fox, with a voice like Senator Glahorn, and "Conchie," who decides whether things are right or wrong. The show also makes generous use of gimmicks and contests, the latest being a Birthday Wheel.

**Old Salt**  
In the character of the old salt, Captain Cartoon, Laub has as a companion, Joe, a spider monkey from South America. He also carries on a courtroom trial for bad habits where "dunderheads" are sentenced. Included in the program is a "Wishing Well" where dreams come true if the water in the well ripples.

For "T.N.T. Tatters Circus Sideshow" the atmosphere is different. The children are led thru a make-believe midway by Laub where animals, cowboys and others are met. Laub introduces the film naturally as part of the show wherever it fits into the conversation or action. He does not use a live audience.

The morning show has been the

most successful of the three shows, its American Research Bureau rating in May being an impressive 11.0, 45 per cent higher than the previous month when the program hit a 7.6, which was 1.8 higher than its strongest competition, Arthur Godfrey. "T.N.T. Tatters Circus Sideshow" received a 4.3 and "Captain Cartoon" a 3.3. Both are ARB ratings. Edward Petry & Company is the station representative.

## Double Punch

• Continued from page 2

single advertising medium should be used, if only one medium could be chosen, and 3) what order of preference should the auto manufacturers use in allocating their budgets to the different advertising media?

A breakdown of the answers to the first question was: TV, 48 per cent; newspapers, 36 per cent; direct mail, 5 per cent. The answers to the second question were: newspapers, 46 per cent; television, 43 per cent; direct mail, 5 per cent. Breakdown of the response to the third question was television, 49 per cent; newspapers, 37 per cent; direct mail, 8 per cent.

ABC-TV pointed out that auto dealers' feelings are at complete variance with those of the auto manufacturers, as indicated by how the manufacturers spend their advertising money. Auto budgets allocated only 28 per cent of its advertising dollars to TV, compared to 50 per cent for newspapers, 14 per cent for magazines and 6 per cent for outdoor advertising.

## FCC's Panacea

• Continued from page 3

or half of U. S. television, an interim period of 10 to 15 years is estimated for the change-over. Simultaneous UHF and VHF broadcasts would cushion the public against loss of service during the transfer.

All UHF, or chiefly UHF, areas proposed total nine, with Commissioners Mack and Doerfer objecting all the way when VHF outlets were deleted. The nine are Elmira, N. Y.; Madison, Wis.; Hartford, Conn. (Democratic Senator Pastore's Providence, R. I., gets a third VHF, snatched from Hartford); the tri-city New York State area (deleting the Vail Mills "slug-in" VHF channel); Evansville, Ind.; Peoria and Springfield, Ill.; Fresno, Calif., and New Orleans. Areas adding new VHF assignments are Charleston, S. C.; Duluth, Minn.; Miami, and the Norfolk area.

# Pontiac May Shift Agencies

**NEW YORK** — Pontiac is reported interested in a new agency. The division of General Motors which has suffered the greatest sales slump this year, Pontiac has shaken up its top management, moving Semon E. Knudsen into the general manager's slot. He will replace Robert M. Critchfield.

With the new management may come some changes in advertising policy. McManus, John & Adams, the current agency, stirred up a hornet's nest when Ernest Jones, its president, charged that TV could not move durable goods and should be used as a supplementary advertising media.

# CBS-TV Sells 'Air Power' To Prudential

**NEW YORK** — CBS-TV's "Air Power" documentary will finally be taken off the shelf and put on the air next season. Prudential Life Insurance has bought 26 "Air Power" episodes, which it will program in its Sunday 6:30-7 p.m. "You Are There" spot. Thirteen "You Are There" episodes will be aired after the 26 "Air Powers" complete their run.

Prudential will tee off its "Air Power" series at the beginning of the season with a one-hour documentary, "The Day the U. S. Is Attacked," a documentary description of how the U. S. is prepared to defend itself against air attack.

# Tums Buys NBC Tuesdays at 7:30

**NEW YORK** — The Lewis Howe Company for Tums last week purchased the Tuesday 7:30-7:45 time period on NBC-TV for next season. The slot will be used for a musical show as yet unselected. It was occupied by Dinah Shore for Chevrolet last season.

# Nets Hike Power

• Continued from page 3

sold to networks mentioned above, Screen Gems next season will have six other network shows sold directly to advertisers. One of them, "Bengal Lancers," is a new sale made last week to General Foods for NBC Sundays 7-7:30. The five other shows are renewals from this season's line-up: "Ford Theater," "Father Knows Best," "Rin Tin Tin," "Captain Midnight" and "Tales of the Texas Rangers." Only one of this season's Screen Gems network shows, "Damon Runyon Theater," was canceled.

# COMMERCIAL CUES

## ICE TEA FOR SUMMER

The Tea Council, thru the Leo Burnett Agency, this summer will spend \$248,000 for the purchase of nighttime station breaks in nine major markets to promote ice tea. The markets are Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh and Washington. The campaign, set to start July 3, will utilize 20-second and 10-second, "soft sell," live-action commercials, which were directed by Norman Felton, with Delbert Mann acting as supervising director. The theme in all the commercials is: "Why don't we have iced tea more often?"

## LEBENSRAUM FOR SEVERAL

Filmack Studios next month will open a new Chicago studio for commercial production, as well as other projects. They plan to install the latest equipment. . . . Van Praag Productions, New York, has expanded its industrial film department and plans to make it a separate unit. . . . Playhouse Pictures, Hollywood, is just plain expanding its business. It's up 200 per cent over the first six months of 1955. In the house are 35 contracts for animations, some calling for 15 complete minute sequences. Gross this year is expected to top 750G.

## ID'S

Southwestern advertisers and agencies participated in a TV film seminar conducted by the Keitz & Herndon Film Company, Dallas. This, the first in a series, was concerned with color. . . . On July 15 Storyboard, Inc., will close its West Coast Studio, operating only from New York. . . . A. Merritt Simpson has been appointed sales rep for Reid H. Ray Film Industries, pioneers in the commercial field since 1910. . . . Herbert Gunter, vicepres at Ted Bates, is now heading the TV commercials operation. . . . Leo Salkin, vet film writer, cartoonist and director, is the new managing director of UPA Pictures, Ltd., London. . . . Arnold Brown will head sound recording and transcriptions in the Dancer-Fitzgerald-Sample commercial department. . . . James J. Kelly has joined the commercial division at Guild Films.

# • TV Commercials in Production

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

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

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Produced
<b>AGRICULTURAL AND PET FOODS</b>				
Armour & Co., Dash Dog Food, N. W. Ayer (Mickey Mouse)	1	(20)	NA	Sound Masters
Purina Chows, Sanitation, Gardner (Grand Ole Opry)	1	(80)	LA	Sarra
Broiler Research, Gardner (Grand Ole Opry)	1	(80)	LA	Sarra
Pig Weighing, Gardner (Grand Ole Opry)	1	(80)	LA	Sarra
Feeding Cans, Gardner (Grand Ole Opry)	1	(80)	LA	Sarra
Wilson & Co., Ideal Dog Food, U. S. Adv.	3	(60)	FA	Fred A. Niles
<b>AUTOMOTIVE (Cars, Tires, Gas, Accessories)</b>				
Oldsmobile, Cars, D. P. Brothers (Paul Page-Spectacular)	—	—	LA	Video
Dodge, Cars, Grant (Danny Thomas)	1	(60)	NA	National Screen
Auto-Lite, Spark Plugs, Grant (Science Fiction Theater)	1	(60)	LA, SA	National Screen
Batteries, Grant (Science Fiction Theater)	1	(60)	LA	Sarra
Rayco, Clear Plastic, Emil Mogul	1	(60)	SM, LA	Film Creations
Cities Service, Gasoline & Oil, Ellington	6	(60)	LA	Grays-O'Reilly
Comoco, Oil, Benton & Bowles	—	—	NA	Universal
De Soto, Cars, BBD&O	—	—	NA	Universal
Studebaker, Cars, Benton & Bowles	—	—	NA	Universal
Ford Motor, Mercury, Kenyon & Eckhardt (Ed Sullivan)	8	(90 to 120)	LA	Van Praag
Quaker State, Oil, Kenyon & Eckhardt	5	(20)	SA	Hankinson
Stewart Warner Corp., Alemit, McFarland, Aveyard	6	(60)	LA	Kling
D-X Sun Ray Co., Gas, Potts-Woodbury	1	(60)	LA	Kling
Ford Motor Co., Ford Cars, J. Walter Thompson (Ford Jubilee)	1	(30), 1 (180)		
	2	(60), 3 (90)		
	1	(150)	LA (C)	Roland Reed
Ford Cars, J. Walter Thompson (Ford Theater)	6	(60), 7 (90), 1 (180)	LA	Roland Reed
American Motors, Nash Cars, Geyer, (Disneyland)	4	(90)	LA, SA	Roland Reed
Chrysler Division, Dodge, Plymouth Cars, McCann-Erickson (Climax)	1	(150)	LA (C)	Roland Reed
	3	(150)	LA	Roland Reed
Plymouth Corp., Plymouth Cars, N. W. Ayer, (News Caravan)	6	(60)	NA	Sound Masters
Pan-Am, Gas Fitzgerald Adv.	2	(—)	FA	Shamus Culhane
Esso, Gas & Oil	2	(—)	FA	Shamus Culhane
Leonard, Gasoline, Wesley Aves	2	(60)	FA	Fred Niles
Chevrolet Div. of General Motors, Cars, Campbell-Ewald (The Chevy Show)	1	(130), 1 (130)	LA	Van Praag
	1	(130)	LA	Deslio
(The Dinah Shore Show)	1	(80)	LA (C)	Van Praag
(The Dinah Shore show, Crossroads)	2	(60)	LA	Hal Roach
(The Dinah Shore show, Crossroads)	2	(20)	FA	Rector-Pearce
E. I. du Pont de Nemours, Car Wax, BBD&O	3	(10)	LA, SA	Transfilm
<b>BAKERIES AND BAKE GOODS</b>				
Gladiola, Biscuits, Crook Adv.	4	(20)	FA	Keitz & Herndon
Burrys, Burry Chocolate Cookies, Beacon Adv.	—	(ID)	FA, J	National Screen
	—	(60, 20, 10)	FA, J (C)	National Screen
Kupatrick's Baker, Bread, Reinhardt Adv.	4	(20)	FA	Five Star
National Biscuit Co., Shredded Wheat, Kenyon & Eckhardt (Rin Tin Tin)	2	(80)	LA	Screen Gems
Continental Baking, Staff Bread, Ted Bates	6	(20, 60)	SA, LA	Transfilm

(Continued next week)

# Stark and Layton Created 'Rocky'

**NEW YORK** — Wilbur Stark and Jerry Layton deny a report published in last week's Billboard that Larry Menkin was the creator of "Rocky King, Detective."

They state they developed the package and Menkin was employed only as a free-lance writer.

# Coe's 'Whales' Set As NBC Friday Spec

**NEW YORK** — Fred Coe is set for his first Friday spectacular on NBC-TV. The producer will offer "Of Whales and Men," the J. P. Miller adaptation of the Dr. R. B. Robertson book as the third show in series.

The first two are "A Man's Game" and "Manhattan Towers."

# Winnah by decision!

WE at Song Ads are proud of winning the 1956 Sweepstakes Award in the Advertising Association of the West Radio Commercials contest... plus 3 other Radio and TV-film awards. The Southern Pacific radio spot, produced under the supervision of Foote, Cone & Belding, was chosen best out of 86 radio entries submitted by the West's leading agencies, producers and stations. Agency and sponsor report "very successful" results from this test-campaign spot.

REGARDLESS of awards won, every radio and TV commercial produced at Song Ad Film-Radio Productions receives the best attention of our talent and experience. That's why so many sales winners come from our shop. And no doubt that's why Song Ad commercials have won top AAW honors for the past three years.

## THE BOX SCORE

Song Ads won the following AAW Awards for Radio and TV Film Commercials:  
Top Place—Southern Pacific, through Foote, Cone & Belding.  
Honorable Mention—Eastside Old Top Lager Beer, through J. Walter Thompson.  
Special Award—Burgmeister Beer, through BBD.  
"For effective continuity of an established theme."  
TV Honorable Mention—Jet Glass Water Heaters, through Hixon & Jorgensen, Los Angeles.  
Grand Winner—for outstanding radio commercial of all categories (Vancouver Ad Club Award)—Southern Pacific, through Foote, Cone & Belding.

# SONG AD

FILM • RADIO PRODUCTIONS

6000 Sunset Blvd., Hollywood — HO. 3-8181  
Russ Bldg., San Francisco — SU. 1-8285



# The Billboard's Fourth Annual TV Program and Talent Awards

The Top Programs and Talent of the 1955-1956 Season, Selected by All-Industry Vote

## Silvers Voted Top Net Show; 'Highway' Best in Syndication

Each Tops in Category, Too; Webs' Own Shows Win; NBC Film Leads

The Phil Silvers show and "Highway Patrol" were elected the top shows in network and syndication respectively in The Billboard's Fourth Annual TV Program and Talent Awards. Each show actually scored a double triumph in that each won in its own format category in addition to winning the over-all awards.

The networks' own shows proved to be the industry's favorites in most of the network categories. Out of the nine network categories in which the industry was asked to pick its favorites, the winner in seven of them were shows produced or sold by the network on which it appears.

In the syndication department, NBC Television Films turned out to be the only distributor with more than one winning program. It has three of them. Its "Badge 714" was again the best mystery, its "Victory at Sea" was again the best documentary as well as the best public service and uplifter of cultural standards, and its "Life of Riley," syndicated only West of the Rockies, was again the best comedy. All of them repeated their victories of last year.

### Webs Added

The Billboard's Fourth Annual Program and Talent Awards is a continuation of the event held the past three years except that in the past this poll concerned film programming only. Now that film is

an accepted member of the network family, it was decided that it no longer needed such special treatment. The network division this year was accordingly thrown open to all programs regardless of method of transmission.

Of the nine format categories for network shows, the winner in three of them this year was in fact a filmed show. Of the eight performers voted tops in their categories, four of them appear on film. In addition, the top show over-all as well as the top two performers over-all reach the TV screen via film.

The networks' own influence in programming was sharply reflected in this year's results. In the nine format categories, five of the first-place winners are network-produced shows. Another two of them have involved a considerable degree of network participation. CBS owns three of the winners: "Climax!", the best drama; the Phil Silvers show, the best comedy; and the Ed Sullivan show, the best variety. NBC owns two of the winners: "Wide, Wide World," the best 90-minute series, and "Matinee Theater," the best daytime show.

### Indie Packagers

The two independent packagers who triumphed were Louis Cowan, Inc., whose "\$64,000 Question"—naturally—was elected the best quiz, and the TV-Radio Workshop of the Ford Foundation, whose

"Omnibus" was voted the best network public service of the year.

CBS edged out NBC as the network of the most bests. It carries five shows that won six awards in this poll. However, one of its victorious programs, "Omnibus," is moving over to ABC next season. NBC carries four of the shows that triumphed for the 1955-'56 season. ABC carried one of them, "Disneyland," the best show for children.

A word is necessary about the definition of one of the network format categories—adventure. A far more minute breakdown could have been made of the 22 shows listed in the ballot under this heading. But to give the voters an adequate choice, it was necessary to put into the same competition all action shows with a continuous point of interest, whether their heroes were cops, cowboys or animals.

### Fewer Categories

A somewhat greater number of TV film distributors had winning shows in a somewhat smaller number of categories in the syndication division. In last year's awards, seven distributors were represented by first-place winners, four of them in more than one category. In the Fourth Annual poll, a few categories, such as women's, quiz and quarter hours, were dropped for lack of any significant new activity in these fields. In this smaller number of categories, eight distrib-

## STATISTICS ON FOURTH, ALL-INDUSTRY SURVEY

The Billboard's Fourth Annual TV Program and Talent Awards is based on an all-industry vote. One ballot was sent to a top executive of each of 2,500 companies engaged in TV programming in one way or another.

A total of 489 ballots were returned of which 178 came from TV stations and networks, 127 from advertising agencies with TV accounts, 87 from sponsors, 50 from producers and 47 from TV film distributors. A different colored ballot was distributed in each of these categories, one ballot to a company.

The ballot listed every eligible show that research could uncover in each program category. In each category there was space for a write-in vote in the event that one of a voter's favorite shows was overlooked in the listing. The only exception to this was in the daytime category of the network division. In this, all voting was by write in.

### Point System

The voters were asked to indicate their first, second and third choices in each category. In the tabulation, a first choice vote was credited with five points, second choice with three points, third choice with one point. Thus, the total number of points possible in any category was 4,401.

After the name of each program on the ballot was the name of the star or stars who appear on it regularly. This was done as a guide to voting for top performers in each category. Space was given below the list of shows for the voter to write in his choice of best performer. The total number of points possible for performers in any category was 489 since each such vote was worth one point.

In addition to the format categories, there were four over-all awards for network shows and four for syndicated shows. These were elected by write-in votes only.

utors were represented by first-place winners.

The Billboard's Program and Talent Awards are selected by the TV industry itself. It is the only award given for excellence of performance on the TV screen that is truly representative of the industry's own choice. There is no awards committee. There is no membership required for the right to vote. Voting is done on a broad and democratic basis. Ballots are

sent to companies in all aspects of TV programming; Producers, distributors, stations and networks, sponsors and their advertising agencies.

To avoid an unfair weighting in favor of shows represented by bigger firms, only one ballot is sent to a company, addressed to a top executive.

To the victors, then, these awards are indeed their industry's vote of thanks.

### OVER-ALL NETWORK WINNERS

<b>Best Network Program</b>	1. PHIL SILVERS SHOW, CBS.....	138
	2. Wide, Wide World, NBC.....	83
	3. Ed Sullivan Show, CBS.....	54
	3. Disneyland, ABC.....	54
	5. Perry Como Show, NBC.....	35

<b>Best Actor</b>	1. PHIL SILVERS, Phil Silvers Show, CBS.....	158
	2. Sid Caesar, Caesar's Hour, NBC.....	69
	3. Jackie Gleason, The Honeymooners, CBS.....	37
	4. Robert Young, Father Knows Best, NBC.....	28
	5. Bob Cummings, Bob Cummings Show, CBS.....	22
5. Danny Thomas, Danny Thomas Show, ABC.....	22	

<b>Best Actress</b>	1. LORETTA YOUNG, Loretta Young Show, NBC.....	122
	2. Lucille Ball, I Love Lucy, CBS.....	75
	3. Jane Wyman, Fireside Theater, NBC.....	61
	4. Nanette Fabray, Caesar's Hour, NBC.....	54
	5. Spring Byington, December Bride, CBS.....	28
5. Ann Sothern, Private Secretary, CBS.....	28	

Network program which performed the greatest public service and did most to raise the cultural standards of TV

1. OMNIBUS, CBS.....	148
2. Wide, Wide World, NBC.....	114
3. Richard III, NBC.....	67
4. See It Now, CBS.....	43
5. Maurice Evans Presents, NBC.....	25

### OVER-ALL SYNDICATION WINNERS

<b>Best Syndicated Film Series</b>	1. HIGHWAY PATROL, Ziv-TV.....	126
	2. Dr. Hudson's Secret Journal, MCA-TV.....	88
	2. Science Fiction Theater, Ziv-TV.....	88
	4. Badge 714, NBC Film.....	64
	5. I Led Three Lives, Ziv-TV.....	50

<b>Best Actor</b>	1. BRODERICK CRAWFORD, Highway Patrol, Ziv-TV....	92
	1. JACK WEBB, Badge 714, NBC Film.....	92
	3. Richard Carlson, I Led Three Lives, Ziv-TV.....	76
	4. Bob Cummings, My Hero, Official.....	61
	5. John Howard, Dr. Hudson's Secret Journal, MCA-TV....	50

<b>Best Actress</b>	1. ANN SOTHERN, Susie, TPA.....	102
	2. Gale Storm, My Little Margie, Official.....	90
	3. Gail Davis, Annie Oakley, CBS Film.....	67
	4. Joan Davis, I Married Joan, Interstate.....	51
	5. Betty White, Life With Elizabeth, Guild.....	49

Syndicated film series which performed the greatest public service and did the most to raise the cultural standards of TV

1. CONFIDENTIAL FILE, Guild.....	101
1. VICTORY AT SEA, NBC Film.....	101
3. I Led Three Lives, Ziv-TV.....	72
4. Dr. Hudson's Secret Journal, MCA-TV.....	60
5. Science Fiction Theater, Ziv-TV.....	51

# New Web Programs Show Oldsters How

## New Ideas Flash Up Season, Pull Heavy Voting in Fourth Annual Billboard Awards

The network winners in the Fourth Annual TV Program and Talent Awards reflect the manner in which the new shows flashed up the 1955-'56 season. In practically every category, programs that debuted this past season got more than their share of the votes. In many they topped their better established competitors, indicating the importance of new ideas to the TV business.

Probably the most impressive individual showing was made by Phil Silvers. His program won first place as the best network program, as well as the best situation-comedy. Silvers himself took personal accolades as best situation-comedy performer and best actor.

The Nat Hiken-created show was something of a triumph for the CBS-TV network, which owns it. The web realized the potential of the show from the beginning, and its handling of the property helped accelerate its rapid success.

### "Wide World"

NBC-TV and Sylvester (Pat) Weaver can take bows for the success of "Wide Wide World." Developed from Weaver's idea by producer Barry Wood, this unusual show was a surprising second in the voting for the best network

show. And it led the voting as the best hour-and-a-half show, trouncing other spectaculars with stronger name attractions. The relaxed Dave Garroway, emcee of "WWW," received the largest number of votes as the best performer in an hour-and-a-half show.

Were it not for a split vote, "WWW" might also have been voted the network show that did most to raise the cultural standards of TV and perform a public service. "Richard III," the Laurence Olivier movie, which was presented within the "WWW" frame, came in third in this category. Had its votes gone to "WWW" itself, their combined points would have been sufficient for first place.

As it was, "Omnibus," which finished its fourth season on CBS this year, was the winner in this category.

### "\$64,000 Question"

Another significant award went to "\$64,000 Question," which drew the largest number of votes as the best quiz or audience-participation show. In the same classification, its new offspring, "The \$64,000 Challenge," won fifth position, followed by another Louis G. Cowan quizzer, "The Big Surprise."

In the adventure category, which

# 14 Producers Come Up With 20 Best in 4th Poll; CBS Has Most

The 20 shows that have first-place awards in The Billboard's Fourth Annual TV Program and Talent Awards represent the work of 14 different production organizations.

CBS gets credited with the greatest number of winners. It is responsible for the Phil Silvers show (top network show as well as top comedy), the Ed Sullivan show (top variety show), "Climax!" (top network drama) and the top news-film service.

NBC is next with three award-winning properties: "Wide, Wide World" (the top hour and a half), "Matinee Theater" (top daytimer) and "Victory at Sea" (top syndicated documentary and public service).

Sherry TV, which is controlled by Music Corporation of America, is the packager of "Dragnet-Badge 714," the top network adventure, the top syndicated mystery.

The TV-Radio Workshop of the Ford Foundation produces "Omnibus," this year's selection of the

network program that performed the greatest public service and did the most to raise the cultural standard of TV.

### Best Kid Show

Walt Disney Productions is responsible for "Disneyland," the best children's show.

Louis Cowan, Inc., is packager of the "\$64,000 Question," the top quiz.

Batten, Barton, Durstine & Osborn, agency for co-sponsor Lucky Strike cigarettes, produces the top network musical show, "Your Hit Parade."

Over on the syndication side, Ziv Television Programs produces as well as distributes "Highway Patrol," the top adventure and the top show over-all.

Guild Films is producer and distributor of "Confidential File," which was tied for the award of best public service in syndication and upgrader of standards.

Four Star Films produced the 153 dramatic half hours that Official Films now owns and distrib-

utes as "Star Performance," the best dramatic series in syndication.

### "Riley" Wins

Tom McNight at the Hal Roach Studios holds the reins on "Life of Riley," the best comedy in syndication.

MCA's Revue Productions turns out the top musical show in syndication, the new Rosemary Clooney show.

William Brody Productions gets the credit for "Wild Bill Hickok," the top Western in syndication.

Peter de Met Productions in Chicago turns out the top sports show, "Championship Bowling," for distribution by Walter Schwimmer, Inc.

Only one of the first-place winners in syndication was not in active production during the 1955-'56 season, "Victory at Sea," of which there are only 26 episodes, completed three years ago. It is one of the three syndication victors that is a network reissue. That leaves seven first-place winners that go out for station origination first run.

this year embraced all action shows, including mysteries and Westerns, three newcomers registered strongly. Coming up behind "Dragnet" was "Gunsmoke," the CBS adult Western, followed closely by "Robin Hood," and third was "Wyatt Earp." The stars in these shows figured importantly in

the voting for performers in this classification. Hugh O'Brian, who plays, "Wyatt Earp," was second; Richard Greene, who's Mr. Robin Hood, was fourth, and James Arness of "Gunsmoke" was fifth.

Among children's programs, two new stanzas came in for attention. "Mickey Mouse Club" was second

in the class, followed closely by "Captain Kangaroo." And Bob Leeshan, who plays Kangaroo, was voted the best children's performer.

### Daytime Section

In the daytime category, NBC scored heavily. Its new hour-long

*(Continued on page 9)*

## The Network Winners in Each Program Category

### Best Adventure Show

1. DRAGNET, NBC ..... 589
2. Gunsmoke, CBS ..... 309
3. Robin Hood, CBS ..... 308
4. Wyatt Earp, ABC ..... 290
5. Line-Up, CBS ..... 268
6. Big Town, NBC ..... 221
7. Lassie, CBS ..... 160
8. Frontier, NBC ..... 128
9. Rin Tin Tin, ABC ..... 84
10. Crusader, NBC ..... 76

### Best Adventure Performer

1. JACK WEBB, Dragnet, NBC ..... 132
2. Hugh O'Brian, Wyatt Earp, ABC ..... 78
3. Mark Stevens, Big Town, NBC ..... 62
4. Richard Greene, Robin Hood, CBS ..... 47
5. James Arness, Gunsmoke, CBS ..... 47

### Best Comedy-Variety Show

1. ED SULLIVAN SHOW, CBS ..... 625
2. George Gobel Show, NBC ..... 432
3. Caesar's Hour, NBC ..... 430
4. Jack Benny Show, CBS ..... 315
5. Perry Como Show, NBC ..... 257
6. Red Skelton Show, CBS ..... 99
7. Chevy Show, NBC ..... 80
8. Jimmy Durante Show, NBC ..... 70
9. Shower of Stars, CBS ..... 69
10. Comedy Hour, NBC ..... 44

### Best Comedy-Variety Performer

1. SID CAESAR, Caesar's Hour, NBC ..... 102
2. George Gobel, George Gobel Show, NBC ..... 94
3. Perry Como, Perry Como Show, NBC ..... 83
4. Jack Benny, Jack Benny Show, CBS ..... 71
5. Red Skelton, Red Skelton Show, CBS ..... 42

### Best Dramatic Show

1. CLIMAX, CBS ..... 353
2. Alfred Hitchcock Presents, CBS ..... 271
3. Kraft TV Theater, NBC ..... 244
4. U. S. Steel Hour, CBS ..... 207
5. Studio One, CBS ..... 197
6. Alcoa Hour, NBC ..... 187
7. Robert Montgomery Presents, NBC ..... 146
8. Loretta Young Show, NBC ..... 124
9. Lux Video Theater, NBC ..... 121
10. Ford Theater, NBC ..... 81

### Best Dramatic Performer

1. LORETTA YOUNG, Loretta Young Show, NBC ..... 134
2. Alfred Hitchcock, Alfred Hitchcock Presents, CBS ..... 84
3. Dick Powell, Four Star Playhouse, CBS ..... 42
4. Jane Wyman, Fireside Theater, NBC ..... 40
5. David Niven, Four Star Playhouse, CBS ..... 31

### Best Children's Show

1. DISNEYLAND, ABC ..... 932
2. Mickey Mouse Club, ABC ..... 357
3. Captain Kangaroo, CBS ..... 289
4. Zoo Parade, NBC ..... 248
5. Ding Dong School, NBC ..... 186
6. Let's Take a Trip, CBS ..... 102
7. Pinky Lee, NBC ..... 90
8. Big Top, CBS ..... 83
9. Howdy Doody, NBC ..... 78
10. Paul Winchell, NBC ..... 69

### Best Children's Show Performer

1. BOB KEESHAN, Capt. Kangaroo, CBS ..... 122
2. Pinky Lee, Pinky Lee Show, NBC ..... 73
3. Paul Winchell, Paul Winchell Show, NBC ..... 61
4. Marlin Perkins, Zoo Parade, NBC ..... 46
5. Frances Horwich, Ding Dong School, NBC ..... 41

### Best Hour-and-a-Half Show

1. WIDE WIDE WORLD, NBC ..... 626
2. Ford Star Jubilee, CBS ..... 498
3. Producer's Showcase, NBC ..... 429
4. Omnibus, CBS ..... 425
5. Maurice Evans Presents Hallmark Hall of Fame, NBC ..... 275
6. Max Liebman Presents, NBC ..... 213
7. Famous Film Festival, ABC ..... 80
8. NBC TV Opera Theater, NBC ..... 48
9. Sunday Spectacular, NBC ..... 37

### Best Hour-and-a-Half Show Performer

1. DAVE GARROWAY, Wide Wide World, NBC ..... 125
2. Maurice Evans, Maurice Evans Presents, NBC ..... 88
3. Mary Martin, Peter Pan, NBC, and Together With Music, CBS ..... 61
4. Alistair Cooke, Omnibus, CBS ..... 49
5. Noel Coward, Ford Star Jubilee, CBS ..... 36

### Best Situation Comedy

1. PHIL SILVERS SHOW, CBS ..... 809
2. I Love Lucy, CBS ..... 325
3. Bob Cummings Show, CBS ..... 239
4. Danny Thomas Show, ABC ..... 224
5. The Honeymooners, CBS ..... 196
6. Father Knows Best, NBC ..... 172
7. December Bride, CBS ..... 115
8. Burns and Allen, CBS ..... 99
9. It's a Great Life, NBC ..... 88
10. Life of Riley, NBC ..... 82

### Best Situation Comedy Performer

1. PHIL SILVERS, Phil Silvers Show, CBS ..... 129
2. Bob Cummings, Bob Cummings Show, CBS ..... 76
3. Lucille Ball, I Love Lucy, CBS ..... 63
4. Danny Thomas, Danny Thomas Show, ABC ..... 50
5. Jackie Gleason, The Honeymooners, CBS ..... 46

### Best Quiz or Audience Participation Show

1. \$64,000 QUESTION, CBS ..... 771
2. What's My Line, CBS ..... 450
3. You Bet Your Life, NBC ..... 444
4. I've Got a Secret, CBS ..... 303
5. \$64,000 Challenge, CBS ..... 122
6. Big Surprise, NBC ..... 112
7. Two for the Money, CBS ..... 81
8. People Are Funny, NBC ..... 70
9. Do You Trust Your Wife? CBS ..... 65
10. Truth or Consequences, NBC ..... 63

### Best Quiz or Audience Participation Show Performer

1. GROUCHO MARX, You Bet Your Life, NBC ..... 135
2. Garry Moore, I've Got a Secret, CBS ..... 87
3. Hal March, \$64,000 Question, CBS ..... 59
4. John Daly, What's My Line? CBS ..... 37
5. Art Linkletter, People Are Funny, NBC ..... 21

### Best Musical Show

1. YOUR HIT PARADE, NBC ..... 798
2. Dinah Shore, NBC ..... 585
3. Lawrence Welk, ABC ..... 568
4. Voice of Firestone, ABC ..... 266
5. Coke Time, NBC ..... 252
6. Gordon MacRae, NBC ..... 100
7. Guy Lombardo's Diamond Jubilee, CBS ..... 73
8. Music From Meadowbrook, ABC ..... 20

### Best Musical Show Performer

1. DINAH SHORE, Dinah Shore Show, NBC ..... 117
2. Gisele MacKenzie, Your Hit Parade, NBC ..... 48
3. Lawrence Welk, Lawrence Welk Show, ABC ..... 39
4. Eddie Fisher, Coke Time, NBC ..... 23
5. Gordon MacRae, Gordon MacRae Show, NBC ..... 18

### Best Daytime Show (other than children's)

1. MATINEE THEATER, NBC ..... 127
2. Garry Moore Show, CBS ..... 66
3. Today, NBC ..... 52
4. Queen for a Day, NBC ..... 44
5. Tennessee Ernie Show, NBC ..... 43
5. Home, NBC ..... 43



# First-Run Shows, New Web Reissues Head Syndication

The syndicated series that headed the list of winners in most categories of The Billboard's Fourth Annual Program and Talent Awards were mostly first-run this past season or newly introduced network reissues. The fact that three of the shows that gained the greatest favor with the voters were all relatively new first-run properties is interesting in view of the tendency of so many distributors these days to shy away from first-run syndication. Judging from the results of this poll, the industry still likes a new property.

by MCA-TV, was tied for the second-place award among best syndicated shows. The program, which stars John Howard, is also a relatively new property, released about the same time as "Highway Patrol." Other awards voted "Dr. Hudson" included the third-place spot among dramatic shows, third place for Howard as the best dramatic actor, fourth place among shows that performed the greatest public service and fifth place for Howard as best actor in syndication.

**"Science Fiction"**  
Tied with "Hudson" for second place as the best syndicated series over-all was Ziv's "Science Fiction Theater," which was released in the spring of 1955. Truman Bradley acts as host-narrator of the series, which also won the second-place spot among best dramatic shows and fifth-place position in the public service category.

The show that last year was voted the best syndicated series, the three-year-old "I Led Three Lives," this year ranked fifth in the voting for that honor.

Other first-run film shows which won first-place awards were: Guild Film's documentary series, "Confidential File," produced and narrated by Paul Coates, and MCA's new music series, the Rosemary Clooney show. "Confidential File" tied for first place in the public service category and the No. 2 spot in the documentary category, where it was topped only by "Victory at Sea," a long-time favorite.

The Rosemary Clooney show won first place as the best music series and second place for Miss Clooney as the best musical performer in syndication. Oddly enough, the musical performer who beat out Miss Clooney for that honor was Patti Page, whose show, however, placed second behind Miss Clooney's in the voting for best musical show. The Patti Page show, which was produced by Screen Gems, was spot booked this season by Ol'ismobile. A few weeks ago Screen Gems began marketing the reruns to local sponsors.

Tho the first-run syndicated series

dramatic series, "Matinee Theater," won by a large margin. And two other freshly conceived stanzas, the high-rated "Queen for a Day" and Tennessee Ernie, took fourth and fifth position.

Two of the more off-beat, new properties also drew a substantial number of votes. The Alfred Hitchcock show took the second-place accolade as the best dramatic series, and Hitchcock himself topped such seasoned actors as Dick Powell and David Niven to

win second in the best dramatic performer category.

One of the surprises of the season was Lawrence Welk. The ABC stanza ran a close third in the best musical show voting, and Welk won third place as the best musical performer.

The 1955-'56 season consequently can take a great deal of credit for introducing both exciting new shows and new talent to the TV viewing nation.

generally did better in the voting than the other shows, several network reruns recently released for syndication also did well. Official Film's "Star Performance," the newly syndicated reruns of "Four Star Playhouse," won first place as tie best dramatic show in syndication. It also won for Dick Powell, one of the four stars who appear in the series, a first-place award as best dramatic performer in TV film syndication and for David Niven, who also appears in the series, the second-place award in this category.

Similarly, Official's "My Little

Margie" reruns copped second place in the voting for best comedy series and won for its star, Gale Storm, second place award in the best actress voting.

The first-place award as best actress was garnered by Ann Sothern, star of Television Programs of America's "Susie" series, another network rerun which recently moved into syndication. "Susie," the reruns of "Private Secretary," also won for Miss Sothern second place in the voting for best comedy performer. The show itself won third-place award in the best comedy series category.

## Web Program Winners

Continued from page 8

# The Syndicated Film Winners in Each Program Category

### Best Half-Hour Adventure Series

1. HIGHWAY PATROL, Ziv-TV ..... 445
2. I Led Three Lives, Ziv-TV ..... 402
3. Waterfront, MCA-TV ..... 235
4. Foreign Intrigue, Official ..... 216
5. Rin Tin Tin, Screen Gems ..... 145
6. Crunch and Des, NBC Film ..... 121
7. Man Called X, Ziv-TV ..... 112
8. Dangerous Assignment, NBC Film ..... 106
9. Long John Silver, CBS Film ..... 75
10. Count of Monte Cristo, TPA ..... 74

### Best Adventure Performer

1. RICHARD CARLSON, I Led Three Lives, Ziv-TV ..... 103
2. Broderick Crawford, Highway Patrol, Ziv-TV ..... 84
3. Preston Foster, Waterfront, MCA-TV ..... 60
4. Mark Stevens, Headline, MCA-TV ..... 37
5. Barry Sullivan, Man Called X, Ziv-TV ..... 24

### Best Half-Hour Mystery Series

1. BADGE 714, NBC Film ..... 499
2. San Francisco Beat, CBS Film ..... 276
3. Mr. District Attorney, Ziv-TV ..... 232
4. City Detective, MCA-TV ..... 176
5. Racket Squad, ABC Film ..... 129
6. Man Behind the Badge, MCA-TV ..... 124
7. Mr. and Mrs. North, Schubert ..... 101
8. Sherlock Holmes, NTA ..... 91
9. Col. March of Scotland Yard, Official ..... 84
10. Follow That Man, MCA-TV ..... 73
10. Lone Wolf, MCA-TV ..... 73

### Best Mystery Performer

1. JACK WEBB, Badge 714, NBC Film ..... 167
2. Reed Hudley, Racket Squad, ABC, Public Defender, Interstate ..... 33
3. David Brian, Mr. District Attorney, Ziv-TV ..... 27
4. Ronald Howard, Sherlock Holmes, NTA ..... 23
4. Rod Cameron, City Detective, MCA-TV ..... 23

### Best Sports Series

1. CHAMPIONSHIP BOWLING, Schwimmer ..... 281
2. Greatest Fights of the Century, Sterling ..... 146
3. Big Ten Hi-Lites, Sportsvision ..... 138
4. All Amer. Game of the Week, Sportsvision ..... 132
5. Madison Square Garden, Wink ..... 125
6. Football This Week, du Pont ..... 83
7. Big Playback, Screen Gems ..... 82
8. Bowling Time, Sterling ..... 72
9. Jimmy Demaret Show Award ..... 66
10. Texas Razzlin', Texas Razzlin' ..... 62

### Best Comedy Series

1. LIFE OF RILEY, NBC Film ..... 413
2. My Little Margie, Official ..... 311
3. Susie, TPA ..... 284
4. I Married Joan, Interstate ..... 264
5. Amos 'n' Andy, CBS Film ..... 234
6. Life With Father, CBS Film ..... 200
7. My Hero, Official ..... 154
8. Ray Milland, MCA-TV ..... 135
9. Abbott & Costello, MCA-TV ..... 52
10. Trouble With Father, Official ..... 34

### Best Comedy Performer

1. WILLIAM BENDIX, Life of Riley, NBC Film ..... 93
2. Ann Sothern, Susie, TPA ..... 81
3. Bob Cummings, My Hero, Official ..... 67
4. Gale Storm, My Little Margie, Official ..... 44
5. Leon Ames, Life With Father, CBS Film ..... 26

### Best Half-Hour Dramatic Series

1. STAR PERFORMANCE, Official ..... 487
2. Science Fiction Theater, Ziv-TV ..... 357
3. Dr. Hudson's Secret Journal, MCA-TV ..... 323
4. Douglas Fairbanks Presents, ABC Film ..... 155
5. Celebrity Playhouse, Screen Gems ..... 139
6. Star and the Story, Official ..... 130
7. Mayor of the Town, MCA-TV ..... 113
8. Favorite Story, Ziv-TV ..... 96
9. Your All Star Theater, Screen Gems ..... 92
10. Your Star Showcase, TPA ..... 62

### Best Dramatic Performer

1. DICK POWELL, Star Performance, Official ..... 96
2. David Niven, Star Performance, Official ..... 76
3. John Howard, Dr. Hudson's Secret Journal, MCA-TV ..... 55
4. Thomas Mitchell, Mayor of the Town, MCA-TV ..... 41
5. Douglas Fairbanks, Douglas Fairbanks Presents, ABC Film ..... 32

### Best Documentary, Commentary or Instructional Series

1. VICTORY AT SEA, NBC Film ..... 544
2. Confidential File, Guild ..... 382
3. Crusade in Europe, Hygo ..... 200
4. Crusade in the Pacific, Sterling ..... 122
5. Abe Lincoln's Story, Schwimmer ..... 109
6. Uncommon Valor, General Teleradio ..... 63
7. Science in Action, TPA ..... 58
8. The American Legend, Official ..... 56
9. Where Were You? MCA-TV ..... 54
10. Movie Museum, Sterling ..... 50

### Best Western Series

1. WILD BILL HICKOK, Flamingo ..... 323
2. Annie Oakley, CBS Film ..... 276
3. Death Valley Days, Pacific Coast Borax ..... 241
4. Stories of the Century, Hollywood TV ..... 225
5. Cisco Kid, Ziv-TV ..... 193
6. Tales of the Texas Rangers, Screen Gems ..... 158
7. Hopalong Cassidy, NBC Film ..... 153
8. Range Riders, CBS Film ..... 115
9. Kit Carson, MCA-TV ..... 94
10. Buffalo Bill Jr., CBS Film ..... 90

### Best Western Performer

1. GAIL DAVIS, Annie Oakley, CBS Film ..... 125
2. Guy Madison, Wild Bill Hickok, Flamingo ..... 92
3. William Boyd, Hopalong Cassidy, NBC Film ..... 71
4. Jim Davis, Stories of the Century, Hollywood TV ..... 70
5. Douglas Kennedy, Steve Donovan, NBC Film ..... 56

### Best Music Series

1. ROSEMARY CLOONEY, MCA-TV ..... 373
2. Patti Page, Screen Gems ..... 313
3. Liberace, Guild ..... 298
4. Guy Lombardo, MCA-TV ..... 250
5. Frankie Laine, Guild ..... 158
6. Eddy Arnold Time, Schwimmer ..... 113
7. This Is Your Music, Official ..... 110
8. Ames Brothers, Royal Crown Cola ..... 76
9. Florian Zebach, Guild ..... 50
10. Stars of the Grand Ole Opry, Flamingo ..... 47

### Best Musical Show Performer

1. PATTI PAGE, Patti Page Show, Screen Gems ..... 99
2. Rosemary Clooney, Rosemary Clooney Show, MCA ..... 93
3. Liberace, Liberace Show, Guild ..... 40
4. Frankie Laine, Frankie Laine Show, Guild ..... 21
5. Eddy Arnold, Eddy Arnold Time, Schwimmer ..... 19
5. Ames Brothers, Ames Brothers Show, Royal Crown Cola ..... 19

### Best Syndicated News Series

1. CBS NEWSFILM, CBS Film ..... 656
2. NBC News of the Week, NBC Film ..... 420
3. U. P. Movietone News, United Press ..... 216
4. Telenews Daily, INS ..... 175
5. Exclusive (Fulton Lewis), General Teleradio ..... 83
5. Washington Merry-Go-Round, NTA ..... 83
7. Telenews Weekly, INS ..... 45
8. Adventures in the News, Sterling ..... 20
9. Watch the World, NBC ..... 13

**Best Network Show****Phil Silvers Show**

Some shows achieve greatness gradually. Others, like CBS-TV's Phil Silvers show, are born great and capture the public's fancy from the moment they hit the air.

What makes this show's success even more than ordinarily spectacular is that it came in the face of murderous competition from NBC's Milton Berle, who for eight years had reigned as King of the Tuesday night schedule. Not only did the Silvers show dethrone Berle, but it gave to CBS complete dominance over the entire Tuesday night prime time schedule, finishing the job that "\$64,000 Question" began several months earlier. The final move that accomplished this feat came a few months ago when CBS exchanged the time slots of the Silvers show and "Navy Log."

Credit for the creation of the Silvers show belongs to Nat Hiken, producer and head writer. It's Hiken's first effort at creating shows for CBS, who hired him away from his previous job as writer for NBC's Martha Raye show. The show's star, Phil Silvers, however, brought his own unique talents to bear in creating a masterpiece of characterization out of the role of Sergeant Bilko. Silvers' performance has contributed more than a goodly share to making the show as successful as it is.

Another interesting sidelight of the Silvers show is the fact that, unlike most film comedy series, it's filmed in New York. The brevity of its shooting schedule and the relatively large number of sets it often uses have amazed many Hollywood producers.

The series is co-sponsored by Amana and R. J. Reynolds.

**Best Network Actor****Phil Silvers**

The Phil Silvers has been a well-known "name" comedian for a number of years, it wasn't until his new CBS television show (initially called "You'll Never Get Rich" but now pegged the Phil Silvers show) hit the air the beginning of this season that he achieved the status of one of the top comedians in the U. S.

Silvers in recent years had won a measure of fame for his starring roles in the Broadway musicals, "Top Banana" and "High Button Shoes." At about the same time, during the early days of the medium, Silvers tried his hand at a TV show of his own, which aired on ABC under the sponsorship of Cluett-Peabody. But his first TV effort was far from successful.

**How It Started**

Silvers entered into show business as a teen-ager under the aegis of Gus Edwards, who hired him for "School Days Revue" at the Palace Theater in 1925. For the next 20 years, Silvers bounced around the vaudeville circuit, made two-reel movie shorts and worked as social director and entertainer in the "Borscht Belt," spawning grounds for many top performers. In 1934, he joined Minsky's burlesque and in a few years had established himself as a top clown.

In 1940, he joined the cast of the Broadway revue, "Yokel Boy," and was soon the male lead. In the early 1940's, he hit Hollywood, where he worked in a number of films including "Cover Girl," "Coney Island," "Diamond Horseshoe," "My Gal Sal," "Footlight Parade" and "Something for the Boys."

It wasn't until he returned to Broadway after 1945 in "High Button Shoes" that Silvers really moved into the big time. With his new CBS-TV show, he's unquestionably on top.

**Best Network Actress****Loretta Young**

"Letters to Loretta" made its debut on NBC-TV in September, 1953, and immediately became a hit with the Sunday night audience. The first dramatic anthology to utilize an actress-hostess, it signified a trend that has come more and more into vogue. As the series became established, however, Miss Young herself came more into focus, and the program became officially known as the Loretta Young show.

Sponsored by Procter & Gamble, the stories used are those which appeal especially to women, tho the ratings consistently around 30.0, indicate the program's wide acceptance.

Miss Young made her motion picture debut at the age of four in 1919. Her first featured role was in "Laugh, Clown, Laugh" in 1928. Subsequently, she was chosen as a Wampus Baby Star.

One of the few stars to bridge the gap between silent and talking pictures successfully, she has appeared in a total of 78 features (just enough to keep a TV series running two years.)

In 1948 she won the Academy Award for her performance in "The Farmer's Daughter." The Billboard award this year is Miss Young's second in a row. She topped the best-actress category last year, beating out Lucille Ball.

The TV program is produced by Tom Lewis, former radio executive, who married Miss Young in 1940.

**Best Network Pubserv****Omnibus**

From the moment it hit the air, "Omnibus" has been a by-word for TV programming that's cultural and unusual. Tho often it's been attacked for its alleged snobishness and esoteric qualities, "Omnibus" more often has been praised for bringing to the TV airways a breath of fresh air, a temporary surcease from stereotyped fare.

A measure of its success is ABC-TV's recognition of the prestige it will bring to that network, which is slotting it in Sunday evenings next season. For the past four years, "Omnibus" has been seen on CBS-TV Sunday afternoons. Its elevation next fall to prime time, albeit on the Third Network, gives added indication of the respect it has gained over the past four years.

Tho its reputation has been built on a foundation that's cultural with public service overtones, this factor has never held it back from attracting sponsors. This season three "subscribers" (as "Omnibus" calls its sponsors) shared sponsorship of the show.

**Ford Workshop**

The 90-minute weekly program is produced by the TV-Radio Workshop of the Ford Foundation, which puts up the difference between the production cost and the programming revenue it obtains from advertisers. Robert Sauder, head of the Workshop, is producer of the show.

Among the highlights of this season's 26 programs were "Birth of Modern Times," a study of the Renaissance; two appearances by Leonard Bernstein, who lectured once on jazz and then devoted his second session to a demonstration of how to conduct an orchestra; a three-part study of the making of the U. S. Constitution, presided over by Joseph Welch; a study of the beginnings and practices of ballet, outlined by Agnes de Mille; a production of Oscar Wilde's "Salome," with Eartha Kitt in the title role, and a presentation of Handel's oratorio, "The Messiah."

**OLD FAVORITES VOTED AGAIN TO WINNER CIRCLE**

Despite the big flash made by 1955-'56 debuts in The Billboard's Fourth Annual Program and Talent Awards, there are still a number of old faithfuls on the winners' list, programs and performers who have won this award in years past and are back on top again this year.

Jack Webb and his "Dragnet-Badge 714" series is clearly the leading example of a steady winner. After a one-year lapse he is again elected best actor (in a tie) in syndication. As was the case last year, he and his show are tops in the mystery department in syndication. And he is again the winner in his category of network shows too.

"Victory at Sea" is another noteworthy repeater. In the current poll it duplicates its awards of last year: Best syndicated documentary, best public service, most outstanding effort to raise the cultural standards of TV.

Richard Carlson is repeating his victory as best performer in a syndicated adventure series. William Bendix and his "Life of Riley" are again tops in comedy.

Back at the ranch, Gail Davis is still the industry's favorite Western performer. "Wild Bill Hickok," top Western of two years ago, after bowing to "Annie Oakley" last year in a close race, is once more the favorite Western program.

As in last year's poll, Loretta Young is the industry's choice of top actress in network TV.

And "Disneyland," while it did not get as many awards as last year, its first, is still a winner.

**Best Syndicated Show****Highway Patrol**

"Highway Patrol" was a rating hit almost from the moment it went on the air last October. In the April Pulse survey it had the highest national weighted average rating of any syndicated show. Now add to its honors its election as the best syndicated film series in The Billboard's Fourth Annual TV Program and Talent Awards.

"Highway" is now on the air in 211 markets. Its biggest single sponsor is Ballantine Beer, which has it in 24 markets thruout the Eastern part of the U. S. Some of its other regional sponsors are Pfeiffer Beer in 14 markets, Kroger Stores in 11, Lion Oil in 10 and Morning Milk in eight.

Ziv Television Programs produces the show in Hollywood. Over 70 per cent of the shooting is done on location, some of it from a helicopter. The scripts concentrate on chases and conflicts on the highway and along the side of the road, with the constabulary closing in on the heavy as the half hour draws to an end.

**Calif. Co-op**

The producer has the co-operation of the California Highway Patrol, which has a technical advisor on the set at all times. Broderick Crawford, in the role of Dan Mathews, chief of the highway patrol, sparks a fast, hard-boiled pace in each episode.

Ziv has completed the first 39 episodes of the first-year cycle. Based on the show's success to date, it will in all likelihood go into a second year of production shortly, to go on the air in September.

**Best Syndicated Actor****Broderick Crawford**

The star of Ziv-TV award-winning "Highway Patrol" is not unaccustomed to public honors himself. Remember 1949 when he won the Academy Award, the New York Critics Award and the Look Award for his portrayal of Willie Stark in Robert Rossen's movie version of "All the King's Men."

William Broderick Crawford was born in Philadelphia on December 9, 1911, the son of Actress Helen Broderick and comedian Lester Crawford. He spent his youth touring the vaudeville circuits with his parents, who were then working as a team, attending the Dean Academy, spending three weeks at Harvard, working as a stevedore and a heavyweight boxer.

His first paying job in show business was in 1934 as the assistant stage manager for "The Trial of Mary Dugan." He next had a minor role in Howard Lindsay's unsuccessful London production of "She Loves Me Not."

There followed a couple of years of minor parts and flops on Broadway and in Hollywood, also summer stock and radio until in 1937 he was picked by George S. Kaufman for the role of Lennie in the legit production of "Of Mice and Men."

His other movies in recent years were "Born Yesterday," "Night People" and "Not as a Stranger." He appeared in several anthology TV shows before taking on the lead in "Highway Patrol" last year, a job which has won him election as the best actor in a syndicated show in The Billboard's Fourth Annual TV Program and Talent Awards.

**Best Syndicated Actress****Ann Sothern**

The ideal of the American secretary was not a secretary until Jack Chertok made her one on TV in 1953. She had been a dumb blonde before, but this pose, too, was acquired for show business reasons.

In her younger years Ann Southern—she was then Harriette Lake of Valley City, N. D.—was a talented pianist and composer. She inherited this talent from her maternal grandfather, the Danish violinist, Hans Nilson, and from her mother, a concert singer. After graduation from Minneapolis Central High, she won a couple of prizes for her original compositions, which brought her to Detroit and to the attention of a talent scout.

Her mentor suggested a visit to Broadway, where she landed roles in such hits as "Everybody Welcome," "America's Sweetheart" and "Of Thee I Sing." The last named won her a trip to Hollywood and work on such motion picture successes as "Panama Hattie," "As Thousands Cheer," "Lady Be Good" and "Cry Havoc."

**"Maisie" Pix**

She then began to turn out the famous "Maisie" movies for M-G-M, a series of pictures that made millions until it was discontinued in 1947. After that Miss Sothern made more musicals, "April Showers" and "Nancy Goes to Rio" and the Academy Award-winning "Letter to Three Wives."

In February, 1953, "Private Secretary" made its debut on CBS for Lucky Strike and has continued to appear Sunday nights ever since. Last year Television Programs of America bought the property and put the reruns into syndication under the title "Susie," a move which has just won the star the honor of being the best actress in any syndicated TV show in The Billboard's Fourth Annual Program and Talent Awards.

**Best Syndicated Actor****Jack Webb**

Jack Webb, 36, was born in Santa Monica, Calif. He entered show business as a staff announcer on KGO radio in San Francisco. His first starring role was in "Pat Novak for Hire," a San Francisco radio series, in 1945.

After coming to Hollywood in 1947 he played secondary roles in numerous motion pictures, the most noteworthy being "Sunset Boulevard." It was during this period when an L. A. police officer remarked that no one ever portrayed police work in its true light that the idea for "Dragnet" was born.

In television Webb was one of the first to realize that many of the motion picture techniques were not applicable to TV film, seen on small-sized screens. His emphasis on the close-up has since been copied again and again.

The program was also one of the earliest in TV to use the film medium. That the decision to do so was one of the wisest ever made has since been proved by "Badge 714," the rerun of the series, which in some markets has out-rated "Dragnet" itself.

Far ahead in production, "Dragnet" will probably continue for at least another two years, and "Badge 714" will keep it going a long time after that.

**Best Synd. Pubserv****Confidential File**

A pioneer for its introduction of many subjects which formerly were taboo on TV, "Confidential File," the Guild Films public service, award-winning, vidfilm series has just finished its first year on the national scene. The property was conceived and successfully master-minded by Paul Coates, its producer-host, who first exposed the show on KTTV, Los Angeles, where it is still playing as a live presentation, as well as on film.

Because of the sensational nature of its subjects, the program almost immediately won the attention of the public and the national press. Its format is first to show the problem and people affected by it, then to bring authorities and experts in for interviews and to suggest remedies.

It has presented program about abortions, children of divorce, quack psychologists, molesters of children, narcotic addicts, alcoholics, black market babies and pyromaniacs. Each subject is treated honestly.

Coates was a West Coast newspaperman who got the idea for the program from his work. The show is sponsored by Bardahl Oil in most markets.

**Best Synd. Pubserv****Victory at Sea**

Again an award winner for its public service contribution to TV, "Victory at Sea" indicates that good vidfilm has a lasting quality. The film series, a pet project of Robert Samoff, now the NBC president, and produced by Henry Salomon, made its debut in 1952 to critical acclaim. It went into syndication April, 1953, and since then has been rerun on numerous stations.

"Victory" is a definitive study of the part that the United States Navy played in World War II. Much of the footage in the series, especially that culled from Japanese government files, had never before been seen by the public. "Victory at Sea" also had the benefit of a score by Richard Rodgers which itself won numerous awards. It was arranged by Robert Russell Bennett. The footage was edited by Isaac Kleiman.

## NTA NET PLANS FACE TIME, COST HURDLES

NEW YORK — Despite the widespread and long-held belief among station and film groups that a film network would be beneficial to the industry, the new NTA effort to create such a network has many obstacles to overcome on its road to success.

NTA is apparently well aware of these difficulties and is realistically following an initial plan which keeps these obstacles to a minimum. Its decision to start off with a weekly feature film show, which normally airs in station time, makes the serious problem of time clearance a lot easier than it would be if it attempted to clear prime time exclusively.

### 2-Way Function

NTA's effort is based on the belief that a new film network can serve an important two-fold function—provide the independent and smaller stations with a new source of network programming and national revenue, and provide medium-sized national advertisers with another method of gaining nationwide TV coverage. NTA believes

that there are now enough stations on the air to make this new network economically feasible.

In the final analysis, however, the success it will have in competing for national business against the established webs and national spot medium will depend on two factors: The caliber of programming it provides and/or the cost of such programming to an advertiser.

If NTA can offer a better caliber of programming than stations and advertisers can get elsewhere, then NTA has an excellent chance of success both in clearing good time and getting advertisers. Similarly, if national sponsors can get a better value for their dollar on the NTA Network than they can elsewhere, then the new network should make out.

The entire industry will be watching NTA for its plans in these two critical areas—programming and cost. How it deals with these elements may make the difference between success and failure.

## 150 UA Features Likely for Market

NEW YORK—The newest film product to appear on the market is likely to be 150 United Artists features. The theatrical distribution and production company is reported offering a package of 150 feature films, most of which have been produced since 1948 to TV distributors.

Bidding for the package is said to be hot, with National Telefilm Associates pushing to acquire them. Among the titles are "Outpost in Malaya," starring Claudette Colbert; "Act of Love," with Kirk Douglas; "He Ran All the Way," Shelly Winters; "Sabre Jet," and "Fort Defiance."

Lou Chesler is also said to be interested in the features for his Ridgeway subsidiary. The UA package would add a substantial number of quality pictures to a market that is now offering more than 2,000 new titles to TV.

M-G-M only last week placed a group of 700 features and 990 shorts into TV. No deals have

been made for the M-G-M product as yet.

## Rooney Reruns To Screen Craft

HOLLYWOOD — Screen Craft Pictures, Inc., has acquired reruns of the NBC-TV "Hey, Muligan" series, and will syndicate the property under the title of "The Mickey Rooney Show."

No multiple-run deals are being made on the series, which consists of 33 half-hours. In the West, where Tom Corradine & Associates are distributing the program, sales have already been made in Los Angeles, Fresno, Calif.; Sacramento, Spokane, Albuquerque, N. M.; Portland, Ore.; Salt Lake City, Boise, Idaho; Phoenix, Ariz., and Tucson, Ariz.

## FIRST HURDLE FIRST

# NTA Film Network Begins With Weekly Feature Films

NEW YORK — Plans of the NTA Film Network, which is still in its formative stages, call for the programming initially of a 90-minute weekly feature film show, to be sponsored by three national advertisers. Expansion of network programming into half-hour series and/or additional feature shows will depend on how swiftly it sells out its initial offering to national bankrollers.

Ely Landau, president of the new NTA Network, said NTA already has a package of features available for network programming and sale and that an effort to line up advertisers will begin as soon as NTA completes the process of lining up affiliates.

Tho he declined to name the package, it's known that he has been talking with Matty Fox on taking over some of Fox' RKO pictures. Landau is also reportedly seeking rights to the new United Artists package (see other story), and if he succeeds, he may use some of the UA pictures for his network.

### 50 in Line

According to Landau, more than 50 stations have already been lined up as affiliates and have pledged themselves to clear the initial 90 minutes per week of option time. Landau indicated that in some cases this network option time would be prime time, while in others it would be late evening time normally used by stations for feature film programming.

Landau declined to disclose the names of the stations which have become affiliates. But thru a study of some of the markets mentioned by Landau in his testimony before the Senate Commerce Committee and in his statements last week, indications are that the following stations are among those already signed as affiliates: WSAV, Savannah, Ga.; WITI, Milwaukee; WABI, Bangor, Me.; KTVA, Anchorage, Alaska; XETV, San Diego, Calif.; WTVR, Richmond, Va.; KTVR, Denver, and WSIX, Nashville.

Landau stated he expects to have a total of 75 to 85 affiliated stations, accounting for a coverage factor of 60 to 75 per cent, by the

time the NTA Network begins operations this fall.

In New York and Los Angeles, NTA's plans call for two affiliates in each market. In these two cities, the same NTA network program would air on both stations simultaneously, thereby giving advertisers greater coverage a la the multiple exposure route. Indications are that WOR and WPIX are the New York stations NTA is seeking to sign as affiliates.

The NTA Film Network, headed by Rav Nelson, vice-president and general manager, is following two patterns in its affiliation agreements with stations. One of these patterns calls for NTA to turn over part or all of its vast backlog of features and series, free of charge, to a station.

In return for this backlog, the station gives NTA 90 minutes weekly of option time for NTA network programming. Additionally, it permits NTA Network to retain 100 per cent of the proceeds from the sale of this option time for a specified period, after which NTA and the station begin splitting the proceeds.

The other pattern, which is the one followed by CBS, NBC and ABC, will be used with stations

which do not get the NTA backlog. This pattern calls for the station to turn over 90 minutes of option time weekly to NTA to program and sell. The proceeds from the time sale is split between NTA and the station. According to Landau, the network-station revenue split will be more advantageous to stations than the 70-30 split normally in effect with stations affiliated with NBC, CBS and ABC.

Tho he didn't go into details, Landau indicated that the NTA Network is considering offering advertisers a guaranteed cost-per-thousand in an effort to compete for national business with the

(Continued on page 13)

## Screen Gems to Film 20 Pilots; To Cost \$1 Mil.

HOLLYWOOD—Screen Gems, Columbia Pictures TV subsidiary, will film 20 pilots between September and December in the most ambitious series development program ever undertaken by a TV film company.

Cost of the program, which comes as a result of two weeks of meetings between execs Ralph Cohn, John Mitchell, and Irving and Fred Briskin, has been budgeted at \$1 million.

Program development, under Milton Pickman, will continue in the same pattern that it has in the past, with deals being made with independent producers, stars and writers for the production of the properties.

Five series have already been set. They are Harry Sauber's "Shore Leave," "Girls About Town," and "You Can't Take It With You," all comedies; Irving Briskin's "Captain Charlie's Showboat," a musical; and "Ivanhoe," adventure drama, which will be filmed in England in conjunction with Goodson-Todman.

In addition, according to Cohn, several projects are already being launched with the 1957-'58 season in view.

All of the 20 pilots will be ready for agency showing in January, Cohn declares, because, in his opinion, one of the reasons for program failures has been the fact of late pilots, leaving not enough time to prepare the remainder of the series.

Screen Gems will have nine programs on the nets this fall.

## AA Prepping Re-Entry Into TV Film Field

HOLLYWOOD—Allied Artists has started readying a number of television properties in preparation for the company's re-entry into the TV film production field.

The studio was one of the first of the feature picture producers to get into TV, producing "Ethel Barrymore Theater" in the early 1950's. Following the one series, however, AA shut down production and concentrated on distributing feature pix and vid series thru its television subsidiary, Interstate TV.

First of the pilots to be put into production is expected to be "The Tenderfoot," a comedy Western starring Eddie Bracken. Other shows are on the drawing boards.

One of the primary reasons for the move at this time is that Interstate, as well as other distribution companies, have been unable to get enough product for a continuous flow of sales (see story elsewhere this issue).

## Todaro Buys Circle Lab, Now Criterion

NEW YORK — Fred Todaro, plant superintendent of Circle Film Laboratories, here, for the past year, has bought the outfit and changed the name to Criterion Film Laboratories, Inc. Todaro plans an expansion of staff and facilities.

## TOP SHOW PLUGGERS

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

### WBKB-TV, Chicago: "This Is the Day"

How a hard-hitting, intensive promotion campaign can pay off big was exemplified by WBKB's efforts on behalf of its Norman Ross show, "This Is the Day." At the end of its three-week campaign, which ran from March 14 to April 8, 1955, the 11 p.m. show jumped its American Research Bureau rating from 2.9 to 4.1, liked the number of sponsors from zero to two (followed by a complete sell-out shortly thereafter) and raised the status of Norman Ross from a relatively minor TV personality who spent 50 minutes per week on the air to one of Chicago's best-known stars appearing on TV eight hours and 50 minutes each week.

How did it accomplish this feat? The station, over the course of the three-week period, spent \$13,670 in hard-hitting newspaper ads and \$4,000 worth of advertising in TV Guide. Its newspaper advertising campaign broke in two parts. Initially, the ads tickled the audience's curiosity and emphasized the type of subject Ross planned to cover on a specific night by such copy as "Which President's wife was a bigamist and scandalized a nation? Norman Ross will answer this question tonight at 11 p.m. on 'This Is the Day.'"

After pointing up the content of the show thru such ads as these, WEKB changed its tack and switched its ad campaign to answer the question, posed in the headline of each ad: "What Are They Saying About Norman Ross and 'This Is the Day?'" Quotes from letters received from viewers were used in the ads to answer the question.

The station also estimates that it used approximately \$20,000 worth of its own air time to promote the show.

(Next week: WICU, Erie, Pa.)

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ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

TO THE RESCUE

# Indie Feature Film Distributors to Vidpix

HOLLYWOOD — Independent feature film distributors, caught in the middle between a dried-up supply and a potentially flooded market, are turning to TV film series, both first and second run, to take up the slack.

Such companies as M&A Alexander; Screencraft Pictures, Inc.; Interstate TV, John Ettlinger Associates, George Bagnall & Associates and others. All either have picked up telefilm shows or expect to come up with them shortly. At the same time, under present conditions, features are difficult to acquire.

The situation has arisen during the past year as the result of a Screen Directors' Guild move on residuals. Under the Allied Artists agreement on post-1948 pix, distributors had been paying SAC, but not SDG, for TV use of such features.

Last year SDG stepped into the picture and demanded \$600 per

half hour, i.e., \$1,800 for a 90-minute feature, or 25 per cent of the director's original salary, whichever is greater, for television airing.

Distributors assert that, especially with SAC and WGA having "favored nations" clauses written into their contracts, such payments are economically impossible for them. Some companies, such as Interstate, have held negotiations on new packages, but never released them when agreement could not be reached.

In the meantime the big packages coming into the market from the majors have placed the entire field in a state of flux. Paradoxically, however, some distributors claim that their small packages are still selling well.

Their explanation is that many stations cannot afford the capital outlay necessary to buy 52-plus features at a single blow; further, that the stations' program skeds are not set up to slot "A" features in Class A time, which they would have to do to get their money back (this would be especially true in one and two-station markets where the nets dominate the primary periods), but that there is a continuing need for secondary pix for marginal and late nighttime hours.

The result is that M&A Alexander

(Continued on page 17)

## 300 at WGN Film Festival

CHICAGO — About 300 clients, press representatives and agency people appeared last week for the fifth annual WGN-TV Film Festival, which was held at the Sheraton Hotel here. Of the 12 films previewed, strongest reaction was given to "Conflict," "Highway Patrol," "Code Three," "Stage 7," "Celebrity Playhouse" and "Three Musketeers." Other properties included "Under the Sun," "Fu Manchu," "Count of Monte Cristo," "Arabian Nights," "I Search for Adventure" and "Frontier Doctor."

WGN-TV bought "Highway Patrol" for Thursday evening 9-9:30 and expects to strip kid adventure shows in its 6-6:30 slot. Among the properties set are "Superman," "Wild Bill Hickok" and "Buffalo Bill."

A new feature of the Film Festival was the presentation of the station's live talent.

## AUSSIES BUY 21 U.S. SERIES

SYDNEY — The chairman of directors of Amalgamated Television Services, Justice Maxwell, has announced the signing of contracts by that group for certain programs from overseas sources. Among those booked are the full encyclopedia Britannica library of educational films, Terrytoon Cartoons, "Victory at Sea," "Alfred Hitchcock Presents" and "Dragnet."

Altogether 21 separate TV series have been purchased. Among the artists to be seen on station ATN will be Ronald Colman in "Halls of Ivy," Ann Sothern in "Susie the Private Secretary," Burns and Allen in their comedy show, Herbert Marshall and Ronald Reagan. ATN is a commercial TV station which will operate in Sydney. It expects to commence operations in November in ample time for the Olympic Games to be held in Melbourne, Australia.

## 3-Mil Offered World Series

NEW YORK — NBC-TV this week was confident that it would acquire future rights to telecasting the World Series after this year.

The web is said to have offered in the vicinity of \$3,000,000 yearly for the package under a three-year deal. Bidding opened Friday (29). The property would probably go to Gillette, its long-time sponsor.

# Ziv's Shows Strike 184-Outlet Average

NEW YORK — Ziv's series now in syndication have struck an average of 184 TV cities, according to a recent company report. Its series are sold to more sponsors (52 per cent) than to stations (48 per cent). Up 17 per cent from last year, station line-ups range from 141 on "Mr. District Attorney" to 211 on "Highway Patrol."

Two factors help account for increased business. Direct buys by sponsors have risen 20 per cent,

with "I Led Three Lives" and "Patrol" each scoring 63 per cent of total sales by direct purchase. Multi-market buys also give the average a boost. The topper is "Cisco Kid," Ziv's oldest series, now showing in 68 markets.

A study of Ziv's summer-fall schedules shows at least five multi-market campaigns averaging about 14 cities apiece. They include Olympia Brewing's 23-market buy of "Science Fiction Theater," Pfeiffer Brewing's 14 markets for "Patrol" and National Biscuit's 10-city spread on "I Led Three Lives."

Food products are playing an important part in the syndication business, according to the Ziv record. They account for more than 20 per cent of sales, and in the case of "Cisco Kid," 70 per cent. Oil companies, brewers, retailers and auto dealers also represent strong factors.

Ziv's latest multi-market sales were on its new "Dr. Christian" series, with Hekmar Baking's Midwest area buy and with Coors Beer's Rocky Mountain buy covering 11 Western States (The Billboard, June 30). This, before sales officially get under way Monday (2).

## 'Brave Eagle' in 7 Markets for Candy

NEW YORK — CBS Television Film Sales' "Brave Eagle" will whoop it up in seven cities for Quaker City Chocolates. The recent sale, made thru the Adrian Bauer-Alan Tripp Agency, covers New York, Philadelphia, Detroit, Cleveland, Chicago, Pittsburgh and either Baltimore or Washington.

The producer is Roy Rogers' Frontier Productions.

## LEVITT APPOINTMENT

# Cues Staff Revamping At NBC Television Film

NEW YORK — With the appointment of Bob Levitt as general manager of NBC Television Films, the operation has been completely revamped in its top level executive echelons in keeping with its position as a Kagan subsidiary. Levitt replaces Carl Stanton, veepee in charge of NBC Television Films, who is being shifted to the network, probably in the radio programming area. Leaving with him is Ted Sisson, director of NBC Television Films.

The top man in the new operation is Alan Livingston, president of Kagan. Levitt, who also will handle Kagan merchandising, will report to him. In the blueprinting stage are two series for this fall, one of which may be made for syndication. Before these properties can be produced, NBC Television Film will probably have reruns of "Frontier" available for syndication, and may possibly also acquire "Medic."

Livingston is currently scanning properties for production for the 1957-'58 season. He may add four more potential series to its pilot film schedule around the end of this year. But there should be no dearth of product coming from the firm, since it has leased the California Studios and intends to keep it busy.

NBC Television Films this week also split its central sales division into three separate units. Hap Eaton, former Central sales supervisor, takes over as North Central sales supervisor. Bob Bersbach becomes head of Chicago sales. And Dick Baldwin has been named South Central supervisor. They will all report to Ed Montanus, head of the Central division.

Levitt comes to NBC Television Films from Screen Gems where he was director of national sales. Prior to that he was the publisher of The American Weekly.

## WINTER MARKET

# Filmers Busy With New Crop of Pilots

HOLLYWOOD — With the ink hardly dry on fall programming skeds, and some slots still open, producers are already cranking up their cameras to turn out a new crop of pilots. Most are aimed for the January market, tho some are already shooting for fall of 1957.

Jack Webb has completed his first pilot film since turning out the original "Dragnet." Titled "Noah's Ark," it concerns a veterinarian and his problems with animals. Paul Burke, May Wynn, and Vic Rodman star in the pilot.

"Assignment Mexico," which will be lensed on location, is being prepped by Harry Ackerman for CBS-TV. Barney Girard will write and direct.

Goodson-Todman has two new properties for 1957. One is "Strategic Air Command," based on the SAC story, which Mark Goodson is readying. The other is "The Gun and the Quill," story of a Western editor, which is moving forward under the direction of Harris Katleman.

Desilu Productions has completed the first pilot of the proposed Orson Welles dramatic anthology program, but is holding off showing it until next year.

TCF-TV is planning to shoot a pilot based on the feature, "How to Marry a Millionaire." All in all, with such shows as Irving Briskin's "Captain Charlie's Showboat," Gross-Krasne's "O. Henry Playhouse," Ziv's "Martin Kane," Marmont's "Western Editor," Brookswald's "Story of the Crusades," and others, there are already better than two dozen shows in various stages of preparation.

## Pickman, Leads to Briskin Exec Staff

HOLLYWOOD — Two execs were added last week by Briskin Productions, Irving Briskin company which will release its vid-series thru Screen Gems.

Milton Pickman had been named v.-p. in charge of programming. Kurt Leeds, formerly with Columbia Pictures, was appointed controller.

## ABC-TV to Show 'Paris Fashions'

NEW YORK — Peter Pan Foundations has bought 3:30-4 p.m. August 29 on ABC-TV to present "Paris Fashion Previews." The program will be filmed in France at the salons of the leading courtiers during their July secret showings.

The program will be partially live, partially film.

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# The Billboard Scoreboard

## NETWORK REVIEW

### Allen Flexes Muscles For Sullivan Punch

By LEON MORSE

Starr, Steve Allen. Guests: Sammy Davis and the Will Mastin Trio, Kim Novak, Dane Clark, Wally Cox, Vincent Price and others. Dancers, Rod Alexander, Bambi Lynn. Producer, Bill Harbach. Director, Dwight Hemion. Sponsored by Jergens, Brown & Williamson and Avco, thru Robert Orr Associates, Ted Bates, and Compton, respectively. (NBC-TV, 8-9 p.m., EDT, June 24.)

Steve Allen presents the strongest threat to Ed Sullivan since the old days of the "Comedy Hour" when it was at its best. If the initial program is typical, Allen will throw a powerful combination of guest stars, plus his own not inconsiderable talent, a few fresh programming ideas and a skilled production crew against Sullivan. And the news columnist will not be able to rest on his laurels.

Allen did make a few mistakes. The dynamic talent of Sammy Davis was perhaps allowed to take over too long. The singer-dancer-mimic produced many entertaining moments with his varied abilities—especially his singing of "Five," but his last number should have been cut.

Allen's freshest and flashiest pro-

### Lux Video Theater (Net)

NBC-TV, Thursday (28), 10-11 p.m., EDT (Caught again).

The Lux show on Thursday (28) offered its competition a fine opportunity for handsome ratings. "Yankee Cousin," by Benjamin Simcoe, could probably best be described as mediocre. It had about as much reality as a Grimm's fairy tale. When a Puerto Rican family moves to New York, the story is usually quite different, and literary license should never be confused with pure hokum.

Nor did the production fare much better than its material. Someone took a large pair of scissors and pared what might have been there originally to the bone. Kurt Kasznar, who is about as Puerto Rican as Kurt Kasznar, and the rest of the cast floundered valiantly.

Ken Carpenter said he thought the whole thing was just ducky. Personally, the commercials were fascinating.

Dennis McDonald.

### Inside Story (Local)

Commentator, Victor Riesel. Producer, Al Perlmuter. Director, Mike Gargiolo. Sustaining. (WRCA-TV, New York, 6:30-6:45 p.m., EDT, June 29.)

Victor Riesel, reporter of The New York Daily Mirror who was blinded recently by mobsters, is being presented for 15 minutes in a show stressing "behind the news" information. For his initial appearance, Riesel handled his tasks well and gave every evidence of improving as a TV personality. His talks with Don Russell about the impending steel strike, his phone call to labor leader David McDonald and his discussion of the ramifications in the event of a strike were interesting.

Riesel also sets himself up as a prognosticator. The big news upcoming are the steel crisis, the rioting in Poland and the grouping of labor to crack up the Adlai Stevenson nomination. This prediction feature, if accurate, could really build the show.

Dennis McDonald.

gramming contribution was a Rod Alexander-Bambi Lynn dance on the roof of the Hudson Theater which was caught by live cameras. It was not entirely successful. The dance team looked like figures on the far horizon, and the idea behind the dance—a jailbreaker returning to see his girl—was too hokey and unbelievable.

Satires on commercials by Dane Clark, Vincent Price and Wally Cox displayed clever writing. And Allen's own stint with Kim Novak was also good for laughs, tho it was too related to the commercial satire.

In sum, Allen took off impressively. Once he gets his bearings, his flight should be even more successful.

### Producer's Showcase (Net)

Cast: Betty Field, Barry Nelson, Enid Markey, Luella Gear, Tina Louise, Harry Bellaver, Wynne Gibson, William Harrigan, others. Sponsored by RCA and Ford Motor Company. (NBC-TV, 5-6:30 p.m. PDT, June 25.)

It's become almost axiomatic that what registers on the stage doesn't necessarily go over with a TV audience. This tends to become all the truer the older a play gets. "Happy Birthday," the Anita Loos vehicle, sloshed along on "Producer's Showcase" for an hour and a half, finally winding up with the principals under the table. They were hiding.

The moral of the production seemed to be that adultery, illegitimacy and alcoholism aren't so bad, as long as you don't take it seriously. This being somewhat risqué for TV, one can only surmise that it was the censor's week off.

The action, all taking place in a bar, deals with the problem of a librarian trying to rope a bank clerk who's engaged to a beauty parlor employee. Betty Field as the librarian came thru in outstanding fashion. The remainder of the cast did their best under the circumstances.

The production came up with a couple of interesting electronic tricks, as well as one notable boob. After the first half-hour or so the play dragged interminably. A few more like it would probably bring back prohibition.

Bob Spielman.

### This Is Show Business (Net)

Host, Clifton Fadiman. Panelists, Celeste Holm, Abe Burrows, Walter Slezak. Guests, Carol Hughes, Tina and Coca, Charles Manna. Director, Cobey Ruskin. Music, Hank Sylvan. Producer, Irving Mansfield. Sponsor, Hazel Bishop thru Raymond Spector Agency. (NBC-TV, 8:30-9 p.m., EDT, June 26.)

The latest edition of "This Is Show Business," which bowed on NBC-TV last week as a summer replacement, doesn't have the spirit or the entertainment impact that the show used to have.

The new version is listless and uninspired. Last week's panel members — Abe Burrows, Celeste Holm and Walter Slezak — were restrained and acted as if they didn't really care. The "problems" the talent tossed at the panel, unlike those of the show's hey-day, had nothing of the incongruities and inherent humor in them that used to give the panels of yesterday a solid take-off point from which they could let fly their barbs of wit.

Additionally, the lavish praise the panel members accorded the talent who appeared on the show was far out of keeping with what the entertainers deserved. The major trouble is that nobody on the show appeared to be having a good time. The viewers probably felt the same way.

Jack Singer.

### Stars of Jazz (Local)

Cast: Kid Ory and His Creole Jazz Band, Stan Getz Group. Narrated by Bobby Troup. Directed by Norman Abbott. Produced by Peter Robinson. Participating sponsorship. (KABC-TV, Los Angeles, 10:30-11 p.m., PDT, Monday, June 25.)

Intelligently and tastefully presented, "Stars of Jazz" has joined the growing list of TV music shows in the Los Angeles area. Jazz enthusiasts should accept the program wholeheartedly. For others it provides a half-hour of easy listening.

Bobby Troup emcees and, perched on a stool in Carroway fashion, carries on a learned and interesting commentary. He's a natural for TV.

The quality of the show must, to some extent, depend on the artists appearing. In the opener they were tops. Stan Getz with his progressive group took up the first quarter hour. Kid Ory, seemingly forever young, followed him. The program closer, "When the Saints Come Marching In," may keep the au-

## DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

and

## The Billboard

The Amusement Industry's Leading Newsweekly

# FEATURE FILM FILES

Capsule critiques of motion pictures entering TV, based upon reviews originally published in The Daily News

### ANGEL ON THE AMAZON

★★ 1/2 DAILY NEWS

Cast: George Brent, Vera Ralston. Screenplay by Lawrence Kimble from a story by Earl Felton. Director, John H. Auer. Released by Republic Pictures. TV distributor: Hollywood TV Service. Running time, 86 minutes. How selling: Silver Group. Date reviewed, December 26, 1948.

Vera Ralston suffers the curse of never changing youth, of a woman who can't grow old. The others age, while she remains as she was on her honeymoon. She has been scared into this condition while on a hunt in the Amazon. It comes on when she rescues the pilots and passengers of a plane wreck. Set against attractive backgrounds in and near the beauty spots or Rio, the picture unfolds a story similar to Benn Levy's "Mrs. Moonlight." Miss Ralston is given able assistance by the rest of the cast.

### FABULOUS TEXAN

★★ 1/2 DAILY NEWS

Cast: Andy Devine, William Elliott. Screenplay by Lawrence Hazard and Horace McCoy. Director, Edward Ludwig. Released by Republic Pictures. TV distributor: Hollywood TV Service. Running time, 95 minutes. How selling: Silver Group. Date reviewed, December 26, 1947.

"Fabulous Texan" sounds like 100 July 4ths and has a fireworks display as well when an entire town is set ablaze by the villains. The whole State of Texas was oppressed by its own State police during the carpetbagging era. Chief offenders were a power-hungry crook and a Robin Hood-type of figure. Justice is finally brought to bear without much more conviction than the average Western. Individual performances frequently surpass screenplay and direction. Occasional bids for sentimentalism aren't always successful.

### HOME OF THE BRAVE

★★★ 1/2 DAILY NEWS

Cast: Frank Lovejoy, Lloyd Bridges. Screenplay by Carl Foreman from a play by Arthur Laurents. Director, Mark Robson. Released by United Artists. TV distributor: Atlantic TV Corporation. Running time, 86 minutes. How selling: Champion package. Date reviewed, May 13, 1949.

This is a highly dramatic and vital picture of one phase of the last war. Because it touches on the racial question, its appeal is limited. The play is frank and to the point, mincing hardly any words. Action takes place in an Army hospital on a Pacific Island held by the Japs to which an officer and four soldiers are sent on a dangerous map-making mission. One is a Negro whose presence is resented by one of the party. The Negro's own resentment boils and when his comrade is killed, he becomes paralyzed from the hips down.

## NETWORK REVIEW

### 'Joe, Mabel' a Minor Entry of Usual Hokum

By JACK SINGER

Cast: Nita Talbot, Larry Blyden, Luella Gear, Michael Mann, Norman Field, Ralph Dunn, John Shellie, Shirl Conway. Director, Ezra Stone. Script by Alex Gottlieb, based on characters created by Irving Gaynor Neiman. Producer, Alex Gottlieb. Music supervisor, Raoul Krauschaar. Sponsor, Pharmaceuticals, Inc., thru Edward Kletter Agency. (CBS-TV, 9-9:30 p.m., EDT, June 26.)

The long-suffering "Joe and Mabel" series finally hit the air last week, tho destined to be replaced 13 weeks hence by the new Herb Shriner show.

Starring Larry Blyden and Nita Talbot, "Joe and Mabel" is a standard situation comedy series which follows the usual format of hoking up a basically artificial situation to laughable proportions. Tho enlivened by some good dialog and some deft directional touches in staging and delivery of lines, the show nevertheless doesn't shape up as a major entry.

The opening episode revolved

### The World Tonight (Local)

KDKA-TV, Pittsburgh, Tuesday (19), 11 to 11:15, EDT (Caught again).

No network news show is on KDKA-TV for the simple reason that no network news wrap-up has ever come into this market that equals the station's own top-rated "World Tonight." The show crackles with the expert handling of newscasters Bill Burns and Ray Scott. Burns, who is definite network timber, has the face of a matinee idol and delivers the news with a Gabriel Heater flair, using dramatic overtones as he throws out the news as if every item was of earth-shaking consequence. His partner, Ray Scott, was more subdued and did a great job on the sports seg of the show and handled all the commercials.

Len Litman.

dience tapping their feet until next week.

Production was simple, but, with its highlighting of mood, perfectly suited for the program. In addition, there were some fascinating close-ups of the artists at work.

Bob Spielman.

around the refusal of Joe, a cab driver, to accept a \$500 reward for returning some lost jewels. Angry with Joe for not accepting the money which would enable their long-standing engagement to be consummated in marriage, Mabel almost breaks off with Joe. His appearance on a television show, however, where he describes his reasons for refusing the money, leads to a reconciliation.

### Tonight (Net)

NBC-TV, Monday (25), 11:20-1 p.m., EDT (Caught again).

As part of its try-out theater "Tonight" gave Al Capp, the noted comic book humorist, his chance to impress viewers. Tho Capp is a talented wit, he does not seem to fit into the "Tonight" format.

The program, because of its length, requires a performer who is relaxed, informal and likable. Capp's is not a warm personality, and much of his humor is contrived in addition to being negative. His one contribution was the use of some clever drawings to illustrate a comic idea. Among the guest talent Stan Freeman was outstanding. The pianist's satire on Irving Braverman, an unsung composer whose life has never been made into a film, should qualify him for a few return engagements.

Leon Morse.

### Johnny Carson Show (Net)

CBS-TV, Tuesday (26), 2-2:30 p.m., EDT (Caught again).

Right now Carson is nigh perfect as a daytime emcee. He has a warm personality and avoids the cuteness and false joviality found on many a saccharine daytime stanza. His "Happy Household Hints" and his "Carson's Correspondence Etiquette Clinic" satirical features, giving questionable advice, are humorously handled. When you mix in some good singers and dancers and some interesting guests, the result is a good daytime dish. The guests on the Tuesday (26) show, the Tip Toppers, all six-foot girls, could have been the butt of tasteless humor. It's to Carson's credit that he kept the humor rolling without overstepping his bounds. This show deserves a sponsor.

Dennis McDonald.

### First Hurdle First

Continued from page 11

larger, well established networks. When queried on whether NTA Network's sales policies would require that an advertiser buy the entire network line-up of stations, Landau said that a policy of "flexibility" would be followed. He indicated that in those markets not bought by a network advertiser, the affiliate would be able to sell the unsold portion to a local sponsor.

Station Owner?

Landau also disclosed that the NTA Film Network is now exploring the possibility of "Becoming involved in multiple station ownership before the year 1956 draws to a close."

The NTA Network, a wholly owned subsidiary of National Telefilm Associates, will operate as a separate entity from the NTA film distribution operation, which will continue to act as a regular film syndicator.

# TV Program and Time-Buying Guide

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

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Web Quiz and Panel Shows

MAY RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rtg.	Rank	Show, Sponsor, Web	Women Per Set
1.	\$64,000 Question Revlon (CBS)	53.9	1.	\$64,000 Challenge Revlon, Kent (CBS)	1.23
2.	You Bet Your Life Plymouth-De Soto (NBC)	42.9	2.	Name That Tune Whitehall (CBS)	1.21
3.	I've Got a Secret R. J. Reynolds (CBS)	40.1	3.	Chance of a Lifetime Lentheric, Emerson (ABC)	1.21
4.	\$64,000 Challenge Revlon, Kent (CBS)	39.0	4.	What's My Line? Remington Rand, Montener (CBS)	1.20
5.	What's My Line? Remington Rand, Montener (CBS)	37.1	5.	Do Your Trust Your Wife? Frigidaire (CBS)	1.19
6.	Do You Trust Your Wife? Frigidaire (CBS)	26.5	6.	\$64,000 Question Revlon (CBS)	1.18
7.	Big Surprise Porex, Speidel (NBC)	25.1	7.	Manquerade Party Esquire Polish, Scrutan (ABC)	1.18
8.	People Are Funny Paper Mate, Toni (NBC)	22.9	8.	Two for the Money P. Lorillard, Sheaffer, Bulova (CBS)	1.18
9.	Name That Tune Whitehall (CBS)	22.4	9.	Big Surprise Porex, Speidel (NBC)	1.16
10.	Two for the Money P. Lorillard, Sheaffer, Bulova (CBS)	20.6	10.	I've Got a Secret R. J. Reynolds (CBS)	1.15

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Kids Per Set
1.	\$64,000 Challenge Revlon, Kent (CBS)	1.00	1.	Beat the Clock Sylvania (CBS)	.99
2.	Chance of a Lifetime Lentheric, Emerson (ABC)	.99	2.	People Are Funny Paper Mate, Toni (NBC)	.83
3.	What's My Line? Remington Rand, Montener (CBS)	.96	3.	Dollar a Second Mogen-David (ABC)	.72
4.	Truth or Consequences P. Lorillard (NBC)	.93	4.	Name the Tune Whitehall (CBS)	.60
5.	Two for the Money P. Lorillard, Sheaffer, Bulova (CBS)	.93	5.	Stop the Music Necchi, Quality Foods (ABC)	.59
6.	Big Surprise Porex, Speidel (NBC)	.92	6.	I've Got a Secret R. J. Reynolds (CBS)	.59
7.	Break the Bank Dodge (ABC)	.91	7.	Truth or Consequences P. Lorillard (NBC)	.54
8.	\$64,000 Question Revlon, (CBS)	.90	8.	Two for the Money P. Lorillard, Sheaffer, Bulova (CBS)	.48
9.	You Bet Your Life Plymouth-De Soto (NBC)	.87	9.	\$64,000 Question Revlon (CBS)	.47
10.	People Are Funny Paper Mate, Toni (NBC)	.84	10.	\$64,000 Challenge Revlon, Kent (CBS)	.46

#### Web Winners

**\$64,000 CHALLENGE—CBS-TV**  
In the latest American Research Bureau Audience Composition Studies, "Challenge," a comparative newcomer, ranks fourth among quiz and panel shows with a 39 rating. Tho it's still 14.9 rating points behind its parent, the No. 1 "\$64,000 Question." What should make Revlon happy is that among women "Challenge" ranks first with 1.23 gals per set. And Kent cigarettes should be equally happy, because the show's the favorite among men with 1.00 male viewers per set. Incidentally, "Question" is ranking eighth with men and sixth with women in the current survey.

#### Films to Watch

**BADGE 714—NBC-TV FILMS**  
No matter how you look at it, "Badge" has been performing in spectacular fashion in practically any time slot you can think of on any evening of the week. American Research Bureau ratings for February, March and April bear this out in a 37-city survey. In Albuquerque, N. M., at 8 on Monday, "Badge" chalked up a 3E.4 ARB against "Studio One's" 28.1. In Bakersfield, Calif., at 9 Saturdays "Badge" bests Lawrence Welk 35.9 to 21.6. Phil Silvers and "I Married Joan" with 21.5 bow to "Badge's" 44.8 in Boise, Idaho, at 9 p.m. Tuesday, and so it goes (like a firecracker).

#### • ARB Top Shows Among Kids

##### How Network Shows Rated Among Children in May

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

(\* Indicates Film)

Rank	Show, Sponsor & Web	Children Per Set	Avg. May Rtg.
1.	*Mighty Mouse, Gen'l Foods (CBS)	1.90	14.8
2.	Captain Kangaroo (Sat.), Sust. (CBS)	1.85	8.6
3.	*Mickey Mouse Club, Partic. (ABC)	1.84	16.9
4.	Uncle Johnny Coons, Swift, Sust. (NBC)	1.80	4.6
5.	Winky Dink & You, Sust. (CBS)	1.75	6.3
6.	*Fury, Gen'l Foods (NBC)	1.73	14.2
7.	Pinky Lee (Sat.), Sweets (NBC)	1.66	5.2
8.	*Captain Kangaroo, Partic. (CBS)	1.59	8.6
9.	Paul Winchell, Sweets (NBC)	1.85	5.7
10.	*Rin Tin Tin, Natl. Biscuit (ABC)	1.56	18.4
11.	*Disneyland, Partic. (ABC)	1.53	32.2
12.	*I Married Joan, Sust. (NBC)	1.52	4.8
13.	*Tales of the Texas Rangers, Gen'l Mills, Curtiss (CBS)	1.48	16.0
14.	Ding Dong School, Sust. (NBC)	1.47	6.9
15.	Super Circus, Chunky, Hartz (ABC)	1.46	6.0
16.	*Wild Bill Hickok, Kellogg (CBS)	1.43	8.3
17.	*Brave Eagle, Sust. (CBS)	1.36	8.7
18.	*Lassie, Kellogg, Campbell (CBS)	1.33	25.7
19.	*Captai Gallant, Heinz (NBC)	1.30	8.4
20.	*Lone Ranger, Gen'l Mills (ABC)	1.26	9.0
21.	*Gene Autry, Wrigley (CBS)	1.25	9.3
22.	*Lone Ranger, Gen'l Mills, Amer. Dairy (ABC)	1.24	13.1
23.	*Roy Rogers, Gen'l Foods (NBC)	1.20	14.6
24.	Big Top, Natl. Dairy (CBS)	1.18	12.2
25.	*My Friend Flicka, Colgate (CBS)	1.14	14.5

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Drama Shows

APRIL RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Ave. Apr. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	17.4	1.	Highway Patrol (Ziv)	86	1.	Badge 714 (NBC)	25
2.	Mr. District Attorney (Ziv)	15.8	1.	Racket Squad (ABC)	86	1.	Sherlock Holmes (NTA)	25
3.	Badge 714 (NBC)	14.1	3.	Ellery Queen (TPA)	85	3.	City Detective (MCA)	24
4.	Man Behind the Badge (MCA)	12.0	3.	Mr. District Attorney (Ziv)	85	3.	Inspector Mark Saber (Thompson)	24
5.	San Francisco Beat (CBS)	10.8	3.	The Whistler (CBS)	85	3.	Man Behind the Badge (MCA)	24
6.	Follow That Man (MCA)	10.2	6.	Inspector Mark Saber (Thompson)	84	6.	Highway Patrol (Ziv)	22
7.	City Detective (MCA)	9.6	7.	Lone Wolf (MCA)	83	6.	Inner Sanctum (NBC)	22
8.	Gangbusters (Genl.-Teleradio)	9.5	7.	Mr. & Mrs. North (Schubert)	83	6.	Mr. & Mrs. North (Schubert)	22
8.	Racket Squad (ABC)	9.5	9.	Man Behind the Badge (MCA)	82	6.	Racket Squad (ABC)	22
10.	The Whistler (CBS)	7.5	9.	Boston Blackie (Ziv)	82	6.	The Whistler (CBS)	22

VIEWERS/100 HOMES			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	237	1.	The Whistler (CBS)	91	1.	Badge 714 (NBC)	62
2.	Highway Patrol (Ziv)	232	2.	Mr. & Mrs. North (Schubert)	88	2.	Highway Patrol (Ziv)	43
3.	Boston Blackie (Ziv)	218	2.	Ellery Queen (TPA)	88	3.	Pendulum (Thompson)	36
4.	Lone Wolf (MCA)	217	2.	Follow That Man (MCA)	88	4.	Boston Blackie (Ziv)	33
5.	Mr. & Mrs. North (Schubert)	216	5.	Gangbusters (Genl.-Teleradio)	87	5.	Lone Wolf (MCA)	31
6.	The Whistler (CBS)	215	5.	Mr. District Attorney (Ziv)	87	6.	Man Behind the Badge (MCA)	29
6.	Man Behind the Badge (MCA)	215	5.	City Detective (MCA)	87	6.	Sherlock Holmes (NTA)	29
8.	Sherlock Holmes (NTA)	212	8.	San Francisco Beat (CBS)	86	8.	Follow That Man (MCA)	25
9.	San Francisco Beat (CBS)	211	9.	Boston Blackie (Ziv)	85	9.	Mr. & Mrs. North (Schubert)	23
10.	City Detective (MCA)	208	9.	Lone Wolf (MCA)	85	9.	San Francisco Beat (CBS)	23
10.	Follow That Man (MCA)	208						
	Inspector Mark Saber (Thompson)	208						

#### • Pulse Top Pix Among Kids

##### How Non-Net Films Rated Among Kids in April

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

Rank Order	Title & Distributor of Series	Kids Per 100 Homes	Avg. Rating
1.	Life With Father (CBS)	107	12.7
2.	Captain Gallant (TPA)	102	7.7
3.	Abbott & Costello (MCA)	101	7.2
4.	Superman (Flamingo)	98	14.6
5.	Looney Tunes (Guild)	97	10.9
6.	Ramar of the Jungle (TPA)	95	9.4
6.	Annie Oakley (CBS)	95	16.1
8.	Buffalo Bill Jr. (CBS)	94	12.2
8.	Laurel & Hardy (Governor)	94	14.5
10.	Range Rider (CBS)	83	9.8
11.	Long John Silver (CBS)	92	7.5
12.	Sky King (Nabisco)	91	12.1
13.	Disco Kid (Ziv)	89	12.6
13.	Hans C. Andersen (Interstate)	89	3.7
15.	Cowboy G-Men (Flamingo)	88	9.5
15.	Hopalong Cassidy—1 Hr. (NBC)	88	7.1
15.	The Ruggles (Corradine)	88	2.1
15.	Steve Donovan, Western Marshal (NBC)	88	9.5
15.	Wild Bill Hickok (Flamingo)	88	13.6
20.	Hopalong Cassidy (NBC)	85	9.8
20.	Kit Carson (MCA)	85	9.7
22.	Gene Autry (CBS)	83	8.1
22.	Gene Autry—1 Hr. (CBS)	83	5.3
22.	Jungle Jim (Screen Gems)	83	12.7
25.	Judge Roy Bean (Screencraft)	77	9.6

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

# "WESTERN RATINGS"



...THEY WENT THAT A WAY 

## MEANWHILE, BACK AT THE RANCH (ON MADISON AVENUE)...

Smart TV buyers are fast coming to the conclusion that the surest and safest buy in TV is a good, solid Western.

Since the days of William S. Hart at the nickelodeon right up to "THE LONE RANGER", westerns have always been the only guaranteed, sure fire hit at the box office.

Speaking of "THE LONE RANGER", since the beginning of TV the man in the mask has been a perennial favorite of TV audiences young and old.

*(Jack CHERTOK produced all 178 of THE LONE RANGER films that have appeared so far on the air.)*


A few years ago a new modern Western was produced for TV called SKY KING. These new type Western films in many markets are now in their 6th and 7th run and continue to be enormously effective and popular. *(Jack CHERTOK produced the SKY KING series.)*

STEVE DONOVAN, WESTERN MARSHAL, is a Western now in syndication via NBC Film Syndication Division. In

Atlanta the ARB rating in the first month was 1.3; in the fourth month 20.5 . . . In Boston from 9.3 in the first month to 20.0 in the fourth. In St. Louis from 8.0 in the first month to 20.7 in the second month . . . and the story is the same across the country. Another proof of a good Western's effectiveness everywhere. *(Jack CHERTOK produced the STEVE DONOVAN series.)*

Now a new, high quality Western called FRONTIER JUDGE, starring Leon Ames, is to be produced by Jack CHERTOK and the pilot for this new, exciting Western is available for immediate screening. The series is being offered by ABC.

Incidentally, did you notice that the recurring name in each of the Westerns listed above was Chertok? In producing Westerns for TV there is no company with the experience and know-how of the Chertok Organization . . . So if it's a Western you're considering make sure it has the Chertok label . . . and if you haven't seen FRONTIER JUDGE, see it today.

**CHERTOK  PRODUCTIONS**

A CHERTOK - MAC NAMARA ENTERPRISE

GENERAL SERVICE STUDIOS • HOLLYWOOD 38, CALIFORNIA

# THIS WEEK'S FILM BUYS

**ABC FILM SYNDICATION**  
**RACKET SQUAD**  
 WWTV, Cadillac, Mich.: Spicer Appliances

**BEENA, QUEEN OF THE JUNGLE**  
 WRBL, Columbus, Ga.: Adv. TBA

**CBS-TV FILM SALES**  
**AMOS 'N' ANDY**  
 WICV, Philadelphia

**SAN FRANCISCO BEAT**  
 WMAR, Baltimore; WREC, Memphis; Adv. TBA

**BUFFALO BILL JR.**  
 KOTA, Rapid City, S. D.: Fairmont Foods

**CBS NEWSFILM**  
 WRGB, Schenectady, N. Y.; WRBA, Richmond, Va.: Adv. TBA

**BRAVE EAGLE**  
 Boston, Chicago, Cleveland, Detroit, Philadelphia, Pittsburgh and Baltimore or Washington; Quaker City Chocolate & Confections

**LIFE WITH FATHER**  
 WREC, Memphis; WJW, Cleveland; Adv. TBA

**THE WHISTLER**  
 WJW, Cleveland; Adv. TBA

**GENE AUTRY**  
 KCOP, Hollywood; Adv. TBA

**KOOL**, Phoenix, Ariz.: Wm. Wrigley

**RANGE RIDER**  
 KCOP, Hollywood; KLZ, Denver; Adv. TBA

**MY FAVORITE HUSBAND**  
 Seattle, Portland, Ore.; Fresno, Calif.; San Diego, Calif.; Spokane, San Francisco, Sacramento, Los Angeles; Best Foods

**GOVERNOR TELEVISION ATTRACTIONS**  
**LAUREL & HARDY**  
 KKTU, Colorado Springs, Colo.; WKBW, Chicago; WCSI, Portland, Me.; WBAL, Baltimore; KWK, St. Louis; KSHO, Las Vegas, Nev.; KIOR, Portland, Ore.; WHBQ, Memphis; WSEK, Nashville; WSAU, Wausau, Wis.; Adv. TBA

**BULLDOG DRUMMOND FEATURES**  
 WTVQ, Rockford, Ill.; WSBT, So. Bend, Ind.; KWWL, Waterloo, Ia.; WJMR, New Orleans; WOR, New York; KSHO, Las Vegas, Nev.; WJHL, Johnson City, Tenn.; KOSA, Odessa, Tex.; Adv. TBA

**GUILD FILMS COMPANY CONFIDENTIAL FILE**  
 KHOL, Astell, Neb.: Smt.

**INTERSTATE TELEVISION PUBLIC DEFENDER**  
 WTCN, Minneapolis: Swift Meats and Swift Ice Cream—alternate weeks

**MCA-TV**  
**DR. HUDSON'S SECRET JOURNAL**  
 KOB, Albuquerque, N. M.: Bowman Biscuit one half and John McCormack Carpets one half

**FEDERAL MEN**  
 KOB, Albuquerque, N. M.: John McCormack Carpets

**NBC TELEVISION FILM CRUNCH AND DES**  
 WCDA, Albany, N. Y.: La Rosa and West End Brewing

**NATIONAL TELEFILM ASSOCIATES**  
**HELNICK FEATURES**  
 KHJ, Los Angeles; Adv. TBA

**OFFICIAL FILMS**  
**STAR AND THE STORY**  
 KFSA, Fort Smith, Ark.: White Auto Sales

**BERNARD SCHUBERT**  
**MR. AND MRS. NORTH**  
 WNEM, Bay City, Mich.: Adv. TBA

**SCREEN GEMS**  
**FOUR ALL STAR THEATER**  
 KGNK, Amarillo, Tex.; KRCC, Rochester, Minn.; KLZ, Denver; KOOL, Phoenix, Ariz.: Adv. TBA

**KOTA, Rapid City, S. D.:** First Federal Savings & Loan and Kenacht Lumber

**BIG PLAYBACK**  
 WTAR, Norfolk; Lakeshore Construction

**CELEBRITY PLAYHOUSE**  
 KOTA, Rapid City, S. D.: First Federal Savings & Loan and Kenacht Lumber

**KLZ, Denver; KOOL, Phoenix, Ariz.:** Adv. TBA

**WHAM, Rochester, N. Y.:** First Federal Savings & Loan of Rochester

**DAMON RUNYON THEATER**  
 KLZ, Denver; KOOL, Phoenix, Ariz.: Adv. TBA

**ET JACKSON**  
 KCBD, Lubbock, Tex.: Adv. TBA

**UNCLE JIM**  
 KTAG, Lake Charles, La.: Charles Food Stores

**WGR, Buffalo; KCBD, Lubbock, Tex.;** WDSU, New Orleans; Adv. TBA

**FEATURE FILMS**  
**KING**, Seattle; KTLV, Portland, Ore.; KOWI, Tucson, Ariz.; WHIZ, Zanesville, O.; WTAP, Parkersburg, W. Va.; WSB, Atlanta; WMAZ, Macon, Ga.: Adv. TBA

**PATTI PAGE SHOW**  
 KATV, Little Rock; KPHO, Phoenix, Ariz.; WLS, Columbia, S. C.; WCBS, New York; WNAC, Boston; Adv. TBA

**WXEN, Petersburg, Va.:** Cinderella Cleaners

**SALES OF THE TEXAS RANGERS**  
 KOTA, Rapid City, S. D.: Mill Drug Co.

**STERLING TELEVISION**  
**HOWLING TIME**  
 KTXL, San Angelo, Tex.: Adv. TBA

**THE LAW**  
 KTXL, San Angelo, Tex.; WBRC, Birmingham; Adv. TBA

**LOVE MUSEUM**  
 WALA, Mobile, Ala.: Facto-Bake Co.

**WEAR, E. Lansing, Mich.:** Adv. TBA

**NPMAL CRACKERS**  
 KOOK, Billings, Mont.: Adv. TBA

**BEAT THE EXPERTS**  
 KISM, El Paso, Texas; Adv. TBA

**TALES OF TOMORROW**  
 KELO, Sioux Falls, S. D.; KJEM, Eureka, Calif.; KDWI, Tucson, Ariz.: Adv. TBA

**JUNGLE**  
 WABT, Birmingham; Adv. TBA

**INVITATION PLAYHOUSE**  
 WNRB, Binghamton, N. Y.: Adv. TBA

**FEARLESS FOSDICK**  
 KGGM, Albuquerque, N. M.: Adv. TBA

## Kravitz Account Exec For Niles Productions

CHICAGO—Lou Kravitz, former vice-president of two film companies here, this week joined the staff of Fred Niles Productions as an account executive. His last post was with Lewis & Martin Films, and prior to that he was with Filmaek.

# FOX'S REVERSAL

## Movies to Be Used as Pre-Pilots for TV Pix

NEW YORK—Making feature pictures for theatrical distribution prior to shooting pilots is now being considered by Ben Fox, the producer of "Code Three" and "Forest Ranger" and co-producer of "Waterfront." He has two series in preparation, "Harbor Inn" and "Charter Pilot," both for the season of 1957-'58.

Fox is currently in negotiation with several theatrical distributors to get releases for these properties. He believes that his investors will be better protected by this technique of pre-selling the properties to theatrical audiences before they are exhibited to advertisers.

For one thing, Fox believes that advertisers will be more interested in the pilots if they have had some public exposure before being sold to TV. For another, the pilots can be shot at the same time as the feature, with a saving of some money.

Cost Near 200G

The feature pictures can be produced for about \$200,000 each, according to Fox, a sum which

should guarantee the investment. "Harbor Inn" is based on a sea locale and will seek to duplicate much of the success of "Waterfront."

"Charter Pilot" will be shot at one of the largest independent airports in the country. The production of motion pictures from properties developed expressly for TV is a reversal of the usual practice of making a motion picture from a video series, one of the best examples being "Draguet."

NEW YORK—"Gunsmoke" will continue on a first-run, every-week basis during the summer for L&M cigarettes except for the August 11 and September 1 periods.

L&M's other show, "Do You Trust Your Wife?" which it co-sponsors with Frigidaire, will also refrain from summer repeats.

# PULSE LOCAL RATINGS FOR MAY

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

**DENVER**

4 TV STATIONS—191,200 TV HOMES  
 Population—725,100 (26th in U. S.)  
 Buying Income—\$1,247,924,000 (28th)

Retail Sales—\$991,431,000 (24th)  
 Food Sales—\$210,722,000 (24th)  
 Drug Sales—\$46,729,000 (15th)  
 Automotive—\$214,609,000 (21st)

Above figures include following counties: Adams, Arapahoe, Denver and Jefferson

**TOP NETWORK SHOWS**

1. Ed Sullivan, KLZ, Su. 47.7
2. \$64,000 Question, KLZ, T. 46.5
3. What's My Line? KLZ, Su. 37.0
4. George Gobel, KOA, S. 35.4
5. I Love Lucy, KLZ, M. 34.9
6. Your Hit Parade, KOA, S. 33.4
7. \$64,000 Challenge, KLZ, Su. 32.7
8. Alfred Hitchcock, KLZ, Su. 31.9
9. Climax, KLZ, Th. 30.7
10. Disneyland, KBTU, W. 29.8

**TOP MULTI-WEEKLY SHOWS**

1. Channel 7 Reporting (10 p.m.), KLZ, M-F. 23.9
2. Mickey Mouse Club, KBTU, M-F. 19.3
3. Sport Shop (10:15 p.m.), KLZ, M-F. 15.1
4. Patti Page, KOA, M-F. 15.0
5. Big Payoff, KLZ, M-F. 12.7
6. Bob Crosby, KLZ, M-F. 12.6
7. News Caravan, Misc., KOA, M-F. 12.6
8. Art Linkletter, KLZ, M-F. 12.5
9. News, Weather (10 p.m.), KOA, M-F. 11.7
10. Little Rascals, KBTU, M-F. 10.4

**TOP SYNDICATED FILMS**

Rank	Title (Dist.)	Sta.	Day-Time Rating
1.	Life of Riley (NBC), KLZ, M-F-8:00		31.4
2.	Dr. Hudson's Secret Journal (MCA), KLZ, F-9:00		29.2
3.	Highway Patrol (Ziv), KOA, F-9:30		26.7
4.	I Led Three Lives (Ziv), KOA, Th-9:30		24.9
5.	Mr. District Attorney (Ziv), KLZ, T-9:30		22.9
6.	Guy Lombardo (MCA), KLZ, Su-9:00		22.7
7.	Celebrity Playhouse (Screen Gems), KLZ, Th-9:30		22.7
8.	Confidential File (Guild), KLZ, Su-9:30		22.4
9.	Stories of the Century (Hollywood), KLZ, M-9:30		22.2
10.	Libeace (Guild), KLZ, F-9:30		21.5
11.	Range Rider (CBS), KLZ, Th-6:30		20.9
12.	Crunch and Des (NBC), KLZ, F-8:00		20.4
13.	Buffalo Bill Jr., (CBS), KLZ, S-5:00		20.2
14.	Studio 57 (MCA), KLZ, W-9:30		20.0
15.	City Detective (MCA), KOA, Su-9:00		19.9
16.	Inspector Mark Saber (Thompson), KOA, M-9:30		18.9
17.	Long John Silver (CBS), KLZ, Su-4:30		18.7
18.	Science Fiction Theater (Ziv), KBTU, W-9:00		17.5
19.	Steve Donovan, Western Marshal (NBC), KLZ, F-6:30		16.0
20.	Jungle Jim (Screen Gems), KBTU, F-6:00		15.5
21.	Art Linkletter and the Kids (CBS), KOA, M-9:15		15.3
22.	Patti Page (Oldsmobile), KOA, M, F-9:00		15.0
23.	Gangbusters (Gen. Tele-radio), KTVR, Su-9:00		14.4
24.	My Little Margie (Official), KOA, F-8:30		14.2
24.	Man Called X (Ziv), KOA, W-9:00		14.2
26.	Superman (Flamingo), KBTU, T-6:00		13.7
27.	San Francisco Beat (CBS), KTVR, S-9:30		12.9
28.	Isky King (Nabisco), KBTU, W-6:00		11.9
29.	Mobil Theater (Society-Mobil), KOA, Th-4:30		11.5
30.	I Married Joan (Interstate), KBTU, Th-8:00		11.2

**NEW ORLEANS**

2 TV STATIONS—199,300 TV HOMES  
 Population—797,100 (20th in U. S.)  
 Buying Income—\$1,211,490,000 (30th)

Retail Sales—\$805,253,000 (28th)  
 Food Sales—\$155,853,000 (36th)  
 Drug Sales—\$32,520,000 (25th)  
 Automotive—\$129,261,000 (40th)

Above figures include following counties: Jefferson, Orleans and St. Bernard

**TOP NETWORK SHOWS**

1. This is Your Life, WDSU, W. 56.8
2. Gruchon Marx, WDSU, Th. 55.3
3. Bob Hope, WDSU, T. 55.1
4. Truth or Consequences, WDSU, F. 55.0
5. Dragnet, WDSU, Th. 54.3
6. Ford Theater, WDSU, Th. 54.3
7. Loretta Young, WDSU, Su. 54.3
8. Lux Video Theater, WDSU, Th. 54.1
9. Kraft TV Theater, WDSU, W. 53.3
9. Screen Director's Playhouse, WDSU, W. 53.3

**TOP MULTI-WEEKLY SHOWS**

1. Esso Reporter (6:45 p.m.), WDSU, M-F. 34.9
2. Sports, Weather (6:30 p.m.), WDSU, M-F. 34.3
3. News Caravan, WDSU, M-F. 31.2
4. Eddie Fisher, WDSU, W, F. 30.8
5. Dinah Shore, WDSU, T, Th. 30.3
6. Mrs. Muffin's Party, WDSU, T, Th. 23.2
7. Susie, WDSU, M-F. 20.4
8. Queen for a Day, WDSU, M-F. 19.9
9. Howdy Doody, WDSU, M-F. 19.8
10. Pinky Lee, WDSU, M-F. 19.3

**TOP SYNDICATED FILMS**

Rank	Title (Dist.)	Sta.	Day-Time Rating
1.	San Francisco Beat (CBS), WDSU, W-8:30		55.3
2.	Count of Monte Cristo (TPA), WDSU, T-8:30		51.3
3.	Amos 'n' Andy (CBS), WDSU, Su-8:30		50.5
4.	Bill Baker, U.S.A. (MCA), WDSU, Su-9:00		47.3
5.	I Led Three Lives (Ziv), WDSU, S-8:30		45.5
6.	Great Gildersleeve (NBC), WDSU, Su-9:30		45.3
7.	Man Behind the Badge (MCA), WDSU, S-9:00		43.3
8.	Libeace (Guild), WDSU, S-9:30		40.3
9.	Highway Patrol (Ziv), WDSU, F-10:00		36.0
10.	Celebrity Playhouse (Screen Gems), WDSU, T-10:00		34.8
11.	Ray Milland Show (MCA), WDSU, Th-6:00		34.3
12.	Annie Oakley (CBS), WDSU, S-9:30		33.3
13.	Range Rider (CBS), WDSU, Th-5:00		32.0
14.	Little Rascals (Interstate), WDSU, F-5:00		31.5
15.	Science Fiction Theater (Ziv), WDSU, M-10:00		29.0
16.	Cisco Kid (Ziv), WDSU, T-6:00		28.3
16.	Stage 7 (TPA), WDSU, Th-10:30		28.3
18.	Superman (Flamingo), WDSU, W-5:00		27.5
19.	Studio 57 (MCA), WDSU, F-10:30		26.3
20.	Crunch and Des (NBC), WDSU, S-10:00		26.0
21.	Stories of the Century (Hollywood), WDSU, M-6:00		25.8
22.	Buffalo Bill Jr. (CBS), WDSU, F-4:30		25.5
23.	Death Valley Days (Pacific Horas), WDSU, W-10:30		25.0
24.	Stars of the Grand Ole Opry (Flamingo), WDSU, S-4:00		24.3
25.	Mr. District Attorney (Ziv), WDSU, Th-10:30		23.6
26.	Wild Bill Hickok (Flamingo), WDSU, M-5:00		21.8
27.	Dr. Hudson's Secret Journal (MCA), WDSU, S-10:30		21.3
28.	Susie (TPA), WDSU, M-F-4:00		20.4
29.	Mr. and Mrs. North (Schubert), WDSU, W-12:30		18.3
30.	Championship Bowling (Schwimmer), WJMR, M-9:30		7.3

**BALTIMORE**

3 TV STATIONS—406,800 TV HOMES  
 Population—1,481,600 (12th in U. S.)  
 Buying Income—\$2,360,849,000 (13th)

Retail Sales—\$1,662,028,000 (12th)  
 Food Sales—\$386,142,000 (12th)  
 Drug Sales—\$56,537,000 (12th)  
 Automotive—\$254,051,000 (16th)

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

**TOP NETWORK SHOWS**

1. \$64,000 Question, WMAR, T. 45.2
2. I Love Lucy, WMAR, M. 43.4
3. Ed Sullivan, WMAR, Su. 41.1
4. Gruchon Marx, WBAL, Th. 35.2
5. I've Got a Secret, WMAR, W. 34.9
6. Godfrey's Talent Scouts, WMAR, M. 34.5
7. Climax, WMAR, Th. 34.3
8. Alfred Hitchcock, WMAR, Su. 33.5
9. G. E. Theater, WMAR, Su. 32.5
10. Millionaire, WMAR, W. 31.9
10. \$64,000 Challenge, WMAR, Su. 31.9

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, WAAM, M-F. 22.4
2. Little Rascals (WBAL, M-F. 19.0
3. Arthur Godfrey, WMAR, M-F. 15.2
4. Guiding Light, WMAR, M-F. 14.9
5. Search for Tomorrow, WMAR, M-F. 14.7
6. Love of Life, WMAR, M-F. 14.5
7. Ten-Ten-Out, Weather (6:45 p.m.), WMAR, M, W, F. 14.2
8. Valliant Lady, WMAR, M-F. 14.1
9. Strike It Rich, WMAR, M-F. 13.3
10. Range Rider, WMAR, T-F. 12.2

**TOP SYNDICATED FILMS**

Rank	Title (Dist.)	Sta.	Day-Time Rating
1.	Wild Bill Hickok (Flamingo), WBAL, F-7:00		28.9
2.	Little Rascals (Interstate), WBAL, M-F-6:00		19.0
3.	Isky King (Nabisco), WBAL, S-4:30		18.9
4.	Annie Oakley (CBS), WBAL, S-5:30		18.2
5.	Hopalong Cassidy (NBC), WBAL, S-4:00		17.9
5.	Cisco Kid (Ziv), WBAL, T-7:00		17.9
7.	Gene Autry (CBS), WMAR, M-6:00		17.3
8.	Waterfront (MCA), WMAR, Th-10:30		17.0
9.	Little Rascals (Interstate), WBAL, S-3:00		15.4
10.	Man Called X (Ziv), WBAL, S-10:30		15.3
11.	Highway Patrol (Ziv), WMAR, F-7:30		13.9
11.	Ramar of the Jungle (TPA), WBAL, M-7:00		13.9
13.	Crunch and Des (NBC), WBAL, W-10:30		12.4
14.	Meet Corliss Archer (Ziv), WBAL, S-6:30		12.2
15.	Range Rider (CBS), WMAR, T-6:00		12.1
16.	Cowboy G-Men (Flamingo), WAAM, S-7:00		11.9
16.	Superman (Flamingo), WBAL, W-7:00		11.9
18.	Patti Page (Oldsmobile), WMAR, T, Th-6:30		10.7
19.	Science Fiction Theater (Ziv), WBAL, Su-10:30		10.5
20.	Little Rascals (Interstate), WBAL, Su-10:30 a.m.		10.3
21.	Hopalong Cassidy (NBC), WBAL, S-9:00 a.m.		9.7
22.	Confidential File (Guild), WMAR, Su-11:00		9.5
23.	Buffalo Bill Jr. (CBS), WAAM, Th-6:00		8.9
24.	Studio 57 (MCA), WAAM, T-10:30		8.5
24.	Meet Corliss Archer (Ziv), WBAL, Su-11:30 a.m.		8.5
26.	Libeace (Guild), WAAM, Su-10:00		7.9
26.	Great Gildersleeve (NBC), WBAL, Su-7:00		7.9
28.	Susie (TPA), WBAL, M-F-2:00		6.4
29.	Championship Bowling (Schwimmer), WAAM, S-3:30		5.7
30.	Frankie Laine Show (Guild), WAAM, Su-10:30		5.3

**BOSTON**

4 TV STATIONS—877,200 TV HOMES  
 Population—2,991,300 (16th in U. S.)  
 Buying Income—\$5,472,750,000 (7th)

Retail Sales—\$3,782,581,000 (16th)  
 Food Sales—\$923,203,000 (16th)  
 Drug Sales—\$114,673,000 (16th)  
 Automotive—\$596,532,000 (16th)

Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk

**TOP NETWORK SHOWS**

1. Ed Sullivan, WNAC, Su. 49.4
2. I Love Lucy, WNAC, M. 44.2
3. G. E. Theater, WNAC, Su. 42.0
4. Bob Hope, WBZ, T. 41.4
5. Fireside Theater, WBZ, T. 40.2
6. \$64,000 Question, WNAC, T. 39.5
7. Alfred Hitchcock, WNAC, Su. 39.0
8. Gruchon Marx, WBZ, Th. 38.9
9. Climax, WNAC, Th. 36.9
10. Godfrey and His Friends, WNAC, M. 36.5

**TOP MULTI-WEEKLY SHOWS**

1. Mickey Mouse Club, WNAC, M-F. 25.0
2. Little Rascals, WBZ, M-F. 17.4
3. News Caravan, WBZ, M-F. 17.0
4. Eddie Fisher, WBZ, W, F. 16.2
5. Dinah Shore, WBZ, T, Th. 15.5
6. Patti Page, WNAC, W, F. 15.4
7. News, Weather (7 p.m.), WNAC, T-F. 15.1
8. Newteller (7:15 p.m.), WBZ, M-F. 14.3
9. 11th Hour News, WBZ, M-F. 12.9
10. Guiding Light, WNAC, M-F. 12.7

**TOP SYNDICATED FILMS**

Rank	Title (Dist.)	Sta.	Day-Time Rating
1.	Man Behind the Badge (MCA), WNAC, Su-10:30		26.2
2.	Death Valley Days (Pacific Horas), WNAC, F-10:30		25.4
3.	Superman (Flamingo), WNAC, F-6:30		22.7
4.	Dr. Fu Manchu (Hollywood), WNAC, Th-8:00		22.2
5.	Mr. District Attorney (Ziv), WNAC, T-10:30		21.2
6.	Wild Bill Hickok (Flamingo), WNAC, T-6:30		20.9
7.	Waterfront (MCA), WNAC, Su-7:00		20.5
8.	Annie Oakley (CBS), WNAC, Su-5:00		20.4
9.	Big Playback (Screen Gems), WBZ, F-10:45		20.0
9.	I Led Three Lives (Ziv), WNAC, M-7:00		20.0
11.	Highway Patrol (Ziv), WBZ, W-10:30		19.3
12.	Badge 714 (NBC), WNAC, W-6:30		19.0
13.	Man Called X (Ziv), WBZ, M-10:30		18.4
13.	Jungle Jim (Screen Gems), WBZ, S-7:00		18.4
15.	Studio 57 (MCA), WBZ, T-10:30		17.3
16.	Baseball Hall of Fame (Flamingo), WNAC, S-5:00		17.0
17.	Stories of the Century (Hollywood), WNAC, T-6:00		16.7
18.	Steve Donovan, Western Marshal (NBC), WNAC, W-7:30		16.5
19.	Cisco Kid (Ziv), WNAC, S-9:00 a.m.		16.4
20.	Little Rascals (Interstate), WBZ, M-S-6:00		15.7
21.	Patti Page (Oldsmobile), WNAC, W, F-7:15		15.4
22.	Isky King (Nabisco), WNAC, W-6:00		14.9
22.	Ramar of the Jungle (TPA), WNAC, Th-6:00		14.9
24.	Top Plays of 1956 (Screen Gems), WNAC, Su-2:30		14.5
24.	Gene Autry (CBS), WNAC, M-6:00		14.5
26.	Greatest Drama (Gen. Tele-radio), WNAC, T-7:15		14.0
27.	Sherlock Holmes (NTA), WNAC, Th-10:30		13.7
27.	Buffalo Bill Jr. (CBS), WNAC, S-11:30 a.m.		13.7
27.	The Falcon (NBC), WNAC, Su-11:00		13.7
30.	Science Fiction Theater (Ziv), WBZ, W-6:45		12.8</



# Dean, Wildcats \$2 1/2-Mil. Pact

WASHINGTON — A five-year contract, said to represent in excess of \$2,500,000 in time and talent, was signed recently by Frederick S. Houwink, general manager of the Evening Star Broadcasting Company, and Connie B. Gay, chairman of the board of the Town and Country network, calling for the exclusive services in the Washington area of Jimmy Dean and the Texas Wildcats on WMAL-TV and radio.

The pact, unprecedented in local TV and radio history, centers

# 2-Yr. Renewal For Liberace

CLEVELAND — WEWS-TV, here, has just signed a contract renewal of the Liberace show for another two years, ending October, 1958. The show bowed here in October, 1953, and has been renewed every six months thereafter. The sponsor thruout has been the Society for Savings.

The pact calls for the rerun of 113 Liberace episodes.

around "Town and Country Time" on WMAL and WMAL-TV and "Town and Country Jamboree" on WMAL-TV. Gay is the producer of the film series, "Town and Country Time."

# KTVT's Program 1st to Go Regional

SALT LAKE CITY — "Pfaff's TV Sewing Center" with Josie Barnes, a local program originating from KTVT, here, has become the first program in Utah's TV history to be aired on a regional basis.

The show is now released simultaneously over two Idaho stations, KID-TV, Idaho Falls, and KKLX-TV, Twin Falls.

# MCA-TV 'Dr. Hudson' May Catch Pacific Eye

HOLLYWOOD — Pacific Gas & Electric is reported to be interested in picking up MCA-TV's "Dr. Hudson's Secret Journal" for a number of Western markets. The second 39 films in the series are now being shot.

# 500G Gross for Niles Firm in 1st 6 Months

CHICAGO — The first six months' gross for the Fred Niles Production Company, a Chicago firm, was \$550,000, according to Fred Niles, president of the neophyte firm. Niles said his company will gross over a million dollars by the end of 1956, an estimate that exceeds his original estimate which was released when the firm was formed in December, 1955.

"About 35 per cent of the business," said Niles, "is in the production of TV commercials." In this field the company has produced material for McCann-Erickson, Ruthrauff & Ryan, Campbell-Mithun, D'Arcy, Leo Burnett, Wes-

ley Aves, H. W. Kastor, Noble-Dury, Manchester-Williams-Kreer, Allmayer-Fox-Reshkin and many other national and regional agencies.

In addition to TV commercials, the firm is engaged in the production of half-hour films for TV. One national user of TV is on the air in 147 markets. These shows are filmed on location. According to Niles, the firm will produce 52 of these films by the end of 1956. In the production hopper is "The National Barn Dance," a series of half-hour shows, featuring the stars of the same program which has been on the air here for 32 years. This series was filmed with Niles' "Camtronic" system.

In his report, Niles also mentioned that two other half-hour shows are in the works, both entertainment features. One of these will go forward by August 1, with the Camtronic system being used on both.

The firm, in addition to their Chicago headquarters, has a division in Hollywood located on the General Service lot. This division is headed by Chris Petersen Jr., vice-president in charge of the Hollywood operation. This division produces animated and syndicated commercials.

# Kelly Heads Dallas Office for Official

DALLAS — Official Films has appointed John Kelly head of its office here. Kelly formerly wrote "Colonel Stoopnagle" and "The Shadow" for radio, and for the past three years has been general manager of a couple of Texas TV stations.

Official is counting on his diversified background to spruce up the area's sales.

# Deitch's Terrytoon Creative Manager

NEW YORK — Gene Deitch, animated film director and recently creative supervisor for Robert Lawrence Productions, has been appointed to the newly created post of creative supervisor of Terrytoons.

Terrytoons is a division of CBS-TV Film Sales.

# Bloch Sets Own Firm

NEW YORK — Bob Bloch is setting up his own public relations firm. Bloch is resigning from Dine & Kalmus where he was an account executive.

# To the Rescue

der, for the past several years exclusively a feature distributor, has acquired the "Big Town" reruns (The Billboard, June 30); that Screencraft Pictures will distribute "Hey, Mulligan" reruns, and Interstate has started work on the production of its own teleseries (see stories elsewhere this issue); that Quality Films, after a deal for 97 U-I Westerns fell thru, began work on a new TV series; that Ettliger will pick up two videries within the next month, and that Bagnall has a new show coming out.

Apparently, too, the telefilms are selling well, and it's possible to get along with two or three main offices and a squad of franchised representatives, as long as time is not too important a factor. Bernard Schubert, selling "Mr. and Mrs. North" on that basis, for instance, has placed the program in 110 markets, and others have had simi-

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

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

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

## MEMPHIS, TENN.

3 TV STATIONS—133,300 TV HOMES  
Population—534,400 (142d in U. S.)  
Buying Income—\$847,549,000 (144th)  
Retail Sales—\$678,403,000 (37th)  
Food Sales—\$140,470,000 (142d)  
Drug Sales—\$18,391,000 (45th)  
Automotive—\$148,541,000 (29th)  
Above figures include following counties: Shelby

- TOP NETWORK SHOWS**
1. \$64,000 Question, WREC, T. .41.0
  2. Ed Sullivan, WREC, Su. .36.5
  3. Lux Video Theater, WMCT, Th. .32.3
  4. I Love Lucy, WREC, M. .32.2
  5. Groucho Marx, WMCT, Th. .31.7
  5. \$64,000 Challenge, WREC, M. .31.7
  7. Phil Silvers, WREC, T. .29.7
  8. What's My Line? WREC, Su. .29.2
  9. Disneyland, WHBQ, W. .28.9
  10. Dragnet, WMCT, Th. .28.0

- TOP MULTI-WEEKLY SHOWS**
1. Dinner Theater, WHBQ, M-F. .19.9
  2. Mickey Mouse Club, WHBQ, M-F. .17.0
  3. Your Esso Reporter, (10 p.m.), WMCT, M-F. .14.6
  4. News-Weather (10:30 p.m.), WREC, T-F. .13.0
  5. News, Weather, Misc. (10 p.m.), WHBQ, M-F. .12.9
  6. Hopalong Cassidy, WMCT, M, T, Th. .12.1
  7. Patni Page, WHBQ, T, Th. .10.9
  8. Range Rider, WREC, T-F. .10.3
  9. Mystery Theater, WMCT, M, T, Th, F. .9.9
  10. Adventure Hour, WHBQ, M-Th. .9.3
  10. Guiding Light, WREC, M-F. .9.3

## TOP SYNDICATED FILMS

- Rank Title (Dist.) Sta. Day-Time Rating
1. Man Called X (Ziv), WMCT, W-8:30 .22.7
  2. Cisco Kid (Ziv), WMCT, W-9:00 .20.3
  3. Badge 714 (NBC), WMCT, F-9:30 .19.9
  4. Bulova Showtime (Bulova), WHBQ, F-9:00 .19.5
  5. Uncommon Valor (Gen. Tele-radio), WMCT, Th-7:00 .19.4
  6. Dr. Hudson's Secret Journal (MCA), WHBQ, T-8:30 .19.2
  7. My Little Margie (Official), WHBQ, Th-8:00 .18.0
  7. I Am the Law (Sterling), WMCT, W-9:30 .18.0
  9. Man Behind the Badge (MCA), WREC, W-10:00 .17.4
  10. Highway Patrol (Ziv), WMCT, Su-8:30 .17.2
  11. Amos 'n' Andy (CBS), WREC, T-10:00 .17.0
  12. Confidential File (Guild), WHBQ, F-9:30 .16.9
  13. Annie Oakley (CBS), WHBQ, F-6:30 .16.0
  14. Long John Silver (CBS), WMCT, Su-5:00 .15.5
  14. Stories of the Century (Hollywood), WMCT, F-7:30 .15.5
  16. Doug Fairbanks Presents (ABC), WMCT, Su-8:00 .14.9
  17. Wild Bill Hickok (Flamingo), WMCT, F-6:00 .14.7
  17. Kit Carson (MCA), WHBQ, Su-6:00 .14.7
  19. Science Fiction Theater (Ziv), WMCT, Su-9:30 .14.4
  19. Mobil Theater (Socony-Mobil), WHBQ, F-8:30 .14.4
  21. Secret File, U.S.A. (Official), WREC, F-10:00 .14.2
  21. Count of Monte Cristo (TPA), WHBQ, Su-8:00 .13.7
  23. Stars of the Grand Ole Opry (Flamingo), WMCT, T-8:30 .13.2
  24. Judge Roy Bean (Screencraft), WHBQ, Su-5:00 .12.9
  25. Raman of the Jungle (TPA), WHBQ, Su-6:30 .12.7
  25. Star and the Story (Official), WREC, M-10:00 .12.7
  27. The Pendulum (Thompson), WHBQ, Th-8:30 .12.5
  27. Superman (Flamingo), WMCT, W-6:00 .12.5
  29. Hopalong Cassidy (NBC), WMCT, M, T, Th-6:00 .12.1
  30. Tsky King (Nabisco), WHBQ, S-4:30 .11.7

## MINNEAPOLIS-ST. PAUL

4 TV STATIONS—347,600 TV HOMES  
Population—1,247,600 (133th in U. S.)  
Buying Income—\$2,361,663,000 (121th)  
Retail Sales—\$1,657,379,000 (131th)  
Food Sales—\$337,686,000 (114th)  
Drug Sales—\$54,010,000 (14th)  
Automotive—\$290,446,000 (131th)  
Above figures include following counties: Anoka, Dakota, Hennepin and Ramsey

- TOP NETWORK SHOWS**
1. Ed Sullivan, WCCO, Su. .48.6
  2. \$64,000 Question, WCCO, T. .46.2
  3. I Love Lucy, WCCO, M. .35.9
  4. \$64,000 Challenge, WCCO, Su. .34.9
  5. Groucho Marx, KSTP, Th. .34.4
  6. Jackie Gleason, WCCO, S. .33.9
  7. Lux Video Theater, KSTP, Th. .33.5
  8. Turning Point, WCCO, Su. .33.0
  9. Jack Benny, WCCO, Su. .32.0
  10. Godfrey and His Friends, WCCO, W. .31.9

- TOP MULTI-WEEKLY SHOWS**
1. Today's Headlines (10 p.m.), KSTP, M-F. .24.5
  2. Mickey Mouse Club, WTCN, M-F. .18.8
  3. Weather, Sports (10:15 p.m.), KSTP, M-F. .18.0
  4. Art Linkletter, WCCO, M-F. .13.1
  5. C. Adams, Sports (6 p.m.), WCCO, M-F. .12.9
  6. CBS News, WCCO, M-F. .12.7
  6. News, Weather (10:30 p.m.), WCCO, M-F. .12.7
  8. Weather, News, Misc. (6 p.m.), WTCN, M-F. .12.1
  9. Arthur Godfrey, WCCO, M-Th. .11.0
  10. News-John Daly (6:15 p.m.), WTCN, M-F. .10.7

## TOP SYNDICATED FILMS

- Rank Title (Dist.) Sta. Day-Time Rating
1. I Search for Adventure (Bagnall), WCCO, T-8:30 .23.0
  2. Celebrity Playhouse (Screen Gems), KSTP, Su-8:30 .20.5
  3. Dr. Hudson's Secret Journal (MCA), WCCO, Th-7:00 .19.8
  4. I Led Three Lives (Ziv), KSTP, W-8:30 .18.9
  5. Raman of the Jungle (TPA), WCCO, S-6:30 .17.2
  5. Highway Patrol (Ziv), WCCO, S-10:00 .17.2
  7. Greatest Fights of the Century (Craftsmen), KSTP, F-8:45 .17.0
  8. Amos 'n' Andy (CBS), WCCO, Su-8:00 .16.3
  8. Wild Bill Hickok (Flamingo), WCCO, S-6:00 .16.3
  10. Hopalong Cassidy (NBC), WCCO, Su-10:30 .16.3
  11. Star and the Story (Official), WCCO, M-9:00 .16.3
  12. Annie Oakley (CBS), WCCO, Su-5:30 .15.4
  13. Looney Tunes (Guild), WCCO, S-9:00 a.m. .15.2
  13. Buffalo Bill Jr. (CBS), WCCO, S-10:00 a.m. .15.2
  15. Steve Donovan, Western Marshal (NBC), WCCO, S-5:00 .14.9
  16. Man Behind the Badge (MCA), KSTP, F-9:30 .14.5
  17. Joe Palooka (Guild), WCCO, S-4:00 .14.2
  17. Life of Riley (NBC), KSTP, M-8:30 .14.2
  19. City Detective (MCA), KSTP, Th-10:30 .14.0
  20. Overseas Adventure (Official), WCCO, M-10:00 .13.7
  21. Studio 57 (MCA), KSTP, W-9:30 .13.5
  21. Cisco Kid (Ziv), WCCO, S-10:30 a.m. .13.3
  23. Texas Rastlin' (Texas Rastlin', Inc.), KEYD, Th-8:00 .12.6
  24. Judge Roy Bean (Screencraft), KSTP, Su-5:00 .12.5
  24. Badge 714 (NBC), KSTP, T-10:30 .12.5
  26. Cisco Kid (Ziv), WCCO, Su-5:00 .12.3
  26. Mr. District Attorney (Ziv), KSTP, W-10:30 .12.2
  28. Cross Current (Official), WCCO, Th-8:30 .12.0
  29. Tsky King (Nabisco), WCCO, S-11:00 a.m. .11.9
  30. Public Defender (Interstate), WTCN, Th-9:00 .11.9

## OKLAHOMA CITY

2 TV STATIONS—112,100 TV HOMES  
Population—394,900 (155th in U. S.)  
Buying Income—\$662,111,000 (154th)  
Retail Sales—\$506,348,000 (53d)  
Food Sales—\$101,389,000 (58th)  
Drug Sales—\$18,321,000 (46th)  
Automotive—\$106,755,000 (50th)  
Above figures include following counties: Oklahoma

- TOP NETWORK SHOWS**
1. \$64,000 Question, KWTU, T. .50.7
  2. I Led Three Lives, KWTU, T. .46.2
  3. What's My Line? KWTU, Su. .42.0
  4. Phil Silvers, KWTU, T. .41.2
  5. \$64,000 Challenge, KWTU, Su. .40.4
  6. Perry Como, WKY, S. .39.6
  7. Ed Sullivan, KWTU, Su. .39.5
  8. Groucho Marx, WKY, Th. .39.0
  9. Your Hit Parade, WKY, S. .37.9
  10. Dragnet, WKY, Th. .37.7

- TOP MULTI-WEEKLY SHOWS**
1. Newsroom (6:00 p.m.), WKY, M-F. .28.1
  2. Weather, Misc. (6:15 p.m.), WKY, M-F. .27.6
  3. Newsroom (10 p.m.), WKY, M-F. .23.5
  4. Weather, Sports (10:15 p.m.), WKY, M-F. .22.0
  5. Mickey Mouse Club, KWTU, M-F. .20.9
  6. Weather, News (10 p.m.), KWTU, M-F. .20.3
  7. News, Scoreboard (10:15 p.m.), KWTU, M-F. .18.2
  8. 3-D Danny, WKY, M-F. .13.4
  9. Matinee Theater, WKY, M-F. .13.1
  10. Range Rider, KWTU, M-F. .12.5

## TOP SYNDICATED FILMS

- Rank Title (Dist.) Sta. Day-Time Rating
1. I Led Three Lives (Ziv), KWTU, T-8:30 .46.2
  2. Cisco Kid (Ziv), KWTU, Su-6:00 .28.5
  3. City Detective (MCA), KWTU, Th-8:30 .28.4
  4. Highway Patrol (Ziv), KWTU, Th-7:30 .28.0
  4. Susie (TPA), WKY, M-8:30 .28.0
  6. Crunch and Des (NBC), KWTU, Th-5:00 .27.4
  7. Mr. District Attorney (Ziv), WKY, W-8:30 .26.9
  8. Badge 714 (NBC), WKY, F-7:30 .26.7
  9. Celebrity Playhouse (Screen Gems), WKY, W-9:30 .25.9
  10. Dr. Hudson's Secret Journal (MCA), WKY, Th-7:00 .25.0
  11. Science Fiction Theater (Ziv), WKY, F-9:30 .24.2
  12. I Spy (Guild), KWTU, F-9:30 .23.0
  13. Confidential File (Guild), KWTU, Th-9:30 .22.9
  14. Waterfront (MCA), WKY, M-6:30 .21.9
  15. Superman (Flamingo), KWTU, Th-6:00 .20.2
  16. Great Gildersleeve (NBC), KWTU, F-7:00 .19.7
  17. Man Called X (Ziv), WKY, T-8:30 .19.5
  18. Annie Oakley (CBS), KWTU, F-6:00 .19.4
  19. Wild Bill Hickok (Flamingo), KWTU, T-6:00 .17.9
  20. Long John Silver (CBS), WKY, Su-4:30 .17.4
  21. Studio 57 (MCA), WKY, W-10:30 .15.0
  22. Stars of the Grand Ole Opry (Flamingo), KWTU, S-6:00 .13.7
  23. Buffalo Bill Jr. (CBS), KWTU, S-10:00 a.m. .12.7
  24. Range Rider (CBS), KWTU, M-F-4:30 .12.5
  25. My Little Margie (Official), KWTU, M-F-3:00 .10.7
  25. Rocket Squad (ABC), KWTU, M-F-4:00 .10.7
  27. Patni Page (Oldsmobile), KWTU, T-11:00 .10.3
  28. Stu Erwin Show (Official), KWTU, M-F-3:30 .8.6
  29. Liberace (Guild), WKY, M-F-12:30 .7.3
  30. Dangerous Assignment (NBC), KWTU, W-10:30 .7.3

## PHILADELPHIA

4 TV STATIONS—1,092,000 TV HOMES  
Population—1,076,300 (14th in U. S.)  
Buying Income—\$7,695,112,000 (4th)  
Retail Sales—\$4,628,585,000 (5th)  
Food Sales—\$1,032,686,000 (5th)  
Drug Sales—\$130,616,000 (5th)  
Automotive—\$795,007,000 (5th)  
Above figures include following counties: Burlington, Camden and Gloucester, N. J.; Bucks, Chester, Delaware, Montgomery and Philadelphia, Pa.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WCAU, Su. .40.7
  2. \$64,000 Question, WCAU, T. .34.4
  3. Alfred Hitchcock, WCAU, Su. .33.5
  4. \$64,000 Challenge, WCAU, Su. .33.2
  5. G. E. Theater, WCAU, Su. .32.9
  6. December Bride, WCAU, Mon. .31.0
  7. What's My Line? WCAU, Sun. .29.4
  8. Disneyland, WFIL, Wed. .28.8
  9. Perry Como, WRCV, Sat. .28.3
  10. I Love Lucy, WCAU, Mon. .28.2
  10. Jack Benny, WCAU, Sun. .28.2

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WFIL, M-F. .20.9
  2. Little Rascals, WRCV, M-F. .16.3
  3. Guiding Light, WCAU, M-F. .14.2
  3. Search for Tomorrow, WCAU, M-F. .14.2
  5. Love of Life, WCAU, M-F. .13.2
  6. Art Linkletter, WCAU, M-F. .12.8
  7. Valiant Lady, WCAU, M-F. .12.7
  8. Starr Theater, WFIL, M-F. .12.2
  9. News, Weather (11 p.m.), WCAU, M-F. .11.6
  10. Arthur Godfrey, WCAU, M-Th. .11.0

## TOP SYNDICATED FILMS

- Rank Title (Dist.) Sta. Day-Time Rating
1. Wild Bill Hickok (Flamingo), WCAU, T-7:00 .19.5
  2. Waterfront (MCA), WCAU, Su-6:30 .18.3
  3. Superman (Flamingo), WCAU, M-7:00 .17.9
  4. San Francisco Beat (CBS), WRCV, W-10:30 .17.2
  5. Little Rascals (Interstate), WRCV, M-S. .15.4
  6. Buffalo Bill Jr. (CBS), WFIL, Su-6:00 .14.5
  7. Passport to Danger (ABC), WCAU, Th-10:30 .14.2
  8. Highway Patrol (Ziv), WFIL, M-10:30 .13.9
  9. Tsky King (Nabisco), WCAU, S-6:00 .12.5
  9. Badge 714 (NBC), WCAU, W-7:00 .12.5
  11. Great Gildersleeve (NBC), WCAU, T-7:30 .12.2
  12. Annie Oakley (CBS), WCAU, S-1:30 .12.0
  12. I Led Three Lives (Ziv), WCAU, Th-7:00 .12.0
  14. Confidential File (Guild), WRCV, Su-10:30 .11.9
  15. Looney Tunes (Guild), WCAU, S-10:00 a.m. .11.2
  15. Crunch and Des (NBC), WCAU, F-7:30 .11.2
  17. Man Called X (Ziv), WCAU, F-7:00 .10.9
  18. Headline (MCA), WCAU, S-6:30 .10.7
  19. My Little Margie (Official), WRCV, M-F-1:00 .9.3
  20. Patni Page (Oldsmobile), WCAU, S-11:15 .9.0
  21. Studio 57, MCA, WFIL, S-7:00 .8.9
  22. Beulah (Flamingo), WFIL, Su-6:30 .8.7
  22. My Hero (Official), WCAU, T, Th-3:00 .8.7
  24. Liberace (Guild), WRCV, S-11:00 .8.2
  25. Dr. Hudson's Secret Journal (MCA), WRCV, S-7:00 .8.0
  26. Inner Sanctum (NBC), WCAU, S-11:30 .7.7
  27. I Spy (Guild), WRCV, M-10:30 .7.5
  28. Susie (TPA), WCAU, M-F-6:00 .7.4
  29. Mr. and Mrs. North (Schubert), WFIL, S-6:30 .6.7
  30. Gene Autry (CBS), WFIL, S-6:30 .6.7

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## 'New Extra Traffic' Col's Slogan for Club Plan

### Operation Net to Channel Disk Buyers Directly to Retailers

NEW YORK—Columbia Records, starting July 16, is dramatically revising its Record Club operation in order to channel thousands of new record buyers directly into dealers' shops. The move, designated "Operation NET" (New Extra Traffic), is expected to further solidify the diskery's relations with dealers, for it follows shortly after the successful Buy-of-the-Month plan and the release by Columbia of outstanding material, notably "My Fair Lady." In general, Operation NET is in line with overall Columbia policy of increasing store traffic. Here are the chief aspects of the plan:

Club members — whether thru dealers or direct—will be notified that starting July 16 all free club bonus records may be picked up at the dealer's shop. In order to help club members locate stores in areas where dealers are not numerous, a directory will be published. In this directory the club will list all participating dealers.

#### No Extra Inventory

The dealer, under the new plan, does not have to carry extra inventory. A list of 24 bonus records will be published in the Club's magazine, and four additional disks will be added each month. These are disks which the dealers nor-

mally have in stock, and which will be replaced free by the company.

It is believed that very few club members will bypass the dealer in order to get the bonus disks thru the mail. Obvious reason is that virtually every member will wish to browse thru the 24 bonus records, look at the packages, liner notes, etc., and then make a selection.

Under the old plan, the bonus disks were not regular catalog items and were not carried by dealers. Hence, these were shipped thru the mail.

The new plan was tested in several cities prior to its adoption by Columbia. Too, more than 300 dealers, primarily along the East-

ern seaboard, were sounded out for their reactions. According to Columbia veepee Hal Cook, all shops that promoted the plan reported extra traffic.

The dealer, Cook noted, merely shows the customer the list of free bonus records. The customer fills out his membership application and takes his free disk home—right out of the dealer's stock. Columbia replaces the disk and the dealer makes his commission. "What's more," Cook adds, "because of Operation NET your member will now come into your shop regularly to pick up the Bonus Records he earns . . . you make a friend . . . earn a steady commission and get

*(Continued on page 22)*

## Cold War Chill on SPA-CLGA Truce

### Charges to Counter-Charges Preamble to Open Breach

NEW YORK — The uneasy peace between the Songwriters Protective Association and the Composers and Lyricists Guild of America, which has lasted for three months, appears to be over. Two signposts point strongly to the resumption of hostilities between the organizations in their efforts to become bargaining agents for composers working under contract to film and TV producers.

First, a joint agreement to postpone the long scheduled National Labor Relations Board hearings on the matter has not been reached and the sessions will get under way Monday (2).

Secondly, a letter sent to interested writer members by SPA's proxy, Abel Baer, June 20 appeared to end any hopes for an early peace.

Referring to April talks and later exchanges of letters between SPA and CLGA on the subject of an amalgamation of the two groups, Baer declared: "We believed that an agreement had been reached with CLGA to create a single or-

ganization which would include all writers and composers. CLGA has since then refused to proceed on that agreement and with that plan.

"It (CLGA) insists upon retaining its 'autonomy with complete freedom of action except to the extent that SPA or other units might have a very limited 'veto' power," Baer continued. "SPA has agreed to recognize the autonomy for CLGA in questions of hours,

*(Continued on page 45)*

## PANART EXPANSION

### Cuban Diskery Inks EMI Swap Deal

By BILL SIMON

NEW YORK—Panart Records, the Cuban-based diskery, has blue-printed expansion drives for its operations in this country and in Cuba. Ramon S. Sabat, one-time Musicraft exec, who heads the Latin outfit, arrived here last week en route to Cuba from England, where he wrapped up a significant reciprocal deal with Electric and Musical Industries, Ltd.

According to Sabat, his deal with EMI gives that outfit "universal" rights to Panart's Latin wax, excepting Cuba and the United States. Panart, in turn, gets all of EMI's labels for Cuba. While this includes such labels as His Master's Voice, Parlophone, Columbia, La Voce del Padrone, Pathé-Marconi, etc., Sabat indicated that he would have to work out separate deals with EMI's American wings, Capitol and Angel. He did not rule out the possibility that he might eventually make his Cuban catalog available to Capitol, rather than maintain his own label in the States.

Sabat, who played host to the press, the Cuban Ambassador to the United Nations and officials of Cubana Airlines Wednesday (27) at a luncheon held at the UN building, said that the EMI deal

## HILLBILLY BANDS POLITICO'S PROP

TEXARKANA, Tex.—Two hillbilly bands were out serenading potential voters again this year as public office seekers stumped the State for voters.

Former Senator and Governor of Texas W. Lee O'Daniel, who this year has announced that he will run in the race for Governor of Texas, has his "Hillbilly Boys" with him as he campaigns across the State.

It was O'Daniel, who with the aid of a hillbilly band, rose from the ranks of flour salesman on the air in Texas to become governor, and then went on to the U. S. Senate.

Ralph Yarborough this week also picked up a hillbilly band to help him in his campaign for the governor's race.

## Montilla Sets New Lecuona Light Operas

NEW YORK—Three operettas by Ernesto Lecuona, never recorded previously, were taped in Spain last month for release here in August by Montilla Records. Fred Montilla, noted engineer who heads the diskery, returned here last week after a series of sessions in Madrid involving the singers Luis Sagi-Vela, Dolores Perez and Luisa de Cordoba, and a large symphonic ork.

The scores by the Cuban composer, recorded complete, are those of "Maria La O," "Rosa La China" and "El Cafetal." Each will occupy a 12-inch disk. Lecuona is published exclusively by Edward B. Marks Music.

Montilla also cut an album of "Latin Moods" with a 70-piece ork conducted by Terrig Tucci. Latter, at one time, was an arranger for Andre Kostelanetz.

## Down Beat Joins RCA on Jazz Recap

NEW YORK—RCA Victor and Down Beat, the jazz consumer publication have teamed up for a joint promotion based on jazz reissues from the old Victor-Bluebird catalogs. The peg will be a group of 12-inch LP's, each containing 16 selections instead of the conventional 12, and labeled the "Down Beat Jazz Milestone Series."

Disks to be included will be selected partially via contests among the magazine's readers, but with final programming settled by RCA Victor's Fred Reynolds, and Down Beat's associate editor, Nat Hentoff. Initially, the series will include "eight or nine" sets, or more if the test proves successful.

The first set, by Muggsy Spanier's Ragtimers, will be released in October. A Duke Ellington set will follow in December. In February, there will be a combination program of the historic Gene Gifford, Krupa Swing Band and Wingy Manone sides. Others will follow by Louis Armstrong, Fats Waller and Mildred Bailey, Red Nichols, Tommy Dorsey (pre-1941 air checks), etc.

## Miller Sets New Label

PHILADELPHIA — Dave Miller, colorful Quaker City cat, has re-entered the record business. His Trans-World label is being operated from a nearby suburb of this city.

A committee of creditors for Miller's now defunct Essex and Palda labels, known as the Hodge Record Company, foreclosed several months ago on the catalogs of the earlier labels and leased them to a new organization known as Miller International. Miller's wife and George Philips are directors of the firm while Miller himself is an employee.

Financing for the firm is said to have been guaranteed by a Philadelphia bank and original debts of \$250,000, according to Miller, will be repaid within 18 months.

The new label has already brought out singles by the Mulcays, Bill Haley and the Comets and the Ferko String band and a June album release includes sides by the Ray Charles Chorus, Monty Kelly and Don Kosta. Several LP samplers already on the market.

At last report, Miller was slated to spend the month of July in Europe to cut classical material for a number of LP's to be sold at a sampler rate of 98 cents.

## Bally's August Jazz Sked

CHICAGO—Bally Records will kick off its album program with a set of five European jazz sets for August release. September-October releases will bring the three-month total to 10, with pop packages by Betty Johnson, Reg Owens, Ted Weems and his ork, Janis Paige and pianist Caesar Giavanini. November-December releases are now on the drawing boards.

The August five-album "European Jazz Scene" release includes English, Swedish, French, Swiss and Belgian slicings.

Johnny Keating, who has arranged for Ted Heath, will conduct the English sessions, which will include Don Rendell and Tommy Whittle, tenor sax; Eddie Blair, trumpet; Bill LeSage, vibes; Ronnie Verrell, drums; Don Lusher trombone and Johnny Hawkesworth, bass. The Swedish and French sets will be conducted by Gosta Theselius and Claude Bolling, respectively, while the Swiss package will spotlight the Hazy Osterwald sextet. All of these will be in the progressive vein, while the Belgian diskings, conducted and arranged by David Bee, will be on a Dixieland kick.

## RCA Gets Pic Sound Track

NEW YORK—RCA Victor has acquired the musical sound track to the film, "Moby Dick," which opens Wednesday (4) at two New York theaters. The diskery is rushing a 12-inch LP of the score into release early this month.

Score for the Warner Brothers flick was penned by the British clarinetist, Philip Sainon. The flick was directed by John Huston and stars Gregory Peck.

## Weinrich to Cut 2d Bach Organ Series

NEW YORK — Princeton's organist, Carl Weinrich, and Westminster Records' Kurt List have left for Skanninge, Sweden, where List will direct Weinrich's cutting of the second group of the complete organ works of Johann S. Bach. Used for the cutting will be the massive pipe organ of the 13th century Skanninge Lutheran church, where last summer, Weinrich recorded 76 separate Bach pieces.

Ultimate aim of the three to four-year project is to record all of Bach's organ works. So far, following the 1955 sessions, six packages have been released, of which two are included in Westminster's ultra hi-fi "Laboratory Series." During the coming sessions, material for seven more packages will be taped.

## NOVEL DEALER PLUGS FOR 'HOLIDAY' LP SALES

NEW YORK—Hula dancers in store windows, Alpine and other foreign costuming for sales people and guessing contests are all part of the line-up of local level promotion gimmicks being used by dealers to push the Decca Holiday Series of album packages.

Leone's in Chester, Pa., has set up a Hawaiian window, which features a live model doing the hula for a half-hour each day. The idea is reportedly a great traffic stopper.

Seattle's Folklore Center has its sales people dressed as Swiss mountain climbers who have an "Alps folk and song program" to tie in with the "Holiday in the

Alps" LP. In the Bon Marche store in the same city, sales girls are outfitted with chapeaux from the Holiday-countries.

Music Mart in Baltimore, which has a complete window display, has set a deal with radio station WCBM, whereby jockey Al Stevens plays a selection from one of the Holiday disks. Listeners who identify the set from which the tune comes, get a free disk. Stevens also plugs the Music Mart display.

Many stores have made tie-ins with other local merchants, including travel agencies, dress shops, camera shops, luggage stores and

*(Continued on page 42)*

## Pillsbury Sets Premium Disk Deal With Cap

HOLLYWOOD—Capitol Records' custom pressing division officially entered the premium disk field last week, with an order for 1,500,000 EP's featuring country stars Faron Young and Jean Shepard purchased by Pillsbury Mills, Inc.

Pillsbury, for its Ballard brand flour, will offer the EP's to purchasers of the product, with the campaign scheduled to begin late this month.

Selections on the custom-service disk include "I'm Thinking Tonight of My Blues" and "Be Honest With Me" by Miss Shepard, and "Have I Told You That I Love You?" and "Candy Kisses" by Young. Disks will be promoted by Pillsbury thru its various advertising media, with the Cap recording stars featured prominently.

Premium promotion marks the first such venture for Capitol. Other firms, notably Columbia Records, have in the past used its artists in disk premium deals with a variety of products.

## Epic Invades Nippon Market

TOKYO, Japan—The Japanese government has granted the Nitchiku Industrial Company here permission to release Epic Records in Japan. The firm already handles Columbia disks, but heretofore rigid foreign exchange controls prevented it from bringing in the Epic line.

Epic will make its debut here in September, with a group of classical disks and several French-language, pop vocal packages. Since Japanese radio stations have imported many Epic disks for broadcasting in the past, the public here is already acquainted with Epic's artist roster.

However, Nitchiku is starting an extensive publicity campaign on Epic artists, and plans to invite some of them to present concerts [\(Continued on page 22\)](#)

## ROLL OUT THE BARREL

### Polka Rhythm Push Aimed at Teen-Agers

CHICAGO — There's a strong movement afoot in these parts to establish the polka and "commercial corn" dance music as the next national craze. One station after another is adding live band shows, and it is no secret that the producers would like to wean the teenagers away from rock and roll via so-called "working-class" bands.

A major drive will begin July 13, when the WBKV "Polka Time Show" will go national over the ABC-TV web. ABC-Paramount Records will join in, by releasing a series of dance albums cut by the featured band of the show, that of Stan Wolowic, already a contract artist. The first set was cut Thursday (28).

Encouragement for the polka push has come with the spectacular success of Lawrence Welk and his polka-shottische rhythms on TV and on Coral disks. Now similar bands may be found working regular TV spots in Chicago, St. Louis, Los Angeles, Milwaukee, Minneapolis, Detroit and Pittsburgh. Here, at WBKV, besides Wolowic, the station features the "commercial"

## GOGI WINNER IN A BREEZE

NEW YORK—Gogi Grant copped her first Billboard Triple Crown award last week. The thrush's Era recording of "The Wayward Wind" was the No. 1 disk on all three pop charts—Dealers, Jockeys and Jukes.

Miss Grant's last Era disk, "Suddenly There's a Valley," made the charts, but never moved into the top position. Several important artists covered the "Valley" platter, but the singer has "The Wayward Wind" all to herself.

## Mutual to Air LP Disk Seg

NEW YORK — "Music From Studio X," a radio network showcase for LP material, will be aired over more than 100 Mutual stations starting Monday night (9). Programming on the Monday thru Saturday series will be 99 per cent made up from album selections.

The program, which will originate over WOR here, is the production brainchild of the station's new program director Bob Smith and WOR manager Bob Leder. Altho they pioneered rock and roll music while at WINS, the execs decided to feature lush instrumentals, show music and [\(Continued on page 22\)](#)

## Music Men To Hold 21st Golf Spree

NEW YORK—The professional music men will hold their 21st annual golf tournament and outing at the Harrison Country Club, August 9. Bob Miller, president of the professional men's association, has already blueprinted the over-all plans. Murray Luth is chairmanship the golf committee, with Mickey Addy and Bernie Pollock handling other details.

Artists, a.o.c. men and personalities from all facets of the show world will attend.

## NEED THEM PLATTERS

By JOEL FRIEDMAN

HOLLYWOOD—Evidence that the independent publisher needs more than just a lead sheet and a relatively good song to continue in business is becoming more apparent.

The indie publisher, as distinguished from a major firm with either Hollywood theatrical film connections or Broadway legitimate musical tie-ups, has found the going to be rough unless he can be assured of getting his song recorded.

The music popularity charts of The Billboard indicate few independent publishers are represented, unless they have some connection with either a recording company or an artist. For example, the song, "Wayward Wind," is published by Warman Music, owned and operated by the label that has the hit recording of the tune, Era Records.

The same is true of Lew Chudd's Reeve Music, publishers of "I'm in Love Again," with the hit recording of the song on Chudd's Imperial Label.

### Many Tie-Ups

Instances of tie-ups are repeated thruout the popularity listings, and actually are not very new. The occasions for tunes becoming popular which have no strings attached are fewer and far between these days.

Perry Como's "Glendora" is published by his own firm, Roncom Music; "I Want You to Be My Girl" is published by Phil Kahl, in which Gee Records proxy George Goldner has an interest; Elvis Presley is under contract to Hill & Range; Buck Ram, writer of "Magic Touch," is the personal manager of the Platters and is under contract to the Southern-Peer firms,

while "Happy Whistler" was written, recorded and is published by the same person, Don Robertson.

The indie publishers aren't content to sit back and let the situation get out of hand, with new connections being made each week. Larry Spier, partnered with Johnny Ray in a publishing company, recently set up another firm with Nat (King) Cole. Danny Kaye and Sylvia Fine are partnered in Dena Music with Fred Raphael, who also has a number of publishing firms with several motion picture film producers.

### R. & B. Active

The rhythm and blues field appears to be the most active, with [\(Continued on page 22\)](#)

## Court Action Looms By Anti-JCP Forces

To Charge AFM Performance Trust Fund In Violation of the Taft-Hartley Law

HOLLYWOOD — Additional court action charging the Music Performance Trust Fund to be in violation of the Taft-Hartley Law is expected to be filed by rank and file members and widows of Local 47 musicians within the next 30 days, according to Attorney Harold A. Fendler, in the continuing battle of insurgent forces against American Federation of Musicians' President James C. Petrillo.

Fendler, attorney for rebel leader Cecil Read who last week won temporary reinstatement as a member of the AFM as a result of a court order issued by Superior Court Judge John Ford, indicated

that "five or six causes of action" would be listed in the law suits, among them the charge of Taft-Hartley violations.

Queried as to the possibility that Petrillo might exercise the trusteeship powers recently granted him at the AFM convention, Fendler declared, "This idea that the Federation can appoint a trustee to take over the union appears to be a feudal type of administration. In such a case we would go to the courts again. I don't believe the courts would sustain the Federation."

Read was given a standing ovation at a membership meeting here last week (25) which saw anti-administration forces score a series of resounding victories. The AFM was ordered to show cause by July 2 why Read's reinstatement should not be ordered under a temporary injunction pending trial. Stipulations continuing the show cause order to July 13 were exercised by Fendler in behalf of Read and by Attorney Michael Luddy for the AFM late last week. Read's suit for reinstatement, in which he charged his expulsion was prompted by "bias and prejudice" is actually in [\(Continued on page 22\)](#)

## Frisco Local Seeks Union With Neighbor

SAN FRANCISCO—The fourth largest membership in the American Federation of Musicians, Local 6, San Francisco, will seek to merge with the 336 members of the Bay City's Negro AFM Local 669 in an election this December.

Marriage of the two unions is scheduled to be placed on the ballot, with merger of the two Locals reported to have received the sanction of AFM President James C. Petrillo. Meetings seeking the amalgamation have been held both here and in New York for the past 18 months it was learned.

Local 669 was a non-voting subsidiary of Local 6 from 1934 thru 1946, and has identical bylaws and constitution.

## Pincus Splits 'Heart' Rights

CINCINNATI—In competition with other publishers last week, George Pincus secured the publishing rights for his Broadcast Music, Inc., firm, George-George Music Corporation, New York, to "Heart Hideaway," a tune penned [\(Continued on page 22\)](#)

## Philco Unveils 7 Portables For '57 Line

PHILADELPHIA—Philco Corporation 1957 line, unveiled to distributors here, includes seven portable models, including a hi-fi unit and the console "Phonorama" unit, utilizing a newly developed electrostatic speaker, known as the "Cathedral."

The new speaker has a frequency response of 2,000 to 20,000 cycles and provides a 180 degree arc of sound. It is used in conjunction with a separately mounted 15-inch woofer. The Phonorama hi-fi set, which employs these speakers, has a 30 watt output and a four speed intermix player. The unit will retail at \$299.95.

The Philco hi-fi portable model will carry two six-inch speakers and a four-speed intermix player. Available in black or gray leatherette, the units retails at \$99.95.

Low end model in the line is the three-speed portable, which lists at \$29.95.

## Sue Brubeck For \$1.5 Mil

HOLLYWOOD — Milestone Productions, Inc., and television producer Louis Gartner filed a \$1,562,000 breach of contract suit against jazz pianist Dave Brubeck in Superior Court here last week.

Action charges Brubeck had agreed to do a series of telefilms for the firm in 1954 but postponed the start and finally repudiated the deal, choosing instead to ink a contract to record for Columbia Records.

## Oh, Didn't He Ramble!

NEW YORK—The grim reaper seems to have focused on the jazz world in recent weeks. Early last week, Clifford Brown, brilliant poll-winning trumpeter, and partner of drummer Max Roach in the AmArcy recording combo, died in an auto accident on the Pennsylvania Turnpike, while en route to an engagement at the Blue Note in Chicago.

Also killed in the car with Brown were his pianist, Richie Powell, and Powell's wife. Powell was the brother of the better known pianist, Bud Powell.

On June 17, the Coast guitarist Bill Dillard, an up-and-coming star with the Red Norvo Trio, died in a fire in his apartment, after falling asleep with a lighted cigarette. During the same week, Frankie Trumbauer, pioneer saxophonist and one-time sidekick of the late Bix Beiderbecke, dropped dead in Kansas City. "Tram," in recent years, had been an official in the Civil Aeronautics Authority. Adrian Rollini, bass sax and vibes star of the same early era, who had been active in hotel cocktail rooms in more recent years, also died in Florida.

Within the past few seasons, modern jazz lost two of its brightest young stars, pianist Dick Twardzik, of the Chet Baker Quartet, in France, and Bog Gordon, baritone sax star, in a California auto wreck.

Then, of course, there was the loss last Saturday (23) of jazzdom's most active, sympathetic booker, Billy Shaw (see separate story). Shaw was instrumental in many notable jazz careers, including those of Dizzy Gillespie, Sarah Vaughan, George Shearing and many, many more.

## GRAB IS ON FOR SEATS ON MUSIC BANDWAGON

• Continued from page 1

with its own 79-cent 10-inch LP WWDC Record label (The Billboard, June 30, 1956). Also in the disk manufacturing act is WBAL, Baltimore, which is selling WBAL Records thru the Reed drug chain. Patio Records, a Dixieland jazz label, owned by WDSU, New Orleans, is also in picture.

The most outstanding record label operation, currently owned by an indie broadcaster, is Sun Records, the Sam Phillips firm. Phillips, who owns WHER, Memphis, negotiated a plum \$40,000 deal for himself with RCA Victor on Elvis Presley last winter, and hit the charts barely a month later with two new artists, Carl Perkins and Johnny Cash. Phillips owns Hi-Lo Music and has an arrangement with Hill & Range on certain material.

Another successful example of diversification in the broadcasting field is KWTO, Springfield, Mo., which operates via various companies, a talent bureau, the Earl Barton Music firm and a radio-TV packaging company, which produces "Ozark Jubilee" over ABC-TV.

WSM, Nashville, has probably been active in more phases of the music field than any other station, with its "Grand Ole Opry" operation and the WSM Artist Bureau. Although WSM doesn't participate in any publishing deals itself, the station's program director, Jack Stapp, owns Tree Music, and Artist Bureau chief Jim Denny has Driftwood and Cedarwood. Interestingly enough, Stapp's partner in the Tree firm is TV packager Louis Cowan, who recently became a CBS, Inc., veepee.

NBC-TV producer Max Liebman is another video man in the publishing business. Buddy Morris re-

cently set up a special firm to handle original music written for his network spectaculars. Sid Caesar also has his own publishing firm and a talent management set-up, as does Jackie Gleason. Perry Como, Doris Day, Patti Page, Frank Sinatra and practically every other major recording star have their own publishing companies or an arrangement of some kind with an established publisher.

Sinatra recently set up his own record label, Tabbs Records, with Ben Barton, of Barton Music, Sinatra's firm. The new firm, which, of course, doesn't list Capitol artist Sinatra on its roster, has already released one album, and more are in the works.

More or less in self defense, music publishers are also expanding their activities into other spheres of the entertainment field (particularly talent management). It is becoming increasingly more difficult, according to veteran music men, to sell artists on recording a song which wasn't submitted to them by 1) their own firms, 2) their managers, 3) their radio or TV producer, 4) guest stars. For a more detailed analysis of expanded activity by music publishers see story elsewhere in this issue.

## 'Shaw Artists Not for Sale'

NEW YORK—The Shaw Artists Corporation, monument to Billy Shaw, who died here suddenly last Saturday (23), will continue to operate under the joint direction of Shaw's son, Milton, and Jack Archer. According to Lee Shaw, widow of the deceased agency head, "Shaw Artists is not for sale." Reportedly, several firm offers have been received.

Milton Shaw has replaced his father as president, and Jack Archer, vice-president, now becomes general manager and coordinator of bookings in all departments. Jack Whitemore will continue as head of the locations department; Art Frew, as manager of the Chicago office, and all other personnel will remain the same in both Chicago and New York.

Billy Shaw, one of the best loved men in the history of the agency field, was a particularly good friend to Negro and jazz artists and built much of his business on their good-will. After many years in the booking field, he opened his own agency in 1949 with one employee, his secretary, Billie Brooks, who had been with him since 1942. His only acts were the Orioles and the late jazz giant, Charles (Bird) Parker. At the time of his death, from a heart attack, Shaw Artists employed a staff of 30, and its talent roster numbers several hundred acts.

Shaw began originally as a trumpet player, and at one time was leader of the famous California Ramblers. His first major agency post was with Music Corporation of America, in the band department. In 1942 he joined William Morris as head of the one-nighter department when that office was still booking bands. Against powerful inter-office resistance, Shaw launched the careers of such artists as Billy Eckstine, Sarah Vaughan and Dizzy Gillespie.

After three and a half years with Morris, Shaw left to become executive vice-president of the Gale Agency. Two years later he went into business for himself, a venture that was to prove highly successful.

## CLOCKED AT \$1 A MINUTE

NEW YORK—Deejay Art Ford, WNEW, here, this week offered to pay Elvis Presley \$1 per minute for an on-the-air interview, following the artist's recent statement to the press: "I want to get paid for interviews and for photos. I've got to make it while I'm hot."

Ford, who is awaiting Presley's reply, believes this is the first interview payment offer made to the rock and roll star, whose unprecedented demand reportedly stunned several big-name magazine and newspaper editors last month.

## Live Music Show Bows On Hub TV

BOSTON—The Brill Building set will be spending more time here after "Saturday Hop" a live music video show co-emceed by Norm Prescott and Alan Dary, bows over WBZ-TV Saturday (7) from 6 to 7 p.m.

A special seg, tagged "A Song Is Born," will spotlight the performance of a new song, with WBZ-TV flying in the writer and publisher of the song and an artist who will sing it on the show and perhaps record the tune in the future.

Prescott and Dary, both WBZ deejays, will interview Pat Boone, Steve Lawrence, Johnnie Ray and seven other recording stars on the first show, and teen-agers in the audiences will hold a question and answer session with Boone on the air. Freddie Guerra and his orchestra will play, while the kids dance in front of the cameras.

In a promotion aimed at discouraging juvenile delinquency, Prescott and Dary will set up a "teen-age foundation" on the show, whereby listeners will be invited to make donations to help build a modern outdoor playground for under-privileged youngsters.

## Program Change Seen at KDAY

HOLLYWOOD—George Baron, vice-president and general manager of Radio Station KDAY, last week predicted the end of foreign language broadcasting in the United States, in announcing a complete change of programming at the 10,000-kw. station.

KDAY, which recently changed its call letters from Station KOWL, will henceforth program assimilated music of all forms and will not aim any of its programming at any specific market. Baron declared, "We are in vigorous disagreement with those who contend that to reach the Latin market a radio station must program a Spanish language show, and to reach the Negro market it must feature so-called 'race' music."

"Surveys reveal that only a small percentage of the Spanish-surnamed population understand and speaks only Spanish," he said. "The Negroes listen to and buy recordings of Frank Sinatra, Kay Starr, Frankie Laine and others as well as Sarah Vaughan, Nat Cole, Billy Eckstine, etc."

Station currently is in the process of building new headquarters in Hollywood, with application for an increase to 50,000 watts and 24-hour programming made with the FCC.

## IT'S THE MOST

### How Do You Dig Love? By Contest

NEW YORK—A contest for deejays and their listeners has been started under the joint sponsorship of Atlantic Records, Monument Music and Progressive Music, based on the tune "Treasure of Love." Several hundred prizes have been lined up so that every participating deejay is guaranteed a prize for a winner among his listeners and also a prize for the jock.

Jocks have been asked to solicit letters from listeners on "why you agree with the record that the treasure of love is the greatest treasure of all." The sentiment is the essence of the current hit, as recorded by Clyde McPhatter on Atlantic. Tune is published jointly by Progressive and Monument.

The contest will be supervised by Progressive's professional manager, Victor Selsman, who also acts as judge of the letters. Prizes include such things as a Tappan range, sewing machines, swim suits, watches, blouses, etc.

## RCA Distributors To Vie for 10G

NEW YORK—RCA Victor's pop singles disk department will tee off a \$10,000 sales incentive contest this week for its 51 distributors' record managers. The pitch, which will be similar to the "Christmas in July" push of several years ago, but which involves twice as much loot, will last for six weeks.

The way it works: Victor has designated seven currently hot singles (any new, promising items will be added during the drive) and has estimated the potential sale in each market. A quota is thus established for each distrib, and managers will receive portions of that \$10,000 kitty based on their showings in relations to the quota figures.

Two grand prizes, of approximately \$2,000 each, will be handed out to winners in the "over 2 per cent" market and in the "under 2 per cent" market, rated according to their percentage of the total national business. After that, every manager will receive some part of the remainder.

The disks on which the drive will start are Perry Como's "More" and "Glendor," Ames Brothers' "It Only Hurts for a Little While," Tony Martin's "Walk Hand in Hand," Eddie Fisher's "Sweet Heartaches," Elvis Presley's "I Want You, I Need You, I Love You," Hugo Winterhalter's "Canadian Sunset" and Kay Starr's "Second Fiddle."

## Potter Exits; Silbert Signed

HOLLYWOOD—Peter Potter, KLAC disk jockey, will drop his daily show and henceforth confine his radio activities to two weekend shows on the station. KLAC President Mort Hall has inked Bill Silbert, disk jockey formerly with the Mutual Network in New York to replace Potter. Silbert will work under a new name tho, using Bill Bradley as his radio monicker.

Press of Potter's TV shows cued his radio exit. A line-up of cities to show kines of Potter's "Juke Box Jury" show now total 15, and includes stations in Fairbanks and Anchorage, Alaska, as well as other Coast outlets.

## WQXR SPOTS TAPE AIRING

NEW YORK—New York Times Station WQXR launched a tape-jockey show Sunday (1) from 7:05 to 8 p.m., and the station plans to use more and more tape on its other programming throughout the day and evening.

The new tape-jockey show, "Frontiers of Sound," will be a showcase for the latest stereophonic (Binaural) tapes, while other WQXR shows will feature standard tape releases and works which are not necessarily stereophonic. WQXR (noted for its extensive classical music programming) has installed new tape broadcasting equipment in its master control room, as well as in a specially constructed room where new tape releases will be auditioned and timed before they are used on the air.

## Heritage to Expand LP Categories

NEW YORK—Heritage Records, which has heretofore produced albums of show music, sophisticated pop songs and the spoken word, is undergoing an expansion program. Releases during the next year will include hot jazz, classical and pop packages.

Upcoming releases include albums by Wilbur De Paris ("New Orleans Jazz"), Harold Rome ("Songs of Satire"), "An Evening With Roland Hayes," a Greta Keller package of intimate songs, another on music of Reinhold Gliere and a disk featuring Gilels, Restropovich and Leonid Kogan.

Together with the expanded production, Heritage is broadening its sales representation to include 17 major sales areas in the United States.

## Adler, Slatkin Added to Cap Talent Roster

HOLLYWOOD—Capitol Records added two names to its talent roster last week, inking harmonicaist Larry Adler and classical conductor Felix Slatkin.

Adler joins the label as a result of the company's tie with Electric and Musical Industries, with his first recording featuring two French songs cut in Paris recently.

Slatkin, concertmaster at 20th Century-Fox, was signed to a seven-year contract as a conductor. Also a member of the Hollywood String Quartet, he has conducted a number of Capitol classics in previous years.

## Lillian Cumber Forms Agency

HOLLYWOOD—Lillian Cumber, long associated with the Herald Attractions Booking Agency, left the firm last week to form a booking office of her own to be known as the Lillian Cumber Agency.

A veteran in the religious and rhythm and blues talent fields, Miss Cumber has already inked contracts with a number of artists. Latter include the Christland Singers and Zion Travelers in the spiritual field, and r.&b. artists Helen Andrews, Beverly Wright, Nate Williams, Anita Tucker, the Meadowlarks, and Ben Hughes.

Art Rupe, president of Specialty Records, Inc., continues the ownership of Herald Attractions, righted man

## Mesners' Suit Vs. Capitol And Five Keys

HOLLYWOOD—Leo and Eddie Mesner, Aladdin Records partners, asked for damages of \$15,000 in an action brought in Los Angeles Superior Court last week, naming the five Keys and Capitol Records as defendants.

Complaint charges the Five Keys with breach of contract, claiming the group was still under contract to them when they recorded for Capitol. Action asks for an accounting, injunction and specified damages from the sale of the group's first Cap recording, "Ling Ting Tong."

## Craft Buys Melba Label

NEW YORK—Morty Craft has bought out Ray Maxwell's interest in Melba Records to become sole owner of the label. Last week he signed three jazz names and recorded the line's first three 12-inch LP's.

Craft signed trumpeter Leon Merian, guitarist Lord Westbrook and vocalist Lynn Perrault. LP's by these acts will be ready for the National Association of Music Merchants' meet later in July.

Craft also set up his own publishing firm, Craft Music, affiliated with Broadcast Music, Inc. Maxwell, who returned to Belgium, where he operates the Ronnex label, keeps Maxwell Music, also Craft shares in some of the tunes, including the successful "Church Bells May Ring." Craft also continues as manager of the Willows.

# 2 sweet hits



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# ANOTHER BMI "PIN-UP" HIT



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Published by MERIDIAN MUSIC, INC.

# "I ALMOST LOST MY MIND"

Recorded by:

**PAT BOONE**

DOT

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Sole Selling Agent:

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DAVID WHITFIELD'S exciting new recording

# MY SEPTEMBER LOVE

on LONDON RECORDS

## Panart Records-EMI Deal

Continued from page 18

EMI with its maracas down, but Panart expects to take up the slack.

### Tapes En Route

According to Sabat, tapes already are en route to France, where the cha cha cha urge is most powerful. Spain also has caught the fever, and it is just starting in Italy, Germany and Scandinavia. In England, says the Cuban diskier, and in the Benelux countries, the Cuban influence is overshadowed by that of Brazil. Edmundo Ros and his hybrid sambas continue to hold the public fancy in those sectors.

The EMI material issued by Panart in Cuba will be pressed in Sabat's plant, the largest plant operating on the island. It will be issued on the Odeon label, which is owned by EMI throught South America. Acquisition of these lines will put Panart in the classical business for the first time.

In the States, Panart is issuing a special buy for distributors and dealers this month. Local Manager Stan Steinhaus has put together a collection called "Music of Cuba, Vol. 1," which will list at \$3.98, but will sell to distributors for \$1.25 and to dealers for \$1.98. It includes all new waxings, with the top Cuban tunes of 1956. In its regular line, the outfit has scheduled 13 new 12-inchers by the end of September.

Pitching directly at American tastes, Panart's Sabat cut a set of lush, large ork material, "In the Latin Mood," consisting of famous Latin standards, played under the baton of Jose Norman, Mantovani's orchestra master. These were made in EMI's London studios. In Cuba, Panart has signed the former Stan Kenton-Benny Goodman arranger, Chico O'Farrill, to cut modern big-band cha cha chas aimed at American jazz and dance fans. O'Farrill

already has several packages in the can.

Commenting on the international scene, Sabat was particularly impressed by one activity of the EMI factory in Hayes, England. Discovered that the company continues to manufacture close to 150,000 hand-wound phonographs a year, which it exports to such relatively primitive locals as North Africa and New Zealand.

## 'Heart' Rights

Continued from page 19

by Joe Raye of Cincinnati. Pincus will share the copyright with Leeds Music Corporation, a BMI firm formed here recently by local deejays Rex Dale and Leo Underhill, of WCKY, and Will Lenay, of WSAI.

Harry Carlson's Fraternity Records, of Cincinnati, which had a hit disk in its version of Cathy Carr's "Ivory Tower," has featured Miss Carr on a side bearing the "Hideaway" ditty. The song is backed by "The Boy on Page Thirty-Five," written by Hal David and Leon Carr and published by M. Whitmark & Sons, an American Society of Composers, Authors and Publishers firm.

## Epic Invades

Continued from page 19

here in the near future. The deal with Nitchiku was negotiated for Epic by Columbia's foreign distributor Phillips.

Meanwhile, Nippon Polydor was recently reorganized by its parent company Fuji Electric, affiliate of Siemens and Siemens, parent firm of Deutsche Grammophon. The newly reorganized firm's name has been changed to the Nippon Gramophone Company.

## Anti-Petrillo Court Action

Continued from page 19

tended as a test of the broad powers of Petrillo.

Read's suit asked the courts to force the AFM to give him full membership, and included the allegations that Petrillo and the IEB have prevented local members from having a voice in contract negotiations, that Petrillo claims absolute rights to set aside union bylaws, and that funds have been diverted for the personal benefit of AFM officers.

As previously reported, the court will have to rule on each of Read's allegations in making its decision concerning reinstatement.

Read's dramatic appearance at the meeting attended by approximately 1,100 members, coupled with band leader Ozzie Nelson's open anti-Petrillo stand, has set off even stronger emotions than heretofore among Coast musicians, with

additional support by other name leaders and rank and filers predicted. Addressing the meeting, Nelson questioned whether the actions of Petrillo were "consistent with American traditions of democracy."

John te Groen, president of the local, was soundly booed when he supported Petrillo in answering Nelson. That insurgent forces had gained strength was obvious when the membership elected five anti-Petrillo members to the Local 47 board of directors and approved a series of changes in the bylaws by better than a three-to-one margin (The Billboard, June 23).

As a result of Read's suit, the action of the membership at last week's meeting, and the expected court action against the AFM and the Trust Fund, it appeared likely that the next move would have to be Petrillo's. It's argued that Petrillo now has the perfect excuse to exercise the trusteeship powers granted him to take control of the affairs of Local 47.

## Need Them Disks

Continued from page 19

veteran publishers seeking to cement their position by either setting selling agency deals, or actually going into partnership. Chess & Checker have such an arrangement with Gene and Harry Goodman, as does Modern Records with Hal Fine's Roosevelt Music. Because of the continued popularity of rhythm and blues, the indie publishers are reasonably confident of securing cover records of an r. & b. hit, even tho they might have to waive all mechanical royalties of the original record and a

## Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	4	—	—
ABCO	—	—	1
ACE	—	—	—
ARIES	2	—	—
ATLAS	1	—	—
AUTHENTIC	—	—	1
BIG	1	—	—
CANDLELIGHT	1	—	—
CAPITOL	7	1	—
CARAVAN	1	—	—
CHECKER	—	—	2
CHESS	—	—	2
COLUMBIA	2	—	—
CORAL	7	—	—
CREST	—	—	2
DECCA	7	2	—
DOOTONE	—	—	2
DOT	—	1	—
DUKE	—	—	1
ERA	1	—	—
JAB	—	—	1
KAPP	—	—	—
LONDON	4	—	—
MARATHON	1	—	—
MELBA	—	—	1
METEOR	—	1	—
MERCURY	4	—	—
M-G-M	1	—	—
PANART	1	—	—
PEP	—	1	—
PEACEFUL VALLEY	—	1	—
PILGRIM	—	—	2
RESERVE	1	—	—
ROYAL ROOST	1	—	—
RUBY	1	—	—
SARG	—	1	—
TERRY TUNES	—	1	—
VEEJAY	—	—	2
VICTOR	4	3	—
VIV	—	2	—
WING	1	—	1
TOTALS	54	14	20

## New Extra Traffic

Continued from page 18

New Extra Traffic for years to come.

Cook noted that the original Columbia Club Plan created thousands of new record buyers. Research showed, he added, that over a third of those who joined the club had not bought a record of any kind for at least six months, and that the majority had bought only a negligible quantity. The new plan, he summarized, will send these new buyers into the stores on a regular basis.

### New Promotion

Cook also noted that Operation NET gives the dealer a new promotional device in that the dealer is authorized to give Columbia Records away free—in his shop—without cutting price or running a sale. A dealer, Cook said, can also advertise his shop as a redemption center, where customers can bring their bonus certificates, where customers can enroll and take home a free disk.

Approximately August 1, Columbia will expand Operation NET to include two variations of the plan. In one of these plans, subscribers will have the opportunity to get three bonus records at one time in advance of actual purchase. Another of the variations involves four new three-record sets.

Under Operation NET, dealers will be asked to maintain a minimum roster of 25 active Columbia Record Club subscribers; to stock an adequate quantity of pre-selected Columbia Record Club Membership gift and bonus records, and to offer only pre-selected Columbia Records as membership gifts for bonus certificates.

All old club subscription offers expire July 13.

portion of some of the performance money.

Oddly enough, the top 10 songs of The Billboard's Honor Roll of Hits is well sprinkled with major publishing firms. Among these are Mills Music-Columbia Pictures Music Corporation via "Moonglow and Theme From Picnic"; "Ivory Tower," by E. H. Morris; "Standing On the Corner," by Frank Music; "Street Where You Live," by Chappell; "I Almost Lost My Mind," by Hill & Range, and "Picnic," by Shapiro-Bernstein.

## Cap Cuts 10" LP Prices

NEW YORK — In a move to liquidate its 10-inch H LP series, Capitol Records last week cut the package line from \$1.98 to \$1.47. Dealer price is 91-cents, which means dealers draw full discount on the series.

The 10-inch H series includes LP's by Benny Goodman, Kay Starr, Paul Weston, Billy May, Stan Kenton, Budd Cole, Bob Crosby, Leadbelly, Billy Butterfield, Woody Herman, Bobby Sherwood, Miles Davis, Pee Wee Hunt, Betty Hutton, Gordon MacRae and others. Capitol's production of 10-inch LP's has been suspended for the past few months.

## Mutual to Air

Continued from page 19

dreamy vocals on the Mutual series.

Part of the thinking is that, since many affiliates can't afford to subscribe to album services, they would be more apt to carry a network album-music show than one featuring pop singles. John Gambling's son, John A., will emcee the Saturday to Saturday shows, while a staffer will handle it on Sunday afternoon (1:30-5 p.m.). WOR will air the program from 9:05 to 1 a.m. and the web will pick it up from 10 p.m. to midnight.

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- WHILE THE CITY SLEEPS
- NEVER MY LOVE

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ALBUMS

Popular

HIGH SOCIETY (1-12")—Sound track. Capitol W 750

Combining Bing Crosby, Frank Sinatra and Louis Armstrong in a single package is enough in itself to churn up plenty of retail activity. But toss in the highly publicized Grace Kelly (in her thrashing debut), comedienne Celeste

Holm and Cole Porter's first pic score in some time, and you've got a package that is likely to move out fast. The tunes, "True Love" and "You're Sensational," shape up as promising singles. The pic is getting plenty of hoopla. Deejays are bound to give it plenty of spins, particularly the selection where Sinatra and Crosby duet while in their cups. Only disappointing feature is the cover: unexciting poster-art stuff.

Reviews and Ratings of New Popular Albums

THE VOICES OF PATTI PAGE (1-12") Mercury MG 20100

Outstanding feature of this recap of a dozen of the thrush's singles is amazingly accurate reproduction of Patti Page's multi-voice technique. The waxing is a beautiful piece of work from start to finish, and including, as it does, "Doggie in the Window" (her old smash hit single), "Milwaukee Polka," "Changing Partners" and "Crazy Quilt," a sound item for counter inventory. Thrush's current national TV spot on CBS should also help sales.

JULIUS LA ROSA (1-12") Cadence CLP 1007

Victor has La Rosa under contract now, but Cadence can steal a sales march on the label by putting out the artist's first LP. La Rosa is expected to stir up some excitement on TV shortly which could help sales on this package considerably. He warbles with warm sincerity on 12 melodic themes, mostly ballads, including two of his biggest Cadence singles, "Anywhere I Wander" and "Domani."

MUSIC FROM

"GUYS AND DOLLS" (1-12") Decca DL 8290

Here is a thoroughly enjoyable instrumental package, spotlighting Cavallaro's artful pianistics on 15 tunes from the "Guys and Dolls" score, including the two new ones he wrote for the film version, "Pet Me Poppa," and "A Woman in Love." Cavallaro is getting plenty of jockey attention right now as a result of the sound track job he did for "The Eddy Duchin Story," and this LP should reap some extra spins as a result.

OUR LOVE AFFAIR (1-12") Tony Martin (1-12") Decca DL 8287

Decca has packaged a group of old Tony Martin sides in this LP, which should chalk up sales on the basis of Martin's current disk popularity in the singles field, altho some of the arrangements and backing are definitely dated. The singer warbles pleasantly on 12 nostalgic selections, including "All the Things You Are," "I'll Never Smile Again," "Fools Rush In," and a duet with Frances Langford on "Our Love Affair." Backing is provided by David Rose, Ray Sinatra, Harry Sosnik and Victor Young.

SERENADE TO A PRINCESS David Carroll Ork (1-12") Mercury MG 20156

This is the second Mercury album inspired by the Prince Rainier-Grace Kelly nuptials—the first being a recording of parts of the ceremony. This one presents theme songs from the various films in which Grace Kelly starred. Included are "Love Theme," from "The Bridge at Toko-Ri"; "My Favorite Memory," from "Dial 'M' for Murder"; "High Noon" from the film of the same name, etc. Carroll arrangements are lush and poetic.

SOMETHING FOR THE GIRLS Dick Contino (1-12") Mercury MG 20141

Contino, who in recent years has done a lot to popularize the accordion, plays a dozen selections here. His style is excellent technically, and those who are partial to the instrument will get a kick out of the artist's performance of these standards. Tunes include "Song of the Islands," "Bewitched," "Mexicali Rose" etc. Title, fashioned to cash in on the handsome Contino's big fem following, is good sales bait for teen-agers.

ALL STAR ROCK AND ROLL REVUE (1-12") King 395-513

Thus far there have been relatively few packages featuring rhythm and blues artists. True, many of the artists in this album have wide pop acceptance and some of them even jazz acceptance—but the flavor of the album is r.&b. of the rock and roll type. It will be interesting to see what happens to the package, sales-wise. About a dozen artists are represented—many of them by smash singles of the past. Included are the Charms ("Hearts of Stone"), Billy Ward and His Dominoes ("Sixty Minute Man"), Little Willie John ("All Around the World"), the Platters ("Voo-Voo-Ah-Bee"), and selections by Lucky Millinder, the Swallows, Cathy Ryan, Earl King, Tiny Bradshaw, Bill Doggett, the Midnighters, and Earl Bostic.

THE BRAVE ONE Sound Track (1-12") Decca DL 8344

Victor Young has written a vibrant and poetic score for the film, "The Brave One." This sound track, by the Munich Symphony, is lush and vibrant and undoubtedly contributes much to the dramatic effect of the script. Should receive wide deejay play.

TODAY'S HITS Polly Bergen (1-7") EP Camden CAE 332

Camden, for its 79-cent hit cover series, is seeking out show business names, and Miss Bergen is the choice to do "Wayward Wind," "How Little We Know," "Too Close for Comfort" and one tune of her own choice, "It's All Yours," from her nitery act. Gal sells a song, tho Camden has done better on tune selection. Last-named tune may get some surprise deejay support, however. Miss Bergen has a Jubilee LP out, which has stirred up some jockey interest and her extensive guest spots

Best Selling Pop Albums

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

- 1. ELVIS PRESLEY... RCA Victor LPM 1254
2. MY FAIR LADY—Original Cast... Columbia OL 5090
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
4. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
5. CAROUSEL—Sound Track... Capitol W 694
6. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
7. PICNIC—Sound Track... Decca DL 8320
8. OKLAHOMA!—Sound Track... Capitol SAO 595
9. BUBBLES IN THE WINE—Lawrence Welk... Coral CRL 57038
10. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
11. NIGHT WINDS—Jackie Gleason... Capitol W 717
12. CASTLES IN SPAIN—Michel Legrand... Columbia CL 888
13. THE MAN WITH THE GOLDEN ARM—Sound Track... Decca DL 8257
14. GENTLEMEN, BE SEATED (Minstrel Show)... Epic LN 3238
15. WALTZES OF IRVING BERLIN—Mantovani Orchestra... London LL 1452

on TV of late should also help this package.

PETER LIND HAYES AND MARY HEALY (1-12") Kapp KI 1021

A platter built to order for Hayes-Healy radio and TV fans. Beyond that the appeal is apt to be limited, as the items are gaited straight to that market. Dealer should stock it accordingly. Side 1, comprising familiar recaps of the pair's pop duets, is waxed with great fidelity and consequently attractive. The flip, mostly a combo of comedy bits taken from actual airings, is not so good—particularly as far as Miss Healy's vocal contribution is concerned. Hayes' snubbing jobs for Arthur Godfrey on CBS could increase sales on this LP.

SOMEWHERE IN THE NIGHT Joseph Myrow, Piano (1-12") M-G-M E 3376

Collection of clefter's compositions—mostly from Hollywood pic scores—but including a few others, with composer at the keyboard and occasionally backed by instrumental trio. Unfortunately, as Myrow has a tendency to over-embroider pop pianistics concert-wise, the emphasis is heavy on production. Recording sound is excellent, but over-all appeal will be limited.

Folk

FOLK SONGS William Claiborn, Guitar; John Gregory Group (1-12") Victor LPM 1286

This is a distinguished package in the folk category. It is well-recorded and produced, and singer William Claiborn brings to his performance that awareness of dramatic values so necessary to the folk singing art. The album contains more than the usual number of selections—there being no less than 21, including "Lil' Liza Jane," "Ladies' Man," "Cockles and Musties," "The Frog and the Mouse," "John Henry," etc. Fine inventory for dealers who stock this category.

Jazz

SCOREY AND CLANCY Bob Scobey's Frisco Band (1-12") Good Time Jazz 1, 12009

Seven of the 11 tunes have Clancy Hayes vocals, and all have the relaxed, danceable and enjoyable quality that have built this Dixie combo into a big pop and jazz market entity. Tune collectors will feast on three old, rare Irving Berlin items; "At the Devil's Ball," "When the Midnight Choo Choo Leaves for Alabam" and "I Want to Go Back to Michigan." Great summer fare for the whole family. Smart cover, too.

JAZZ WEST COAST, VOL. II Pacific Jazz JWC 501

An anthology of 10 selections from 18 many different Pacific Jazz albums, all of them of current or recent issue. It is a discriminating selection of some of the best items waxed by the house this past year. Outstanding are: "Bag of Blues" by the Bud Shank Quartet, "Topsy" by the Chico Hamilton Quintet, "It's Sand, Man" by the Cy Touff Quintet, "Summer-time" by the Chet Baker Quartet, "Easy Living" by the Bill Perkins Quintet and "Lins for Lyons" by the Gerry Mulligan Quartet. A well-rounded program by top West Coast talent; a natural seller.

THE JAZZ WORKSHOP: BILLY BYERS RCA Victor LPM 1269

Trombonist Byers, a sharp young arranger with a solid commercial background, offers one of the most enjoyable sets in the "Workshop" series. He works with three different ensembles: One featuring strings; in another, Byers is part of a trombone quartet along with trumpet, sax, bass

and drums; in the last, the instrumentation is the conventional three-horn, three-rhythm combo. With the exception of some of the bland outpourings of the string group, the playing holds to an exciting, swinging pace all the way. Individual players are excellent, but Al Cohn is a stand-out on tenor, baritone and clarinet.

THE ELLIOT LAWRENCE BAND PLAYS TINY KAHN AND JOHNNY MANDEL ARRANGEMENTS Fantasy 3-219

This is danceable big band jazz; "commercial," yet ardent, enthusiastic and well played. The caliber of Lawrence's sidemen accounts for it in part; Al Cohn, Zoot Sims, Hal McKusick, Urbie Green, Ernie Royal, etc. The late Tiny Kahn's half of the program is relaxed, understandable and sturdily rhythmic. Mandel's work is in a similar groove, but showing a wider variety of voicings and a somewhat more modern, enterprising approach.

LARS GULLIN WITH THE MORETONE SINGERS EmArcy MG 36059

A French choral group, the Blue Stars, proved to be an unexpected sensation with their waxing of "Lullaby of Birdland." Here is a Scandinavian ensemble that has much of the same tasty brand of singing, perhaps a shade more jazz-oriented. Gullin leads the jazz group backing the Singers, and was responsible for the writing. He blends the voices into the instrumental texture skillfully, occasionally achieving striking effects. Material includes standards like "Lover Man" and "Gone With the Wind" and three Gullin originals, of which "Late Date" is an outstanding demo band. Many pop customers could be sold on this set.

WHAT'S NEW? Teo Macero, Bob Prince (1-12") Columbia CL 842

The well-rounded jazz catalog would have to include examples by the far-out experimentalists, and Columbia's new contributions are extremely interesting tho rarely valid in a jazz sense. Macero, who can play good jazz tenor when he wants, writes in a variety of abstract formulas much closer to legit atonal, 12-tone and dadaist schools than to jazz. Prince's writing, for larger ock, is written generally to swing and allows for more improvisation in its advanced harmonic and contrapuntal frameworks. Alto saxmen John La Porta in the Macero, and Phil Woods in the Prince set are the standout soloists. Made to order for the hip-

(Continued on page 26)



PEGGY CONNELLY

BEP 126 What Is There To Say Gentlemen Friend Every Time We say Goodbye That Old Black Magic

BETHLEHEM RECORDS

Peggy Connelly sings on BETHLEHEM RECORDS BEP 128



New York Hollywood



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New Record Company in South America

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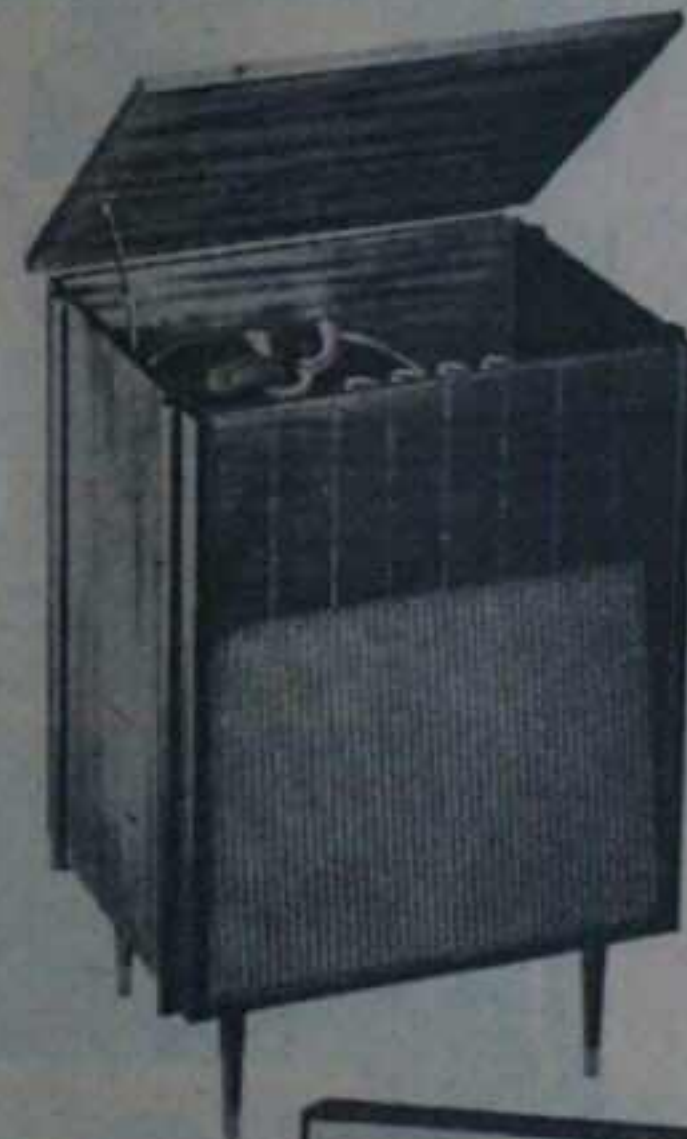
**The DeLuxe Lark** . . . Portable, manual 3-speed radio-phonograph. Volume control, separate radio-phonograph switch. Permanent 45 RPM adapter on turntable. Handsome tapered case in two-tone brown. Model DP-550. U.L. \$31.95\*



**The Cornet** . . . 4-speed manual portable phonograph. Separate Volume and Tone controls. Permanent 45 RPM adapter on turntable. Decorator color combinations: black and pink or brown and white. Model DP-581. U.L. \$29.95\*



**The Eldorado** . . . Hi-Fonic High Fidelity phonograph with controls, record-changer, amplifier, two speakers in console on right. Separate speaker cabinet on left contains four speakers. Complete system with DECCA AM/FM radio tuner. Matched cabinets come in Mahogany (Model DP-700), Blonde (DP-701), or Walnut (DP-702). All U.L. Approved. \$499.50\*



**The Riviera** . . . Hi-Fonic High Fidelity automatic console phonograph. Rumble-free 4-speed automatic changer, four speakers, AM/FM tuner optional. Newly-designed hand-rubbed finishes in Mahogany (Model DP-204), Blonde (DP-205), or Walnut (DP-206). All U.L. Approved. \$199.95\*



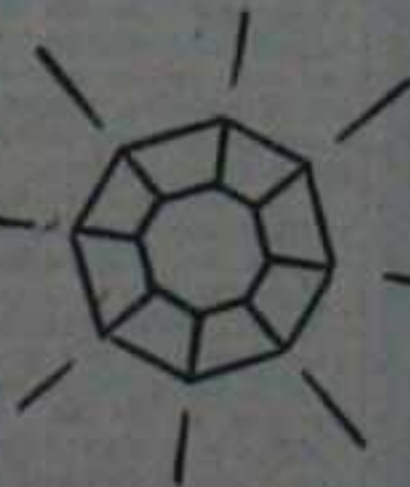
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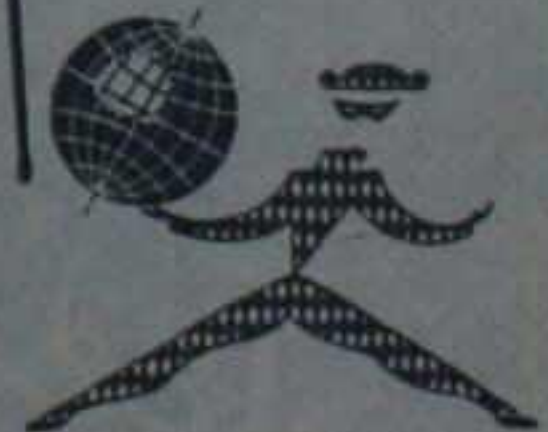
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# DECCA PHONOGRAPHS

# RECORD EXCITEMENT

## Reviews and Ratings of New Classical Releases

## Music as Written

**MYERS FOUNDS NEW RETAIL DISK OUTLET**  
James E. Myers, head of Myers Music, Inc., has formed a new corporation in conjunction with Vince Pale to be known as Richloy, Inc. Firm, located in Philadelphia, will be a one-stop for operators, a retail record outlet, and will also enter the mail-order record business.

**CROSS-COUNTRY TREK BY BRACKMAN**  
Publisher A. Brackman left New York last week on a one-month jaunt covering Cincinnati, St. Louis, Kansas City, Indianapolis and the Coast. Brackman en route will acquire songs and contact a flock of deejays.

**CRAIG MOVIE SUPPLY NEW COL. DISTRIB.**  
Craig Movie Supply of Los Angeles has been appointed the Columbia Phonographs distributor in Southern California, according to an announcement by William F. Boyle, national sales manager of Columbia Phonographs. The Columbia 1957 line will be shown to dealers during July. D. D. Carson is sales manager of Craig Movie Supply.

**GRIEG: PIANO CONCERTO IN A MINOR; DE FALLA: NIGHTS IN THE GARDENS OF SPAIN (1-12)**—Clifford Curzon, Piano; London Symphony Orchestra; Anatole Fistoulari, Cond. London LL 1397 ..... 77  
Both of these Curzon waxings have been available previously: the Grieg on LL 512, a 12-inch LP with no other coupling; the de Falla work on LLP 445. The orchestra assisting in the latter composition, incidentally, is the New Symphony Orchestra of London, conducted by Enrique Jorda. Curzon's reading of the Grieg is one of the better ones, and its commercial strength is improved by the new coupling. Some finicky souls may not find the sound quite on par with some more recent issues but the set ought to prove a fairly durable one.

"I Have Attained the Highest Power" from "Boris Godunov," and arias from "Eugene Onegin," "Prince Igor," "Sadko," etc. The second LP includes favorite songs like Moussorgsky's "Song of the Flea," Gretchaninov's "Death," the "Song of the Volga Boatman" and so on. These sets will see steady demand, tho on a comparatively small scale.

**SCHUBERT: SONATA IN E MAJOR; SONATA IN F MINOR (1-12)**—Friedrich Wuchrer, Piano, Vox PL 3600... 68  
Wuchrer, who is recording the entire group of Schubert sonatas for Vox, cuts two posthumous works that have not been available previously on LP. His previous releases have risen head and shoulders over competition, and he continues to display the "grand," authoritative manner in these. The E Major, which takes one long side (27' 26") is not one of Schubert's most ingratiating pieces. The 19-minute F Minor is more consistently lyrical. Good value here for serious clientele.

**CANCIONES DE ESPANA (1-12)**—St. Jordi Choir, Barcelona; Oriol Martorell, Cond. Decca DL 9837 ..... 67  
This collection of Spanish choral pieces, sacred and profane, by such little known composers as Tomas Luis de Victoria, Juan de Encina, etc., dates from the 16th and early 17th centuries. The pieces are in the forms of motets and canons, with the mystical type of beauty that characterizes most of the early music that has survived. The choir is excellent, with an appealing youthful flavor. Sales will be limited, but the set will provide a rare treat for choral collectors.

**SCHUBERT: STRING QUARTET NO. 14 IN D MINOR ("Death and the Maiden") (1-12)**—The Armenian State String Quartet, Angel 35237 ..... 64  
Two earlier releases by this group from the U. S. S. R. got a rather mixed critical reception. This latest offering is not likely to get much besides negative reports, as played with such harsh tone and unimaginative style. There is an East Zone Schubert, with more than enough "Weltschmerz" but none of the grace and relaxed lyricism that counterbalances it. Since there are several outstanding versions of this beautiful quartet available, sales will be limited to curiosity seekers. The recording was made in London when the group appeared there on tour, so the sound is first-rate.

### Semi-Classical

**FAREWELL CONCERT (1-12)**—Trapp Family Singers; Dr. Franz Wessner, Cond. Decca DL 9838 ..... 76  
This remarkable family ensemble presents a very varied repertoire in this package. Many types of folk songs are here—the Australian "Waltzing Matilda," Maori and Hawaiian selections, Brahms' "Song of Parting," Austrian dances, etc. It is their fifth album in the Decca Gold Label series and is a well-recorded disk. This is a unique group and their latest effort is likely to have a steady sale over a long period.

## Reviews and Ratings of New Popular Albums

Continued from page 24

sters who consider themselves in the avant-garde.

**MEL POWELL OUT ON A LIMB (1-12)** ..... 70  
Vanguard VRS 8506

Mel Powell, a pianist with rich experience in Dixieland and swing outfits prior to 1946, has been on a "serious" kick in recent years. He has tried to develop a kind of "chamber music" jazz that is on the quiet, ultra-cool side. Two groups are used here, a septet and a quintet. The work of the former is on the pallid side and seldom swings. The five-piece, however, includes Ruby Braff and Oscar Pettiford who breathe life and rhythmic vitality into some of Powell's overly intellectual creations.

**ORGANISTICS (1-12)** ..... 68  
Jackie Davis Trio (1-12)  
Kapp KL 1030

Pop customers will probably be the best target for this. Not many organ LP's have a rightful place in the jazz review columns and some will quibble about Jackie Davis' proper category. His brand of playing lacks by a long shot the ideas and technical equipment of Jimmie Smith, new star on Blue Note label. On the other hand, he is not crudely commercial, and tries to hit a broader approach to his instrument. His selection of standards is presented in a bouncy, likable manner — but from a jazz point of view, rather limited to coloristic effects and dynamic range.

**THE UNABASHED VIRTUOSO (1-12)** — Stephen Kovacs, Piano, Elektra EKL 106 ..... 75  
A fine library item for lovers of uninhibited keyboard pyrotechnics. Kovacs confines himself to over a half-dozen pop classics, mostly on the light side, and goes at them with a full head of steam for a display of extraordinary technique. Waxing is meticulous in sound and production, and while not fare for classical dilettantes, can appeal to middle-grounders who will recognize the obvious sincerity and ability of the artist.

**AMPARO ITURBI PLAYS (1-12)**—RCA Victor LM 1975 ..... 75  
An intriguingly unusual piano recital that includes: Ravel's "Valses Nobles et Sentimentales," Schubert's "Valses Sentimentales" and "Valses Nobles," Chabrier's "Scherzo-Valse," "Idylle" and "Bouree Fantasque," the Shostakovich Preludes Nos. 2, 14 and 24, and Lopez Chavarri's "Danza de las Labradoras Valencianas." Most of these items have a pronounced dramatic flavor, and in that respect Miss Iturbi excels; she is always exciting. Her handling of the Schubert is an agreeable surprise. A stimulating, commendable package.

**EKG: THE MAGIC VIOLIN (DIE ZAUBERGEIGE) (EXCERPTS) (1-12)** — Chorus and Orchestra of the Bavarian State Opera; Werner Ekg, Cond. Decca DL 9825 ..... 73  
Since its premiere 21 years ago, "The Magic Violin" has been very popular in German-speaking countries. As sampled here, this is easy to understand, for it is simple and melodic, with a tendency to break out at any moment into a waltz. If it is related in one sense to Johann Strauss, in its more serious passages it comes close to the other Strauss, named Richard. In the later idiom, for example, is Ninabella's beautiful aria to love, sung by Elisabeth Lindermeyer. The two leading roles are expertly handled by Marcel Cordes and Erika Koth. This is a fresh, likable score that need not be limited to specialized collectors, if pushed.

**MOZART: SONATAS FOR ORGAN AND ORCHESTRA VOLS. 1 AND 2 (1-12)** — Richard Ellsasser, Organ; Hamburg Chamber Orchestra; Arthur Winograd, Cond. M-G-M E 3363 ..... 72  
Only eight of the 17 organ-orchestra sonatas have been recorded previously, so this complete grouping is an important addition to the Mozart disk repertoire. The more mature and interesting sonatas (actually such is a sonata movement) are in Volume 2, where the string orchestra is usually augmented by trumpets, oboes and tympani. The organ is rarely featured in a true solo sense, and the neo-classic instrument used here blends in neatly with the ensemble. Delightful music, well-played and well-recorded. Should sell readily to the cognoscenti.

**BEETHOVEN: PIANO SONATA NO. 17 IN D MINOR (TEMPEST); PIANO SONATA NO. 23 IN F (APPASSIONATA) (1-12)**—Solomon, Piano, RCA Victor LM 1964 ..... 71  
The list of pianists who have recordings of these sonatas available is practically a keyboard "Who's Who." Solomon's readings are scrupulously prepared, technically solid and thoroughly deserving of comparison with his competitors. Musically interpretations of this caliber will find their market regardless of the number of glittering alternatives. Piano students and Solomon fans should be dealers' prime objectives here.

**SCHUBERT: IMPROMPTUS OPUS 90 AND 142 (1-12)**—Karl Engel, Piano, Epic LC 3232 ..... 71  
Several single disks have been available that carry both sets of Impromptus, but Engel's introspective readings could be the best of the lot. The recording is sometimes a little soggy, but passable. The music is Schubert at his most melodious; important, but easy-to-take piano fare. Sales won't compare with those of an "Unfinished" Symphony, but shops that can handle serious piano sets should be able to move a few copies.

**RUSSIAN OPERATIC ARIAS (1-12)**—Raphael Arle, Bass; L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Alberto Erede, Cond. London LL 1317 ..... 70  
**RECITAL OF RUSSIAN SONGS (1-12)** —Raphael Arle; London Symphony Orchestra; Anatole Fistoulari, Cond. London LL 1316 ..... 68  
Re-issue of material previously available on 10-inch LP's. The first listing includes



new release!  
**PETER HANLEY**

"I LOVE YOU SAMANTHA"

b/w

"MY HEART IS SO FULL OF YOU"

Buddy Bregman Orch.

V-2017 V-2017 x 45



**GENE KRUPA AND HIS BIG BAND**

"THAT'S YOUR MISTAKE"

b/w

"G & J BLUES"

Vocals by The Waiters  
Arr. by Buddy Bregman

V-2016 V-2016 x 45



**TONI HARPER**

"MY MEMORY BOOK"

b/w

"LOVE IS A WONDERFUL THING"

Buddy Bregman Orch.

V-2015 V-2015 x 45



**ANITA O'DAY**

"WE LAUGHED AT LOVE"

b/w

"YOU'RE THE TOP"

Buddy Bregman Orch.

V-2014 x 45 V-2014

**Verve Records**

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.



Motorola's "Masterpiece" hi-fi phonograph is the de luxe model in the firm's new line. The unit features four matched extended range speakers, a 20-watt amplifier, four speed changer and diamond stylus. The instrument is available in four types of hand-rubbed wood. In imperial mahogany, it retails at \$239.95.



The Magnavox "Contemporary" model hi-fi radio phonograph contains two 12-inch speakers and one wide-angle high frequency horn. The two-channel hi-fi amplifier has a low-level crossover network on the input channels. The intermix record changer has the exclusive Pianissimo pick-up and diamond stylus. In genuine walnut finish, the instrument is priced at \$395.



Sound, Inc., has unveiled its new "Vituoso" model hi-fi tape recorder and player. The unit has dual speakers, automatic indexing and single lever control and lists at \$100.95.



# COLUMBIA

## BEST SELLING POP SINGLES

ON THE STREET WHERE YOU LIVE  
WE ALL NEED LOVE  
Vic Damone...40654...4-40654

- 1. Standing on the Corner—My Little Angel...The Four Lads...40674...4-40674
- 2. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues...Doris Day...40704...4-40704
- 3. You Don't Know Me—Enchanted...Jerry Vale...40710...4-40710
- 4. Ghost Town—I'll Be Around...Don Cherry...40705...4-40705
- 5. Every Sunday Morning—Once Again...Sammy Kaye...4-40698
- 6. Theme From "The Proud Ones"—Who Gave You the Roses  
Lionel Newman...40717...4-40717

## BEST SELLING POP ALBUMS

PASSPORT TO ROMANCE  
Percy Faith...CL-880

- 1. My Fair Lady...Rex Harrison, Julie Andrews, Original Cast...OL-5090...A-5090
- 2. Castles in Spain...Michael LeGrand...CL-888...B-8881...B-8882...B-8883...B-8884
- 3. Ambassador Satch...Louis Armstrong and His All Stars...CL-840...B-840
- 4. Trapeze...Music From the Sound Track of the Hecht and Lancaster Production...CL-870
- 5. My Fair Lady...Sammy Kaye...CL-885...B-8851...B-8852...B-8853
- 6. My Fair Lady...Percy Faith and Orchestra...CL-895...B-8951...B-8952...B-8953

## BEST SELLING MASTERWORKS

BEETHOVEN: SYMPHONY NO. 5  
MOZART: SYMPHONY NO. 40  
Ormandy-Philadelphia Orchestra  
ML-5098

- 1. Rachmaninoff: Concerto No. 2...Istomin, Ormandy-Philadelphia Orchestra...ML-5103
- 2. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4  
Oistrakh-Philadelphia Orchestra...ML-5085
- 3. Vivaldi: Double Concerto...Oistrakh, Stern, Ormandy-Philadelphia Orchestra...ML-5087
- 4. Delius: Paris Sea Drift...Beecham Royal Philharmonic Orchestra...ML-5079
- 5. Brahms: Double Concerto...Walter, Stern and Rose...ML-5076
- 6. Noel Coward at Las Vegas...ML-5063

## BEST SELLING FOLK RECORDS

CRAZY ARMS  
YOU DONE ME WRONG  
Ray Price...21510...4-21510

- 1. You Are the One—Doorstep to Heaven...Carl Smith...21522...4-21522
- 2. Honky Tonk Man—I'm Ready If You're Willing...Johnny Horton...21504...4-21504
- 3. The Rockaway Rock—Make Him Behave...The Collins Kids...21514...4-21514
- 4. Onie's Bop—I Wanna Hold My Baby...Onie Wheeler...4-21523
- 5. The Waltz of the Angels—Just Can't Live That Fast  
Lefty Frizzell...21530...4-21530

### NEW POP RELEASES

From Original "Trapeze" Sound Track  
LOLA'S LOVE THEME  
MIKE AND LOLA'S LOVE THEME  
Muir Mathieson...40725...4-40725

- 1. Make Me a Child Again—The Thief...Frankie Laine...40720...4-40720
- 2. Silly Signs Song—Oh, Boy!...Art Carney...4-40714
- 3. Sierra Madre—Wouldn't It Be Lovely...Percy Faith...4-40719
- 4. One Little Kiss—With a Little Bit of Luck...Jo Stafford...40718...4-40718
- 5. Faith Unlocks the Door—Nocturne No. 2 in E-Flat Major,  
Opus 9...Liberace...40686...4-40686

### SPECIAL RECORDINGS OF UNUSUAL INTEREST

THE MOST HAPPY FELLA  
Original Cast  
03L-240...OL-5118...A-5118

### NEW FOLK RELEASES

JUST WALKING IN THE RAIN  
BORN TO LOSE  
Dick Richards...4-21532

- 1. Burrillo Joe—False Hearted...Rose Maddox...4-21533
- 2. I've Got Leavin' on My Mind—I'll Never Stand in Your Way  
Billy Walker...4-21531
- 3. Everybody's Rockin'—It's Heaven...Worly Fairburn...4-21528



# HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending June 27

This Week	Last Week	Weeks on Chart
<b>1. Wayward Wind</b>	2	10
By Stan Lebusky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.		
<b>2. Moonglow and Theme From Picnic</b>	1	13
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 6161E.		
<b>3. Ivory Tower</b>	3	14
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 1545E. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; O. Williams, DeLuxe 6093.		
<b>4. I Almost Lost My Mind</b>	6	5
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Hoone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 1057E.		
<b>5. Standing on the Corner</b>	4	10
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.		

This Week	Last Week	Weeks on Chart
<b>6. On the Street Where You Live</b>	5	9
By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		
<b>7. I Want You, I Need You, I Love You</b>	11	5
By Mautice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.		
<b>8. I'm in Love Again</b>	8	9
By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		
<b>9. Heartbreak Hotel</b>	7	18
By Axton, Durdan & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Four Jokers, Diamond 3004.		
<b>10. Born to Be With You</b>	14	4
By D. Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291.		

## Second Ten

<b>11. Allegheny Moon</b>	17	2
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 7087E.		
<b>11. Walk Hand in Hand</b>	9	10
By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughn, Kapp 143; A. Williams, Cadence 128E.		
<b>13. Picnic</b>	10	9
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; E. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 7083E.		
<b>14. More</b>	15	3
By Tom Glazer & Alex Astone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.		
<b>15. Happy Whistler</b>	16	10
By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.		

<b>16. Graduation Day</b>	11	7
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) BEST SELLING RECORD: Rover Boys, ABC-Paramount 5700. RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lemmons Sisters, Coral 6164E.		
<b>17. Transfusion</b>	18	4
By Jimmy Drake—Published by Paul Barrett (BMI) BEST SELLING RECORD: N. Norvus, Dot 15470. RECORD AVAILABLE: Platters, Mercury 70819.		
<b>18. Hot Diggity</b>	13	17
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
<b>19. Sweet Old-Fashioned Girl</b>	19	3
By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 6163E.		
<b>20. Be-Bop-a-Lula</b>	20	2
By Sheriff Tex Davis-Gene Vincent—Published by Loney Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.		

## Third Ten

<b>21. Glendora</b>	24	3
By Ray Stanley—Published by American (BMI) RECORD AVAILABLE: P. Como, Vic 20-6554.		
<b>22. It Only Hurts for a Little While</b>	19	6
By Mack David & Fred Spitzman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.		
<b>23. I Could Have Danced All Night</b>	26	7
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carl, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; E. Byers, Dec 29903.		
<b>24. Church Bells May Ring</b>	27	9
By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadeis, Modern 985; Diamonds, Mercury 70835; Willows, Melba 102.		
<b>24. Whatever Will Be Will Be (Que Sera Sera)</b>	-	1
By Livingston, Evans—Published by Artists Music (ASCAP) RECORD AVAILABLE: Doris Day, Col 40704.		

<b>26. Blue Suede Shoes</b>	22	18
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill & Range Songs, Inc. (BMI) RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29990; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; C. Perkins, Sun 254; E. Presley, Vic EPA-747, EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.		
<b>27. Magic Touch</b>	20	14
By Buck Ram—Published by Panther (ASCAP) RECORD AVAILABLE: Platters, Mercury 70819.		
<b>27. Portuguese Washerwoman</b>	-	1
By Fepp-Lucchesi—Published by Bentick (ASCAP) RECORD AVAILABLE: I. (Fingers) Carr, Cap.		
<b>29. My Blue Heaven</b>	25	7
By G. Whiting & W. Donaldson—Published by Leo Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386.		
<b>30. Long, Tall Sally</b>	27	13
By E. Johnson—Published by Venice (BMI) RECORDS AVAILABLE: F. Bone, Dot 15457; Little Richard, Specialty 572; M. Robbins, Col 40679.		

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.



# Buyboard

the Versatile

## FRANK SINATRA

Two great songs from his two latest motion pictures

YOU'RE SENSATIONAL  
From the MGM Picture "High Society"

JOHNNY CONCHO THEME  
(Wait For Me)  
From the United Artists Release "Johnny Concho"



with the Music of NELSON RIDDLE

No. 3469

Another "16 tons" worth of sales potential

## 'Tennessee' ERNIE FORD

CALL ME DARLIN'

ROCK, ROLL, BOOGIE

with Orchestra Conducted by JACK FASCINATO



No. 3474

### PEE WEE HUNT

with a new sure-fire sound

BLUE  
ROCKIN' HORSE ROCK

No. 3475



### KATHY LLOYD

two sharp versions

THE WEST POINT DRESS PARADE  
THE WIND UP

No. 3479



### LES BAXTER

Concerto and Theme from  
FOREIGN INTRIGUE

Melodia Loca  
(The Drive-You-Crazy Song)

No. 3478



### JUNE CHRISTY

INTRIGUE

(From the United Artists Production "Foreign Intrigue")

You Took Advantage Of Me

No. 3471



### NAT "KING" COLE

THAT'S ALL THERE IS TO THAT  
with THE FOUR KNIGHTS

My Dream Sonata

No. 3456



Powerful  
NEW HITS  
for  
BIG SALES

### STAN FREBERG

HEARTBREAK HOTEL

(Echo by Mammoth Cave)

Rock Island Line  
and His Sniffle Group

No. 3480



### DEAN MARTIN

I'M GONNA STEAL YOU AWAY  
with the Nuggets

Street of Love  
(Rue de Mon Amour)

No. 3468



### NELSON RIDDLE

THEME FROM "THE PROUD ONES"  
(From the 20th Century-Fox Picture "The Proud Ones")

The Love of Genevieve

No. 3472



### GENE VINCENT

and His Blue Caps

BE-BOP- A-LULA

Woman Love

No. 3450



# DOT'S HOTTER THAN

Another 2 Sided Hit by...

THE FONTANE SISTERS



# LONESOME LOVER BLUES

and

# VOICES

DOT 15480

**Review Spotlight on...**

FONTANE SISTERS... Dot 15480... VOICES (Single, 1956)

LONESOME LOVER BLUES... (Dinah Shore, ASCAP)

The girls have a great two-sided disc here, which should rank up an impressive entrance with rock and roll. "Voices" is a favorite ballad with effective lyrics and a non-fire pickup for a variation piece in a modulation gimmick at the beginning of the disc as Pat Boone made a couple of love-like songs. "Lonesome Blues" is a typical walk-around tune, sung by the sisters with expressive phrasing and such emotion.

THE BILLBOARD  
JUNE 30, 1956

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE 1400  
THE NATION'S BEST SELLING RECORDS

# THE SUMMMER !!!

# BILLY VAUGHN

WITH A GREAT NEW SINGLE

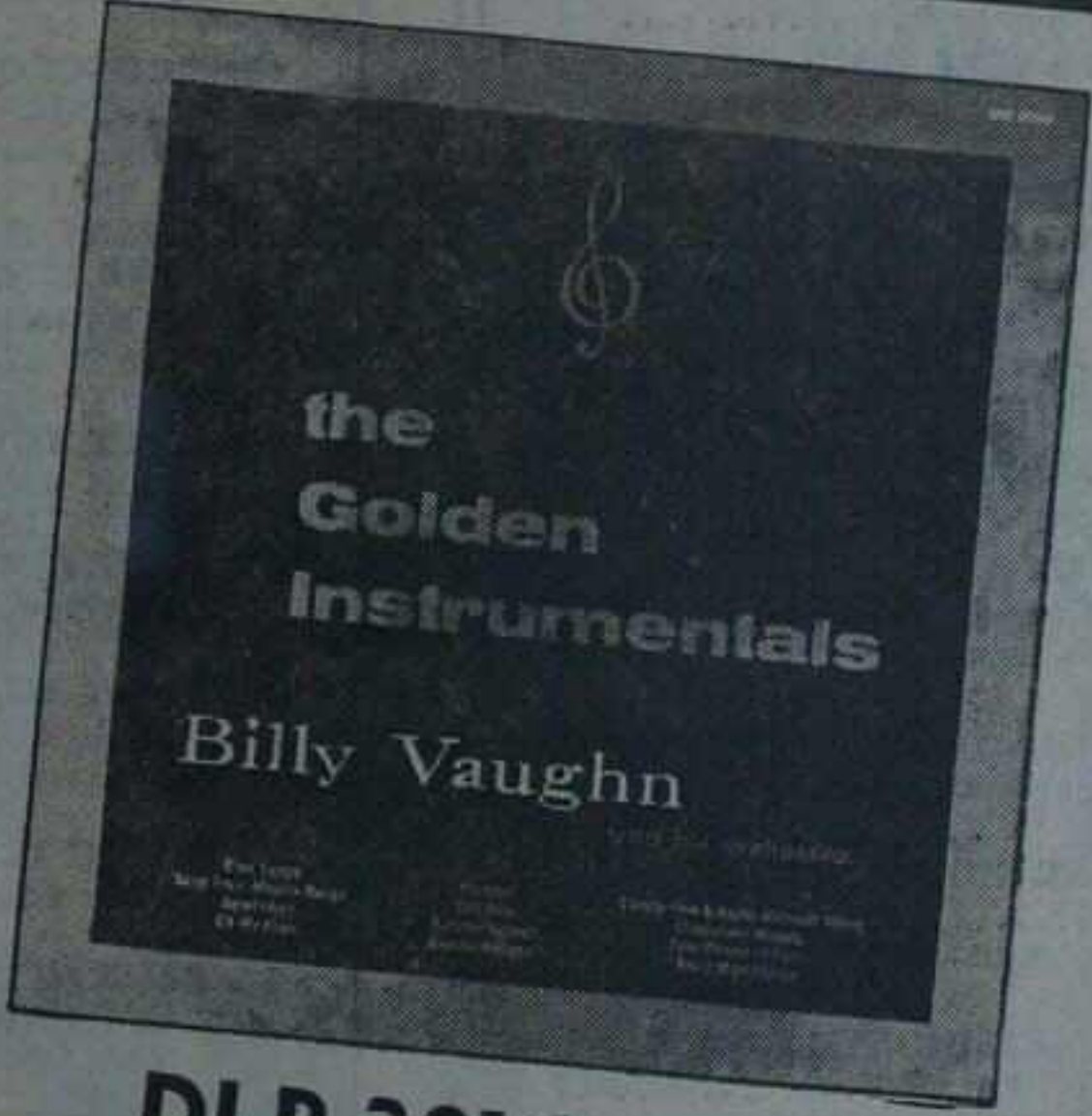
## The LEFT BANK

## the SWEET-HEART POLKA

DOT 15479



AND A SMASH ALBUM



DLP-3016  
**THE GOLDEN INSTRUMENTALS**  
**BILLY VAUGHN**  
and his Orchestra

The Greatest Album of 1956

- Blue Tango • Song From Moulin Rouge • Bewitched • Oh My Papa • Pretend • Ebb Tide • Autumn Leaves • Lisbon Antigua • Cherry • Pink and Apple Blossom • White • Unchained Melody • Poor People of Paris • Third Man Theme

### • Best Sellers in Stores

For survey week ending June 27-

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

This Week	Last Week	Weeks on Chart	Record Title
1	1	10	1. WAYWARD WIND (BMI)-G. Grant... No More Than Forever (ASCAP)-Era 1013
2	3	4	2. I ALMOST LOST MY MIND (BMI)- P. Boone..... I'm In Love With You (BMI)-Dot 15472
3	2	12	3. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-M. Stoloff.... Theme From "Picnic" (ASCAP)-Dec 29888
4	6	6	4. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley... MY BABY LEFT ME (BMI)- Vic 20-6540
5	5	10	5. I'M IN LOVE AGAIN (BMI)- F. Domino..... My Blue Heaven (ASCAP)-Imperial 5386
6	7	4	6. MORE (ASCAP)-P. Como..... GLENDDORA (BMI)-Vic 20-6554
7	4	11	7. STANDING ON THE CORNER (ASCAP)-Four Lads..... MY LITTLE ANGEL (BMI)- Col 40574
8	10	5	8. ON THE STREET WHERE YOU LIVE (ASCAP)-V. Damone ..... We All Need Love (ASCAP)-Col 40654
9	14	3	9. BORN TO BE WITH YOU (ASCAP)- Chordettes ..... Love Never Changes (ASCAP)- Cadence 1291-1019
10	11	5	10. TRANSFUSION (BMI)- Nervous Norvus..... Dig (BMI)-Dot 15470
11	15	3	11. BE-BOP-A-LULA (BMI)-G. Vincent... Woman Love (BMI)-Cap 3450
12	8	18	12. HEARTBREAK HOTEL (BMI)- E. Presley..... I Was the One (BMI)-Vic 20-6420
13	17	3	13. SWEET OLD-FASHIONED GIRL (ASCAP)-T. Brewer..... Goodbye, John (BMI)-Coral 61636
14	9	13	14. IVORY TOWER (ASCAP)-C. Carr... Please, Please Believe Me (ASCAP)- Fraternity 734
15	12	12	15. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-G. Cates..... Rio Batucada (ASCAP)-Coral 61618
16	-	1	16. ALLEGHENY MOON (ASCAP)- P. Page..... Strangest Romance (ASCAP)-Mercury 70878
17	13	10	17. HAPPY WHISTLER (ASCAP)- D. Robertson..... You're Free to Go (ASCAP)-Cap 3391
18	20	7	18. PICNIC (ASCAP)-McGuire Sisters... Dellab Jones (ASCAP)-Coral 61627
19	24	7	19. IVORY TOWER (ASCAP)-C. Storm... I Ain't Gonna Worry (BMI)-Dot 15458
20	-	1	20. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day..... I Gotta Sing Away These Blues (BMI)- Col 40740
21	21	6	21. WALK HAND IN HAND (BMI)- T. Martin..... Flamenco Love (ASCAP)-Vic 20-6493
22	16	3	22. TREASURE OF LOVE (BMI)- C. McPhatter..... When You're Sincere (BMI)-Atlantic 1092
23	19	6	23. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)-Ames Brothers... If You Want to See Mamie Tonight (ASCAP)- Vic 20-6481
24	18	18	24. HOT DIGGITY (ASCAP)-P. Como... Juke Box Baby (ASCAP)-Vic 20-6427
25	23	4	25. GRADUATION DAY (BMI)- Rover Boys..... I Hear Music (ASCAP)-ABC-Paramount 9700

### • Most Played in Juke Boxes

For survey week ending June 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record Title
1	1	6	1. WAYWARD WIND (BMI)-G. Grant... No More Than Forever (ASCAP)-Era 1013
2	2	15	2. HEARTBREAK HOTEL (BMI)- E. Presley ..... I Was the One (BMI)-Vic 20-6420
3	8	4	3. I ALMOST LOST MY MIND (BMI)- P. Boone ..... I'm In Love With You (BMI)-Dot 15472
4	5	10	4. IVORY TOWER (ASCAP)-C. Carr... Please, Please Believe Me (ASCAP)- Fraternity 734
5	3	7	5. STANDING ON THE CORNER (ASCAP)-Four Lads..... My Little Angel (BMI)-Col 40674
6	5	8	6. I'M IN LOVE AGAIN (BMI)- F. Domino ..... MY BLUE HEAVEN (ASCAP)- Imperial 5386
7	7	9	7. MOONGLOW AND THEME FROM "PICNIC"-G. Cates ..... Rio Batucada (ASCAP)-Coral 61618
8	4	8	8. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-M. Stoloff.... Theme From "Picnic" (ASCAP)-Dec 29888
9	9	5	9. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley ..... MY BABY LEFT ME (BMI)- Vic 20-6540
10	10	8	10. IVORY TOWER (ASCAP)-G. Storm... I Ain't Gonna Worry (BMI)-Dot 15458
11	-	1	11. MORE (ASCAP)-P. Como..... GLENDDORA (BMI)-Vic 20-6554
12	13	6	12. HAPPY WHISTLER (ASCAP)- D. Robertson ..... You're Free to Go (ASCAP)-Cap 3391
13	12	13	13. MAGIC TOUCH (ASCAP)-Platters... Winner Take All (ASCAP)-Mercury 70819
14	11	16	14. BLUE SUEDE SHOES (BMI)- C. Perkins ..... Honey, Don't (BMI)-Sun 234
15	14	16	15. HOT DIGGITY (BMI)-P. Como... Juke Box Baby (BMI)-Vic 20-6427
16	20	2	16. BORN TO BE WITH YOU (ASCAP)- Chordettes ..... Love Never Changes (ASCAP)-Cadence 1291
17	19	3	17. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)-Ames Brothers... If You Want to See Mamie Tonight (ASCAP)- Vic 20-6481
18	-	1	18. ON THE STREET WHERE YOU LIVE (ASCAP)-V. Damone..... We All Need Love (ASCAP)-Col 40654
19	-	1	19. ALLEGHENY MOON (ASCAP)- P. Page ..... Strangest Romance (ASCAP)-Mercury 70878
20	-	1	20. ON THE STREET WHERE YOU LIVE (ASCAP)-E. Fisher ..... SWEET HEARTACHES (ASCAP)- Vic 20-6529

### • Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record Title
1	1	11	1. Ivory Tower (E. H. Morris).....
2	3	6	2. Wayward Wind (Warman).....
3	6	9	3. Walk Hand in Hand (Republic).....
4	5	8	4. Picnic (Shapiro-Bernstein).....
5	2	8	5. Moonglow (Mills-Columbia Pictures).....
6	4	9	6. On the Street Where You Live (Chappell).....
7	7	8	7. Standing On the Corner (Frank).....
8	10	2	8. Allegheny Moon (Oxford).....
9	8	2	9. Graduation Day (Sheldon).....
10	15	2	10. I Almost Lost My Mind (Hill & Range).....
11	9	17	11. Hot Diggity (Roncom).....
12	-	5	12. I Could Have Danced All Night (Chappell).....
13	11	20	13. Poor People of Paris (Connolly).....
14	-	2	14. Happy Whistler (Birchwood).....
15	14	12	15. Heartbreak Hotel (Troc).....

### • Most Played by Jockeys

For survey week ending June 27

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. Last week on chart The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record Title
1	1	9	1. WAYWARD WIND (BMI)-G. Grant... No More Than Forever (ASCAP)-Era 1013
2	2	12	2. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-M. Stoloff.... Theme From "Picnic" (ASCAP)-Dec 29888
3	4	4	3. I ALMOST LOST MY MIND (BMI)- P. Boone ..... I'm In Love With You (BMI)-Dot 15472
4	5	6	4. ON THE STREET WHERE YOU LIVE (ASCAP)-V. Damone..... We All Need Love (ASCAP)-Col 40654
5	3	10	5. STANDING ON THE CORNER (ASCAP)-Four Lads..... My Little Angel (BMI)-Col 40674
6	7	5	6. BORN TO BE WITH YOU (ASCAP)- Chordettes ..... Love Never Changes (ASCAP)-Cadence 1291
7	8	4	7. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley ..... My Baby Left Me (BMI)-Vic 20-6540
8	6	12	8. MOONGLOW AND THEME FROM "PICNIC" (ASCAP)-G. Cates..... Rio Batucada (ASCAP)-Coral 61618
9	13	11	9. IVORY TOWER (ASCAP)-C. Carr... Please, Please Believe Me (ASCAP)- Fraternity 734
10	17	2	10. MORE (ASCAP)-P. Como..... Glendora (BMI)-Vic 20-6554
11	9	7	11. I'M IN LOVE AGAIN (BMI)- F. Domino ..... My Blue Heaven (ASCAP)-Imperial 5386
12	10	3	12. GLENDDORA (BMI)-P. Como ..... More (ASCAP)-Vic 20-6554
13	18	2	13. ALLEGHENY MOON (ASCAP)- P. Page ..... Strangest Romance (ASCAP)-Mercury 70878
14	11	9	14. IVORY TOWER (ASCAP)-G. Storm... I Ain't Gonna Worry (BMI)-Dot 15458
15	15	10	15. HAPPY WHISTLER (ASCAP)- D. Robertson ..... You're Free to Go (ASCAP)-Cap 3391
16	24	2	16. BE-BOP-A-LULA (BMI)-G. Vincent... Woman Love (BMI)-Cap 3450
17	20	7	17. PICNIC (ASCAP)-McGuire Sisters... Dellab Jones (ASCAP)-Coral 61627
18	14	4	18. TRANSFUSION (BMI)- Nervous Norvus ..... Dig (BMI)-Dot 15470
19	12	18	19. HEARTBREAK HOTEL (BMI)- E. Presley ..... I Was the One (BMI)-Vic 20-6420
20	-	1	20. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day ..... I Gotta Sing Away These Blues (BMI)- Col 40704
21	21	4	21. IT ONLY HURTS A LITTLE WHILE (ASCAP)-Ames Brothers ..... If You Want to See Mamie Tonight (ASCAP)- Vic 20-6481
22	-	1	22. SWEET OLD-FASHIONED GIRL (ASCAP)-T. Brewer ..... Goodbye, John (BMI)-Coral 61636
23	19	7	23. WALK HAND IN HAND (BMI)- T. Martin ..... Flamenco Love (ASCAP)-Vic 20-6493
24	23	5	24. GRADUATION DAY (BMI)- Four Freshmen ..... Lonely Night in Paris (ASCAP)-Cap 3410
25	-	2	25. PORTUGUESE WASHERWOMAN (ASCAP)-J. (Fingers) Carr ..... Lucky Pierre (ASCAP)-Cap 3418





**BOY!**  
**I FEEL LIKE**  
**A BIG CHEESE**

...and why not-  
 you're a

big hit!!!

**"ALLEGHENY  
 MOON"**

BY

**PATTI PAGE**

COUPLED WITH

**"THE STRANGEST ROMANCE"**

MERCURY 70878



P.S. PATTI,

YOU'RE SENSATIONAL ON THE SATURDAY NITE T.V. SHOW, N.B.C.

**MGM Records**  
*IS HOT! HOT! HOT!*

**Joni James**

**GIVE US  
THIS DAY**

BILLBOARD  
CASH BOX  
VARIETY  
PICK

**HOW LUCKY  
YOU ARE**

Orchestra conducted by DAVID TERRY  
 MGM 12288 • K12288

**THE FOUR JOES**

THESE ARE  
THE THINGS  
(I Remember)  
and  
SOMETIMES

MGM 12259 • K12259

**SAM THE TAYLOR  
MAN**

THE BEAT  
and  
REAL GONE

MGM 12278 • K12278

**Leroy Holmes**

and his Orch. and Chorus

THEME FROM  
"THE PROUD  
ONES"

and  
WOULDN'T IT BE LOVERLY

MGM 12275 • K12275

**DICK HYMAN TRIO**

WHEN YOU'RE  
SMILING  
and  
ROCKIN'  
THE BOOGIE

MGM 12258 • K12258

**BETTY MADIGAN**

CRYING  
CAUSE I LOVE  
YOU  
and  
A PERFECT  
UNDERSTANDING

MGM 12273 • K12273

*Art Mooney and his orch.*

**DAYDREAMS**

SOMEBODY STOLE MY MUCHACHA

MGM 12277 • K12277

BILLBOARD  
VARIETY  
CASH BOX  
PICK

**CONNIE FRANCIS**

FORGETTING  
and  
SEND FOR  
MY BABY

MGM 12251 • K12251

**FREDDIE RAISER**

and his Orchestra  
ROCK AND ROLL  
RHINELANDER  
and  
BUMPED FENDER  
RHINELANDER

MGM 12269 • K12269

**David Rose**

COOL  
TANGO

and

"THE CATERED AFFAIR"  
THEME

MGM 12270 • K12270

**ROGER ROGER**

THE  
LEFT  
BANK  
and  
LISETTE

MGM 12265 • K12265

**New Country Star  
BUCK GRIFFIN**

STUTTERIN'  
PAPA  
and  
WATCHIN' THE  
7:10 ROLL BY

MGM 12284 • K12284

**• Territorial Best Sellers**

Listings are based on late reports secured from top dealers in each of the markets listed.

For survey week ending June 27

**Atlanta**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Born to Be With You, Chordettes, Cdc.
4. I Almost Lost My Mind, P. Boone, Dot
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. More, P. Como, Vic.
7. Glendora, P. Como, Vic.

**Baltimore**

1. I Almost Lost My Mind, P. Boone, Dot
2. I'm In Love Again, F. Domino, Imp.
3. More, P. Como, Vic.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Whatever Will Be, Will Be Doris Day, Col.
6. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
7. On the Street Where You Live V. Damone, Col.
8. Allegheny Moon, P. Page, Mer.
9. Wayward Wind, G. Grant, Era

**Boston**

1. More, P. Como, Vic.
2. On the Street Where You Live V. Damone, Col.
3. Wayward Wind, G. Grant, Era
4. Whatever Will Be, Will Be Doris Day, Col.
5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
6. Born to Be With You, Chordettes, Cdc.
7. I Almost Lost My Mind, P. Boone, Dot
8. Allegheny Moon, P. Page, Mer.
9. Happy Whistler, D. Robertson, Cap.

**Buffalo**

1. Allegheny Moon, P. Page, Mer.
2. Wayward Wind, G. Grant, Era
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. I'm In Love Again, F. Domino, Imp.
5. Sweet, Old-Fashioned Girl T. Brewer, Cor.
6. Fever, L. W. John, Kn.
7. Treasure of Love, C. McPhatter, Atl.
8. More, P. Como, Vic.

**Chicago**

1. I Almost Lost My Mind, P. Boone, Dot
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Standing On the Corner, Four Lads, Col.
5. Sweet, Old-Fashioned Girl T. Brewer, Cor.
6. I'm In Love Again, F. Domino, Imp.
7. Graduation Day, Rover Boys, Fmt.
8. Wayward Wind, G. Grant, Era
9. Glendora, P. Como, Vic.

**Cincinnati**

1. Wayward Wind, G. Grant, Era
2. I'm In Love Again, F. Domino, Imp.
3. Standing On the Corner, Four Lads, Col.
4. More, P. Como, Vic.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Transfusion, N. Norvus, Dot
8. Ivory Tower, C. Carr, Fly.

**Cleveland**

1. On the Street Where You Live V. Damone, Col.
2. Picnic, McGuire Sisters, Cor.
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. Sweet Old-Fashioned Girl T. Brewer, Cor.
5. Treasure of Love, C. McPhatter, Atl.
6. I Almost Lost My Mind, P. Boone, Dot
7. Love, Love, Love, Clovers, Atl.
8. Whatever Will Be, Will Be Doris Day, Col.

**Dallas-Fort Worth**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. I'm In Love Again, F. Domino, Imp.
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. Wayward Wind, G. Grant, Era
5. My Baby Left Me, E. Presley, Vic.
6. Rip It Up, Little Richard, Spe.
7. It Only Hurts for a Little While Ames Brothers, Vic.
8. I Almost Lost My Mind, P. Boone, Dot

**Denver**

1. Born to Be With You, Chordettes, Cdc.
2. Picnic, McGuire Sisters, Cor.
3. Wayward Wind, G. Grant, Era
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Transfusion, N. Norvus, Dot
6. I Almost Lost My Mind, P. Boone, Dot
7. Ivory Tower, O. Williams, Del.
8. I Want You to Be My Girl Teen-Agers, Gee

**Detroit**

1. I Almost Lost My Mind, P. Boone, Dot
2. Wayward Wind, G. Grant, Era
3. Soft Summer Breeze, E. Heywood, Mer.
4. Moonglow and Theme From "Picnic" G. Cates, Cor.
5. I'm In Love Again, F. Domino, Imp.
6. Sweet Old-Fashioned Girl T. Brewer, Cor.
7. Allegheny Moon, P. Page, Mer.
8. Ivory Tower, C. Carr, Fly.

**Kansas City**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. I Almost Lost My Mind, P. Boone, Dot
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. Born to Be With You, Chordettes, Cdc.
5. Wayward Wind, G. Grant, Era
6. It Only Hurts for a Little While Ames Brothers, Vic.
7. More, P. Como, Vic.
8. On the Street Where You Live V. Damone, Col.

**Los Angeles**

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. Standing on the Corner, Four Lads, Col.
5. On the Street Where You Live V. Damone, Col.
6. Graduation Day, Rover Boys, Fmt.
7. Heartbreak Hotel, E. Presley, Vic.
8. My Blue Heaven, F. Domino, Imp.
9. I'm In Love Again, F. Domino, Imp.

**Milwaukee**

1. I Almost Lost My Mind, P. Boone, Dot
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. Born to Be With You, Chordettes, Cdc.
4. Sweet Old-Fashioned Girl T. Brewer, Cor.
5. Allegheny Moon, P. Page, Mer.
6. More, P. Como, Vic.
7. Wayward Wind, G. Grant, Era
8. On the Street Where You Live V. Damone, Col.
9. Heartbreak Hotel, E. Presley, Vic.

**Minneapolis-St. Paul**

1. I Almost Lost My Mind, P. Boone, Dot
2. Be-Bop-A-Lula, G. Vincent, Cap.
3. Born to Be With You, Chordettes, Cdc.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. More, P. Como, Vic.
6. Wayward Wind, G. Grant, Era
7. It Only Hurts for a Little While Ames Brothers, Vic.
8. On the Street Where You Live V. Damone, Col.
9. Standing on the Corner, Four Lads, Col.

**New Orleans**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. On the Street Where You Live V. Damone, Col.
4. I Almost Lost My Mind, P. Boone, Dot
5. Standing on the Corner, Four Lads, Col.
6. Be-Bop-A-Lula, G. Vincent, Cap.
7. Glendora, P. Como, Vic.
8. I Want You, I Need You, I Love You E. Presley, Vic.

**New York**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing on the Corner, Four Lads, Col.
4. Heartbreak Hotel, E. Presley, Vic.
5. On the Street Where You Live V. Damone, Col.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Ivory Tower, C. Carr, Fly.
8. Graduation Day, Rover Boys, Fmt.

**Philadelphia**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. Standing on the Corner, Four Lads, Col.
5. Ivory Tower, C. Carr, Fly.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Graduation Day, Rover Boys, Fmt.
8. On the Street Where You Live V. Damone, Col.

**Pittsburgh**

1. More, P. Como, Vic.
2. Be-Bop-A-Lula, G. Vincent, Cap.
3. Allegheny Moon, P. Page, Mer.
4. On the Street Where You Live V. Damone, Col.
5. I Want You, I Need You, I Love You E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. Whatever Will Be, Will Be Doris Day, Col.
8. Wayward Wind, G. Grant, Era

**St. Louis**

1. Wayward Wind, G. Grant, Era
2. Transfusion, N. Norvus, Dot
3. On the Street Where You Live V. Damone, Col.
4. I Almost Lost My Mind, P. Boone, Dot
5. Standing on the Corner, Four Lads, Col.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Born to Be With You, Chordettes, Cdc.
8. Walk Hand in Hand, T. Martin, Vic.

**San Francisco**

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. Ivory Tower, C. Carr, Fly.
5. Standing on the Corner, Four Lads, Col.
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Hot Diggity, F. Como, Vic.
8. Graduation Day, Four Freshmen, Cap.

**Seattle**

1. Stranded in the Jungle, Jay Hawks, Fsh.
2. Standing on the Corner, Four Lads, Col.
3. Wayward Wind, G. Grant, Era
4. Transfusion, N. Norvus, Dot
5. Ivory Tower, C. Carr, Fly.
6. Moonglow and Theme From "Picnic" G. Cates, Cor.
7. Be-Bop-A-Lula, G. Vincent, Cap.
8. I'm In Love Again, F. Domino, Imp.

**Toronto**

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. My Blue Heaven, F. Domino, Imp.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Heartbreak Hotel, E. Presley, Vic.
6. On the Street Where You Live V. Damone, Col.



# DOT HAS ITS OWN HIT PARADE

## POP HITS

**GALE STORM**

TELL ME WHY  
DON'T BE THAT WAY

15474



**GALE STORM**

IVORY TOWER  
I AIN'T GONNA WORRY

15458

**BILLY VAUGHN**

AUTUMN CONCERTO  
ANGEL, ANGEL

15466



**PAT BOONE**

I ALMOST LOST MY MIND  
I'M IN LOVE WITH YOU

15472



**THE FONTANE SISTERS**

I'M IN LOVE AGAIN

YOU ALWAYS HURT THE ONE YOU LOVE  
15462



**THE HILLTOPPERS**

I'M WALKING THROUGH HEAVEN  
EYES OF FIRE, LIPS OF WINE

15468



**PAT BOONE**

I'LL BE HOME  
TUTTI FRUTTI

15443

**NERVOUS NORVUS**

TRANSFUSION

DIG  
15470

**EDDIE PEABODY**



MEMORIES  
STARDUST

15473

**SNOOKEY LANSON**

AFTER SCHOOL  
I'M TIRED OF EVERYTHING BUT YOU

15475

**GALE STORM**

WHY DO FOOLS FALL IN LOVE?  
I WALK ALONE

15448

## PLUS THE NEW C&W HITS



**JIMMY NEWMAN**  
COME BACK TO ME

I WANTA TELL ALL THE WORLD  
1283



**JIMMY WORK**  
BLIND HEART  
YOU'VE GOTTA HEART LIKE A MERRY-GO-ROUND

1284



**MAC WISEMAN**  
DRIFTING BACK TO DREAMLAND  
SMILING THROUGH

1285

## A PAT BOONE EP BEST SELLER



**"PAT" ON MIKE**

DEP 1053

Treasure of Love  
Bingo  
Hoboken Baby  
Am I Seeing Angels

**Pittsburgh...  
then Detroit...  
then Cleveland...  
NOW  
EVERYWHERE!**

**The Big New Summer Instrumental Hit!**

**"SOFT  
SUMMER  
BREEZE"**

**BY**

**Eddie Heywood**

**ON MERCURY**

**MERCURY 70863**



**• COMING UP STRONG**

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

1. My Prayer . . . . . *The Platters*  
(ASCAP) Mercury 70893
2. Rip It Up . . . . . *Little Richard*  
(BMI) Specialty 579
3. Stranded in the Jungle . . . . . *The Jayhawks*  
(BMI) Flash 109
4. That's All There Is to That . . . *Nat (King) Cole*  
Capitol 3456
5. Canadian Sunset . . . . . *Hugo Winterhalter*  
(BMI) RCA Victor 6537
6. Stranded in the Jungle . . . . . *The Cadets*  
(BMI) Modern 994
7. Theme From "The Proud Ones"  
 . . . . . *Nelson Riddle*  
(BMI) Capitol 3472
8. I Only Know I Love You . . . . . *Four Aces*  
(ASCAP) Decca 29989
9. Love, Love, Love . . . . . *The Diamonds*  
(BMI) Mercury 70889
10. Ghost Town . . . . . *Don Cherry*  
(ASCAP) Columbia 40705

**• THIS WEEK'S BEST BUYS**

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

**THEME FROM "THE PROUD ONES"** (Weiss & Barry, BMI)—Nelson Riddle—Capitol 3472—Competition has been stiff on this movie tune in the past two weeks. However, Riddle's reading has a substantial lead on his rivals at this point and is moving ahead at a strong enough pace now to put the charts within sight. Boston, Providence, Baltimore, Philadelphia, Milwaukee, St. Louis and Pittsburgh were among the cities reporting excellent sales. Flip is "The Love of Genevieve" (Bourne, ASCAP). A previous Billboard "Spotlight" pick.

**CANADIAN SUNSET** (Meridian, BMI)—Hugo Winterhalter—RCA Victor 6537—An instrumental that has been gaining momentum in recent days. Of interest was the near unanimity of all areas in indicating local acceptance. A "sleeper" like this could quickly snowball, and dealers and operators now are preparing for that possibility. Flip is "This Is Real" (Remick, ASCAP).

**I ONLY KNOW I LOVE YOU** (Leeds, ASCAP)—Four Aces—Decca 29989—This record has racked up enviable sales in a short period of time. In less than two weeks from delivery, St. Louis, Chicago, Milwaukee, Pittsburgh, Philadelphia, New York, Providence and Boston saw the disk off to an unusually good start. Some territories reported good action on the flip also—"Dreamer." A previous Billboard "Spotlight" pick.

**STRANDED IN THE JUNGLE** (Peer, BMI)—The Cadets—Modern 994 (See this week's Rhythm and Blues Best Buys.)

**3rd** HIT IN A ROW

1st—"YOU BABY YOU"

2nd—"LITTLE GIRL OF MINE"

*and NOW...*

Their Latest and Greatest...

OVER  
208,000  
SOLD IN  
FIRST  
14 DAYS

*the*

# Cleftones

*singing*

"CAN'T  
WE BE  
SWEETHEARTS"

*b/w*  
"NEKI-HOKEY"

GEE-1016

**GEE**

**RECORDS**

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

WI-7-0652

help yourself to  
bigger sales of  
records and equipment  
with The **BILLBOARD'S**

# GIANT NAMM Convention Issue

**JULY 28**

- • • with the low-down on what's going on in the whole music field today.
- • • plus good sound new ideas you can use to hype your whole sales operation tomorrow!

*It's another important BILLBOARD . . . one you'll keep for ready reference for the months ahead!*

## Partial preview of what's to come:

- Yearly Music Dealer Survey** — BILLBOARD'S annual study among dealers to find out all about the business at the retail level.
- Record-Players** . . . hi-fi and what it offers to help build sales.
- Record Clubs** — what they mean to dealers' sales and profits.
- Tape and Tape Equipment** . . . a big new selling field.
- And More** — lots more — including full-line merchandising, sheet music, kidisks.

## Aside to talent and manufacturers

Here's your chance to get your message to the top music merchants in the country—the dealers who PUSH your records and equipment—in the issue that is specifically devoted to them. And you get 1,000 extra distribution right on the convention floor!

## Talent

—your personal ad in this BILLBOARD can do the selling (and publicity) job of a personal appearance! Join the rest of the top artists who'll be there!

## Manufacturers

. . . sell this basic-to-the-industry audience TWICE with the special merchandising program your ad will earn. Ask your BILLBOARD rep. for details.

**Time's Spinning . . . DEADLINE IS JULY 19!**

**THE BILLBOARD PUBLISHING COMPANY**

<b>WRITE!</b>	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761	CINCINNATI 22, OHIO 2168 Patterson St. Dunbar 1-4600	<b>DO</b>
<b>WIRE!</b>				<b>IT</b>
<b>PHONE!</b>	ST. LOUIS 1, MO. 350 Arcade Bldg. Chestnut 1-0443	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831		<b>NOW!</b>

# THE TOP 100

For survey week ending June 27

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	WAYWARD WIND	G. Grant	Era	1
2.	I ALMOST LOST MY MIND	P. Boone	Dot	4
3.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	2
4.	STANDING ON THE CORNER	Four Lads	Columbia	3
5.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	7
6.	I'M IN LOVE AGAIN	F. Domino	Imperial	6
7.	IVORY TOWER	C. Carr	Fraternity	8
8.	BORN TO BE WITH YOU	Chordettes	Cadence	12
9.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	9
10.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	12
11.	HEARTBREAK HOTEL	E. Presley	Victor	5
12.	MORE	F. Como	Victor	17
13.	HAPPY WHISTLER	D. Robertson	Capitol	11
14.	IVORY TOWER	G. Storm	Dot	14
15.	ALLEGHENY MOON	P. Page	Mercury	27
16.	TRANSFUSION	N. Norviss	Dot	15
17.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	28
18.	PICNIC	McGuire Sisters	Coral	19
19.	GLENDORA	F. Como	Victor	20
20.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	17
21.	WALK HAND IN HAND	T. Martin	Victor	10
21.	HOT DIGGITY	F. Como	Victor	16
23.	BE-BOP-A-LULA	G. Vincent	Capitol	23
24.	MAGIC TOUCH	Platters	Mercury	28
25.	CHURCH BELLS MAY RING	Diamonds	Mercury	30
26.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	66
27.	GRADUATION DAY	Four Freshmen	Capitol	48
28.	TREASURE OF LOVE	C. McPhatter	Atlantic	25
29.	STANDING ON THE CORNER	D. Martin	Capitol	40
30.	GRADUATION DAY	Rover Boys	mount	21
31.	IVORY TOWER	O. Williams	De Luxe	32
31.	MY BLUE HEAVEN	F. Domino	Imperial	22
31.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	40
34.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	24
35.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	33
36.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	31
37.	WAYWARD WIND	T. Ritter	Capitol	47
38.	MY PRAYER	Platters	Mercury	44
39.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	—
40.	FREE	T. Laetti	Capitol	81
40.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	55
42.	BLUE SUEDE SHOES	C. Perkins	Sun	37
42.	MY BABY LEFT ME	E. Presley	Victor	48
43.	A TEAR FELL	T. Brewer	Coral	35
44.	LONG, TALL SALLY	P. Boone	Dot	52
45.	SECOND FIDDLE	K. Starr	Victor	40
46.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	59
47.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	38
47.	KISS ME ANOTHER	G. Gibbs	Mercury	46
49.	LONG, TALL SALLY	Little Richard	Specialty	39
50.	FEVER	L. W. John	King	—
51.	NEVER TURN BACK	A. Hibbler	Decca	76
52.	LOVE, LOVE, LOVE	Clovers	Atlantic	64
53.	TELL ME WHY	Crew Cuts	Mercury	45
54.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	57
55.	TOO CLOSE FOR COMFORT	E. Gorme	mount	50
56.	RIP IT UP	Little Richard	Specialty	—
57.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	72
58.	LOVE, LOVE, LOVE	Diamonds	Mercury	—
59.	OOBY DOOBY	R. Orbison	Sun	62
60.	HOT DOG BUDDY, BUDDY	B. Haley	Decca	76
61.	SWEET HEARTACHES	E. Fisher	Victor	55
61.	YOU DON'T KNOW ME	J. Vale	Columbia	—
63.	STANDING ON THE CORNER	Mills Brothers	Decca	73
64.	THAT'S ALL THERE IS TO THAT	N. (King) Cole	Capitol	—
65.	WALK HAND IN HAND	A. Williams	Cadence	—
65.	STRANDED IN THE JUNGLE	Jay Hawks	Flash	60
67.	MR. WONDERFUL	P. Lee	Decca	99
67.	MOCKING BIRD	Four Lads	Columbia	—
69.	TO LOVE AGAIN	Four Aces	Decca	92
70.	ROCK ISLAND LINE	L. Donagan	London	—
70.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	33
70.	SOFT SUMMER BREEZE	E. Heywood	Mercury	51
73.	DAYDREAMS	A. Mooney	M-G-M	—
73.	I'LL BE HOME	P. Boone	Dot	—
75.	TE AMO	D. Jacobs	Coral	—
76.	CORRINE, CORRINA	J. Turner	Atlantic	43
77.	TELL ME WHY	G. Storm	Dot	52
77.	MY DREAM SONATA	N. (King) Cole	Capitol	—
79.	I WAS THE ONE	E. Presley	Victor	70
80.	READY TEDDY	Little Richard	Specialty	—
80.	CRAZY LITTLE PALACE	B. Williams	Coral	74
81.	I WOKE UP CRYING	J. James	M-G-M	—
82.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	—
84.	FORT-AU-PRINCE	N. Kiddle	Capitol	—
85.	LITTLE GIRL OF MINE	Clefones	Gee	99
86.	TANGO OF THE DRUMS	L. Baxter	Capitol	88
87.	ROLL OVER BEETHOVEN	C. Berry	Chess	—
88.	BLUE SUEDE SHOES	E. Presley	Victor	—
89.	ROCKIN' GHOST	A. Bleyer	Cadence	61
89.	INTO THE NIGHT	Dream Weavers	Decca	—
91.	DELILAH JONES	McGuire Sisters	Coral	—
92.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	—
93.	STRANGEST ROMANCE	P. Page	Mercury	—
93.	I COULD HAVE DANCED ALL NIGHT	D. Shore	Victor	—
95.	LOVELY ONE	Four Voices	Columbia	—
96.	FIVE HUNDRED GUYS	F. Sinatra	Capitol	53
96.	LITTLE LOVE CAN GO A LONG WAY	Dream Weavers	Decca	—
98.	PICNIC	R. Marterie	Mercury	64
99.	DON'T CRY	F. LaSne	Columbia	—
99.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	—

### CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



# MAKE ME A CHILD AGAIN

Music by  
**PAUL WESTON**  
A.S.C.A.P.

Words by  
**NED WASHINGTON**  
A.S.C.A.P.

VOICE **Broadly**

Child A-gain, Just for to - night!

moth-er As my ev - en - ing pray'rs I re - cite, Dear Lord, Make Me A

Let me kneel by the side of my

Chords: Dm7, G7, Em7, Gm6, Am, Am7, Am6, Dm, Dm7, G7, Cmaj7, C6, Dm, Bb, Fmaj7, F6, Dm6, E7

# "make me a child again"

# FRANKIE LAINÉ

*recorded by*

Columbia  
4-40720

REMICK MUSIC CORP.



LITTLE WILLIE JOHN  
FEVER

b/w  
LETTER FROM MY  
DARLING  
King 4935

OTIS WILLIAMS AND HIS  
CHARMS  
IVORY TOWER  
DeLuxe 6093

ONE NIGHT ONLY  
b/w  
IT'S ALL OVER  
De Luxe 6095

JAMES BROWN WITH THE  
FAMOUS FLAMES  
PLEASE, PLEASE, PLEASE  
Federal 12258

I DON'T KNOW  
b/w  
I FEEL THAT OLD  
FEELING COMING ON  
Federal 12264

EARL BOSTIC and  
BILL DOGGETT  
MEAN TO ME  
b/w  
THE BO-DO ROCK  
King 4930

THE MIDNIGHTERS  
TORE UP OVER YOU  
b/w  
EARLY ONE MORNING  
Federal 12270

EARL DOGGETT  
STELLA BY STARLIGHT  
b/w  
WHAT A DIFF'RENCE  
A DAY MADE  
King 4936

MOON MULLICAN  
HEY SHAH  
b/w  
MAYBE IT'S ALL  
FOR THE BEST  
King 4937

BILLY GAYLES  
IF I HAD NEVER  
KNOWN YOU  
b/w  
I'M TORE UP  
Federal 12265



• Review Spotlight on . . .

RECORDS

PERRY COMO . . . RCA Victor 6590 . . . SOMEBODY UP THERE LIKES ME  
(Feist, ASCAP)

DREAM ALONG WITH ME . . . (Roncom, ASCAP)  
Here's another top-notch pairing for the singer: The title tune from the upcoming Rocky Graziano flick, with Como's TV theme on the flip. Both should click.

McGUIRE SISTERS . . . Coral 61670 . . . WEARY BLUES  
(Melrose, ASCAP)

• Here's a particularly strong entry on name value alone as the gals team with the Lawrence Welk ork. Expressive, harmonic reading of the favorite oldie figures to be a solid successor to the McGuire's current "Picnic" hit. Flip is "In the Alps," a bubbly rhythm job. (Leeds, ASCAP)

CATHY CARR . . . Fraternity 743 . . . HEART HIDEAWAY  
(George George, BMI)

Miss Carr's "Ivory Tower" has been riding the charts for over two months and this side has the look of a solid follow-up. The gal's sweet, wistful style is applied to an appealing ballad. Flip is "The Boy on Page Thirty-Five," a rhythm opus about a lad in the high school year book. (Witmark, ASCAP)

DISK JOCKEY PROGRAMMING

ROBERTO AND HIS ORCHESTRA . . . Coral 61673 . . . EARTHBOUND  
(Mellin, ASCAP)

ANOTHER LOVE . . . (Sherwin, ASCAP)  
Here are two lush instrumental sides which should prove potent audience pleasers on dreamy mood music jockey segs. "Earthbound" is based on a familiar classical melody. Roberto is better known here as publisher Bobby Mellin.

BING CROSBY . . . Decca 29981 . . . SWANEE  
(New World, ASCAP)

The Groaner is in top form on this swingy version of the infectious standard with a fine backing job by the Buddy Cole Trio. It's bound to occupy an important programming spot on the numerous all-Crosby disk shows. Flip spotlights another appealing oldie, "Honeysuckle Rose." (Joy, ASCAP)

MARGARET WHITING . . . Capitol 3473 . . . TRUE LOVE  
(Buxton Hill, ASCAP)

The creamy-voiced canary sings with her usual purity of tone on Cole Porter's tender ballad from the Crosby-Sinatra film, "High Society." The Crosby-Grace Kelly sound-track version will pull plays, but this one should rack up considerable spins on the basis of the gal's quality performance. Flip is a nostalgic ballad, "Haunting Love." (Tee Pee, ASCAP)

TALENT

THE HI FTS . . . Liberty 55023 . . . LONESOME ROAD  
(Robbins, ASCAP)

SOMEBODY'S GOTTA LOSE . . . (Robbins, ASCAP)  
The new male group makes an impressive debut with this smart coupling. "Lonesome Road" has an especially classy arrangement with off-mike singing simulating a far-off effect and group moving closer.

NOVELTY

EDDIE LAWRENCE . . . Coral 61671 . . . THE OLD PHILOSOPHER  
(Merrick, BMI)

The nitery comic has a hilarious new disk, which should spark audience attention for fun-minded jockeys. Lawrence's waxing of "Old, Old Vienna" was well received and this should prove equally effective. Flip is "King Arthur's Mines." (Merrick, BMI)

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 80-100. Tops
- 60-80. Excellent
- 70-75. Good
- 50-60. Satisfactory
- 40-50. Limited
- 0-40. Poor

THE DREAMERS  
Give Us This Day . . . 85

DECCA 29990 — A sincere, effective reading by the group's lead of an inspirational song that is attracting considerable attention currently via Joni James' disk-ing. The tasty arrangement will also help to make this a tough competitor when the chips are down. (Valando, ASCAP)

Why I Chose You . . . 80  
Wade Buff, the Dream Weavers' lead, is again spotlighted here in a soulful ballad. He builds it skillfully to a dramatic climax. A fine side but not as strong commercially as the flip. (Almanac, ASCAP)

FRANKIE LAINE  
Make Me a Child Again . . . 86

COLUMBIA 40720—This well-recorded side is an apt coupling of artist and material. Laine does this religious song with dramatic power. Watch it. (Witmark, ASCAP)

The Thief . . . 79  
Another well-engineered side. Material is unusual, and Laine's reading is certain to get big exposure by deejays. (Meridian, BMI)

GLORIA MANN  
Cashmere Sweater . . . 85

DECCA 29961—Gloria Mann makes like a teen-age chick trying to wangle a cashmere sweater out of her Dad, hoping to impress her boy friend with it. This is a rock and roll style tune which is this singer's forte; will make a big impression on the teen-agers. (Admont, ASCAP)

My Secret Sin . . . 82  
She wants a guy who belongs to somebody else. An old theme, but freshly and powerfully intoned by Miss Mann in attractive rock and roll style. Another teen-age market pushover. (Shapiro-Bernstein, ASCAP)

JOHNNY HARPER  
Little Doggie . . . 83

ERA 1017—This could be the rock and rollers' "Doggie in the Window." Nonsense bit could catch hold. (Thunderbird, ASCAP)

Two Ton Tillie . . . 70  
Harper makes like a pop Nappy Brown with the flutter-tonguing. Okay novelty, but the power is in the flip. (Thunderbird, ASCAP)

(Continued on page 44)

A  
Real  
Smash!

The  
Spiders

A-1  
IN  
MY  
HEART

5393

Really  
Hitting!

Johnny  
Fuller

DON'T  
SLAM  
THAT  
DOOR

5395







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"IT KNOCKED ME  
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TO SEE ME GO"

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• **Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Pestman's copyrighted Audience Coverage Index.

**Radio**

Allegheny Moon (R)—Oxford—ASCAP  
Believe in Love (R)—Robbins—ASCAP  
Big D (R) (M)—Frank—ASCAP  
Born to Be With You (R)—Mayfair—ASCAP  
Can You Find It in Your Heart? (R)—Witmark—ASCAP  
Cool Tango (R)—Ardmore—ASCAP  
Glendora (R)—American—BMI  
He Loves Me, He Loves Me Not (R)—Broadcast—BMI  
Heartbreak Hotel (R)—Tree—BMI  
How Little We Know (R)—E. H. Morris—ASCAP  
I Could Have Danced All Night (R) (M)—Chappell—ASCAP  
Intrigue (R) (F)—Leeds—ASCAP  
It Only Hurts for a Little While (R)—Advanced—ASCAP  
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP  
Ivory Tower (R)—E. H. Morris—ASCAP  
Kiss Me Another (R)—E. B. Marks—BMI  
Love of Genevieve (R)—Bourne—ASCAP  
Me 'n' You 'n' the Moon (R) (F)—Paramount—ASCAP  
Moonglow (R) (F)—Mills—ASCAP  
No One Home (R)—Southern—ASCAP  
On the Street Where You Live (R) (M)—Chappell—ASCAP  
Portuguese Washerwoman (R)—Remick—ASCAP  
Searchers (R) (F)—Witmark—ASCAP  
Somebody Somewhere (R) (F)—Frank—ASCAP  
Standing on the Corner (R) (M)—Frank—ASCAP  
Sweet Heartaches (R)—Pincus—ASCAP  
Te Amo (R)—Southern—ASCAP  
To Love Again (R) (F)—Columbia Pic—ASCAP  
Wayward Wind (R)—Warman—BMI  
You're Sensational (R) (F)—Buxton Hill—ASCAP

**Television**

A Sweet Old-Fashioned Girl (R)—Valor—ASCAP  
Abbreviation Song (R)—Shapiro-Bernstein—ASCAP  
Allegheny Moon (R)—Oxford—ASCAP  
Band of Gold (R)—Ludlow—BMI  
Big D (R) (M)—Frank—ASCAP  
Bingo (R)—Angel—BMI  
Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI  
Bo Weevil (R)—Reeve—BMI  
Cimarron (R)—Peer—BMI  
Dellah Jones (R) (F)—Dena—ASCAP  
Five (R)—Bourne—ASCAP  
Graduation Day (R)—Sheldon—BMI  
Hot Diggity (R)—Roncom—ASCAP  
How Little We Know (R)—E. H. Morris—ASCAP  
I Almost Lost My Mind (R)—Hill & Range—BMI  
I Could Have Danced All Night (R) (M)—Chappell—ASCAP  
I'd Like to Say a Few Words About Texas (R)—Hawthorne—ASCAP  
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP  
Ivory Tower (R)—E. H. Morris—ASCAP  
Lazy River (R)—Peer—BMI  
Moonglow (R) (F)—Mills—ASCAP  
Moonglow-Picnic Theme (R) (F)—Mills—Columbia Pic—ASCAP  
On the Street Where You Live (R) (M)—Chappell—ASCAP  
Picnic (R) (F)—Columbia Pic—ASCAP  
Portuguese Washerwoman (R)—Remick—ASCAP  
Standing on the Corner (R) (M)—Frank—ASCAP  
Sweet Heartaches (R)—Pincus—ASCAP  
Take Me Away (R)—Bregman, Vocco & Conn—ASCAP  
Tutti Frutti (R)—Venice—BMI  
Wayward Wind (R)—Warman—BMI

• **Best Selling Sheet Music in Britain**

(For Week Ending June 16)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

My September Love—Bron  
No Other Love—Chappell (Williams)  
Hot Diggity—Peter Maurice (Roncom)  
Out of Town—Kassner (Kassner)  
You Can't Be True to Two—Dash (Joy)  
Who Are We?—Bourne (Thunderbird)  
I'll Be Home—Box & Cox (Arc)  
A Tear Fell—Robbins (Progressive)  
The Four People of Paris—Berry (Connolly)  
It's Almost Tomorrow—Macmelodies (Northern)  
Too Young to Go Steady—Robbins (Robbins)  
Mister Cuckoo—Macmelodies (Peter Maurice, Ltd.)  
Rock and Roll Waltz—Maddox (Sheldon)  
Memories Are Made of This—Montclare (Montclare)  
The Happy Whistler—Bron (Birchwood)  
Only You—Sherwin (Wildwood)  
The Dambusters' March—Chappell (Chappell)  
Theme From "The Three Penny Opera"—Arcadia (Harms)  
Willie Can—Frank (Acuff-Rose)  
Ivory Tower—E. H. Morris (E. H. Morris)

• **Best Selling Pop Records in Britain**

(For Week Ending June 16)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. I'LL BE HOME—Pat Boone (London)	1
2. NO OTHER LOVE—Ronnie Hilton (HMV)	5
3. HEARTBREAK HOTEL—Elvis Presley (HMV)	2
4. LOST JOHN—Lonnie Donegan (Pye-Nixa)	4
5. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	6
6. HOT DIGGITY—Perry Como (HMV)	3
7. MY SEPTEMBER LOVE—David Whitfield (Decca)	9
8. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	10
9. A TEAR FELL—Teresa Brewer (Vogue/Coral)	7
10. EXPERIMENTS WITH MICE—Johnny Dankworth Orchestra (Parlophon)	—
11. BLUE SUEDE SHOES—Elvis Presley (HMV)	11
12. MOONGLOW AND THEME FROM "PICNIC"—Morris Stieloff (Brunswick)	8
13. BLUE SUEDE SHOES—Carl Perkins (London)	12
14. WAYWARD WIND—Tex Ritter (Capitol)	—
15. WAYWARD WIND—Gogi Grant (London)	—
16. ALL STAR HIT PARADE (Decca)	—
17. HOT DIGGITY—Michael Holliday (Columbia)	17
18. SONGS FOR SWINGIN' LOVERS (LP)—Frank Sinatra (Capitol)	—
19. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	—
20. WHATEVER WILL BE WILL BE—Doris Day (Philips)	—

**Dealer Plugs for 'Holiday'**

• *Continued from page 18*

even jewelers. Struve's Jewelry shop in Auburn, Wash., a combination jewelry and disk outlet, has tied in a promotion of the "Holiday in the Alps" package with its Swiss watches.

Other merchants have set up complete Holiday shopping centers to promote the disk sets, with merchandise from other local stores. M & M Radio, La Salle, Ill., on the other hand, has worked a gimmick on the Italian package via a tie-in with an Italian restaurant. On other fronts, Innes' Department store, Wichita, Kan., has gotten on the Holiday kick via simultaneous promotions on vacation and sports clothes and the Holiday disk series.

At the Melody Shop, York, Pa., a window called the Holiday Room, has been set up in co-operation with Bailey's travel agency. Many camera enthusiasts are re-

portedly using the window as subject matter. Local jockey, Doc Dougherty, is plugging the window and the album series on station WNOW.

Standard Radio in Seattle is featuring a special "Holiday in Hi Fi" promotion on the theme, "You Are There." The store's radio show will tie in with a musical Holiday adventure.

On a cultural kick, the University Book Store in Seattle, which also handles records, is using a "reading and listening Holiday" promotion, while the Campus Music Store in the same city is featuring a student art display, built around the Holiday theme.

Price-wise, the Record Bar in Belleville, Ill., has a complete window display in which it pushes the complete set of 15 Holiday albums for \$45.

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b/w

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Checker #842

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b/w

"WHOM DO YOU LOVE!"  
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ROOM"

by

BUDDY GRECO

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**to maintain a healthy summer record and equipment business**

Here's The Billboard's summer speed-up . . . to help you get more people listening to more music . . . playing more music . . . buying more records . . . buying more music equipment!

This is a major expansion of last year's Operation Push-Pop which was so tremendously helpful in creating sales excitement for the industry.

This big program will bring you new, useful editorial features in the summer issues of The Billboard plus a bigger merchandising point-of-sale kit . . . to generate more activity in the whole music/record field —pop singles and albums, classical albums, jazz albums, phonos, equipment and accessories!

**WATCH FOR THESE NEW FEATURES IN THE BILLBOARD'S  
JULY 14TH ISSUE**

- Weekly Packaged Records Buying Guide**
- New Charts: Albums Most Played by Jockeys**
- Albums Coming-Up-Strong**
- Album Cover of the Week**

This SUMMER MERCHANDISING PROGRAM will put music over BIG this summer . . . be sure you're on the bandwagon!

**DEALERS: ORDER THESE TERRIFIC  
POINT-OF-SALE MERCHANDISING KITS**  
... to help you ring up new sales records this summer!

For only \$5, BILLBOARD will mail you this big Sales Booster Kit every other week all through this summer program . . . starting July 14th! Here's what you get —five times during the summer push:

- **Honor Roll of Hits Poster . . .**  
lists the Top 10 Tunes of the week, plus the up-and-coming favorites
- **Big Play Pop Album Poster . . .**  
the week's top ten
- **Big Play Classical Album Poster . . .**  
the top ten titles (this will alternate every-other-kit with the Big Play Jazz Poster)
- **5 Copies of Today's Top Tunes . . .**  
listing the tops in pop, classical, jazz, R&B, C&W
- **Point-of-Sale Posters of New Products . . .**  
for window and counter displays

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**The Billboard**  
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— Please send me the first Kit as a trial. I enclose \$1 in payment.

Name: \_\_\_\_\_

Name of Store: \_\_\_\_\_

Address: \_\_\_\_\_

• **Reviews of New Pop Records**

• *Continued from page 40*

**JOHN LAURENZ**  
*Red Hair and Blue, Blue Eyes*.....79  
 CORAL 61656—Sunny Skylar ditty has the quality of "Hair of Gold." Crisp banjo backing and choral refrain add to the folksy flavor. If the timing is right, this can click. (Sanjad, ASCAP)  
*Little Dog*...75  
 This isn't the same tune as "Little Doggie," reviewed elsewhere. This one's a slow item with rock and roll triplets in back. (Republic, BMI)

**DAVID CARROLL ORK**  
*Marimba Charleston*.....78  
 MERCURY 70896—Here's a cheerful, bouncy version of the infectious material introduced on Capitol by the Marimba Chirapas. Solid de-

jay stuff. (Beechwood)  
*Whispering*...77  
 A breezy instrumental treatment of the oldie with standout marimba solo work. Excellent juke and jockey item. (Fisher, ASCAP)

**RHYTHM ACES**  
*Rock and Roll March*.....78  
 ACE 518—A great instrumental for the teens, fine for dancing, and a natural change of pace for jocks. The heavy beat is the thing. (Ace, BMI)  
*Look What You've Done*.....77  
 Douglas waits an r.&b. style ballad with virile force and a strong sense of beat. If this one gets properly circulated and shoved, it can do business. (Ace, BMI)

**BETTY WELLS**  
*Young Man*.....77  
 ABC-PARAMOUNT 9718 — New thrush, in her debut disk, sells a rock and roll type shouter with sex and showmanship. The excitement she generates will intrigue deejays, and with more distinctive material, she should do fine. (Goday, BMI)  
*Goodbye, So Long, I'm Gone*...75  
 As above. (Harvard, BMI)

**GUY LOMBARDO ORK**  
*You Dance With Me*.....77  
 CAPITOL 3470—The Lombardo band has an infectious, sentimental piece of material to work on here and they wrap it up with a real flair. Kenny Gardner turns in a nice vocal on the final chorus. (Harms, ASCAP)  
*Bistro*...73  
 The mandolin spells out the delightful theme of this Continental material, with light and airy sketched backing by the ork. An attractive, listenable instrumental. (Zodiac, BMI)

**JUNE CHRISTY**  
*Intrigue*.....76  
 CAPITOL 3471—The haunting film theme is handed a tasteful reading by the velvet-voiced canary. Jockeys should play. (Leeds, ASCAP)  
*You Took Advantage of Me*...75  
 Another good jockey side, with the gal wrapping up the great Rodgers and Hart standard with style and appealing phrasing. (Harms, ASCAP)

**DAVID ROSE ORK**  
*"The Catered Affair" Theme*.....76  
 M-G-M 12270—Slow and majestic instrumental reading of new pic theme material. Side has a full, rich, big ork flavor which many will find appealing, including late night jocks.  
*Cool Tango*...75  
 Here's a light, bright instrumental work by the Rose ork. Melody has an attractive lilt and the rhythm's right for dancing or listening. Could have strong jockey appeal.

**NICK NOBLE**  
*You're Sensational*.....76  
 MERCURY 70897—The smart song from "High Society" is smartly done. Noble is backed with spirited instrumentation. (Buxton Hill, ASCAP)  
*Keeping Cool (With Lemonade)*...75  
 Here's a summery melody. Noble's lilting vocal is supported by a chorus in gang-sing style. Fine deejay fare. (Pickwick, ASCAP)

**STEVE LAWRENCE**  
*Never My Love*.....76  
 CORAL 61667—Nice ballad delivered in typical Lawrence style. Worth disk jock attention for occasional romantic, vocal interludes. Easier and lighter in projection than flip. (Bourse, ASCAP)  
*Ethel, Baby*...75  
 Singer's version of show tune from "Mr. Wonderful" bids for no more than moderate sales appeal. Pleasant, easy listening with some intriguing ork twists. Can spark some interest via Lawrence's TV following. (Laurel, ASCAP)

**EYDIE GORME**  
*Mama, Teach Me to Dance*.....76  
 ABC-PARAMOUNT 9722 — Thrush Gorme does a strong vocal job here. Song has a sinuous, Latin rhythm, and la Gorme gets the message and puts it across. Watch it. (Roucom, ASCAP)  
*You Bring Out the Lover in Me*...74  
 A cleverly done tune, with the touch of material. Miss Gorme does a nice job. (E. H. Morris, ASCAP)

**FREDDIE BELL**  
*Hucklebuck*.....76  
 WING 90082—Solid vocal treatment of the oldie with a swingy, hard-driving rock and roll tempo. (United, ASCAP)  
*Rompin' and Stompin'*...74  
 Same comment. (Kingsway, ASCAP)

**LEN DRESSLER**  
*Railroadin' Man*.....76  
 MERCURY 70899 — Folk-flavored item gets a rousing vocal by Dressler, plus solid instrumentation. A strong one for deejays. (Diones, ASCAP)  
*Mind If I Make Love to You?*...73  
 Song from the flick, "High Society," is chanted okay, with orchestral arrangement providing a lush showcase. (Chappell, ASCAP)

**KATHY LLOYD**  
*The West Point Dress Parade*.....76  
 CAPITOL 3479—A strong contender for the loot if this song takes off. Kathy Lloyd's reading, simple and sincere, is backed with a neat arrangement. (Hill & Range, BMI)  
*The Wind Up*...73  
 The thrush chants effectively on this country-flavored song. It's a three-beat item. (Fairway, BMI)

**CYRIL STAPLFTON ORK**  
*Tiger Tango*.....75  
 LONDON 1672—Here are two lushly scored, interesting instrumental disks which should pull plenty of plays from jockeys with mood music segs.  
*The Italian Theme*...75  
 Same comment. (Nautica, ASCAP)

**EDDIE BARCLAY**  
*The Left Bank (C'est a Hambourg)*...75  
 MERCURY 70895 — French band leader Barclay serves up a tasty instrumental version of the swingy, much-recorded theme. Good jockey wax. (Crownwell, ASCAP)  
*Ticky Ticky Tick*...74  
 Another interesting instrumental side, which should grab off deejay plays. A bull frog-type croaking and creak-

ing sound is utilized cleverly on a catchy theme. (Bourse, ASCAP)

**HILL CAREY**  
*Marilyn*.....75  
 CORAL 61658—Carey sings out in strong form with this teen-age type ballad. Dick Jacobs' arrangement reflects the r.&b. influence. Strong deejay exposure is likely. (Trinity, BMI)  
*Record Hop*...73  
 This rock and roll item has a smartly commercial lyric—mentioning top vocalists' names. May stir deejay action. (Trinity, BMI)

**MARY SMALL**  
*Dino*.....75  
 CORAL 61661—A great, impassioned job by Miss Small on a warm-hearted ballad with Italian flavor and even an Italian half-chorus. Many jocks will go for this quality chipping. (Tee-Kay, ASCAP)  
*None of That Now*...72  
 Fine thrashing of a brisk novelty in polka tempo. Tune is vaude or TV production-type material. (Miller, ASCAP)

**THE BOWTIES**  
*This Must Be the Place*.....75  
 ROYAL ROOST 619—A smart presentation of an attractive piece of material, this stacks up as a commercial, potent side. The group is talented and could have a "deeper" here. (Harman, ASCAP)  
*Again*...70  
 This is the oldie, and is also smoothly styled. Likable as it is, the strength is on the flip. (Robbins, ASCAP)

**TED HEATH ORK**  
*The Faithful Hussar*.....74  
 LONDON 1675—The Heath band peddles its usual crisp, sharp and swinging style on this instrumental. Baritone sax sets the pace and the band picks it up with a solid rhythm pattern. Good fare for jocks and boxes. (International, ASCAP)  
*Have You Met Miss Jones?*...74  
 Unison sax work voices the melody in another classy arrangement that swings all the way for the special benefit of the dancing couplet. (Chappell, ASCAP)

**EILEEN BARTON**  
*Spring H Was*.....74  
 CORAL 61657 — A tender lyric. Thrush Barton's capable vocal is ad-

mirably show-cased by Jack Flier' ork. (Rosa, ASCAP)  
*I'd Be Laughing at My Tears*...73  
 Another pleasant side, with summertime quality. (Marvin, ASCAP)

**SUZI MILLER**  
*Reckless*.....74  
 LONDON 1648—Strong reading of a dramatic ballad, with effective backing by Johnny Douglas ork. (Eos Feltz, BMI)  
*Ay Ay Senores*...73  
 Robust thrashing with solid songmanship on a gayly-paced Latin-American rhythm novelty. (Piccadilly, BMI)

**ALMA COGAN**  
*Pickin' a Chicken*.....74  
 VICTOR 6573—This tune has enjoyed some popularity here in the country field. Miss Cogan's bright reading explains readily why the English also took to it in a big way as a pop tune. A smart production. (Hill & Range, BMI)  
*Willie Can*...71  
 This tune is also folksy in nature and gets a light and lilting reading. Miss Cogan is, understandably, one of England's most popular singers and rates generous exposure here, too. (Acuff-Rose, BMI)

**IRVING FIELDS TRIO**  
*Fun*.....73  
 ABC-PARAMOUNT 9719—A cute instrumental novelty that would make for some fresh radio programming. The simple, catchy theme is well presented both on piano and organ by Fields. Intriguing material. (Crest, ASCAP)  
*Pom Pom*...68  
 This side is also a Fields' original, but has a saucier air. Its snappy syncopated rhythm propels it right along. An interesting instrumental that can also be recommended to deejays. (Crest, ASCAP)

**THE GOOFERS**  
*Our Miss Brooks Theme*.....73  
 CORAL 61664 — Group hums and whistles the TV theme with tuba, xylophone and banjo backing. Pleasant, light stuff that will find its niche with deejays. (Shapiro-Berstein, ASCAP)  
*I'm Gonna Rock and Roll Till I Die*...68  
 Chopin's famous funeral march is the starting point for this unusual pro-

*(Continued on page 46)*

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The Billboard, 4-30-56  
**This Week's Pop and R&B Best Buys**

**STRANDED IN THE JUNGLE** (Peer, BMI)—The Jayhawks—Flash 109—This is a novelty that has caught on quickly. Currently it is as hot as a pistol in both pop and r.&b. markets, and is bringing on a rash of covers. At this point, the Jayhawks still are leading the competition by a comfortable margin and stand to make the national listings first. Flip is "My Only Darling" (BMI).

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# VOX JOX

By JUNE BUNDY

**TOP JOCK:** Jay Michael, WCAE, Pittsburgh, is currently the top-rated jockey in his area. His show now tops all local across-the-board radio shows and network airers, marking the first time a disk jockey has ever chalked up such a rating record in the city. Michael divides his 1:15 to 7 p.m. program up into three different audience segments. During the early hours he concentrates on the housewife, then the teen-ager, and finally the family as a whole. The deejay, whose recovery from polio has inspired a loyal following among shut-in dialers is currently touring the New England States on a two-week motor trip vacation.

**GIMMIX:** Manhattan jocks were served breakfast a couple of weeks ago on M-G-M studios, as part of a promotion on the new Bette Davis-Debbie Reynolds movie "The Catered Affair." Jocks visited

operates two up-State radio stations, including WCSS, Amsterdam, N. Y. Veepee-General Manager Gaines writes: "From 5 a.m. to midnight we play records, and I have special disk broadcasts in Polish, Italian, Ukran, Lithuanian and Jewish. If I had enough releases, I would also like to start a German program."

**COOL COUSINS:** Barry Kaye, WJAS, Pittsburgh, is doing so well with his new half-hour country and western seg program that he plans to expand it to a full hour. Local teen-agers, says Kaye, are now calling themselves "cool cousins," a pop switch on "country cousin." Kaye capitalizes on the kids' interest in Presley-type warblers—Johnny Cash, Gene Vincent, etc.—by playing flip-sides of hit disks by these artists, who usually couple a rock and roll styled tune with a more traditionally country side. For audience-insurance, Kaye also includes at least three Presley platters on each show.

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JULY 6, 1946

1. The Gypsy
2. They Say It's Wonderful
3. Prisoner of Love
4. Doin' What Comes Natur'lly
5. Laughing on the Outside (Crying on the Inside)
6. I Don't Know Enough About You
7. Sioux City Sue
8. Full Moon and Empty Arms
9. All Through the Day
10. I Got the Sun in the Morning
11. In Love in Vain
12. Surrender
13. Come Rain or Come Shine
14. One More Tomorrow
15. I Don't Know Why (I Just Do)

JULY 7, 1956

1. Too Young
2. How High the Moon
3. On Top of Old Smoky
4. Jezebel
5. My Truly, Truly Fair
6. Mister and Mississippi
7. Rose, Rose I Love You
8. Loveliest Night of the Year
9. Mockin' Bird Hill
10. Sound Off

by a white jacketed butler with a portable kitchen included Bill Cullen, WRCA, Klavin and Finch, WNEW; Gallagher and O'Brien, WMCA; Pat Hurley, WINS; Bob Haymes, WCBS; Jerry Marshall, WNEW.

Larry Bentson will put a "disk jockey circuit" plan in operation this summer. WLOL, Minneapolis, jocks will be guests of KELO, Sioux Falls, S. D., following which three KELO deejays will visit the Twin Cities as guests of WLOL. Visiting spinners will chat on the air, and Bentson plans to tape-record the disk jockey exchanges and measure them against rating surveys. If successful, Bentson (a FELO stockholder) then plans to offer the plan regionally and nationally to indie stations.

**GAB BAG:** William Pastuch, formerly station manager of WLFH, Little Falls, N. Y., has joined WKLX, Paris, Ky., in the same top exec capacity. "Since WKLX has only been on the air a short time," writes Pastuch, "our record library isn't quite up to par. We sure could use some records down here as we are an independent." . . . Bill Powell, WILY, Pittsburgh, recently staged a benefit show to raise money to buy uniforms for the Hill City Little League Team. . . . Another plea for wax comes from Walt Gaines, who

Milwaukee deejays turned out almost 100 per cent this month at a dinner party tossed by the local Columbia distributor in honor of Mitch Miller, who was in town to help promote Milwaukee's budding Pops orchestra. In addition to distributor Bill Farr, jox on hand included: Bob (Coffeehead) Larsen, Tom Shanahan, Rhett Hall and Jim Lewis of WEMP; Bill Bramhall, WFOX; Gene Emerald and Stu Glassman, WMIL; (Lucky) Logan, John (Mad Man) Michaels and Bob Beringer, WOKY, and Jack Denton, Bill Kersey and Milt Brandel, WISN.

## Cold War Chill

• Continued from page 18

wages and screen credits, but CLGA has also turned this offer down," he declared.

Blasting the position taken by CLGA, Baer said it "would be disastrous to all writers and composers of music. Altho we have offered to continue to seek some solution, and have suggested a postponement of the hearing before the Labor Board, CLGA remains adamant and insists upon proceeding with the hearing."

Meanwhile, sources close to CLGA indicated that from the first meetings between the groups in April, which were described as friendly, it soon became obvious that the groups were "at loggerheads" on a number of important issues. Letters were exchanged, according to the source, but there was little giving of ground on either side at any time, altho the door was always left open for new suggestions.

Other sources indicated that CLGA holds the view that SPA is an organization of writers not bound by contract and thus they are in effect, unemployed. CLGA thinking is that, "the dead hand of unemployed people trying to regulate working conditions of those who are employed is unthinkable."

**NEW YORK**—As soon as the ink was dry on the Larry Spier-Nat Cole publishing deal (The Billboard, June 30), a number of major disks were cut on several of the firm's copyrights. Nat Cole cut "Make Me" for Capitol, and Sarah Vaughan did "It Happened Again" on Mercury. "Make Me" is in Rex Music, affiliated with Broadcast Music, Inc., and "Again" is in Princess, affiliated with the American Society of Composers, Authors and Publishers. Several other disks are upcoming.

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# Reviews of New Pop Records

Continued from page 44

duction. It's a bit subtle for the rock and roll crowd. (Vim, ASCAP)

**RUBY MURRAY**  
A Voice in the Choir . . . . . 73

**CAPITOL 3465**—The label's teen-age British import handles the religious ballad with clean, simple tones. All-English back-up includes attractive work by Ray Martin and Bill Shepherd chorus. (Beechwood, BMI)

Please Hold Me Tightly . . . . 68  
Soft, nostalgic sentiments were intended here but things move so slowly that a ponderous effect persists. Flip has more appeal. (Beechwood, BMI)

**TABBY CALVIN**  
False Alarm . . . . . 73

**CAPITOL 3462**—Miss Calvin bows on the label with the help of a smart arrangement and solid help from the Rounders. Gal swings along with happy, finger-snapping rhythm on the bright ditty. (Bradshaw, BMI)

I Came Back to Say I'm Sorry . . . . . 68  
The gal does an adequate performance on an r.&b. inspired ballad. Rounders vocal group works in with pleasing harmonies. (Evans, ASCAP)

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**BILL SNYDER**  
Reverie in Rhythm . . . . . 72

**DECCA 29979**—Tuneful, light pianistic fall easy on the ear. If not in class with Snyder's "Bewitched" waxing it is none the less a nice change-of-pace item for jock spinning. (Amber, ASCAP)

March Hare . . . . . 70  
A bouncy bit of oral fluff in the Irish reel bracket. Vocal "deedle-dee-do" overlay to backing gives it a heel-tapping quotient that packs considerable charm. Could be a draw for the "come-all-yer" school of listeners. (Daywin, BMI)

**ALAN FREED BAND**  
I Don't Need Lotta Money . . . . 72

**CORAL 81660**—Paced by Al Sears' honking tenor sax, the band hits a groovy high-sprouting pace that is good dance-wise. Also has fine juke box potential. (Bonita, BMI)

The Camel Rock . . . . . 70  
Another relaxed instrumental with an amiable swing. (Bonita, BMI)

**LONNIE LILLIE**  
Truck Driver's Special . . . . . 72

**MARATHON 503**—Country blues. Lonnie Lillie's style is in the current souped-up groove. A good performance. (Red River Dave, ASCAP)

Forget You . . . . . 69  
This side is a weeper. Has not the appeal of the flip. (Red River Dave, ASCAP)

**BAND OF THE GUIDES**  
March of the Parachutists . . . . 71

**DECCA 29893**—Simon Poulin conducts the "Band of the Guides" in a colorful march in the military tradition. Disk was cut in Germany and an excellent recording it is. Some jocks may like.

Rotary March . . . . . 71  
This bright side paints a picture of parade and concert-in-the-park sounds. It's a colorful and high quality side and rates equally with the flip.

**ERNESTO HILL OLIVERA**  
Quierele Mucho . . . . . 71

**VICTOR 6989**—Olivera makes his Hammond organ sing this attractive ballad with almost as much feeling as if it were a human voice. This recording has been a big hit in Mexico, and ought to get a lot of jockey play here, too.

Pancho Lopez . . . . . 85  
A pretty organ styling of "The Ballad of Davy Crockett." Olivera's trading is most listenable, and ought to appeal to jockers, too, even tho the tune has "had it" to put it mildly.

**BOBBY GAVARIS**  
How Could You Leave Me? . . . . 70

**RUBY 1000**—A tender ballad. Gavaris sings it competently; getting lush orchestral backing by Joe Leahy. (BMI)

No. 1—in Moonlight Lane . . . . 70  
This side, the fast one, showcases Gavaris as a promising warbler. Again, there's strong backing by Leahy. (Roucom, ASCAP)

**CHICO O'FARRILL ORK**  
El Bodeguero . . . . . 70

**PANART 21308**—A lively cha cha cha in a colorful arrangement that most aficionados of Latin-American music will enjoy. O'Farrill's boys kick up a powerful beat that dancers must appreciate.

Tenderly . . . . . 68  
The lovely standard is also set to a cha cha cha rhythm here, but in a gentle, tasteful way that does not spoil the song.

**WAYNE KING ORK**  
Rosie . . . . . 70

**DECCA 29943**—Billy Leach is vocalist in this ingratiating three-quarter time lilter. The band gives him lush, tuneful support. (Bregman, Vocco & Conn, ASCAP)

Pigeons in the Park . . . . . 65  
An old-fashioned dance instrumental in fox trot tempo. King's name still spells magic to some; dealers will find takers. (Jungnickel, ASCAP)

**TERRY AND THE MACS**  
You Don't Have to Explain . . . . 68

**ABC-PARAMOUNT 9721**—Young Canadian group with fern leaf handles harmony nicely on a slow beat, smartly styled ballad. Not a particularly showy job, nor likely to bid for strong counter action, but presented with considerable know-how. (Marka, BMI)

Spinning, Spinning, Spinning . . 68  
Faster tempo, with gal bearing heavily on lead all the way, and not too attractively. Good support instrumentally from Sid Feller and his group. (Spier, ASCAP)

**THE TONY MARTINEZ QUINTETTE**  
Manilla-Cha Cha Cha . . . . . 67

**VICTOR 6548**—The group features vibes, piano and assorted South-of-the-Border type rhythm instruments on an entry that is for dancers only. (Mills, ASCAP)

Campus Merengue . . . . . 67  
The more upbeat merengue gets the same adequate handling in another side for the terp devotees. (Mills, ASCAP)

**HERB ZANE ORK**  
Double Talk Cha-Cha . . . . . 64

**CARAVAN 15605**—Humorous vocal about the guy whose gal gets him to double-talking forms the framework for this dance piece. Boxes where the terpers gather might do well with this one. (Kay-En-Jay, BMI)

Cuban Rangers Cha Cha Cha . . . 65  
The band puts the Lone Ranger's "William Tell Overture" theme into the mill and comes up with the number in cha-cha style. More action possible at specific box locations. (Kay-En-Jay, BMI)

**ART CARNEY**  
Oh Boy! . . . . . 66

(Ain't It Great to Be Crazy). . . . 66  
**COLUMBIA 40714**—Jackie Gleason's TV pal works out on an innocuous bit of nonsense. Supposedly humorous verses fall pretty flat, tho there might be some appeal in the kiddie market. (Carole, ASCAP)

Silly Signs Song . . . . . 63  
Carney and the whole crew work hard to make this novelty go but very little of consequence happens. Commercially, the going will be very tough. (Lord, ASCAP)

**ERNE SUSSER ORK**  
Very Special Blues . . . . . 64

**CANDLELIGHT 1004**—A tasteful instrumental waxing. Its relaxed beat makes for an enjoyable dance side. (Music Trails, BMI)

Ta Mahal . . . . . 61  
An instrumental with an Oriental flavor. Deejays have something unusual to program here. (Monument, BMI)

**THE JAXSON SISTERS**  
Thanks, Mister Moonbeam . . . . 62

**BIG 606**—The girls sing in okay fashion on a pleasant tune with a strong r.&b. beat. (Village, BMI)

All of My Dreams . . . . . 60  
Nice vocalizing by the sisters on a pretty ballad. (Village, BMI)

**CARL MADURI**  
Love Masquerade . . . . . 62

**RESERVE 107**—Maduri gives vent with impassioned tones on an unimpressive ballad. Band back-up pattern has a heavy and wearing effect. (Custom, ASCAP)

Starlight Waltz . . . . . 60  
There is little that's tender on this vocal job as the singer belts his way thru the romantic waltz. A bit of deft shading of the tones could help a lot. (Reserve, BMI)

# Reviews of New Polka Records

**JOHNNY VADNAL ORK**  
Round Up the Gang . . . . . 80

**VICTOR 6561**—Catchy polka with trio vocal, easy tempo and pleasant orking, with accordion sax and banjo predominant. Good juke stuff, especially for the Midwest. (Hansen, ASCAP)

Little Theme . . . . . 70  
Frank Vadaln is featured on steel guitar in this polka instrumental. Lacks the direct appeal of the flip. (Lake Erie, BMI)

# Reviews of New Sacred Records

**THE JOHNSON FAMILY SINGERS**  
Old-Time Religion . . . . . 80

**VICTOR 6582**—Both these sides are from the Johnson Family Singers' album, "Old-Time Religion." The group sings with fervor, sincere spirituality and a strong beat on the moving sacred theme.

He Had to Go to Calvary . . . . 80  
Same comment. (Stamps Baxter, SESAC)

**STUART HAMBLEN**  
This Book . . . . . 77

**VICTOR 6581**—Hamblen has written a very strong piece of material here, in the religious vein—and he chants it with effective simplicity. Can take off. (Hamblen, BMI)

The Rock . . . . . 76  
This religious side moves right along. Hamblen's dramatic style is backed by instrumentation with plenty of heat. (Tannen, BMI)

# Reviews of New C & W Records

**TOMMY COLLINS**  
That's the Way Love Is . . . . . 83

**CAPITOL 3466**—His devotion is deep tho the gal has "other things." Collins sings the rhythmic ditty with expression. Lyric has a good country philosophy and the tune bounces nicely. Should be spins and sales here. (Central, BMI)

No Love Have I . . . . . 80  
Collins wails about his unhappy plight. A satisfying reading of a traditional country theme with plenty of weepin' help from the fiddles. This side rates attention, too. (Central, BMI)

**JIMMY WORK**  
Blind Heart . . . . . 78

**DOT 1284**—Work warbles a poignant weeper with sock emotional impact. (Continued on page 47)

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Lou Black, of Top Talent, Inc., Springfield, Mo., has set a Western tour for the Red Foley gang, opening in Denver July 16, following with Salt Lake City July 17, and then heading to the West Coast for seven days. Talent set so far includes Brenda Lee, the Foggy River Boys, Aunt Sap and Uncle Cyp Brasfield, Bill Wimberly and the Country Rhythm Boys, Marvin Rainwater, Tabby West, Pat Boone and Pete Stamper. Brenda Lee, 11-year-old country singer who was signed to a Decca pact during the recent country music deejay conclave in Springfield, is slated to cut her first sides soon. Word is out that Decca plans to give the young singer the full treatment publicity and promotion-wise.

The Wilburn Brothers have been set virtually solidly thru July by their personal manager, Gabe Tucker, starting at Griggsville, Ill., 3. Remainder of the route is as follows: Columbus, N. D., 4; Danville, Ill.; 5; Speedway, Loveland, Ill., 6; Browntown, Ill., 7; Beaublossom, Ind., 8; Sparta, Ill., 10; Manchester, Ky., 11; Carlyle, Ill., 16; Glasgow, Ky., 17; Augusta, Ill., 21; Carrollton, Ill., 22; Oklahoma City, 23; Aledo, Ill., 24; Flora, Ill., 26; Minneapolis, 27-29; Harrisburg, Ill., 30, and Huntington, Ind., 31.

Marty Roberts, of WCKY, Cincinnati, will use part of his vacation to make a eight-day theater tour in North Carolina and Virginia with a unit featuring Betty Foley (Decca) and the Country Partners (RCA Victor). Trek begins at Asheville, N. C., July 1. Roberts has a new release on the ARC label, "21 Carpenters," b.w. "Love Letter." . . . Sonny James, currently vacationing with the home folk in Hackleburg, Ala., returns to "Big D Jamboree," Dallas, as guestar next Saturday (30).

Lee Jones, formerly with WLW's "Midwestern Hayride," Cincinnati, and now a feature on "Indian Hoe-down" over WFBM-TV, Indianapolis, has just cut two of her own tunes, "Cool, Cool, Daddy," a rock-and-roller, and "My Wandering Sweetheart," ballad, for Flame Records. It's her first record, and Nelson King, of WCKY, Cincinnati, who supervised and directed the session for Lee, claims "both sides are terrific." . . . Fred Stryker re-

ports from Hollywood that his Fairway Music firm has a new tune, "The Wind-Up," which has just been recorded by Redd Stewart for RCA Victor. The ditty is covered in the pop field on Capitol by Cathy Lloyd, with Nelson Riddle's orchestra.

After winding up a seven-day tour of the Maritimes in Eastern Canada at St. Johns, Newfoundland, June 11, Webb Pierce put in 4,253 miles of air travel in 48 hours to reach Kanab, Utah, where Al Gannaway, producer of Webb's forthcoming movie, was shooting around Pierce's part in the feature, awaiting the latter's arrival. Shooting on the Webb flicker is slated to be completed this weekend. . . . Tex Ritter guested Saturday (23) with the WLS "National Barn Dance" at the Eighth Street, Chicago, on a bill which also included Lulu Belle and Scotty, Dolph Hewitt, Homer and Jethro, Bob Atcher, the Beaver Valley Sweethearts, Dorothy Ann Ferguson, Woody Mercer and Grace Wilson.

Bob Neal is president and general manager of a new management agency, Stars, Inc., representing Carl Perkins, Johnny Cash, Roy Orbison and the Teen-Kings, Warren Smith, Eddie Bond and Jack Earls, with office in the Sterick Building, Memphis. Cash joins the cast of "Grand Ole Opry" July 7, when he will be featured in the Prince Albert portion of the "Opry" over the NBC radio network. With his shift to "Opry," Cash's management and bookings will continue with Stars, Inc. Neal has Orbison and the Teen-Kings on an experimental tour of Southern drive-ins carrying them thru June. If the trek proves profitable, Neal plans to shoot other c.&w. turns over the same route.

## With the Jockeys

Sgt. Red Jones, of the American Forces Network, Frankfurt, Germany, types: The mail here is heavy for Faron Young, Webb Pierce, Slim Whitman, Kitty Wells, Sonny James and Charlie Walker recordings. Good old-fashioned country music is by far the more popular here, as was proven recently when Bill Haney and the Crackerjacks, Chuck Hahn and band, Dee Haseley and the Hoe-downers, and Eddie Noack brought down the house at a three-hour stage show pre-

(Continued on page 49)



This full-line display of new Voice of Music hi-fi phonos, tape units and portable phonos won spot sales for Nidez Store, Denver, in merchandising tie-in with recent Denver Home Show.

C&W Best Sellers in Stores

For survey week ending June 27

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes 'HEARTBREAK HOTEL (BMI)-E. Presley' at rank 1 and 'I WALK THE LINE (BMI)-J. Cash' at rank 5.

Most Played C&W in Juke Boxes

For survey week ending June 27

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes 'HEARTBREAK HOTEL (BMI)-E. Presley' at rank 1 and 'I WALK THE LINE (BMI)-J. Cash' at rank 4.

Most Played C&W by Jockeys

For survey week ending June 27

Table with 5 columns: Rank, Title, Artist, Weeks on Chart, Last Week. Includes 'CRAZY ARMS (BMI)-R. Price' at rank 1 and 'I WALK THE LINE (BMI)-J. Cash' at rank 3.

C&W Territorial Best Sellers

For survey week ending June 27

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Sweet Dreams, F. Young, Cap.
4. Searching, K. Wells, Dec.
5. Hold Everything, R. Sovine-W. Pierce, Dec.
6. Yes, I Know Why, W. Pierce, Dec.

Charlotte

- 1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. Searching, K. Wells, Dec.
3. Heartbreak Hotel, E. Presley, Vic.
4. Sweet Dreams, F. Young, Cap.
5. Crazy Arms, R. Price, Col.
6. I Take the Chance, J. E. & M. Brown, Vic.
7. Hoping That You're Hoping, Louvin Brothers, Cap.
8. Weeping Willow, H. Thompson, Cap.
9. So Doggone Lonesome, J. Cash, Sun
10. You and Me, R. Foley & K. Wells, Dec.

Dallas-Fort Worth

- 1. I Walk the Line, J. Cash, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. My Baby Left Me, E. Presley, Vic.
4. Heartbreak Hotel, E. Presley, Vic.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. Honky Tonk Man, J. Horton, Col.
7. I've Changed, C. Smith, Col.
8. You and Me, R. Foley & K. Wells, Dec.
9. For Rent, S. James, Cap.
10. I Don't Believe You've Met My Baby, Louvin Brothers, Cap.

Houston

- 1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. Be-Bop-A-Lula, G. Vincent, Cap.
3. You Are the One, C. Smith, Col.
4. You Gotta Be My Baby, G. Jones, Sdy.
5. Crazy Arms, R. Price, Col.
6. Honky Tonk Man, J. Horton, Col.
7. Heartbreak Hotel, E. Presley, Vic.
8. I Walk the Line, J. Cash, Sun
9. Twenty Feet of Muddy Water, S. James, Cap.

Memphis

- 1. Boplin the Blues, C. Perkins, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. I Walk the Line, J. Cash, Sun
4. Come Back to Me, J. Newman, Dot
5. Heartbreak Hotel, E. Presley, Vic.
6. Searching, K. Wells, Dec.

Nashville

- 1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. My Lips Are Sealed, J. Reeves, Vic.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Sweet Dreams, F. Young, Cap.
6. Twenty Feet of Muddy Water, S. James, Cap.
7. On My Mind, L. Flatt & E. Scruggs, Col.

New Orleans

- 1. Heartbreak Hotel, E. Presley, Vic.
2. Searching, K. Wells, Dec.
3. Blue Suede Shoes, C. Perkins, Sun
4. I Walk the Line, J. Cash, Sun
5. You and Me, R. Foley & K. Wells, Dec.

Richmond, Va.

- 1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. Heartbreak Hotel, E. Presley, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. I Walk the Line, J. Cash, Sun
5. I Take the Chance, J. E. & M. Brown, Vic.
6. Crazy Arms, R. Price, Col.
7. Be-Bop-A-Lula, G. Vincent, Cap.
8. Searching, K. Wells, Dec.

St. Louis

- 1. I Want You, I Need You, I Love You, E. Presley, Vic.
2. Boplin the Blues, C. Perkins, Sun
3. Heartbreak Hotel, E. Presley, Vic.
4. Searching, K. Wells, Dec.
5. Be-Bop-A-Lula, G. Vincent, Cap.

This Week's C&W Best Buys

CONSCIENCE, I'M GUILTY (Central, BMI)-Hank Snow, RCA Victor 6578-A solid seller, according to leading dealers and operators in Atlanta, Birmingham, Nashville, Durham, Dallas, St. Louis and several key Northern markets.

Review Spotlight on . . . C & W RECORDS

THE LOUVIN BROTHERS

Where Will You Build (Acuff-Rose, BMI) That's All He's Asking of Me (Acuff-Rose, BMI)-Capitol 3467-Here's an entry that should click big in both the sacred and c.&w. markets.

JIMMY AND JOHNNY

Til the End of the World (Cedarwood, BMI) Another Man's Name (Copar, BMI)-Decca 29954-The boys offer a strong performance on "Til the End of the World," a standout traditional-type country theme.

Reviews of New C & W Records

Continued from page 46

ROY DUKE: Honesty. DECCA 29962-His honesty has hurt him more than sin, it says here. Good, convincing weeper job by Duke. (Trails End, BMI)

BUCK OWENS: Right After the Dance. PEP 106-Owens here tries to persuade his sweetie to let him make love to her right after the dance.

BOB CORLEY: On Location. VICTOR 6587-A talking side. Corley tells about a film company on location. An audience supplies the laughs-but it's legit; a lot of the lines are funny. Novelty for deejays. (Stars, BMI)

Fast rising, young and thoroughly experienced Country and Western Artist now available for new personal management connection.

LES VAN HOOK AND SADDLE PALS: Blue Heart. PEACEFUL VALLEY 401-Pleasant vocal reading of a country ballad in traditional style. (Tubb, BMI)

Lonnie Barron advertisement: 10758 Gratiot, Richmond, Mich. Phone: RAndolph 78459

WAYNE MCGINNIS: Lonesome Rhythm Blues. METEOR 5035-Another Presley-styled warbler wraps up a wistful theme with sincerity and warmth.

BASH HOFNER ORK: The Tickle-Toe Song. SARG 131-A toe-tapping-and ear-piercing-instrumental of above-average appeal. Pee Wee Maples comes in for one last chorus.

JIMMY JOHNSON: Cat Daddy. VIV 3000-Singer chants that he is daddy of the cats. He isn't as yet, but packs considerable promise.

Floyd Cramer's Tennessee Central No. 9 advertisement: MGM-12242

watch for it . . . it's cool!! it's cool - daddy coming soon . . . the latest release of the "Queen of the singing Cowgirls" IT'S A FLAME RECORD



• This Week's R&B Best Buys

STRANDED IN THE JUNGLE (Peer, BMI)—The Cadets—Modern 994 —Last week's Billboard detailed the impressive take-off of the original "Stranded in the Jungle" by the Jayhawks. This week the version by the Cadets was showing enough strength in both pop and r.&b. markets to make clear that it is going to be a formidable contender. In several cities, in fact, it already has surpassed the Jayhawks' record. Both now seem likely to be chart performers soon. Flip is "I Want You" (Modern, BMI). A previous Billboard "Spotlight" pick.

CANT WE BE SWEETHEARTS? (Kahl, BMI)—The Clefones—Gee 1016—A strong starter, particularly in Eastern cities. New York, Boston, Philadelphia and Baltimore indicated an unusually healthy volume. Reports returned by Cleveland, Pittsburgh, Buffalo, Milwaukee and St. Louis also were extremely good. Flip is "Neki-Hokey" (Progressive, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . R & B RECORDS

BO DIDDLEY

I'm Bad (Arc, BMI) Who Do You Love? (Arc, BMI)—Checker 842—Smart coupling of contrasting sides bound to pull the coin. On top is a slow blues, in which he tells his gal he's 22 and ball all thru. The flip is a swinging Southern-styled rhythm job with deep bayou flavor.

FRANKIE LYMON AND THE TEEN-AGERS

Who Can Explain? (Planetary, ASCAP)—Gee 1018 Thirteen-year-old Lymon sets off a real storm with those crazy soprano notes. This can move just as fast as its predecessors and is likely pop entry as well. Flip is "I Promise to Remember" (Kahl, BMI).

JAN RUDY

Who Do You Think You Are? (Progressive, BMI)—Atlantic 1099—A 19-year-old Box lad shows he can hold his own in the r.&b. world with this solid disk bow. Rudy has a soft, florid style as he wanders around the scale in a way that has some touches of Roy Hamilton.

LOWELL FULSON

Tollin' Bells (Arc, BMI)—Checker 841—Fulson, always strong in the South, has one here that could break nationally. A blues in the style of a dirge, with a strong church feeling, this impresses as a disk with unusual potential. Flip, "It's Your Fault" (Arc, BMI), is a blues with plenty of mood.

R & B TALENT

WILLIE HEADEN AND THE FIVE BIRDS

Back Home Again (Williams, BMI) I Wanna Know (Williams, BMI)—Authentic 703—Headen is another singer who applies a spiritual technique to the more earthy r.&b. idiom. His effects in "Back Home Again" are tastefully crafted in elaborately embroidered style. The reverse is a happy jubilee chant in which lead and group both stand out.

SPIRITUAL

THE DIXIE HUMMINGBIRDS

Way Up on High (Lion, BMI) Troubles Will Be Over (Lion, BMI)—Peacock 1763 Two spirituals in the typical grand style of this top caliber group with the pace and emotional intensity for which they are known. Solid dealer inventory in all areas.

Due to a mechanical error last week's Rhythm & Blues Spotlight reviews failed to appear in this department. They are reprinted below:

R & B RECORDS

THE PRETENDERS

I've Got to Have You, Baby (Rama, BMI)—Rama 198 The new group scores a solid impression on this initial outing. The tune has a contagious folksy melody in the "Honey Love" groove and the male lead goes all out on those high soprano tones. Side has the qualities for hitdom in current markets. Flip is "Possessive Love," a moving ballad. (Planetary, ASCAP)

THE CADETS

Stranded in the Jungle (Peer, BMI)—Modern 994—The Jayhawks are already moving fast on this red-hot novelty item, but the Cadets have an equally impressive waxing. The material shapes up as a winner and this dishing should show well when the loot is counted. Flip is "I Want You," a bright rhythm job (Modern, BMI).

• Reviews of New R & B Records

THE WILLOWS

Do You Love Me . . . 82 MELBA 106—The group (which had such a big hit in "Church Bells May Ring") pumps up a lot of wild excitement on this fast rhythm side. The emotion is infectious, and this has a good chance to hit the big money again. Watch it. (Craft, BMI) My Angel . . . 80 An emotional ballad with typical slow tripler beat backing. The lead milks it for all its worth, and trite as the material is, it's hard not to be impressed by the performance. (Craft, BMI)

BOBBY CHARLES

These Will Tell . . . 88 CHESS 1628—An appealing vocal job

by Charles on a pretty ballad with a luring melody. (Arc, BMI) Take It Easy, Greasy . . . 78 Bouncy and bright warbling on an infectious rhythm tune with a happy beat. (Arc, BMI)

DALE HAWKINS

See You Soon, Baboon . . . 79 CHECKER 843—This one's right out of the trees. It opens and closes with a Tarzan yell and swings along in the middle with a solid, drivin' beat and a humorous, personable vocal job. Plenty of spins in store for this platter. (Arc, BMI) Four-Letter Word . . . 74 The catchy rhythm ditty is pure

(Continued on page 49)

• R&B Territorial Best Sellers

For survey week ending June 27

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. Love, Love, Love, Clovers, Atl.
2. Treasure of Love, C. McPhatter, Atl.
3. Rip It Up, Little Richard, Spe.
4. Fever, L. W. John, King.
5. It's Too Late, C. Willis, Atl.
6. I'm In Love Again, F. Domino, Imp.
7. Long, Tall Sally, Little Richard, Spe.
8. Roll Over, Beethoven, C. Berry, Chs.
9. Little Girl of Mine, Clefones, Gee

Charlotte

- 1. Rip It Up, Little Richard, Spe.
2. Fever, L. W. John, King.
3. Ready Teddy, Little Richard, Spe.
4. Please, Please, Please, J. Brown, Fed.
5. Treasure of Love, C. McPhatter, Atl.
6. It's Too Late, C. Willis, Atl.
7. Roll Over, Beethoven, C. Berry, Chs.
8. I'm In Love Again, F. Domino, Imp.
9. I Want You to Be My Girl, Teen-Agers, Gee
10. Rock 'n' Roll Ruby, W. Smith, Sun

Chicago

- 1. I'm In Love Again, F. Domino, Imp.
2. Roll Over, Beethoven, C. Berry, Chs.
3. Fever, L. W. John, King.
4. Candy, Big Maybelle, Sav.
5. I Almost Lost My Mind, P. Boone, Dot
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. Stranded in the Jungle, Jay Hawks, Fsh.

Cincinnati

- 1. Candy, Big Maybelle, Sav.
2. Up On a Mountain, Magnificents, VJ
3. Hallelujah, I Love Her So, R. Charles, Atl.
4. 'Tain't Whatcha Say, Little Esther, Sav.
5. Early One Morning, Midnighters, Fed.
6. Fever, L. W. John, King.
7. In the Still of the Night, Satine, Her.

Detroit

- 1. Fever, L. W. John, King.
2. Pleadin' for Love, L. Birdsong, Exc.
3. I'm In Love Again, F. Domino, Imp.
4. Soft Summer Breeze, E. Heywood, Mer.
5. Ruby Baby, Deifiers, Ad.
6. Rip It Up, Little Richard, Spe.
7. Stranded in the Jungle, Jay Hawks, Fsh.

Los Angeles

- 1. I'm In Love Again, F. Domino, Imp.
2. Heartbreak Hotel, E. Presley, Vic.
3. Fever, L. W. John, King.
4. I Need Someone, A. Milburn, Ala.
5. Ivory Tower, O. Williams, Del.

New Orleans

- 1. Fever, L. W. John, King.
2. Treasure of Love, C. McPhatter, Atl.
3. Rip It Up, Little Richard, Spe.
4. Pleadin' for Love, L. Birdsong, Exc.
5. Tell Me Why, M. Knight, Wng.
6. My Blue Heaven, F. Domino, Imp.
7. Hallelujah, I Love Her So, R. Charles, Atl.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Ready Teddy, Little Richard, Spe.

New York

- 1. I'm In Love Again, F. Domino, Imp.
2. Treasure of Love, C. McPhatter, Atl.
3. Long, Tall Sally, Little Richard, Spe.
4. I Want You, I Need You, I Love You, E. Presley, Vic.
5. Casual Look, Six Teens, Fip.
6. My Prayer, Platters, Mer.
7. My Blue Heaven, F. Domino, Imp.
8. Transfusion, N. Norvus, Dot

Philadelphia

- 1. Hallelujah, I Love Her So, R. Charles, Atl.
2. Treasure of Love, C. McPhatter, Atl.
3. I'm In Love Again, F. Domino, Imp.
4. I Want You to Be My Girl, Teen-Agers, Gee
5. Rip It Up, Little Richard, Spe.
6. Casual Look, Six Teens, Fip.
7. My Blue Heaven, F. Domino, Imp.

St. Louis

- 1. Fever, L. W. John, King.
2. I'm Tore Up, B. Gayles and I. Turner, Fed.
3. Ready Teddy, Little Richard, Spe.
4. Candy, Big Maybelle, Sav.
5. Roll Over, Beethoven, C. Berry, Chs.
6. 'Tain't Whatcha Say, Little Esther, Sav.
7. Casual Look, Six Teens, Fip.
8. Up On a Mountain, Magnificents, VJ

Washington, D. C.

- 1. I'm In Love Again, F. Domino, Imp.
2. Fever, L. W. John, King.
3. Treasure of Love, C. McPhatter, Atl.
4. Hallelujah, I Love Her So, R. Charles, Atl.
5. Long, Tall Sally, Little Richard, Spe.
6. My Blue Heaven, F. Domino, Imp.
7. Ready Teddy, Little Richard, Spe.
8. I Want You to Be My Girl, Teen-Agers, Gee
9. Please, Please, Please, J. Brown, Fed.
10. Love, Love, Love, Clovers, Atl.

• R&B Best Sellers in Stores

For survey week ending June 27

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 R&B records with titles, artists, and labels.

• Most Played R&B in Juke Boxes

For survey week ending June 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 most played R&B records in juke boxes.

• Most Played R&B by Jockeys

For survey week ending June 27

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 most played R&B records by jockeys.



THEY ALL LIKE THESE 2 BIG ONES

CHESS #1627

**"KNOCK ON WOOD"**

b/w

**"GOT TO LET YOU GO"**

with Willie Mabon

**CHESS RECORD CO.**

4750 S. Cottage Grove Ave.  
Chicago 15, Ill.  
Phone: Kenwood 8-4142

HOLIDAY HITS

**"CANDY"**

BIG MAYBELLE—#1195

"TAIN'T WHATCHA SAY"

LITTLE ESTHER—#1193

**"LOVE, BABY"**

HAPPY BROWN—#1196

**SAVOY** RECORD CO

58 MARKET ST.  
NEWARK, N. J.

**BREAKING BIG!**

PLEASE LOVE A FOOL

c/w OOP BOOPY OOP

DON JULIAN'S MEADOWLARKS #394

**CRY SOME BABY**

ROY MILTON #398

**DOOTONE RECORDS**

1000 N. W. 10th St., Miami, Fla.

Climbing Fast!

**THE CLOVERS**

LOVE, LOVE, LOVE

b/w

YOUR TENDER LIPS

#1094

**ATLANTIC RECORDING CORP.**

157 West 57 St., N.Y.C.

**TERRIFIC!**

The Teen Queens'

**UNTIL THE DAY I DIE**

c/w BILLY BOY

RPM #464

**RPM RECORDS**

3217 W. Washington Blvd., Culver City, Calif.

The "Screaming"

**BOBBY BLUE BLAND**

with another SURE HIT

(Both Sides)

**"YOU'VE GOT BAD INTENTIONS"**

b/w "I CAN'T PUT YOU DOWN, BABY"

Duke #153

**DUKE RECORDS**

2809 Erastus St., Houston 26, Texas

PAID CIRCULATION PROVES READER INTEREST

**ABC**

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER

**FOLK TALENT AND TUNES**

Continued from page 46

sented recently in Kaiserslautern, Germany." Sergeant Jones is slated for discharge in September, when he will return to spinning country wax in Texas.

Bill Elliott, KXOA, Sacramento, Calif., is helming daily shows from 8-7 a.m., noon to 2 p.m. and from 11:30 p.m. to 12:30 a.m. He also has a four-and-a-quarter-hour show going each Saturday. . . . Curly Kinsey, formerly with WGTA, Summerville, Ga., is now twirling 'em over WAGC, Chattanooga.

Peanut Faircloth, WAPO, Chattanooga, is now a regular on the TV show, "Country Capers," beamed over Channel 3, Chattanooga. Show is fronted by Archie (Granpappy) Campbell, Roy Snead, Zeke Clements and Honey Wilds headline "Chattanooga Jamboree," also aired over Channel 3. . . . Wild Bill Price, XERB, Rosarito Beach, Mexico, reports he's receiving lots of requests for Onie Wheeler's Columbia waxing of "Onie's Bop." Price is featuring new hillbilly album releases on his "Album Time" seg, heard from 1:05-1:30 p.m. each Friday.

Biff Collie, KPRC, Houston, recently did his show from a 250-foot platform on his station's TV antenna. Stunt came about as the result of a dare someone tossed at him. Collie reports that George Jones' Starday waxing of "You Gotta Be My Baby" took off the first day he played it and has been the most requested tune he's had in a year. . . . Lucky Hill, with the Armed Forces Network, Tripoli, has been signed for a four-week tour of England. While there, the performer-deejay will make several appearances on the BBC-TV network. Hill has a new release out, "Just Passin' By" b/w "I'm Checkin' Out," which he penned himself. Copies may be obtained by writing Country Music, Inc., 20 East Jackson Boulevard, Chicago.

Hoot Gibson is spinning the c.&w wax seven days a week over WGRY, Gary, Ind. . . . Harmie Smith, KDET, Center, Tex., has a six-hour daily record seg going plus a two-hour live show. . . . Pete Burrows, KDNT, Denton, Tex., reports that there are only three c.&w. deejay shows being aired in his area. They are the "Pete Burrows Show," 1-3 p.m. Monday thru Saturday; Bill Boyd's morning show over WRR, Dallas, and Johnny Hicks' platter show.

Curley White, WBEI, Elizabethtown, Tenn., writes: "In co-operation with National Paint-Up, Clean-Up Week we distributed pledge cards to all the business places in town. I moved my remote equipment to the top of the marquee of a local theater where I stayed 24 hours a day until all pledges were turned in. Was on the air eight hours a day during that time. I have another new show now from the display window of a local furniture store from 8 p.m. to midnight each Saturday."

**"RATTLE MY BONES"**

**JODIMARS**

Capitol 3436

**MYERS MUSIC, INC.**

122 N. 12th St., Philadelphia 7, Pa.

**Reviews of New R & B Records**

Continued from page 48

enough e.g., "a four-letter word—R-O-C-K"—but the implications of the title may hamper its air play. Hawkins sells the lyric with showmanship. (Arc, BMI)

**BOBBY (BLUE) BLAND**  
I Can't Put You Down, Baby . . . 78  
DUKE 153—Slow blues is rendered most effective via Bland's powerful, plaintive chanting. Should be a money maker. (Lion, BMI)  
You've Got Bad Intentions . . . 73  
On this face, he does put her down—hard. Tempo is brighter, with a heavy bounce, and Bland gets full mileage from the slim material. (Lion, BMI)

**OSCAR McLOLLIE**  
God's Green Earth . . . 77  
WING 9003—A moving reading of a poignant ballad with an effective philosophical message. Has pop appeal as well as r.&b. (Rene, ASCAP)  
Got Your Love In My Heart . . . 76  
An attractive vocal performance on a pleasant ballad with a lilting melodic line. (Rene, ASCAP)

**WILLIE MABON**  
Got to Let You Go . . . 75  
CHESS 1627—She fusses, fights and buys expensive hats. Willie Mabon, in flavorful blues style tells her she must change her plans. (Arc, BMI)  
Knock on Wood . . . 75  
A blues novelty. Willie Mabon has the right kind of woman but he's gonna knock on wood. Deejays will like it for a comedy change of pace. (Arc, BMI)

**BILLY BOY**  
Here's My Picture . . . 74  
VEE-JAY 192—Billy and band get some Delta flavor in this otherwise bland blues chant. (Conrad, BMI)  
You've Got Me Wrong . . . 70  
So-so blues here. (Tollie, BMI)

**ROY MILTON BAND**  
Baby, I'm Gone . . . 73  
DOOTONE 398—Milton belts out this swinging blues in fine style. Shouting helps sell the job and the band rocks right along. Satisfying sounds are worth jockey attention. (Williams, BMI)  
Cry Some, Baby . . .  
The band gives solid blues backing as Milton tells his sad story. Effective and relaxed rendering of the tune might win air play. (Williams, BMI)

**PAT DALE AND RAY DOREY**  
Are You Ready? . . . 72  
PILGRIM 24969—Spirited duo-vocalizing by a boy and girl team, backed by a sprightly community sing-styled chorus, on a bouncy rhythm ditty with a happy beat. Good juke wax. (Gold, ASCAP)  
What Am I? . . . 70  
Same comment. (Greta, BMI)

**JAY McSHANN**  
Four Plus . . . 71  
VEE-JAY 191—Rocker is based on the blues and could provide okay dance fare for the r.&b. set. (Conrad, BMI)  
Jay's Jam . . . 70  
A good tenor sax leads the way thru this lightly romping dance instrumental. Number falls somewhere in between rock and roll and jazz. (Conrad, BMI)

**GEORGE ZIMMERAN AND THE THRILLS**  
Whose Baby Are You? . . . 70  
JAB 103—Zimmeran and the Thrills vocal group combine talents on this okay blues job. Singing has spirit and the band sets a solid beat. Enough happens to get some jockey spins. (Armstrong, BMI)  
Ain't Got the Money to Pay for This Drink . . . 64  
Here's a pleader based on economics. Gal took everything he had and he hasn't the price. Good beat is the only saving grace on some strictly routine material. (Armstrong, BMI)

**THE EBB-TONES**  
What Makes a Man Fool Around . . . 70  
CREST 1024—Some timely observations by the group. The tune is handled in a pleasing harmonic vein, akin to Mills Brothers stylings. (American, BMI)  
Baby . . . 64  
Frenzied wailing by the lead man and accompanying harmonica doesn't light any fires. Has an exceptionally slow, dragging quality. (American, BMI)

**DON JULIAN**  
Please Love a Fool . . . 69  
DOOTONE 394—Julian renders the impassioned plea with delicate soprano tones. Meadowlarks contribute the necessary "oo-wah-oo" type backing. (Williams, BMI)  
Oop Boopy Oop . . . 66  
This is a jumping rhythmic side with the same line-up. Flip, however, has the edge in potential. (Williams, BMI)

**TEDDIE WOOD**  
47th and Central . . . 68  
ARIES 1015—Instrumental by Teddie Wood and the Mellotones has a relaxed feeling, good musicianship. (Aries, BMI)  
At Last . . . 68  
This side is much more tempo.

**ARREE STIDHAM**  
When I Find My Baby . . . 66  
AJICO 107—Warbler chants his own blues, but neither projection nor composition is likely to touch off a conflagration. Just a competent, waxing, with no stand-out moment. (Lawn, BMI)  
Please Let It Be Me . . . 66  
Another cup of the same brew, perhaps with a little more head on it. Stidham chants with gusto, if not with much imagination. (Lawn, BMI)

**THE AMERICANS**  
Butterscotch Candy and Strawberry Pie . . . 65  
CREST 1025—Soloist Jack Lewis works with the group in this light, breezy reading. Backing, however, is woefully thin, which holds the group back. (American, BMI)  
Teen-Age Goodnight . . . 60  
The organ backing gives this teen-age throbber a celestial quality. Material itself, however, is not likely to cause many ripples. (American, BMI)

**SMOKE WHITEFIELD**  
Behind Those Swingin' Doors . . . 60  
CREST 1023—Verse-and-refrain novelty, somewhat old-hat, is hampered heavily by poor recording and pressing. (American, BMI)  
Don't Shoot . . . 59  
Same story here. (American, BMI)

**NAT WILLIAMS**  
A Friend . . . 58  
ARIES 1014—Cat laments his lack of a friend. Poor recording and pressing dull the edge. (Aries, BMI)  
You Excite Me . . . 58  
Brighter tempo, but material and technical faults limit potential. (Aries, BMI)

**A SMASHING DOUBLE!!**

**"ONE KISS LED TO ANOTHER"**

*the Coasters*

**"BRAZIL"**

**ATCO RECORDS**  
157 West 57 St., N.Y.C.

ATCO 6073



**THE SKY IS THE 2 LIMIT FOR THESE "I DREAMED OF HEAVEN"**

b/w

**"HE LIFTED MY BURDENS"**

with Highway QCs

**Review Spotlight on . . . SPIRITUAL**

**HIGHWAY Q C'S**  
He Lifted My Burdens (Conrad, BMI)  
I Dreamed of Heaven (Conrad, BMI)—Veejay 195—Chalk up two commercially potent sides for this top-notch crew. On top is a touchingly expressed song of gratitude to the Lord. Lead singer is tops on this as well as the flip, where the tempo is picked up to a surging climax.

**VEE-JAY RECORDS, INC.** 2129 S. Michigan Ave., Chicago  
Phone: CAIumet 5-6141

**SPECIAL RELEASE**

**"KISS-A-ME QUICK"**

b/w

**"YOU'RE JUST WHAT IT TAKES"**

**JACKSON TOOMBS**

EXCELLO 2083

WRITE—WIRE—PHONE

**NASHBORO RECORD CO., INC.**

177 3rd Ave., Nashville, Tenn.  
(Phone: Chapel 2-2215)  
Shipments Also Made From  
**PLASTIC PRODUCTS**  
Memphis, Tenn.

Review Spotlight—6/23/56

**SHIRLEY and LEE**

**"LET THE GOOD TIMES ROLL"**

and

**"DO YOU MEAN TO HURT ME SO"**

#3325

**Aladdin RECORDS**

Beverly Hills, Calif.

## Excellent Business Marks Hunt Stands

Nifty Performance Matches Splendid Appearance; New Concert Feature Clicks

By JIM McHUGH

KINGSTON, N. Y. — A halo of opulence surrounds Hunt Bros. Circus. Business was seldom better than in the current, 64th annual, tour which, since early April, has taken the show no more than 200 miles from its Florence, N. J., winter quarters.

By the time this hits print, with exceptional luck, or a week later with the kind of luck that has surrounded the show from the start, the organization would close its season, and its books, with the anticipated earnings for a full and profitable season already tucked away. This remarkable achievement mirrors, almost exactly, the experience of last year. The time of accomplishment may be longer by a week or 10 days but the management has no complaint to register on this score.

While luck can play a part in any venture full credit must go to the Hunt family for its astute handling of an entertainment enterprise with good business practices. An awareness of the importance of progress and continuing accent on reputation complete the winning formula.

### No Interest in Growth

Physically the show expresses the operating formula of the owner and founder, Charles T. Hunt Sr. Altho urged at times to enlarge the show, the dean of circus men has waved aside all such suggestions. It isn't growth but beauty that he is concentrating on now, he says. With his sons, Harry, the business manager, and Charley, equestrian director, the emphasis is on inventive progress aimed at keeping pace with the world and a few steps ahead of mounting costs.

The show is handsome, compact and colorful. The equipment is brightly painted, circus-style, with plenty of red and gold, with the backgrounds predominantly white and allowing for no casual attention in the maintenance of their slick appearance. The approach

### A WHOPPER

## Video to Give Nation's Fairs Huge Send-Off

Continued from page 1

The Dave Garroway show, NBC coast-to-coast feature, Wednesday (27) featured a film of the World of Mirth Shows shot on location by its own crew. The Summer Special issue of The Billboard was used to open and close that segment of the program and to point up the business generally.

The Arlene Francis show, "Today," also an NBC feature, will feature carnival personalities in mid-July.

Outdoor show business props have been in great demand, with the "Kraft Theater" using outdoor background for its "Star Fish" production Wednesday (27). Outdoor props will also be used for the Goodyear Television Theater presentation, "County Fair," July 15.

to the big top is a neat thoroughfare with the flanking units trim and inviting.

The show has been in the air by 11 o'clock each day without fail, officials say. A maximum of three hours is needed for complete setup with the three grandstand wagons, accounting for more than 1,000 chair seats, saving considerable time and manpower. Aluminum poles, with side and quarter units added to the original center poles, make for additional mobility. With these and other aids the three-ring cabled big top is down and loaded in an hour and a half and the personnel can be bedded down long before midnight.

### Fine Performance

Matching the fine equipment is a solid 24-display program, with an added concert featuring Jack Walsh, strongman. Hunt's eight elephants, Liberty horses and trained camel form a solid tanbark nucleus. Variety and thrills are added by Capt. David Hoovers' lion act, the Al Hanel Troupe on the horizontal bars and Rube Roland's trained pigs. Wire artists Bob Stanley, Barnes and Raffler and the Kriels make for a well-rounded program that was thoroughly enjoyed and applauded by the capacity audiences which turned out here. The Mickey Sullivan band, directed by Joe Villanti and new this year, is a definite asset.

This town, the birthplace of the owner and the show, provided excellent staging facilities in its stadium.

(Continued on page 55)

## NEW SIDE MAN ON K-M 1 DAY

MEXICO, Mo. — Distinguished side man in Charlie Cuthbert's band on Al G. Kelly & Miller Bros. Circus at a recent stand was Merle Evans.

The former bandmaster for Ringling-Barnum played the entire Kelly-Miller performance with the band, and musicians figured it was his first time as a side man in decades.

Evans visited K-M after closing the season with the Orrin Davenport show. He has signed to go with Davenport in 1957.

## New Funspot Opens Gates At Joliet, Ill.

JOLIET, Ill. — Latest addition to the outdoor amusement scene here is the Westwood Kiddieland, which opened recently with a full complement of kid rides, a golf driving range and a miniature golf course.

Owned by the Westwood Corporation, the spot is located on 18½ acres with a 305-foot frontage on Highway 52 and parking for 300 cars. Featured attractions include a Reusselaer Miniature Train with 1,500 feet of track, Merry-Go-Round, Boats, Autos and a Sky-fighter from Allan Herschell Company, a Hodges Hand Car ride, Ferris Wheel, Tractors, Chairplane and Tub-o-Fun. Tickets are sold

(Continued on page 55)

## INTERAMA AT STAND STILL AS BOND SALE IS HELD UP

MIAMI—Interama—the Inter-American Trade and Culture Center—planned for this city is at a standstill.

Lehman Brothers, New York bonding house, which originally agreed to underwrite \$70,000,000 worth of bonds to build the year-round world's fair center, has declined to go to the public to sell the bonds.

A member of the Inter-American Authority said that the bond house advised that the bonds not be sold at this time and further that the bonds not be sold at least until such time as a better price can be obtained for them. It was explained that the bonds would have to be discounted at an unfavorable rate.

The State Supreme Court last December validated the \$70,000,000 bond issue.

Opening of Interama, as originally announced, was scheduled for January 1, 1958. Ground has yet to be broken.

Planned site is an 1,800-acre site north of the city. Owned by the city, plans called for the authority to purchase the site for \$1,000,000 when bonds are sold.

The authority has little money with which to operate.

## MOPPET CHAPERONES

## Kiddie Farm Shows All About Milk and Processing

STAMFORD, Conn. — A civic attraction which may well be used as a model by fairs and entertainment elements has just opened at the Stamford Museum and Nature Center. It is the Heckscher Farm for Children, occupying part of the 80-acre museum at High Ridge and Scofieldtown roads.

Some \$17,000 went into construction of the farm, which was dedicated Sunday (1). It offers a milking parlor, modern stalls for livestock, and grazing areas. Elsewhere at the Museum are a two-acre lake, geese, monkeys, sheep, goats, and other animals.

A body of 80 volunteer boys and girls are junior curators of the zoo, and take care of grooming and cleaning up after the Guernseys, but actual milking will be by machinery. One of the displays is an animated model cow with transparent skin, showing digestive processes at work producing milk.

Other displays of agricultural and mineral nature are included in the main building of the farm. Funds came from the Heckscher Foundation of New York, whose president is Mrs. Arthur Smadbeck.

Adults are admitted to the farm part of the museum only if accompanied by a child. The farm's equipment includes a red barn, milking and milk-processing machinery, a pair of Guernseys, and a pair of calves.

## Ind. State Fair Gets \$48,133 From Coliseum

INDIANAPOLIS—The Indiana State Fair received \$48,133 as its share of proceeds from its Coliseum for the 12-month period ending May 31. This compared with \$43,284 received for the fiscal span ending May 31, 1955.

Mel Ross, manager of the Coliseum Corporation, which rents the building from the fair, explained that the State's share of \$48,133 represented \$29,943 in rentals and \$18,190 in concession profits. The contract awarded to Ross when his organization took over in May, 1954, stipulates percentage payments to the board, 8 per cent of rental receipts and 25 per cent of concessions.

## CONTRACTS EVENTS

## Cow Palace Makes Ready For Convention, Busy Sked

SAN FRANCISCO—As carpenters and painters prepared the Cow Palace for the Republican National Convention in August, Louis G. Conlan, vice-president of the State-owned institution, announced a series of conventions and activities to be staged here during the coming year.

Conlan revealed that a five-year contract for the staging of the annual San Francisco National Sports and Boat Show in the Palace was signed last week. The show will be held next March.

Also signed are the Mobile Homes Manufacturers' Association National Western Show and the Western Electronic Show and Convention.

The Mobile Homes association will stage shows in November of 1956 and November, 1957. Coming west for the first time in the organization's history, the association will utilize 168,000 square feet of floor space for displays of trailers, equipment and allied lines. A trade show, it will be open to the public only for two days, which will be announced later.

The Western Electronic Show is scheduled for August, 1957. It will likewise use 168,000 square feet of space in addition to nine committee rooms of varying capacities. It is believed that it will be the largest booth show ever held on the Pacific Coast and will not be open to the public.

Work at the present time in preparation for the GOP meet includes the construction of special

studios and facilities for the army of press, radio and television writers, editors, commentators, newscasters and engineers.

The Cow Palace is operated by No. 1-A District Agricultural Association, which sponsors the annual Grand National Livestock Exposition, Horse Show and Rodeo.



"There! That's the kind of chairs I want for the breakfast room!"

## New Location For GAC-Hamid

NEW YORK—The GAC-Hamid agency is moving again. This year the Hamid offices left their 10 Rockefeller Plaza quarters to consolidate with GAC-Hamid at 1270 Avenue of the Americas. Now, on July 15, the agency moves into 640 Fifth Avenue.

GAC-Hamid is taking over the entire floor vacated by the Biow advertising agency. The layout is complete with a myriad of offices and is completely air conditioned.

Veteran booker Dave Solti returns to the agency next week after a five-month absence due to a thrombosis condition. He is 71 years old and has been in the amusement field for 60 years.

## Packs Okay In Montana

GREAT FALLS, Mont. — Despite rain, Tom Pack's Circus racked up good business here Saturday and Sunday (23-24). A reported 1,000 turned out for each of the afternoon shows, while the Saturday night performance was viewed by 2,500 and the following evening's show by 1,500.

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**Herb Dotten**  
Baseball Dips; Fairs Thrive

**TO FAIR MEN**, it has been interesting to note the frenzy whipped up in city after city when the loss of a major or minor league baseball club appeared imminent. Then, too late in many cases have come pledges of support.

The decline in the number of cities represented in organized baseball has been great in recent years. By contrast, the number of fairs at all levels—State, regional and county—has remained virtually constant—proof, indeed, of their enduring appeal.

Unfortunately, merchants and other business people in some communities have grown so accustomed to their particular fairs that a sizable number of such people have lost sight of what fairs actually mean in dollars and cents to their business and to their communities.

The threat that their fair might fold would, of course, jar them. But, there is no reason for such threats. Fairs generally are strong and many are getting stronger. But, not a few fair executives would contribute substantially to their own successful operations if they would resell the merchants and business people.

Such a campaign could drive home the awareness that almost every segment of the business community benefits substantially from the fairs. Besides hotels and restaurants, scores—and in some instances—hundreds of local concerns cash in on fairs. And, some cash in heavily.

**Annual Chicago Whoopedoo?**

Sold anew, many merchants and business people would then give more co-operation and support. And, this, of course, would help fairs and at the same time increase the potential for the local merchants and other business concerns.

Chicago, rated the best city in the nation for a world's fair or for an annual short-run exposition, now is suffering because it has neither. But, the need for a big annual event in the Windy City is growing in the minds of its civic leaders. And, if Mayor Richard J. Daley and his lieutenant in charge of special events, Jack Reilly, have their way—Chicago will have a big whoopedoo.

As tentatively planned, Chicago will stage a Festival of the Americas next year. Currently, it is mapped as a nine-day event in late August, when Chicago's weather is at its best. Plans call for construction of no new buildings but the utilization of present structures, such as huge Soldier Field on the lakefront.

As outlined by Reilly, an old hand at publicizing and special-eventing big Chicago expositions, the nine-day program will salute the countries of South and Central America and Canada and will highlight talent, exhibits and dignitaries of those countries. The program will be broad and will include symposiums at the city's universities, special art shows in its museums, conducted tours of the stockyards and the city's major manufacturing plants.

The big feature, as currently planned, will be a huge spectacle staged in Soldier Field which will draw upon talent from all of the Americas. As envisioned by Reilly, the show will offer such diverse attractions as the Canadian Mounties' Musical Ride, a top-ranking Marimba band, and leading dancers from the South American countries.

**All Asked to Sell in Belgium**

Reilly has been working on plans for some months. Preliminary meetings have been held with top civic and business leaders. Already, some have indicated financial support; others are expected to follow.

To these top business men, the festival will be a stimulus to business in Chicago. It will focus interest upon the city, further relations with other countries of the Americas, resell the city of Chicago to its own people, and give area residents—as well as tourists—a truly worthwhile event.

Plans for the festival are expected to be finalized within a month. Then, will follow the organization of the staff and the execution of the broad program for what may well be the forerunner of an annual exposition in Chicago, not unlike the highly successful Canadian National Exhibition at Toronto.

While Chicago business people are selling themselves or being sold on the festival, in Belgium the population is preparing for the big 1958 Brussels Universal Exhibition. In preparation for the world's fair, the Belgian people have been urged to become accomplished linguists—to learn at least one more language than their native tongue—so that they can assist the many tourists expected to flock to Brussels for the world's fair. Belgians will be asked to wear badges indicating the languages that they speak so that they can assist the visitors from out of the country.

To implement this program, foreign language classes are being offered free in schools to all Belgians. And, thus, Belgians themselves are becoming more effective salesmen for the fair—and their country. At the same time, they are being sold on the fair and resold on their country.



REILLY

**Wagner Thrill Unit Okay in Opening Weeks**

**NEW BRUNSWICK, N. J.**—A big crowd turned out at Ed Otto's Old Bridge, N. J., Stadium on Sunday night (24) for a combined stock car-thrill show offering under the NASCAR banner, according to John Purtill, of the Buddy Wagner advance.

It was the season's best date thus far since the opening at Riverside Park Stadium in Massachusetts on June 12. The opening show was a combined stock car-thrill show-destruction derby attended by some 5,000 people, it was reported.

First two weeks on the road have been good. Dates have included Westport Stadium in Baltimore; Alcyon Speedway in Pitman, N. J.; Morgantown, W. Va.; Uniontown, Pa.; McKeesport, Pa., and Cumberland, Md.

Promotion at Old Bridge was successfully handled by Nat Kleinfeld of the stadium, and Buster Keller of the show. Keller and Purtill are handling advance. Head stunter for the fourth straight year is Bob LaBav, with other drivers including Bill Ward, Bob Kelley, Johnny Bruno, Tex Gordon, Bobby Lynch, Brian Van Wert, Bick Beckett and Rex Carr. Clowns are Peewee Chapman and Bozo the Midget.

**Keller, Va., Staged by Masucci Org**

**KELLER, Va.**—Virginia Greater Shows will again stage the Keller Agricultural Fair this year, with William C. Murray, general agent, acting as manager. It will be the third year for Rocco Masucci's organization to take over the entire event. Dates are August 27 thru September 1.

Murray will be assisted by Ed Lee Philips, of Melfa, Va., in the contracting of exhibit space and developing of the advertising program. Grandstand events will include boxing, lady wrestlers, auto racing and rodeo, afternoons and nights.



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**CIRCUS REVIEW**

**Hagen's Performance Clean, Well-Rounded**

MELROSE PARK, Ill.—Hagen Bros.' Circus is marked first by cleanliness and then by a well-rounded and pleasing performance. That's the order of importance set up by most patrons, so it's working to advantage for Hagen and the whole business.

The show is moving on about 20 trucks and using an 80 with three middle pieces. Manager Robert Couls sets a pleasant pace and atmosphere for the show.

Flashy Opening Spec  
Opening spec makes a flash with

wardrobe and props as well as a good number of people, the horses, ponies, and elephants and a pair of llamas. First display has Happy Holmes at one end and Hans Claire and Company at the other for juggling.

Three single trapeze numbers are worked by Mary Lou Carleton, Medea Banta and Diane Allen, and they offer some fine spins, catches and breakaways that make this a prime display.

Just like every other clown alley on the road, this one does the firecracker gag.

**Ponies, Riding Act**

Patty Couls appears with a three-pony drill in which each pony is fitted with a dummy jockey. The props are abnormally clean and fresh. The stock is clean and fat. And the performer makes a pretty appearance to complete the act.

The hard-working Riding Newmans (3) appear and attempt to get the same speed in their riding act as they have in their posing number. The riding is adequate and the act is ideal for this circus, giving it the touch of main, traditional acts every show needs.

**Good Wire Display**

Another strong display has Jack and Medea Banta in one ring for tightwire and Diane Allen in another for tightrope work. There is class and freshness to each turn. The Bantas provide spectacular fire leaps and other tricks. Miss Allen fills to a nice finish and styles well.

Patty Couls returns with a dog act. Next are the Skating Carltons (4), roller number, a novelty act which young skaters in the audience can appreciate well. Zameda Banta and Minnie Lou Paul work swinging ladders.

**Single Bull Works**

Hans Claire & Company return with a chair-balancing turn that wins good applause. Clowns follow. Jack Banta enters with a six-horse Liberty act that is good. Web performers are Diane Allen, Mary Carlton and Zermeda Banta.

Patty Couls works the single elephant, and the bull, Dixie, is announced as the oldest and largest. It does a pretty good dance bit for an old Powers Elephant. Second elephant on the show doesn't work, and the new Howard elephants are with Hagen's sister show.

Happy Holmes and the clowns work a table rock and the people like it.

**Posing Horses Speed**

Wind-up is the Newman Posing Horses act. One member of the troupe is in charge of a horse in each ring. The stock is white and clean. With Wayne Newman's whistle cueing the act, horses and performers move at top speed to reach various poses. He hops ring curbs to exchange horses and proceeds with peg bits in his center spot. Then he moves horses to the track for work with prop baby carts and the like. It's all fast and peppy, closing the performance on a upbeat, a good climax.

George Vest manipulates the electric organ thruout the show and cuts it well. Couls, like most other circus managers, would like to augment the music department but can't locate the additional people he wants.

**New Program Book**

The show has a box candy pitch at the opening, a program pitch midway and a Hershey pitch near the end. Concessions are in charge

**WATER FOLLIES**

**Snyder Show Succeeds in N. E. Debut**

By CAMERON DEWAR

LOWELL, Mass.—Sam Snyder's "Water Follies of 1956," playing its first New England date, came out of a three-day stand with a reported gross over \$23,000 on a paid attendance of more than 15,000.

Snyder believes that tickets priced at \$2, \$1.50 and \$1, with half price at matinees, together with the sponsorship of the Goodwill Industries of Massachusetts, a charitable group which aids the handicapped, had much to do with the success in Lowell Stadium.

Rain washed out both shows on Friday (22), but Snyder ran two shows Sunday (24), thus fulfilling the advertised run. Good promotion on radio and newspapers both in Lowell and Boston helped to bring the crowds.

The "Follies" has played Australia, South Africa, Scandinavian countries, Mexico and Canada, as well as many American dates, but never anywhere near its home ground, Boston. A well-balanced show, it is handsomely costumed and nicely illuminated, and offers several swimming champions plus numerous stage acts.

**Fast, Satisfying Pace**

Emcee Johnny Laden does well in vocal and comedy turns and helps keep the show moving at a fast, satisfying pace. Girl vocal soloist is Patti Cates. Laden teams with comic Eddie Rose in a 25-minute stint including impressions of prize fighters and top stars, singing, piano work and general nonsense. Rose is also highly successful with his comedy water act.

Also featured are Chet Clark, harmonica player; vocalist Eddie Sicari; Martha Ann Bentley, who leads several stage ballet numbers; Dillydallies, comedy divers; and champion swimmers and divers including Roger Nadeau, Stan Mitchell, Kevin Mitchell, Don Franklin, Barbara Atkins, Jackie Gatty and others. Mary Dwight, water ballet leader, did choreography for those numbers, and Buster Keim did dance choreography. Paul Bordelean leads the 12-man orchestra. Show also features a 20-girl ballet, and its own portable pool and stage.

of Little Bob Stevens and it is a hustling department.

Program book is a new one, incorporating excellent ideas and sales appeal. It includes a run-down on the performance, some color-book pages with circus art, and several pages devoted to telling kids how to put on a backyard circus. Included is a page of tickets to be cut-out, a page-sized poster and other material. Couls said it is selling well. Book is produced by Progress Show Print.

**Staff, Dept. Heads**

The Hagen Bros. midway is topped off with a neat, clean banner line that fronts the Side Show. Animals are shown there. Mary Jo Couls presides at the office wagon. Al Dean is in charge at the cookhouse.

Staff includes Howard Suez, owner; Couls, manager; Joe McMahon, general agent; Vera Hines, contracting agent; Jimmy Ray, promotional chief; Jack LaPearl, press agent and advance man; Joe Orth, pit show; I. S. Douglas, big top; Cigar Graham, props; Medea Banta, reserves.

**Detroit Adds Names in Aud**

DETROIT—Don Ridler, director of attractions for the Michigan State Fair, this week announced the addition of several acts to its Coliseum show.

Added to the line-up for the entire seven days are the Krackerjacks, Bud and Cece Robinson and Roy Tracey, who will emcee. Earlier announced for the first segment were Jaye P. Morgan, Don Cherry and the Gaylords. Featured in the final three days will be Julius La Rosa, McGuire Sisters and Four Lads. As earlier announced, the Platters, Blockbusters and Four Step Brothers will also be in for the entire run.

Admission will remain at \$1.50 for adults and 50 cents for children.

An increase of \$7,000 in premiums was announced this week by Donald L. Swanson, fair manager. Total will be \$138,000, largest ever posted here.

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# Savannah Sets Budget for Show Offering

SAVANNAH, Ga.—The giveaway lure which has been used by the Coastal Empire Fair over the past six years will be discarded, according to Hunter Leaf, promotion chairman. The money formerly budgeted for a list of awards, topped by a Chevrolet car, will be used to provide a free grandstand show, details of which remain to be set.

The Exchange Club-operated fair will show October 29 thru November 3 for the benefit of the Jefferson Athletic Club for Boys. Another change this year is the contracting of the Gooding Amusement Company instead of the World of Mirth.

Leaf notes that 10 Georgia fairs are now sponsored by Exchange Clubs. Within this group, an active association has been formed and is chaired by Douglas Stroheln, past president of the Savannah Fair. Purpose is the interchange of information and ideas with a view to increased efficiency of operation, which in turn will produce greater results for the charitable causes that the clubs sponsor.

OGDEN, Utah—Tent No. 82 of the Circus Fans' Association—entitled the Gene Randow Tent—was organized here recently at a barbecue supper party at the home of Joe Steger Jr., who is secretary. In attendance were Al Turner, Bill Cox, Larry Benner and Walt Ferguson.

# Minot Aud Picks Local Man as Mgr.

MINOT, N. D.—Charles Stenerson, this city, was named manager of the Minot Auditorium last week, R. B. Riddle, city manager, announced.

Stenerson, 34, is a graduate of Minot High School and attended the University of North Dakota and Minot State Teachers' College. He spent three years in the Air Force, where he served as a pilot and attained the rank of captain.

He has been associated with the North Dakota Employment Service, was a co-pilot for Northwest Airlines, farmed in Minnesota, owned and managed a grocery store and served as a salesman for a motor company. He is active in the American Legion, Elks, church work and in the Air Force Reserve. He is married and is the father of five children.

# Grandstand at Gt. Barrington Is Extended

GREAT BARRINGTON, Mass.—The fairgrounds is undergoing an extensive face-lifting in preparation for the 115th annual fair which opens here Sunday, September 9, and continues for seven days and nights. Work was started here this week on several projects involving reconstruction of the grandstand and a new building for commercial exhibits. The contract was awarded to Gilligan Brothers Construction Company of Sheffield.

Major change in the grandstand will be the extension of the mezzanine section on both ends of the stand, to provide a spacious promenade area.

On the north side of the grandstand the mezzanine area will be extended and roofed. This will add about 4,000 square feet of additional public area in this location. The present rear section of the grandstand will be eliminated in this area in order to provide more viewing space for the horse races and other events in the infield.

The new commercial exhibit building will be erected in the former farm-court area. It will be 36 feet wide and 99 feet long and will connect with present buildings on sides and rear. It will have a 24-foot opening on the midway walkway, and booths will be erected down the center of the new building. Edward J. Carroll, president of the fair association, decided on the additional building as a solution of the recent exhibit space demand problem.

The present open shed at the south end of the agricultural exhibit area will be enclosed and will be used for farm produce displays and 4-H exhibits. Several other changes in the layout are planned, according to Carroll.

# Minn. Fair For Hagen

ST. LOUIS PARK, Minn.—Hagen Bros. Circus enjoyed fair business in Minnesota last week. The stand here Tuesday (26) under American Legion auspices yielded two fair houses. Winona, Minn., played Friday (22), came up with an overflow matinee and a night turnout that filled three-quarters of the available seating space.

Visitors here at St. Louis Park included Wally Ahlberg, Ned Gardner, Hawthorne Rettinger, Arnold Storm, Harry Jordan, Bill Arp and Walter and Hazel Comstock.

# R-B AND HUNT PALS-Y-WALSY

POUGHKEEPSIE, N. Y.—Circus opposition tactics just aren't what they used to be. When Ringling was in Philadelphia, Hunt Bros. rode newsreel and newspaper photographers around in its helicopter for aerial shots of the Big Show. In this city, where Ringling pre-dated its truck show opposition by several days, the Big Show repaid the favor by announcing the pending arrival of Hunt and recommending it as fine entertainment.

# Lucette New Fair Manager At Weymouth

SOUTH WEYMOUTH, Mass.—Tom Lucette, former amusements operator, has been named to replace Milton Danziger as manager of the Weymouth State Fair, it has been announced. Danziger had filled the post for several years. Lucette said several changes are contemplated for the event, which will be held this season from August 12-18.

New this year will be an old-fashioned fireman's muster, which will be spotlighted on the Sunday afternoon grandstand show. The traditional pipe-smoking contest will be dropped and the horse and ox-pulling contests will be relegated to lesser spots.

A number of improvements have been made to the grounds. These include a new entrance on Route 128, an express highway. This will give the fairgrounds three entrances and greatly facilitate traffic. A new parking lot has been built for press and visiting celebrities. Previously these people had to scramble in the public parking lot.

The fair will feature six days of thoroughbred horse racing and Lagasse Amusement Company of Haverhill will again have the midway. Eugene Burr will bring in concessions and rides.

Acts will be booked this year by Adams & Soper of Boston. These and the budget and premiums will be determined at a meeting of the Weymouth Agricultural Society next week. Last year the Hamid Agency booked the acts. Floyd Bell of Boston will be director of publicity and the Daniel F. Sullivan Agency of Boston will handle the advertising.

# New Chocolate Cake Event at Conn. Fairs

HARTFORD, Conn.—At all of the State's 41 scheduled fairs this year, the Connecticut Milk Producers' Association and the Association of Connecticut Fairs are sponsoring a chocolate milk cake contest, first of its kind to be conducted in this State.

Milk consumers thruout Connecticut will receive rules from the CMPA. The recipe to be used in making the cake will appear in all premium books to be issued at the fairs.

Winning bakers will compete for eight top awards at conclusion of the fair season.

# Calif. State Names Ickes Press Chief

SACRAMENTO, Calif.—John Z. Ickes was named supervisor of public relations and publicity for the California State Fair and Exposition last week by Dudley T. Fortin, secretary-manager.

Ickes replaces Bert F. Williams, who was with the fair for five years but recently became public information officer of the California State Department of Social Welfare.

Ickes was formerly promotion manager of local television station KBET and also headed the radio and television for the fair in '55. He was program director of Station KROY here for five years and was in radio work in San Francisco and New Mexico. During the past two years he operated his own public relations firm here.

# Big Air Show Set for CNS

TORONTO — The Canadian International Air Show is scheduled this year to take place September 6-7 at the Canadian National Exhibition here. Sponsored by the Toronto Flying Club, the show is regarded as Canada's show window of aviation.

Aircraft from five countries—Canada, United States, Great Britain, France and Czechoslovakia—will be on exhibition.



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### GAC-H Adds Superman To Kid Kapers

NEW YORK—George Reeves, Superman, has been signed to appear in the GAC-Hamid package show, Kiddie Kapers, according to Joe Higgins.

Superman will be used to bolster the package, which will also feature Lassie, famed movie dog, Higgins said. The appearance of Lassie live nationally on television has been set for the Perry Como show early in August. This, Higgins said, is designed to heighten interest in the dog and the Kiddie Kaper package at fairs.

### Smith Awarded Resort Project At Brunswick

BRUNSWICK, Ga.—The Jekyll Island State Park Authority has awarded a 20-year contract to Harvey Smith, amusement park operator of Atlanta, to install and operate an amusement park on Jekyll Island near here. Smith, who was high bidder for the park operation, is expected to get construction under way within a few weeks and have the amusement area ready for operation next season.

Gov. Marvin Griffin has eliminated the toll bridge connecting the island with the mainland. This is expected to draw thousands to Georgia's most famous park on which more than \$5,000,000 has already been spent by the State for improvements. Jekyll Island was once owned by a group of 14 famous millionaires.

### Auglaize Sets Full Program

WAPAKONETA, O.—An entertainment program described by Secretary Harry Kahn as "best ever" has been set for Auglaize County Fair here August 4-10.

Harness racing is scheduled for Saturday, Tuesday, Wednesday and Thursday nights. Klein's Attractions will present the Sunday afternoon stage show, a feature of which will be the award of \$500 in prizes to grandstand patrons. The Bob McKinley Rodeo will be seen Sunday and Monday nights, and TV personalities booked by the Gus Sun office will be offered Friday night.

Afternoon features will include a baton spinning contest, Tuesday; tractor-pulling contest, Wednesday; midget auto races, Thursday, and horse-pulling contest, Friday. Each night a bicycle will be given to some child, and there will be a Ford giveaway Friday night. New this year will be a daily nickel hunt in which kids dig for several hundred dollars in nickels buried in a pile of sawdust.

### Pool Lures Crowds To Krasner Denver Amusement Spot

DENVER — The refurbished swimming pool at Ben Krasner's Lakeside Park here proved to be a good lure for patrons during the recent heat wave and has aided other segments of the fun zone.

The pool, which this winter was sand-blasted, repainted and completely overhauled, is getting the lion's share of the gross, but rides are also doing well, Krasner said.

The kid park, which opens daily at 1 p.m., has been getting good patronage, with all of the 14 rides sharing in the business. The fire engine generally has a waiting line of moppets, with other popular devices being the Roller Coaster, Octopus and Planes, all priced at a nickel.

### Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Alamo Expo: Newcastle, Wyo. American Beauty No. 1: Ottumwa, Ia. Amusements of America: Berwick, Pa. Babcock United: Del Mar, Calif. Badger State: Blue Earth, Minn., thru 4; Anoka 8-8; (Fair) Fertile 12-14. Baker United: Linton, Ind.; Wannamaker (New Bethel) 8-14. Barker, Al: Cascade, Ia., 4; Marengo 8-14. Beam's Attr.: Silgo, Pa.; Windber 8-14. Becht, Lee: Loveland, O.; Deer Park 10-14. Bee's Old Reliable: Greenup, Ky. Belle City: Burlington, Wis., thru 4; (Fair) Pewaukee 8-8; (Fair) 1800 N. Cass St. Milwaukee 12-15. Benard & Barry: Trois Rivieres, Que., 3-14. Big City: Lake City, Mich. Big Four: Oconomowoc, Wis., 3-8. Big 18 Am.: La Porte, Ind. B. & J. Greater: Steubenville, O.; Clarington 9-14. Blue Grass: Farmer City, Ill. Bogie, P. C.: Manhattan, Kan. Borderland: Dexter, N. M.; Ruidoso, 8-14. Brodbeck & Schrader: Bella Fourchs, S. D., 3-5. Buck: O. C.: Keene, N. H. Buckeye State: Midland, Pa. Burke, Harry: Beaux Bridge, La., 2-8. Burkhardt: East Gary, Ind., 3-8; Blue Island, Ill., 9-15. Byers Bros.: Red Oak, Ia., thru 4. Capital City: Sterna, Ky. Caravelle Amusement: Conneaut, O. Carpenter Bros.: Grafton, O. Carroll's Greater: Mayville, N. D., 2-4; Larimore 2-7; East Grand Forks, Minn., 9-15. Casey, R. J.: (Fair) Nepawa, Man. Canada, 7; (Fair) Morris 2-4; Emerson 5-7; (Fair) Cyprus River 9-10; Gladstone 11; (Fair) Carberry 12-13; Clear Lake, Ont., 16-17. Central States: Neligh, Neb., 2-4; S. Sioux City, Ia., 3-15. Ceilan & Wilson: Ambridge, Pa.; New Brighton 8-14. Chances, Jimmie: Fairborn, O. Cherokee Am. Co.: Pittsburg, Kan., 4; Springhill 3-7; Frankfort 9-14. Collins, Wm. T.: (Fair) Jamestown, N. D. Collins, Wm. T.: Jamestown, N. D. Coleman Bros.: Oneonta, N. Y. Continental: Morrisville, VI. County Fair: Ord, Neb., 2-4. Cole Am. Co.: Unionville, Mich.; Monroe 11-14. Crafts Expo: Monterey, Calif., thru 4; (Fair) Vallejo 6-15. Crafts 39 Big: (33 & 40) Oakland, Calif., thru 4; Riverbank 11-15; Castro Valley 15-22; Los Altos 25-29. Cross Road Am. Co.: White Cloud, Mich., 2-4; Twin Lake 5-7. Cumberland Valley: Crosville, Tenn.; Tulahoma 9-14. Cunningham Expo.: Parkersburg, W. Va. Davis Am. Co.: Albany, Ore. Nysaa 11-15. Del Plate Am.: Irwin, Pa.; Carbon 9-14. Desbro: Livingston Manor, N. Y. Dickson United: Welesta, Okla. Dobson's United: Wisconsin Rapids, Wis., 2-4; Prairie Farm 6-8; Spencer 10-11. Douglas Greater: Wenatchee, Wash., 3-9; Kent 10-15. Down River Am. Co.: Ecorse, Mich.; Dexter 10-15. Drago Am. No. 1: Danville, Ill.; N. Jackson, Ind. 9-14. Drago Am. No. 2: Walkerton, Ind. Drew, James H.: Paintsville, Ky.; Camden, O., 9-14. Dudley, D. S.: Brush, Colo. Dumont: Huntington, Tenn.; Lexington 9-14. Dyer's Lotta Hooper: Amboy, Ill. Eastern Am. Co.: Houlton, Me. Eddie's Expo.: East Butler, Pa., 3-14; Seneca 18-21. Evans United: Rich Hill, Mo.; Lebanon, Kan., 11-14. Fidler: Princeton, Ill. Foley & Burk: Pleasanton, Calif., thru 4. Frame's Greater: Shinghouse, Pa.; Oil City 9-14. Franklin, Don: Clinton, Ia., Monmouth, Ill. 9-14. Frontier: Prescott, Ariz., thru 4. Fun Fair: Mt. Pleasant, Mich., 2-3; Cliff Ford 6-8; Kilde 13-15. Funiand: Marshallfield, Mo.; Everton 10-14. G. & B.: Terra Alta, W. Va.; Buckhannon 9-14. Gem City: French Lick, Ind.; (Fair) Salem, Ill., 9-14. Gentisch, J. A.: Martin, Tenn. Georgie Am. Co.: Franklin, N. O. Glades Am. Co.: Ivaly, Va.; Dahlgren, 9-14. Gladstone Expo.: Hartford, Ky.; (Fair) Scottsville 9-14. Glass City: Dundee, Mich., 2-4; McClure, O., 6-7. Gold Bond: Menomonee Falls, Wis., 2-8. Gold Medal: Staunton, Va. Golden Gate: Corte Madera, Calif., thru 4. Gooding Am. Co., No. 1: Chillicothe, O. Gooding Am. Co., No. 2: Hillsdale, Mich. Gooding Am. Co., No. 3: Indiana, Pa. Gooding Am. Co., No. 4: Parma Heights, O. Gooding Am. Co., No. 5: Elkhart, Ind. Gooding Am. Co., No. 6: Martins Perry, O. Gooding Am. Co., No. 7: Springfield, O. Gooding Am. Co., No. 8: Woodville, O. Gooding Am. Co., No. 9: Battle Creek, Mich. Gooding Am. Co., No. 10: Adrian, Mich. Gooding Am. Co., No. 11: Cincinnati, O. Gooding Am. Co., No. 12: Chillicothe, O. Grand American: La Porte City, Ia., 2-4; Toledo 8-7; New Hampton 9-10; Wilton Junction 12-14. Great Western Am. Co.: Moberge, S. D., thru 4. Greater Dixieland Expo.: Creston, Ia.; Corydon 9-14. Griggs Bros.: Hillsboro, O., 2-8; Mayaville, Ky., 9-14. Hale's Shows of Tomorrow: Chariton, Ia., 4; Lenox 6-7. Hanes, Bill: Brady, Tex., thru 4; Round Rock 8-14. Hammond, Bob: Belton, Tex., thru 4. Hannah's Amusement: Hannastown, Pa.; Dawson 9-14. Hannum, Morris: Levittown, Pa., thru 4; (Fair) Conshohocken 8-14. Happy Attr.: Marietta, O.; New Washington 9-14. Hartcock Bros.: Hurdland, Mo., 4; LaBelle 7-14. Heth, L. J.: Connersville, Ind.; Sturgis, Ky. (Fair) 9-14. Hill's Greater: Sughy, N. O., thru 4; Bolla 8-8. Holiday Am. Co.: Peabody, Kan., 2-8; Williamsburg 7-14. Holly Am. Co.: (North & Elm Sts.) Atlanta, Ga. Hottie, Buff, No. 1: Fairfield, Ill., 2-8. Hottie, Buff, No. 2: (Fair) Metropolis, Ill.; (Fair) Vienna 9-14. Howard Bros.: Fairport Harbor, O., thru 4. Howard Bros. Rides: Point Marion, Pa.; Norvell 8-14. Hugo's Novelty Expo.: Rockport, Mo. Ideal Rides: Shelbyville, Ill., 4-8. Imperial: (Fair) Brownstown, Ill.; Beardstown 9-14. Interstate: Galax, Va. Jack's United: Olney, Ill. Johnny's United: Brazil, Ind. Ken Penn Am.: Springdale, Pa.; Eastwood 9-14. Key City: Mount Vernon, Ill. Kile, Floyd O.: Licking, Mo. King Bros.: Crippin Creek, Colo., 4-8. Klein Am. Co.: Gaylord, Minn., 2-4; New Prague 6-8; Glenace 12-15. Leeright's Midway: Gillette, Wyo., 2-4; Moorcroft 8-8. L. & N.: Olania, S. C.; Pageland 9-14. Lee United: Meosta, Mich., 2-4. Lindle Amusement: Camp Point, Ill., 4. Maddox Bros.: Chanute, Kan., 2-4; Greenleaf 5-7. Manning, Ross: Valatie, N. Y.; Hammonston, N. J., 9-15. Majestic Greater: Hoopston, Ill.; (Fair) Rising Sun, Ind., 10-14. Maryland Bazaar: Middletown, Va. Marks, John H.: Wilmington, Del. Marvel: Mt. Morris 2-3-4; Fairview 6-7. Meeker's: Kallapell, Mont.; Bulte 9-14. Merriam's Midway: Cannon Falls, Minn., 2-4; Blooming Prairie 6-8; Detroit Lakes 12-15. Miami Valley Am.: Payne, O., 4; Waterloo, Ind., 5-7; Rockford, O., 9-16. Midway of Mirth, No. 1: Trenton, Ill. Midway of Mirth, No. 2: Girard, Ill. Mid West: Buhl, Idaho, 2-4. Mighty Hoosier State: Shosha, Ind.; Princeton 9-14. Mighty Interstate: Galax, Va. Miller, Paul H.: Ottumwa, Ia. Mo-Ark: Bakersfield, Mo., 2-4. Monarch Expo.: (Fair) Granite City, Ill.; (Fair) Jerseyville 9-14. Moore's Modern: Greenfield, Ia., 2-4; Fremont, Neb., 6-14. Mount City: Pana, Ill., 4; Pawnee 3-7; Morrisonville 9-14. Mountain State: Haystack, Va. Mullins Royal: Woodland, Mo. Myers, Solly: Stanberry, Mo., 2-4; Clarkdale 6-7; Barnes, Kan., 11-14. Nelson, Geo. D.: Schuyler, Neb., 1-14; Leeds, Ia., 3-7; Lyons 8-10; Dorchester 11-12. Nolan Am. Co.: Brysville, O.; Canal Winchester 11-14. North Star: St. Cloud, Minn., 2-8; Lake City 12-15. Northern Expo.: Mandan, N. D.; Wolf Point, Mont., 12-15. Norton's Rides, No. 1: Glendive, Mont., 2-5. Norton's Rides, No. 2: New Town, N. D., 2-5. Olson: (Fair) Anderson, Ind. Palmetta Expo.: Wilson, N. C., 2-15. Pan American: Centralis, Ill., 2-4; Evansville, Ind., 7-14. Page Bros.: Eminence, Ky. Page Combined: Medina, N. Y. Penn Premier: Lima, O.; Dover 9-14. Peppers All State: Cochran, Ga. Playtime: Gloucester, Mass.; Palmouth 9-14. Port City Rides: Tipton, Ia., 2-4. Powell Expo.: Centerburg, O. Powell Greater: Newton Falls, O.; Shreve 10-14. Prett's Broadway: Riverhead, L. I., N. Y.; Newark, N. J., 9-14. Priddy's American: Aransas Pass, Tex. Raines Amusement: Prague, Okla. Ralston: Sedro Woolley, Wash., thru 4; Marysville 7-14. Raley Bros.: Belhaven, N. C. Ransy United: Cloquet, Minn., 2-4; Robbinston 6-8. Reithoffer Blue: Tremont, Pa.; Red Lion 9-14. Reid, King: Ellsworth, Me.; Calais 9-14. Reid's Golden Star: Grundy, Va. Reithoffer, Uley: White Haven, Pa. Robinson's Greater: Charles City, Ia., 2-4; (24th & Vinton Sts.) Omaha, Neb., 4-15. Rock City: Selvidere, Ill., 7-4; Roanoke 8-8. Rocky Mountain Empire: Logan, Utah. Rogers Bros.: Bemidji, Minn., thru 4; Ironton 9-11; Fargo Falls 13-14. Rohr's Modern Midway: Rantoul, Ill. Rose City Rides: Cape Girardeau, Mo., 4; Jonesburg 6-7; New Haven 9-15. Royal American: Brandon, Man., Canada. Royal's Am., Jack: Augusta, Ga. Royal United: Gowrie, Ia., 2-4; Danbury 6-8; Wabata 7-8; Lake City 9-11; Coal Valley, Ill., 12-15. Humble Greater Am.: West Baden, Ind. Schaefer's Just for Fun: (Fair) Griggsville, Ill., thru 4; (Fair) Palmyra 9-8; McComb 9-14. Shop-O-Rama: Hays, Kan., 2-4. Shorter's Greater: Etrus, Mich., 2-4. Shugart & Sons: Wright City, Okla., 2-8; Pottsboro, Tex., 11-15. Sierbrand: Biffin, Mont. Sherbeck: Potosky, Mich., 3-7. Smith, George: Clyde: Oakland, Md.; Meyersdale, Pa., 9-14. Smith's Funiand: Pennsboro, W. Va., 4; Quinwood 9-14. Snapp Greater: Waukesha, Wis., 2-8. Southwest Amusement: Albuquerque, N. M. Standard: Lander, Wyo., thru 4; Laramie 6-11. Stanley, Wm. D.: Coleraine, Minn., 2-4; Crosslake 6-8; Navis 10-11; Hannaford, N. D., 12-14; Max 18-17. Star Am. Co.: Portis, Ark., 4. Stephens, C. A.: Appalachie, Va.; Cumberland, Ky., 9-14. Stephens, Otis: Mason, Mo., 2-4; Linville, Ia., 5-7. Stipe's: Forest Lake, Minn., thru 4; Spooner, Wis., 6-8; Grant's Falls, Minn., 12-15. Strales, James E.: Pittsburg, N. Y.; Messina 9-14. Strong Am. Co.: Extra, Ia., 2-4; Dwight, Neb., 7-8. Sunny, A. J., No. 1: Eastlake, O., 2-8. Sunny, A. J., No. 2: (State & Snow Rd.) Parma, O., thru 4; Avon 6-8. Sunset Am. Co.: Pipestone, Minn., 2-4; South St. Paul 6-8; Winona 10-13. Sylvester, Ernie: (Chesapeake Ball Park) Cape Charles, Va. Talham Bros.: Sullivan, Ill.; Gardner 11-18. Tennessee Valley Am.: Red Boiling Springs, Tenn. Theiss United: Coal City, Ill., thru 4; Compton 7-8. Thomas, Art B., No. 1: Gregory, S. D., 2-4; Laurel, Neb., 6-7; Laurens, Ia., 9-10; Arlington, S. D., 11-12; Michigan, S. D., 16-18. Thomas, Art B., No. 2: Delano, Minn., 2-4; Mound 2-3; Northfield 9-10. Thomas Joyland: Charleroi, Pa.; Margatown, W. Va., 9-14. Tidwell, T. J.: Lyndon, Kan.

- Tinsley, Johnny T.: Wilkesboro, N. C.; Ekin 8-14. Tip Top: Thorp, Wis., 2-3; Princeton 7-4. Tivoli Expo.: (Fair) Rushville, Ill.; (Fair) Sparta 8-13. Tri-State: Scotland, S. D., 3-4; Minnesota, Minn., 8-8; Colman, S. D., 9-10; Canistota 11-13; Dell Rapids 13-14; Dolans 16-17. 30th Century: Thief River Falls, Minn., 2-5; Hallock 6-9. United Expo., No. 1: Fortier, Ind. United Expo., No. 2: Three Oaks, Mich. United States: East Haddam, W. Va. Virginia Greater: Milford, Del.; Laurel 9-14. Victory Expo.: (300th Ann. Cele.) Albuquerque, N. M., 6-12. Wade Greater: (Fair) Lake Odessa, Mich., 2-4; (Fair) Tecumseh 8-14. Wade, W. O.: Calumet, Mich. Wallace Bros.: Madison, Wis.; Delavan 9-14. West Coast: Klamath Falls, Ore., thru 4; Medford 8-14. West Coast, No. 2: Stockton, Calif., thru 4; Sacramento 6-8; Modesto 9-13. Western: Everett, Wash., 2-5. Wilcox, Dick: Thomaston, Me. Wilber's Wolverine: Boyne City, Mich. Wilson Famous: Henry, Ill., thru 4; Washington 6-8; Bartonville 11-14. World's Finest: Wayburn, Sask., 2-4; Estevan 5-7; Portage La Prairie, Man., 9-11; Carman 13-14. World of Mirth: New Britain, Conn. World of Pleasures: Sand Lake, Mich.; Port Huron 9-15. Young, Motily: Provo, Utah, thru 4; Nepht 7-14.

### Circus Routes

- Beers-Barnes: Tavay, Ind., 3; Rising Sun 6. Carson, Tex.: Halliday, N. D., 2; Beniah 4; Turtle Lake 5; Garrison 6; Parshall 7; Stanley 8; Kenmare 9; Sherdwood 10. Clyde Bros.: London, Ont., 2-7. Cole, Geo. W.: Gladwin, Mich., 3; Houghton Lake 4; Grayling 5; Gaylord 6; Indian River 7; Mackinaw City 8; Rudyard 9; Newberry 10; Munising 11; Rapid River 12; Stephenson 13; Fount, Wis., 14. Cristiani Bros.: Summerside, P. E. I., 3. Newcastle, N. B., 4; Grand Falls 5; Edmundson 6; Riviere de Loupe, Que., 7; Ville St. Georges 8. Gould, Jay: Rochester, Minn., 2-4; Maynard 5-7. Hagen Bros.: Grand Rapids, Minn., 2; Virginia 4; Ely 5; Chisholm 6; Proctor 7; Superior, Wis., 9; Ashland 10; Hurley 11; Park Falls 12; Tomahawk 13; Merrill 14. Hunt's Three-Ring: Wappinger Falls, N. Y., 2; Beacon 4; West Haverstraw 5; Mahopac 6; Armonk 7; Spouse 8; Northport 10; Deer Park 11; Martis 12; Riverhead 13; Amagansett 14; Greenport 15. Kelly-Miller: Marshalltown, Ia., 2; Hampton 4; Mason City 5; Austin 6; Charles City 7. Mills Bros.: Woodstock, N. Y., 3; Ramsey, N. J., 4; Paterson 5; Mount Freedom 6; Winfield 7; Middlerx 8; Keansburg 10; Highlands 11; Delance 12; Mount Holy 13; Pleasantville 14. Packer, Tom, Eastern: St. Louis, Mo., 2-4; Terre Haute, Ind., 4; Toledo, O., 9; Warren 11; Pittsburgh, Pa., 13-14; Wheeling, W. Va., 16-18; Fairmont 19; Parkersburg 20; Hatchet, Miss., 24. Packer, Tom, Western: Portland, Ore., 6-8; Havre, Mont., 11; Sidney 12-13; Glendora 14-15; Miles City 16-17; Livingston 18-19; Ely, Nev., 21-23; Eiko 24. Polack Bros. Eastern: Grand Junction, Colo., 2; Fort Carson 3-8; Pargo, N. D., 10-11; Eau Claire, Wis., 15-17; Quincy, Ill., 20-21. Polack Bros. Western: Pasadena, Calif., 4; Ukiah 9-10; Eureka 12-14; Chico 17-18; Redwood City 20-22; Vallejo 27-28. Ring Bros.: Cheboygan, Mich., 2; Manistique 3; Rapid River 5; Iron Mountain 7; Florence, Wis., 8; Crystal Falls, Mich., 9; Eagle River, Wis., 10; Cranston 11; Rhinelander 12; Woodruff-Minocqua 13; Frontie 14. Ringling Bros. and Barnum & Bailey: Olean, N. Y., 3; Dunkirk 4; Niagara Falls 5; Batavia 6; Buffalo 7. Von Bros.: Mystic Beach, N. Y., 2; Framinghamdale 4; Babylon 5; East Meadow 6-7; Hicksville 8.

### Miscellaneous

- Brunk's Comedians: Glenwood Springs, Colo., 2-7. Burke's Wild Cargo: Battle Creek, Mich., 3-7. Hiller's Personal Armored Car, Jack W. Burke, Mgr.: Battle Creek, Mich., 2-7. O'Day, Marie: Palace Carr: Horse Cave, Ky., 3; Harford 4-8. Schaeffer Players: Quincy, Ill., 2-8; Hannibal, Mo., 15-22; Hoochwood 23-25.

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# FINAL CURTAIN

**ONORATO—Vito,** 54, brother of James Onorato, general manager of Steeplechase Park at Coney Island, New York, died June 23 at his home, 810 Avenue V, Brooklyn. Vito Onorato had been head plumber at Steeplechase since 1923. Survivors, in addition to his brother, include his wife, Beatrice; a son, James; two daughters, Barbara and Frances, and his mother, Mrs. Antoinette Onorato.

**POTTER—Norman S.,** 66, concessionaire, June 21 in General Hospital, Kansas City, Mo. Funeral services were arranged by the Heart of America Showmen's Club and conducted by Temple Lodge No. 299, A.F. & A.M. Interment was in the Kansas City club's plot at Memorial Park Cemetery. Two sisters survived.

**VAN DUSEN—Phillip A.,** 63, secretary of the California State Fair board of directors and senior exhibits technician in Sacramento from 1940 to 1946, June 23 presumably of a heart attack in an Oakland hotel. A native of Michigan, he went to work for Paramount Pictures in Hollywood in 1910 and for many years was production manager there. During the time he was with the film company, "The Covered Wagon" and "The Ten Commandments" were made with the help of his technical skill. He was also production manager for the Panama-Pacific International Exposition in 1915 and superintendent of the California Building at the Golden Gate International Exposition, San Francisco, in 1939-40. A brother, two sons and three grandchildren survive. Services Tuesday (26) in Sacramento followed by cremation under the auspices of Providence Lodge No. 609 of Free and Accepted Masons.

**VAUGHN—Lewis,** 25, carnival worker, died at Marshall, Tex., on June 18. He was with the T. J. Tidwell's Shows, of Sweetwater, which had set up there.

**WEBB—Jack,** veteran rodeo and Wild West show performer and manager, recently in Ponca City, Okla. Webb, who had been suffering from a malignancy, was found asphyxiated in the cab of his pickup truck. In addition to his rodeo career, he was a singer and guitar player and a frequent contributor of humorous articles in The Ponca City News. He served in the U. S. Army and was a member of and pistol instructor for the New York State Police. Survivors include his daughter, Mrs. Charles E. Wahl, and a grandson, Kenneth Schley Wahl.

**ZABROWSKI—John,** 72, veteran cookhouse operator, June 23 in St. Louis. Known as Dutch Meyers, he operated cookhouses at many Wisconsin and Minnesota fairs. In previous years he was associated with Billy Wolf, Northern Exposition, Bazinet and other Midwestern Shows. He was a member of the Greater Tampa Showmen's Association and the International Showmen's Association. Burial in International Showmen's Rest, Memorial Park, St. Louis.

**ENGLEWOOD, Colo.** — The local chapter of the Lions Club, which last year opened a \$75,000 swimming pool here, this year has added a Miniature Train ride that operates on a quarter-mile track. Future plans call for the addition of more rides, concessions and other amusement devices.

## 3d PROGRAM

# Broad Changes In Ringling's Running Order

**NEW YORK** — The Ringling program has been juggled twice since its New York premiere, and the season's third version is now being used. Shifts have been made in wholesale fashion order to work out a smooth formula. Among drastic changes since the opening are the dropping of Liberty horses, Takeo Usui and the Hildalys to the second half, with the Hildalys preceding the Nocks in the next-to-closing spot. Alzanas are moved up to next-to-closing in the first half.

The "Mexicanorama" aerial ballet now closes the first half, swapping positions with the "Say It With Flowers" spec.

Running order is as follows: 1) Wild animals; 2) clown walk-around; 3) Rixos, Logano, Bisbini; 4) Canestrelli, Titos, Arturo; 5) clowns; 6) chimpanzees; 7) Honka Karoli, Guistino Loyal, Evy Karoi; 8) comedy horse; 9) Alzanas; 10) spec; 11) clown soldiers; 12) Vas Concellos, Karolys, Miss Ericka, Nadia Houcke; 13) Naukos, Tonito, Attalina; 14) Pinito, "Say It With Flowers." Intermission 15) clown airplane; 16) Usui; 17) Bisbini-Marilex, Adanos Chiezas; 18) Miroczkowski, Liberty horses; 19) clowns; 20) Robertes, Oliveras, Whirlwinds; 21) elephants, "Rock and Roll"; 22) Cordons, Seguras, Verdus; 23) clowns; 24) Miss Mara, flying acts; 25) clowns; 26) Hildalys; 27) Nocks; 28) finale.

## 49TH STATE UP

# Honolulu Fair Draws 133,000 To Outpull '55

**HONOLULU** — The recently concluded 9th annual 49 State Fair (June 15-23) pulled a crowd of 133,000 as compared to last year's 100,000, Honolulu Jaycees, sponsoring organization, announced this week.

The improved attendance was credited to the site of the fair lot, which is in the center of the city. Last year's fair was at Sand Island on the outskirts of the city. Gate was pegged at 75 cents.

Entertainment was furnished by C. W. McCafferty's "Stars Over Ice." Free act was Hugo Zaccchini's Cannon Act.

# Beers-Barnes Doing Okay

**BRADENBURG, Ky.** — Beers-Barnes Circus chalked up its third good stand in a row here Wednesday (20), drawing two full houses. Show played under Women's Club auspices and was located on a school grounds, first time it was used for show purposes.

Vine Grove, Ky., yielded a three-quarter tent in the afternoon and a full one at night on Tuesday (19). Lebanon Junction, Ky., the day before, came up with a half-filled tent in the afternoon and a strong one in the evening. It was the first circus in 10 years to play the hamlet.

David Wharton joined clown alley; Dian Beers, acrobat, came on, as did Patricia Lawton.

# MOUNTAIN PARK HAS ITS OWN '64,000' QUIZ

**HOLYOKE, Mass.** — Borrowing a page from TV's "\$64,000 Question," Mountain Park here is offering a regular Tuesday night contest in which 64,000 shoppers' green stamps are given away in a quiz game. The only category, according to manager Dennis Collins, is Mountain Park itself, with questions such as "How many cars on the Whip?" Park gives World stamps, also used by many local retail businesses. A park feature this year is the new sheltered picnic casino, with seating for 1,200 on the site of the old skating rink.

# 25,000 Attend Fenway Park Mayor's Event

**BOSTON** — The annual Mayor's Charity Field Day drew a record crowd of 25,000 and grossed \$60,000 Monday (25) in Fenway Park. List of acts was headed by Bob Hope.

Adams & Soper booked in the following acts: Four Honey Girls, acrobatic; Les Blue and Yvette, acrobats; 50-piece Women's Air Force band from San Antonio; Harry Snow, Avalon record artist; the Seven Kayoes, Risley; Dalton and Bailey, comedy acrobats, and the Armandis, teeterboard.

Catholic Youth Organization bands and drum and bugle corps as well as Boston Park Department acrobatic teams also performed. A Cadillac and a Buick were awarded.

# Pa. Speedway Group Formed

**HARRISBURG, Pa.** — A State corporate charter has been issued to the Blue Mountain Speedway, Inc., 115 Lucknow Road, Harrisburg, Pa., authorizing the new company to capitalize at \$5,000 for the purpose of operating a speedway. Incorporators are Warren P. Sutton, Ann Marie Sutton, and Adaline McCulloch, all of Harrisburg.

# Denver Aud Completes 900G Program

**DENVER** — The \$900,000 face-lifting project at City Auditorium here is almost completed and will result in a rejuvenated theater section.

From the new main entrance on 14th Street to the back fire escape at the end of the theater section, the building has come under the remodeler's hand. All lobbies and seating sections will be carpeted, a new enlarged checking room will be installed and more spacious stairways built.

Side boxes and gallery section has been removed decreasing the main floor capacity but leaving a permanent installation of 990 with space to seat an additional 1,310 in the balcony. Space is also available for 100 temporary chairs in the orchestra pit.

The remodeled stage will be equipped with a fire curtain and complete new lighting, prop handling and sound equipment. More dressing rooms and storage space will be available.

# Propose More 3-Day Holidays

**ATLANTIC CITY** — Governor Harriman of New York urged the annual Conference of Governors Monday (25) to study the possibility of having more legal holidays fall on Mondays. Considerable popular support was claimed for such a development. The proposal excluded Independence Day, Christmas, New Year's and Thanksgiving. Of interest to outdoor operators was the suggestion that Memorial Day in late May, Columbus Day in October and Veterans' Day in November be permanently set for Monday observation and so provide three-day holiday weekends.

## New Funspot

at nine for \$1 with the train going at a straight 15 cents.

Owners include William Lipsey, president; Dr. George Fahrner, vice-president; Nick Freeman, treasurer, and Edward Jay, secretary.

# COMING EVENTS

## Arizona

Eloy—Mexican Independence Day, Sept. 16-18.  
Flagstaff—Southwest Indiana Fow-Wow, July 2-4.  
Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.  
Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.  
Mex.—Mermon Pioneer Celebration, July 24.  
Nogales—Mexican Independence Day Celebration, Sept. 15-18.  
Payson—Tat Annual Rodeo, Aug. 10-12.  
Prescott—Smolt Ceremonial, Aug. 11.  
Prescott—Quarter Horse Show, Sept. 22-23.  
Safford—Pioneer Celebration, July 24.  
St. Johns—Chamorama & Pioneer Day Celebration by Mormons, July 24.  
Snowflake—Pioneer Day Celebration & Rodeo, July 23-24.  
Tucson—Mexican Independence Day Celebration, Sept. 15-18.  
Williams—Labor Day Rodeo, Sept. 2-4.  
Winslow—Jaycee Rodeo, Sept. 15-16.

## Arkansas

Camden—Ouachita Co. Livestock Show, Sept. 10-15. M. C. Reynolds.  
DeQueen—Serrill Co. Livestock Show, Sept. 10-12. Victor Ivy.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-26. O. O. Dann.  
Fort Smith—Ark.-Okla. Livestock Show, Sept. 25-26. H. B. Coerell.  
Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.  
Hope—Third Dist. Livestock Show, Sept. 24-29. R. C. Daniels.  
Monticello—Dre Co. Livestock Show, Sept. 12-15. Jack Shilton.

Pine Bluff—Ark. Livestock Show, Sept. 15-19. George Healand.  
Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.

## California

Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. B. Jackson.  
Los Angeles—Allied Gift & Jewelry Show, Sept. 2-5.  
Oakland—California Garden Show, Sept. 30-30. E. E. Schreffer, 920 Fallon St.  
San Francisco—China, Glass and Gift Show, Aug. 8-8. Kay Leber, 1255 Market St.  
San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2058 28th Ave.

## Colorado

Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Stolte.  
Aspen—Silver Stampede Rodeo, July 14-15. Arthur A. Pfister.  
Boulder—Fow Wow & Rodeo, July 28-30. Gene Love.  
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.  
Estes Park—Mountain & Plains Regional Appaloosa Horse Show, July 8. Chamber of Commerce.  
Estes Park—Rooftop Rodeo, Aug. 2-4. Chamber of Commerce.  
Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.  
Fort Morgan—Ninth Annual Howdy Day, Aug. 4. Olin L. Weik.  
Kit Carson—Kit Carson Day, Sept. 22. Paul Beck.  
Littleton—Westward Ho Days, Sept. 21-22. Wayne E. Michel.

(Continued on page 73)

## BOOK REVIEW

# Photo Book Tells Story Of Big Tents

A 36-page paper-cover booklet, entitled "Big Top Ups and Downs", has been published by Francis H. Templeton. It is designated as the first of a series of "circus how it's done memories."

Templeton's effort embodies an excellent idea. Its aim is to show in detailed photographs and drawings exactly how a big top is erected. The idea was to start with a picture of a layout pin and progress thru other photos to a final one of the big top fully fitted out with rigging and seats.

This book does that with a great number of pictures which Templeton took on the Ringling circus. But there are some drawbacks. Most of the photos are out of focus. The descriptive material with them is overly wordy and encumbered by a complicated identification system and complex layout.

Nevertheless, it tells the story to those with patience.

Big top terminology, sequence, equipment—all are there and fully described.

A good photo shows the lacing of the big top, another depicts the bail ring and winch, while a group shows a Concello seat wagon in various stages of unfolding.

The author's occupation and experience have to do with patents and this gave him awareness of the many steps and details to be depicted.

Published by the author at Washington, D. C., at \$1.

Tom Parkinson

## Fine Hunt Biz

Continued from page 50

diums. The big top was on lush, green turf which the stock enjoyed thoroly thruout the show.

Consistent good business has marked the current trek. This season there has been only one turn-away as compared to several this time a year ago. But the capacity and near capacity houses have made up the difference, despite considerable inclement weather during the early weeks. This type of business is accepted as more healthy and promising than the hot and cold variety that might lead to turnaways one day and a blank the next.

Along with a studied choice of towns and auspices, Manager Harry Hunt this year stepped up his selling campaign. The success of the show with its newspaper publicity this year, resulting from a press book containing all new and appealing material, has helped considerably. Absent for a time, but due to come back, is the helicopter. Officials are satisfied that the costly advertising aid adds sufficiently to attendance and gross to justify its use.

The show developed a big concert winner this year in the person of Walsh. Walsh climaxes the concert, which begins with Western riding and roping, by lifting a baby elephant. The mechanics of the stunt involve four oil drums which support a thick wooden platform on which the elephant and its trainer are mounted. Walsh, in a stooping position and with his back pushed against the underside of the platform, raises the whole load several inches off the supporting barrels. The audience appears duly impressed. The after show weekly average runs to more than 5,000 persons.

The show is heading now for its annual trek thru Long Island. More New York and Connecticut dates will follow before it again turns around and heads down the Eastern shore.

## N. J. Averts Wide Outlawing of Games

Emergency Amendment Saves Parks And Resorts From Severe \$\$ Loss

NEW YORK—New Jersey concession games were shut tight as a drum this week, but shuttering for the remainder of the season was averted by the State Legislature action on Thursday (28). The shut-down was a surprise thruout the entire State, and many hundreds of operators spent anxious hours of concern over the future of their businesses.

The ban made the complete range of permanent installations—from shore spots like Atlantic City, Asbury Park, Seaside Heights and Keansburg, to inland parks like Olympic and Palisades. No games operated in the State during mid-week, except a few permitted thru local interpretation of Attorney-General Grover Richman's telegram to prosecutors in every county.

It all started this way: Fred Martel operates an electrically controlled "Stop and Go" game in Point Pleasant. The button-operated spinners, flashers and baskets are common thruout the State. Last year Superior Court ruled locally that Martel's game was illegal. Last week, however, State Supreme Court extended the ruling to cover the entire State, holding it applies as well to all games on which money is wagered, regardless whether skill or chance is an element.

### Prosecutor's Telegram

Richman's wire to the 21 county prosecutors read as follows:

"Supreme Court has held that in effect all devices, at which persons play to win money or other valuable things, with any instrument, engine, apparatus or device having one or more figures, thereon violates the law.

"Also the operators of such devices violate the law because they keep a place to which persons resort for gambling in any form.

"Skill or chance is no longer a determinative factor. Suggest you take appropriate action."

The crackdown was immediate and amusement zones everywhere

were crippled. Objection was voiced by the New Jersey Resort Association, whose president is Mayor J. Stanley Tunney, of Seaside Heights, himself a concession operator whose Boardwalk holdings were severely hit by fire a year ago. Tunney said his community would suffer a one-third loss in summer business if the ban stood. Some prosecutors extended the crackdown to ball games, pitches, dart games—everything offering prizes.

Reaction among coinmen, whose devices are mechanical in nature, was sudden. Their association tripled in membership overnight and they, along with operators of concessions, stormed up to the State Legislature meeting on Thursday to press for relief. (See story in Coin Machine Section.)

What they got in Trenton, where operators mobbed the galleries to cheer the lawmen who spoke in favor of relief legislation, was an amendment to the 60-year-old gambling law. The law, which the Supreme Court held applies to all games, originally described dice, cards and lotteries. It had a "sundry device" clause as well. The

(Continued on page 73)

MAY 1957

## Coney's New Aquarium Is Delayed

NEW YORK — The Aquarium at Coney Island will not be ready for the public as planned this year, and present outlook is for the opening to be next May. First phase of the \$10,000,000 project is a \$1,500,000 modern building, which is all but complete, but several months will reportedly be required to condition and stock the structure.

Some 12 acres will be occupied by the entire development, being bounded by Surf Avenue, the Boardwalk, West Fifth Street, and West Eighth Street. The attraction is expected to draw millions of additional patrons to Coney.

When finally completed, the Aquarium will be the largest of its kind in the world. A feature of the present structure is a big outdoor pool, 60 feet long and varying in width from 20 to 40 feet. It is glassed in on three sides to permit underwater views of marine life.

Cited reasons for delay in the opening are shortages in materials caused by last year's hurricanes, and a complex system of heating, cooling, pumping, reservoir and other equipment.

## NAAPPB Protest Urged On Esquire Statements

NEW YORK — Concentrated objections to the anti-park article in July's Esquire magazine (The Billboard, June 30) has been urged on operators and their association by A. Joseph Geist, president of Rockaways Playland and a leading corporation lawyer.

"I am having the law investigated," he wrote, "to determine whether the article constitutes a libel against some or all of the amusement parks in the United States."

Copies of the two-page letter, addressed to Paul Huedepohl, of the National Association of Amusement Parks, Pools and Beaches, also went to William B. Schmidt, of Riverview, Chicago; Irving Rosenthal, of Palisades, in New Jersey; Harry Batt, of Ponchartrain, and James Onorato, of Steeplechase.

Geist urged that the park men write to the editor of Esquire in protest against the article penned by theater critic George Jean Nathan. The suggested intent was to convince Esquire to publish an article in rebuttal, sponsored by the industry. Geist is a member of NAAPPB's legislative committee, of which Batt is chairman.

"We all know, of course, that the amusement parks . . . are responsible and well-established amusement organizations with investments, in many cases, running into the millions of dollars; that many of these organizations have continued in existence for many years and have established reputations for fair and honest dealings that are second to none; that these organizations have a big stake in every community, and, if anything, maintain a moral and ethical code that oftentimes reaches far above that practiced in the market place; that many of these institutions employ men of genius to develop new ideas in engineering; in architecture and in art and in novel forms

of amusement. They fill also an important part in the moral, spiritual and philanthropic activities of the community. Their operations and attractiveness tend to reduce juvenile delinquency, and, more than anything else, they create unalloyed happiness among the children and . . . the public generally," Geist writes.

The many disparaging references to amusement parks, it is noted, "may well constitute singly and collectively libelous and actionable statements." It is suggested that if Esquire does not comply, then legal action should be instituted.

### 30-CENT FARE

## It's Official: Rockaway Gets A Subway Line

NEW YORK—Transit became a reality for the Rockaway area on Thursday (28) when an official subway train bearing Mayor Wagner and hundreds of officials, civic leaders, press personnel and businessmen rode over the five-mile trestle spanning Jamaica Bay.

An hour later regular service to the resort peninsula got under way.

One extra 15-cent token is required for the trip. Patrons drop the token at exit turnstiles at any of the dozen stations served in the beach area. The train's entire run, winding thru Jamaica, Manhattan, Brooklyn and the Rockaways, is the world's longest, covering 37 miles.

The trestle replaces the old Long Island Railroad trestle which burned down after World War II. The 30-cent fare compares with the \$1.02 charged by the LIRR from Penn Station to Far Rockaway station, and is expected to be so low as to attract millions of additional fun-seekers to Rockaway.

## Bob-Lo Tops '55 Gate Pace

DETROIT — Bob-Lo Amusement Park, open since May 30, has been consistently topping '55 in almost all departments, Ray Scheetz, passenger agent for the park, disclosed.

Traffic to the park, which is located on Bois Blanc Island, can be accurately counted since access from Detroit is possible only on two park-owned steamers. As a result, Bob-Lo is looked upon as one of the most reliable business barometers by outdoor showmen in the Detroit area.

One weekend was lost to heavy rains but almost every other day has been ahead of last year and this in face of lay offs in the automobile and allied industries.

Picnic bookings, a major revenue source, are ahead of last year and an encouraging factor is that most picnics held to date have drawn larger crowds than earlier estimated.

Two new kid rides have been added. Other improvements are blacktopping of walks. The spot is managed by the Browning family, represented by W. B. Browning, with Harold Corry as resident park manager.

### NEW POLICIES

## Jefferson Beach Adopts Nickel Tix, Paid Parking

DETROIT — Jefferson Beach Park this year has adopted a universal ticket policy with all tickets now printed in 5-cent denominations and for the first time is charging a quarter for auto parking.

The ticket policy, which was inaugurated at Edgewater Park here several weeks ago, has proved successful at Jefferson thus far. All ride tickets are purchased in nickel denominations and signs-over rides indicate the number of tickets needed. Six central ticket booths have been established and the number of ticket sellers reduced from 15 to six.

Harry Stahl, president and general manager of the park, believes the policy results in more spending.

The new quarter charge on parking, the first at any park here, is finding little resistance from patrons, Stahl said. Instead of six gates, there is now only one, which gives better traffic control. It also eliminates the entrance of "hot-rodders," who had been coming into the lot and riding around.

### Renew License

The park's license was renewed last week for the balance of the season. There had been discussions in the city council to ban the operation because of area changes.

Stahl said that the park plans to continue operations as usual altho they are looking for some suitable project, such as a big business or housing project, to take over the location.

"The city has no complaint about the operation of the park," Stahl pointed out. "They only contend that St. Clair Shores is no longer a summer resort and that the park has outlived its usefulness. Until we find something to take over the burden of this property, we will continue to operate the park."

Altho business earlier this season was hard hit by weather, the past three weeks has shown a sharp upturn and volume is matching '55, Stahl disclosed.

## TWO-PAGE PARK SPREAD IMPRESSES IN GOTHAM

NEW YORK—A two-page centerfold ad in the tabloid New York Post plugging the features of Indian Point Park, Hudson River shore spot 40 miles to the north, marks perhaps the largest single advertising effort by an amusement park in the metropolitan press.

Altho a co-operative effort, two-thirds of the reported \$4,000 cost was said to have been underwritten by E. D. Kelmans, park operator. All independent ride operators, game and food concessionaires, novelty and pool operators participated in the striking ad.

Additional and important contributors were the Hudson River Day Line, excursion boat operation which docks daily at the funspot; the Pepsi-Cola Company, exclusive cola drink supplier, and the Consolidated Edison Company, gas and electric utility which pur-

## Kidspot Preems At Saratoga Spa

SARATOGA SPRINGS, N. Y.—Ned Scherster and John Henneberry recently opened their new Kid-E-Korner here on the edge of town at the junction of Highways 29 and 9N. The spot opened with a Train, Autos, Boats and live ponies under the management of Fred Preece. Plans are to add a Merry-Go-Round, snack bar and ice cream stand.

## N. H. Project Presages Boom

HAMPTON BEACH, N. H.—State and local officials joined Saturday (23) in formal dedication of Hampton Beach's new \$1,100,000 seawall and highway project which will facilitate movement to and from the resort as well as allow more cars to park close to attractions.

Along with Gov. Lane Dwinell and other speakers was John J. Dineen, who is president of the Hampton Beach Chamber of Commerce as well as owner of the Casino Ballroom and various concessions. Dineen said he expects grosses to rise markedly this year, since it is now easier to get to the beach, and that many new accommodations have been added to attract visitors for prolonged stays.

A "new look" was made possible by the operation which started more than a year ago when it was found that much of the beach was crumbling away. Total cost of pushing the beach back into the ocean 40 feet and replacing the sand that had eroded away, together with the seawall and highway, is estimated at \$2,500,000.

## School-End Party Hypes Ride Gross

DENVER — A special school's out party and promotion at Kiddie City here boosted good summer trade still higher at the park in Southeast Denver.

The day after school let out tickets were pegged at two rides for the price of one. Special entertainment included a clown and local TV stars, Fred and Fae, who conduct a kid's show daily over the local ABC outlet.



### WE BUY AND SELL USED ROLLER SKATES

200 pr. Used Clamp Skates \$2.00 pr.  
 200 pr. Used Clamp Skates. 3.00 pr.  
 1000 pr. Used Clamp Skates 3.50 pr.  
 200 pr. Used Shoe Skates.. 5.00 pr.  
 700 pr. Used Shoe Skates. . 6.00 pr.

Bonny's Hug-Me-Tights.. \$10.50 dz.  
 Bonny's New "Princess"  
 Lino Skating Skirts.. 24.00 dz. up

Write for price list. 1/2 down, bal. C.O.D.  
 Authorized Distributor for  
**"CHICAGO"**  
 ROLLER SKATE CO.

**JACK ADAMS & SON, INC.**  
 723 MORRIS PARK AVENUE  
 BRONX 62, NEW YORK  
 SYcamore 2-1110, 1111

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

SEE THE REVOLVING  
**HOLLYWOOD SPOTS-LITE**

BETTER'N A CRYSTAL BALL  
 NO MIRRORS TO BREAK  
 WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOWMANSHIP LIGHTING EFFECTS AND LOUDSPEAKERS ITS DIFFERENT. IT STIMULATES MORE BUSINESS AND FANS FOR ITSELF IN BALLROOMS, SEATING BIRDS CLUBS, LAYERS BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Death  
**HOLLYWOOD SPOTS-LITE Co.**  
 Dept. 3 5612 No. 166 St. Omaha 16 Nebraska

### SKATING RINK TENTS

42 x 102 IN STOCK  
 53 x 122 AT ALL TIMES

NEW SHOW TENTS  
 MADE TO ORDER

**CAMPBELL TENT & AWNING CO.**  
 100 Central Ave. Alton, Ill.

**We BUY AND SELL NEW and USED RINK ROLLER SKATES**  
 Lowest prices  
 Write for quotations—1-day service

**JOHNNY JONES, JR.**  
 CHICAGO ROLLER SKATE CO.  
 57 CHATHAM ST., PITTSBURGH 19, PA.

PORTABLES ARE THE ANSWER  
 with **Porto-Bilt**  
 TENT COVERED SKATING RINKS  
 Box 422, Smyrna, Georgia  
 Phone: 8-2183, Marietta, Ga.

### ROLLER RUMBLINGS

## Grunt-Groaners Aid Mammoth's Operation

DENVER — Tuesday night wrestling matches at H. Sigman's Mammoth Gardens here have helped the roller skating establishment hurdle the usual summer slump in the skating business and keep the Garden operation well in the black, according to Bill Booth, Garden publicity director.

Aside from the lease fee wrestling promoter Jim Henry pays for use of the Garden, the establishment has benefited from another angle. That is the telecasts of the wrestling shows, said Booth. These telecasts have done a great job of publicizing the Garden and its facilities. Prior to the wrestling affiliation the Garden was dark on Monday nights. Now it operates seven nights a week.

Rink professionals Jack and Irene Boyer left last week for California to judge an RSROA regional competition in the Bay area, but their departure has not slowed activities at the Garden where daily morning sessions for beginners got under way at a rate of 10 cents per person. These a.m. sessions have been scheduled for Boy Scouts, Girl Scouts, Campfire Girls, the Hi-Y and nearly two dozen other youth organizations. Behind the plan is the hope of developing the interest of these youngsters in roller skating. Already nearly a hundred kids have signed for the classes.

This week the rink is staging a sweetheart night. All girls accompanied by escorts will be admitted free for an evening of special skating activities, games, etc. A king and queen will be crowned during the evening.

**Russo Operating At Glen Echo, Md. . . .**  
 WASHINGTON — Carl Russo, veteran Eastern roller rink operator, has opened a rink in nearby Glen Echo (Md.) Park, it was reported last week by Al Riley of Watertown, Mass. Russo, who operates in New England during the winter, is operating the Glen Echo rink seven afternoons and nights weekly. He has classes under way for dancing and free style skating and expects to form a racing team soon for participation in speed

events to be held at the park rink later in the season.

**Hartford's Schinelli Set for N. E. Contests . . .**  
 HARTFORD, Conn.—Connecticut delegation to the New England skating competitions at Lincoln Park Rink, North Dartmouth, Mass., June 27-July 1, includes David Schinelli, Hartford, and John Milazzo, Hartford Skating Palace professional. Schinelli, 12 year old, took top honors in four classifications at the Connecticut finals, conducted at Melody Rink, Groton, recently.

### FOR SALE Fort Weare Game Park

Located in foothills of Great Smoky Mountains at Pigeon Forge, Tenn. One of the largest animal exhibits in the U. S. Doing tremendous summer business and good winter business. Great Smoky National Park had 2 1/2 million people thru last year. Located on only highway thru national park. Priced for quick sale. Reason for selling—ill health and other interests. Write or come look.

Pigeon Forge, Tenn.

### WANT

One good Operator to take over Hanky Panky in permanent park. No flatters. We have equipment and games if necessary. Reader and Adviser. Age and Weight. Get in before the 4th of July. Big picnics booked. Write or call

### FUN CITY PARK

Johnstown, Pa. Dial Johnstown 344022.

### KIDDE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

NEW YORK—Acts booked next week into Lakewood Park, Barnesville, Pa., by Abe Feinberg include the Magic Clown, the Waltons and Rhythmaires, and a water act for the pool on July Fourth. Dorney Park in Allentown, Pa., will have Captain Video, the Cycling La-Flottes and the Bobrow Brothers, with July Fourth featuring Cy and Mazie and the Honeymooners.

### CONTROL ADMISSIONS with STROBLITE "INVISIBLE" IDENTIFIER



Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45  
 Dept. B-4  
**STROBLITE CO.** 75 W. 45th St., N. Y. C.

### PARK RIDES FOR SALE

Moon Rocket, Caterpillar, Octopus Roll-O-Plane, #12 Ferris Wheel, 40-ft. M-G-R. Write for detailed information.

CAN BE SEEN IN OPERATION

P. O. Box 282, Baltimore, Maryland

### High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
 GALLOPING HORSE CARROUSEL  
 Illustrated Circulars Free

**W. F. MANGELS CO.**, Coney Island, Brooklyn 24, N. Y.  
 ESTABLISHED 1880

### LAKE GEORGE AMUSEMENT PARK WANTS

Legitimate Concessions. No flats or gypsies. Harold Sommers, contact of once. Also want Guess Your Age and Scale. What have you? We have the People. All replies

**ARTHUR or JULES GILLETTE**

320 Canada St., Phone: LG 2623 Lake George, N. Y.

### WANTED AT ONCE—ALL TYPES RIDES

Ride Manufacturers and Ride Owners: Just secured 20-year lease on Georgia's most fabulous Island Beach, Jekyll Island, Georgia. Will give attractive deal. Available immediately—then Labor Day. High percentage rental or term purchase. Preference given for following years. A permanent "New" Amusement Park.

CONTACT **HARVEY SMITH** PRESIDENT

P. O. Box 226 Phone: Cherokee 4385 Atlanta, Ga.

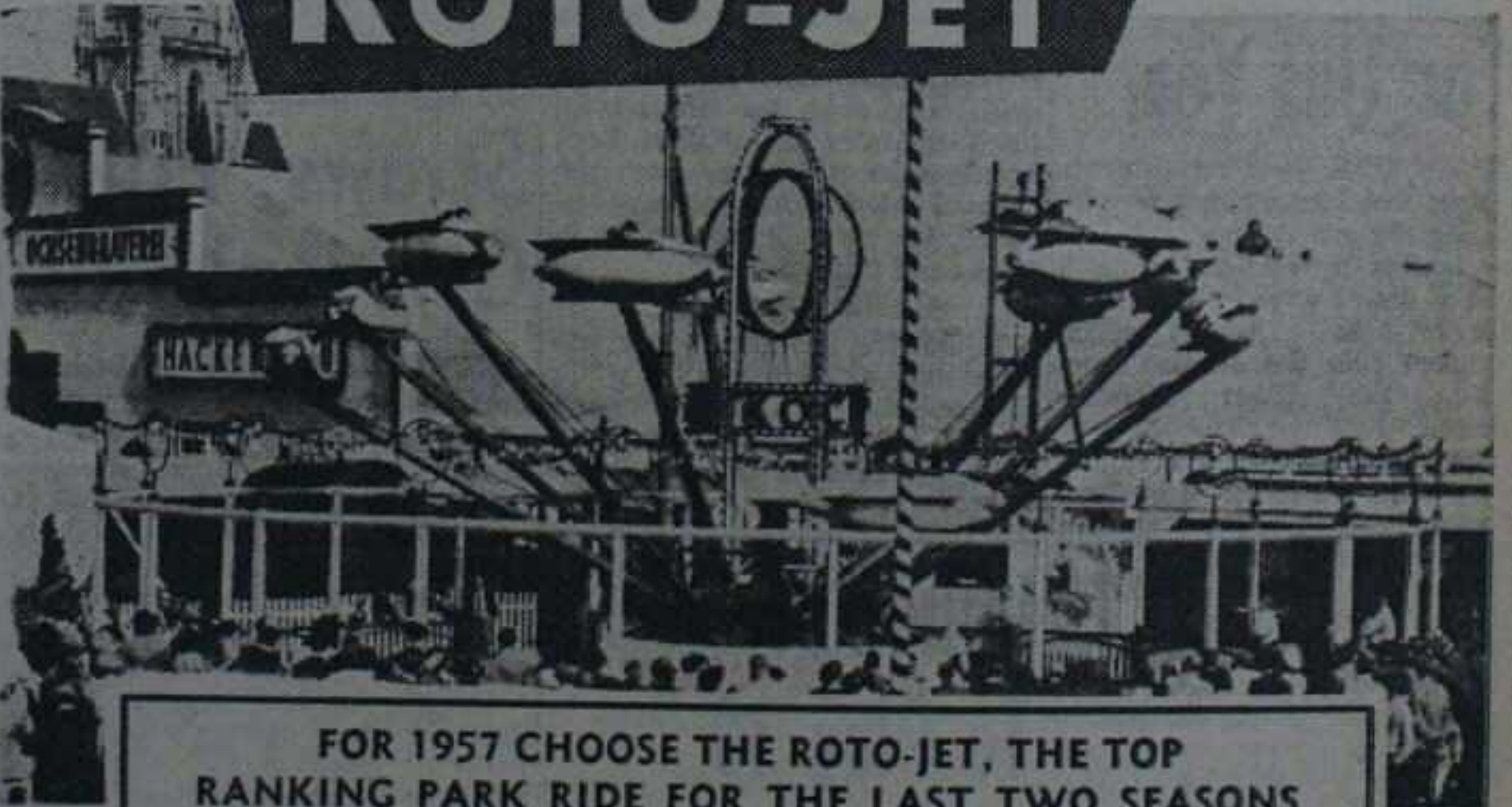
### FOR SALE—AMUSEMENT PARK

Well established park, year round operation, located in heart of large city in Southern California. Major Ride, 12 Concessions, Arcade—room for expansion. Four large offices, store rooms, fully equipped shop. Four rentals on lot bring in better than \$600 per month. Park well maintained—clean and in excellent condition. Ill health forces sale. Best offer takes.

**BOX D-219**

c/o THE BILLBOARD CINCINNATI 22, O.

# ROTO-JET



FOR 1957 CHOOSE THE ROTO-JET, THE TOP RANKING PARK RIDE FOR THE LAST TWO SEASONS

- Fast loading and unloading of riders! 24 riders in 30 seconds!
- Fascinating compressed air mechanism!
- Individual airplane control in each jet gondola
- Gives riders actual flying sensation!
- Equally thrilling for everyone from 6 to 80!
- So popular, re-rides run from 28 to 35%!
- Absolutely safe!

TWO MILLION RIDERS! NO CLAIMS, NO ACCIDENTS!

RESERVE SPACE FOR THE ROTO-JET IN YOUR PARK FOR 1957—CIRCLE 60 FEET DIAMETER

## ERIC WEDEMAYER, Inc.

Roto-Jet Division

NEW HYDE PARK, LONG ISLAND, NEW YORK

PHONE: FIELDSTONE 7-0793

### There is BIG Money in a ROLLER RINK

Properly Managed and Equipped With the

**BEST RINK SKATES. ASK US**  
 Write us for Booklet No. 8 on Successful Rink Management. Recent improvement in our Skates makes them stronger and better than ever.

**CHICAGO ROLLER SKATE CO.**  
 4427 W. Lake St., CHICAGO, ILL.  
 ESTABLISHED 1928



No. 778R

Manufacturers of All Kinds of Roller Skates

### ROLLER SKATING RINK

Equipment and building, 60x180, large parking lot, together with four-room Cape Cod ten-year-old house, located in Eastern Connecticut. \$15,000.00 down, balance owner will finance.

**LEONARD SHOLES**

310 NORWOOD AVENUE EDGEWOOD 5, R. I.

### HELP WANTED

Experienced Working Manager for Roller Rink near Chicago. Please state in first letter pertinent facts about maintenance, skating and promotional ability. Wife also can work part time. Good year-round deal for right man. Living quarters available.

Box 8857, The Billboard, Chicago, Ill.

### FOR SALE

90-plate, 20-car Lurce Scooter Rink. New in 1951. All stainless steel portable building. Excellent condition. Must sell quick and cheap. Doctor's orders.

**BOX D-218**

c/o The Billboard Cincinnati 22, O.

### WANT ROLLER RINK OPERATOR

Experienced. Good deal for right man.

**VICTOR REED**

1317 West Washington Blvd. Los Angeles 18, California

### CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

**PERRY B. GILES, Pres.**

Curvecrest, Inc. Muskegon, Michigan. We invite you to bring your skates to Curvecrest and see for yourself!

## R-B SCORES OKAY DESPITE ACHES

### Deaths, Injuries, Late Arrivals Mark New England, New York Trek

UTICA, N. Y.—Despite a series of mishaps, Ringling Bros. and Barnum & Bailey Circus registered good turnouts at its final New England stands and its return to New York State.

Included in the troubles were two deaths, several injuries, late arrivals and steady picketing. The latter apparently did not affect business to any extent.

Pete Brewer, reported as superintendent of seating, was critically injured here Wednesday (27) when he was struck by a train during the unloading. He lost one leg and the other was later amputated in a local hospital. Brewer's condition was reported as critical.

Rene Giannone, 58, trumpeter who recently joined the band, died of natural causes in Fall River, Mass., Thursday (21), and Robert Kervin, a laborer, was found dead Monday (25) in Albany. Albert J. Begy, also a laborer, suffered a broken leg while setting up in Albany.

Picketing by both teamster union locals and members of the American Guild of Variety Artists did not hurt the show appreciably. The matinee openings, which at seven towns, were from 10 minutes to two hours late, were said to be hurting the most.

Despite all this, business held up. At Providence, R. I., the show pulled a half matinee and an overflow at night; at New Bed-

ford, Mass., it was a three-quarter and near-full; Fall River, Mass., produced a half-filled tent in the afternoon despite rain and a three-quarter house that night; Worcester, Mass., was half and three-quarters.

At Albany, N. Y., the train was delayed when a flat car was partially derailed. Seats were half filled for the matinee, and better than 80 per cent at night. Schenectady, N. Y., played Tuesday (26), pulled two half houses. During the performance a Liberty horse broke loose and caused excitement but no injuries resulted. Also at Schenectady, representatives of the teamsters delayed the show train's departure.

## Barney Bros. Bows To Light Turnout

NAZARETH, Pa. — The new Barney Bros.' Circus, using equipment and animals leased from the bankrupt King-Maley organization as a nucleus, opened here Monday (25) to a light turnout of patrons.

Operation of the show, which is paying the courts \$1,000 weekly in rent, is under the helm of R. E. (Bobby) Miller, who is legal adjuster; Red Larkin, concessions superintendent, and Eddie Keck, auditor. Warren (Billy) Wilson is agent, Tommy Marvin has the wrestling feature, and the R. E. McAfee menagerie is managed by Ernie Vaughn.

In addition to the nine trucks, light plants, seats, three Cole elephants, Liberty horse act and pony drill leased from the remnants of the King-Maley organization, Keck acquired some tractors from the General Motors Motorama show. In all, the show is moving on 14 trucks and trailers.

### Lists Route

Route for the first week was scheduled as Bangor, Pa. (26); Hacketstown, N. J. (27); Washington, N. J. (28); Phillipsburg, N. J. (29); Lehightown or Slatington, Pa. (30). According to Wilson, the

## Miller Bros. To Play 30 Days in Chi

CHICAGO—Miller Bros.' Circus, hit by a poor run of business in Wisconsin, made a major switch in its route and backtracked to Chicago where it plans to play some 30 days in the area.

R. A. Miller, owner, said the show ran into meager crowds in the Badger State and blew two weeks of paper to come back to the Windy City which produced good grosses this spring.

Typical of the Wisconsin business was Wisconsin Dells, which yielded 25 per cent houses for both performances.

## MOORE LEAVES LEONARD SHOW

HASTINGS, Mich. — Bill Moore, who joined Leonard Bros.' Circus last week as general agent, closed after a brief stay with the show. Moore was general agent of the bankrupt Clyde Beatty Circus.

Business for the show, which switched to Michigan towns instead of playing its earlier scheduled Wisconsin route, has been generally good. Organization will leave Michigan Tuesday (3) to play Wakarusa, Ind.

Arthur (Hardtimes) Leonard, renewed acquaintances with Allan Milan, who was chauffeur for Jerry Mugivan when Times held the same job with Bert Bowers. Jack Burstem hosted his butchers at a fishing party and spaghetti dinner followed by baseball and dancing.

Wallace Love is back after an illness.

## Delay Court Sale Of King-Maley Gear

### Held Up Pending Inspection Trip; Kennedy Drops Lease Negotiations

MACON, Ga.—Court sale of the assets of the bankrupt Floyd King-Arnold Maley King Brothers' Circus partnership has not been set pending an inspection of the properties by Durward E. Mercer, court-appointed trustee. Mercer left Macon by plane Monday (25) to fly to Nazareth, Pa., where equipment of the former Eastern unit is under lease, and was to fly to Middletown, Conn., later in the week to inventory and appraise property there.

The property from the former Eastern unit was leased to R. E. (Bobby) Miller, Red Larkin and Eddie Keck.

Another deal to lease 12 units and some animals at Middletown, Conn., fell thru when Tom Kennedy, who made an offer, dropped negotiations Saturday (23) and left for New York the next day. Kennedy was in negotiations with Mercer and with attorneys Paul Conaway and Jack J. Gautier, counsel for King and Maley, for several days and after legal hurdles had been cleared he decided against closing the deal. Kennedy was concession superintendent on

the King show in 1954 and 1955.

According to reports reaching the court here a controversy developed between Arnold Maley and Red Larkin over a concession truck but this was expected to be ironed out shortly.

It is planned by the trustee to offer the King circus animals for sale at an early date and arrange for liquidation of the other property in the next 60 to 90 days.

## S. D. Twister Hits Carson; 6G Damage

GETTYSBURG, S. D.—The Tex Carson Circus lost its top and had one man injured when a tornado struck the lot here Thursday (21). Damage was estimated at \$6,000.

The twister struck shortly after Manager Jack Moore had cut the show and the tent was empty of patrons. Injured was Chief Noah, Oklahoma Indian, who was struck by a falling center pole and was hospitalized.

Immediately after the wind subsided the crews put the seats up again and, thru the co-operation of the townspeople, the show played to a capacity audience that night behind side walls. A new top has been ordered from Rogers Tent & Awning Company, Fremont, Neb., and was scheduled to be delivered Thursday (28).

The show is currently in North Dakota after a successful run in South Dakota that didn't produce a losing day. Ed Widaman's three-elephant act joined, making a total of four bulls on the show. Dick Loter is now doing single traps and clowning. Wanda Moore is working menage, web, ladder and single elephant act. Ted and Alice Wilson closed.

Recent visitors were the Hart Family, Russ Judey and Mrs. Miller, of the Gray Circus.

## Benson Hits 50-50 Day in Olean, N. Y.

OLEAN, N. Y.—Benson Bros. Circus hit it 50-50 here Thursday (21). Top was half filled for both matinee and evening shows.

## Pickman Set In TV Slot

NEW YORK—Milton Pickman, former head of Ringling promotion and go-between in film and television activities of the circus, has joined Briskin Productions in Hollywood as vice-president in charge of programming.

Pickman will both create and negotiate for TV film series for both Briskin and for Screen Gems, Inc., TV subsidiary of Columbia Pictures.

## Straws, Fulls Mark Cristiani Business

KENTVILLE, N. S.—Cristiani Bros.' Circus, aided by good weather and strong advance ticket sales, has been racking up strong takes on its Canadian tour. Full, near-full and straw houses are the general rule and in some cases three shows have been necessary to handle the big turnout of amusement-hungry patrons.

Despite lot and transportation difficulties here, the seats were 90 per cent filled in the afternoon and close to capacity at night. Rain rendered the proposed lot useless and a substitute was found at the last minute. En route here one of the generator trucks met with an accident. Despite an all-day rain in Bridgewater, N. S., the previous day, two nearly full houses were scored.

According to Lucio Cristiani, those pleasant conditions have been the pattern since the show crossed the border early in June. At Fredericton, N. B., for instance, two shows were turnaways and the third was a three-quarter turnout. Moncton, N. B., played June 14, was one of the weakest of the run due to inadequate parking, but the Side Show scored good takes. At Halifax, N. S., after a 216-mile

jump, the show gave six performances in the two days.

Big turnouts, from three-quarter to straw houses, were registered at Digby, Yarmouth and Middleton, Cristiani said.

Tony Diano visited at Halifax and sold tickets at the Side Show. Rosenheim and Rose Clawson are handling the legal adjusting.

## Polack Eastern Scores At Boise, Ogden Stands

SALT LAKE CITY — Polack Bros.' Eastern United racked up strong crowds at its last two stands and opened Thursday (28) with a record advance sale.

Turnouts at Boise, Idaho, where the show played in Bronco Stadium, were strong and on the final night show, Saturday (21), several hundred were turned away. Matinee was also near capacity.

Ogden, Utah, played Monday and Tuesday (25-26) produced two capacity matinees and two turn-away night houses in the 5,000-seat

Affleck Ball Park. Big last-minute window sales swelled the crowds at Ogden.

Show tied in with the United Artist movie "Trapeze" here in Salt Lake City. A special showing was arranged for the entire personnel who attended in full costumes. Handled by Eddie Howe, show's press rep, the event garnered strong coverage by papers, radio and television. Special buses were chartered to bring the acts here from Ogden.

### TEASER ADS

## R-B 'New Look' Paper Ordered For This Year

NEW YORK — First elements in "new look" advertising for the Ringling circus may appear on outdoor boards by mid-August as a result of design work by the Foote, Cone & Belding Agency which has taken over the account, succeeding the Albert Woodley Agency.

The paper has been ordered and its use will be determined by John Lechner, head of FC&B's outdoor department in Chicago.

The agency has been contracting all advertising from its offices in major cities, and claims no difficulties have been encountered. On the outdoor side, it was stated, only "good" space has been taken, and where such boards were unavailable, enough added radio and newspaper ads were bought to make up the difference.

An innovation has been new

*(Continued on page 59)*

## No Change On Beatty

DEMING, N. M.—Foreclosure proceedings on the Clyde Beatty Circus were reported to be going forward here last week with no new major developments reported.

It was also reported that Beatty, who is at his Santa Paula, Calif., home, is still negotiating with Art Concello, Frank McClosky and Walter Kernan.

# UNDER THE MARQUEE

By TOM PARKINSON

From Tom Packs Western, Don Rey writes that Karl Wallenda went to Anaheim, Calif., for the AGVA convention and that Frank Torrence and Herman Wallenda are substituting in his duties on the show.

Jay Gould Circus has had good weather and business, writes Chuckles Facer. . . Show's parade equipment is newly painted. . . Guy Biting is helping Facer in clown alley. . . Parade marshal Tex Allen's picture is in a recent advertisement in the Saturday Evening Post and Holiday. . . Personnel on the show presented Mrs. Gould with a bouquet of roses on the Gould's wedding anniversary. . . Norman Smith joined with his ape show. . . Kay Aegan's horse fell from a ramp to the stage but was not injured. . . Visitors included Jane Furbee, the J. C. Facers and Jack and Manard Porter.

Freddie Freeman reports from Ringling-Barnum that John Staley's cookhouse is getting raves. . . News from Tommy Hasson's Side Show: Betty Broadbent had a family reunion on Connecticut dates. She was featured in a recent issue of Call of the Calliope. . . Nettie Falbenburg and Kealani of Dave Naeole's Hawaiian troupe celebrated birthdays. . . Pat Harrison was confined to the cars with a bad cold. . . Fred Harris joined as ticket seller. . . Senorita Josephine had Spanish Thorne and family as visitors. . . Mr. and Mrs. Harold Freer visited Gene and Nettie Falkenburg. . . Aloha and David Laeole's aunt visited.

Ringling visitors were Elmer C. Lindquist, William Flanagan, Chet Sololeski, Frank Viering, Ray Carlson, Madeleine Park, Bebe Siegrist, the Norman Wadkinses, Jim Sunbury, Ann Mikaitis, Joe Minchin,

J. Westervelt, Miss Lucy, Otto Krakow, Dieter Tasso, Johnnie Yong, Rickie Dawn, Bill Ballentine, Charlotte and Everett Smith, Dally Reed, Bobby Nelson, Bob Porter Jr., Harold Genders, Jimmy Mooney, Ric McConnell, Fred Prary, Bill Donahey, the Norm Bigelows, Gil Conlino, Bill Day, Ormond Brodeur, Jim Hoyer, Carl Pratt, Sogan Page, Gordon Pipion, William Judd, Bill Brinley, Robert Bertini, Russ Downs, E. J. Deaney, Art Ganer, Art Gunther, Louise Johnson, Al Loeffler, Charles Mamara, Jim Forest and Joe and Estrina Gallasso.

C. P. Fox has been in Ohio and Sarasota researching a new book. . . J. Paul Ashbrook caught Beers-Barnes in Lebanon, Ky. . . Leona Teodora, former wardrobe mistress on King-Cole was honored at a dinner given recently in Chicago by June Carter. Guests included Dr. Johnson, formerly with R-B, Lt. McMann, Maj. and Mrs. Lewis W. Phillips and Betty Clifton.

Earlier Ringling visitors included Maj. Aubrey Weinman, director of the Colombo, Ceylon, zoo; Dr. William Mann, of the Washington, D. C., zoo; Charles Miles, Eddie Ruppert, and Claire and Tony Conway.

Walter Nealand closed as press agent of Cristiani Bros.' Circus and is back with the Marks Shows. . . Lou Hayek, Toledo, Ia., disagrees with a clipping in which Merle Evans is quoted as saying TV has made circus acts too commonplace. . . Walter Fox reports Joe and Jean Andrea are ahead of Hagen Bros. His visitors at Mobile, Ala., included Earl and Edna Chapman, Charles Crichton, Johnnie Adams and S. A. Ratcliff.

Recent visitors at Circus Schumann in Copenhagen were Hans Lederer, New York booker, and R. M. Dixon, former manager of the Belle Vue Circus, Manchester, England, who is getting set for a new circus project in England. Stanley Wathon, a recent visitor from New York, sailed for home on Thursday (28) from London.

Zoppi-Zavatta Troupe, riding, will be at the Salinas, Calif., fair in July. Also there will be Roy Rogers Horses, worked by Glenn Randall. . . John Strong Circus will play fairs at Vallejo and Stockton, Calif. . . Donald Marek's miniature circus is being used to bally "Trapeze" in San Francisco and other cities.

Joe Rossi writes that things are going well with him. He is with Tom Packs Western. . . Eddie Howe, formerly with Cinerama and Ringling, now is back with Polack Eastern as press agent. Bill

Naylor closed as press agent because of his health. Howe now has his family at Los Angeles while he is with the show. Howe was to return to the Beatty show, where he had been press agent some time ago, and arrived at Burbank, Calif., just as the show closed.

Minstrel man Jack Haver is planning a new show to open in September. He is in Houston.

Major Joe Short, veteran midget circus clown, has returned to the steamers running six times daily between Detroit and Bob-Lo Park. In marine uniform, he is a great favorite with kids as well as with camera fans.

Joe Beach, Mrs. Beach and Francis Lacouline, of Springfield, Mass., visited with friends on the Cristiani Bros.' Circus when the show played Greenfield, Mass. Beach also visited with Babe Siegrist, ahead of Cristiani, in Greenfield, Mass.

It was a high divers' convention recently at Norfolk, Va. Visiting Bert and Corinne Dearo at Ocean View Amusement Park there were Earl MacDonald, Sol Solomon, Suicide Leo Simonds and Frank Cook. . . Johnny Fulghum, who recently closed with the National Circus Museum, is back with the John Marks Shows as advance agent. He recently visited with Bill Backell, former car manager of John Robinson Circus. . . Garnet (Barnum) Kough visited the Jay Gould outfit at Osage, Ia., with his clown band. Art Bitters, Kelly-Miller press agent, also stopped off. Tex Allen is emceeing the show when Gould is away on business. Norman Smith has added a baby chimp and Pop Willard augmented his bar act by the addition of another performer.

Sarasota Notes: Charley Broza is busy with his motor court. . . Juggler Truzzi is doing well at his import shop. . . Elly Ardelty is on the road again as are the Maschinos. . . Billy Pape and Renee were scheduled to play several weeks with Jerry Wilson's Circo Americano in Puerto Rico but had to cancel out due to Renee's dental troubles.

Mr. and Mrs. Earl Shipley were back in Chicago last week after a trip to Omaha where they purchased a new house trailer. The Shipleys will vacate their Chicago apartment the end of July and will live in the trailer which they will take on Earl's tour of school dates which begins October 1.

Craig's Chimps spent several days visiting at Deer Forest, Coloma, Mich., en route to play Western Canadian A Fairs for (Continued on page 73)

ACCEPTING BOOKINGS  
NOVEMBER 1  
TO APRIL 15

Outstanding 4 Bear Act  
Hind Leg Waltzing Dog  
Baby Chimps  
ONE UNIT OR SEPARATELY  
**ROBERT L. MOCK**  
Kelly-Miller Circus  
Hugo, Okla.

**BILLPOSTER WANTED**  
Must be union, have driver's license and able to drive Dodge panel truck. Must be able to handle cards and lithographs. Start July 10 for three months.  
All answers:  
**BABE RABB**  
G. A. C.—HAMID, INC.  
1270 Sixth Ave. New York, N. Y.  
Circle 5-8930

**2—PHONEMEN—2**  
Experi. Adv. & Ticket Men on POWERFUL LABOR DAY DEAL. This is renewal (6th year) for ENTIRE AFL-CIO DENVER LABOR MOVEMENT. \$40,000 potential, 18,000 coded cards. RELIABLE SOBER men easily make \$150 and better per wk. Booked SOLD 1956—CLEAN, IDENTIFIED, NO PRESSURE. Grow with this 14 yr. firm. Earn \$300 and transportation paid.  
Come in or phone Ppd.  
**J. Bankendorf**  
Race 2-4368  
Labor Temple Annex, 43 W. 4th Ave. Denver, Colo.

**PHONEMEN**  
Sheriff's Deal. Pay daily, no collects. Others.  
Phone 2-0332, 324 Central Ave., Room 5  
**ED HAVERSTICK**  
Great Falls, Montana

**WANTED**  
Elderly Man to cook for few Men in Winter Quarters. Also Elephant Man and Menagerie Help. Contact  
**TONY DIANO, BUCKEYE CIRCUS CORP.**  
1000 Warner Rd. S. E. Canton, Ohio

**FOR SALE**  
The Great Capler Family's High Wire Rigging, complete.  
**GRACE CEPLER**  
Rt. 3, Box 169-E, San Antonio, Texas  
Phone: TA 6-4010

**PHONEMEN**  
Radio - TV Programs  
**M. KAPLAN—"KAPPY"**  
**A. H. FISH**  
Crown Hotel, Providence, R. I.  
Les Harris, Ed Mosley, Bill Stover, call J. E. Leonard.

**SHOWMEN ----- PERFORMERS**  
Our 1956 Catalogue of Show & Performers Equipment is ready for mailing.  
**THE HEBELER SHOPS**  
P. O. Box 491 Phone: Ringling 3-7801 Sarasota, Florida

**RING BROS.' CIRCUS WANTS**  
Circus Cook, Billposter, Circus Drummer, Big Top Boss Canvasman, Side Show Boss Canvasman, Mechanic, Haul and Toe Banrierman. Phones not selling Banners: Phone Men, towns now ready; Contracting Agents, \$100 per town over 10,000; \$50 under. Rosenheim, Paul Pyle, Charlie Smith, contact; Tom Buchanan, call, important, jackpot.  
Charleville, Mich., July 2; Cheboygan, 3; Manistique, 5; Rapid River, 6; Iron Mountain, 7.

**PHONEMEN—NOW—25%**  
**POLICE DEAL**  
**TOM TERRELL & TERRELL**  
ROSS HOTEL, CHATTANOOGA, TENN. OFFICE PHONE DAYS 932221

**HELP WANTED—GIRL**  
To work as Assistant in one of America's top Bear Acts. Excellent salary, NO DANGER, steady work. No experience necessary. Send Photo first letter.  
MAN wanted to take care of Leopard Act. Experienced Cage Hand or young Man wanting to become Trainer and willing to work. NO DRINKERS.  
**HAWTHORN ZOO**  
Libertyville, Ill.

**ARE YOU A - - TELEPHONE SALESMAN OR SALESWOMAN**  
DON'T CALL UNLESS QUALIFIED. Pleasant working conditions. Air conditioned offices. Draw can be arranged if qualified. Need 4 Salesmen or Saleswomen to sell top national Radio Show locally. First time offered in St. Louis. If you are a Producer you can easily make \$125 to \$200 per week.  
Apply: **JACK DOYLE**  
Suite 201, 725 Olive St. St. Louis, Mo. (Phone: Chestnut 1-6454)  
P.S.: Dick "Doc" LeBar, apply at once.

**FOR SALE**  
Complete Animal Act, consists of 7 dogs, 1 monkey, 1 pony, 1 mule and schoolbus. Contact  
**DUGAN**  
1330 W. Thomas St. Chicago, Ill.

**ACTS WANTED**  
FOR AUGUST 26-27-28-29, ALSO FOR FALL AND WINTER RUNS.  
**TOMMY & ROSA PATEN, WRITE,**  
**Standard Productions**  
Western Division  
618 West Washington  
Council Bluffs, Iowa

**WANTED AT ONCE**  
General Contracting Agent, also Advance Publicity Agent. All Sponsored Dates, long, sure season. Sober, reliable Men, must be able to drive. Hank Carille, contact Dale Madden. No collects.  
**ROYAL BROS.' CIRCUS**  
Box 82, Station J  
Toronto 4, Ontario, Canada  
Phone: PLYmouth 7-0935

**4—PHONEMEN—30%**  
8 weeks' work on Labor Day edition on Jax only labor endorsed paper. Then State Convention edition, followed by repeat Xmas Deal. 8 months' work. No drunks, no promoters, no collect calls.  
**SPENCER**  
302 Main Jacksonville, Fla. Elgin 47792

**Looking for a Change!**  
If you are an Advertising Salesman looking for a permanent connection with good pay, steady work, daily collections and air-conditioned office, call or write  
**MARY ANN ECKERT**  
384 Merchants Natl. Bk. Bldg., Omaha, Neb., or call Atlantic 9479.

**2—PHONEMEN—2**  
Tickets and Advertising Banners. You can make it here if you keep it up. The Men here are writing \$200.00 a day commission; paid the minute it comes to the door.  
Call Lebanon, Penna., 29721.  
**W. G. PHILLIPS**  
No collects.

**2—PHONEMEN—2**  
UPC's—BANNERS—TICKETS  
**J. F. SHAFER**  
P. O. Box 51 — Phone East 3-3096  
New Castle, Dela. (No collects.)

**PHONEMEN**  
NEW YORK CITY  
High earnings. Dignified position. Life-size cards. Pitchesmen who wish to settle down are welcome.  
**CALL NOW!**  
WOrth 4-1020

**WANTED 2 PHONEMEN**  
Powerhouse Sponsor. First Deal in this town in three years. Just \$40000. Pay daily. Other Deals to follow. Phone and no collects.  
**RAY LANIER**  
Lansdale 4-8230 Lansdale, Pa.

**5 PHONEMEN WANTED**  
First-class deal. If you can write \$200 or more a day, call me at Chamberlin Hotel, Hampton, Virginia.  
**J. B. Productions**  
Room 331, Hampton 3-5511.  
P.S.: Harry Walton, call me.

**PHONEMEN**  
U.P.C.'s and Banners. Police auspice. Another police to follow. Two months' work. Bill Marks, contact. Lee Tanquay, contact. Call  
**BOB ALLEN**  
Monticello Hotel Norfolk, Va.

**PHONEMEN**  
Book, UPC, Tickets, Banners  
**CHAIRMAN CIRCUS OFFICE**  
Office #476, Capri Hotel Bldg., Telephone Capital 4-4220, St. Paul, Minn.  
Cancer Fund drive sponsored by largest organization in the city. Plenty of good calls.

**PHONEMEN**  
POLICE DEAL  
Bill Marks, Lee Tanquay, please call.  
**BOB ALLEN**  
Monticello Hotel Norfolk, Va.

**2 PHONE MEN**  
Immediately. Gratto and Labor. Work Hill Xmas. No lusher. Old friends, contact  
**CHARLIE WATTS**  
Phone 71-411 Ashland, Ohio

### R-B Teaser Ads

• Continued from page 58  
"teaser" ads placed in newspapers 10 days in advance of the show. These are of small two-column size. Some show an elephant with a baby elephant, with the caption: "I'll bring my kids, you bring yours. The circus is coming to town."

Some 150-200 radio spots have been taken in towns a week ahead of the show.

An advantage in contracting of outdoor space is Lechner's solid background in this field, while representing FC&B clients over the years. Also on the team is William Mathews, account executive and company vice-president, and Walter Sullivan, in charge of media.

Existing banners will continue to be used, and it is likely that they will also be used next year, it was stated. In prospect for 1957 is use of luminous poster materials.

## WFA Launches Plan To Up-Date Exhibits

SACRAMENTO — A seven-point program for the improvement of exhibits at fairs was recommended by the Western Fairs Association Exhibits Design committee here this week.

Edward Clendennen, who moved from manager of the Chowchilla Junior Fair to that post at the Kern County Fair in Bakersfield Monday (2) and chairman of the committee, said the seven-point plan was developed from three main objectives. They are: (1) Better basic design in exhibits; (2) adopting uniform design applied to standard units so that the cost can be reduced, and (3) that a pool of the best ideas in exhibit designs be gathered by WFA.

(1) That the Exhibit Design Committee recommend to the WFA directors that funds be appropriated for obtaining sample exhibit design displays for showing at the annual meeting. (2) That WFA investigate and seek information regarding the possible standardization or development of a fair container for jams, jellies and preserved fruits. (Alex Thorburn, of Floats, Inc., and Joe Micciche were named to contact jar manufacturers regarding this report to the committee). (3) That the WFA committee meet in October to review designs and pictures and evaluate the information obtained on standard containers.

The committee also asked (4) that the EDC recommend to the WFA directors that they empower the manager to enter into negotiations to retain an Exhibit Design consultant for professional services in designing exhibits. (5) That FDC recommend to WFA directors that they and the WFA manager attend the 6th District Agricultural Association exhibit in Los Angeles on December 7. (6) That WFA thru letters obtain from individual fairs specific pictures of home arts exhibits of detailed structures showing jams, jellies, clothing and other

(Continued on page 73)

## DALLAS HIKES GATE PRICES

DALLAS—Adults will pay 75 cents and children 40 cents for admission to the 1956 State Fair of Texas under a new, higher price scale. Adult admission price was 60 cents and the kids' admission charge was 30 cents. Boosts are the first in gate charges made by the fair in 10 years. Higher operating costs dictated the increases, James Stewart, general manager, said.

## Martin, Lewis Off Program At Sacramento

SACRAMENTO — Inability of Martin and Lewis to appear for the opening three days of the 12-day California State Fair and Exposition here starting August 29 has changed the grandstand show lineup and left the first four nights open for the time being.

Appearance of the comedy team was announced at a meeting of the fair's board of directors. The duo was to be the first of four top-

(Continued on page 73)

## GROCERY CHAIN TO SPONSOR SACRAMENTO'S 1ST KIDS' DAY

SACRAMENTO, Calif.—Cardinal Grocery Stores, Inc., with 34 Northern California stores, will sponsor the first kiddie day at the California State Fair and Exposition when it opens here August 29 for a 12-day run.

The promotional contract with the grocery chain for the opening day only will mark the first time that such an arrangement has been made with a private corporation. Dudley T. Fortin, secretary-manager, and Ted Rosequist, assistant manager, who recommended the pact, said it should bring a decided increase in opening-day attendance.

The contract provides that the chain distribute one 5-cent ticket with each \$1 purchase. The tickets will have a 5-cent value on opening day only, for adults or children, for admission to the fair and for rides and concessions.

The coupons will be redeemed at the full 5-cent value for the first 100,000 and 2½ cents each for all tickets above that figure. Cardinal guarantees a minimum return of \$5,000, even if the first 100,000 tickets are not used.

Board Chairman W. C. Wright questioned the deal with a private concern. Director James A. Nealis suggested that if the Cardinal arrangement worked, it could be let on bids next year. Director James S. Dean, a former director of finance, voiced concern that the board is setting a precedent by which other private enterprises might demand a partnership in promoting other aspects of the State fair.

## \$70,000 BUDGET SET BY TOPSFIELD EVENT

TOPSFIELD, Mass. — Essex Agricultural Society has set a budget of \$70,000 for the annual fair to be held this year September 2-8. This is a drop of \$5,000 from last year and a sum equal to 1954. General Manager Paul M. Corson pointed out that improvements last year had increased the total. Of this year's sum \$8,500 has been set aside for entertainment, and \$10,000 for premiums.

Eydie Gorme and the "Fair Frolics of 1956," as well as a revue and supporting acts, have been booked in by GAC-Hamid for the grandstand. Admission price has not yet been set. These are in addition to "Dancing Waters," the Budweiser Forses and various educational exhibits and a cooking school.

Tommy Marin will again provide the six nights of pari-mutuel dog racing. The fair's parking area has been increased to accommodate 1,200 more cars at a cost of \$12,500. This included filling in a large area of new land.

Among other projects this year is the black-topping of more roads on the grounds, and building of a new poultry building and additional sheep pens. Sewage extensions have been laid and the existing barns and buildings have had a refurbishing and repainting job.

The midway will again be under the direction of Gene Dean and Jack Flynn, of Salisbury Beach.

Corson said the promotional gimmick of showing colored slides of the fair at service clubs and churches is expected to pay off at the gate. More than 40 dates were filled thru the winter for the illustrated lectures. Advertising and promotions via TV, radio and newspapers is planned on about the same scale as last year, with the Budweiser firm using its billboards to boost the fair.

## Wide Improvement List Set for Leighton Event

LEIGHTON, Pa.—A significant list of improvements have been made for Carbon County Fair patrons this season. One element is addition of a trackless train, which the directors say is patterned on the one used on the Great Danbury (Conn.) Fairgrounds.

Midway changes include removal of rotted maple trees to allow extra concession space, and widening of the midway in many locations. At the north and south ends of the track, the midway was moved back some 35 feet from the oval.

The fair is also installing a free enclosed, sheltered playground for kiddies. It contains slides and swings, plus a stationery fire truck and locomotive for kids to scamper over. Benches will be provided for parents to relax while the youngsters work off some steam.

One other physical change is the opening up of barns and installation of screening, providing

better visibility, especially for children who previously had to be held up in order to view the animals. Barn exteriors will have new lighting this season.

Grange and agriculture exhibits will be judged on opening day, Labor Day, in preference to the old system of setting up and judging on Tuesday, which prevented patrons from viewing the exhibits if they attended on opening day. State University authorities will be on the grounds early on Labor Day for the judging, according to county agent Ray Reitz.

There is no contemplated change in admission prices this year. There will be auto racing and thrill shows as usual, plus hypnotist Joan Brandon, Gene Holter's ostrich and camel racing and wild animal show, and GAC-Hamid's TV Discoveries and Rock and Roll show.

Fred Gets is president of the agricultural society, and Grant Bossard is secretary.

## Night-Racing At N. B. Event

FREDERICTON, N. B.—Night racing began on the track of the Fredericton Exhibition here on the evening of Saturday (16), playing a crowd of some 1,200 at a 50-cent gate. Pari-mutuel betting was brisk.

Regular nights will be Mondays and Thursdays, winding up the season with three afternoon cards on fair week, September 3-8.

Ray Crewdson, secretary-manager of the Fredericton Exhibition, has lately written his examinations and is now a qualified track judge under the authority of the United States Trotting Association.

Night racing has also begun at the Raceway in St. John and at Sackville Downs in Halifax, Nova Scotia.

## Macon Slates New Building And Ice Show

MACON, Ga. — Robert M. Wade, who has replaced the late E. Ross Jordan as general manager of the Georgia State Fair (October 15-20), states that practically all indoor commercial exhibit space has been sold and that tents will probably be required to handle the overflow.

The grandstand has been improved by new paint and fencing. More adequate lighting and decoration has been provided thruout the grounds. Erection of a new 50 by 100-foot poultry building is scheduled for early completion.

An entertainment departure is the booking of the Jack Kelley "Ice Frolics" thru the Gus Sun Agency. Revived this year is the sheep show sponsored jointly by the Citizens and Southern National Bank and the fair association.

## Fair Dates

Copyright 1956 The Billboard Pub. Co. The complete list of Fair Dates was published in the issue dated June 26. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2189 Patterson Street, Cincinnati 22, Ohio.

Arizona  
Duncan—Greenville Co. Fair Assn. Oct. 3-7.  
Balford—Graham Co. Fair Assn. Oct. 10-14.  
Young—Oita Co. Fair Assn. Sept. 24.

### INDEPENDENT SHOWS WANTED

for **THE SELINGROVE FAIR**

The largest night Fair in Pennsylvania  
Week of July 16 to 21.  
Want Independent Shows with their own outfits. Also concessions that don't conflict.

Write  
**ROLAND E. FISHER, Manager**  
Selingsrove, Pa.

### FREE ACTS WANTED

For White County Fair, Sept. 8-17-8, 1956.  
Contact: T. Stanton Hale, secretary.  
**P. O. Box 51**  
Sparta, Tennessee

### DISPLAY FIREWORKS OF DISTINCTION

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

**Continental Fireworks Co.**  
R. R. 24 Jacksonsville, Ill.  
Phone R-4712 or 4725

### Unique THE MILODEES

Hand balancing by the Heavyweights available for Fairs, Circuses, Parks Celebrations, Night Clubs.

Southern & Midwest Committees, contact:  
**CHARLES ZEMATER AGENCY**  
22 W. Randolph St. Chicago, Ill.

New England Committees, contact  
**AL MARTIN AGENCY**  
Bradford Hotel Boston, Mass.

**THE THREE MILOS**  
America's Outstanding Aerial Act also available with above act.

### HAIR-RAISING DEPARTMENT SWENSON THRILLCADE

OPEN DATES  
Aug. 21, 22, 28, 29  
Iowa—Wisconsin  
P. O. Box 1352  
South Side Station  
Springfield, Mo.

For Your Fair...Park...Celebration Book

### THE MALKO TROUPE

Flying Trapeze Artists  
**MIKE MALKO** P. O. Box 332  
Bloomington, Ill.

Miss BeBe Says . . .

## FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

### NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$12.  
(Foreign rate, one year, \$24)

Name  678  
Address   
City  Zone  State   
Occupation

## Biz's Off Slightly For Royal Canadian

REGINA, Sask. — Originally scheduled to wind up a six-day still date here Saturday (23), Royal Canadian Shows canceled a two-day stand at Assiniboia, Sask., because of reports of a wet lot and stayed here for Monday (25).

Carnival, which in the past has played downtown, set up at the fairgrounds and took advantage of part of the hard-topped midway area. Biz started slow but was building by Thursday (21) when a three-inch downpour gave the org a complete blank for the night. Friday was cold and drizzly and Saturday was fine, with activity picking up.

Manager Jerry Crawshaw reported the week's play was the

weakest in the five years Royal Canadian has been coming here. Change in location had some effect on the turnout, he felt.

### Publicity Score

Shows scored front-page publicity in The Leader-Post when Bruce Peacock, news editor, had Myta, the chimpanzee, up to the newspaper office for a crystal ball gag in conjunction with the provincial election on Wednesday (20). Outcome was two two-and-a-half column cuts of the chimp, with a story, on election day and a four-column cut the day after the vote.

Royal Canadian, a truck show out of Vancouver, has 28 concessions, 5 shows and 10 rides, including 5 for children. Five more rides are to be added for fair dates.

### Line-Up of Shows

Jerry Crawshaw's brother, Dick, is assistant manager and the father of the youthful operators, George Crawshaw, is president of the org.

Shows include: Illusion, Pop Reil; snakes, Pat Mahoney; lion, Dick Crawshaw and Bill Mohan; chimp, Eric Ody; monkey motor-drome, Adam Ody. Eric Ody formerly operated the Leader Shows in Western Canada and in recent

(Continued on page 66)

## Tornado Belts Hills Greater In So. Dakota

CANDO, N. D. — Hill's Greater Shows moved in here the week of June 25 with its equipment bearing evidence of the extensive damage caused by a tornado that hit the show Thursday (21) in Watertown, S. D.

The wind, which attained a speed of up to 120 miles an hour, shredded canvas, ripped show fronts, toppled rides, and destroyed or damaged other show equipment.

One of the shows' Ferris Wheels was blown over and landed on the Roll-O-Plane, doing considerable damage to that ride also. Bulgy the Whale ride also was badly damaged and its canvas was lost. Kiddieland fronts were blown down.

The new Lusse Scooter purchased the first week in June sustained the loss of all canvas, the destruction of some of its fencing,

(Continued on page 66)

## Mullins Shrugs Off Weather; Tops '55 Biz

DOVER-FOXCROFT, Me. — Altho Mullins' Royal Fine Shows has had its share of the usual bad spring weather, total grosses are ahead of last year. Clifford W. Mullins, owner-manager, announced.

Show was here last week for its sixth stand of the year and was then scheduled to truck to Woodland, Me., for its July 4 date. Fireworks, parades, a beauty contest and nightly free acts were scheduled for the holiday stand.

## Red River Ex Gives Royal Am. Good Biz

WINNIPEG — The Royal American Shows thru Thursday (28), fifth day of the seven-day Red River Exhibition, enjoyed considerably better business than it did here last year when it provided the midway attractions at the Greater

Winnipeg Exhibition in suburban St. Vital.

Weather was better than in '55. The site—the grounds adjacent to the Winnipeg Arena—also was far more accessible for patrons. The Red River Exhibition offered Harry James and his ork, plus the Delta Rhythm Boys, as the attraction in the arena, with a large portion of the arena given over to fair exhibits.

Leon Claxton's Harlem in Havana was the top-grossing show here. The Watercade, with Lottie Mayer's Disappearing Water Ballet as the feature, and Dick Best's Side Show also experienced good business.

Outdoor free attraction of the fair was Jimmie Jamieson, high diver.

Visitors to the midway included Harry Frost, concession manager of the Minnesota State Fair, St. Paul. Mrs. Mike Farino and son joined Mike Farino on the show here. Mrs. Guy Gardner and two daughters and Mrs. Frank Morrissey and son also arrived here. Gardner is an aid to Walter Devoyne, show's secretary-treasurer, and Morrissey is the show's press agent.

## 33 DEGREES

### Frigid Vt. Weather Nips Reid Effort

ST. JOHNSBURY, Vt. — Frigid weather greeted the return of the King Reid Shows to its native State last Monday (18) when the mercury tumbled to 33 degrees. The cold continued thru Tuesday and badly affected business on both days.

Temperatures and business climbed on Thursday and Friday. However, the stand did not bring the hoped-for returns.

Newspaper and radio publicity was good. A front-page story and art and a story on King Reid appeared in the local paper. The Club Ebony personnel was featured on radio as was a taped interview with Reid. Mae S. Hong, who trouped with the show last year, served as publicist during the week.

Club Ebony also staged a performance at the Veteran's Administration Hospital, White River Junction, Vt.

## Upper Mich. Spots Good for Skerbeck

NEWBERRY, Mich. — Three-day spots in Upper Michigan have been providing the Skerbeck Shows with better than average business. Show is skedded to wind up its stay in the Upper Peninsula the week of July 4, then jump to lower Michigan for the remainder of the season.

Two more telescopic light towers, new slim-line lighting on the new Tilt-a-Whirl, Octopus, Ferris Wheel and on cotton candy stand have added much to the show's appearance.

The new 31-foot semi-trailer office is equipped with air conditioning and television, and has a stateroom for the ride superintendent. Co-owner Pauline Skerbeck recently took delivery on a new 41-foot American Trailer. Others who recently took delivery on new trailers were Margaret Hoffman, Benny Glass, Ray and Helen Nord and Donald Pickett.

Eugene Skerbeck flew to Tulsa recently to purchase a late model Spitfire. A new Coaster ride is also due for early delivery.

Show's staff includes Eugene Skerbeck, manager; Pauline Skerbeck, treasurer; Arlene Skerbeck, secretary; Paul Pittman, general agent-concession manager; Ernie Nemetz, electrician-mechanic; Ray

## Elizabeth Strong as WOM Exits Jersey

ELIZABETH, N. J. — Good business was scored here thruout the week in fine weather by the World of Mirth Shows. The unit was the first of its kind to show here in some six years, and Frank Bergen, owner-operator, said that arrangements had already been made to repeat the date next year.

This stand followed poor business at East Brunswick and South Plainfield and winds up the show's five-week tour of New Jersey. With three out of the five dates played labeled as good, the show still fared well, particularly in view of its plan to remain in a compact area to facilitate the rebuilding and refurbishing of equipment.

Besides a heavy advertising campaign, the show got additional wide exposure due to the location's proximity to the industrial area where thousands are employed. Big business is looked for on Friday and Saturday with continuing good weather.

### Work Program

The work program has been in high gear for several weeks. A second light tower has been com-

pleted and the remainder will be finished by next week when the show plays its Fourth of July date at New Britain, Conn. Also counted on for New Britain, and the trek to the North and Maine, are several new shows, plus a new Round-Up.

Bergen said that the show wagons would be painted red, white and blue, continuing a pattern started last year. The Wild West show front has been rebuilt and repainted.

Bernard (Bucky) Allen is in completion of a funspot owned by the Dominican Republic.

The show was featured nationally Wednesday (27) on the Dave Garroway Show, NBC television feature. A special film report, shot on the show a week earlier, was screened.

## Crafts Grosses Off at Last Two So. Calif. Towns

OAKLAND, Calif. — Personnel of the Crafts 20 Big Shows who have been practically commuting from their nearby homes to the lot during the six weeks the show played sponsored dates in Southern California, last week gave up their forty-miler status as the organization moved about 500 miles here for its annual Fourth of July date. At the close of the local run the show will play at least three months in Northern and Central California.

Orville N. Crafts, show owner, said that the two dates prior to the move were off.

At Torrance, where the show closed its five-day run June 17, the weather was good but spending not up to the pace of that enjoyed by the show in the five previous spots. Playing the annual Community

(Continued on page 66)

## Shan Wilcox Rides Win At Florida Location

PANAMA CITY, Fla. — Shan Wilcox, owner of Shan Bros. Shows, is racking up excellent business with his rides at Long Beach on the Gulf here.

The veteran midway operator has augmented his line-up with three additional kid rides and now has a total of 10 devices in opera-

tion. New are live ponies, Tubs-O-Fun and an Airplane ride all located in a former parking lot facing U. S. Highway 98, one of the Coast's busiest thoroughfares.

Also in operation are a Pony Cart, Skyfighter, Tugboat and Boats. Major rides include a new Dodgem, Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl.

Saturday (23) yielded the best business this season, Wilcox reported. His beach operation here will continue thru Labor Day when he takes his show on the road to play his first fair date at Sevierville, Tenn.

### Expansion Planned

J. E. Churchwell, owner-developer of the Long Beach area, said that business to date was close to 20 per cent ahead of last year. He is planning an improvement program that will include expansion of the water system, improvements to the fishing pier and the addition of more cottages.

Altho spending all his time here, Wilcox has a ride unit on the road, which will spend July 4 at the Kingsport, Tenn., Legion celebra-

(Continued on page 66)



"It doesn't matter if you win or lose, it's how you play the game."

—Danny Gordis, Milner Hotel, Michigan City, Ind., winner June 23 issue GAGSTER cartoon contest.

## SLA Pledges Pass 44G Mark

CHICAGO — The building fund of the Showmen's League of America has been increased to a total of \$44,400 thru additional pledges received during the past two weeks. The ultimate goal, which is \$50,000, will be used to refurbish the club's new home here in Chicago.

Recent pledges were from John Callagan, \$1,000; Sam (Miami) Solomon, \$1,000; Earl Galpin, \$500; Frank Winkley, \$300; D. Sheehan and Jack Pugal, \$200 each, and \$100 each from R. King, Chuck Mox, F. Woods and L. Burge.



## LAST CALL

FOR WOLF POINT, MONTANA, WILD HORSE STAMPEDE AND THE ENTIRE CIRCUIT OF TEN MONTANA "B" CIRCUIT FAIRS

CONCESSIONS—Can give exclusives on Ball Games, Hoop-La, Duck Pond, String Game, Add-Em-Up Darts, Cork Guns, Scale & Age, Basketball and other Hanky Panks or Stock Concessions.

SHOWS—Funhouse, Mechanical, Monkey, Ten-in-One, Drome or any good attractions with own equipment and transportation.

Wire or phone **MIKE SMITH, Owner,**  
Mandan, North Dakota, this week; then per route

## GEORGE W. NELSON SHOWS

"The Carnival With Community Spirit"

Have completed showing of 15 Celebrations; have 31 Celebrations and Fairs yet to play before September 22.

Schuyler, Neb., July 1-2-3-4 Lyons, Neb., July 9-10  
Leeds, Iowa, July 5-6-7 Dorchester, Neb., July 11-12 Hallam, Neb., July 14-15

Low privilege—Can use Hanky Panks not conflicting only. Shows with own transportation and equipment. No Rides needed. Will place reliable Ride Help at all times.

### AGENTS WANTED

Capable Alibi and Hanky Pank Agents. We play two and three spots per week. All Celebrations. Denny, come on.

### TOBY YOUNG

c/o GEO. W. NELSON SHOWS

Schuyler, Neb., July 1-4; Leeds, Iowa, 5-7; then per route.

### FOR SALE

C-Cruise, major thrill ride, 48 capacity, overhauled and painted, two extra tubs, new fluorescent light stringers, Allis Gas Motor used three months or 15 hp. 3 phase G.E. motor, neon front. Special built trailer to haul ride, new winch; all for \$3,700.00. Will take good Fun House or Car in trade. Rides stored in Kansas. Contact

**TOBY YOUNG** c/o Geo. W. Nelson Shows.

Contact **GEO. W. NELSON, OWNER-MGR.**

Concessionaires, contact **EDDY YOUNG, Concession Mgr.,** as per route.

## WANTED

For Montrose, Mich., Annual Homecoming, July 11-14, on streets; Vassar Free Fair, July 17-21; Brown City Centennial and Fair combined, July 23-28; Flushing Annual Homecoming, Aug. 1-4; Pontiac Free Fair, Aug. 7-11; Standish Fair, Aug. 14-18; Armada Fair, Aug. 23-26; FOLLOWED BY ROMEO PEACH FESTIVAL, AUG. 30-SEPT. 3.

Want Concessions of all kinds that work for stock. Can use 1 or 2 Feature Rides such as Octopus or any new Ride. Want small Grind Shows, Ride Help that can drive.

### COTE AMUSEMENT CO.

Uniferville, Mich., this week, then as per route.

## MAJESTIC GREATER SHOWS

Want for Ohio County Fair, Rising Sun, Indiana, July 10-14; Sunman, Ind., Fair, July 18-22, and ten more Fairs to follow.

Cookhouse, Age, Snow Balls, Custard and all Hankies. Also Manager, Caller for Stage, Grind Shows, Ride Help that drive. Hoopston, Ill., until July 5, then Rising Sun. Contact

**SAM GOLDSTEIN**

## THOMAS JOYLAND SHOWS

RIDES: Want to book Scrambler, Round-Up, 212 Wheel, Motordrums, Rock-o-Plane for Fair Dates. RIDE HELP: Can place capable Ride Help on all Rides. SHOWS: Want Wildlife, Unburn, Monkey, Animal or what have you. Want Girls for Girl Show. CONCESSIONS: Want Concessions of all kinds. Can place Agents for Hanky Panks, also for Count and Peek Shows.

Address: **L. I. THOMAS, Mgr.**

Charlottesville, Va., now; Morgantown, W. Va., next week.

## WANT—DIXIE AMUSEMENTS—WANT

FOR COON RAPIDS, IOWA, JULY 3-4; Adel, Iowa, July 9-14, and 8 Iowa Fairs and Celebrations to follow, plus our route of Southern Fairs.

Can place Ride Help on Wheel, Merry-Go-Round and Mix-Up. Want Grab Outfit, Balloon Darts, Fish Pond, Popcorn and Candy Apples and others not conflicting.

Address: **CLIFFORD DAVIS, Mgr.,** per route above.

## WANTED—CONCESSIONS—WANTED

15 BONA FIDE FAIRS—2 CELEBRATIONS—INCLUDING 2 STATE FAIRS

Hanky Panks of all kinds, Photos, French Fries, Novelties, Glass, Bird and Bear Pitches. Will book one of each: Swinger, Buckets, Six Cats, Razzle, Pin Store, Blower, Skills and Wheel. Want to hear from Eddie Sumertlin, Doc Fisher, Bennie Levine, Irving Zalcbeck—others.

PHONE: CHATTANOOGA, TENN., VERNON 1-1545, SUITE 145

## AL BARKER SHOWS

CASCADE, IOWA, 4TH OF JULY; MARENGO, IOWA, JULY 9-14, ON STREETS

Want Concessions: Sno Balls, Hi-Striker, Photos, Balloon Dart, Age & Weight, Pitch-Till-U-Win, Bumper, String, Basketball, Jewelry, Lead Gallery, Novelties, Bird Pitch. Want to book one more Adult Ride for season. Also book small Show, such as Wildlife, Mouse Circus, Snake Show. Jess Dodson, contact Ride Supt. Jim Kerns (good proposition). Contact either

**ALBERT BARKER, Owner-Mgr.,** Cascade, Iowa, 4th **BLACKIE DAVIS, Ass't Mgr.**

100,000 ..... \$32.00  
10,000 ..... \$10.00  
20,000 ..... 12.50  
50,000 ..... 20.00  
200,000 ..... 55.00  
Price Chg. .... \$3.00  
Color Chg. .... \$1.00

## ROLL TICKETS

Printed to Order

**DAILY TICKET CO.**

Collinsville, Ill.  
Union Made

Prices Cash With Order  
No C.O.D.

Coupons Double Price

Stock Tickets, 1x2 Inches

1 Roll ..... \$ .90

5 Rolls ..... 4.25

10 Rolls ..... 8.00

50 Rolls ..... 23.00

## PARAKEETS 70 CENTS BABIES \$1.00

Minimum order, forty birds.  
Shipped F.O.B. Los Angeles.  
Cash or Money Order with order.

24-HOUR SERVICE  
Phone Elliott 9-4591  
**WELLS BIRD FARM**  
2143 South Myrtle Avenue  
Monrovia, California

## KING REID SHOWS WANT WANT SHOW ELECTRICIAN

Liberal salary and cut-in arrangement.  
No Diesels. Must join at once. An unusual opportunity.

## HANKY PANKS

Join at once for Canadian Tour and Fair Dates. Can place Duck Pond, Balloon Darts, Novelties, Glass Pitch, Arcade, Photos. We arrange all customs and immigration details.

## SIDE SHOW

We have complete equipment. Liberal percentage. Join at once for our Canadian Tour and for our Route of Fairs. Gene Kight, please wire.

This week, Ellsworth, Maine; Calais, Maine, July 9 thru 14; then Canada.

CONCESSIONS WANTED  
For Stockton, Illinois  
**ANNUAL STREET CELEBRATION**  
July 19-20-21.  
**FRANK C. NIEMEYER, Sec.**  
(20 Miles West of Freeport, Ill.)

GIVE TO DAMON RUNYON  
CANCER FUND

## MIDWAY CONFAB

Charles H. Carroll, owner-manager of Carroll's Greater Shows, reports that the shows' route to date has yielded 20 per cent better business than last year.

Morris A. Haft, Chicago attorney and member of the Showmen's League of America, delivered the address of welcome at a luncheon to 226 new Illinois lawyers May 24 at the Elks Club, Springfield, Ill. His son, Howard S., was one of the new lawyers. The luncheon followed swearing-in ceremonies. . . . Curley Moore, Merry-Go-Round foreman on Johnny Denton's Gold Medal Shows, recently was joined by his wife and their infant daughter, Marie, and his brother-in-law, Richard Howell.

Line-up of the Gordon and Lisa Del Mar Side Show on Hill's Greater Shows includes Duke Scott, first taker-business manager; Mike O'Shea, second taker; Anna Louise Daniels, inside lecturer; Morris Diablo, fire manipulator; Edna Davis, Princess Electra; Veronica Lane, sword box girl; Kay Maynard, Serpentina; Tootie Bartel, bally girl; Pete Black, iron tongue; Lucky Maynard, boss canvasman; Frankie Sioux, glass dancer; Lisa Del Mar, annex attraction; G. W. Robinson, first ticket box, and Bill Scott, second ticket box.

Rose Merrow flew to International Falls, Minn., to visit Grabbo and Billie Henderson on the Badger State Shows. Billie and Rose spent the weekend horseback riding. Al Williamson and his concession people all made big catches of wall-eyed pike at the Lake of the Woods in Ontario. . . . Joe Mooney refurbished his revue on the Gold Medal Shows, painting the outside and using new scenery inside. Lillian Schwartz, Lucille Godsey, Texas Lil and Peaches now sport new wardrobe.

James H. Drew cards that the show bearing his name has been signed to repeat next year at the West Virginia Strawberry Festival at Buckhannon. It will be the show's ninth year at the event. . . . Alzora Tene's Museum is now operating thru Ohio and Pennsylvania after a successful trek thru Tennessee and Kentucky. Gloria Hole, cat-face girl, and Auther Autherine, annex attraction, are with it. On the move north, Alzora visited Richard A. (Dick) Hards' Side Show and renewed acquaintances with Oyouns Money, inside lecturer, and Irena Aileen.

Weldon T. (Tubby) Hale, of Hale's Shows of Tomorrow, expected to be released soon from Research Hospital, Kansas City, Mo., where he's been for several weeks. . . . Jimmie Helman letters he's booked to play 21 fairs with King Shows of Canada starting the first week in August.

Chuck Panacek, owner of the Belle City Shows, reports good business with the advent of good weather in Michigan and Wisconsin. Iron Mountain, Mich., provided good weather and big crowds which offset lower per capita spending. Appleton, Wis., where the paper mills are busy, came up with good business. Kenosha Wis., opened on a light note but closed strong. E. A. Bodart, assistant manager, is back on the job after being ill for several days. Steele Bros. added a 40 by 70-foot Penny Arcade.

Concessionaires at the Lake George (N. Y.) Amusement Park, operated by the Gillette Brothers of Pittsfield, Mass., include Harry Ross and Walter Boardman, Arcade, bottle ball game, cat rack, darts and record pitch; Al and Susie Stewart, popcorn, candy floss, photos and short and long-range galleries; Mr. and Mrs. Lester Prime, derby racer and Coke toss, and Mr. and Mrs. Pat Patterson. Fifteen rides, most of them owned by the

O. C. Buck Shows, are on the grounds. Captain John Masfield has the Funhouse.

Walter B. Fox, who recently celebrated his 71st birthday in Mobile, Ala., writes that he received more than 50 greeting cards in connection with the event. Fox lost the sight of his left eye three months ago as a result of a chronic eye condition. Recent visitors at the Fox apartment at 753 Conti Street have included Charles Crichton, advertising salesman; William Harding, former trouper; M. J. Dressen, former circus agent; Chief Whitehorse, concessionaire, and Johnnie Adams, former cook-house manager.

A midnight jamboree for the entertainment of show personnel was held in the Club Ebony unit of the King Reid Shows Thursday (21). A special performance was staged by Club Ebony personnel, owner King Reid spoke, and refreshments were served.

David Chick, former carnival man, visited Leona Lee and George V. Ice, of the Penn Premier Shows, when that organization recently played Columbus, O. During the show's Marion, O., stand there was a birthday party for Miss Lee in the Side Show top. Among those attending were Colonel Jeffery, Chuck and Thelma Ward, George V. Ice, Frances Lopez, Rocky Clark, Vicky Lowell Wood, Eddie James, Tiny Tim, Marjory and Tex Vaughn, Tom Hatfield and Jerry Perez.

Old-time carnival folk who knew her when she was a tot on several midways are thrilled with the current success of Roberta Sherwood at New York's Copa. The vocalist, likely due for a lengthy run, reportedly will follow up with a stand at Las Vegas. Martha and Ben Weiss, Harry Illions and Dolly McCormick are among those who have caught the show.

John E. (E'Town) Webb, ride-man, is reported getting along okay at American Legion Hospital, Battle Creek, Mich., where he has been a patient for many months. He would like to receive mail.

Lucille and Dixie Malanga are back with the James E. Strates Shows after hospitalization of the former. She reports having received cards and flowers from many friends during her hospitalization.

King Reid visitors last week included E. G. Hart and Doc Lusk, who were en route with their Girl Show and flea circus to join Bernard and Barry Shows in Canada. . . . Bill and Lucille Lichter feel they've had their share of bad luck this year. In March Bill fell from the top of his concession trailer and broke his heel and ankle. This healed recently and they were able to come north from Florida. Then Lucille became sick. Both are currently with Blue Grass Shows before heading for their own route of fairs and celebrations. . . . Mrs. E. M. McIntyre, who was seriously burned early this year when a house trailer stove exploded, is back in the hospital again for further treatment.

John Killen, former Merry-Go-Round foreman on McKeown Amusement Company, now wearing U. S. Army khaki, visited the McKeown midway at Brooklands, Mich. Killen is stationed at Utica, Mich.

Ted Bowers, who operates Tinkertown Enterprises, Los Angeles, and his wife, Esther, recently motored to Estes Park, Colo., in a 1910 Pope-Hartford automobile to attend a meeting of horseless carriage devotees. The car Bowers drove was among the winners of

(Continued on page 68)

### Continental Scores Okay In Barre, Vt.

CLAREMONT, N. H.—Continental Shows set up this week on Washington Street in a pretty fair location, altho the lot is considered relatively costly. Favorable weather was looked upon to produce good business.

Claremont follows Barre, Vt., also costly for the show, but a date which panned out pretty well. Agent Paul La Cross spotted the show in the town of Berlin, between Barre and Montpelier.

Show drew good weather and proportionate business during the week, but Saturday night (23) was hit by rain, forcing the midway to shutter at 9:30. Matinees were held on Wednesday (20) and Saturday, and the general business was better than average for the week. A stimulant was bus service past the lot every half hour from Barre and Montpelier.

## W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

FAIRS FAIRS FAIRS

Solid from July 16th to October 6th

We Carry Fourteen Office-Owned Rides; World's Finest

Tri-County Fair, Jasonville, Indiana, July 16th to 21st.  
Green County Fair, Worthington, Indiana, July 23rd to 28th.  
Richland County Fair, Olney, Ill., July 30th to August 4th.  
Knox County Fair, Bicknell, Indiana, August 6th to 11th.  
Morgan County Fair, Martinsville, Indiana, August 13th to 17th.  
Clinton County Fair, Frankfort, Indiana, August 19th to 25th.

WANT Hunky Panks of all kinds, no flats. All Hunky Panks in line joining at Princeton will go through Fairs at \$36.50. Have opening for Bear Pitch, Glass Pitch, Derby, Custard, Ice Cream, Grabs, Foot Long, Pitchmen and Demonstrators. SHOWS—Can use two well framed Girl Shows; if coming, wire deposit and footage required as I have been disappointed four weeks in a row. Funhouse, Glass, Snake, Mechanical, Monkey Drome or what have you. P.C. 35%.

Newton County Fair, Kentland, Indiana, August 27th to 31st.  
Bremen Free Fair, Bremen, Indiana, September 3rd to 8th.  
Greensburg Fall Festival, Court House Square, Sept. 10th to 15th.  
Clark County J.C. Fair, City Park, Jeffersonville, Ind., Sept. 19th to 23rd.  
Versailles Pumpkin Show, Court House Square, Versailles, Ind., Sept. 27-29.  
Aurora Farmers' Fair, Main St., Aurora, Indiana, October 4-5-6.

RIDE FOREMEN for Tilt, must know ride; have Second Men, Foreman for new 8-Tub Octopus, Second Men for Round-Up and Wheels; salary tops and sure. No phone calls: all replies wire Western Union, Shoals, Indiana, July 2-7; Princeton V.F.W. Celebration, July 9 to 14.

BILL GEREN

### WANT

For First Fair at Red Lion, Pa., July 9-14

CONCESSIONS: Break the Dish, Break the Records or any legitimate Games not conflicting.

SHOWS: Monkey, Snake, Side Show.

All Fairs from here on. No Still Dates, Celebrations or Promotions—all bona fide Fairs, Penn Yan, N. Y., July 17 thru 21; Owego, N. Y., July 22-28; Whitney Point, N. Y.; Canandaigua, N. Y.; Angelica, N. Y.; Caledonia, N. Y.; Lowville, N. Y.; Watertown, N. Y.; Troy Hills, N. J.; Rhinebeck, N. Y.; Schoharie, N. Y.; Port Royal, Pa.; Litz, Pa., and the GREAT Bloomsburg, Pa., Fair.

All replies:

REITHOFFER

Tremont, Pa., week of July 2-7.



### BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

10 BIG DAYS NEWARK LODGE, B.P.O. ELKS' CIRCUS AND GALA FROLIC 10 BIG DAYS July 9 to July 18, Memorial Stadium, Newark, N. J., 4 BIG KIDDIE DAYS. HARRINGTON FAIR to follow

CONCESSIONS

Age and Scales, Novelties, Derby Racer, French Fries, Eating and Drinking Stands, Hunky Panks of all kinds.

SHOWS

Girl Show with or without equipment, Fat Show, Illusion Show, Exhibits or any new Show with merit.

RIDES

Scooter, Scrambler, Round-Up, Octopus. Will book or lease Ferris Wheel, Live Pony Ride, Dark Ride, Funhouse, 2 or 3 Kiddie Rides. RIDE HELP in all departments. Semi Drivers preferred.

Paula Williams wants good Chef and Cookhouse Help. Best salary for those who qualify.

All answer: PRELL'S BROADWAY SHOWS, Riverhead, Long Island, N.Y. then Newark, N.J., then Harrington Fair, Harrington, Del.



### PLANK ROAD BUSINESS MEN'S FAIR

INTERSECTION ROUTES 36-220, ALTOONA, PA.

FIREWORKS—JULY 9-14—CONTEST

TV—Car—Baby—All Expense Vacation Trip Giveaways—3 Matinees—other events: followed by four weeks Metropolitan Pittsburgh and fourteen Big Fairs. Can place Hunky Panks of all kinds. Danny Dell wants Peek and Skillo Agents. SHOWS: Grind Shows, Acts for Side Show, Tony Mason wants Dancing Girls; Motor-drome, Monkey Show. HELP: Second Men on all Rides. Concessions, address DANNY DELL. All others address JOHN VIVONA, Berwick, Pa., this week.

### ANNUAL HOMECOMING CELEBRATION, Camden, Ohio, July 9 to 14 COVINGTON FREE STREET FAIR, Covington, Ind., July 16 to 21

WILL PLACE all Merchandise Hunky Panks and Outright Sales Concessions. Good opening for Custard, Short Range, Novelties and others.

WANTED High Act for the Gibson City, Ill., Fair, July 30 to Aug. 4. All address this week. JAMES H. DREW SHOWS

c/o Western Union, Paintsville, Ky.

(No phone calls.)



Now booking for Jersey County Fair, Jerseyville, Ill., next week; followed by Greene County Fair, Carrollton, Ill., July 16-22. Then the big one—St. Clair County Free Fair, Belleville, Ill., 10 Days—July 27 to August 5. All Fairs until Oct.

CONCESSIONS

Hanky Panks and Stock Concessions of all kinds. Ball Games, Short Range, Basketball, Ice Cream, Eats & Drinks, etc. NO FLATS OR CYPRIES. THOSE JOINING NOW GIVEN PREFERENCE AT BELLEVILLE.

SHOWS

Can place Monkey Show or any Grind Show of merit.

RIDES

Will book one more Major Ride for Belleville — Rock-a-Plane, Dark Ride, Scrambler, Spitfire or any non-conflicting Ride.

GIRL SHOW

Can place first class Girl Show with own equipment for next three Fairs, including Belleville. This is a big gross spot. (Fred Miller, contact.)

HELP

Can place several good Ride Men, must drive. Buck Smith wants Agents.

E. L. WINROD, MGR.

Granite City, Ill., this week; Jerseyville, Ill., next.

### WANTED BILLPOSTER

With own transportation. Can use at once. Must be sober and reliable. C. P. Henry, could never reach you. All replies via Western Union to

D. WADE W. G. WADE SHOWS Calumet, Michigan, all this week.

### GEORGE CLYDE SMITH SHOWS

Want Glass Pitch, Hoop-La, Pitch-Till-You-Win, Swingers, Photos, Age & Scales, Basket Ball, Fish Pond, Buckets, High Striker, Penny Arcade, Custard and Candy Floss. Want Side Show, Snake Show, Monkey Show and Wildlife; Agents for office Hunky-Panks, General Ride Help, Truck and Trailer Drivers, also TRUCK MECHANIC.

All replies to

GEORGE CLYDE SMITH SHOWS Oakland, Md., this week; Meyersdale, Pa., next week

### FIREMEN'S CARNIVAL ALLENTOWN, PA., JULY 9-14— E. ALLENTOWN FIRE CO.

Want Concessions. Can place Grab (Max Gielo contact), Bingo (Hornfield, contact), Cork Gallery, Age, Scales, Milk Bottles, Coke Bottles, Short Range, any Hunky Pank of merit, Parakeet, Glass Pitch, Bear Pitch, Photos, what have you? Will book, buy or lease Merry-Go-Round for season. Will place Octopus or any other non-conflicting ride. All address

R. H. MINER 161 Chamber St., Phillipsburg, N. J.

### LEERIGHT'S MIDWAY SHOWS

Want Concessions—Skill Games, Pitches all open. Slim Anderson wants Grind Agents, Ride Help, Drivers, Grind Shows, Papps, contact. Gillette, Wyo., July 2-4; Moorcroft Roden, 6-8. Colorado Celebrations and Fairs after August 1. Wire, phone, write, J. L. LEERIGHT, Mgr.

### MERRIAM'S MIDWAY SHOWS

Want Shows and Concessions for Detroit Lakes, Minnesota, Water Carnival, July 12-13-14-15. Also for Shell Prairie Fair, Park Rapids, Minn., July 16-17-18.

### EMPIRE STATE SHOWS

Want Hunky Panks of all kinds. Want party to operate Foghorn, Flies and Snow Trailer. Good proposition. Need either Tilt or Wheel Man. Need two Men on Rides. Grandbury, Texas, Old Settlers' Reunion, July 11-12-13; then the following Fairs: De Leon, Fredericksburg, Buarne, Gorman, Bridgeport and others.

Wire or call Manager

### Wanted Capable Agents

For legitimate Concessions. Sober and reliable.

LEE BECHT SHOWS Loveland, Ohio, July 2-7; Deer Park, Ohio, July 10-14.

### WANT—L. & M. SHOWS—WANT

Want for PAGELAND, S. C., WATERMELON FESTIVAL, July 9 thru July 14. This is one of the biggest events in the South. Over 30,000 attend this event. Want as follows: Basket Ball, Novelties, Duck Pond, American Palmistry, High Striker, Long and Short Range Gallery, will also book other type Concessions, no exclusive, none on. Want any kind of Grind Show. Want Ride Help that can drive semi. Pete Christie, come on. This week, Ocala, S. C.; then Pageland, S. C.; The Big Watermelon Festival. All mail and wires to Manager, L. & M. SHOWS. P.S.: Have No. 5 Ell Ferris Wheel, in A-No. 1 shape, just like new, late model, with tractor and semi-closed van, FOR SALE CHEAP. Can be seen in operation on this show. Reason for selling is sickness.

### BINGO WANTED

FOR DEER PARK, OHIO, JULY 10-14

Best Bingo spot in Ohio. Must be well flashed and work legit. No jackpots. This is a Sunday School show. No flats or griff carried. All replies to LEE BECHT AMUSEMENTS, Loveland, O., July 2-7

### \$50.00 REWARD

For information on location of LAWRENCE R. LALONDE

Call collect Phone 9-9892

MR. TJEITVEIT OR MR. MILLIS Billings, Montana

### FUNLAND SHOWS

Everton, Mo., four town Picnic, July 10-14; Boonville, Mo., Fair, July 17-25; Memphis, Mo., Fair, July 30-August 2; Kirksville, Mo., Fair, August 7-10; Trenton, Mo., Fair, August 11-17; eight more Fairs to follow.

Help on Rides and Agents wanted. Book any type Hunky Pank, also Shows and Rides that do not conflict.

### SPLENDID OPPORTUNITY FOR SALE

26x24 Sit Down Grab Seats 24, fully equipped and beautiful flash. Can star on Show, 18 Fairs, a bankroll route. Also first class Van Truck and Light Plant available. Act now. Wire, write or call. COOKHOUSE MANAGER, c/o Jas. H. Drew Shows, Paintsville, Ky., or as per route, P.S.: Eleven sets 241 Wellington Gallery Bibles for sale.

PARAKEETS  
CARNIVAL BIRDS

Wire Your Order  
24 Hour Service

For Quality See

CONRICK BIRD FARM

8900 SO. WESTERN AVE.  
LOS ANGELES 47, CALIF.  
PHONE: PLEASANT 8 5294

WANTED  
DANCERS  
SINGERS  
BAR MAIDS  
WAITRESSES

Apply

TOMMY THOMAS

Club Mardi Gras, 92 Duval St.  
Key West, Fla., after 8 p.m.  
Phone 5-9147

WANT TO BUY  
OCTOPUS

With or without transportation, but prefer transportation. Must act fast. Call

House of Stapleton

Joyland Midway Attractions  
2226 Michigan Ave., Phone: WO 5-7380,  
WO 5-7381 or WO 2-7715, Detroit 16,  
Mich.

WANTED

Ferris Wheel, Merry-Go-Round;  
July 12-15; 20-22; 27-29;  
August 15-19; 24-26.  
Write, Phone, Wire.

A. W. STREHLOW

P. O. Box 1 Waukegan, Wis.  
Liberty 2-6763 — 7-9269

RANEY UNITED SHOWS

Experienced Ride Help wanted on all rides; also Ride Men who drive and Electrician. Want clean Shows of all kind; Concessions not conflicting and Popcorn Trailer, Chas. Sheanay, contact sister, Hank Hinesel, contact Mrs. Raney, Cloquet, Minn., July 2-4; Robbinsdale, 6-8.

Allan Herschell Twister

FOR SALE

Save \$6,000.00. In excellent condition, new in 1955, never used. Immediate delivery.

J. VICTOR SHAYER

328 Boulevard Revere St., Mass.

CARNIVAL WANTED

30 to 40 Concessions, 6 to 8 Rides for Sept. 17 through 22. Would consider week earlier. Short local program nightly. Grounds expanded 100 per cent.

Ilawamba Fair & Livestock Association

H. L. HOLLAND, Secy.-Mgr.  
Fulton, Mississippi

MOUND CITY SHOWS  
WANT

Foreman for Merry-Go-Round, Kiddie Ride Operators, Second Men on all Rides, Want Fish Pond, Balloon Darts, Ball Games, Hit Striker, Glass Pitch, Bear Pitch. All stands and fairs. Address: CLARENCE SLATEN, Mar., East St. Louis, Ill., July 4-7; Bethalto, July 12-13; Gillespie, July 21-23.

OFFICE SECRETARY  
CARNIVAL  
AVAILABLE NOW

For balance of season. Fully experienced in all office routine. Interested only in owner managed Shows. Address:

H. L. MASTERS

Redwood, New York

WANT CONCESSIONS

For MINERS' PICNIC at Terra Haute, Ind., August 2-4-5.

ALEX CLIVER, Concession Chairman

1013 Maple Ave. Terra Haute, Ind.  
Phone: H-6011



Harry Flax, pictured as he clinches a Hum-A-Tune sale, holds the rare distinction of being a pitchman paid by a fair to have him pitch his product on its midway.

DREAM-COME-TRUE

Paid by Fair to  
Pitch His Product

By SAM ABBOTT

HARRY FLAX, who has been pitching gadgets for 36 years, would certainly have a place in Pitchdom's Hall of Fame, were anything like that ever created, for he enjoys the rare distinction of having a fair manager pay him to pitch Hum-A-Tunes on the fair's independent midway.

Flax has been staging his act to sell metal whistles at the Calaveras County Fair and Jumping-Frog Jubilee in Angels Camp, Calif., for several years. During the last four fairs, however, he has been paid a flat fee to appear there and sell his gadgets.

The pitchman walked into this dream situation in April, 1953, less than a month before the fair was to be held that year. Melvin J. DeLay, exhibit supervisor, wrote Flax: "The frogs will be jumping at Angels' camp again very soon. There will be a good show and we expect a very good attendance."

"We would like to have your show with us again this year with your Hum-A-Tune. In fact, Mr. Mills, the secretary-manager, has told me that if you would like to show again this year, we will allow you to occupy the necessary space without charge. In addition, he will pay you in cash."

DeLay added, superfluously: "If you are interested in the proposal, please advise as soon as possible."

Flax answered so fast, Mills evidently thought he had taken the letter off the train about 60 miles southwest of Angels Camp. The offer from the Calaveras County event came after Flax had established himself in the art of pitching.

Russell E. Pettit, who resigned last year after directing the Santa Clara County Fair in San Jose for 10 years, wrote a letter to Flax which pointed up Flax's skill. Pettit wrote that he was "most hopeful that you will again play our Santa Clara County Fair Grounds this year, even tho it may be for only four or five days."

Flax had an over-lapping date at the California State Fair. Pettit was aware of this and his letter added: "As always, we will certainly give you a bargain for your spot. Frankly, our fair cannot very well operate without you being here. So many have asked about you that we really feel that you are a most important asset to our patrons."

The late Russell Smith, who was killed in an automobile accident while secretary-manager of the National Orange Show, San Bernardino, in a letter of recommendation declared that Flax to be "an asset to any fair in the country."

Praise for Goldsteins

With such recommendations from top California fair men in hand, Flax proceeded to sell himself as an attraction at smaller fairs. He continues to pay privilege money at major fairs throughout the country and on this basis will be at Des Moines, Topeka, Dallas, Phoenix, Springfield, Ill., and Hutchinson, Kan., this year. At the end of the fair season, he will make up as a clown and again play department stores in the Pacific Northwest.

To Flax, the outstanding men in the whistle business are the Goldstein brothers. "Whenever I get around Irving Goldstein, I tell him that if I pick up anything from him it is good. That's why I pick it up. That Goldstein is a genius," Flax insists.

Flax started selling whistles 30 years ago, six years after he pitched soaps, cleaners and other items such as these.

"I taught myself to play a Hum-A-Tune and I have been asked to leave several good hotels and rooming houses because of the efforts," Flax explains.

Makes Own Gadget

Flax manufactures his own Hum-A-Tunes and continues to practice even today. He is not allowed to do this at home because his wife, evidently, is not a lover of the art. To maintain peace in the family, he takes to his car and accompanies the tunes on the radio.

The pitchman, he says, must angle his banter to suit the crowd. Much of the banter is corn, but corn, he adds, seems to be a main product where he plays.

"You must have the feel of the people and think ahead of them," Flax observes. "I've had walk-aways. Each time I've tried to figure out why they did walk and then I changed my approach. One thing I've also done, is to know the product that I sell."

Flax sets up his high pitch on a stand that he carries in his car. He uses a beach umbrella and a neck microphone. Among his props is a

Cote Business  
Off From 1955

DETROIT — Persistent rains and growing unemployment have joined to cut into grosses of Cote Shows this season, Elmer F. Cote, owner-manager, reported. Best stand of the year thus far was in nearby Waterford Township, June 20-24, where the show was laid out around the Community Center Building.

Shows' ride and equipment remains unchanged—with five rides and 22 concessions but personnel includes many new faces. Cote's son, Elmer Jr., 23, is now taking an active part in the operation for the first time. Show is booked solid thru Labor Day with the route to include fairs and celebrations within 200 miles of Detroit.

Staff in addition to the owner and his son, who is secretary, includes William Postelwaite, assistant manager, and Red Mitchell, ride superintendent.

Rides and foremen are: Merry-Go-Round, Paul (Chief) Davis, Eugene Dotson; Ferris Wheel, James L. Fusan, Winfred Burch; Kid Rides, Melvin Morse, Ted Hanover; Tilt-A-Whirl, Henry Wickings, Elmer Hanover, Robert Humphreys and Dempsey Magee Loggins.

Concessions: Floyd Mellon, cook-house; William and Betty Postelwaite, 4; Mrs. Ed Anderson, floss; Thomas Sutton, long-range gallery; Joe Sieman, 5; Lela Nelson, 5; Dickie McSpadden, 3; Don Dunn, French fries, and Red Horwitz, color game.

broken fiddle, well wrapped in electrician's tape.

"One man bought one of these," he tells the crowd as he holds up a Hum-A-Tune. "He never uses glasses. He drinks from the bottle." This, Flax swears, gets laughs.

Cites Changes

The life of pitchmen has changed greatly, Fla. claims. "There were times when I used to drive along a highway, call on the chief of police, and tell him I was going to work. Today there are signs along the road that advise that no peddling or soliciting is permitted in the town." There are also taxes now and pitchmen must have accountants to keep up with income from sales. This was not the case years ago.

Born in Poland Flax came to this country with his parents when he was two years old. He says he knows nothing about music despite the fact that he once carried a piano as a prop. His art, he continues was enhanced because he is a fair singer and practiced for innumerable hours.

Because of his department store assignments, Flax keeps busy practically thruout the year. One merchant made a deal with him to play his store during pre-Christmas time with the agreement that he would see that he did not lose money. One trouble he has in stores is that he gets such a crowd that often they become problems.

Clowns in Off-Season

Not too long ago, a Spokane, Wash., merchant wrote William A. Hodecker of Meier & Frank Company Inc., in Portland, Ore., about Flax. Hodecker replied, "In answering your letter, with reference to Harry Flax all I can say is that if we had space for him, you would never get him. He is one of the nicest, finest men to do business with that I have ever dealt with. He was with us for a number of years until we moved the department. We didn't have the space to devote to his demonstration because the crowds and attention he gets blocked our escalators and everything else. He still has a key to this store anytime he wants to use it."

WANTED

Roll-O-Plane Foreman and Second Man, Tilt Foreman and Second Man, Help on Kiddie Rides; must be capable and licensed drivers. No drunks or chasers.

WADE EXPOSITION SHOW

Alma, Mich., till July 7, then St. Clair, Mich.

RIDES FOR SALE

2 Number 3 811 Wheels—Metal Seats  
One 14 Car Lusse Auto Scooter  
One 8 Car Mangels Whip  
One Dark Ride—(Pretzel)  
One Kiddie Auto Racers  
One Kiddie Auto Ride (A. H.)

All Equipment in A-1 condition. Will demonstrate for bank ride purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire.

CRAFTS 20 Big Shows

7283 Bellaira, Avenue,  
North Hollywood, Calif.  
Phone: POlar 52101 or POlar 58328

TO WHOM IT MAY CONCERN

Notice is hereby given that

J. J. FONTANA

is no longer connected with the

NELSON BREEZE  
RIDES and  
AMUSEMENTS

in the capacity of Manager.

Signed NELSON BREEZE, Owner

P. O. Box 10 Falmouth, Ky.

BINGO HELP WANTED

For string of 17 fairs—\$60.00 a week and 2 per cent of your Counter Bonus.

JACKIE'S BINGO

Reithoffer Show, Red Lion, Pa., July 2-14; Penn Yan, N. Y., 15-20.

DANCING GIRLS  
WANTED

With or without experience, Excellent pay and you get it here. Wardrobe and transportation furnished. Ticket M I know you.

DICK PARRISH

United Expo Shows Porter, Indiana

Want Short Range Agent

Fairs start July 9. Solid to Nov. 10. Will cut money or percentage. I play good fairs with low privilege.

W. COLEMAN CORLEY  
c/o Reithoffer's Shows, Lititz, Pa., this week, Red Lion, Pa., fair.

STUMBO TRI-STATE SHOWS

Want A-1 Ferris Wheel Operator, salary \$75.00 per week. Also want Grab, Popcorn, Photos, Balloon Dart, Short Range and any other Hunky Parks not paid. Address: Bellfield, N. D., July 2-4; Buffalo, E. D., July 4-7.

GEORGE McALLAN, Mgr.

BOOMING LEADVILLE, COLO.  
NEEDS CARNIVAL

For World's Championship Barrel Race, July 28-29, 25,000 crowd. Wire or call LEADVILLE CHAMBER OF COMMERCE Phone 14 or 218

WANTED

One Bucket and Swinger Agent. Also one Derby Operator.

CHUCK DUMA

Sandy Beach Park, Russell's Point, Ohio. Phone 4-6631. Call Park time—6:30 P.M. to 11 P.M.

WHEEL FOREMAN AND  
MERRY-GO-ROUND FOREMAN

Second Men in all departments. Only sober help required. This week Shel. field, Ohio, next week, Girard, Ohio.

A. J. SUNNY AMUSEMENTS

3002 East 130th St. Cleveland 35, Ohio  
Phone WAshton 1-6277



# Vivona Explores New Pennsylvania Territory

SCRANTON, Pa.—Heading into Western Pennsylvania for the first time, Vivona Bros.' Shows got off to a somewhat inauspicious start here. A Monday (25) opening brought out a reported 1,500 women, all free, plus 1,000 men, all paid. But that was it as far as spark was concerned, with the interest in midway activities thereafter little better than fair.

While the date was disappointing and little hope was held for salvation on closing Saturday (30) officials felt they had some of the answers for the mediocre stand. A nearby amusement park offered rides for 5 cents—an unmatchable price for carnivals—for one thing. Secondly, a local bazaar was also in operation nearby with a freight and prizes to lure the crowds.

### New Towns Set

For the next six weeks the show will be in new territory. Better business and less competitive action is looked for in such towns as Berwick, Altoona and Ambridge.

Promotion will be stepped up, too, with Harry Wilson planning the revival of his giveaway of babies to add to his ladies' nights, twilight matinees and matchbook-cover promotions. Slim Mason, Funhouse manager, is clowning the streets downtown.

Five winning weeks are reported for the season so far. The figure is judged respectable in view of the generally bad weather that blanketed many of the spots.

Ralph Ryan is reported relinquishing the cookhouse because of help shortages. Arthur McIntyre, formerly with Penn Premier, is re-

ported set for joining with his unit on July 9.

A new Minstrel Show front is nearing completion and the unit will be added in time for fairs.

Catherine (Mom) Vivona will rejoin shortly after a period of recuperation at her home in New Jersey.

# Wyoming Yields OK Ride, Concess Biz for Standard

LANDER, Wyo.—Standard shows moved here last week for a July 4 date that opened Friday (29) and was scheduled to wind up in the holiday. Business thus far his spring for the shows has been fair to good, with Thermopolis, Wyo., played early in June, yielding a big gross for all segments.

Rides and show: did near capacity business with the front end scoring good takes consistently during the stand.

Staff includes Vince Johnson, owner-manager; L. B. (Dock) Snow, agent, and Bob Cumberland, ride superintendent. Charles Williams has his Autos on the show and B. Rogers, live ponies. Lee Moss recently added diggers and Whitie Dixon added a new grind store and string game. Expected to join soon are John Burke and Blondie Stephens. W. C. Johnston and Vic Hamid left for the Middle West.

A double birthday party was held recently for Mrs. N. L. (Whitie) Dixon and R. L. (Speed) Johnson, with 46 adults attending the festivities.

# Spending Up For McKeown

DETROIT—McKeown Amusement Company, which opened June 14 and was probably the last show in this area to get going, has found spending surprisingly good when the weather permits, Edwin McKeown, owner-manager, announced.

The '56 route will be confined to short jumps, with 40 miles the longest and some one and two-day stands scheduled. Organization opened at Mount Clemens, Mich., and has played in the Detroit area since. No fairs are scheduled with all celebrations on the books, McKeown said. Show will be out until mid-September when McKeown will go to Kansas City where he plans to open one and possibly two Kiddielands. Traveling show will go out again next spring.

Staff, in addition to McKeown, includes Margie McKeown, secretary; Jack Scribner, ride foreman; Don Woodward, painter, and Tom Flanigan, carpenter. Rides and foremen are: Octopus, Al Graham, Junior Cox; Ferris Wheel, Billy Lee McKeown; Rolloplane, Kenneth Hartsell; Autos, Robert Thompson; Merry-Go-Round, Paul McIntyre, and Miniature Train, Jimmie Samples.

Concessionaires are: Art Wall, 3; Clarence and Ada Splaine, string game; Ray Mayfield, block pitch; Theo Mayfield, jewelry; Jim Gully, shooting gallery; Ray Eaches, cat store with Earl Ballard as agent; Mrs. Lillian Woodward, fish pond; Luther Arthur, block pitch; Joe McDonald, milk bottles; John Murphy, pitch till you win; Don Woodward, Coke bottles; Dorothy Scribner, popcorn and floss, and Bill Jagers, cigarette pitch.

### GARROWAY SHOW

# Network Video Screening Depicts Carnival Activity

NEW YORK—Fine notice of the carnival industry and its current activity was conveyed coast to coast on the Dave Garroway Show. "Today," NBC television feature, Wednesday morning (27).

With Faye Emerson subbing for the vacationing Garroway, ably supported by Dick McCutcheon, reporter, the program noted that the carnival season was now in full swing. The four-color cover on The Billboard's Summer Special was used in opening and closing the 10-minute seg which consisted of film shot by a special crew on the World of Mirth Shows.

The film depicted night action for the most part and was general except for the opening sequence which consisted of the interviewing of show owner Frank Bergen by McCutcheon. The scene was shot in front of the lighted main entrance and provided a lengthy screening of the show title. Bergen went into the logistics of the show and generally outlined his route.

### General Views

Quick flashes of the show in operation, with shows, rides and concessions included, followed. Quick shots of talkers and other show people were included. The dismantling of the show units and the transportation of wagons, in this case overland, followed. Scenes showing the erection of the various units concluded the screening. McCutcheon's description of the action was recorded on location.

A six-man crew remained with the show over a weekend that included its stands at New Brunswick and South Brunswick, N. J.

The program seg was seen twice in the East, once in the West. The average viewing audience for each 15-minute segment of the two-hour program is more than 2,000,000 persons, according to the latest ratings. Jim McHugh.

# ROSS MANNING SHOWS

**HAMMONTON, N. J.**

Biggest Feast in the East.  
July 9-16, Sunday Included.

**FORT DIX, N. J.**

On Army Grounds.  
July 17-22, Sunday Included.  
60,000 men on post.

**WANT CONCESSIONS** Long and Short Range Gallery, will sell Ex on Novelty, Hi-Striker, Bird Pitch and Hankies.

**WANT SHOWS** Wildlife, Snake, Monkey, Leola wants Acts for Side Show. Want Couple for Punk Show.

**WANT RIDES** Scrambler, Scooter, Caterpillar, Looper.

Want Agents for Six Cats, Buckets, Percentage Dealers. Apply Mike Roman. Write or wire: **ROSS MANNING, Valatie, New York**

**CANAL WINCHESTER, OHIO, STREET FAIR AND ANNUAL HOMECOMING, JULY 11-14**

**GROVE CITY, OHIO, STREET FAIR AND HOMECOMING, JULY 18-21**

**NEW ROME, OHIO, ANNUAL HOMECOMING, JULY 27-28**

**DERBY, OHIO, ANNUAL HOMECOMING, JULY 27-28**

WANT CONCESSIONS, SHOWS AND RIDE HELP.

CONCESSIONS: Cigarette Block, Photos, Novelty, Age and Scales, Ball Games, Jewelry Sales, High Striker, Coke Bottles, Short Range, Basket Ball and Stock Concessions of all kinds.

RIDE HELP: WANT A-1 WHEEL FOREMAN AND MERRY-GO-ROUND FOREMAN. Top salary. Want Second Men on all Rides.

## NOLAN AMUSEMENT CO.

BYESVILLE, OHIO

# GEM CITY SHOWS

WANT FOR MARION COUNTY FREE FAIR, SALEM, ILLINOIS, JULY 9-14  
HORSE RACING, GRANDSTAND ATTRACTIONS, DAY AND NIGHT ENTERTAINMENT

CONCESSIONS: All legitimate Merchandise Concessions such as Monogram Hats, Frozen Custard, Auction, High Striker, Hot Dogs, Pronto Pups and Novelty. Also Hanky Panks such as Water Games and others not conflicting. SHOWS: Want Fun House, Glass House, Monkey Show, Motordrome, Snake Show, Side Show and Illusion Show or any Walk-Through-type Show. HELP: Can always use good Ride and General Help. Contact

**THOMAS D. HICKEY or SAM GRECO**

FRENCH LICK, IND., THIS WEEK.

# 35th ANNIVERSARY CELEBRATION

NEXT WEEK, JULY 9 THRU 14, LIMEPORT, PA.

Parades and big events every day. Want all types Concessions and independent Shows. Also can use additional Rides. Contact

**H. A. SERIG, General Chairman**

LIMEPORT, PA.

# TIVOLI EXPOSITION SHOWS

WANT FOR 17 SOLID WEEKS OF BONA FIDE CELEBRATIONS AND FAIRS

CONCESSIONS: First-class Cookhouse to join at once. Also Penny Arcade and Hanky Panks of all kinds. SHOWS: Want first-class Girl Show and any other Show of merit except 10-in-1 Side Show. RIDES: Will book one Major Ride that does not conflict. Also want Live Pony Ride. RIDE HELP: Need Help for Merry-Go-Round and Tilt-a-Whirl, must drive Semi.

Contact **H. V. PETERSEN, Mgr.**

Rushville, Ill. (Fair), July 1-4; Sparta, Ill. (Free Fair), July 8-12.

# STEAMBOAT DAYS—WINONA, MINN., JULY 12-15

V.F.W. JUBILEE, S. ST. PAUL, MINN., JULY 6-8

Want Photos, Long and Short Range, Hi-Striker, Ball Games and Hanky Panks. Can place exclusive Parakeets, Glass and Lamp Pitches, Ice Cream or Custard. Want Second Men on all Rides with chauffeur's license to start at \$40.00 per week with more when you prove it. No drinkers or cars.

South St. Paul, Minnesota, July 5-8; Winona, Minnesota, follows.

**SUNSET AMUSEMENT CO.**

# G. & B. SHOWS

Want for Buckhannon, West Va., small Cookhouse or Grab, Candy Flots, High Striker, Buckets, Swinger, Hoop-La, Slum Spindle or any Concessions working for stock. Can place useful Ride Help at all times. Joe Reynolds needs help. Morris Norman, contact.

All replies to **GEO. BROAS, Terra Alta, W. Va.**

# ERNIE SYLVESTER SHOWS

Cape Charles, Va. (City Playgrounds); Accomac, Va. (Bean Festival, Ball Park); Princess Anne, Md. (Downtown); Denton, Md.; Easton, Md., Annual Celebration.

Place all Concessions that work for stock; Ex on two Camps.

This week Chesapeake Ball Park, Address Cape Charles, Va.

# WANTED AT ONCE

2 Bingo Callers and 3 Counter-men for 17 solid fairs.

ALSO WANT FOREMAN FOR ROUNDUP.

Apply **AL DORSO, care Cetlin & Wilson Shows**

Ambridge, Pa., this week; New Brighton, Pa., next week.

### FOR SALE—RIDES

1 used 7-Car Sellner Tilt-A-Whirl, \$3,000.00.  
1 No. 5 Ell Wheel, 1946 Model, new condition, \$4,750.00.  
**WEST COAST NOVELTY CO.**  
7283 Bellaire, North Hollywood, Calif.  
Telephone: POplar 5-0320

### WANT AT ONCE

For the 4th of July Celebration at East Gary, Ind., and all Celebrations and Fairs to follow.  
Bingo, Fish Pond, Pitch-Till-You-Win or any Hanky Panks. Want Ride Men who drive.  
**BURKHART SHOWS**  
East Gary, Ind., this week; Blue Island, Ill., next; then the Big One in Waukegan, Ill.

# SESQUICENTENNIAL WEEK, July 9 to 14

Main Street, Heart of Town, Williamsport, Pa.

WANT legitimate Concessions, Novelty and Street Vending sold.

All replies to

**MICKY PERCELL**

South Williamsport, Pa. Phone 34010.

# GRIGGS BROS.' SHOWS

CONCESSIONS: Will book one Count, one Pin and one Skillo. Must have Hanky Panks. We work six days a week. Will book Buckets, Six Cats, Swinger and Nall. One Mini Camp. Soldiers' payday first of August. Good route for Diggers and Bingo. Need Pipocorn and Apples for rest of season. All downtown locations, people every night. Operator for Girl Show, must have two Girls. Tiger Sued wants experienced Help for Athletic Show. Come to Hillsboro, Ohio, now.

HELP: Need good Ride Men, top salary and bonus. Pay every Tuesday. Must drive. Up and Down Concession Help. Will also book Pts Podt, Rat Game and Pan Game. No phone calls this week, no phone available. Wire c/o Western Union.

Hillsboro, Ohio, this week; Maysville, Ky., downtown next week

P.S.: John Reed, call me at Maysville.

# AGENTS WANTED

Peek Stores, Count Stores, Buckets and Six Cat Crews. Hanky Pankys, also Man to up and down 12-concessions. Contact

**RED BURTON or JIMMY MAY**  
care MARCH MIDWAY, Hearst, Ontario, Canada.

# CETLIN & WILSON SHOWS

**40-Car Railroad Show**

**Week July 9, New Brighton, Pa.**

CAN PLACE legitimate Merchandise Hanky Panks. Can also place Photo Gallery and American Palmistry.

Can place first-class Glass House Maze with own transportation.

WANT Ride Foremen, Second Man and all General Ride Help. Cat and Mule Drivers wanted. Want Polar for train. Train Help, address Jess Warren, and Ride Help, address B. A. Slover.

WANT LOT MAN THAT CAN HANDLE LAYING OUT OF LARGE RAILROAD SHOW THAT WILL PLAY BIG STATE FAIRS.

All address this week, AMBRIDGE, PA.

## Royal Canadian

Continued from page 61

years had Odyson's Circus, which played the prairie provinces.

Rides are: Tilt-a-Whirl, Octopus, Rolloplane, Coaster, Merry-Go-Round, Skippy, Kid's Rocket, Kid's Cars and Jolly Caterpillar. Roundup, Rock-o-Plane, Boats, Baby Ferris Wheel and Baby Swing are to be added for fair dates.

### Added Fairs

Big fair dates this year include Swift Current, Sask., July 2 to 4; Moose Jaw, Sask., July 5 to 7; Medicine Hat, Alta., July 19 to 21; Lethbridge, Alta., July 26 to 28. Moose Jaw and Lethbridge, which broke away from the Class C circuit last fall, have linked with the other two centers to form a new circuit.

Royal Canadian's season opened April 23 to 25 in Burnaby, B. C., with biz better than in recent years. Weather was cold and business poor for three days in Empire Stadium, Vancouver, and a two-day date at Hope, B. C., was down from 1955. At Grand Forks, B. C., May 3 to 5, weather was good and biz up slightly.

At Trail, B. C., May 7 to 12, weather was good and business the same as last year. Cranbrook was fair and Creston up slightly. Both were three-day stands.

### Edmonton Up

Shows played Taber, Alta., for the first time, with weather good and business fair over the three days. At Bowness, a Calgary suburb, the money was up over last year and at Red Deer weather was good and business off. Both were three days. Business was fair for two days at Jasper Place, near Edmonton, and the take for a week's stand in Edmonton was up over 1955 when the date included two weekends.

At Lloydminster, Sask., biz was bad and the weather windy for three days and at North Battleford biz was poor and the weather bad.

Business on the whole, up to Regina, was a little off from last year, Jerry Crawshaw reported. Weather, he said, hadn't been too bad for the early dates, and up to June 9 there had been only three days of rain.

## Crafts Grosses

Continued from page 61

Fair under the sponsorship of the Junior Chamber of Commerce, the National Guard Armory was used as an exhibit hall with it also serving as the only entrance to the midway. Rides, shows and concessions were laid out at the rear of the building. The allotted space was reported only half large enough, with Martin E. Arthur doing a masterful job of finding locations for all units except a few kiddie rides and some concessions.

### Use Big Top

The show moved about 10 miles to Hawthorne, where it closed Sunday (24) at the annual Community Fair, Flower and Hobby Show sponsored by the Kiwanis Club. The show's big top, after two weeks in the barn, was used to house exhibits. Seven center poles were used with all of the space allotted to the tent covered. The lot, however, was well located in the grass-covered City Park.

Attendance and spending at Hawthorne started off strong but tapered off near the end of the run.

Visitors to the show in Southern California included Mrs. Martin Arthur and boys Mike, Richard and Martin Jr. Bob Heth, Midwestern carnival owner, made his first visit to the show. Others noted on the lot were Billy Hoffman, late of the Clyde Beatty Circus, and Paul Eagles, who recently resigned from the Ringling Bros. and Barnum & Bailey Circus.

## Tornado Belts

Continued from page 61

damage to lights and the cars were scarred by flying-timber and metal.

Jack Newsworthy, show operator, suffered considerable loss. The front and top of the Athletic Show were destroyed and the Girl Show lost its top. Five other shows suffered lesser damage.

The tornado was the second accident to hit the shows in three weeks. On the June 3 move from Ogallala, Neb., to Kearney, Neb., a truck carrying one of the Ferris Wheels was overturned, and all of the wheel seats and the tractor were demolished. In the period before the Watertown stand a new tractor was purchased and the Ferris Wheel was repaired and awaited only seats before being returned to operation.

## Shan Wilcox Rides

Continued from page 61

tion. His other equipment and rides here are being refurbished for the road, and Tige Hale, veteran circus bandmaster, will go out ahead of the fair unit this fall.

Mrs. Shan Wilcox recently arrived here to assist in the office, and the Wilcox's son, Charles, also joined after attending the All-State Band Festival in Chattanooga where he played the saxophone. Recent visitors here included Mrs. Wilcox's sister, Mrs. Gladys Wattenbarger and family from Bakersfield, Calif.; Paul M. Conaway, Macon Ga., show attorney and family; Morris Lipsky, Neil Berk, Fred A. Mullen, Sam and Shirley Levy and M. M. Roland.

## Upper Mich. Spots

Continued from page 61

joined recently with their Wildlife Show.

Concessionaires include Ray Nord; Helen and Floyd Clintsman, 2; Ernie Nemetz, 2; Margaret Hoffman, Benny Class, 3; Carl George, 3; Rose Kronschnable, Paul Cullens; Paul Pittman, 2; Buck Fortner, 2; Carl Carter, Pauline Kedrowitz, Barton Glass.

## PARAKEETS

65c

BABIES—90c ea. CHROME CAGES

50c ea.

Shipped Daily, F.O.B. Los Angeles. Minimum Order, 48 Birds.

—Call or Wire—

24-Hour Service.

**Durkee's Bird Farm**  
2967 E. Gallatin Rd., Pico, California  
Phone: OXford 9-5210

## AGENTS WANTED

For Scale, Age, Novelties, Tip-Up, Cops, Swinging Ball for balance of season.

**MORRIS FRIEDENHEIM**

OR

**CLYDE WARBRITTON**

c/o World of Mirth Shows, New Britain, Conn., next week; then Worcester, Mass.

## MOUND CITY SHOWS WANT

CONCESSIONS: Break-The-Dish, Photos, Coke Bottles, Short Range Gallery and others. Want Foreman for Coaster. Also Help on Tilt-A-Whirl and Merry-Go-Round.  
ADDRESS: Pana, Ill., July 6; Pawnee, Ill., balance of week; Morrisonville, Ill., week July 9.

### THANK YOU

Mr. & Mrs. Ralph Downey  
Cokehouse Operators  
Gooding Amusement Co.  
For your new Sportsman Mobile Home purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

3000 Third Ave., Altoona, Pa.  
Phones 9347 or 3-0002

## ROCK CITY SHOWS

Playing two July 4 Celebrations, Bevidere, Ill., July 2-4; Rensselaer, Ill., 4-8; then starting Fairs that last until November 1; Colona, Ill., 9-14; Augusta, 18-22.

Need Hanky Panks of all kinds not conflicting. Also need Ride Help for Wheel, Spitfire and Merry-Go-Round.

**GEORGE ISENHOWER**

## FOR SALE

ROLL-O-PLANE, BIG ELI #5 WHEEL, 17 1/2 KW. LIGHT PLANT, DC. All in perfect condition. \$5,500 takes all.

**L. TAMARGO**

227 Franklin St. Elmont, N. Y.

## PADUCAH, KENTUCKY, CENTENNIAL

JULY 29 TO AUGUST 4

On Seven Blocks of the Main Street. City of 40,000 People. Drawing Area 250,000.

Wants legitimate Concessions such as Glass Pitch, Bear Pitch, Cork Gallery, Pitch-Tilt-You-Win, Balloon Dart, Scales and Age, Ball Games, Basket Ball, Coke Bottle, String Game, Jewelry, Novelties, Lamp Pitch or any Hanky Pank.

RILEY'S RIDES ARE BOOKED FOR THIS DATE

Contact

**JOHN W. KEILER II, Mgr. Concessions**

P. O. BOX #540, PADUCAH, KY.

## GREATER DIXIELAND EXPOSITION

CONCESSIONS: Want Coke Bottles, Scales and Age, Long or Short Range Gallery, Pitches, legitimate Stock Concessions of all kinds.

SHOWS: Will book clean Grind Shows with own equipment.

HELP: Can place Foremen for Tilt and Octopus; also Second Men on all Rides, must drive. No drinking. Can place A-1 Truck Mechanic with own tools.

Address: **JIMMIE HENSON, Mgr.**

Creston, Iowa, this week; Corydon, Iowa, next (On The Square); followed by fifteen Fairs in Iowa, Missouri and Louisiana.

## WANTED

Individual to finance the purchase of Major Amusement Rides to be operated at Fairs. You finance, I will handle operation. Net to be divided 50-50. No get-rich schemes. Good Investment, hard work plus personal supervision provides above average return. Best references. Contact:

**MILLARD F. SLOVER**

1327 West 104th St.

Los Angeles 44, Calif.

## WANT: FREAKS, TALKERS

PALACE OF WONDERS, CONEY ISLAND, N. Y.  
Balance of Summer Season with Fairs to follow.

**DAVID ROSEN**

4016 Atlantic Ave., Seagate

Brooklyn 24, N. Y.

Phone: ESplanade 2-2178

## CARROLL'S GREATER SHOWS

Want for proven route of Centennials, Celebrations and Fairs

CONCESSIONS: Long and Short Range, Glass Pitch, String Game, Ball Games, Bumpers or any Hanky Panks that do not conflict. (No Flats or Mitt Camps.)

RIDES: Will book Rock-o-Plane, Spitfire or Rail-o-Plane for balance of season.

RIDE HELP: Need Second Men on all Rides. Must be sober and drive semi and have Chauffeur's License.

CONTACT: CHAS. H. CARROLL, as per route in Billboard.

P.S.: Need Shows of all kinds except Girl Show. Frenchy wants Dancers for Girl Show.

### FOR SALE

## 18-CAR CATERPILLAR

In excellent condition, new tunnel, used one season.

BOX D-216, c/o THE BILLBOARD, CINCINNATI 22, OHIO

### STOCK TICKETS

1 Roll ..... \$ 1.50

5 Rolls ..... 4.50

10 Rolls ..... 8.35

25 Rolls ..... 18.75

50 Rolls ..... 34.90

100 Rolls ..... 64.90

ROLLS 2,000 EACH

Double Coupons

Double Prices

No C.O.D. Orders

Size: Single Tkt., 1x2

## TICKETS

of every description

Wheel tickets carried in

stock for immediate shipment.

**THE TOLEDO TICKET CO.**

Toledo 12, Ohio

### SPECIAL PRINTED

Cash With Order Price

10,000 ..... \$ 6.00

4,000 ..... 7.80

2,000 ..... 9.60

1,000 ..... 12.00

500 ..... 18.00

250 ..... 22.00

100 ..... 28.00

50 ..... 35.00

Double coupons, double prices

## ANCHOR TENTS



The Showman's Choice

Finest Materials—40 Yrs. Experience.

**NEW NYLON Tent Fabric**

Red—Yellow—Blue—White

Concessions—Shew Tents—Ride Tops—

Bingo—Merry-Go-Round—Cokehouse Tops

Aluminum Tent Frames—Light Weight

Hinged Legs—Slip Joints—Rustproof

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

## IMPERIAL SHOWS

RIDE HELP: Want capable Ride Men who drive. Second Men on Octopus, Wheel and other late Rides. CONCESSIONS: Coke Bottles, Shake, Custard, Devils Bowling Alley and others.

Address **BILL GULLETTE, Mgr.**

Brownstown, Ill. (Fair), near Vandalia this week; Beardstown, Ill. (City Square), July 8-14; Taylorville, Ill. (Fair), July 15-21.

## GENTLEMEN WANTED

Semi Driver, Talker or Grinder, Wood Carver or Man handy with tools. All must drive large semi jobs.

**DICK DILLON'S MECHANICAL CITY**

Until July 8, Kiddy City, U.S.A., Hickory Plaza, Sharon, Pa.  
CAN YOU QUALIFY? READ THE TOP LINE AGAIN!

## WANTED

Hanky Pank Agents to take charge of Stores for Bear Pitch, Coke Push-Up, Coke Rings, Fish Pond. Also want 2 Bucket Store Agents and Man for Balloon Darts. Want 2 Men to put up and tear down Concessions. Charlie Carroll can also use Ride Help of all kinds, 1st and 2nd Men.

Address: **BENNY HADDAD**

c/o Carroll's Greater Shows, Mayville, N. D., July 2-4; Larimore, N. D., July 5-7;

East Grand Forks, Minn., July 9-15.

### FOOD DEVELOPMENTS.

## Pint-Sized Portions For Pint-Sized Patrons

SALT LAKE CITY—Even food and refreshments at Lagoon's new Mother Gooseland fit the pint-sized customers.

Bob Freed, manager of the nearby amusement park, said that when it was decided to build the children's section of the park for this season, he began looking around for appropriate sized refreshments for toddlers. He had noted that often parents had to split portions with the youngsters or give them "man-sized" amounts that over-filled the kiddies.

His search was rewarded. Drinks, served—as with all refreshments—from "Peter's Pumpkin Shell" stand, were a simple problem. Bob purchases six-ounce cups and fills them from regular bulk dispensers. Price: 6 cents.

The No. 40-size cone, with a small dipper, provides midget-sized ice cream cones that allows each toddler to have his own, but not too much. Price 6 cents.

#### Hot Dogs Are Problem

The hot dogs were the main problem. He talked to his regular meat distributor and found that they could—for large enough orders—adjust the hot-dog-making machine to turn out dogs about the size of sausages. They come about 14 "dogs" to the pound.

Only one problem remained. Small dog on large bun was no solution, so Bob contacted the baker that sells him regular size

buns. The baker said he could provide special buns to fit the dogs, and Bob was in business.

Hot dogs sell in Mother Gooseland for 14 cents, allowing a youngster to have a dog and drink, or a dog and cone for a total of 20 cents.

Bob said, "Percentage-wise, we are as well off as on the big stuff after figuring our costs. The kids are happy, the parents are even happier."

#### Cooler Cools Top Bottles . . .

PUNXSUTAWNEY, Pa. — A beverage cooler that is said to cool the top bottles first and permit lids to be left open during rush period is being manufactured here. Cooler is of stainless steel in spots where the wear is the heaviest. Bottom racks are adjustable. — Punxsutawney Company, Punxsutawney, Pa.

#### Two-Spigit Freezers . . .

INDIANAPOLIS—A new soft-serve ice cream unit with double dispensing spigots and separate freezer chambers has been introduced here. The unit permits the operator to serve additional flavors, milk shakes and sherbets. Separate, refrigerated 2½ mix tanks hold two flavors. Manufacturer reports it has twin freezing cylinders, automatic carburetor-style mix feed and one-piece auger and book-type dasher.—General Equipment Sales, Inc., 1348 Stadium Drive, Indianapolis.

#### Ashless Gas Broiler . . .

CLIFFSIDE PARK, N. J.—A charcoal-type gas broiler that uses permanent coals of ceramic material is being manufactured here. The fire does not have to be prepared in advance, there are no ashes to dispose of, and no fuels to handle, the maker points out.—Chicago Combustion Company, 518 Cliff Lane, Cliffside Park, N. J.

#### Ice Cream Disher Offered . . .

BELLEVILLE, N. J.—A new ice cream disher that is said to operate smoothly, is streamlined for greater strength and is easily cleaned is being made here. Non-ferrous metal construction is chromed and handles are of the easy-grip type. It comes in all popular sizes.—C. T. Williamson Co., Belleville 9, N. J.

## Rin Tin Tin To Be Feature Of N. Y. Rodeo

NEW YORK — The World's Championship Rodeo of Madison Square Garden has not come up with a feature altho its show dates are but three months away. But a start on the booking has been made and contracts are expected to be announced in another week.

Ned Irish's office at the arena announced signing Rin Tin Tin as one of the attractions, and Irish said a "co-feature" will be announced soon, indicating that the dog will get rather high billing.

The rodeo has been scheduled for September 26 thru October 13, with 18 night shows and 12 matinees, same as in 1955.

Irish dealt with Screen Gems, producers of the Rin Tin Tin television show. Active in the negotiations was booker Mitch Hamberg.

There will be no Monday night shows this time, as it has been increasingly difficult even to meet expenses on that night. The show has had rough sledding in recent years and its headliners have remained the tried-and-true cowboy attractions, Rogers and Autry, plus TV's Range Rider. Signing of the dog in a top spot represents a departure in booking, in efforts to find the winning combination.

### SCHOOL'S ON

## Talking Prize OK But Birds Playing Dumb

AGAWAM, Mass.—It may not be an original idea, but publicist Harry Storn and concession operator Tommy Morrissey are giving it a try with the latter's parakeet prizes at Riverside Park.

Merchandising angle thought of was to teach the birds slogans like "Ride to Riverside" and "Take me home for a dime."

Storn and Morrissey will buzz The Billboard if anything develops, but so far the birds are playing dumb about the whole thing.

### FOREMAN WANTED

Can place Foreman for Octopus. Must be sober, reliable and drive semi. Also place Wheel Men, Second Men on all Rides who drive semis. Ralph Williams can place good fast-stepping Griddle Men. (Carl, if you are well, answer.) Address all mail and wires to

Lloyd D. Serfass

#### Penn Premier Shows

Lima, Ohio, this week; Dover, Ohio, next week.

### HOTEL ALABAMA

436 Chestnut St., Gadsden, Alabama

Now under new management. Cleaned and all ready. Old reliable show customers. Manager is not new to you. You all come. We will hang out front door key.

Mrs. Walter Leak, Owner and Mgr.

### MIDWAY OF MIRTH #2

#### WANT

Concessions for homecomings. Also want Foreman for Ferris Wheel. Contact

STANLEY WARWICK

Girard, Ill., this week.

### JACK VINSON

#### WANTS

Bingo Callers and Countermen. Experienced in choice Bingo and Jackpots. Truck Drivers preferred. Address: c/o Carnival, French Lick, Ind., or c/o Carnival, La Porte, Ind., this week.

### WANTED

Will buy Merry-Go-Rounds, Spillman or Herschell make, regardless of condition, with or without horses or scenery or platform. Wire

MAX GRUBERG

Long Beach, Long Island, N. Y.

### WHITIE DIXON

Wants one Court Stone and one Peek Stone Agent. Only 3 stores on show, no 10 P.C. STANDARD SHOWS, Luder, Wyo., thru July 4; Laramie, Wyo., 50th Anniversary Celebration follows.

### BLUE GRASS SHOWS

HELP WANTED—Can place first class Ride Superintendent. Must know all phases of the business. Applicant must come in for personal interview. Can also place Lot Man that will make self generally useful at all times.

RIDE HELP—Second Men for all major rides—must be licensed semi drivers.

CONCESSIONS—Can place all kinds of legitimate Hanky Pank, prize-every-time Games.

SHOWS—Can place Monkey, Wild Life or any good Grind or Bally Shows with own equipment. Liberal P. C.

All replies:  
**C. C. GROSCURTH, BLUE GRASS SHOWS**  
FARMER CITY, ILLINOIS, ALL THIS WEEK.

### WANT IMMEDIATELY

Rock-O-Plane Foreman and Dodgem Foreman.  
Salary and Percentage. Wire or call  
**Wm. T. Collins, Mgr., Wm. T. Collins Shows**  
Jamestown, N. D., this week.

### PALMETTO EXPOSITION SHOWS

RIDE HELP WANTED

Want Octopus Foreman and Second Man. Also Second Men for Wheel, Rolloplane and Coaster. Jock August, contact.

All replies to MILTON McNEACE, Wilson, N. C., July 1-15

### WANT

RIDES, SHOWS AND CONCESSIONS FOR  
GARY, INDIANA, DOWNTOWN LOCATION, JULY 6 TO 15  
**PAUL MILLER**  
611 VIRGINIA AVE., INDIANAPOLIS, IND. PHONE: MELROSE 4-8551

### WILBER'S WOLVERINE SHOWS

Want for Boyne City, Mich., Centennial, July 4 to 8, and balance of season—all Celebrations and Fairs.

Concessions of all kinds. Rides: One more Major Ride, Kiddie Rides. Ride Help that drive semis. Shows: Will book any Show with own transportation for committee money. All replies:  
**HENRY O. WILBER, Boyne City, Mich.**  
Phone calls: C. E. JOHNSON, Dilworth Hotel, Boyne City, Mich.

### GIRLS GIRLS GIRLS

Girl Show Help wanted for two revue-type Girl Shows. Experience unnecessary. We furnish wardrobe and transportation upon arrival. Character Dancers and Exotics. Season's work for reliable people. Also want Canvasman that can drive semi.

Write or wire **TORCHY O'DAY**  
c/o Wm. T. Collins Shows, Jamestown, N. D.

### EVANS UNITED SHOWS

FAIR SEASON STARTING NOW

Will book Concessions for 4th of July, Rich Hill, Mo., all week; then to Kansas for the Fairs.

Can place Photos, Basket Ball, Bumper, Short Range, Grab, Foot Longs, Novelties and others we do not have. Have openings for Agents. Need First and Second Men on Rides. Place good Tilt Foreman for new Tilt, no drunks. Will book Shows with own equipment. Address:  
**RICH HILL, MO., JULY 1-7; LEBANON, KANSAS, JULY 11-14.**

### MIDWAY OF MIRTH SHOWS

Can place Foreman for Ferris Wheel and Tilt-a-Whirl. Will book Concessions for 12 weeks of Fairs and Centennials. Will give good proposition to small Cookhouse that will feed show people. Address:  
**TRENTON, ILL., THIS WEEK.**

### WANT

We want Rides for Kiddieland or Amusement Park on percentage basis. Will be a permanent arrangement. Also want Miniature Golf Course—some deal. Contact  
**LOTTIE KELSEY**  
**BOX 185, MORROW, OHIO PHONE: MORROW 3981**

### WANT—GIRL SHOW—WANT

Revue-type with at least four girls who can do specialties. Must have own sound equipment, wardrobe and lighting effects. We have brand-new top, sit-down, new beautifully painted wagon-type front, with a route of 19 outstanding Fairs.

Contact **L. J. HETH SHOWS**  
Connersville, Ind., this week; Sturgis, Ky., next week.

### ELECTRICIAN WANTED

Who can handle Transformers for large Show of 20 Rides, 15 Shows and 100 Concessions. Must have references. Also quote salary expected. Write **BOX 412, c/o The Billboard**  
290 Arcade Bldg. St. Louis, Mo.

### WANTED

Ride Help and Handy Man to join immediately. Good pay, year round job, no ups and downs.

**MAX GRUBERG**  
Long Beach, Long Island, N. Y.

## A. C. Yields To Operators, Cuts Concerts

ATLANTIC CITY, June 30.—The Garden Pier open-air theater will be "dark" on Sundays and most of the Saturdays during the summer season, but free musical programs will be presented on most of the other evenings, according to director Richard S. Johnson of the Department of Parks and Public Property.

Omission of programs on Sundays follows a policy established last summer when the schedule for the civic center was shifted several times to meet objections of resort amusement men to competition from city-sponsored programs.

While programs by military bands and other out-of-town musical organizations were held on Saturday last year, Jackson said, many of the musical groups will not be available on Saturdays this year and must be booked for week-day dates. As a result, there will be programs on only four Saturdays during the 10-week summer schedule.

The Atlantic City Festival Orchestra will play on Monday and Tuesday evenings under direction of William Madden. The Boardwalk Follies, a program of local talent, will be presented on Wednesday evenings with Lucille Russo, prominent resort singer and entertainer, in charge. Friday programs will consist of musical groups and novelty nights, including such things as Barbershop Quartet Night.

## New Kid Park Rising Soon By Bronx Zoo

NEW YORK—A new Kiddieland at a high-traffic location is arising in the Bronx. Spot is at the Fordham Road-Southern Boulevard intersection, adjacent to the Bronx Zoo entrance.

Gerstler-Peters, Inc., has already opened its 18-hole miniature golf course with great success, and grading is being completed for installation of seven rides. Sid Gerstler is vice-president and business manager of the park, which has yet to be named.

The corporation will not handle any food operations, since its lot is behind a huge Howard Johnson's restaurant and is also flanked by a Carvel custard stand.

The lot was formerly occupied by Pal-Land, a kiddie park run by the Palmiere brothers.

## Kelly-Miller Takes Steady In Iowa, Illinois

MACOMB, Ill.—The Al C. Kelly & Miller Bros.' Circus racked along last week getting a steady flow of customers thruout Iowa and Illinois.

Stand here Thursday (28) produced a 60 per cent house in the afternoon and close to full at night. Fort Madison, Ia., filled the seats three-quarters full for both Tuesday (26) shows.

Two half houses were scored at Ottumwa, Ia., on Saturday (23).

# 1956 Rodeo Dates

**Alabama**  
Prichard—Prichard Rodeo, Sept. 22-23.

**Arizona**  
Winslow—Winslow Rodeo, Aug. 23-24. Dale Blair.

**Arkansas**  
Crownet—Crownet Rodeo, Aug. 12-13. O. T. Switzer.  
Harrison—Harrison Rodeo, Sept. 20-22. Sheldon Harris.  
Hope—Hope Rodeo, Sept. 27-29. H. C. Daniels.  
Pine Bluff—Pine Bluff Rodeo, Sept. 18-22. Geo. Hestland.

**California**  
Barstow—Barstow Rodeo, Sept. 22-23. Tom Merrill.  
Los Angeles—Los Angeles Rodeo, Aug. 19. John H. Moss.  
Paso Robles—Paso Robles Rodeo, Aug. 17-18.  
Petaluma—Petaluma Rodeo, Aug. 18-19. Dolph Young.  
Plymouth—Plymouth Rodeo, Aug. 28. Goula W. Wait.  
Pomona—Pomona Rodeo, Sept. 22-23.  
San Diego—San Diego Rodeo, Aug. 4-5. Harry Golub.  
San Diego—San Diego Rodeo, Sept. 22-23. Tom P. Isbell.  
San Fernando—San Fernando Rodeo, Sept. 2-3. Max Schoenfeld.  
San Juan Bautista—San Juan Bautista Rodeo, July 13. J. P. Suttel.  
San Luis Obispo—San Luis Obispo Rodeo, July 14-15. J. H. Whitman.  
Santa Rosa—Santa Rosa Rodeo, July 27-28. Elmo McClintock.  
Sonoma—Sonoma Rodeo, Aug. 5. Cecil Matthews.  
Ventura—Ventura Rodeo, Oct. 5-7.  
Victorville—Victorville Rodeo, Nov. 17-18. Bob Angel.  
Willits—Willits Rodeo, July 2-4. Alma Albee.

**Colorado**  
Brighton—Brighton Rodeo, Aug. 11-12. James Green.  
Brighton—Brighton Rodeo, Aug. 18-19. James Green.  
Burlington—Burlington Rodeo, Aug. 17-18. Harold Schmidt.  
Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 7-8. Byron Hudson.  
Durango—Durango Rodeo, Aug. 3-5. R. Franklin McKittrick.  
Evergreen—Evergreen Rodeo, Aug. 4-5. Frank J. Castiel.  
Longmont—Longmont Rodeo, Aug. 18-19. Cal Moler.  
Loveland—Loveland Rodeo, Aug. 17-18. Robert Palmer.  
Monte Vista—Monte Vista Rodeo, July 21-22. John H. Beatty.  
Montrose—Montrose Rodeo, Sept. 18-19. John C. Clark.  
Norwood—Norwood Rodeo, Aug. 11-12. Harold Joseph.  
Pueblo—Pueblo Rodeo, Aug. 24-25. W. H. Kittle.  
Ridgeway—Ridgeway Rodeo, Sept. 2-3. Jerald Perotti.  
Yuma—Yuma Rodeo, Aug. 12-13. Frank Herman.

**Florida**  
Bonifay—Bonifay Rodeo, Oct. 2-7. P. C. Bowyer.

**Georgia**  
Waycross—Waycross Rodeo, Sept. 21-23. Charles Inman.

**Idaho**  
Blaine—Blaine Rodeo, Aug. 25-Sept. 1. Ambrose W. Johnson.  
Burley—Burley Rodeo, Aug. 23-25. Truman Bradley.  
Caldwell—Caldwell Rodeo, Aug. 7-11. Eddie G. Cole.  
Filer—Filer Rodeo, Sept. 5-8. Thomas Parks.  
Gooding—Gooding Rodeo, Aug. 18-19. Mrs. Lorne Luby.  
Grange—Grange Rodeo, Aug. 19-21. Kro Lloyd.  
Orangerville—Orangerville Rodeo, July 20-22. Warren R. Parks.  
Idaho Falls—Idaho Falls Rodeo, Aug. 1-4. John B. Dougan.  
Jerome—Jerome Rodeo, Aug. 23-25. Eleanor Wiswall.  
Jerome—Jerome Rodeo, Aug. 30-Sept. 1. Eleanor Wiswall.  
Lewiston—Lewiston Rodeo, Sept. 7-9. Joe Skok.  
Mald City—Mald City Rodeo, July 13-14. Ray Anderson.  
Montpelier—Montpelier Rodeo, Aug. 20-21. Richard Burgoyne.  
Nampa—Nampa Rodeo, July 17-21. Virginia Smith.  
Pocatello—Pocatello Rodeo, July 25-27. Juriel Ruggles.  
Preston—Preston Rodeo, July 26-28.  
Webster City—Webster City Rodeo, Aug. 4-5. R. H. Douglas.  
Weiser—Weiser Rodeo, July 12-14. Jim Skow.

**Illinois**  
Chicago—Chicago Rodeo, Oct. 2-14. M. E. Thayer.  
Kankakee—Kankakee Rodeo, Sept. 2-3. Percy Lohstie.

**Iowa**  
Denton—Denton Rodeo, Aug. 13-14. Bryan Weber.  
Des Moines—Des Moines Rodeo, Aug. 26-29. L. B. Cunningham.  
Fort Madison—Fort Madison Rodeo, Sept. 8-9. J. C. Patterson.  
Lamoni—Lamoni Rodeo, July 26-27. J. B. Sibley.  
Sidney—Sidney Rodeo, Aug. 14-18. Ralph Travis.

**Kansas**  
Coffeyville—Coffeyville Rodeo, Aug. 20-21. Hill O'Connor.  
Goodland—Goodland Rodeo, Aug. 22-24. H. R. Shumell.  
Great Bend—Great Bend Rodeo, July 20-22. Kent Collier.  
Hill City—Hill City Rodeo, Aug. 7-8. Joe Chalfant.  
Mound City—Mound City Rodeo, Aug. 17-18. John H. Meese.  
Phillipsburg—Phillipsburg Rodeo, Aug. 2-5. W. C. Sullivan.  
Pretty Prairie—Pretty Prairie Rodeo, July 17-19. L. C. McClubb.  
Russell—Russell Rodeo, July 31-Aug. 1. Don Hayes.  
Scott City—Scott City Rodeo, Aug. 7.  
Olyssa—Olyssa Rodeo, Sept. 8-9. Jerry Sullivan.  
Winfield—Winfield Rodeo, Aug. 28-30. Lloyd Little.

**Wisconsin**  
Wichita—Wichita Rodeo, Sept. 20-21. Harry Sheplar.

**Kentucky**  
Louisville—Louisville Rodeo, Sept. 13-14.

**Louisiana**  
Alexandria—Alexandria Rodeo, Aug. 28-Sept. 1. Jimmy Thompson.  
Jonesville—Jonesville Rodeo, Sept. 28-30. Geo. Keith.  
West Monroe—West Monroe Rodeo, Sept. 2-7. Herbert Land.  
Winfield—Winfield Rodeo, Oct. 4-6. W. C. Cummings.

**Massachusetts**  
Boston—Boston Rodeo, Oct. 17-22. Walter A. Brown.

**Minnesota**  
Buffalo—Buffalo Rodeo, July 20-22. Dan Price.  
Shakopee—Shakopee Rodeo, July 13-15. R. M. Weiler.  
Winomah—Winomah Rodeo, July 14-15. Kenneth Witt.

**Missouri**  
Camden—Camden Rodeo, July 10-12. Harry Nelson.  
Chillicothe—Chillicothe Rodeo, Sept. 14-16. Frosty Ross.  
Piette City—Piette City Rodeo, July 23-27. Leonard Holt.  
Sikeston—Sikeston Rodeo, Aug. 20-Sept. 1. J. W. Bonner.  
Unionville—Unionville Rodeo, July 21-22. Don C. Herrick.

**Montana**  
Billings—Billings Rodeo, Aug. 14-15. H. L. Pitton.  
Cut Bank—Cut Bank Rodeo, July 21-22. Jack Jessop.  
Dillon—Dillon Rodeo, Sept. 1-2. R. R. Ingersoll.  
Dodson—Dodson Rodeo, Aug. 11-12. William Black.  
Ekalaka—Ekalaka Rodeo, July 28-29. Ernest Tooke.  
Great Falls—Great Falls Rodeo, Aug. 7-11. Len C. Dalley.  
Kalispell—Kalispell Rodeo, Sept. 14-15. Russell Marsh.  
Lewistown—Lewistown Rodeo, Aug. 2-4. James M. Schultz.  
Missoula—Missoula Rodeo, July 12-14. Richard L. Duncan.  
Plains—Plains Rodeo, Aug. 31-Sept. 1. Okrah Hower.  
Shelby—Shelby Rodeo, July 26-28. Clifford Coover.  
Terry—Terry Rodeo, Aug. 18-19. Roy Rogers.  
Wolf Point—Wolf Point Rodeo, July 13-15. W. C. Reichert.

**Nebraska**  
Bertrand—Bertrand Rodeo, July 31-Aug. 1. Billy Powell.  
Bladen—Bladen Rodeo, Aug. 6-8. Raymond Dunn.  
Benoa—Benoa Rodeo, Aug. 10-12. Bob Conrad.  
Burwell—Burwell Rodeo, Aug. 1-4. H. D. DeLashmutt.  
Chambers—Chambers Rodeo, Aug. 15-16. James H. Gibson.  
Gordon—Gordon Rodeo, Sept. 7-8. George Conner.  
Hastings—Hastings Rodeo, Aug. 27-28. John Fitzgibbon.  
Lawrence—Lawrence Rodeo, Sept. 2-3. Jim Patterson.  
McCook—McCook Rodeo, Aug. 13-15. Dale Thompson.  
Seward—Seward Rodeo, Aug. 6-7. Paul Colburn.  
Sidney—Sidney Rodeo, Aug. 23-24. L. W. Lindell.  
Wahoo—Wahoo Rodeo, Aug. 23-25. George Sherwood.

**Nevada**  
Fallon—Fallon Rodeo, Sept. 1-3. H. F. Mayhew.

**New Mexico**  
Albuquerque—Albuquerque Rodeo, Sept. 28-Oct. 1. Leon H. Harma.  
Clovis—Clovis Rodeo, July 19-21.  
Las Vegas—Las Vegas Rodeo, Aug. 2-4. W. R. Scheibgen.  
Santa Fe—Santa Fe Rodeo, July 12-13. A. C. Green.

**North Dakota**  
Bowman—Bowman Rodeo, Sept. 8-9. J. D. Latham.  
Hamilton—Hamilton Rodeo, July 29. Leo Webber.  
Minot—Minot Rodeo, Oct. 26-28. Pearl Cullen.

**Oklahoma**  
Ada—Ada Rodeo, Aug. 14-18. M. R. Hovey.  
Chickasha—Chickasha Rodeo, July 17-20. J. H. Winder.  
Duncan—Duncan Rodeo, Aug. 1-3. Jack Davis.  
Elk City—Elk City Rodeo, Sept. 2-3. Geo. W. Peeler.  
Lawton—Lawton Rodeo, Aug. 8-9. Bob Easley.  
McAlester—McAlester Rodeo, Sept. 6-9. Lawrence Clements.  
Vinita—Vinita Rodeo, Aug. 22-24. C. J. Wright Jr.  
Walters—Walters Rodeo, July 12-13. Bob Duncan.  
Yukon—Yukon Rodeo, July 26-28. Mrs. Ted Barrett.

**Oregon**  
Egin—Egin Rodeo, July 21-22. Theodore Kreefer.  
Eugene—Eugene Rodeo, Aug. 2-5. Montie Montgomery.  
Joseph—Joseph Rodeo, July 27-29. Bonnie Tucker.  
Lebanon—Lebanon Rodeo, July 27-29. J. A. Cain.  
Medford—Medford Rodeo, July 28-30. Posse Rodeo, Aug. 10-11.  
Medford—Medford Rodeo, Aug. 10-11.  
Moro—Moro Rodeo, Sept. 7-8.  
Nyssa—Nyssa Night Rodeo, July 12-14.  
Pendleton—Pendleton Rodeo, Sept. 12-16. Dick Purchase.  
Prineville—Prineville Rodeo, Aug. 19-21. Clyde Gumpert.  
Sweet Home—Frontier Days, Aug. 9-11.

**South Dakota**  
Custer—Custer Rodeo, July 27-28. Bud Test.  
Sioux Falls—Sioux Falls Rodeo, Aug. 21-23. Howard Manners.

**Texas**  
Bastrap—Bastrap Rodeo, Aug. 16-17. Curtis Sanders.  
Carthage—Carthage Rodeo, Aug. 2-4. W. H. Clabaugh.

## N. E. Group Meets July 24 At Norumbega

EXETER, N. H. — The New England Association of Amusement Parks and Beaches will hold its annual summer meeting Tuesday, July 24 at Norumbega Park, Auburndale, Mass.

The invitation was extended by Douglas F. Farrington, who purchased the amusement center from Roy Gill this year. According to the announcement made by Fred L. Markey, association secretary, the meeting will be the first to be held at Norumbega since the group's founding 30 years ago.

Attendance is expected to be large because of the proximity of the funspot to Boston and the shore resorts heavily populated by association members.

In addition to featuring rides and other amusements, Norumbega is best known in its area for its Totem Pole Ballroom, where nationally known orchestras and entertainers have been featured for many years.

The program will begin with registration at 11 o'clock in the Normandy Room. Luncheon will follow at one o'clock, with an inspection of the park, a soft ball game, boating and golf at a nearby Memorial Golf Course. Cocktails will be served at five o'clock, dinner at six and movies will follow.

Millard F. Walton, once on the bill car of the Two Bills show and a relative of pioneer press agent Willard D. Coxe, caught Mills Bros. Circus.

Georgetown—Georgetown Rodeo, Aug. 22-23. E. W. Wolf.  
Taylor—Taylor Rodeo, Aug. 2-4. Vernon Hafernik.  
Waco—Waco Rodeo, Sept. 29-Oct. 1. Othel M. Neely.

**Utah**  
Logan—Logan Rodeo, Aug. 16-18. M. R. Hovey.  
Monticello—Monticello Rodeo, July 20-21. Jack McEntire.  
Nephi—Nephi Rodeo, July 12-14. Lerin Christensen.  
Ogden—Ogden Rodeo, July 19-24. E. J. Allison.  
Pricer—Pricer Rodeo, July 12-14. Howard Bliss.  
Salt Lake City—Salt Lake Rodeo, July 19-24. Sheldon Brewster.  
Vernal—Vernal Rodeo, July 19-21. Frank J. Hackler.

**Washington**  
Cusick—Cusick Rodeo, July 28-29. Joe Berardi.  
Ellensburg—Ellensburg Rodeo, Sept. 1-3. George F. Prescott.  
Kennewick—Kennewick Rodeo, Aug. 26-28. H. C. Dellavan.  
Monroe—Monroe Rodeo, Sept. 1-3. Robert H. Follis.  
Moses Lake—Moses Lake Rodeo, Sept. 8-9. Ivan Cole.  
Omak—Omak Rodeo, Aug. 11-12. David Booth.  
Puyallup—Puyallup Rodeo, Sept. 15-23. John McMurray.  
Spokane—Spokane Rodeo, Aug. 1-4. Al H. Bowles.  
Soap Lake—Soap Lake Rodeo, July 28-29. Walter E. Kelly.  
Walla Walla—Walla Walla Rodeo, Aug. 21-Sept. 2.

**Wisconsin**  
Luck—Luck Rodeo, July 28-29. Doc Lindner.

**Wyoming**  
Casper—Casper Rodeo, Aug. 14-15. Bob Latta.  
Cheyenne—Cheyenne Rodeo, July 24-25. Leo Herman.  
Douglas—Douglas Rodeo, Aug. 28-Sept. 1. Gordon L. Roush.  
Hawkins—Hawkins Rodeo, Aug. 17-18. Robert Vivion.  
Torrington—Torrington Rodeo, Aug. 22-25. Kenneth Kluhner.  
Wheatland—Wheatland Rodeo, Aug. 25-28. John Ballard.

**CANADA**  
**Alberta**  
Banff—Banff Indian Days Rodeo, July 19-21.  
Bonalto—Bonalto Rodeo, July 24.  
Byemore—Imperial Ranch Rodeo, Aug. 1.  
Calgary—Calgary Rodeo, July 9-14. Maurice Hartnett.  
Cochrane—Cochrane Rodeo, Sept. 3.  
Grand Prairie—Grand Prairie Rodeo, July 13-15.  
Gem—Gem Rodeo, July 25.  
High River—High River Rodeo, July 4.  
Lehrbridge—Lehrbridge Rodeo, July 28-29.  
Medicine Hat—Medicine Hat Rodeo, July 19-21. E. V. Elford.  
Ponoka—Ponoka Rodeo, June 30-July 2.  
Raymond—Raymond Rodeo, June 29-July 2.  
Stettin—Stettin Rodeo, Aug. 1.

**Saskatchewan**  
Alaska—Alaska Rodeo, July 18.  
Moose Jaw—Moose Jaw Rodeo, July 5-7.  
Swift Current—Frontier Days Rodeo, July 2-4. T. Hansen.

## Cote Opens Utica, Mich., Picnic Spot

UTICA, Mich.—Ramona Park will open for the season July 3 for a major picnic sponsored by the Utica Lions Club. The spot, which has been a center for picnics and special gatherings for over 20 years, was taken over two years ago by Elmer F. Cote, veteran carnival operator, and is being operated as a picnic park, open for special bookings only.

Cote is currently operating five rides in the park, and has constructed a concrete pool 30 feet in diameter for a new boat ride. A total of 948 lights of glass have been installed in the ballroom replacing wooden shutters. All buildings have been painted in a new yellow color scheme. Much of the low land has been filled in, following spring floods.

## Weber Escapes Plane Crash

ACAPULCO, Mexico — Herbie Weber, performer and circus owner, narrowly escaped death here recently when a private airplane in which he was riding with three friends was forced down at sea four miles off shore.

The plane experienced motor trouble 20 miles out but was able to get closer to shore. All four occupants were able to vacate the plane, but they were unable to get an emergency life raft out of the ship, which sank immediately. They spent five hours in the water before being picked up by a fishing boat and Weber spent a week in a hospital here undergoing treatment for shock and exposure.

Weber plans to return to Los Angeles soon to open his Circo Flamante July 10 for a 15-week tour of California and Arizona.

## Bible Frames Sello Bros.

PERU, Ind.—Roy Bible, who for the past several years has been performing an animal act, has revived his former Sello Bros. Circus and plans to hit the road from here early in July. He recently purchased equipment and will add more before leaving on tour.

## Von Reaps Okay Biz In Port Washington

PORT WASHINGTON, N. Y. —Von Bros. Circus had a fair weekend here Saturday and Sunday (22-23). Seats were half filled at three performances and three-quarters at the fourth. Acts visited the local children's home and sanitarium.

Jack Knight, press agent for the Clyde Beatty Circus for seven years, now is with National Home Shows, Inc., out of Dallas and is in Baltimore for that firm for publicity and promotion. In his department when the Beatty show closed were Mae Hong and Forrest Freeland.

## MIDWAY CONFAB

Continued from page 62  
The races that once took place between Los Angeles and Phoenix. Alho nearly 50 years old, Bowers said the car cruises at 65 miles per hour and was originally guaranteed to do 100. . . . Al (Whitey) Hunt was scheduled to join Billy Logsdon's Side Show on Johnny's United Shows as outside talker. Louis-Louise is the annex attraction.

## MERCHANDISE TOPICS

Joseph Bros., 5 South Wabash Avenue, Chicago, having made what it calls its greatest purchase of name brand watches of the year, announces big savings to purchasers thru various special offers. One deal is for five men's or women's wrist watches or pocket watches for \$10. These are re-conditioned name-brand watches, such as Elgin, Waltham, Benrus and Gruen, in late styles. The Blue Chip line of 10 name-brand assorted watches with matching yellow gold expansion bands are offered for \$69.50. Another special for \$5.50 is a seven-piece jewelry set which includes men's jeweled watch with matching expansion band, gold plated cuff links, spring tie bar, money clip and key chain, all individually boxed in display gift box. The firm's Barney Joseph also announced that several hundred pieces of good quality airplane luggage will be closed out at \$5 each. Quantity buyers are urged to contact the firm for special prices.

Due to similarity of brand name with the product of another firm, Cook Bros., Chicago, has adopted the Sherman Master Painters Products label for its paint that formerly bore the Pittsburgh label. Cook Bros. points out that the product bearing the new label is not a reclaimed paint. It is being made from the same formula that has been in use in the past. Pack of the white paint remains the same: Four one-gallon cans to a master carton at \$1.30 per gallon and sold in master carton units only. The firm's Richard's Aluminum will be labeled as before. It is priced at \$1.40 per gallon and is packed six one-gallon cans to the master carton. It, too, is sold only in master carton lots. The Sherman Master Painters Products label will also be used to decorate

the battleship gray porch and deck rubberized exterior or interior enamel paint, formulated especially for concrete floors, wood and metal surfaces and lawn furniture. It is priced at \$2.30 per gallon. It is packed four one-gallon cans to master carton and is sold only in master carton lots. All prices are quoted on a quantity basis, f.o.b., Chicago.

Milwaukee Novelty Company, specialist in low-priced costume jewelry, offers the trade two new circulars listing a wide variety of merchandise. In addition to a number of styles of bracelets for men and women, the company is pushing its lines of scatter pins, earrings, cuff links, watch bands, charm bracelets, children's items, lockets and crosses, wedding rings, birthstone rings, anklets, friendship rings, religious jewelry, identification bracelets, chokers, lodge rings, etc. Milwaukee Novelty, located at 1012 North Third Street, Milwaukee, urges that you write for the circulars listing these items. If you are in need of merchandise not listed in the circulars, the firm says it will try to get the article for you.

Hutchinson Chemical Corporation, 918 West Armitage Avenue, Chicago, recently introduced its new auto polish to the pitchmen and polish worker field. The firm calls the product Brazilian auto polish and states that big money can be made by pitchmen and polish workers with it. Polish comes in a 16-ounce container and is demonstrated in a simple liquid wipe-on, wipe-off operation. Samples are \$1 each. To buyers of 100 one to three gross the price \$50.40 per gross. In lots of four to six gross the price is \$43.20 per gross and in quantities of 10 gross or more the price is \$36 per gross, f.o.b.

## PIPES FOR PITCHMEN

By BILL BAKER

FROM TARPON SPRINGS, FLA., hand in the Rubber City, Dr. Mrs. Bob Noell, of Noell's Ark Gorilla Show, pencils the report that old Bob Russell took his final bow a couple of weeks ago at the age of 82. He had been bothered with a stomach ailment for the past several years and it finally caught up with him in Lyons, Ga. while he was working with Ring Bros. Circus. Many of the oldtimers will remember Bob as a blackface comedian on the San Blas Indian Medicine Company, which was owned and operated by Doc M. Eting nearly 40 years ago. Later he was a clown with Sam Dock's Circus which was known variously as the Great Keystone, Silver Brothers and Brison Brothers. More recently he had worked as boss canvas man on the Ring show. Survivors include his widow, a son, several daughters, a brother and a sister: Burial in Suffolk, Va.

FIVE YEARS AGO . . . in the realm of pitchdom: Red Kelco was seen taking in the sights in and around Cincinnati. Ray Harris, following a successful run in a Queen City five and dimer with a metal cleaner, moved on to Louisville with the same item. Jimmie Wall, sheet worker, had just passed thru Cincinnati from Indianapolis en route to Gallipolis, O., and Point Pleasant, W. Va. Henry (Soapy) Burger, widely known in pitch circles thruout the Northwest, had just passed away recently in Anchor Hospital, St. Paul. Henry H. Varner, of the Akron Varners, had become a factory

JACK (BOTTLES) STOVER . . . postals that he is currently back in the Virginia Valley after sojourning along the Eastern shore mainly thru Maryland and Delaware. Bottles says that while he did pretty well financially, he did find it a rather lonesome stay.

REPORTS HAVE IT . . . that Billy (The Kid) Dietrich and Pop Stacey are still operating along the East Coast.

## NOW with NOSE

the NEW  
**OAK  
MICKEY  
MOUSE  
NOSE  
BALLOON**



**BIGGER SELLER  
THAN EVER!**

A GOOD JOINT:

- PRE-SOLD THRU TV
- OFFICIAL CLUB-BALLOON

2 BIG BALLOONS!

NO. 14 HNS—WITH BLACK EARS AND STRETCHED FOR BIGGER VALUE AT THE HANDOUT.

NO. 14 HM—ASSORTED COLORS FOR SALE INFLATED WITHOUT BLACK EARS.

HIT THE STREET FOR BIG DOUGH WITH THIS HOT OAK EXCLUSIVE SEE YOUR JOBBER TODAY!

OUR 40TH YEAR

The **OAK RUBBER CO.**  
RAVENNA, OHIO

G. E. EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST!



Large jumbo-size capacity featuring expandable "and see-thru" heat-resistant cover.

- Fries • Steaks • Roasts • Cooks
- Steams • Blanches • Bakes • Scopes

Nationally advertised at \$39.95. Now only

In lots of 4 . . . **\$6.50**

Sample \$7.50 each

35% dep., bal. C.O.D., F.O.B. Chicago.

1291 Milwaukee Ave. Chicago 22, Ill.

**Star Sales Co.**

**1000 PIECES OF SLUM**  
ONLY **\$6.75** NOVELTIES  
ASSORTED TOYS  
GIVE AWAY ITEMS  
FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Cell, Hula Doll—5 inches, Gr. \$7.80

Fur Monkey—4 inches, Gr. 3.75

Pennant Cans, 100 1.80

16 inch Assort. Balloon, Gr. 2.75

4x7 1/2 inch Assort. Balloon, Gr. 4.00

35% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

**OPTICAN BROTHERS**  
SINCE 1909  
100 W. NINTH ST., KANSAS CITY 6, MO.

**IDENT BRACELETS!**

Aluminum, gold plated 6 styles of Expansion Ident Bracelets, 8 styles of 24" One Necklaces, heavyweight Mexican Rings all kinds of nickel-silver Signet Rings, Pins for engraving. Rings for grab bags from \$7 to \$12 a gross. Send \$2 or \$5 for samples.

**Milwaukee Novelty Co.**

1812 N. 2nd St., Milwaukee 3, Wis.

**STORE ROUTE MEN**

Sell Bonson-type guaranteed automatic lighters in stores. Carried at home, 6 designs. Triple prong, beautiful chrome finish, \$6.95 doz.; 12 Shero, \$69.00 prepaid; sample \$2.00 with circular on other line.

**ARCADE SALES**

Arcade Bldg., Silver Lake, Ind.

## SHERMAN Master Painters Products



Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

**RICHARD'S CHROME FINISH** Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

**3-PIECE PAINT BRUSH SET** Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

**ADJUSTABLE ANGLE WRENCH**

3-ec. set 4, 4 & 8" sizes • Quality steel • Polished heads • Red lacquered handles • Packed one set to box • Sold doz. lots only • \$11.70 per doz. sets.

twist drills • Set in recessed grooved wood self-display box • Sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.00.

**STILLSON PATTERN WRENCH** Steel • 8-inch size • Individually boxed • Per doz. \$5.40.

**10-PIECE DRILL SETS** From 1/16" to 1 1/2" sizes • Heat treated • Chrome steel • 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS., 916 S. Halsted St., Chicago, Ill.**

## EYE-APPEAL! BUY-APPEAL!



Luxurious **6 Pc. Set**

**Priced for ACTION**

Includes:

- All metal, top action pen
- All metal automatic pencil
- Stunning Tie Bar
- Smartly styled Cuff Links
- Handy Pocket Knife

— New . . . an item so popular in appeal . . . so high in value . . . and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

Sample Set **\$3.50**

Only **\$2.50** Per Set in lots of 4

**MODERN PEN Mfg. Co., Inc.**  
384 B'way, N.Y. 13, N.Y.

## OVER 600 PINS AND IDENTS FOR ENGRAVING



twenty-four (24) inch heart or round necks, polished nickel or gold plated, at twenty-seven dollars (\$27.00) per gross.



- Expansion Idents. Doz. . . . . \$ 4.00
- Photo Expansions. Doz. . . . . 5.00
- Pearl Anklets. Gr. . . . 32.00

CATALOG WITH NEW NUMBERS READY

## DEXECO, INC.

Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I.

## FOR ENGRAVERS & DEMONSTRATORS

State your business



SEND TODAY FOR YOUR FREE COPY OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, Including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

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**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

## Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosiery, Fixtures, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

## ACME PREMIUM SUPPLY CORP.

1111 South 12th St. St. Louis 4, Mo.



"It doesn't matter if you win or lose, it's how you play the game."

—Danny Gordis, Milner Hotel, Michigan City, Ind., winner, June 23 issue GAGSTER cartoon contest.

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### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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attract more attention and produce quicker and greater results thru the use of larger type and white space.

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Minimum \$10.**

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### ACTS, SONGS & PARODIES

ANOTHER SENSATIONAL COMEDY OF-FERT Three complete gagfiles worth \$2, only \$3 with this ad. Show-Biz Comedy Service (Dept. B72), 1613 E. 29th St., Brooklyn 29, N. Y.

SCREAMINGLY FUNNY RIOTOUSLY racy! Over 1,000 "cleaver remarks," \$1; satisfaction guaranteed! Order Today! Edmund Orrin, 5854 San Vicente Boulevard, Los Angeles, Calif. 377

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A BEST BUY—HOTTEST SELLING ITEMS in the country. Genuine French-type Perfumes, novelty T-Shirts and Sailor Hats. "Husk" O'Hare, 5733 N. Kenmore, Chicago 40, Ill. 3728

ATTN! SALESMEN II WESTERN STATES "only" Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Toys, Auto Accessories, Sporting Goods from Western Catalogs (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 4058CR, San Francisco. np

BIGGEST CHRISTMAS CARD PROFITS. Sensational "Super-36" Assortment pays \$1.25 profit on every box, \$50 on 40 boxes easy. 200 fast sellers double earnings! Tall Cards, Novelties, Stationery, bargain specials. Assortments on approval. Color catalog, personalized album free. Midwest, 1113 Washington, Dept. 407-P, St. Louis 1, Mo. np

BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books. Fast selling line printed business forms, continuous format. Free illustrated catalog. Erco, Bronx 72, New York. ch-09

BILLFOLDS—LADIES' AND GENTS' Bill-folds, hand made and faced of 100% genuine leather, gift boxed, \$7.50, \$12, and \$15 dozen. Two samples and circular, \$2 prepaid. Dixie Sales, Rt. 1, Box 308, Hope Mills, N. C. 3721

CLOSING OUT COSTUME JEWELRY @ 12 1/2¢ ea. when you order 144 pieces amt. Terrific values. Earrings, Bracelets, Brooches & Necklaces with gift boxes, 15¢ ea. 25¢ deposit, bal. c.o.d. H. L. Hirsch & Co., 333 Washington St., Boston 8, Mass.

"COMICS FOR PREMIUMS"—COMPLETE line of full covered regular 16c comic books for promotion and premiums. All approved books, \$25 per thousand, f.o.b. Chicago. The perfect give-away! 1604 S. Komensky, Chicago 23, Ill. 3721

EARRINGS SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminister St., Prov., R. I.

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. 3728

EASIEST \$65 YOU'LL EVER MAKE! SHOW amazing "Magic-Lustre" Christmas Cards, 65 boxes per \$65. Personalized cards, 25 for \$1. Assortments on approval, free sample book. "Southern Belle" Doll free for promptness. Southern, 478 N. Hollywood, Dept. K-48, Memphis 12, Tenn. np

FAST SELLING MONEY MAKERS! METAL-lic Ironing Board Cover, Fur-Shop-ping Bag, many others including \$1 retailers. Quality Products (Dept. E), Box 748, Passaic, New Jersey. ch-3728

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**RATE: \$14 per inch**

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FREE BOOKLET! MAKE BIG MONEY! Sell popular sensational kilt model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. 3728

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**"VISCOUNT" MARK II  
POPCORN MACHINES**

**BIG DISCOUNTS—BIG PROFITS**

**\$581.75 Required**

**G. H. R. ENTERPRISES, INC.**

12017 1/2 Voss St., North Hollywood, Calif.

FRUIT BASKET EARRINGS, SOMBREROS, Fruit Cornucopias, Carved Birds, Dogs, Dolls, Angels, Birds of Paradise, squilla, Cutshells, etc. Trial assortment, 3 dozen pairs, \$15. Lastofka Products, Box 10248, Tampa 9, Fla.

### FAMOUS MFR. CLOSEOUTS

Assorted Brooches ..... \$1.75 dz.  
Summer Earrings, asst. .... 1.50 dz.  
Stoned or tailored Earrings ..... 2.00 dz.  
Pleated Earrings on Display ..... 1.50 dz.  
Charm & Link Bracelets, asst. .... 1.75 dz.  
Lord's Prayer Necklaces, boxed ..... 2.00 dz.  
Children's Jewelry, boxed, asst. .... 2.75 dz.  
Shorty Tie Slides, carded ..... 1.00 dz.  
Cufflinks, carded ..... 1.25 dz.  
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Pearl Necklaces (domestic) ..... 1.75 dz.  
Summer Sets, boxed ..... \$4.50 & 9.00 dz.  
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.**  
1820 Westminister St. Providence, R. I.

LINIMENTS, PROFITS TO 44% OTHER bottle goods, send for list. Stuchbery Mfg. Co., Dept. BL, 1417 Market St., Chattanooga 2, Tenn. 3721

**FREE NEW  
PRICE LISTS OF**  
Descriptive literature from the Eastern growing CLOSEOUT artists in the country. Terrific values, extra special!!!! Boxed asst. colors. Floral Neckties & Ear Sol. reg \$2.98—now \$10.80 doz C.O.D.  
**KAREN ORIGINALS**  
48 No. Main St. Bristol, Connecticut

NEW BATHROOM DEODORIZER, HANGS wall, banishes odors bathroom, kitchen. Lightning sellers, samples sent on trial. Kristee Co., Dept. 100, Akron 6, Ohio.

### INTERCHANGEABLE EARRINGS—REMARKABLE

You get 8 pairs to each. Send \$4.50 for dozen or \$24 for 6 dozen deals complete. Satisfaction absolutely guaranteed.  
**BARGAIN JEWELRY CO.**  
3968 Harvard St. Brookline, Mass.

NEW FLASHY 7"X11" SIGNS; LIGHT reflecting, illustrated, color bloused, 3,000 varieties. Sample 10¢, 12¢, \$1; 100 best sellers, \$5 postpaid U.S. only. Koehler, 335 Goetz, St. Louis 22, Mo. 3728

NEW GENERAL, RELIGIOUS, COMEDY 7"X11" signs, cost 7¢, sell for 2,000 different slogans. Sample Free! Lowy, 812 Broadway, Dept. 954, New York 3. ch-3728

PLACE SELF-SERVICE BACKS WITH fast selling "Fun" novelties in stores. Large profits! Small investment. Robbins Co., 127-B W. 17 St., N. Y. ch

POCKET RUBBERSTAMP, SELF-INKING. Your name, address, city & state (or any 3-line wording). \$1 postpaid. Richard's, 2029-B Bradley, Chicago 18. 37

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friend samples of our new 1956 Christmas and All-Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-0613

SELL NEW NATL. ADV. 17J, WATCHES. Your cost, \$8.99; adv. in life, 9 piece Watch Set, \$3.95; steady income. Catalog-Result Sales (Dept. B.), 260 Fifth Ave., New York. ch-377

\$25 DAY EASY-SELLING REE-ONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Necha Manufacturing Co., Spiro 7, Oklahoma. ch-10

### ANIMALS, BIRDS, PETS

BABY MYNAH BIRDS MAKE WONDER-ful talkers, attention getters, \$35; Baby Rhesus, \$30; Cinnamon Whiteface, Ring-tails, \$35; Squirrels \$20; Pigtails, \$50; African Monkeys, \$25. Bronson Birds, 149B Fort George, New York 40, N. Y., Lorraine 9-0940. 377

PARAKEETS—75¢ EACH, MINIMUM OR-der, 50 birds, Flame Honey Bees, Coati Mundi, Monkeys, Anacondas, Boas, Log-ton's, Bartlesville, Okla. Phone 5119.

PARAKEETS, \$10 DOZEN, CODE BANDED. Cash with order. Hillcrest Farm, 5411 Sonoma Highway, Santa Rosa, Calif.

PARAKEETS FOR CARNIVAL, 70¢ EACH. Minimum order, 4 doz. Cages, \$4.99 doz. Canaries, Flash Cages, Rats, Mice. Immedi-ate shipment. Terms: part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. 377

PLENTY HEALTHY SNAKES, ALL KINDS Boas, Terrapins, Horned Toads, Badger, Geckos, Pigeons, Peafowl, baby Raccoons, Pines, Castimundia, Prairie Dogs, Guinea Pigs, Rats, Armadillos, Giant male Mangle-bey Monkeys, wonderful coat Rhesus; also Ringtail Monkeys, Pigtail Monkeys, Coyote Pups, Timber Wolf Pups, Bantams, white Doves, black Squirrels. Otto Martin Locke, Phone 141, New Braunfels, Tex. 3728

### REPTILES INC.

Just arrived, Anacondas, Fat & healthy, 7 to 15 feet; Boas, all sizes; Giant Lizards; domestic Snakes, all types; Birds, Monkeys, other animals. 27 years in business.

**Ross Allen's**  
1112 N. Miami Avenue  
Miami, Florida  
Phone your order for quick service.  
Franklin 3-4806

RATTLERS, MOCCASINS, NON-POISONOUS Snakes, Lizards, Monkeys, Parrots. Order now for 4th immediate shipment. Anaconda Reptile Farm, 2214 N. San Gabriel Blvd., S. San Gabriel, Calif. AT. 0-3763. 377

**Tell Your Selling Story  
to  
BETTER ADVANTAGE**

**Use Display Type and  
White Space.**

**RATE: Only \$14 per inch**

**This 1 1/2-inch space  
costs only \$21**

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"ASIA TRADE ENQUIRES" WILL LIST your name for opportunity mail from manufacturers, exporters, importers in Japan, Hong Kong, Ceylon, India. Single listing, \$1; six monthly listings, \$3. Asia Trade Enquiries, 950 3d Ave., Box 739, Seattle 4, Wash. 3714

### AUTO CAMPAIGN UNITS

"Dancing" Elephants and Mules "Wiggly" Mounted, with Suction Cup. PITCH PRICE, 40¢, in Colors. On Cards or Clear Plastic Bags. Your dia-mond 50% POSTPAID, 10 OF OVER, return privilege. 4" high, with 2-line slogan. Immediate shipment, c.o.d.

**SMITH AGENCY 24, Excelsior Springs, Mo.**  
BATHING BEACH, SUMMER RESORT. Cashless, wants someone with Kiddie Rides on any attraction for ten weeks; percentage or rental. Kaplan's, Sulphur Springs Park, Woodridge, N. Y.

**FORTUNE POSSIBLE RAISING GIANT** Fishworms and Crickets. Start in back-yard or basement. Tremendous profits. Free literature. Carter, Farm-F, Plains, Ga. 3714

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 28, Calif. 361

**PORTABLE ROLLER RINK, 22'X132', VERY** good sectional maple floor; 2000 tent, all firm class equipment. In operation now, may be moved; priced to sell. M. C. St. John, Winona, Minn. Tel. Winoka 2214. 367

**DIRECT FROM MANUFACTURER  
EARRINGS—**

**The Year's  
HOTTEST Earring  
Promotion!**

Hollywood Styled Creations, Hundreds of handsome, modern designs! Completely NEW SPRING AND SUMMER STYLES! Large and small Dangles, button and clip type, tailored and for pierced ears. Pearl Flower Rhinestone combinations. Many \$2.00 Retailers. UNBELIEVABLY LOW PRICED at \$24.00 gross. Sample dozen, \$3.50. Also beautiful assortments at \$18.00 gross. Sample dozen, \$1.75. IMMEDIATE DELIVERY. Sold one dozen styles (assorted) to package 144 different styles!

SEND FOR ILLUSTRATED CATALOG, 15¢ OTHER JEWELRY ITEMS.

Guaranteed lowest prices. 25% deposit on all C.O.D.'s.

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Ch 3-6843

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**LOW AS 4¢ EACH**

GREEN OR COLORED  
LOWEST PRICE! BEST QUALITY!  
with HAWAIIAN PRODUCTS



**TROPICAL HAWAIIAN CO. DEPT. C**  
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**A JEWELRY INNOVATION**

**Hottest Jewelry  
Items Today!**

Snap-It 3-in-1 Earrings with 5 interchangeable colors to match accessories and Pop-It Necklaces.

\$3.00 per doz. cards

MOONSTONE POP-IT NECKLACES, Dz. 5 2.00  
FINGERMAIL EARRINGS TO MATCH 15.00  
POP-ITS, Gr. .... 4.00  
PEARL POP-ITS, Dz. .... 4.00  
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C.O.D. SPECIAL OF THE MONTH  
Assorted Sizes Pearl Buttons, Gr. .... \$12.00  
BUTTERFLY EARRINGS (Red Hol Item), Dz. .... 2.00  
25% Deposit, Balance C.O.D.

**C.O.D. NOVELTY CO.**  
19 W. 34th Street New York, N. Y.  
Wisconsin 7-7527

**HEART DISC CLOVER  
NECKLACES**

**\$16.50 Gross and up**

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BRODY  
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**We Carry a Complete Line of  
ELECTRICAL APPLIANCES—Household  
Goods—GLASSWARE—Cocks — LAMPS  
—Assorted Novelties—BABY DOLL—  
Boudoir Dolls—PLUSH ANIMALS—Plas-  
tic Goods — CARNIVAL GOODS—Free  
mum Goods — SPECIAL AUCTION  
GOODS—Small Novelties for Give-Aways.**

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SEND for Your Copy Today.**

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In Business Since 1914

**Spotlight Value!**

Packed with "SELL"  
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**\$4.89**

Sample \$4.45  
In lots of 12, \$4.79 Ea.

- KEY CHAIN
- EXPANSION BAND
- JEWELLED WATCH
- CUFF LINKS
- TIE BAR

- Stunning Beauty in FIVE (5) Smartly matching pieces!
- Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch!
- Shipped in assorted sets. Beautifully boxed! Min. order 6.

**NATIONALLY ADVERTISED**

It's terrific! High styled Cuff Links Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch! . . . All luxuriously packed . . . Sensationally priced! A sample will convince you! 25% with order, Balance C.O.D.

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

**Levin's Catalog Ready**

**32-PAGE FLYER  
OF CARNIVAL AND  
BINGO PRIZES**

MIN. SQUIRT GUNS—  
2 DOZ. .... \$1.40  
FRICTION AUTOS—3 DOZ.... 2.40  
10 GROSS GOOD NEW SLUM  
(NO LARRYS) FOR ..... 8.50

P.O.B. Terre Haute—Postage Extra.  
Send 25¢ Dep. With C.O.D. Orders.

**LEVIN BROTHERS**

Established 1886  
TERRE HAUTE, INDIANA

**To Order Your Market Place Ad  
USE THIS HANDY FORM TODAY**

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Want to Buy

**3** Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....  
Address.....  
City..... State.....

## LITTLE ATOM

**World's Smallest Pistol**  
COMPLETE WITH RIBBON AND TONG  
CHOICE OF LEATHER HOLSTER OR BLANK



ACTUAL SIZE

Dealer's Cost... \$12.00 DOZ  
List... \$1.95 ea.

Actually shoots blanks with terrific report... calls on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog.

**G & S Mfg. Co.**  
Dept. B, 504-506 Deaderick  
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**HOLDOUTS—KEYS**

**SEATTLE GAMES**  
319 East Pine, Seattle 22, Wash.

**Free Wholesale Catalog**  
CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings
- Pins
- Pearls
- Closeouts, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

**FRISCO PETE**, 226 S. Wells St., Chicago 6, Ill.  
All Phones: Franklin 2-2567

**BELL SALES CO.**  
1107 SO. HALSTED ST., Chicago 7, Ill.

**KEEP YOUR CUSTOMERS COOL**  
With This "Hot" Summer Item

Ladies' 2-Piece Shortie Baby Doll Pajamas, S-M-L, assorted colors.  
\$4.95 value—Now Only

**\$15.80** Sample per doz. \$1.50 ea.

25% dep., bal. C.O.D., F.O.B. Chgo.  
Write for New Merchandise Listing.

**C & G SALES**  
1080 Milwaukee Ave., Chicago, Ill.

**P D Q - World's Greatest PHOTO BOOTH CAMERAS**

Dependable - efficient - makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1844 W. Cortez Chicago 22, Ill.

### COSTUMES, UNIFORMS, WARDROBES

**CHORUS COSTUMES—SLIGHTLY USED** sets of six, with gounilets, pants, hats, from \$7.50 per costume. Jazz, jungle, can-can, some strobe. Peter Thomas, 158 W. 58th St., New York City.

**GIRL SHOW COSTUMES, PANELS, \$3; G-Strings, \$3; Pasties, 75c; Crown Suits, Wigs, Dribbles, Capes, Tiarras, Ostrich Feathers, Rhinestones, bargains. Free lists. Write your needs. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9599.**

### FOOD AND DRINK CONCESSION SUPPLIES

**SIX SOFT ICE CREAM MACHINES, BRAND new, never used. Sweden counter model speed freezers, AC or DC, cost \$1,445 each, price, \$595, store or mobile. Leon Male, Parkway Manor, Allentown, Pa.**

### FOR SALE SECONDHAND GOODS

**ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Flom Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au25**

**LARGE ELECT. TATTOO OUTFIT, WHITE Stevens, 1120 Chaucer St., Berkeley, Calif. -37**

**POLAR PETE & ECHOLS USED SNOBALL Machines, real bargains; new Polar Pete half price. Snohall, 146 Walton, Atlanta, Ga. 1914**

**3 BASEBALL PITCHERS WITH COIN boxes, air type, \$200 each. Chanoy Bros., 815 Sayin Ave., West Haven, Conn.**

### FOR SALE—SECONDHAND SHOW PROPERTY

**AT SACRIFICE—SIX BOATS, 24 Passenger, West Kid Hide, Steel Tanks, \$990. Wagon Wheel, steel and steel only \$1,445 each. AH only. State condition, price first letter. Canie's Hide, Lyngenshire, New Jersey. -37**

**BUILDING PLANS—37 MONEY-MAKING Concessions, \$10; Buzz Saw, \$100, 35; Electric Chair, 30. Free literature. Hrus, Box 815, Peoria, Ill.**

**FOR SALE—FRENCH FRY AND WAFFLE Concession with nine good Ohio fair. Write for picture and particulars. John York, Zanesville, Ohio.**

**FOR SALE—ONE PORTABLE KID HIDE Ferris Wheel, ready to go. Carl H. Hupp, 3421 Pierce St., Sioux City, Iowa.**

**FOR SALE—NEW MECHANICAL CIRCUS, mounted on 2 wheel trailer; aluminum air float House Trailer, sleeps 4, air conditioned; 2 wheel Concession Trailer, can be used post office, and coke bottles; new Concession Top, 10x14, never been up; 1 used Concession Top, 10x12, good condition. Will buy for cash. \$5 Eli Wheel, also 2 Kiddie Rides, Gust Narraz, 124 N. Eight St., St. Joseph, Mo.**

**FOR SALE—90'X100' KHAKI CIRCUS Tent, used 3 seasons, sound and clean, \$790; 18'x32' new fireproof Tent, \$175 Field Desk, new, \$14; Wood Maus, \$5. H. Van, 25 W. Illinois St., Chicago, Ill. 9-6644.**

**GAMES—BUMPER CAR, RAY OAKES, new; six Roll Down Tables, Under Eleven-Over Thirty, Oakes type; Fish Pond, circular group game. Any reasonable offer accepted. Russ Pace, Suburban Park, Manlius, N. Y. Phone 62-5471.**

**GIRL SHOW—COMPLETE WITH TRANSPORTATION for \$1,300; also Grand Show, complete for \$600. Bill Shoemaker, Box 252, Epp, Pa.**

**HURDY GUIDYS, BRAND NEW, IN ORIGINAL shipping crates, ideal music for kiddie rides. Close-out price, \$95 each King Amusement Co., Mt. Clemens, Mich. -37**

**MUST SACRIFICE—SHORT RANGE Shooting Gallery, new tires, 2 guns, \$195. Larry Dautel, 3134 Fullerton Ave., Chicago 47, Ill. Phone: Fallades 5-0850.**

**PARKER MERRY-GO-ROUND, TWO abreast, thirty-six foot Whirl, teenage ride, eight tubs; sixteen passenger Ottoway Steam Engine, three coaches; Auto Ride, Airplane Ride, one ton and half Truck Van; two and half kw. Light Plant; five hundred feet Chain Link Fence, posts and gates; Long Range Shooting Gallery; Wurlitzer 148 Band Organ. Have coin operated Games. Will sacrifice all for cash. Carl Ferrara, 3126 Tularosa St., El Paso, Tex. Telephone 5-3402.**

**PORTABLE ROLLER RINK, PRACTICALLY new; complete tent, 40x84; maple sectional floor, 100 grs. Chicago Skates, Sound System, Skate Counter, etc., \$3,650. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.**

**RIDES FOR SALE—18 FOOT FERRIS Wheel, 8 seats, lights, new cable; Kiddie Airplane Ride, two-seated steel planes, machine guns, lights; these two rides take passengers up to 150 pounds; small Kiddie Auto Ride, 8 cars. Rides in good condition, electrically operated, up and running, fencing, yard lights, poles, heavy wire, ticket booths, loud speaker, amplifier, 78 record player, mike. Complete outfit, \$2,750 cash, or will sell rides separately. Clarence E. White, River Falls, Wis.**

**RIDES, KIDDIE AIR PLANE, 14 FT. GRAB Food Trailer, Kiddie Flying Horse, G-12 Miniature Train, first class, reasonable. Valser, 6 Hill, Troy, N. Y.**

### SPECIAL SALE

**2-Pop Corn Stands, 4'6"x11' equipped with Manley Poppers.**

**1-Pop Corn Stand 4'x2' with gas or electric unit.**

**1-1912 Creators steam powered Pop Corn Machine.**

All units in excellent condition. Write for photos and prices. Also Pop Corn process Equipment.

**W. L. Niederhiser**  
110 S. Andrews St., Three Rivers, Mich.

**TENT STAKES "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas, G. B. Wilard, 1321 2nd Ave., Dallas, Tex. -37**

**THIS IS A 14-LINE AD FOR ONLY \$14**

You can buy this space to profitably buy or sell Used Show Equipment

**1948 TOB. & ELI WHEEL, WHITE METAL main line new, with semi-trailer, five thousand cash. Verna Avery, Houghton Lake, Mich.**

# KNIVES

**DIRECT FROM IMPORTER**

**LARGEST SELECTION**

from MEXICO GERMANY (Solingen) ENGLAND (Sheffield) FINLAND JAPAN ITALY, etc. No. 8

Wholesalers and Retailers Only. Write Today for Catalog on Your Business Letterhead.

**GUTMAN CUTLERY CO., Inc.**  
Dept. 88  
2124 Amsterdam Ave. N. Y. 32

### WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

**\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr. in Gross Lots.**



Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$9.00 PER GROSS.

**Sterling Jewelers, Inc.**  
1975 E. Main St., Columbus, Ohio  
**SEND FOR NEW CATALOG**

### NEW 18" PENNETTE

100 feet only \$4.00 pptd.  
124 PENNETTES  
6 Bright Colors

**Satisfaction Guaranteed**  
Discount on 3 or more

**MYRLO COMPANY**  
2168 W. 25th, Cleveland 13, O., Dept. B

### MAKE UP TO \$75.00 OR MORE A DAY!!!

**CARNIVAL OPERATORS, CONCESSIONAIRES, DEMONSTRATORS, RESORTS, FAIRS AND HOUSE-TO-HOUSE WORKERS—HERE'S A SURE WINNER FOR YOU!**

**LAVENDER FLOWERS, PERFUMED SACHET IN ATTRACTIVE HAND-WOVEN BAMBOO VASE IN BEAUTIFUL ASSORTED COLORS, COMPLETE WITH COLORED RAYON CORD AND TASSEL. SELLS FROM 79c TO \$1.00. COST TO YOU \$27.00 PER HUNDRED. F.O.B. LOS ANGELES. 1/5 CASH BAL. C.O.D. 2 SAMPLES FOR \$1.00 PREPAID.**

**L. M. SHISSLER**  
2640 S. Menlo Avenue  
Dept. 88-4  
Los Angeles 7, Calif.

### MIDGET BIBLE

New edition. Basal supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp. (1 1/4"x1 1/2") yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90c doz., \$6.75 per 100. F.O.B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog of 3000 novelties.

**JOHNSON SMITH & CO., Detroit 7, Mich.**

**WE ARE MANUFACTURERS OF ALL KINDS—PULL TICKET GAMES & TIP BOOKS**

Buy Direct From Manufacturers at Very, Very Reasonable Prices.

**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 346

### ENGRAVERS

Nickel Silver Necklaces - Rings Bracelets - Anklets

Send \$5.00 for Samples & Price List

**Salpro Co.** 1844 S. 55th Ave. Cicero 50, Ill.

### FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches

**YORMARK SALES CO., Dept B**  
129 West 46th St., New York 36, N.Y.

**20 USED HOT ROD AUTOS—NEED MOTOR, reconditioning and some tires; sell as is or will recondition. Steel Fabricating, Inc., 12425 W. Knoll Rd., Elm Grove, Wis.**

**16MM. FILM AND 35MM. AT BARGAIN prices; \$5 exchanged on features. We also buy and sell. Prices on request. Bryant Supply Co., Emporia, Va.**

**4 BULL PEN GAMES—EXCELLENT CONDITION, used only two years, will sell for less than half original cost. M. Piesen, 147 Fourth Ave., New York 3, N. Y.**

### INSTRUCTIONS BOOKS & CARTOONS

**YOU CAN ENTERTAIN WITH COMIC Chalk Talk Stunts and colorful Rag Pictures. Illustrated catalog, 10c. Baida Art Service, Oshkosh, Wis. 1914**

### MAGICAL APPARATUS

**BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog, Ireland, B-109 N. Dearborn, Chicago 2. np**

**FLASHY PACKAGE FOR THEATRES, SIDE Shows, Lookbacks, Trick Cards, Books, also complete line Bingo Supplies, Paper, Plastic Markers, Finger Flip Cards. Catalog. Warwick Press, Warwick, R. I. 1914**

**NEW 132-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 326 South High, Columbus, Ohio. 1914**

### M. P. FILMS & ACCESSORIES

**16MM. 3,000 SOUND REELS, SELL DIRT cheap. Big, new list Features, Westerns, Serials, War films, Boston, 335 Fifth Ave., Pittsburgh 22, Pa.**

### MUSICAL INSTRUMENTS, ACCESSORIES

**SWISS BELLS WANTED—OH OTHERS; two octaves more or less. W. Guthrie, 2005 Berkshire, Columbus, Ohio. Describe and price.**

### PERSONAL

**ARE YOU SEEKING PEACE OF MIND? Free correspondence course in Catholic Religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23, N. Y. ch-ny**

**JOS STEVENS, MINNIE STEVENS, LENA Stevens Jones, write me immediately. Very important! Sidney A. Marchand, Donaldsonville, La.**

**TIMMY CLAMAN; DEAR MOE, URGENT that you contact me immediately. Your sister, Sylvia.**

### PHOTO SUPPLIES DEVELOPING—PRINTING

**COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1536 Franklin, St. Louis 8, Mo. 1914**

**ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative, 25c additional for each different photo. Jack Kouns, Huntington Mills, Pa. 197**

**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-tfn**

**PHOTOMOUNTS FROM MANUFACTURER \$25, \$3.50, \$100; \$27, \$5, \$100; \$210, \$11, \$100; 70 styles, 350 types; ask Department B for free samples. Penn Photomount, Glenolden, Pa. 197**

### PRINTING

**ALWAYS SWIFTEST SERVICE, LOWEST prices. Flashy 3-color 14x22 Window Cards, \$8 hundred, 17x25 size \$12.50; adhesive backed Bumperettes, 4x14, day-glo colors, \$13 hundred; Bumper Cards, \$15x25, \$6 hundred. Tribune Press, Dept. JA, Earl Park, Ind. au25**

**200 8 1/2"x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$2.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 3, Mich. 1914**

**50 8 1/2"x11 LETTERHEADS AND 50 6 1/2 Envelopes, \$1.95 postpaid. Three line limit, same copy on each. Black ink. Econoprint, Box 625, Whittier, Calif. 197**

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**AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 140-light book matches. Bigger spot cash commissions, every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-116, Chicago 32, Ill. 1928**

**ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now, real future; equipment free. Hoover, Dept. G-108, New York 11, N. Y. au25-np**

**GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tfn**

### TATTOOING SUPPLIES

**A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles 3, Calif. 1928**

**NEW TYPE TATTOOING MACHINES—Money Making designs, outfit, colors, concentrated. Pelecan, 212 sharp. Write Milt Zita, 728 Lesley, Rockford, Ill. au25**

**NEWLY DESIGNED MACHINES—Complete line of Tattooing Supplies. Free catalog on request. Spaulding & Rogers, Court St., Jacksonville, N. C. 1921**

## WHALE OF A BUY 80¢ EACH

**ONE PIECE PLASTIC HANDLE Glass Rod Shaft approx. 5 ft. Multi-color space wrap Authentic fish guides Regulation tip Packed 50 to master carton No less sold.**

**TELESCOPIC BAMBOO POLE 12-ft. length 3 section Fully equipped 3 guides and full metal tip Red lacquered wraps Full metal clamp holder for reel Individual clear bag sleeves Blue Ribbon Brand. Per Doz., \$18.00.**

**SPINNING LINE Soft Monofilament 100 yards to spool 6 lb. test Dupont Tynex 12 spools packed to box 6 Per Doz. Spools. \$3.00. No less sold.**

**TROUT FLIES On #10 Hooks 12 assortment mounted flies on two cork strips packed in Paulownia wood box Box re-usable for men's cuff links and jewelry 12 boxes total of 144 flies packed to container 6 Doz. Boxes, \$4.75. No less sold.**

**ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED.**

25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted St. Chicago, Ill.

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values.

**G.E. Equipped COOKER-FRYER**  
Large 4-Qt. Capacity

**\$39.95** each in Sample List  
**\$6.75** ea. in Lots of 6  
**\$7.25**

**EMPIRE MULTI-USE REVERSIBLE WINDOW FAN**

- ADJUSTABLE - fits any window - double hung - casement - steel construction.
- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down-straight
- Quiet four-10" blades for maximum volume
- 110-120 V., A.C. only
- Packed 1 to carton
- Carries price tag of \$49.95

**\$11.00** each in quantities of 3  
**\$12.00** each for sample

**WE ALSO CARRY A COMPLETE LINE OF ALL SIZE FANS. C.O.D. or Cash Sales Only.**

**DANAL SUPPLY**  
1228 Vine St. Cincinnati, Ohio  
Phone: MAIn 1-9114

### HAWAIIAN 'TI' PLANT LOG

Shipped Day Order Received

**LOWEST PRICES ANYWHERE**

Buy for 7c, sell for 49c to 69c each! Ideal for demonstration.

"Ti" logs grow - by themselves - into beautiful tropical plants. Good flash, 15 large plants, both green and colored, \$17.50. Logs - \$76.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U. S., Canada. Also other top pitch items. Write for full information.

## SHEREY'S LTD

2126 BOYER SEATTLE, WASH.

**Take the lines of least resistance with NAME BRANDS**

**THE HOUSE OF NAME BRANDS**

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

**H. B. DAVIS CORP.**  
15 E. West 13th Street, Seattle, Wash.

**All the news of your industry every week in The Billboard...**

### HOT-WEATHER SPECIAL! PARKER-COOLER

**PORTABLE**—take it anywhere.  
**PRACTICAL**—plugs in any outlet  
**PERFECT**—gives air conditioned cool comfort day and night!

**How PARKER-COOLER Works:**  
 Conditions the air in any room because hot, stale air is forced over two special coolants which you simply freeze in your own refrigerator.

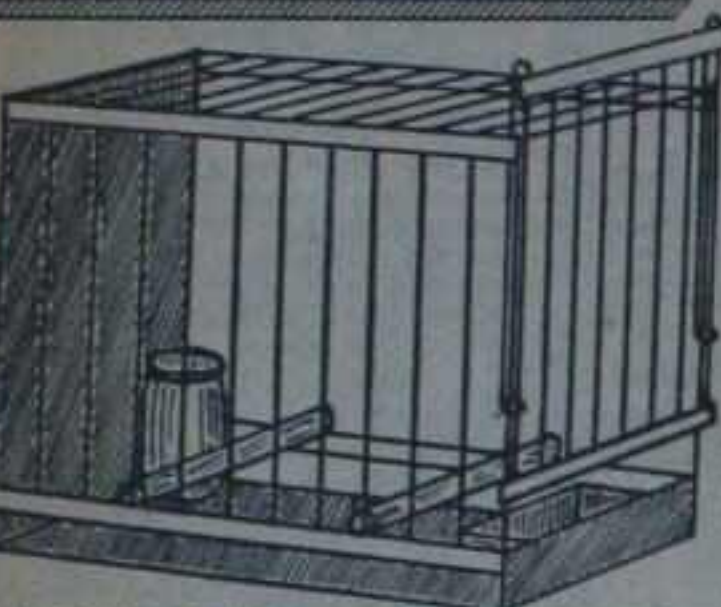
- Precision-Engineered
- UL Approved
- Factory Warranty for Full Year
- Packed 1 to Shipping Carton, complete with coolant



List \$69.95 Your Cost Only \$25.00 each  
 25% deposit, balance C.O.D., P.O.B. Chicago.

## DIVISION SALES

3341 W. Roosevelt Road  
 Chicago 24, Illinois  
 Phone: LAwndale 2-7377



### PARAKEET CAGES

No. 7143—Completely assembled.  
 4 1/2" x 4 1/2" x 18 1/2" high. Packed 60 to carton.  
 1 Carton (60 cages) \$ .50 ea.  
 In quantity lots of 5 cartons (300 cages) .48 ea.

We carry a complete line of Concession & Premium Merchandise.  
 Write for Catalog. State Business in First Letter.  
 1900-12 N. 3d Street  
 Milwaukee 12, Wisconsin

WISCONSIN DE LUXE CO.

**FAMOUS Geneva** ADVERTISED IN LIFE  
**7 PC. MENS JEWELRY SET**  
 AT THE NEW LOW PRICE  
**\$5.95** 6 or more  
 Sample \$6.95  
 1 To. Withon Co. 25% deposit with order, balance C.O.D.  
 Also available in 17-1, \$9.95

**NATIONAL DISTRIBUTING CO.** PHONE 42-6473  
 1751 W. FLACLER MIAMI, FLORIDA

### JOIN THE FUN! BE A GAGSTER!

Maybe you'll be a GAGSTER Winner, too! Every winner gets a handsome certificate ready for hanging on the wall, plus an official wallet-size GAGSTER membership card.

### IT'S SIMPLE! HERE'S ALL YOU DO:

- Write a gag line in 20 words or less to fit the cartoon below. Use the coupon or your own stationery.
- All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
- Name, occupation and address of sender must accompany all entries.
- Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.

**WIN A LIFE-SIZE DOLL**

10¢ FOR 3 BALLS  
 WIN A LIFE-SIZE DOLL

Contest Editor, The Billboard, 138 W. Randolph St., Chicago 1, Ill.

My Caption for Cartoon: \_\_\_\_\_

Name \_\_\_\_\_ Occupation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### WANTED TO BUY

LARGE BOTTLED BABIES FOR EXHIBIT. Jimmie Holman, c/o Bohlis Hanson, Side Show Manager, Ringling Bros.-Barnum & Bailey Circus, per route.

MERRY-GO-ROUNDS, ALSO PARTS, ORGANS, motors, wood horses, jumping type. We repair, repainted horses. National, 6243 Sanson, Philadelphia, Pa.

WANT—USED CONCESSION TENT, ABOUT 10x10. Jack Meyand, 3627 Patterson Plank Rd., North Bergen, N. J. Phone: Union 7-9450.

### HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

ADVERTISING PHONE MEN OFFICIAL labor publication, 40 years Miami, Fla.; permanent. Also Labor Day accounts; experienced only, crews on E. 618 Chamber of Commerce Bldg., Miami, Fla. ch

DANCING GIRLS WANTED—EXPERIENCE unnecessary. Will teach you how to become exotic. Dancers, good pay while learning; fare paid Baltimore, Maryland. Idlers and time wasters stay away. Michael Goldstein, 408 Bar, 408 E. Baltimore St., Baltimore 2, Md. Jy28

GIRL ACCORDION, PIANO OR HARPIST to work in trio. Send photo and dimensions; transportation paid. Beasley Music, Fort Huron, Mich. Jy14

GIRL—WESTERN TYPE, UNENCUMBERED act to be filmed, and tour with same. Box C-460, c/o Billboard, Cincinnati 22, O.

NEED THIRD ALTO AND SECOND TRUMPET, to join about July 26. Commercial band, no jazz, home every night, weekly salary. Bobby Mills, Columbus, Neb. Jy14

PIANO MAN IMMEDIATELY. NO DRINKERS or characters, enclose phone number; traveling org, sleeper bus; two-beat commercial. Others write: guaranteed salary, work 50 weeks per year. Bob Calame, 2107 N. 18th St., Omaha, Neb. Jy14

SPLENDID OPPORTUNITY FOR FORWARD thinking musicians to gain valuable road experience with chance to study harmony and arranging. Sharpest transportation available 50 weeks a year guaranteed. All chairs, please contact. However, immediate need is for piano, bass and drums. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. Jy14

### WANTED ROCK & ROLL BAND

Apply TOMMY THOMAS, Club Mardi Gras Key West Fla., after 2 p.m. Phone 6-0147

### AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1  
 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

### CIRCUS & CARNIVAL

FAT BOY AT LIBERTY AFTER JULY 4. No ups or downs, 10-ans. Clyde Walter Hicks, c/o Byrde Hicks, Box 13, Warren, O.

**BRAND NEW TO CHANGE COLOR OF EARRINGS JUST SNAP ON 1 OF 5 SETS PROVIDED. \$42.00 PER GROSS 23 MM SIZE.**

3 DOZ. SAMPLE \$12.00.  
 ALSO AVAILABLE IN OTHER SIZES.

Also 10 mm Beads . . . . . \$ .25 hundred  
 12 mm, asst. colors . . . . . \$ .35 hundred  
 Earrings to match . . . . . 1.50 dozen  
 Button or Pop-It, 12 mm, strung . . . . . 30.00 gross

Jobbers, write  
**BESSER JEWELRY**  
 Dept. 4 433 W. Lehigh Ave., Phila., Pa.

**PARAKEETS and CAGES**

Real Flash! CHROME & NICKEL CAGES **45¢**  
 With or without handles —all set up.

25% dep., bal. C.O.D.—F.O.B. Chicago—Webster 9-4191  
**CHICAGO BIRD & CAGE CO.** 422 S. State St. Chicago, Ill.

**CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW**  
 BE SURE AND MENTION YOUR LINE OF BUSINESS  
**MIDWEST MERCHANDISE CO.** 1006 BROADWAY KANSAS CITY, MO

### MISCELLANEOUS

AVAILABLE FOR TELEVISION, FAIRS, musical comedy, etc. Verzaatie Bob Tomlinson sings, dancer, MC, plays saxophone, clarinet, accordion, guitar, piano, juggles clubs, balls, magician, ventriloquist, Punch-Judy, rope twirling, baloon eccentric dancing. 3329 N. Pulaski Rd., Chicago.

HYMNIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge E. Dinkl, Post Office Box 3002, Seattle, Wash. Jy29

### MUSICIANS

A-1 RINK ORGANIST AVAILABLE. Experienced best rinks, good beat, good listening; locate anywhere. Address Box C-459, c/o Billboard, Cincinnati 22, Ohio. Jy14

ALTO SAX, CLARINET. SOME PROFESSIONAL experience. Elderly man, retired; prefer church or civic musical organization. Play for pleasure or profit; do not use tobacco or liquor. Fred Allison, General Delivery, Miles, Tex. Jy7

AT LIBERTY—TROMBONE PLAYER. Experienced all lines. Read fair, good tone, extremely high range. Two years music school; age 22, no house hold. Believe I can satisfy. R. W. Coher, Box 241, Agra, Kentucky. Jy14

DRUMMER. 27. EXPERIENCED ALL styles, commercial, jazz, Latin, Dixie, etc. Prefer resort work, will travel. Bill Griffen, 35 Montauk Ave., Merrick, N. Y. Phone Freeport 9-7238.

DRUMMER. CUT ANY GROUP. READ shows. Recently Eddie Howard and Anita O'Day. Can join immediately. Wire, phone Jack Kilner, Box 792, Rochester, Minn. Jy7

DRUMMER. READ, FAKE. SHOWS CUT anything, prefer localities; good habits; state all. Harold Arbelman, 510 Mt. Vernon, Springfield, Mo.

ORGANIST, HAMMOND, EXPERIENCED; Pianist and Soloist. Write Marjorie Keadash, 333 1/2 E. 5th St., Jamestown, N. Y.

PIANIST, COCKTAIL LOUNGE OR TAV-ern. Popular and classical; novelties on Solovox, will furnish own Solovox. Kathy O'Neil, 449 Colburn St., Toledo 3, Ohio.

PIANIST, 45. COMBO, DANCE BAND. Show years experience. State hours and pay. Mike Calanzano, 402 W 3rd St., Pittsburgh, Kan. Jy7

PIANO, ORGAN, READ, FAKE. Commercial; prefer steady night club trio type work. References galore. William Brewer, Gen. Del., Chasenne, Wyo.

TENOR. ALTO. CLARINET. FLUTE. available July 11. Les Dickson, 215 N. Roberts Blvd., Dayton, Ohio, or Van Cleave Hotel, c/o orchestra.

TENOR. ALTO. CLARINET. TROMBONE. Commercial, location only; fake, read, show and name experience. Musician, Apt. 103, Library Hotel, Springfield, Ill.

TROMBONE MAN. UNION. EXPERIENCED and sober. Read and fake; desire commercial work. Contact, Jerry Nawell, 9th St., Trenton, Tenn. Phone 463-W.

### PARKS & FAIRS

AIRIAL ACT, ACROBATIC ACT, Juggling act, girl revue line. Varieties Artists, 2015 Oliver St., Fort Wayne, Ind. Phone H-1196.

BALLOON ASCENSIONS, PARACHUTE drops. Parks, Fairs, Celebrations. CAA certified equipment; We dig no holes or trenches. Porter Flyers, 814 Hoyt Ave., Muncie, Ind. Phone 8780. Jy28

BALLOON ASCENSIONS, PARACHUTE. Jumping for parks, fairs, celebrations. Claude I. Shaffer, 1641 E. Dennison, Indianapolis 11, Ind. Jy21

SENSATIONAL HIGH DIVING. FIRE appears, somersault into smallest tank in the world, as featured by Fox Movietone, produces impressive results. Large colored posters that really do an advertising job, free. Capt. Earl McDonald, 456 Lamplier Pl., Warren, Ohio. Tel. 45337. Jy14

### VAUDEVILLE ARTISTS

AVAILABLE! WORLD'S GREATEST MAN into woman miracle, singing, posing originality artist. Outstanding sex feature for any show requiring real class. Stage, park, girl, outdoor or inside. Orchestra desiring a darling innovation as feature, communicate. "La Femkilla," 429 Capitol Hotel, Richmond, Va.

**5 IN 1 EARRINGS**  
 Change with a Snap!  
 JUST SNAP IT ON 5 ORIGINAL DESIGN CHANGES

Besser Creation

### FREE GIFT Offer!

4-Pc. Pearl Set included  
 Limited Time Only.  
 3-Strand Necklace, Bracelet and Earrings FREE with every order of \$35.00 or more!  
 It's our gift to you, beautifully boxed, to PROVE you always get a better deal at Weinman's!

**MEN'S WOMEN'S New Styles**

**BENRUS ELGIN WALTHAM GRUEN BULOVA**

Guaranteed LIKE NEW!

ASSORTMENT OF FOR **10 \$69.50**  
 Sample \$8.95  
 Complete with expansion band.

6 for **\$49.00**  
**CHOICE LOT Famous Watches**  
 Complete with Expansion Bands. Reconditioned & Guaranteed like new!

**\$6.45 Each**  
**SPECIAL LOT—Men's Elgin, Waltham Watches**  
 Reconditioned and Guaranteed. Expansion Bands included.  
 5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S**  
 182 S. Main St., Memphis, Tenn.

**BLOOPER'S BALLOON BEANIE**  
 ★★ ★  
 Official Super Circus Balloon Hat with 3 different colored placeable balloons. (Hat made of plastic assorted colors.)

Window Displays and Countersigns Free  
 Box of 3 dozen . . . . . \$ 6.00  
 Gross . . . . . 22.00  
 Include postage with order.  
 25% deposit with C.O.D. order.

**KIPP BROTHERS**  
 Wholesale Distributors Since 1880  
 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**ALL-WEATHER Plastic Pennants**

Durable—Tough—Brilliant  
 48 assorted color—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.

**A & A NOVELTY CO.**  
 Cincinnati 36, Ohio

**Introductory Offer!**  
**SLUM** GREATEST DEAL ON THE LOT!  
 Assorted Novelties, Gifts, Toys, etc., etc. **\$6.75**  
 1,000 PIECES . . . . . LOT  
 19 East 14 St. New York City

**KLONDIKE**  
 All the news of your industry every week in The Billboard



COMING EVENTS

Continued from page 55

Maine—Zebulon Days, Sept. 1-3. Jaycees... Connecticut... Georgia... Illinois... Indiana... Iowa... Kansas... Kentucky... Louisiana... Maryland... Massachusetts... Michigan... Minnesota... Missouri... Mississippi... Nevada... New Jersey... New Mexico... New York... North Carolina... North Dakota... Ohio... Oklahoma... Oregon... Pennsylvania... Rhode Island... South Carolina... South Dakota... Tennessee... Texas... Utah... Virginia... West Virginia... Wisconsin... Wyoming... Canada... Alberta... British Columbia... Ontario...

New Jersey Game Situation

Continued from page 56

brief amendment exempts games where art or skill is required.

Games Reopen

With the protection of the "art or skill" clause, the operators went home and the State's concessions and arcade pieces were again merrily humming along this week-end.

Vote on the amendment was 20-0 in the State Senate and 42-6 in the House.

The games have become a multi-million-dollar industry in New Jersey and the brief shutdown posed serious problems.

Senator Frank Farley, Atlantic Republican, said his constituents wondered why Boardwalk games were outlawed as gambling, while 14 miles away a racetrack (Monmouth Park) was permitted to operate.

WFA Exhibit Plan

Continued from page 60

articles and that these pictures be made available to the EDC, and (7) that EDC recommend to the WFA management that they invite Milard Sheets (director of Fine Arts at the Los Angeles County Fair) to be one of the speakers at the Western Fairs annual meeting.

Under the Marquee

Continued from page 59

Ernie Young, He spent his time in the back yard with Beatrice Dante, chimp act, and Happy Harrison, dogs and ponies, who are the free attractions at the Michigan spot for the season. . . Joe Mix and Prince Blue Sky are at Totem Indian Village, Cooperstown, N. Y., for a three-month stint with their Western acts.

\$10,000,000 Industry

It was estimated that some \$10,000,000 in rentals, merchandise and equipment is invested in the State's game industry.

Attention! COIL WORKERS ALL NEW • SPIT-FIRE UNIT NEW SHAPE NEW FLASH M.D.I. MFG. CORP. 11411 Juane Pl. Culver City, Calif. Manufactured by Blackie Beard, Art Novotny & Ralph Springer



## LETTER TO EDITOR

### Initial Push Over; Op Airs 10c Effects

(Editor's Note: Willie Blatt, well-known music operator headquartered in Miami, recently wrote The Billboard about the subject: "What's holding up dime play?" In his first letter (The Billboard, June 23), Blatt explained that the biggest obstacle for an operator to overcome in connection with dime play

was "himself." He backed up this statement with his own case history, pointing out why he hesitated, and later why he changed. In his second letter, Willie shows how dime play has helped him not only increase his gross collections but build a better and more modern route as well.)

By WILLIE BLATT

When we first began converting to dime play, we did so because we had to increase our gross revenue to meet rising costs. It was that or lose money. It didn't take long before we found out that dime play answered our needs.

However, in going to dime play we discovered that we were receiving a still greater benefit as a by-product: A more up-to-date route and a lower average service cost per phonograph. Let me explain:

Like most juke box operators, we consider about 20 per cent of our locations top locations. We make a special effort to satisfy this group of customers because they play a big part in holding up collections of the entire route.

#### Equipment Shifts

When we began converting these locations to dime play, we were forced to give them new 200-selection machines. The equipment removed from these locations was stepped down to our next best locations, and so on. In a short time, nearly every one of our

(Continued on page 79)

### 'WIND,' GOGI, STILL ATOP BB TUNE CHARTS

CHICAGO—Gogi Grant's "Wayward Wind" turned up as the No. 1 tune on three of The Billboard's music pop charts—Best Sellers in Stores, Most Played in Juke Boxes, and Most Played by Jockeys—for the second consecutive week.

Hitting the juke box chart for the first time this week was "More," by Perry Como; "On the Street Where You Live," Vic Damone, "Allegheny Moon," by Patti Page, and "On the Street Where You Live," by Eddie Fisher (see complete listings in Music-Radio section).

### Jersey Ops to Keep Weekly Tab on Dime

#### Committee Begins State-Wide Survey; Outline Six-Point Program as Starter

NEWARK, N. J.—The Music Guild of New Jersey is making a concentrated effort to keep weekly tabs on all juke box dime play activity and progress thruout the State.

A special music merchandising and promotion committee has been set up to:

1. Gather conversion statistics, by survey, and report to the membership on all progress made each week.
2. Develop a follow-up system, thru forms and postcards, to secure

the necessary information.

3. Arrange for press releases and broadcasting tie-ins whenever possible.

4. Do research on EP records.

5. Prepare uniform decals.

6. Prepare form letters for operators which can be mailed to location owners.

#### Weekly Progress

The progress report will be made in graph form every week. It will show the approximate number of phonographs in the State operating on dime play and how rapidly the move is spreading.

In the association's operator bulletin, it was pointed out, all information will be obtained on a voluntary basis, with each operating company supplying the facts as their route progresses.

It was estimated that about 14 per cent of all phonographs in the State are currently operating on dime play. However, some operators expect to reach the 40 per cent mark on their routes by Labor Day.

#### Letter for Ops

As an example of the type of letter being offered to operators for location use, the following was submitted over the signature of Sam Walder, president of the association:

"Dear Sir:

"We have good news for you!

"The world's treasury of music

(Continued on page 79)

### Trimount Sales Named Distrib For RCA Line

BOSTON—The Trimount Automatic Sales Corporation has been appointed authorized distributor for RCA sound system products, David S. Bond, president, announced last week.

Trimount, which has been active recently in background music, will now carry a full line of RCA sound systems, inter-coms, automatic telephone systems as well as hi-fi systems. The firm also will handle TV distributor systems and a general line of accessories for all of the products. More than 500 sound equipment components will be available.

The line will include small portable public address systems, small speaker or baffle microphones and tape recorders ranging up thru complex customized designed multi-

(Continued on page 77)

### Sked Kansas Op Meet July 7-8

EMPORIA, Kan.—The Kansas Music Association will hold its summer quarterly operator meeting July 7-8 in El Dorado, Harlan C. Wingrave, secretary-treasurer, announced last week.

The meeting and banquet will be held in the Hotel El Dorado. Topics expected to be aired at the Sunday afternoon business session are dime play progress, co-operation with Music Operators of America, and local taxation. The banquet will be held Saturday evening.

Don Fooshee, of El Dorado, is host of the event.

### 200 Attend W. Va. Meet; Ops Elect Hultzer Pres.

CHARLESTON, W. Va.—James K. Hultzer was elected president and William N. Anderson and Ross Gerard vice-president of the West Virginia Music Operators' Association at the annual banquet and convention here Friday and Saturday (22-23).

Over 200 operators and guests attended the two-day event held at the Daniel Boone Hotel. Special guests included Sidney Levine, legal counsel of Music Operators of America; Mayor John T. Copenhaver, of Charleston; Barney Young, head of National JukeBox Music and Ferris Records; William

Lockhart, attorney, and recording artists Mary Bane and Barry Valentine.

Business meetings got under way Friday afternoon with past president John A. Wallace moderating. Topics discussed included membership activity, association bylaws, preparations for drawing up a code of ethics, and committee assignments for election of officers.

Friday evening AMI's public relations film was shown. Joe Collins, regional sales representative of AMI, introduced the film and discussed other methods of public re-

(Continued on page 77)

### FLICKER HOOK-UP

### P-R Group Ties Juke Disks to Movie Tunes

MEMPHIS — Publicity-wise, the Memphis Music Association's public relations committee is not overlooking any possible tie-ins to bring the juke box to the attention of the public.

High on the list is a co-operative program with Memphis theaters when musical extravaganzas are shown at one of the big downtown theaters.

On the opening day of the movie and thruout its showing a juke box loaded with records of the tunes sung by the artist is placed in the lobby and set on continuous play.

The project, according to Drew Canale, public relations chairman, has been highly successful both with theater management and the public.

Association members also spot the records on their automatic phonographs thruout the Memphis area while the film is being shown.

#### Both Parties Benefit

General consensus, according to the association, is that both the theater and operators benefit from the project.

In addition, Clarence A. Camp, president of Southern Amusement Company, carries out an exclusive project of his own in connection with Chuck Foster, the band leader.

Each time Foster, a favorite in this area, appears here for an engagement, Camp puts Foster's hit record of a few years ago, "Oh, You Beautiful Doll," on all his juke boxes. Foster, in turn, reminds his followers here that the tune can also be heard on local juke boxes.

In the past six months, the association has realized benefits in tie-ins with the movies, "The Glenn Miller Story," "The Benny Goodman Story" and "Rock Around the Clock," featuring Bill Haley and his Rockets.

### Roanoke Takes New Quarters In Charleston

CHARLESTON, W. Va.—Roanoke Vending Exchange, Inc., AMI distributor with headquarters in Richmond, Va., has moved its branch operation here to new quarters at 625 Ohio Avenue.

The new quarters occupy both floors of a two-story building and has more than three times the floor space as the firm's previous location.

Eldridge L. Fink, branch manager, said that the new location featured a modern service department, a parts department, showroom, loading docks in the rear, remodeled offices and ample parking space for customers.

Jack Bess, president of Roanoke Vending, said that an open house for operators will be held in the new Charleston offices at a latter date.

### Juke Mfrs. Begin Two-Week Factory Vacation Periods

CHICAGO — Two juke box manufacturers shut down production and began their two-week factory vacations Friday (29). The plants closing were Rock-Ola Manufacturing Corporation and the J. P. Seeburg Corporation. Both will resume operations Tuesday, July 10.

Wurlitzer will shut down production to begin its vacation period on July 20, returning August 6. AMI, Inc., had not yet announced its vacation plans.

### Wis. Party Pulls 150 Ops, Deeja's, Dealers

MILWAUKEE—Over 150 music traders—including juke box operators and distributors, record distributors, dealers and artists, and disk jockeys—were on hand at Stein Hall, Thursday (28) evening, for the first all music get together ever to be staged in this city.

Operators and guests from all over Wisconsin and Michigan, as well as a large contingent from Chicago, crowded together to rub elbows and enjoy a bit of the product that made Milwaukee famous. The event was strictly a social function, with no attempt made to form a business or trade association.

Benn Ollman, of The Billboard, and Stu Glassman, head of Radio Doctors One-Stop, the two who

engineered the party, agreed that the evening was a big success. Guests were talking about next year's party even before they said good night, Glassman said.

C. S. Pierce, president of the Wisconsin Music Operators' Association, commented at one point during the evening on the importance of creating improved public relations by the juke box industry. "We can do a great deal for ourselves by taking part in just such events as these," he said, "and by becoming better acquainted with our law makers."

Pierce pointed to the area of public relations as a major weak spot in the present juke box situation.

Norm Weiser, former Billboard staffer and currently with Playboy, also discussed the music business and public relations.

Highlight of the evening was the

(Continued on page 79)

### DENVER

### Radio Contact Cuts Service Costs for Op

DENVER — When a phonograph belonging to Century-Supreme Music Company goes on the "blink," chances are that a service representative will be on the spot within 15 minutes to check the trouble.

The speed in which Century-Supreme services trouble calls is made possible thru radio-dispatched service trucks. Frank Huber and Glenn Pierce, partners in the Denver operating firm, began using two-way radios about two years

(Continued on page 79)

### St. Louis Ops Lean to Dime, But Are Wary

ST. LOUIS—Dime play discussion dominated a meeting of the Missouri Amusement Machine Association at the Clairidge Hotel here June 18.

The association's president, Lou Morris, told operators that eventually all juke boxes would be on dime play. He stressed the economic necessity of such a change.

However, Morris continued, phonograph operators in the St. Louis area have, thru bitter experience,

(Continued on page 79)

### 'Wayward Wind' Holds MOA Lead

NEW YORK—"The Wayward Wind," with Cogi Grant on Era, retained its lead on "National Juke Box," the ABC radio network prepared by the Music Operators of America.

Other disks played on the program were "I Almost Lost My Mind," with Pat Boone on Dot; "Allegheny Moon," with Patti Page on Mercury, and "Careless Love," with Lou DeMarco on Ferris.

Named as most promising were "Lullaby to an Angel," with Don Costa on Ampa, and "Sweet Old-Fashioned Girl," with Teresa Brewer on Coral.

**COIN MACHINE** **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

**USED JUKE BOX PRICES HOLD.** High value of used multi-selection automatic phonographs will continue as long as they fill operator needs in most locations, distributors and manufacturers agree. Prices are reflected in The Billboard's Price Index, Page 120, The Billboard, June 30.)

**AMUSEMENT GAME MFRS. BOW 71 MODELS IN '56.** Current output includes 42 versions of pool game. Pinball models continue at a steady level with shuffle bowlers taking a decided dip. Sale of used equipment at better than average rate. (Page 124, The Billboard, June 30.)

**DIME PLAY A MUST.** Automatic phonograph operators must receive 10 cents a tune to earn a fair return on investments and stand on their own feet, participants in The Billboard's Music Operator Forum agree. Conversion calls for pre-selling, courage and timing, according to MOF operators. (Page 121, The Billboard, June 30.)

**IN-PLANT FEEDING COMBO.** Buffalo operator and restaurant owner form partnership to provide in-plant hot food program. Hold special showings for industrialists to demonstrate around-the-clock services for employees. (Page 115, The Billboard, June 30.)

**200 PROGRAMMING IN MIAMI.** Survey pin points how Miami operators program 200-selection phonographs — hit tune category accounts for 60 selections. Prominence on selector panels given to hit tune and old favorite categories. (Page 120, The Billboard, June 30.)

**CHI OFFICIALS PROMISE AID TO CIAA.** Licensing authorities aware of problems facing Chicago Independent Amusement Association. Agree licensing system should be corrected. Promise co-operation if ops abide by code until changes made. (Page 124, The Billboard, June 30.)

IF YOU MISSED READING THE JUNE 30 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEW STORIES AND FEATURES, ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

## CALIF. CASE REFLECTS VALUE

# Location Agreements in Writing; Court Support Insurance for Ops

(Editor's Note: Much has been said about the advantage of written contracts, but nowhere are these advantages more clearly reflected than in actual court decisions in favor of music operators. The following case is ample proof of the protection a written contract affords an operator. To gain a new location, a music operator will often purchase equipment and make costly installations. This is accepted practice, but without a written agreement, the operator places himself at the location owner's mercy. The slightest misunderstanding could result in the loss of the location, leaving the operator with no compensation for the installation and with an idle machine.)

**OAKLAND, Calif.**—Two more music operators here have learned the value of written contracts. Jerry Wilson and Henry D. Tomlinson, head of D.J. Music Company, were awarded a judgment of \$1,500 in the Alameda County Municipal Court because they had a contract. The decision was handed down

by Judge T. L. Foley against Gilbert W. Cook, Oakland location owner, who was charged with breach of contract by the D.J. Music officials.

The court action was prompted when Gilbert, who had signed a written contract with Wilson and Tomlinson guaranteeing a minimum net return of \$12.50 a week for a period of three years, decided to change phonographs.

### Tries New Juke

Disregarding the contract, Gilbert ceased to operate the D.J. Music phonograph and substituted in its place another phonograph furnished by another operating company.

At the time of the substitution, the contract still had more than two years to run. Wilson and Tomlinson sought to recover \$12.50 per week for the 120-week period remaining in the contract following the breach.

Judge Foley, in handing down his decision on the Suit A-3817, said: "It is adjudged that the plaintiffs, Jerry Wilson and Henry D. Tomlinson, doing business under

the firm name of D.J. Music Company, a co-partnership, recover from the defendant, Gilbert Cook, the sum of \$1,500."

### MOA Urges Contracts

George A. Miller, president and general business manager of Music Operators of America and president of the California Music Merchants, had this to say about the case:

"This is the sixth contract that has stood up in the courts in California in favor of operators. We sincerely believe that every music operator in the nation should protect his investment by using a bona fide lease contract when placing equipment on location.

"The contract used by Wilson and Tomlinson was furnished by the CMMA. All members are supplied with enough of these contracts to cover their entire routes.

"It might be a good idea to point out that it is always a good idea for an operator to state in the lease that a minimum of not less than 'X' dollars in any one week is guaranteed by the location owner. In my estimation, this stipulation is the crux of the entire contract in regard to operator protection."

## Here's a Contract That Wins . . .

### CALIFORNIA MUSIC MERCHANTS ASSN. LOCATION LEASE

THIS AGREEMENT made and entered this \_\_\_\_\_ day of \_\_\_\_\_ 1956, between \_\_\_\_\_ hereinafter referred to as OPERATOR of \_\_\_\_\_ No. \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ and \_\_\_\_\_ hereinafter referred to as PROPRIETOR, of \_\_\_\_\_ No. \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_

#### WITNESSETH:

- In consideration of the signing of this contract, OPERATOR agrees to install at the above address of PROPRIETOR together with any instruments, wiring and equipment necessary to operate the same, which said OPERATOR, by this agreement leases to PROPRIETOR and PROPRIETOR rents from said OPERATOR for a period of 3 years from the date hereof, and for such further extensions as hereinafter provided.
  - OPERATOR further agrees to supply records and replace parts damaged as a result of ordinary wear and tear without any cost to PROPRIETOR, and PROPRIETOR agrees to keep said phonograph connected to an electric outlet in his premises and in readiness for operation during all business hours and to furnish necessary electric current for the operation of the phonograph or other musical equipment, that the gross proceeds resulting from weekly collections from the operation of said phonograph or other musical equipment shall be divided as follows: \_\_\_\_\_
  - PROPRIETOR hereby guarantees that the net return to the OPERATOR for the use of the aforesaid equipment, during the entire period of this lease, shall amount to not less than \$ \_\_\_\_\_ in any one week. In the event the net return from the use of said machines shall be less than \$ \_\_\_\_\_ for any one week PROPRIETOR agrees to pay to OPERATOR the amount of such shortage at the end of the weekly period in which such shortage shall have been sustained.
  - It is agreed that the machine, equipment, and contents thereof are, and shall continue to be, the sole property of the OPERATOR.
  - PROPRIETOR agrees that during the term of this agreement, OPERATOR shall have the exclusive right to maintain automatic phonograph equipment in said premises, and that PROPRIETOR shall not permit anyone to install or maintain any phonograph or phonograph equipment or any other device for the reproduction or transmission of music in any part of the premises.
  - PROPRIETOR shall be liable to OPERATOR for the loss, injury, or damage to said machine or equipment while in PROPRIETOR'S possession, or place of business other than usual wear and tear.
  - In the event of a breach of this agreement by PROPRIETOR that results in preventing the operation of said phonograph or equipment by OPERATOR, the parties hereby agree that OPERATOR shall be entitled to recover as agreed damages, and not a penalty, the sum of \$ \_\_\_\_\_ per week for each week said phonograph and equipment remains inoperative. In this connection, it is further agreed that if PROPRIETOR shall sell or transfer his business to any person or firm he will, before such sale or transfer, secure in writing from such buyer or transferee an assumption of all the obligations of this lease. In the event he shall neglect or fail to secure said assumption, PROPRIETOR shall pay to OPERATOR as and for liquidated damages, the sum of \$250.00, it being agreed that this is the amount it costs OPERATOR to establish and install a location, it is further agreed that if OPERATOR shall determine the location is undesirable from an operational standpoint, he shall be able to terminate this lease by notifying PROPRIETOR of his intention to do so by a 5 day notice and by the payment to PROPRIETOR the sum of \$100.00 it being agreed that this sum is the cost to PROPRIETOR incident to acquiring other music apparatus. After such notice and payment by OPERATOR to PROPRIETOR, this lease shall wholly cease and terminate the same as though it had never been entered.
  - It is agreed that this agreement shall automatically renew itself for a like period of 3 years under the same terms and conditions, unless either party gives to the other its notice by registered mail of its intention to cancel this agreement within thirty days of the expiration of this agreement or any renewal period thereof.
  - OPERATOR shall have the right to assign this contract and all benefits and rights herein shall accrue to such assignee.
  - This agreement shall bind the parties and their assigns and PROPRIETOR agrees to notify any prospective purchaser of the existence of this agreement and to provide for the assumption of this agreement by the new purchaser as provided above. Any fees, taxes, licenses or other charges, on said equipment shall be paid by the location owner unless otherwise agreed upon by both parties.
- The change of any term or terms of this contract shall not affect the other terms herein.
- IN WITNESS WHEREOF, the parties have hereunto set their hands the day and year first above written.

\_\_\_\_\_  
 PROPRIETOR  
 Address \_\_\_\_\_

\_\_\_\_\_  
 OPERATOR  
 Address \_\_\_\_\_

MUSIC OPERATOR FORUM

# How to Get More \$\$\$ Out of Juke Records



Two juke boxes, both featuring the same number of selections and playing in similar locations at the same price, differ drastically in average weekly grosses. Why?

Operators participating in this week's Music Operator Forum attribute the difference to what they call: "Not getting the most out of juke box record purchases." According to these operators, this situation is the result of poor programming, lack of location promotion, slow disk coverage and erratic buying.

MOF operators explained that setting up proper programming patterns is not enough. "When you know how many pop and country and western tunes are going to be used," one operator said, "you still have to decide which records to buy."

Some operators said that they found on-location promotion—using the same records—netted them larger collections. Examples of location promotion included request cards, EP jackets displayed inside the dome of phonographs, unusual title strips, such as those featuring pictures of artists, weekly hit tune charts or placards, and even mystery tune contests.

**Slow Coverage**

Slow disk coverage results from waiting until a record is well on its way into the hit category before purchasing it. Operators claim this usually occurs when an operator tries to cut corners on his record costs, or pays little attention to national pop charts.

MOF operators said that trade paper charts which cover all fields on a national basis and include special information on tunes coming up strong help them considerably. They also recommended local listings such as disk jockey picks and local retail sales reports. One operator said: "About 90 per cent of the time our local charts follow the national listings to the letter. Then all of a sudden a tune will be a big seller here but never make the national charts."

Operators call erratic buying a result of non-scheduled disk buying habits. To keep abreast of the charts, an MOF operator explained, juke box operators have to buy records once a week, "even every other week is too infrequent."

**Top \$\$ From Records . . .**

ABE WEINER, Lexington Park, Md.: "Juke box play can be boosted via location promotion. Location displays and small pictures of artists on programming panels usually help."

T. L. BOYD, Boyd Music Company, Elizabethtown, Ky.: "By following record charts closely, we can ride a hit number from the beginning to the top and all the way down again. Believe me, this helps collections."

NELS E. NELSON, Alexandria, Minn.: "I find that on-location promotion pays off for a juke box operator. We have tried several types of promotions, but find a record request card seems to work best. Our request cards are affixed to the wall alongside the juke box. They simply ask customers to jot down the name of the record they would like us to put on the machine. The requests are turned over to the location owner. We also have our firm name and phone number on the card (see sketch of record request card). Such promotions have helped us increase our collections considerably."



A. WEISS, Fort William, Ontario, Canada: "We use uniform title strips on our machines. We find the boxes look much better and as the result we get more play. It makes so much difference that we are willing to spend extra money to keep them neat and uniform."

CHARLES STILLMAN, Augusta, Me.: "We find we get the highest play on our boxes when we keep up with the pop charts. The only time we have to watch territorial sellers rather than the nation-wide charts is when a location is predominantly country and western."

FRANK STEIL, Chattanooga, Tenn.: "We find that location requests can be reduced to a minimum by pre-selling owners on the idea that it is best for us to pick the music because we watch pop charts and are in constant contact with record distributors and manufacturers. Some times, location requests are fine, but too often

Operators disagreed when talking about EP records. Some said that they have used EP's and collections increased. Others claimed that they were confusing to customers and did not help in the least. A California operator took the middle of the road. He said: "EP's can be used to good advantage in some locations. In others, they fail terribly."

A sore spot among operators is the number of record releases and the manner in which they are promoted. Operators feel that a diskery that releases a new record by an artist before the same artist's last disk has had a chance to click, hurts them and the artist. They point out that they have to ease off in their buying of the first number so that they can cover the second one. "This type of buying," one operator said, "results in less promotion for a single tune. Where we might have had a record covered on all our boxes, because of a second release we are forced to divide purchases between two disks."

**Note to Manufacturers**

More diversification in the type of music released was also recommended. Operators said they thought rock and roll and ballads were fine, but would like to see a few novelty tunes, too.

With regard to title strips, operators unanimously agreed: Title strips should be neat, uniform and printed. "Worn out and faded title strips discourage customers from playing a record," asserted one operator. "Faded title strips also give the impression that a record has been on a machine for months," said another operator.

**How They Voted**

- How often do you add new records to your juke boxes?
  - 67.2% About every other week
  - 26.3% About once a week
  - 6.5% Less than every other week
- Are you using EP records on your machines?
  - 56.7% Yes
  - 43.3% No
- Do you use any location display to stimulate juke box play?
  - 88.8% Yes
  - 11.2% No

the tune requested does not receive enough play to warrant the added expense. We remove all records from the machines according to the popularity meters."

**More About EP's . . .**

HARRY GOLDMAN, Major Enterprises, Newark, N. J.: "We find—since using EP records—that collections on our juke boxes have gone up. We program our machines with about 40 per cent EP's and find they account for about 30 per cent of average weekly takes. Our dime play stops, where we use EP's, are holding up the entire juke box route."

L. C. LACKEY, Lackey Music Service, Middletown, O.: "I believe there is too much propaganda for EP records on juke boxes. There is no public demand for them here, and they pull only a small fraction of the play on a machine in any one week. EP's are nearly valueless for operators in most locations."

ORIE C. BOYER, Grants Pass, Ore.: "EP records have not caught on with the public or location owners here."

**What About Risk Releases? . . .**

JOSEPH REICH, Mountain Vending, Tamersville, N. Y.: "There should be a longer length of time between releases for certain recording artists. For instance, Nat (King) Cole and Eddie Fisher are apt to come out with new releases just as another one of their tunes is becoming popular. The operator is forced to spread his purchases thin on each recording rather than concentrating on a single tune."

TWIN NOVELTY COMPANY, Collinsville, Ill.: "Record companies, in my opinion, make one big mistake: They try to push artists rather than tunes. Certainly, the artist and arrangement help sell a tune, but in the final analysis it is the tune itself that sells on phonographs."

ED DEVINGER, Stith & Devinger, Mount Pleasant, Ia.: "I believe the record companies are hurting the artists by releasing more than one of their records a month. In doing so, they force operators to buy a wider variety of records which keeps the operators and the disk manufacturers from getting maximum sales from a single disk."

RALPH S. KUSER, Bechtelsville, Pa.: "I think there are too many record releases in the rock and roll category. Teen-agers might like them, but they don't always go over too big with tavern customers. How about mixing the records up a little?"



NEWLY ELECTED OFFICERS of the West Virginia Music Operators' Association gathered together during the association's annual banquet and convention to talk over plans for the coming year. Seated at the conference table were (left to right) Ross Gerard, vice-president, of Grafton; James K. Hutzler, president; Martinsburg, and William N. Anderson, vice-president, of Logan. Standing are (l. to r.) Dana M. Hicks, executive secretary, Charleston, and Edward M. Oliver, treasurer, Montgomery.



SPECIAL GUESTS ATTENDING the West Virginia Music Operators' Association banquet exchange notes on the event. Seated are (l. to r.) Barney Young, president of National Juke Box Music, New York; Sidney H. Levine, legal counsel of Music Operators of America, New York, and Charleston's Mayor John T. Copenhaver, Mr. and Mrs. James Hutzler are seated in the background. Hutzler is president of the association.

**200 Attend Meet**

Continued from page 75

lations and how operators could improve public relations in their own communities.

On Saturday elections were held. Other officers, in addition to Hutzler, Anderson and Gerard, included Edward M. Oliver, treasurer; council members John Wallace, Bennett Bell, Joe Dobkin, Wirt Ferrell, Robert E. Hedrick and Carl C. Keesling, and directors C. H. Flannery, J. H. Kiser, James Stevens, T. M. DiCarlo, John Papanreas, Max Carpenter, Raymond Tabor, Joe Hunt and J. H. Boyer. Dana M. Hicks is executive secretary.

Speakers on the program Saturday afternoon were Sidney Levine, who talked on copyright legislation; Barney Young, who explained the functions of NJBM, and William Lockhart, who reported on local legislation.

The banquet included dinner, entertainment and dancing. Door prizes were donated by Roanoke Vending Exchange, Inc., AMI distributor; Allen Sales, Inc.; J. H. Keeney Company; Ohio Valley Coin Machine Company; B. D. Lazar Company, and Coin Automatic Music Company, Rock-Ola outlets; Shaffer Music Company, Seeburg; Cruze Distributing Company, Wurlitzer, and King Records, Inc.

**ROCK-OLA**  
Hi-Fidelity Music  
Model 1454  
Designed for your pampered locations

**Sked More Weekly Service Schools For Ops at Atlas**

CHICAGO—Atlas Music Company, Seeburg outlet, completed its 12th weekly operator service school at headquarters here last Wednesday (27), and its second in East Chicago, Ind., last Friday (29).

Nate Feinstein, phonograph sales manager, said that because the service sessions, which are held every Wednesday afternoon from 1 to 5, have been so well received by operators, Atlas plans to continue holding them thru the summer.

The sessions are conducted by Newell Bellamy, Seeburg field engineer, and Frank Bach, Atlas service manager. Instruction covers every phase of mechanical and electrical adjustments, speaker control, location surveys, proper programming and preventive maintenance.

Following the regular instruction, operators are free to ask questions about any service problems they might have. What follows, Feinstein said, is really an open forum on ways and methods of improving service and cutting costs.

**Trimount Named**

Continued from page 75

channel sound systems. These will be for use in hospitals, public buildings, schools and stores.

Trimount will be working with small operators all the way up to architects and will also carry small hi-fi equipment for over the counter sales to hi-fi bugs, as well as distributors and dealers, in all price ranges.

Trimount is in the process of setting up a large display in its present showrooms and plans an advertising campaign in Boston papers.

# BE WURLITZER'S GUESTS FOR 3 DAYS

AT  
BUFFALO'S  
HOTEL  
STATLER



## ENJOY 3 BIG, FUN PACKED DAYS AT THE GALA WURLITZER CENTENNIAL CLUB CELEBRATION

**AUGUST 23-24 and 25**

EVERYTHING FOR YOU  
EVERYTHING FOR FUN



Luscious barbecues and shore dinners in beautiful Wurlitzer Park.



Airplane sightseeing and coach trips to Niagara Falls.



Meet the people who design and build Wurlitzer Phonographs. See the fabulous new Centennial 2000 made right before your eyes.



Top stage entertainment by recording artists, name bands and variety acts.

**PLUS  
PRIZES GALORE**

Join the Wurlitzer Centennial Club. Be Wurlitzer's guest for three thrilling days of fun and entertainment as we celebrate 100 years of musical achievement.

See your Wurlitzer Distributor to learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. See your distributor now, then plan to be the guests of Wurlitzer August 23, 24, 25.



**WURLITZER**  
*Centennial*  
**MODEL 2000**

HIGHLIGHTING 100 YEARS OF  
MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT  
YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY  
NORTH TONAWANDA, NEW YORK



THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.) and EVANS (Saddle & Turf Club).

Table with columns: HIGH, LOW, Mean Average. Rows include Genco (400, Golden Nugget) and Gottlieb (Four Bells, Pin Wheel).

Table with columns: HIGH, LOW, Mean Average. Rows include United (Cubana, Havana, Hawaii).

Table with columns: HIGH, LOW, Mean Average. Rows include Williams (Disk Jockey, Hayburner, Jolly Joker).

Table with columns: HIGH, LOW, Mean Average. Rows include Arcade Equipment (AA Gun, APT Challenger, Advance Shockers).

Table with columns: HIGH, LOW, Mean Average. Rows include Music Machines (AMI Model D-80, Rock-Ola 1436-A).

Table with columns: HIGH, LOW, Mean Average. Rows include Shuffle Games (Ace Bowler, Advance Bowler, Banner).

Table with columns: HIGH, LOW, Mean Average. Rows include Vending Machines (National 930, PK IB Col.).

Table with columns: HIGH, LOW, Mean Average. Rows include Gottlieb (Pin Wheel, Skill Pool, Four Bells).

Table with columns: HIGH, LOW, Mean Average. Rows include Williams (Jolly Joker, Peter Pan, Disk Jockey).

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 30, 1956)

ARCADE EQUIPMENT

- 1. SEEBURG—Shoot the Bear
2. EXHIBIT—Dale Gun
3. SEEBURG—Coca Hunt
4. UNITED—Carnival Deluxe
4. BALLY—Moon Rides

MUSIC MACHINES

- 1. SEEBURG—M-100-B
1. SEEBURG—M-100-C
2. WURLITZER—1500
3. ROCK-OLA—1436-A
4. AMI—Model D-80

VENDING MACHINES

- 1. National 930
1. PK (10 Col.)
2. Rowe Crusader (8 Col.)
3. National 930
3. PK (8 Col.)
3. Rowe Crusader (10 Col.)

SHUFFLE GAMES

- 1. CHICAGO COIN—Ace Bowler
1. UNITED—Royal
2. UNITED—Classic
2. UNITED—Imperial
3. UNITED—Chief
3. BALLY—Jet Bowler
3. UNITED—Leader Shuffle Alley
3. UNITED—Team Bowler

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Miami Beach
2. Gajety
3. Ice Frolics

GOTTLIEB

- 1. Pin Wheel
2. Skill Pool
3. Four Bells

UNITED

- 1. Pixie
1. Tahiti
2. Rio

WILLIAMS

- 1. Jolly Joker
1. Peter Pan
2. Disk Jockey
2. Hayburner
2. Times Square

Table with columns: HIGH, LOW, Mean Average. Rows include Galette, Gun Patrol, Heavy Hitter, Hockey, Home Run, Jet Gun, Midget Movies, Moon Rides, Photomatic, Pitch'm & Bat'm, Quarterbacks, Rifle Gallery, Set Shot, Shoot the Bear, Sidewalk Engineer, Silver Bullets, Six Shooter, Sky Fighter, Sky Gunner, Space Gun, Sportland, Telegun, Ten Strike, Undersea Raider, World Series.

MUSIC MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include AMI Model D-80, Rock-Ola 1436 A, 1438, 45 RPM, Seeburg M-100-B.

Table with columns: HIGH, LOW, Mean Average. Rows include M-100-C, Wurlitzer 1250, 1500, 45-78 RPM.

VENDING MACHINES

Table with columns: HIGH, LOW, Mean Average. Rows include Krenay Electric, National 930, PK IB Col., Rowe Crusader.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include Ace Bowler, Advance Bowler, Banner, Bikini, Blue Ribbon Bowler, Bonus Bowler, Capitol Deluxe Shuffle Games, Capitol, Carnival, Cascade, Chief, Classic, Clipper, Clover Shuffle, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette.

Table with columns: HIGH, LOW, Mean Average. Rows include Diamond, Feature, Fireball, Flash, Gold Medal, Hollywood, Imperial, Jet Bowler, King, Leader Shuffle Alley, League Bowler, Magic, Mars, Mars Deluxe, Match Pool, Pacemaker, Rainbow Shuffle, Royal, Star, Starlite, Super Frame, Targette, Team Bowler, Triple Score Bowler, Triple Strike Bowler, Venus Deluxe, Victory Bowler, Vinus Bowler.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

St. Louis Ops

Continued from page 75

ience, come to look upon experiments with dime play as an almost sure-fire means of losing valuable locations.

Ed Randolph, of Rite Way Distributors, pointed out that unless the operator sells the location owner thoroly on 10-cent play, the latter is likely to become perturbed if phonograph play falls off.

Long-Range View

Most operators, mindful of several unsuccessful attempts along the same line in past years, were taking a long-range view of dime play, planning to concentrate on the "weak points" which made the 10-cent price a discouraging experience in past years.

The meeting was held on a seminar basis, with Morris acting as moderator. Each operator was invited to "speak his piece." Operators who achieved dime play in other Missouri cities were invited to tell their experiences.

The operators also discussed location owner co-operation, a likelihood of a drop-off in play immediately following the change, the need for a different type of service, and similar considerations.

The June 18 meeting was the first in many months for the association, but more are expected to be held on the same subject in the near future, according to Morris.

Radio Cuts Cost

Continued from page 75

ago to cut down on service costs.

The partners figured that the time lost by servicemen running from location to location, often going back to neighborhoods they had already covered earlier in the day, and the money lost because a phonograph was out of order for longer than necessary, could be eliminated via radio dispatching.

The radio dispatch service, obtained on a leased basis, consists of a low-frequency, long-range receiver, which offers two-way communication between service trucks and the office.

When a call comes in for service, the office immediately contacts the servicemen by radio, the man closest to the location calling for service is assigned.

In addition to the radio system's solid effect on location service, the system also carries a lot of weight in selling new locations, too. Most location owners, the partners said, like doing business with a firm that is using up-to-date methods of operation.

When a location makes a record request, the serviceman can determine quickly if the firm has the record in stock via radio. In this way, the air waves are making a substantial improvement in the efficiency of Century-Supreme's service, and they're reducing overall operating expenses for the firm as well.

These conversions are taking place all over the State.

"Your customers will be able to hear tunes for a nickel after conversion is made. They'll be able to hear the great extended play records, which have two tunes per side, for a dime or at a cost of 5 cents per tune. On EP records the price scale will be two for 10 cents or six for a quarter. Hit Parade Hits will cost a dime or three for a quarter.

"Demand the world's treasury of music—for your establishment—it means better business for you.

"Ask your operator to make the changeover."

Letter to Editor

Continued from page 75

locations had received an improved phonograph.

We were aware of the fact that newer equipment made it easier to go to dime play, which it does, but we did not realize that we were cutting our service costs per phonograph at the same time.

Every operator has a certain percentage of locations that give him most of his service trouble. We had about 60 locations falling into this category. The locations, we thought, were of little value—the only reason we kept them was because we knew the equipment would depreciate very slowly and

we thought there was a chance these spots would improve.

After the equipment changes had been made, we noticed our service costs were dropping. After checking back thru our service call records, we found that these 60 locations had accounted for almost double what they were running following the change. They had been pushing our average operating cost per phonograph way up.

We found that the old locations had been pushing our record costs up too. They had been using 78 r.p.m. disks—more breakage, shorter life and an inventory problem.

To sum it up, dime play has helped us at every turn. We are getting higher collections, have cut our operating costs, and have a more modern, efficient route.

We may lose a few spots before we are completely converted to dime play, but we'll certainly have a much healthier route.

150 at Wis. Party

Continued from page 75

presentation by Rev. Matthew Scott of an award dubbed, the "Millie." The award went to Bob Larson, WENT, for outstanding public service during the past year. Honorable mention was given to Tom Shanahan, also of WENT, and Jack Denton, WISN.

Judges for the award were Elmer Krahan, manager of the Milwaukee Auditorium, Circuit Judge Myron Gordon, and Reverend Scott.

Sponsors of the evening included Badger Novelty Company, Capitol Records, Coral Records, Hastings Distributing Company, King Records, S. L. London Company, Inc., James H. Martin, Inc., Mercury Records, M. S. Distributing Company, Paster Distributing Company, RCA Victor, and United, Inc.

Jersey Ops

Continued from page 75

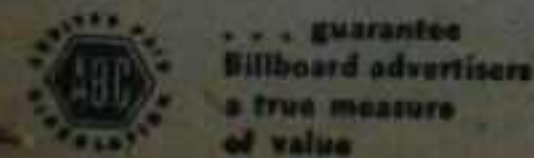
is now recorded on high fidelity extended play (EP) records and they can be supplied to you on multiple selection equipment that opens up new horizons in fine music.

"To hear this great music—is to want it—you should have it—and you will want it—with conversion to the modern price scale.

"As you know, today's nickel, a. compared to the prewar nickel, is worth only 2.3 cents.

"The nickelodeon juke box is as obsolete as the nickel hot dog, the nickel phone call and the nickel beer.

"All coin-operated phonographs — now being manufactured — are geared to the modern price scale. We no longer have any choice.



# VENDING MACHINES

## Kroger Grocery Chain Tests Bread, Milk Vending Units

CINCINNATI — Kroger Grocery chain, one of the largest in the nation, is experimenting with bread and milk vending machines, it was disclosed here Friday (29).

E. R. Florea, manager of the baked food division, stated Kroger has bread machines on location in Indianapolis and Sterling, Ill., and will place another on location in Detroit within the next two weeks.

The milk machine is also on location at the Sterling store.

Meanwhile, Earl Miller, merchandising manager of Jewell Tea Company, Inc., Melrose Park, Ill., also disclosed Jewell has had a milk vender on location on the parking lot of its Northlake, Ill., store for the past two years.

### Watches Progress

Officials of two other large chains—Independent Grocers' Alliance of America and National Tea Company — admitted they were watching developments in the automatic merchandising field.

W. Henry Longenbaker, director of store engineering, said top IGA officials are urging its members to install batteries of venders to meet

the demand for food purchases during after hours and on holidays. (The Billboard, September 17, 1955).

Val Bauman, general merchandising manager, said National has not gone into any type of vending, but is following developments with a close eye.

Another chain store official, who requested that his identity be withheld, declared his chain has had milk venders on location for some time, "only to keep vending machine operators from pestering us."

### No Definite Plans

Florea stated that Kroger's venders have not been on location long enough to form any definite plans for expansion, adding:

"I can say that they have met with moderate success, and are operated by store personnel. The venders are all spotted on our parking lots, but we have much to learn yet."

J. L. Anderson, bakery superintendent for the Indianapolis area Kroger stores, reported he has used his bread vender at two stores in residential districts since February,

and is now planning to move it to a third—a large Kroger supermart.

"Quite frankly, I'm at a bit of a loss as to where to spot the vender at the bigger store," he said. "You see, the store sets back about 30 feet from the sidewalk."

### Placement Problem

As an experiment, Anderson said he plans to place the machine along the sidewalk next to the entrance of the parking lot for several weeks. Here it will be

(Continued on page 91)

## Weiner Elected Western Bulk Op Assn. Pres.

### Plan License Fee Discussions With California Cities

LOS ANGELES—Leo Weiner was elected president of the Western Vending Machine Operators' Association at the monthly dinner meeting Tuesday (26) at Unique Restaurant here.

Plans were also formulated for a special committee to appear before city councils in nearby municipalities to discuss a reduction, or the elimination, of per machine taxes on 1 and 5-cent bulk venders.

Weiner, who has served several terms as treasurer, succeeds Robert Leidenberger. Other officers elected included Robert Biro, secretary.

(Continued on page 89)

## New Cole Unit Exhibited in N.Y. By Ameropa

NEW YORK—More than 200 operators, manufacturers' representatives and foreign coinmen attended the showing of the new Cole-Spa Special at the headquarters of the Ameropa Trading & Shipping Company, export agent for the Chicago firm.

Greeting the guests was Arnold

(Continued on page 87)

## CIGAR VOLUME AHEAD OF '55

NEW YORK — April cigar production (474,700,000) was 6 per cent ahead of April, 1955, according to a report issued this week by the Internal Revenue Service. The report added that 506,600,000 were consumed in the month, 10 per cent more than a year earlier.

Some 1.9 billion cigars were manufactured in the first four months of 1955, 4 per cent more than the corresponding period last year. Sales to retail outlets were also 1.9 million, 11 per cent more than in 1955.

It is estimated that 1956 cigar production will be about 0.2 billion, about 2 or 3 per cent more than in 1955.

## 'DOC' SNOOPING VENDERS, LUNCHES FOR OHIO FIRM

CINCINNATI—What to vend that is more attractive than the lunch pail meal?

Milt Cole, owner of Ohio Specialty Company serving 125 locations in this area with 20,000 prospective customers, wanted the answer.

And to get it, Cole put H. Jerry Lavender Jr., industrial psychologist, to work "peeking" in lunch pails and watching vender sales.

What did Lavender discover in his first three months of study?

Mostly that people have peculiar eating habits. But more important to industry, he found that industrial and office workers depend upon vending machines for snacks and lunch in many cases.

Further, industrial workers are buying rather than bringing their lunch from home.

### Women, Oh No

Other findings include:

Women are less curious about food than men. Women stick to standbys generally. Men noticing something new in a vending machine are apt to try it.

Women office workers prefer hot chocolate to coffee in the morning, and tea over coffee in the afternoon. Women factory workers prefer coffee in preference to chocolate.

Men and women like freshly brewed coffee better than instant by 2 to 1.

Women want only a sandwich for lunch. Men eat heartier with chili and stews leading the list. They shun starchy foods.

Many young women office workers use the mid-morning break for breakfast, leaning toward cheese crackers and cookies.

Men drink more milk than women, about a 60 to 40 ratio, and prefer chocolate.

## N.Y. Cig Price Hike? Ops Prep for Change

### Upgrading of Equipment, Conversion Move Disclosed at CMA Annual Outing

MONTICELLO, N. Y. — New York cigarette operators are determined to be prepared for any price or tax increase in cigarettes.

The preparedness move was disclosed at the annual outing of the Cigarette Merchandisers' Association, the operator group in the New York area. More than 200 attended the event at the Laurels Country Club on Sackett Lake in the Catskill Mountains Friday thru Sunday (22-24).

While no formal business agenda was prepared, operators, manufacturers, suppliers and distributors gathered around the outdoor swimming pool for informal business discussions.

### Upgrading Equipment

Many CMA operators, it was reported, are in the process of upgrading equipment by buying

multi-price selection venders and converting older machines so they will be able to vend premium-priced brands at a fair profit in event of any price or tax hike.

The action was sparked in New York by the State tax boost from 3 to 5 cents in New Jersey, which caught the operators unprepared and caused a mad rush to convert machines.

Current tax structure in New York is a 3-cent tax thruout the State plus another cent in New York City. For those operators still on a straight 25-cent vend, the profit margin is slim. Any increase in the wholesale price, or any tax hike, would make a 25-cent vend out of the question.

While members and their guests enjoyed golf, swimming, fishing

(Continued on page 83)

## Swedish Mfr. Studies U. S. Vending Methods

NEW YORK — Johann Holm, Swedish candy manufacturer, feels that the American concept of the vending operator system is suitable to Sweden.

Holm left for Stockholm Friday (29) after a week's visit with American machine manufacturers. He attended the showing of the new Cole cup drink machine at the Ameropa headquarters Thursday (28).

Holm said that virtually all vending in Sweden is location-owned, with the location utilizing window vending units after closing hours.

He added that he has purchased five Cole drink machines, but they have not yet been placed on location. These venders will be placed on industrial stops.

### No Instant

Instant coffee, Holm feels, will not go over in vending machines in Sweden. His reasoning is that Swedes have not been buying the

product over the counter, and hence they will balk at getting it in vending machines.

Holm looked over self-brew machines and he plans to set up an

(Continued on page 82)

## Sidney Bruck Re-Named Head Of Cig Group

NEW YORK — Sidney Bruck, head of the Long Island Tobacco Company, was recently re-elected president of the Cigarette Merchandisers' Association, at a dinner meeting at Al & Dick's Restaurant.

Re-named first vice-president

(Continued on page 89)

## WEEKEND BONANZA

### Summer Special Events Hike Ice Cream Profits

CHICAGO — Providing ice cream for summer weekend industrial plant picnics, civic affairs, club and church events is a profitable market for a Chicago operator.

In fact, Bernard J. Kiley Jr., head of Airport Vending Service, Inc., anticipates that the sale from these eight-hour events will constitute 15 per cent of the firm's annual ice cream sales.

Recalling last summer's special outings, Kiley disclosed:

"We put our idle refrigerated route trucks to work on weekends carrying ice cream to outdoor functions where it was sold manually.

The gross sales averaged from \$200 to \$350 at each event."

The additional plus summer markets are obtained thru industrial accounts for plant picnics; caterers who sub-contract ice cream service for outdoor events; and ice cream suppliers who advise of summer events where ice cream is in demand.

There is no problem in acquiring routemen to man the trucks and handle manual sales for the extra weekend business, Kiley stated. Earnings can range from a minimum of \$25 to a maximum of \$75. "We had to use a rotation system."

(Continued on page 90)

## April Cig Consumption Runs 5% Ahead of '55

NEW YORK — Cigarette consumption in April was 5 per cent ahead of April, 1955, and manufacturers produced 4 per cent more smokes than they did in the previous April, according to a report issued this week by the Internal Revenue Service.

The report said that manufac-

turers produced 32.5 billion cigarettes in April and shipped 30.2 billion to retail outlets. This compares with production of 31.2 billion cigarettes in April, 1955, and shipments of 28.8 billion.

Cigarette production for 1956 thru April was 136.2 billion cigarettes, an increase of 2 per cent over the first four months of 1955. Retail shipments were 126.3 billion, 4 per cent more than the first four months of last year.

### 425 Billion

According to the Department of Agriculture, 1956 cigarette production will probably hit 425 billion, 3 per cent more than in 1955 and second only to the 1952 record of 435.5 billion.

The Department quoted trade sources which predicted that at least 25 per cent of the cigarette consumption will be in filter-tips this year, compared with 19 per cent in 1955.

The report maintained that many persons who a year ago gave up or cut down on cigarette smoking are now turning to filters and increasing their consumption.

## Nedick Stores Sold for \$3 Mil By C&C Super

NEW YORK—The C&C Super Corporation, manufacturer of canned carbonated beverages for the vending industry, has sold the firm's chain of 110 Nedick quick lunch outlets for \$3,000,000 to a new company, Nedicks Stores, Inc.

Heading Nedicks Stores is Peter

(Continued on page 90)





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1c BALL GUM VENDOR \$13.25

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30 day money-back guarantee if not satisfied

1/2 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

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**COINMEN YOU KNOW**

**Chicago**

By KEN KNAUF

**CHI PLANTS SET FOR SUMMER VACATION.** The majority of coin game and juke box manufacturers here prepared to embark on their annual summer vacations, due to begin this week. Shipping and receiving was to continue at the plants, but production schedules were expected to taper off during the period.

Making the most of the first chance they've had to travel the territory in some time, First Coin Machine Exchange's Sam Kolber and Fred Klein have hit the road to scare up added game sales. First's steno, Analee Perlik, plans a couple months of relaxation while Margie Satin takes over for her during the summer. . . . Sam Lewis, Exhibit Supply president, due back from his honeymoon this week, according to latest report from Frank Mencuri, vice-president and director of sales.

Missing from the Chicago scene will be Isador Edelman, who is leaving this week for his annual vacation in up-State New York. . . . Visiting at United Manufacturing Company was Fletcher A. Blalock, president of F.A.B. Distributing Company, New Orleans. Also in were Dave Simon, Dave Simon, Inc., New York, and Harry Rosenberg, Double-U Sales, Baltimore. . . . Ralph Sheffield, Genco director of sales, back from a week's fishing in Ohio. He plans a return trip, so the fish must be biting.

J. H. Keeney & Company's Bill Coan in Philadelphia, on a sales jaunt. Keeney president, Roy P. McGinnis, is in Baltimore, with John Conroe, vice-president, in New York. . . . Visiting with Keeney general sales manager, Paul Huebsch, last week were Irving Linderholm and Harlan Beach, Automatic Games, who flew in from St. Paul. . . . Alvin Gottlieb, D. Gottlieb & Company, says his dad, Dave Gottlieb, president of the firm, is plenty busy with plans to build a new hospital in the Chicago suburbs. Dave has donated \$250,000 toward the program.

**Miami**

By RAOUL SHAPIRO

**GAME ROUTE CHANGES HANDS.** . . . Morris Marder, M & H Service, announced he has bought the game route from A & S Amusement. The addition of this new route makes M & H Service one of the larger game operators in Dade County.

Gene Lane, roadman for Taran Distributing Company, came as close to losing his hand as he ever will. Gene was calling on A. B. Chancellor in Lakeland when he accidentally stuck his hand into a whirling fan. . . . Another guy who really had some tough breaks in the past few weeks is Owen Rogers, of Owen Rogers Music Company in Pahokee. His wife died recently of a heart attack, and now Owen has suffered a heart attack, too, and is laid up in the hospital.

Glad to report that Eloise Mangone is feeling much better and is home from the hospital. Now maybe Joe Mangone will stop pacing back and forth like an angry lion. . . . Todd Mahoney, Capitol Vending, visited his old home town, Buffalo, took advantage of the lower prices up that way to buy himself a Caddy. Steve Brookmire, local Mercury Records distributor, finally took a vacation after six years and flew up to New York for a visit for a couple of weeks.

Ruth Hoskinson, Budisco, suddenly realized how time flies when her daughter, Janice, joined the WAVES for a four-year hitch. Ruth says it seems like only yesterday when Janice first started off to school. . . . Ken Willis, of Bush Distributing Company, off on another trip to Central and South America. Ken says he sure hates to leave his air-conditioned car at home.

**Milwaukee**

By BENN OLLMAN

**MUSIC PARTY LAUNCHED.** First Annual Music Industry party at the Miller High Life Inn, Thursday evening, June 28, is slated to draw a nice turnout of local coinmen. C. S. Pierce, Brodhead, president of the Wisconsin Music Merchants; Robert Dietmeier, coin machine editor of The Billboard, and Norman Weiser, former Billboard staffer and editor of Downbeat and currently with Playboy, are scheduled to attend to discuss music industry trends.

Weather hot, or weather cool, says Carl Happel, of Badger Novelty, business continues to move at a nice clip. Pool games and phonos are the main items that keep the cash registers clinking here. . . . Stu Glassman, Radio Doctors disk buyer, reports that the summer slump has not made its appearance this year. "Operator one-stop volume is bigger than ever," he adds. Stopping in this week for their record needs were Mike Young, Soldiers Grove; Roy Subrod, Burlington; Tony Hirt, Sheboygan, and Harry Kososki, Niagara. According to Sam Hastings, sales of equipment are slowing down, altho route collections

(Continued on page 86)

**Chanin Named N.Y. Dist. Mgr. By Md. Match**

**NEW YORK** — Irving Chanin has been named district manager of the New York area by the Maryland Match Company. Chanin is in charge of all match sales to vending machine operators in New York, New Jersey and Connecticut.

Chanin joined Maryland match eight years ago as a salesman. He was instrumental in launching the firm's sales program in selling book matches to operators.

For the past few years Chanin has been selling cigarette operators

exclusively. He said that 1956 sales in the New York metropolitan area are running about 20 to 25 per cent ahead of last year.

The announcement of Chanin's promotion was made at the annual outing of the Cigarette Merchandisers' Association Sunday (24) at the Laurels Country Club, Monticello, N. Y.

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### Glass Containers Up

Shipments of machine made glass containers during May totaled 12,138 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 821 thousand gross, up 107 thousand gross from the April figure. Non-returnable beverage containers totaled 115 thousand gross, up 21 thousand gross from the April figure.

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- SPARKLE RINGS . . . 15.25
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## British Firms Seek Rights To Make U. S. Vending Units

NEW YORK—Harry J. Parker, managing director of Parker-Richards Automatic Vending Machines, Ltd., London, is currently on an inspection tour of vending machine manufacturing facilities in this country.

Parker is traveling as representative of four British manufacturers, all of whom are interested in going into production on hot and cold drink machines.

According to Parker, the United Kingdom is in a peculiar position in

regard to automatic merchandising. The nation is ready for hot and cold cup drink machines, and large operating firms like British Automatic are doing well in candy and cigarette vending.

The big problem is the dollar shortage. It is virtually impossible to ship American machines into England, and the demand for these machines is substantial.

Current plans call for licensing arrangements with American manufacturers. Under the proposed plan, British firms will get or make American tools and dies and make the machines in England, paying royalties to American manufacturers.

Gas stations figure to be more important locations in England than they are in this country, according to Parker. He explained that the British are particularly fond of the long weekend, and city folks will travel to the country at every opportunity.

Parker figures that the percentage of the public on the road is higher in England than in this country, and that vending equipment in service stations and transportation depots should do well.

Sirups for cup drinks are no problem, Parker said, as U. S. sirup firms have plants in that country. He added that a few Bert Mills coffee machines are in operation in England.

One of the items British manufacturers are seeking is a hot tea machine. American tea concentrates won't do, as the British are accustomed to milk with their tea.

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- 2 to 11 . . . . . 19.50
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930  
9 Cols., 270 Cap.  
25¢ & 30¢ Vend  
King Size or Reg.  
Only  
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## Swedes Study U.S.

• Continued from page 80

operation in Swedish industrial. Sweden is fortunate, he said, in that there is no dollar shortage and American vending machines may be imported without much trouble.

Some progress has been made with milk vending in an manufacturing plant in Linköping. Eight machines are used to vend bulk milk. These units, of Swedish manufacture, are basically cup drink units and they also vend soft drinks.

### Cigarette Vending

Tobacco vending presents a problem in Sweden, as the cigarette industry is a government monopoly and may only be sold in licensed stores.

Holm is no stranger to this country; he lived here for five years and is a graduate of the Massachusetts Institute of Technology.

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## Enjoin 2 Firms From Claiming Gillette Ties

ST. LOUIS — Federal Court Judge Rubey H. Hullen has issued an injunction permanently enjoining two suburban Clayton razor blade machine companies from any action that may indicate they are connected with the Gillette Company, Boston, maker of shaving supplies.

The companies, Automatic Sales Company and Pen-Vend Corporation consented to the order. It restrains them from further vending machine sales bearing any marking associated with Gillette. The Boston shaving supply firm has asked \$500,000 damages against the companies.

As part of the agreement, Automatic Sales and Pen-Vend are to send a letter to all customers who have machines on order, offering refunds if any misrepresentations are charged. Refunds, less sales charges, are to be made to customers who do not allege misrepresentation.

The letter, according to court officials, is to acknowledge that the machines were designed and sold "without any connection or support whatsoever from the Gillette Company."

## Jim-Jak, S & L Show Pre-Brew Units in L.A.

LOS ANGELES — Pre-brewed coffee machines of the Jim-Jak Industries, Inc., and S. & L. Sales, Inc., were displayed in the first combined West Coast showing here last week.

The second regional showing will be held at the Sir Francis Drake Hotel in San Francisco for five days starting July 19.

The two companies are following their policy of combined shows, believing that it makes it convenient for operators, caterers and personnel directors to view both makes at one time.

The Jim-Jak Company display featured the fully automatic Model 6-B and the portable coffee vending machine Model 3-C. Jack Browning was in charge of the local five-day showing. Richard LeBron represented S. & L. with the No. 10 model and the Coffee-teria.

Following the San Francisco showing these companies will display in Cleveland, Atlanta and Houston in the fall.

## CIGARETTE AND CANDY MACHINES

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- STOHER 8-COLUMN CANDY, 160 capacity, prowar model . . . \$110.00
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- DUGRENIER CHAMPION CIGARETTE, 11 column, king size . . . . . 65.00
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## New York Cig Price Hike?

Continued from page 80

and dancing, trade problems dominated the conversations everywhere, even in the dining room.

### Genial Hosts

Special events at the weekend Catskill outing included a Friday

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\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
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midnight snack, courtesy of Philip Morris, and a Saturday champagne and chicken supper, courtesy of Continental Vending Machine Corporation.

Drinks for the contingent were provided Saturday night by P. Lorillard, while the American Tobacco Company provided corsages for the ladies. Also providing gifts for the women were the Maryland Match Company and the Lion Match Company. Rowe Manufacturing Company and Continental maintained a pool side bar.

A partial guest list includes Victor Baker, Interstate Cigarette Service, Springfield, Mass.; Max Karnal, Max Berkowitz and Jack O'Connor, all of Philip Morris; Ed Murach and Norman Schiff, New Jersey Automatic Merchandisers' Association; Dave Hoffman, County Cigarettes; Dick Gluck, Jack Hopson and Pat Mahoney, Rowe Manufacturing Corporation; Hy Rubin, Long Island Vending; Max Weiss, MW Vending; Morris Weintraub, CMA staff; Harry Malkin, S. Malkin and H. Illion, Malkin-Illion; Michael Herman, Mechanical Merchandisers; Sidney Bruck, Long Island Tobacco, and Jack Bloom, Tom Cola, Phil Horowitz and Nat Bloom, all of United Tobacco.

Also Charles Schmall, Olympic Vending; I. Schwartz, Veterans Cigarette Service; Morris Kahan, Larry Serlin and Lou Price, all of County Enterprises; Jack Levine, Nassau Cigarette Service; Abe Harris American Tobacco Company; C. P. Anderson and Robert Baumgaertel, National Vendors; Bill LaPorte, Vending Machine Service Company; Irving Chanin and Martin Gerberg, Maryland Match Company, and Al Kahan, Harold Roth, Bob Hirsch, Herb Sternberg, Pete Helicher, Harry Einstein, Art Bresneck, George Gans, Jack Vinson, Lee Jenkins, Harry Gosh, Fred Rowland and Dave Roth, all of Continental Vending Machine.

And Nat Goros, Commercial Cigarette Service; Bernard Rosen, Supreme Cigarette Service; Murray Weiner, Eastern Electric; Matty Forbes, the Harrouh Corporation; Paul Jacobs, M. Eskin & Son; George Gross, Ezra Schwartz and J. Cody, P. Lorillard; Ben Morgenstein, Lion Match; Art Naek, Universal Match; Ed Dierickx, Dierickx Vending Company; Dave Gabel, Pure-Pac; Ben Palstrand, Apco; Dave Tripper, Triboro Cigarette; M. O'Brosky, Obie-Elm, and Hy Berwisch, Reliable Cigarette Service.

The two who traveled the furthest for the outing were both Continental sales representatives—Lee Jenkins from Dallas and George Gans from Los Angeles.

## LOOK AT THIS OFFER!

COMPLETE PACKAGE DEAL! Here's What You Get: 2 Victor Baby Grand Picture Card Vendors!

+ 25 lbs. Gum!  
+ 4 Packs of Cards

TOTAL COST \$64.!

Cash with order or 1/3 dep., bal. C.O.D. Time-Payment Plan Arranged.

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## Tax Foundation Urges Reduction In Cig Excises

WASHINGTON—Reduction of excise taxes on tobacco was urged by the Tax Foundation, a non-profit organization, in its presentation of a system for permanent excises as a means of lowering income taxes.

The Foundation claimed its plan would do away with "haphazard" selection of items to be taxed, and would not concentrate the major part of the tax burden on a relatively few types of goods and services.

Current federal tax on cigarettes amounts to about 37 per cent of the retail price, while that on cigars amounts to about 9 per cent, it reported.

Pointing out that the most common argument offered against excise taxes is "that the burden falls most heavily on the low income groups, the Foundation said statistical studies show the contrary to be true, except in the case of tobacco excises.

"Tobacco taxes clearly weigh more heavily on the low than on the high income classes because consumption does not increase in proportion to income," it declared.

Under its proposal to broaden the excise structure to produce up to 25 per cent of all government revenue, tobacco and liquor would remain subject to special excises and that the Tax Foundation stated, "would not be sufficient reason for exempting them from a general sales tax."

The Foundation asserted tobacco taxes have been 14 per cent higher during the past five years than during the peak of World War II, and that nearly all States have relatively heavy tobacco taxes.

"Thus," the Foundation declared, "the case for a reduction in the high federal rates appears strong."

## Rowe Bows Gray Display Front

NEW YORK—The Rowe Manufacturing Company has gone Madison Avenue with the introduction of a charcoal gray showcase display front in the Ambassador line of cigarette machines. Charles H. Brinkmann, sales vice-president, said that the gray display is primarily for conservative locations, while the white front is still available for other stops.

## THE HOTTEST ITEM IN YEARS! GUGGENHEIM'S "GLO-LANTERN"



Really glows in the dark!

Plastic ..... \$11.50 per thousand  
Vacuum Plated, 15.00 per thousand

at your distributor or ..  
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GUMS  
LOW Factory Prices

BUBBLE • CHICLE  
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb.  
Chicle Ball Gum, 120 ct. .... 25¢ lb.  
Chloro-Vend Ball Gum ..... 40¢ lb.  
Chloro-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  
4th & Mt. Pleasant • Newark 4, N. J.

Experienced Operators Say:

"YOU MAKE MORE MONEY WITH ...

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VENDING EQUIPMENT

PROVE IT TO YOURSELF



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.  
2726 Armstrong St. Morris, Ill.

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢ ..... \$12.00  
N.W. DeLux 1¢ & 5¢ Comb. .... 15.00  
N.W. #29 1¢ Perc. .... 7.95  
N.W. #35 1¢ Perc. B.G. .... 4.50  
Columbus 5¢ Bulk ..... 6.50  
Silver King 1¢ B.G. or Mds. .... 7.45  
ABT Guns ..... 30.00  
Acorn 1¢ or 5¢ ..... 8.50

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen ..... \$ .75  
Pistachio Nuts, Large Tulip ..... .72  
Pistachio Nuts, Vendor's Mix ..... .65  
Pistachio Nuts, Shell ..... .57  
Cashew Whole ..... .61  
Cashew Butts ..... .59  
Peanuts, Jumbo ..... .45  
Spanish ..... .32  
Mixed Nuts ..... .57  
Tabby-Lets, 520 ct. .... .30  
Rainbow Peanuts ..... .32  
Boston Baked Beans ..... .32  
Jelly Beans ..... .38  
Licorice Gems ..... .38  
Leaflets (similar to M. & M.), 550 ct. .... .40

Rain Bio Ball Gum, 60 ct. .... \$ .28  
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .... .36  
Rain Bio Ball Gum, 100 ct. .... .32  
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct. .... .45  
Wrigley's Gum, all flavors, 100 ct. .... .45  
Beach-Nut, 100 ct. .... .45  
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

**NORTHWESTERN SALES AND SERVICE CO.**  
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## BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

**New! Keeney's HOT SOUP VENDER**  
300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS  
Red or Gold Hammerloid  
SIZE: 19 3/4" W. x 15 1/2" D. x 32" H.

## Keeney's HOT COFFEE VENDER

**Keeney's SNACK VENDER**  
SIZE: 10" W. x 10" D. x 36" H.  
Red or Gold Hammerloid  
300-Cup Capacity. All dry ingredients. Prices can be set from 5¢ to 10¢. Returns change automatically.

Write FOR FREE CIRCULARS TODAY!  
**J. H. Keeney & CO. INC.**  
2400 W. FIFTIETH ST. • CHICAGO 92, ILL.

## N. J. Legislature Passes Law To Legalize Games of Skill

### Supreme Court Ruling Would Have Placed Coin Devices in Jeopardy

TRENTON, N. J.—As 1,200 coin machine and Arcade operators cheered, the New Jersey Legislature passed a bill designed to bypass a Supreme Court decision which could conceivably have knocked out most coin-operated games in the State.

The action of the Legislature took place Thursday (28); the court decision was handed down Monday (25). In the interim, the Amusement Association of New Jersey, organized earlier in the year and fairly inactive to date, tripled its membership and marched on Trenton in a body to speak up for the amendment.

The court ruling on games was that "it does not matter that skill predominates in the process" if actual gambling is involved.

#### Richman Wire

As soon as the decision was handed down, Attorney General Grover Richman Jr. wired 21 county prosecutors the following:

"Supreme Court has held that in effect all devices at which persons play to win money or other valuable thing, with any instruments, engine, apparatus or device having one or more figures thereon violates the law.

"Also, the operators of such de-

vices violate the law because they keep a place to which persons resort to gambling in any form.

"Skill or chance is no longer a determinative factor. Suggest you take appropriate action."

#### Crack Down

Coin machine operators throughout the State feared that the telegram was all an ambitious prosecutor would need to begin cracking down on all amusement games in his area.

At Irvington's Olympic Park, operators of 30 games were informed that prize games would not be permitted. At Asbury Park, most boardwalk operators kept their games closed in keeping with an order issued Tuesday (26) by Prosecutor Vincent P. Kenper. At Palisades Amusement Park, some operators kept open, while others shut down.

The bill passed by the Legislature was actually an eight-word amendment to the 1896 gambling law

which was interpreted by the Supreme Court. The amendment said "except wherein skill or art is not required."

#### Not Yet Signed

New Jersey Governor Robert Meyner has not yet signed the amendment, and there is a question as to whether the amendment is constitutional without a referendum.

One source, close to the attorney general, said that the Supreme Court will probably rule the amendment unconstitutional if it is signed by the governor.

While the language of the Supreme Court ruling is fairly broad, it would certainly mean that any tournament competition based on skill—such as pool or shuffle alley—would be clearly against the law.

#### Test Case

To obtain a court test case, an arrest would have to be made. Richman himself will probably di-

(Continued on page 85)

## Coin Games Cometh To Corner Taverns

### 40 Mfrs. Scan Field for New Ideas To Please American Fun-Seekers

• Continued from page 1

game models of all types hit the market last year; 75 have already bowed on the 1956 scene. Production runs of any one model range from 1,000 on up thru 20,000, depending on the game's popularity.

Granddaddy of amusement games is the pinball, first appearing in the early 1930's. It has since brought more money, more entertainment, and more legal confusion than any other. It still rules the roost as the coin-earner, but its operation is restricted in many areas of the country.

#### Tournament Play

Another old-timer, the game of shuffleboard, has a history dating back over half a century, but wasn't put on coin operation until much later. It still flourishes in some areas of the country. It had its heydays in the late 1940's and early 1950's, and was the first big "tournament" game. Annual State-wide tournaments are still conducted in Michigan, Washington, Pennsylvania, and other areas.

The first good all-location coin amusement game was born in 1949. It was the shuffle bowler, a compact, competitive action game combining the merits of shuffle-

board and bowling. It had players shuffling a metal puck at automatically-tripped pins at the end of an elevated board. It was the first game to be played on dime operation, and took just 50 seconds to play. The shuffle bowler sold like the proverbial hotcakes. Practically every tavern in the country has had one on location at one time or another.

Now, with the full utilization of

(Continued on page 86)

## Chi Mfrs. Eye New Push After Vacations

CHICAGO—Most of the local coin game manufacturing plants here are preparing to cut back on production within the next few weeks to make way for the annual two-week summer vacation period.

But most plan to make up for the 14-day slack immediately following the vacation period, when a number of new amusement game models are slated to appear on the market. Factories will continue to ship and receive orders and materials during the vacation period, altho production will be in low gear.

A number of local manufacturers have indicated they will be out with game models with fresh play appeal. They did not, however, detail what these new pieces will be. Due to the sharp competition in this field, they seldom provide advance notices.

Ed Levin, Chicago Coin Machine Company director of sales, said his firm expects to break with a new game after the two-week vacation. A skeleton crew will be on hand during the June 29-July 16 period to handle demand for

## CUPID AT WORK AT DETROIT CO.; SCORES 3 HITS

DETROIT — Cupid has been working overtime at Angott Sales Company here. And he's apparently made pretty good friends with the Angott personnel.

Three of the Angott boys have recently announced their engagements: Bill Angott, assistant manager of the record department and son of Carl Angott, head of the firm, is engaged to Gale Moyle. Roland (Bud) Bungay, of the service department, is engaged to Joan Heavener, and Ernie Valente, also a serviceman, to Jerri Shoe.

Carl Angott, who's made plans to take off on a vacation up North, probably hopes that further romances will not bud too soon and that his firm will still be intact when he returns.

## F.A.B. Ready For United Game Sales

NEW ORLEANS—F.A.B. Distributing Company here, newly appointed distributors for United Manufacturing Company, has readied their offices and showrooms for sales of United amusement games.

F.A.B., headed by Fletcher Blacklock, president, and Bob DuPuy, vice-president, will cover Louisiana, Southern Mississippi, the coast counties of Alabama and two Western counties of Florida.

The firm has 8,000 square feet of space at its New Orleans headquarters. It also distributes Wurlitzer phonographs.

Rounding out the F.A.B. staff is Sol B. Leopold, vice-president in charge of bookkeeping; Robert E. Potts, head of parts, shipping and receiving; four roadmen, Sam Winkler, Larkin Etheridge, Lyn Conner and Herman Barber; Travis Whitfield, service and repair department, and mechanics, John Espoidites, Clyde Pittman, James McClendon and Wilbur Bias.

## Ind. Pins Get Support From New Court Rule

INDIANAPOLIS — Indiana pinball operators got a boost in morale here with the news of a Superior Court ruling that held that a pinball with free plays is not a gambling device.

Igniting anew a controversy which has been raging intermittently since the adjournment of the State Legislature in March, 1955, the decision, handed down by Special Judge Earl C. Townsend Jr., June 22, upheld Music Operating Company, Inc., in its request for a permanent injunction against local law enforcement agencies.

The suit was initiated February 9 following the seizure of pinballs by sheriff's deputies. Music Operating Company distributes pinballs and juke boxes here.

Judge Townsend ruled that free plays are exempt under the 1955 State law. A temporary injunction has been converted into a permanent one by his decision.

"I am convinced that the Legislature did not intend to stop pinball machines used for free plays," Judge Townsend said.

Marion County Prosecutor John G. Tinder, however, said that he would not be deterred by the decision in his drive against the games. He said he will attempt to obtain a new trial; failing in that, he would address an appeal to the Indiana Appellate Court.

Final settlement of the issue rests with the Indiana General Assembly, Tinder said. He indicated that he would ask that body when it meets in January, 1957, to reconsider the action by which it legalized free plays in its last regular session in 1955. Senator Thomas C. Hasbrook, the author of the legislation, is expected to support the move.

## Edolite Preps 3 New Games To Bow Sept.

DETROIT — Edolite Products, Inc., here is currently developing three new coin amusement games slated to hit the market by September 15.

According to Isador Edelman, Edolite president, the games will be brand new types of pieces. A number of the models are now on test locations, he said.

Edolite is currently shipping its latest coin pool game, Match Pool, a regular-play unit with match play features. The match pool playfield is also being shipped as a conversion unit for regular model pool tables on locations.

## Larger Pool Ball Can Revive Game: Belgian

CALLENELLE, Belgium — One of the largest manufacturers of pool balls in Europe, Les Usines De Callenelle, here, has come up with what they feel is a timely bit of advice for the U. S. coin pool game market: Use larger, heavier pool balls.

Roger E. Delmotte, the firm's commercial manager, says he believes such a move could revive the U. S. coin pool market. His argument: "It worked in Belgium." Delmotte told in an earlier Bill-

board interview (The Billboard, April 7) how the coin pool game started in his country in 1930, how it boomed in Belgium in 1947-1953, and how it spread to France, Germany, Holland and Portugal.

"There was a regular 'blitz' for the game in the beginning . . . it leveled off . . . then came back stronger than ever," Delmotte related.

As the game leveled off on the market, Delmotte said, manufac-

(Continued on page 92)

## One Firm Gets Rights to All City's Games

WALTHAM, Mass. — Coin games are back in business here under a unique plan, after having been banned for more than a year. Now the games will be operated by just one firm, the Beacon Distributing Company, owned by Frank J. Cosselin Jr., Bedford, and William W. Sellers, Belmont.

Dr. Joseph H. O'Neil, chairman of the licensing commission, said he and two other members of the board decided to limit operations to the Beacon firm in an effort to afford better supervision.

At the suggestion of Mayor Paul V. Shaughnessy, the games will be put on a 90-day trial basis.

Just one machine will be allowed in one establishment. Location owners have their choice of three approved games: shuffle bowler, pool game or baseball game. Some 45 locations are eligible to get the games. To date, about 20 have applied for permits. Most asked for a shuffle bowler. Fee per machine is set at \$20.

## Pool Leads Heavy 1956 Game Model Production

CHICAGO—The coin-operated pool game may accomplish a two-year reign of the new-game market if the second six months of the year compare to the first half year's production.

More than half of the new models introduced since last January have been pool games. While new pool games are still coming off manufacturers' production lines,

the output of these units has fallen off sharply, however, in the past few months.

Total output of 1956 coin game models has passed the 1955 mark to this date, a year that was regarded as a record production year. (The Billboard, June 30.) Following is the list of new 1956 models, in order of their introduction:

(Continued on page 87)

**WANTED FOR CASH**  
**Guns—Arcade Games**  
Including Bear Guns and Genco 2-Player Basketball. Give price and condition of game in first letter.  
**ECONOMY SUPPLY CO.**  
579 Tenth Avenue New York City

**P O O L**  
3-Sided  
4-Sided  
**Brand New in Original Cartons.**  
**Name Your Price!**

**G A M E S**  
ALL MACHINES RECONDITIONED & GUARANTEED  
**Ask for:**  
VENUS \$140  
COMET \$125

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**TRY A USED GAME RECONDITIONED THE PREMIER WAY!**

- Beauty . . . . . 70
  - Gayety . . . . . 145
  - Gaytime . . . . . 225
  - Miami Beach . . . 275
  - Jumbo 5-Ball Games  
DUETTE . . . . . \$225  
JUBILEE . . . . . 300
- 1/2 dep. with order, bal. C.O.D.

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Phone: MUIberry 5-1420

**ARCADES—OPERATORS**  
Late Guns, like new . . . . . Write  
Exhibit Treasure Cove, 2500, Stars  
Genco Sky Rocket, Big Top, Gallery  
United Bonus, Carnival, Jungle  
Williams Polar Hunt, Safari  
Williams Jet Fighter, new . . . \$275.00  
Williams Jet Fighter . . . . . 175.00  
Exhibit Shooting Gallery . . . 175.00  
Seeborg Coin Hunt . . . . . 175.00

**New Games at Reduced Prices**  
Air Hockey & Air Football, new . . \$255.00  
Sidewalk Engineer, floor sample, with new tractor . . . . . 155.00  
Sidewalk Engineer, new . . . . . Write  
Williams 4 Sagger Baseball, new . . Write  
Williams Crane, new . . . . . Write  
Lane Large Horse, new . . . . . Write  
Lane Sludg Bear Cat, new . . . . . Write  
Lee Horse, mechanism inside of horse, new . . . . . 345.00  
Palomino Horse, new . . . . . 245.00  
Exhibit Vacuumatic Card Vender, new . . . . . Write  
Relax-a-Lator Foot Ease, new . . . Write  
Mulescope Lord's Prayer, new . . . 350.00  
Mulescope Rock 'n' Roll, new . . . Write  
Chicago Coin Twin Hockey, new . . Write  
Chicago Coin Steam Shovel, new . . Write

**Games Rebuilt the Muaves Way**  
**Look and Work Like New**  
Mulescope Drive Yourself . . . \$425.00  
Rocket . . . . . 275.00  
X-07 Rocket . . . . . Write  
Mare Boat . . . . . 295.00  
Memphis Large Horse . . . . . 300.00  
Bally Horse . . . . . 345.00

**SCIENTIFIC 3-IN-LINE WHITE SCIENTIFIC POKERINOS** . . \$195.00  
Pokerino & 3-in-Line Rubber Balls, Glasses & Contacts

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New York 36, N.Y. BRyant 9-6677  
44 YEARS SERVICE—EST. 1912

# NATIONAL ROUTES Ops Combine Rides, Games—Up Profits

By KEN KNAUF  
CHICAGO—To most operators coin-operated kiddie rides and amusement games are separate fields, but not to Dave Brody and Bennett Levy, who have combined the two and built up profitable routes stretching from Omaha to New York.

Fifty per cent of their locations have varied combinations of coin kiddie rides, gun games, Arcade-type equipment and card vending machines. The firm's 300 national locations are the kiddie ride type—department stores, variety stores and other store chains. A separate Chicago route consists of tavern locations with coin pool games and shuffle bowlers.

## N. J. Legislature

Continued from page 84

rect-such an arrest if he considers the action of the Legislature unconstitutional.

The argument of the coin machine, Arcade and concession men is that the games do not constitute gambling in the true sense, that the games are major attractions along shore resorts, and that operators stand to lose the \$8,000,000 to \$10,000,000 they have invested in equipment for the season if the amendment does not stand up.

The original law, merged in 1937 with the 1896 and 1903 laws, reads:

"Any person playing for money or other valuable thing at cards, dice or other game with one or more dice, or any other instrument having one or more figures or numbers, or at billiards, pool, tennis, shuffleboard or ABC or EO table . . . or with any slot machine or device in the nature of a slot machine . . . is guilty thereon of a misdemeanor."

In one community, Linden, Deputy Police Chief Henry J. Tomaszewski ordered coin-operated games on locations discontinued. After the amendment was passed, he said the games could remain on location provided no prizes were given.

The Supreme Court action served as a clarion call for New Jersey game operators. The Amusement Association of New Jersey, organized in March, is not incorporated and operates within the framework of the Music Guild of New Jersey.

As soon as the Supreme Court ruling was handed down, the near-dormant organization swung into action. Within 24 hours the group had mapped out a plan of action, tripled its membership, and went to Trenton to present its case.

At worst, the group has succeeded in saving the industry for the summer, as the Supreme Court does not reconvene until the fall. At best, it has staved off an interpretation which could have cut heavily into the bank accounts of the State's coin machine operators.

The Brody-Levy partnership began 10 years ago in Chicago, with the operation of a popcorn machine. The firm still carries its original name, National Popcorn Concessions.

The big step up was the addition of a few horse kiddie rides, still the basic ride piece of the company.

**Add Coin Games**  
After the ride operation had prospered and spread to locations across the country, Brody and Levy, four years ago, began moving in amusement game pieces at the spots they had covered with kiddie rides.

Brody feels the gun game is the best bet to combine with kiddie rides at locations. "The gun game has tremendous potential . . . properly maintained, it keeps bringing in good receipts," he said. "There's still a great potential outlet for these games."

While Brody states maintenance of equipment has not been a problem to the firm, offices are maintained in New York and Detroit, and the Chicago office is equipped with a spacious shop to service and refinish machines when necessary.

Some of the pieces, according to meter checks, have delivered as many as 74,000 rides to kiddie customers. Many of the original horse rides purchased by the firm, sparked up with new paint jobs, are still on the routes and bringing in coins.

**Friendly Relations**  
How does the firm manage to move in so many different types of equipment into places that are basically kiddie ride spots? "Through the years we've built up good relationships with store managers," said Brody. "The floorman who we persuaded years ago to place a kiddie ride, in many cases, is the store manager today. Even where space is limited, managers can be persuaded to make room for gun games and other equipment if they can be assured that the pieces will make money and also bring more customers into their stores."

Getting locations is not one of the firm's problems, according to Brody. The big problem is finding a variety of equipment pieces suitable to store locations. While National Popcorn has some 15 different types of rides and a wide selection of compact rifle games, it's still on the search for new equipment.

What types of equipment does the route need? Brody says he'd like to have amusement games to fit each age group. His locations draw prospective patrons from one year of age to 90. He feels there's particularly a dearth of equipment that appeals to teen-agers.

**Teen-Age Market Open**  
"The untapped market is the age group of 9 years thru 16. There isn't an amusement device built for these kids that will attract them to play more than a few times," Brody believes.

"There are kiddie rides for the tots, shuffle bowlers and other games for the adults, but virtually nothing to attract the teen-ager," he says.

Brody praised Exhibit's gun games and horse rides, Bally's auto rides and Bert Lane's fire engine piece.

Still he feels the market doesn't provide enough good pieces of equipment "when it is needed."

"There's a tremendous market for a greater variety of equipment," he concludes.

**WANTED**  
Mechanic on late bingos and phonographs. Must be experienced. Excellent opportunity and good starting salary for dependable, sober, experienced, honest man. Give references and experience.  
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**OWENSBORO AMUSEMENT COMPANY**  
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**RATE: 20¢ a word—Minimum \$4.00.**  
**CASH WITH ORDER**

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**CASH WITH ORDER**  
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**ADDRESS ALL ORDERS AND INQUIRIES TO:**  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22**

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EARRINGS, PINS, CAN BE PUT IN CAP. sales, \$5 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. Jy28

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and price. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-aull

KLEENEX MACHINES, 5¢ AND 10¢, IN original cartons, plus one gross tissues, best offer. Regar, 327 Covert St., Brooklyn. Jy14

### Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Loeust 7-1448 ch-jy28

### Routes for Sale

ROUTE OF 340 BULK VENDERS IN CENTRAL New York. Established seven years, price \$6,500. Other interests compel sale. John L. Tempilo, Oxford, N. Y.

### Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 25 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. Jy28

### CIGARETTE—CANDY—COFFEE—CIGAROMAT

—Factory Distributors—  
U-Select-It Candy & Coffee, Lehigh, Pa. Royal "17" Cigarette, Watling Scales. White's Comb Vender & Combs Write for complete details, prices, installment terms  
**TEXAS ASSOCIATED ENTERPRISES**  
P. O. Box 1048, Amarillo, Texas Or. 3-8022 Philadelphia 23, Pa. ch-tfn

FOR SALE—A FEW VERY NICE PANORAMA, 40 Arcade Machines, Panoram Projectors, H. E. Loebach, 1438 N. Emporia, Wichita, Kan. Jy7

FOR SALE—USED BINGOS ALL READY for location. Stars, \$25; Tropics, \$35; Tahiti, \$40; Beach Club, \$45; Yacht Club, \$45; Palm Springs, \$60. Send 1/3 deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. Jy14

NEW BUMPER POOL TABLES FOR SALE. G-5339 South Saginaw Road, Flint 7, Mich. Phone: Owens 4-6112. Jy7

### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of **ADVANCE VENDING MACHINES**  
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STANDS FOR BULK VENDORS, \$2.75 each. Remit in full. Stanley Hyman, 1172 Hoe Ave., Bronx 59, N. Y.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1/2 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Rde Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1/2 Hersheys, 330 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. Jy28

### Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 672, The Billboard, Chicago 1, Ill. Jy28

NATIONAL AND STONER CANDY BAR Vendors. All parts, glass, locks and keys must be intact. Condition, otherwise not material. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Rings, Acorns, Toppers, Counter Games. Send us your list. Reak, 698C Spring Garden St., Philadelphia 23, Pa. ch-tfn

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Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
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### BINGO SPECIALS

Clean Checked	Ready For Location	A1 Condition
5 BALLY GAYETY .....		\$ 99.50
3 BALLY VARIETY .....		124.50
2 BALLY PALM SPRINGS .....		72.50
10 GOTTLIEB & Williams 5-BALL GAMES .....		\$40.00 to 100.00
Pool Tables .....		\$74.50

**T & L Distributing Co.** 1663 Central Parkway  
Cincinnati 14, Ohio  
Ph.: MA 1-8751

## PLANT CLOSED

### FOR ANNUAL VACATION

### Will Reopen July 16

●

## BUY THE BEST—WE DO!

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## D. GOTTLIEB & CO.

1140-50 N. Kostner Ave., Chicago 51, Illinois

## BINGO SPECIALS!

### CLEAN GAMES READY FOR LOCATION

Bally Beauty .....	\$70.00	Yacht Club .....	\$ 50.00
Beach Club .....	60.00	New Bally Pin Pool, Long 240.00	
Dude Ranch .....	55.00	New Keeney Flicker Pool ...	Write

New Pool Sticks ..... \$1.50 ea.

Immediate delivery  
1/3 DEPOSIT  
FRANK MILLS, Mgr., Dept. R-6

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THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

- Trimount has New England's largest stock of used phonographs, including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-Olas.
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- Trimount has New England's largest parts department and finest service department.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

**10 WALTHAM STREET  
BOSTON 18, MASS.**

### Games Cometh

● Continued from page 84

electric features, the shuffle bowler has light-up scoreboards that register frame-by-frame scores for up to six players, automatically rebounding puck, fly-away pins and smooth Formica board. Hundreds of models, all with different play features, have been introduced.

#### Bowlers Come Back

The shuffle bowler kept going strong until late 1955, when the pool game came along and took the wind from its market sales. The novel, low-priced, easy-to-service pool game practically put the bowler out of business in the past year. But now that the pool game has lost its glow, the bowlers are finding their way back up the profit path.

The coin game market literally boomed during the summer of 1954, with the coming of the first gun game to move into taverns around the country. It was an electrically-operated .22 rifle attached to a compact cabinet. Targets were reflected by mirror from the bottom of the cabinet onto a glass in front of the gun, giving apparent depth to the field of fire. The later models featured moving targets, including everything from scurrying ducks to scampering gorillas.

More than 20 different models of the rifle units were produced during the time when gun game output was at its peak, the trend carrying thru into the 1955 summer season. New models in this field popped up again late last year, and may turn up again this summer.

Other brand new entries in the coin game field will be making their appearance within the next few months. There are new ones being tested at the taverns right now.

### Chicago Mfrs.

● Continued from page 84

bowler, which will continue in shipment thru the coming weeks. Bill DeSelm, sales manager, said the firm plans to follow up the initial Pool Alley game with new versions if the game takes hold as expected.

Genco Manufacturing & Sales Company will slow down its output during the first two weeks of July while the factory force is on vacation. Orders will continue to be filled, however. Ralph Sheffield, director of sales, hinted that a new game is in the development stage and will probably be unveiled later in July.

D. Gottlieb & Company will remain closed until July 16, when normal production will resume. An office force will be on hand to fill orders. New five-ball games are scheduled to appear later in the month.

Williams Manufacturing Company began their two-week vacation last Friday (29). Shipments will continue on the current Williams games, with new models expected to be introduced after the vacation period, according to Sam Stern, executive vice-president.

J. H. Keeney & Company will continue its regular production thru the summer, with factory personnel taking "staggered" vacations. Government contracts make such a policy a necessity, said Paul Huebsch, general sales manager.

Bally Manufacturing Company also has a "staggered" vacation schedule thru the summer, with production lines continuing to run at the regular pace, according to Jack Nelson, general sales manager.

## COINMEN YOU KNOW

● Continued from page 81

seem to be holding strong. Office and bookkeeping chores are now being supervised by young Jack Hastings, who recently completed a course of training at Spencerian College here.

Fred Wynn Jr., formerly sales representative for Automatic Canteen Company's Milwaukee organization, has been transferred to Washington, D. C. . . . Sam Cooper, manager of the Paster Distributing Company office, is the proud father of a girl. Newcomer made her appearance on Father's Day, and now Sam has three lovely daughters. . . . Woody Johnson, United, Inc., sales representative, is planning on a two-week vacation in mid-July. He is flying back to home to join his family in Pennsylvania to spend the time there. . . . Joe Pelligrino and Bob Puccio are spending busy days and nights fixing up their new headquarters at 3726 W. Pierce Street. The current hot weather has encouraged them to include an air-conditioning unit in the blueprints.

Reports from Racine tell that Hoffman Music Shop has opened a one-stop outlet for coinmen. . . . Joe Delosso, chairman of the Badger Candy Club's Seventh Annual Fall Candy Carnival, July 20-21, says that C. M. McMillan, Washington, D. C., executive secretary of the National Confectionery Wholesalers' Association, will attend. Also slated to be there is J. B. Fritz, Newport, Minn., who is national president of the NCWA. . . . Dick Jacobs, with the 5022d Service Unit, son of Harry Jacobs Sr., United, Inc., has been named director of the Carson Choralliers, famed vocal group of Fort Carson.

## POOL GAMES

Largest and Most Diversified Stock in The Country . . .

# 99.50 up

We Specialize in Conversions

TOPS from \$35.00

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## WANTED TO BUY!! WILL PAY CASH \$\$\$ FOR . . .

<p>BALLY CHAMPION HORSE and all makes and models</p> <p>KIDDIE RIDES</p> <p>BALLY BINGOS</p> <p>UNITED &amp; BALLY BOWLERS</p> <p>LATE 5 BALLS</p>	<p>POOL TABLES</p> <p>ARCADE MACHINES</p> <p>DRIVEMOBILES</p> <p>KING OF SWAT</p> <p>MUSIC</p> <p>WURLITZER</p> <p>SEEBURG—AMI</p>
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ALgonquin 4-4040

Exclusive distributors for  
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

BINGOS	BOWLERS
Un. Starlet .....	Un. Deluxe Super Bonus Bowlers Write
Un. Pixie .....	Un. Deluxe Top Notch Bowlers
Un. Triple Play .....	(New) .....
Un. Manhattan .....	Un. Venus Targette .....
Un. Nevada .....	Un. Deluxe 5th Innings .....
Un. Hawaii .....	Un. Deluxe Comet Shuffle
Un. Mexico .....	Targette .....
Un. Rodeo .....	Un. Team Shuffle Alley .....
Un. Tahiti .....	Un. Star Regulation Shuffle Alley .....
Un. Cabana .....	Un. Jet Bowler .....
Un. Leader .....	Un. Victory Bowler .....
Un. Rio .....	C.C. Star Lite Bowler .....
Un. Tropics .....	
Un. Miami Beach .....	
Un. Big Time .....	
Un. Gay Time .....	
Un. Palm Springs .....	
Un. Sgrt Club .....	
Un. Dude Ranch .....	
Un. Hi-Fi .....	
Un. Beach Club .....	
Un. Yacht Club .....	
Un. Casey Island .....	
Un. Palm Beach .....	
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FIVE BALL GAMES	ARCADE EQUIPMENT
Wms. Jolly Jokers .....	K. O. Champ .....
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Un. Golden Nugget .....	Sea. Coon Hunt .....
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	Mu. Drivemobile .....
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	CIGARETTE MACHINES
	Rawe Cig. Machine (8 col.) .....
	Pasta Cigarette Machine .....
	MUSIC
	1428 Rock-Ola Comet Phono. . . . \$150.00
	1428 Rock-Ola Phonograph (78) . . . 175.00

We Are Now Delivering United's New South Seas, Star Sluggo and All Current Models of United, Exhibit and Williams Games.

One-Third Deposit With Orders

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**67,000 ACTIVE BUYERS** read  
The Billboard Classified columns each week

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

### New Cole Unit

Continued from page 80

Cortell, Ameropa president, who demonstrated the new Frigid Heart cooling system on the four-selection machine.

At the showing, it was announced that Ameropa has been named world-wide export agent for Vendomatic, Inc., a six-selection hot food machine manufactured in Minneapolis. Malcolm J. Estrem, Vendomatic president, negotiated the arrangement with Cortell at the New York meeting. A Vendomatic was exhibited at the showing.

### Pool Leads Game Production

Continued from page 84

Game	Manufacturer	Type of Model
King-Size Tournament Deluxe "84"	Genco	regular pool
Tim-Buc-Tu	Exhibit	regular pool
Pin-Pool with Hazard Holes	Williams	five-ball pin
Hooligan Pool	Bally	electric pool
Gladiator	Chicago Coin	electric pool
Caravan	Gottlieb	five-ball pin
Standard Tournament	United	in-line pin
Diamond Score	Genco	regular pool
Royal	Williams	electric pool
Convertible Skill Pool	Williams	regular pool
Crosswords	Exhibit	regular pool
	Bally	five-ball pin
	February	
Hi-Score	United	electric pool
Two-Way Club	United	regular pool
Spot Pool Deluxe	Gottlieb	regular pool
	March	
Supreme Deluxe	Genco	regular pool
Harbor Lites	Gottlieb	five-ball pin
Texan	Orms	regular pool
Roto Pool	United	electric pool
King-Size Bumper Pool	Valley	regular pool
Clover	Chicago Coin	electric pool
Gym Cycle	Gym Cycle	bike kiddie ride
Skill Score	Exhibit	electric pool
Arcade	Keeney	electric pool
Flicker	Keeney	electric pool
Deluxe 4-Bagger	Williams	baseball
Crane	Williams	novelty
Night Club	Bally	in-line pin
Drive-In Theater	Capitol	kiddie ride
Pro Pool	Valley	regular pool
	April	
Booster	Bally	electric pool
Klik Billiards	Williams	regular pool
Score-Board	Gottlieb	five-ball pin
Dudley Pitcher	Dudley	baseball pitcher
Waterman Pitcher	Waterman	baseball pitcher
	Engineering	
Star Slugger	United	baseball
Stardust	United	in-line pin
Hobby Horse	Bert Lane	kiddie ride
Steam Fire Engine	Bert Lane	kiddie ride
Advance	Chicago Coin	electric pool
Baseball Pool	Genco	electric pool
Super Star	Exhibit	electric pool
Hit Pool	United	electric pool
Pool with slate top	Verlinden	regular pool
Hi-Fly	Genco	baseball
Emco pool	Emco	regular pool
	May	
Spanish Pool	Exhibit	regular pool
Slate Pool	Exhibit	regular pool
Jumbo	Marvel	regular pool
Rotation	Chicago Coin	regular pool
Match Pool	Edolite	regular pool
Piccadilly	Williams	five-ball pin
Rock 'n' Roll	Mutoscope	novelty
Double Bank	Fischer	regular pool
Derby Day	Gottlieb	five-ball pin
Magic Pool	Bally	electric pool
Grandma Fortunes	Genco	fortune teller
Twin Hockey	Chicago Coin	novelty
Steam Shovel	Chicago Coin	novelty
Keeney slate top	Keeney	regular pool
Triple Zero	Bert Lane	electric pool
Corner Pool	Bert Lane	regular pool
Tic-Tac-Toe	Bert Lane	regular pool
Imperial	Williams	regular pool
Thunderbird	Capitol	kiddie ride
South Seas	United	in-line pin
Build-Up	United	shuffle bowler
	June	
Toreador	Gottlieb	five-ball pin
Bank Pool steel top	Williams	regular pool
Select Play	United	shuffle bowler
Parade	Bally	in-line pin
Rack Pool	Valley	regular pool
Pool Alley	United	novelty

### KIDDIE RIDES

### DECO ROCKET SHIPS

Factory Reconditioned  
LIKE NEW READY FOR LOCATIONS  
**\$235.00**

Miss America Boats... \$295.00  
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All Factory Reconditioned

### FORBES AMUSEMENTS

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Pittsburgh 19, Pa.

EXpress 1-1613

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Esperamos juegos de barcos (pin games) y voladores (music machines) en su lista para operación.



Joe Ash says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO.  
In N. Jersey, E. Pennsylvania and Delaware.

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AMUSEMENT MACHINES CO.

666 N. Broad St.

FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

Attention, Operators NOW AVAILABLE TO THE TRADE!

3/4" REPLACEMENT

## SLATE TOPS

FOR REGULATION SIZE POOL TABLES

GIANT SIZE BUMPERS • LIVE RUBBER BUMPERS  
BEST QUALITY RUBBER-BACKED BILLIARD CLOTH

DISTRIBUTORSHIPS STILL AVAILABLE

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SEEBURG		WURLITZER	
M100-C	\$595.00	1800	\$650.00
M100-B	475.00	1500	249.50
M100-A	249.50	1250	129.50
321 Wallbox	59.50	5205 Wallbox	39.50

AMI		ROCK-OLA	
E-120	\$465.00	1436	\$195.00
C-40	109.50		
A-40	69.50		

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In the Coin Machine Business Over 25 Years

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# TO BE SURE... OPERATE VALLEY'S BUMPER POOL

... Service-free!  
... "Lifetime" Quality Construction!  
... Conventional Play for Unbeatable Appeal!

REGULAR JUMBO BUMPER POOL  
PRO POOL •  
RACK POOL

See Your Valley Distributor or Write, Wire or Phone Direct

## VALLEY MANUFACTURING CO.

333 MORTON ST., BAY CITY, MICHIGAN  
Phones: 8587-8588





WASHINGTON—"Capitalizing on the Changing Times" will be the keynote of the 11th annual convention of the National Candy Wholesaler's Association here July 29 thru August 2 at the Sheraton-Park Hotel.

Among the principal speakers will be E. B. Weiss, national authority on retail marketing and merchandising; Dr. Charles L. Lapp, professor of marketing, Washington University, St. Louis, and Edwin B. Moran, vice-president, National Association of Credit Men.

## Abco Shows Lunch-O-Mat In Newark, N.J.

NEWARK, N. J.—New Jersey vending operators gathered in the Oxford Room of the Hotel Essex House here Wednesday (27) at a showing of the Eastern Electric Lunch-O-Mat.

The showing was held by Abco Lunch-O-Mat, which has just been named New Jersey distributor by the New Bedford, Mass., firm. Abco, with headquarters in West New York, N. J., has set up a separate division for the multiple-selection food machine.

Abco's cigarette and music operations will be handled thru another division. The firm will represent Eastern on the Lunch-O-Mat only, not on the cigarette machine.

### Distrib Policy

Greeting operators at the showing were Frank Fineran, Eastern merchandising director, and Bernard Azarow, Abco president. Fineran said that Eastern is in the process of lining up a distributor organization for the Lunch-O-Mat.

Azarow said the Lunch-O-Mat division would begin lining up locations for the unit and setting up an operation. He added, tho, that the machines will be sold on location to operators and that Abco does not intend to get into the food operating business.

The cigarette and music division, organized about a year ago, has been expanding rapidly in North Jersey. Prior to his entry in vending, Azarow, along with John Linardi, Abco vice-president and treasurer, ran a non-scheduled airline.

## Bruck Re-Named

• Continued from page 80

was Max Weiss, MW Vending, while Abe Lesch, Midtown Merchandising, moved from the board of directors to the second vice-presidency.

Jack Bloom, United Tobacco, was re-elected treasurer, while Morris Kahan, County Enterprises, won another term as secretary.

Elected to the board of directors were Ben Gottlieb, Majestic Cigarette Service; Dave Bittner, Trio Vending; John Porco, Supreme Cigarette Service, and Sol Leventhal, S&L Vending.

## STANDARD METAL TYPER

Uses Only 18"x18" Space

Brings in Dimes Instead of Pennies or Nickels

Practically Service Free



Aluminum De-Greased DISCS

FOR PRICES, WRITE

Standard Metal Typer, Inc.  
1318 N. Western Av., Chicago 22, Ill.

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HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

Every conceivable kind of **EQUIPMENT SUPPLIES AND SERVICES** has been sold in **The Billboard**

**WHAT DO YOU HAVE TO SELL?**  
Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio

## WORLD WIDE—Anything--Anytime!

### BINGOS . . .

BROADWAY . . . . .	\$425	DUDE RANCH . . . . .	\$ 95
BEACH BEAUTY . . . . .	375	BEACH CLUB . . . . .	75
MIAMI BEACH . . . . .	295	BEAUTY . . . . .	75
GAYTIME . . . . .	325	STARDUST . . . . .	Write
GAYETY . . . . .	135	STARLET . . . . .	375
BIG TIME . . . . .	275	PIXIES . . . . .	335
VARIETY . . . . .	175	TRIPLE PLAY . . . . .	335
HI-FI . . . . .	95	NEVADA . . . . .	85
SURF CLUB . . . . .	110	SINGAPORE . . . . .	135
PALM SPRINGS . . . . .	90	CABANA . . . . .	45

### POOL TABLES . . .

135 IN STOCK—ALL MAKES & MODELS!

Hole-in-Middle—Light-Up Bumpers!  
New Cue Sticks and Balls!

IMMEDIATE DELIVERY . . .

LOW, LOW PRICE . . .

ONLY \$89.50 ORDER NOW!

### ARCADE EQUIPMENT . . .

Genco WILD WEST . . . . .	\$335
Williams POLAR HUNT . . . . .	325
Williams SAFARI . . . . .	265
United CARNIVAL . . . . .	225
Exhibit SHOOTING GALLERY . . . . .	150

WRITE FOR PRICE ON

Williams CRANE—Floor Sample.

Cable Address: "GAMES," Chicago

Terms: 1/5 Deposit, Balance Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads . . .

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## POOL TABLES

\$90 and up

SPECIAL DELUXE CUE STICKS, \$1.85

## BINGOS

Night Club . . . . .	Write
Broadway . . . . .	\$445.00
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Miami Beach . . . . .	295.00
Big Time . . . . .	250.00
Gay Time . . . . .	240.00
Variety . . . . .	140.00
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OUT THEY GO

- Bally Broadways
- Bally Knight Club
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- Bally Yacht Club
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WRITE FOR PRICE OR CALL NEW AND USED POOL GAMES

BEFORE YOU BUY CALL ALpine 4-8571

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## BEST IN THE MIDDLE WEST

### GOTTLIEB PINS

SCOREBOARD . . . . .	\$350.00
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# BRAND NEW POOL GAMES AT GIVEAWAY PRICES!

### Electric Scoring

Flash Pool  
Diamond Pool  
Skill Score  
Booster Pool  
Baseball Pool } \$149.50

Star Pool  
Hit Pool  
Clover Pool  
Flicker Pool } Write

### Regular Games

Club Pool  
Pin Pool  
Bank Pool  
Tournament Pool } \$149.50

Spanish Pool  
Klik Billiards  
Imperial Pool } Write

NEVER BEFORE AT THESE PRICES—Liberal Trade-ins, Too

Call EVerglade 4-2600 Now!

100 USED POOL GAMES as low as \$75

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



### ARCADE EQUIPMENT BUYS! Completely Refinished Throughout!

BAT-A-BALL JR. (1c Play).....	\$ 35.00	WESTERN BASEBALL .....	\$ 85.00
CHICAGO COIN HOCKEY.....	65.00	TEXAS LEAGUER (5c Play).....	50.00
CHICAGO COIN GOALEE.....	65.00	SEEBURG COON HUNT GUN.....	125.00
MUTOS. SKY FIGHTER.....	125.00	GENCO 2-PL. BASKETBALL.....	169.00
BALLY UNDERSEA RAIDER.....	125.00	EVANS TEN STRIKE.....	75.00
KEENEY AIR RAIDER.....	110.00	TELEQUIZ WITH FILM.....	85.00

COMPLETELY NEW DOMES FOR "POP CORN SEZ" VENDORS  
Complete with Lock, \$32.50 EA. Lots of 5 or More, Ea. \$27.50

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### CLOSING OUT... BRAND NEW POOL GAMES -VARIOUS TYPES AT BELOW COST!

LIMITED QUANTITIES USED  
JR. POOL TABLES ..... \$100  
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## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1929  
1829 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
725 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

GIVE TO DAMON RUNYON CANCER FUND

### Weekend Bonanza

Continued from page 80

tem to satisfy the staff," Kiley reported.

Another incentive, he pointed out, is that the cost of servicing the events is only the gas and oil to and from the event which is limited to about 30 miles one way. Normally, the trucks are housed at the warehouse where the refrigerated unit is plugged into an electrical outlet to keep the box cool.

Further, he stated, special fees or licenses are not required as practically all such events are held on private property.

#### Commission Payments

Straight commissions are paid on manual sales. Routemen receive 15 per cent on 10-cent sales, 25 per cent on 15-cent sales.

Where sub-contract arrangements are made with caterers, ice cream is sold for 15 cents with the caterer receiving 15 to 25 per cent of the gross. Routemen receive the usual percentage.

Gross profit per sale as compared with vended ice cream, Kiley said, is equal under sub-contract terms at the 15-cent price, and is increased 5 per cent, or 1/2-cent per sale where no caterer is involved.

There must be at least 800 people at an event to make it profitable, Kiley said, and trucks must be on the scene from about noon until 8 or 9 p.m.

### Nedick Stores

Continued from page 80

Sando, formerly in charge of C&C's Nedicks Stores Division

C&C, headed by Walter Mack, had used the Nedick chain for experimental purposes in automatic merchandising. At the Madison Square Garden outlet, a battery of food venders had been installed.

#### Premium Plan

In the New York area, a premium plan had been put in operation whereby the purchaser of a pack of cigarettes from a vending machine got a 5-cent allowance on the purchase of food over the counter.

Mack said that one of the C&C Super Corporation's subsidiaries, Cantrell & Cochrane, will continue to manufacture the Nedick orange drink and will supply the Nedick chain with canned carbonated beverages.

He added that C&C has set up a new organization, headed by Frank McHugh, formerly of Pepsi-Cola, to franchise the sale of Nedicks orange soda in bottles and cans on a national scale.

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We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.  
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1250.....	169	1432.....	169
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★ SEEBURG 3W1 Hammerloid.....	\$54.00
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**Kroger Grocery**  
Continued from page 80

exposed to by-passing automobile and pedestrian traffic as well as to those customers who use the parking lot. Later he intends to move it back in the lot next to the store.

At the first two locations, the vender was placed along stores which are fronted immediately by sidewalks.

In Sterling, the bread vender and milk machine are set alongside each other between the two entrances to the parking lot.

Bennett Hudson, grocery merchandiser for the area, said the machines have been on location for several weeks only, and refused to comment, other than to say: "The machines are being used by customers."

Officials in Indianapolis and Sterling both declared improvements must be made in the coin mechanism of the bread vender. It accepts pennies, nickels, dimes and quarters, but doesn't return change.

Bread sells for 17 cents a loaf in Indianapolis, and 20 cents in Sterling.

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c/o The Billboard

Chicago, Illinois

### Larger Ball

• Continued from page 84

turers introduced new versions, but these did not have the appeal of the original. Simplicity is the key to the game's success, according to Delmotte. The more complicated versions interest the people, but they are short-lived.

"Are we to conclude that the new pool games will not have success? No, but one thing is sure: People will return again to their 'first loves'."

Delmotte noted that at the beginning of the U. S. pool game boom, some manufacturers used balls of four ounces. The preference of the players went to balls of five ounces, which roll much better and provide smoother play. The ball used in Europe, he said, is 2 7/16 inches and weighs six ounces. This is considerably larger than the 2 1/4-inch ball regularly used in the U. S.

Thus, Delmotte believes the U. S. manufacturer would do well to switch to the larger size ball. This can be done, he said, without increasing the size of the table. This has been proved in Europe.

"The coin pool game requires a solid table with slate, heavy balls having the elasticity and the qualities of ivory," Delmotte concludes.

### Coke Promotes Jones

NEW YORK—Joseph W. Jones has been elected assistant secretary of the Coca-Cola Company. He joined the firm in 1935 and for the last 10 years had been secretarial assistant to Robert W. Woodruff, chairman of the finance committee.

## WANTED BINGO MECHANIC

Write  
The Billboard  
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There IS a DIFFERENCE! When you buy games from us you can be CONFIDENT they are clean inside and out, rails scraped and lacquered, thoroughly checked and ready to put on location IMMEDIATELY. And you pay no more for this assurance of the best in used machines.

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REPLAY OR NOVELTY  
GETS and HOLDS the CROWDS!



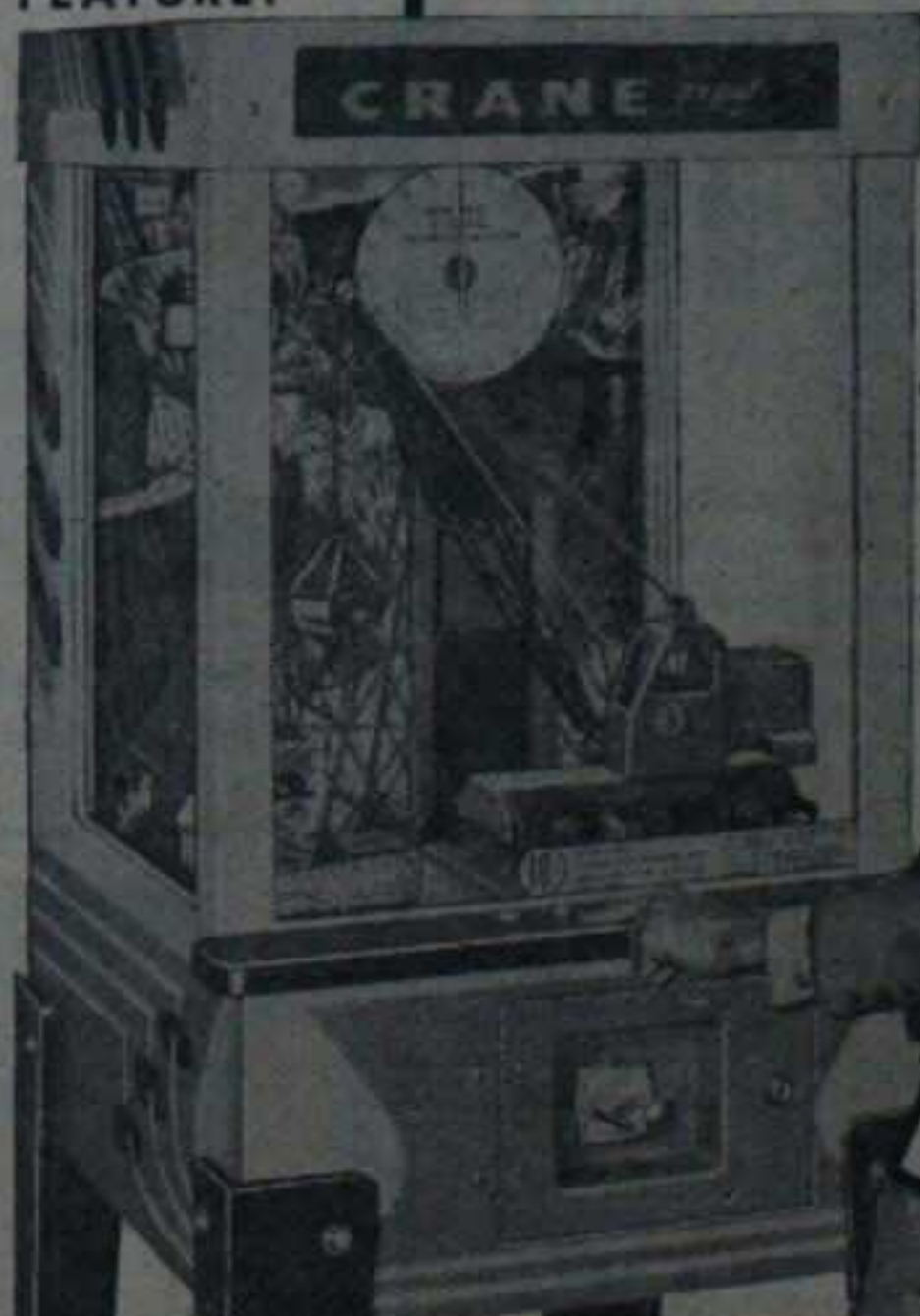
You're in FIRST PLACE with RICH CASH EARNINGS because it's the only authentic baseball game using Williams animated base running unit!

## 4 ways to score REPLAYS:

- TOTAL RUNS!
- BATTING AVERAGE!
- BEATING PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Food Stores—chains—supermarkets  
drug stores—and other locations  
CASH-IN heavily with

## Williams CRANE



### HOW IT OPERATES:

Insert a dime. Instantly the player assumes complete mastery of Crane. He pushes 4 Buttons to: (1) Drop bucket, (2) Load over Hopper, (3) Swing Bucket Empty Bucket into Hopper, (4) Lift and (5) Swing it back to load and unload bucket as often as possible racing the clock to score top footage on the dial within the allotted time.

There can be no substitute for Williams CRANE. It is a carefully engineered unit wherein all operating parts are in perfect-working relationship. It's the best. Accept only Williams CRANE!

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PLAYERS ACTUALLY RUN THE BASES!

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**Excitement For Sidewalk Engineers From 6 to 106**



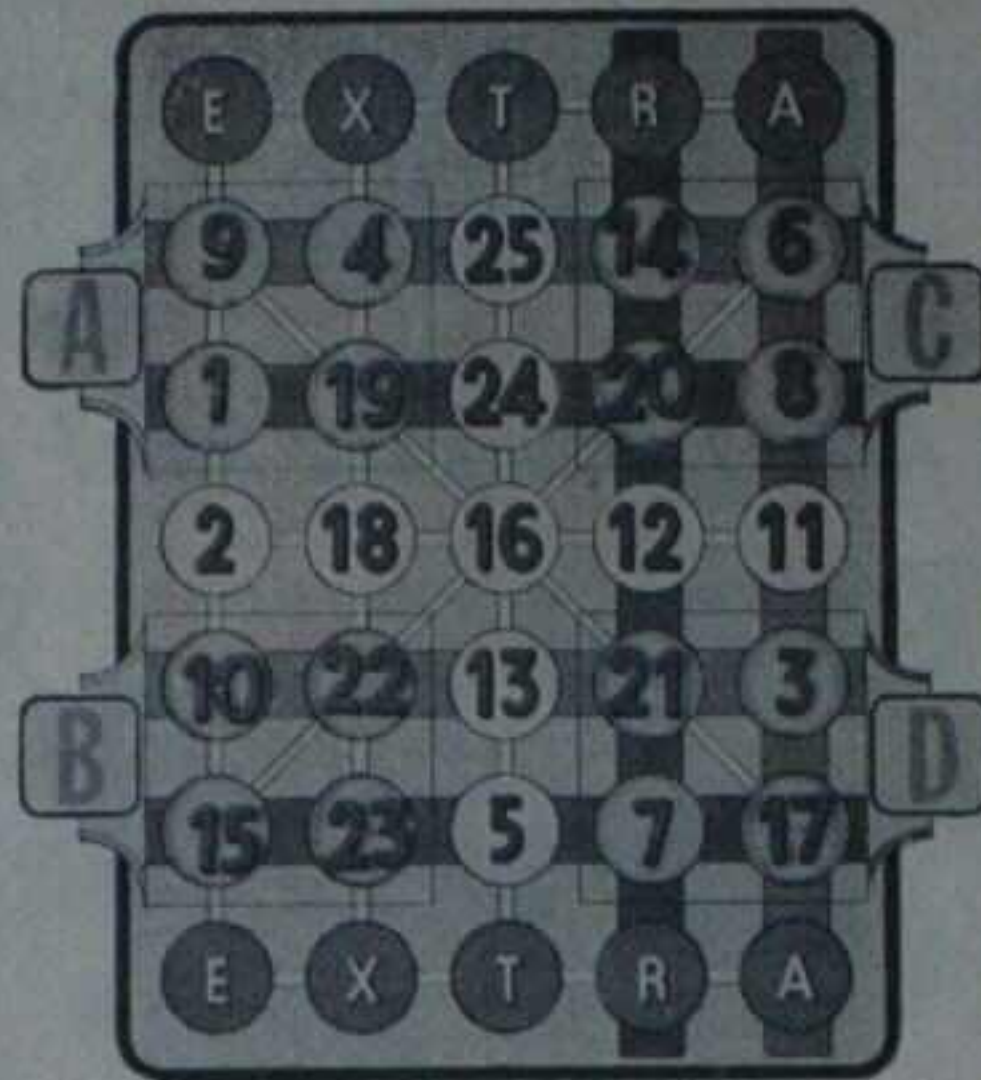
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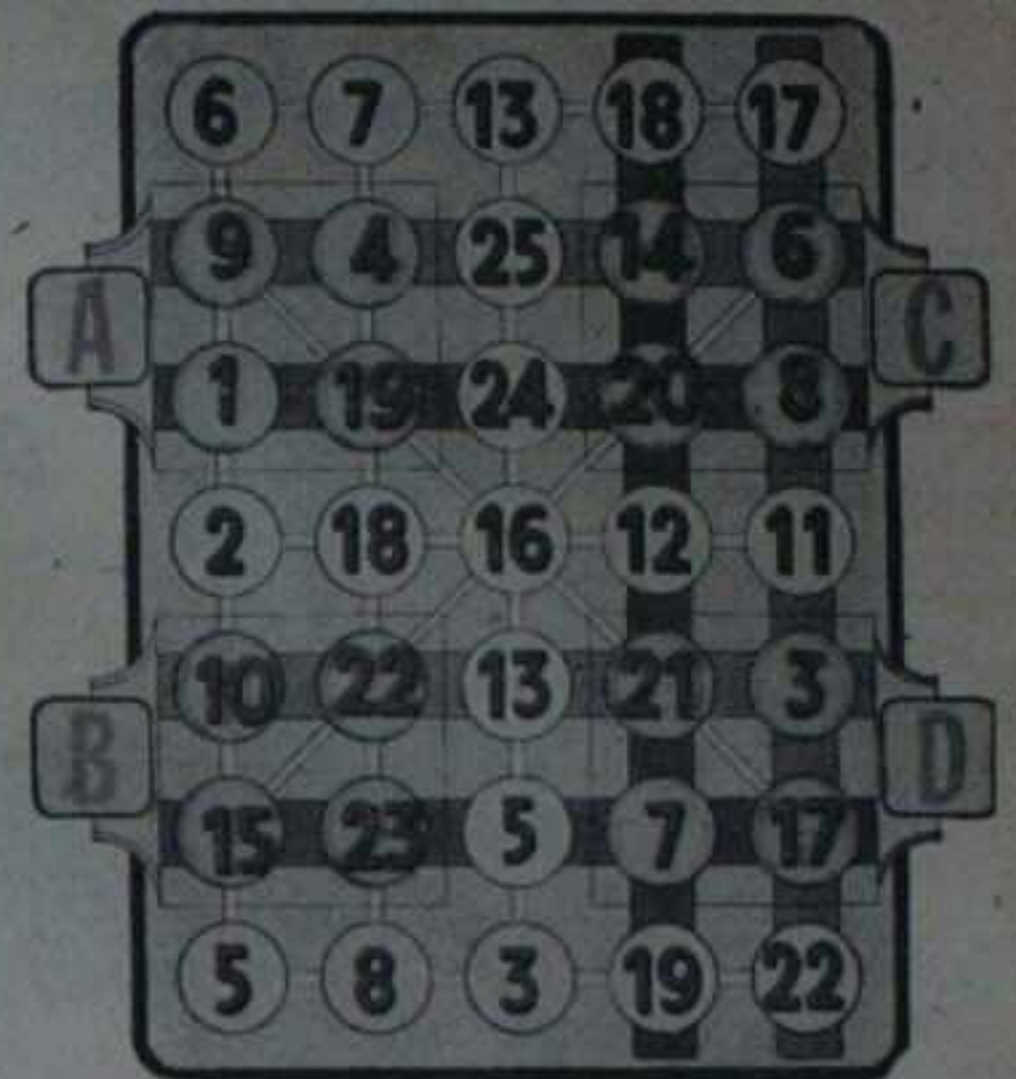
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1 OR 2 SHOTS PER FRAME**

**10TH FRAME EXTRA SHOTS FEATURE**

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**EQUIPPED WITH  
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FAMOUS  
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