

# The Billboard

AUGUST 25, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Modern Music No Longer Dirty Word

### Dole System on Way Out; Hi-Fi and LP's Begin to Make Serious Works Pay Off

By BILL SIMON

NEW YORK — That one-time unmentionable, contemporary "serious" music—yes, even American serious music—is beginning to pay its own way. Thanks to high fidelity and long-playing recordings, the dole system may finally be on the way out, and modern composers may actually reap the rewards of their endeavor while they are still alive.

An unprecedented number of record releases during this summer indicates that somebody expects to make some money out of modern music. Mercury, Columbia and M-G-M, of the larger companies, actually have devoted the largest part of their summer releases to modern works, and for the most part by living composers.

#### Decca Accelerates

Decca, thru its Deutsche Gramophon affiliate in Germany, is accelerating its importation of contemporary European works. Composers' Recordings, Inc., a new company sponsored by the American Composers' Alliance, is recording nothing but contemporary American music and has just released its first five records.

In a booklet, "Concert Music U. S. A. - 1956," published by Broadcast Music, Inc., this week, there is an analysis of the currently available LP recordings listed in the July Schwann catalog. BMI has found that modern music has fared exceedingly well at the hands of the record producers.

#### Quintupled

Of works written between 1900 and 1955, compositions totaling 1,451 by 238 composers have been made available on 2,520 recordings. Of music clefied between 1800 and 1855, some 776 works by 48 composers are available on 2,548 recordings. Almost five times as many moderns have gained representation with about twice as many different works.

During this summer alone, more than 50 different works by living composers have hit the commercial market.

Several of the companies have made it clear that they are not in this out of philanthropic feelings. In the earlier days of LP, while everyone was rushing to get their "bread and butter" repertoire on the new disks, most of the modern music recordings were made by means of subsidies from various educational foundations, grants, and from BMI itself.

#### Seven Sponsors

Today there are at least seven sponsors for one or more disks each year, but their contribution is infinitesimal in the over-all picture. Further, most of these no longer are outright grants, but instead are "advances" to be paid back out of royalties, and then used to encourage additional new recordings.

Several reasons are advanced for the "arrival" of new music. As Wilma Cozart, of Mercury's classical artists and repertoire staff, has put it, "American moderns know

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## ENG. LIBERACE, M'LORD FOLEY, TO BOW IN U. S.

By BOB BERNSTEIN

LONDON—British royalty will invade American television this winter with the proposed debut of Lord Adrian Foley, pianist, Peer of the Realm and active member of the House of Lords.

Eighth baronet, a line which dates from 1711, Lord Foley is currently making two pilot films in London for the U. S. market. The half-hour shows bear a marked similarity to the Liberace stanzas, the m'lord's wardrobe will be limited to two simple outfits, his Eton blazer and his Coronation robes.

Billed in Britain as "the Liberace of England," Lord Foley says he is prevented by his position from earning a living as an entertainer there. If and when his TV series sells here, he will embark on an extensive supper club tour, backed by live TV guest shots.

The parallel to Liberace becomes more striking in the light of the pianist's inclusion of his mother, the Rt. Hon. Lady Foley, in sequences of his telefilms. Lady Foley will

(Continued on page 6)

## Battle Lines Form For the Sellingest Juke Box Fall Yet

### 200-Selection Phonos Key Ingredient In Hard-Sell Stew for Coming Months

By BOB DIETMEIER

CHICAGO—The liveliest battle for sales in juke box history is shaping up for this fall. Never before has the industry been blessed with a greater wealth of equipment to do battle with.

In part, it will be a battle of selections. As a result, it could mark 1956 as the most decisive year of the business. Selective music has reached its peak in 200-selection equipment. The place this equipment occupies in today's juke box business still remains a question. The phonograph record business, because of the increased juke box market represented by the 200-plays machines, has a considerable stake in the answer.

Those on every level of business—manufacturer, distributor and operator—will each have his own hard-sell program. Each will be armed with an impressive array of equipment to merchandise. They will be offering machines with 50

to 200 selections, over a dozen color combinations, at least that many different models, and coin chutes which may be set for nickel play, dime play, dual pricing of any combination of nickels, dimes, quarters or half dollars desired.

#### Full-Line Selling

Each segment of the business will be selling "full-line." The manufacturer and the distributor will be selling operators to meet the need of any place of business which uses a juke box.

The operator, in turn, will be selling the tavernkeeper or restaurant owner a machine tailored to meet his particular requirements, a machine which will return both operator and owner mutually satisfactory collections.

At least that's how it works out in theory. Until now, in practice, it has often worked out differently. That's what will make the operators' battle this fall a lively one. For example, say an operator sells the location owner on installing a machine. The operator has already figured out what commissions from collections he can pay to the location in order to realize a fair return on his investment. So far, so good. Another operator calls on the same location and hungrier for new business, offers the location a machine with a greater number of selections with the same deal or maybe with just slightly reduced commissions for the location. The first operator, if he gets a chance, will have to refigure to see whether he can top the second one, and the battle is on.

#### Planned Strategy

Real selling strategy develops by operators who walk to a location with a "complete tory," being able to offer deals on any number of machines. This should become the

(Continued on page 84)

## Jukes, Cars: Wide Choices

CHICAGO—Selectivity, a word which sets the juke box apart from other music mediums, has taken on a second meaning. Just as the automobile industry in recent years has greatly increased selection in models, colors and equipment, so has the juke box business.

Juke boxes are now available in a dozen models with numbers of selections ranging from 50 to 200. Most offer a choice in coin chutes for nickels, dimes, quarters and even half-dollars—in various combinations, a wide variety of colors.

## NEWS OF THE WEEK

### Goldwyn Movies Move Into TV, Maybe on NTA Film Network . . .

A block of 41 Samuel Goldwyn movies are moving into TV. A report last week indicated they would constitute the first program of the new NTA Film Network going on the air in two months. The package includes 25 top pictures with such stars as Merle Oberon, Gary Cooper, Joel McCrea and Bob Hope. . . . Page 2

### Cigarette Firms Refuse Many Co-Sponsors as Not Fittin' . . .

The cigarette companies' policy of considering as unacceptable for co-sponsorship of their programs certain products has become a major headache for networks and many advertisers. . . . Page 2

### Wallichs Foresees \$500 Mil Mark for Disk Industry by '60 . . .

Glenn Wallichs, Capitol Records president, predicts a \$500 million disk industry volume by 1960. High fidelity, better merchandising and general business conditions are listed as factors influencing an optimistic forecast. Wallichs indicated that the general public is just beginning to discover hi-fi. . . . Page 15

### Distaffers Best Disk & Phono Buyers in Teen-Age Group . . .

Teen-age boys spend more money, but the girls are better record and phono customers, according to a consumer survey of the youth market conducted by Scholastic Magazine's

Institute of Student Opinion. The study also indicated a decided brand-name preference by teen-agers for RCA Victor radios and phonos. . . . Page 15

### Expect 1,200 at Three-Day Wurlitzer Centennial Party for Music Ops . . .

Some 1,200 juke box operators and distributors and their wives are expected to attend the Rudolph Wurlitzer Company's three-day Jamboree in North Tonawanda, N. Y., celebrating their 100 years in music. The fete, which opens Wednesday, will feature entertainment, including record artists, variety acts and carnival rides. . . . Page 87

### 75 Auditorium and Arena Execs Gather in El Paso for Confab . . .

Seventy-five auditorium and arena execs gathered in El Paso, Tex., to discuss operating problems. Members debated whether the association should take steps to act as a clearing house for technical information being sought by architects, planners and survey groups. . . . Page 54

#### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	93	Music Charts . . . . .	30
Carnival . . . . .	65	Music Machines . . . . .	84
Circus . . . . .	62	Parks & Pools . . . . .	60
Comic Events . . . . .	78	Pines . . . . .	74
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Coin Machine Market . . . . .	91	Rinks . . . . .	61
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## Dept. of State Digs Moderns

NEW YORK—Composers' Recordings, Inc., newest company to promote modern American music on commercial records, received a substantial lift last week from the Department of State. The government agency placed an order on the entire CRI catalog, earmarking complete sets for all American information centers in Europe, Asia, and the Middle East, and for all America Houses in Germany and Central Europe.

With the impetus thus provided, CRI's conductor, Alfredo Antonini, planned to embark Sunday (19) to conduct a record American works in Europe, with the Oslo Philharmonic in Norway, and with the orchestra of St. Cecilia in Rome.

## FOURTH WEBS FIRST BUY?

# Goldwyn's Pictures on Way To TV, Maybe on NTA Net

HOLLYWOOD—The Goldwyn pictures are finally on their way into TV. According to a report here last week, they will constitute the first program offered national advertisers on the new NTA Film Network when it goes on the air in about two months. National Telefilm Associates is said to have cleared various different time segments for the Goldwyn films on upwards of 60 stations.

The deal between NTA, parent of the newly founded film web, and Samuel Goldwyn Productions, is understood to have been made quietly a couple of weeks ago. Goldwyn had broached a deal with only one or two other distributors, but the price he asked is said to have been too steep for a normal distribution deal.

NTA is reported to have worked out a completely different pay-off scheme, by which the movie producer was given a substantial down payment for the pictures with the potentiality of making up to \$100,000 apiece, depending on the amount of sponsorship NTA sells.

NTA is reported to have offered the same deal to M-G-M for a limited package of top pictures. But Metro seems to have some ideas of its own about networking feature films.

The NTA-Goldwyn deal is understood to be for a package of 41 pictures. Three years ago Goldwyn sounded out the TV market's potential for this package. He then decided it could not yield the \$100,000 he wanted. He put most of them into theatrical reissue and cleaned up about \$4,000,000 thereby.

The package, as reported, includes six pictures made after 1948. Whether these will actually go on the NTA Film Network this season is at this moment a matter of doubt. About 26 of the pre-1948 pictures in the package are regarded as tops for TV.

Jim Mulvey, Goldwyn president, was on his way out here from New York last week and could not be reached for comment at press time.

The six post-1948 pictures in the Goldwyn package are: "I Want You," 1952, Dana Andrews, Doro-

thy McGuire; "Edge of Doom," 1950, Dana Andrews, Farley Granger; "Our Very Own," 1950, Ann Blyth, Farley Granger; "My Foolish Heart," 1950, Dana Andrews, Susan Hayward; "Roseanna McCoy," 1949, Farley Granger; "Enchantment," 1949, Teresa Wright.

The rest of the package consists of: "Wuthering Heights," 1939, Merle Oberon, Laurence Olivier; "The Westerner," 1940, Gary Cooper; "The Cowboy and the Lady," 1938, Gary Cooper; "Stella Dallas," 1937, Barbara Stanwyck; "The Little Foxes," 1935, Bette Davis; "They've Got Me Covered," 1943, Bob Hope, Dorothy Lamour.

Also, "Goldwyn Follies," 1938, Zorina, the Ritz Brothers; "Woman Chases Man," 1937, Joel McCrea, Miriam Hopkins; "Dead End," 1937, Humphrey Bogart, Joel McCrea; "They Shall Have Music," 1939, Joel McCrea, Jasha Heifetz; "Ball of Fire," 1941, Gary Cooper, Barbara Stanwyck; "Marco Polo," 1938, Gary Cooper.

Also, "Barbary Coast," 1935, Ed-

ward G. Robinson, Joel McCrea; "Come and Get It," 1936, Joel McCrea, Edward Arnold, Frances Farmer; "Wedding Night," 1935, Gary Cooper, Anna Sten; "Nana," 1935, Gary Cooper, Anna Sten; "Beloved Enemy," 1936, David Niven, Brian Aherne, Merle Oberon; "Raffles," 1940, Olivia de Havilland, David Niven.

Also, "These Three," 1936, Joel McCrea; "Dark Angel," 1935, Fred MacMurray, Merle Oberon; "Real Glory," 1939, Gary Cooper, David Niven; "Splendor," 1935, Miriam Hopkins, Joel McCrea.

Also, "Whoopie," 1930; "Kid From Spain," 1932; "Palmy Days," 1931, and Eddie Cantor's "Roman Scandals," 1933; "Kid Millions," 1934, and "Strike Me Pink," 1936.

Also, "Bulldog Drummond," 1929, Ronald Colman, Joan Bennett; "Devil to Pay," 1930, Ronald Colman, Loretta Young; "Unholy Garden," 1931; "Cynara," 1932; "Condemned," 1929, Ronald Colman, Ann Harding (all of the foregoing starring Colman), and "One Heavenly Night," 1930.

## ROLLING ALONG

# Pontiac Net TV Re-Entry Is Near

NEW YORK—One of the latest developments in the new look-see the automobile companies are giving TV is the reported re-entry of Pontiac into the list of auto companies now actively interested in picking up additional TV properties. Pontiac, which has had more than a fair share of bad luck with network TV, recently dropped its half sponsorship of NBC's "Playwrights '56" after the show found itself overwhelmed by CBS' "\$64,000 Question."

Meanwhile, Chrysler's search for a new property, to be spot-booked in a selected group of markets, is

reportedly moving into its final phases. The firm is expected to select a show within the next week or so and perhaps sooner.

Among the film firms Chrysler's agency, McCann-Erickson, has been talking with are Screen Gems, which reportedly is pitching a new dramatic anthology series, and Ziv, which is said to be offering either "Annapolis" or "I Love a Mystery."

Plymouth, meanwhile, is understood to be cooling off on the idea of finding a personality around whom to build a new show and instead is now leaning towards the idea of picking up a piece of Dodge's new Monday night Lawrence Welk show on ABC. Dodge, according to reports, is willing to part with a piece of the show.

Ford also is reportedly on the lookout for additional TV properties.

## NBC Nears Inking Of Lincoln Barnett To One-Shot Docs

NEW YORK — NBC-TV is about to sign Lincoln Barnett to its writing staff for one-shot television documentaries. A free-lance writer for Life magazine, Barnett has a distinguished reputation as an authority on the nature of the earth.

Already signed for the same staff is Robert Emmett Ginna, an editor of Scientific America magazine.

## Kovacs Stet For 'Tonight'

NEW YORK — NBC TV will probably use Ernie Kovacs as a permanent Monday night replacement for Steve Allen on "Tonight," beginning this fall.

Kovacs was used successfully last season as a sometime substitute for Allen and has done very well in his summer replacement chores Mondays, 8-9 p.m.

## Ronson Switch On 'Playhouse' Opens 2 Slots

NEW YORK — A switch by Ronson of its sponsorship of CBS-TV's forthcoming "Playhouse 90" from an hour alternate weeks to a half hour every week has now made it possible for CBS to sell the open piece of the show to two advertisers, each of whom would pick up a half hour every week.

Up until the time Ronson made the switch, the show was available only to one advertiser willing to buy an hour every other week. The Ronson move, CBS feels, will make it much easier to fill in the remaining sponsorship holes in the show. Bristol-Myers and Singer are the other bankrollers already signed to sponsor the show. Each will bankroll a half hour alternate weeks.

## 'Bank' Time Chances Dim

NEW YORK—The probability is growing that "Break the Bank" will not wind up in the Tuesday night 10:30-11 time slot on NBC-TV this fall. Last week Benrus pulled out of alternate sponsorship of the show, leaving Lanolin as the remaining alternate sponsor.

The network has already been approached by several advertisers which have their own shows and want to take over full sponsorship of the time period. The fate of "Break the Bank" depends on whether it can get another alternate week sponsor quickly.

## Maybelline in Several Buys Of Allen Slots

NEW YORK — NBC-TV last week sold several participations in this fall's Sunday night Steve Allen show to Maybelline, which will share the last third of stanza with Polaroid. The September 9 telecast of the Steve Allen show will, however, be pre-empted for a showing of the British picture, "The Magic Box," which is to be sponsored by Esquire Boot Polish.

In exchange, Esquire will allow Polaroid to take over its December 15 sponsorship of a 20-minute segment of Sid Caesar on NBC for that sponsor's fall sales drive.

## PINPOINT PUSH

# 'Home' to Emphasize Selective Sponsorship

NEW YORK—New programming changes for "Home" in September will probably result in its further emphasis by the sales staff of the NBC-TV stanza on selective advertiser sponsorship of the property. The program will offer half-hour shows within the hour daytime strip built around such subjects as fashions, child care, homemaking, cooking and travel.

The intention of NBC is to go after clients whose sales message is specifically directed at reaching people interested in one or another of the subjects programmed. This would mean, for example, that manufacturers of fabrics, sewing machines and other fashion articles

would be approached to sponsor the half hours dealing with that subject.

Part of the NBC pitch is expected to be that since Life magazine with circulation 5,000,000, charges \$30,000 a page, "Home" by reaching 1.7 viewers per set or an audience of 1,500,000 at a price of \$8,700 per participation is actually delivering as big a circulation to those advertisers who want to reach a specific buying public. The reasoning is that among Life circulation there can be no more than 1,500,000 people who are potential purchasers of the product.

## IF NECESSARY

# IBM Okays Satellite TV Price Hike

NEW YORK — The International Business Machines' sponsorship of the launching of the earth satellite on NBC-TV in late 1957 is unique in one respect—the advertiser has signed an open-end agreement allowing the network to increase the price of the film program should further expenditures be necessary to improve its quality.

The current contract calls for a \$250,000 one-shot, hour documentary, half of which is to be spent for time and half for talent. It is to go into a prime nighttime hour. The client feels that since the presentation of the show is so far away, new and more costly techniques may be used for filming.

The actual launching of the earth satellite will be in the morning of the evening the show is presented. NBC will shoot that portion on film. But the main body of the show, also on film, will be concerned with the satellite's significance, both in terms of the history of the earth and its future. Top production names are to be signed by the web.

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### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
Phone: DUStar 6-6450  
New York 36, 1564 Broadway  
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Phone: FLaza 7-5900  
Chicago 1, 188 W. Randolph St.  
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930

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# New TV Spot Campaigns—

Future National Spot Drives—  
Contracts Being Signed Now

Deals Set During Two Weeks Ending August 4.

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

## NATIONAL SUMMARY

**Product and Advertiser**  
Art Instruction, Art Instruction  
Aunt Jemima Corn Bread Mix, Quaker Oats  
Avon Cosmetics, Avon  
Blatz Beer, Blatz  
Crest, Procter & Gamble  
Dr. Caldwell Laxative, Sterling  
DX Gas & Oil, DX Sunray  
Exquisite Form Bras, Foundation Garments  
Folger's Coffee, J. A. Folger  
Ford, Ford Motors  
Fresh Deodorant, Pharma-Craft  
Grapenut Flakes, General Foods  
Haley's M. O., Sterling

**Product and Advertiser**  
Hunt Club Dog Food, Standard Brands  
Instant Maxwell House Coffee, General Foods  
M & M Candy, Hawley & Hoop  
Nair, Carter  
Peter Shoes, International Shoe  
Phillips Milk of Magnesia, Sterling  
Poll Parrot Shoes, Robert, Johnson & Rand  
Pond's Cosmetics, Chesebrough Mfg.  
Purina Dog Chow, Ralston  
Shortening, Mrs. Tucker  
Tenna Rotor, Alliance Tenna Rotor  
Weatherbird Shoes, Peter Shoe  
Zerone-Zerex, Du Pont

## REGIONAL SUMMARIES

### Eastern

American Chiclets, American Chiclets  
Aunt Jemima Corn Bread Mix, Quaker Oats  
Avon Cosmetics, Avon  
Carling's Black Label Beer, Carling's  
Children's Shoes, Weatherbird  
Clorox, Clorox  
Crest, Procter & Gamble  
Decal, Nestle  
Dexter Sewing Machine, Grant  
Dodge Cars, Chrysler  
Emberstick, Whitehall  
Exquisite Form Bras, Foundation Garments  
Folger's Coffee, J. A. Folger  
Ford Cars, Ford  
Fresh Deodorant, Pharma-Craft  
Hunt Club Dog Food, Standard Brands  
Instant Anacin, Whitehall  
Instant Maxwell House Coffee, General Foods  
Interior & Exterior Paints, Patterson-Sargent  
Kasco Dog Food, Kasco  
La Batts Beer, La Batts  
Ladies' Home Journal, Curtis Publishing

Liquid Make-Up, Charles Antell  
M & M Candy, Hawley & Hoop  
Molson Beer & Ale, Molson Brewery  
Mars Candy, Mars  
Naidress, Helena Rubenstein  
Nair, Carter  
Nestle, Nestle  
Orange Juice, Kraft  
P.O.F. Fire Extinguisher, P.O.F. Corp.  
Pancake Mix, Quaker Oats  
Peter Shoes, International Shoe  
Poll Parrot Shoes, Robert, Johnson & Rand  
Ponds, Chesebrough Mfg.  
Pontiac Cars, General Motors  
Poultry, Swift & Co.  
Purina Dog Chow, Ralston  
Pyrex, Corning Glass Works  
Rice, Arkansas Rice Growers  
Salada Tea, Salada  
Seat Covers, Rayco  
Slimagic, Charles Antell  
Tenderleaf Tea, Standard Brands  
Top Value Stamps, Top Value  
Whitman's Chocolates, Whitman  
Zerone-Zerex, Du Pont

### Southern

Art Instruction, Art Instruction  
Aunt Jemima Corn Bread Mix, Quaker Oats  
Blatz Beer, Blatz Brewery  
Carter's Little Liver Pills, Carter  
Crest, Procter & Gamble  
DX Gas & Oil, DX Sunray  
Dr. Caldwell's Laxative, Sterling Drug  
Facial Frost, Charles Antell  
Haley's M. O., Sterling  
Hotel, Ocean Forest Hotel  
Instant Maxwell House Coffee, General Foods  
Louisiana Rice, Louisiana State Rice  
M & M Candy, Hawley & Hoops  
Mahatma Rice, Louisiana State Rice  
Milling

Nair, Carter  
Peter Shoes, International Shoe  
Phillips Milk of Magnesia, Sterling Drug  
Poll Parrot Shoes, Robert, Johnson & Rand  
Pond's Cosmetics, Chesebrough Mfg.  
Purina Dog Chow, Ralston  
Riso Shaving Cream, Carter  
Rotor Antenna, Radiant Antenna  
Salad Mixer, Arthur Meyerhoff  
Sieglar Gas & Oil Heaters, Sieglar  
Streitman Crackers & Cookies, Streitman  
Super Jet Spray Gun, Parker  
Tenna Rotor, Alliance Tenna Rotor  
Vegetable Compound & Tablets, Lydia E. Pinkham

### Midwestern

Alka-Seltzer, Miles  
Anti-Freeze, Zerone-Zerex  
Art Instruction, Art Instruction  
Avon Cosmetics, Avon  
Beef Project 57, Pfizer  
Big Top Peanut Butter, Procter & Gamble  
Blatz Beer, Blatz Brewery  
Bobbi, Toni  
Clothing, Walker-Adams  
Cookies & Crackers, Manchester Biscuit  
Cream of Wheat, Cream of Wheat  
Dr. Caldwell Laxative, Sterling  
DX Gas & Oil, DX Sunray  
Dog Food, Kasco  
Dove Soap, Lever  
Exquisite Form Bras, Foundation Garments  
Folger's Coffee, J. A. Folger  
Ford, Ford  
Fresh Deodorant, Pharma-Craft  
Good & Plenty Candy, Quaker City  
Chocolates  
Grapenut Flakes, General Foods  
Gum, Wrigley  
Haley's M. O., Sterling

Holiday Magazine, Curtis Publishing  
Hosiery, Free-Craft  
Jello Gelatin, General Foods  
M & M Candy, Hawley & Hoops  
Miss Wisconsin Cheese, N. W. Ayer  
Morton Frozen Pies, Morton  
Nair, Carter  
Nu-Soft Fabric Softener, Corn Products  
Oil Products, Champlain Refining  
Parliament Cigarettes, Philip Morris  
Peter Shoes, International Shoe  
Pink Ice, Redco  
Poll Parrot Shoes, Johnson, Robert & Rand  
Post Cereals, General Foods  
Powerhouse Candy, Walter H. Johnson  
Proctor Electric, Weiss & Giller  
Purina Dog Chow, Ralston  
Reader's Digest, Reader's Digest Assn.  
Robert Hall Clothes, Robert Hall  
Shortening, Mrs. Tucker  
Sinclair Oil & Gas, Sinclair  
Tenna Rotor, Alliance Tenna Rotor  
Vam, Wildroot  
Viceroy Cigarettes, Brown & Williamson  
Weatherbird Shoes, Peter Shoe

### Southwestern

Coca-Malt, Penic & Ford  
Exquisite Form Bras, Foundation Garments  
Flashlight Bulbs, Ray-O-Vac  
Food Service, Piccadilly  
Grapenut Flakes, General Foods  
Lava Soap, Procter & Gamble

Phillips Milk of Magnesia, Sterling  
Pillsbury Flour, Pillsbury  
Poll Parrot Shoes, Johnson, Robert & Rand  
Shortening, Mrs. Tucker  
Weatherbird Shoes, Peter Shoe  
Zerone-Zerex, Du Pont

### Rocky Mountain & West Coast

Apple Juice, Tree Top  
Avon Cosmetic, Avon  
Baking Soda, Church & Dwight  
Charm Curl, Toni  
Corset, Exquisite Form  
Flash Frozen Meats, Armour  
Folger's Coffee, J. A. Folger  
Fresh Deodorant, Pharma-Craft  
Glamorene, Glamorene  
Hunt Club Dog Food, Standard Brands  
Mattresses, Simmons

Mirro, Aluminum Goods  
Mobilgas, General Petroleum  
Purina Dog Chow, Ralston  
Poll Parrot Shoes, Robert, Johnson & Rand  
Salad Dressing, Ladies' Choice  
Seven-Up, Seven-Up  
Shortening, Mrs. Tucker  
Tuna, Star Kist  
Velvet Blend, Procter & Gamble  
Weatherbird Shoes, Peter Shoe

# Lack of Outlets Stops 'Clock'

NEW YORK—An early evening time slot opened up on CBS-TV last week as the result of the collapse of the web's deal with Pharmacraft for sponsorship of "Beat the Clock" in the Saturday, 7-7:30 p.m. time period.

Pharmacraft had been slated to sponsor the show in that time slot this coming season, when the show finishes its run for Sylvania in the 7:30-8 p.m. period. The network, however, was unable to clear enough stations to satisfy Pharmacraft's needs. The Saturday, 7-7:30 p.m. period is station time. This past year the time was filled by the Gene Autry show, which was sponsored by Wrigley's over a limited line-up of stations.

Goodson-Todman, packagers of "Beat the Clock," have not given up hope of getting "Beat the Clock" back on the air next season. Another time slot is being sought where the show will be able to obtain the station line-up that Pharmacraft wants.

# 'Tonight' Time Sliced in East

NEW YORK — The last half hour of "Tonight" will no longer be fed to the Eastern line-up of stations, which means it will only be telecast from 11:30-12:30 in this area. The move is being made because of sales problems affecting sponsors who want national coverage for their products.

Most advertisers want to buy the second half hour of the hour-and-a-half stanza because it is the earliest time they can get national exposure. They bypass the first half hour in the East and the last half hour in the Eastern, Western and Pacific regions because the Eastern portion is telecast 12:30-1, which they consider unacceptable due to audience drop-off.

The new plan is to give them the first half hour in the East and to repeat their commercials 11:30-12 in the West, and 12-12:30 on the Pacific Coast, the last half hour in those regions.

# Benrus Nears 'Big Story' Buy

NEW YORK — Benrus will probably buy alternate weeks of "Big Story," Fridays 9:30-10 p.m., on NBC-TV this fall. American Tobacco, the current full sponsor, will cut back to alternate weeks.

The show was to be alternately sponsored by Revlon, but the cosmetics firm decided against the buy. Benrus was to alternately sponsor "Break the Bank," but moved out last week. Lennen & Newell is the Benrus agency.

# M-G-M to Shoot 'Mr. Chips'

NEW YORK—M-G-M TV begins the shooting of a pilot in its first half-hour vidfilm series, "Goodbye, Mr. Chips," in September at its London Ainstree Studios. No production personnel or talent has been selected. The property will be readied for the 1957-'58 network season.

M-G-M TV will probably use its blocked funds to pay for production of the pilot, and the series if it is bought.

# JUST TOO CHOOSY!

# Cigarette Cos. Nix Many Co-Sponsors

NEW YORK—"How choosy can you get?" is a question that's being leveled at the cigarette companies these days with growing frequency — and often with rancor — by network and advertising executives alike.

It stems from the cigarette firms' long-held policy of refusing to co-sponsor shows with advertisers of certain products, among which are deodorants, proprietary drugs sold as general remedies for various complaints, personal hygiene products and even aspirin.

What's made the situation particularly vexing to the networks is that it's made their problem of selling properties vastly more difficult, now that the alternate sponsorship pattern has gained widespread acceptance, inasmuch as the cigarette companies are alternate sponsors of so many network shows.

**Part Sponsors**  
It's more than co-incidence, for instance, that a very high proportion of NBC's available nighttime properties have as part bank-rollers cigarette companies. These properties are "Noah's Ark," which is half sponsored by Liggett-Myers; "Big Story," half-sponsored by American Tobacco, and the Steve Allen show, one-third sponsored by Brown & Williamson.

Recently, the web had a similar problem with its "Stanley" show, when American Tobacco's insistence that Helene Curtis not be permitted to plug its Stoppette product resulted in Helene Curtis' withdrawal of its order for half the show. In that case, however, NBC was able to come up with Toni as alternate sponsor fairly quickly. The other shows mentioned, however, are still available—but only to advertisers acceptable to the cigarette companies which have already contracted for the show.

ABC-TV has a similar problem with two major properties—"Wire Service," half-sponsored by R. J. Reynolds, and "Navy Log," half-sponsored by American Tobacco.

**Reverse Poser**  
The webs, of course, also have the reverse problem of being unable to bring a cigarette company into a show that's already been signed by an advertiser that's on the cigarette companies' unacceptable list.

Advertisers of such "unacceptable" products are unhappy, of course, because the situation freezes them out of many desirable

# NBC Adds 2 Daytime Buys

NEW YORK — NBC-TV this week signed two more sponsors for its daytime programming. General Foods, for its Good Season dressing and Kool-Aid, bought two alternate quarter hours, one on "It Could Be You" and one on "Modern Romances."

Mentholatum purchased an alternate quarter hour on two shows as yet undetermined.

# 'Lux' to Tint on Regular Schedule

HOLLYWOOD—"Lux Video Theater" will become the first nighttime dramatic program to go to color on a regular schedule, making the switch to that beginning with "Top Rung" on August 23.

It's understood that part of the color tab for the J. Walter Thompson-produced series will be picked up by NBC-TV. Stanley Quinn is executive producer.

able network properties—at a time when such shows are difficult to come by.

Nobody denies the right of cigarette companies, or any advertiser, for that matter, to bar certain products from its shows. The right not to have conflicting products, for example, advertised on the same show has long been held sacred by the entire industry. But many executives feel the cigarette companies are going too far.

Ironically enough, the cigarette companies themselves are often subject to this type of discrimination on the part of other advertisers who feel cigarettes are not a product with which they want to share sponsorship of a show.

**Added Irony**  
Another irony is that in at least one instance this policy has been of some detriment to the cigarette company involved. Liggett-Myers, it's long been known, has been seeking to trade part of its "Drag-net" and "Gunsmoke" shows for part sponsorship of shows tied down by other advertisers. One of the things that's probably making its task more difficult, is that some of the shows that L.&M. would like to co-sponsor thru such an exchange are sponsored by advertisers unacceptable to the cigarette company.

# Eye One-Shots For 'Landmark'

NEW YORK — CBS-TV has just about given up hope of selling its "Landmark" series for this coming season as a regular "three weeks out of four" show, and instead is aiming to sell it and put it on the air as an occasional one-shot. The fact that "Landmark" is a film show, which has to go into production soon if it is to be ready for a fall start, is where the problem lies.

The web had been hoping to put it into its Sunday, 5-6 p.m. slot and almost had a sponsorship deal with the American Association of Railroads wrapped up. The web turned down the commercial copy the association wanted to use, and the deal fell thru.

CBS-TV is now pitching "The Seven Lively Arts" as a Sunday 5-6 p.m. offering. It's a live show, which gives the web more time to sell it. One week out of four CBS plans to air "See It Now" in that time slot. As yet, however, no deals for any Sunday 5-6 p.m. show have been made.

# 'See It Now' Eyed By Trane Company For Bow Into TV

NEW YORK — Following the lead of other big industrial companies which for the first time are beginning to look with keen interest upon the TV medium, the Trane Company last week was reported to be considering sponsorship of CBS-TV's "See It Now" series.

The Trane Company, whose account is handled by Campbell-Mithun, manufactures heating, cooling and air-conditioning equipment.

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming

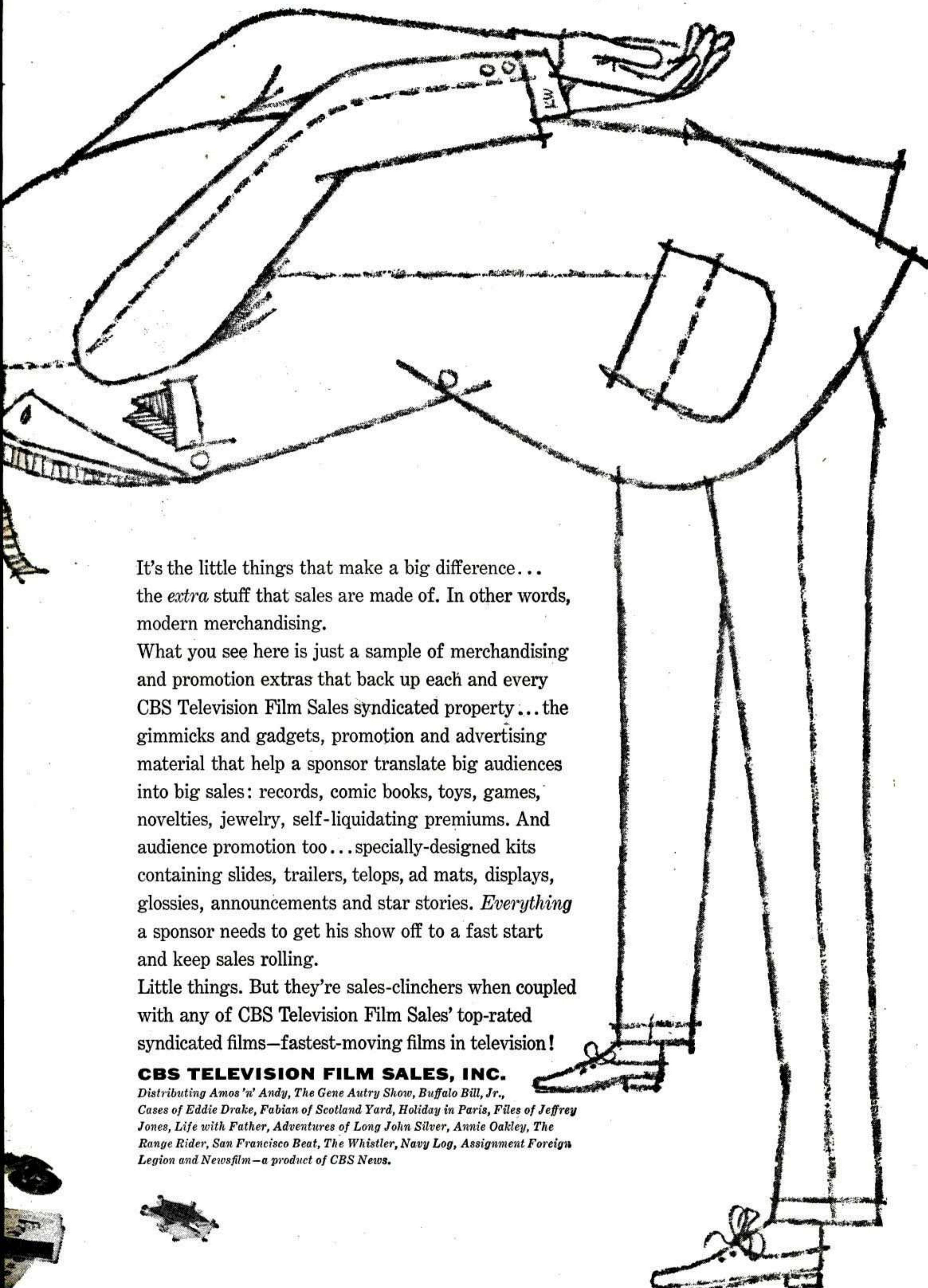


ONLY THE BILLBOARD —  
among over-all entertainment weeklies—is a member of the  
AUDIT BUREAU OF CIRCULATIONS.



**WHAT'S THE GIMMICK?**





It's the little things that make a big difference... the *extra* stuff that sales are made of. In other words, modern merchandising.

What you see here is just a sample of merchandising and promotion extras that back up each and every CBS Television Film Sales syndicated property... the gimmicks and gadgets, promotion and advertising material that help a sponsor translate big audiences into big sales: records, comic books, toys, games, novelties, jewelry, self-liquidating premiums. And audience promotion too... specially-designed kits containing slides, trailers, telops, ad mats, displays, glossies, announcements and star stories. *Everything* a sponsor needs to get his show off to a fast start and keep sales rolling.

Little things. But they're sales-clinchers when coupled with any of CBS Television Film Sales' top-rated syndicated films—fastest-moving films in television!

**CBS TELEVISION FILM SALES, INC.**

*Distributing Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, The Range Rider, San Francisco Beat, The Whistler, Navy Log, Assignment Foreign Legion and Newsworld—a product of CBS News.*

This One



T7JZ-T7B-2Q92

Copyrighted material

## ALL NEW LINE-UP

# WOR All Out in Revamp Of Sked for RKO Film Use

NEW YORK—One of the boldest and most extensive uses of a huge library of feature films will be made in the completely revamped schedule that indie WOR-TV, the "Million Dollar Movie" station here, will present to advertisers and viewers in the fall of 1956. The station will air 30 different pictures a week in a total of 64 showings.

It has spent weeks in a thorough analysis of the RKO library that it acquired from its parent, RKO Teleradio. As a result of this study, it earmarked each picture not suitable for its top-rated "MDM" for a variety of special appeal programs, including "Love Story," "Comedy Theater," "Hour of Danger," "Weird Theater," "Riders of the West" and "Theater of Movie Classics."

The station will use a live wrap-around for several of its new movie programs. It has signed Constance Bennett as hostess of its "Theater of Movie Classics," in which it will give four showings each Sunday of an RKO hit of the 1930's.

#### Other Hosts

It will also hire hosts for "Weird Theater," a Saturday night program giving four runs of an RKO spook picture, (such as "Cat People" with Simone Simon) and "Hour of Danger," a 10-run theater between and after each night's "MDM," playing RKO whodunits such as "The Saint" and "The Falcon."

WOR will have only four hours of half-hour syndicated film per week. Its only live show will be Ted Steele, 2-4 p.m. and 5-6 p.m. weekdays.

The new WOR schedule hits the competition with opposites. The

## 2 New Shows Set on Coast

HOLLYWOOD — "Famous Sheriffs and Fabulous Outlaws," western tele series created by Martin Van Laas, has been scheduled for filming by Studio City TV this fall. Show is the first on the drawing board for the Republic Pictures subsidiary for the new season.

In other program developments, Jack Benny's J&M Productions has signed Marge and Grower Champion for a series. Pilot film is scheduled for January, with the program alternating between live and filmed shows, according to Irving Fein, company prexy.

Autry-Rogers' Westerns will be moved up to 4-5 p.m., where there will be little other kid programming. Its cartoon show, which it will call "Crusader Rabbit's Terrytoons," will be slotted 7-7:30 p.m. (with a live emcee), when the other stations here will have finished their cartoons.

WOR is launching its sales campaign on its new movie programs this week. Its "MDM" for this season is already a sellout. The new shows will be sold in whatever size segments the clients want, with the proviso that participating sponsors can be bumped for a full sponsor.

## KTTV's M-G-M Buy Firms Up L. A. Mart

HOLLYWOOD — Acquisition by KTTV of the M-G-M block of features tends to have strengthened, rather than weakened, the Los Angeles market as far as feature film distributors are concerned. The reaction among stations has varied, there seems to be general agreement that the pix will continue to come as high priced as ever.

The M-G-M buy of 725 features gives KTTV an unprecedented library of over 900 pix, all from the majors. The station already is playing the Columbia package (104), and has first-run rights to National Telefilm Associates' 20th Century-Fox block of 52.

Station execs have insisted from the start that this is not a switch in the policy of airing TV film series; that if distributors had come up with first-class product, they would have bought it, and that they're still in the market for first run vidpix. The features were bought, says film director Dick Woollen, because they represented the best product available.

Nevertheless, repercussions in syndication are almost certain to follow. KTTV has been, more or less, the anchor station of the distributors, outbidding and outbidding other channels. Despite the avowal that purchases will continue (and there are some deals pending at the moment), time available for vidpix, and the price that can be obtained, is bound to be curtailed sharply.

Unanswered Question  
Just how this will effect other stations, especially KTLA and KHJ-

Its promotion of the new line-up will start next week, when it will run a sneak preview of each of the new programs. Between next week and the end of October it will spend \$75,000 in promotion, taking 23,490 lines in 11 local newspapers.

At the rate the new WOR schedule will eat up feature films, it seems clear that the station will have virtually exhausted the vast RKO library by the end of the 1956-'57 season. It is likely that the station will make at least one more big block deal before the end of this season in preparation for the next season.

TV which have been programming features on a much more modest basis (Billboard, August 11) is a question which no one seems quite willing or able to answer.

Jim Higson, program director of KHJ-TV, says that the channel will continue its policy of stripping one feature per week. The station has the Selznick package and the RKO block, including 13 of the "RKO Finest 52."

KTLA recently purchased 52  
(Continued on page 11)

## NOT JUST QUIZ

### Goodson-Todman Add Other Shows to Output

NEW YORK—Tho it will in no way reduce its interest in panel and quiz formats, Goodson-Todman Productions now plans to increase its output of film properties, including drama, adventure and situation comedy.

By January 1, according to its new sales manager, Bud Austin, the packaging outfit expects to have about a dozen properties ready for the national market. About half of them will be panel or quiz, the other half film shows. Austin anticipates the firm will then stick to a 50-50 balance.

Some of the shows will be co-production deals. Already it has two shows going with Screen

## 'GE Theater' to Use All Film

NEW YORK — The "General Electric Theater" will probably present only half-hour film shows after the beginning of next year. General Electric has decided that it would rather have an all-film show, instead of a combination of half film and half live as has been the procedure during the past two seasons. The show is on CBS-TV, Sundays 9-9:30.

It will, however, take some time to build up the film production staff, so that production can remain at high quality. MCA-TV produces the series for GE and will continue to handle the all-film operation too. S. Mark Smith has been named producer of the live version of GE Theater until it goes into an all-film operation. He replaces Leo Davis.

## 3d Act of 'Boheme' 1st in Series of Opera Films by OP

CHICAGO—The third act from "La Boheme" will be the first in a series of half-hour grand opera TV productions to be filmed in Chicago's Civic Opera House on August 25. This pilot film is being produced by Operating Productions, Inc. The executive director is Lawrence Kelly, former managing director of the Lyric Theater of Chicago.

Using an orchestra of 60 men, all from the Chicago Symphony Orchestra, Kelly plans to film the high points of most of the famous operas.

## BRIT'S GIFT

### Lord Foley To Tickle 88 in U. S.

• Continued from page 1

also participate in her son's nitery act, singing from a ringside table.

#### Royal Two Ways

Lord Foley, like the Candelabra Kid, is a bachelor in his mid-30's, with dimples calculated to raise the blood pressure of teen-ager and housewife alike. Related two ways to the Royal Family, he has been a frequent escort of Princess Margaret, if not a possible suitor.

Last June, M-G-M released an LP recording of Lord Foley playing show tunes. The Billboard review called his style "in the Eddy Duchin tradition." The performer himself describes his keyboard technique as "Horowitz gone pop."

His 130-year-old baby grand will accompany him to America in December. An Erard of ivory and mother-of-pearl, the instrument has been appraised for \$30,000 and has the family crest and motto ("That I may do good") inlaid in precious stones.

Lord Foley turned down an offer of an all-glass piano like Liberace's on the grounds that an Erard brought success to Chopin and Liszt and that's good enough for him.

#### Posh Parties

"I'm frankly tired of playing at posh parties for nothing," confesses the bespectacled musician. "After all, one can't ask a duchess for money. So I'm looking forward to America, where I can find legitimate work and audiences."

Unlike poor Liberace, who sits on a small wooden piano bench to play, Lord Foley will be making music from a blue velvet throne chair emblazoned with the royal E II R, on which he sat during the Coronation.

have is designed for daytime slotting. It has an audition tape on this property.

Austin emphasizes that the firm will never get out of the quiz business. It has on file over 100 ideas for panel and audience-participation formats that it has yet to develop.

Goodson-Todman has two quiz shows definitely set to continue in the 1956-'57 season, "What's My Line?" and "I've Got a Secret," with "Beat the Clock" a possibility. "Landmark," an hour-long film show, has yet to be assigned a slot by CBS.

## TOP SHOW PLUGGERS

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

WICU, Erie, Pa.: "Leahy's Football Forecasts"

Stepping out for second place in the two-channel category of The Billboard's 18th Annual Promotion Competition was this Erie outlet. The station, in fact, won a previous competition put on by Du Pont for its Zerone and Zerex products. Du Pont's Merchandising Competition award and this accolade were based solidly on the extensive work done on "Frank Leahy's Football Forecasts."

Operating on all fronts, WICU left no stone unturned. A brief record reflects an all-out campaign. There were 513 on-the-air announcements of the coming debut, 31 newspaper ads and 14 mentions in TV columns.

From October 15 to November 15, a large display was on view in the studio lobby. Letters were sent to 100 high school and college athletic directors, colorful display cards were sent to the schools. At various football games some 20,000 handbills were distributed. And, just to make sure no one was missed, the station distributed 15,000 door-to-door cards. Add news stories, window streamers for Zerone and Zerex dealers and the campaign becomes pretty extensive.

Also a contest of sorts was instigated to encourage constant viewing. Every Tuesday evening a "Player of the Week" is chosen from local school athletes and presented on the program. For the premiere of the show, 200 coaches, dealers and other guests were on hand for the launching. To Jack W. Schumacher, director of promotion, and Ben McLaughlin, general manager, go the credit for this campaign's success.

(Next Week: ABC Film Syndication.)

# CISCO KID 29.4

HOUSTON



Duncan Renaldo as "CISCO"

High-rated among the top TV ten in 3-station Houston, Ziv's CISCO KID beats the big names . . . Lawrence Welk, Jackie Gleason, Disneyland, I Love Lucy and others. \* (Telepulse, May '56)

Write, phone or wire for full facts on this fabulous audience producer!

CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD



Leo Carrillo as "PANCHO"

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.

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.

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

FOR FALL

CBC Lines Up Roster Of Festivals

TORONTO—New programs on the Canadian Broadcasting Corporation TV roster this coming fall include a series of six "festival" type of features, Canadian produced, with big-name stars from south of the border.

The "festival" programs will be produced by the network for Chrysler under the title of "Chrysler Festival." The series begins November 14 in the 10 p.m. slot and runs for an hour each.

Names such as Mario Lanza, Harry Belafonte, Gisele Mackenzie, Oscar Peterson, Alec Templeton, Nanette Fabray, Tito Gobbi, Glenn Gould, Jose Greco and others are being mentioned.

Another new program on the CBC-TV net will be the Perry Como show, fed live from NBC.

Film programs include "The Brothers," "On Trial" and "Oh Sussannah."

Several programs seen last year via kine recording will now be carried live from their point of origination. These include "Kraft TV Theater" and "Climax!" while "Disneyland," a film feature, will be seen simultaneously with the American nets.

Shows of last year to return are: "Here and There," "Citizens' Forum," "You Are There?" Burns and Allen, "Open House," "Howdy Doodly," "The Millionaire," "On Camera," "I Love Lucy," "Big Town," "Cross-Canada Hit Parade," "CBC Folio," "Jane Wymann's Fireside Theater," "Jackie Rae Show," "Country Hoedown" and the "NHL Hockey" telecasts.

KFTV M-G-M Buy

Continued from page 6

Warner's, as of the moment the station doesn't plan to alter its policy of buying only one top block a year.

KNXT (CBS) has acquired 104 Warner pix and, according to program director Don Hein, is on the lookout for more. Hein believes that as far as features are concerned, it's still a sellers' market.

He's backed up by Selig Seligman, general manager of KABC-TV (ABC). Seligman contends that distributors are asking "amazing prices," e.g. about \$1,000 per pic, and that, going against the trend, he's going to cut down on features and concentrate more on TV film.

Of the other two channels, KRCA has reruns of the NTA package which KFTV is first-running, and KCOP, which uses relatively few features and has brought none of the majors' releases, is programming an Atlantic TV block.

LOS ANGELES
7 TV STATIONS—1,744,000 TV HOMES
Population—5,666,200 (3d in U. S.)
Buying Income—\$11,272,051,000 (3d)

PROVIDENCE
2 TV STATIONS—201,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)

ST. LOUIS
3 TV STATIONS—535,400 TV HOMES
Population—1,849,200 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)

WASHINGTON
4 TV STATIONS—483,400 TV HOMES
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)

TOP NETWORK SHOWS
1. \$64,000 Question, KNXT, T. ... 36.7
2. Do You Trust Your Wife, KNXT, T. ... 29.3

TOP NETWORK SHOWS
1. \$64,000 Question, WPRO, T. ... 35.8
2. Ed Sullivan, WPRO, Su. ... 35.3

TOP NETWORK SHOWS
1. \$64,000 Question, KWK, T. ... 36.7
2. What's My Line? KWK, Su. ... 28.7

TOP NETWORK SHOWS
1. Ed Sullivan, WTOP, Su. ... 31.8
2. \$64,000 Question, WTOP, T. ... 28.7

TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, KABC, M-F. ... 9.9
2. News-Geo. Putnam (11 p.m.), KTTV, M-F. ... 8.9

TOP MULTI-WEEKLY SHOWS
1. Esso Reporter, Weather (11 p.m.), WJAR, M-F. ... 18.0
2. News Caravan, WJAR, M-F. ... 16.0

TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, KWK, M-F. ... 12.8
2. News Caravan, KSD, M-F. ... 11.9

TOP MULTI-WEEKLY SHOWS
1. 11 p.m. Report, WTOP, M-F. ... 11.9
2. Mickey Mouse Club, WMAL, M-F. ... 10.9

TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), KTTV, M-9:00 ... 16.0
2. Life of Riley (NBC), KTTV, M-8:30 ... 15.2

TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJAR, T-10:30 ... 22.3
2. Mr. District Attorney (Ziv), WJAR, M-10:30 ... 20.8

TOP SYNDICATED FILMS
1. Inspector Mark Saber (Thompson), KWK, T-9:30 ... 21.7
2. Celebrity Playhouse (Screen Gems), KSD, T-9:30 ... 20.7

TOP SYNDICATED FILMS
1. Celebrity Playhouse (Screen Gems), WTOP, T-10:30 ... 13.7
2. Mr. District Attorney (Ziv), WRC, M-10:30 ... 13.5

THIS WEEK'S FILM BUYS

ABC FILM SYNDICATION
CODE THREE
WICU, Erie, Pa.: Erie Brewing-Koehler

UNDER THE SUN
KLAS, Las Vegas, Nev.: First National Bank of Nevada

THE BIG PLAYBACK
KUTV, Salt Lake City: Johnson Motor Jet Jackson

STAR PERFORMANCE
MERLE OBERON
"Exquisite woman. Always loved her in the films, Pip."
"50 do the more than 45 stations who bought her programs among the whole Award-Winning group of 153, Old Boy."





## RCA Host to Press at Dem Convention

Will Repeat Pitch This Week in San Francisco

CHICAGO—Radio Corporation of America and its Victor products division pulled a big public relations coup at the Democratic convention here last week, and are looking to repeat the pitch this week at the Republican conclave in San Francisco.

RCA requisitioned an area of 10,000 square feet on the floor of the International Amphitheater, where the convention was held, and set up a hospitality center for all newsmen representing every type of publication. Open during all working hours of the show, RCA ringed its area with seven Spartan auto trailers, each equipped with RCA air-conditioner, hi-fi phono, TV and tape recorders. More than 2,000 writers were served meals and cold drinks.

The Victor host was Vaughn Monroe, who also sang for the delegates. Monroe posed for pictures with more than 200 delegates, and recorded about 150 tape interviews, which are being sent back to the politicians' home town radio stations. Joining Monroe in his hospitality chores were such notables as Gen. David Sarnoff, RCA chairman of the board.

*(Continued on page 20)*

## Mercury Sets Special Bonus On Kidisks

NEW YORK — Mercury Records last week kicked off a special bonus-incentive plan on its kiddie disk labels, Childcraft and Playcraft.

The promotion, which runs thru September 31, calls for dealers to receive one free Childcraft or Playcraft EP when they order 12 platters on either label, and one free LP (anything in Mercury's catalog, pop, etc.), when they order 24 Childcraft or Playcraft disks.

Mercury is providing dealers with special kiddie browser boxes (holding seven and 10-inch disks) and a four-color catalog listing the Childcraft and Playcraft lines.

## RCA MULLS SWITCH TO EP DJ SERVICE

NEW YORK—RCA Victor is considering a plan, whereby deejays would be serviced with EP's (two single releases in one package) rather than 45 singles, thereby cutting down on production and mailing costs and making it easier for jocks to play both sides of a new release on the same show.

Several other major labels are interested in the project, and if Victor carries it off successfully, there are strong indications that the other companies might follow suit. This could bring about an industry switch similar to that which occurred, when record manufacturers decided to scrap 78 RPM deejay releases and make them 45's exclusively.

The switch from 78's to 45's was a cause celebre for some time in the broadcasting industry, and the new EP project might be expected

## Decca Goes All Out With Al Jolson

NEW YORK—Five LP's of Al Jolson material, everything the late singer ever recorded under the Decca banner, have been released by the diskery as part of its fall package.

Following World War II, and about a year prior to the release of "The Jolson Story" the singer was signed by Decca for eight sides. Exploitation value of the pic and its successor "Jolson Sings Again," brought a healthy sale for the sides, which were followed in the later years by more than 60 additional slicings.

Currently released sets each carry about 14 bands and the disks are priced at \$4.98.

## Am-Par Sales Up 900% in Wash. & Ore.

SEATTLE — ABC-Paramount Records has increased its sales 900 per cent in Washington and Oregon since the label set up its own distribution branch here a couple of months ago, according to Am-Par prexy Sam Clark.

At the same time Clark noted that the Seattle branch, headed by ex-Capitol exec, Gene Becker, this month took over distribution of three outside labels—Disneyland, Cricket and Zephyr—in addition to ABC-Paramount and its subsidiary Mickey Mouse Club line. The Seattle branch also is handling exclusive distribution of Steelman Phonos in Washington and Oregon.

## THEY'RE SCREAMIN' AGAIN

### Frankie Brings Back Swing Panic to Paramount

NEW YORK — Frank Sinatra was an overwhelming success on stage at the Paramount Theater here last week, and the thunderous audience acclaim he received at every show should go a long way toward helping the singer forget the lukewarm reception he was accorded in the same theater only four years ago.

At that time, Sinatra made trade history when he stopped in the middle of a ballad and with wistful irony remarked, "This is where

they used to scream." They were the basis of the first two-day grosses (over \$20,000 each day) the Paramount Theater expected the seven-day run to break the house record for a non-holiday week. On opening day, the line began to form at sunrise and was well around the block by 8 a.m.

At the peak of his career performance-wise, Sinatra's skillful showmanship, sock phrasing and powerful personal magnetism on stage had almost a physical impact on the Paramount audience Wednesday (15). His aptly titled opener—"You Make Me Feel So Young"—set the mood for a nostalgic, yet basically timeless half hour of great old ballads and swiny rhythm tunes, including "Just One of Those Things," "Little Girl Blue," "I Get a Kick Out of You" and "My Funny Valentine."

*(Continued on page 29)*

Meanwhile, Victor has made no definite decision, pending further study of cost factors, certain technical problems (how much space should be allowed between bands, etc.) and consultations with its distributors. If okayed, the project reportedly would go into effect in mid-September.

The adoption of the EP plan would undoubtedly result in considerable savings for the major labels, since they each service (paid and unpaid) around 2,000 deejays with singles (from four to 10 releases a week) on a regular basis. The Victor plan would apply to pop, country and western and rhythm and blues, but only disks in the same category would be coupled on an EP.

## Gals Best Disk & Phono Buyers in Teen-Age Bracket

Pose Spotlights Preference for Pop Disks, RCA Phonos by High School Set

By JUNE BUNDY

NEW YORK—Teen-age boys spend more money than girls, but the girls are better record and phono customers, according to the latest consumer survey of the youth market conducted by Scholastic Magazines' Institute of Student Opinion.

The 1956 survey, conducted among more than 4,000 representative junior-senior high school students (ages 12-18) in communities across the country, also indicated a strong brand-name preference on the part of teen-agers for RCA

Victor radios, phonos and radio-phono combinations.

RCA's leadership in the low-priced 45 r.p.m. phono field is probably a significant factor in its popularity among the soda set. In line with this, it's interesting to note that RCA recently launched a promotional drive in the teen-age market, via its special offer of a \$25 "Glenn Miller Vol. 1" album for \$5, with the purchase of any 45 player, priced at \$29.95 and up.

The current Scholastic study reveals that America's 13,000,000

teen-agers have a total income of over \$7,000,000,000 a year, an increase of 26 per cent over a similar survey made in 1953. According to the 1956 survey, boys save almost twice as much money as girls and spend about one third more, with the average teen-ager having a weekly income of \$10.55.

Approximately the same amount of boys and girls own radios (from 73 to 79 per cent), while RCA is the top brand preference of both girls and boys in junior and senior high school. However, the girls take the lead in the phono and record field. More than 60 per cent of junior high school girls and 59 per cent of senior high school girls own phonos, as compared to 48.6 per cent of junior high school boys and 50.4 per cent of senior high school boys.

Brand-wise, RCA Victor is way out in front in the phono field—preferred by 40 per cent of girls and 33.6 per cent of boys in senior high school and 37.9 per cent of girls and 28.7 per cent of boys in junior high school. Philco is second choice, with less than 8 per cent of the votes in either grade category. Philco also runs second

*(Continued on page 20)*

## Sees \$500 Mil. Disk Trade Gross by '60

Capitol's Wallichs Bases Prediction On Hi-Fi, Merchandising, Biz Trends

HOLLYWOOD — Glenn Wallichs, president of Capitol Records, Inc., last week predicted a record industry gross in excess of \$400 million in 1956 and, "barring any economic upheaval, the industry should exceed \$500 million by 1960."

Wallichs pointed to high fidelity, improved merchandising means and the general business trend as in-

fluencing factors in his industry forecast. "High fidelity continues to be an exciting discovery for millions of people," he declared. "Perhaps we in the industry are a bit weary of the term high fidelity, but it is always at this point that the general public is just beginning to discover it. We haven't even scratched the surface in selling the potential for high-fidelity music reproduction. It is astounding today to see modest homes in tract areas building in hi-fi along with the plumbing and heating."

With respect to the huge number of LP's currently being released, and the often asked question, "How much can the public absorb?" Wallichs stated: "There is some point at which the public can no longer absorb the influx of new albums."

*(Continued on page 20)*

## Wolsky Adds 2 Bargains to Fall Sampler List

NEW YORK — The fall bargain list continues to grow with the launching of two new 12-inch Samplers by Wally Wolsky's Today's Items diskery. Both list at \$1.49.

The first Today's sampler, shipping this week, is entitled "Flying Saucer," and it includes 10 copy-cover versions of 10 top pop disks, including 18 selections.

Next week the diskery will issue its "Family Record Album" sampler, with 12 excerpts from the outfit's various standard LP's. Pop, country, cha cha cha, folk, waltz and hymn numbers are included.

According to Wolsky, talk about his first sampler landed 12 new distributors for the diskery in the past couple of weeks. After several changes, the line now carries a total of 18 distrib, with the biggest gaps still to be filled in the South and on the West Coast.

In addition to the 12-inch line for retail disk shops, Today's Items puts out a 10-inch LP line primarily for chain stores. The samplers carry what Wolsky describes as a "liberal" discount.

## Col. Sets Fall Buy-of-Month

NEW YORK—Columbia Records has set its \$2.98 Buy-of-the-Month specials for September.

In the classical category, it will be a coupling of the Lalo Synchronie Espagnol and the Bruch Violin Concerto in G Minor, both played by the violinist Isaac Stern with Eugene Ormandy and the Philadelphia orchestra.

The pop special will be "On the Sunny Side," with the Four Lads.

## All-Time Marks By Capitol in Sales, Profits

HOLLYWOOD — Capitol Records' sales and profits reached an all-time high water mark during the fiscal year ended June 30, 1956, with President Glenn E. Wallichs reporting sales of \$25,647,468 and net income of \$3,209,969 before taxes.

Net income after \$1,610,502 of federal and Canadian income taxes amounted to \$1,599,367 and is equivalent after preferred dividends to \$3.35 a share. Figure compares with net income of \$920,022 or \$1.92 a common share in the calendar year 1955.

*(Continued on page 29)*

## Col. Signs The Duke to Exclusive Pact

NEW YORK—Duke Ellington, a free agent for the past year, signed a long-term exclusive contract with Columbia Records last week. The deal was negotiated for Columbia by special projects staffer, Irving Townsend.

According to Columbia, Ellington will devote most of his efforts to the cutting of new material. This will include a "Musical for Records" based on the history of jazz.

Meanwhile, the diskery has gleaned one and a half 12-inch LP sides from Ellington's performance at the recent Newport Jazz Festival, which was generally acclaimed as a high spot in his 30-year career. The total Newport issue, is expected to total four disks.

Ellington has been under contract to Columbia several times in his career, most recently about five years ago.

# Majors Aim at Company-Owned Branches in Place of Distrib

## Eye Greater Profits, Flexibility; Control Over Salesmen, Inventory

By JOEL FRIEDMAN

HOLLYWOOD — Despite the fact that the record business is at an all-time high, there are strong indications that the major diskeries aim to establish more and more company-owned branches in preference to independent distributors.

The move by Mercury Records along these lines recently (The Billboard, August 11), along with those of other majors in similar directions, has given vent to the belief that other company-owned branches are being planned by some of the majors.

Primarily, the decision to establish a branch as opposed to the appointment of an independent distributor is influenced by the territory in question, the credit and past performance of a present distributor, and the determination that a company-owned branch could be operated at a profit. Marginal territories have seldom proven to be profitable operations for a major firm except in unusual circumstances.

The present line-up of the major disk firms shows Capitol with 26 branches and 11 distributors; Columbia, 34 distributors and 3 branches; Decca with 28 branches and 15 distributors, and RCA Victor with 43 distributors and 5 branches. RCA Victor, differs from all other major firms in that virtually all distributors and branches also handle the RCA line of white goods and other electronic products.

The advantages of a company-

## Geller Leaves Cap A.&R. Job For Ford Seg

HOLLYWOOD—Harry Geller, who joined the artist and repertoire department at Capitol Records some six weeks ago, this week announced his resignation to become musical director of the new Ford tele show on NBC-TV this fall.

Geller worked with Capitol's classical a.&r. producer. His position is expected to be filled shortly.

New tele series stars Tennessee Ernie Ford and the Voices of Walter Schumann, and is scheduled for an October 4 debut. Geller will work under the direction of Schumann. He formerly was West Coast repertoire chief for RCA Victor, and before that worked in a similar position for Mercury Records.

## Bruce Debs New Label

NEW YORK — Monte Bruce, erstwhile operator of the Bruce disk label, has returned to the business after a one-year hiatus. Bruce and his wife, Toni, claim to be the sole owners and operators of a new Tetra label, and of Tetra Music Corporation, a new publishing firm affiliated with Broadcast Music, Inc.

Talent signed and already inked for Tetra includes a rock and roll group, the Neons, and a rockabilly singer, Bill Flagg. Several distributors have been set, including Tico in New York.

Bruce sold out his interest in Bruce Records and in the affiliated Newway and Belvidere publishing firms to his partner, Leo Rogers, more than a year ago.

owned distribution network are self-evident. The diskery in question gains relative freedom of control, there never is a question concerning policy, and the unit and gross profit accordingly is also higher. One of the most serious problems a company has is that of getting its distributors and subsequently record dealers, to adequately stock and re-fill its catalog. The problem is somewhat diminished by having company-owned branches, in that inventory for all intents and purposes is predetermined.

The control of sales personnel plays an important part in the operation of a branch. Salesmen are not encumbered with other lines, be it records or other products, and accordingly can devote all their efforts to selling and exposing his company's line.

It's the opinion of several sales

executives in the industry that changes will be made simply because business is exceptionally good. They point to additional profits that might be theirs were they represented with company-owned branches.

Traditionally, both Capitol and Decca have long adhered to company-owned branches instead of distributors. It is only in the smaller marginal territories, where operating at a profit is questionable, that both firms do not have their own sales headquarters. Columbia only recently set up its three branches, in St. Louis, Kansas City and Philadelphia. RCA Victor has branches in Los Angeles, Chicago, Kansas City, Detroit and Buffalo. King Records, veteran independent label, has its own branch set-up throughout the country, handling only its King, Federal and De Luxe lines.

## MODERN MUSIC'S GETTING OFF DOLE

### Contemporary Works Begin to Pay Own Freight, Thanks to Rise of Hi-Fi, LP's

• Continued from page 1

how to score for orchestra and band. This is great for hi-fi."

Mercury currently is in the fifth year of its association with the Eastman Foundation, which sponsors the Eastman-Rochester Symphony and the Eastman Symphonic Band and Wind Ensemble. A new contract with Eastman was signed by Mercury last year, renewing what the company has termed "a very successful endeavor." Eastman pays musicians' costs on all dates and is paid back in royalties. Mercury pays all other costs.

Several of the Eastman diskings have been surprisingly big sellers, among them Copland's Third Symphony, Hanson's Fifth and Barber's First. Currently Mercury is riding high with a summer release, Colin McPhee's "Tabuh-Tabuhan," which appeals strongly to hi-fi addicts. This is one of the few Mercury diskings underwritten by outside money, with the American Composers' Alliance advancing the costs. This may already have been earned back by ACA.

There have been several other contemporary works that have caught on. Generally, a modern work that sells between 10,000 and 15,000 copies in its first year is considered a very successful entry. Few sell that many, but several are known to have gone considerably higher.

M-G-M hit the jackpot with Weill's "Three Penny Opera." Decca scored with Orff's "Carmina Burana," and then followed up with the same composer's "Catulli Carmina" and "Trionfo di Afrodite." Now Angel plans to bring out his "Die Kluge" next month. The possibility of hitting the jackpot with unknown cluffers and works is no longer remote.

Every summer Columbia puts out several LP's in its Modern American music series. This year the label issued eight modern LP's in late June alone, with about 20 different compositions included by such as Harris, Stravinsky, Persechetti, Sessions, Carter, Schoenberg, Copland, McPhee, Weisgall and Gesenway.

M-G-M has been issuing contemporary works in the majority of

its releases. Seven living composers were represented in July: Berger, Bloch, Holmboe, Glanville-Hicks, Britten, Pinkham and Copland. Even RCA Victor took a flyer this month with a pairing of cello sonatas by Hindemith and Barber, played by Gregor Piatigorsky.

Decca, thru DGG, is in on a con-  
(Continued on page 18)

## ALL NEW LINE-UP

# Cap Album Programming Service for Radio, TV

HOLLYWOOD—In a bid for further air play of its popular album line, Capitol Records last week inaugurated its first pop album programming service for radio and TV stations, making available a basic catalog of 70 12-inch albums and a disk jockey kit to contain a minimum of 70 new pop album releases each year.

New album service will cost stations \$15 a quarter, and includes in addition to the albums, comprehensive programming material and a three by five-inch library file card for each album. Latter will note titles, artists, album notes, a list of selections, writers, publishers, time of selections, performance rights, etc.

The basic library, composed of 70 of Capitol's best-selling albums, may be purchased by stations at the flat rate of \$60. It is necessary to subscribe to the new album service in order for stations to qualify for the basic library, tho both need not be ordered at the same time.

The firm's new programming service is scheduled to begin August 21 and will include a package of 15 releases. Only one subscription per radio or television station will be honored, according to Capitol execs. First kit includes such albums as "The King and I," "High Society," "Dance to the Bands,"

## WHEREVER YA GO THERE'S RADIO

OCALA, Fla.—The slogan, "Wherever you go there's radio," will be given an added boost August 30 when Station WMOP, Ocala, will attempt an entire day of broadcasting underwater at Silver Springs.

WMOP manager, Jim Kirk, and Vernon Arnette are slated to go underwater at 6 a.m. into a submarine tank and attempt to stay under until the station signs off the air at 7:15 p.m. All programs will originate underwater. Other members of the staff, news director Ed Sherer, program director Gene Turner and country d. j. Nervous Ned Needham will do special programs from the tank.

## MORE \$\$

# Thar's Gold In Them Side Burns

NEW YORK — Elvis Presley will literally — as well as figuratively—become a household word this month when Special Projects, Inc., launches the first line of Presley-endorsed merchandise on the market. A T-Shirt and a line of rock and roll costume jewelry are among the first Presley products.

Special Projects, Inc., which also merchandises "The Lone Ranger" and "Ding Dong School," is handling all license tie-ins for Presley, who stands to make much moola on the deal, since he controls all merchandising rights on his name. The new Presley products will be aimed at the teen-age market—blue jeans, charm bracelets, soft drinks, etc. — and the warbler will help plug them, via personal appearances in department stores, etc.

Meanwhile, Presley has been set  
(Continued on page 18)

# Cap May Get Jump on HMV's Longhair Line

HOLLYWOOD — It now appears likely that Capitol Records will acquire rights to the huge HMV line of classical masters prior to the official expiration of the existing contract between Electric & Musical Industries, parent company of HMV, and RCA Victor. The present pact expires in April, 1957.

Capitol at present is collating information concerning the property; the physical inventory of masters and content of material to be made available to them. Even in the event that Capitol should not get the HMV line before April of next year, the firm in all probability will have virtually all of its printed matter, album covers and promotion material ready for immediate distribution to distributors and dealers. Preparation for the latter has already begun at Capitol.

The possibility that Capitol might have some HMV classics ready for release this fall was also seen. Capitol last year surprised the industry by coming out with the bulk and strength of its fall program relatively late in the season, in late September. It seems probable that the company will also have a surprise program for a similar period this year, a program which may include the release of some HMV material.

A top echelon Capitol exec averred that the company is presently setting its production and factory pressing schedules to include HMV works for release in the near future.

## 50G ACTION

# Mag Article Basis of Suit By Stevens

HOLLYWOOD — Arnold Shaw's article, "Jazz West Coast," appearing in the current issue of Esquire magazine, was the basis for a \$50,000 damage action filed by composer Leith Stevens against trumpeter Shorty Rogers here last week.

Action in Los Angeles Superior Court (15) charged unfair competition, injury to his profession and asked for the damages specified. Shaw's tome credits the films, "The Glass Wall," "The Wild One" and "Private Hell 36" as having been scored by Rogers, altho the complaint states that Stevens scored the pictures. Stevens later declared: "This action is the climax of two or three years of innuendo's by Rogers to the effect that he has been responsible for much of my work."

Similar actions, according to Stevens, will be filed by attorney Abe Marcus against Shaw and Esquire in New York.

## Powell & Newborn Pact With Victor

NEW YORK — RCA Victor signed two important jazz names last week, both pianists. These were the veteran modernists, Bud Powell, and the new star, Phineas Newborn Jr. Powell had been with the Norman Granz firms and Newborn's first LP was issued by Atlantic earlier this month.

The pacts were set by Victor's jazz chief, Fred Reynolds. In the pop division, artists and repertoire head Joe Carlton signed a new Japanese thrush, Moon Kim.

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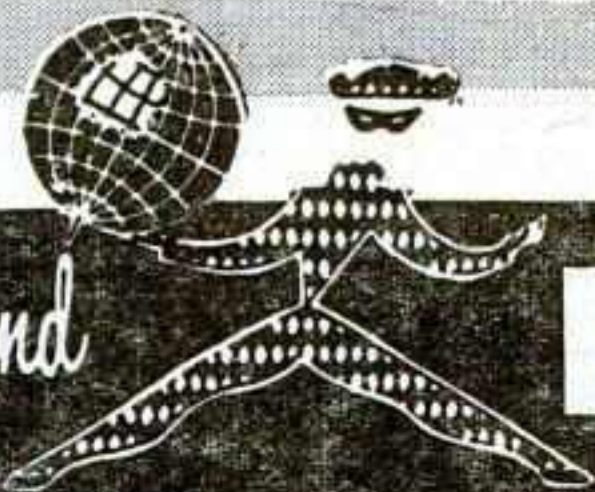


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**NEW DISKING TREND?**

**Signs Pointing Toward Non-Exclusive Pacts**

**HOLLYWOOD** — There are signs of growing unrest among recording artists, indications that point to the possible future growth of non-exclusive disk deals and a subsequent weakening of the balance of power held by major recording companies.

The swing to non-exclusive record pacts is by no means an en masse movement of talent. It has been highlighted, tho, in recent months by arrangements made by such artists as Bing Crosby, Louis Armstrong, Lionel Hampton, Pearl Bailey, Benny Goodman and Dave Bruback. The foregoing are no longer under exclusive contract to any one of the majors, and have seen fit to make their record deals as they come up, generally on a one-shot basis only.

Why the sudden unrest, the desire for "contractual freedom?" The artists themselves, and in some cases a number of repertoire men, opine that basically the moves have been prompted by an artist's dissatisfaction with the choice of material, the sales and promotion of his records, and even personality

clashes between talent and diskery executives.

In other instances, artists believe they can possibly realize enormous disk revenue not otherwise possible thru alignment with subsidiary disk projects, i.e., one-shot record albums for clubs, premium deals, children's records, etc.

The most recent examples of non-exclusive pacts are those made by Bing Crosby and Pearl Bailey. Crosby will continue to make records for Decca, he okayed a deal for the "High Society" film package at Capitol and most recently finished recording an album tentatively titled "Bing Swings" for Norman Granz's Verve label. Miss Bailey recently inked her Coral contract, made four sides for indie Sunset Records and currently has releases out by Mercury and Verve. Similar situations exist with many other artists who have since chosen to record on a non-exclusive basis.

**Blame Top-Heavy Rosters**  
A number of major artists, still under exclusive contract, have expressed their desire to go the same route on the premise that most of the major labels are already top-heavy. "It's difficult," they say, "for any major company to do justice to everybody under contract. There are too many singers, too many releases and not enough good songs that can properly showcase an artist."

A number of big-name stars have also been known to try to make deals calling for their ownership of the masters and subsequent leasing to the record company of their choice. None of the majors have knowingly agreed to such an arrangement, for in so doing they would lose one of their most valuable assets, namely, the opportunity to build a catalog.

**JOHNNY LONG ORK FOR CHRYSLER PREEMS . . .**

The Johnny Long orchestra, which this week shifts back to General Artists Corporation after three years with MCA, has been engaged by the Chrysler Corporation for engagements in Detroit and Dallas to herald the 1957 model automobiles. Detroit date is for 10 days beginning August 31, and the Dallas stand runs 16 days beginning October 6. For the remainder of October and November, the Long ork is set on college dates and one-nighters thru the East.

**NO SHIFTS**

**RCA 'Very Happy' With Coast Team**

**NEW YORK**—"We don't contemplate any changes on the West Coast." This was the answer given by RCA Victor vice-president and general manager, Larry Kanaga, last week to the rumors that had been circulating all week regarding shifts in the California disk department administration.

"We're very happy with our team out there," said Kanaga. However, the exec indicated that hereafter there would be a much closer liaison established between the Coast and the upper hierarchy here. New York based execs will rotate in making frequent trips to California in order to help out the locals with on-the-spot, authoritative policy decisions. First of the execs will be singles division chief, Bill Bullock, who was scheduled to fly to Hollywood last weekend. Vice-presidents Kanaga, George Marek and Howard Letts will follow at intervals.

**PIV RECORDS FIRM FORMED BY RIGGIO . . .**

Piv Records, headed by Steve Riggio, has been organized in Hollywood. New indie firm will specialize in band recordings, with future plans calling for the organization of a road band. Firm is currently seeking national distribution, with its first release due next week.

**WISE TO LONGHAIR A.&R. POST WITH URANIA DISKS . . .**

Ronald Wise has been appointed classical artist and repertoire chief of Urania Records. Wise, who has been working with Urania prexy, Sieg Bart, in lining up the label's 30 new LP releases for this fall, was formerly active in the classical a.&r. departments of RCA Victor and Mercury.

**FREED RECOMMENDS TWO FOR CORAL PACTS . . .**

Disk jockey Alan Freed is responsible for two new Coral Records pacts. The deejay's discoveries, are Jimmy Cavello and his House Rockers from up-State New York, and the DeMilo Sisters, from Newark, N. J.

**New York**

M-G-M Records has signed TV and night club thrush Toni Carroll to a disking pact. . . The diskery

**15G Advance on N. Y.'s 1st Annual Jazz Festival**

**NEW YORK** — The First Annual New York Jazz Festival, one of the largest jazz bakes this summer, to be held at local Randall's Island Stadium August 24 and 25, reportedly had racked a \$15,000 advance sale at press time.

A late substitution puts Dizzy Gillespie on the Saturday (25) bill, replacing Lionel Hampton. The balance of the line-up that night includes Dave Brubeck, Gerry Mulligan, Chet Baker, Don Shirley, Jazz Messengers, Billy Taylor, Lee Konitz, Coleman Hawkins, Buck Clayton, Wild Bill Davison, Al Cohn and Chris Connors. Friday's cast will include Count Basie, Joe Williams, Lester Young, Modern Jazz Quartet, George Shearing, Erroll Garner, Gene Krupa, Bud Shank, Zoot Sims, Bob Brookmeyer, Bobby Hackett, Don Elliott and Billie Holiday.

**Gold in Sideburns**

• Continued from page 16

for an important role in a new 20th Century-Fox movie "The Reno Brothers (an "A" Western), following which he will make a film at Paramount. Hal Wallis, who signed him for Paramount, is loaning Presley to 20th Century-Fox for the first picture, because the studio isn't ready to roll on its own Presley movie.

With movies, TV, records, and personal appearances, Special Projects estimates that Presley will make an unprecedented 30,000,000 "consumer impressions" within the next year.

**Capitol Service**

• Continued from page 16

packages, "Oklahoma," "Carousel," etc.

Capitol will continue to service disk jockeys as it has in the past, allocating free distribution of albums as it sees fit. The new station programming service in no way will affect the company's existing pop album disk jockey policy.

New service complements Capitol's existing classical programming service which offers 60 albums per year at \$12.50 per quarter.

**MUSIC AS WRITTEN**

**Modern's Getting Off Dole**

• Continued from page 16

temporary program in Germany, similar to Columbia's here, but with larger works. German composers exposed thus to the American market include Werner Egk, (already known thru his "Magic Violin") Fortner and Hartmann. Quartets by Ginastra (an Argentine) and Lajtha (a Hungarian), both new to disks, came out last month. Domestically, Decca has cut new disks of music by Lukas Foss, Franz Waxman and Castelnuovo-Tedesco, which will be out next month.

No doubt, monopolization of the standard repertoire by top name artists on major labels has forced the newer and fringe album makers into the unexplored avenues. Having virtually exhausted the pre-classical schools by now, they have turned to the moderns, and now their enthusiasm has been spurred by the emergence of the several hi-fi "sleepers" among them.

Several of the companies are out to get the "definitive" interpretation of a work recorded as performed or conducted by the composer himself. The particular work may be unknown today, but if, in future years, it catches on with the public, the composer's version will be the easiest one to sell. The value even of old recordings conducted by the late Richard Strauss, of Bartok and others has borne this out.

Consequently, we have Columbia's current project of recording the works of Stravinsky, under his supervision. Decca-DGG is doing the same thing with Hindemith in Germany. Even poorly recorded disks conducted by Shostakovich, or with the Soviet composer on the piano, enjoy a profitable run here on several labels.

Where recordings are being subsidized, the same sponsors formerly made outright grants to composers, but today, they feel they can do far more for the composer and his music by putting the money into a recording. This insures performances and also some degree of self-liquidation. Among these sponsors today we have the Naumberg Foundation (one a year), American Composers' Alliance (sponsor of its own diskery, Composers' Recordings, Inc.), the National Institute of Arts and Letters (two a year), the Eastman Foundation (Mercury's program) and the Rockefeller Foundation, which foots the bills for the Louisville Symphony's program of commissioning and recording new works (a large number each year, available only to subscribers).

**Amortized Cost**  
It must be pointed out that the basic cost of many modernist disks is amortized by sales to schools and libraries. However, individual consumer sales are sharply on the upswing. Exposure of the material via the public institutions is undoubtedly contributing to the growth of general public interest.

In this round-up are not included some of the modern "old masters," some of whom have been "accepted for many years and some of whom are no longer alive. These would include Sibelius and Vaughan-Williams, and even the younger Walton.

The late Bela Bartok has been a favorite disk subject in the past year, with several multi-disk surveys of his works projected by several different labels. But it appears that a composer no longer has to die in order to bring this about.

has also produced an Art Mooney EP disk including themes from the upcoming pic, "Giant," starring the late James Dean. The disk also carries the Mooney-disked themes from "East of Eden" and "Rebel Without a Cause." . . . Mike Conner, erstwhile Decca promotion chief, flies to the West Coast (21). Pianist Red Garland, of the Miles Davis quintet, has been signed to a three-year pact by Prestige Record as the leader of a trio.

Joan Tietjen, executive secretary to the president at Columbia Records since 1951, has been promoted to the post of executive assistant. . . . Thursday (23) will find pianoman Errol Garner appearing on NBC-TV's Home Show, Luncheon at Sardi's, the Cafe Lounge Show and the Steve Allen show. . . . Roger Williams, appearing with the New Haven Symphony in the Yale Bowl, Tuesday (14), pulled 11,000 payers to bring this summer concert series there into the black, following early reversals due to bad weather.

The Four Lads opened a three-week slotting at New York's Copacabana Friday (17). . . . Norman Granz' presentation of "Jazz at the Hollywood Bowl" Wednesday (15) broke all records at the Bowl. . . . Moe Gale has been taken off the critical list at Mt. Sinai Hospital here following a five-hour operation for an intestinal ailment on

(Continued on page 29)

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LOST MY  
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**SOMEBODY  
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LIKES  
ME**  
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HIS OWN  
**IF I WERE A COUNTRYSIDE**  
THE  
POETIC QUALITY  
OF THIS  
GREAT RECORD  
IS REFLECTING  
IN SALES OF ASTONISHING  
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## A VET LONG-HAIR DEALER SPEAKS

# Classical Disk Sales Hinge on Aid To Cognoscenti & Neophyte Buyers

HOLLYWOOD—In the classical record field, there are two types of buyers who really need competent help. That's the opinion of Alfred Leonard, veteran Los Angeles dealer, and owner of the Gateway to Music store here.

The first is the music lover who knows good music, knows what he wants to buy, requires a store where he can find it, and is looking for somebody who is qualified to handle that type of merchandise, according to Leonard. "It's easy to see," he says, "that a customer might lack confidence, and the dealer lose a sale, should a particular symphony be completely unknown."

The second type of buyer, he points out, is the one who is becoming interested in good music, and who needs all the expert help in classical music he can possibly get.

To meet the demands of these two types of buyers, Gateway to Music, founded by Leonard in 1939, now has a total of 10 persons on its staff, with at least three on the floor at all times. A record inventory of between \$30,000 and

\$45,000 is on hand at all times and the Gateway inventory is turned over at least four times annually.

Leonard feels that today's record buyer is a spur-of-the-moment customer. This fact, coupled with the new merchandising approaches and the multiplicity of classical albums now available, occasioned by the introduction of the LP record, has completely changed the operation of a classical record store, according to Leonard.

### Bigger LP Display

To keep pace with the changing times, and concurrent display and merchandising problems, Leonard has modernized his store to allow for a greater display and exposure of albums, added listening booths which now total six, and recently introduced a completely-stocked high fidelity equipment department. Operating in a highly competitive market, Leonard has also advertised his wares extensively and is currently offering the buying incentive of a free 12-inch LP from a list of six, with the purchase of any two LP's at regular list prices.

A dealer's purchase of LP's, says Leonard, requires a high degree of skill, and "is almost as hazardous as horse racing." "Until the introduction of the LP," he indicates, "there were few recordings of a complete opera or symphony, whereas today, there may be as many as 20 different versions of any one work available." In Leon-

ard's opinion, this gives rise to two major problems confronting dealers today.

First, until two years ago, a dealer was protected against his own errors in judgment in ordering disk merchandise, by the semi-annual return privilege. That margin of safety no longer exists. Secondly, the dealer who tries to carry a representative stock will find that his purchases of required merchandise will exceed the number of LP's that can be eliminated quickly from inventory. Therefore the dealer's need for capital is constantly on the rise.

Leonard is the living example of what he classifies as prerequisites of a successful classical dealer—more skill and a considerably broader knowledge of classical music than is necessary for the full-time dealer. Introducer of classical repertoire to station KLAC here, Leonard also originated the Los Angeles Music Guild in 1945. A graduate attorney and musicologist of the University of Berlin, he has had close associations with many leading artists and presented the first performances here of Otto Schnabel, Elizabeth Schumann, Rudolf Firkušny, the Paganini Quartet and many others.

In addition to a thoro knowledge of the classics on the part of the proprietor, Leonard says the primary requisites of a classical record shop are "highly qualified personnel and a complete inventory of all classics."

## GE to Unveil All-Transistor Pocket Radio

BRIDGEPORT, Conn.—A new, all-transistor pocket radio, with rechargeable batteries good for 10,000 hours of use, has been announced here by the General Electric Company.

Featured with the recharger carrying case as an accessory are two nickel-cadmium rechargeable cells which fit into the set in place of standard mercury or carbon penlight batteries. These can be recharged as many as 200 times by plugging into any AC house outlet overnight. The radio will operate while charging and will play an average of 50 intermittent hours per charge at medium volume level.

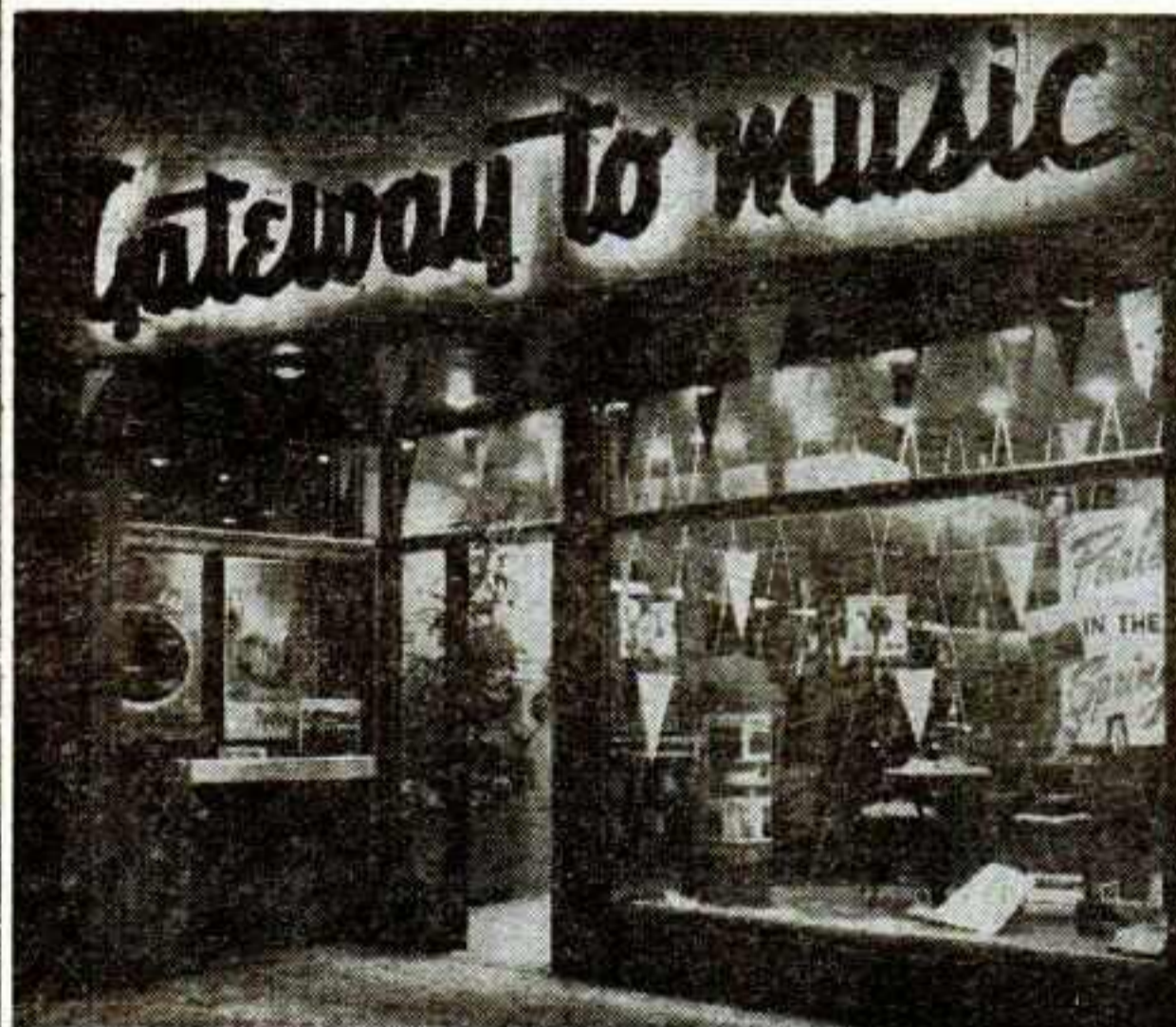
The Model P-715 weighs only 20 ounces and carries a recommended retail price of \$49.95. With carrying case and rechargeable batteries, the price is \$64.95. The company is also bringing out two new six-transistor pocket models to sell at \$59.95 each.

## Rockbar Plots Mass Mkt. Move

NEW YORK — Advertising in the New Yorker, Fortnight, House Beautiful and House and Garden among others, and a heavy dealer merchandising program highlight one of the first sustained campaigns by a hi-fi component parts manufacturer to break out of the narrow "hobbyist" market.

Rockbar Corporation, American outlet for the English-made Colloredo record changers, will promote the units this fall via a series of seven ads to run in a number of major "class" consumer magazines. A brochure, illustrating the ads and explaining the company's attempt to reach the vast "music lover" market, has been sent to 5,000 dealers and distributors and to 1,300 specialized record dealers.

The latter phase marks one of the first substantial efforts to market components thru record dealers. Counter cards, streamers and consumer booklets round out the program.



Gateway to Music record shop, Los Angeles, features this attractive window for its store front. Note recessed area, permitting customer to window shop while sheltered from the elements, a feature widely recommended for store modernization programs.



Interior of Gateway to Music classical record store shows uncrowded areas with disk racks to the rear. Clearly visible sign ties in hi-fi phono sales pitch with disks. Owner Alfred Leonard feels availability of hi-fi equipment is an important adjunct to record sales.

## Wallichs Predicts

• Continued from page 15

However, I believe we are a long way from that situation for many reasons. For example, the great number of phonographs that will be sold will create a vast hoard of enthusiastic buyers. If and when we ever reach a point of too many albums being issued, the situation will be capably handled by the buying public who will select the ones they want and ignore the rest. This is in the American tradition and usually makes for better products. It shouldn't worry any of us."

Queried as to whether or not current merchandising approaches, i.e., Columbia Records' "Buy of the Month," RCA Victor's "Save On Bonus," and Mercury's 1-cent sale were indicative of lower prices in the future, or were conditioning the consumer to lower prices, Wallichs averred that the various new and involved methods of merchandising records were devices to bring more customers to the dealer and help him sell more records. Along these same lines, the Capitol president opined that a major record company could not reduce suggested list prices from the present \$3.98 line and continue to show a profit. "Not on the present basis of royalties, license fees, AFM Fund, rising manufacturing costs, etc.," said Wallichs.

### 78's on Way Out

The demand for 78 r.p.m. records is continually decreasing, according to Wallichs, with Capitol cutting back its production of 78's as the demand lessens. "One can only guess at this point where 78's will be completely eliminated. My guess is in two or three years," he said.

Pointing to the future, Wallichs declared that "improved merchandising will sell more records. One good thing about our industry, is that once a phonograph is bought, there is no limit to the number of records that conceivably can be sold to the buyer. The limit is set only by his financial status and our capacity to maintain his enthusiasm thru good products and good merchandising. The very element of availability has contributed tremendously to sales by making it easier to buy phonograph records. In the final analysis, records are an impulse item and if that impulse can be created more easily and more frequently, we will all profit."

On the subject of tape, Wallichs said: "Capitol has no present plans with respect to issuing its product on tape. The difference between music resulting from the playing of tape as against records does not in any sense justify the additional cost of tape and the other problems it presents, such as threading, lack of selectivity, etc."

"If and when stereophonic sound is available on tape, and good equipment is for sale at a reasonable price, this picture could change substantially. But even under such conditions there will still be a tremendous market for good phonograph records."

## RCA Hosts Press

• Continued from page 15

Sylvester (Pat) Weaver, NBC's chairman of the board; Robert Sarnoff, NBC president, and Manie Sacks, RCA vice-president.

The center was organized by Sid Robards, manager of the RCA department of information, who was aided by Jerry Thorpe, Victor Records public relations chief, and by reps of Carl Byoir Associates and of Kenyon & Eckhardt. Byoir is the RCA public relations counsel, while K & Y is the NBC ad agency.

In San Francisco, the caravan will set up shop at Sacramento and Taylor streets, one block from the convention site in the Fairmont Hotel.

## Teen-Age Gals Buy More Disks

• Continued from page 15

to RCA Victor in the brand preference poll on radio-phonos.

### Gals Top Disk Buyers

Junior high school girls are the strongest record buyers, with 61.7 per cent tagged as disk customers, compared to 46.6 per cent of junior high school boys, 48.9 per cent of senior girls and 41.9 per cent of senior boys. The average number of platters purchased each month is two, with 29.8 per cent of senior high school girls and 22 per cent of senior boys buying that amount each month, and 17.6 per cent of junior girls and 20.9 per cent of junior boys doing likewise.

Interestingly, the boys take the lead when more records are purchased, with 6 per cent of junior high boys buying more than 12 disks a month, as compared to 4.7 per cent of junior high girls, while 4.6 per cent of senior high boys buy a dozen records each month as compared to 2.7 per cent of senior girls.

Pop music is the overwhelming choice of both boys and girls in junior and senior high schools. Pop was rated first by 82.3 per cent of junior high school girls, 76.5 per cent of junior boys, 74.4 per cent of senior girls and 69.9 per cent of senior boys. Semi-classical is second choice for all four groups, followed by classical and folk.

The survey's "favorite TV show" poll also points up the strength of girls in the music field. Both high school and junior high school fairs reported Perry Como and the "Hit Parade" on their top 10 lists, but neither show made the senior and junior boys lists. No other music shows were listed by boys or girls.

## Emerson's New Six-Transistor

JERSEY CITY, N. J. — The lowest priced six-transistor pocket-radio now on the market, has just been unveiled by Emerson Radio and Phonograph Corporation. The unit, Model 849, which retails at \$58, heads a wide assortment of portable, clock and table radios ranging in price from \$18 to \$50.

The company's new hi-fi line includes three new units in a highly competitive price range. Model 858, a table model radio-phonograph combination with dual matched speakers, lists at \$108. The three-speaker console, Model 860, retails at \$138, while Model 861, a console with four speakers, sells for \$178. All three contain four-speed turntables.

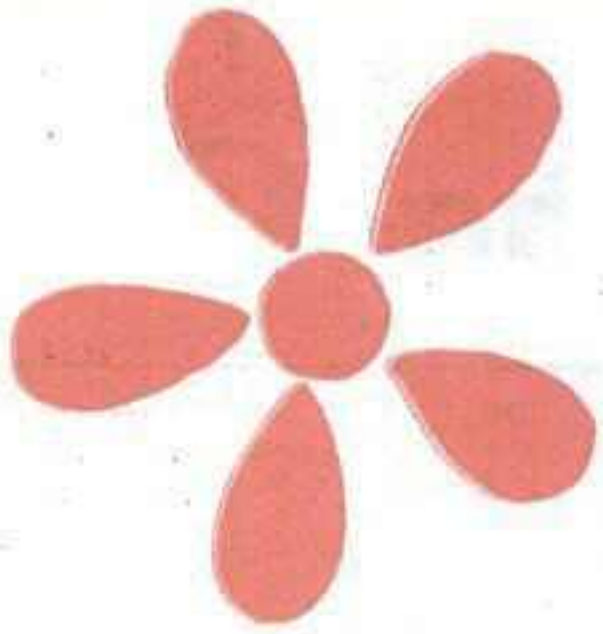
## Hidden Mike Tabs Weekly Disk Hit

ALEXANDRIA, La.—Locally, McCann's Record Shop is utilizing a "hidden mike" gimmick to promote its "Hit of the Week" plan, whereby the retail outfit selects one new single each week for a special 69-cent promotional campaign.

In order to determine which new release has the most "hit" potential, the store has planted a concealed mike behind the counter. New disks are played in the store and teen-agers are invited to comment. The best tapes are then used by McCann's as part of its regular "Hit of the Week" spot campaign over local radio stations.

### Correction

London Records' Essex Model hi-fi console phono-radio combination, illustrated in these spaces in last week's Billboard, carried an incorrect retail price. The price should have been listed as \$595.



# DEALERS-Here it is!

## ATLANTIC'S LP FALL PLAN IS THE SIMPLEST!

YOU DON'T HAVE TO BE A MATHEMATICAL GENIUS TO DIG IT

# 10% DISCOUNT AUG. 16 TO OCT. 15

### FOR AMERICA'S FASTEST GROWING LP CATALOGUE

### TERRIFIC NEW RELEASES



ATLANTIC 1232—  
SHORTY ROGERS/MARTIANS COME BACK



ATLANTIC 1233—  
WILBUR DE PARIS & HIS NEW ORLEANS JAZZ/  
MARCHIN' AND SWINGIN'



ATLANTIC 1234—  
JOE TURNER/THE BOSS OF THE BLUES

the best jazz is on

**ATLANTIC**  
because  
**ATLANTIC**  
has the greatest names in jazz.

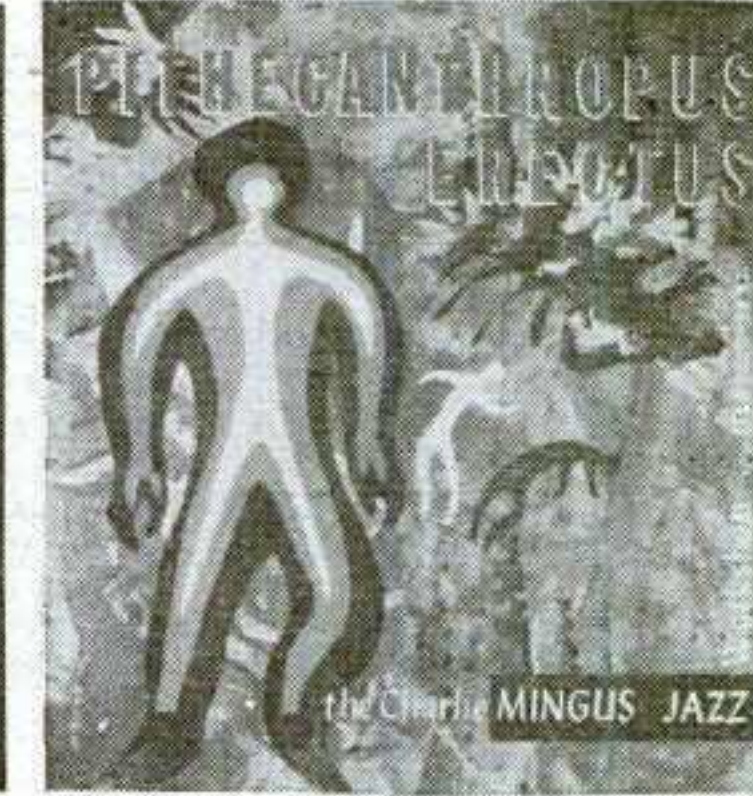
- PAUL BARBARIN • BETTY BENNETT • CONTE CANDOLI • TEDDY CHARLES • CHRIS CONNOR • WILBUR DE PARIS • TONY FRUSCELLA • ERROLL GARNER • DIZZY GILLESPIE • JIMMY GIUFFRE • BOB GORDON • MILT JACKSON • LEE KONITZ • LOU LEVY • WARNE MARSH • MABEL MERCER • CHARLIE MINGUS • JACK MONTROSE • PHINEAS NEWBORN • DAVE PELL • SHORTY ROGERS • BILL RUSSO • BOBBY SHORT • JESS STACY • TED STRAETER • SYLVIA SYMS • TOMMY TALBERT • ALEC TEMPLETON • THE MODERN JAZZ QUARTET • LENNIE TRISTANO • JOE TURNER • GEORGE WALLINGTON • CY WALTER • GEORGE WEIN



ATLANTIC 1235—  
PHINEAS NEWBORN/HERE IS PHINEAS



ATLANTIC 1236—  
CY WALTER/RODGERS REVISITED



ATLANTIC 1237—  
CHARLIE MINGUS/PITHECANTHROPUS ERECTUS

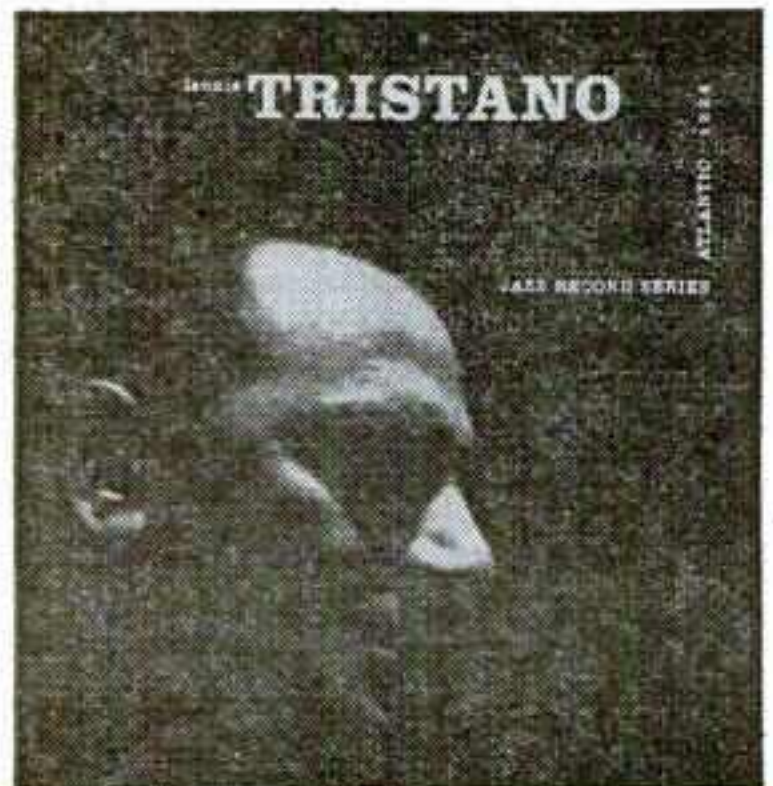
DISCOUNT PLAN  
IMMEDIATELY AVAILABLE  
AT THESE DISTRIBUTORS:



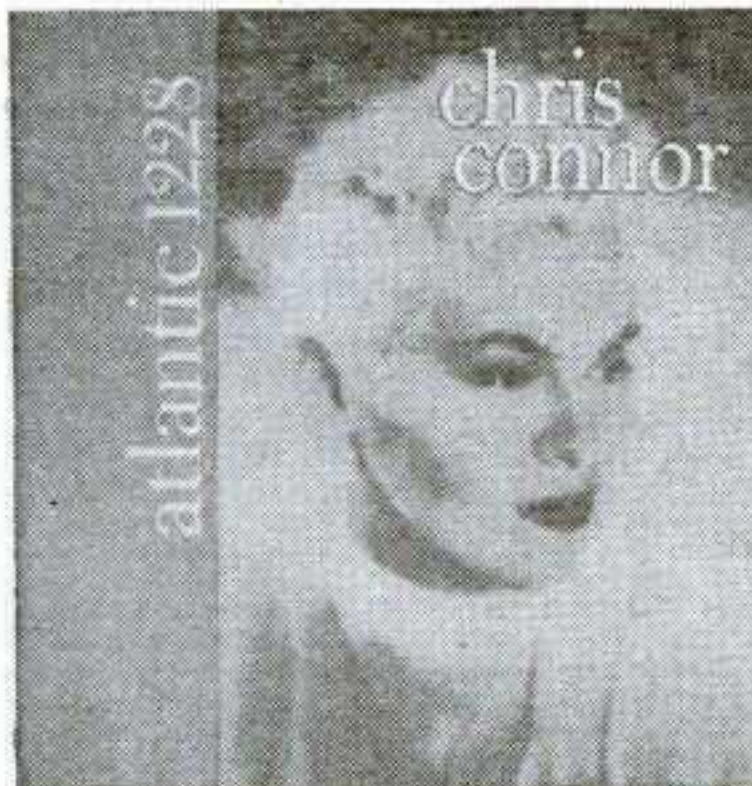
ATLANTIC LP DISTRIBUTORS

- A-1 Record Dist. 640 Baronne St. New Orleans, La.
- A-1 Record Dist. 602-604 N. Hudson Oklahoma City, Okla.
- Glenn Allen Co., Inc. 1148-1150 Union Ave. Memphis 3, Tenn.
- Allstate Record Dist. 2023 S. Michigan Ave. Chicago 16, Ill.
- B. G. Record Service 337 N. W. 6th Ave. Portland 9, Ore.
- Big State Dist. Co. 1550 Edison Dallas, Tex.
- Binkley Dist. Co. 50 Riverside Ave. Jacksonville, Fla.
- Binkley Dist. Co. 301 S. W. 6th St. Miami, Fla.
- Central Record Sales Co. 2104 W. Washington Blvd. Los Angeles 18, Calif.
- Chaffon Dist. Co. 2517 San Pablo Ave. Oakland 12, Calif.
- Cosnat Dist. Corp. 315 West 47th St. New York, N. Y.
- Cosnat Dist. Corp. 1710 North St. Phila., Pa.
- Cosnat of Cleveland 1233 W. 9th St. Cleveland, Ohio
- D & D Dist. Co. 1601 Lyndale Ave. So. Minneapolis 5, Minn.
- Davis Sales Co. 1724 Arapahoe St. Denver 2, Colo.
- Essex Record Dist. 114 Springfield Ave. Newark, N. J.
- F & F Enterprises 803 So. Cedar St. Charlotte 8, N. C.
- Forbes Record Dist. Co. 908 Forbes St. Pittsburgh 19, Pa.
- Hil Record Dist. 1043-1045 Central Ave. Cincinnati 2, Ohio
- Indiana State Record Dist., Inc. 1325 No. Capitol St. Indianapolis, Ind.
- Jay-Kay Dist. Co. 3955 Woodward Ave. Detroit, Mich.
- M. B. Krupp P. O. Box 951 El Paso, Tex.
- Music City Record Dist., Inc. 80 Lafayette St. Nashville 10, Tenn.
- Musimart of Canada, Ltd. 901 Bleury St. Montreal, Canada
- Northwest Tempo Dist. Co. 708 6th Avenue North Seattle 9, Wash.
- Records, Inc. 269 Huntington Ave. Boston 15, Mass.
- Roberts Record Dist. 1722 Washington St. Louis 3, Mo.
- Schwartz Brothers 2931 12th St. N. E. Washington, D. C.
- Seaboard Dist. Co. 796 Albany Ave. Rear Hartford, Conn.
- Seaboard Dist., Inc. 1044 Broadway Albany, N. Y.
- Southland Dist. Co. 441 Edgewood Ave. S. E. Atlanta, Ga.
- Tracy-Mitchell, Inc. 506 7th Street Buffalo 1, N. Y.
- United Record Dist. 1902 Leeland Ave. Houston 3, Tex.

### CURRENT BEST SELLERS



ATLANTIC 1224—  
LENNIE TRISTANO



ATLANTIC 1228—  
CHRIS CONNOR



ATLANTIC 1231—  
FONTESSA/MODERN JAZZ QUARTET

WRITE FOR COMPLETE CATALOG

**ATLANTIC RECORDING CORP.**  
157 West 57 St., N.Y.C.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. MY FAIR LADY—Original Cast... Columbia OL 5090
2. THE KING AND I—Sound Track... Capitol W 740
3. CALYPSO—Harry Belafonte... RCA Victor LPM 1284
4. ELVIS PRESLEY... RCA Victor LPM 1254
5. CAROUSEL—Sound Track... Capitol W 694
6. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
7. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
8. OKLAHOMA!—Sound Track... Capitol SAO 595
9. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
10. THE PLATTERS... Mercury MG 20146
11. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
12. PICNIC—Sound Track... Decca DL 8320
13. THE MOST HAPPY FELLA—Original Cast... Columbia OL 5118
14. FOUR FRESHMEN AND FIVE TROMBONES—Sound Track... Capitol T 683
15. HIGH SOCIETY—Sound Track... Capitol W 750

Pop Albums Coming Up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

- 1. Passport to Romance... Percy Faith Columbia CL 880
2. Lonely Girl... Julie London Liberty LRP 3012
3. Solo Mood... Paul Weston Columbia CL 879
4. Champagne Pops... Lawrence Welk Coral CRL 57078
5. Daydreams... Roger Williams Kapp 1031

Most Played by Jockeys

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

- 1. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
2. MY FAIR LADY—Original Cast... Columbia OL 5090
3. MY FAIR LADY—Percy Faith... Columbia CL 895
4. HIGH SOCIETY—Sound Track... Capitol W 750
5. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
6. EDDY DUCHIN STORY—Sound Track... Decca DL 8289
7. KING AND I—Sound Track... Capitol W 740
8. COLE PORTER SONG BOOK—Ella Fitzgerald... Verve MG-V-4001-2
9. ELVIS PRESLEY... RCA Victor LPM 1254
10. SOLO MOOD—P. Weston... Columbia CL 879

Review Spotlight on...

Popular Albums

RCA VICTOR "POP" SHOWCASE IN SOUND (1-12)—RCA Victor SPL-12-29

Colorful sampler is one of two issued in conjunction with RCA Victor's fall promotion. Twelve slicings are taken from the pop album line-up. Covers of all 14 sets are reproduced on the sampler cover in full color.

THE MISTY MISS CHRISTY (1-12) — June Christy. Capitol T 725

Miss Christy, one-time Kenton thrush, has a good follow-up to her smash "Something Cool" package. Jocks will like it and the color photo portrait on the cover will add impetus.

GUY LOMBARDO IN HI-FI (1-12) — Capitol W 738

Latest of Capitol's spotlightings of bandleaders in hi-fi stacks as a candidate for another sales smash. It will definitely set Lombardo fans to hat-tossing.

Classical Albums

RCA VICTOR RED SEAL SHOWCASE IN SOUND (1-12)—RCA Victor SRL 12-18

Sampler at \$1.49 list does everything a sampler should do. Offers 13 excerpts from the 14 September Red Seal releases, and each is a real appetite-whetter for the full package.

BJOERLING SINGS AT CARNEGIE HALL (1-12)—RCA Victor LM 2003

Transcription of the Metopera star's concert at Carnegie a year ago catches all the color and local excitement of such an appearance.

A MOZART ORGAN TOUR (3-12)—E. Power Biggs, Organist. Columbia K3L-231

Mozart, as an intinerant virtuoso, played the organs of many Central European towns. Biggs retraced Mozart's steps to find authentic instruments on which to record everything Mozart

wrote for the instrument. One of the most significant contributions to the "Mozart Year," and gives organ fanciers a treasure trove that outdoes even the best-selling "Art of the Organ." Booklet provides pictures and specifications of the organs.

DEBUSSY: PRELUDE TO THE AFTERNOON OF A FAUN; NOCTURNES; RAVEL: DAPHNIS AND CHLOE SUITE NO. 2 (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5112

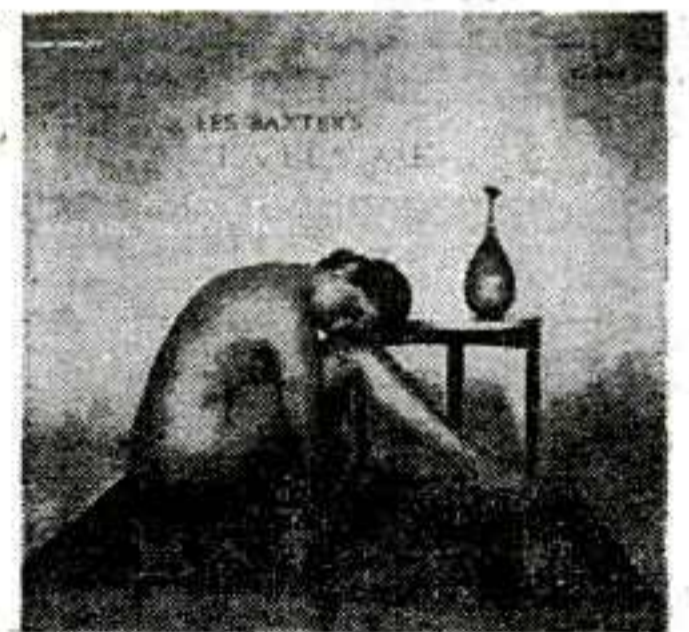
Ormandy replaces his older readings of these popular French works with new etchings, greatly improved in sound and penetration. The sensitive rendering of the delicate textures of these compositions compares favorably with that of the best Debussy and Ravel specialists of the day.

Semi-Classical Albums

GYPSY! (1-12)—Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol P 8342

Dragon and the Hollywood Orchestra are a sure-fire combination on wax with strong appeal in both the pop and classical markets, particularly for beginning collectors.

Album Cover of the Week



LA FEMME—FRANCK POURCEL AND HIS FRENCH STRINGS, Capitol T. 10015. The subject on this cover is not only an eye catcher but an eye popper. It undoubtedly will draw customers where it's displayed.

Reviews and Ratings of New Albums

Popular

FRESHMEN FAVORITES (1-12) 85

The boys have had their "Four Freshmen and Five Trombones" album riding the best selling album charts for several months. There's no reason why this shouldn't do well.

ROCK 'N ROLL STAGE SHOW (1-12) 82

Bill Haley and his Comets (1-12) Decca DL 8345

Classical

RUBINSTEIN PLAYS LISZT (1-12)—Artur Rubinstein, Piano. RCA Victor LM 1905

Album was a "Save-on-Records" \$2.98 special, and original push will likely keep it a dealer's "must" on stock racks.

CHERUBINI: REQUIEM MASS IN C MINOR (1-12)—Robert Shaw Chorale; NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 2000

While there has been a good performance of this excellent work available on Angel, the Toscanini name, and the drama in his performance, will carry this into shops that never stocked the other.

Jazz

JACKPOT! (1-12) 85

Woody Herman and his Herd (1-12) Capitol T 748

BRUBECK PLAYS BRUBECK (1-12) 84

The usual members of the Brubeck Quartet are backstage this set and the



# RCA VICTOR'S Showcase in Sound

The Once-in-a-Lifetime Promotion Package Record Dealers Dream About!

**28** Brand new Albums



Long Play (LPM-1261) \$3.98; 45 EP 1-record (EPA-877, 878, 879) \$1.49 each.



Long Play (LPM-1299) \$3.98; 45 EP 2-records (EPB-1299) \$2.98; 1-record (EPA-841) \$1.49



Long Play (LPM-1328) \$3.98



Long Play (LPM-1275) \$3.98; 45 EP 2-records (EPB-1275) \$2.98; 1-record (EPA-806) \$1.49.



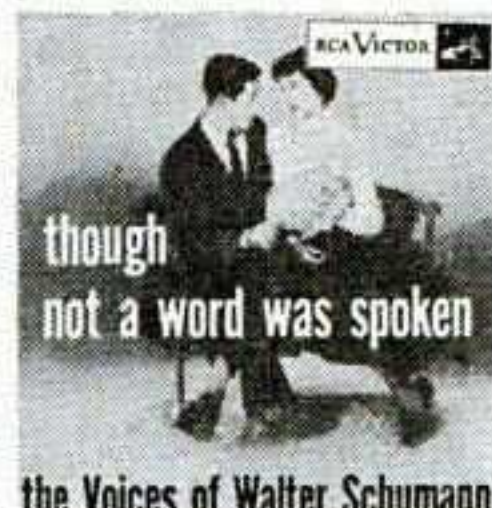
Long Play (LPM-1260) \$3.98; 45 EP 2-records (EPB-1260) \$2.98; 1-record (EPA-831) \$1.49



Long Play (LPM-1279) \$3.98; 45 EP 3-records (EPA-826, 827, 828) \$1.49 each.



Long Play (LPM-1205) \$3.98; 45 EP 2-records (EPB-1205) \$2.98; 1-record (EPA-809) \$1.49



Long Play (LPM-1266) \$3.98; 45 EP 2-records (EPB-1266) \$2.98; 1-record (EPA-822) \$1.49



Long Play (LPM-1046) \$3.98; 45 EP 2-records (EPB-1046) \$2.98; 1-record (EPA-812) \$1.49



Long Play (LPM-1327) \$3.98



Long Play (LPM-1306) \$3.98; 45 EP 2-records (EPB-1306) \$2.98; 1-record (EPA-850) \$1.49



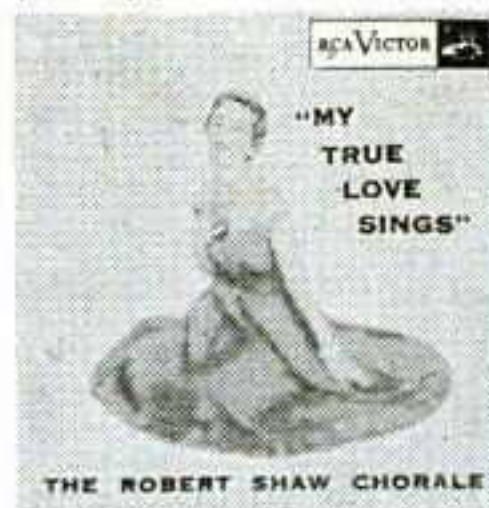
Long Play (LM-1984) \$3.98; 45 EP (ERC-1984) \$3.98



Long Play (LPM-1281) \$3.98; 45 EP 2-records (EPB-1281) \$2.98; 1-record (EPA-810) \$1.49



Complete on 4 Long Play records (LM-6402) \$15.98



Long Play (LM-1998) \$3.98; 45 EP (ERB-1998) \$2.98



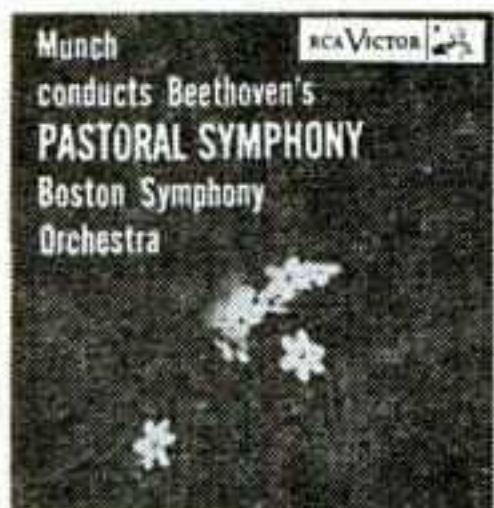
Long Play (LPM-1257) \$3.98; 45 EP 2-records (EPB-1257) \$2.98; 1-record (EPA-811) \$1.49



Long Play (LM-1995) 2 records \$3.98; 45 EP (ERB-1995) 3 records \$2.98



Long Play (LM-1994) \$3.98; 45 EP (ERB-1944) \$2.98; (ERA-271) \$1.49



Long Play (LM-1997) \$3.98



Complete on 3 Long Play records plus source novel, "Camille" (LM-6040) \$11.98



Complete on 2 Long Play records (LM-6042) \$7.98



Long Play (LPM-1258) \$3.98; 45 EP 2-records (EPB-1258) \$2.98; 1-record (EPA-808) \$1.49



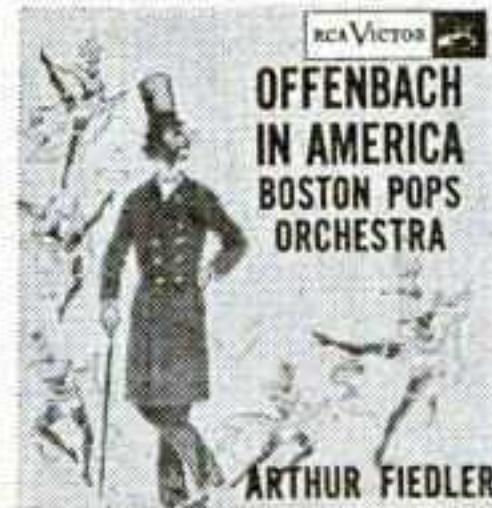
3 Long Play records (LM-6039) \$7.98



3 Long Play records (LM-6129) \$11.98



2 Long Play records (LM-6047) \$7.98



Long Play (LM-1990) \$3.98



Long Play (LM-1991) \$3.98



Long Play (LM-2005) \$3.98

New performances by the world's greatest artists. All in brilliant "New Orthophonic" High Fidelity Sound and only \$3.98 for each 12" Long Play record—only \$1.49 for each 45 EP!

and here's how RCA Victor makes **SHOWCASE IN SOUND** your showcase for sales! ➤



**SPECIAL DELUXE PACKAGES!**

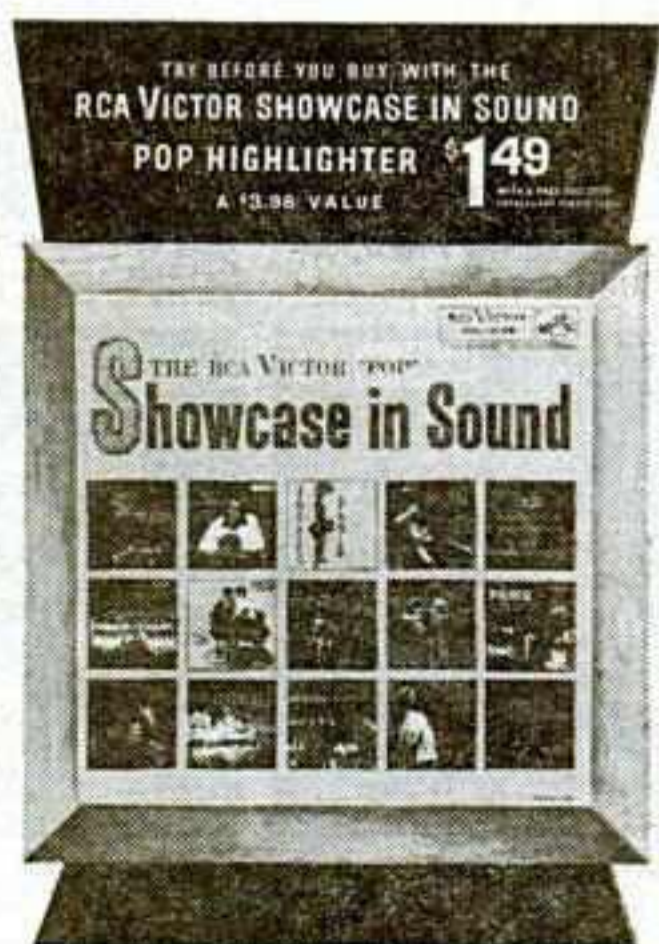
- 1. La Traviata:** Carteri, Valletti, Warren, Pierre Monteux conducting the Rome Opera House Orchestra and Chorus. Album includes complete novel, "The Lady of the Camellias," by Dumas, which served as basis for the opera. (LM-6040)
- 2. Getting Friendly With Music:** Arthur Fiedler conducting the Boston Pops Orchestra. This album contains at no extra cost, a second Long Play record with Dave Garroway giving a down-to-earth talk about classical and popular music. (LM-1995)

- 3. Offenbach in America:** Arthur Fiedler conducting the Boston Pops Orchestra. Aside from Offenbach's best-loved, best-known music, this album comes with an illustrated, bound-in brochure which contains charming notes and "period" illustrations describing Offenbach's visit to America in the 1880's. (LM-1990)
- 4. Paris, the Sounds, the Sights:** A musical "Cook's tour" of Paris by the Melachrino Orchestra accompanied by a gorgeous 16-page booklet by Richard Joseph, Travel Editor of *Esquire*. (LPM-1261)

# new packaging

An innovation for increased sales. Many albums now include source material for the music, comments by famous people about music; descriptive, illustrated annotations ... all to give your customers increased value, increased pleasure — and to give you faster sales!

3-piece, 3-way display kit!  
Can be used separately or together  
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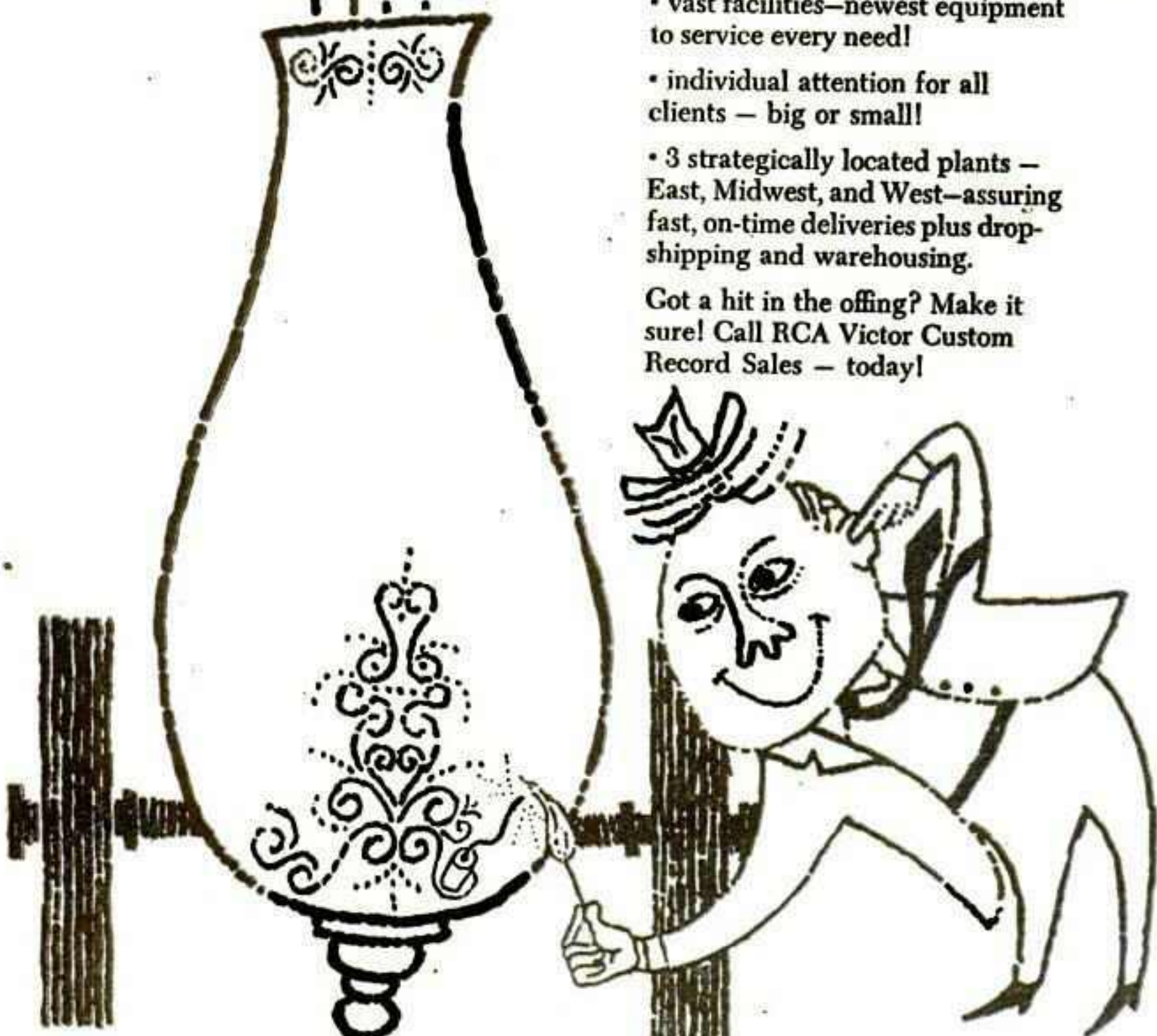
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## • Reviews and Ratings of New Popular Albums

• Continued from page 22

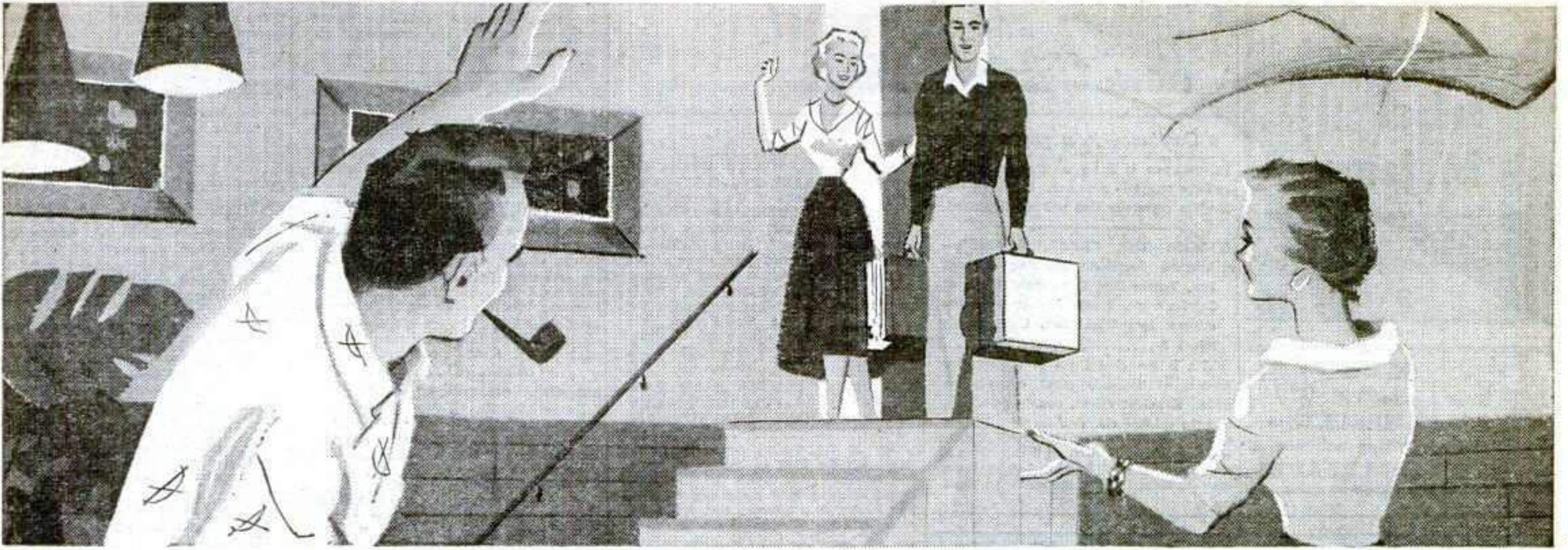
- and in person, and this new album is not likely to break the magic spell. It's a collection of the numbers used in a recent personal appearance tour, and in fact, the album takes its title from that show. Only well-known tunes might be "Hot Dog Buddy Buddy," and "Choo Ch' o Ch'Boogie," but the rest have the same relentless beat the fans will eat up. Dealers should take the tip.
- SWING FOR TWO** .....81  
Don Cherry (1-12")  
Columbia CL 893  
Don Cherry's first Columbia LP is a double-threat entry, styled both for listening and dancing. He warbles with warmth and taste on 12 memorable oldies, while Ray Conniff provides swingy, terp-wise backing. Most impressive are his versions of "I Didn't Know About You," and "I'm Gonna Sit Right Down and Write Myself a Letter."
- DANCE TO THE BANDS** .....80  
Stan Kenton, Les Brown, Harry James, Billy May, Woody Herman, Ray Anthony Orks (2-12")  
Capitol TBO 727  
Some of these outfits have made solid contributions to jazz repertoire, but the direction of the package is towards the dancers, and they will be the buyers. Each of the four sides has a nice mixture of the groups and mixes up tempos for the terpers. The cover color photo catches the sextet of bandleaders striking a happy and merchandisable pose around the piano. Very attractive listening; definitely warrants sales, not to mention plenty of jockey attention.
- TODAY'S HITS** .....79  
Connie Haines, Matty Matlock Band (1-ED)  
RCA Camden CAE 334  
Camden is grabbing bigger names for its 79-cent hit-cover series, and this could be one of the best efforts to date. Miss Haines is in top form on "Whatever Will Be, Will Be," "You're Sensational," "When My Dreamboat Comes Home," and "Weary Blues." Matlock's swingy backing is as good as any the label has provided. Any type of outlet can stock this profitably.
- ROCK 'N ROLL**  
**DANCE PART VOL. 1** .....78  
Alan Freed Ork. The Modernaires (1-12")  
Coral 57063  
Freed and his rock and roll band beat out some bouncy danceable instrumentals ("Rock Around the Clock," "Teen Rock," etc.), styled to please the most exacting r.&r. fan, while the Modernaires are spotlighted on a couple of sock r.&r. ballads—"The Great Pretender" and "Only You." Deejay Freed has established himself as a national figure, via his CBS radio show and extensive publicity, and it should pay off in sales.
- LA FEMME** .....77  
Frank Pourcel and his French Strings (1-12")  
Capitol T 10015  
"La Femme" might be called a "pop" symphony, in a dozen movements, dedicated to woman—her eyes, lips, arms, hands, etc. The pieces are reflective of the mysteries of femininity, and the whole attractive opus is the work of Les Baxter. French conductor Pourcel arranged the material and conducted a 50-piece French ork in these fine recordings. Cover is a stopper.
- ABOUT "THAT" GIRL** .....77  
Steve Lawrence (1-12")  
Coral 57050  
Young Lawrence has built quite a personal following via his appearances on Steve Allen's NBC-TV shows, and his fans should keep this LP moving briskly. Group of romantic standards is sung with tenderness and expressive warmth, while Dick Jacobs provides dreamy backing. Excellent programming material.
- THE VOICE OF IRELAND** .....75  
Ruby Murray (1-12")  
Capitol T 10010  
It's not too hard to figure why Miss Murray is one of the top Irish singers in England. Thrush has a clear, velvet-toned, soprano which comes over beautifully on the 12 tunes, mostly standards, making a solid package for lovers of Irish music.
- ORGAN WOODS IN HI-FI** .....74  
Buddy Cole, Organ (1-12")  
Columbia CL 874  
Cole did about everything in the making of this LP except the actual pressing, and has presented a very listenable package of 12 tunes, all standards or recent hits. Arrangements and sensitive playing plus the actual recording sound makes this a natural for hi-fi fans. Should go well in stores and as late-hour programming.
- MUSIC TO BREAK A LEASE** .....74 (1-12")  
ABC-Paramount ABC 107  
Community sing type package presents many of the old familiar songs. Sides such as "You Are My Sunshine," "Oh You Beautiful Doll," "Heart of My Heart," "The Beer Barrel Polka," etc. A good package for a party, with the title and cover enhancing its salability. Jocks can use this in many spots.
- THE MULCAYS' HARMONICAS** .....73 (1-12")  
Regent MG 6016  
The California couple has been turning out disks for some time on several labels and this LP serves to showcase the kind of material that has been successful for them. With full ork background, the pair makes many different harmonicas, (from soprano to bass) come to life on 10 well-selected tunes. Harmonica fans will rally to it.
- FRANK SINATRA CONDUCTS TONE POEMS OF COLOR** .....73 (1-12")  
Capitol W 735  
Music to match each color hue has been composed by Victor Young, Gordon Jenkins, Billy May, Jeff Alexander, Alec Wilder, Nelson Riddle, Elmer Bernstein and Andre Previn. Under the baton of Sinatra, a symphony ork interprets these. Interesting idea, well-executed, counts on the name pull of Sinatra and the eight composers. Fine display possibilities offered by the cover.
- SMART SONGS FOR THE SMART SET** .....73  
Chris Dane (1-12")  
Cadence CLP 1010  
Danish baritone Chris Dane and Swedish orchestra leader Harry Arnold combine talent forces on a group of strictly American standards ("Paradise," "I'm Thru With Love," "My Ideal," etc.) in this LP. Results are lush, listenable and first-rate programming material for romantic jockey segs. Dane warbles in English—with the merest trace of an accent—and his style is strictly U. S. crooner. Ernie Englund's trumpet solo works is a standout.
- MEDITERRANEAN MAGIC** .....71  
John Raitt (1-12")  
Capitol T 714  
Tenor chants a dozen romantic ballads in the Mediterranean groove with all requisite warmth and spontaneity. Star of "Carousel" and "Pajama Game" herein eschews vocal over-emphasis and dramatics, of which he is sometimes guilty, in favor of a lyric modulation for a prolonged ear treat. Platter should be a natural for devotees to the Latin romance and heartbreak school of listening.
- AUTUMN IN ROME** .....70  
Pino Calvi, Piano (1-12")  
Capitol T 10027  
Another in a long list of colorful mood sets. This is music of a Latin flavor in a light, clean, and sunny moon. Young pianist offers a number of popular Italian songs backed by the strings of the Dino Olivieri ork. Good display cover.
- THE BEGUILING MISS FRANCES BERGEN** .....69 (1-12")  
Columbia CL 873  
Mrs. Edgar Bergen's unassuming, provocative, small-plush-room style of projection of a variety of soothing love chants makes for reasonably pleasant listening. Platter packs some superlative arrangements and accompaniments from such outstanding groups as the Matty Matlock orchestra (with Eddie Miller's tenor sax soloing), the Art Van Damme Quintet and Johnny Eaton's Quintet.
- I REMEMBER PARIS** .....65  
Vicky Autier (1-12")  
Capitol T 10041  
Mlle. Autier, Parisian singer who has worked in this country, sings 21 French tunes. A knowledge of the language is not necessary since most of the melodies are familiar and atmospheric. Singer has the voice for these cafe-type songs. Selections include "Parlez-Moi L'Amour (Speak to Me of Love)," "La Vie en Rose" and "C'est Si Bon."



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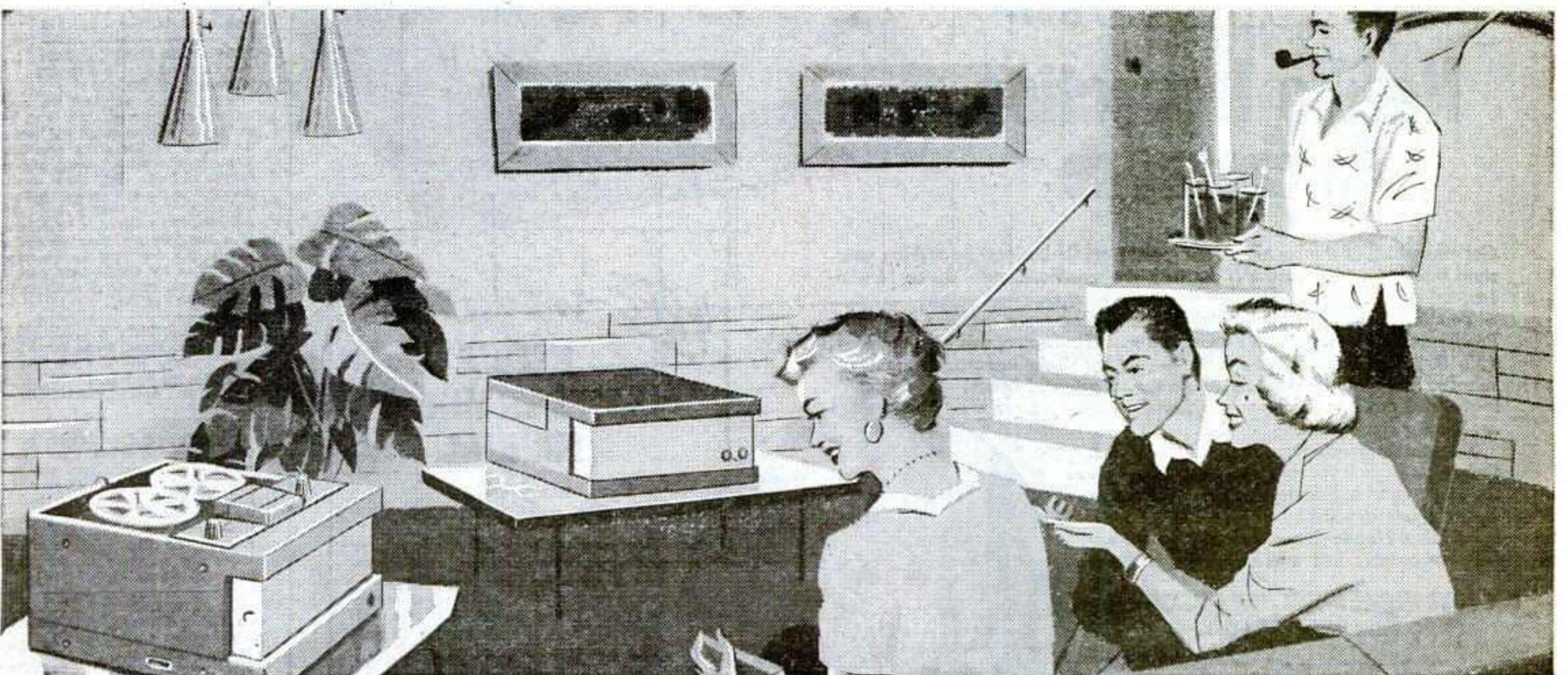


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## Reviews and Ratings of New Classical Albums

Continued from page 22

Performance is from a 1950 broadcast, and the sound is adequate. Relatively unfamiliar repertoire that will sell if pushed.

**HAYDN: THE CREATION (2-12")**—Irmgard Seefried, Soprano; Richard Hol, Tenor; Kim Borg, Bass; Choir of St. Hedwig's, Berlin Philharmonic Orchestra; Igor Markevitch, Cond. Decca DX 138 . . . . . 80

This is the closest yet to a definitive version of Haydn's great oratorio on disks. Excellent voices, quality recording, and the spirited direction insure a healthy sale for some months to come. Among religious choral diskings, this should be a front-runner. Full English and German texts included in the attractive package.

**NICOLAI: THE MERRY WIVES OF WINDSOR EXCERPTS (1-12")**—Chorus and Orchestra of the Bavarian Radio; Munich Philharmonic Orchestra; Wurtenberg State Orchestra; Ferdinand Leitner, Cond. Decca DL 9839 . . . 77

An excellent recording of seven of the popular opera's brightest items, projected by equally excellent singers. Since there is practically no up-to-date competition for this reading of the Nicolai score, the album is a highly worthwhile item for classic and semi-classic inventories.

**HINDEMITH: SONATA (1948); BARBER: SONATA, OP. 6 (1-12")**—Gregor Platigorsky, Cello. RCA Victor LM 2013 . . . . . 74

One of the world's great instrumentalists has the field to himself on these contemporary cello works. In his broad, lyrical handling, both prove easy to take. The Barber is a neo-romantic, melodious piece, and the Hindemith a solid, virile and undoubtedly enduring work, important in the cello literature. Fanciers of the instrument and of good contemporary chamber music will buy it. Cover is an eye-catcher in excellent taste.

**TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR (1-12")**—L'Orchestre de La Suisse Romande; Ataúlfo Argenta, Cond. London LL 1275 . . . . . 73

Despite the number of LP versions of this warhorse available, not many meet the highest interpretive and hi-fi standards. Those that do, like the recordings of Karajan and Kubelik, are not likely to be supplanted by this rather conventional effort.

**MOZART: DIVERTIMENTO NO. 11 IN D MAJOR, K. 251; SCHUBERT: FIVE MINUETS; FIVE GERMAN DANCES (1-12")**—Stuttgart Chamber Orchestra; Karl Munchlinger, Cond. London LL 1393 . . . . . 72

A loving, musicianly rendition of one of the most congenial of Mozart's works in the serenade-divertimento category. The competition here is a bit rough, for there is the older Tabuteau-Casals reading and the more recent, superb Reiner interpretation to contend with. Nevertheless,

the solid values of the London disk will attract a respectable number of customers. The short Schubert pieces are nicely done, and enhance the commercial attractiveness of the LP.

**J. S. BACH: ST. JOHN PASSION (3-12")**—Agnes Giebel, Soprano; Marga Hoeffgen, Alto; Ernest Haefliger, Tenor; Franz Kelch, Bass; Hans-Olaf Hudemann, Bass; Thomanerchor and Gewandhausorchester, Leipzig. Gunther Ramin, Cond. DGG Archive ARC 3047 . . . . . 71

This is the first version of the great work to challenge the eminent Vox recording. It's the 1956 Grand Prix du Disque winner, with uniformly fine singing and ensemble, and pious spirit. The carefully prepared and documented Deutsche Grammophon production-presentation, altho priced higher than most disks, should appeal to the most exacting connoisseurs. Should do well in its class.

**MOZART: "HAFFNER" SERENADE IN D MAJOR, K. 250; INTRODUCTORY MARCH IN D MAJOR, K. 249; (1-12")**—Vienna State Opera Orchestra; Mogens Woldike, Cond. Vanguard VRS 483 . . . . . 71

Over and beyond the excellent Mozart playing to be enjoyed in this LP, it has much musical interest. The orchestration is somewhat richer for the addition of drums and of revised wind parts that have been recently rediscovered. The march, which was meant to precede the Serenade, is for once played with it and adds much to the interest of the work. This Serenade is a little jewel, and should be well appreciated by discriminating customers.

**MENDELSSOHN: VIOLIN CONCERTO; WIENIAWSKI: CONCERTO NO. 2 (1-12")**—Igor Oistrakh, Violin; Gewandhaus Chamber Orchestra, Leipzig

## Reviews and Ratings of New Jazz Albums

Continued from page 22

pianist is by himself, playing a program of his own solo compositions. ("Improvisations" might be a better word) This set gives a candid picture of the elemental Brubeck, and critics

**Franz Konwitschny, Cond. Decca DL 9842 . . . . . 70**

The younger Oistrakh faces overwhelming competition on the Mendelssohn from virtually every big-name fiddler, including his father on Columbia. On the Wieniawski, he has Heifetz to contend with. While some fiddle fanciers will want this as a conversation piece, few will afford themselves the luxury. Good technique and musicianship, but a small tone and limited emotional statement here.

**LOUIS GESENSWAY: FOUR SQUARES OF PHILADELPHIA; VINCENT PERSICETTI: SYMPHONY NO. 4 (1-12")**—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5108 . . . 69

An all-Philadelphia package, with the ork discharging its duty to local creative forces. The Persichetti is a pleasing modern-romantic work, skillfully orchestrated and, in this brilliant rendition, most hi-fi-genic. The Gesensway may have some local appeal, but that's all. The Persichetti will account for a fair sale . . . and the ork, of course.

**BLONDAHL: CHAMBER CONCERTO FOR WINDS, PERCUSSION AND PIANO; DONOVAN: SOUNDINGS FOR TRUMPET, BASSOON AND PERCUSSION; VERRALL: PRELUDE AND ALLEGRO FOR STRINGS (1-12")**—M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 3371 . . . . . 65

A program contemporary music that illustrates several current compositional trends, Blomdahl, a Swedish composer, has adapted the twelve-tone system in a highly personal and original way to express his ideas. Both he and the American, Richard Donovan, deploy a wide variety of percussion instruments to achieve novel sounds and complex rhythmic effects. John Verrall, another American, offers the most lyrical work of the three. Dealers must aim this at the avant-garde minority.

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**ALL THE CATS JOIN IN (1-12")** . . . . . 81  
Buck Clayton Jam Session (1-12")  
Columbia CL 882

Another Avakian special featuring 25 good-to-fair swing-rooted names in long strings of solos. This type of presentation, successful several times in the past two years, should continue to pay off for the label. Besides the leader names include Coleman Hawkins, Tyree Glenn, Ruby Braff, J. C. Higginbotham, Billy Butterfield, Benn Green, Al Waslohn (a pianist who sounds like T. Wilson), Buddy Tate, Ken Kersey, Joe Newman, Sir Charles Thompson, etc. Cute cover.

**SONNY ROLLINS PLUS 4 (1-12")** . . . . . 80  
Prestige LP 7038

Altho Rollins gets top billing here (for contractual reasons) this is the same combo that cut the most recent, excellent Max Roach-Clifford Brown disk on EmArcy. The modern jazz performances here are at least as rewarding, but the billing should favor the EmArcy set. Rollins, a Parker-influenced tenorman, is picking up steam and should develop into a market entity. The late Brown is superb. A big market is obvious for this one, if dealers push it.

**THE GLORY OF LOVE (1-12")** . . . . . 79  
Jackie Cain and Roy Kral (1-12")  
ABC-Paramount ABC-120

Whether this is a "jazz" set, could be argued. However, there is no disputing the musical merit and romantic appeal of the duo's vocalizing. The arrangements are suave and sophisticated with deft jazz touches provided in the background by Barry Galbraith, Milt Hinton and Osie Johnson. The material is fresh, much of it new, the remainder consists of well chosen but little known standards. This LP should have pop, as well as jazz, customers as its target. Good sales predicted.

**NO COUNT (1-12")** . . . . . 78  
Frank Foster, Frank Wess, Tenor Sax; Bennie Powell, Henry Coker, Trombones; Kenny Burrell, Guitar; Eddie Jones, Bass; Kenny Clarke, Drums (1-12")

Savoy MG 12078

A good "blowing" session by four of the key soloists in the Count Basie band. Foster and Wess are constantly evolving, improving stars, and their work stands out here. Nothing really unusual comes off, but the straightaway swinging will satisfy many buyers who go for the Basie idiom. In deference to the Count, no piano is used.

**SWING . . . NOT SPRING (1-12")** . . . . . 77  
Terry Gibbs, Thad Jones-Billy Mitchell, Frank Rosolino combos (1-12")  
Savoy MG-12062

Three modern groups participate, each with a distinctive approach, and

all swaging—as advertised. The most rewarding, and the one that will attract modern buyers, is the Jones-Mitchell-Terry Pollard unit, which is best in the standards "Alone Together" and "Blue Room."

**THE UNIQUE THELONIOUS MONK** .77

(1-12")  
Riverside RLP 209  
Along with his other Riverside release, this rates as the most accessible of all the Monk LP's. Instead of the usual heavy emphasis on "originals," Monk has taken a group of pop standards and treated them in his forthrightly unconventional way. Exercising his wry, insidious sense of humor to the fullest, "Tea for Two" and "Honeysuckle Rose" come out devastatingly funny. Oscar Pettiford and Art Blakey provide distinguished backing.

**PITHECANTHROPUS ERECTUS** .76

Charlie Mingus Jazz Workshop (1-12")  
Atlantic 1237  
In his first Atlantic LP, Mingus departs from the strict composer-imposed discipline of his "Composer Workshop" series. There is more of a conventional "jazz" feel and more improvisation. However, Mingus sets down the basic harmonic framework and leads colleagues like Jackie McLean and J. R. Montrose rather far-out. The title piece, for example, is a jolting experience; its savage sounds and rhythm vividly conjuring up its subject. Sometimes this (and also his version of "A Foggy Day") has an undigested, gimmicked-up effect, but it's always provocative and of unusual theoretical interest.

**LU WATERS AND HIS YERBA BUENA JAZZ BAND** .76

(1-12")  
Down Home MG 5  
One of the most spirited samplings of the San Francisco band that spearheaded the "New Orleans Revival," and disbanded around 1950. It's believed that most of these numbers were issued on singles before then. Traditional buyers, and particularly "revivalist" supporters will go for this. Clancy Hayes has one vocal, on "Dr. Jazz Stomp." Plenty of other nostalgic New Orleans and Dixieland tunes here.

**BILLY BAUER, PLECTRIST** .75

Billy Bauer, Guitar; Andrew Ackers, Piano; Milt Hinton, Bass; Osie Johnson, Drummer (1-12")  
Norgran MG N 1082  
In contrast to the rather self-conscious complexity of its title, this album features the straightforward, melodic, tasteful guitar artistry of Bauer on seven listenable standards (Lullaby of the Leaves," "Too Marvelous for Words," etc.), and four of his own compositions. Excellent backing provided by Ackers, Hinton and Johnson.

**THE LEGENDARY "KID"** .71

Kid Ory's Creole Jazz Band 1956 (1-12")  
Good Time Jazz L 12016  
The Ory name is magic among the deep-seated traditionalists, as are those of Wellman Braud and Minor Hall, but this is a loosely-hung session of hybrid jazz in which the old-timers are joined by several mediocre comparative youngsters. The repertoire is one of the more authentic elements present: "Mahogany Hall Stomp," "Snag It," and a few virtual folk songs. The name will sell a profitable amount. Good cover.

**YANCEY'S LAST RIDE** .70

Meade Lux Lewis (1-12")  
Home MG D 7  
The title selection of this LP is Meade Lux Lewis' tribute to one of the all-time boogie woogie piano greats, Jimmy Yancey, who first inspired Lewis to take up the invariables. Lewis wraps up six infectious boogie instrumentals (his own compositions) with his usual happy phrasing and deft, bouncy beat. Good display value in David Stone Martin's cover art.

**Country & Western**

**RED AND ERNIE** .82

Red Foley and Ernest Tubb (1-12")  
Decca DL 8298  
Two top c.&w. artists team up and give out with a solid program of 12 tunes. They do solos and duets, a lot of kibitzing for strong entertainment that could sell in several fields. For country jocks, it's must spinning. Sides include "Good Night Irene," "Double Datin'," "Too Old to Cut the Mustard," and "You're a Real Good Friend."

**SOUVENIR ALBUM** .82

Red Foley (1-12")  
Decca DL 8294  
This is what the title implies, a reminiscent collection of Red Foley songs, including some of his greatest hits. The package is one of three new Decca LP's featuring Foley and this one should certainly hold its own. Tunes include "Satisfied Mind," "Little Boy of Mine," "Tennessee Saturday Night," "Hearts of Stone," etc. Foley fans will want this package and dealers should be ready to handle the demand.

**ERNEST TUBB FAVORITES** .76

(1-12")  
Decca DL 8291  
One of Decca's most popular c.&w. artists packages 12 of his old singles favorites for strong listening. This album should sell well thruout the

country and make solid material for country jocks. Sides include "Walking the Floor Over You," "Soldier's Last Letter," "Have You Ever Been Lonely," and "Slipping Around."

**Religious**

**FAITH** .80

Jane Froman (1-12")  
Capitol T 726  
A collection of dedicated songs radiating the title theme and delivered by the thrush with poignant sincerity. Its deep spiritual appeal and obvious, heartfelt honesty must recommend it to followers of all faiths and creeds. Singer gets wonderful support from chorus and orchestra. Selections, keyed for pop appeal, include Miss Froman's hit single "I Believe."

**Rhythm & Blues**

**JOE WILLIAMS SINGS** .84

(1-12")  
Regent MG 6002  
Count Basie's fine blues singer in an enjoyable selection of tunes that have come to the identified with him. These include his hit "Every Day" and favorites like "Kansas City Blues" and "Detour Ahead." Red Saunders provides the orchestral background, and while it isn't Basie, it does provide the singer a solid foundation. "Blow, Mr. Low" and "Time for Moving" are the only previously issued sides. For Williams' fans (and fans of the blues) this is a sock set.

**HOT DOGGETT** .82

Bill Doggett, Organ (1-12")  
King 395-514  
Doggett, currently riding the charts with his "Honky Tonk," here offers his fans a resume of his single releases of the past two years. Nearly all are original compositions in up-tempo. Some of the titles are: "Quaker City," "High Heels," "Early Bird," etc. Percy France is Doggett's swinging partner on tenor sax, and contributes much to the excitement. An outstanding buy for terpssters.

**Frankie Swings**

• Continued from page 15

Sinatra did from 14 to 15 numbers at each show.

Solid backing was provided by Tommy and Jimmy Dorsey and a 25-piece band, including an eight-man string section. Earlier in the show the Dorseys scored with a medley of their old hits—"Green Eyes," "I'll Never Smile Again," etc., which pulled a surprising response from teen-agers in the audience as well as from patrons old enough to recall the Swing Era personally.

Sinatra went into the Paramount to plug his first Western, "Johnny Concho" (a Sinatra production), on the screen. However, he should also make quite a pile on the deal since his contract calls for a giant-size share of the gross.

June Bundy.

**All-Time Marks**

• Continued from page 15

endar year 1955. Record earnings for the fiscal year just ended were 74 per cent higher than the 1955 calendar year and showed an increase of 119 per cent over the \$1.53 a common share reported in the calendar year 1954.

Fiscal year-end report represents an increase of 20 per cent over sales of \$21,308,633 for the year ended December, 1955, and an increase of 51 per cent over the \$16,254,907 sales mark of 1954.

New financial report is the first based upon the new fiscal year end. The change from the previous December 31 year end was made after consideration to have a fiscal year which more closely fits the business operations. Electrical & Musical Industries, Ltd., parent company of Capitol, also issues its reports at the close of business ending June 30.

**Music as Written**

• Continued from page 18

Wednesday (15). Doctors report he will be home in about 10 days. . . . In a report in these columns last week, Southern Music was listed incorrectly as having released a single disk from the latest album of the Platters. It should have been Mellin Music.

profit  
picks  
of  
the  
month  
from



records



Toscanini conducting the Philharmonic Symphony Orchestra of New York: The Sorcerer's Apprentice; Semiramide Overture; La Traviata, Prelude to Act 1 and Prelude to Act 3; Siegfried Idyll. Laminated cover. 12" Long Play (CAL-309) only \$1.98



Music everybody loves: The Song from Moulin Rouge; Wunderbar; Intermezzo; Moonlight Sonata and 8 other great favorites. In glowing High Fidelity Sound. Laminated cover. 12" Long Play (CAL-312) only \$1.98; 4-selection 45 EP (CAE-348) 79¢

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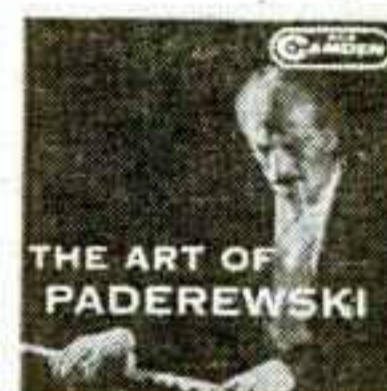
only \$1.98 for each 12" Long Play; only 79¢ for each 45 EP



Jesus Maria Sanroma, piano soloist in 2 Gershwin greats. Arthur Fiedler and the Boston Pops Orch. 12" Long Play (CAL-304) only \$1.98



Freddy Martin and his orch. play 12 Jerome Kern hits. 12" Long Play (CAL-315) only \$1.98; 4-selection 45 EP (CAE-352) 79¢



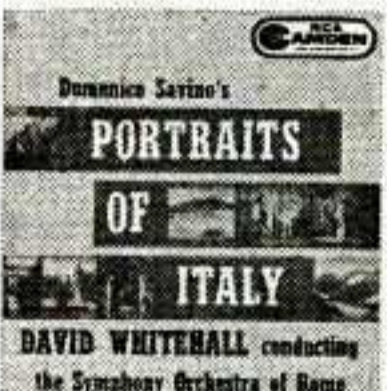
Fifty minutes of piano music by the great Paderewski. 12" Long Play (CAL-310) only \$1.98; 4-selection 45 EP (CAE-347) 79¢



Lowest priced, complete recording. Many stars and orch. of the Opera Comique! 3-12" Long Play records (CCL-100) only \$5.98



12 all-time greats by Al Goodman. "New Orthophonic" High Fidelity. 12" Long Play (CAL-317) only \$1.98; 45 EP (CAE-349) 79¢



David Whitehall conducts a musical trip through Italy. Rome At Dawn; Along The Riviera; Florence; The Alps. 45 EP (CAE-355) 79¢



Harold Bauer plays Appassionata and Moonlight Sonatas by Beethoven and two works by Liszt. 12" Long Play (CAL-311) only \$1.98



12 hits that never grow old played by Tex Beneke & Orch. 12" Long Play (CAL-316) only \$1.98; 4-selection 45 EP (CAE-354) 79¢



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# HONOR ROLL OF HITS

TRADE MARK REG.

**THE NATION'S TOP TUNES** For survey week ending August 15

This Week	Last Week	Weeks on Chart
<b>1. My Prayer</b> By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.	1	7
<b>2. Whatever Will Be Will Be (Que Sera Sera)</b> By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	2	8
<b>3. Hound Dog</b> By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORD AVAILABLE: F. Bell-Bellboys, Mercury 70919.	5	4
<b>4. Allegheny Moon</b> By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	5	9
<b>5. Wayward Wind</b> By Stan Lebusk-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.	3	17

This Week	Last Week	Weeks on Chart
<b>6. I Almost Lost My Mind</b> By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.	4	12
<b>7. Canadian Sunset</b> By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.	9	6
<b>8. I Want You, I Need You, I Love You</b> By Maurice Mysel & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.	7	12
<b>9. Don't Be Cruel</b> By Otis Blackwell—Published by Elvis Presley & Shammar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	17	3
<b>10. Flying Saucer</b> By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.	11	3

## Second Ten

<b>11. Sweet Old-Fashioned Girl</b> By Bob Merrill—Published by Valor (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61636.	10	10
<b>12. More</b> By Tom Glader & Alex Astone—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6554.	12	10
<b>12. On the Street Where You Live</b> By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: A. Fiedler, Vic 20-6569; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.	8	16
<b>14. Born to Be With You</b> By Don Robertson—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1291. RECORD AVAILABLE: L. Dee, Mercury 70870.	12	11
<b>15. Song for a Summer Night</b> By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	20	3

<b>16. Be-Bop-a-Lula</b> By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) BEST SELLING RECORD: G. Vincent, Cap 3450.	15	9
<b>17. It Only Hurts for a Little While</b> By Mack David & Red Spielman—Published by Advanced Music (ASCAP) BEST SELLING RECORD: Ames Brothers, Vic 20-6481.	16	13
<b>18. Moonglow and Theme From Picnic</b> By Hudson, Delange & Mills (Dunning)—Published by Mills-Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORD: M. Stollhoff, Dec 29888. RECORD AVAILABLE: G. Cates, Coral 61618.	14	20
<b>19. Soft Summer Breeze</b> By Eddie Heywood—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORD AVAILABLE: Diamonds, Mercury 70934.	21	3
<b>20. Fool</b> By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORDS: S. Clark, Dot 15481; Gallahads, Jubilee 5252.	27	2

## Third Ten

<b>21. Stranded in the Jungle</b> By Frank Loesser—Published by Frank (ASCAP) RECORDS AVAILABLE: Cadets, Modern 994; Gadabouts, Mercury 70898; Jayhawks, Flash 109	19	7
<b>22. Ivory Tower</b> By Jack Fulton & Lois Steele—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: C. Carr, Fraternity 734; Four Hues, Coral 61617; L. Guerrero, Real 1310; G. Storm, Dot 15458; O. Williams, De Luxe 6093	18	21
<b>23. That's All There Is to That</b> By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.	23	4
<b>23. Tonight You Belong to Me</b> By Billy Rose & Lee David—Published by Mills (ASCAP) RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lannon Sisters-L. Welk, Coral 61710; Patience & Prudence, Liberty 55022.	-	1
<b>25. Glendora</b> By Ray Stanley—Published by American (BMI) RECORD AVAILABLE: P. Como, Vic 20-6554.	28	10

<b>25. I'm in Love Again</b> By Domino & Bartholomew—Published by Reene (BMI) RECORDS AVAILABLE: F. Domino, Imperial 5386; Fontane Sisters, Dot 15462.	23	16
<b>25. You Don't Know Me</b> By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; J. Vate, Col 40710; C. McRae, Dec 29949.	21	5
<b>28. Picnic</b> By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; McGuire Sisters, Coral 61627; R. Martelic, Mercury 70836.	25	16
<b>29. Fabulous Character</b> By Benjamin-Marcus—Published by Valando (ASCAP) RECORD AVAILABLE: S. Vaughan, Mercury 70885.	-	1
<b>30. Rip It Up</b> By Blackwell & Marascalco—Published by Venice (BMI) RECORDS AVAILABLE: Little Richard, Specialty 579; B. Haley, Dec 30028.	-	1

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#### THE GIRL I LEFT IN ROME

with Chorus and Orchestra conducted by Neal Hefti

#### A LOVE TO CALL MY OWN

with Orchestra conducted by Monty Kelly

Record 3501



### CLIFF TOWNSEND

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#### AVENUE L'OPERA

#### SONGS FOR SWEET- HEARTS

Record 3503



### JERRY REED

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### RAY MARTIN

#### STREET SYMPHONY

#### TAMBOURINE

Record 3516



### LOUISE DUNCAN

#### GOSSIP

#### WHEREVER YOU ARE

Record 3524



Dot's

## HONOR ROLL OF HITS

- 15481 1. 'THE FOOL'—'Lonesome for a Letter'  
SANFORD CLARK
- 15485 2. 'APE CALL'—'Wild Dog of Kentucky'  
NERVOUS NORVUS
- 15489 3. 'KA-DING-DONG'—'Into Each Life Some Rain Must Fall'  
THE HILLTOPPERS
- 15491 4. 'WHEN THE WHITE LILACS BLOOM AGAIN'—  
BILLY VAUGHN 'Spanish Diary'
- 15488 5. 'HEART AND SOUL'—'Dixieland Band'  
JOHNNY MADDOX
- 15472 6. 'I ALMOST LOST MY MIND'—  
PAT BOONE 'I'm in Love With You'
- 15470 7. 'TRANSFUSION'—'Dig'  
NERVOUS NORVUS
- 15480 8. 'VOICES'—'Lonesome Lover Blues'  
THE FONTANE SISTERS

## ALBUMS

- DLP-3016—'GOLDEN INSTRUMENTALS'—Billy Vaughn  
DLP-3012—PAT BOONE—DLP-110 EDDIE PEABODY  
DEP-1053 'PAT ON MIKE'—Pat Boone—DEP-1049—PAT BOONE

## NEW RELEASES

- 15494—'HONKY TONK #2'—'LONELY CRYIN' HEART'—Rusty Bryant  
15493—'CASUAL LOOK'—'COTTON PICKIN' KISSES'—Lorry Raine  
15487—'TWO HEARTS With an ARROW BETWEEN'—'JUKE BOX LOVERS'—Shirley Forwood  
15486—'THE GREEN DOOR'—'LITTLE MAN IN CHINA TOWN'—Jim Lowe  
15484—'EVERYTHING BUT YOU'—'MIDNIGHT TO DAYLIGHT'—Dick Lory  
15483—'ALL NITE LONG'—'PINK CHAMPAGNE'—Rusty Bryant  
15482—'ST. LOUIS BLUES'—'RED SEA OF MARS'—Danny Welton

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THE NATION'S BEST SELLING RECORDS

### • Best Sellers in Stores

For survey week ending August 15

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	Title	Label
1.		4	<b>HOUND DOG (BMI)—E. Presley</b>	Vic 20-6604
			<b>DON'T BE CRUEL (BMI)—Vic 20-6604</b>	
2.		7	<b>MY PRAYER (ASCAP)—Platters</b>	Heaven on Earth (ASCAP)—Mercury 70893
3.		3	<b>FLYING SAUCER—Buchanan &amp; Goodman</b>	Luniverse 101
4.		8	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	I Gotta Sing Away These Blues (BMI)—Col 40704
5.		13	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	My Baby Left Me (BMI)—Vic 20-6540
5.		8	<b>ALLEGHENY MOON (ASCAP)—P. Page</b>	Strangest Romance (ASCAP)—Mercury 70878
7.		10	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b>	Woman Love (BMI)—Cap 3450
8.		5	<b>CANADIAN SUNSET (BMI)—H. Winterhalter</b>	This Is Real (ASCAP)—Vic 20-6537
9.		11	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b>	I'm in Love With You (BMI)—Dot 15472
10.		17	<b>WAYWARD WIND (BMI)—G. Grant</b>	No More Than Forever (ASCAP)—Era 1013
11.		11	<b>MORE (ASCAP)—P. Como</b>	GLENDORA (BMI)—Vic 20-6554
12.		3	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller</b>	Col 40730
13.		3	<b>FOOL (BMI)—S. Clark</b>	Lonesome for a Letter (BMI)—Dot 15481
14.		10	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	Love Never Changes (ASCAP)—Cadence 1291
15.		1	<b>TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence</b>	A Smile and a Ribbon (ASCAP)—Liberty 55022
16.		10	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	Goodbye, John (BMI)—Coral 61636
17.		13	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b>	If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18.		1	<b>HONKY TONK (PARTS I &amp; II) (BMI)—B. Doggett</b>	King 4950
19.		4	<b>YOU DON'T KNOW ME (BMI)—J. Vale</b>	Enchanted (ASCAP)—Col 40710
20.		12	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	We All Need Love (ASCAP)—Col 40654
21.		4	<b>WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino</b>	SO-LONG (BMI)—Imperial 5396
21.		6	<b>SOFT SUMMER BREEZE (BMI)—E. Heywood</b>	Heywood's Bounce (BMI)—Mercury 70863
23.		6	<b>THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b>	My Dream Sonata (ASCAP)—Cap 3456
24.		1	<b>APE CALL (ASCAP)—N. Norvus</b>	Wild Dog of Kentucky (BMI)—Dot 15485
25.		19	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	Theme From "Picnic" (ASCAP)—Dec 29888

### • Most Played in Juke Boxes

For survey week ending August 15

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	Title	Label
1.		6	<b>MY PRAYER (ASCAP)—Platters</b>	Heaven on Earth (ASCAP)—Mercury 70893
2.		11	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b>	I'm in Love With You (BMI)—Dot 15472
3.		5	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	I Gotta Sing Away These Blues (BMI)—Col 40704
4.		3	<b>HOUND DOG (BMI)—E. Presley</b>	<b>DON'T BE CRUEL (BMI)—Vic 20-6604</b>
5.		8	<b>ALLEGHENY MOON (ASCAP)—P. Page</b>	Strangest Romance (ASCAP)—Mercury 70878
6.		13	<b>WAYWARD WIND (BMI)—G. Grant</b>	No More Than Forever (ASCAP)—Era 1013
7.		12	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	My Baby Left Me (BMI)—Vic 20-6540
8.		7	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	Goodbye, John (BMI)—Coral 61636
8.		8	<b>MORE (ASCAP)—P. Como</b>	GLENDORA (BMI)—Vic 20-6554
10.		9	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	Love Never Changes (ASCAP)—Cadence 1291
11.		10	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers</b>	If You Want to See Mamie Tonight (ASCAP)—Vic 6481
12.		7	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b>	Woman Love (BMI)—Cap 3450
12.		1	<b>FLYING SAUCER (PARTS I &amp; II)—Buchanan &amp; Goodman</b>	Luniverse 101
14.		15	<b>I'M IN LOVE AGAIN (BMI)—F. Domino</b>	My Blue Heaven (ASCAP)—Imperial 5386
15.		15	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	Theme From "Picnic" (ASCAP)—Dec 29888
16.		2	<b>CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood</b>	This Is Real (ASCAP)—Vic 20-6537
17.		8	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	We All Need Love (ASCAP)—Col 40654
18.		1	<b>FOOL (BMI)—S. Clark</b>	Lonesome for a Letter (BMI)—Dot 15481
19.		1	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller</b>	Col 40730—ASCAP
19.		2	<b>STRANDED IN THE JUNGLE (BMI)—Cadets</b>	I Want You (BMI)—Modern 994

### • 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	Title
1.		9	Allegheny Moon (Oxford)
2.		7	Whatever Will Be, Will Be (Che Sera, Sera Art)
3.		13	Wayward Wind (Warman)
4.		6	My Prayer (Shapiro-Bernstein)
5.		3	Canadian Sunset (Meridian)
6.		16	On the Street Where You Live (Chappell)
7.		5	I Want You, I Need You, I Love You (Presley)
8.		1	Song for a Summer Night (April)
9.		1	Hound Dog (E. Presley & Lion Music)
10.		9	I Almost Lost My Mind (Hill & Range)
11.		18	Ivory Tower (E. H. Morris)
12.		15	Moonglow (Mills-Columbia Pictures)
13.		15	Picnic (Shapiro-Bernstein)
14.		6	Sweet, Old-Fashioned Girl (Valor)
15.		4	It Only Hurts for a Little While (Advanced)

### • Most Played by Jockeys

For survey week ending August 15

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. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1.		7	<b>MY PRAYER (ASCAP)—Platters</b>	Heaven on Earth (ASCAP)—Mercury 70893
2.		8	<b>WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day</b>	I Gotta Sing Away These Blues (BMI)—Col 40704
3.		3	<b>DON'T BE CRUEL (BMI)—E. Presley</b>	Hound Dog (BMI)—Vic 20-6604
4.		9	<b>ALLEGHENY MOON (ASCAP)—P. Page</b>	Strangest Romance (ASCAP)—Mercury 70878
5.		16	<b>WAYWARD WIND (BMI)—G. Grant</b>	No More Than Forever (ASCAP)—Era 1013
6.		4	<b>HOUND DOG (BMI)—E. Presley</b>	<b>DON'T BE CRUEL (BMI)—Vic 20-6604</b>
7.		11	<b>I ALMOST LOST MY MIND (BMI)—P. Boone</b>	I'm in Love With You (BMI)—Dot 15472
8.		5	<b>CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood</b>	This Is Real (ASCAP)—Vic 20-6537
9.		12	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes</b>	Love Never Changes (ASCAP)—Cadence 1291
10.		9	<b>MORE (ASCAP)—P. Como</b>	Glendora (BMI)—Vic 20-6554
11.		19	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone</b>	We All Need Love (ASCAP)—Col 40654
12.		3	<b>FLYING SAUCER (PARTS I &amp; II)—Buchanan &amp; Goodman</b>	Luniverse 101
13.		11	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley</b>	My Baby Left Me (BMI)—Vic 20-6540
14.		8	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer</b>	Goodbye, John (BMI)—Coral 61636
15.		3	<b>SONG FOR A SUMMER NIGHT (PARTS I &amp; II)—M. Miller</b>	Col 40730—ASCAP
16.		19	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff</b>	Theme From "Picnic" (ASCAP)—Dec 29888
17.		2	<b>CANADIAN SUNSET (BMI)—A. Williams</b>	High Upon a Mountain (ASCAP)—Cadence 1297
18.		3	<b>YOU DON'T KNOW ME (BMI)—J. Vale</b>	Enchanted (ASCAP)—Col 40710
19.		3	<b>FABULOUS CHARACTER (ASCAP)—S. Vaughan</b>	Other Woman (ASCAP)—Mercury 70885
20.		2	<b>SOFT SUMMER BREEZE—E. Heywood</b>	Heywood's Bounce (BMI)—Mercury 70863
21.		4	<b>THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole</b>	My Dream Sonata (ASCAP)—Cap 3456
22.		8	<b>BE-BOP-A-LULA (BMI)—G. Vincent</b>	Woman Love (BMI)—Cap 3450
23.		10	<b>GLENDORA (BMI)—P. Como</b>	More (ASCAP)—Vic 20-6554
24.		2	<b>FROM THE CANDY STORE ON THE CORNER (ASCAP)—T. Bennett</b>	Happiness Street (ASCAP)—Col 40726
25.		1	<b>TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence</b>	A Smile and a Ribbon (ASCAP)—Liberty 55022

*Like Everybody Says...* **"MERCURY IS HOT!"**

<i>"Good For Two Gold Records"</i>	<b>MY PRAYER</b>	<b>THE PLATTERS</b>	MERCURY 70893
<i>"Will Last All Summer"</i>	<b>ALLEGHENY MOON</b>	<b>PATTI PAGE</b>	MERCURY 70878
<i>"It's In"</i>	<b>HAPPINESS STREET</b>	<b>GEORGIA GIBBS</b>	MERCURY 70920
<i>"Heywood's Hot"</i>	<b>SOFT SUMMER BREEZE</b>	<b>EDDIE HEYWOOD</b>	MERCURY 70863
<i>"Can't Beat This Version"</i>	<b>THE MIDDLE OF THE HOUSE</b>	<b>RUSTY DRAPER</b>	MERCURY 70921
<i>"D.J.'s High On Both Sides"</i>	<b>13 GOING ON 14</b>	<b>THE CREWCUTS</b>	MERCURY 70922
	<b>BEI MIR BIST DU SCHON</b>	<b>THE DIAMONDS</b>	MERCURY 70934
<i>"Four Hits In A Row"</i>	<b>KA-DING-DONG</b>	<b>FLORIAN ZABACH</b>	MERCURY 70936
<i>"Best D.J. Action"</i>	<b>WHEN THE WHITE LILACS BLOOM AGAIN</b>	<b>DRAPER &amp; DEE</b>	MERCURY 70923
<i>"West Coast Hit Already"</i>	<b>SCRATCH MY BACK</b>	<b>DICK CONTINO</b>	MERCURY 70911
<i>"Ops Buying Big"</i>	<b>TWILIGHT TIME</b>	<b>PEARL BAILEY</b>	MERCURY 70926
	<b>MEXICALI ROSE</b>	<b>RALPH MARGERIE</b>	MERCURY 70917
<i>"It's Happening"</i>	<b>I CAN'T ROCK &amp; ROLL TO SAVE MY SOUL</b>		
<i>"D.J.'s Hep To This"</i>	<b>YES SIR, THAT'S MY BABY</b>		

**NEW FUEL RELEASES**

**"Jumpin' At The Woodside"**

BY

**THE  
BLUE STARS**

MERCURY 70924

**"Sadie's Shawl"**

BY

**RICHARD HAYMAN**

AND

**JAN AUGUST**

MERCURY 70937

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS





# THE LION ROARS

with **2** smash hits!

**Leroy Holmes**  
& HIS ORCHESTRA

**when the  
white lilacs  
bloom again**

MGM12317 • K12317

**Art Mooney**  
& HIS ORCHESTRA

Theme from  
**EAST OF  
EDEN**

and

Theme from  
**REBEL  
WITHOUT  
A CAUSE**

(A TRIBUTE TO JAMES DEAN)

MGM12312 • K12312

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 30, N. Y.



Packaged in attractive sleeve  
featuring photo of James Dean

## A Fabulous "Sound" Instrumental Pairing

BY

## A Talented Pair Of Instrumental Greats

# RICHARD HAYMAN

AND

# JAN AUGUST

## "Sadie's Shawl"

AND

## "Carnival In Rome"

MERCURY 70937



## • 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. Canadian Sunset . . . . . *Andy Williams*  
(BMI) Cadence 1297
2. A Casual Look . . . . . *The Six Teens*  
(BMI) Flip 315
3. After the Lights Go Down Low . . . . *Al Hibbler*  
(BMI) Decca 29982
4. Let the Good Times Roll . . . . . *Shirley and Lee*  
(BMI) Aladdin 3325
5. Ka Ding Dong . . . . . *The G-Clefs*  
(BMI) Pilgrim 24971
6. Rip It Up . . . . . *Bill Haley*  
(BMI) Decca 30028
7. The Fool . . . . . *The Gallahads*  
(BMI) Jubilee 5252
8. Happiness Street  
From the Candy Store on the Corner  
. . . . . *Tony Bennett*  
(ASCAP) Columbia 40726
9. Happiness Street . . . . . *Georgia Gibbs*  
(ASCAP) Mercury 70920
10. Mama, Teach Me to Dance . . . . . *Eydie Gorme*  
(ASCAP) ABC-Paramount 9722

## • THIS WEEK'S BEST BUYS

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

- HAPPINESS STREET (Planetary, ASCAP).  
FROM THE CANDY STORE ON THE CORNER (Shapiro-Bernstein, ASCA)—Tony Bennett—Columbia 40726
- HAPPINESS STREET (Planetary, ASCAP)—Georgia Gibbs—Mercury 70920—Between the two of them, Tony Bennett and Georgia Gibbs are kicking up a lot of action on the tune "Happiness Street." Bennett has the over-all best seller due in part to the strength that "Candy Store" is contributing to the disk. In a number of territories, however, Miss Gibbs is holding her own with little difficulty and is clearly getting a healthy cut of the total. The flip side of her record is "Happiness Is Just a Thing Called Joe" (Feist, ASCAP). The Mercury platter was a previous Billboard "Spotlight" pick.
- WHEN THE WHITE LILACS BLOOM AGAIN (Harms, ASCAP)—Helmut Zacharias Ork—Decca 30039
- WHEN THE WHITE LILACS BLOOM AGAIN (Harms, ASCAP)—Billy Vaughn Ork—Dot 15491—Quite a scramble for position has been going on this past week or two in regard to this German tune. The original waxing by Zacharias had an early advantage sales-wise and has made big imprint in most markets surveyed. Of the competing versions, Billy Vaughn's has moved most quickly and looked like the strongest rival. Other readings of the tune had not been available in most areas long enough to realize their potential; the next days may see some of these achieve enough strength to rate selection as "Best Buys."

THE FOOL (Debra, BMI)—The Gallahads—Jubilee 5252—The success of Sanford Clark's version of "The Fool" has been documented in the national retail chart. The popularity of the Dot disk has not dealt a fatal blow to this competitor, however. The Gallahads have achieved excellent pop and r.&b. acceptance, particularly in the Eastern markets. The possibilities of their making national charts in either of these fields are very good. The flip side of "The Fool" is "The Morning Mail" (Famous, ASCAP).



*A RED HOT new Star is born..*

# Sanford Clark



with

# 'The

# FOOL'

#15481

c/w

# 'Lonesome For A Letter'

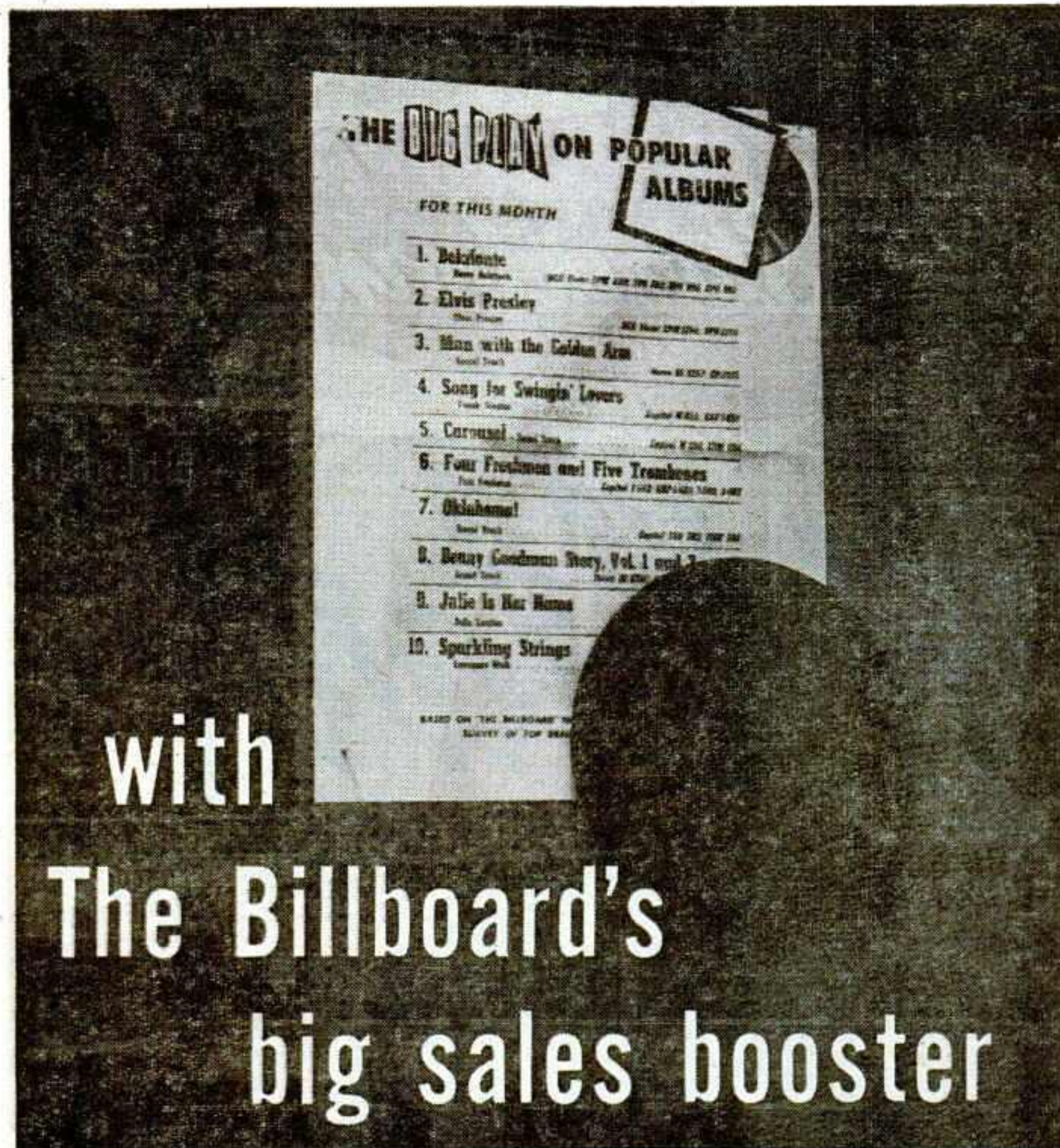
*Dot* RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181  
THE NATION'S BEST SELLING RECORDS

sell more singles . . . more albums

# THE TOP 100

For survey week ending August 15

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.



with  
The Billboard's  
big sales booster  
display posters!

Hundreds of top-dealers are now regular subscribers to The Billboard's tremendous new year-round merchandising service.

Twice a month, the SALES BOOSTER KIT brings you these up-to-the-minute window, wall and counter posters for your self-selling displays . . . plus give-away folders for listening booths and counters:

- HONOR ROLL OF HITS POSTER . . . 17" x 22", lists the Top 10 Tunes of the week, plus the up-and-coming favorites.
- BIG PLAY POP ALBUM POSTER . . . 17" x 22", with the week's Top 10 best sellers.
- BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER, 17" x 22".
- POINT-OF-SALE POSTERS OF NEW TITLES AND EQUIPMENT.
- TODAY'S TOP TUNES FOLDERS . . . Listing tops in pops, classical, jazz, R&B, C&W.

Dealers coast to coast say "they help me sell"

"We find all these such valuable sales helps that even a week without them throws us. Our heartfelt gratitude to BILLBOARD for all its help."

"These posters and folders encourage our customers to buy more than just the titles appearing on the Top Ten."

"These posters and folders help the customers make their selections."

"The special artist and record ad reprint-posters make real selling displays!"

"These posters are invaluable. I use them in my main store and my two branch stores."

**SPECIAL INTRODUCTORY OFFER SAVES YOU 50%! Merchandising Division, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio**

- I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS . . . twice a month for one year at only 50c per kit. I enclose only \$12.
- Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose \$6 in full payment.
- Please send me a sample kit only. I enclose \$1 for one kit.

NAME \_\_\_\_\_  
STORE NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

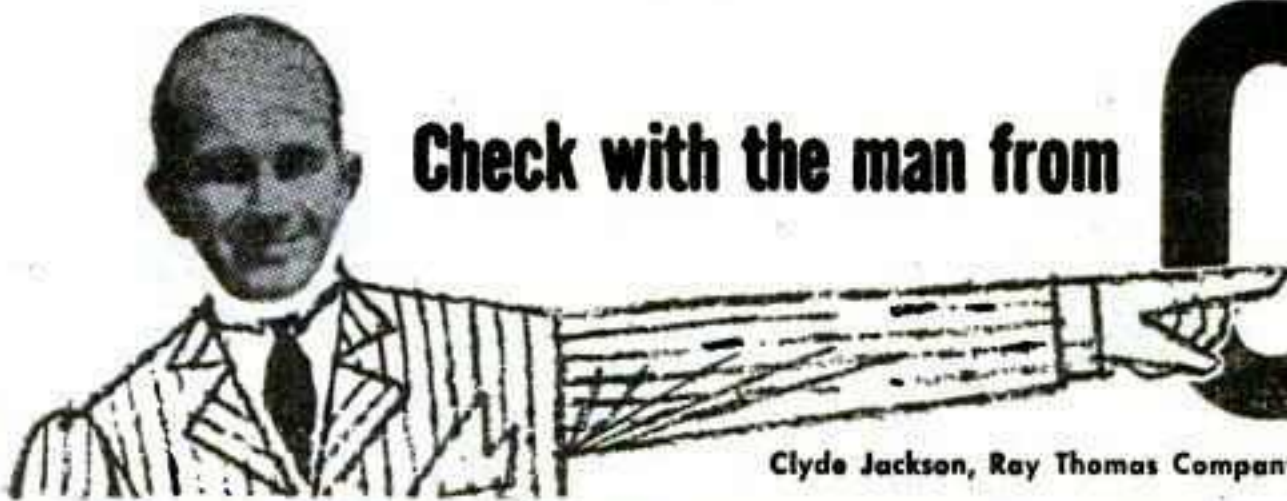
Join the  
big-profit  
parade!

Mail this  
coupon before September 15, 1956!

Pos.	Song	Artist	Label	Last Week
1.	MY PRAYER	Platters	Mercury	1
2.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	2
3.	ALLEGHENY MOON	P. Page	Mercury	2
3.	HOUND DOG	E. Presley	Victor	6
5.	I ALMOST LOST MY MIND	P. Boone	Dot	4
6.	DON'T BE CRUEL	E. Presley	Victor	17
7.	WAYWARD WIND	G. Grant	Era	5
8.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	7
9.	FLYING SAUCER	Buchanan & Goodman	Luniverse	13
10.	BORN TO BE WITH YOU	Chordettes	Cadence	8
11.	CANADIAN SUNSET	H. Winterhalter	Victor	12
12.	MORE	P. Como	Victor	10
13.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	9
14.	BE-BOP-A-LULA	G. Vincent	Capitol	13
15.	SONG FOR A SUMMER NIGHT	M. Miller	Columbia	24
16.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	11
17.	IT ONLY HURTS A LITTLE WHILE	Ames Brothers	Victor	16
18.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	15
19.	FOOL	S. Clark	Dot	27
20.	SOFT SUMMER BREEZE	E. Heywood	Mercury	18
20.	YOU DON'T KNOW ME	J. Vale	Columbia	20
22.	THAT'S ALL THERE IS TO THAT	Nat (King) Cole	Capitol	18
23.	GLENDORA	P. Como	Victor	22
24.	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	48
25.	I'M IN LOVE AGAIN	F. Domino	Imperial	21
26.	CANADIAN SUNSET	A. Williams	Cadence	34
27.	FABULOUS CHARACTER	S. Vaughan	Mercury	28
28.	APE CALL	N. Norvus	Dot	35
28.	STRANDED IN THE JUNGLE	Cadets	Modern	23
30.	WHEN MY DREAMBOAT COMES HOME	F. Domino	Imperial	32
31.	SOMEBODY UP THERE LIKES ME	P. Como	Victor	42
32.	STANDING ON THE CORNER	Four Lads	Columbia	25
33.	GHOST TOWN	D. Cherry	Columbia	31
34.	RIP IT UP	Little Richard	Specialty	43
35.	AFTER THE LIGHTS GO DOWN LOW	A. Hibbler	Decca	59
35.	FEVER	L. W. John	King	32
37.	WEARY BLUES	McGuire Sisters	Coral	44
38.	TREASURE OF LOVE	C. McPhatter	Atlantic	25
39.	HAPPINESS STREET	G. Gibbs	Mercury	—
39.	I ONLY KNOW I LOVE YOU	Four Aces	Decca	36
39.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	37
42.	HONKY TONK	B. Doggett	King	54
43.	OLD PHILOSOPHER	E. Lawrence	Coral	55
44.	SO-LONG	F. Domino	Imperial	78
45.	LOVE, LOVE, LOVE	Clovers	Atlantic	41
46.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	28
47.	RIP IT UP	B. Haley	Decca	48
48.	TRANSFUSION	N. Norvus	Dot	56
48.	WAYWARD WIND	T. Ritter	Capitol	38
50.	STRANDED IN THE JUNGLE	Jayhawks	Flash	45
51.	MAMA, TEACH ME TO DANCE	E. Gorme	ABC-Paramount	60
52.	LOVE, LOVE, LOVE	Diamonds	Mercury	39
53.	STRANDED IN THE JUNGLE	Gadabouts	Mercury	50
54.	GIVE US THIS DAY	J. James	M-G-M	30
55.	MY BLUE HEAVEN	F. Domino	Imperial	58
56.	VOICES	Fontane Sisters	Dot	47
57.	HEAVEN ON EARTH	Platters	Mercury	69
58.	PICNIC	McGuire Sisters	Coral	46
59.	THEME FROM "THE PROUD ONES"	N. Riddle	Capitol	57
60.	FROM THE CANDY STORE ON THE CORNER	T. Bennett	Columbia	74
61.	EXPERIMENTS WITH MICE	J. Dankworth	Capitol	—
62.	ENGLISH MUFFINS AND IRISH STEW	S. Syms	Decca	72
63.	YOU'RE SENSATIONAL	F. Sinatra	Capitol	52
64.	FOOL	Gallahads	Jubilee	80
64.	IVORY TOWER	C. Carr	Fraternity	64
64.	LET THE GOOD TIMES ROLL	Shirley & Lee	Aladdin	—
67.	WALK HAND IN HAND	T. Martin	Victor	72
68.	I PROMISE TO REMEMBER	Teen-Agers	Gee	86
68.	MIRACLE OF LOVE	E. Rodgers	Columbia	68
68.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	40
68.	TEEN-AGER'S MOTHER	B. Haley	Decca	—
72.	CLAY IDOL	B. Johnson	Bally	83
73.	IVORY TOWER	G. Storm	Dot	50
74.	TRUE LOVE	J. Powell	Verve	—
75.	CASUAL LOOK	Six Teens	Flip	84
75.	LOLA'S THEME	S. Allen	Coral	81
77.	AWAY ALL BOATS	A. Hibbler	Decca	99
78.	I'LL BE AROUND	D. Cherry	Columbia	—
79.	HAPPINESS STREET	T. Bennett	Columbia	60
80.	I DON'T WANT NOBODY	W. Herman	Capitol	90
80.	TO LOVE AGAIN	Four Aces	Decca	—
82.	HAPPY WHISTLER	D. Robertson	Capitol	63
83.	READY TEDDY	Little Richard	Specialty	67
84.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	69
84.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	86
84.	STANDING ON THE CORNER	D. Martin	Capitol	66
84.	TUMBLING TUMBLEWEEDS	R. Williams	Kapp	—
88.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	62
88.	LOLA'S THEME	M. Mathieson	Columbia	82
90.	BOPPIN' THE BLUES	C. Perkins	Sun	—
91.	JOHNNY CONCHO THEME	F. Sinatra	Capitol	—
92.	IN THE ALPS	McGuire Sisters	—	—
92.	KA DING DONG	L. Welk	Coral	74
94.	MY DREAM SONATA	G. Clefs	Pilgrim	69
95.	HEARTBREAK HOTEL	Nat (King) Cole	Capitol	—
96.	HEARTBREAK HOTEL	S. Freberg	Capitol	—
97.	TE AMO	E. Presley	Victor	92
97.	TE AMO	D. Jacobs	Coral	—
98.	BUS STOP SONG	Four Lads	Columbia	—
99.	HOW LUCKY YOU ARE	J. James	M-G-M	93
100.	AFTER SCHOOL	T. Charles	Decca	—
100.	ST. THERESE OF THE ROSES	B. Ward	Decca	—

**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.



Check with the man from

# COLUMBIA

Clyde Jackson, Ray Thomas Company, Los Angeles, Calif.

© "Columbia" ®

## BEST SELLING POP SINGLES

WAR AND PEACE  
SPEAK, MY LOVE  
Vic Damone ..... 40733 .4-40733

- 1. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues .Doris Day ..... 40704 .4-40704
- 2. "Studio One" Theme:—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) Mitch Miller ..... 40730 .4-40730
- 3. You Don't Know Me—Enchanted .Jerry Vale ..... 40710 .4-40710
- 4. The Bus Stop Song (A Paper of Pins)—A House With Love in It The Four Lads ..... 40736 .4-40736
- 5. Ghost Town—I'll Be Around .Don Cherry ..... 40705 .4-40705
- 6. From the Candy Store on the Corner to the Chapel on the Hill—Happiness Street .Tony Bennett ..... 40726 .4-40726

## BEST SELLING POP ALBUMS

SOLO MOOD  
Paul Weston ..... CL-879

- 1. My Fair Lady . Rex Harrison, Julie Andrews, Original Cast ..... OL-5090 .A-5090
- 2. Ambassador Satch . Louis Armstrong and His All Stars ..... CL-840 .B-840
- 3. My Fair Lady . Percy Faith and His Orchestra CL-895 .B-8951 .B-8952 .B-8953
- 4. Johnny Mathis ..... CL-887 .B-8871 .B-8872 .B-8873
- 5. Songs of the South .The Norman Luboff Choir ..... CL-860 .B-860
- 6. Pretty Wild . Wild Bill Davison ..... CL-871

## BEST SELLING MASTERWORKS

PUCCHINI: MADAME BUTTERFLY  
Opera for Orchestra  
Andre Kostelanetz and His Orchestra  
CL-869

- 1. The Most Happy Fella . Original Cast ..... O3L-240 .OL-5118 .A-5118
- 2. Rachmaninoff: Concerto No. 2 . Istomin, Ormandy-Philadelphia Orchestra ..... ML-5013
- 3. Beethoven: Symphony No. 5/Mozart: Symphony No. 40 Ormandy-Philadelphia Orchestra ..... ML-5098
- 4. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4 Oistrakh-Philadelphia Orchestra ..... ML-5085
- 5. Vivaldi: Double Concerto . Oistrakh, Stern, Ormandy-Philadelphia Orchestra ..... ML-5087
- 6. Brahms: Double Concerto . Walter, Stern and Rose ..... ML-5076

## BEST SELLING FOLK RECORDS

CRAZY ARMS  
YOU DONE ME WRONG  
Ray Price ..... 21510 .4-21510

- 1. I'm a One-Woman Man—I Don't Like I Did . Johnny Horton . 21538 .4-21538
- 2. You Are the One—Doorstep to Heaven . Carl Smith ..... 21522 .4-21522
- 3. Onie's Bop—I Wanna Hold My Baby . Onie Wheeler ..... 21523 .4-21523
- 4. They're Still in Love—I'm in My Teens .The Collins Kids ..... 4-21543
- 5. Joy Bells—Give Mother My Crown Lester Flatt & Earl Scruggs ..... 21536-s .4-21536-s
- 6. Everybody's Rockin' But Me—Without Your Love . Bobby Lord ..... 4-21539

### NEW POP RELEASES

A PERFECT LOVE  
LOVE ME GOOD  
Jo Stafford ..... 40745 .4-40745

- 1. The Rain in Spain—Rex Harrison, Julie Andrews, Robert Coote—Get Me to the Church on Time . Stanley Holloway . From the Original Cast Recording of "My Fair Lady" ..... 4-40738
- 2. Big D—Susan Johnson and Shorty Long . Fresno Beauties—The Male Ensemble . From the Original Cast Recording of "The Most Happy Fella" ..... 4-40739
- 3. On the Road to Mandalay—Only If We Love . Frankie Laino . 40741 .4-40741
- 4. Let Him Know—What Am I to Do . Jill Corey ..... 4-40743
- 5. The Test of Time—Tall Boy . Peggy King ..... 4-40744
- 6. Repeat After Me—Too Bad . Adam Timoon ..... 4-40735

### SPECIAL RECORDINGS OF UNUSUAL INTEREST

THAT TOWERING FEELING  
Vic Damone  
CL-900 . . . . . B-9001 B-9002 . . . . . B-9003

### NEW FOLK RELEASES

SINGING THE BLUES  
I CAN'T QUIT  
Marty Robbins ..... 21545 .4-21545

- 1. I'll Find Her—Wish You Would . The Maddox Brothers and Rose . . . . . 4-21546
- 2. Stay Away From Me Baby—Now You Know . George Morgan . . . . . 4-21548
- 3. I Wasn't There—Heaven . The Masters Family . . . . . 4-21549-s
- 4. Bully of the Town—Floggin's the Banjo . Joe Maphis . . . . . 4-21547



Imperial's Hits are Breaking Wide Open!

FATS DOMINO

'SO LONG'

and

'When My Dreamboat Comes Home'

= 5396

A Hit in Los Angeles!

LESTER WILLIAMS

'McDONALD'S DAUGHTER'

and

'Daddy Loves You'

= 5402

A Solid Smash!

The HONEY BEES

'ENDLESS'

and

'Let's See What's Happening'

= 5400

Breaking Big!

ERNIE FREEMAN

'SPRING FEVER'

and

'WALKIN' THE BEAT'

= 5403

Imperial Records

8425 Hollywood Blvd Hollywood 28 Calif

Territorial Best Sellers

Continued from page 36

- 8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Allegheny Moon, P. Page, Mer.
10. On the Street Where You Live V. Damone, Col.

St. Louis

- 1. Flying Saucer Buchanan & Goodman, Lun.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Hound Dog, E. Presley, Vic.
5. My Prayer, Platters, Mer.
6. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
7. Fool, S. Clark, Dot
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Song for a Summer Night M. Miller, Col.
10. Sweet, Old-Fashioned Girl T. Brewer, Cor.

San Francisco

- 1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Wayward Wind, G. Grant, Era
4. Flying Saucer Buchanan & Goodman, Lun.
5. I Almost Lost My Mind, P. Boone, Dot

- 6. Allegheny Moon, P. Page, Mer.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. Don't Be Cruel, E. Presley, Vic.

Seattle

- 1. Don't Be Cruel, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Hound Dog, E. Presley, Vic.
4. Fool, S. Clark, Dot
5. Wayward Wind, G. Grant, Era
6. Whatever Will Be, Will Be Doris Day, Col.
7. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
8. Flying Saucer Buchanan & Goodman, Lun.
9. Allegheny Moon, P. Page, Mer.
10. I Want You, I Need You, I Love You E. Presley, Vic.

Toronto

- 1. Whatever Will Be, Will Be Doris Day, Col.
2. Be-Bop-a-Lula, G. Vincent, Cap.
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. My Prayer, Platters, Mer.
5. Hound Dog, E. Presley, Vic.

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. Peatman's copyrighted Audience Coverage Index.

Radio

- Allegheny Moon (R)—Oxford—ASCAP
Born to Be With You (R)—Mayfair—ASCAP
Canadian Sunset (R)—Meridian—BMI
Cool Tango (R)—Ardmore—ASCAP
Happiness Street (R)—Planetary—ASCAP
He Loves Me, He Loves Me Not (R)—Broadcast—BMI
How Little We Know (R)—E. H. Morris—ASCAP
I Almost Lost My Mind (R)—St. Louis—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Love You, Samantha (R) (F)—Buston Hill—ASCAP
If I'm Elected (R)—Bourne—ASCAP
It Only Hurts for a Little While (R)—Advanced—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Make Me a Child Again (R)—Remick—ASCAP
Moonglow (R) (F)—Mills—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP
One Finger Piano (R)—E. B. Marks—BMI
Picnic (R) (F)—Columbia Pic—ASCAP
Proud Ones (R) (F)—Weiss & Barry—BMI
Sierra Madre (R)—Melody Lane—BMI
Standing on the Corner (R) (M)—Frank—ASCAP
That's All Right, Honey (R)—Movietown—BMI
Tickled Pink (R)—Mills—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP
War and Peace (R) (F)—Famous—ASCAP
Wayward Wind (R)—Warman—BMI
Weary Blues (R)—Melrose—ASCAP
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
When the White Lilacs Bloom Again (R) (F)—Harms—ASCAP
You're Sensational (R) (F)—Buxton Hill—ASCAP

Television

- A Beautiful Friendship (R)—Kahn—ASCAP
Allegheny Moon (R)—Oxford—ASCAP
Delilah Jones (R)—Dena—ASCAP
Ghost Town (R)—Cromwell—ASCAP
Happiness Street (R)—Planetary—ASCAP
Hot Dog Buddy Buddy (R)—Valleybrook—ASCAP
Hound Dog (R)—Presley & Lion—BMI
I Almost Lost My Mind (R)—St. Louis—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I Love Mickey (R)—Willow—ASCAP
I've Got Something in My Eye (R)—Evans—ASCAP
Laughing Polka (R)—Champagne—ASCAP
Let Me Be the First One to Know (R)—Delston—BMI
Love Will Lead the Way (R)—Vim—ASCAP
Make Me a Child Again (R)—Remick—ASCAP
Moonglow (R) (F)—Mills—ASCAP
My Prayer (R)—Shapiro-Bernstein—ASCAP
Ninety Eight Cents (R)—Summit—ASCAP
Pink Cadillac (R)—Four Star—BMI
Portuguese Washerwoman (R)—Remick—ASCAP
Rip It Up (R)—Venice—BMI
Sailor Man (R)—Lamas—ASCAP
To Love Again (R) (F)—Columbia Pic—ASCAP
Walk Hand in Hand (R)—Republic—BMI
Wayward Wind (R)—Warman—BMI
We Laughed at Love (R)—Kahn—ASCAP
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
With a Little Bit of Luck (R) (M)—Chappell—ASCAP
Without You I'm Nothing (R) (M)—Laurel—ASCAP
You Bring Out the Lover in Me (R)—E. H. Morris—ASCAP

Best Selling Sheet Music in Britain

(For Week Ending August 11)

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.

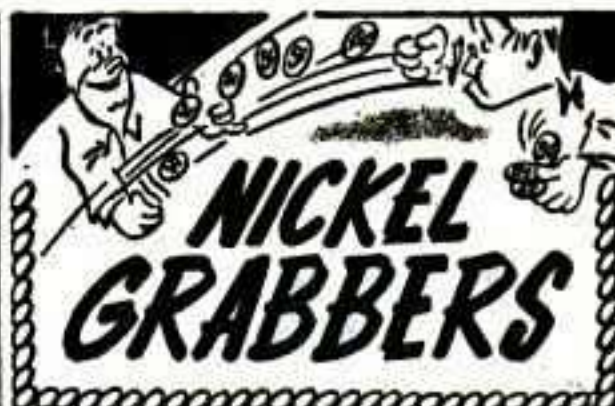
- Walk Hand in Hand—Duchess (Republic)
Whatever Will Be, Will Be—Meicher-Toff (Warman)
Who Are We?—Bourne (Thunderbird)
Hot Diggity—Peter Maurice (Roncom)
Why Do Fools Fall in Love?—Chappell (Patricia)
The Wayward Wind—Lafleur (Artists)
The Birds and the Bees—Maddox (Famous)
Mountain Greenery—New World (Harms)
My September Love—Bron
Out of Town—Kassner (Kassner)
Serenade—Blossom (Harms)
No Other Love—Chappell (Williams)
I'll Be Home—Box & Cox (Arc)
Ivory Tower—E. H. Morris (E. H. Morris)
A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)
Too Young to Go Steady—Robbins (Robbins)
By the Fountains for Rome—Sterling (Chappell)
It's Almost Tomorrow—Macmelodies (Northern)
You Can't Be True to Two—Dash (Joy)
A Tear Fell—Robbins (Progressive)

Best Selling Pop Records in Britain

(For Week Ending August 11)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

Table with 3 columns: This Week, Last Week, and Record Title. Lists top 20 pop records in Britain.



BILL DOGGETT

HONKY TONK

King 4950

LITTLE WILLIE JOHN

FEVER

King 4935

JAMES BROWN

WITH THE FAMOUS FLAMES PLEASE, PLEASE, PLEASE

Federal 12258

THE MIDNIGHTERS TORE UP OVER YOU

Federal 12270

THE "5" ROYALES COME ON AND SAVE ME

GET SOMETHING OUT OF IT

King 4952

EARL BOSTIC ROSES OF PICARDY

WHERE OR WHEN

King 4943

JERRY DORN WISHING WELL

King 4932

BILLY GAYLES I'M TORE UP

Federal 12265

MAC CURTIS HALF HEARTED LOVE

GRANDDADDY'S ROCKIN'

King 4949

NEW RELEASES!!

JAMES BROWN

WITH THE FAMOUS FLAMES HOLD MY BABY'S HAND

NO, NO, NO, NO

Federal 12277

EARL BOSTIC AND BILL DOGGETT BUBBINS ROCK

INDIANA

King 4954

KING RECORDS

*Destined to Sweep the Country!  
The Most Beautiful Waltz Hit of the Year~*

*Gogi Grant's*

**'YOU'RE  
IN  
LOVE'**

from the Republic Picture-"Accused of Murder"

AND

*The Unique Different*  
**'WHEN THE TIDE IS HIGH'**



Published by

**THUNDERBIRD MUSIC**



## BONNIE GUITAR

with a  
HIT RECORD VOICE  
and a Billboard Spotlight

Review to start with—

has a big one in both fields

# "IF YOU SEE MY LOVE DANCING"

and

# "HELLO, HELLO, PLEASE ANSWER THE PHONE"

on FABOR #4013

The Billboard  
8-11-56

### • Review Spotlight

**BONNIE GUITAR**  
If You See My Love Dancing (Dandelion, BMI)  
Hello, Hello, Please Answer the Phone (Dandelion, BMI)—  
Fabor 4013—The gal's sweet set of pipes and appealing  
thrashing style are nicely showcased on both sides of this  
disk. "If You See My Love Dancing" is an attractive  
waltzer, while the flip is a plaintive theme, sung with  
feeling and tasteful phrasing by the canary, who accom-  
panies herself on guitar.



Orders are pouring in. Juke Box Operators and Retailers, get your orders in now. We are pressing them good and pressing them fast. Order from Abbott Sales Co., Box 38, Malibu, Calif. To any place in the U. S., we'll set them down in your lap within from 1 to 3 days. For 40c each, for cash, check or C.O.D. (45 rpm only) and we pay the postage. No returns. Watch our smoke from here on.

We say independent distributors have not been necessary since the horse and buggy days, especially now since transportation is so fast and so cheap and records can be set right in your door.

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You know what a good record is. You don't need ambitious salesmen twisting your arm. We mail you our catalogue—you order the records you can sell. You make from 15c to 25c more for your pocket. You're the one who should have the extra money because you are the one who actually sells the record and gets the manufacturer's invested money back for him. We cover ALL radio stations with our D.J. samples. That introduces the song to the public. Your neighborhood station will give the record some air time. Knowing the great D.J.'s as I know them, I know they will give the record a chance in your neighborhood. If the record's got it, it will sell if the public can get its hands on it. Your counter girls and boys play a very important part in this business as well as you, Juke Box Ops, with your ability to place the records on the boxes to fit the clientele. And that's the whole thing in a nutshell. The rest of the problem is left up to the manufacturer to produce good commercial records and to get paid for them. The direct mailing system is here to stay. Should have been done years ago.

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WE'VE GOT A BIG RECORD

WE'LL HAVE MORE BIG RECORDS

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## VOX JOX

By JUNE BUNDY

**GIMMIX:** Local station WGAY, Silver Spring, Md., is garnering extensive newspaper space, via a contest to select the most attractive suburban Maryland housewife, who will reign as queen during the station's "Be Attractive for Your Own Husband Week." . . . David Michael Pitts, WINR, Binghamton, N. Y., is interested in receiving tapes (for airing over his own show) from other all-night jocks across the country. He'd like the night owls to describe their cities, shows and type of music played, and promises to return all tapes. . . . Roy Forman, KEPO, El Paso, Tex., is running a daily "Strange Place" contest on his morning show. Object is for listeners to write and tell him exactly where they were when they heard him refer to the contest. A recent winner was an Army major who heard the show while flying a Jet aircraft 40,000 feet over Arizona, while another dialer was reading a magazine in a life raft.

**BELL'S CRUSADE:** Don Bell, KRNT, Des Moines, Ia., is currently conducting a personal crusade to raise the children's age ticket price at movies, swimming pools, etc.) from 12 to 16. The policy has already been adopted by several local groups, including the RKO-Orpheum Theater and Marine Beach entertainment center. Meanwhile, Bell has written key jocks in Iowa and asked them to join the fight, which he hopes will spread across the country.

George Klein has moved from KWEM, Memphis, to WMC, same city. He is now running a three-hour rock and roll show, and needs c.&w. and r.&b. wax. . . . Elby Stevens, formerly with WTVN, St. Johnsbury, Vt., has joined WFST, Caribou, Me., as general manager, while Fred White, ex-staffer at WNLX, Springfield, Vt., and Mike Norton, formerly with WHIL, Medford, Me., are also new spinners at WFST.

Earl Thomas, a deejay at WWSC, Glens Falls, N. Y., for the past four years, is now spinning 'em over WNEF, Binghamton, N. Y. . . . Ed Monray is now conducting a three-hour-and-45-minute show over KIOA, Des Moines,

#### MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Elmira, N. Y.  
"On the Street Where You Live," Eddie Fisher, Victor.  
Grand Rapids, Mich.  
"Give Us This Day," Joni James, M-G-M.  
Hutchinson, Kan.  
"Allegheny Moon," Patti Page, Mercury.  
Memphis  
"Don't Be Cruel," Elvis Presley, Victor.  
El Paso, Tex.  
"Now You Has Jazz," Bing Crosby and Louis Armstrong, Capitol.  
Wilmington, Del.  
"Canadian Sunset," Andy Williams, Cadence.  
Salt Lake City  
"Whatever Will Be Will Be," Doris Day, Columbia.  
 Fargo, N. D.  
"Melodia Loca," Les Baxter, Capitol.  
San Diego, Calif.  
"My Prayer," The Platters, Mercury.  
Miami  
"I Almost Lost My Mind," Pat Boone, Dot.

#### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 24, 1946:

1. To Each His Own
2. The Gypsy
3. Surrender
4. Doin' What Comes Natur'ly
5. They Say It's Wonderful
6. Five Minutes More
7. I Don't Know Enough About You
8. Prisoner of Love
9. I Got the Sun in the Morning
10. If You Were the Only Girl
11. In Love in Vain
12. South America, Take It Away
13. Who Told You That Lie?
14. I Don't Know Why (I Just Do)
15. I'd Be Lost Without You

AUGUST 25, 1951:

1. Come On-a My House
2. Too Young
3. Because of You
4. Sweet Violets
5. My Truly, Truly Fair
6. Loveliest Night of the Year
7. Shanghai
8. Jezebel
9. I Get Ideas
10. Mockin' Bird Hill

Ia. . . . Jack Edwards, who recently assumed program director duties at KPIG, Cedar Rapids, Ia., needs artist photos for the station's "Gallery of Platter Artists."

Don Wallace, KTUL, Tulsa, Okla., recently staged his first major record hop in his city, at the Knights of Columbus Ballroom. As a result of its success, several more hops have been scheduled thru the summer. "Who says you can't have a successful hop without name record stars as guests?" asks Wallace. . . . Jim Backlin, KFVR, Bismarck, N. D., has been huddling with local business men to promote record hops this summer. Backlin's first such promotion last May drew more than 1,800 kids. He emceed the dance in conjunction with the local showing of the Bill Haley film "Rock Around the Clock" with a rock and roll street dance held in front of the theater. Only Haley disks were played, while the kids danced on the blocked-off street in a 30-degree temperature.

**HAIR, ANYBODY?:** Norman Prescott, WBZ, Boston, is offering teen-agers locks of Elvis Presley's hair. If the promotion is as successful as early mail indicates, Presley will either end up bald, or irate fans will scalp Prescott for not delivering as promised.

**CHANGE OF THEME:** Lee Hartgrave, formerly with WKEL, Kewanee, Ill., has joined WGRY, Gary, Ind. . . . Jim McCarthy has taken over John Daday's show at WGPA, Bethlehem, Pa. . . . Herb Allen, WCKB, Dunn, N. C., has started a new rhythm and blues show, "Rhythm Roundtable" from 5:30 to 6 p.m., across the board. . . . Frank Teas, formerly with WABI, Bangor, Me., has joined WKNE, Keene, N. H. . . . Ken Rowland, ex-KSAL, Salina, Kan., has joined WKLO, Louisville, Ky. . . . Freddie Chapman, WQUA, Moline, Ill., is doing a remote show from a local nitery, the Plantation.

Cyl Sergi, ex-staffer at WKST, New Castle, Pa., has replaced Alan Boal at WBVP, Beaver Falls, Pa. . . . Dick Covington left WHBQ, Memphis, and joined WHHM, same city; while Don Norman has left WMC, Memphis to become a WHHM staffer. . . . Bill Atkins, KMAC, San Antonio, features the city's top 40 tunes on his 1-6 p.m. "Big-Five Platter Pulse" show.

# 'TRUE LOVE'

# "TRUE LOVE"

# "TRUE LOVE"

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ANDY WILLIAMS



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cadence  
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DON'T CALL THE WAGON

(Cause Nothin's Wrong With Me) c/w

TOODLE LOO TENNESSEE

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JIM EDWARD, MAXINE

& BONNIE BROWN

DON'T TELL ME

YOUR TROUBLES

c/w

JUST AS LONG

AS YOU LOVE ME

20/47-6631

THE VOICES OF WALTER SCHUMANN

AND THEN I MET YVETTE c/w

IF I HAD MY DRUTHERS 20/47-6618

DAVID HOUSTON

SUGAR SWEET c/w

HASTA LUEGO 20/47-6611

REDD STEWARD

HOMESTEAD c/w

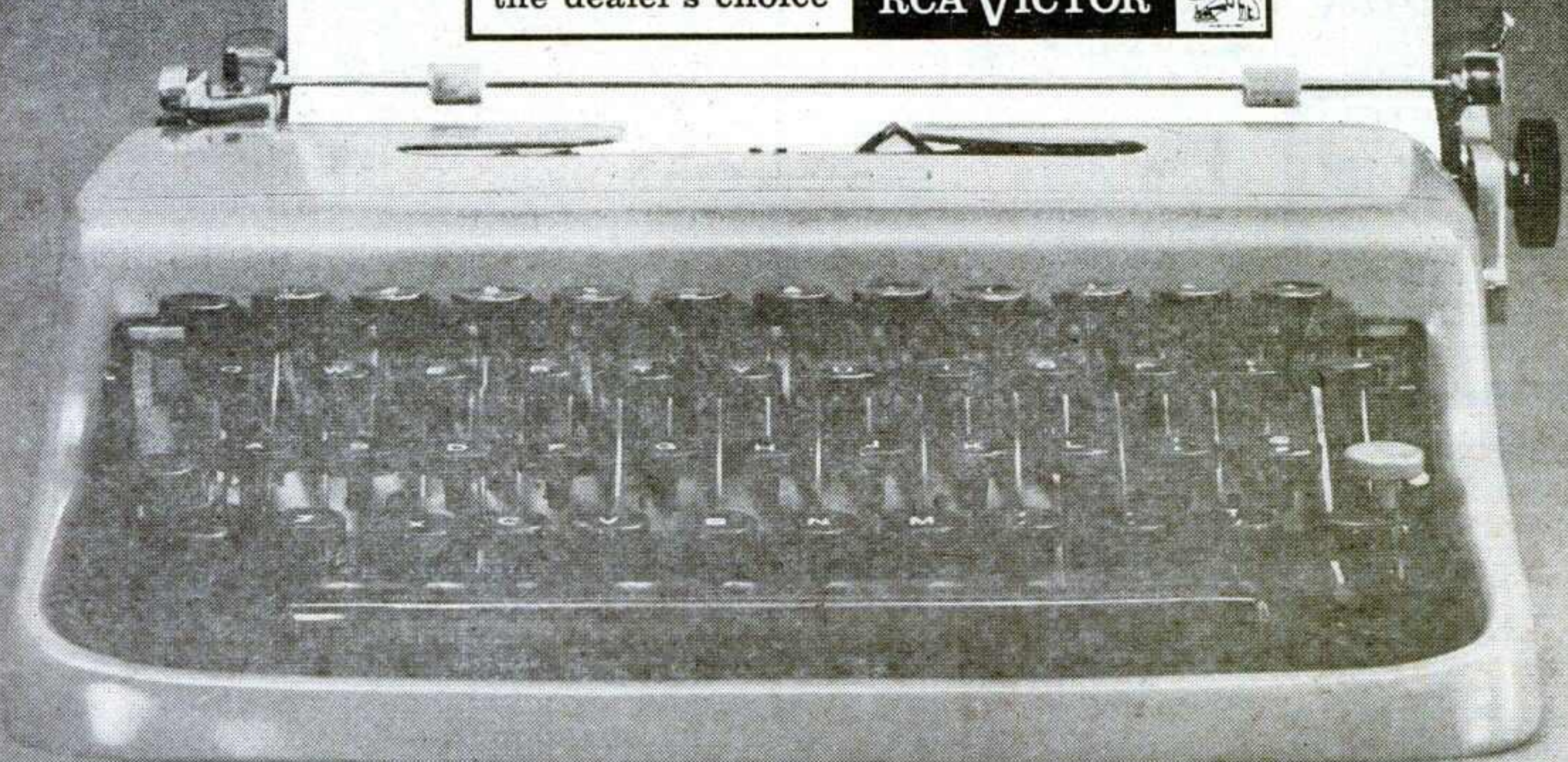
I'M GETTING TIRED

20/47-6632

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With Orch. and Chorus  
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**KAPP**

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Honky Tonk Piano with Banjo and Rhythm  
**FINGERS FINNEGAN**  
"SHOW ME THE WAY TO GO HOME"  
"LET ME CALL YOU SWEETHEART"  
REGENT 7504  
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**Review Spotlight on . . .**

**POP RECORDS**

**GOGI GRANT** . . . Era 1019 . . . . . **WHEN THE TIDE IS HIGH**  
(Thunderbird, ASCAP)

**YOU'RE IN LOVE** . . . . . (Thunderbird, ASCAP)

Miss Grant may have found the success formula in the "nature kick." Here, she comes up with a strong coupling with the "natural" top side, "When the Tide Is High." Her last two hits, "Suddenly There's a Valley" and "Wayward Wind," took care of the land and air and now to the sea for equally strong material. The flip is another powerful tune and the artist gives a top performance on both.

**MILLS BROTHERS** . . . Decca 30024 . . . . . **THAT'S RIGHT**  
(Roosevelt, BMI)

**DON'T GET CAUGHT (SHORT OF LOVE)** . . . . . (Porgie, BMI)

The boys show the "Right" way with a novelty tune, penned by the writer of "Tweedle Dee," and give it a rocking, socking production. The flip, "Don't Get Caught," is another rocking novelty. They prove here that they can ride with the current r.&r. vogue and still retain their distinctive style. Two strong sides.

**EDDIE FONTAINE** . . . Decca 30042 . . . . . **COOL IT, BABY**  
(Weiss & Barry, BMI)

On his first disk for Decca, Fontaine hits hard with a solid piece of material and gives it plenty of vitality. This should be the best seller of this tune, a rhythmic novelty, that has been cut by others. Jocks can use and stores should sell. Flip is "Into Each Life Some Rain Must Fall" (Pickwick, ASCAP), with artist doing a good job on this oldie.

**POP DISK JOCKEY PROGRAMMING**

**THE CONEY ISLAND KIDS** . . . Josie 802 . . . . . **WE WANT A ROCK AND ROLL PRESIDENT**  
(Redd Evans, ASCAP)

With the conventions at hand and the campaigning to come, this tune should cash in. Crowd noise, shouting and the possible candidates mentioned on this disk (i.e. Pat Boone, Bo Diddley, Bill Haley and Elvis) plus the yell-singing of the Kids make this an exciting one for the jocks. Flip is "The Thistle Rock and Thistle Roll" (Benell, 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.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

**THE AMES BROTHERS**  
49 Shades of Green . . . . . 86  
VICTOR 6608—The boys go to town with a rhythm number in their own particular style. "Different" material may take this into the money. (Paxton, ASCAP)

Summer Sweetheart . . . 83  
Group chants a tuneful ballad about dog-day love. There are no vocal frills to this one, but over-all adds up to relaxing listening. Ames fans will like it. (E. B. Marks, BMI)

**DEAN MARTIN**  
Mississippi Dreamboat . . . . . 85  
CAPITOL 3521—Martin dips into the rock and roll idiom here and apparently has a good time swinging on this unusual material. The beat has a Latin flavor at the outset but takes little time to settle down into a r.&r. groove. A bright novelty that should be a major coin-puller.

The Test of Time . . . 80  
A quiet, tasteful styling of a lovely ballad. Martin's sensitive vocal is handsomely backed by guitar and strings.

**KAY STARR**  
The Good Book . . . . . 83  
VICTOR 6617—Cal belts out a toe-tapping, church-type rhythm for fine effect. Tune is from Producers Showcase production, "The Lord Don't Play Favorites." Hal Mooney's ork and chorus are a big help projection-wise. (Starstan, BMI)

The Things I Never Had . . . 83  
Thrush in her familiar, throaty vein with slow-tempoed, poignant ballad from the same source as flip. (Starstan, BMI)

**JIM LOWE**  
The Green Door . . . . . 81  
DOT 15486—Here's a bouncy tune right in style for today's market. Lowe, with a fine arrangement, gets good backing by chorus and registers with a rock and roll vocal. (Trinity, BMI)

(The Story of)  
The Little Man in Chinatown . . . 70  
A fair side with not much of a story. Material weak but backing helps. (Trinity, BMI)

**LAWRENCE WELK**  
When the White Lilacs Bloom Again . . . 80  
CORAL 61701—If this much-recorded German import clicks, Welk fans certainly will rally to his fine version, which doesn't differ much from the others. Two good cover sides.

Tonight You Belong to Me . . . 80  
Another cover, this time of the old Billy Rose song revived by Patience and Prudence. Catchy item figures to make coin in several versions. The Lennon Sisters provide the little girl harmony here.

**THE FIVE KEYS**  
That's Right . . . . . 80  
CAPITOL 3502—Here's a smart, bright rhythm job which finds the boys giving an easy object lesson about romance. Effort rates well and should get spins and sales in spite of competitish from the Mills Brothers on the tune. (Roosevelt, BMI)

Out of Sight, Out of Mind . . . 79  
Lead singer does a sincere job with the despairing theme of this Ivory Joe Hunter ballad. Balance of group is augmented by a chorus in the backing. Has a strong appeal and could divide the spins with the flip. (Kahl, BMI)

**THE HILLTOPPERS**  
Ka-Ding-Dong . . . . . 78  
DOT 15489—Hilltoppers belt out this ditty in great style to give them a contender for many sales and spins. Altho in competition with other covers, they should come in for a fair share of the action. (Greta, BMI)

Into Each Life  
Some Rain Must Fall . . . 76  
Here the group present a pleasant waxing of the oldie with strong vocal by lead singer Sacca. Deejays can use. (Leeds, ASCA)

**DEEP RIVER BOYS**  
You're Not Too Old . . . . . 78  
(To Rock and Roll)  
VIK 0224—A sock r.&r. performance by the male group. If exposed, this could click. Harry Douglass is the strong lead, with Howard Biggs' orking. (Celebrity, BMI)

(Home) How Dear Can It Be . . . 75  
The Willard Robison classic is projected in the boys' more familiar deep river style. A gentle gem that fits along in most spinworthy style. (Bregman, Vocco & Conn, ASCAP)

**RAY MARTIN ORK**  
Street Symphony . . . . . 78  
CAPITOL 3516—The sounds of a brass band of the 1890's is cleverly alternated and contrasted with sophisticated string choir. Deejays and their listeners will get a bang out of this unusual and original instrumental. (Zodiac, BMI)

Tambourine . . . 75  
Not only the tambourine, but the Spanish guitar and concertina are artfully exploited here against a background of strings to create a romantic evocation of Spain. (Piccadilly, BMI)

**RICHARD HAYMAN AND JAN AUGUST**  
Carnival in Rome . . . . . 78  
MERCURY 70937—A charming instrumental that has strong commercial possibilities. Its infectious theme is repeated over and over (first by souped-up piano, then soprano sax and then the trusty Hayman harmonica) until it's impossible to forget. Watch it. (E. H. Morris, ASCAP)

Sadie's Shawl . . . 74  
August's men have a go at a lively Latin opus here and create a lot of excitement that will appeal to many jocks. (Roncom, ASCAP)

**SOMETHIN' SMITH AND THE REDHEADS**  
Ceelia . . . . . 77  
EPIC 9179—Showmanly reading of the bouncy one-time Ronnie Kemper hit, with plenty of juke appeal. (ABC, ASCAP)

Heartaches . . . 77  
Personable warbling on the catchy oldie with an infectious beat. Good juke wax. (Leeds, ASCAP)

**BETTY MADIGAN**  
Where in the World? . . . . . 77  
M-G-M 12318—Another warmly expressive reading by the thrush on a pleasant ballad. (Broadcast, ASCAP)

The Test of Time . . . 76  
The canary sings with moving sincerity on a pretty ballad. (Paramount, ASCAP)

**MORGANA KING**  
Homesick in Paris . . . . . 76  
MERCURY 70927—There are moments here when this might be Rosemary Clooney singing. Multi-tracking on the appealing Parisian-styled ballad adds to the mood. Miss King is at her best and jockeys should pay this one some mind. (Joy ASCAP)

For You and Me . . . 74  
The thought behind this is closely related to the "For Me and My Gal" idea and Miss King handles it aptly in her light, expressive tones. (Steinway, ASCAP)

**JOHNNY MADDOX**  
Heart and Soul . . . . . 76  
DOT 15488—Maddox gives a one-finger solo on this oldie, loved by all tyroes. Good spot material for jocks, and good juke tape. (Famous, ASCAP)

Distelfand Band . . . 73  
In his familiar piano-roll style, artist pounds out an effective Dixie number, with chorus vocalizing. Okay box fare. (Miller, ASCAP)

**BILL KENNY**  
Now You Say You Care—Ballad . . . 76  
VIK 0225—This is a revised lyric on Kenny's one-time big Ink Spots hit. The tenor hasn't lost his touch; hits those high notes on the button. The basso recitation uses the old lyric. If the change isn't too confusing, this may pick up some juke coin. (Chappell, ASCAP)

Now You Say You Care—Shuffle . . . 73  
Identical arrangement is cut at a faster tempo. (Chappell, ASCAP)

**KITTY WHITE**  
As Children Do . . . . . 75  
MERCURY 70925—Miss White squeezes every last ounce of juice out of this in her warm, rich "low-lights" style. Material is superior. Sophisticated jocks and their listeners will go for this. (Warman, BMI)

Plain Gold Ring . . . 74  
An unusually effective echo treatment features this top vocal job by the thrush on a haunting folkish tune. Interesting bongo drum rhythm is the sole backup. Material and

(Continued on page 48)



**SCORING A BIG HIT!!**



*the Voices of*  
**MICKEY  
MANTLE**  
*and*  
**TERESA  
BREWER**

**I LOVE MICKEY**

*and*

**KEEP YOUR COTTON PICKIN'  
PADDIES OFFA MY HEART**

CORAL 61700 • 9-61700

**hits are a habit with**



**\* hits are a habit with Mickey too!**

Reviews of New Pop Records

Continued from page 46

delivery are very smart and the wax can compete with the flip for the attention. (Pure, BMI)

ANDREWS SISTERS

Rum and Coca-Cola... DECCA 29995... Jack, Jack, Jack...

style and performance, it seems singularly dated. (Sinaatra, ASCAP)

SHIRLEY FORWOOD

Two Hearts... DOT 15487... Juke Box Lovers...

AL MARTINO

A Love to Call My Own... CAPITOL 3501... The Girl I Left in Rome...

JOHNNY OLIVER

I Need You So... M-G-M 12319... The Things I Might Have Been...

VICTOR YOUNG

The Mountain... DECCA 30026... Each Time I Dream... This one's from 'The Birds and the Bees'...

LES BROWN

Talk About a Party... CAPITOL 3517... Ancient History... Jo Ann Greer handles the vocal on this side...

JOE MAIZE

El Rancho Grande... DECCA 29978... I Wonder, I Wonder, I Wonder... Group in a more mellow mood...

THE FOUR JOES

My Heart Says 'Thanks' to You... (Trois Fois Merce)

M-G-M 12316... Blues in the Night... (My Mama Done Tol' Me)...

POLLY BERGEN

One Little Mistake... UNIQUE 345... Darling, I Belong to You...

DICK LORY ORK

Everything But You... DOT 15484... Midnight to Daylight... Lory sings the blues on this side...

THE ROLAND SHAW ORK

Trail's End... LONDON 1679... You're Only Young Once...

CLIFF TOWNSEND

Song for Sweethearts... CAPITOL 3503... Avenue L'Opera... Townsend and the alto sax again get the spotlight...

LOUIS ARMSTRONG

Rain, Rain... VICTOR 6630... I Never Saw a Better Day... Not quite up to the flip in quality...

ARNE LAMBERTH ORK

Love Theme From 'La Strada'... EPIC 9178... Flaming Leaves... A lush instrumental reading of a pretty, melodic theme.

TIGER HAYNES AND ANN HENRY

Scratch My Back... VICTOR 6624... AMRU SA'I... Another from the album. Newcomer thrush carols a quick tempo love chant...

RAY ANTHONY ORK

I Love You, Samantha... CAPITOL 3500... I Am in Love... Pleasant projection of another Porter tune.

DOLORES FREDERICK

All Night Long... DECCA 29999... Get a Transfer... 'It's the end of the line,' she says.

JAN WYNN

Mr. Dee Jay (The Request Song)... SILHOUETTE 515... Lollipop Hands... Another cute tune tho not as solid as flip.

DON RALKE QUINTET

Any Time's the Time for Love... VITA 135... For the First Time... Heavily sentimental waltz tune is harmonized sweetly by mixed group...

MOREY AMSTERDAM

Cheese and Crackers... COLUMBIA 40734... Callope Pete... Callope is used as backing, but the comic's material is weak.

KEN COLYER JAZZMEN

Casey Jones... LONDON 1674... Streamline Train... Colyer sings a country blues with good train sound effects by guitars.

JIMMY PALMER BAND

Robin Hood... MERCURY 70928... Summit Ridge Drive... Another instrumental, this time a full-band version of a tune written and featured by Artie Shaw...

BOB TEMPLE

Vim Vam Vamoose... KING 4958... Come Back, Come Back... A country-style weeper-ballad with a simple, attractive melody.

BOBBY MADERA ORK

Mama, Teach Me to Dance... ABC-PARAMOUNT 9731... Watch Your Step... Latin bandleader Madera bows with the label with this cha-cha-cha instrumental.

JOAN VAN ARNEM

Dreamin' of the Desert... WANDERLUST 2008... Catalina Honeymoon... Same comment. (Bulls-Eye, ASCAP)

AIRLANE TRIO

Rainbow at Midnight... HARMONY 204... Paula... The material pulls down this side.

JOE SATAN

Loved One... MASQUERADE 56001... Funny Old Romantic Me... Same comment as for flip.

Reviews of New Spiritual Records

IMPERIAL GOSPEL SINGERS

I Found Him... TUXEDO 912... Just as I Am... The female group does some highly original harmonizing on this beloved hymn.

CAPITOL CITY STARS

Let Jesus Lead You... TUXEDO 911... (Continued on page 53)

ATTENTION—Distributors and Manufacturers! WANTED—EP's Box lots any close outs State Price and List Numbers or Titles GOODY ANNEX 250 West 49th Street • New York 19, N. Y.

SINGER ONE-STOP 1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (ALL PHONES: Humboldt 6-5204) MIDWEST'S LARGEST ONE-STOP 54 ABOVE CQST FREE TITLE STRIPS TO OPERATORS!

BREAKING BIG ON THE POP CHARTS BILL DOGGETT KING 4950 HONKY TONK Also on Extended Play #390 THIS WEEK'S BEST BUYS According to sales reports in key markets, the following recent releases are recommended for extra profits: HONKY TONK (Billace, BMI)—Bill Doggett—King 4950—Making a big jump this past week, 'Honky Tonk' zoomed into the No. 5 slot on the national rhythm and blues retail chart. LITTLE WILLIE JOHN KING 4935 FEVER The Billboard's Music Popularity Charts . . . POP RECORDS BEST SELLERS IN STORES For survey week ending August 8 This Week Last on Week Chart 24. FEVER (BMI)—L. W. John... — 1 Letter From My Darling (BMI)—King 4935 The Billboard, August 18

**THE** **1<sup>st</sup>** **LADY OF SONG**  
**WITH** **2** **WONDERFUL SIDES**



*Miss* **JO STAFFORD**

**LOVE ME GOOD**

and

**A PERFECT LOVE**

Columbia 40745 & 4-40745

**COLUMBIA**  **RECORDS**

• **This Week's C&W Best Buys**

**CASEY JONES** (Shapiro-Bernstein, ASCAP) — Eddy Arnold — RCA Victor 6601—Arnold has a good seller here, that, from all reports, is enjoying almost as much success in a pop way, as country and western. That is why his traditional strength in the South is also reported on the flip "You Were Mine for a While" (Trinity, BMI). A previous Billboard "Spotlight" pick.

**I GOTTA KNOW** (Acuff-Rose, BMI)

**HALF AS GOOD A GIRL** (Central, BMI)—Wanda Jackson—Capitol 3485—Nashville, Richmond, Durham, Dallas and Birmingham are among the Southern territories that have found this an outstanding retail item, with above-average acceptance from operators, also. Both sides have been sparking action with "I Gotta Know" now the preferred one. Chart potential is excellent. A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

**C&W RECORDS**

**JEAN SHEPARD**

Thank You Just the Same (Valley, BMI)  
Just Give Me Love (Central, BMI)—Capitol 3514—This fine country chick clicks on two strong sides. In "Thank You" she is graciously turning down a "back street affair" and telling the reasons why. Lyrics are novel and interesting. On the flip she is on the up-beat with a bouncy, bright tune that also registers. Powerful chirping.

**JIM EDWARDS, MAXINE BROWN AND BONNIE**

Just as Long as You Love Me (Acuff-Rose, BMI)  
Don't Tell Me Your Troubles (Central, BMI)—RCA Victor 6631—Currently riding the charts with "I Take the Chance" this group with sister Bonnie added, follows up with two strong sides of fine country harmonizing. Down-to-earth country material with fresh voices makes this a two-fisted entry. Country jocks will favor, and it should move in stores.

**SACRED**

**JIM AND JESSE**

My Garden of Love (Acuff-Rose, BMI)—Capitol 3505—A tender, touching symbolic story is sung here in harmony by this sincere-sounding team. They such feeling into this side that it brings goose pimples. Most effective. Flip is "I'll Wear the Banner," also a strong entry. (Central, BMI).

• **Reviews of New C&W Records**

**TERRY FELL**

**I Can Hear You Cluckin'** . . . 81  
VICTOR 6621—A highly amusing novelty in a slick styling by Fell. One of his strongest commercial entries in quite a while. (4 Star Sales, BMI)

**Don't Do It, Joe** . . . 77  
Fell packs sock emotional impact into this weeper as he pleads with the hubby of his (Fell's) ex-sweetie to stop slippin' around on her. (Nash, BMI)

**JOHNNY CARROLL**

**Crazy, Crazy Lovin'** . . . 79  
DECCA 30013—Carroll, a dynamic young singer with the Presley-Perkins approach, has a wild rocker here that ought to make an impression in the current market. The beat and funky sound of the backing are great assets. (Olympic, BMI)

**Hot Rock** . . . 77  
Another frantic, exciting side that gets an all-out reading from Carroll, backed by echo chamber and a countrified Bill Haley band. Teenagers will be an easy target on either side—and not just in the country field. (Olympic, BMI)

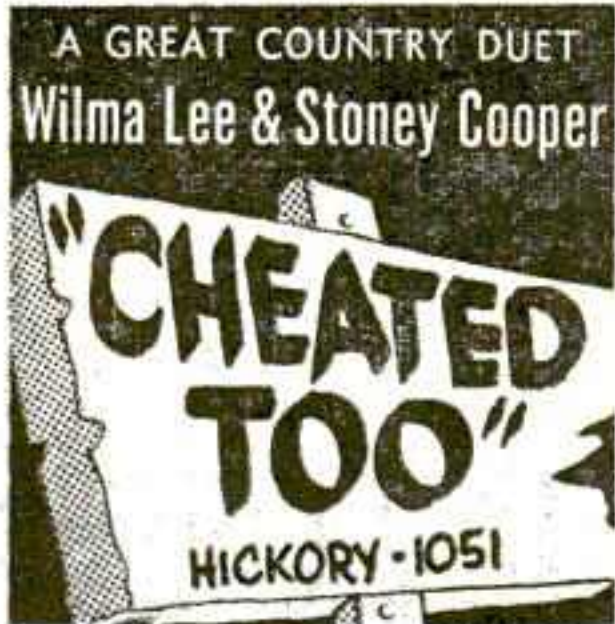
**JERRY REED**

**Just a Romeo** . . . 78  
CAPITOL 3504—Lad says he just can't help it that he has such prowess with the ladies. Snappy, good-humored stuff that should get some action. (Lowery, BMI)

**This Great Big Empty Room** . . . 75  
She walked out and left him with nothing but the big empty room. Country warbler punches out a blues plaint in the currently accepted style. A fine talent here. (Lowery, BMI)

**THE MADDOX BROS. AND ROSE**

**Wish You Would** . . . 78  
COLUMBIA 21546 — The Maddox Brothers and Rose contribute their usual fine vocal job on a rhythmic piece of material with a strong, swingy beat. (Four Star Sales, BMI)



**I'll Find Her** . . . 76

Another likeable vocal performance by the group on a catchy little ditty with sock backing. (Peer, BMI)

**MARVIN RAINWATER**

**Why Did You Have to Go and Leave Me** . . . 77  
M-G-M 12313—After a spoken introduction, Rainwater launches into a powerful blues that brings out a lot of emotion. With each release, this singer seems to rise in stature. This one will add considerably to his growing following. (Acuff-Rose, BMI)

**What Am I Supposed to Do** . . . 76  
Here Rainwater brings off a melancholy ballad with sincerity and genuine feeling. Two effective sides. (Acuff-Rose, BMI)

**TOMMY MITCHELL**

**Juke Box, Help Me Find My Baby** . . . 76  
MERCURY 70930—Rockabilly Mitchell impresses with a spirited, putting shout of an okay plaint. (BMI)

**Little Mama** . . . 75  
This rockin' blues is out of the r.&b. field, and Mitchell does well by it. (Progressive, BMI)

**JOE MAPHIS**

**Floggin' the Banjo** . . . 75  
COLUMBIA 21547 — Happy, fast-moving instrumental wax with stand-out solo work on banjo and fiddle. Good juke material. (Vidor, BMI)

**Bully of the Town** . . . 74  
Same comment. (Vidor, BMI)

**AUDREY WILLIAMS**

**Let Me Sit Alone (and Think)** . . . 74  
M-G-M 12314—"Don't play that juke box—don't offer me a drink" wails the sad lady. Hank Williams' widow has a suitable heartbreak quality on the reading. Name draw will help get jockey spins. (Acuff-Rose, BMI)

**Parakeet Polka** . . . 69  
Gal sings a few bars of lyric which sets the stage for a swingy break in polka tempo by the instrumental backing. Has gimmick value but flip has more sincerity. (Acuff-Rose, BMI)

**ANDY STARR**

**Old Deacon Jones** . . . 73  
M-G-M 12315 — There's some real "down home" pickin' here with an old style story of the "down on the farm" school. Starr handles the material well. A good juke box programming item. (Hill & Range, BMI)

**She's a Going Jessie** . . . 72  
Starr offers a country rock and roller with hand-clapping rhythm. Lyric is about his gal who's slow on the uptake but she can rock and roll all night. Limited potential here. (Hill & Range, BMI)

**JIMMY SPELLMAN**

**(She Wants a) Lover Man** . . . 72  
VIV 1005—Spellman, another rockabilly warbler, has a distinctive sound.

• **C&W Territorial Best Sellers**

For survey week ending August 15

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. Don't Be Cruel, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. My Lips Are Sealed, J. Reeves, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.
6. I Walk the Line, J. Cash, Sun
7. You Done Me Wrong, R. Price, Col.
8. Boplin' the Blues, C. Perkins, Sun

**Charlotte**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Searching, K. Wells, Dec.
4. Don't Be Cruel, E. Presley, Vic.
5. I Take the Chance J. E. & M. Brown, Vic.
6. Sweet Dreams, F. Young, Cap.
7. Doorstep to Heaven, C. Smith, Col.
8. Hound Dog, E. Presley, Vic.
9. I Want You, I Need You, I Love You E. Presley, Vic.

**Dallas-Fort Worth**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Sweet Dreams, F. Young, Cap.
7. Honky Tonk Man, J. Horton, Col.

**Houston**

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. You Gotta Be My Baby, G. Jones, Sdy.
5. I Walk the Line, J. Cash, Sun
6. Be-Bop-a-Lula, G. Vincent, Cap.

**Memphis**

1. I Walk the Line, J. Cash, Sun
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. You Gotta Be My Baby, G. Jones, Sdy.
6. Boplin' the Blues, C. Perkins, Sun
7. Conscience, I'm Gully, H. Snow, Sun
8. I Take the Chance J. E. & M. Brown, Vic.
9. How Far Is Heaven? K. Wells, Dec.
10. Be-Bop-a-Lula, G. Vincent, Cap.

**Nashville**

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. I'm So in Love With You Wilburn Brothers, Dec.
5. My Lips Are Sealed, J. Reeves, Vic.
6. I Take the Chance J. E. & M. Brown, Vic.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. Fool, S. Clark, Dot
9. Onie's Bop, O. Wheeler, Col.

**New Orleans**

1. Searching, K. Wells, Dec.
2. I Walk the Line, J. Cash, Sun
3. Any Old Time, W. Pierce, Dec.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Crazy Arms, R. Price, Col.

**Richmond, Va.**

1. Crazy Arms, R. Price, Col.
2. I Want You, I Need You, I Love You E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Searching, K. Wells, Dec.
5. Hound Dog, E. Presley, Vic.
6. Onie's Bop, O. Wheeler, Col.
7. Any Old Time, E. Arnold, Vic.

**St. Louis**

1. Hound Dog, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. I Want You, I Need You, I Love You E. Presley, Vic.
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Searching, K. Wells, Dec.
6. Heartbreak Hotel, E. Presley, Vic.
7. Sweet Dreams, F. Young, Cap.

Good guitars give this a decidedly Western twang. Can do okay in the Southwest territory. (Debra, BMI)

**No Escape** . . . 68  
Weeper is in the more traditional Western cast. Appealing warbling. (Debra, BMI)

**JACKSON TOOMBS**

**Kiss-a Me Quick** . . . 71  
EXCELLO 2083—A catchy rhythmic country rock and roller. Vocal performance with its echo effects smacks of a Presley influence. (Excello, BMI)

**You're Just What It Takes** . . . 68  
Toombs sings a medium tempo tribute to his lady love but neither the tune nor the reading have the strength to move fast. (Excello, BMI)

**BO DAVIS**

**Let's Coast Awhile** . . . 69  
CREST 1027—A fast-moving rockabilly treatment of an entertaining novelty with interesting lyrics about a couple on an auto ride. (American, BMI)

**Drownin' All My Sorrows** . . . 68  
A sock vocal performance in the rock and roll country tradition by Davis on an infectious ditty with a strong, bouncy beat. (American, BMI)

**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

George Riddle, formerly of WRHC, Jacksonville, Fla., is back in Knoxville as a member of the Cas Walker show. On August 22 Riddle plays the fair at London, Ky., with Carl Story and the Ramblin' Mountaineers. . . . Hawkshaw Hawkins and Bill Munroe and the Bluegrass County Boys headlined the Don Larkin-Lyle Reed jamboree Sunday (19) at the Mosque Theater, Newark, N. J. . . . Denver Duke and Jeffrey Null, now on Mercury Records, have their first two sides slated for release within a month. The boys guested recently with Marty Roberts over WCKY, Cincinnati; on the Red Kirk show over WKLO, Louisville; with Bob Jennings over WLAC, Nashville, and on the Curley Huntley seg on WBIP, Booneville, Miss.

Jim Reeves (RCA Victor)

headlines a "Grand Ole Opry" package at the Wisconsin State Fair, Milwaukee, August 18-26. On the show with Reeves are Jimmy and Johnny (Decca), Joe (Red) Hayes (Capitol), Floyd Cramer (M-G-M), Tommy Hill (Hickory) and special guest Betty Foley (Decca). . . . Bill Carlisle and his group, who recently left "Grand Ole Opry," have been established as regulars on Red Foley's "Ozark Jubilee," beamed over the ABC-TV net each Saturday night from Springfield, Mo. Carlisle still maintains his residence in Nashville, but his personal manager, Jake Hand, makes his headquarters in Springfield, where he has opened offices in the Jewell Theater Building.

More than 15,000 people jammed Denver's Centennial Park one day recently to catch a c.&w. package headed by Tex Ritter, Webb Pierce, the Sons of the Pioneers, Carolina Cotton, Merle Travis, Tex Williams and Jimmy Wakely. The Hazel Oberfelder Agency made the booking. . . . The Bill Carlisle unit plays Michigan and Canadian dates for Ed Watt August 20-26, and hops into Walton, N. Y., for August 30. The Carlisle group is set in North Carolina August 31-September 4, and September 15-30 plays a route for promoter T. B. Skarring.

November 9 and 10 have

been chosen as the dates of WSM's Fifth Annual National Disk Jockey Festival in Nashville. The event ties in with "Grand Ole Opry's" 31st birthday. . . . Ray Price headlined the Prince Albert portion of "Grand Ole Opry" over the NBC radio net from Nashville Saturday (18), when Lonzo and Oscar were special guests. . . . Bill McDaniel has been succeeded by Harrienne Moore, his assistant of several years, as director of public relations for WSM, Nashville. McDaniel left the station recently to become general manager of two radio stations in Kentucky and Tennessee recently acquired by him, Ernest Tubb and Hank Snow.

The recently formed Star Record Company, subsidiary of Perfection Music Publications, Pittsburgh, has its first release in "You Carved Your Initials" b.w. "Cuddle Me," cut by Slim Johnson and Gina Fuller and Slim's Prairie Playboys. . . . Jim Reeves and a unit comprising Floyd Cramer (M-G-M), Joe Red Hayes (Capitol), and Tommy Hill (Hickory), played Lincoln Park, New Bedford, Mass., August 1; Mountain Park, Holyoke, Mass., August 2, and Lake Mishnock, West Greenwich, R. I., Au-

gust 3, on a promotion handled by Eddie Zack, of WHIM, Providence. Zack and his Dude Ranchers (Columbia) appeared on the same shows.

That's a corking flyer Hill and Range Songs is mailing out on the Everly Brothers, Don and Phil, to herald their new Columbia recording, "That's the Life I Have to Live" b.w. "If Her Love Isn't True." . . . Warren Smith (Sun) has joined "Big D Jamboree," Dallas, as a regular member. Sherry Davis is another "Big D" regular now after six straight appearances as a guest.

Fort Worth's newest c.&w. stanza, "Cowtown Hoedown," aired each Saturday night at 10 over KCUL, direct from the stage of the Majestic Theater in downtown Fort Worth, is piloted by Buddy Starcher, director; Jack Henderson, manager, and Hank Craig, production manager. R. L. McAlister is technical director. Heading up a large cast each week are the Wills Family Quartet, Jack (Catman) Cochran, Bob Gifford, Bob (Spoons) Hallam, Joe and Bill Callahan, Charlie Adams and Frankie Miller. Guests on the August 11 show were Johnny Horton and his band, with Tillman Franks and Peachseed Clark.

Johnny Cash, Ernest Tubb and His Texas Troubadours, the Louvin Brothers and Faron Young and His Country Deputies are set for early appearances at the Casino Theater, Toronto. . . . Bill Long's popular "Main Street Jamboree," of CHML and CHCH-TV, Hamilton, Ont., has left the airlines for the summer, with King Ganam, old-time fiddler, replacing the show with a new cast featuring the Haines Sisters Trio. . . . Dave Folks and His Melody Men, with yodeling Terry Parker, are nightly features at the Jockey Club, Hamilton, Ont. . . . Ward Allen, veteran fiddler, is currently on tour thru Eastern Canada with Wilf Carter (Montana Slim).

Station KZEE, Weatherford, Tex., recently acquired by Ed Mc-Lemore, bossman of "Big D Jamboree," Dallas, welcomes promotional disks from artists for deejay plugs. Station, which will operate exclusively c.&w., made its debut August 18. . . . Slim Mims and His Dream Ranch Boys, whose Saturday night jamboree from Dream Ranch Barn, Florence, S. C., are heard regularly via WJMX, Florence; WBSC, Bennettsville, S. C., and WFIG, Sumter, S. C., are currently doubling on tobacco festivals in the area to good returns. The combo is on TV once a week for Ballentine Meat Packing Company. In the group are Buck Wade, Lew Price, Luke Spivey, Eddie Coats, Clyde Mattock and Patti Fay, singer.

Thurston Moore is prepping for early release his hillbilly and Western Scrapbook, 1957 Edition, which this year will feature c.&w. talent exclusively. Moore still has a number of artists to hear from with biographical data and photos. Artists and deejays have pitched the Scrapbook successfully since its inception. . . . The Holden Brothers, Jack and Farley, formerly on the RCA Victor label, are teaming up again for a regular radio stint on KWEM, Memphis, in association with Frances Kay, who has appeared with them

(Continued on page 53)

**C&W Best Sellers in Stores**

For survey week ending August 15

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 throught the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	<b>CRAZY ARMS (BMI)-R. Price</b> You Done Me Wrong (BMI)-Col 21510	1	12
2.	<b>I WALK THE LINE (BMI)-J. Cash</b> Get Rhythm (BMI)-Sun 241	2	12
3.	<b>HOUND DOG (BMI)-E. Presley</b> <b>DON'T BE CRUEL (BMI)-Vic 20-6604</b>	4	4
4.	<b>SEARCHING (BMI)-K. Wells</b> I'd Rather Stay Home (BMI)-Dec 29956	5	8
5.	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley</b> My Baby Left Me (BMI)-Vic 20-6540	3	13
6.	<b>BE-BOP-A-LULA (BMI)-G. Vincent</b> Woman Love (BMI)-Cap 3450	6	8
7.	<b>SWEET DREAMS (BMI)-F. Young</b> Until I Met You (BMI)-Cap 3443	9	10
8.	<b>I TAKE THE CHANCE (BMI)-J. E. &amp; M. Brown</b> Goo Goo Dada (BMI)-Vic 20-6480	7	12
9.	<b>YOU ARE THE ONE (BMI)-C. Smith</b> <b>DOORSTEP TO HEAVEN (BMI)-Col 21522</b>	13	5
10.	<b>HEARTBREAK HOTEL (BMI)-E. Presley</b> I Was the One (BMI)-Vic 20-6420	7	26
11.	<b>CONSCIENCE, I'M GUILTY (BMI)-H. Snow</b> <b>HULA ROCK (BMI)-Vic 20-6578</b>	10	4
12.	<b>ANY OLD TIME (BMI)-W. Pierce</b> We'll Find a Way (BMI)-Dec 29974	11	4
13.	<b>YOU AND ME (BMI)-R. Foley &amp; K. Wells</b> No One But You (BMI)-Dec 29740	12	31
14.	<b>MY LIPS ARE SEALED (BMI)-J. Reeves</b> Pickin' a Chickie (BMI)-Vic 20-6517	15	3
15.	<b>BOPPIN' THE BLUES (BMI)-C. Perkins</b> All Mama's Children (BMI)-Sun 243	-	5

**Most Played C&W by Jockeys**

For survey week ending August 15

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

This Week		Last Week	Weeks on Chart
1.	<b>CRAZY ARMS-R. Price</b> Col 21510-BMI	1	14
2.	<b>I WALK THE LINE-J. Cash</b> Sun 241-BMI	2	12
3.	<b>SWEET DREAMS-F. Young</b> Cap 3443-BMI	3	9
4.	<b>SEARCHING-K. Wells</b> Dec 29956-BMI	4	7
5.	<b>DON'T BE CRUEL-E. Presley</b> Vic 20-6604-BMI	10	2
6.	<b>YOU ARE THE ONE-C. Smith</b> Col 21522-BMI	5	8
7.	<b>ANY OLD TIME-W. Pierce</b> Dec 29974-BMI	8	6
8.	<b>HOUND DOG-E. Presley</b> Vic 20-6604-BMI	13	2
9.	<b>I TAKE THE CHANCE-J. E. &amp; M. Brown</b> Vic 20-6480-BMI	7	18
10.	<b>I WANT YOU, I NEED YOU, I LOVE YOU</b> E. Presley Vic 20-6540-BMI	6	10
11.	<b>MY LIPS ARE SEALED-J. Reeves</b> Vic 20-6517-BMI	11	7
12.	<b>I'M SO IN LOVE WITH YOU-Wilburn Brothers</b> Dec 29887-BMI	12	3
13.	<b>YOU DONE ME WRONG-R. Price</b> Col 21510-BMI	-	8
14.	<b>TWENTY FEET OF MUDDY WATER-S. James</b> Cap 3441-BMI	14	5
15.	<b>CASEY JONES-E. Arnold</b> Vic 20-6601-ASCAP	-	1

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

For survey week ending August 15

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

This Week		Last Week	Weeks on Chart
1.	<b>I WALK THE LINE-J. Cash</b> GET RHYTHM (BMI)-Sun 241	1	9
2.	<b>CRAZY ARMS (BMI)-R. Price</b> You Done Me Wrong (BMI)-Col 21510	2	9
3.	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley</b> MY BABY LEFT ME (BMI)-Vic 20-6540	4	13
4.	<b>SEARCHING (BMI)-K. Wells</b> I'd Rather Stay Home (BMI)-Dec 29956	3	7
5.	<b>HOUND DOG (BMI)-E. Presley</b> <b>DON'T BE CRUEL (BMI)-Vic 20-6604</b>	9	2
6.	<b>BE-BOP-A-LULA (BMI)-G. Vincent</b> Woman Love (BMI)-Cap 3450	5	4
7.	<b>YOU ARE THE ONE (BMI)-C. Smith</b> Doorstep to Heaven (BMI)-Col 21522	6	8
7.	<b>SWEET DREAMS (BMI)-F. Young</b> Until I Met You (BMI)-Cap 3443	-	5
9.	<b>CONSCIENCE, I'M GUILTY (BMI)-H. Snow</b> <b>HULA ROCK (BMI)-Vic 20-6578</b>	-	1
10.	<b>ANY OLD TIME (BMI)-W. Pierce</b> <b>WE'LL FIND A WAY (BMI)-Dec 29974</b>	8	4

2 new country hits in store  
for added \$\$\$ profits galore

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With Bill Woods and His Orchestra

**JUST GIVE ME LOVE**

**THANK YOU  
JUST THE SAME**

Record No. 3514



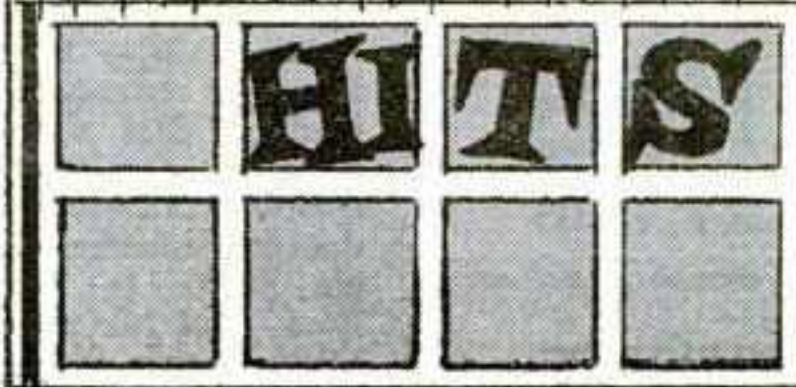
**WYNN STEWART**

With Skeets McDonald and His Orchestra

**THE KEEPER OF  
THE KEYS**

**SLOWLY  
BUT SURELY**

Record No. 3515



• This Week's R&B Best Buys

DON'T GO NO FARTHER (Arc, BMI) DIAMONDS AT YOU RFEET (Arc, BMI)-Muddy Waters-Chess 1630 -Another of those so-called "Southern" records that is proving to be highly popular in many other regions than the South. For example, it is one of Detroit's best selling disks right now. It also appears on the St. Louis territorial chart, and is reported racking up strong sales in Chicago. Shortly it is bound to appear on the national retail chart. A two-sided disk, the lead title now is "Don't Go No Farther."

• Review Spotlight on . . .

R&B RECORDS

SMILEY LEWIS Down Yonker, We Go Ballin' (Reeve, BMI)-Imperial 5404-Lewis, always a strong chart contender, has another threat in this driving, rhythmic piece of wax. Lyrics are strong and the backing, with a banjo and ork, builds to a tremendous climax with Lewis' belting on top. Flip is "Someday You'll Want Me" (Reeve, BMI).

R&B DISK JOCKEY PROGRAMMING

GUITAR GABLE Congo Mombo (Excellorec, BMI)-Excello 2082-An instrumental head and shoulders above the average. Gable's guitar is pitted against a swinging rhythm section, and they set up a fabulous beat. The basic riff is simple and catchy. A top offering for r.&b. jocks and also a great one for the boxes. Flip is "Life Problem" (Excellorec, BMI).

• Reviews of New R&B Records

ARTHUR GUNTER Love Has Got Me . . . . .82 EXCELLO 2084-Gunter shows plenty of style in a pulsing slow blues. Churcly piano chords are especially effective in building up the tragic

blues feeling. Like Ray Charles, this singer's style is Southern but has far more than regional appeal. (Excellorec, BMI) Hear My Plea, Baby . . . . .80 Gunter gets on a rhythm kick here but it's still the blues-and saleable blues, too. Flip, however, sho ld get the first look and listen. (Excellorec, BMI)

THE CHANNELS The Closer You Are . . . . .81 WHIRLIN DISC 100-Full, fervent group rendition of a perfectly-paced love ballad. A strong record for r.&b. and rock and roll markets. Watch this one. (Bob-Dan, BMI) Now You Know . . . . .75 This side is taken at a brighter pace, but doesn't have the commercial potential of the flip. (Bob-Dan, BMI)

VINCE MONROE Give It Up (Or Tell Where It's At) . . . . .79 EXCELLO 2089-Monroe, a hoarse-voiced croaker, gives a very humorous effect to this snappy up-beat material. Aimed primarily at the Southern markets, this is potent enough to break elsewhere if sufficiently exposed. (Excellorec, BMI) If I Had My Life to Live Over . . . . .72 A more conventional blues in slow tempo. Monroe shows fine style again, but bucks stereotyped material. (Excellorec, BMI)

OLE SONNY BOY Blues and Misery . . . . .78 EXCELLO 2086-He's really got the miseries on this slow, insistent blues. Lyric is good and it's pounded out by the singer in Deep South style. Could have a strong appeal in the territories. (Excellorec, BMI) You Better Change . . . . .76 Here's fast blues material. "You Better change your ways or I'll change my mind," Ole Sonny Boy wails. A primitive job with a Southern slant. Could go in those markets. (Excellorec, BMI)

THE PIPES You Are an Angel . . . . .78 DOOTONE 401-A moving ballad is sung with solid emotional impact, and standout performance by lead singer. (Williams, BMI) I Love the Life I Live . . . . .76 The group sings an okay rhythm-novelty with exuberance and bounce. (Williams, BMI)

THE GRIFFINS Why Must You Go? . . . . .77 MERCURY 70913-The group's high voice lead hits out into the strato-

(Continued on page 53)

Rhythm & Blues Notes

By GARY KRAMER

The success story of the "low down Southern blues" is one of the most interesting of all the recent trends in the music business. That this ancient and basic musical form should finally gain its deserved place in all categories of the trade -including pop and hillbilly-be-speaks its long-time appeal. Firms that have always provided records of this type are now getting recognition, and of these, Excello Records, of Nashville, is one of the most significant. Ernest L. Young, the company's prexy, has built a successfully combined mail-order, publishing and radio promotion operation, which he operates out of Ernie's Record Mart in Nashville.

Ted Adams, who supervises nightly shows for Excello over station WLAC, Nashville, recently commented: "We have always aimed our fire primarily at the Southern market and produced what is considered a Southern type record. Starting with Arthur Gunter's "Baby, Let's Play House," we found that "Southern" records could become big hits north of the Mason-Dixon line, too. This can be explained by the great migration of Southern Negroes - and by the circumstances that have led to the first exposure of white teenagers to this music under highly favorable conditions."

That is why an outstanding "Southern" record today almost always has far more than regional appeal, and can break North and South, pop and r.&b., with no difficulty. This, Adams feels, explains the current popularity of Excello's "Pleadin' for Love" by Larry Birdsong and an instrumental like "Congo Mambo" by Guitar Gable.

RCA Victor announced a release this week that will intrigue a lot of people. Titles are "Don't Call the Wagon" and "Toodle Loo Tennessee" by Charlie and Rosie - Singleton and McCoy, of course, the prolific songwriting team. . . . Another interesting male-female team made its debut this past week on the Excello label. Known as Sugar and Sweet, they figure to give Shirley and Lee a little competition.

Roy Hamilton's manager, Bill Cook, will launch an unusual switch September 7, when he opens at the Apollo Theater in New York as a comedian and singer, turning over a 10 per cent commission to his retired client. Cook commented: "Roy has been taking care of several former employees despite his retirement and I figure I'd do what I could to take some of the burden off his shoulders." . . . Incidentally, the Apollo Theater re-opened August 17 after a month shuttering for renovation. The first bill was a potent one and included the Buddy Johnson ork, Clyde McPhatter and the El Dorados.

Charlie Fuqua's Ink Spots have just signed another long-term contract with the Gale Agency. After their current Honolulu engagement a recording deal will be announced. One of the plums awarded the group is a date during the forthcoming Olympic games in Australia. . . . Buck Ram has added thrush Dolly Cooper to his managerial office, Personality Productions, Inc., and this week supervised her initial recording session for the Dot label.

• R&B Best Sellers in Stores

For survey week ending August 15

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 throught 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 3 columns: Rank, Record Title, Weeks on Chart. Includes records like HONKY TONK, FEVER, MY PRAYER, RIP IT UP, LET THE GOOD TIMES ROLL, FLYING SAUCER, HOUND DOG, DON'T BE CRUEL, SO-LONG, WHEN MY DREAMBOAT COMES HOME, IT'S TOO LATE, STRANDED IN THE JUNGLE, I PROMISE TO REMEMBER, WHO CAN EXPLAIN?, I WANT YOU, I NEED YOU, I LOVE YOU, I'M IN LOVE AGAIN, CASUAL LOOK, PLEASE, PLEASE, PLEASE.

• Most Played R&B by Jockeys

For survey week ending August 15

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like MY PRAYER, HOUND DOG, I'M IN LOVE AGAIN, RIP IT UP, DON'T BE CRUEL, FEVER, SO-LONG, LET THE GOOD TIMES ROLL, WHEN MY DREAMBOAT COMES HOME, FLYING SAUCER, TIME WILL TELL, READY TEDDY, STRANDED IN THE JUNGLE, IT'S TOO LATE, ROCK.

• Most Played R&B in Juke Boxes

For survey week ending August 15

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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 3 columns: Rank, Record Title, Weeks on Chart. Includes records like MY PRAYER, WHEN MY DREAMBOAT COMES HOME, SO-LONG, I'M IN LOVE AGAIN, FEVER, STRANDED IN THE JUNGLE, RIP IT UP, TREASURE OF LOVE, WHO CAN EXPLAIN?, I WANT YOU, I NEED YOU, I LOVE YOU, LET THE GOOD TIMES ROLL.

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• This Week's R&B Best Buys

1 LOVE YOU, BABY (Conrad, BMI)—Jimmy Reed—V-J 203—As usual, Reed's great Southern following is giving his new record an enthusiastic send-off. This week it appears on the Atlanta territorial chart, and is also rated a strong seller in Durham, Birmingham, New Orleans and Memphis. Other cities that are beginning to take to it include Chicago, Detroit and Baltimore. The flip, "My First Plea" (Conrad, BMI) is also a strong coin-grabber.

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VEE-JAY RECORDS, INC.

## FOLK TALENT AND TUNES

Continued from page 50

on recordings in the past. They plan to work personals in the area this fall and winter. The Holden lads were formerly regulars with John Lair's Renfro Valley Folks.

Jimmy Murphy is now heard daily on WIVK, Knoxville, while doing a weekly shot over WATE-TV and WTVK-TV, in the same city, each week. Murphy's newest on the Columbia sticker is "My Gal, Dottie" b.w. "Sixteen Ton Rock 'n' Roll." . . . Jack Barthel, president of J. B. Records, Chicago, has just added to his country and western talent roster the Sneed Family, made up of Danny, Donnie, Leslie and Papa Don Sneed, who Monday (20) concluded an extended engagement at the Park Hotel, Great Falls, Mont. Their initial release for J. B., "Don't Make Me Go to Bed" b.w. "Too Young for Love," made its debut last week. Also new on the J. B. c.&w. roster are Jean and Jody, who have just concluded a deejay tour of the South to plug their initial J. B. release, "Yak-a-Tak" b.w. "Willingly."

Mae Boren Axton phones from Nashville to report that Hank Snow and his cowhands will be featured on "Town Hall Party," Los Angeles, September 3, and are set for both September 2-3 on "Town Hall Ranch Party" at Compton, Calif. Hank and his lads played Roy Acuff's Dunbar Cave at Clarksville, Tenn., August 12, with Roy postponing a hop to Lawton, Okla., a day in order to be on hand to personally introduce Snow to his patrons. Last Sunday (19), Hank and his group played

Plantation Park, Indianapolis. Nell Marie Campbell, of Miami, author of "Chattin' With a Chick in Chattanooga," recently recorded for RCA Victor by Hank Snow, was the subject of a full-page article, titled "The Belle of the Ballads," in a recent edition of The Miami Herald Fun-in-Florida Magazine. The yarn, illustrated with two photos of Miss Campbell, relates of her entrance into the song-writing business and of the success she has enjoyed, especially in the country and western field. . . . Ken Marvin has given up his deejay duties in North Carolina to join up with the Roy Acuff unit.

Set for the East Texas Fair, Tyler, September 8-15, are Little Jimmy Dickens and His Country Boys, Jimmy Davis, Justin Tubb, Minnie Pearl, the Sunshine Boys, Vonnie Mack and Merle Lindsey and His Oklahoma Night Riders. Booking was arranged by Al Turner, veteran deejay, now holding forth at KTBB, Tyler. . . . Jess Willard (Ekko), Hank Cochran (Ekko), Carl Smith, Jerry Jones, Bill Ring, Paul and Cliff Whaley, the Austin Brothers, Lille Mike, Bill Carter (Republic) and other c.&w. talent gathered recently at Lil's 117 Club, Vallejo, Calif., to play a benefit dance for Bud Whaley, who was stricken recently with paralysis. The affair netted over \$500.

Fred Stryker reports from Hollywood that his Fairway Music has the next Gene Vincent release com-

(Continued on page 92)

## Reviews of New R&B Records

Continued from page 52

sphere to express his emotions in this attractive cry-ballad. Beautifully styled, it should be a good seller. (Brent, BMI)

**My Baby's Gone...73**  
The baritone lead takes over the tear-jerking assignment on this side. He does a good job but he doesn't have outstanding material. (Brent, BMI)

**VERNON GREEN**  
Pushbutton Automobile...76  
DOOTONE 400—Green packs plenty of showmanship into a solid rhythmic novelty salute to the auto industry, with clever lyrics and a catchy beat. (Williams, BMI)

Shedding Tears for You...75  
A dirge-like ditty with interesting lyrics is handed a fine vocal wrap-up by Green. (Williams, BMI)

**LINDA HAYES**  
You Ain't Movin' Me...75  
ANTLER 4000—Miss Hayes stirs up lusty sound and snappy rhythmic feeling on this swinging wax. Repetitive melody wears but performance has brightness. Earl Warren ork and chorus back the job. (Personality, BMI)

I Had a Dream...74  
The gal chants a slow, deliberate and moving story about "a blessed day." Miss Hayes has a free and open singing style on both sides of this coupling. (Personality, BMI)

**EARL GAINES**  
Please Understand...74  
EXCELLO 2088—A moving vocal interpretation of a plaintive ballad. (Excellence, BMI)

I Don't Need You Now...72  
Gaines sings out with effective

bravado and feeling on a pleasing semi-weeper. (Excellence, BMI)

**SUGAR AND SWEET**  
I'll Be Good...73  
EXCELLO 2087—This is a slow, blues job with more back and forth pleadings to each other by the pair. Interesting lyrics. Primarily for the Southern trade. (Excellence, BMI)

Baby Come Back Home...71  
This is a swinging pair in the Shirley and Lee tradition, and with the help of the band they set up a great beat. Spotlight is on rhythm but the lyrics will raise eyebrows with interest. (Excellence, BMI)

**ARTHUR LAKE**  
The Good Earth...71  
PREMIUM 406—Lake has a big, forceful style that makes the most of this fancy, pious ballad. Lad makes a strong bid for Roy Hamilton's mantle. Will get plenty of play. (Meridian, BMI)

May I Count On You?...70  
Good production on this ballad, and Lake is an artist to watch. (Premium, BMI)

**TOMMY MOSLEY BAND**  
Love You (Till the End of Time)...70  
PEACOCK 1664—Mosley belts out this declaration in big, free swinging style. He gets the message over with sincerity. (Lion, BMI)

Concerto to the Blues...68  
In some circles this may be viewed as a profound thing, but the tie-up between a heartbroken lad creating a great musical work and the r.&b. market seems far-fetched. Vocal work by Mosley, however, is polished and un gimmicked. (Lion, BMI)

**THE DUPONTS**  
Must Be Falling in Love...68  
WINLEY 212—Tune and treatment are close to several of the disks by the Teen-Agers. Slim chances here, unless the disk can get extra heavy pushing. (Ninny, BMI)

You...67  
Routine r.&b. chanting and material. (Ninny, BMI)

**JULIE STEVENS**  
Crazy Bells...68  
DIG 115—She hears bells when she sees her "ding dong daddy." This is the rhythm side, but it's a very commonplace effort.

Blue Mood...65  
Gal sings in a mournful tone of her unhappy state. Nothing much happens and the result is pretty monotonous fare.

## R&B Territorial Best Sellers

For survey week ending August 15

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**
- Let the Good Times Roll Shirley & Lee, Ala.
  - I Love You, Baby, J. Reed, VJ
  - Stranded in the Jungle, Cadets, Mod.
  - Flying Saucer Buchanan & Goodman, Lun.
  - Rip It Up, Little Richard, Spe.
  - Fever, L. W. John, Kng.
  - When My Dreamboat Comes Home F. Domino, Imp.
  - I Promise to Remember Teen-Agers, Gee
  - So Long, F. Domino, Imp.
- Charlotte**
- Let the Good Times Roll Shirley & Lee, Ala.
  - Flying Saucer Buchanan & Goodman, Lun.
  - It's Too Late, C. Willis, Atl.
  - Stranded in the Jungle, Cadets, Mod.
  - Hound Dog, E. Presley, Vic.
  - Time Will Tell, B. Charles, Chs.
  - My Prayer, Platters, Mer.
  - Don't Be Cruel, E. Presley, Vic.
  - Love, Love, Love, Clovers, Atl.
  - Heaven on Earth, Platters, Mer.

- My Prayer, Platters, Mer.
  - Casual Look, Six Teens, Flp.
  - Please, Please, Please, J. Brown, Fed.
  - Flying Saucer Buchanan & Goodman, Lun.
  - I Promise to Remember Teen-Agers, Gee
  - I Want You, I Need You, I Love You E. Presley, Vic.
- Philadelphia**
- Honky Tonk, B. Doggett, Kng.
  - Flying Saucer Buchanan & Goodman, Lun.
  - Canadian Sunset H. Winterhalter-E. Heywood, Vic.
  - It's Too Late, C. Willis, Atl.
  - My Prayer, Platters, Mer.
- St. Louis**
- Pleadin' for Love, L. Birdsong, Exc.
  - Fever, L. W. John, Kng.
  - Don't Go No Further, M. Waters, Chs.
  - Flying Saucer Buchanan & Goodman, Lun.
  - Honky Tonk, B. Doggett, Kng.
  - Bad Luck, B. B. King, RPM
  - My Prayer, Platters, Mer.
  - When My Dreamboat Comes Home F. Domino, Imp.
  - Hound Dog, E. Presley, Vic.
- Washington, D. C.**
- Hound Dog, E. Presley, Vic.
  - Let the Good Times Roll Shirley & Lee, Ala.
  - Honky Tonk, B. Doggett, Kng.
  - Flying Saucer Buchanan & Goodman, Lun.
  - Please, Please, Please, J. Brown, Fed.
  - My Prayer, Platters, Mer.
  - Treasure of Love, C. McPhatter, Atl.
  - Fever, L. W. John, Kng.
  - Fool, S. Clark, Dot
  - Rip It Up, Little Richard, Spe.

- Chicago**
- My Prayer, Platters, Mer.
  - Hound Dog, E. Presley, Vic.
  - Honky Tonk, B. Doggett, Kng.
  - Be-Bop-a-Lula, G. Vincent, Cap.
  - Flying Saucer Buchanan & Goodman, Lun.
  - Treasure of Love, C. McPhatter, Atl.
  - I'm in Love Again, F. Domino, Imp.
  - Rip It Up, Little Richard, Spe.
- Cincinnati**
- Honky Tonk, B. Doggett, Kng.
  - My Prayer, Platters, Mer.
  - I Promise to Remember Teen-Agers, Gee
  - Up On a Mountain, Magnificents, VJ
  - Rip It Up, Little Richard, Spe.
  - Fever, L. W. John, Kng.
  - Let the Good Times Roll Shirley & Lee, Ala.

- Detroit**
- Honky Tonk, B. Doggett, Kng.
  - Pleadin' for Love, L. Birdsong, Exc.
  - Don't Let It End This Way E. Morris, Pea.
  - Don't Go No Farther, M. Waters, Chs.
  - Flying Saucer Buchanan & Goodman, Lun.
  - After the Lights Go Down A. Hibbler, Dec.

- Los Angeles**
- Honky Tonk, B. Doggett, Kng.
  - Flying Saucer Buchanan & Goodman, Lun.
  - My Prayer, Platters, Mer.
  - I Want You, I Need You, I Love You E. Presley, Vic.
  - Hum De Dum, Gassers, Cas.
  - In the Still of the Night, 5 Satins, Her.
  - Bad Luck, B. B. King, RPM
  - Hound Dog, E. Presley, Vic.
  - I'm in Love Again, F. Domino, Imp.
  - Fever, L. W. John, Kng.

- New Orleans**
- Let the Good Times Roll Shirley & Lee, Ala.
  - So Long, F. Domino, Imp.
  - Rip It Up, Little Richard, Spe.
  - Honky Tonk, B. Doggett, Kng.
  - My Prayer, Platters, Mer.
  - Casual Look, Six Teens, Flp.
  - Flying Saucer Buchanan & Goodman, Lun.

- New York**
- Fever, L. W. John, Kng.
  - In the Still of the Night, 5 Satins, Her.

## Reviews of New Spiritual Records

Continued from page 48

sive job is done by this fine male group.

Happy Am I...74  
The title describes the mood of this neatly styled spiritual. The pact is not as fast as the flip, but the group keeps things rolling from start to finish. Two interesting sides.

• Reviews of New Jazz Records

**DIZZY GILLESPIE ORK**  
Play Me the Blues...76  
NORGRAN 151—Toni Harper sings with sultry vitality on a moving blues-ballad, while Gillespie provides effective backing. (Rene, ASCAP)

Seems Like You Just Don't Care...75  
Okay warbling by Herb Lance on swingy ditty, with Gillespie blowing up a storm in the background. (Fisher, ASCAP)

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## Rain Hits Ill. State Fair; Twin Up Rich Race Programs

### Midway Biz Up When Weather Is Good; 'Holiday on Ice' Again Shows Strength

SPRINGFIELD, Ill. — Illinois State Fair Saturday morning (18) entered the ninth day of its 10-day run with attendance down from last year.

The weather in a large measure was responsible for the drop-off. A contributing factor was that the traditional two big political days were missing from the program.

Rain drenched the fair Monday (13) and again Thursday (16), washing out the scheduled rich harness horse racing programs on both days.

The washed-out sulky events were added to the following days' scheduled programs, and one of the doubled-up cards set a record and created some problems.

Tuesday's twin-bill horse race program did not wind up until 8:30 p.m., with the trotters and pacers

finishing under lights. On Friday the bargain bill for harness horse enthusiasts started at 10 a.m. and did not end until late afternoon.

#### Finish Under Lights

The late wind-up of the harness horse race program Tuesday set back the start of the Barnes-Carruthers No. 1 revue so much that the show did not finish until about 10:30 p.m.

Roughly \$438,000 were put in harness horse race purses, and on one day—Tuesday—the total purses aggregated in excess of \$200,000—an all-time high here or anywhere.

In the past, two days were given over to political parties as their special days, but these days were shelved this year because of the national political conventions. This had a marked effect in total attendance and grandstand patronage.

However, this had little effect on the midway. There the Olson Shows experienced better ride and show patronage when the weather was good than they did on the corresponding days last year. Only the rain hurt the midway.

None of the night grandstand shows were lost to weather. Strothers G. Jones, fair manager, said that grandstand patronage for the Barnes-Carruthers No. 1 revue, which was in for five nights, beginning Monday (13), was close to that of last year. Fireworks following the revue were presented by Thearle-Duffield Fireworks Company, Chicago.

Paul Whiteman's ork, plus the Chordettes and other acts, Friday night (17) attracted a slightly smaller grandstand than was given another attraction the same night last year. The "WLS Barn Dance," a perennial favorite here, accounted for its usual good crowd Saturday night (11).

The night grandstand bill was scheduled to wind up Saturday (18) with a big-budgeted show headlined by Hal March, Peter Lind Hayes and Mary Healy, and Griff

*(Continued on page 79)*

## Wis. State Fair Hit by Rain On Opening Day

MILWAUKEE — Rain that started at 7 a.m. and continued thruout the day washed out the motorcycle races at the Wisconsin State Fair here Saturday (18), opening day of the nine-day expo. Showers were forecast for the night, when the Barnes-Carruthers No. 1 revue was slated to open its engagement in front of the grandstand. Good weather was predicted for Sunday (19), traditionally one of the fair's biggest days.

Prevue night Friday (17) pulled about 18,000 thru the gates.

## Superior, Wis., Fair Holds Up In All Segments

### Midway Biz Jumps 14% as Attendance Runs at 1955 Pace

SUPERIOR, Wis.—The recent steel strike and a strike which has closed Great Lakes shipping failed to put much of a dent into attendance of the Tri-State Fair here thru Friday (17), fourth day of the six-day run.

The gate count at the end of the first four days was only 168 under that for the corresponding period in 1955, the best year in the fair's history.

More surprising, however, was that receipts on the midway were up. Ride and show grosses of the Royal American Shows were 14 per cent higher than for the first four

*(Continued on page 79)*

## Twister Hits Wis. Fair

FOND DU LAC, Wis.—Snapp Greater Shows had two show fronts blown down here Wednesday evening (8) when a tornado struck the grounds of the Fond du Lac Fair. The twister, accompanied by several inches of rain, struck the grounds shortly after 6.

A scheduled evening performance of Earl Newberry's Trans-World Auto Daredevils was canceled due to deep water on the race track. No one was reported seriously injured.

## Stuntman Killed In Dynamite Blast

WATERLOO, Ia. — Al Baken, 24, Jacksonville, Fla., stunt man billed as Captain Dynamite, was killed here Wednesday night (15) while performing his explosion act. Baken's act consisted of placing himself in a wooden box, which is blown apart by dynamite. He was with the Transworld Auto Daredevils.

## Cedar Rapids Fair Sets Strong Pace

CEDAR RAPIDS, Ia.—All the All-Iowa Fair here needed Saturday morning (18) as it entered the last two days of its six-day-and-seven-night run, was good weather to be at its attendance of last year, when the event ran eight days and as many nights.

Each of the first four days of the shortened run produced higher gate totals than the corresponding days last year. Secretary Andy Hanson figured that if the fair continued at that pace thru the closing two days it would top last year's gate. The higher daily gate tallies were chalked up despite some rain.

Indications were that the William T. Collins Shows would set a new midway record if the fair's final two days were given good weather.

Grandstand attendance, both afternoon and night, up to the final two days was strong. A 100-lap stock car race staged by Frank Winkley drew a paid grandstand crowd of 6,000 persons, plus acts which included the Sky Kings, an Ernie Young Revue, in for the following three nights. The Young presentation drew well and was received enthusiastically.

Aut Swenson's Thrillcade turned in a bigger crowd Tuesday than it did last year. Running horse races, returned here after a five-year lapse, pulled fairly good crowds Wednesday and Thursday. A rodeo, staged by Bob Barnes,

Syracuse, Ia., was in for matinee and night shows Friday and Saturday and attracted slightly smaller crowds than last year. An added attraction Friday night was the appearance of Miss Universe (Carol Morris, of Ottumwa, Ia.) in front of the grandstand.

Sports car races, to be staged by Frank Winkley, were slated as

*(Continued on page 61)*

## Rain Hits Davenport; Gate Falls Off 15%

DAVENPORT, Ia.—Mississippi Valley Fair here caught much rain, and the seven-day event ended Saturday night (18) with attendance down at least 15%, according to Frank Harris, secretary.

Rain hit the fair on four days. Dollar-wise, the most costly rain fell Sunday (12) shortly after the wind-up of the afternoon grandstand program. The rainfall then was heavy, and thinned what promised to be a large crowd for WLW's "Midwestern Hayride" to a small turnout. Even then, the major part of the night show had to be staged under the covered grandstand, rather than on the stage.

L. N. Fleckles' "Ice Varieties of '56," in for five nights starting

## Auditorium Mgrs. Elect Emmett Race; Study Pooling Data

### Joseph Dukowski Wins Citation; 75 Members Register at El Paso Meet

By TOM PARKINSON

EL PASO, Tex.—Seventy-five executives from key auditoriums and arenas thruout the U. S. and Canada met here Wednesday (15) thru Saturday (18) for the convention of the International Association of Auditorium Managers.

Emmett W. Race, manager of Will Rogers' Memorial Auditorium and Coliseum, Fort Worth, was elected president. He had been acting president since the death of William Coker, New Orleans, and presided at this year's meetings.

The convention reconfirmed its schedule of meetings next year at New York, where James Walsh, of the New York Coliseum, will be host. They also voted to accept the invitation of Seattle, Wash., and Lawrence Wicklund, manager of the Civic Auditorium there, to meet at Seattle in 1958. Victoria, B. C., also will take part in the 1958 session.

Joseph Dukowski, manager of Victoria Memorial Arena, Victoria, was selected as Mr. Auditorium of 1956. The competition is conducted

annually, with C. W. Van Lopik, Detroit, in charge.

Dukowski won the important Mr. Auditorium award for a series of promotions which enabled his building to show a \$29,000 profit for the year, altho television was such a potent competitor for audiences at the time that three theaters and a pro baseball club closed down in the same period.

Among his activities were these: Revitalizing interest in public skating thru use of free-ticket promotions, increasing rentals to business and industrial groups, doubling convention bookings, and creation of lacrosse and hockey teams for both boys and girls, which played curtain-raisers for regular lacrosse and hockey games and helped increase attendance.

Dukowski became the first Canadian to win the trophy. Other finalists included James Walsh, New York Coliseum, for his handling the opening of that building recently; Lawrence Wicklund, Civic Auditorium, Seattle, for direction of activities for an election to select a site for a new arena and for a bond issue proposal; Merton E. Thayer, International Amphitheater, Chicago, in connection with adding 100,000 square feet of exhibition space to accommodate one huge show and then contract-

*(Continued on page 61)*

## Ringling Acts Head Overseas

SARASOTA — Five acts from the closed Ringling Bros. and Barnum & Bailey Circus were scheduled to leave New York for Europe Thursday (16) aboard the Dutch liner Zuiderkruis.

The Adanos, Austrian jugglers, and the Four Whirlwinds, German tumblers, paid their own fare. Also expected to be aboard the liner when it left New York were the Chiasas, Italian jugglers; Five Ver-dus, rolling globe, and Nakos, cyclists.

The Burtons, balancing act, and the swaypole Nocks were trying to stay in the United States. The Segudas, tight wire, were scheduled to join the Clyde Beatty Circus.

## Packs Western Closes Aug. 26

LOS ALAMOS, N. M.—The Western unit of the Tom Packs' Circus will close its tour in Tulsa on August 26, it was announced here.

Musicians Jimmy Goff and Don Rey will play Western fairs and outdoor dates. Charlie Allen's bear act will head for California fairs and a West Coast tour for GAC-Hamid. Karl Wallenda plans to join the Clyde Bros.' Circus. Joe and Slivers Madison will take the Packs' bulls to Illinois quarters. Bud Hoerber, manager, has headed for St. Louis to work the rodeo. Charlene and Eddie Kuhns will play fairs for Jimmy Hetzer.

## Yorkton, Sask., Matches '55

YORKTON, Sask.—Attendance at the three-day, 71st annual Yorkton Exhibition was about the same as last year with the gate figure down 92 and the grandstand up 29.

Gate figures were 3,883, 9,379 and 8,122 as against 5,118, 8,068 and 8,290 in 1955. Grandstand attendance was 2,913, 6,266 and 6,050 compared with 3,117, 5,909 and 6,174. Gate total was 21,384 and grandstand total 15,229. Rain threatened on all three days but stayed off during the grandstand performances.

Jimmy Sullivan's World Finest Shows were on the midway and Charles Zemater presented the grandstand show.



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MIDDLETOWN, N. Y.—A natural and, it is hoped, life-long tie-in was accidentally uncovered prior to this year's Orange County Fair. Discussing the set-up for the display Ballantine brewery's three-ring girls and their sports cars, the brewery cracked that it was its 116th anniversary. "Ours, too," said fair manager Fred Germain, leaping to the occasion. Plan is for the company to use the fairgrounds for an annual, lavish display as beer, ale and annual mellow together.

**Red Bluff, Calif.,  
 Clocks 9,070 Gate  
 During 3-Day Run**

RED BLUFF, Calif.—A total attendance of 9,070 was pulled by the Tehama County Fair, which closed its three-day run here Saturday (4). The four-day total in 1955 was 12,000 and the comparable three days of last year 9,132. Paid attendance for the first two days, however, was ahead of the same period of last year. Fair officials listed the payees at 5,144 as against 4,766 for a similar 1955 segment.

Admission to the fair was 50 cents for adults and 25 cents for children. General grandstand seats were free with \$1 for reserves. Children were admitted free on kids' day with 10 cents the going price that day only for rides of the West Coast Exposition Shows.

**CHANGING WITH L. I.**

**Mineola Shifts Its  
 Emphasis Over Years**

NEW YORK — The Mineola Fair, while maintaining its annual status, has been fighting a losing battle agriculturally. While exhibits of this department are still presented, the size has been diminishing over the years with the lessening scope of the agriculture industry on Long Island.

More commercial and industrial displays than before will be shown at this year's fair, September 8-16 at Roosevelt Raceway. Included will be Doubleday and Company, Encyclopedia Americana; Airborne Instruments, Shell Oil Company, Macy Home Food Service, A&P, Singer Sewing Machine Company, Thomolite Company, and others.

Title of the event was altered to Mineola Fair and Industrial Exposition in recent years when it became evident along which lines the fair was developing. Next year it will occupy its third site since World War II.

**New Grandstand**  
 The latest change will not remove it from Roosevelt Raceway, however, its home since Nassau County acquired the old fairgrounds for county use. A \$15,000,000 project will produce a new raceway grandstand for the 1957 season, with additional provisions for the fair exhibits. Following completion of the 115th fair this year, demolition crews will start to raze the grandstand.

In addition to grandstand exhibit space, the fair uses four large

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**Middletown Snares  
 114,677 Milestone**

MIDDLETOWN, N. Y. — A significant step toward big-time status was taken last week by the Orange County Fair, which hit a pair of important milestones: It was the event's first time to go nine days, and the first time it exceeded a paid attendance of 100,000.

Formerly a Sunday-thru-Saturday event, it added two days this year, and daily turnouts held nicely to produce the big increase in attendance. It was some 25 per cent better than the previous best figure and a great improvement over 1955, which was cut sharply by a weekend brush with a hurricane.

Even with the bulk of agricul-

**Minn. Slow  
 For Carson**

PAYNESVILLE, Minn. — Tex Carson Circus has been getting small crowds in recent stands thru-out Minnesota.

Seats were about 25 per cent filled for both performances here Monday (13). At Raymond Saturday (11), a third and half house was registered. Cottonwood, played the previous day, showed better business. Altho the top was only half full in the afternoon, it came to almost a full house that evening.

tural exhibits having been removed by Sunday (12), there was a turnout of some 16,000 on the grounds. The closing day's feature, Johnny Partlow's Black Diamond Rodeo, drew a Middletown rarity, a packed grandstand, for two performances.

Announced gate total for the nine days was 114,677, highest in the 116-year history of the fair. Manager Fred Germain, conceding that his is a minority viewpoint in talent circles, nevertheless said a good part of the fair's success this year was due to its abundance of free attractions, notably the mid-week "Midwestern Hayride" unit booked thru GAC-Hamid. That agency's "TV Discoveries" package troupe appeared as a paid attraction on Wednesday night (8) and drew nicely in two performances.

Germain praised the country artists for their job on the first of two kiddie days, Monday (6) which drew rain. A sizable audience was entertained by the group which set up a platform in an aisle of the sheltered grandstand and performed from there.

Lowest front gate was on that day, 3,448, and second lowest was on the second kiddie day, Friday (10), with a figure of 8,438. Top turnout of the nine days was Saturday, with 22,282.

Results were encouraging enough for Germain, the board of managers, "Committee of 100" and other interested officials to visualize improvements for 1957 before the curtain was down on this year's fair. Included will be new fencing, midways, added police, and at least one major building near the main entrance.

Sharing in the prosperity this year were Ward Beam, who had brought in his thrill show and the rodeo, Victory Speedways, with stock car racing, and the I. T. Shows on the midway.

Premium money this year totaled an even \$11,000, of which \$2,600 was in the 4-H Club work division, and \$1,850 went for FFA work.



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Already the Democratic convention has had its effect. The Illinois State Fair—long regarded as a political fair—had its attendance cut back sharply.

In previous years the Springfield expo had one special day for each of the two major parties and the two parties—thus put on the spot—vied to produce the larger turnout. As a result, both of the two days had been big ones.

Office-holders, job seekers and others whose fortunes hinged upon election results poured out in what amounted to command appearances.

Special trains were run from Chicago. From other points thru-out the State, the pols teemed in via car, bus and train. Packed grandstands were par for the fair on the two days. Other segments of the fair also benefited, tho not nearly to the same degree.

This year the fair yielded to the national conventions. It called off both political days on the basis that Democrats would be occupied at the International Amphitheater, Chicago, and that the Republicans would be busy the following week in the Cow



making ready for their convention the following week in the Cow Palace, San Francisco.

Illinois' COP governor, however, was not too busy that he couldn't get in his licks at the fair. He was Bill-on-the-spot, always within hailing reach to pose with a queen or a prize-winner.

**Convention Crowds Fair Out**

Unfortunately for him, tho, the Democratic convention snared the lion's share of the space usually devoted by the State's public prints to photos, and relatively few pictures of the governor made the papers.

The fair and the Republicans were red-faced at Springfield because one of the many rich harness horse stake races was named the Orville E. Hodge Stakes. This was embarrassing because on the day of the scheduled race Hodge, the State auditor, was sentenced to 20 years in the federal bastille for having diverted more than \$1,000,000 of State funds into his poke.

In the weeks ahead, fairs thru-out the nation will be the stamping grounds for more office-seekers probably than in any past year. Politicians, like commercial exhibitors, have come to an increasing awareness that they can make hay at fairs.

Some of the better fairs, however, shun politicians' participation in their programs like they would a plague. They won't permit candidates or office-holders to speak from in front of the grandstand. Some of these fairs do sell space to political groups for headquarters, but they rigidly control distribution of campaign literature on the grounds.

Others of the better fairs believe that campaigning politicians can build their attendance. They hold that people are interested in seeing candidates close-up. But, they resist having the pols take over to the detriment of their standing with and appeal to people of all political persuasions.

It is the smart politician who limits his utterances on a grandstand stage to a few minutes, uses some humor and makes the show—the fair—the big thing. It is also a smart fair manager who sees that political figures confine such talks to a few minutes. That way politicians may add, not detract from the show.

**Eastern States Big Show**

Some fairs have increased their attendance and accented their role and scope by the way in which they work in office-holders into their program. Of these, the Eastern States Exposition, Springfield, Mass., is outstanding. Its governors' day brings to the fair all of the chief executives of the States in New England. Thus, the regional drawing area of the exposition is underscored. Thus, too, something approximating an all-star political cast is offered fair patrons.

On the State level, the Florida State Fair, Tampa, has achieved notable success. In conjunction with the Casparilla Celebration committee, the fair each year sponsors a dinner for the leading political figures of the State, county and city. Attended also by top business men of the city, the dinner, which is held in a downtown hotel, is climaxed by an award to the Tampan who makes the greatest contribution to the city. The event has developed such stature that the incumbent governor invariably earmarks it for one of his major speeches.

In recent years the Missouri State Fair at Sedalia has developed a ham breakfast for the State's political leaders into an event of considerable importance. A good-will builder for the fair, the dinner also focuses attention upon Missouri agriculture and is attended by a mounting number of public office-holders from U. S. Senators down.

Looking ahead to the coming big winds, wise fair men are battling down the hatches. They are out to have the winds blow them some good. Or they are out to find a way to have the winds skirt their fairs.



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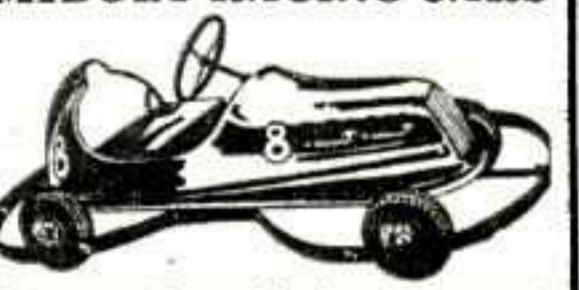
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ARENAS AND AUDITORIUMS

Mgrs. Mull How to Share Technical Arena Info

By TOM PARKINSON

EL PASO, Tex.—Build-up of a great demand for technical information about construction and management of modern arenas and auditoriums has been behind much of the discussion and business at the convention of the International Association of Auditorium Managers.

Inspiring the demand, of course, is the great number of new buildings being planned or contemplated by localities in the United States and Canada, plus several other countries.

IAAM ITSELF ILLUSTRATES the growth of the field. It took in 21 new members last year, most of them operating new buildings. IAAM began 30 years ago with five men, had about 35 members in 1936, 90 members in 1946, and 144 members in 1956.

Charles Ziogas, manager of the new Civic Center, Lansing, Mich., demonstrated the movement by pointing out he has had groups of inquiries from Benton Harbor, St. Joseph, Kalamazoo, Battle Creek, Ann Arbor, Pontiac, Saginaw and Detroit—all with a gleam in their eye for a new building in their own Michigan cities neighboring his.

Similarly Tom Benson, manager of the Fort Brown Civic Center, Brownsville, Tex., reports that since his building was honored by the American Institute of Architects two years ago he has had inquiries from about 200 localities which are interested in building design and operation.

More, the IAAM's own new building consultant board has had 154 inquiries in 12 years, including 12 this year. It has made 15 surveys—three of them this year—for cities which plan new facilities. These figures become more significant with the awareness, that the board's services are available only at increased fees plus expenses for members.

COMMERCIAL SURVEY ORGANIZATIONS have been doing a thriving business in preparing studies and recommendations for cities.

What has become a major chore for present individual arena auditorium managers is the answering of questions placed by dozens of these survey groups, architects and city officials. In case after case, IAAM members here cited time, often three full days at a clip, they had spent with particular groups.

Building managers know that there is virtually no technical material available to auditorium-arena planners in printed form. Some declare that errors or inefficiencies built into one building often are duplicated in several subsequent buildings that are patterned after it for lack of interchange of information.

A problem facing IAAM, then, is what degree the individual manager or the Association should go to in order to provide technical information to others? Are they called upon professionally to disseminate all possible information resulting from their years of experience, and if the material is to be compiled, who is to do it and on what basis?

Whatever the decisions, professional arena and auditorium managers will figure strongly in future building plans as they have in recent ones. Their storehouse of data can meet the build-up of demand for it. The question being thrashed out by the IAAM at El Paso was how the supply and demand can find common and equitable ground.

AMENDMENT READIED

N. Y. Dems Pledge Bingo Next Year

NEW YORK—A bill to legalize bingo will be introduced in the State Legislature next session, according to State Senator James Sweeney of Queens. He said 24 Senators and 64 assemblymen have promised "full support" of the measure.

The Democrats plan to make legalization a reality for next year. Republicans have taken a longer way around the problem, since they sponsored a Constitutional amendment on bingo at the last session in Albany, when they controlled the Legislature. Their tactic requires passage by two successive Legislatures (1955-'56) and submission to the voters in November, 1957, for final approval.

No matter what system results in legalization of bingo, the game would be okayed under rigid controls such as in New Jersey, which has State and local games of chance commissions.

The bingo measure, Amendment No. 5, calls for local referendums on bingo, and contains controls such as the following:

"Only bona fide religious, charitable or non-profit organizations of veterans, volunteer firemen and similar non-profit organizations shall be permitted to conduct such games; the entire net proceeds of any game shall be exclusively devoted to the lawful purpose of such organizations; no single prize shall exceed \$250; no series of prizes on any one occasion shall aggregate more than \$1,000; no person except a bona fide member of any such organization shall participate in the management or operation of such game, and no person shall receive remuneration for participating in the management or operation of such game."

Democrats say their plan will legalize the game for next year, if

they win the November 6 election and thereby gain control of the Legislature so they can pass their law.



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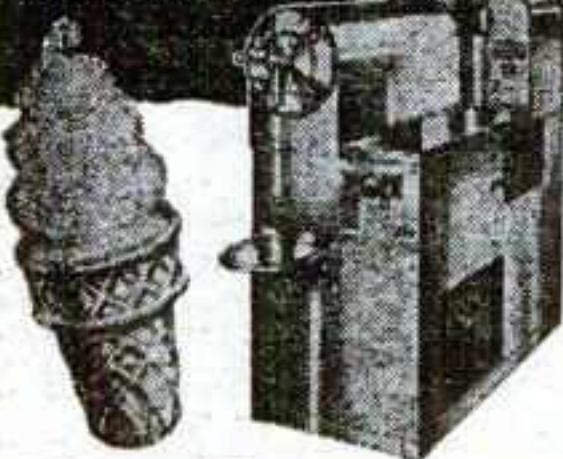
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Program Given For Reading Grandstand

READING, Pa. — The Jack Kochman and Joie Chitwood auto thrill shows are included on this year's Reading Fair program for the annual opening of its eight-day run on September 9. Kochman is on opening Sunday matinee, Chitwood on closing Saturday matinee. Cetlin & Wilson Shows will be on the midway.

The GAC-Hamid "Stairway to the Stars" unit will be offered at the grandstand nightly from Monday thru Friday, being supplemented on Tuesday night by the Rock and Roll package featuring Lillian Briggs, Gene Vincent, Johnny Burnette Trio and Phil Lawrence and Mitzi. On opening Sunday night the TV Discoveries show will be presented.

Grand Circuit racing will be held for four days, starting Tuesday, and USAC big car racing on closing Sunday.

Fair gate prices will be 15 cents daily for kids and 75 cents for adults except on closing Sunday, when grown-ups pay \$1. Parking on the grounds is 50 cents. Grandstand general admission is \$1, with \$1.25 for weekends. Reserves range from \$1.25-\$2.00 afternoons, \$1.75-\$2.75 closing Sunday afternoon, \$1.75-\$2.50 Saturday night.

Benson Crowds Turn Spotty

BLAIRSVILLE, Pa. — Benson Bros.' Circus ran into so-so business here Wednesday (15), after running into some okay grosses a few days earlier at two other Pennsylvania towns.

Matinee was delayed 20 minutes here due to truck breakdowns en route. Seats were about one-third filled for both performances.

At Chambersburg, Pa., Friday (10) a three-quarter and half house turnout resulted despite Mills' paper that heralded their coming four days later.

A power failure at Shippenburg, Pa., on Thursday (9) necessitated the use of automobile and truck headlights to finish the final 20 minutes of the night performance. The pony and elephant acts were presented to a half-filled tent under the emergency lights. Matinee seats were 75 per cent filled.

Advertisement for Victor Popcorn Supply Co. listing products like popcorn, cotton candy, and candy apples.

Advertisement for Multiplex Faucet Co. featuring a self-contained dispenser for mixed drinks like Coke or Pepsi and root beer.

Advertisement for Poppers Supply Co. of Phila. listing products like popcorn, floss, snowball drinks, and candy apples.

Advertisement for Gold Medal Products Co. featuring cotton candy, sno kones, and popcorn.

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A-1 Amusements: Bismarck, Ill.  
Alamo Expo: Columbus, Kan.  
All Valley: Rosenberg, Tex.  
Alsbrook Amusements: Cape Girardeau, Mo.  
American Beauty: Eldon, Ia.  
Amusements of America: (Fair) W. Henrietta, N. Y.; (Fair) Morris 27-Sept. 1.  
Babcock United: Alameda, Calif., 22-26; Gridley Sept. 1-3.  
Badger State: Bird Island, Minn., 20-22; Alexandria 23-25.  
Baker United: Boswell, Ind., 20-23; Fontanet 24-26; (Fair) Oblong, Ill., 27-Sept. 1.  
Barker, Al: Corydon, Ia.; Key City, Mo., 27-Sept. 1.  
Beam's Attrs.: (Fair) Gaithersburg, Md., 21-25; (Fair) Brunswick 27-Sept. 1.  
Becht, Lee: (Dayton & Freeman) Cincinnati, O., 21-26; (Alms & Chapel) Cincinnati 28-Sept. 3.  
Bee's Old Reliable: (Fair) Greensburg, Ky.; (Fair) Munfordville 27-Sept. 1.  
Belle City: (Fair) Ladysmith, Wis., 20-22; Medford 23-26; (Fair) Shawano 30-Sept. 3.  
Bernard & Barry: Chicoutimi, Que. B. & H. Am.: Hemingway, S. C.  
Big City: (Fair) Lapaz, Ind., 21-25.  
Blue Grass: (Fair) Greenup, Ill.  
Blue Valley: Drexel, Mo., 23-25.  
Breeze, Nelson, Rides: (Fair) Corydon, Ind.; Princeton Sept. 1-3.  
Briggs, A. R.: Miamisburg, O.  
Bruback & Schrader: Pueblo, Colo., 21-26.  
Brown's, Al: Tri-State: (Fair) Pipestone, Minn., 20-22; (Fair) Webster, S. D., 23-24; (Fair) Parker 27-29; (Fair) Tripp 30-Sept. 1.  
Bogle, F. C.: Stockton, Kan.; Eureka 27-31.  
Buck, O. C.: (Fair) Malone, N. Y.  
Burke, Harry: Galliano, La.  
Burkhart: (Fair) Beatrice, Neb., 20-23; Crete 24-26.  
Byers Bros.: (Fair) Humboldt, Ia., 20-23.  
Capital City: Barboursville, Ky.; Greenville, Tenn., 27-Sept. 1.  
Carl, A. J.: (Fair) Wayland, Mich.; Newago 30-Sept. 3.  
Carpenter Bros.: Monroeville, Ind., 22-25; Pemberville, O., 29-Sept. 1.  
Carr Am. Co.: Somerville, Mass.  
Carroll's Greater: (Fair) Windom, Minn., 20-22; (Fair) Homer, Neb., 23-25; (Fair) West Point 26-30; Dayton, Ia., Sept. 1-3.  
Casey, E. J.: (Fair) Emo, Ont., 20-22; Red Lake 24-26; Sioux Lookout 31-Sept. 1.  
Cattlet Greater: Onega, Kan., 20-21; Sparks 22-25.  
Central States: (Fair) Abilene, Kan., 20-24; Hastings, Neb., 27-30.  
Cetlin & Wilson: (Fair) Sedalia, Mo., 20-26; (Fair) Indianapolis, Ind., 29-Sept. 7.

Chanos, Jimmie: Bellefontaine, O., 20-23; Hoytville 27-Sept. 1.  
Cherokee Am. Co.: Holton, Kan., 20-22; Seneca 23-25; Hillsboro 27-31.  
Coleman Bros.: (Fair) Altamont, N. Y.  
Collins, Wm. T.: Sioux Falls, S. D.; Lincoln, Neb., 27-Sept. 1.  
Cole Am. Co.: (Fair) Armada, Mich., 22-26; Romeo 31-Sept. 3.  
County Fair: Oakland, Neb., 21-23.  
Crafts Expo.: (Fair) Merced, Calif., 22-26.  
Crafts 30 Big: (Fair) Plymouth, Calif., 22-26; Concord 29-Sept. 3.  
Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Crossville 27-Sept. 1.  
Davis Am. Co.: Roseburg, Ore., 22-26; Lakeview 29-Sept. 3.  
Del Flore Am.: (Fair) Scioto, O., 23-25; Dellroy 29-Sept. 1.  
Dickson United: (Fair) Apache, Okla.; (Fair) Binger 30-Sept. 1.  
Dixie Amusements: (Fair) Corning, Ia., 20-24.  
Dobson's United: Hayward, Wis., 20-22.  
Douglas Greater: Chehalis, Wash.  
Down River Am. Co.: (Fair) Eagle Twp., Mich., 22-25; Monroe 28-Sept. 3.  
Drago, No. 1: (Fair) Spencer, Ind.; (Fair) Denver 27-31.  
Drago, No. 2: Royal Center, Ind.; (Fair) Mazon, Ill., 29-Sept. 3.  
Drew, James H.: Ashland, Ky.; (Fair) Clintwood, Va., 27-Sept. 1.  
Dudley, D. S.: (Fair) Garden City, Kan.; (Fair) Dodge City 27-30; (Fair) Liberal 31-Sept. 3.  
Dumont: (Fair) Bridgeport, Ala.  
Dyer's Greater: Bloomington, Wis., 22-26; Mineral Point 31-Sept. 3.  
Eddie's Expo.: (Fair) Washington, Pa.  
Emshoff: Rockton, Ill., 23-26.  
Evans United: Goodland, Kan., 20-24; St. Francis 28-31.  
Fair Time: (Fair) Hemet, Calif., 22-26; (Fair) Bishop 31-Sept. 3.  
Fidler, Sam: Rutland, Ill.; Bradford 27-Sept. 1.  
Fitzsimmons: Smith Center, Kan., 21-24; Horton 29-31.  
Foley & Burk: Stockton, Calif., 20-26.  
Frame's Greater: (Fair) Brookfield, N. Y.; (Fair) Tionesta, Pa., 28-Sept. 3.  
Franklin, Don: West Union, Ia., 21-24; Coffeyville, Kan., 29-Sept. 2.  
Franklin, Don, No. 2: Appleton, Minn., 23-26.  
Frontier: Tremonton, Utah; Duchesne 28-Sept. 1.  
Fun Fair: (Fair) Alma, Mich., 21-24.  
G. & B.: (Fair) Parsons, W. Va.; (Fair) Terra Alta 27-Sept. 3.  
Gem City: St. Louis, Mo., 20-24.  
Gentsch, J. A.: Pascagoula, Miss.  
Georgia Am. Co.: Moultrie, Ga.  
Glades Am. Co.: Standardsville, Va.; Madison 27-Sept. 1.  
Gladstone Expo.: (Fair) Gallatin, Tenn.; Hohenwold 27-Sept. 1.  
Gold Bond: Black River Falls, Wis., 21-26; Plymouth 28-Sept. 3.  
Gold Medal: Lewisburg, W. Va.  
Golden Valley: Le Center, Minn.  
Gooding Am. Co., No. 1: (Fair) Lima, O.  
Gooding Am. Co., No. 2: (Fair) Marshall, Mich.  
Gooding Am. Co., No. 3: (Fair) Kalamazoo, Mich.  
Gooding Am. Co., No. 4: (Fair) Greenville, O.  
Gooding Am. Co., No. 5: (Fair) Wellington, O.  
Gooding Am. Co., No. 6: (Fair) London, O.  
Gooding Am. Co., No. 7: (Fair) West Union, O.  
Gooding Am. Co., No. 8: (Fair) Sandusky, Mich.  
Gooding Am. Co., No. 9: (Fair) Bourbon, Ind.  
Grand American: (Fair) Elkader, Ia., 23-26; (Fair) Audubon Sept. 10-14.  
Greater Dixieland Expo.: (Fair) Cresco, Ia., 21-26; Shelbina 28-Sept. 1.  
Griggs Bros.: (Fair) Bowling Green, Ky.; (U. S. 41 & U. S. 79) Fort Campbell 28-Sept. 8.  
Hale's Shows of Tomorrow: (Fair) Weeping Water, Neb., 21-24; (Fair) Kearney 27-31.  
Hames, Bill: Paris, Tex.  
Hammond, Bob: (Fair) Perryton, Tex.  
Hannah's Amusements: (Fair) Daybrook, W. Va.; (Fair) Wadestown 27-Sept. 1.  
Hannum, Morris: (Fair) Kutztown, Pa.; (Fair) Meyersdale 27-Sept. 1.  
Happy Attrs.: Rittman, O.; Moundsville, W. Va., 27-Sept. 1.  
Happyland: (Fair) Caro, Mich.  
Hartsock Bros.: Shelbyville, Mo.  
Hartsock Shows, Roy: Forest City, Mo.  
Heth, L. J.: (Fair) Dickson, Tenn.; (Fair) Lebanon 27-Sept. 1.  
Hill's Greater: (Fair) Fargo, N. D.; (Fair) Forman 27-Sept. 1.  
Holiday Am. Co.: (Fair) Osage City, Kan.; Gardner 27-Sept. 1.  
Holly Bros.: (Fair) Blue Ridge, Ga.; (Fair) Ellijay 27-Sept. 1.  
Hottie, Buff, No. 1: (Fair) Anna, Ill.; (Fair) Paducah, Ky., 27-Sept. 1.  
Hottie, Buff, No. 2: (Fair) Freeport, Ill.; Jackson, Mo., 27-Sept. 1.  
Howard Bros.: (Fair) Marion, Pa., 20-23.  
Hugo's Novelty Expo.: (Fair) Effingham, Kan., 21-24; (Fair) Tonganoxie 29-31.  
Ideal Rides: (Fair) Petersburg, Ill.; (Fair) Odell 28-30.  
Imperial: (Fair) Fairbury, Ill., 21-25; (Fair) Mendota 30-Sept. 3.  
Inland Empire: (Fair) Spokane, Wash., 22-26; Kamiah, Idaho, 31-Sept. 3.  
Jack's United: Roodhouse, Ill.  
Johnny's United: (Fair) Bridgeport, Ill., 20-24; (Fair) Huntington, Tenn., 27-Sept. 1.  
Kellogg, Robt. D.: (Fair) Hudson Falls, N. Y.  
Ken Penn: Meadville, Pa.; Pittsburgh 27-Sept. 1.  
Key City: Lyons, Ind.  
Kile, Floyd O.: Hampton, Ia.; Vandalia, Mo., 27-Sept. 1.  
King Bros.: Sidney 22-26; Chadron 27-29.  
Klein Am. Co.: Le Mars, Ia., 20-22; St. Peters, Minn., 23-26; Salem, S. D., 28-29; Corsica 31-Sept. 1.  
Lagasse Am. Co., No. 1: Canaan, N. H.; Contoocook 27-Sept. 1.  
Lagasse Am. Co., No. 2: Rehoboth, Mass.; New Bedford 27-Sept. 1.  
Lagasse Am. Co., No. 3: Somersworth, N. H.; Dover 27-Sept. 1.  
Lane, Leo: Boykins, Va., 27-Sept. 1.  
Lee Amusements: Hefflin, Ala.; Albertville 27-Sept. 1.  
Lee United: (Fair) Greenville, Mich., 22-25; (Fair) Ithaca 28-Sept. 1.

Lindie Am. Co.: Beardstown, Ill., 20-21; (Fair) Virginia 22-25.  
M. D. Am.: (Fair) Abbotstown, Pa.; (Fair) Gilberts 27-29.  
Mac's Am. Rides: Timber Lake, S. D., 25-26.  
Majestic Greater: Oneida, Tenn.  
Manning, Ross: High Point, N. C.; Woodstock, Va., 27-Sept. 1.  
Marks, John H.: Charlottesville, Va.; (Fair) Roanoke 27-Sept. 1.  
Marvel: Morton, Ill., 23-25.  
McKenna's Rides & Am.: (Fair) Phillips, Wis., 21-27; (Fair) Chilton 28-Sept. 4.  
Meekers: (Fair) Kennewick, Wash.  
Merriam's Midway: Sac City, Ia., 20-23; Stanton, Neb., 24-26; Columbus 28-31; Schuyler Sept. 1-3.  
Midway of Mirth: Stonefort, Ill.  
Midwest: Afton, Wyo.; Evanston 30-Sept. 3.  
Mighty Hoosier State: (Fair) Frankfort, Ind.; (Fair) Kentland 27-31.  
Mighty Interstate: (Fair) Church Hill, Tenn.; (Fair) Gray Station 27-Sept. 1.  
Mo-Ark: Van Buren, Mo.; Ellington 27-Sept. 1.  
Monarch Expo.: East Moline, Ill.; (Fair) Geneseo 27-Sept. 1.  
Moore's Modern: (Fair) Russell, Kan., 20-22; (Fair) Imperial, Neb., 23-25.  
Motor State: (Fair) Hicksville, O.; Kalida 27-Sept. 1.  
Mound City: Pleasant Hill, Ill.; Granite City 27-Sept. 1.  
Mullins Royal Pine: Orland, Me., 22-25.  
Myers, Sonny: (Fair) Onawa, Ia., 20-22; Little Sioux 25; (Fair) Pawnee City, Neb., 28-31.  
Nelson, Geo. W.: (Fair) Madison, Neb., 20-22; (Fair) Leigh 23-26; Pilger 27-28; (Fair) Walthill 29-Sept. 1.  
Nolan Am. Co.: (Fair) Painesville, O., 22-26.  
Northern Expo.: Powell, Wyo., 23-25.  
Norton's Rides: (Fair) Baker, Mont., 23-25.  
Olson: (Fair) Des Moines, Ia., 24-Sept. 2.  
Page Bros., No. 1: (Fair) Ashland City, Tenn.; (Fair) Camden 27-Sept. 1.  
Page Combined: (Fair) Sandy Creek, N. Y.  
Palmetto Expo.: Kingston, N. C.; Rockingham 27-Sept. 1.  
Penn Premier: (Fair) Indiana, Pa.; (Fair) Mechanicsburg, Va., 27-Sept. 1.  
Peppers: Folkston, Ga.; Hazelhurst 27-Sept. 1.  
Playtime: Gloucester, Mass.  
Port City Rides: New Boston, Ill., 25-26.  
Powelson Amusements: Rittman, O.  
Powelson Greater: Chillicothe, O.; Pennsylvania, W. Va., 27-Sept. 1.  
Prell's Broadway: Cumberland, Md.; Fairfax, Va., 27-Sept. 1.  
Priddy: Port Lavaca, Tex., 20-27.  
Raines Amusements: (Fair) Richmond, Kan.; (Fair) Iola 27-31.  
Rainier: Vancouver, Wash., 21-26; Salem, Ore., 28-Sept. 8.  
Raley Bros. Expo.: (Fair) Rocky Mount, Va.; (Fair) Troy, N. C., 27-Sept. 1.  
Reid's Golden Star: Greenville, Tenn.  
Reid, King: (Fair) Union, Me.  
Reithoffer Blue: Watertown, N. Y.  
Robinson's Greater: (Fair) Randolph, Neb., 21; (Fair) Wahoo 23-25.  
Rock City: Coon Rapids, Ia., 20-23; Mackinaw, Ill., 23-25.  
Rocky Mountain Empire: Bayard, Neb.; Fort Lupton, Colo., 27-30; Casper, Wyo., Sept. 1-3.  
Rogers Bros.: (Fair) Pine River, Minn., 20-22; (Fair) Detroit Lakes 23-25; (Fair) Two Harbors 28-31; Boyce Sept. 3.  
Rohr's Modern Midway: Touion, Ill., 22-23.  
Rose City Rides: Eldorado, Ill.  
Royal American: Minneapolis, Minn.  
Royal, Jack: Minturn, S. C.; Metter, Ga., 27-Sept. 1.  
Royal United: Britt, Ia., 20-21; (Fair) Harlan 22-25; Allerton 27-28; Mystic 29-30; Nauvoo, Ill., 31-Sept. 2.  
Rumble Greater: Evansville, Ind.; (Fair) Madisonville, Ky., 27-Sept. 1.  
Schafer's Just for Fun: (51st & Cicero) Chicago; Hannibal, Mo., 27-Sept. 1.  
Shan Bros.: Etowah, Tenn.  
Shop-O-Rama: Elkhart, Kan., 20-22; Boise City, Okla., 23-25.  
Slebrand Bros.: Murray, Utah.  
Silk City Combined: Luray, Va.; Leaksville-Spray, N. C., 27-Sept. 1.  
Sitten, Curtis: Mesquite, Tex., 23-25; Waxahachie 30-Sept. 1.  
Skerbeck: (Fair) Cheboygan, Mich.; (Fair) Petoskey 27-31.  
Smith, Geo. Clyde: Winchester, Va.; Keysville 27-Sept. 1.  
Snapp Greater: Sturgeon Bay, Wis., 20-26.  
Standard: (Fair) Jackson, Wyo., 22-25; Thermopolis 29-Sept. 3.  
Star Am. Co.: Helena, Ark.; (Fair) Lake City 27-Sept. 1.  
Stephens, C. A.: Maryville, Tenn.  
Stipe's: (Fair) Grantsburg, Wis., 23-25.  
Strates, James E.: (Fair) Hamburg, N. Y.; (Fair) Syracuse Sept. 1-8.  
Strong's Amusement: David City, Neb., 20-21; Springfield 23-24; Franklin 26-29.  
Sunny, A. J.: Tiffin, O.; Paulding 27-Sept. 1.  
Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) Belleville, Kan., 27-31.  
Sylvester, Ernie: Farmville, N. C.  
Tatham Bros.: Iliopolis, Ill.; Toluca 29-Sept. 3.  
Tennessee Valley Am.: (Fair) Gallatin, Tenn.  
Thomas, Art B., No. 1: (Fair) Fergus Falls, Minn., 22-25; (Fair) Aberdeen, S. D., 27-30.  
Thomas, Art B., No. 2: Worthington, Minn., 20-22; Vermillion, S. D., 23-24; Bloomfield, Neb., 25-28; Parkston, S. D., 29-30; Butte, Neb., 31-Sept. 1.  
Thomas Joyland: Crown Point, Ind.  
Thomas, W. A.: (Fair) Minden, Neb., 20-22; (Fair) Pierce 24-26; (Fair) Aurora 27-30; (Fair) Dunning 31-Sept. 2.  
Thompson Bros. Rides: Johnstown, Pa.; Phillipsburg 27-Sept. 1.  
Tidwell, T. J.: Emporia, Kan.  
Tinsley, Johnny T.: Burnsville, N. C.; Hot Springs 27-Sept. 1.  
Tip Top: Caledonia, Minn., 22-25; Cloquet Sept. 1-3.  
Tivoli Expo.: (Fair) Greenville, Ill.  
20th Century: Marshall, Minn.  
United Expo.: (Fair) Benton, Ky.  
United States: (Fair) Clay, W. Va.  
Victor Am. Service: Keene, N. H., 23-26; Lancaster 31-Sept. 3.  
Virginia Greater: Pocomoke City, Md.; (Fair) Keller, Va., 27-Sept. 1.  
Wade Greater: (Fair) Mount Pleasant, Mich.  
Wade, W. G.: (Fair) Escanaba, Mich.  
Wall, Alfred: Yates City, Ill., 22-23; Spring Bay 24-26.

Wallace Bros.: Manitowoc, Wis.  
W. B. J.: Summitville, Ind.  
West Coast, No. 1: (Fair) Anderson, Calif.; 23-26.  
West Coast, No. 2: (Fair) Monterey, Calif.; (Fair) Sacramento 29-Sept. 9.  
Western: Bremerton, Wash., 22-26.  
Wilber's Wolverine: Gaylord, Mich., 22-25.  
Wilcox, Dick: (Fair) Dover, Me., 25-30.  
Wilson Famous: (Fair) Princeton, Ill.; Streator Sept. 1-3.  
Wolfe Am. Co.: (Fair) Tasley, Va.; (Fair) Mebane, N. C., 27-Sept. 1.  
World's Finest: Sherbrooke, Que., 24-30.  
Quebec City 31-Sept. 9.  
World of Mirth: Ottawa, Ont.  
World of Pleasure: (Fair) Coldwater, Mich.; (Fair) Alpena 27-31.  
Young, Monty: Burley, Idaho; Payson, Utah, 29-Sept. 3.

**CIRCUS ROUTES**

Beatty, Clyde: Albuquerque, N. M., 30-Sept. 1; Fort Sumner (mat.) 3; Clevis 3; Amarillo, Tex., 4; Plainview 5; Lubbock 6; Sweetwater 7; San Angelo 8; Brownwood 9; Lampasas 10; Temple 11.  
Beers & Barnes: Omar, W. Va., 21; Man 22; Christian 23; Gilbert 24; Oceana 25; War 27; Bradshaw 28.  
Benson Bros.: New Castle, Pa., 21; Elwood 22; Ambridge 23; Weirton, W. Va., 24; East Palestine, O., 25; Washingtonville 26.  
Carson, Tex.: Hendricks, Minn., 21; Flaudreau, S. D., 22; Salem 23; Scotland 24; Wagner 25; Spencer 26; O'Neil, Neb., 27.  
Cole, Geo. W.: Clarkfield, Minn., 21; Clara City 22; Hector 23; Gaylord 24; New Prague 25.  
Cristiani Bros.: Petersburg, Va., 21; Norfolk 23; Elizabeth City, N. C., 24; Aoshkie 25; Roanoke Rapids 27.  
Gould, Jay: Viborg, S. D., 31; Peterson 22-23; Kingsley 24-25; Denison 30-Sept. 3.  
Hagen Bros.: Lapeer, Mich., 21; Fort Huron 22; Rochester 23; Mount Clemens 24; Plymouth 25.  
Hunt Bros. Three-Ring: Farmingdale, N. J., 21; Ocean City 22; Avalon 24; Camden 25; Haboro, Pa., 27; Upper Dublin 28; Coatesville 29; Phoenixville 30; Berwyn 31; Claymont, Del., Sept. 1; Chesteron, Md., 3.  
Kelly-Miller: Wooster, O., 21; Uhrichville 22; Coshocton 23; Mount Vernon 24; Delaware 25.  
Merchant's Free Circus: Loyall, Ky., 21; Jonesville, Va., 22; Appalachia 23; Norton 24-25; Jenkins, Ky., 27; Neon 28; Whitesburg 29; Cumberland 30; Harlan 31-Sept. 1; Harriman, Tenn., 3; Englewood 4; Fairmont, Ga., 5; Homer 6.  
Mills Bros.: Berea, O., 21; Rocky River 22; Castalia 23; Bowling Green 24; Kenton 25; Richmond, Ind., 27; Muncie 28; Elwood 29; Peru 30; Wabash 31; South Bend Sept. 1.  
Packs, Tom, Western: Port Arthur, Tex., 21; Tulsa, Okla., 25-26 (season ends).  
Polack Bros. Eastern: Oak Ridge, Tenn., 21; Pittsburg, Kan., 25-26; Enid, Okla., 28-29; Fort Chaffee, Ark., 31-Sept. 1; Pine Bluff 4; Mobile, Ala., 10-12.  
Polack Bros. Western: Vancouver, B. C., 22-Sept. 3.  
Strong, John A.: (Fair) Merced, Calif., 22-23; (Fair) Stockton 24-26; (Fair) Gridley 31-Sept. 3.  
Von Bros.: Breton Woods, N. J., 21; Ship Bottom 22; Mays Landing 23; Franklinville 24; Perryville, Md., 25; Ellicott City 27.

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CONTAINS authentic One-Man Jap Suicide Submarine  
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Authentic Nazi Suicide Buzz Bomb with Wings  
German Screaming Meemie Nose Bomb, All from World War II.  
German Screaming personalities of World War II, both Nazi and Jap.  
Conceptions also of H Bomb (cutaway showing mechanism).  
Russian Suicide Atomic Rocket.  
Many relics of World War I, including German Weasel Tank (Doodlebug).  
NOW IN USE AND CAN BE SEEN AT

**OCEAN VIEW AMUSEMENT PARK**  
NORFOLK, VA.

**DELUXE BOOMERANG RIDE**

Formerly feature Ride at Coney Island, N. Y. Now located at Jefferson Beach Park, Detroit, and can be seen in operation thru Labor Day. Excellent condition, extra lighting, etc. Original cost \$30,000, our price \$10,000 with one-third down payment and two years on the balance. This is a deluxe park ride.

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CASH WITH ORDER PRICES ---  
Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

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Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax, and Total. Must be consecutively numbered from 1 up or from your last number.

**Miscellaneous**

Brunk's Comedians: Dove Creek, Colo., 21-25.  
O'Day, Marie, Palace Car: Cairo, Ill., 29-30; Charleston, Mo., 31; East Prairie 1.  
Schaffner Players: Paris, Mo., 21-26; LaPlata 27-Sept. 2; Macon 3-9.

**NOTICE**  
EDWIN K. ABBOTT (KELLEY)  
Left our employment August 1, 1956

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When in trouble it buries its head in the sand.

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**In Memoriam**



In memory of my dear husband,

**TOM HASSON**

who departed from this life September 19, 1955.

Death is the heartache no one can heal,  
Memories are keepsakes no one can steal.  
Beautiful memories are all I have left,  
Of the one I loved and will never forget.

Sadly missed by wife  
**HELEN HASSON**

**In Loving Memory**

**TYANA**

BABETTE SCHUETZ

Who Passed Away Aug. 25, 1946



"You will always live in our hearts, Mother."

**BETTY & FRITZ HUBER**  
and Your Grandchildren

**IN MEMORY**

Of Our Father

**WALTER "Whitey" LONG**

August 23, 1944.

**MILDRED & ELIZABETH**

**IN MEMORY**

**DAVID KOSTELL**

Who was greatly loved and deeply respected.  
He will be sorely missed.  
He was a true friend.  
His loyalty, friendship and sincerity will always be remembered.

**SAM ALEXANDER**

**THE FINAL CURTAIN**

**BAKEN—Al,** 24, stunt man billed as Captain Dynamite, August 15 in Waterloo, Ia. Death came while he was doing his explosion act.

**BRUTON—Martin J.,** 79, veteran member of the board of the Regina (Sask.) Exhibition, recently in Regina. In addition to being a director for 25 years, he had been Regina's chief of police for 30 years until retirement in 1945.

**BUNGARD—Arthur,** 59, veteran concessionaire, August 14 in Pasadena, Calif. Formerly from Canton, O., he worked for the Brown Novelty Company and Nelson Breeze Rides in Cincinnati and later, on many carnivals thruout the West. After retiring from show business he later operated a sidewalk cafe in Monrovia, Calif. There are no known survivors. Burial August 18 in Pasadena.

**CARSON—Harry V.,** 49, member of the Showmen's League of America and a Chicago garage executive, August 12 in Chicago. He leaves his widow,

Eileen; daughters, Kathleen Marie and Shelly Ann, and a sister.

**DALE—James C. (Chick),** 56, veteran clown and blackface comedian, July 24 in Texarkana, Tex., of a heart attack. During his many years in show business he worked with Branks' Comedians, Si Reubin's Minstrels and various circuses and carnivals, including Gil Gray, Al G. Barnes and C. R. Montgomery. In 1955 he was with the Don Franklin Shows as a producing clown and Fun House operator. Survived by three brothers and one sister. Memorial services will be held at Texarkana by the Don Franklin Shows when they play the fair there September 17-22.

**DAVIS—Dorris (Dave),** 44, veteran outdoor showman, August 3 in Veterans' Hospital, Hines, Ill. He was a member of the Greater Tampa Showmen's Association. Survived by his widow, Bernice; his father, four brothers and a sister. Burial in Roselawn Cemetery, Terre Haute, Ind.

**EMERICK—Robert,** 62, retired circus staffer, August 14 in a Peru, Ind., hospital. He was associated with the Ringling show as a boy, later going out with the John Robinson, Sells-Floto, Gollman, Christy and Hagenbeck-Wallace shows. Emerick, who was known as Buffalo, left the road in 1937 to open a contracting business in Peru.

**FERN—Louis J.,** 64, president of the George E. Fern Company, widely known Cincinnati decorating firm, August 13 in Cincinnati. For the past 36 years his company has decorated the booths at the annual Cincinnati Zoo Home and Food Show. Survived by his widow, Helen; two sons, Richard and Paul; a brother, Benedict, and a sister, Mrs. Laura Schmidt.

**GRASSICK—James,** 88, former president and manager of the Regina (Sask.) Exhibition, recently after being struck by an automobile in Regina. He was president of the fair in 1925-'26 and served as manager from 1943 thru 1946. Grassick was a member of the original agricultural society and had been associated with fairs and winter fairs since 1907. Survived by a son, two daughters, a brother and two sisters.

**IRELAND—Arthur Terrance,** 53, for many years with the George Clyde Smith Shows, recently in Augusta, Ga. Survived by his widow, Mabel. Burial in Augusta.

**LATTO—Blanche,** past president of the Ladies' Auxiliary of the Showmen's League of America and one of its founders, August 12 in Chicago. She was the widow of Al Latto, who had been a concessionaire and ride operator for many years. Services August 14, with burial in Showmen's Rest.

**MONROE—Charlie,** veteran musician and rep show actor, recently in Mesa, Ariz. He had retired some years ago after a career that included association with such shows as the Sedgwick Players, Ed. C. Nutt Players, Brunk's Comedians and the West Minstrels.

**ROBERTS—Frank,** 64, veteran showman and concessionaire, August 15 in an Asheville, N. C., hospital. During his many years in the business he was with the Buffalo Bill, Ringling, Jess Willard, Johnny

**4,000-Foot Monorail Set for Dallas Fair**

DALLAS—Construction of a 4,000-foot Monorail transportation line at State Fair Park is expected to begin some time next week.

State Fair of Texas officials have been given a firm commitment on installation of the line by Monorail, Inc., of Houston, which is setting up a subsidiary, Texas Skyways Company, to operate the line both during the State Fair and thruout the year as business permits.

A six-year contract between the Monorail Company and the fair has been approved by the Dallas park board.

Monorail is a system of express transportation. It utilizes a fiberglass coach which travels from an overhead beam supported by inverted J-shaped columns. The 30-foot columns will be spaced approximately 100 feet apart along

the fairgrounds route. There will be 40 columns.

A 970-foot Monorail line which has been operated as a demonstrator in Houston since February will be dismantled and components used in construction of the Dallas system in order to speed up the installation, said Murel Goodell, president of Monorail, Inc. The coach which has been used at Houston will be completely remodeled for its Dallas debut. A new fiberglass body will be built and the power system will be electrical instead of dieselized.

The Dallas fair line will extend from the front of the fairgrounds near the Auditorium and Automobile Building to the main parking lot on the rear of the park. The passenger loading stations at each

*(Continued on page 79)*

**GATE SPUR SEEN IN TROY HILLS WHEELS**

TROY HILLS, N. J.—An okay for legalized operation of gaming wheels was extended to the Morris County Fair last week, just in time to permit the injection of some life into what shaped up as a pretty curtailed midway. Fair opens its six-day run on Monday (20). Fair officials lauded the wheels permit as a potential front-gate stimulant.

This is one of the annuals affected by the State-wide anti-games ban which has been in effect since the first week in July. The midway modification, however, will still be to the disadvantage of professional operators since it comes under the legalized games of chance ruling adopted for bingo and raffles in New Jersey two years ago.

Manager Swante Swenson said the Parsippany Games of Chance Commission handed down a license for the wheels, which will be considered "non-draw raffles." Strict interpretation of the status, however, restricts all operators of games to belong to the fair-sponsoring Morris Grange 105, which also must be the recipient of all profits. Swenson said the 10 wheels will be rented from the

J. Jones and I. K. Wallace shows. A brother, Charles, and a sister, Laura N. Breedy, survive.

**SCHEIBLE—Frederick,** 68, concessionaire with World's Finest Shows, August 9 in Toronto following a lengthy illness. Services August 13 in Chicago, with the Showmen's League of America handling arrangements. Burial in Showmen's Rest. Pallbearers included J. P. (Jimmy) Sullivan, Ed Sopenar, Max Brantman, Charles Owens and Jack Krutt.

**BIRTHS**

**COOKE—** A daughter, Danona Ruth, to Mr. and Mrs. Dano Cooke, August 8 in City Hospital, Martinsburg, W. Va.

**PARTELLO—** A son, William, to Mr. and Mrs. Win Partello, recently in Lambertville, N. J. Father is a veteran outdoor showman currently with St. John Terrell's Music Circus.

**SMITH—** A son, Charles Wayne, to Mr. and Mrs. Walter Smith recently in Mount Carmel Hospital, Columbus, O. Mother was formerly employed in the home office of the F. E. Gooding Amusement Company.

Bell firm of Newark and the action resulting therefrom should attract heavy patronage to the Reithoffer Rides midway.

The fair has been enmeshed in red tape since the games ban was imposed, trying to work out some loophole. When it appeared there would be relaxation in banning of regular concession games, it attacked the problem from a different angle.

*(Continued on page 79)*

**Circo Osorio Makes Plans For Expansion**

RAMERIZ, Mexico — Circo Osorio is a new show in this country. It opened recently for a week-end stand in this city, which normally has 5,000 people, but is increased to 15,000 by cotton harvest.

Show is owned by Jesus Osorio and it moves on four new trucks and four trailer trucks, plus autos and house trailers. It is the only show in this part of Mexico which carries a camel, and it has other

*(Continued on page 79)*

**Royal Bros. Gets Ontario Crowds; Routed Into Sept.**

MATACHEWAN, Ont.—Royal Bros.' Circus is enjoying more good business in Northern Ontario, and its new agent, Jack Ramsey, is taking it into Manitoba, where it will end its outdoor season about September 1.

This was reported by Ian M. Garden, owner and operator of the show, along with his brother, Bill. He said that the show had not replaced the Will Hill elephant act which left earlier. There have been several long jumps in Northern Ontario, but no accidents, and the circus has been operating on time. Weather has been good.

**Model Builders Sked 3-Day Meet**

WASHINGTON, Pa.—The Circus Model Builders will celebrate its 20th anniversary September 1-3 with a meeting at Hershey, Pa., Gaylord Hartman, president, announced. Plans call for a display of miniature circuses, photos and circuses in the Sports Arena in Hershey Park. The exhibits will be open to the public the last two days.

## Gimmicks, Ads Aid Palisades Recovery

Fast-Geared Promotion Policy Pays Off in Trouble-Ridden July

PALISADE, N. J.—The wide and costly range of advertising and promotion activities has carried Palisades Amusement Park thru one of its most trying summers, owner Irving Rosenthal noted this week. Reference was to the combined setbacks caused by weather and the State-wide anti-games situation.

With weather conditions having finally turned favorable, the park is cashing in nicely during the season's final weeks.

The games ban, coupled with sporadic rainfall during July, admittedly brought gloom to the park. Increased advertising outlays and stepped-up promotions, it was noted, kept business at a fair level when help was needed. Over-all results indicate a profitable season is drawing to a close, but one which trailed previous good years, when the weather was not so consistently poor.

### Publicists Added

Rosenthal added two publicists during the decline, to hit newspaper columns as frequently as possible. Added dollars were allocated to WATV advertising, and

more newspaper space was taken in area papers.

Being geared to activities of major consequence, the spot was able to turn its efforts to the threats during July. A gate-plus-discount-matchbook campaign received an additional 3,000,000 covers for distribution, and added kiddie attractions and name talent were contracted. Current appearances are set for vocalists Tony Bennett and Al Hibbler. Kids will see Superman (George Reeves) at the park all day Saturday, September 1.

Schedule continues with daily free acts, currently the Arrignonis, high act, and free dancing to live music.

Palisades' game operation was severely modified as a result of the State Supreme Court ban on games. Electrical roll-downs such as Fascination and Pokerino are running, and some games are operating which can offer same-value stock for every game. Able to do business in this fashion are the milk bottle, high striker, basketball, and a couple of other units which appeal to physical skills.

Plans are still under way to supplement the park layout in 1957 with a children's village-type attraction. Designer Jack Ray is due in for additional talks on this subject next week. Idea has been in the making for a couple of years.

## JERSEY OPS BUILD FUND OF \$25,000

### Charter Granted To Group; Vow Game Legislation

NEW YORK — New Jersey amusement operators have effectively organized under a new banner, and a \$25,000 war chest has been subscribed to plug for legislation of concession games by the State Legislature.

The group is chartered as Amusements Incorporated, and is trading as New Jersey Amusement Men Board of Trade. Meeting over the past two weeks in Asbury Park's Monterey Hotel, the operators named Mayor Stanley Tunney of Seaside Heights as president; Max Tubis of the Million-Dollar Pier, Atlantic City, vice-president; Fletcher Creamer of Palisades Amusement Park, treasurer, and Gilbert Ramagosa of Wildwood, secretary.

Initial membership is 105, but there has been no concentrated drive for members, Tubis said, during the formative stage. Sectional chairmen have been appointed to pull in members from all walks of amusement life. There will be a sliding scale of dues which would be fair to all. As to the potential

(Continued on page 61)

## MUCHO RAIN, POWER WEAK

### Rockaway Transit Line Gets Some Bad Breaks

NEW YORK—Altho business in the Rockaways is finishing strong, many operators have already written off the season in terms varying from awful to just so-so. The resort peninsula has winners, as always, but not big ones.

Accumulated savings thru cheaper transportation, expected from the opening of the new transit link in June, have not materialized in the form of increased spending at rides and concessions. All-summer residents are giving the line the go-by, and new patronage is far from what was anticipated.

Reasons for the disappointment, which will likely cause the subway extension to suffer a loss estimated up to \$1,000,000 for its first year, are twofold. First, weather has been poor, with some measure of rainfall having appeared on every July weekend, and weather being little better on the weekdays. Second, bad publicity has spread because of the slow-over-water train ride. No help at all is the fact that the slow ride makes the open-window cars an easy target for mosquitoes breeding in vast numbers along the marshy right-of-way.

Service will be stepped up shortly with addition of new power units on the line, but until then the trains continue to creep over the trestle, rebuilt at a cost of \$56,000,000. The equipment, ordered from Westinghouse, has been delayed because of that company's labor difficulties.

Playland has been continuing to garner outings and publicity which keep interest at a high level during

the season's waning weeks. Contests which are drawing good public notice are a "Mr. Muscles Junior" event for kids and the annual "Glamorous Grandmother" contest, in addition to others.

Three boatloads of people comprising the Bayonne, N. J., Democratic outing brought a good play to the park on Tuesday (14). In addition to other boat business, park will benefit from a 20-bus outing of the Queens Police Athletic League on September 5, and the annual Long Island volunteer firemen's parade on September 8.

The Daily News carried a layout in its rotogravure section on Sunday (12) on concession operator Evelyn Currie. Sinclair's Picture News carries a big spread on the park's Rotor ride.

## VENDING UNITS

### Willow Grove Changes Work For the Best

PHILADELPHIA—A tightened and closely controlled operation is credited by Joseph Helprin for the successful season enjoyed by Willow Grove Park. In his second full year under the new operators, Philip Small, Harry Jacobs and Morton Michaelson, Helprin has instituted changes which appear headed for permanency and possible duplication elsewhere.

Taking over of all food and drink operations met with instant success, Helprin claimed, altho the situation here was better set for such a change than in some other parks.

An item of note during the recent State parks convention was the 47 vending machines spread thru-out the grounds. Much of the Willow Grove ice cream and all of its soft drinks, candy, milk and cigarettes are sold in this fashion, and a crew of three men, Helprin claims, is required to take care of this part of the park's operation. Over-the-counter items are also sold, such as hot dogs, hamburgers, pizza pie, popcorn, etc.

### Tickets Vended

Another innovation is the ticket set-up, using 15 booths which are far removed from the rides. Globe Ticket Company dispensers kick out ticket strips which cannot be reshaped, the park notes. They are dispensed in strips of five or 10 tickets, and the booths are kept under surveillance. Prior to the acquisition of Willow Grove by the new owners, there were 34 cashiers employed, Helprin said, and the number has been effectively pared to 10 by the use of the machines.

The season ending has been a good one, considering the handicap of miserable weather on numerous occasions. Park has dropped its name attractions policy in favor of a steady diet of circus-type acts and local TV favorites.

Curtailing of game operations thruout New Jersey had a reaction in these parts, where the Montgomery County prosecutor shuttered Fascination, the Greyhound, and a couple of other games. Hopes are for agreement to be reached prior to the 1957 season which would allow reopening of the affected games.

## Picnics Help Bob Lo Match '54 Business

DETROIT — Organization picnics have proved the solid backbone of business for Bob Lo Island Park this season, according to Harold Gorry, manager. Over-all business has been slightly below last year due to inclement spring weather, but is ahead of 1954.

The location of the park, available only by boat, gives it a special appeal for groups sponsoring picnics. Schools, churches and industrial firms predominate. Typical are the Michigan Bell Telephone Company, Michigan Central Railroad Pioneers, St. Andrew's Society and the S. S. Kresge events.

Improvements this year were divided between landscaping and the Kiddieland. New in the latter is the Tubs of Fun and Skyfighter. The Cadillac auto track was also extended to a total of 1,000 feet.

## Seaside Adds Five Kid Rides

VIRGINIA BEACH, Va.—Seaside Park recently put five new kid rides into operation here.

Additions include a Fire Engine, Boats, Pony Cart, Whip and Tanks.

## DISNEYLAND SETS TWO NEW MARKS

ANAHEIM, Calif. — Two new attendance marks have been chalked up by Disneyland during recent weeks.

A new single-day mark was chalked up Tuesday (14) when 28,209 people passed thru the gates. This followed on the heels of a new one-week record of 162,513 patrons, set during the week ended Sunday (12).

The old mark, set two weeks ago, was 152,169.

## PA. ASSN. ELECTS MacDONALD PREXY

WILLIAMS GROVE, Pa.—C. K. MacDonald, Idlewild Park, Ligonier, Pa., was elected 1956 president of the Pennsylvania Amusement Park Association at its 22d annual meeting here Wednesday (15).

Joseph A. Helprin, Willow Grove Park, was elected vice-president, and W. J. Tarr, Conneaut Lake Park, Conneaut Lake Park, Pa., was re-elected secretary-treasurer.

Directors picked to serve until 1959 were Joseph E. Allen, Philadelphia Toboggan Company, Philadelphia; Joseph Barnes, Willow Grove Park; E. E. Foehl, Woodside Park, Philadelphia, and Ben Sterling, Sterlings Rocky Glen Park, Moosic, Pa.

Registration list included Mr.

and Mrs. W. J. Tarr, Mr. and Mrs. E. E. Freeland, Mr. and Mrs. John Allen, John L. Campbell, E. E. Foehl, Robert F. Irwin, Elmer Struck, Edward Cook, Harry Cook, Mr. and Mrs. Murray Goldberg, Mr. and Mrs. Roland L. Randal, Morgan (Mickey) Hughes, John Christopher, Bill Kehoe, Mrs. Joseph Barnes and Mr. and Mrs. Joseph Helprin.

Also Mr. and Mrs. Carl E. Henninger, Mr. and Mrs. H. W. Henninger, C. K. MacDonald, C. S. MacDonald, Harry Battin, Mr. and Mrs. Edward Lee, Mr. and Mrs. Sheakowski, Mr. and Mrs. James L. Brown, Harry Galaida, Milton Laughlin, Samuel Moonblatt, Raymond Lusse, E. Schmidt, Paul Little, Paul H. Huedepohl, William Hoerter, Gar Raymond, Mr. and Mrs. James E. Stardinger, Mr. and Mrs. Raymond Pearlstine, Mr. and Mrs. Richard Hess, Ray Beaudet, Mr. and Mrs. G. Sterling and William W. Muar.

## Sullivan Canceled For Cincy Coney Show; Sub Sought

CINCINNATI—Plans for Ed Sullivan to emcee a WKRC-TV variety show to emanate from the mall of Coney Island here were canceled this week when CBS-TV announced that the network star will not appear before the cameras for the next three or four weeks.

Sullivan was to have appeared here the afternoon of August 22, along with several acts, on a stage built on the mall, and WKRC-TV was to have telecast the show locally. WKRC officials are trying to get either Phil Silvers or Herb Shriner as a substitute.

Fifty mayors in the area have proclaimed the day as Ed Sullivan Day, so it probably will retain that designation.

## Early Season Weather Cuts Edgewater Takes

DETROIT—Business at Edgewater Amusement Park, altho hurt by bad, early-season weather, has come into its own in recent weeks and week-by-week grosses are now matching those of the same period a year ago, Milton Wagner, manager, announced. Total season's business, however, is still below that of 1955.

Turnstiles were installed recently and a new 10-cent admission policy has been inaugurated, with children under five admitted free.

## Caroga Lake, N. Y., Winds Up Okay Run

CAROGA LAKE, N. Y.—Amateur shows, free swimming, parking and bathhouse facilities all added up to a successful season this year at Circle L Ranch. The amusement spot recently closed its season.

New rides — Merry-Go-Round, Train, Autos and live ponies—also helped build attendance, Leon Fry, manager, said, and games, shooting gallery and refreshment stands all did well.

## Grocery Store Chain Sets San Antonio Party

SAN ANTONIO—Handy Andy Super Markets, local grocery store chain, will stage its annual Playland Party at Playland Park Saturday (25).

The chain is offering an official pass at each of its stores which entitles the bearer to ride any of the rides between 10 a.m. and 6 p.m. for half price.

ROLLER RUMBLINGS

Ruling Goes to Yingst  
In Injury Court Action

KNOXVILLE, Tenn. — Circuit Court Judge John M. Kelly last week (11) held that, without negligence on the part of the rink operator, a skater cannot recover from him for injuries in a skating injury because another skater is responsible for an accident.

Betty Jo Neilson, 13, sued N. A. Yingst, operator of a rink at Chilhowee Park here, for an undetermined amount. The accident took place last October 31.

In a memorandum opinion (11), Judge Kelly held that a flip given

to the girl by a skater did not make the operator responsible.

"The perpetrator, according to his age, could be prosecuted for it in the proper court should the victim or her parents be disposed to take such action," Judge Kelly said.

"Whenever a customer is admitted to a commercial skating rink, he impliedly agrees to obey the rules of the rink when, as an invitee, he goes upon the floor to skate for his amusement and recreation," the judge said.

Bid Delay Costs Corey

Conn. Skating Concession . . . WATERBURY, Conn. — A few minutes' delay has cost the city of Waterbury \$7,400 in revenue and roller skating concessionaire Albert Corey the business he operated here for the past 21 years.

The city park commissioners have awarded the Hamilton Park roller skating concession to John Spinella, who agreed to pay \$13,000 for the next two years.

Corey, who had held the concession, bid \$20,400, but he submitted his bid a few minutes after 4:30 p.m., on deadline date set in newspaper advertisements seeking bids.

Corey said he didn't think the commissioners would rule him out on a technicality. The commissioners said, however, that if they accepted a bid filed after the deadline, it would be difficult for them to defend any suit Spinella might file.

Merryland Entry Wins

RSROA Queen Title . . . WILMINGTON, Del. — The Journal-Every Evening front-paged a two-column picture of 18-year-old Audrey Payton, chosen 1956 roller skating queen of America recently at the national championships in Richmond, Va., of the Roller Skating Rink Operators of America. First girl from an Eastern State to win the title, she represented Merryland Roller Rink, Glasgow, Del.

New Britain Skatery

Given Facelift . . . NEW BRITAIN, Conn. — The Bowl-O-Rink here has been extensively redecorated and the floor resurfaced. In newspaper advertising, the rink is stressing the renovations.

Cedar Rapids

the closing day grandstand attraction, with Hendricks' Hollywood Horsecapades scheduled as the closing night attraction.

A record Kids' Day was written into the books Tuesday (14), when 23,750 were clocked thru the gates. The special in the afternoon was presented to a crowd of 5,000.

Jersey Ops' Fund

Continued from page 60

membership, it was pointed out that Seaside Heights alone has 216 individual operators along its boardwalk.

Office Opened

A permanent secretary, Morris Zuckerman, has been hired to man the society's office in Convention Hall, Atlantic City. Suggested legislation to be urged on the Legislature, which goes into session after the current season ends, will be drawn up by ex-State Senator John Toolan of Perth Amboy, who has been retained for a year as legal counsel.

The group's next meeting on Tuesday (21) will be addressed by newspaper and public relations man Bill O'Connor.

Rather than having social ends as its intent, the organization was formed with a strong practical purpose, Tubis said, with the realization of operators that they were unprepared for the State-wide crack-down on games which occurred the week before July Fourth. Maintenance of a permanent body will reportedly protect amusement people from being caught napping in the future, and enable them to speak up for their interests at all times.

Members are to be solicited from among park, game, food and ride operators, and manufacturers and suppliers of operating equipment and merchandise.

Auditorium Mgrs. Elect Race

Continued from page 54

ing \$1,500,000 in new business for the additional space, and C. W. Swan, El Paso Coliseum, El Paso, for his promotion of a new county fair, an event built around his building.

A resolution directed toward backers of a new exhibition hall in Chicago pointed up IAAM concern with problems of both local and national scope in the current arena building boom.

Taking note of newspaper reports about the Chicago hall, IAAM concluded "that the estimates contained therein are very unrealistic."

The news clipping referred to a survey that anticipated 180,000 square feet of space would be used 48 weeks a year for conventions and similar events. IAAM discussion pointed out this anticipated 24 conventions of two weeks each and that, "There aren't that many, even if a single building gets all of them."

Host manager was C. W. (Chuck) Swan, of the El Paso Coliseum. Don Myers, of Allen County Memorial Coliseum, Fort Wayne, Ind., was in charge of the trade show at which numerous suppliers of arena equipment and services, as well as some attractions were exhibitors. Charles McElravy, Memphis, is secretary of the IAAM.

Marking the discussions was the evidence of the great increase in number of auditoriums and arenas thruout the nation. Membership committeemen, the IAAM new buildings consulting board and other members pointed up the wide demand for accurate technical information about building construction and operation. F. Louis Gualdonio, Kiel Auditorium, St. Louis, reported 21 new members for the association. Charles Bauer, Music Hall, Cincinnati, detailed organization of a new district to cover Northwestern U. S. and Southwestern Canada. Nathan Podoloff, New Haven Arena, New Haven, Conn., told of inquiries to the consulting board and of surveys turned out by the group for various cities.

Plan Clearing House Members debated whether the association should take steps to act as a clearing house for technical information now being sought by

PROMOTIONAL \$\$ KEY  
TO SUCESS IN EAST

NEW YORK—Promotions and advertising have been holding the key this year to what little success has been rung up by amusement parks in the East. The oft-repeated belief that the weather will never get this bad again, is being expressed once more.

Good business, chalked up on clear days, has been permitted on rare occasions by the elements. Ranging in unpredictable fashion from cold to damp to downright splashy, the fair weather has been badly enough spaced to discourage many potential patrons from forming the steady park habit.

In the midst of what has become a despondency in some quarters, promotion and advertising budgets have generally justified themselves in others. The parks, with a healthy diet of activities such as contests, acts, cut-rate gimmicks and giveaways, have found the public anxious to take part.

Philosophy of these operators is that without wide circulation of the park name, patrons have little incentive to head for amusement spots as long as they can enjoy television and, in many cases, air conditioning, at home.

Consistently playing up whatever outstanding features the park has, which the public cannot partake in elsewhere, can sustain a degree of anticipation when it is

needed, such as during the potentially poor months just past.

These features are often rides, refreshments, comfort, safety, fresh air, oft-times ocean breezes, pools contests, giveaways, live entertainment, and commercially sponsored events such as fireworks.

Funspots whose budgets have been geared for hefty advertising and promotion activity have succeeded this year when they have stepped up or adjusted this activity during the weak months. Those paying little attention to this phase of operation have found it difficult and expensive to start from scratch in mid-season.

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## Beatty Builds Staff, Acts for Aug. 30 Bow

Kernan Signs AGVA Contract; August 28 Dress Rehearsal Set

DEMING, N. M.—Staff, acts and route of the revived Clyde Beatty Circus began to take shape at quarters here last week in anticipation of the opening set for August 30 at Las Cruces, N. M.

Dress rehearsal will be held here at the show's base on August 28, Walter McClosky, manager, announced. Walter Kernan, co-owner and assistant manager, disclosed that he had recently signed with the American Guild of Variety Artists in Sarasota and the show would operate with AGVA performers.

Other staffers include Floyd King, general agent; Eddie Howe and Howard Y. Bary, press; Edna Antis, ticket auditor and assistant to William Petty, treasurer; Frank Orman, legal adjuster.

## Cole Gets Okay Turnouts In Minnesota

STAPLES, Minn.—Minnesota business for the George W. Cole Circus has been generally good in recent weeks. Show played to two half-filled houses here Saturday (11).

Competition at Eagle Bend, Minn., the day previous was strong but the show pulled two good turnouts. In conflict was the local fair, another fair due to open the following week and the Tex Carson Circus nearby.

Despite rain and hail between the two shows at Isle, Minn., Monday (6) a full house was registered in the evening and the seats were half filled for the matinee.

## Winona, Minn., Big for Gray

WINONA, Minn.—The Gil Gray Circus racked up strong afternoon business and good night crowds at its Thursday and Friday (9-10) stand here under Shrine auspices.

The two matinees drew 5,000 and 4,000 respectively. The night turnouts were estimated at 3,000 and 2,500. Additional bleachers were put up to handle the crowds who came into the 2,500-capacity football stadium.

Paul Jerome, ex-Ringling clown, now with the Gray show, scored good publicity for the show here.

## K-M Does Okay At Adrian

ADRIAN, Mich.—Business for the Al G. Kelly and Miller Bros. Circus was okay here Wednesday (8). Despite a scheduled September 3 showing by Mills Bros. Circus, with plenty of paper, the Kelly-Miller organization played to an overflow night crowd. Matinee turnout was weak.

The Saber Jets, high performers, joined last week to augment the earlier inked Loyal Repenskys and Canastrelli Troupe.

Following the opener at Las Cruces, the show will rail to Albuquerque for a two-day stand. Other towns on the route will include Fort Sumner, N. M. (2); Clovis, N. M. (3); Amarillo, Tex. (4); Plainview, Tex. (5); Lubbock, Tex. (6); Snyder, Tex. (7); San Angelo, Tex. (8), and Brownwood, Tex. (9).

## Chi Office Reopened by Al Dobritch

NEW YORK—Al Dobritch this week announced the reopening of his Chicago booking office at 203 North Wabash, and named Kurt Oranto as manager. In addition, he said Al Dobritch Enterprises is operating an office in Frankfurt-Main, Germany, managed by Franz Kotter.

## Calif., Oregon Dates Strong for Polack

EUGENE, Ore.—Polack Bros. Circus (Western) has launched its annual late summer and early fall swing thru the Pacific Northwest with substantial business in its wake.

Next stop will be Vancouver, B. C., where Polack Western will again be one of the major features of the Pacific National Exhibition. The circus will hold forth in the Forum Building the entire duration of the exhibition, giving three performances on four of the 11 days for a total of 26.

Bolstered by a strong advance promotion in Eugene, show began its three-day run here Thursday (16) with crowds that gave all indications of a winner. The Eugene date, utilizing McArthur Court of the University of Oregon, ended a 10-week string of open-air dates. Three scattered outdoor dates remain on the show's 1956 itinerary.

Biggest crowds in the eight years Polack has played Klamath Falls, Ore., greeted the four performances there Monday and Tuesday (13-14). Of an aggregate attendance placed at 12,000 a crowd of 4,000 packed the fairgrounds grandstand and bleachers the final night.

The usual stop between California and the Northwest was made at Reno, where excellent attendance thruout the eight performances upheld its status as the show's best four-day stand. As is the annual custom, thousands of children were brought to the matinees from a radius of 200 miles, including 1,000 opening day on a special train from Winnemucca. Ideal weather prevailed.

For the second year, matinees at Modesto, Calif. (3-4), were held in the morning to avoid the afternoon heat. However, nights were the coolest ever encountered by the show there. The junior college stadium was almost filled for all four performances.

Polack Western made its first appearance in five years at Vallejo (July 27-28). Crowds exceeded ex-

## Hunt Acquires New Bus for Minstrel Unit

NEW YORK—Plans for a minstrel show on the Hunt Bros. Circus Side Show jelled further this week with acquisition of a brand-new Flexmobile bus with sleeping accommodations for 10 persons. Considerable work will be done over the winter months, Harry Hunt noted, to frame the new show for the road.

The Hunts will spend another week along the New Jersey coast before heading in from the seacoast.

Triple birthdays in the family were celebrated August 6, 7 and 8. They were Charlotte Levine, Chries Hunt Sr., who was 83, and Charles Hunt Jr., 56. The last-named took possession of a new Cadillac in Monticello, N. Y.

Two hundred tons of hay have been stocked at the Burlington, N. J., winter quarters, Harry Hunt reported.

Publicity items of note are the six-day stay last week of a Life Magazine photographer on the show, and an extended visit from a "Cinerama" agent with negotiations to feature the Hunt operation in next year's film offering, "Americana."

Expectations, altho night attendance was considerably lighter than at the matinees because of low temperatures. Enclosed ends of the grandstand and other improvements made at the Solano County Fairgrounds since the show's last visit were noted.

At Redwood City (July 20-22), construction work at the Sequoia High School Stadium forced the show to shift to the rodeo grounds, a far less desirable site. Despite this, business during the three-day weekend run showed a substantial increase over last year.

Chico (July 17-18) retained its reputation as the hottest spot of the season, and excessive heat was credited with cutting down matinee attendance there.

Dates at Kennewick and Seattle, following Vancouver, will mark the show's second visit to Washington this season. In April, the California tour was interrupted for appearances at Spokane and Tacoma.

Another variation in the route this year will be a return to California for a week's stand at San Jose following the Washington and Oregon dates late in September. Formerly, San Jose was played in midsummer. Show's eastward jump to Denver will be made from San Jose.

## Maley Sets Early Route

STROUDSBURG, Pa.—The Maley 3-Ring Circus, which was scheduled to make its bow here Saturday (18), revealed some of its route following the kick-off.

From here the show was to move to Bordentown, N. J., for an August 20 showing; after that will come Hamonton, Gordonsville and Penns Grove, all in New Jersey; Newark, Del. (24); Elkton, Md. (25), and Vienna, Va., Monday (27).

## CRISTIANI SCORES IN N. Y., CONN.

Overflows, Fulls Mark Final N. Y. Town; Three Shows in Stamford

STAMFORD, Conn.—Cristiani Bros. Circus, which registered just fair business at its early New York stands, wound up its Empire State tour on a strong basis, and Connecticut stands likewise drew strong turnouts.

Three shows were held here in Stamford Saturday (11), the 2 p.m. performance playing to capacity, the 4 p.m. show pulling 1,500 and the third show a hefty 2,500 patrons.

Aided by a big advance sale at Waterbury, Conn., on Friday (10), an overflow and three-quarter house was registered. An additional 4 p.m. show was canceled due to late arrival in the town.

Altho the Cristianis were the third show to play near New Brit-

ain, Conn., in recent weeks, it had a fair matinee and a nearly full tent the night of Thursday (9). Eddie Gordon, animal handler, was bit on the hand by a bear, but after hospital treatment, was released.

At the final New York stand, Peekskill on Tuesday (7), two overflow crowds turned out. Show was forced to shift lots at the last minute, making the afternoon show some 90 minutes late.

## CHS Conclave At Peru Pulls 79 Registrants

PERU, Ind.—The Circus Historical Society concluded its 1956 convention here Sunday (12), one of the organization's most successful meetings and its largest in recent years, according to Fred D. Pfening Jr., Columbus, O. A large number of States were represented in the registration, totaling 79, members coming from as far away as Texas, Wisconsin and Glens Falls, N. Y.

Friday afternoon members made a tour of the old American Circus Corporation winter quarters. In the evening Bill Lurche, former performer of Bellevue, O., showed circus movies. Saturday the group had breakfast in a cookhouse set up at the F. C. Fisher & Sons Circus quarters, with members of the Fisher family presenting animal and aerial acts. During the convention some members visited Ring Bros. Circus, playing Fowler, Ind., and the Hagen show, which was appearing in Illinois.

At the Saturday afternoon business session Mrs. Betty Leonard, president, led a discussion on the problem of revitalizing The Band Wagon, CHS publication. It was decided that some editions would be devoted to individual shows, preferably those no longer on the road.

About 100 folks attended the Saturday night banquet. Dinner was followed by songs by Ann King; movies of Arter Bros. Circus of Charles Town, W. Va., shown by Paul Rusk, Charles Town, and more circus film shown by Don Smith, Detroit. Sunday morning there were memorial services at the grave of Ben Wallace in Mount Hope Cemetery. Services in memory of all showfolks in the vicinity were conducted by Rev. Arthur Isenberg, CHS chaplain, Arlington, Va.

## Sparton Plans '57 Road Tour

DALE, Ill.—Orlo Sparton, long-time performer, announced here that the Sparton Bros. Circus would again take the road in 1957.

According to Sparton, eight tractors and five trailers have been purchased in addition to cage animals and lead stock. Staff is also set and will be announced later, he said.

Sparton recently suffered a heart attack here but it was reported not serious. His daughter, Frieda, and Billy Sheets were married August 3.

## Beer-Barnes Rescued From W. Va. Flood

MARMET, W. Va.—Beers-Barnes Circus was still cleaning mud off its equipment and rolling stock here Monday (13) after the show was inundated at Webster Springs, W. Va.

The town, which is surrounded by tall mountains, was hit by a cloudburst in the early morning hours. The water quickly reached the foot-deep mark and everyone was roused and moved the vehicles to higher ground. Before the big top could be moved the water rose to six feet deep and was in danger of being washed down the river.

Workmen, under the supervision of Herman Conner, waded into the water, lowered the canvas and carried out the main poles. Tow trucks and bulldozers were then enlisted to haul the canvas to dry land.

Business in recent weeks has been good and bad for the show.

## Circus Louis Line-Up Given

COPENHAGEN—Biggest and best tent circus seen here this season is Circus Louis (Schmidt), on its annual stand on the Bellahoj fair grounds lot. Show has six center poles, two rings and seats for 2,500.

Featured is the screwball duo, Rolly and Arry, who worked Ringling-Barnum a year ago. Other acts are the Bruno Medini trio of unsupported ladder workers; Signorina Berta, fast tumbling and contortion; Six Umbertis, antipodist and tumbling bits; the (3) Cathalas, rolling globe, perch and juggling; Five Rivas, flying trapeze; Mena More and six-fem aerial ballet, in webbing and trapeze; Miss Dolita, toe dance on tight-wire; Tonitta and Lill, Spanish dance steps on wire; the (4) Bruno Julandas, equilibrist; Warell, hand-springs and stair-walking, and Hermanos Brothers, Spanish musical clowns. Good Liberty horse numbers are presented by Louis and Vivi Schmidt and high-school and acrobatic horse numbers are worked by Vivi Schmidt and Miss Rea.



### PHONE MEN

**Polack Bros.' Circus**  
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### 6—PHONEMEN—6

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Drunks and limb don't last here.  
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**JACK ESTES**  
General Delivery, Loves Park, Ill., or wire me where I can call you. No collects.

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New Castle, Pa., 21; Ellwood City, 22; Ambridge, 23; Weirton, W. Va., 24; East Palestine, Ohio, 25; Washingtonville, 26; Canton, 27; Orrville, 28, Newcomerstown, 30.

## UNDER THE MARQUEE

Midget clown Jimmy Armstrong has returned to Florida while partner Frankie Saluto remains in New York to work out the season at Wonderland kiddie village in Yonkers, N. Y.

Kitty Kelly Ronstrom pens that Rockford, Ill., visitors to Polack Eastern included Sverre O. Braathen, George E. Finnegan, Dr. H. H. Conley, the George Mays, Earl Chapin May, Ora Stevens, Al Hazeck, William Eyster, Claude and Jean Arwood, Bokara Troupe and Mr. and Mrs. Guy Theron. George Hanneford Sr. is driving a new car. Pinky Madison celebrated his birthday with a dinner party organized by his wife June. Henry Kyes and Kitty and Rex Ronstrom were entertained at the Lexington, Ky., home of Mr. and Mrs. Claude Coons. Mr. and Mrs. Cecil Jones were also guests. . . . The Del Morales caught Leonard Bros. at Aurora, Ill. . . . Ray Sinclair and Paul Kaye visited both Leonard and Hagen shows. . . . Roxy Engesser, St. Peter, Minn., caught the Cristiani show at Rome and Utica, N. Y.

For the first time in 35 years, Karl King, veteran bandmaster, will not wield his baton at the Iowa State Fair this year. During his long circus career, the Fort Dodge, Ia., leader and composer was with Yankee Robinson, Sells-Floto, and Barnum & Bailey. . . . Tony and Margaret Gentry spent several days in Omaha recently where they purchased a new 28-foot Pathfinder house trailer. While there they put on a show at River-view Park Zoo and then headed for a fair date at LaPorte, Ind. Floyd Henton, director of the zoo and a CFA member, recently played host to the Gentrys, John and Marie

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### 4—PHONEMEN—4

LABOR—Tickets and Banners. Pay daily. Start August 20. More deals to follow.  
**ED BARNETT**  
GL 9-8246, Grand Rapids, Mich.  
No collects.

Graff and Rev. Clement J. Flannery.

Mr. and Mrs. H. R. (Rube) Ray, currently playing New England for Bill Green, will play a string of schools in Ohio starting in mid-October. The Rays will present their dogs, monkeys and birds. . . . Mr. and Mrs. Vin Carey caught Mills at Baltimore, where they visited with Jack and Rose Mills, Harry Baker, Mamie Ward, Eva Kelly, Lewis and Buck Lahey, among others. . . . Victor Thomas, Washington, Pa., fan and model builder, was the subject of a recent feature yarn in The Washington Observer. Included was a photo of Thomas and his model circus.

Jack LaPearl, press rep for Hagen, lays claim to attending more circus openings this year than any other fan. Latest plan is to drive to Deming, N. M., to be on hand for the reopening of the Beatty  
*(Continued on page 79)*

## Storm Smacks Jay Gould

ALBIA, Ia. — Winds, that reached an estimated velocity of 60 miles per hour, hit the Jay Gould Circus here recently, tearing a wing off the Funhouse and blowing down an exhibit tent. Allen Lee Napier, six-month-old son of Tex Allen was injured but released from the hospital after treatment.

A total attendance estimated at over 10,000, came out for the five performances of the show, which were held at the Monroe County Fairgrounds.

## Nacional Scores Strong Turnouts At Border Town

CONTROL, Mex.—Circo Nacional racked up good business here playing to full houses and on some days giving three shows.

Show moves on three stake bed trucks, making short jumps and doubling back for extra loads. Big top holds 1,500 with one-ring. In addition the show carries a large dressing room tent and several living tops. A six-man band plays the show and prices are 40 cents down to 24 cents.

Eight performers do most of the acts. Featured is Rosa Vital in an upside-down walking turn. She also does a bike act with her father and brother. Jorge Vital does wire, Rabanito Vital jowns. Other acts include perch, single and double traps, hand and head balancing, horses, monkeys and ponies.

## Elephant Babe Dies At Kelly Farm, Peru

PERU, Ind. — An elephant, Babe, died at the Paul Kelly Farm here last week, and the event came in for considerable newspaper coverage. Kelly lined up eight other elephants for a salute which was photographed and widely published.

The elephant was one of the largest and its history has been tracked back to the George W. Hall Circus. Later it was with Martin Downs, Danny Robinson, Andrew Downie and other shows.

As part of the 101 Ranch elephant act, it was leased to several shows in the depression years and sold to Cole Bros. in 1935.

Kelly now has 14 other elephants, including nine from King Bros.' Circus, plus two King Liberty horse acts, two King pony drills, and two lion acts formerly of the St. Louis Zoo.

## PROF. GEORGE J. KELLER'S JUNGLE KILLERS



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FIVE-WEEK ENGAGEMENT, HAWAIIAN ISLANDS  
Transportation paid from California.  
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Contracting Agent, Union Billposters, Legal Adjuster, Family Acts doing two or more, Band Leader, Working Men in all departments. Answer Stroudsburg, Pa., until August 18; Burlington, N. J., 20; Hammonton, N. J., 21; Westville Grove, N. J., 22; Penns Grove, N. J., 23.  
**MALEY'S 3-RING CIRCUS**

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Apply: **B. J. McGUIRE**  
Suite 401, 705 Olive St. (Phone: Chestnut 1-6656) St. Louis, Mo.

# FAIRS-EXPOSITIONS

## 100-Degree Plus Heat Hurts Springfield, Mo.

SPRINGFIELD, Mo.—A heat wave which had the mercury at about 102 degrees each of the last three days of the Ozark Empire District Fair here held attendance for the full seven-day run to the same level as last year. The fair closed Friday (16).

Up until the heat hit, outside gates were up sharply from last year, with three of the first four days yielding bigger attendance totals than the corresponding days last year.

The heat wave blighted afternoon attendance the closing three days. Night turnouts, however, were good, and the Buff Hottle Shows reported a slightly better take for the full run than the fair was given last year. Up to the closing three days, the midway gross was up about 12 per cent over last year.

Concession income, however, was down because of the operation of the new Missouri law banning bingo and certain other types of concessions. Those concessions in operation reported excellent business.

### New Annex

The fair unveiled a new \$20,000

80-by-300-foot annex to the grandstand that was used to house exhibits which formerly were under canvas. The stand, however, is unroofed and this discouraged afternoon grandstand attendance in the hot week. Current plans are to increase the grandstand capacity and roof of the entire stand for 1957.

On the fair's first two nights the Trans-World Auto Daredevils, under the direction of Leo Overland, played to capacity, getting the biggest crowds they have ever received here.

Big car races staged Sunday (12) by Frank Winkley attracted an overflow crowd. A repeat Winkley program Thursday afternoon, when the mercury was over 100 degrees, drew a light turnout. Semi-modified stock car races, presented by a local group, the closing afternoon, also were staged to a light grandstand turnout. Harness horse races were in for three afternoons and had fair turnouts.

A rodeo, in for three nights, racked up a good grandstand crowd the first night and had turnaways the following two nights. The rodeo was staged by Owens Brothers of Miami, Okla. Aut Swenson's Thrillcade, in the final night, drew a good crowd.

## Milking Event Poses Laughs For Reading

READING, Pa.—Any farm girl who doesn't mind milking a cow in front of a grandstand audience can enter the Reading Fair's "Farm Maid of 1956" contest. It is open to female farm gals aged 16-25, who must show proficiency in needlework, baking and hand milking.

The milking phase will be held Saturday, September 15, in front of the main grandstand, and is being widely promoted for its humorous potentials.

Entry blanks are distributed by WCAU, which has special WCAU Days at both the Reading and Allentown fairs, during which the station's live talent will appear in special shows. Dates are September 15 at Reading and September 22 at Allentown.

Appearing will be Joan and Gene Crane, of WCAU-TV's "Mr. and Mrs." show; Ed Harvey, Ginny and Dave Stephens, vocal-piano; Harry Primo, vocalist; Tommy Ferguson Trio; Carny the Clown; Jack Whitaker, sportscaster; Bill Bennett, farm director, and John Facenda, newscaster.

## Billings Matches '55 At Gate, Grandstand

BILLINGS, Mont.—The Midland Empire Fair thru Friday (17), fifth day of its six-day run, raced neck-and-neck with '55 in all phases of operation, except pari-mutuel betting. The handle for the running horse races was up 20 per cent, according to Harry Fittin, veteran fair secretary.

Outside gates were up a scant 1 per cent for the same period. Grandstand receipts, both afternoon and night, were almost even with last year. On the midway, the Siebrand Shows, thru the first four days, grossed about the same amount as last year. "Dancing Waters" also bagged approximately the same receipts as in '55.

Weather thru the five days was marred by threatening skies and some sprinkles.

The afternoon grandstand program consisted of rodeo events and free acts. The rodeo was presented by the Zumwald-Lake Rodeo, Missoula, Mont., the free acts were

drawn from the night show, a revue plus acts, booked in by Barnes-Carruthers Theatrical Enterprises, Chicago. Fireworks nightly were staged by Thearle-Duffield Fireworks, Inc., Chicago, repped by Art Briese.

An added afternoon grandstand attraction was the helicopter-trapeze act, Larry Ruhl and Sandy Winters, booked in by the Jimmie Hetzer Agency, Huntington, W. Va.

## San Mateo Gets Record Gate, Race Turnouts

SAN MATEO, Calif.—The San Mateo County Fair and Floral Fiesta, which Saturday (11) closed its annual nine-day run here, took advantage of the good weather and chalked up record-breaking attendances of 81,863 at the front gate and 55,376 for the Fiesta Race meet. Last year's gate mark was 77,027.

The closing day's attendance of 7,120 helped the event to stay ahead of its 1955 mark.

At the end of its first six days the fair had recorded an attendance of 59,083, which was 2,851 ahead of the same period a year ago, William M. Wilson, secretary-manager, said.

The fair's theme was "San Mateo County, 1856-1956," with a presentation of "Cavalcade of San Mateo County History" being given.

The free stage shows headlined by the Four King Sisters and the Sportsmen were produced by Isabelle Whall of Fun Unlimited, San Francisco. The Sportsmen opened Wednesday night (8) for four nights, playing the remainder of the run.

Crafts Exposition Shows were on the midway. Orville N. Crafts, show owner, divided his time between here and the Placer County Fair, Roseville, where the Crafts 20 Big Shows played.

Dorothy Gieberson handled the publicity for the fourth consecutive year.

## Afton, N. Y., Experiences Good Week

AFTON, N. Y.—The fair here got favorable conditions for all departments, resulting in business so good that Manager Fred Crane was predicting a record attendance.

Rainfall washed out the Buddy Wagner Thrill Show Monday afternoon (13), but two performances were scheduled for Saturday (18) to make up for the washout. Al Martin had the Gorham Revue booked in on weekday nights and good business was experienced. Some of the names were Tiebor's Seals, the Therons, Franklin and Astair, Balanbano Duo, Carlton and Ray, and the Vince Fernando band.

The rain cut attendance by 50 per cent Monday despite the free gate to all, but attendance was good thereafter. Gate and grandstand admission was raised from 60 cents to 75 cents this year, with no apparent reluctance on the part of the public. Parking is 25 cents.

Coleman Bros.' Shows are on the midway.

## Marshfield's 117,500 Best Gate Since 1950

MARSHFIELD, Mass.—The first fair of the season in this State, the Marshfield Fair, chalked up its largest attendance since 1950 with a paid total of 117,500 for the seven-day run, according to Edward M. Dwyer, president. Last year's total was under 80,000.

The pari-mutuel handle also was the largest since 1950 with a total of \$412,365, compared to \$326,668 in 1955. Grandstand acts, booked thru the Al Martin Agency, and the enlarged midway under direction of E. W. Burr, also did better grosses than in many previous years.

An innovation here was the inauguration of a "Politicians' Night." In past years Thursday afternoon has been set aside for the visit of political leaders when the legislators were allowed two minutes apiece to sell themselves. This year the night event drew more than 2,000 to the grandstand

night show. All leading candidates for office appeared, including Gov. Christian A. Herter, who has gained national recognition in the move by Harold Stassen to place his name in nomination for vice-president of the United States.

Sparking the Sunday opening (5) was the Buddy Wagner auto thrill show, drawing 17,003 paid admission, the biggest since 1946. Besides six grandstand acts, a first-time attraction was "Prizes-a-Poppin'," featuring Dick Sullivan, the Smiling Irishman. His giveaway show was credited with keeping many of the patrons on the grounds long after they normally would have left.

There was only one afternoon of light rain, in contrast to 1955, when polio epidemics and a hurricane cut deep into attendance.

## Lincoln, Ill., Sets New One-Day Mark

LINCOLN, Ill.—Strong attractions racked up one of the biggest days on record at the Logan County Fair here Sunday (4), W. E. Layman, secretary, announced.

Heading up the program was harness racing in the afternoon with Lassie, TV's canine actor, as a featured attraction. That evening Tiny Hill and his band and variety acts, pulled a strong grandstand crowd.

Threatening weather worked to cut gate and grandstand grosses from last year's record, Layman said. Despite the weather, the total attendance was only 5 per cent below '55. Midway grosses, where Buff Hottle Shows held forth, topped the previous year for the sixth consecutive season. Other attractions included Pee Wee King and Porter Wagoner.

## Mason City Tabs 112,104 Despite Sunday Rainout

MASON CITY, Ia.—The North Iowa Fair, despite a virtual rainout on its final day, closed its seven-day run here Sunday (12) only slightly below last year attendance-wise. Robert B. Miller, secretary, reported total attendance of 112,104, approximately 3,000 under '55.

The rain, which struck on what is normally one of the fair's biggest days, washed out the afternoon program of big car sprints scheduled by Al Sweeney of National Speedways. Coming on the final day it also hurt the ride and show gross of 20th Century Shows which had been running ahead of a year ago, until the rains came.

The Hendrick's horse troupe, which put on five shows in front of the grandstand, drew an average of 1,500 to each. Swenson Thrillcade, in for Friday's matinee

and evening, did fair business, and the Tiny Hill show, in front of the grandstand on Saturday evening, played to a small crowd. Biggest grandstand turnout of the week was registered Saturday afternoon when an estimated 4,500 filled and overflowed the bleacher to see Sweeney's 100-mile stock car races.

The fair occupied its new grounds for the first time this year. The plant, located west of Mason City, included a large exhibit hall, a stock bar and 13 stock tents, all constructed since May 1. This was in addition to bleacher seats for 4,200 and the half-mile track.

Altho the area was hit by six inches of rain the week before the fair, the plant drained well and, altho spongy in places, was generally firm.

## Attendance Marks Fall as Roseville Counts 17,855 Total

ROSEVILLE, Calif.—All attendance marks fell during the 15th annual Placer County Fair, which closed Sunday (12) after 17,855 visitors were clocked thru the turnstiles during the four-day event. The previous high of 11,179 was set last year.

The fair was held in conjunction with the 50th anniversary celebration of the Southern Pacific Railroad's transfer of its yards here from Rocklin.

The first day's program, Thursday (9), included a noontime kiddies parade, an afternoon horse show, selection of "Miss Placer County" and the presentation of an old-fashioned melodrama by the Roseville Civic Repertory Theater. The second day's program offered professional wrestling.

Isabelle Whall of Fun Unlimited in San Francisco staged the grandstand shows for the last three nights. Crafts 20 Big Shows played the midway.

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## Marks' Lynchburg Still Date Winner

COVINGTON, Va.—Best date of the season was scored for the John Marks Shows last week at the Lynchburg Agricultural Fair, with owner Marks cashing in on a well-publicized tie-in with local markets and free bus service to the midway. Played on a new lot under Legion auspices, the date drew good attendance all thru the week, with claimed figures running as high as a 35,000 total. Spot was at Timber Lake and Graves Mills roads. Heavy advertising budget was allocated and the three Anderson

Piggly Wiggly stores also splashed big ads offering cut-rate rides and free gate tickets to kids. Marks provided the bus service from Harvey's Corners to the grounds.

Opening night on Monday (6), with women and kids free, did better than 5,000 admissions. The supermarket reportedly did 4,500 kids and parents in the afternoon and 7,000 paid at night.

Weather was good for the date, being cool at night and hot in the daytime.

The week earlier, in Lynchburg, publicist Walter D. Nealand landed a long biographical story and picture of owner Marks on August 2 in The Progress-Index. It extolled the history, business ethics and attractions of the showman.

Show opened at the 39th Allegheny County Fair here on Monday (13) for the 14th appearance. To follow are the annual still date in Charlottesville, Va., then North Carolina fairs in Roanoke, Burlington, Monroe, Hickory, Fayetteville, Albemarle and Winston-Salem Colored Fair, then the return to Richmond quarters in November.

Personnel include Nealand, public relations; Paul Lane, assistant manager; Harry Schreiber, bus-office manager, and Harry Weiss.

## Superior, Wis., Gross Hiked By Royal Amer.

### Ride Patronage Up Sharply; Watercade Leads on Back End

SUPERIOR, Wis.—The Royal American Shows turned in a surprising show of strength at the Tri-State Fair here thru Saturday (18), fifth day of the six-day event.

The Carl Sedlmayr organization registered an increase of 14 per cent over last year in the ride and show receipts, despite the fact that the fair's gate was off slightly from 1955 and also the fact that business conditions in the area are not nearly as good as a year ago.

A strike that has tied up Great Lakes shipping, together with the slowdown in general operations as a result of the recent steel strike had been expected to hold down midway spending.

Rides were given extremely heavy play. Shows, too, received good patronage, tho their increased business was not up as much as the rides.

The watercade, featuring Lottie Mayer's Disappearing Water Ballet, proved a strong lure and snared top money during the first five days of the event. Leon Claxton's "Harlem in Havana" show, always popular here, was the second highest grosser.

## Ogdensburg OK, Continental Begins Fairs

WESTPORT, N. Y. — Continental Shows opened their fair route here on Tuesday (14), arriving in plenty of time after a 180-mile hop from Ogdensburg.

Ogdensburg was viewed with apprehension since the Gouverneur Fair was in operation only 30 miles away, but a satisfactory week was experienced. Weather held good thruout the week except for Saturday (11), when it rained from 6-8 p.m. There was some light action thereafter, however.

Cookhouse Bill Gross threw his annual party Wednesday night (8) after the midway closed. There was plenty of turkey with all the fixings, it is reported, with beverages also, served to the entire show personnel in Danny Danini's bingo top until the wee hours.

## Babcock Races Ahead of 1955 At Costa Mesa

### Tops 10-Day Gross In First Six Days As Fair Gate Rises

COSTA MESA, Calif. — Business for the Frank W. Babcock United Shows at the Orange County Fair here thru Wednesday (16), sixth day of the 10-day fair, was slightly ahead of the full six days that the event operated last year.

While no percentage of increase in gross take was disclosed, it was believed that it was keeping pace with the fair's front gate. For that portion of the run, the attendance was 68,971, which was reported about 2,000 ahead of the full 1955 run.

The show, under the management of F. M. (Pete) Sutton, jumped here from Antioch, a distance of over 400 miles. The show had moved into the area, playing *(Continued on page 68)*

## Rain Cuts Olson Biz At Ill. State Fair

### Higher Daily Grosses Are Registered When Weather Is Good; Rides Go Big

SPRINGFIELD, Ill. — Mixed weather was given the Olson Shows at the Illinois State Fair thru Friday (17), eighth day of the 10-day expo, and as a result the Paul Olson-headed aggregation registered slightly lower ride and show receipts in that eight-day period that it did last year, when the weather was better.

Even with the off weather, the ride and show gross was down only a few percentage points, for when the weather was with it the show turned in better day-by-day receipts than last year.

The fair was lashed hard by rain Monday and again Thursday. The weather reversed itself Friday and the weekend wind-up Saturday morning (18) began with clear skies that tossed out the hope that the show would pick up enough in the closing two days to finish with a gross equal to that of last year. Midway patronage was highlighted

by the usually heavy play given the rides. Shows also enjoyed good business but not nearly the strong play given the rides. Only games concessionaires reported business off on the days when the weather was good.

A big blow early in the fair that leveled some of the commercial exhibit tents failed to harm the midway. At night the midway presented the most attractive appearance ever because of added back-end units and the profusion of lights carried.

The Velare Sky Wheel joined here and the show's recently purchased Spinaroo also was added to the line-up. The show line-up also was bolstered by the addition of a big revue produced by Gene Vaughan.

The Olson Shows moved in here from the Northern Wisconsin District Fair, Chippewa Falls, where they set a new all-time record in ride and show receipts.

## EACH SPOT DIFFERENT

## Jersey ?? on Games; Wheels for Troy Hills

TROY HILLS, N. J. — Wheels will be operating at the Morris County Fair for its six days starting Monday (20), but the Reithoffer organization will be able to contribute little more than its rides to the midway operation.

This is one of the fairs affected by New Jersey's anti-games crackdown in early July, which shuttered concessions thruout the entire State. Since then the situation has become largely one of local interpretation of a State Supreme Court decision. Some things are operating in some counties, and

nothing at all is operating in others.

To adhere strictly to the ruling, a game operator would have to give a prize of equal value to every player, every time, no matter what score is made. This limits the prizes to the slum variety and thereby lessens the appeal of the games. It's almost impossible to attract enough people to this kind of operation to enable a reasonable profit on the game.

### 'Non-Draw Raffles'

As for the aforementioned wheels, they will run thru license of the Parsippany Games of Chance Commission, and be considered "non-draw raffles." This commission was created after the State's referendum two years ago on bingo and raffles. The wheels have no connection with the current games blackout, since the strict control exercised forces them to be operated by and for the profit of the Morris Grange, spon-

*(Continued on page 68)*

## Burkhart Hits At Ill. Fair

MENDON, Ill. — Burkhart Shows jumped circus-style from Blandanville, Ill., to the fair here and it was well worth it, as rides and shows racked up the biggest one-day gross of the season here Saturday (4). Show closed a five-day run in Blandanville on Friday night (3) and was ready for business at the Adams County Fair here the following afternoon. Sunday also produced good takes for all segments. Kenneth Richie is now No. 1 man on the Merry-Go-Round.

## Illions Adds Rides To Pomona Fun Zone

POMONA, Calif. — Harry A. Illions, veteran park man, has brought additional ride equipment from his Eastern parks to augment his permanent fun zone at the Los Angeles County Fair which runs 17 days, starting September 14.

Illions already had 14 rides at the fair. He has added a Caterpillar, No. 16 Ferris Wheel, Bubble Bounce and an Allan Herschell Merry-Go-Round. In addition to the rides, a new front 80 feet across and 40 feet high from Illions' new Liberty Park, Buffalo, is being installed at the No. 1 Kiddieland. It is yet to be lined with neon, with the final installation said to cost about \$12,000.

Portable rides in the fun zone will be supplied by Pan American Amusement Corporation, managed by Jimmy Wood. Wood will also supply the kid rides for the No. 2 moppet area near the Mexican Village at the fair.

Illions, who is operating the fair's fun zone for the fifth consecutive year, said that strip tickets will be used for the first time in the kid areas. He plans to sell six coupons for \$1.

Illions' permanent rides until the addition of those from Buffalo in-

cluded the Bozo, Rapids, Carousel, Laff-in-the-Dark, Magic Carpet, Loop-o-Plane, Whip, Rideo, Crystal Maze, Looper, Sky Wheel, Flying Scooter and Rocket Ships.

Also brought out from Liberty Park were four circus-type wagons, 19½ feet in length, and a 10-ton tractor. Illions has also installed his own electric generating wagons.

## Lane Biz Off At Va. Beach

VIRGINIA BEACH, Va.—Carnival operator Leo Lane, who has had some of his rides in at this resort, notes that business has not come up to expectations. Lane will take his carnival on the road opening August 27, playing spots in Virginia and North Carolina for 10 weeks.

Bill Cox will be general agent and legal adjuster. Show will carry five major and three kiddie rides, also a funhouse and monkey motordrome, all office-owned. A Girl Show and concessions are being booked.

## Middletown Hefty Date For I. T.

NEW YORK—Easily the best week of its season was scored by the I. T. Shows at the Orange County Fair in Middletown last week, where it benefited from extension of the event to nine operating days.

In addition to the show's largest concession line-up of 1956, it was supplemented by the Lord's Last Supper, Snake Show, Wild Life and Sindell's Side Show and mambo units.

Show went back to New York again and will play three more fair dates, Flemington, N. J.; Danbury, Conn., and Mineola.

## Blue Grass Benefit Nets \$1,400 for Clubs

LA PORTE, Ind.—A benefit show Thursday night (16) on the Blue Grass Shows at the La Porte County Fair here netted \$1,400 which will be divided between the Greater Tampa Showmen's Association, Tampa, and the International Showmen's Association, St. Louis.

The benefit show was held on the fourth night of the six-day fair here. During that four-day period ride and show receipts for the Blue Grass Shows were about equal to that for the corresponding period last year, C. C. (Specks) Groscurth, Blue Grass owner said. Concession business was down, he reported.

Groscurth said that his show enjoyed a better still date season than last year and that the fair dates thus far have yielded good business. From here, the show was scheduled to move to Greenup, Ill., breaking its jump on its move south.

Visitors to the show here included Morris Lipsky, D. Ware, L. I. Thomas, John Gallagan, O. J. Weiss and Cash Wiltse.

Mrs. Groscurth recently rejoined her husband on the show.

## Oklahoma Dates Okay for Dickson

WAURIKA, Okla. — Dickson United Shows, playing solely in Oklahoma and Texas, has been getting its share of takes at fairs and celebrations, H. B. Dickson, manager, announced last week.

H. W. Fick recently joined with a Merry-Go-Round and two concessions; Mr. and Mrs. Hall came on with two front-end stands, and Johnnie Rounds with an additional ride to augment Dickson's two rides and two concessions.

Show will play Oklahoma and Texas until November and then head for South Texas for the winter.

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**Chesterfield County Fair  
Pageland, S. C.  
Sept. 24-29**

**Pender County Fair  
Burgaw, N. C.  
Oct. 3-8**

**Williamsburg County  
Colored Fair, Kingstree, S. C.  
Oct. 8-13**

**Chester County Colored Fair  
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Oct. 15-20**

**Colored Fair  
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STANLEY COUNTY FAIR, Albemarle, N. C., Sept. 17-22  
CATAWABA COUNTY FAIR, Hickory, N. C., Sept. 24-29

CAPE FEAR FAIR, Fayetteville, N. C., Oct. 1-6  
UNION COUNTY FAIR, Monroe, N. C., Oct. 8-13  
ORANGEBURG COUNTY FAIR, Orangeburg, S. C., Oct. 15-20  
CAROLINA STATE COLORED FAIR, Winston-Salem, N. C., Oct. 22-27

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All replies to JOHN H. MARKS, Charlottesville, Va., this week; then as per route

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100,000 Estimated Last Year. Three Million to Draw From  
Want Concessions of all kinds that work for Stock. Can use big Cookhouse.  
Want any Rides not conflicting, Dodgem, Octopus, Rolloplane or any new Ride to feature.  
Can place any Kid Rides except Auto and Train.  
SHOWS: Ten-in-One, Grind Shows, Motordrome, Monkey Speedway, Glass House.  
Will be in Romeo after August 22. Wire or call Police Dept.  
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Want for Fulton County Fair, Wauseon, Ohio, Sept. 2-4; Kalida, Ohio, Annual Street Celebration, August 29-Sept. 1, and a Continuous Route of Fairs, with Water Valley, Mississippi, the First Southern Fair, Sept. 10-15.  
Can place Cookhouse, Long Range, Short Range, Hanky Panks only. Will give X on Glass or Pottery. Can place Bingo. RIDE HELP—Foreman for Rockoplane, Tilt, also Second Men who drive. We will positively not tolerate any drunks, chasers or midway delegates. We pay off and not in promises. All replies c/o Fair Grounds, Hicksville, Ohio, to August 25; Kalida, Ohio, follows.  
**JOE FREDERICK, Manager**

**ROCK CITY SHOWS**  
Due to disappointment can use Popcorn, Candy, Floss, Snow, Lemonade, Fish Pond, Jewelry Spindle, Pitch-Tilt-U-Win, Buckets, Six Cats, Photo Gallery, Roman Targets. (Have none of these with us.) Can use Ride Men. Come on—10 Iowa and Illinois Fairs. Coon Rapids, Iowa, August 20-23; or per route.

# MIDWAY CONFAB

Several friends of Paul La Cross were among those at the annual party thrown by cookhouse Bill Cross on the Continental Shows in Ogdensburg, N. Y., including George and Doris Hilliker, Mr. and Mrs. Warren McGown, and Mr. and Mrs. Armand Guay, with brother Leonard.

Larry Minton, Octopus foreman, and Red Williams, Ferris Wheel foreman, left for the Strates show after closing with Amusement of America recently. Also closing were the McIntyres with their cookhouse.

Rosita and Danny Dell observed their 14th wedding anniversary at a hamburger barbeque on the Huntington (Pa.) fairgrounds on August 12. Attending were Marie and John Vivona, Mrs. Catherine and Dominic Vivona, Mr. and Mrs. Bob Negus, Mr. and Mrs. Ralph Ryan, Mr. and Mrs. John Dempsey, Mrs. Florence Gerard, Mr. and Mrs. Harry E. Wilson, Mr. and Mrs. Joe Ross and son Gary, Mr. and Mrs. Harry E. Wilson, Mr. and Mrs. Louis Dell, Mr. and Mrs. Jimmy Miller, Mr. and Mrs. Phil Demalio, Mr. and Mrs. Pete Hendrix; Mrs. Mary Crown and daughters, Lynn and Claudia; Bobby Serra, Jerry Cohen, Novelty Joe Farachio, Chappy, Schnooze and George. Young Morton joined the show with his dry boat ride, and Jack Chicarelli was a recent visitor.

Mike Berger's bicycle trips have helped Prill personnel get items from towns along the route. Mike runs the ball game and cigarette pitch for Lucky Gordon.

George P. Sollenberger, World of Mirth, recently took delivery on a new Allan Herschell Twister.

Oscar Margolis, veteran concessionaire, has entered Art Center Hospital, Detroit, for a physical checkup. Ian Alan Weiss, son of Marty and Lois Weiss, recently left

Miami for a two-week stint with the Marine Reserves in California. His father is executive secretary of the Miami club.

Billy Logsdon, currently with Buff Hottle Shows, posts that he took delivery on a new Packard Clipper at the Marion, Ill., fair.

Concession business on the independent and carnival midways at the Orange County Fair, Costa Mesa, Calif., for 10 days ending August 19, lived up to expectations. Alex Freedman, who had novelties on both the independent and the Frank W. Babcock United Shows midway, said that the Alpine hats proved a winner. Ed Lang, who had the Mom's Aid baby strollers and wheel chairs near the fair's entrance, reported his biggest day ever at this event on Sunday (12).

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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**  
8967 E. Gallatin Rd., Pico, California  
Phone: OXford 9-5210

**AT LIBERTY**  
**MINSTREL SHOW**  
With own equipment, magnificent 92 ft., two-story front, 600 seats, 22 performers with own transportation. The equal of any Show on the road. Available for Eastern or Southern dates after Sept. 15.  
**KING REID**  
Bardwell Hotel, Rutland, Vermont, or as per route.

**BINGO HELP WANTED**  
Caller and Counterman. Good pay and treatment for capable men.  
WIRE  
**BILL STACY**  
c/o Fairgrounds, Mt. Pleasant, Mich.

**WANTED**  
RAZZLE AND ROLLDOWN AGENTS  
ALSO HANKY PANK AGENTS  
CONTACT:  
**MAX FRIEDMAN or LEFTY BLOCK**  
c/o DON FRANKLIN SHOWS  
Appleton, Minn., this week; then per route.

**WANTED**  
Hanky Pank, Bucket and Six Cat Agents. Drunks, stay where you are. Solid route of Fairs until Nov. 10. Write or wire  
**GEORGE W. GORDON**  
c/o O. C. Buck Shows, Malone, New York

**PRIDDY**  
LATIN AMERICAN SHOWS  
Need Concessions—Fish Pond, Lead Gallery and all stock paying Concessions. Have 7 Rides and will book any Major Flat Rides. No Mitt Camp, no Eats and Drinks except Ice Cream.  
Wire or call Port Lavaca, Tex. Phone: JA 4-3467. Will be in Port Lavaca, Tex., Aug. 20-27; Edna Fair, Sept. 11-13; Seguin, Tex., Celebration, Sept. 14-17.  
F. B. PRIDDY

**LORD'S LAST SUPPER**  
WALK-THRU SHOW  
Wanted to lease or buy complete with tractor and trailer. Please enclose photos with letter.  
**BOX D-234**  
c/o Billboard, 2160 Patterson St. Cincinnati 22, Ohio

**WANT**  
MAN TO OPERATE MIDGET HORSE SHOW SALARY AND BONUS  
W. H. BROWNELL  
c/o JAMES E. STRATES SHOWS  
SYRACUSE, N. Y.

**WANTED**  
Count Store, Bucket and Swinger Agents.  
**CHUCK DUMA**  
Sandy Beach Park  
Russells Point, Ohio  
Phone 4-6681, 6:30 PM to 11:00 PM

**AGENTS**  
10 Agents needed immediately. Guaranteed \$200.00 per month. Year around work. No ups or downs. Drunks and chasers, stay away.  
**C. EMERY or G. MCKINNEY**  
Room 202, Washington & Grand Bldg. 205 Grand Ave., St. Louis, Mo. 9:00 a.m. to 12:00 only)

**CHARLES "RED" POOL**  
Contact me at once.  
**HARRY MAMAS**  
John Marks Shows, Charlottesville, Va., this week; Roanoke, Va., next week.

**RIDE HELP WANTED**  
Foreman for Ferris Wheel, Foreman for 32 ft. Merry-Go-Round; must drive and have license. Long season South. Best of wages. Contact  
**JOHN HANSEN**  
A-1 Amusements, Blsmarck, Ill., Fairgrounds.

**RIDE HELP WANTED**  
Foreman for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rolloplane. After Labor Day going south, then to Cuba—work all winter. Have for sale—32 ft. Parker Baby Q Merry-Go-Round, 28 ft. Fruehauf Van racked for Merry-Go-Round with 1948 Ford tractor ready to roll. Complete \$5,000. Will separate.  
**FRED POTENZA, 741 N. Walcott Ave., Chicago. Phone: Haymarket 1-4121.**

# BILL HAMES SHOWS

**NOW BOOKING FOR THE FOLLOWING FAIRS AND STOCK SHOWS—ALL MONEY-SAVING SPOTS:**

- GAINESVILLE, TEX., FAIR, AUG. 27-SEPT. 1
- MARSHALL, TEX., FAIR, SEPT. 3-8
- ABILENE, TEX., FAIR, SEPT. 10-15
- AMARILLO, TEX., FAIR, SEPT. 17-22
- LUBBOCK, TEX., FAIR, SEPT. 24-29

- PALESTINE, TEX., FAIR, OCT. 1-6
- FORT WORTH, TEX., STOCK SHOW—10 DAYS
- SAN ANTONIO, TEX., STOCK SHOW—10 DAYS
- HOUSTON, TEX., STOCK SHOW—12 DAYS
- MERCEDES, TEX., STOCK SHOW—8 DAYS

**CAN PLACE OUTSTANDING FREE ACT FOR THE ABOVE BIG DATES**

**HELP**  
Can place capable Ride Help on all Rides.

**SHOWS**  
Will book Motordrome. Also other Shows not conflicting.

**CONCESSIONS**  
Can place a few legitimate Concessions.

Contact **BILL HAMES, Mgr., Paris, Texas, this week; then per route above**

**SPENCER FAIR**  
**AUGUST 31 TO SEPTEMBER 3—LABOR DAY**

**WANT**  
Concessions of all kinds, also Shows for both Spencer and Great Barrington. Irene Burton, contact. Especially interested in Bingo (sure to work) for Spencer only. All replies:

**GILLETTE BROS.**  
c/o Lake George Amusement Park, Lake George, N. Y. Telephone 2623 (afternoons only) until August 27; then Hotel Quinn, Spencer, Mass.

**PRELL'S BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

**10 DAYS FAIRFAX COUNTY FAIR, FAIRFAX, VIRGINIA, August 28-September 6**  
5 Kiddie Matinees  
GOLDSBORO, N. C., to follow Sept. 8-15

<b>CONCESSIONS</b>	Photo, Age and Scales, Hanky Panks, Eating and Drinking Stands, Derby Racer.	<b>SHOWS</b>	Fat Show, Snake Show, Mechanical Shows, Glass House, Fun House.
<b>RIDES</b>	Scrambler, Twister, Round-Up, Rocket, Octopus, Fly-o-Plane, Dark Ride.	<b>HELP</b>	Want first-class Merry-Go-Round Foreman, best salary and percentage every week. Ride Help on all rides. Paul Williams wants Cook House Help.

**All answer: PRELL'S BROADWAY SHOWS, Cumberland, Maryland**

**CLINTWOOD FAIR, CLINTWOOD, VA., Aug. 27 to Sept. 1 Inclusive**  
**LEE COUNTY FAIR, PENNINGTON GAP, VA., Sept. 3 to 8 Inclusive**

**CONCESSIONS**—Popcorn, Apples, Jewelry, Photos, Custard, Bobo, Novelties, Hats, Bear and Bird pitches, Chocolate Dip and all Merchandise and Outright Sale Stands.  
**HELP**—Foreman for new Eli Scrambler, also Second Men on Wheel and Scrambler and other experienced Ride Men who can drive.  
**SHOWS**—One Grind or Bally Show that does not conflict.  
All replies via Western Union

**JAMES H. DREW SHOWS**  
Ashland, Ky., all this week

**THOMAS JOYLAND SHOWS**

**WANTED—FOR THE BIG ONE—WANTED**  
**SOUTHERN WEST VIRGINIA FAIR**  
CHARLESTON, WEST VIRGINIA — DUNBAR FAIRGROUNDS  
9 BIG DAYS — INCLUDING LABOR DAY — 2 KID DAYS

<b>CONCESSIONS</b>	Novelties, Age and Weight, Photo Gallery, Hats, Floss, Candy Apples, Sno-Cone, Fiddle Sticks, Ice Cream Bars, Lemonade Shake, French Fries, Cookhouse, Penny Arcade.
<b>SHOWS</b>	Colored Minstrel Show, Wildlife, Mechanical City, Crime Show, Illusion Show, Animal Show, Monkey Drome, Motordrome, Unborn. Can use any good Grind or Bally Shows, all must be worthwhile.
<b>RIDES</b>	Can use Scrambler, Rock-o-Plane, Round-Up, Spinaroo or any other major Ride not conflicting with what we have.

**CAN USE RIDE HELP AT ALL TIMES**  
Contact **L. I. THOMAS, Mgr., Crown Point, Indiana (Phone: 2667)**

**WANTED — WANTED — WANTED**  
Legitimate Concessions, including Lunch Stands, Bingo, Floss, Popcorn, Custard and Apples sold. Also can use several family type Shows, including Funhouse, for the following Fairs and Celebrations:  
BLAIR COUNTY FAIR, Hollidaysburg, Pa., Aug. 28-Sept. 3; contact Gilson C. Ginnick, 1013 Chestnut Ave., Altoona, Pa. McKEAN COUNTY FAIR, Smethport, Pa., Sept. 3-8; contact Mr. Jeff Beers, Smethport, Pa. 64th ANNUAL McCLURE BEANSOUP CELEBRATION, Sept. 12, 13, 14, 15, McClure, Pa.; contact Thompson Bros., 2906 4th Ave., Altoona, Pa. THE GREAT HAGERSTOWN FAIR, Hagerstown, Md., Sept. 17-22; contact Fussy Beard, Hagerstown, Md.  
All Rides for the above dates furnished by  
**THOMPSON BROS.**  
For sale—Looper Ride, like new condition. Contact  
**THOMPSON BROS., Altoona, Pa.**

**DRAGO AMUSEMENT CO.**  
Wants for balance of season, all Fairs and Celebrations.  
Photos, High-Striker, Glass Pitch, Bear Pitch, Balloon Darts, African Dip, Short Range, Ball Games, Novelties and any Hanky Panks that work for stock. Flats or any money games, do not waste your time, we do not want you. Can always use good Ride Men who can drive. Have the cash waiting for Roundup, Scrambler, Flying Scooter. Let me hear at once.  
**PAUL DRAGO**  
1711 East Merklond Kokomo, Ind.

**CARPENTER BROS.' SHOWS**

**WANT WANT WANT**  
Pemberville, Ohio, Fair, Aug. 29 thru Sept. 1; Albion, Ind., Sept. 6-7-8. Legitimate Concessions of all kinds—Cat Rack, Balloon Darts, Coke Bottle, Glass Pitch, Cork Gun, Bowling Alley, Basketball or what have you. Contact  
**NORMAN CARPENTER**  
Monroeville, Ind., August 22 thru 25.

**GIRLS**

For large Dancing and Posing Shows. One Feature, others with or without experience and wardrobe. Salary no object if you are young and attractive. Can also use Ticket Sellers and Canvasmen. Time is short, CALL OR WIRE (no collect).  
**MIKE MILLER**  
c/o CENTRAL STATES SHOWS, Abilene, Kansas, Aug. 20 to 24; Hastings, Neb., Aug. 27 to 30.

**THANK YOU**  
Virgil & Virginia Webb  
Amusements of America,  
For your truck purchase.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
3000 Third Ave., Altoona, Pa.  
Phones 9347 or 3-0003

**LAWRENCE CARR SHOWS**  
New England's Finest

**WOODLAND, MAINE, FAIR, AUG. 31-SEPT. 1-2-3—150th ANNIVERSARY**  
Want Concessions of all kinds. Openings for Cookhouse, Candy Floss, Candy Apples, Popcorn. Can place Girl Show with own outfit and Mitt Camps. Contact  
**LAWRENCE CARR, Owner**  
99 Wildwood St. Phone Oliver 8-4577 Wilmington, Mass.  
or  
**HARRY J. TROCK, Bus. Mgr.**  
Broadway Hotel Phone Hancock 6-4300 Boston, Mass.  
SEASON'S WORK HERE

<b>STOCK TICKETS</b>	<b>TICKETS</b>	<b>SPECIAL PRINTED</b>
1 Roll ..... \$ 1.50	of every description	Cash With Order Price
5 Rolls ..... 4.50	Wheel tickets carried in	2,000 ..... \$ 6.00
10 Rolls ..... 8.25	stock for immediate ship-	4,000 ..... 7.50
25 Rolls ..... 16.75	ment.	6,000 ..... 8.75
50 Rolls ..... 34.00		8,000 ..... 9.60
100 Rolls ..... 64.00		10,000 ..... 10.50
<b>ROLLS 2,000 EACH</b>	<b>THE TOLEDO TICKET CO.</b>	20,000 ..... 15.25
Double Coupons	Toledo 13, Ohio	100,000 ..... 25.00
Double Prices		200,000 ..... 35.00
No C.O.D. Orders		1,000,000 ..... 250.00
Size: Single Tkt., 1x2		

**Now Booking** **Now Booking**

# KING REID SHOWS

**VERMONT STATE FAIR  
RUTLAND**

**September 3-8**

**WE HAVE A FEW VERY CHOICE LOCATIONS LEFT FOR THIS OUTSTANDING  
LABOR DAY FAIR, CONSIDERED THE FINEST IN THE EAST**

<b>CONCESSIONS</b>	Glass Pitches, Bird Pitches, Novelties, Penny Arcade, Derby Racer, Photos, Hats, Diggers and any thoroly legitimate Concessions.
<b>SHOWS</b>	Side Show, Grind Shows, Motordrome. Extremely liberal proposition.
<b>RIDES</b>	Rock-o-Plane, Scrambler, Rolloplane, Round-Up.
<b>OPERATORS</b>	Need capable Talkers and Operators for Monkey Show, One-Ring Circus, Girl Shows and Talker for large Minstrel Show.

**WANTED—MUSICIANS, SINGERS, DANCING GIRLS FOR GAY 90's REVUE. ONE WEEK ONLY. MUST BE IN RUTLAND  
SUNDAY, SEPTEMBER 2.**

**KING REID, Union, Maine, Fair or Bardwell Hotel, Rutland, Vermont**

**★ M. D. AMUSEMENT SHOWS ★**

*Cleanest Midway on Earth*

**★ CAN PLACE FOR CUMBERLAND COUNTY FAIR ★**

**BRIDGETON, N. J., STARTING LABOR DAY, SEPT. 3, TO 8**

SHOWS—Wildlife, Motordrome, Girl Shows, Ten-in-One or Five-in-One, Fun House, Monkey Show, etc.  
All Eating Concessions open including French Fries, Frozen Custard. Can use Cookhouse. Concessions will definitely operate at this Fair. Must be Hanky Pank type with Prize-Every-Time on Ball Games, Pitches, etc.  
Can use Foreman and Second Men for Twin Wheels, Tilt, Rock-o-Plane, Rolloplane, Scooter and 5 Ride Kiddieland.

**ALL REPLIES**

**MICHAEL DEMBROSKY**

302 E. DIAMOND AVE., HAZLETON, PA.

<b>THIS WEEK</b> ADAMS COUNTY FAIR ABBOTTSTOWN, PA.	<b>WARREN COUNTY FAIR</b> HOWESDALE, PA., SEPT. 10-13	<b>WEST END FARMERS FAIR</b> GILBERT, PA., AUG. 27, 28 & 29
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# Monarch

**EXPOSITION SHOWS**

WANT FOR GENESEO, ILLINOIS, FAIR, NEXT WEEK, FOLLOWED BY THE BIGGEST LABOR DAY CELEBRATION IN ILLINOIS, AT ROCK FALLS, IN THE STREETS—6 BIG DAYS, THEN THE NORTHEAST ARKANSAS DISTRICT FAIR, BLYTHEVILLE, ARK., 6 DAYS, INCLUDING THE NATIONAL COTTON PICKING CONTEST, PLUS LARGE ARMY CAMP.

<b>HELP</b>	Want Foreman and Second Men on Merry-Go-Round, Fly-o-Plane, Coaster and Kid Rides. Also Second Man for Wheel (Curley, get in touch with Chuck). Buck Smith wants Agents for Bingo and Long Range.
<b>RIDES</b>	Will buy or book Octopus. Also can place one more major Ride for balance of season.
<b>CONCESSIONS</b>	Will book a few more Stock Concessions. No flats or gypsies.

Contact: E. L. WINROD, MGR., EAST MOLINE, ILL. (FAIR) THIS WEEK; THEN GENESEO, ILLINOIS

# RALEY BROS. EXPO.

**CLEANEST SHOW ON EARTH—NO GRIFT ANY TIME**

Rocky Mount, Va., this week; with these Fairs to follow: Aug. 27, Montgomery County Fair, Troy, N. C.; Sept. 3, Burke County Fair, Morganton, N. C.; Sept. 10, Chatham County Fair, Pittsboro, N. C.; Sept. 17, Alexander County Fair, Taylorsville, N. C.; Sept. 24, Stokes County Fair, King, N. C.; Oct. 1, Firemen's Peanut Fair, Scotland Neck, N. C.; Oct. 8, Marion County Fair, Marion, S. C.; Oct. 15, the Great Chesterfield Fair, Chesterfield, S. C.; Oct. 22, Berkeley County Fair, Moncks Corner, S. C.; Oct. 29, Colleton County Fair, Walterboro, S. C.; Nov. 5, Beauford County Fair, Beauford, S. C.

CAN PLACE Apples, Corn, Long Range, Custard, Bingo, any Hanky Panks.  
White Girl Shows, any family-type Shows.  
Rides not conflicting. Place Second Men on Rides who drive.  
This entire Show is for sale for cash. I am not broke and not sick, but have other interest that requires my time. Buyer must fulfill this year's contracts and if necessary I will stay with show until end of season. Wire, no phone calls accepted.

**HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK K. DICKERSON, General Agt.**

## BIG CITY SHOWS

Lapaz, Indiana, August 22-25—OLD SETTLERS' REUNION & FAIR

Want Hanky Panks of all kinds—will sell EX on P.C. with two Hanky Panks. Positively no flats. Want Advance Agent who knows Michigan, Indiana and the South; must have car. Want Foreman and Second Men on all rides—Jenny, Wheel, Rolloplane, Tilt and two new Kiddie Rides. Preacher Kellum, come on. Jimmy Ackley no longer with this show.

**All wires and mail to J. R. MacSPADDEN**

P.S.: Lester McGee, contact me—phone or wire collect. Georgia Fair Committees holding contracts for Big City Shows, contact at once by phone or wire, Lapaz, Ind.

## FREE ACT

WANT HIGH CLASS HIGH ACT FOR  
**TROUP COUNTY FAIR**

LA GRANGE, GEORGIA, SEPT. 10-15.

Can place one more Show for our fair route. Address

**Lee Amusement Co.**

Hefflin, Ala., Fair this week; Albertville, Ala., Fair next week.

## Jersey on Games

• Continued from page 65

sor of the fair. The equipment is rented from Bell in Newark.

Fair manager Swante Swenson returned some deposits after explaining to operators on the independent midway that they would have to take their chances if they set up here.

Other fair midways in New Jersey are slated for Trenton, Flemington and Bridgeton. At all spots, fair officials have been attempting to secure some relaxation of the rules for the duration of their fairs. It is a certainty that legislators from shore resort counties will introduce enabling measures which would put the concession game issue on the ballots in November's general election.

At least one fair has been told by local law officials that there would be no interference with normal midway operations, except to bar flashers specifically described in the Supreme Court ruling.

## Babcock Ahead

• Continued from page 65

fair dates at Santa Maria and other intermediate points.

The layout was one of the most pretentious the show has ever had here. On the grounds were 12 major and 10 kiddie rides, 40 concessions and three shows, including Cal Lipes' snakes and midget horses and "Doc" White's snakes.

Babcock reported that ride business for the run was fair.

A birthday party was given Babcock on Monday (13). It was arranged by June Sutton, wife of the show's manager. The Regular Associated Troupers, however, sold tickets with the funds helping to retire the indebtedness on their club building, in which the show owner is enthusiastically interested.

# PARAKEETS CAGES

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

\* Made for **TROUPERS**  
... by TROUPERS  
who know  
YOUR PROBLEMS!



# Marathon

MOBILE HOMES

- Styled to Stand Out
- Price Right
- Compact Convenience
- Gleaming Streamlined Beauty
- Grooming Streamlined Beauty

Let us send you our latest MARATHON Mobile Home booklet... it's FREE. Write for it today.

**Pharmac INC.**  
Stratford, Wisconsin

**WANTED — WANTED**

## BINGO CALLERS

Must be experienced.  
COUNTERMEN  
No experience necessary. Good salaries,  
long season.

**TOMMY ARGER**  
c/o ROYAL AMERICAN SHOWS  
(FAIRGROUNDS) MINNEAPOLIS, MINN.

## Wanted for Big Annual Labor Day Celebration

In Calumet City, Illinois, sponsored by the  
★ Calumet Dist. Park Board ★

Honest Concessions of All Kinds—Strictly No Rackets

THIS IS A BONA FIDE CELEBRATION

**CAN USE GOOD CLEAN FOOD STANDS . . .**

**ALSO GOOD CLEAN:**

- SNAKE SHOW
- GLASS MONKEY DROME
- FUN HOUSE
- OR ANY KIND OF GRIND SHOW

Not Wanted—BUCKETS, SIX CATS, NO GAFF WHEELS

This is a virgin territory.

There'll be Fireworks, Dance Contests, TV Celebrities, Parades and many other exciting events.

**5 BIG EXCITING DAYS!**

CONTACT: LOUIS ALLEN  
32 West Randolph St. (Phone: CEntral 6-3070) Chicago, Illinois

## CONCESSIONS WANTED

<b>ANNUAL NATIONAL CLAY WEEK CELEBRATION</b> AUGUST 27-SEPTEMBER 1 <b>URICHVILLE, OHIO</b> Legitimate Skill Games of all kinds, including Scales, Jewelry, Pottery and Glass Pitches. Also Apples, Floss, Caramel Corn, French Fries and other confectionery privileges. <b>FOOD AND DRINKS SOLD</b>	<b>ANNUAL PARADE OF THE HILLS</b> AUGUST 27-SEPTEMBER 1 <b>NELSONVILLE, OHIO</b> ON STREETS Legitimate Skill Games of all kinds, including Scales, Jewelry, Pottery and Glass Pitches. Also French Fries and other confectionery privileges. <b>CORN, APPLES AND FLOSS SOLD</b>
--	--

**ALL INQUIRIES**

## GOODING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS 8, OHIO      PHONE: AX 9-1193

## GOLD COAST SHOWS

**FAIRS—FAIRS—FAIRS . . . All Mississippi**

Carthage, Sept. 5-8; Sebastopol, 10-15; Newton, 17-22; Lucedale, 24-29; Picavune, Oct. 1-6; Purvis, 8-13; Wiggins, 15-20; Pascagoula White Fair, 22-27; Pascagoula Colored Fair, Oct. 29-Nov. 3. Want High Single Free Act for Carthage and Newton. Want Ride Help for Coaster. Woman to assist in Popcorn and Floss. Want Hanky Panks No racket, no P.C., no gypsies. Sell X on Long or Short Range. Want Shows, no Girl Shows. Phone, write or wire

**KEN DAVIS, BILOXI-GULFPORT AMUSEMENT PARK**  
3315 W. Beach, Biloxi. Phone: Idlewood 28946  
Or write or wire JACOB PRYOR, Rt. 3, Box 75B, Biloxi, Miss.

# THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

**CAN PLACE THE FOLLOWING FOR THE BALANCE OF THE SEASON FOR THE BEST COUNTY FAIRS IN THE MIDDLE WEST**

**RIDES**—Spitfire, Tilt-a-Whirl, Scooter, Rockplane, Live Ponies, Coaster, Round-Up, Dark Ride.

**SHOWS**—Girl Show for Waterloo, Nebr.; Snake, Wildlife, Illusion, Mechanical, Crime, Fun House, Motor or Monkey Drama.

**CONCESSIONS**—Photo, Novelties, Hats, Duck Pond, Bird Pitch, Hoopla, Roman Target, Watch-La, Short Range, Candy Apple, Fish Pond, Ball Games, Balloon Dart, Bear Pitch, Bumper, Scales, Coke Bottles, Cat Rack, Slum Spindle, Pitch-Till-You-Win, Ice Cream, Jewelry, Custard.

Vermillion, S. D., Aug. 23-24; Bloomfield, Nebr., Fair, Aug. 25-28; Winner, S. D., Labor Day, Sept. 2-3; Redwood Falls, Minn., Fair, Sept. 6-9; Waterloo, Nebr., Fair, Sept. 12-15; and many others, closing Mitchell, So. Dak., Corn Palace, Sept. 24-29. P.S.: Want to buy good Tilt-a-Whirl with transportation for cash.

## SHOWS—WANT—RIDES

### FOR STATE FAIR SOUTHERN TOUR

Starting at Nashville, Sept. 17, including Atlanta, Columbus, Pensacola, Tallahassee and Savannah.

Can Place Good Grind Show of merit; also can place Bally Show such as Western, etc.

Will Book Twister, Round-Up or other non-conflicting major Ride.

All Shows and Rides must furnish own transportation.

## GOODING AMUSEMENT CO.

1300 Norton Ave. AX 9-1193 Columbus 8, Ohio

**TERRIFIC - OUTSTANDING**

**NEW ANCHOR TENT FRAMES**  
for CONCESSION and 4-WAY TENTS

THE SHOWMAN'S CHOICE  
Best Delivery—Write Today—Low Prices  
Designed of lightweight, rustproof aluminum 1 1/2"x2". Hinged Legs, Slip Joints. No screws, bolts or keys. TENTS IN ALL COLORS, regular and Flame resistant. Ask about NEW NYLON Fabric in Red—Blue—Yellow—White.

**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA PHONE HA 4-1103  
MFRS. OF CANVAS TENTS FOR ALL PURPOSES



## WANTED

For Battelle District Fair, Wadestown, W. Va., week of Aug. 27 to Sept. 1

Want Glass Pitch, Photos, Balloon Darts, French Fries, Novelties, Hats, Basketball, Hi-Striker, Scales & Age, Jewelry, Ice Cream or Custard, Bear or Bird Pitch, any Hanky Pank that does not conflict. We book only one of a kind. No flats—no gypsies. Want Ride Help in all departments.

Clay District Fair, Daybrook, W. Va., this week; Wadestown, W. Va., Battelle District Fair next.

**C. A. HANNAH, HANNAH'S AMUSEMENTS**

## WANT CONCESSIONS FOR WATERLOO DAIRY CATTLE CONGRESS

SEPT. 29-OCT. 6

Concessions booked last two years, send deposit—we are holding space as requested. Space for a few more Hanky Panks.

**16 RIDES ON MIDWAY**

Entire Midway oiled. NO RIDES or SHOWS Needed.

WRITE  
**LARSEN & TRUEBLOOD RIDES** BOX 442, WATERLOO, IOWA

## BADGER STATE SHOWS

### WANT FOR BALANCE OF SEASON

Cookhouse, Cats, Buckets, Ball Games, Duck or Parakeet Pitch, Penny Arcade, Wildlife or any Show not conflicting. Ferris Wheel Foreman wanted with chauffeur's license; top salary.

BIRD ISLAND, MINN., AUGUST 20-22; ALEXANDRIA, 23-25.

## WANTED TO JOIN AT ONCE

Ride Help in all departments, especially Merry-Go-Round, Chairplane, Loop-o-Plane, and Kiddie Ride Operators. Preference to those who drive semis and have license. Agents for office-owned Popcorn Trailer, Floss Candy and Penny Pitch Operators. Can place a few more Stock Concessions, no P.C., one more Show, Funhouse preferred. Will be out until late November in South Georgia and Florida. Our Beach season ends here Sept. 3, we open downtown Sept. 5, Colored Celebration 4 days. Colored population of 10,000 with no place to go and no carnival since last year when we played it. All answers to

**JOHN B. DAVIS, SOUTHERN STATES SHOWS**  
WAYSIDE PARK, ROUTE 3, BOX 232 C, PANAMA CITY, FLA., or care Western Union

## CRAWFORD COUNTY FAIR, OBLONG, ILLINOIS

5 DAYS AUG. 27-31 INCLUSIVE 5 DAYS

Then the great Palestine Labor Day Celebration, Sept. 1-2-3. Can place Cookhouse, Grab, Custard, Hi-Striker, Balloon Dart, Duck Pond, Six Cats, Buckets, Short Range or any clean legitimate Concession that works for stock. Can place good useful Ride Help in all departments; must drive and have license. Will place flashy Girl Show to join at Oblong. All replies to

**ERNE ALLEN**  
Boswell, Ind., Fairgrounds till Aug. 23; then Fontanet, Ind., thru Aug. 26.

# CONEY ISLAND ROAD SHOWS

## 25 WEEKS WINTER BOOKING IN CUBA, NOVEMBER 3, 1956 THRU APRIL 15, 1957

We pay transportation on equipment to Cuba and back. Camaguey Feria (last year's attendance, 200,000), Commercial Feria Santa Clara, Holguin Fair, Feria Sancti Spiritus, Havana Police Benefit.

**WANT: Organized Thrill Show for Fair dates; send photos and literature.**

**WANT WANT WANT**

<h3>SHOWS</h3> <p>Outstanding Glass House, Illusion Show, Motor-drome, Monkey Speedway or any Grind Shows. Liberal deals.</p>	<h3>ACTS</h3> <p>Five sensational Free Acts. Send photos and brochures.</p>	<h3>RIDES</h3> <p>Sensational Thrill Rides and novelty Kiddie Rides. Liberal deals.</p>
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All contact: **GENE BEECHER** General Manager  
Box #1123 South Miami 43, Florida

## INDIANA STATE FAIR

Aug. 29th thru Sept. 7th, Indianapolis, Ind.

## READING FAIR

Sept. 10th thru 16th, Reading, Pa.

**CAN PLACE:** Legitimate Merchandise Concessions. Have opening for exclusive Age and Scales or Scales only. Can place all Eating and Drinking Stands.

**WANT:** Experienced Second Men for Rides and all general Help in all departments. We pay union welfare for hospital, sickness and death.

**WANT:** Small Hillbilly Band for Mexican Rodeo Show.

**WANT:** Twister and Glass House with own transportation.

All Address  
**CETLIN & WILSON SHOWS**  
This week: Missouri State Fair, Sedalia, Mo.

# WILLIAM T. COLLINS SHOWS

## WANT FOR FAIRS BALANCE OF SEASON

<b>RIDE HELP</b>	Foremen for Octopus, Round-Up and Rock-o-Plane. Also want Second Men for all rides, must be licensed semi drivers. Foremen \$75.00 per week, Second Men \$50.00 per week.
<b>SHOWS</b>	Can place Motordrome for balance of season. Also Grind Shows of merit.
<b>CONCESSIONS</b>	Can place a few more Hanky Pank Concessions.

Contact WM. T. COLLINS, MGR., SIOUX FALLS, SOUTH DAKOTA, THIS WEEK; Then Per Route

## WANT CONCESSIONS

For WATERMELON FESTIVAL at Spring Bay, Ill., August 24-25-26. Everything open except Popcorn, Cotton Candy, Snow. No flats—no gypsies.

**Alfred Wall Amusement**  
Yates City, Ill., August 22-23.

## MOUND CITY SHOWS

WANT FOR ST. CHARLES, MO., BIG FAIR, SEPT. 5-9

CAN PLACE CONCESSIONS OF ALL KINDS. WILL BOOK 3 NICE KIDDIE RIDES FOR THESE SPOTS.

PLEASANT HILL, ILL., THIS WEEK; GRANITE CITY, ILL., NEXT; THEN ST. CHARLES, MO.

## HELP WANTED

For Schiff Roller Coaster and Tub O Fun Rides for 8 weeks of fairs, starting last week in August. If married can use Wife in Concession Stand. All replies to

**JACOB PRYOR**  
Rt. 3, Box 75-B Biloxi, Miss.

100,000.....\$32.00	<b>ROLL TICKETS</b> Printed to Order <b>DALY TICKET CO.</b> Collinsville, ILL Union Made	<b>PRICES F.O.B. COLLINSVILLE, ILL.</b> Coupons Double Price Stock Tickets, 1x2 Inches 1 Roll .....\$ .90 5 Rolls ..... 4.25 10 Rolls ..... 8.00 50 Rolls ..... 23.00
10,000.....\$10.00		
20,000..... 12.50		
50,000..... 20.00		
200,000..... 55.00		
Price Chg.....\$3.00		
Color Chg.....\$1.00		

# GEM CITY SHOWS

WANT FOR DU QUOIN STATE FAIR, DU QUOIN, ILLINOIS

STARTING SUNDAY, AUG. 26—ENDING LABOR DAY, SEPT. 3

9 BIG DAYS—9 BIG NIGHTS—PAID ATTENDANCE LAST YEAR OVER A MILLION.

One of the top fairs in the country. Legitimate Concessions and Shows get top grosses here. Featuring this year—Pat Boone, Dorothy Collins, Tennessee Ernie and Hal Sand's 40 Beautiful Rockettes—all number one entertainment personalities. Also Grand Circuit Harness Racing, Championship Stock Car, Big Car and Motorcycle Racing.

Followed by CLARKSVILLE, TENN., FAIR, Opening Wednesday, Sept. 5, Thru Saturday, Sept. 8

**RIDE HELP—HAVE OPENINGS FOR TWO GOOD FOREMEN. ALSO SOBER, RELIABLE SECOND MEN. MUST DRIVE. TOP SALARIES. REGULAR SEASON UNTIL NOVEMBER, THEN TO FLORIDA DATES.**

**CONCESSIONS**

Want legitimate Concessions of all kinds, such as High Striker, Darts, Scales, Photos, Ball Games, Pitch-Till-You-Win, Short Range Gallery, Shuffle Alleys, Coke Bottles, Shoot-Till-You-Win, Hats, Jewelry, Roman Targets, Hanky Panks.

**RIDES**

Twister, Roll-o-Plane, Rock-o-Plane, Round-Up. Liberal percentage.

**SIDE SHOW**

Want Side Show with own equipment. Will give terrific proposition.

**HELP**

Want Six Cat and Bucket Agents. Useful people in all departments.

**ALL CONTACT**

**SHOWS**

Can place Wildlife, Fat, Mechanical, 10-In-1, Snake, Motordrome, Glass House, Fun House, Illusion, Monkey, Monkey Speedway or any Grind Show. Very liberal percentage—10% over committee money.

**FRED MILLER**

Get in touch with Don Greco. Important.

Wire: **THOMAS D. HICKEY**

c/o Western Union, East St. Louis, Ill.

Wire or Phone: **DON GRECO** or **SAM GRECO**

BROADVIEW HOTEL East St. Louis, Ill.

We will be in East St. Louis, Ill., until Aug. 24; then c/o Western Union or Du Quoin Hotel, Du Quoin, Ill.

## Coleman Hits Another Big One at Afton

AFTON, N. Y.—Coming on the heels of the fair at Norwich, which was a winner for Coleman Bros.' Shows, another big one turned up at the fair here last week. Earnings were some 25 per cent over 1955.

Rain cut into the gross Monday (13) but everything was rosy after that. By Friday (17) the gleam on Owner Dick Coleman's face had spread to all other operators on the lot.

Tuesday and Wednesday kiddie activities drew heavily, with orphanages being well provided for. The Tuesday kiddie day was this fair's biggest in memory, with 4,000-5,000 children reportedly turning out.

**FOLLOW THE WOLFE ARROW**



**WOLFE Amusement**

THE SHOW THAT GETS UP ON SUNDAY

**NO MORE STILL DATES  
PLAYING ALL FAIRS UNTIL NOVEMBER 3**

**WANT**

For the TRI-COUNTY FAIR, MEBANE, N. C., Aug. 27 thru Sept. 1; followed by the MARTINSVILLE, VIRGINIA, COLORED FAIR, the most outstanding in Virginia.

**CONCESSIONS**—Ball Games, Darts, Fish Pond, Pitch-Till-Win, Bumpers, Hoopla, Long and Short Range, Photos, Jewelry, Novelties, Eat & Drink Stands, Glass Pitch, Hanky Panks of all kinds.

**EVERYTHING OPEN POSITIVELY NO X**

**SHOWS**—Want White Girl Show with or without outfit to join at Mebane. Book Funhouse, Wildlife, Monkey Show, Big Snake, any Grind or Bally shows. Reasonable percentage.

**RIDES**—Place Kiddie Rides to join immediately. Good proposition. Kiddie Rides get money on this route. Also place major Rides not conflicting with what we have.

**WANT** Ride Men on all Rides. Must drive semis. Positively no drunks. Foreman for Chairplane, good salary.

Ten to go. No promotions. All bona fide Fairs where money is plentiful. One of the best route of Fairs in the South.

All replies **BEN WOLFE**  
Tasley, Virginia, this week; then Mebane, North Carolina.

**W.G. WADE SHOWS**

**MICHIGAN STATE FAIR**

**DETROIT**

10 Days  
Aug. 30 thru Sept. 9

Have Location for One

**OUTSTANDING GRIND SHOW**

Must be top quality, neat, properly operated and an outstanding grosser.

All replies via Western Union only

**D. WADE, W. G. WADE SHOWS**  
Escanaba, Mich. (Fair), all this week.

**8 Days—2 Mammoth Kid Days—8 Nights**

## OKLAHOMA STATE FAIR

OKLAHOMA CITY, SEPT. 22-29

WANT Basketball, Photos, Short Range, Cork Gallery, Coke Fork Bottle, Shiv Rack or any Hanky Panks that do not conflict. There will only be two of a kind on the midway. Concessions must be well flashed and in standard of the fair.

Contact **AL WILLIAMSON**  
ST. PAUL, MINN. (PHONE: MIDWAY 6-8081)

(Will be at the Minnesota State Fair through Labor Day.)

### AMERICAN BEAUTY SHOWS

Want for Rogers, Ark., Diamond Jubilee and 10 Fairs in Arkansas and Louisiana. Can place Foremen for Merry-Go-Round and Wheel. Also Cookhouse Griddleman. Will book Age and Weight, Slum Spindle and a few Hanky Panks. Can place Shows of all kinds.

All replies **H. W. BARTHOLOMEW, Mgr.**  
Eldon, Iowa, this week.

**FOR SALE**

**THE ALFIER AMUSEMENT CO.**

Four Major Rides, two Kiddie Rides, nine Trucks, 30KW G.M.C. Light Plant, six office-owned Concessions. Can be seen at Espanola, New Mexico, Aug. 22-26; Santa Fe, New Mexico, Aug. 29-Sept. 3.

**PRICE \$35,000.00**

Address **EMANUEL ALFIER, as per route**

**MID-SOUTH FAIR**  
MEMPHIS  
SEPT. 21-29

**THE TWO LATE BIG FAIRS**

**THE STATE FAIR OF TEXAS, DALLAS**  
OCT. 5-21

STILL HAVE SOME CHOICE LOCATIONS

**RIDES—UNUSUAL BIG FEATURE SHOWS—PAY GRIND SHOWS**

WILL VISIT SPRINGFIELD, ILL.; MILWAUKEE, ST. PAUL, TORONTO, DETROIT, INDIANAPOLIS, LOUISVILLE AND OTHER FAIRS.

CAN BE CONTACTED—ANGUS HOTEL, ST. PAUL, MINN., UNTIL SEPT. 1; THEN WESTERN UNION, LOUISVILLE, KY., SEPT. 4-7; THEN MEMPHIS FAIR-GROUNDS.

ALL CONTRACTED, PLEASE CONTACT **CLIF WILSON**

### SILK CITY COMBINED SHOWS

**WANT FOR LEAKSVILLE-SPRAY, N. C., FAIR, AUG. 27-SEPT. 1**

**CONCESSIONS**—Bingo, Novelties, Jewelry, French Fries, Parakeet Pitch or any Hanky Pank that works for stock. **RIDES**—Tilt, Octopus, Coaster or any Flat Ride not conflicting. **SHOWS**—Slide Show or any Grind Show of merit. **HELP**—Need Ride Foremen on all rides, also Second Men who drive semis.

All replies to **A. LONGO** or **TED LEWIS**  
This week Luray, Va., Fairgrounds. Phone Riverside 3-6077.  
P.S.: For Sale: 40-ft., 2-abrest Merry-Go-Round. Come see it in action.

### BINGO HELP WANTED

Relief Caller and Clerks. Salary \$100.00 per week.

**J. J. HORNFIELD**  
Reithoffer Shows, Watertown, N. Y., this week; next week, Schaghticoke, N.Y.—Port Royal, Pa.  
P.S.: We don't need executives.



**BRUNSWICK, MD., FIREMEN'S FAIR NEXT WEEK, AUG. 27-SEPT. 1. A Big Event with 4 Pay Days. Advance sale tickets guarantees big crowds every day**

Book all kinds legitimate Concessions and Shows. Want organized Colored Minstrel, have top. **RIDE HELP**—Want Flyoplane Foreman, also experienced Caterpillar Men. Top wages to sober, reliable men. Good opening two Second Men on Merry. Wages higher if you drive. Capable Carnival People in all departments can be placed. Contact

**BEAM'S ATTRACTIONS**  
Fairgrounds, Gaithersburg, Maryland

### IDEAL RIDES

Wanted for Odell, Ill., Community 4-H Fair, August 28-30; also Centennial and Labor Day Celebration, Ashkum, Ill., September 1-2-3.

Hanky Panks of all kinds except Balloon Darts, Sno, Floss, Popcorn, Ferris Wheel Foreman and other general, useful, sober Ride Help. Must drive. No cars or women. No flats, gypsies or Girl Shows.

**PAUL T. ROBERTSON**  
Fairgrounds, Petersburg, Ill., this week.

### BILL KEMP WANTS DROME RIDERS

Trick and fancy. Lady and Men who can do race. Top salaries sure each week.

**ROYAL AMERICAN SHOWS**  
Minnesota State Fair, Aug. 24-Sept. 3, St. Paul, Minn. No collect calls or wires. If I know you, come on.

### MIGHTY INTERSTATE SHOWS

Want for Washington County Fair, Gray Station, Tenn., Aug. 27-Sept. 1; Randolph County Fair, Roanoke, Ala., Sept. 3-8; De Kalb County Fair, Ft. Duquesne, Ala., Sept. 10-15; Tipton County Fair, Covington, Tenn., Sept. 17-22; followed by a continuous route of Fairs until November 17.

**SHOWS**—Will book Wildlife, Big Snake, Monkey, Fat, Penny Arcade or any worthwhile Grind Show. Girl Show with own equipment. Jimmie Beach wants Acts for Side Show, also Annex Attraction. Mona Hayes, answer. Tommy Stewart wants Man to up and down Motordrome, sell tickets and drive semis. **RIDES**—Will book any Flat Ride or Kiddie Ride not conflicting. **RIDE HELP**—Foreman for Wheel, Merry-Go-Round, Tilt, Chairplane; Second Men on all Rides. **CONCESSIONS**—All legitimate Merchandise Concessions open—also Short Range, Long Range, Photos, Novelties, Age & Weight, Hi-Striker, Pitches of all kinds, Hats, Gadgets. Will book Bingo for balance of season. Want Mechanic with tools to join on wire. Want Scenic Artist and Painter to join on wire.

Replies to **H. B. ROSEN**  
Eastern Hawkins County Fair, Church Hill, Tenn.

### CHEROKEE AMUSEMENT CO.

WANTS FOR HILLSBORO, KAN., AUG. 27-31, AND A GOOD ROUTE IN OKLAHOMA. RALSTON, OKLA., FOR LABOR DAY AND BARBECUE, SEPT. 2 & 3; BIXBY, CHANDLER, SHAWNEE, NOWATA, OKLA., TO FOLLOW.

Want Cookhouse, Novelties, Coke Bottles, Bear Pitch, Scales, Bottle Ball, String Games and Jewelry (Huddleston, contact me) or any legitimate Concession not conflicting. Contact

**J. W. MAHAFFEY**  
Hollon, Kan., August 20-21; Seneca, Kan., August 23-25.

### WANTED TRUCK MECHANIC

**GEORGE CLYDE SMITH SHOWS**  
Winchester, Va., this week; Keysville, Va., next week.

### RIDE HELP—WANTED—RIDE HELP

Wheel Foreman and Caterpillar Foreman, contact us immediately. Sober, experienced Ride Help on all Rides who can drive semis. Must have proper driver's license. Good treatment. This show has never missed a payday. Nathaniel Gray wants Performers, Chorus Girls and Musicians for enlarged Minstrel Show to join at once. **BUTTONS** wants Help for Monkey Show.

All replies to

## L. J. HETH SHOWS

Dickson, Tenn., Fair this week; Lebanon, Tenn., Fair next week.

### MAJESTIC GREATER SHOWS

ONEIDA, TENN., AUGUST 20-25

Want Photo, Pronto Pup, Custard, Glass Pitch, Short Range Gallery and all Hanky Panks. **SHOWS**: Girl Show, Side Show, Animal Show or any Grind Show with own equipment. **RIDES**: Set of Kid Rides and any Major Ride that doesn't conflict.

### FITZSIMMONS SHOWS

CAN PLACE CONCESSIONS

Popcorn, Diggers, Snow Cones, Grab and a few more Hanky Panks. Boots Cutler wants Grind Store Agents and a few Hanky Pank Agents.

**Smith Center, Kansas (Fair), Aug. 21-24; Horton, Kansas (Fair), Aug. 28-31; Rossville, Kansas, Labor Day; then South.**

Contact: **JOE SHARP, Gen. Mgr.**



## Fairs Okay For Panacek

MERRILL, Wis. — Belle City Shows upped its money-making potential at the Lincoln County Free Fair here with an enlarged line-up of attractions last week. Show had a total of 14 rides, six shows and close to 30 concessions in operation.

Among the additions for the fair was the Spineroo owned by E. A. Bodart, former owner of Blue Ribbon Shows. Show had two Ferris Wheels in operation. Dottie Panacek recently ordered a new Train from King Amusement Company.

Business at Wisconsin fairs has been okay thus far, according to Charles G. Panacek, owner-manager of the show. Show split into two units for the fair at Antigo and the Frontier Days at Butler, with both segments chalking up good grosses. Kenosha stand on the lake front and the fair at Peshigo, played earlier, also yielded good winnings.

The Karius Brothers closed to play Indiana fairs.

# Morris Hannum Shows

*One of the Great Eastern Shows*

NOW PLAYING THE FOLLOWING BONA FIDE PENNSYLVANIA FAIRS:

**THIS WEEK, AUG. 20-25, KUTZTOWN FAIR**  
**SOMERSET COUNTY FAIR, MEYERSDALE, AUG. 27-SEPT. 1**  
 Horse Racing, Grand-Stand Shows and Thrill Shows  
**MANSFIELD FAIR, AUG. 27-SEPT. 1**  
 Grand-Stand Acts, Joie Chitwood's Thrill Show  
**CAMBRIA COUNTY FAIR, EBENSBURG, SEPT. 3-8**  
 Biggest Labor Day Week in Pennsylvania

**LYCOMING COUNTY FAIR, HUGHESVILLE, SEPT. 10-15**  
 George Hamid Stage Show. Both Chitwood and Kochman Thrill Shows  
**GRATZ FAIR, SEPT. 17-22.** New management promises double attendance. Grand-Stand Acts and Thrill Shows  
**EPHRATA, PA., FARM SHOW, ON THE STREETS, SEPT. 24-29**  
 The Greatest Street Fair in Pennsylvania

## WANT

### SHOWS

Real opportunity for the following independent Shows: Monkey Speedway, Arcade, Mechanical, Wildlife, Animal Shows. Very liberal proposition for People with nice equipment. Want capable Annex Attraction and other Acts for the office-owned Side Show to join immediately. Can place Talker for office-owned Motordrome. Will accept collect calls from people I know.

### RIDES

Rock-a-Plane, Scrambler, Caterpillar, Rolloplane and one more Ferris Wheel.

### CONCESSIONS

Bird Pitch, Glass Pitch, Pottery Pitch, Ball Games and Hanky Panks of all kinds. Can place two Wheels and two Grind Stores.

### HELP

Can place Ferris Wheel Foreman, Octopus Foreman and any capable Ride Helpers who drive semis. Good job for Kiddie Ride Foreman who drives.

All replies to MORRIS HANNUM, Kutztown, Pa., Fairgrounds

Telephone person to person, day or night and ask for special phone in the show office wagon this week; then Aug. 27-Sept. 1, Meyersdale, Pa., Fairgrounds. Will book any independent Rides and Shows for Mansfield Fair next week, Aug. 27-Sept. 1. No time to write, telephone immediately. Caravella, telephone me at once.

**WINDSOR, ILLINOIS, CENTENNIAL**  
**6 DAYS—WEEK AUG. 26—SEPT. 1—6 DAYS**  
 Want large Cookhouse for this big date, also one Grab Stand.  
 Also Milk Bottles, High Striker, Bear Pitch, Coke Bottles, Hoop-La, Add-Em-Up Darts, Big Tom, legitimate Stores of all kinds.  
 Can place Side Show, No Girl Show or Half and Half.  
 Write or come on to Stonefort, Ill., this week.  
 Address all wires to Harrisburg, Ill.  
**MIDWAY OF MIRTH SHOWS**

**GOLDEN VALLEY SHOWS**  
**WANTED:** Hanky Panks of all kinds, no X, reasonable privileges. Fine Shows with own transportation and outfits. Ride Men who drive. Wire or call Manager of Show, Le Center, Minnesota, this week; then per route.  
**GEORGE VAN BELLINGER**  
 GOLDEN VALLEY SHOWS, Le Center, Minn.

**PEPPERS ALL STATE SHOWS**  
 Concessions Wanted: Age and Scales, Dart Store, Short Range, Bumper and Coke. Ride Man wanted. Want middle-aged Man for two Kiddie Rides. Work until January 1. Paul Reynold and V. E. Brown, wire me collect where I can call you. Agents wanted for Glass Pitch, Bear Pitch, Penny Pitch. Want Man and Wife for Ball Game—husband for Pan Game. Slum Spindle. We close December 8. Join on wire.  
**F. W. PEPPERS, Mgr.**  
 Folkston, Georgia, this week; Hazelhurst, Georgia, next week.

**UNITED EXPOSITION SHOWS**  
 Can place Concession Agents for Hanky Panks, especially for well-flashed Watch-La. Want Bingo Counterman. Also Nail, Count, Skillo and Clothes Pin Agents. Can place Athletic Show Talent, Also Girl Show Operator with Girls. Want Ride Help on all Rides, must drive. **BIG 3-DAY LABOR DAY CELEBRATION.** Committees, notice—in West Tennessee, West Kentucky and East Arkansas: Have week of Sept. 17 open. **WIRE, WRITE PHONE OR COME ON.**  
 Benton, Ky., this week; then the big Labor Day Celebration.

**WANT**  
 For my annual Tobacco Festival spots. Better than some fairs, starting after Labor Day, where you can get your winter's bankroll. **RIDES OF ALL KINDS, CONCESSIONS AND SHOWS OF MERIT.** Also want Music Wagon and Help of all kinds. Closing park on Labor Day. Wire or write  
**BARNEY TASSELL SHOWS**  
 Sunset Lake Park, Portsmouth, Va. Phone Export 9-9073.

**FIDLER SHOWS**  
**WANT NOW—HEADING FOR ARKANSAS**  
 Can place Foremen for Wheel and Tilt. Also Second Men on all Rides. All must drive our equipment. Can also use Hanky Panks.  
 Address: Rutland, Ill., this week; Bradford, Ill., next; then Arkansas.

**Will Book With Show Holding Contracts for Fairs**  
 Tilt, Super Roll, Eli Wheel and small Jenny—or any Park. Have transportation for same. Will go anywhere. No time to write, wire. Have two Diesel Light Plants 100KW each. What have you? Good proposition if you hold fair contracts. Everything loaded, ready to roll. Fair Committees, contact—have complete set of Rides in A-1 shape. Wire  
**BOX D-235**  
 c/o THE BILLBOARD, CINCINNATI 22, O.  
 P.S.: Rides now in Kentucky.

**AT LIBERTY CONCESSION MANAGER AND LEGAL ADJUSTER**  
 WILL BE ABLE TO JOIN AROUND LABOR DAY, WITH OR WITHOUT CONCESSIONS.  
**Contact DAVID E. FINEMAN**  
 GENERAL DELIVERY, NORTH CONWAY, N. H.

**FOR SALE**  
**1 1947 #12**  
**Eli Ferris Wheel**  
 Complete with Ticket Box, Fence and Motor. With transportation. 28-foot drop frame rack. It's no junk.  
**CONTACT**  
**L. ALLEN**  
 32 W. Randolph St., Chicago, Ill.  
 Phone: Central 4-3070

**WANTED**  
 Agents for Buckets, also for Beehive, Duck Pond and other Hanky Panks. All fairs until November. Will be at Hannibal, Mo., Sunday, Aug. 26. Bob Monroe, answer.  
**JOE STEVENS or CHARLIE ELDER**  
 Schafer's Just for Fun Shows  
 51st St. & Cicero, Chicago, Ill., this week; then as per route.

**NOTICE**  
 Change of opening place and date. Opening Sharpburg, N. C., Labor Day, Sept. 3, Exchange Club Fair. Want Concessions and Shows of all kinds. Ride Foreman for Wheel, Jenny, Flyoplane, \$45.00 per week and 2 per cent. Also Second Men. Want Electrician for Caterpillar plant.  
**LEO LANE SHOWS**  
 P. O. Box 339 Virginia Beach, Va.

**WANTED**  
 Ride Help, Foremen for Merry-Go-Round and Wheel. Top pay. **CONCESSIONS—** Hanky Panks of all kinds.  
 Here until Oct. 1; then Florida for the winter.  
**C. E. GRUBB, Mgr.**  
 Potomac Park Motercourt, Washington, D. C. Phone Sterling 3-4460.

**WANTED—WANTED**  
 For Outstanding Fairs—Lincoln, Muskogee, Tulsa, with others to follow. Spindle Worker. Also Talker for Mitt Camp. (Jimmy Pumphrey, contact me.)  
**RUTH (RENO) WILLIAMS**  
 c/o Wm. T. Collins Shows, Sioux Falls, S. Dak., this week; then Lincoln, Neb.

**WE WANT RIDES**  
 Sept. 5, 6, 7.  
**FRANKLIN COUNTY FESTIVAL FAIR**  
**John S. Fandrich, Pres.**  
 Phone 2377 Winchester, Tenn.

**W.G. WADE SHOWS**  
**FOR SALE**  
 to settle an estate  
**RIDES, TRUCKS AND MISCELLANEOUS SHOW EQUIPMENT.**  
 Equipment may be seen at the Michigan State Fair, Detroit, Aug. 30 thru Sept. 9.  
 Interested parties inquire at show office wagon on midway.

**PENN PREMIER SHOWS**  
*world's cleanest midway*  
**Mechanicsburg, Pa., Granger Free Fair (Williams Grove Park), Aug. 27-Sept. 1.** Show sets in front of Grandstand—Attractions Day and Night; followed by the biggest Labor Day spot in the East, Staunton, Va., on the fairgrounds in the city  
**CONCESSIONS—**Can place all Hanky Panks.  
**SHOWS—**Can use outstanding Minstrel Show, Monkey Circus. **MANAGER FOR GIRL SHOWS—**must have sound equipment, wardrobe and three or more Girls for each show. Best Girl Show territory in the East and Southern States.  
**RIDES—**Can place Flyoplane or Twister.  
**HELP—FERRIS WHEEL FOREMAN—**capable of handling two Wheels. Can also use sober Help on other rides who drive semis.  
 Address all mail, wires and phone calls to  
**LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr.**  
 Indiana, Pa., this week. (Phone: 3-9969)

**BOB K. PARKER WANTS**  
 for  
**MARYLAND STATE FAIR**  
**TIMONIUM, MD., AUG. 29-SEPT. 8**  
 Agents for Six Cats, Buckets, Swinger, One-Ball Milk Bottles, Coke Fork, Roll Tables. Want Callers for Cigarette Block, also Help for Pitches and General Help.  
**Contact P. J. FINNERTY or CARL HANSON**  
 c/o Fairgrounds, Timonium, Maryland.

**CAN PLACE ON**  
**Gooding Amusement Co. Million Dollar Midway**  
**AT KINGSPORT, TENN., DISTRICT FAIR, SEPT. 3-8—THREE CARS GIVEN AWAY**  
 Exclusive open on Novelties, Hats, Chocolate Dips, Custard and Photos. Can also use a few more Hanky Panks. Can place Straight Sales only for the Tennessee State Fair at Nashville. Chocolate Dips open for Atlanta, Ga., on our own Midway. Can place Hanky Panks, Bear-Bird-Pottery Pitches for Jackson, Ohio, Street Fair, Sept. 18-22. Can use three capable Hanky Pank Agents for our Southern Fairs. If you drink, don't apply.  
**JOHN GALLAGAN**  
 c/o Fairgrounds, Corydon, Indiana, this week.  
 2803 East Fifth Ave., Knoxville, Tenn., next week. Phone 5-8945.

# AGENTS

For Buckets and Duck Pond. These Concessions are flashed to win money. If you are capable, can follow orders, contact at once. My route runs thru Nov. 10, all bona fide Fairs.

**FRANK DUNCAN**

c/o Western Union, Beswell, Ind., thru Aug. 23; Aug. 26, Clintwood, Va.; Pennington Gap, Va., to follow.

## HEFTY SEASON FORECAST

### Weiss Opens Strong; Repacts Middletown

MIDDLETOWN, N. Y. — Solidly embarked on what looks like a winning season, Big-Hearted Bennie Weiss this week lay plans for the third week of his 1956 bingo operation. In place of the

single unit which came out of the barn for the Ringling circus date in Philadelphia, and again for the Orange County Fair here, the Weiss forces will field units at three fairs next time.

The three are the Dutchess County Fair in Rhinebeck, N. Y., where son Jackie will be in charge; the Centre Hall (Pa.) Grange Fair, under Mike Perock, and the No. 1 unit at the State Fair of West Virginia, Roncerverte.

By every yardstick he has in use, Weiss tabbed 1956 as having excellent potentials—with the usual qualifications about weather and unforeseen economic conditions. Middletown, where he has acquired a new two-year contract for his paved stamping grounds at the grandstand entrance, was very satisfying for the Weiss clan.

#### Suggestion Box

Wife Martha divided her time between bookkeeping and a canvassing of female patrons, to determine their merchandise preference. The Weiss emphasis on feminine taste has reached the level where a "suggestion box" invites comments on what kind of items — within reason — the ladies prefer to play for.

The steady tendency observed in recent years has continued, with the preference going to household items of practical use, rather than frivolous items. What toys are demanded are mechanical rather than the stuffed variety.

Whenever possible Weiss stocks name-branded merchandise whose labels are familiar to housewives, and the wide range of such items priced right for bingo use includes cutlery, kitchenware, clocks and other pieces, as well as electrical appliances, China lamps, parakeets, bed comforters, Revereware and women's traveling bags have proven especially popular this early in the season.

### Prell Okay at Bedford; Bags Harrington Again

CARLISLE, Pa. — Some rain managed to curb midway business on most days of the Bedford (Pa.) Fair, but the Prell forces managed to score a winner nonetheless. A large measure of credit went to work by Richard and Jean Eichelberger of the fair board, with their kiddie day promotions on Tuesday and Friday (7 and 10).

General Agent Joe Prell announced contracting the Kent and Sussex Fair in Harrington, Del., played two weeks prior to Bedford, for the fifth consecutive year. Competition for the date was reportedly very strong.

Kiddie prizes at Bedford included bingo prizes, bicycle and Chevrolet Corvette replicas.

There were 24 rides and 10 shows on the midway, plus a wide concession lineup. Rides and shows did better than 25 per cent over last year's gross, Prell reported, with top money among rides going to Morton's Scooter, followed in order by the Ferris Wheels, Tilt-a-Whirl and Rock-o-Plane.

Harrington turned out well for the organization with all units winning money. Big business reportedly resulted on kiddie day, July 24, and Saturday (28) when Pat Boone was featured in front of the grandstand.

Harrington, first good-sized fair in the East, had the following units in place: two Ferris Wheels, Roll-o-Plane, Whip, Chairplane, Merry-Go-Round, Tilt, Rock-o-Plane, Coaster, nine Kiddie Rides, and live pony and mule ride. Also, Minstrel show, side show, drome, monkey show, unborn, penny arcade atomic show, and four girl shows.

### Vivonas Start Fair Route; Clymer Okay

HUNTINGDON, Pa.—Fair season got under way for the Amusements of America midway this week, following a still date route with more ups and downs than usual. Fortunes have varied widely with the unpredictable weather and all hands have high hopes for ensuing weeks.

Previous week ending Saturday (11) in Clymer was a better one than was expected. The Cambria County and Vicinity Firemen's Convention got splashed a few times but clear skies enabled the Vivona midway to wind up strong on Friday and Saturday, the money days.

Rainfall hurt during most of the week, following a ladies' night opening on Monday (6) which was well attended, but with little spending. Business picked up somewhat on later days but the big Thursday (9) was rained out, forcing the parade to be called off.

Morris and Babe Vivona report fair business with their No. 2 unit which has been playing bazaar dates up North. Dom Vivona has taken over as purchasing agent in addition to being secretary. Ralph Ryan is taking over the cookhouse again after giving it up several weeks ago because of help shortages.

### Kentucky Fair NG For W. E. Page

BURKESVILLE, Ky. — Page Bros.' Shows moved here last week after a poor stand at the Tompkinsville, Ky., fair. Rides alone were permitted to operate, with shows and concessions closed down.

The Page No. 2 unit is already on its own under the management of Colon Leonard. It carries five rides, two shows and two dozen concessions.

Recent visitors included Dub Duggan, David J. Huls and Jack Norman Jr.

### Coney Island Inks Five Cuban Fairs

SOUTH MIAMI, Fla.—Coney Island Road Shows, which in recent years has made a winter tour of Cuba, has inked five fairs in that country, Gene Beecher, vice-president, announces. Beecher said the pacts are for five years each.

Two units will be operated and will play celebrations in addition to the fairs. Concession line-up will include Bob Parker, Benny Weiss, Jack Wilkerson and Earl Fisher. Ben Schiff's Flying Mouse ride is also booked, and free attractions are planned.

### Roseville, Calif., Okay for Crafts In Hot Weather

ROSEVILLE, Calif.—Altho hot weather hit the Placer County Fair where the Crafts 20 Big Shows were featured on the midway, business for the four-day run was satisfactory, Orville N. Crafts, show owner, said here last week.

The fair, which closed Sunday (12), set a new attendance record of 17,855, which was 6,676 over last year.

The show opened Wednesday night (8) for a preview and business for the few hours of operation was good. Thursday was kids' day with a mid-morning parade ending at the fairgrounds and bringing good daytime play to all rides and concessions despite uncomfortably hot weather. Friday's mercury was even higher than that of the preceding day. Cooling that afternoon, spenders came on the grounds. Cooler weather on both Saturday and Sunday was reflected in the attendance and spending.

The show, managed by Frank Warren, moved here from Vacaville, where the date was under the sponsorship of the local fire department. Short billing and a heavy fruit crop that demanded immediate harvesting cut down the gross during the first two days of the run. The closing Saturday (4) and Sunday (5) turned in satisfactory revenue.

Among the visitors to the Vacaville lot were W. Lee Brandon, the show's general agent who reported optimistically on the upcoming spot. Bob (Bonham) Stevens, agent for Tom Packs Circus, also visited with Theo Forstall, show's secretary, with whom he tramped years ago on Al G. Barnes and Ringling circuses.

Mrs. Patricia Jones, wife of Bob Jones, concession manager, returned after four weeks in Arizona and was accompanied by their daughter, Sherry, who is handling the bear pitch. Roy Shepherd, ride superintendent, is at the winter quarters in North Hollywood readying more rides for larger fairs on the route. With no big top being used on this show at present, Etta and Harry Ballard have switched to Crafts Exposition Shows, managed by Roger Warren.



Can Place For and all FAIRS

Ofsego County Fair Morris, N. Y. Aug. 27-Sept. 1

Great Lehighon Fair Lehighon, Pa. Sept. 3-8

Closing Charleston, S. C., November 10th

CONCESSIONS—Eating and Drinking Stands, Popcorn and Apples, Short Range, Hats, Basketball, Jewelry, Hi-Striker, Rat and Pan Game, Hanky Panks of all kinds. SHOWS—Performers and Chorus Girls for Revue, Girls for Dancing Show, Pat Maminski, contact. Excellent territory for Motordrome, Fat Show, Midget Show, Acts for Side Show, Monkey Show, Grind Shows. HELP—Chairplane and Rolloplane Foremen, Second Men on all Rides, John Campi, get in touch with Danny Dell.

**JACK PERRY, CONTACT—IMPORTANT!**

Address: JOHN VIVONA, Henrietta, N. Y., this week

### JACK'S UNITED SHOWS

Want for LeRoy, Ill., Fall Festival, on the Streets, Aug. 29-Sept. 1; El Paso, Ill., Corn Festival, Sept. 5-8; Clay County Fair, Piggott, Ark., Sept. 19-22; then the big Tri-State Fair, Cairo, Ill., Sept. 24-29—nothing too big for Cairo. Louisiana Fairs fill middle of November.

Hanky Panks of all kinds—Pitch-Till-You-Win, Under 11-Over 30, Coke Bottles, String Game, Cork Gallery, Bear Pitch, Bird Pitch, etc.

Shows of all kinds—Ten-in-One, Illusion, Mechanical, Funhouse, Glass House.

Want major Rides for Cairo that do not conflict.

All replies JACK SETTLE or JACK O'HAVER  
Roodhouse, Ill., now; LeRoy, Ill., to follow.

### NINE MORE FAIRS PLUS ARMY PAYDAY, Manhattan, Kansas, Oct. 1—Want at Once

Non-conflicting Concessions, Shows and Kiddie Rides. Foremen and Second Men for all Rides. Top salary to Mechanic and Electrician able to cut it. We have transformers. Bobby Decker wants Count, Peek and Skillo Agents. Pat Petterson will place Alibi, P.C. and Hanky Pank Agents.

**F. C. BOGLE SHOWS**  
Stockton, Kansas, Fair now; Eureka, Kansas, Fair next week.

## HOARD AND MULLIS AMUSEMENTS

### WANT FOR BONA FIDE GEORGIA COUNTY FAIRS AFTER LABOR DAY

Gordon, Georgia, Sept. 10-15, AMERICAN LEGION FESTIVAL  
Hartwell, Georgia, Sept. 17-22, HART COUNTY FAIR, sponsored by American Legion  
Jefferson, Georgia, Sept. 24-29, JACKSON COUNTY FAIR, sponsored by County Fair Association  
Jackson, Georgia, Oct. 1-6, BUTTS COUNTY FAIR, sponsored by Exchange Club

McRae, Georgia, Oct. 8-13, OCMULGEE FAIR, sponsored by Ocmulgee Fair Association  
Wrightsville, Georgia, Oct. 15-20, JOHNSON COUNTY FAIR, sponsored by American Legion  
Pembroke, Georgia, Oct. 22-27, BRYAN COUNTY FAIR, sponsored by County Fair Association  
Hinesville, Georgia, Oct. 29-Nov. 3, LIBERTY COUNTY AGRICULTURAL FAIR

Want Cookhouse or Sit Down Grab—real deal, get in touch immediately.  
SHOWS—Any Show with own equipment—can use you, get in touch or come on.  
CONCESSIONS—We must have BINGO—will give you a real deal. Get in touch. Need Candy Apples, Custard, Penny Pitch, Long or Short Range Age, Weight, Hanky Panks of all kinds, and all others—a real deal. We have Floss, Popcorn, Snow. Do not answer for these. Need all others. Agents for office-owned Concessions.  
Contact now for a big season in Georgia. Come on down South, good crops and plenty money.  
Contact DAN HOARD or ELBERT MULLIS Indian Springs, Georgia  
P.S.: Also list in the Concessions: Darts, Hi-Striker, Derby Racer, Milk Bottles, Novelties, Skill Games.

## GLADES AMUSEMENT CO.

Want for one of the biggest Labor Day Celebrations in Virginia, the Nelson County Autumn Festival, Lovingson, Va., Sept. 3-8. Fireworks, Give-Aways, Headline Girl Wrestlers on Wednesday, Friday and Saturday nights; followed by the Chesterfield County White Fair, Chesterfield, Va., Courthouse, week of Sept. 10-15; then the Powhatan County Colored Fair, Powhatan, Va., week of Sept. 17, and Six North Carolina Fairs to follow before opening in Florida for all winter's work, including Twelve Bona Fide Florida Fairs.

Want Major Rides not conflicting starting at Lovingson Labor Day and for entire winter.

WANT SHOWS—Funhouse, Glass House, Side Show, Side Show, Big Snake and any other well-framed Show. Will book White and Colored Girl Show starting Sept. 24.

Want Concessions of all kinds that work for stock. Book first-class Cookhouse. All joining now given preference at Florida Fairs.

Also want to book Free Acts at Lovingson. Top wages to experienced Ride Help, must drive semis.

All replies this week, Stanardsville, Va.: next week, Aug. 27-Sept. 1, Madison, Va.

**JERRY SADDLEMIRE**

### CRAFTS 20 BIG SHOWS

Now Booking Shows and Concessions for the Following Fall Fairs:

Woodland, Merced County Fair, Aug. 22-26; Merced; Amador County Fair, Aug. 24-26, Plymouth; Kings County Fair, Sept. 13-16, Hanford; Lodi Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 18-23, Tulare; Santa Cruz County Fair, Sept. 20-23; Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

Roy Shepard, ride superintendent, can use capable Ride Help and Ticket Sellers.

### CRAFTS 20 BIG SHOWS

7283 Bellaire Avenue, North Hollywood, California.  
Phone: Poplar 50909 or Poplar 50320

## JIMMIE CHANOS SHOWS

WANT FOR HOYTVILLE, OHIO, FIREMEN'S ANNUAL CELEBRATION, AUGUST 27-SEPTEMBER 1

Want legitimate Concessions of all kinds. Ball Games, Balloon Darts, Pitch-Till-U-Win, Fish Pond, Six Cats, Short and Long Range Shooting Galleries, Photo Gallery, Age and Scales. All replies to:

### JIMMY CHANOS

Bellefontaine, Ohio, until Thursday night; then Hoytville, Ohio.

## DEL FLORE AMUSEMENTS

DELLROY, OHIO, ON THE STREETS, AUGUST 29-SEPTEMBER 1

WANT CONCESSIONS  
WANT POPCORN FOR DELLROY  
Can Place Candy Floss, Candy Apples, Coke Bottles

Custard, Photos, Jewelry, Lead Gallery, Scales and Age, French Fries, High Striker, Novelties, Hats, Balloon Darts and ALL legitimate Concessions.

Write or Wire AL DEL FLORE  
SCIO, OHIO, STREET FAIR, AUGUST 23-24-25

## WANTED

Ball Games, Age and Scales, Hoop-La, Glass Pitch, Hi-Striker, Custard, Basketball, Pitch-Till-You-Win, Swinger, Six Cats, Photos, Bear Pitch, Penny Arcade, Darts. Want Tilt, Octopus, Pony Ride. General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. Want Side Show, Monkey Show, Wildlife, Girl Shows.

All replies

### GEORGE CLYDE SMITH SHOWS

Winchester, Va., this week; Keysville, Va., next week.

### Want for Lawton, Okla., Free Fair, Sept. 9-16

Third Largest Fair in the State—8 Big Days and Nights

The home of 30,000 Soldiers. Drawing attendance of 150,000. \$250,000 new Fair Buildings.

RIDES: Round-Up, Scrambler, Scooter, Caterpillar, Octopus, Flyplane, Funhouse, Pretzel Ride, Twister, Spitzfire, Merry-Go-Round.

SHOWS: Motordrome, Minstrel Show, Pit, Athletic, Snake, outstanding Girl Revue. Don Dowis would like to book "Dancing Waters"; think it would be a big one for you.

CONCESSIONS: Good proposition for Bingo. Man to Take Sit Down and Grab. Good deal for large Cookhouse, Buckets, Six Cats, Swinger, American Palmistry. Book all Hanky Panks—all Pitches open.

Can use several good High Acts—Flying Valentines, contact; also George Lane. Ardmore, Oklahoma City, Okla.; and Iowa Park Fairs follow this.

### ROLAND SMITH

2103 Gore Boulevard, Lawton, Okla. Phone 2451

## TEN-GEORGIA FAIRS—TEN

OPEN CRAWFORDVILLE, GA., SEPT. 10; FOLLOWED BY WADLEY, THEN SPARTA.

All Hanky Panks, reasonable privilege. Want American Palmistry (no gypsies), Bingo. Will book Six Cats and Buckets, Age and Weight, Long and Short Range, Custard or Ice Cream, Jewelry, Hats, Hi-Striker, African Dip. Want Colored Girl Show for Wadley, Ga., Sept. 17-22. Any Show such as Side Show, Illusion, Mechanical, Monkey, Crime, Lung, Fun House or what have you. Low percentage. Want Tilt, Rolloplane, Octopus, Live Ponies or any Ride not conflicting. Want Arcade, Ride Help at once, must drive.

Concessions **ROY TIBBS** | Ride Help **JOHN KEELER**  
Contact 703 Whitaker, Savannah, Ga. | Contact Box 1359, St. Augustine Beach, Fla.

## D. S. DUDLEY SHOWS

Want Foremen for Tilt, Wheel and Octopus. Also Second Men for 12 Rides. Need capable Hanky Pank Agents. Wire, phone or come on, Ride Men and Agents. Garden City, Kansas; Liberal, Kansas; Beaver, Okla.; Lamesa, Texas; Clovis, New Mexico; Portales, New Mexico; Plainview, Texas; all fairs; then choice cotton towns in West Texas. We hold contract on Portales, New Mexico, Fair.

**D. S. DUDLEY**  
GARDEN CITY, KANSAS, AUG. 20-25.

## NORTH CENTRAL KANSAS FREE FAIR

Belleville, Kansas, Aug. 27 to 31. Two Kids Days, 100,000 Attendance

Want Athletic Show and Independent Shows. Can place Age and Weight, Hi-Striker, Long and Short Range, Hanky Panks and Basketball. Want Ride Men who drive semis, Agent for Buckets and Hanky Panks. All pitches open. Can place Six Cats and Buckets, Custard, Ice Cream and Jewelry.

### SUNSET AMUSEMENT

MONTICELLO, IOWA, THIS WEEK; BELLEVILLE NEXT.

## WANT FOR SIX ESTABLISHED PROFITABLE FAIRS

STARTING AUGUST 27, FOREST, MISSISSIPPI

Stock Concessions except Popcorn, Snow Ball, Cotton Candy, Palmistry and Photo.

### MARIE K. SMUCKLER

Highland Park, Meridian, Mississippi Phone 5881

### Working at the

## DANBURY FAIR

—then Enjoy the Comforts of Hotel Living . . . the Coziness of Home Life . . .

— all for —

### 3.00 Per Day & UP

Big Rooms . . .  
Spacious Cottages . . .  
All Facilities . . .

### KENMERE PARK

on Lake Kenosia, R. D. 2, Danbury, Conn.

Adjacent to Danbury Fairgrounds  
Phones—Pioneer 8-8167; 8-5007

### WHEEL FOREMAN DIPPER FOREMAN MERRY-GO-ROUND FOREMAN

Good wages, long season, best of treatment.

### SKOOTER RIDES

Available after Sept. 6; prefer location in Ohio only.

### A. J. Sunny Amusements

This week Tiffin, Ohio, Fair; next week Paulding, Ohio, Fair; Sept. 2 thru 6, Findlay, Ohio, Fair.

## Attention, Agents

I need Bucket and Swinger Agents. Also Agents for Hanky Panks. Have nine more fairs including Saginaw, Mich., and Birmingham, Ala. Marshall, Mich., this week. Come on, will place you.

### BILL MCCOY

## MOUND CITY SHOWS #2

Livingston, Ill., Aug. 25-26, and Wilsonville, Ill., Aug. 25-26; followed by Bend, Ill., Labor Day, and Hardin Apple Festival, Hardin, Ill.

Can place Concessions. Want Ride Help on all rides. (Alvin Bishop, Ride Supt.)  
Contact: CLARENCE SLATEN, Mgr. Livingston, Ill.

## AMERICAN PALMISTRY

Capable Readers for KINGSPOINT, KNOXVILLE AND NASHVILLE, TENN. 4 Southern Fairs to follow. All replies to PAT OR THELMA FARRELL

James H. Drew Shows, Ashland, Ky., this week; Clintwood, Va., next week. P. S.: To confirm, wire me where to phone

## MO.-ARK. SHOWS

Want Hanky Panks of all kinds, especially Popcorn, Snow and Floss.

Van Buren, Mo., Homecoming this week; followed by Ellington, Mo., Fair. Contact

### LOUIS GARNER

## FOR SALE—RIDES

used 7-Car Seller Tilt-A-Whirl \$3,000.00  
No. 5 Eli Wheel, 1946 Model, new condition, \$4,750.00

### WEST COAST NOVELTY CO.

7283 Bellaire, North Hollywood, Calif  
Telephone: Poplar 5-0320

## STRONG'S AMUSEMENT

Can use Concessions of all kinds for balance of the season. Proven route and plenty of go. Contact us per route in The Billboard.

Nebraska, and then South until October 1

## MONICA BARESS WANTS

Girl Show Talker and Dancers. Ticket if I know you. Write or call

c/o KING REID SHOWS, Union, Maine

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

### KELLER FAIR, KELLER, VIRGINIA, AUG. 27th to SEPT. 1st. The Big One.

Then all Fairs until November.

### POCOMOKE CITY, MARYLAND, THIS WEEK

WANT AT ONCE: Custard, Bingo, Photos, American Camp, Age and Scales, French Fries, Hi-Striker, Ball Games, Coca-Cola Bottles, Penny and Cigarette Pitches, Cigarette Shooting Gallery, Fish or Duck Pond, Bowling Alley, Hoop-La, Long or Short Range Gallery, Novelties. All Hanky Panks open. Want Girl Show Manager with two or more girls; Side Show Manager and Acts for Side Show. Have complete outfit; Live Pony Ride, Unborn, Wildlife, Illusion, Monkey Show. Want for Keller, Virginia, Fair: High Free Act; Auto or Stock Car Races for Saturday afternoon, Sept. 1. Can use a good small Rodeo and Hillbilly Troupe for Grandstand Show. Want High Free Act with Two People for week Oct. 29 to Nov. 3

Keller, Virginia, Fair office now open. Phone Onancock 1193W2.  
All mail and wires to  
**WM. C. (BILL) MURRAY**

## ROSS MANNING SHOWS

WOODSTOCK, VA., FAIR Aug. 27-Sept. 1	WARSAW, VA., FAIR Sept. 3-8	LUMBERTON, N. C., FAIR Sept. 10-15
ROCK HILL, S. C., FAIR Sept. 17-22	STATESVILLE, N. C., FAIR Sept. 24-29	PETERSBURG, VA., FAIR Oct. 1-6

NEWBERRY, S. C.; ATHENS, GA.; CARTHAGE, N. C., TO FOLLOW

CONCESSIONS: Eats, Drinks, Novelties, High Striker, Popcorn, Candy Apples, Scale and Age, Glass, Hankies, Penny Arcade, Long and Short Range, French Fry, Basketball. Ray Randolph can place Scale and Age Operator.

RIDES: Scooter, Flying Scooter (Joseph, answer), any Flat Ride; Kid Rides that don't conflict; John Tinsley, please contact; Roundup, Scrambler.

SHOWS: Leola can place for Side Show—Fire Eater, Tattoo Artist and Working Acts. Want Wildlife, any Grind Show. Jackie O'Moore can place two Girls for Girl Show.

Tommie Carson wants P.C. and Cat Rock Operators.

Write or wire ROSS MANNING, Sheraton Hotel, High Point, N. C.

## FAIRS PAGE COMBINED SHOWS FAIRS

Now booking for Little Valley, August 27-September 1; followed by Dunkirk and Trumansburg. Then South for nine outstanding Fairs.

Place all Merchandise Concessions . . . Eats and Drinks. Give Ex. on Custard, Monogram Hats, Diggers and Cigarette Block.

SHOWS: Motordrome, Monkey Speedway, Mechanical, Life Show. Also want well framed Girl Show. Al Hamid, contact. Colonel Lew Alters, contact; wired you to call me last week—have excellent route for your show. Place Side Show with or without own equipment. Want high-class Colored Minstrel to join Asheboro, N. C., week Sept. 17, with or without own equipment.

RIDES: Rock-o-Plane, Scrambler, Round-Up, Scooter, Coaster and Live Pony. Our route is outstanding for rides. Turner Scott, Ken Penn, and Thompson Brothers, contact. Want first-class Wheel Foreman, also Second Men on all Rides who have license and drive. Want capable Ride Superintendent. Also first-class Diesel Electrician. Want Scenic Artist and Show Builder and Carpenter. Year round work for capable People. This Show will only close for four weeks this winter. Salary—all you are worth and you get it every Wednesday.

All replies to:

### BILL PAGE

Fairgrounds, Sandy Creek, N. Y.  
P. S.: Fernie Spain and Joe Fontana, call me.

## ATTENTION, TAMPA VOTERS

A special city election will be held Sept. 11 and 25, 1956, to fill unexpired term of the late Mayor Hixon. Write to City Election Board, City Hall, Tampa, for Absentee Ballot. Your vote and support for NICK NUCCIO, who has always been a friend of the Tampa Showmen, for Mayor will be appreciated.

### NICK NUCCIO

## BINGO

Available after Labor Day

Flashy, well stocked, 18x36. Prefer Show with proven route of Southern Fairs. Can use Counter Agents now salary \$100.00; extra if drive semi.

### LEROY C. CRANDELL

Contact Lyons, Indiana, Fair this week; Henry, Illinois Fair week Aug. 27; Depue, Illinois Sept. 1-3  
P. S.: W. Ewing Page, contact.

## WANT FOR WATERLOO, NEW YORK, FAIR—AUGUST 28-31

A WELL-PROMOTED COUNTY FAIR—SPECIAL EVENTS EACH DAY

CONCESSIONS: All Concessions open except Bingo, French Fries and Candy Apples. Will sell Ex. on Monogram Hats, Novelties, Floss, Chocolate Dip and Custard. Especially want Eating and Drinking Stands and Merchandise Concessions. SHOWS: Girl Show, Side Show or any neatly framed Grind Show. RIDES: Can place one more Ride—Tilt, Octopus, Rock-o-Plane, Dipper or Coaster.

All replies to: MARTY SMITH, c/o Page Combined Shows, Sandy Creek, N. Y.  
P. S.: Don't be misled! This is a very good day and night fair.

## CHUCK MAGID WANTS AGENTS

for Count Stores and Buckets for Nebraska State Fair, Lincoln, Neb., Sept. 1-7. (China Jackson, get in touch with me next week.) Address: c/o Cataract Hotel, or c/o Wm. T. Collins Shows, Sioux Falls, S. Dakota

### 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 **\$20.00** each

**THIS IS HOT! The REDI-WET HANDY-SHAMMY**  
 Always Wet... Always Ready to Use. Perfect Demonstrator Item.

**\$6.00 per dozen.** Send for FREE Sample  
 25% deposit, balance C.O.D., F.O.B. Chicago.

**DIVISION SALES** 3341 W. Roosevelt Road  
 Chicago 24, Illinois  
 Phone: LAWdale 2-7377



**FREE WHOLESALE CATALOG—SEND FOR YOUR COPY TODAY**

<p><b>HEART &amp; DISC PENDANTS</b></p> <p>RINGS—PEARLS          PINS—ANKLETS</p> <p>CUFF LINK SETS          MONEY CLIPS</p> <p>Deposit Required on All C.O.D. Orders</p>	<p><b>NECKLACES</b></p> <p>Round, Heart, Clover-leaf or Octagon Necklaces on a 24-inch chain.</p> <p>Nickel or Gold Plated.</p> <p>Illustration 1/2 Actual Size</p> <p>NO. 2309-A          PER GROSS  <b>\$27.00</b></p>	<p><b>EXPANSION &amp; PHOTO IDENT'S</b></p> <p>EXPANSION &amp; PHOTO RINGS</p> <p><b>CLOSEOUTS</b></p> <p>PLEASE STATE YOUR BUSINESS</p>
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**FRISCO PETE** 226 S. WELLS STREET, CHICAGO 6, ILLINOIS  
 Phone: Franklin 2-2567. 24-Hour Service.

### Para-Shooter

**The PARACHUTE SHOOTER**

**This is a good item for demonstration**

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

**THIS IS A GOOD FAIR AND CARNIVAL NUMBER**

- 1-A Parachute packed in red and green foil tubes.
- 1-AP Parachute packed in red and green plastic tubes.
- 1-APS Sewed Parachute packed in red and green plastic tubes.

**ACME TOYS** 2333 ABBEY AVE. CLEVELAND 13, OHIO  
 For Toy Parachutes be sure and get Acme, the Time-Tested Product.



### Crest Waterproof Wax Car Polish

with Protective Silicones  
**CLEANS—POLISHES—WAXES AND PROTECTS**

**YOUR COST ONLY \$43.20**  
 Retail Price \$2.00. Full Pint Can. Packed 24 cans to a case. Per Gross

**Powder Polish** Your Cost **\$21.60** Per Gross  
 Metal Top & Bottom Cans. \$1.00 Selling Price.

**WE CAN ALSO SUPPLY:**  
 ● Mouli Products ● Towels ● Sun Visors  
 ● Upholstery Sponge ● Foot Uke ● Shampoo

Write for Prices

Samples \$1.00 each, deducted from 1st order. We Carry Liability Insurance.  
 Terms: 25% dep., bal. C.O.D., F.O.B. Chicago. Unlimited credit on established accounts.

**CRESTLINE PRODUCTS CO.** 959 W. GRACE ST. CHICAGO 13, ILL. Phone: BUckingham 1-3570



### 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  
 ● All in plush, satin-lined metal gift case.

Now an item so popular in appeal and 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!"

**Only \$2.50** Per Set  
 Sample Set \$3.50

**25% with order balance C.O.D.**

**MODERN PEN Mfg. Co., Inc.** 384 B'way, N.Y. 13, N.Y.



## MERCHANDISE TOPICS

Arcade Sales Company, long-time Chicago merchandisers of general merchandise, is conducting operations at a new, modern and spacious location at 610 North Cicero Avenue. Considered one of the largest one-floor operations of its type, Arcade now has 25,000 square feet of space on one floor. The huge show rooms and equally large warehouse facilities now enable the firm to sell to the small jobbers as well as to the larger operators. Arcade Sales is inaugurating a new advertising policy, offering weekly specials under a flash type of advertising, and is stressing the policy of not being undersold. Marvin Paul, veteran Arcade staffer, was recently appointed sales manager and now heads up a 10-man crew of out-of-town sales representatives.

Wisconsin De Luxe Company, 1902-12 North Third Street, Milwaukee 12, is currently distributing its new Catalog No. 156, which is larger than its recent catalogs, is printed on glossy paper and carries hundreds of illustrations in color. The book measures 11 by 1 1/2 inches and is a whopping 482 pages. More items of merchandise are carried in the new catalog than ever before and, in addition to carrying the long-popular lines of goods, many new articles are being offered for the first time. Broadened lines of jewelry, appliances, sporting goods and thousands of other selected merchandise are displayed.

Tee Jay Toys, 48 West 20th Street, New York, reports that it has been extremely busy in recent months turning out its 30-inch all-plush, cotton-stuffed, standing bear which sells for \$16.75 per dozen.

The item has become extremely popular with concessionaires, Tee Jay states, since it provides the flash necessary for a successful game, and the price is low for an item of its size and quality. The firm's new catalog of other plush and cotton toys is now available. The firm urges that tradesmen send for it.

Unusually heavy response has caused Excel Merchandise & Novelty Company, 1001 South 24th Street, Omaha, Neb., to become a regular advertiser in The Billboard's Merchandise section. Some of the exceptional values to be had are Ronson-type automatic lighters, \$4.85 a dozen; three-piece pen and pencil sets with gold caps, \$4.40 a dozen; Japanese hunting knife with white plastic handle in pigskin sheath, \$2.75 a dozen; Hit Camera with pigskin case, \$12.75 a dozen, and boxed character dolls, \$5.20 a dozen. Write the firm for a complete price list of items which it says will increase your profit.

Select Products, 1808 South Del Ford, Duarte, Calif., offers the trade three tools for demonstration purposes. The first is the Acme combination tool which is said to be a fast selling all-purpose sharpener and glasscutter. The second is an improved precision-made four-in-one razor blade tool which uses any double edge razor blade. It may be utilized as paint scraper, straight plane, window and tile scraper and curved plane. The third is the Acme clamp vise which the firm says will increase your sales by 40 per cent when you demonstrate it with the razor blade four-in-one tool. Get complete information by sending a postcard to the firm.

## PIPES FOR PITCHMEN

By BILL BAKER

**SAM WAGON . . .** veteran mug joint impresario, infers that August 20 was the first anniversary of the sudden passing of his old friend Louis Klein who was also a member of the mug fraternity and who at one time had the balloon and novelty concessions on the Al. G. Barnes Circus and Sanger Shows. Incidentally, Sam is now permanently located in Washington, and operates a photo concession in Marshall Amusement Park, Marshall Hall, Md.

**GEORGE (AUSSIE) CURTIS . . .** penning from the L. D. H. War Veterans' Home in Turrumurra, New South Wales, Australia, has asked us to convey his greetings, cheerios and what-have-you to all the old-timers, pitchers, joint workers and sheet writers who might have worked with him during the 1920's and '30's.

**WE NOTICED . . .** in the vital statistics column of the August 18 issue of The Billboard that a couple of little strangers made their appearance into this old world during the past several weeks—strangers whose main occupation for the next few years will be to brighten up the dark spots and dirty up the laundries in the homes of Mr. and Mrs. Bernie Mehl and Mr. and Mrs. Fred Landrus. A daughter, Robyn Leah, weighing in at nine pounds, three ounces, showed up at the Mehl mansion on July 6, and a son, tipping the scales at a little over seven pounds, wailed his way into the Landrus place on July 30. Landrus is presently with Frames Greater Shows with his Side Show, doing magic, pitch and operating a novelty stand. Mrs. Landrus is a Mexican singer and

dancer. This is the second child for the 60-year-old Landrus and his 20-year-old wife.

**FRANK EVANS . . .** reports that the crowds were plenty big and the dough plenty heavy at the recent Harrington, Del., Fair. He also says that Billy (the Kid) Dietrich and George (Pug) Stacey are still doing pretty well for themselves with the old Southern Planter.

**JACK (BOTTLES) STOVER . . .** infers that E. C. Pardee and Bob Livingston were seen prowling around and picking up big bunches of loose geedus at the Covington, Va., Fair. Jack himself has been stopping off at Staunton, Va., where he met Harry Devore and his wife and grandchild.

**LETTERING FROM . . .** somewhere in the vicinity of Salamanca, N. Y., Dr. M. J. Lockey slips us the following. "It's been some time since I've reported to BB Pipes department, but here I am again in New York State on my way to the fairs. Hamburg will be the first, then I'm going to work my way down South by degrees. Haven't heard from many of the sheeties lately. Saw Heavy Faulkner and Country Boy Hawkins in Winston-Salem, N. C., before coming up here. Also saw Red Baker in Virginia. Let's hear from the boys. Say hello to my friend, Couz Pearson, in Bennettsville, S. C.—P. S.: Let's give a big hand to our friend, Howard (Punk) Elder, who is in the Batty State Hospital. Punk has been there over a year and is getting along just fine. Friends of his can drop him a note in care of the Batty State Hospital, Rome, Ga."

## WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS


**OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!**

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street —

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

**OUR 40th YEAR**  **The OAK RUBBER CO.** REVERSH, OHIO



**KIPP'S HAVE OAK'S NEW Colored Ball Balloons**  
**\$7.50 per gross**  
 This price includes worker.  
 Write for new catalog.  
 Include postage with order.  
 25% deposit with C.O.D. order.

**KIPP BROTHERS**  
 Wholesale Distributors Since 1850  
 240.42 SOUTH MERIDIAN ST.  
 INDIANAPOLIS 25, INDIANA

**You're Always in the Shade With the Sensational SOM-UM-BRELLA**

Instantly adjusts to fit everyone. In bright assorted colors with white lightweight construction, water repellent. It'll be a hit with the entire family . . . Cash in on all weather sales that can be yours!

Available in following color combinations: RED and WHITE — BLUE and WHITE—GREEN and WHITE—PINK and BLACK.

**No. 150 RETAILS \$12.00 DOZ. AT \$1.95**

**JOBBERS, DISTRIBUTORS, write, wire or phone for quantity prices.**

**G & S Mfg. Co.** Dept. B. NASHVILLE, TENNESSEE



**COIL WORKERS** New Improved 2-Color Coil  
 I do not give men that buy my coils competition.  
**BEST IN SERVICE—QUALITY—PRICE.**

New Low Price **\$40.00 Gross**  
 Wire, Write, Phone  
**HAROLD NEWMAN**

**Universal Ignition Co.**  
 4754 N. Clark St., Chicago 40, Ill.  
 Shop Phone: LOngbach 1-3499  
 Home Phone: LOngbach 1-4983

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Beck, Donald E., 8c Ruth, Willie Lee, 10c

Adams Jr., Paul H. Adams, W. J. (Candy) Allen, Mrs. Audrey...

Brenner, John (Works Canvas) Brockman, Thad L. Broeffie, H. J. Broeffie, J. H. Broeffie, R. J. Brown, Mrs. Elna...

Williams, Mrs. Dorothy Bishop Wilson, Alta Wilson, Frank Wilson, Mrs. Lenus Wilson, Warren Windon, Ezekiel

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Allen, Harry Coccaro, Anthony Cooper, Ray Diablo, Marguerite Diana Dyer, William R. Evans, Bobby Frazier, Johnny Gardner, A. Sol Grey, Irene Kirby, Irene Larkin, Red Le-Ola Long, Leon Lyvacs, Jerry Lyons, Michael McMaham, Morris O. Miller, R. R. (Lucky)

"I'm my own boss now!"



"I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different... now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the best-known famous-brand products and there's no risk, no inventories to tie up my cash!"

HERE'S HOW IT WORKS: The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products...

HERE'S ALL YOU DO! Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales-getter. Don't delay—mail the coupon below for your free catalog NOW.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Ayers, C. W. Averill, William Buchanan, Thomas J. Bardman, Ernest Dows, Graydon F. Horner, Marie King, Clifford H. Kobacker, Robert H. Lee, Robert Nolan, J. L.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Adams, Miss Michele Allen, H. S. Allison, Jimmie Ames Sr., Jack Ames Jr., Jack Anderson, Robert Anthony, Marjorie L. Baake, Fred Bachelor, Mary Barfield, John Barriekman, Floyd Barnes, Don Barton, Mr. & Mrs. Bennett, Jack Boudreau, A. A. Brashner, D. C. D. Clark, R. M. Brown, Leroy Brumblow, Marvin Burgess, Leslie Burto, Leon Hubert Carroll, James R. Carroll, Jim (Pop) Carter, Bill Clark, Fred Clowns Baseball Club Cooke, James Cornstubble, Paul Crowe, W. J. Dallman, Walter Davis, Mr. & Mrs. N. E. Dav. Carl E. DeWitt, Ted R. Douglas, Rev. Roy Dunn, D. B. Easter, Cowboy Edson, Brad J. Egan, Thomas Elder, Charlie Robinson, Mrs. E. M. Fetta, L. Tex Finley, Evelyn Fisher, Norma Jean Foss, John D. Fullin, Gene Fuller, Mrs. Mildred Gamble, Earl O. Gill, Jack Glond, George Gidden, Helen C. Graves, P. A. Greenlee, Miss Ginger Grutel, Jack Gunter, Bill Hall, Ward Hamman, Ed Harris, Edward R. Harris, Harold Havens, Charles W. Hemphill, Robert E. Herrick, Carl Hewitt, Roy M. Hicks, C. C. Hill, William F. Hollenbeck, Harold & Virginia

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Adams, Miss Michele Allen, H. S. Allison, Jimmie Ames Sr., Jack Ames Jr., Jack Anderson, Robert Anthony, Marjorie L. Baake, Fred Bachelor, Mary Barfield, John Barriekman, Floyd Barnes, Don Barton, Mr. & Mrs. Bennett, Jack Boudreau, A. A. Brashner, D. C. D. Clark, R. M. Brown, Leroy Brumblow, Marvin Burgess, Leslie Burto, Leon Hubert Carroll, James R. Carroll, Jim (Pop) Carter, Bill Clark, Fred Clowns Baseball Club Cooke, James Cornstubble, Paul Crowe, W. J. Dallman, Walter Davis, Mr. & Mrs. N. E. Dav. Carl E. DeWitt, Ted R. Douglas, Rev. Roy Dunn, D. B. Easter, Cowboy Edson, Brad J. Egan, Thomas Elder, Charlie Robinson, Mrs. E. M. Fetta, L. Tex Finley, Evelyn Fisher, Norma Jean Foss, John D. Fullin, Gene Fuller, Mrs. Mildred Gamble, Earl O. Gill, Jack Glond, George Gidden, Helen C. Graves, P. A. Greenlee, Miss Ginger Grutel, Jack Gunter, Bill Hall, Ward Hamman, Ed Harris, Edward R. Harris, Harold Havens, Charles W. Hemphill, Robert E. Herrick, Carl Hewitt, Roy M. Hicks, C. C. Hill, William F. Hollenbeck, Harold & Virginia Howard, J. Hughes, Joe S. Hurdle, Bill Isehower, George Johnson, Bertell A. Jones, Willie E. Jurden, Donald Kaler, Carroll Karr, Kitty Keenan, Harry Kelly, John Korman, Carroll Knight, Herbert M. Krieger, A. W. Kelley, Charles O. Kelly, Dave Lauther Sr., Wm. Lee, Jack Legan, Mrs. Eldon Lewis, Samuel E. Loren, Frank

NO INVESTMENT NO INVENTORY THE HOUSE OF NAME BRANDS H. B. DAVIS CORP. 145 W. 15th St. New York 11, N. Y.

Imported Fishing and Hunting Knife advertisement featuring an image of a knife and text: "This Bowie Knife with tooled cowhide leather sheath is individually made by Mexican craftsmen. Eagle head, hand engraved. Handle also has genuine horn inserts..."

Now Available as Premiums advertisement for Hawthorne Watch Co. featuring an image of a watch and text: "Genuine Thornehill Men's 7-Piece Matched Jewelry Set \$575 Complete (Sample \$6.95) 6 or more"

Engravers and Demonstrators: Attention! advertisement for McBride Jewelry Co. featuring an image of a watch and text: "WRITE FOR CATALOG Heart or Round Necklace on 24" chain. Nickel or gold plated. \$27.00 Gr."

Dart Balloon Special advertisement for M-G Novelty Co. featuring text: "DART BALLOON SPECIAL—60c per gross In case lots of 50 gross. 75¢ per gross less than case lots." and "M-G NOVELTY CO. 17 SO. WALKER STREET OKLAHOMA CITY, OKLAHOMA SEE OUR OTHER AD IN THIS ISSUE"

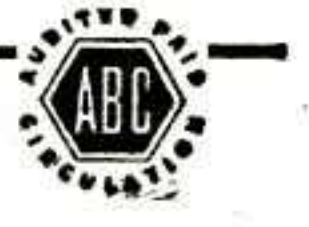
Fast Money Maker advertisement for Mills Sales Co. featuring text: "FAST MONEY MAKER RAINHATS. Magic beauty bonnets in plastic pouch. Retail to \$1.00. Tremendous sales permits this bargain price. GROSS COMPLETE \$12.00 SEND PAYMENT F.O.B., NEW YORK MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y."

Moonstone Snap-Its advertisement for Delmar Spojas Nov. Co. featuring text: "Moonstone Snap-Its \$1.55 Doz. 15 colors DELMAR SPOJAS NOV. CO. 19 W. 34th Street N. Y., N. Y. Wisconsin 7-9910"

Sherman Master Painters Products advertisement featuring an image of a paint can and text: "Sherman MASTER PAINTERS PRODUCTS Formula with Titanium Inside, outside, ready mixed paint in oil, white, not a re-claimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30 per gallon."

Flash! Flash! Flash! advertisement for Sheffield Steak Knives and Carving Set featuring an image of a knife set and text: "FLASH! FLASH! FLASH! ANOTHER OUTSTANDING VALUE! Sheffield Steak Knives and Carving Set 9 PIECES—Matched Brazilian horn handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest. \$3.60 ea. in lots of 12. Sample \$5.00 ea. prepaid."

24" Dutch Boy advertisement for Tee Jay Toys, Inc. featuring an image of a doll and text: "24" DUTCH BOY Plush & plaid combination. Large life-like face. \$12.00 dz. 17" DANCING MONKEY Vinyl face, cotton fill poly bag. \$8.40 dz. 28" STANDING (GENTLEMEN) PINOCCHIO \$14.40 dz. TEE JAY TOYS, INC. 48 W. 26th St., NYC 11 WA 9-6865"



Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

Advertisement for 'BIG CHIEF' Little INJUN Scout COOK STOVE. Fully Automatic. Small enough to fit in a pocket—cooks for an hour on one filling. Retail at \$2.95 each. G & S Mfg. Co. Nashville, Tennessee.

Advertisement for DIRECT FROM MANUFACTURER EARRINGS. The Year's HOTTEST Earring Promotion! Hollywood Styled Creations. Packard Jewelry Co. New York City.

Advertisement for 32 Page Carnival Catalog Now Ready. 8 PT. PINWHEELS—GROSS \$ 9.30. BIRD'S NEST HATS, FULL SIZE—GROSS 18.00. FRICITION AUTOS—3 DOZ... 2.40.

Advertisement for LEVIN BROTHERS. Established 1886. TERRE HAUTE, INDIANA.

Advertisement for BIRD CAGES. Carry home cage complete with handle. Assorted color wire construction. B. PALMER SALES CO. Dallas, Texas.

Advertisement for SPECIAL PRICE BALANCE OF SEASON. \$6.00 per dozen. B. PALMER SALES CO. Dallas, Texas.

Advertisement for Prize Boxes, 25c Sellers. Merchandise Distributing Co. New York 3, N. Y.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25c per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4. CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY (unless credit has been established)

ACTS, SONGS & PARODIES

'COMEDY NOTEBOOK,' THE GAGSTER'S File. Free 'Comedy Guide' with order. 33 Show-Biz Comedy Service (Dept. B79), 1813 E. 29 St., Brooklyn 29, N. Y.

DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

MAMMOTH COMEDY COLLECTION! AMAZING low priced Over 1,000 'Clever R. marks. \$1 Introductory Offer! Edmund Orrin, 5854 San Vicente Blvd., Los Angeles, California. au25

AGENTS & DISTRIBUTORS

A GUARANTEED BEST SELLER—BEAUTIFUL golden Cross with mustard seed amulet imbedded in center. Individually mounted on card printed with appropriate Bible quotation. 1 1/2 inches high. Suitable for necklace or purse. \$10 per gross; samples, 50c. J & J, Box 3251, Sarasota, Fla.

ANOTHER SHIPMENT MEN'S SHOCK-PROOF watches, \$24 doz.; sample, \$2.50. Globe Gem Company, 178 Federal St., Boston, Mass.

ASSORTED FILIGREE, PEARL, TAILORED and stoned Earrings, gross, \$18; 3 dozen different samples, \$6 postpaid. Jacobus Manufacturers, 1715 E. Mercer, Seattle 2, Wash.

AT LAST! SOMETHING NEW AND SENSATIONAL in latest Tall Christmas cards. Make extra money fast! Show satins, velours, metallics. Get easy orders. Pays up to 100% profit. 30 free samples. With name, \$0 for \$1.50. Big line. Amazing convertible pen-pencil, napkins, gifts, stationery. Several \$1 boxes on approval. Puro Greetings, 2801 Locust, Dept. 6131-K, St. Louis 12, Mo. np

BILLFOLDS—HAND-MADE AND LACED with genuine goat from factory. Neat, uniform, \$15 per dozen; six samples, \$7.50 prepaid. Ben Ransom, P. O. Box 16, Jonesboro Heights, Sanford, N. C.

CLIP COMBS—ASSORTED COLORS, 24 Cards, 12's, \$4.80. Free price list. Combs, novelties, sundries, etc. Carleton House (BB), La Marque, Tex. au25

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. 'Ralcio,' X-L, Boston 10, Massachusetts. ch-np

EARRINGS—ASSORTED STONED AND tailored \$5 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B 124 Empire St., Providence, R. I. au25

EARRINGS SPECIAL SUMMER ASST. ALL colors, \$1 dz.; \$10 gross. Samuel Silverman & Co., Inc., 1820 Westminster St., Providence, R. I.

EARRINGS, \$2 DOZEN—FREE \$6 CAROUSEL metal display with each gross. Add \$1 parcel post. Price list 'B.' Grand Mfg., 25 W. 23 St., N.Y.C. ch-sel

FAMOUS MFR. CLOSEOUTS. Assorted Brooches, \$1.75 dz. Summer Earrings, ast. 1.50 dz. Stoned or tailored Earrings, 1.75 dz. Pierced Earrings on Display, 1.50 dz. Charm Bracelets, ast. 1.50 dz. Lord's Prayer Necklace, boxed, 3.00 dz. Children's Jewelry, boxed, ast. 2.95 dz. Shorty Tie Slides, carded, 1.00 dz. Giveaways, ast. 5c-10c ea. Cufflinks, carded, 1.25 dz. Cameo Sets, boxed, 7.20 dz. Anklets, G.F., carded, 7.20 dz. Tie Slide Sets, ast. 4.00 dz. Charm Bracelets, ast. 1.00 dz. Summer Earrings, ast. 1.00 gr. Pearl Necklaces (domestic), 1.45 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 Westminster St. Providence, R. I.

FREE BOOKLET: MAKE BIG MONEY! Sell popular sensational kits model airplanes, boats, etc. New England, B.H., 124 Empire St., Providence, R. I. au25

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. au25

JUMPING BEANS, NEW CROP, FOR IMMEDIATE shipment, selected one by one. Guaranteed all alive, \$3 hundred; \$10 thousand. Larger quantities, lower prices. Ask for price list. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. sel

MEXICAN FEATHER PICTURES, 100% profits. Sample 25c refundable. Other hot imports. Free catalogue. Mexican Importing Co., 1190 North Pacific, Albany, Ore.

MEXICAN JUMPING BEANS—BULK \$50, \$3.75; 1,000, \$6.50; Packs of 6, retail 25c; 20 Packs, \$2; 100, \$8.50; 250, \$18.75. Postpaid. Send money order. Free games and big posters with packs or bulk. Dix Dock (Importers), Kent, Ohio.

MEXICAN JUMPING BEANS—THE MOST original curiosity in the world; they attract universal attention. Joaquin Hernandez, Exporter—Alamos, Sonora, Mexico. ch-sel5

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7c, sell 50c. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 938, New York 3. ch-au25

NEW ELECTRIC BINGO BLOWERS, \$49.50. Latest hit the Electric Dart Board, \$9.50. Laska Mfg. Co., 617 E. 11th St., New York 9, N. Y. au25

NEW FLASHY 7x11" SIGNS; LIGHT Reflecting. Illustrated, color blended. 2,000 varieties. Sample 10c; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. au25

NOVELTY DEALERS. A NEW CANE, FAST seller, highly finished, \$10.40 per hundred, retail, 30c. Five samples, postpaid \$1. Herbert Hunter, 2408 Hillview Ave., Dayton 9, Ohio.

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-oc13

TELESCOPE—NICKEL PLATED BARREL, good quality lenses. Length when open, 7 1/2 inches. \$1. Harold Bell, 246 North Broadway, Lexington, Ky.

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, \$65; Mackinaws, \$55; Shoes, 12 1/2; Ladies' Coats, \$30; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 603-AF West 12th Place, Chicago. ch-np

\$25 DAY EASY-SELLING RE-LONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mecha Manufacturing Co., Spiro 7, Oklahoma. ch-tzn

PLENTY SNAKES, ALL KINDS BOAS, Horned Toads, Terrapins, Badgers, Ocelot, Pigeons, Peafowl, Raccoons, Coatimundis, Prairie Dogs, Guinea Pigs, Rats, Armadillos, Monkeys, Coyote, Pups, Timber Wolf Pups, Bantams, White Doves, Deodorized Skunks, Ground Squirrels; female African Lion Cub, nine months. Shipping to shows for over 40 years. Oito Martin Locke, Phone 141, New Braunfels, Tex. sel

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

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric Machine baking new greaseless Doughnuts. Free recipes. Norbert Ray, 3603 S. 15th, Minneapolis 7, Minn. np

BOOK, 137 CHOICE PLANS IN DETAIL how to build a successful business. Details write Wilson, 1099 First Ave., N. Y. sel

CHICAGO HELP WANTED SECTION—AIR mailed. Daily, \$1; Sunday, \$1.50. Seazol, HW10, Rm. 28, 5 Douglas, Elgin, Ill.

FOR SALE—PORTABLE SKATING RINK, complete with 100 pair Shoe Skates. Best cash offer. Write Fred Alexander, 325 River Blvd., Marion, Ind.

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. sel

PORTABLE ROLLER RINK—PRACTICALLY new, complete 40'x80' maple sectional floor, 100 prs. Chicago skates, sound system, skate counter, etc., \$2,150. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Fiom Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S Halsted Chicago, Ill. au25

BRILLS NEWEST KIDDIE RIDE PLANS—Pony Cart, \$8; Railroad Engines, \$10; Spinning Tubs, \$10. Free catalog. Brill, Box 875, Peoria, Ill.

CANDY-STRIPED NYLON SHOW TENT, 60'x90'

One year old, excellent condition, complete with all rigging. To be sold at auction to satisfy judgment. Saturday, August 25, 1956, 10:00 A.M., Rillito Race Track, Tucson, Arizona. Mail bidders, send cashier's check payable to

BEN J. MCKINNEY Sheriff of Pima County, Tucson, Arizona

CONCESSION—CUSTARD TRUCK, CHEVROLET with Taylor Freezer, Grill, Steamer, Cooler, Generating Plant, 6,500 watts. Located at Clarkburg, Mass. State Park. Elery Lawrence, E. Arlington, Vt.

ELEVEN MECHANICAL EXHIBITS, 30x40 Top, Poles, Stakes, Dodge Moving Van. Formerly Sawmuit Exhibit. D. M. Lewis, 110 Mechanic St., Worcester, Mass.

FORD AXLES, TENT STAKES, 1500 STOCK, \$100 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. ee22

ANIMALS, BIRDS, PETS

ALLIGATORS, \$4.50 UP; SHRUNKEN Heads, prepaid and guaranteed, \$15; Great Horn Owl, \$9.50; Prairie Dogs, \$4.75; Snakes, fifty for \$25; Baby Crocodiles, \$5. Phone 5411. McClung Snake Farm, Laplace, La.

ANACONDAS, BOAS, TEGUS, GIANT Dragon Lizard over 6 feet, Galapagos Tortoise, 400 tame baby Ocelots, Kinkajous, Coatimundis; mother, baby Sloth, Monkeys, tame Tapir, female. Phone 67323, Mowers, Springfield, Mo.

ANIMAL SURPLUS: BABY BLACK BEAR Cubs, 20 to 40 pounds, \$100 each; Wildcats, \$40; tame, \$50; one Spider, two Ring-tail Monkeys, collar and chain broke, tame, \$35 each; all 3, \$100; large Canadian Timber Wolves, \$100 pair. Allentown Zoo, Fredericksburg, Mo.

BABY MYNAH BIRDS—FINE TALKERS, \$30; Cinnamon-Whiteface Ringtails, \$35; Squirrels, \$25; Spiders, \$30; Rhesus, \$35; Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. sel

CHIMPANZEE SPECIAL—PERFECT SPECIMENS, males and females, come and see them, special this issue only, \$500 each. 1 Reticulated Python, 20 feet, fat, clean mouth, good feeder, special, \$500; Cobras, special, \$25 each. This issue only. Write for complete animal list. Trefflich's, 228 Fulton St., New York.

EVERYTHING FROM A TO Z, MEANING Alligators to Zebras, Wild Animals, Birds, Monkeys, Monkeys, Monkeys, Snakes, Snakes, Snakes, Wire or write Bob Snowden, Wild Animal Farm, Callahan, Fla. sel5

LIVE BABY TURTLES—PLAIN, PAINTED and inscribed. Direct from source in Louisiana, Chameleons, Parakeets, Baby Alligators, Horned Toads. Lane Wilson Seed Co., 113 N. Grand St., Monroe, La.

SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All below \$7.

We compete as usual on price and quality. Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC. 39 Broadway, New York

PARAKEETS—\$1 EACH, MINIMUM ORDER, 48 birds. Gages, \$4.90 doz. Canaries, Flash Cages, Rats, Mice. Immediate shipment. Terms: Part cash, balance, c.o.d. Established 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. sel

Showmen Specials REPTILES, INC.

(Ross Allen's)

1 Cobra fixed or hot  
1 Anaconda over 5 feet  
1 Boa Constrictor over 5 feet  
2 Cooke Tree Boas 5 feet  
3 North American Snakes over 4 feet  
2 Large Lizards, Tegu or Iguana

TOTAL \$75.00

WIRE, WRITE, PHONE

2625 N. W. 16th Street Road, Miami, Fla. Newton 4-7888

PUMA KITTENS, \$125 EACH, BLACK Bear Cub, \$100; baby Bob Cats, \$20. Logston's, 119 E. Second, Bartlesville, Okla. Phone 5119.

SENSATIONAL PROFITS !! EVERY DAY !!

Advertisement for No. 509 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross Gold Finish. White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

Advertisement for No. 877 A Real Money Maker \$2.50 Doz. \$27.00 Gr. Providence Ring Company, 49 Westminster St., Providence, R. I.

Rated wholesalers, write for samples

FAIR SPECIALS

- Hit Camera w/Pigskin Case, Dz. \$12.75
Hit Camera Film, 6 Rolls to Box, Dz. \$8.00
3-Pc. Pen & Pencil Set, Gold Cap, Dz. \$1.00
Ronson-Type Automatic Lighter, Chrome, Dz. \$4.00
Jap Hunting Knife, White Plastic Handle w/Red Stripes, Pigskin Sheath, Dz. \$2.75
Men's Photo Ident Bracelet, Chrome Dz. \$4.75
Aluminum Pendant, One Top Typ, 3 Assorted Styles, Gr. \$9.75
Single Strand Pearl, Gr. \$9.50
Ident Bracelet, Imported, Small Size, Gr. \$3.60
Dice Earrings, Dz. \$4.75
Mouse Earrings, Dz. \$3.50
12-Inch Embossed Crucifix, Dz. \$5.95
8-Inch Embossed Crucifix, Dz. \$2.90
Lucky Lady Matching Coins, Per 100 \$6.00
1,000 Pieces of Slum—SPECIAL, Per 1,000 \$6.50
1 1/2-Inch Comic Buttons, Per 100 \$9.00
1 1/2-Inch Comic Buttons, Per 100 \$1.25
8-Inch Celluloid Hula Dolls, Gr. \$7.50
8-Inch Fur Monkey, Celluloid Head, Gr. \$4.00
Boxed Character Dolls, Dz. \$2.28
14-Inch Plush Bears, Dz. \$10.20
18-Inch Plush Bears, Dz. \$13.50
30-Inch Plush Bears, Dz. \$27.00
Mambo Monkeys, Dz. \$25.00
14-Inch Sitting Peodle, Dz. \$13.60
17-Inch Sitting Peodle, Dz. \$17.40
Write for copy of complete price list. 25% deposit with order, balance C.O.D. EXCEL Mfg. & Novelty Company 1001-11 S. 24th St., Omaha, Nebraska

HAWAIIAN 'TI' PLANT LOG

Advertisement for '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.

Advertisement for SHERREYS LTD. 2126 BOYER SEATTLE, WASH.

HEART DISC CLOVER NECKLACES

Advertisement for \$16.50 Gross and up Miller Creations. Originators of the All Aluminum Idents. 7730 SO. AVALON AVE. CHICAGO 15, ILLINOIS Phone WA9fer/8-8855 DAY AND NIGHT SERVICE

JEWELRY CLOSEOUTS

- E-1—Tailored earrings, ast. gr. \$18.00
E-2—Stone earrings, ast. gr. 21.00
E-3—Bracelets, ast. gr. 24.00
T-1—Tailored Tie Sets, bxd., dz. 3.50
T-2—Stone Tieside Sets, bxd., dz. 4.50
R-1—Ropes, all-head, ast. dz. 3.00
R-3—Men's stone rings, ast. dz. 2.75
2160—Stone neck & ears, bxd., dz. 7.50
2164—Stone, neck & ears, bxd., dz. 9.00
2256—3-piece pearl set, bxd., dz. 13.50
1202—3-pc. Rhinestone Set, dz. 18.00
W-1—6-piece Watch Set, each 5.95 (Ladies' 30c more)
C-1—Cufflinks, carded, dz. 1.25
T-4—Tieclides, carded, dz. 1.25
P-9—Pearl necks, Am made, gr 15.00
Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8, Prov., R. I.

**5' GLASS BAIT CASTING ROD**  
Separate Plastic Handle With Nylon Chuck, Stainless Steel Guides and Tip. Nylon Rainbow Windings. These rods have never been offered at so low a price.

**75¢ IN 1 DOZEN LOTS ONLY**

25% dep., bal. C.O.D., F.O.B. Chicago. Write for New Merchandise Listing.

**C&G SALES** 1080 Milwaukee Ave. Chicago, Ill.

**WATERPROOF \$8.75**  
with stretch band

Luminous Dial & Hands  
**YELLOW TOP**  
unbreakable crystal  
15 & 17 JEWELS

your choice of **BULOVA, BENRUS, ELGIN**  
Guaranteed and reconditioned **LIKE NEW.**

Write for Free Catalog.

**SPECIAL! Men's Watches**  
Bulova, Benrus, Elgin, Gruen with stretch bands  
**\$6.50**

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

**AL ZEIGER AND SON**  
706 SANSON ST., PHILA. 6, PA.  
Walnut 2-6055

**BINGO**

**SUPPLIES and EQUIPMENT**

7 and 10 color specials  
4-5-6 and 7 ups  
Midgets, 3,000 series—7 colors  
Paper and Plastic Markers  
Wire and Rubberized Cages  
Pencils—Crayons—Clips  
5x7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards Made to Order  
Free Catalog Available

**JOHN A. ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

**Quick Photo Invention!**

**PDQ CAMERA**  
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great **PHOTOMASTER** camera.

**PDQ CAMERA CO.**  
1846 W. Cortez Chicago 22, Ill.

**The Best Sales Boards and Jar Games**

Write for information and prices  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**ENGRAVERS** Send \$5.00 for List  
Nickel Silver Necklaces - Rings Bracelets - Anklets & Price Samples  
**Salpro Co.** 1844 S. 55th Ave. Cicero 50, Ill.

**CONCESSION TRAILER—POPCORN, CARAMEL, CANDY APPLES, ALL STEEL BODY, top frame, Formica counters, cabinets, Star popper, two kettles, two furnaces with latest blow type burners, plenty neon. Opens three sides, other plate glass working end. Positively pulls back any car without helper springs, everything new this season. Florida Hills and Ings. See this week Ohio State Fair grounds (near grandstand) Box C-481, takes all. Al Hatch, Ohio State Fair, Columbus, Ohio. se1**

**FOR SALE**

G-16 Suburban Train (36) Passenger, approximately 1,500 feet double track with accessories \$7,500.00  
32' Merry-Go-Round (20) Horses 4,000.00  
Large (16) Passenger Roto-Whip 1,800.00  
Ferris Wheel (10) Seats 2,200.00  
Kiddie Boat Ride 600.00  
Kiddie Rocket Ride 600.00

All rides now being operated.

**LOGAN E. CRUTCHFIELD**  
P. O. Box 481, Mebane, N. C. Phone 6-6921 through Burlington, N. C.

**FOR SALE—WAGNER STEAM TRAIN**, capacity 64 children or adults, 14 inch gauge, used in same park since new. A-1 condition. Will also sell engine without cars. For information and photos write Box C-481, c/o Billboard, Cincinnati 22, Ohio. se1

**FOR SALE—10x10 FT. CENTER JOINT TOP and Frame Awning**, bally cloth. Good condition, \$75. Bradely, 95 Fullerton Ave., Schenectady, N. Y.

**FROZEN CUSTARD TRAILER**, 18 FT. BY 18 ft., all steel, screened serving area, 150 cubic ft. walk in cooler, sink and hot water heater. Wired 110-220 volts, fluorescent and floodlighting. Excellent condition. Now operating Lake George Amusement Park, Write P. O. Box 174, Hudson Falls, N. Y., or Tel. 4-5377.

**GARBRICK FERRIS WHEEL**, 1954 USED two seasons, good condition, \$4,000 with transportation. Write Robert Smith, c/o Free Press, Minersville, Pa. au25

**GIRL SHOW FRONT, BUILT ON LARGE** moving van. This show is booked for season, new owner may take over. Bill Shoemaker, Epy, Pa.

**HERSCHELL RIDES, LITTLE DIPPER, KID- die Merry-Go-Round, Boat Ride, Pony Buggy Ride, very good**, Chicago area, Box C-480, c/o Billboard, Cincinnati 22, Ohio.

**MOTOR BOAT RIDE, 12 BOATS, 12' L., 58" W.** Marine plywood, quick change motors. Built 1953. \$3,000. 832 N. Holly St., Philadelphia 4, Pa. BA 2-7208, 7802.

**NEW PROJECTORS, BLOWER COOLED.** Has two carriers, 2"x2", 3 1/4"x4", color wheel, shot slides, \$36. Circulars. Gronberg Projector Works, Sycamore, Ill.

**SHORT RANGE TARGETS—SAMPLES** free. One-day service. Save this advertisement. Fine Arts Press, 1016 Donald, Peoria, Ill. np

**THIS IS A 14-LINE AD FOR ONLY \$14**

You can buy this space to profitably buy or sell Used Show Equipment

**40X80 TOP WITH 8 FOOT SIDEWALLS**, Poles, and Stakes, almost new; Stage and Seat Jacks; 225 Folding Chairs; also Marquee and 25 watt Bell System. Priced to move for cash. Dixie Amusements, Inc., P. O. Box 582, West Helena, Ark.

**70 PAIR SHOE SKATES, 10 PAIR CLAMP** Skates, Electric Drink Box, Amplifier, Speaker, Turn Table (45), Mike, Shoe Jack (three fittings), Records, Wrenches, few Posts; slightly used, \$975. Bob Ellis, Centerville, Tex.

**MAGICAL APPARATUS**

**NEW-152-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, 336 South High, Columbus, Ohio. se8

**TRICK DICE MADE TO ORDER, WHOLE-** sale and retail. Address Steve Pinkus, 4918 Milwaukee Ave., Chicago 30, Ill. Phone Avenue 3-7252. se1

**MISCELLANEOUS**

**WE HAVE 'EM' WESTERN LEATHER** Jackets. Beautifully fringed; Frontier styles; custom tailored. Men, women, children sizes at popular prices. Catalog free. Write! Grand, 2506B 52nd, Kenosha, Wis.

**PERSONAL**

**ANYONE KNOWING THE WHEREABOUTS** of Joe and Kathryn Moseley with Douglas Greater Shows. Phone collect. 57588, Warren, Ohio. \$50 reward.

**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

**REWARD FOR INFORMATION WHERE-** about of William Johnson, "Rocket Bill," home Herkimer, New York. Urgent. Contact wife, Carolina Beach, N. C.

**PHOTO SUPPLIES**

**COMIC FOREGROUNDS AND BACK-** grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1536 Franklin, St. Louis 6, Mo. au18

**ENLARGEMENTS, HEAVYWEIGHT, EIGHT** 5x7's or five 8x10's, \$1. No negative 25c additional for each different photo. Jack Koons, Huntington Mills, Pa. se15

**FOR SALE—2 D. P. CAMERAS, POSTCARD** size, takes groups, full length, 1/2 and bust size photos. Extra good lens. Liberty Studios, 462 W. Broad St., Savannah, Ga.

**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-11

Over **67,000 ACTIVE BUYERS** read The Billboard classified columns each week

**SAVE \$35 On Your Wholesale Cost**

**BULOVA BENRUS ELGIN WALTHAM GRUEN**

**10 Ass't Watches**  
With yellow exp. bands for **\$69.50**  
Sample Watch, \$9.95.  
Sample Band, 50c. only

Reconditioned and guaranteed like new. Latest styles for men and women.

**QUANTITY USERS—COME IN FOR SPECIAL PRICES**

**WATCH MAKERS' SPECIAL**  
Used Men's & Ladies' Wrist Watches, also Pocket Watches  
All in running condition—  
as is—  
**5 for \$10**  
Display Gift Boxes, 50c

**5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD**

New Big 1956 Catalog, (re-fund on your first order) **75c**

Wholesale only. 25% with order, balance C.O.D. immediate delivery.

**JOSEPH BROS.** 55 Wabash Ave. Chicago 3, Ill.

**NEW LOW PRICES POLISHED ALUMINUM IDENT**

No. C-34—CHILD'S ASST. Gross—\$3.00

No. C-31—ADULT—SPECIAL Gross—\$3.60

No. C-32—LADIES' DOUBLE HEART Gross \$6.95

No. C-33—MEN'S IDENT Gross—\$6.95

Send for Free C56 Carnival Catalog 25% Deposit With Order—Balance C.O.D.

**OPTICAN BROTHERS**  
300 W. Ninth St., Kansas City, Mo.

**WONDER DANCERS**  
the NEW action toy!

THE PERFECT ITEM FOR PAIRS

THESE FAST SELLING LITTLE DANCERS ARE NOW MADE IN SIX CHARACTERS APPROVED FOR DEMONSTRATION IN ALL CHAIN STORES

CATALOG and SAMPLES \$1.00

**ATLANTA JAYSTIK CO.**  
751 PARK STREET, S. W. ATLANTA, GA.

**METAL BIRD CAGES**  
Complete with feeders and perch. Assorted colors, knocked down. Size 6 1/2" x 5 1/2" x 5 1/2".  
**Special Price While They Last**  
ea. in case lots of 200. **42 1/2c** F.O.B. Houston, Texas.  
ea. less than case lots. **45c** F.O.B. Oklahoma City, Okla.

Send all orders to:  
**M-G NOVELTY CO.**  
17 So. Walker St., Oklahoma City, Okla. All shipments made same day received. 25% deposit required on C.O.D.'s.  
**See our other ad in this issue.**

**PRINTING**

**ALWAYS SPEEDIEST SERVICE, LOWEST** prices. Flashy 3-color 14x22 Window Cards, \$8 hundred, 17x26 size, \$12.50; adhesive backed Bumperettes, 4x14, day-to-day colors, \$13 hundred; Bumper Cards, 5 1/2 x 26, \$6 hundred Tribune Press, Dept. JA, Earl Park, Ind. au25

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St. Flint 5, Mich. se8

500 NAME & ADDRESS LABELS, 1/2" X 2" (3 lines of print), in attractive plastic gift box, 80c postpaid. Two different orders or 1,000 same, \$1.25. Satisfaction guaranteed; quick service. Midwestern, Huntington, Indiana.

1,000 GUMMED NAME AND ADDRESS Stickers, \$2 postpaid. Agents wanted. Other printing. Normandie Service, 254 S. Broadway, Los Angeles 12, Calif.

**SALESMEN WANTED**

**AD MATCHES SELL AMAZING DESIGNS—** 10, 20, 30, 50 and 240-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-123, Chicago 32, Ill. au25

**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. H-109, 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-11n

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, WORLD'S** finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles, Calif. se8

**NEWLY DESIGNED MACHINES—** Complete line of Tattooing Supplies. Free catalog upon request. Spaulding & Rogers, Court St. Jacksonville, N. C. se8

**NEW TYPE TATTOOING MACHINES—** Money making designs, outfits, colors, concentrated Pelican #12 sharps. Write Mit Zeia, 728 Lesley, Rockford, Ill. se25

**WANTED TO BUY**

**POPCORN WARMERS—VICTOR HOT POP** new or used Houston Popcorn, 3719 Polk, Houston 3, Tex. au25

**WANTED—THEATRICAL DISPLAY POST-** ers, such as operatic, French street scenes, crime, ballet, pig alley, Follies Bergeres. Also need life-size wax figures. Trader Jon, 511 S. Pala Fox St., Pensacola, Florida.

**WANTED—USED SINGLE STANDS FOR** Nut or Ball Gum Machines. Write or phone Pennsylvania Music Corp., 1826 East Carson St., Pittsburgh 3, Pa. HEMlock 1-9900. se1

**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**

**EXPERIENCED PROMOTION MAN FOR** classical record line with name artists. Send complete resume; all answers confidential. Webster Record Corp., c/o Box #69, The Billboard, 1564 Broadway, N.Y.C.

**FLAGPOLE SITTER FOR TWO WEEKS IN** North Jersey. Must have own equipment. Call or write Mr. Gold, 663 Maywood Ave., Maywood, N. J. Hubbard 7-5020.

**GIRL VOCALIST-MUSICIAN FOR WEST-** ern band, radio, television, personals. Single, pretty. Send particulars including audition record and photo. Art Young, WHLD, Niagara Falls, N. Y.

**JOLLY GENTLEMEN WITH FULL, NAT-** ural white beard to play part of Santa Claus in new tourist attraction. Must enjoy children and meeting the public. Must be highest type person, sober, reliable. Send photo, references, past experience in letter of application to Santa's Workshop, North Pole, Colorado. se1

**LEAD AND SECTION TENOR MEN FOR** Midwest traveling band. Contact Jess Gaver, 1612 N. Broadwell, Grand Island, Nebraska.

**LONG-RANGE GALLERY HELP WANTED.** Norwood, Royal American Shows, as per route. au25

**NEED SAXES AND TROMBONE. OTHERS** write; guaranteed fifty weeks per year. Box C-478 c/o Billboard, Cincinnati 22, O. au25

**WANTED—FEATURE FREAK, 5 TO 8** weeks Hawaiian Islands. Tell all 1st letter and photo; time short. Showman, 1632 Belmont, Dasher Hotel, Chicago, Ill.

**WANTED—TRUMPET MAN FOR MIDWEST** Polka Band. Steady. Write Viking Ac-cordion Band, Albert Lea, Minn.

**Snap-It moonstone necklaces 12mm.** assorted colors—\$1.90 per dozen.  
**Snap-It earrings with gold rim five-** in-one—\$26.00 per gross  
**\$2.25 per dozen.**  
25% deposit with order, balance C.O.D.  
**"A" SALES CO.**  
1133 Broadway N. Y. C. WAtkins 9-5837

**ATTENTION, PITCHMEN AND WAGON MEN!**  
**LADIES' NYLONS—\$2.00 PER DOZEN**

Style #200 attractively packed damaged goods. \$2.00 per dozen. One wagon man sold 8,000 dozen in 5 months hitting towns around the country. Better style #250 consists of beautiful seconds and better goods only \$3.50 per dozen. Both styles packed individual in pretty cellophane bags. We pay postage and freight on all orders with remittance enclosed with order. **ALL SHEER HOSIERY MILLS, 1249-B Griswold, Detroit, Mich.**

**FREE GIFT Offer!**  
**4-Pc. Pearl Set included**  
Limited Time Only.  
3-Strand Necklace, Bracelet and Earrings **FREE** with every order of \$25.00 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 \$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.

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values

**\$39.95** Large 12" Square List or Round Electric SKILLET with Westinghouse Thermostat \$7.50 ea. in Sample Lots of 6 \$8.25

**Westinghouse Equipped COOKER-FRYER** Large 6 Qt. Capacity \$39.95 \$6.75 ea. in Sample Lots of 6 \$7.25

All Mdse. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

**DANAL SUPPLY**  
1228 Vine St. Cincinnati, Ohio Phone MAIn 1-9114

**SLUM** GREATEST DEAL ON THE LOT!  
ASSORTED NOVELTIES, GIFTS, TOYS, ETC. \$6.75 LOT  
1,000 PIECES  
**KLONDIKE** 19 E. 16 St. New York 3, N. Y.

**CHAIRS • TABLES**  
IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES  
**Adirondack Chair Co.** Dept. T-4  
1140 BROADWAY (27th St.) N.Y. • MU 3-4834

**\$27.00 A GR.**  
Heart, Sq., Rd., Hex. and Clover Necks 24 in. Other Engraving Items & Religious Jewelry. Closeout Jewelry for giveaways. Send for catalog.  
**SAMUEL B. POCKAR CO.**  
819 Charles St. Providence 4, R. I.

### Amazing Cel-Max Jewelry Offer

**WHILE THEY LAST**  
Popular styles... top quality... Every set an astonishing bargain. Sell at terrific profits!

Hand set Sparkling Stones

High style Earrings Brooches & Necklaces

Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box! Entire stock priced to close-out at sensational reduction! Stock up NOW — cash in all year! Write for famous CEL-MAX Bargainteer for other specials!

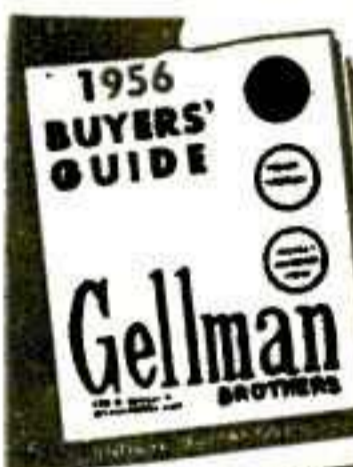
**Cel-Max, Inc.**

582 SO. MAIN ST. • MEMPHIS, TENN.



Sample \$1.50 **\$12.00 DOZ.**

Order today! 25% with order, Bal. C.O.D.



**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.

**A GENUINE MONEY SAVING GUIDE FOR**  
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.**

119 N. FOURTH ST., MINNEAPOLIS, MINN.

**9/16 FAMOUS Geneva 7 PC. MENS. JEWELRY SET** ADVERTISED IN LIFE

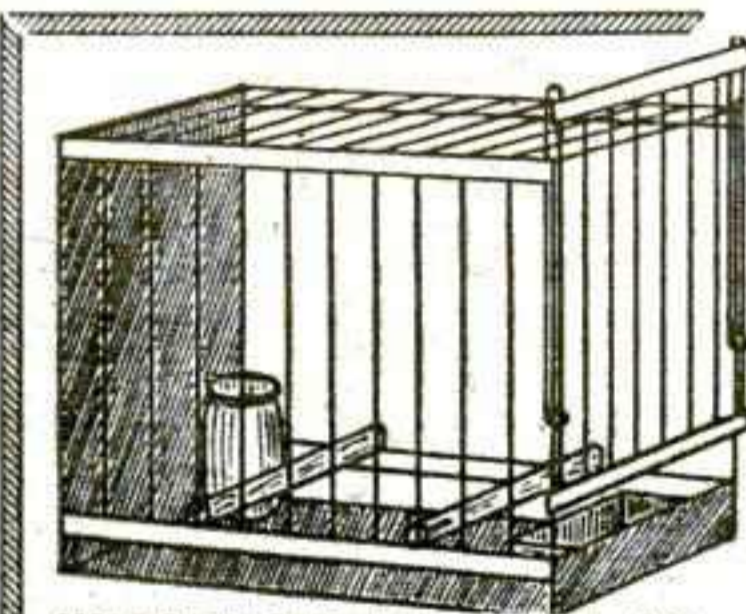
AT THE NEW LOW PRICE **\$5.95** 6 or more

Sample \$6.95

1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Also available in 17-1, \$9.95

**NATIONAL DISTRIBUTING CO.** PHONE 82-6473 1751 W. FLAGLER MIAMI, FLORIDA



#### PARAKEET CAGES

No. 7143—Completely assembled. 43 1/2" x 44 1/2" x 51 1/2" high. Packed 40 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.

**WISCONSIN DE LUXE CO.** 1900-12 N. 3rd Street Milwaukee 12, Wisconsin

**IT'S PACKED WITH POWERFUL PROFITS**

**FREE 1956 WHOLESALE CATALOG 292 pg.**

SHOWS THOUSANDS OF NATIONALLY ADVERTISED MERCHANDISE ITEMS AT LOWEST WHOLESALE PRICES

Gem sells lower, ships faster. Diamonds, Jewelry, Watches, Clocks, Luggage, Leather Goods, Appliances, Toys, Housewares, Premiums of all types. Prices guaranteed lowest anywhere. Write for your free copy today. State your business.



**GEM SALES CO.** 333 Woodward Detroit 26 Mich.

#### Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, 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.

**ALCME PREMIUM SUPPLY CO.** 1111 South 12th St. St. Louis 1, Mo.

## 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

### AGENTS & MANAGERS

**AGENT WANTS MAGICIAN WITH SPOOK or Horror Show for immediate bookings; playing best theaters all territories, coast to coast. Rush airmail full details, publicity material, give perm. address and route. Address Agent, 831 S. Alma Ave., Los Angeles 23, Calif.** au25

### CIRCUS & CARNIVAL

**DRESSAGE RIDING ACT—SUPERB HIGH School Horses. Brilliant performance, flashy equipment. Capt. Victor A. von Alentich, P. O. Washington, Ill.** se8

### MISCELLANEOUS

**HYNOTIST — FOR STAGE. PRIVATE parties and lectures demonstrations. For information write Nelge E. Diehl Post Office Box 2002, Seattle, Wash.** mh30'57

**DANCER, ACTRESS AVAILABLE FOR TV, clubs or theatres. Prefer TV. Have photos. Contact Maurine Jennings, General Delivery, Quincy, Ill.** au25

**RADIO EMPLOYED MALE SINGER WANTS work with band, night club, recording, TV. Accept offer immediately. P. O. Box 2071, El Paso, Tex.** au25

### MUSICIANS

**A-1 RINK ORGANIST WANTS POSITION year round rink. 12 years' experience, best rinks. Address Box C-473, c/o Billboard, Cincinnati 22, Ohio.** se8

**ALTO SAX, CLARINET, FLUTE, TENOR, Baritone. Locations only. Working name band at present. Box C-475, c/o Billboard, Cincinnati 22, Ohio.** se8

**ALTO, TENOR, CLARINET, READ, FAKE, jazz, commercial, R&R; play most requests, plenty experience. Musician, 1906 Ave. "N," Galveston, Tex. 5-9120.** se1

**DRUMMER—AGE TWENTY-NINE. EXPERIENCED, available immediately. Read well, play shows, all styles and Latin; prefer location. Dick Glerum, 1941 W. McNichols Rd., Detroit 3, Mich. Telephone University 4-4237.** se1

**DRUMMER, READ, FAKE, CUT SHOWS, good habits, prefer location but will travel. Jay Iwano, 51 Clement St., Nashua, N. H. Tu 3-5909.** se1

**GIRL, TENOR SAX, CLARINET AVAILABLE after Labor Day. Union, have ear. Prefer locations. Box C-479, c/o Billboard, Cincinnati 22, Ohio.** se1

**I'VE BEEN WITH ALL OF THEM EXCEPT a Polka band. Do I hear any offers? Read or fake. Lead or rhythm on six string guitar, tenor banjo, mandolin and five string bass. Experienced, reliable and strictly sober. Larry Schaff, Box 67, Arma, Kansas.** se1

**PIANIST—THORO EXPERIENCE. POLITICS closing gig, answer stating all. Wire Musician, Western Union; write General Delivery, East St. Louis, Ill.** se1

**STRING BASSIST — DESIRES CHANGE. Name background, good personality. Locals 802, 10 Chicago. Interested in good combo, big band doing locations only; available now. Musician, Box 236, Ansonia Station, New York, N. Y.** se1

**TENOR, ALTO CLARINET. EXPERIENCED, read or fake. Prefer section work, will travel. Write Box C-472, c/o Billboard, Cincinnati 22, Ohio.** au25

**TRUMPET—LEAD, JAZZ, COMBO. FEATURED voice, name experience. John Purley, 1523 Arkansas Ave., Norfolk 2, Va.** se1

**TRUMPET—LOTS OF EXPERIENCE ALL around. C. Peterson, 4002 Dempsey Rd., Madison, Wis.** se1

**VIOLINIST, SYMPHONIC AND DANCE band experience; sweet, jazz read, fake. Age 26; desire section work with good band, solo, combo or stroller. No hillbilly, please. Jerry Roth, Route 24, Clinton, Ky.** se1

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.** se1

**FLASHY PLATFORM TRAPEZE ACT— Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: RAshbrook 3312.** se1

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**THE RAYS CIRCUS REVUE HAVE SOME open time in 1957 with dog, monkeys, birds, clown and pony. Box #351, Fairlee, Vermont.** se29

### VOCALISTS

**COMIC JUVENILE—SINGS, DOES IMITATIONS, wishes to work with Burlesque Act near New York resorts. Apply Bert Lewis Kopenhagen, 1027 E. 167 St., Bronx, N. Y. C.** se1

**GIRL VOCALIST—ATTRACTIVE, GOOD wardrobe, will travel, band experience. Joli Winters, 830 N. Van Ness Ave., Hollywood 28, Ho. 9-0157.** se1

## COMING EVENTS

**Arizona**  
Buckeye—Halloween Carnival, Oct. 31.  
Eloy—Mexican Independence Day, Sept. 15-16.  
Globe—Gila Co. Diamond Jubilee, Aug. 29-Sept. 3 Jim Mace, Dominion Hotel.  
Nogales—Mexican Independence Day Celebration, Sept. 15-16.  
Prescott—Quarter Horse Show, Sept. 22-23.  
Tucson—Mexican Independence Day Celebration, Sept. 15-16.  
Tombstone—Hellorada Celebration, Oct. 26-28.  
Williams—Labor Day Rodeo, Sept. 15-16.  
Winslow—Jayces Rodeo, Sept. 15-16.

**Arkansas**  
Camden—Quachits Co. Livestock Show, Sept. 10-15. M. C. Reynolds.  
DeQueen—Servier Co. Livestock Show, Sept. 10-12 Victor Ivy.  
DeWitt—Ark. Co. Livestock Show, Oct. 10-13 Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 24-29. G. O. Dunn.  
Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29. H. B. Correll.  
Hope—Third Dist. Livestock Show, Sept. 24-29. R. C. Daniels.  
Little Rock—Ark. Livestock Expo., Oct. 1-6.  
Monticello—Dre Co. Livestock Show, Sept. 12-15. Jack Shelton.  
Pine Bluff—S. Ark. Livestock Show, Sept. 15-19. George Hestand.  
Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.

**California**  
Fort Bragg—Paul Bunyan Days, Aug. 27-Sept. 3.  
Lodi—Grape Festival & Natl. Wine Show, Sept. 14-16. C. S. Jackson.  
Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14, Ray Stone, 5501 Hazel Ave., Fair Oaks.  
Los Angeles—Allied Gift & Jewelry Show, Sept. 2-6.  
Oakland—California Garden Show, Sept. 20-30. E. E. Schreiber, 930 Fallon St.  
San Francisco—Flower Show, Aug. 23-24 Robert D. Gromm, 3059 28th Ave.

**Colorado**  
Arvada—Arvada Harvest Festival, Sept. 7-8. Stanley H. Stolte.  
Kit Carson—Kit Carson Day, Sept. 22 Paul Bock.  
Littleton—Westward Ho Days, Sept. 21-22 Wayne E. Michel.  
Manitou—Zebulon Days, Sept. 1-3 Jayces.  
Trinidad—Trinidad Round-Up, Sept. 1-3

**Connecticut**  
Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14 John W. Daly.  
Waterbury—National Home Show, Sept. 22-29. John W. Daly.

**Florida**  
Bonifay—Holmes Co. Livestock Show, Oct. 13 D. P. Grant.  
Daytona Beach—Labor Day Celebration, Aug. 31-Sept. 3. Paul R. Baker, Central Labor Union.  
Ocala—Jr. Livestock & Poultry Show, Oct. 15-16. Louis Gilbreath.

**Georgia**  
Gainesville—VFW Celebration, Oct. 1-6 Dr. F. D. McCoy.

**Illinois**  
Ashburn—Centennial and Labor Day Celebration, Sept. 1-3.  
Forreston—Sauerkraut Day, Sept. 15. Le Roy M. Grande, American Legion.  
Moline—Centennial, Aug. 22-26.  
Maywood—Italian Festival of Chicagoland, July 25-Aug. 25, Joseph De Seerto, 1615 N. 16th Ave., Melrose Park.  
Peoria—National Home Show, Oct. 3-7 E. J. Smith.  
Strasburg—Homecoming and Street Celebration, Sept. 5-8. L. R. Hamm.  
Streator—Labor Day Celebration, Sept. 1-3. Fred J. Saluatti, 1110 East Elm St.  
Stonefort—Old Sailors & Soldiers' Reunion, Aug. 21-25.  
Windsor—Centennial, Aug. 27-Sept. 1.  
Zeigler—Tri-County Labor Day Celebration, Sept. 3-8.

**Indiana**  
Chesterton—Jubilee, Aug. 23-26.  
Ellettsville—Monroe Co. Festival, Sept. 13-15.  
Lagrange—Lagrange Co. Corn School, Sept. 12-13. Walter Emmert.

**Iowa**  
Red Oak—Firemen's Convention, Sept. 17-19.  
Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander.  
Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6. E. S. Estel.

**Kansas**  
Baxter Springs—Celebration, Sept. 13-15.  
Chapman—Labor Day Celebration, Sept. 3.  
Wichita—Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5, Conlee Smith.

**Louisiana**  
Crowley—Intl Rice Festival, Oct. 17-18. A. L. Stoessel.  
Lake Charles—Home Show, Sept. 4-9. Lloyd A. Goodin.  
Marksville—La. Livestock Festival, Oct. 5-7. Kermit Ducoat.  
Morgan City—Shrimp Festival & Blessing of the Fleet, Sept. 1-3. Mrs. Richard L. Davis.  
Natchitoches—La. Broiler Festival, Sept. 23. L. J. Pleasant.  
New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 6449 Vicksburg St.  
Opelousas—La. Yambies Festival, Oct. 2-4 Billy M. Smith.  
Ville Platte—La. Cotton Festival, Sept. 28-30. Dallas Deville.

**Maryland**  
Baltimore—National Home Week Exposition, Sept. 16-23. Patrick J. O'Tools, 1010 St. Paul St.  
Princess Anne—Princess Anne Livestock Show, Sept. 28-29. Howard H. Anderson.

**Massachusetts**  
Boston—National Home Show, Oct. 14-21. John D. Daly.  
New Bedford—National Home Show, Sept. 11-16. Dorothy H. Godfrey.  
Worcester—National Home Show, Sept. 2-9. Arthur Gilbert.

**Michigan**  
Charlotte—Mich. Swine Breeder Show, Oct. 8. H. G. Moxley.  
Chebaning—Homecoming, Sept. 2-3. W. Richner, Chamber of Commerce.  
Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving R. Wyzel.  
Romeo—Peach Festival, Aug. 30-Sept. 3.

**Romeo—Romeo Peach Festival & Labor Celebration, Aug. 31-Sept. 3.**

**Minnesota**  
Duluth—National Home Show, Sept. 15-23. Dorothy H. Godfrey.

**Mississippi**  
Cleveland—Bolivar Co. Rodeo, Oct. 11-13. Leroy Finley.  
Newton—Newton State Dairy Show, Sept. 17-22. W. P. McMillan Jr.  
Sebastopol—Leake Co. Dairy Show, Sept. 3-8. L. R. Anthony.

**Missouri**  
Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt.  
Hamilton—Fall Festival, 31-Sept. 3. M. U. McCrary.  
Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard.  
Maryville—4-H Baby Beef & Pig Club Show, Sept. 24. Kenneth Walkup.  
Monett—Lawrence-Barry Counties Dairy Show, Sept. 7-8. Helen Sagar, Chamber of Commerce.  
Queen City—Schuyler Co. Corn & Stock Show, Sept. 13-15. Geo. McCluskey.  
St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.  
Sheldon—Old Settlers' Picnic, 29-Sept. 1.

**Nevada**  
Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688.

**New York**  
Elmira—Antique Show, Sept. 17-20.  
Fredonia—Annual Gala Week, Aug. 21-25. Firs Dept.  
New York—International Antiques Exhibition and Sale, Oct. 17-23.  
New York—National Home Furnishings Show, Aug. 25-Sept. 9.  
North Tonawanda—Wurlitzer Anniversary Celebration, Aug. 22-25.

**North Carolina**  
Raleigh—National Home Show, Sept. 2-8. E. J. Smith.

**Ohio**  
Laurelville—Street Fair, Sept. 17-22.  
Miamisburg—VFW Free Fair, Aug. 20-24.  
Millersport—Sweet Corn Festival, Aug. 30.  
New Lisbon—Street Fair, Aug. 27-Sept. 1.  
New London—Labor Day Celebration, Sept. 1-3.  
Seaman—Street Fair, Sept. 19-22.  
St. Paris—Fall Festival, Sept. 22.  
Scioto—Street Fair, Aug. 23-25.  
Urichsville—Clay Week Celebration, Aug. 27-Sept. 1.  
Utica—Homecoming, Oct. 6.

**Oregon**  
Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25.  
Portland—Pacific Intl. Livestock Expo., Oct. 20-27. Walter A. Holt.  
Portland—Washington Park Summer Festival, Aug. 11-25.

**Pennsylvania**  
Pittsburgh—National Home Show, Sept. 2-9. Irving Wayne.  
Quakertown—Centennial, Sept. 5-8.

**South Carolina**  
Greer—Centennial, Oct. 15-20.  
Minturn—Picnic, Aug. 20-25.

**South Dakota**  
Gorsica—Dutch Festival, Aug. 31-Sept. 1.  
Huron—Pow Wow Day, Sept. 29.  
Kadoka—Labor Day Celebration, Sept. 2-3.

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Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.  
 Lemmon—Jr. Livestock Show, Sept. 24.  
 Miller—Central S. D. Calf Show, Oct. 8.  
 Mitchell—4-H Stock Show and Sale, Sept. 11-12.  
 Mitchell—Corn Palace Festival, Sept. 23-29.  
 Mitchell—S. D. Market Hog Show, Sept. 25.  
 Moberly—50th Anniversary Celebration, Aug. 24-28.  
 Newell—Labor Day Celebration, Sept. 3.  
 Sisseton—Kiwanis Club Horse Show, Sept. 3.  
 Sioux Falls—Tepee Days, Oct. 5-7.  
 Vermillion—Days of '59, Aug. 23-24.  
 Wagoner—Labor Day Celebration, Sept. 2-3.  
 White Lake—Labor Day Celebration, Sept. 3.  
 Winner—Labor Day Celebration, Sept. 3.  
 Yankton—Pancake Days, Oct. 12-13.

**Tennessee**  
 Athens—McMinn Co. Dairy Show, Sept. 6.  
 Chattanooga—Hamilton Co. 4-H Dairy Show, Sept. 6.  
 Cleveland—Bradley Co. Jr. Dairy Fair, Sept. 6.  
 Greenback—Loudon Co. Dairy Show, Sept. 5.  
 Lewisburg—Marshall Co. Jr. Dairy & Coll Show, Aug. 24-25.  
 McKenney—Carroll-Weakley Pat Cattle Show, Oct. 23-24.  
 Memphis—Mid-South Sports, Boat, Travel & Vacation Show at Mid-South Fair, Sept. 21-29.  
 Murfreesboro—Rutherford Co. Jr. Dairy Show, Sept. 8.  
 Nashville—Flower Show, Oct. 24-27.  
 Nolensville—Nolensville Jr. Dairy Show, Sept. 1.  
 Trenton—Gibson Co. Jr. Livestock & Products Shows, Sept. 3-8.  
 Yorkville—Yorkville Jersey Cattle Show, Aug. 24.

**Texas**  
 Alice—Coastal Bend Livestock Show, Oct. 25-27.  
 Corsicana—Corsicana Livestock Show, Sept. 24-29.  
 Dallas—Dallas Gift Show, Sept. 2-3.  
 Dublin—Dublin Rodeo, Aug. 29-Sept. 1.  
 Gorman—Peanut Festival, Sept. 5-9.  
 Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1.  
 Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1.  
 San Antonio—Exposition Americas, Oct. 7-9.  
 Tyler—Tex. Rose Festival, Oct. 19-21.  
 Frank Bronough, Chamber of Commerce.

**Utah**  
 Brigham—Peach Days, Sept. 7-8.  
 Cedar City—Southern Utah Livestock Show, Sept. 8-9.  
 Nephi—Suffolk Sheep Show, Sept. 6-8.  
 Ogden—National Home Show, Sept. 22-29.  
 Richfield—Jr. Livestock Show, Aug. 23-25.

**Washington**  
 Kamiah—Barbecue, Aug. 31-Sept. 3.  
 Seattle—Wash. Jr. Poultry Show, Oct. 2-3.  
 John G. Wilson, 814 2d Ave. Bldg.

**West Virginia**  
 Elkins—Mountain State Forest Festival, Oct. 4-8.  
 Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29.

**Wisconsin**  
 Baraboo—Harvest Festival, Oct. 3-7.  
 Beaver Dam—Labor Day Celebration, Sept. 2-3.  
 Clintonville—Harvest Festival, Aug. 22-26.  
 Montello—Harvest Festival, Sept. 19-23.  
 Reedsburg—Dairy Days Festival, Sept. 13-15.  
 Reedsburg—Lions Club Dairy Days, Sept. 13-15.  
 Waubesa—Labor Celebration, Aug. 31-Sept. 3.

**Wyoming**  
 Casper—Labor Day Celebration, Sept. 3.  
 Devils Tower—50th Anniversary Celebration, Sept. 23-24.  
 Thermopola—Thermopola Rodeo, 29-Sept. 3.

**CANADA**  
 Alberta  
 Calgary—National Home Show, Sept. 2-9.  
 Arthur Gilbert.

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**British Columbia**  
 Victoria—National Home Show, Sept. 22-29.  
 Arthur Gilbert.

**Ontario**  
 Brooklin—Intl. Plowing Match, Oct. 9-12.  
 Leamington—Tomato Festival, Sept. 7-8.  
 St. Catharines—Niagara Grape & Vintage Festival, Sept. 29.

**Saskatchewan**  
 Estevan—Old-Timers' Picnic, Aug. 28.  
 Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.

**Dallas Monorail**  
 • Continued from page 59

end of the line will be at ground level and there will be one elevated intermediate loading platform, located on the Midway plaza near the main entrance to the Midway and the main entrance to the Cotton Bowl. It will be supported by a parabolic arch of ultra-modern design.

With dismantlement of the Houston demonstrator line, the Dallas Monorail will be the only one in operation on the North American continent and the first operating commercial line in the country.  
 The coach will hold 60 passengers seated and has a total capacity of probably 100. Fare will be 25 cents. Running along its overhead rail on pneumatic tires, the coach is said to be capable of speeds up to 250 miles an hour, but the short distances between stops on the Dallas line will, of course, limit the speed at which it will be operated.  
 The cost of the installation will be borne in its entirety by the Monorail Company. The fair will receive a percentage of receipts as with any other concession.

**Gate Spur Seen**  
 • Continued from page 59

ent direction and got its okay for the wheels.  
**Drop Paid Show**  
 Last year's fair was hit by two successive hurricanes and the total attendance was nothing to rave about. The weather also kept the fair from learning whether it could have succeeded with its William Shilling-promoted sports show in the bleacher-surrounded judging ring.  
 The ring this time will be used for a variety of offerings at no additional charge to patrons. Included are a dog show, model plane demonstrations, 4-H fashion show, broom polo and push ball, beauty contest, band contest, and 4-H tractor driving contest. The Scudder Marionettes will perform thruout the week in a children's playground.  
 Friday-Saturday (24-25) feature will be a series of horsemen's events, including parades thru downtown streets; and equestrian drill teams, square dancing, and other events.

**Circo Osorio**  
 • Continued from page 59

animal features. It is framed for quick up and down, and plays shorter stands than some other Mexican shows. Twenty-five people are with it; workingmen are hired in each town.  
 Animal exhibit includes a young elephant, camel, llama, horses, 12 lions, pumas, monkeys, 25 birds and several freak animals. Spec is called "Marvels of the World." Acts include the 12-lion number; Chelo Suarez, wire; Lolita Osorio, trapeze; Yolanda and Rosalia, balancing; Los Regiomontanos, strong act; Cirilo Velazquez, armless wonder, and others. Finale is the feeding of burros to the lions.  
 Osorio studied operation of U. S. circuses before starting his.  
 Wire-walker Chelo Suarez and her father, Raul, have been with U. S. shows. Other members of their family returned recently from a short engagement with King Bros.' Circus and have reopened their own show, Suarez Bros.

**UNDER THE MARQUEE**  
 • Continued from page 63

show. . . Louie Ringol has joined Hagen as an agent, Bob Couls, manager, announces. . . Rex Graham, Edmond, Okla., fan, will be in the Chicago area for two weeks to catch shows. . . The Peoria, Ill., Stadium, site of circuses and other outdoor events, has been closed to shows.  
 Personnel of the Kelly-Miller band include Charlie Cuthbert, leader and trumpet; Bubba Voss and Roy Melvin, trumpets; B. M. Clare, baritone; Herb Cliffgard, trombone; Louie Grabs, calliope; Happy Belisle, drums, and Russell Harrison, bass. . . Happ, Kullems

**Ill. State Fair**  
 • Continued from page 54

Williams' orchestra. As in the past, the Saturday night grandstand was sold out well in advance, and an additional 1,500 seats were to be spotted on the race track.  
**Icer Pulls 'Em**  
 "Holiday on Ice," a many-time repeater here, demonstrated its strength by playing to near capacity or capacity at most of its two-a-night appearances in its 5,200-capacity bleacher set-up.  
 Improvements to the fair plant made since last year included a \$55,000 fountain and a \$250,000 addition to the swine building. The latter has 440 pens and a show ring.

The fair offered more than \$362,000 in premiums, an increase of \$148,000. The increase represents the amount of premiums covered in the Land of Lincoln Awards, new this year and limited to Illinois entrants in certain livestock classifications.  
 Entries in all classifications were up sharply. Jones said that there were 1,242 more head of cattle, horses, sheep and swine than last year and that entries in all classifications were up by 3,000.  
 The fair's advisory board also voted a \$2,000,000 plant improvement program. A major item in the program is one for \$360,000 to renovate and air condition the 2,800-capacity Coliseum now used for a horse show. A Legislature appropriation is necessary to implement the plant improvement program projected for the next two years.  
 Long-term plans call for the erection of a \$3,600,000 large-capacity Coliseum.

**Superior Fair**  
 • Continued from page 54

days last year, Seegar Swanson, fair secretary, said.  
 Night grandstand patronage held to about the same level as last year, according to Swanson. "Land of Enchantment," revue booked by GAC-Hamid, Inc., holder of the revue contract for the first time, was in for five nights and an added matinee Friday. WLW's "Midwestern Hayride" was to be presented the closing night.  
 Joie Chitwood's thrill shows, in Friday afternoon, drew a good crowd. Stock car races, to be staged by the Minnesota Stock Car Racing Association, were carded for the final two afternoons.  
 The fairgrounds showed considerable improvements over last year. The women's building had been repainted, the area under the grandstand had been transformed for us by 4-H Club and agricultural exhibits, and the sewerage system had been extended.  
 The fair opened a week after the death of Elmer Hard, who had been superintendent of concessions. A week earlier, N. B. Thompson, a former director, who had been active in pushing the fair's plant development program, had died.

went to Hopkinsville, Ky., to play a fair date after closing with Tom Packs. While at the Kentucky town he, along with Jess Beadles and Brownie Brown, caught the Silas Green show.  
 Janet and Paul, aerialists, were recently the featured free act at Ocean View Amusement Park, Norfolk, Va. The Montes De Ocas, trampoline, were scheduled to follow the duo in. . . Frank Peters, who with his late father formerly operated Kay Bros.' Circus, is touring a religious movie thru Georgia and the Carolinas. He visited Walter Fox recently at Mobile, Ala. Other guests there included Elmore Yates, S. A. Ratliff and Frank W. Peppers.

Marvin H. Busch, Moberly, Mo., fan and bowling alley op, is back home after a visit to Chicago, where he caught several shows. He also huddled with Charles Cox at Riverview Park in the Windy City. . . The William R. Gabelers, Gloversville, N. Y., fans, have visited the Davenport, Ringling, Mills, Cristiani, Benson and Hunt shows. They also turned up at the recent fan convention in Kingston, N. Y. . . Jane C. Furbee recently caught Hagen at Oglesby, Ill., and Polack at Clinton, Ia.  
 Acts for the Long Island Industry-Labor Fund's Star Circus Matinee on August 25 at Roosevelt Raceway include the Hunt Bros.' Circus elephants, Howard's (Suesz) ponies and horses, Wilfred Maye Trio, hoop act; Jerry and Roberts, roly-boly, and six clowns.

Don Mareks, El Cerrito, Calif., caught the John Strong Circus at the San Mateo (Calif.) County Fair. . . Don F. Smith, Detroit, attended the CHS confab at Peru and caught the Kelly-Miller show at Plymouth, Mich., where a big crowd came out for the performance. . . Ray Bickford, press agent for the Hunt show, is scheduled to make a live telecast over CBS-TV from Chestertown, Md., September 2.  
 Jack McAfee was featured as Bo-Bo, the Clown, at the Orange County Fair in Costa Mesa, Calif. The fair ran 10 days as against its usual six and closed Sunday (19).  
 Felix Adler, Ringling clown for 46 years, has been signed to a three-year contract with the CBS-TV "Good Morning Show." Deal was set thru Mercury Artists Corporation by Buddy Martin.  
 Sam Ward, Polack promoter, is scheduled to arrive in Chicago Tuesday (21) from the West Coast. . . Joh. Toy, recently with Orrin Davenport, is now with Tom Packs but will rejoin Davenport later in the season.

**28" CUDDLY BEAR** Of Taffeta & Rayon Cloth.  
 • Cotton Stuffed  
 • Plastic Face  
 • Full Body,  
 w/bag  
 \$15 Dozen. \$13 dz.  
 In 4 Dozen lots . . .  
**28" PLUSH BEAR**  
 Hi-Grade Cotton Stuffed Pilo Bags.  
 \$21.60 dz.  
**21x14 FRENCH POODLE**  
 Cotton stuffed, asstd. colors, bag . . . . . \$21.00 dz.  
**GIANT 32" PLUSH BEAR**  
 \$19.50 dozen. \$18.00 dz.  
 In 4 dozen lots . . .  
**24" CLOWN/DOLL**  
 Taffeta, cotton stuffed. \$4.00 doz. In gross lots . . . \$5.75 dz.  
**10" PLUSH SCOTTY**  
 Asstd. colors, \$4.00 doz. In gross lots . . \$5.75 dz.  
 F.O.B. N. Y. C. 25% dep., balance C.O.D. if not rated. Send for free 40-pg FREE Catalog and closeout lists.

**ACE TOY MFG. COMPANY**  
 526 Broadway, N. Y. C.  
 WA 3-3234

**EARRINGS** Doz. asst. \$2.50  
 Over 500 designs. Handset drop and button type.

**CHARM BRACELETS** Doz. asst. \$2.50  
 Teenagers' Delight. Movable charms. Carousel-Bells-Telephone and 100 more.

**PIERCED EARRINGS** Doz. asst. \$2.50  
 The trend of the season! More pierced earrings are sold than ever. Over-400 styles.

ORDER TODAY! All Assortments. No two alike. Check with order, we pay postage. C.O.D. 25% deposit. Buy from mfr. and SAVE!  
**DUCHESS JEWELRY CO.** 19 W. 34th St. New York 1, N. Y.

**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 imit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELL BUCKLE RINGS AVAILABLE, \$9.00 PER GROSS.  
**Sterling Jewelers, Inc.**  
 1975 E. Main St. Columbus, Ohio  
**SEND FOR NEW CATALOG**

**HAWAIIAN TIL LOGS**  
**FASTEST DELIVERY NO GUARANTEED SPOilage FRESH**  
 FRESH STOCK SHIPPED DAILY BY RAIL LOGS AND FLASH TO YOU OVERNIGHT.  
 Telephone ORegon 5-6500  
**ORCHIDS OF HAWAII, INC.**  
 NATIONAL SALES OFFICE  
 305 SEVENTH AVENUE, N. Y. 1, N. Y.

**4 1/2" CELLULOID FOOTBALL DOLL**  
 75c Dz. \$7.20 Gr.  
 50L Campaign Buttons \$ 2.00 per 100 \$17.50 per 1000  
 70L Campaign Buttons \$ 4.00 per 100 \$35.00 per 1000  
 3 1/2" Campaign Buttons \$11.00 per 100  
 25% Deposit with Order, Balance C.O.D.  
**KIM & CIOFFI**  
 926 Filbert St., Phila. 7, Pa.  
 Market 7-1223 Market 7-2283  
 Write for Free Football and Novelty Catalog  
 We take orders for special buttons and pennants

**Gold-Wire "Friendship Knot Ring"—Men, Women and Children**  
  
 This beautiful ring is hand made of genuine 12K rolled gold jewelers' wire, 1/100 quality by expert gold wire artists. It is a very fast seller as it appeals to men, women and children. Sizes range from #1 to #10 assorted. Stones are of finest quality and are shipped in assorted colors. Price \$2.75 Doz., \$30.00 Gr. Cash on small orders, 1/3 deposit on large orders. Immediate shipment. Sample, 50c.  
**ATTENTION, WIRE ARTISTS**  
 We can furnish 12K-1/100 square, open seam, size #22 wire only. Price 90¢ per ounce in quantities of 25 ounces or more.  
**KERCHNER JEWELRY CO.** 2211 Kemper Lane, Cincinnati, Ohio.

## Quart Milk Price War Rages in N. Y.; See State Probe

### Retail Stores Slash Prices to Thwart Vending Growth as Probe Opens

NEW YORK—A milk war between apartment house quart vending machines and retail shops is in progress in the Rego Park-Forest Hills section of Queens, with the stores dropping their prices as low as 15 cents a quart.

Operating firm involved in the fracas is Ben Simon's City Milk, pioneer firm in apartment house milk vending.

According to Simon, the retail stores have been watching the

growth of vending and have been cutting prices for several months in an attempt to thwart its expansion.

#### Differential

Simon said that when the store price is a cent or two lower, the automatic merchandiser will hold its own against the competition. But, he added, when the differential hits 4 or 5 cents, the vending machine suffers.

In such a situation, he explained, the operator must cut prices to hold business. Currently, City Milk has dropped its price as low as 20 cents a quart to meet the store price. But Simon said that would be as low as he would go.

#### Jack Price

Simon contended that the vending machine is a more efficient method of delivery than home delivery. He explained that home delivery firms will offer milk at 21

*(Continued on page 99)*

## TEXAS DRINK: H2O, 500 GAL. JUST TWO BITS

PERRYTON, Tex. — Anyone ready for a big drink?

Well, Perryton's offering that drink-of-drinks for two bits. Yep, for 25 cents one can purchase 500 gallons of H2O by simply dropping the quarter in the money chute of a vending machine.

Yep, the city's been selling water to tank truckers, 500 gallons at a crack for two bits. And the self-service has been brisk as truckers haul water for use in the oil industry—and for livestock.

## Scott-Crosse Names Cade

PHILADELPHIA — Charles Cade has been named sales representative for the International Scott-Crosse Company here. Abe Witsen, Scott-Crosse president, says Cade will cover Pennsylvania and adjacent States.

Cade has been in the coin machine industry for 20 years. He had been a Wurlitzer distributor in Baltimore and more recently with the S.&K. Distributing Company here.

## Abco Named N. Y. State Distributor For Lunch-O-Mat, Eastern Electro

### N. J. Firm Opens Gotham Sales Office, Export Div.; Wieners Hold Sales Posts

NEW YORK—Abco Lunch-O-Mat, with main offices in West New York, N. J., has been named New York State distributor for Eastern Electric, Inc., of the Lunch-O-Mat and the Electro cigarette machine.

The appointment makes Abco one of the largest vending machine distributors in the nation as the firm represents Eastern in New Jersey on both machines.

Main offices will continue to be at West New York, but a New York sales office has been opened at 350 Fifth Avenue. General manager in New York will be Charles G. Wertler, a former German coin machine operator. Wertler will head the export division which Abco is setting up and will also handle sales in the city.

#### Major Operator

In charge of the entire Abco operation is Bernard B. Azarow, president, who organized the firm early last year. Abco was a major cigarette machine and juke box operator in New Jersey. The firm recently sold its cigarette operation

to Harry Kolodny's LePeko Company, Inc., Jersey City.

Bill and Murray Wiener, Wiener Sales, who had represented Eastern in New York for several years, will be associated with Abco and will handle cigarette machine sales

## Alco Preems Film Vender

MIAMI—Alco Sales Corporation is producing a roll film vender, A. S. Cohen, president, announced.

The six-column machine has a capacity of 100 rolls of numbers 120, 127 and 620 film, about 18 to the column, Cohen said. The vender is 58 inches high and requires 15 by 18 inches floor space.

Attached to the side of each Alco Film Dispenser is a box containing envelopes in which exposed film may be deposited for development. The developed film and prints can be shipped direct to a customer's home.

## Canteen Sales, Net Set Record: Boost Dividend

CHICAGO — Automatic Canteen Company of America's consolidated sales and earnings for the 36 weeks ended June 9 were the highest in its history, Nathaniel Leverone, chairman, announced Wednesday (15).

Net income for the first three quarters of the firm's fiscal year was \$1,869,037, equal to \$2.11 a share, compared with \$983,323, or \$1.44 a share for the 1955 period.

Net earnings were calculated after provision for depreciation amounting to \$2.61 a share against \$2.02 a share for 1955.

A quarterly dividend of 35 cents a share on common stock payable October 1 to stockholders of record September 15 was declared. This is an increase from the 32½ cents a share paid in previous quarters.

Directors also voted a 5 per cent dividend in stock payable November 1 to shareholders of record September 15.

Leverone explained the dividend payments are in conformity with Canteen's policy of paying dividends equivalent to about 60 per cent of the firm's earnings.

## Cig Tax Officials Set Annual Confab

### Venders to Be Discussed at Atlantic City Convention; Tax Laws to Be Examined

ATLANTIC CITY — Cigarette tax officials from all sections of the nation will gather at the Hotel Calridge here September 9-12 for the 13th annual meeting of the National Tobacco Tax Association.

At the opening session, J. J. Purcell, director, Miscellaneous Tax Bureau, Department of Taxation and Finance, New York, will deliver a committee report on vending machine construction.

Others giving committee reports on the opening day will be Roy G. Struble, director, Cigarette and Miscellaneous Taxes, Department of Revenue, Michigan, tax evasion; Amos Tilton, State Supervisor, Cigarette Tax Bureau, Department of the Treasury, New Jersey, trade relations, and B. Atkins, chief, Tobacco Tax Division, Department of Revenue, Alabama, manufacturers' activities.

#### Tax Law Talk

Stephen S. Higgins, associate commissioner, Department of Corporations and Taxation, Massachusetts, will speak on "A Fresh Look at Cigarette Tax Laws."

Presiding at the meet will be Harry M. O'Reilly, chief, Cigarette Tax Division, Commission of Revenue and Taxation, Kansas, and N.T.T.A. president. Aaron K. Neeld, New Jersey director of the Division of Taxation, will deliver the address of welcome.

At the afternoon conference session, Stephen E. Wrather, director of the Tobacco Division, Agricultural Marketing Service, U. S. Department of Agriculture, will speak on the "Outlook for Cigarette Consumption."

#### Ragland Speech

"Elimination of Federal Stamp-Status" will be the subject of an address by Edward F. Ragland, executive secretary, Associated Tobacco Manufacturers.

"Evaluation of Recent Federal Tobacco Tax Law Changes" will be discussed by Norman T. Morsell, chief, Tobacco Tax Branch, Alcohol and Tobacco Tax Division, U. S. Treasury Department.

Inspector W. H. Kelly, chief preventive officer, Royal Canadian Mounted Police, Ottawa, will tell the officials of Canadian cigarette tax problems, while I. D. Meredith, head of the Louisiana Beverage and Tobacco Tax Division, will discuss "The Read Plan for Collecting Cigarette Taxes."

A. J. Costigan, assistant State supervisor of New Jersey's Cigarette Tax Bureau, will lead off the second day's activities with a talk on an "Administrative Plan for Change in Tax Rate."

Henry E. Evers, director of the Cigarette and Beer Revenue De-

*(Continued on page 81)*

## N. Carolina Ops Meet Aug. 24-25

GREENSBORO, N. C. — The North Carolina Automatic Merchandisers' Association holds its third annual meeting at the Sedgefield Inn here Friday and Saturday (24-25).

C. Richard Schreiber, editor and publisher of Vend Magazine, will address the group on "Trends in Vending." T. A. Buckley, vice-president in charge of sales and marketing for the Vendo Company, will cover "Creating and Measuring Markets for New Products."

D. H. Henderson, counsel for the trade group, will discuss tax problems. Manufacturers and suppliers plan to exhibit at the meet.

## Lorillard Names Temple, Yellen

NEW YORK—The P. Lorillard Company this week named Harold F. Temple vice-president and director of sales and gave the newly created post of vice-president and director of advertising and marketing to Manuel Yellen.

Temple was director of brand development, while Yellen had been West Coast sales manager and recently director of advertising.

## N. Y. Approves Foodco

NEW YORK—The Foodco cup milk vender, made by the Food Engineering Corporation, Manchester, N. H., has been approved by the Department of Health of the State of New York.

## Aluminum Corp. Lauds In-Plant Food Service

### States Venders Pay Own Way, Boosts Workers' Morale

OAKLAND, Calif. — "Hungry? Step right up and take your choice. Thanks to machine dispensing, 'deal-a-meal' is with us."

That is the Kaiser Aluminum & Chemical Corporation's approving attitude toward vending machines as published in the firm's "Kaiser Aluminum News."

"By installing a bank of these machines," the paper continued, "any organization can automatically serve a complete meal from soup to nuts, including hot or cold drink, entree, side dishes and dessert. Just around tomorrow's corner is the automatically vended meal: A complete dinner served hot in one disposable container—a segmented aluminum foil tray, covered and sealed for freshness and de-

*(Continued on page 81)*

## Canco Develops New Container

NEW YORK — The American Can Company has developed what it terms a leakproof milk container. The firm's Canco container is used by vending operators for milk sales.

According to Donald Poinier, general manager of Canco's fiber and plastic container division, a plastic re-enforcement around the inside bottom of the container body prevents fractures of the fiberboard during the sealing of the ends.

United States families consumed more than 10 billion cartons of milk last year, about half of the total packaged milk in the country, according to Canco estimates. Most of the milk sold in vending machines—in both industrial and outdoor locations—is packaged.

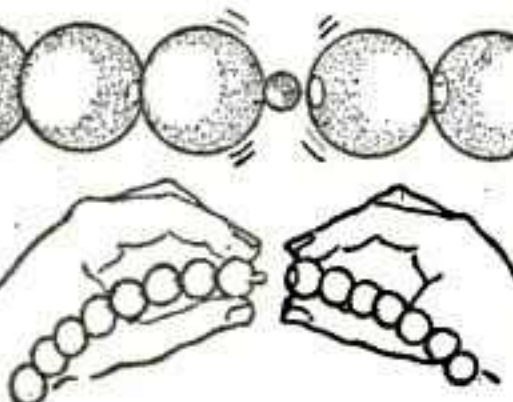
## Dixie Producing Vendolite Cup

NEW YORK—Dixie Cup Company is in production on a new seven-ounce, hot-and-cold vending cup called Vendolite.

Other than the fact that it is a paper cup, the company gives no information as to its composition. Prices are not available.

**LOWEST PRICE**  
and  
**SEVEN BEAUTIFUL PEARLIZED COLORS**

Pearlized Round Connecting Beads  
12 MM Size



White, Yellow, Pink, Blue, Orchid, Red and Rust, Assorted.

In 100,000 Lots...\$1.85 per 1,000  
In 10,000 Lots...\$2.50 per 1,000

f.o.b. Jamaica, N. Y.  
Or: At Our Distributors.  
- Immediate Delivery.

# COINMEN YOU KNOW

## Chicago

**REPORTS IN THE WINDY CITY.** Arcade business booming in California, according to Sam Lewis, president, Exhibit Supply Company, just returned from the West Coast. . . . Canada's strict provincial laws holding down the popularity of coin-operated amusement games, says Ralph Sheffield, director of Sales at Genco Manufacturing Company, back from a trip north of the border.

Vince Shay, All State Coin Machine Exchange, is in northern Wisconsin fishing, swimming and resting with his family, wife, Ethel, and Vince Jr. . . . George Kozy, A.B.T. sales manager, reports his house at long last is painted. Yep, George did it while on vacation the past two weeks. . . . Wally Finke, co-head of First Coin Machine Exchange, back on the job. Spent two weeks at the Grossinger Resort in the Catskills Mountains. Flew both ways.

So he gave away 13½ points, but Art Weinand, Williams Manufacturing Company's sales manager, pocketed the bet when the Cleveland Browns took the All-Star game. The victim, Earl Montgomery, of S & M in Memphis, who took in the game with Art. . . . Dave Gottlieb, head of D. Gottlieb & Company, in Dallas for a family wedding.

Jack Nelson, sales manager at Bally Manufacturing Company, back at his desk after a business trip to Boston and New York. Herb Jones, Bally v.p., off on a vacation. At Purveyor, Herb Perkins just returned from New York, Indianapolis and Louisville, is off to the West Coast on business. Doings of other Purveyor staffers: Jim Smith, vacationing in Northern Michigan. Ditto Jess Perry up in Northern Wisconsin.

## Miami

By RAGUL SHAPIRO

**DIME UPS JUKE PLAY FOR RECORD SUMMER.** This summer has seen the best collections yet, according to those operators who have gone on dime play. This is especially true with those operators who have their juke boxes located in colored town. Buddy Kaufman, of C&L Amusement, says his collections have climbed above the best weeks of the past winter. Rex Holley, of Music Makers, says he has never seen such collections as have been made the past couple of weeks. Morris Marder, another operator who concentrates in the Negro sections of town, says his collections have topped many of those in the best weeks of the season.

And not only is colored town benefiting from this upsurge. With every hotel on the beach jam-packed with summer tourists, both games and music have seen an unprecedented rise in collections. The only (Continued on page 82)

## Aluminum Corp.

Continued from page 80

livered at the drop of a single coin."

Quoting an official of the Vendo Company of Kansas City, Mo., that within five years 80 per cent of in-plant feeding may be thru vending machine, the paper stated:

### Good Service

"The reasons are hardly mysterious, especially to cost-conscious plant managers. Conventional plant feeding seldom pays for itself; losses must be written off. But more important, plants want good service. Vending machines are faster, feed the worker around the clock, take care of more than one shift. Aside from cost and service, managers find these reasons compelling for use of food-service machines: Worker-morale - surveys and trials show that employees want them; lack of restaurants and cafeterias near plants—a situation encountered more frequently with industry's movement away from urban area; trend toward the shorter (30-minute) lunch period.

### Economic Cure

"The machine cures many an economic headache. Where 'coffee break' dimes often break an operator financially, the machines can make a profit. It works 24 hours a day for odd-hour snackers when a counter-man couldn't afford to serve."

Explaining further Kaiser Aluminum News reported: ". . . Machines, instead of overhead, pay their way: They are financed by suppliers or operators for whom they provide a profitable business."

**CHARMS—Miniature Cigarette Lighter—It Works!**

Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge. Plaid. Packed dozen to a box—ass't. designs. \$2.50 per doz.; \$27.50 per gross. Full cash plus postage with order.

**EVCO MERCHANDISERS**  
397 Corland Ave., San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.

## Cig Tax Confab

Continued from page 80

partment, State Tax Commission, Iowa, will discuss "Statutes Restricting Out-of-State Distributors."

He will be followed by E. M. Pettibone, director of the Tobacco Tax Division, Minnesota, who will speak on an "Audit of Out-of-State Distributors."

### Co-Operation

Winding up the day's business session will be George Frank, M and R Confectioners, Inc., Toms River, N. J., who will talk on "Distributors and Tax Administrators in Partnership."

The final day's session will be devoted to a round table discussion on the "Cost of Affixing Indicia of Tax Payment." Gene Tosca, chief, Division of Excise Taxes, Department of Taxation, Ohio, will be chairman.

**J. SCHOENBACH**  
Distributor For  
Harmon Machine Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**amco**  
SINCE 1900

**SANITARY NAPKIN VENDOR**

Gray finish presents hygienically neat appearance.  
Easily fitted hopper holds up to 28 napkin packages.  
This large-capacity machine is ideal for factories, schools, public buildings, restaurants, et al.

**HARMON MACHINE CO. INC.**  
BOX 147 WICHITA, KANSAS  
DESIGNERS MANUFACTURERS QUALITY VENDING MACHINES

WRITE FOR CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place Jamaica 35, L. I., N. Y.

**VICTOR'S SUPER MART VENDORAMA**  
(Trade Mark)

"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending



**INDIAN SNAP-ON BEADS**  
MAKE YOUR OWN CHARM BELTS and BRACELETS

Priced very low, Snap-on Beads \$1.35 Per 1,000 F.O.B. Chicago . . .

Minimum order lots of 10,000. 10 Machine Stickers Free with each order of 10,000. The ideal bead for Capsule and Bulk Vending.

**5-STAR BABY GRAND**

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum Large Capacity—  
1200 Cards 1200 Balls of Gum

**GIVE TO DAMON RUNYON CANCER FUND**

**J. SCHOENBACH**  
Distributor For  
Oak Manufacturing Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**ACORN**  
ALL PURPOSE VENDOR VENDS ALL 1c AND 5c BULK MERCHANDISE \$14.95 each \$13.95 for 100 or more



**OPENING SPECIAL**  
1c & 5c Scale w/case \$15.00

**MERCHANDISE & SUPPLIES** per lb.  
Pistachio Nuts, Jumbo Queen...75c  
Pistachio Nuts, Large tulip...72c  
Cashew Whole...63c  
Cashew Butts...61c  
Peanuts, Jumbo...45c  
Spanish...32c  
Ball Gum, 140 ct., 170 ct., 210 ct. . . . .30c  
200 lb. minimum prepaid on all ball gum.

Complete line of parts, supplies, stands, globes, charms, brackets.  
1/3 Deposit, Balance C.O.D.

**BUYMORE Sales COMPANY**  
6 Bayview Ave. Lawrence, L. I., N. Y. Cedarhurst 9-5748

**CIGARETTE MACHINE CONVERSIONS**

**IMMEDIATE DELIVERY**  
on 25c and 30c Coin Mechanism Conversions for

**ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL** 930, 950 750, 9A

**UNEDA ALL MODELS**  
Also • ROWE PRICE DIFFERENTIAL BARS  
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION.

**CIGARETTE VENDORS**  
National Model 9A, 9 Cols., 370 Cap. . . . . \$125.00  
National Model 750, 7 Cols., 270 Cap. . . . . 110.00  
Lehigh PX, 10 Cols., 300 Cap. . . . . 125.00  
Lehigh PX, 8 Cols., 240 Cap. . . . . 115.00  
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King & Reg. . . . . 130.00  
National 950, 9 Cols., 370 Cap. . . . . 115.00  
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ . . . . 135.00  
National 930, 9 Cols., 270 Cap., 25¢ & 30¢, King or Reg. . . . . 110.00  
Rowe Diplomat, 8 Cols., 340 Cap., 25¢ & 30¢ . . . . 145.00

All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED AND REFINISHED  
Trade Prices, 1/3 deposit, balance C.O.D.

**Uneda VENDING SERVICE, INC.**  
The Nation's Leading Distributor of Vending Machines  
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

**DUGRENIER CHAMPION**  
11 Cols., 420 Cap. SPECIAL!!!  
Only \$99.50

**the new OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

**oak's "GOLD MINE" tab gum selector**  
Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refunded when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

contact your DISTRIBUTOR or  
West Coast Factory Sales Office  
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East & Midwest Factory Sales Office  
M. J. ABELSON, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	.....\$12.00
N.W. DeLuxe 1c & 5c Comb.	.....12.00
N.W. #39 1c Porc.	.....7.95
N.W. #33 1c Porc. B.G.	.....6.50
Columbus 5c Bulk	.....6.50
Silver King 1c B.G. or Mdse.	.....7.45
ABT Guns	.....30.00
Acorn 1c or 5c	.....8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.....\$ .80
Pistachio Nuts, Large Tulip	......77
Pistachio Nuts, Vendor's Mix	......70
Pistachio Nuts, Shell	......57
Cashew Whole	......63
Cashew Butts	......61
Peanuts, Jumbo	......45
Spanish	......32
Mixed Nuts	......57
Tabby-Lets, 520 ct.	......30
Rainbow Peanuts	......32
Boston Baked Beans	......32
Jelly Beans	......28
Licorice Gems	......28
Leaflets (similar to M & M.), 550 ct.	......40
Assorted Fruit Charms, 100 ct.	......42

Rain Blo Ball Gum, 60 ct.	.....\$ .28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	......30
Rain Blo Ball Gum, 100 ct.	......32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	......45
Wrigley's Gum, all flavors, 100 ct.	......45
Beech-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.

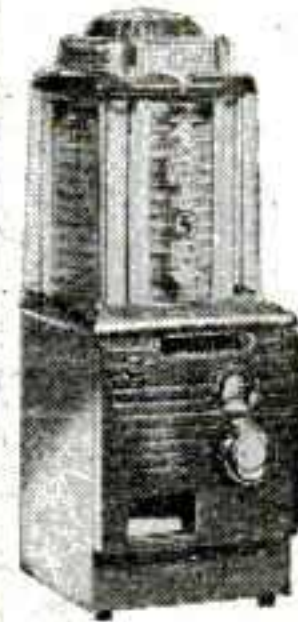
STAMP FOLDERS, Lowest Prices.....Write

THERE ARE BIG PROFITS IN

**GUM**

GET YOUR SHARE WITH

**Northwestern**



**PACKAGE GUM VENDER**

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL  
446 W. 36th St. New York 18, N. Y.  
LOngacre 4-6467

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**ABCB to Honor Riley**

WASHINGTON — Special tribute will be paid to John J. Riley, secretary, at the 38th annual meeting of the American Bottlers of Carbonated Beverages November 12-15 in Cleveland.

Riley will be awarded the ABCB Medal of Industry Service for his 32 years of active service on behalf of the industry. He will be the eighth person to receive the medal.



**BRING 3-WAY PROFITS!**

Write FOR FREE CIRCULARS TODAY!

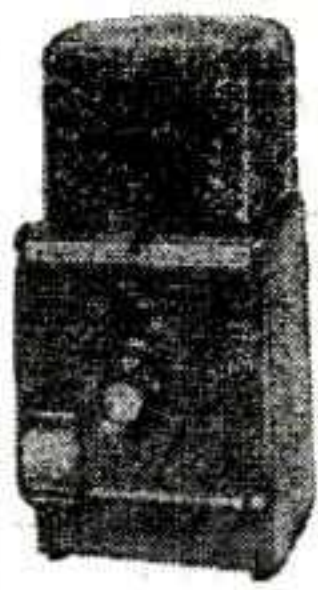
J. H. Keeneys & CO. INC.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

Experienced Operators Say:

**"YOU MAKE MORE MONEY WITH...**

**Northwestern**

**VENDING EQUIPMENT PROVE IT TO YOUR-SELF**



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 1c, 5c or 10c play.

Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
28256 Armstrong St. Morris, Ill.

**U. S. GOVT.: CONFECTION SALES UP 47% OVER '48**

WASHINGTON — Confectionery wholesalers recorded \$527 million sales during 1954, according to a preliminary report of the 1954 census of business issued by the Commerce Department.

This is a 47 per cent increase over the 1948 census report, and almost four times the corresponding dollar volume reported in prewar 1939, according to the report.

No specific breakdown was offered on the amount of dollar value of confection sold to vending machine operators. However, the census listed the number of wholesalers at 1,909, and an annual sales average of more than \$275,000 per establishment.

Covered in the report were firms primarily engaged in buying and selling candy, chewing gum, nuts, popcorn, potato chips and allied products.

Seven States reported combined sales totaling \$284 million, or 53.9 per cent of the total for the country. The seven were: New York, Illinois, California, Pennsylvania, Ohio, Texas and Massachusetts, in that order.

**COINMEN YOU KNOW**

Continued from page 81

ones still complaining are the game operators who have their routes in town. There collections have seen the usual summer slump, and as Harry Silverman, of Ace Music Company, says, "What we need is a new type of game to revive interest."

Sorry to hear that Bess Berman, of Apollo Records, is in the hospital. Bess is a pretty sick woman, and the shock of her husband Ike's death recently hasn't helped matters at all.

Big doings at the Mangone's home this past Sunday. Eloise and Joe had their first born christened Joel David, and many of their friends came to share their happiness. Everyone in the coin machine business here wishes them and the baby the best of everything.

With Willie Blatt, of Music Makers, and his wife, Sydelle, due back from their extended vacation across country, Lucky Skolnick, other half of Music Makers, is busy prepping for his well-earned rest. There's one guy who sure earned one this year. Another guy due back on the job this week is Dave Friedman, of American Operating Company, and his wife, Evelyn. With Bobby Schwartz, of B&B Vending, back from his vacation, his partner, Buddy Cohen, lost no time in taking off on his. Another guy getting set for a three-week reprieve from work is Sammy Marino, of Marino Music Company. Sammy intends to take a car trip thru the State of Florida and just stop where and when he wants to. Sounds good.

**Memphis**

By ELTON WHISENHUNT

**SOUTHERN SHIPPING EQUIPMENT TO BELGIUM.** Parker Henderson, general manager of Southern Amusement Company, reports his company is shipping a lot of novelty equipment and used music machines to Belgium, a distributing point for Northern Europe. The equipment is shipped from there, besides Belgium, into France, Switzerland and even the Scandinavian countries are "opening up" to the trade, he reports. . . . Henderson also reports the recent new operation of a machine for testing radio and TV tubes is going well. He has them spotted at supermarkets, service stations, drugstores. Customer can check his tubes, buy one there from clerk if a tube is faulty. Each machine, non-vending, carries \$500 worth of tubes.

Drew Canale, owner of Canale Amusement Company, is looking for a building with more room. He's getting crowded in his present location. He also operates Canale National Tobacco Distributors from same building his juke box operation is in. . . . Edward F. Newell, owner of Or-Matt Company, juke box operation, is settled in his new location 1269 Madison—invites ops to call and see the new quarters.

Bill Fitzgerald, manager of Music Sales Company, is busy these days with some of his help on vacation. It was after 2 a.m. before he got to bed the other night—yet was back on job by 8 a.m. next day. . . . (Continued on page 83)

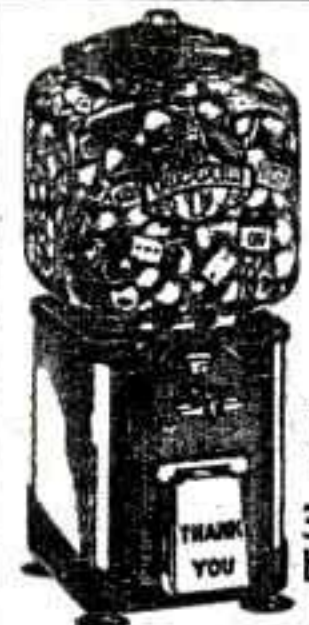
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Really glows in the dark

Plastic .....11.50 per thousand  
Vacuum Plated .15.00 per thousand  
at your distributor or...

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**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**

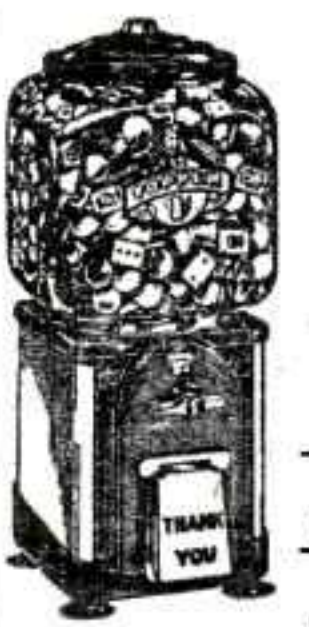
\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS. Send Us Your List.**

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
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**VICTOR Standard TOPPER 1c Ball Gum VENDOR \$13.25 Each**

\$12.75 Each 100 or More

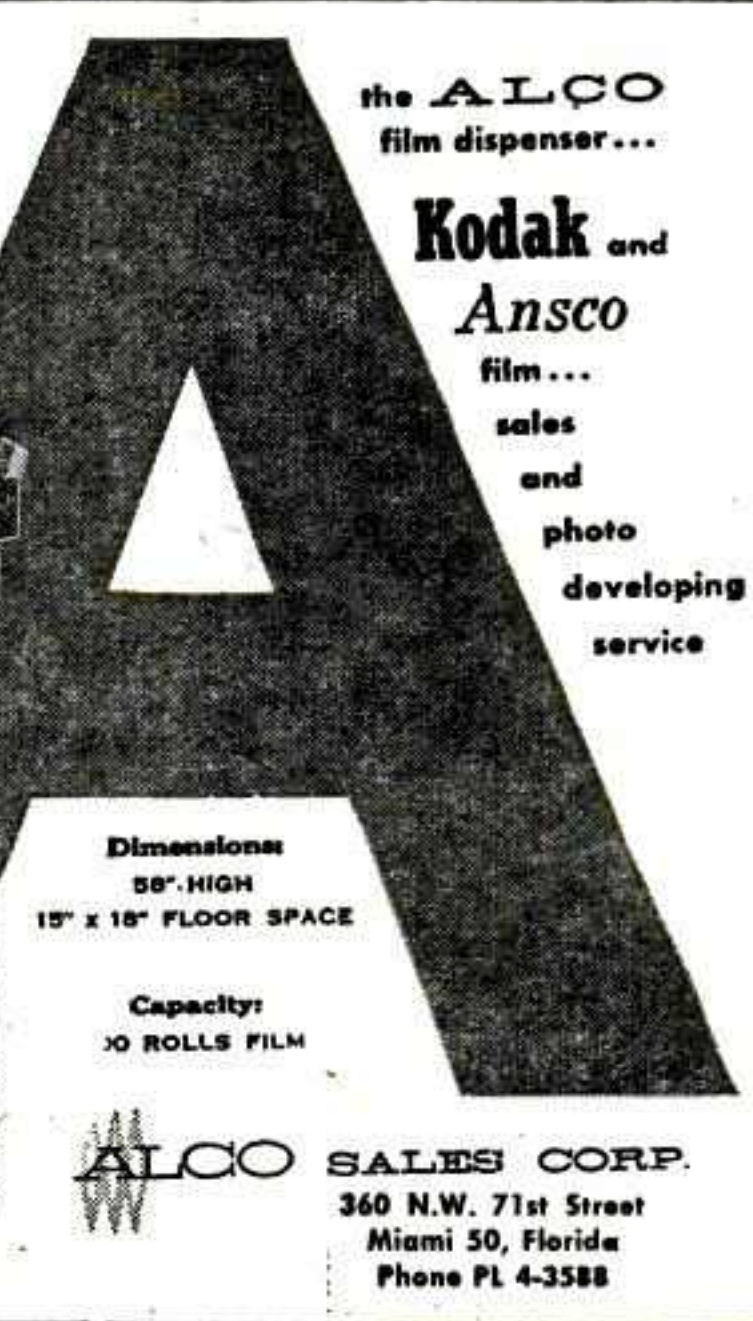
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40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

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the **ALCO** film dispenser...  
**Kodak** and **Anso** film...  
sales and photo developing service

Dimensions: 56" HIGH  
15" x 18" FLOOR SPACE  
Capacity: 30 ROLLS FILM

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**Ball and VENDING GUMS**  
AT BIG SAVINGS!  
LOW Factory Prices  
BUBBLE • CHICLE  
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	..... 27¢ lb.
Chicle Ball Gum, 130 ct.	..... 25¢ lb.
Clor-o-Vend Ball Gum	..... 40¢ lb.
Clor-o-Vend Chicks, 320 ct.	..... 40¢ lb.
Chicle Chicks, 320 & 520 ct.	..... 36¢ lb.
Bubble Chicks, 320 & 520 ct.	..... 27¢ lb.
Tab (short stick), 100 ct.	..... 38¢ box
1-Stick Gum, 100 packs	..... \$1.99

F.O.B. Factory, 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**PLUG-IN BEADS**  
Pearlite Colors  
**NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.**  
DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.  
In 25 M lots, \$3.50 per M.  
Less than 25 M, \$4.00 per M.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

**PENNY KING COMPANY**  
World's Largest Selection of Miniature Charms  
2538 MISSION STREET  
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**EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER**

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**STEMWARE**



Beautifully designed — brilliantly vacuum plated in two-tone finishes. Assorted shapes. For all types of vending. IMMEDIATE DELIVERY!

**\$16.50 per M**  
**ALL PLASTIC (Two-Tone)**  
**\$12.50 per M**

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55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8

**SUMMER SPECIALS!**

- Silver King, 5c.....\$ 8.50
- Columbus, 5c..... 8.50
- N. W. 10 Col., 1c Tab  
Gum Mach..... 19.50
- Acorn, 5c..... 10.00
- N. W. 49, 1c..... 12.50
- Master 1c & 5c Comb..... 8.50
- N. W. Deluxe 1c & 5c Comb 9.95
- 3 Col. Hot Nut 5c & 10c  
Comb..... 25.00

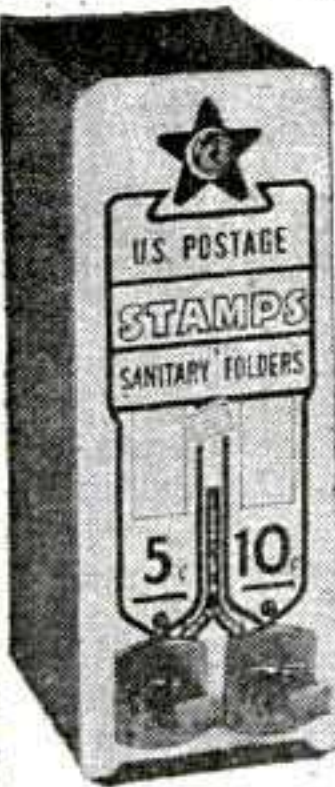
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|--|--|
| <b>STONER CANDY MACHINE</b><br>6 col.<br>102 Bar Cap.<br>Vends 5c & 10c<br>Candy<br>ONLY \$125 | <b>LATE MODEL ROWE CANDY MACHINE</b><br>160 Bar Cap.<br>with changer<br>ONLY \$150 |
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All machines completely checked and ready for location—Order with complete confidence.

1/3 Deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
609 A Spring Garden St.  
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**SCHOENBACH STAMP VENDORS**  
Folder Type



**ATTRACTIVE OUTSTANDING**  
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.  
3 Col. Vendor \$32.50 ea.

**STAMP FOLDERS** Very Low Prices.  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1447 Bedford Ave., Brooklyn 25, N. Y.  
PResident 2-2900

**COINMEN YOU KNOW**

Continued from page 82

Clarence A. Camp, owner of Southern Amusement Company, is spending his summer weekends at his cabin on Horseshoe Lake, Ark., some 30 miles from Memphis. He says outdoor life agrees with him and he likes to fish. . . . Parker Henderson, Camp's general manager, recently took his vacation in Texas and Mexico. He combined it with work. He flew the company's Tri-Pacer plane to Fort Worth, Dallas, Houston, San Antonio, Austin and Brownsville, Tex., and Monterrey, Mexico. His wife accompanied him.

Mid-South ops are getting bigger and bigger into coin machine operation. Henderson reports Joe Tierce, a cigarette vendor at Greenwood, Miss., recently bought 200 new AMI phonographs and formed Tierce Amusement Company. He also bought some pin games and has them on location. . . . Clinton Collins, owner of Crystal Amusement Company at Grenada, Miss., also bought five new phonographs from Southern Amusement Company and some pin games to expand his route.

Other mid-South ops who were in Southern Distributing last week shopping for supplies and equipment: Guy Taylor, owner of Taco Music Company, Oxford, Miss.; Bob Smith, partner in Smith Bros.' Amusement Company, Dyersburg, Tenn.; J. A. Butcher, owner of Butcher Amusement Company, Dyersburg; J. A. Johnson, owner of Cleveland Amusement Company, Cleveland, Miss.; Leo Tanner, owner of Helena Amusement Company, Helena, Ark.; Morris Gist, owner of Gist Music Company, Helena, Ark., and E. J. Mafouz, owner of Mafouz Music Company, Stuttgart, Ark.

**Boston**

By CAMERON DEWAR

**ENJOYS CHICAGO SOJOURN.** David S. Bond, of Trimount Automatic Sales Corporation, spent a week in Chicago visiting the Seeburg factory. Also spent time with Williams and Chicago Coin executives. Trimount's president is enthusiastic about the host of ideas for new games he heard about. He has been named to the executive board of the Combined Jewish Appeal of which he was chairman last year in the coin industry drive.

Louis B. Gilman, of Beacon Vending Company, now a Democrat State Committeeman, conducted a pick-up plan in his ward to get women out to register for the upcoming election. . . . Albert Peno, of Greenfield, has sold his route to Mohawk Music Company of that town. . . . Mrs. Olivera, of Woonsocket, R. I., has taken over and is now running the route of her late husband, Manuel.

Bob Jones, of Redd Distributors, taking a swing around the Worcester and Western Massachusetts territory in the new Congress ABC Bowling and Ball's Double Header. . . . Ray Hade, of Portsmouth, N. H., stopping in at the distributors on his way thru for a vacation in Florida. . . . Tony Grazio, of Globe Vending Company, Quincy, finding an upswing in music grosses in locations patronized by Cape Cod visitors.

Adolph Dugas, of Webster, visiting around the Hub after enjoying a week in Atlantic City and New York. . . . Bill Parmlee, of Manchester, N. H., brought his whole family along to view "The Cradle of Liberty" while he shopped for music and games. . . . Operators from Vermont, (Continued on page 92)

**Popcorn Supply**

An estimated 165,000 acres of popcorn will be harvested this year—12 per cent more than harvested last year—according to Agriculture Department. Popcorn growers planted 12 per cent more acres this year, but the number was 4 per cent below average. No official estimate of popcorn production will be released by Agriculture until December.

**poppit items**

in Beautiful Fall Colors

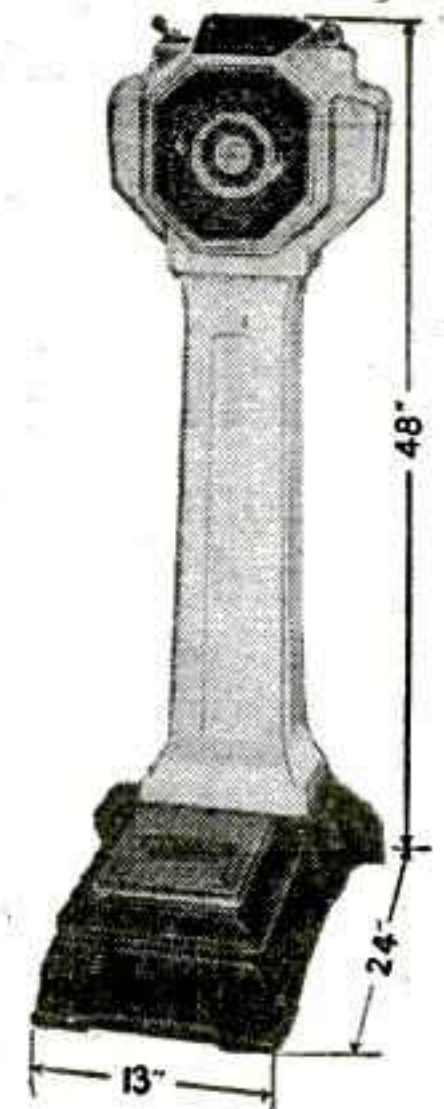
- 14mm—210 Ball gum size . . . . . \$3.50 per M
- Triple Poppits for Belts . . . . . 7.00 per M
- Round and Faceted POPPITS
- 12mm—Opaque—100,000 . . . . . \$1.95 per M
- Lesser quantities . 2.25 per M
- 12mm—Pearlized—100,000 . . . . . 2.25 per M
- Lesser quantities . 2.50 per M
- 10mm—Opaque—100,000 . . . . . 1.50 per M
- Lesser quantities . 1.75 per M
- 10mm—Pearlized—100,000 . . . . . 1.75 per M
- Lesser quantities . 2.00 per M

AVAILABLE AT YOUR DISTRIBUTORS

Those who have tried the rest like Commonwealth's POPPITS best.

**M. J. ABELSON**

2033 Fifth Avenue, Pittsburgh, Pa. ATLantic 1-6478



**\$25 DOWN**

**Balance \$10 Monthly**  
**ALL WEATHER SCALE**

**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**

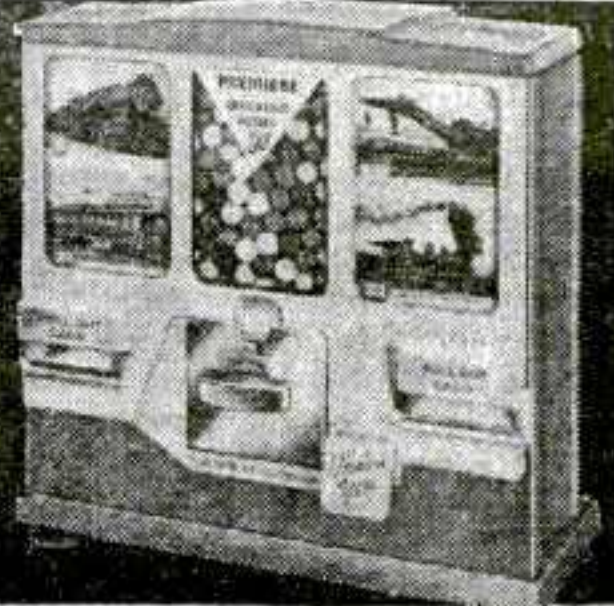
**WRITE FOR PRICES.**  
Invented and Made Only by

**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
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**OAK'S "PREMIERE"**

**BUYMORE SALES CO.**  
6 Bayview Avenue  
Lawrence, L. I., N. Y.



**A GIVEAWAY!**

**4 VICTOR STANDARD TOPPERS**



**PLUS 10,000 SNAP-ON BEADS PLUS PLUS 25 LBS. OF 210 BALL GUM \$74.50 TOTAL COST**

Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED

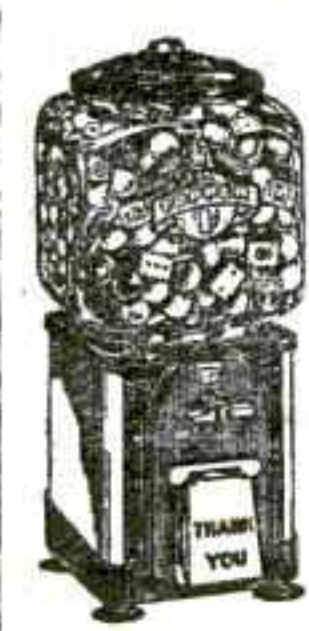
**PIONEER VENDING SERVICE**  
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590 Albany Ave. Brooklyn 3, N. Y.  
PResident 4-5358

**GIVE TO DAMON RUNYON CANCER FUND**

**Milk Production High**

Farm production of milk during July totaled 11,697 million pounds—2 per cent more than July, 1955, and 2 per cent above the 1945-'54 July average. Production was equivalent to 2.26 pounds per capita per day, up 1 per cent from a year earlier, but nearly 9 per cent below the average for the month. Production for the first seven months of 1956 totaled 79 billion pounds, over 3 per cent more than the previous high of approximately 76.5 billion pounds for the same periods in 1954 and 1955.

**VICTOR'S STANDARD**



**TOPPER 1c Ball Gum Vendor \$12.75 each 100 or more \$13.25 each**

**AMERICA'S FINEST BALL GUM VENDOR**

1/3 Deposit on all orders.  
Write for our specials on Candies—Ball Gum—Charms  
**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2029 Prospect Ave., Cleveland 15, O.  
Phone: TOWer 1-6715

**SIDMOR is in the spotlight with**

**Quality and Prices!**

Operators have known this for years. Give us a try and see for yourself!

**Victor 5-Star Baby Grand**

Picture Card Vendor Cost when \$21.50 empty Holds 1200 Cards and 1200 Gum Balls!



**Victor Standard TOPPER 1c Ball Gum Vendor \$13.25 each**

Call **Atlantic 1-2540**  
You'll be back time and again for more!

**SIDMOR VENDING CO.**  
2137 FIFTH AVENUE  
PITTSBURGH 19, PA.

**5-STAR BABY GRAND PICTURE CARD VENDOR**

Vends beautiful, interesting Cards simultaneously with Ball of Gum. Large capacity. 1,200 Cards, 1,200 Balls of Gum. Write for prices.  
Also write for our specials on Candies—Ball Gum—Nuts—Charms.

**H. B. HUTCHINSON JR.**  
860 NORTH AVE., N.E. ATLANTA, GA.  
Phone: TRinity 5-4300



## Expect 1,200 at Three-Day Wurlitzer Centennial Fete

Celebration Opens Wednesday With Record Artists, Variety Acts, 'Kismet'

NORTH TONAWANDA, N.Y.—The Rudolph Wurlitzer Company will launch the biggest one-firm "jamboree" ever held in the automatic phonograph industry Wednesday (23), when it officially begins celebrating its Centennial Anniversary. Some 1,200—including 1,000 operators and their wives—are expected to attend.

According to Webster, a jamboree is "a merrymaking frolic." The three-day event—with entertainment including three stage-shows, a circus, carnival rides, a host of recording artists and tours

to Niagara Falls and thru the plant—promises to be just that.

The festivities have been planned to keep guests on the go from 7:30 a.m. to midnight all three days (see program elsewhere in this section).

The event, entertainment-wise, will provide three stage-shows, a showing of the Broadway musical, "Kismet," carnival rides and a variety of acts, including the Buster Burnell chorus line, Gloria Pebles; the Rose Sisters, a juggling act; the Waltons, and the Five Fredonias, acrobatic act.

Recording artists scheduled to be on hand include Trudy Richards, Capitol; Lou Monte, Tony Ardin and Terry Stevens, RCA Victor; Lou Ann Simms, Columbia, and Joe Valino, Victor. The whole works will be emceed by Paul Benson.

Over 100 prizes will be awarded to those attending. A Pontiac station wagon is first prize. Other prizes include a Wurlitzer electronic organ, a Wurlitzer Spinette piano, an electronic piano, five 21-inch Sylvania television sets, five portable TV sets, five 10-cubic foot refrigerators, two electric ranges, two dish washers, 36 Universal toasters and 40 Sylvania clock-radios.

A cocktail party, banquet and dancing will top off the festivities Saturday (25).

Food, the second most important item on the agenda, has been ordered in by the ton for the event. According to Wurlitzer officials, Centennial chefs have ordered beef, lobster and chicken by the ton, fruit and vegetables by the crate, and olives, fruit juices and pickles by the barrel.

## GUEST WARNED TO DON HIKERS AT CELEBRATION

NORTH TONAWANDA, N. Y.—"If your feet don't hurt now, they will after three days of extensive Wurlitzer Centennial activities, that is, unless you bring along your hiking boots."

This was the warning issued to guests scheduled to attend Wurlitzer's Centennial Celebration this week (23-25) by A. D. Palmer, advertising and sales promotion manager of the firm. Palmer reminded club members that the festivities were being held on the 19-acre park around Wurlitzer.

And just for good measure he said that he was sure that everyone was going to enjoy the tour of the half-mile-long plant.

## OPS-DEEJAYS

### Disks Should Get Two-Way Push, Says Op

WASHINGTON — "If disk jockeys and music operators ride the tunes together, each will profit more from records."

That was the opinion expressed last week (15) by Hirsh de La Viez, president of Hirsh Coin Machine Corporation and an officer of Music Operators of America, when he announced that the programming guide his company supplies to Washington and Baltimore disk jockeys would soon contain a list of records that "are starting to move."

Under the new plan, devised by de La Viez and Phil Mason, the company's vice-president, Hirsh Coin will preview records for the record companies, and place on location at about 110 spots those disks which Hirsh feels "will catch on." Disks will remain on location for two weeks in a special section of the machine.

#### Metered Survey

A mechanism will register each time the tunes are played. Careful tabulation will be made of the "metered survey," and the names of the songs getting the greatest number of plays will be printed in a special box on the programming guide.

The guide used during the past four years contained only the titles of songs named in various popularity charts.

#### Under the New Plan

"Under the new plan," Hirsh said, "disk jockeys will know which tunes people want to hear, and we'll profit when songs heard on the radio catch on and people want them in juke boxes."

Another feature of the plan, according to de La Viez, is that "it satisfies the customer's ego because he feels he is helping to pick the hits of the future."

## N. J. Dime Play Push Rolls On

NEWARK, N. J.—The drive of the Music Guild of New Jersey to convert 2,000 juke boxes to dime play by Labor Day appears headed for success.

As of Monday (13) some 1,699 machines, all models produced in the last three years, have been converted. At the end of June only 500 conversions had been made in the North Jersey area.

With three weeks left to the deadline, an average of 100 conversions a week must be made to reach the goal.

#### Assist Operators

Meanwhile the organization's music merchandising and promotion committee is assisting the operators in their conversion effort by providing association letters to locations.

Operators are furnished with official contract memorandum sheets for reporting location contracts and to indicate the price of play on each location.

Also the operators get day-to-day registration post cards for reporting contracts and prices. Harry Goldman was recently named to the committee to assist Manny Ehrenfeld and Jules Rusoff.

## More to Come On UMO Fight In Wyandotte

DETROIT — The scheduled hearing on the new juke box license ordinance in suburban Wyandotte came up late on the agenda at the City Council meeting Monday (13), forcing a postponement until next Monday.

Meanwhile, Roy Small, conciliator of the United Music Operators of Michigan and representing operators at the hearing, was scheduled to meet with the city attorney on Saturday (25) to go over operator objections to the new ordinance. Results of this meeting are expected to play a big part in the final outcome of the issue.

UMO has charged that the new ordinance is discriminatory and designed for the purpose of deriving income only. If the ordinance stands as is, UMO has promised to file court action (The Billboard, August 18).

On the public relations side, UMO has been lining up talent for its last teen-age record hop this summer. The series of dances have been co-sponsored by the Hamtramck Recreation Commission.

## Veteran San Diego Op Sells Route, Retires

SAN DIEGO—E. E. Peterson has retired from the coin machine business after 30 years of operating. He sold his route, which included approximately 800 pieces of music and games equipment, to Herbert Benno, formerly a banker in Taft, and R. A. Patrick, sportsman.

The name of the firm will be changed from E. E. Peterson Music Company to E. E. Peterson Company.

Peterson entered the coin machine field August 2, 1926. His first machines included gum and peanut counter venders, and his entrance into music was with the Seeburg roll piano, Mills Troubadours and Mills All-Brass Band machines. In recent years he has operated only music and games, however.

Peterson said that the new owners were not making any changes at present in the staff. Earl Pohl and A. I. Wagner, employees for 17 years each, will continue with the firm.

Asked what he planned to do in the future, Peterson replied, "Take it easy."

## M. A. C. Forms Own Finance Subsidiary

Capitalization Set at \$200,000 By 10-Operator Calif. Firm

By SAM ABBOTT

LOS ANGELES—M. A. C. Vendors, Inc., an operating firm originally financed by 10 operators, has formed the Vendors' Finance Corporation, capitalized in California at \$200,000.

M. A. C. will move to larger and modern quarters in November, which will give the company ample space for its music, games and cigarette operations, its financing subsidiary and two-way truck-to-office radio communications system.

According to Ray R. Powers, the firm's general manager, all stock in the financing subsidiary, with \$1 par value, is held by the original investors in the operating-holding firm. These include Thomas Workman, Lee Walker, Pete Pellegrino, Sam Ricklin, Gabe Orland, Charles C. Allen, Fred Shuey, E. T. Enoch, Barney Smith and Tom Catana.

#### May Sell Stock

There has been some discussion of selling stock to others. At this

## 'My Prayer' Still Leads MOA Show

NEW YORK — "My Prayer," with the Platters on Mercury, again was selected as the nation's top juke box disk on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

Other top juke box favorites played on the program were "Canadian Sunset," with Hugo Winterhalter on RCA Victor; "Somebody Up There Likes Me," with Perry Como on RCA Victor, and "A Stairway to the Moon," with Sonny Graham on RCA Victor.

Voted as promising disks were "Young Love," with the Rover Boys on Amap, and "When the White Lilacs Bloom Again," with LeRoy Holmes on M-G-M.

time, however, nothing has been definitely decided. Vendors Finance will lend money to operators or anyone qualifying for a loan arrangement at regular interest rates, Powers added.

The financing company will be moved with the operating end of (Continued on page 93)

## Sellingest Juke Box Season Looms

Continued from page 1

pattern with the wide range of machines now offered. The range offers operators a real opportunity to merchandise, to set up as many different programming, service and commission proposals as there are models.

Out of all this may come an answer to the big question centering around 200-selection machines, phonographs which have ushered in a new era in automatic-music merchandising. Are 200-plays the new standard of the business which manufacturers will eventually make exclusively? Or are they the big guns in a range of models?

Currently every manufacturer offers equipment with a number of selections other than 200. In fact, with new models expected to be introduced this fall, manufacturers will offer a greater number of models than at any time since the unnatural postwar boom years of 1947 and 1948, when there were eight manufacturers compared to today's four.

Meanwhile, manufacturers are busy priming their distributors for fall business. The Rock-Ola Manufacturing Corporation, for example, regaled its distributor organization for three days earlier this month. It unveiled to them the firm's 200-selection machine to be introduced sometime this fall.

AMI, Inc., Grand Rapids, Mich.,

held a sales meeting recently to oil the wheels of its new, beefed-up district sales organization and give distributors a pep talk at the same time. Last month it held its first Pan-American sales conference in Mexico City to representatives from 17 Latin American countries on their line of equipment. The J. P. Seeburg Corporation, Chicago, started a new advertising campaign in foreign publications to further cultivate the growing export market.

But the flossiest meeting to be held this year will begin Thursday, when the three-day centennial celebration of the Rudolph Wurlitzer Company, North Tonawanda, N. Y., gets under way.

It's an operator-distributor promotion tied to the firm's celebration of its 100 years in the music business. The promotion is pinned on sales, with each Wurlitzer distributor bringing operators who have bought a certain number of machines, usually 5 to 10.

The meeting itself is no sales gathering, however. It does promise hoopla galore for the 1,000 persons, including at least 400 operators, expected to attend. Bob Bear, phonograph sales manager, described it as "A colossal carnival, a colorful circus." (For complete details of the event see separate story elsewhere in this section.)

GIVES

PATRONS

THE

BEST

MUSIC

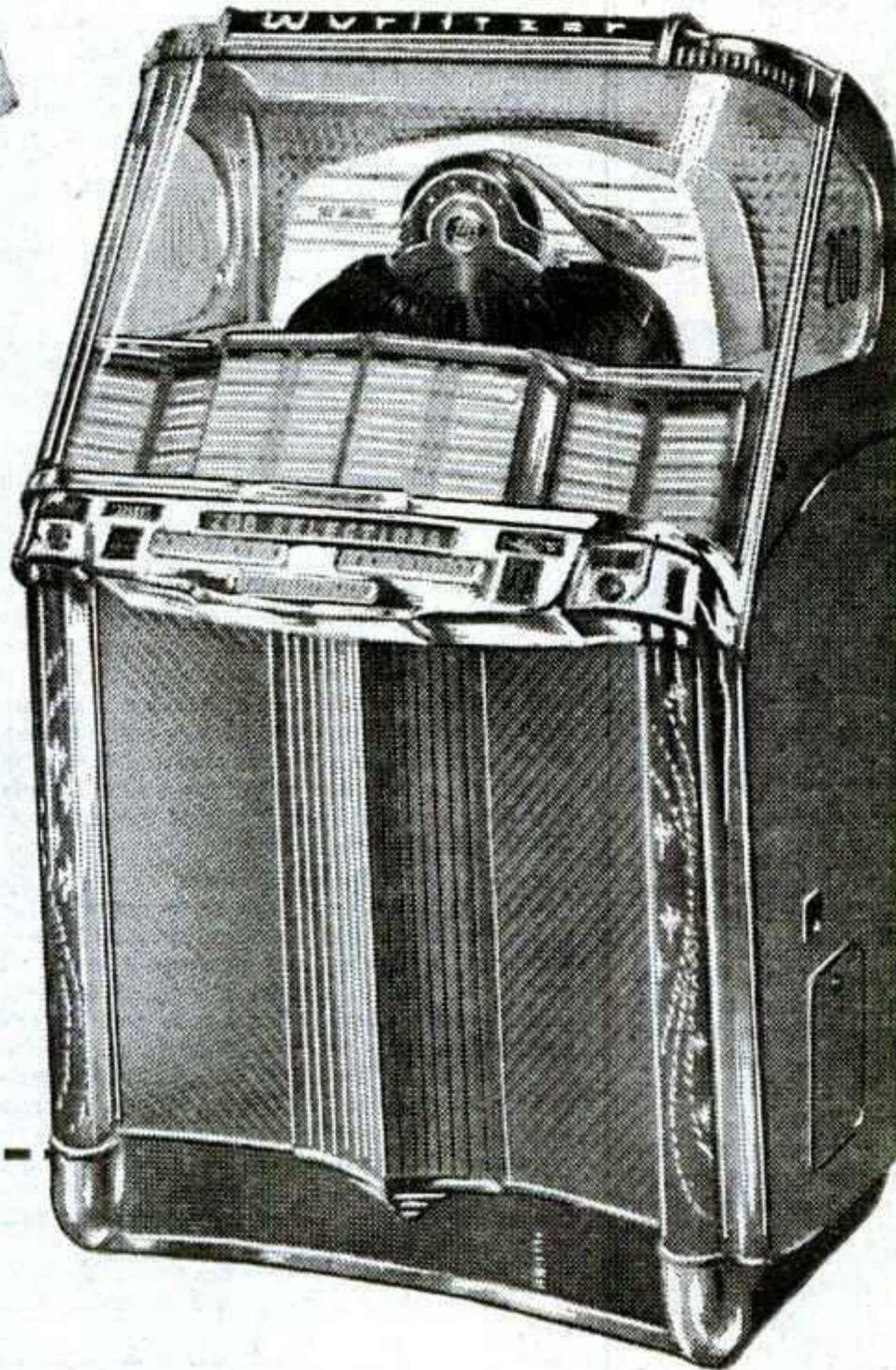
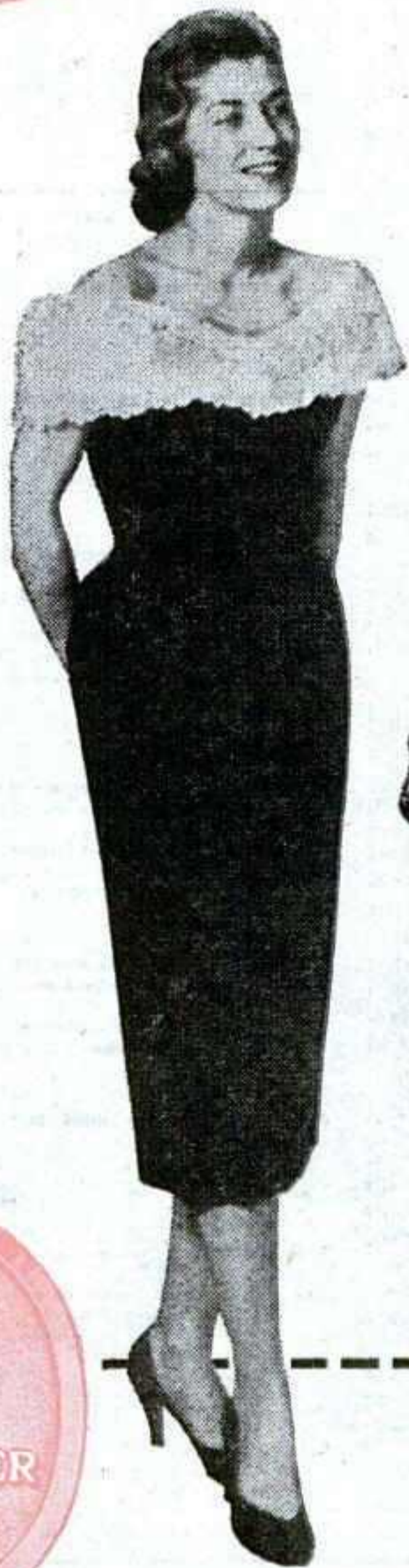
TAKES

IN

THE

MOST

MONEY



**WURLITZER**

*Centennial* **MODEL 2000**

*The Phonograph with Half Dollar Play*

**SEE IT, HEAR IT, BUY IT AT YOUR  
WURLITZER DISTRIBUTOR**

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.



ROCK-OLA DISTRIBUTORS AND OFFICIALS get together to chat between business meetings during the firm's preview showing of its new 200-selection phonograph at the Beldon Stratford Hotel last week. Len Micon (extreme left), sales manager of World Wide Distributors, Chicago, talks with Abe Witson, Scott Crosse Company, Philadelphia, while J. D. and B. D. Lazar (left to right) talk business with David C. Rockola,

## New Rock-Ola 200 Still Under Wraps

CHICAGO — The Rock-Ola Manufacturing Corporation continued to keep its 200-selection phonograph under lock and key this week.

In discussing the preview showing, firm officials this week said that the meeting had been launched with a luncheon and an address by Ed Ristau, director of



DAVID C. ROCKOLA



ED RISTAU

The Rock-Ola 200 was unveiled to the firm's entire distributor organization August 8-10 at the Beldon Stratford Hotel (The Billboard, August 18).

sales of Rock-Ola. Ristau also introduced all of the distributors and their personnel to the many Rock-Ola staffers on hand.

In the afternoon, David C. Rockola, president, covered the electronic and mechanical features of the new phonograph, outlined the firm's expansion program, and unveiled the new model.

Thursday (9) evening, distribution and Rock-Ola staffers jammed the hotel's main banquet room for a cocktail party and dinner. Guest speaker William Gove, vice-president of EMC Recordings Corporation, talked to the group on the subject of sales psychology.

The following day, special meetings on advertising promotion, sales planning and engineering were also held.

Operator showings of the new model are expected to be held sometime in September.

**ROCK-OLA**  
Hi-Fidelity Music  
**Model 1454**  
Designed for your pampered locations

**The Oldest ONE-STOP Record Service**  
**All Labels**  
**All Hits**  
45 RPM ..... 55c  
78 RPM ..... 60c  
Single EP's ..... 91c  
NO EXTRA CHARGES  
FREE TITLE STRIP SERVICE  
No order too large or too small.  
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STORE BUSINESS WELCOME  
No C.O.D. Send check with order including postage.  
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## MUSIC OPERATOR FORUM

# Music First, But Other Lines Up \$\$



(Editor's Note: This is the fourth and final Music Operator Forum on music operator diversification. The series began in the August 4 issue of The Billboard. This week's Forum reviews why operators diversify and how they go about it. It also touches on operator future plans and outside interests.

Most music operators handle other types of coin machine equipment in addition to juke boxes. Most operators do so because it helps boost net income. Some add other types of equipment because it meets competition from other operators, and some simply do it because location owners have requested it.

And diversification among music operators goes even further: Slightly over 30 per cent of all MOF operators reported that they had outside interests, apart from the coin machine industry.

Thus, diversification is no longer a trend, but an actual, very real part of the business. As the accompanying chart points out, 83 per cent of all operators participating are diversified operators.

### Same Outlets

Because music machines and amusement games cater to the same type of locations, such as taverns, snack shops and teen-age school stores, most operators head in this direction first. As the chart shows, the three types of equipment most often added to a music route are shuffle games, pinballs and gun games.

Cigarette machines also polled a heavy return, and for the same reason. Operators found that they could reap still another source of revenue without hunting up new locations.

But regardless of the extent of diversification, most music operators still consider their other coin machine lines and their other businesses as side lines. This is reflected in the second question on the chart, which points out that 44 per cent of the operators plan to increase their music operations and 49 per cent plan to hold onto what they have. Only 7 per cent declared they would reduce their juke box route size and they qualified their remarks by adding that the cuts would hit marginal locations only.

### Serious Problem

The cost problem from an operator's standpoint is serious. Most operators point to increased overhead, operating and equipment costs with one hand, and to steady, non-rising collections with the other. Carl Fisher, Los Angeles operator, pretty well summed up why operators diversify, when he said: "To offset rising costs, operators are forced to diversify their operations. Operators have to make more money."

Ironically, most operators agree that altho diversification is needed, it comes at a time when the music business offers greater returns on investment than ever before.

The one point operators are emphatic about is that they consider themselves music operators first.

### Diversification Needed . . .

MILLER VENDING COMPANY, Grand Rapids, Mich.: "Greater diversification is needed. Overhead costs are too great when operating music alone."

PAUL L. JENNINGS, Ravenna, O.: "The uncertainty of juke box licenses, as well as of games and other coin machines, makes diversification a natural step for an operator. When operating more than one type of equipment, an operator is better equipped to handle unforeseen regulations which may arise."

MIDDLE VENDING COMPANY, Perry, Ga.: "Music operators need other machines besides juke boxes on their routes. With costs climbing steadily and collections holding about level, operators must share the overhead and service costs with other types of coin machine equipment."

WATERTOWN AMUSEMENT COMPANY, Watertown, S. D.: "The trend in this locality is to greater diversification. An operator cannot stay in business on music alone—operating costs are too high and income is too low."

FRED F. FIXEL, Pembina, N. D.: "Music operators will continue to diversify their operations. Operators have to add other coin machines to offset higher costs."

E. D. RESORI, Springfield, Mo.: "We have operated phonographs and games successfully for a long time. We plan to continue operating both lines in the future. The combination helps cut overhead."

### Opposite Views Aired . . .

D. H. GARMAN, Republic, Kan.: "We think that operators should concentrate on music and work with locations. Specialization plus good operator-location owner relations always increases juke box takes."

J. R. BUSHNELL, Huntington, W. Va.: "We think it's wiser to concentrate on music only."

Other businesses owned by operators run the gamut, include everything from gas stations and ice cream parlors to record shops and real estate.

The most popular of these outside interests are associated, however, with the music machine business. Record retail stores and one-stops are way up on the list, so is background music service.

The big "if" in the diversification picture is dime play. A large number of operators believe that if dime play becomes nationwide, diversification will fall off.

## How They Voted

- Do you operate any types of equipment besides juke boxes?  
83% Yes  
17% No  
100%
- Do you plan to increase, decrease or keep about the same number of juke boxes in the next few years?  
44% Increase  
7% Decrease  
49% About the same  
100%
- If you do operate equipment other than juke boxes, what kind?  
78% Shuffle and/or pool games  
69% Pinballs  
57% Gun games  
36% Cigarette machines  
16% Other vending machines  
12% Kiddie rides  
5% Food vendors  
273%\*
- Rate in order of importance the factors you think most responsible for operators diversifying with equipment other than juke boxes.  
42.6% Increase net income  
31.2% Reduce operator competition  
26.2% Location requests  
100.0%
- If you plan more coin-operated diversification, what kinds of equipment do you plan to use?  
31.2% Games  
25.0% Vending equipment  
43.8% Both vending and games  
100.0%
- Do you have any other business in addition to coin machines?  
30.8% Yes  
69.2% No  
100.0%
- If you have a business other than coin machines, what kind?  
29% Retail record store  
17% Background music  
9% Operator one-stop  
9% Distributorship  
36% Other  
100%

\* Answers to Question No. 3 totaled more than 100 per cent because operators were asked to list all types of equipment operated other than juke boxes. The percentages, remember, are based only on the 83 per cent of the operators who are diversified.

Games have had appeal—high earnings for a short time then drop fast—whereas music is consistent and can be depended on the year around. Our gross income is 90 per cent music year after year and we split both games and music on the same commission basis."

M. B. MORRIS, Somerville, Tenn.: "I think operators will cut the size of their routes due to greater initial costs of machines, higher maintenance costs and greater overhead. As a result, less diversification will probably result—operators would eliminate marginal locations and concentrate on their better music spots."

GEM NOVELTY SALES COMPANY, Racine, Wis.: "With the high cost of games, it is nearly impossible to make money with them in the short life span they have."

DELMER SANT, Driggs, Idaho: "I think the music business will grow. This would indicate that operators would have to concentrate on music rather than diversification."

C. A. MUSIC STORE, Falfurrias, Tex.: "I believe music operators will concentrate more on music. All that is needed to help collections is a good public relations program."

### Big If's Voiced . . .

E. H. STOCKHAM, Bloomingdale, Mich.: "I think the trend to diversification depends on dime play. As long as operators are unable to increase the price of their service they'll have to diversify to meet costs. Once dime play is adopted, however, I think diversification will falter and decline."

EUGENE FIELDS, Oak Park, Ga.: "The extent of diversification depends largely upon local regulations. If juke box licenses are high, operators are more apt to diversify. As long as these regulations and fees are different thruout the country, some operators will have to diversify."



A SPECIAL SECTION

# 100 Years of Wurlitzer

Highlighting Early Developments in Coin-Operated Music

## Wurlitzer World of Music Built on Century of Growth

- Founded on \$700 shoestring, Wurlitzer tallies net sales of over 35 million for fiscal 1956, lists total assets\* of over \$31 million
- Story details continuous expansion with musical instruments and accessories, retail stores and finally coin-operated phonographs

The Rudolph Wurlitzer Company officially celebrates its first 100 years in the music business this week, August 23-25, at its phonograph plant in North Tonawanda, New York.

From what began as a part-time business for (Franz) Rudolph Wurlitzer in 1856, the Wurlitzer Company has grown until today it consists of four divisions—North Tonawanda, De Kalb, Ill., Retail Stores and Real Estate—and two major corporate department operations, Export and the factory at Corinth, Miss., a department of the De Kalb division.

Wurlitzer, founded on a \$700 shoestring, tallied net sales of \$35,448,646 for fiscal 1956. Other growth indicators: Total assets this year of over \$31 million; 3,022 stockholders; some 2,000 people employed at the North Tonawanda plant (where juke boxes, electronic organs and defense products are made) alone.

### One-Room Office

The Rudolph Wurlitzer Company was founded in Cincinnati in 1856. Rudolph Wurlitzer (1831-1914), who was then employed by the banking firm of Heidelback & Seasongood, invested \$700 in musical instruments supplied by his family in Germany and opened a one-room office.

For three years, Rudolph Wurlitzer operated the company as a part-time activity while cashier at the bank.

From its inception, the business was successful: "Quality at a popular price" was the basis of its founding. Wurlitzer had cut out the middlemen, and with the successive build-up of profits eliminated, he was able to offer top quality at low prices easily afforded by the average American.

By 1860, Wurlitzer's wholesale operations were nationwide and a retail store, offices and stockrooms were operated at 123 Main Street. Further broadening of the company's activities took place in 1861 when the entire building was taken over and a factory established at the Main Street location to produce instruments for martial music.

### Band Instruments

Within 10 years of its founding, Wurlitzer had become the largest outlet for band instruments in the United States and the Military was its biggest customer. In 1865, a Chicago retail music store was added to its expanding operations.

In the closing decades of the 19th Century, the music industry in America was growing rapidly and Wurlitzer was growing with it.

A mirror of this growth was a 216-page Wurlitzer handwritten catalog in 1879 listing all the instruments and accessories carried.

In 1880, the first piano bearing the Wurlitzer name was made. By

1891, Wurlitzer had outgrown its Main Street location and a move of the entire business was made to 121 East Fourth Street. The business continued to expand, and within a short time, the building adjoining the Fourth Street property was occupied by Wurlitzer.

This was a world made to order for Wurlitzer. Those who could play conventional musical instruments were playing instruments manufactured, imported or distributed by Wurlitzer. Those who could not play, pushed a button, turned a crank, lit a lamp or put a nickel in.

### Automatic Music

They didn't have to know how to make music, they could hear it played automatically by a Wurlitzer instrument (the story of Wurlitzer's part in the building of an industry in automatic music is told elsewhere in this section).

A disastrous fire in December, 1904, destroyed the Wurlitzer building at 121 East Fourth Street. Within three weeks, temporary quarters with complete new stock were opened.

In 1906, the year of the firm's half-century milestone, a handsome new six-story building was completed in Cincinnati to house Wurlitzer offices and some of its importation, wholesale and retail operations.

The first floor display rooms featured glass display counters, tall showcases, sound-proof demonstration rooms and piano display rooms. Wurlitzer's Player Piano library was carefully organized and cataloged, thousands of selections were racked along the wall. Individual phonograph listening rooms were also featured.

### Retail Music

So extensive had Wurlitzer wholesaling become that the publication of large catalogs was necessary. As Wurlitzer catalogs grew in size, so did the business of retail music in the United States.

Today, Wurlitzer offices, retail stores and plants can be found throughout the country.

At the North Tonawanda division, Wurlitzer lines of automatic phonographs and electronic organs are produced. Wurlitzer's phonograph selling, advertising, credit and service organizations are centered there.

The De Kalb Division of the company is the world's largest manufacturer of pianos. On April 1, 1956, electronic organ selling, advertising, credit and service organizations were consolidated with those of the traditional and electronic piano at De Kalb, Ill.

Wurlitzer's Retail Store Division comprises complete music stores in Buffalo, Cincinnati, Chicago, New York and Philadelphia with eight

branch operations in those general trading areas.

The Real Estate Division of Wurlitzer includes 120 acres at the site of the De Kalb factory; 80 acres for the Corinth plant and business properties in Buffalo, Cincinnati, Detroit and Philadelphia.

### Exports

All products of the Wurlitzer Company sold in foreign countries are handled by its Export Department. Thru its efforts, conventional pianos, electronic pianos, coin-operated phonographs and electronic organs are currently shipped into more than 40 countries.

Export business has been expanding thru the years and important further increases are expected as new trade agreements are made with foreign countries, making it possible for these countries to buy American-made goods with American dollars.

The new Wurlitzer plant at Corinth, Miss., operated as a department of the De Kalb Division was officially dedicated last May, with the Governor of the State and other dignitaries present. The primary use to which this plant will be put is the manufacture of the company's latest product, the Wurlitzer Electronic Piano.

### ONE FAMILY

## Boasts 300 Music Years

Music, in one way or another, has played a dominant role in every generation of the Wurlitzer family for three centuries.

Early records disclose that Nicholas Wurlitzer, born in the year 1659, the son of a swordmaker, turned his talents to the making of lutes, mandolin-like instruments in general use at the time.

In the generations which followed, there appeared the names of such distinguished violin makers as Hans Andreas Wurlitzer I, born 1701, and his two sons, Hans Andreas II, born 1732, and Hans Adam, born 1724, who was made Master Violinmaker of the Saxon Guild.

Records also make reference to another member of the Wurlitzer family, Frederick Wurlitzer, a child prodigy who toured Europe in concert presentations and became court pianist to Frederick the Great of Prussia at the age of 16.

Christian Gottfried Wurlitzer, father of Rudolph, the founder of the Wurlitzer Company, operated a successful retail music business at Schoeneck in Saxony.

It was in this atmosphere, and with this background of musical culture and craftsmanship, that Rudolph Wurlitzer acquired his love for music and its associations

### Editorial

## CENTENNIAL SALUTE

We're happy to join the juke box industry in taking our hat off to Wurlitzer on its 100th birthday.

Wurlitzer has made—and continues to make—a big contribution to the world of music.

Because of the number and variety of music instruments the firm has made thru the years, it is understandable Wurlitzer makes the boast that to many people the name "Wurlitzer" is synonymous with music.

It is to the men of Wurlitzer who have made this boast believable that we join the industry in saying, "A job well done."



FARNY R. WURLITZER (1883- )



RUDOLPH H. WURLITZER (1873-1948)

### FAMILY MANAGED

## A Wurlitzer at Helm 100 Years

This year represents two significant events in the history of the Rudolph Wurlitzer Company. First, it marks a century of experience in the music business. And, second, it completes a century of Wurlitzer management.

Since 1856, when the Wurlitzer Company was founded, at least one member of the Wurlitzer family has always been active in the direction and management of the firm.

From 1904, when Farny Wurlitzer joined the company, until 1914, when Rudolph Wurlitzer, the founder of the business, died, four Wurlitzer family members participated. From 1914 to 1942, all three of Rudolph Wurlitzer's sons—Howard, Rudolph H. and Farny—were active. Today, Wurlitzer guidance has dwindled to one man: Farny Wurlitzer, chairman of the board of directors.

Following are brief biography sketches of each of the four Wurlitzer executives:

### Rudolph Wurlitzer

(Franz) Rudolph Wurlitzer, founder of the company which bears his name, was born in Schoeneck, Germany, in 1831.

He received his education at schools in Schoeneck, Plauen and Leipzig. Equally important, he was meticulously grounded in the fine points of musical instrument craftsmanship by his father, relatives and friends. Hence, he developed his knowledge and affection for music.

When 22 years old, Rudolph left his home and sailed for the U. S. He arrived at Hoboken, N. J., with no money and only a negligible acquaintance of the English language.

Three years later, in 1854, he obtained employment with a private banking firm in Cincinnati. During the next two years Rudolph learned the ins and outs of American commerce and saved enough money to begin importing musical instruments from Europe.

With his first order, amounting to \$700, Rudolph Wurlitzer opened

a one-room office and founded the Rudolph Wurlitzer Company. In 1890 the firm was incorporated and Rudolph became the first

(Continued on page 88)



RUDOLPH WURLITZER (1831-1914)

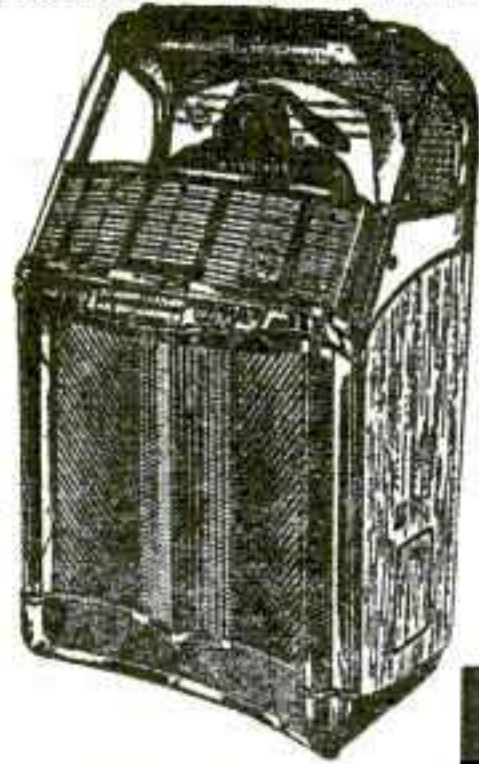


HOWARD E. WURLITZER (1871-1928)

**YOU OPERATE  
THE WORLD'S FINEST  
PHONOGRAPH  
WHEN YOU OPERATE  
The WURLITZER  
CENTENNIAL LINE**

Model 2000—200 Selections  
and  
Model 1900—104 Selections

Drop into our showrooms anytime.



**ROCK CITY'S BEST BUYS**

BALLY		UNITED	
ATLANTIC CITY	\$ 49.50	MANHATTAN	\$150.00
BEAUTY	49.50	PIXIE	250.00
BROADWAY	400.00	STARDUST	375.00
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MIAMI BEACH	225.00	ROCK 'N' ROLL, NEW	WRITE
VARIETY	125.00	SIDEWALK ENGINEER	\$150.00
YACHT CLUB	49.50	<b>GOTTLIEB</b>	
		DERBY DAYS, NEW	WRITE
		TREADOR, NEW	WRITE

*Rock City Amusement Co.*

108 LAFAYETTE ST.  
NASHVILLE, TENN.  
Phones: 6-8371 or 42-4353

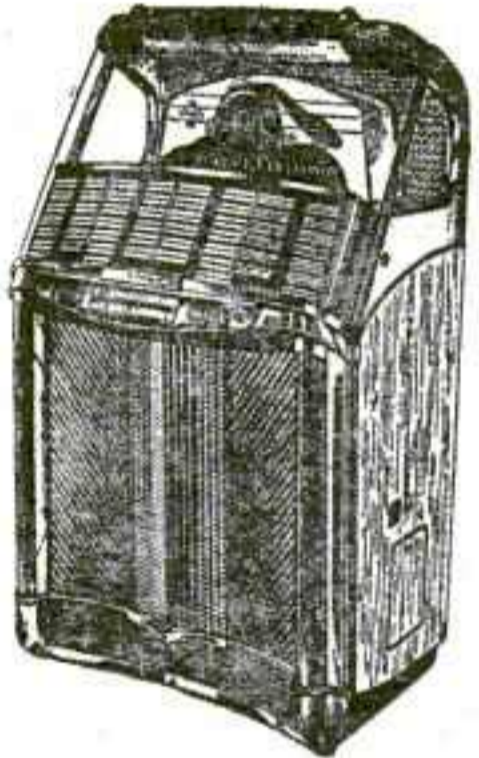
ANY WAY YOU LOOK

**AT IT...  
YOU SEE GREATER EARNING POWER**

**NEW MONEY—  
FRESH MONEY**  
That is what all the operators are experiencing because of the 50¢ coin chute featured on the NEW WURLITZER MODEL 2000.

**PROVE IT TO YOURSELF**  
Your cash box will do the rest of the convincing.

**WANT TO BUY  
USED MUSIC MACHINES  
SEND IN YOUR LIST**



**IF IT'S A MONEY MAKER, WE SELL IT**

NOW DELIVERING NEW United's SELECT PLAY, MONACO; Gottlieb's CLASSY BOWLER, Genco STATE FAIR, C. C. TWIN HOCKEY, Valley POOL TABLES, MUTO. LORD'S PRAYER, HOROSCOPE VENDOR, Lane's SIMPLE SIMON PIE WAGON, MILK TRUCK AND BEAR CAT

SHUFFLE ALLEYS	BINGOS	ARCADE EQUIPMENT
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Build Up 400.00	Beach Club 65.00	Bally Defender 125.00
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Cascade 59.00	Brite Lites 60.00	Balloonomat, F.S. 345.00
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DeLuxe 50.00	Dude Ranch 85.00	C.C. Pistol 50.00
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Olympic 70.00	Miami Beach 225.00	Evans Bat-A-Score 145.00
Rainbow 99.50	Manhattan 175.00	Genco Quarterback 275.00
Royal 95.00	Nevada 50.00	K.O. Flier, F.S. 350.00
Speedy 165.00	Palm Springs 65.00	Lite A League 75.00
Team Bowler 128.00	Palm Beach 45.00	Midget Movies 125.00
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6 Pl. Original 50.00	Stars 45.00	Mute Photomat 350.00
Bally Victory 150.00	Singapore 75.00	Mute Lord's 395.00
Bally Rocket 175.00	Starlet 250.00	Panorams 325.00
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Score 50.00	Triple Play 210.00	Silver Bullet 125.00
Genco 8 Pl. 50.00	Tropicana 65.00	Shoe Brush Up 95.00
Rebound 50.00	Yacht Club 50.00	Shoe Shine Machine 150.00
Genco Shuffle Pool 85.00	Variety 125.00	Twin Hockey, new Write
Gol. Bowlette 25.00	Pixel 250.00	Un. Super Slugger, new
	Atlantic City 50.00	Write
	Caravan 375.00	Vibrators, F.S. 150.00
	Circus 50.00	Zodiac, new 395.00
	Coney Island 50.00	Zingo 65.00
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	Spot Lites 50.00	Ex. Love Meter 25.00
		Keeney Air Raider 125.00
		Keeney Submarine 125.00
		Liberator 75.00
		Rapid Fire 110.00
		Rovers Name 125.00
		Plate 45.00
		Skill Jump 125.00
		Mute Voice Recorder 375.00
		<b>RIDES</b>
		Merry-Go-Round \$350.00
		T-V Ride 275.00
		Bally Moonride 275.00
		Stutz Bear Cat 550.00
		<b>Genco UPRITES</b>
		35 Jumping Jacks, 400 & Gold Nuggets \$45.00 ea.
		Silver Chests 55.00 ea.

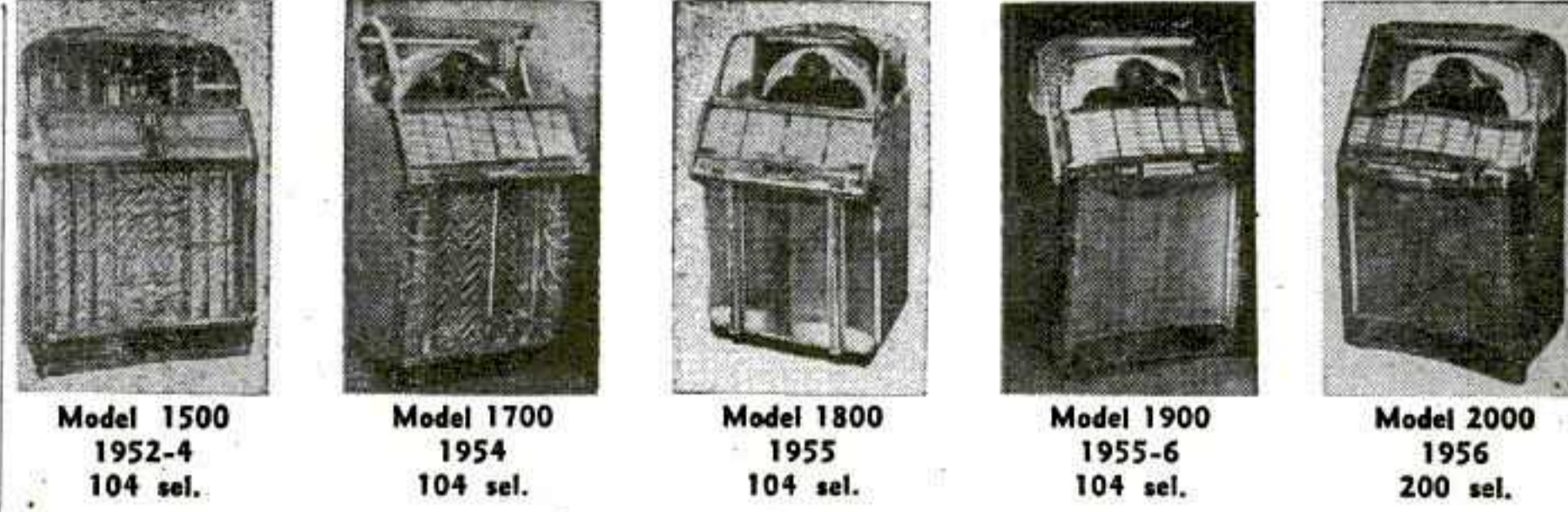
**MILLS  
COFFEE VENDORS**  
12 excellent shapes,  
600-cup  
capacity \$350.00 ea.

**COUNTER GAMES**  
Kicker & Catcher \$20.00  
Adv. Shocker, new 17.50  
ABT Challenger 25.00  
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All Phones: Tower 1-6715  
Terms: 1/3 deposit with all orders, balance C.O.D.



**LOOKING BACK AUTOMATICALLY**

**Wurlitzer Phonos 22 Years,  
But Coin Music Since 1899**

- Dozens of coin-operated musical instruments preceded firm's first juke unveiled in 1934.
- Granddaddy of company's automatic devices was the Tonophone introduced 57 years ago

Fifty-seven years ago Wurlitzer unveiled a granddaddy of the juke box, its first coin-operated musical instrument: The Wurlitzer Tonophone, a coin-operated piano.

Since that year—1899—the firm has developed and manufactured dozens of automatic coin-operated musical instruments including military band organs, clarionette organs, quatuors, orchestrons, harps, a wide variety of pianos and phonographs.

Its coin-operated products have ranged in price from \$95 to \$8,000. Wurlitzer's 1910 catalog alone

contained more than 50 coin-operated instruments.

A major item in this catalog was the Concert Piano-Orchestra—a giant instrument which featured instrumentation of 30 oboes, 56 violins, 30 violas, 30 piccolos, 30 flutes, 30 violincellos, 26 saxophones, 26 bass violins, bass and snare drums, kettle drum and cymbals, chimes, triangle, tamborine and castanets.

Other notable coin-operated instruments by Wurlitzer were the Piano, a 44-note electric piano offering six selections; the Mandolin Quartette and Sextette, electrically operated and containing five selections; the Violin Piano; the Violin-Flute Piano, and the Mandolin Piano-Orchestra.

All of these coin-operated instruments flourished until the 1920's, then gradually subsided. However, in 1933, Wurlitzer purchased the assets of the Simplex Phonograph Company in Chicago and the following year introduced its first coin-operated phonograph.

**First Selective Phono**  
Wurlitzer's 1934 phonograph, called the Wurlitzer Simplex, Model P 10, offered 10 records and 10 selections to the public.

It was with the introduction of the Simplex that Wurlitzer began setting up distributorships. The basic distribution pattern—manufacturer to distributor to operator—still exists, not only for Wurlitzer, but for all juke box manufacturers.

Wurlitzer's 10-selection phonograph was quickly followed up with newer models offering 12-selections, then 16-selections. By World War II, a variety of models featuring 16 selections had been introduced on the market.

**Defense Work**  
During the war, Wurlitzer, like other juke box manufacturers, toolled its production lines for defense work. From 1942 to 1946 phonograph production ceased entirely.

Wurlitzer's first postwar phonograph, Model 1015, boosted the number of selections on an automatic phonograph to 24. By 1950, the firm had doubled this number, 48 selections with 24 records.

A phonograph featuring 104 selections and playing 45 and 78 r.p.m. disks intermixed was intro-

duced by Wurlitzer in 1952. When the acceptance of 45's by both record companies and operators was assured the following year, Wurlitzer bowed a 104-selection model geared for the donut disks exclusively.

Wurlitzer changed its record mechanism to play-disks vertically in 1954 and added Zenith's Cobra Stylus tone arm for better reproduction.

Wurlitzer this year introduced a 200-selection phonograph and a coin chute capable of taking half-dollars, in addition to nickels, dimes and quarters.

**WURLITZERS**

**At the Helm  
A 100 Years**

*Continued from page 87*  
president, and remained in this post until 1914 when he died.

**Howard E. Wurlitzer**

Howard E. Wurlitzer, eldest son of Rudolph Wurlitzer, was born in 1871. He joined the Wurlitzer Company in 1889 and quickly took over the wholesaling and retailing operation responsibility of the firm. He was an aggressive pioneer in the development of automatic and coin-operated musical instruments, and became vice-president of the firm in 1899, president in 1912, succeeding his father, and chairman of the board of directors in 1927.

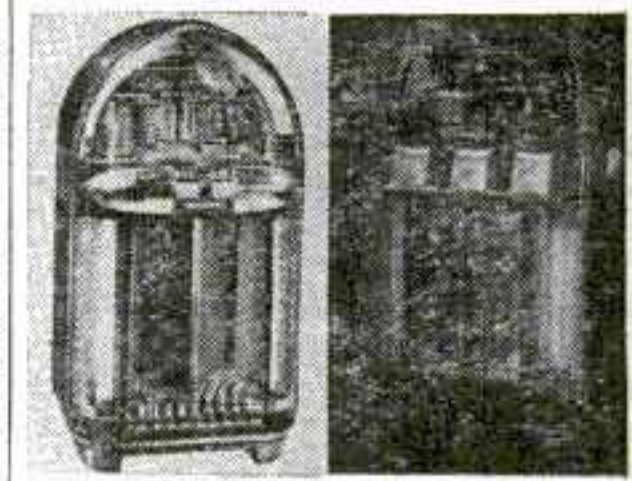
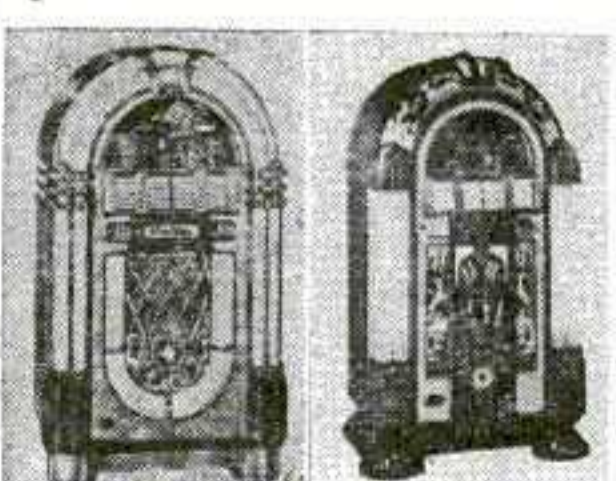
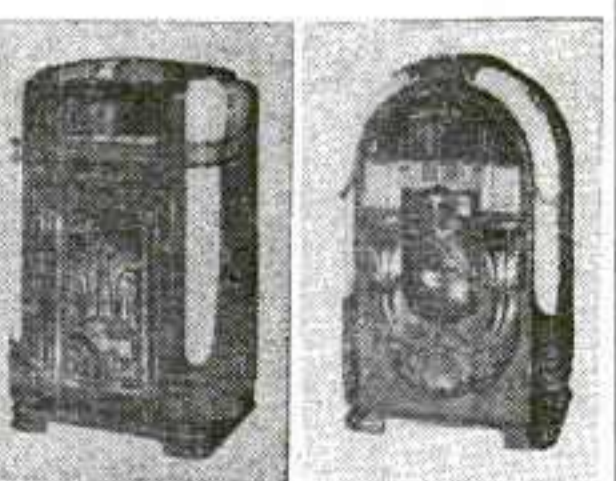
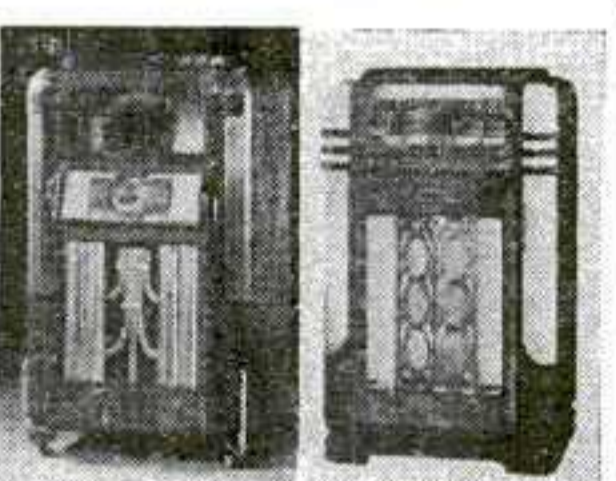
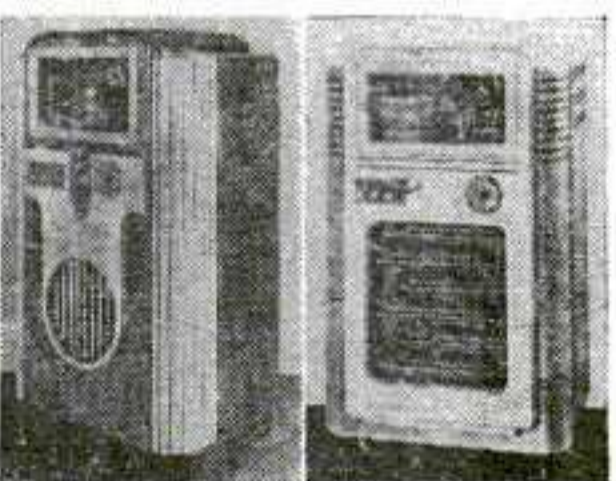
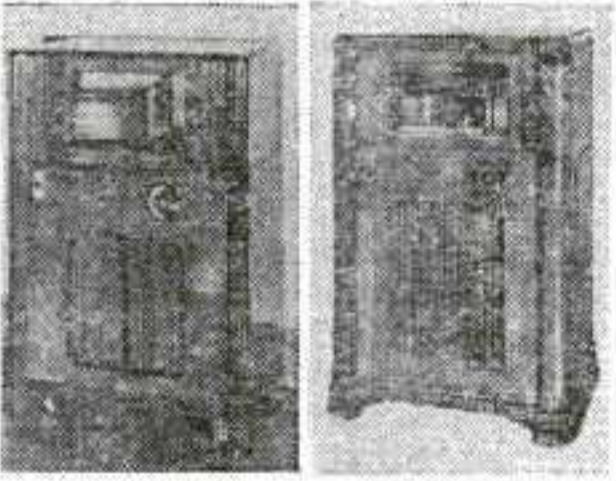
He withdrew from the firm entirely the following year because of ill health and died shortly thereafter. During his 39-year career with Wurlitzer, he proved himself a hard-headed, farsighted businessman.

**Rudolph H. Wurlitzer**

Rudolph H. Wurlitzer (1873-1948) joined the Wurlitzer Company in 1894.

He was schooled as a musician and a scholar of music and its history. He studied the violin in Europe under Emmanual Wirth. He also attended the University of Berlin.

Rudolph H. became secretary and treasurer of the firm in 1899, vice-president in 1912, and president in 1927, a post he held until *(Continued on page 91)*



Model 700 1940 24 sel. Model 850 1941 24 sel. Model 1015 1946 24 sel. Model 950 1942 24 sel. Model 1100 1947-9 24 sel. Model 1400 1951-3 48 sel.

# Phono Team Tallies 100 Years of Savvy

Wurlitzer's juke box management team is composed of seven men whose combined experience in the field total well over 100 years. R. C. Roling, president, and R. F. Waltemade, vice-president and general manager of the North Tonawanda, N. Y., division, both joined Wurlitzer in 1934. Roling directs the management team from the firm's Chicago offices, while Waltemade supervises from the plant in North Tonawanda.

Following are brief biographies of each of the seven-man team:

## R. C. Roling

R. C. Roling, president of The Rudolph Wurlitzer Company, joined the firm in 1934 to reorganize its operations and financial structure. He succeeded Fanny R. Wurlitzer as president in 1941 when Wurlitzer became chairman of the executive committee of the board. A native of Charles City, Ia., he attended the University of Wisconsin. He started his career in 1912 with the Hart-Parr Company, Charles City, founder of the tractor industry. In 1916 he was made works manager, becoming vice-president in 1920. Upon the organization of Oliver Corporation, Chicago, in a 1929 merger of Hart-Parr with other

firms, Roling was elected vice-president and general works manager. From 1931-'34 he was vice-president of Grigsby Grunow Company, Chicago.

## Roy F. Waltemade

Roy F. Waltemade, vice-president and general manager, North Tonawanda Division, started as Wurlitzer's division comptroller in 1934. He became works manager in 1944, advanced to vice-president and manager, DeKalb Division, in 1946. In 1952, retaining his title of vice-president, Waltemade became manager of all manufacturing divisions, and in 1954 advanced to his present position. He attended Chicago Tech High School, and Northwestern University. Waltemade is married and has a son.

## Robert H. Bear

Robert H. Bear, phonograph sales manager, joined Wurlitzer in 1941 as field auditor and later handled war contracts. He left the firm after the war to go with the Buffalo Wurlitzer distributor. In 1948 Bear rejoined the company as special sales representative, and in 1952 was appointed phonograph sales manager. He is a member of



R. C. ROLING

Delta Sigma Pi and Buffalo and Niagara Sales Executive Club. He and his wife, Ruth, have four children.

## A. D. Palmer Jr.

A. D. Palmer Jr., advertising and sales promotion manager, has guided the department since 1949. He is also Centennial manager. Prior to joining the firm he was a partner of Burke Dowling Adams Advertising Agency, handling the Curtiss Wright Corporation account. Previously he was with Wright for 10 years as manager of publicity and advertising, and director of internal relations embracing plant operations in Buffalo, St. Louis, Columbus and Louisville. Married, he and his wife, Estel, are the parents of a daughter.

## Robert G. Hamilton

Robert G. Hamilton, assistant to the sales manager, joined Wurlitzer in 1953. A native of Philipsburg, Pa., he graduated from Syracuse University, started his business career as a salesman for National Gypsum, transferred to Sylvania Electric Products as assistant advertising manager, and later was radio division sales manager. Bob and his wife, Marjorie, have two children. He holds membership in the Alpha Delta Sigma Honorary Advertising Fraternity and is a member of the American Legion.

## Arthur C. Rutzen

Arthur C. Rutzen, export sales manager, has served as manager of the tax and legislation departments and special sales representative. A graduate of Fordham University and Law School, Rutzen completed his education at the F. B. I., and was vice-president of the Scientific Nutrition Company; assistant vice-president, American Dehydrating Company; assistant vice-president, American Steel Corporation of Cuba; director of industrial relations, Midwest division, A. and P. Company. Rutzen is a past president and director of the Buffalo World Trade Association, a member of the Export Manager's Club, New York, the Buffalo Canoe Club, the Final Declaration Committee of the National Foreign Trade Council, the New York Athletic Club, and the Buffalo Chapter, Society of Former Special Agents, F.B.I. Inc. He and his wife, Helen, have two sons.

## Joseph Hrdlicka

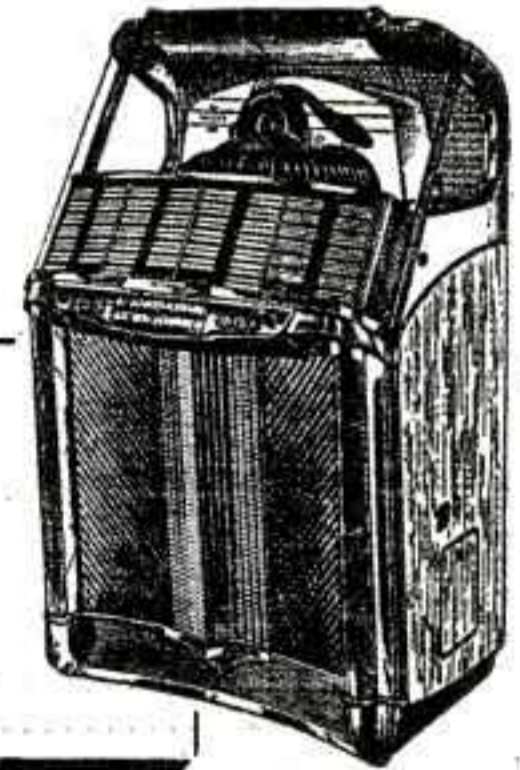
Joseph Hrdlicka, service manager, phonograph department, has been with Wurlitzer for the past 28 years. He started as service manager for the Wurlitzer St. Louis retail store, became field service instructor for the phonograph department, Eastern liaison expeditor during the war, service manager of the Philadelphia Wurlitzer distributor, and returned to North Tonawanda in 1950 to become service manager for the factory. A native of St. Louis, he is married and his son is district sales manager of the Economics Laboratory in British Columbia.

Wurlitzer 1800 Phonograph . \$725.00	Wurlitzer 1400 ..... \$195.00
Wurlitzer 1700 Phonograph converted to dual title strips ..... 550.00	Seeburg Model "C" ..... 495.00
Wurlitzer 1650, 45 rpm Hi-Fi 325.00	AMI D-80 ..... 295.00
	AMI D-40, 45 rpm ..... 195.00

**UNITED DISTRIBUTORS, INC.**  
902 W. SECOND WICHITA 12, KANSAS HO 4-6111  
HO 4-3504

## WURLITZER'S MODEL 2000

• The Phono That Offers More, Gets More



- Gives the Best Music
- 200 Selection
- Takes in the Most Money
- The Phonograph with the Half Dollar Play
- Carousel Record Changer

SEE IT AND HEAR IT TO APPRECIATE THE FINEST PHONO MADE—COME IN TODAY

**STEELE DISTRIBUTING CO.**  
3300 Louisiana, Houston, Tex.

## WHAT TO DO, WHERE—IT'S IN THE PROGRAM

NORTH TONAWANDA, N.Y.—When Wurlitzer opens its gates Wednesday and begins celebrating its Centennial Anniversary, it's going to be every man for himself.

From dawn to dusk, guests attending the Wurlitzer fete are going to be treated to different kind of entertainment practically every hour.

The following program bears this out (it might also come in handy for guests who want to know what's next and where:

### Thursday, August 23

- 3:00 p.m. —Registration begins on Mezzanine balcony, Hotel Statler
- 6:00 p.m.- 9:00 p.m.—Buffet supper for Wurlitzer guests in Terrace Room off main lobby.

### Friday, August 24

- 7:30 a.m.- 9:30 a.m.—Breakfast in Statler Ballroom off main lobby.
- 9:30 a.m. —Board buses at Delaware Avenue entrance of Statler.
- 10:15 a.m. —Arrive at Wurlitzer plant.
- 10:30 a.m.-12:00 p.m.—Factory tour.
- 12:00 p.m. —Barbeque luncheon in Wurlitzer Park.
- 2:00 p.m. —Stageshow.
- 4:00 p.m. —Rides, games and other activities on the grounds.
- 6:00 p.m. —Seated Shore Dinner in dining tent.
- 8:30 p.m. —"Kismet"—Broadway musical—at Melody Fair on the grounds.
- 11:20 p.m. —Board buses for return trip to Statler.
- 12:00 a.m. —Arrive at Hotel Statler.

### Saturday, August 25

- 7:30 a.m.- 9:00 a.m.—Breakfast in Statler Ballroom off main lobby.
- 9:30 a.m. —Board buses for Niagara Falls at Delaware Avenue entrance of Statler.
- 10:30 a.m. —Tour scenic sights on American side.
- 12:00 p.m. —Buses return via Niagara Falls Boulevard to Wurlitzer Park.
- 1:00 p.m. —Buffet luncheon.
- 2:00 p.m. —Stageshow.
- 2:00 p.m.- 5:00 p.m.—American Airlines flights over Niagara Falls will originate from the Niagra Falls Airport on Niagara Falls Boulevard. Coaches will leave at half-hour schedules from Wurlitzer grounds to transport those who wish to avail themselves of the magnificent panorama of Niagara Falls from the air.
- 3:00 p.m.- 5:00 p.m.—Drawings for valuable prizes.
- 5:30 p.m. —Board buses for Hotel Statler.
- 6:15 p.m. —Arrive Hotel Statler.
- 7:00 p.m. —Cocktail party in New York, Georgia, Detroit, Boston and St. Louis Rooms on Mezzanine of Statler.
- 8:00 p.m. —Dinner in Grand Ballroom of Hotel Statler.
- 9:30 p.m. —Stageshow and entertainment.
- 10:30 p.m. —Dancing till dawn.

### Sunday, August 26

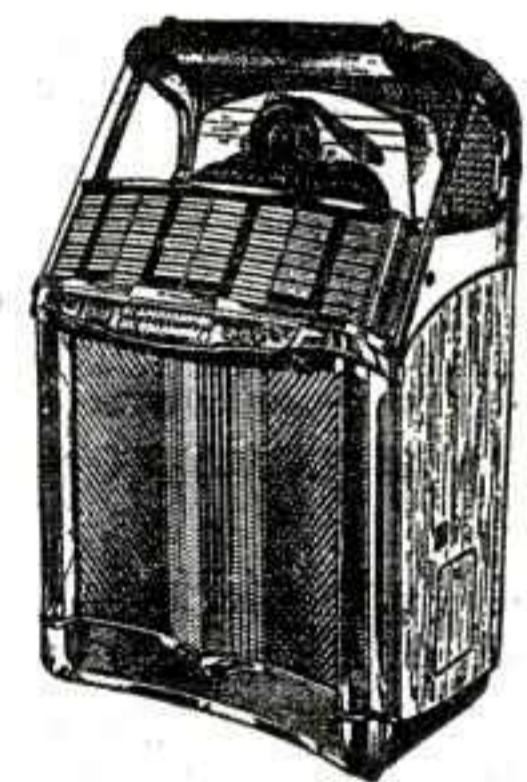
- 7:00 a.m.-10:00 a.m.—Breakfast in Terrace Room of main lobby.
- 3:00 p.m. —Check-out time.

## AT IT...

ANY WAY YOU LOOK

## YOU SEE GREATER EARNING POWER

- In Wurlitzer's Centennial Line Model 2000 200 Selection and Model 1900 104 Selection
- Carousel Record Changer



RECONDITIONED EQUIPMENT—READY FOR LOCATION

### • WURLITZER

- 1250 ..... \$125.
- 1650 ..... 325.

### • SEEBURG

- 100 A ..... \$195.
- 100 B ..... 400.
- 100 C ..... 525.
- 100 W ..... 645.

### • AMI

- D-40 ..... \$165.
- F-120 ..... 625.

### • ROCK-OLA

- 1446 ..... \$625.
- 1448 ..... 725.

Exclusive Wurlitzer Distributors

## PEACH STATE MUSIC CO.

3 OFFICES TO SERVE YOU!

335 EDGEWOOD, S. E.  
Tel.: MURray 8-4350  
ATLANTA, GA.

549 PINE ST.  
Tel.: 3-1588  
MACON, GA.

911 GERVAIS ST.  
Tel.: 4-2452  
COLUMBIA, S. C.

**NO NEED TO LOOK FURTHER THAN FRANKLIN**

for ALL your coin machine needs!

TOP BRAND LINES!  
 UNITED MFG. CO.  
 CHICAGO COIN  
 MACHINE CO.  
 GENCO MFG. CO.  
 DuGRENIER, INC.

GUARANTEED RECONDITIONED EQUIPMENT!  
**WURLITZER 2000!**

EXPORT AGENTS! Write us for information and equipment lists!  
 Call MOhawk 3866

**FRANKLIN SALES CORP.**  
 265 FRANKLIN STREET BUFFALO, NEW YORK

**HORSEY SET**

**Op Takes Slow Boat To Mackinac**

By BENN OLLMAN

MACKINAC ISLAND, Mich.—Disgusted with big city traffic jams? Next time you cuss the trucks, buses and Sunday drivers that slow down your cross-town hauls to service equipment, think of the operators who handle locations on this charming island, an hour's ferry boat ride from their mainland headquarters. Not only do they have to load their machines, parts and supplies on boat to reach their locations, but once there, they have to rely on horse-drawn carriages to do their hauling.

This historic island in the Mackinac Straits between scenic upper and lower Michigan, still clings to its ban on automobiles and trucks, and relies entirely on horses and bicycles. You also have the alternative of walking wherever you may choose to go. It provides picturesque atmosphere for the thousands of tourists who jam this place each summer. But the handful of mainland coinmen who have machines spotted here would gladly trade old "dobbin" for modern automotive horsepower when it comes to machine moving time.

**Jukes Move In**

Here, in the last refuge of true "horsepower," where the carriage drivers are graciously attired in old-fashioned stove-pipe hats and flaming red jackets sporting brass buttons, modern coin machines

(Continued on page 94)

You'll Have a Time for Yourself at Our Big Centennial Sale!

ALL TYPES OF GAMES & MUSIC

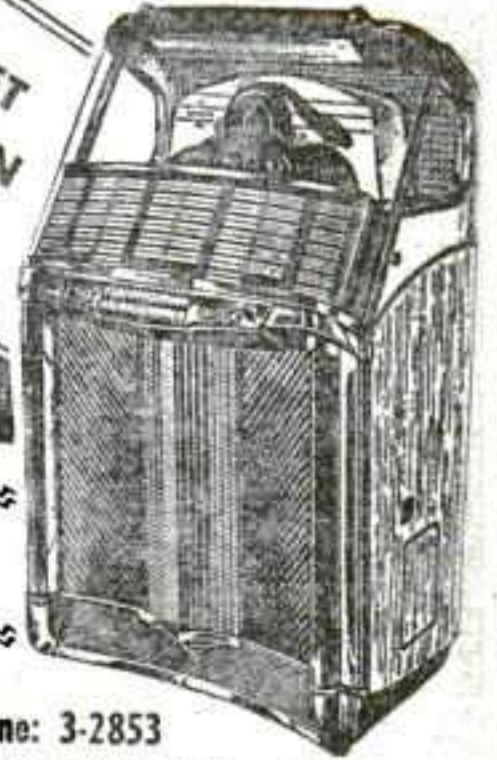
IN-LINES!

PINBALLS!

All Guaranteed!

UNUSUALLY HIGH TRADE-IN PRICES ON THE NEW WURLITZER MODEL 2000

**ROTH NOVELTY CO.** Phone: 3-2853  
 54 N. PENNSYLVANIA AVE., WILKES-BARRE, PENN.



**BILOTTA IS YOUR BEST BUY FOR MUSIC and GAMES**

- MUTOSCOPE'S "ROCK 'N ROLL" WILLIAMS
- "HOT DIGGETY" WILLIAMS
- "SURF RIDER" GOTTLIEB'S
- "CLASSY BOWLER" GOTTLIEB'S
- The Vending Machine of the Year MUTOSCOPE'S "LORD'S PRAYER MACHINE"



CENTENNIAL WURLITZER Model 2000

*Bilotta Distributing Company*

224 N. MAIN ST., NEWARK, N. Y. | 1226 BROADWAY, ALBANY, N. Y.  
 JACK SHAWCROSS PHONE 598 | BOB CATLIN PHONE 625041

**LOOK AT IT . . . YOU SEE GREATER EARNING POWER**

ANY WAY YOU

In Wurlitzer's Centennial Line Model 2000 200 Selection and Model 1900 104 Selection



Carousel Record Changer

**CENTENNIAL MUSIC SPECIALS**

WURLITZER 1400	\$225.00
WURLITZER 1500	245.00
WURLITZER 1650	350.00
ROCK-OLA 50-51 ROCKET	125.00
AMI MODEL A	75.00
SEEBURG M-100A (78 RPM)	195.00
SEEBURG M-100A (45 RPM)	235.00
SEEBURG M-100C	535.00

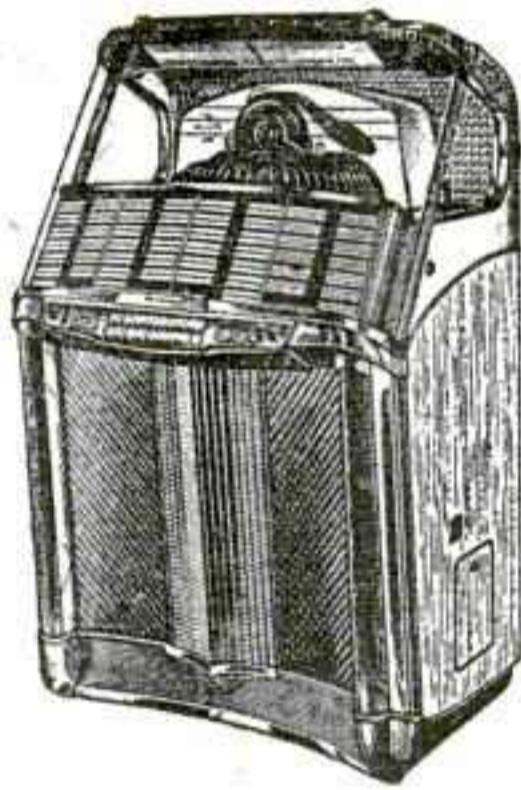
Many other models. State your requirements  
**COMCO Wall Speakers—\$11.95**  
 GUARANTEED 100% SATISFACTION  
 ALL EQUIPMENT RECONDITIONED—READY FOR LOCATION  
 TERMS: 50% DEPOSIT, BALANCE SIGHT DRAFT  
 EXPORT INQUIRIES INVITED

**COVEN MUSIC CORPORATION**

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
 Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

**WURLITZER'S 2000**

OFFERS MORE . . . GETS MORE



CHECK THESE OUTSTANDING FEATURES ON THE NEW WURLITZER 2000

- 200 selection
- Carousel Record Changer
- The Phono with the Half-Dollar Play
- Sounds Better
- Looks Better

**COME IN TODAY**

SEE the New Wurlitzer 2000  
 HEAR the New Wurlitzer 2000  
 YOU'LL BUY THE 2000  
 Yes, the Wurlitzer 2000 Offers More . . . Gets More.

**CULP DISTRIBUTING CO.**  
 614 W. Grand, Oklahoma City, Okla.



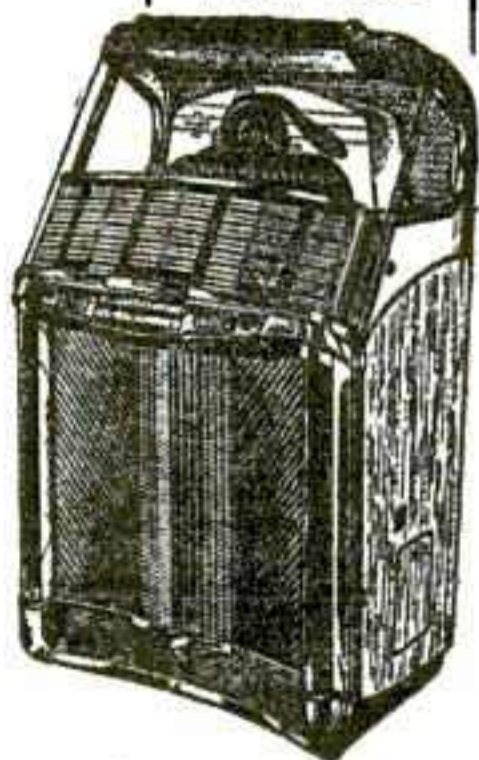
Joe Ash says:

**COMPARE**

OUR NEWEST ADDITION: WURLITZER Model 2000

**QUALITY** with **PRICE**

**UNDERSOLD!**



**ATTENTION, EUROPEAN BUYERS!**

The Active Amusement Machine Company has planned a European business trip for the latter part of September. We cordially solicit invitations from European coin machine buyers in order that we may visit with you personally. Send us the name of your firm and we will arrange for a personal meeting in your country. Thank you.



EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in South Jersey, Delaware and Eastern Pennsylvania.

**ACTIVE**  
 AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
 FRemont 7-4495  
 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**WE'VE GOT PLENTY TO SHOUT ABOUT!**

WE'VE GOT THE NEW WURLITZER 2000 AND . . . MONEY-BACK GUARANTEE USED SPECIALS!

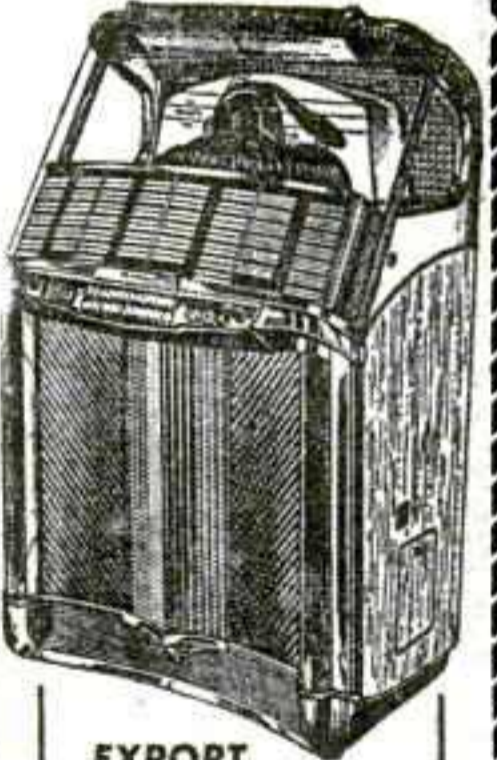
WURLITZER 1500's—1550's \$225

WURLITZER 1500A's 1550A's \$295

WURLITZER 1250's 45/RPM \$165

WURLITZER 1700's \$575

WURLITZER 1600's \$325



EXPORT BUYERS . . .

We sell all equipment with a money-back guarantee. Write us your needs and we'll get you the best machines on the market.

YOU MUST BE SATISFIED . . . OR YOUR MONEY WILL BE REFUNDED!

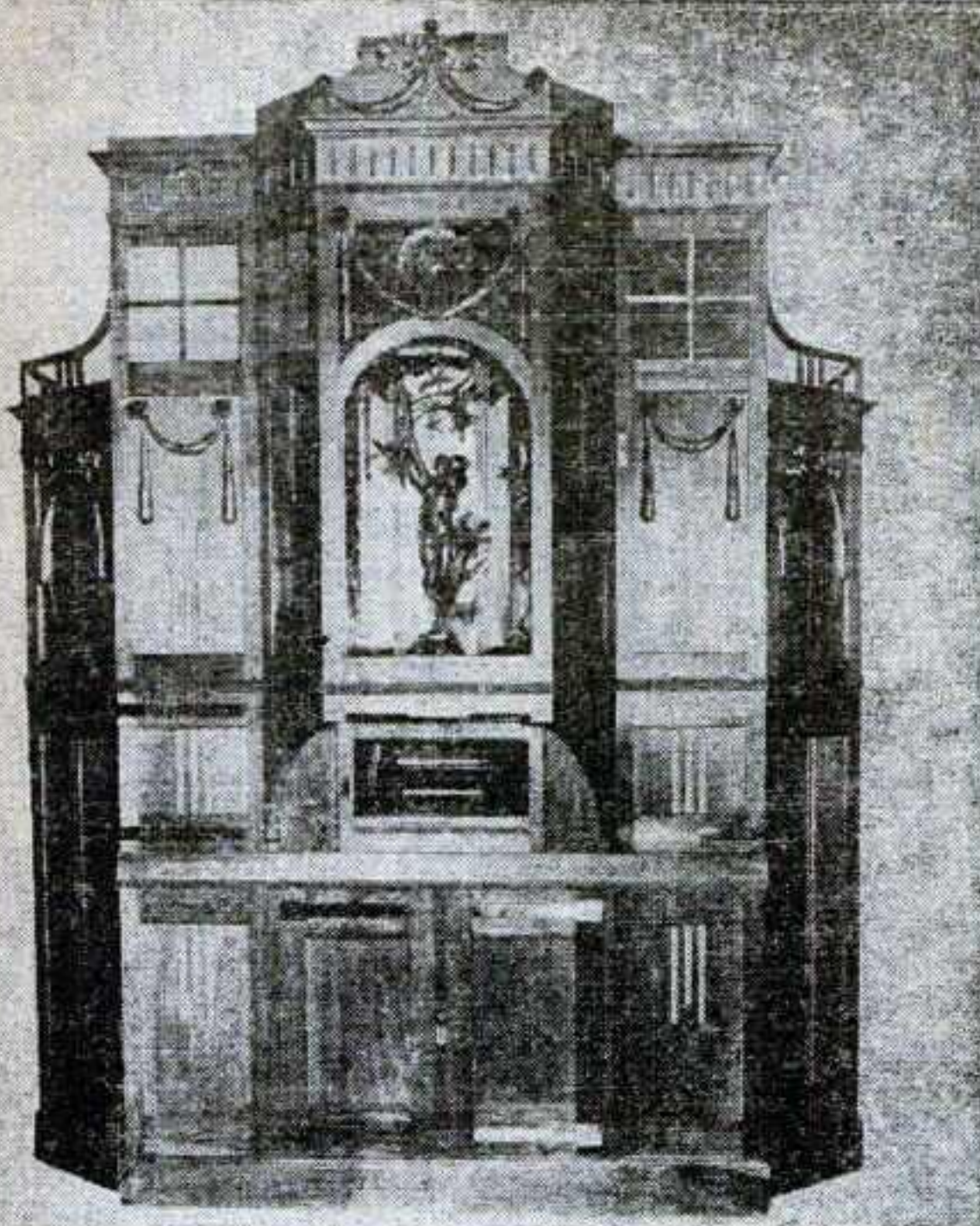
WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

WRITE! WIRE! PHONE!

**MUSIC**  
 DISTRIBUTING CO.  
 2001 Fifth Ave., Pittsburgh, Pa.

**Atlantic**  
 1-1745

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



IN 1904, WURLITZER CREATED the Pianorchestra, an instrument capable of reproducing in sound 37 violin and violincellos, 2 drums and a cymbal. The Pianorchestra contained 314 pipes and was the equivalent of a complete concert orchestra. There was a wide variety of models, ranging in price from \$1,500 to \$10,000.

years, was born in Cincinnati in 1883.

Before he reached school age, his older brothers, Howard and Rudolph H., were already engaged in the business and sharing the responsibilities of the fast-growing company.

Farny's early education took place in Cincinnati, where he attended a technical school for four years. His principal training was in manual arts and production methods. At 17 he attended a commercial school in Hamburg, Germany, for another year. He returned home in 1904 and joined the firm as a sales representative, calling on Wurlitzer dealers in the West and Southwest.

In 1908, when the Wurlitzer Company purchased the DeKliest North Tonawanda factory, Farny took over the responsibility for the management of the plant. Two years later, under the direction of Farny and Robert Hope-Jones, the "Mighty Wurlitzer" organ was introduced.

It was also under the direction of Farny Wurlitzer that the North Tonawanda plant began producing both upright and player pianos.

In 1933, with the depression in full swing, Farny Wurlitzer took a calculated risk which is still paying off: The purchase of the Simplex Phonograph Company and the beginning of the Wurlitzer coin-operated juke box.

In his 52 years of service with the Wurlitzer Company, Farny Wurlitzer has served as treasurer (1912-1931), president (1932-'41), chairman of the executive committee (1941) and chairman of the board of directors, a post he held since 1942.

# Why Did Wurlitzer Pick N. Tonawanda?

With hundreds of industrial cities spotting the Eastern Seaboard and the Middle West, how and why did the Rudolph Wurlitzer Company ever come to select the seemingly quiet town of North Tonawanda, N. Y., with a population of approximately 27,000, for its phonograph division headquarters and plant site?

Strangely enough, the answer lies not in the economic advantages accruing to juke box production, but in the history of amusement park and carnival carousels.

In the late 1800's, Tonawanda was hailed as the second largest lumber port in the world. Chicago held the No. 1 spot, altho during one period, even the Windy City resigned its title in favor of Tonawanda. As a lumber port, Tonawanda soon boasted of having the greatest wood craftsmen in the world—the artists of the famed carousels.

### Barrel Organ

It was in this area that Eugene DeKleist started his Barrel Organ Works. He purchased a three-story building in North Tonawanda in 1893 and began production, thus consolidating the amusement ride industry and the music industry.

DeKleist, via his inventive genius

and sound business sense, soon had the rather limited barrel organ business of amusement rides buttoned up for the Americas. In 1897, he contacted the Wurlitzer Company and offered a distributorship for his barrel organs.

Howard Wurlitzer, with whom DeKleist negotiated, turned down the distributorship, but persuaded the famed barrel organ manufacturer to make a coin-operated piano which would utilize the organ music. The piano was developed and called the Wurlitzer Tonophone.

The Wurlitzer Tonophone was instantly successful and the DeKleist organization soon found itself transformed from an organ company to a fast growing player piano firm.

In 1908, Wurlitzer bought out DeKleist and the North Tonawanda plant became Wurlitzer's manufacturing center, not only for the continuation of the DeKleist line of instruments, but for the "Mighty Wurlitzer" pipe organs; upright, player and grand pianos; automatic phonographs and electronic organs—all of which, for 46 years of Wurlitzer operation have been manufactured in North Tonawanda.

## At the Helm a 100 Years

Continued from page 88

1932, when he became chairman of the board of directors. He remained as chairman until 1942, when he retired.

Rudolph H. was the founder of the famous Wurlitzer collection of rare violins. He was nationally

known and recognized as a connoisseur of instruments.

### Farny R. Wurlitzer

Farny R. Wurlitzer, chairman of the board of directors of the Rudolph Wurlitzer Company and an active member of the firm for 52

## WURLITZER'S 2000

Provides the Best in Music

- Yes, Wurlitzer offers more . . . gets more
- 200 Selection
- Carousel Record Changer
- Phone with the Half-Dollar Play

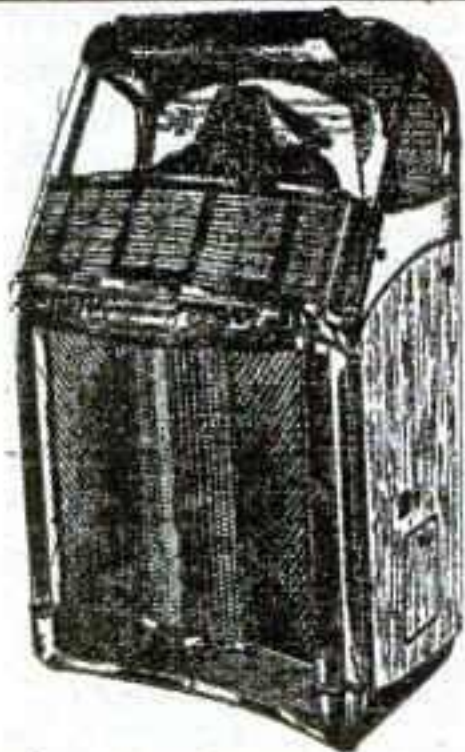
### FOR SALE

Wurlitzer 1800 ..... \$815.00  
Wurlitzer 1700 ..... 675.00

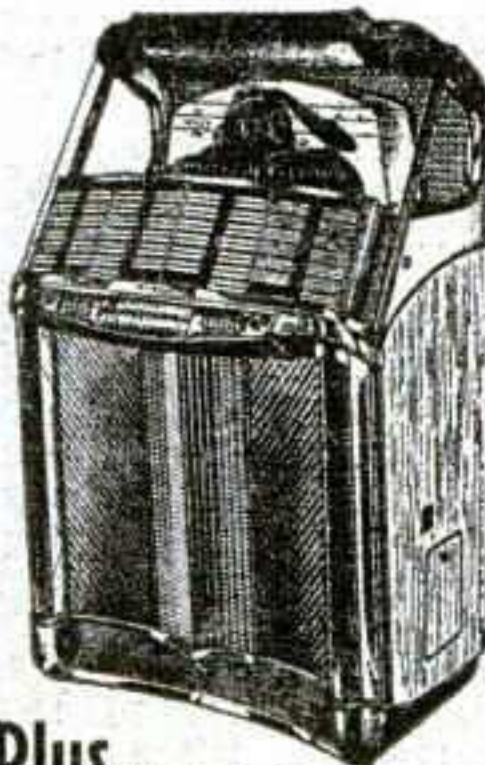
ALL USED EQUIPMENT GUARANTEED  
\* Also, see Model 1900—104 Selection

## BRADY DISTRIBUTING COMPANY

522 E. TRADE STREET CHARLOTTE, N. C.



## TREMENDOUS ACCEPTANCE ON OUR WURLITZER 2000!



Plus . . .  
EQUALLY HIGH ACCEPTANCE FOR OUR USED EQUIPMENT!

ATTENTION, FOREIGN BUYERS  
We invite inquiries . . .  
Write Us Your Needs

WURLITZER 1700's \$595

WURLITZER 1500's "AS IS" NO REASONABLE OFFER REFUSED  
NAME YOUR PRICE AND TAKE 'EM AWAY

POOL TABLES  
NAME YOUR PRICE!

1/3 Dep., Bal. C.O.D.  
Call Chickering 4-5050

## YOUNG

DISTRIBUTING CORP.  
575 Eleventh Ave. New York, N.Y.

## WORLD'S FINEST PHONOGRAPHS

THE WURLITZER CENTENNIAL LINE  
MODEL 2000  
200 Selection and  
MODEL 1900  
104 Selections

There's No Substitute for EARNING POWER

Operators make larger profits when operating the World's Finest Phonograph.

See it today in our showrooms



ANGOTT DISTRIBUTING COMPANY  
2616 PURITAN AVENUE DETROIT, MICHIGAN

## COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

## NEW ADVERTISING RATES

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

### CASH WITH ORDER

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

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

### CASH WITH ORDER

Unless credit has been established.

## Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, c.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. au25

EXCELLENT MONEY-MAKING OPPORTUNITIES in coin radios and coin television for operators and distributors. Installations made in hotels and motels. Write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. sel-chnp

## Help Wanted

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo. au25

## Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-au25

## Routes for Sale

COIN MACHINES & RECORD SHOP. equipment installed in 85 music locations. Cigarette Machines, Pool Games, Bowlers, large inventory records & equipment. Large earnings; full particulars upon request. F. E. Miracle, Box 2130, Casper, Wyo.

ROUTES FOR SALE—MUSIC, AMUSEMENT, Pins, S.A. Pools: 32 locations, S. E. Penna, Box M-176, c/o Billboard, Cincinnati 22, Ohio. au25

SMALL SLOT MACHINE ROUTE WITH Bingos and some amusement games. Long established. Will pay out in less than ten months. \$16,000 cash. Write to Ruth Garrison, 325 South Second St., Las Vegas, Nev. au25

## Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years, Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. au28

## CIGARETTE-CANDY-COFFEE-CIGAROMAT—FACTORY DISTRIBUTORS—

U-Select-It, Candy & Coffee, Royal "17" & Mercury Cigarette Machines, Waiting Scales, Hav-A-Bag Sandwich & Potato Chip Machines. Write for complete information & prices.

### TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1048 Amarillo, Texas

VENDING MACHINES PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Packs, Cash Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 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. au25

WILL PAY CASH FOR MILLS PANORAMS, any quantity, regardless of condition or quantity; also want Cabinets and Projectors, Paris, H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan.

WILL SELL FOR BEST CASH OFFER OR trade for Arcade pieces only these five ball machines—Sweetheart, Silver Skate, Queen of Hearts, Chinatown, Buccaneer, Triplets, Golden Glove, Rose Bowl, Shoot the Moon, Also Pitchin' Pete, automatic baseball machine, for \$100. Waldman, 5205 Monroe St., Toledo, Ohio.

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. au25

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Poppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. au25

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

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.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised for the four-week period indicated and reflects the dominant advertised price.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.

PINBALL GAMES

Table with columns: BALLY, GOTTLIEB, UNITED. Sub-columns: High, Low, Mean Avg. Lists various pinball games like Atlantic City, Beach Beauty, etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 18, 1956)

- AROADE EQUIPMENT: 1. GENCO—Rifle Gallery, 2. EXHIBIT—Sportland, 3. BALLY—Big Inning, 3. SEEBURG—Coon Hunt, 3. WILLIAMS—Sidewalk Engineer. SHUFFLE GAMES: 1. KEENEY—Bonus Bowler, 2. UNITED—Royal, 3. KEENEY—Bikini, 3. BALLY—Magic, 3. KEENEY—Pacemaker. VENDING MACHINES: 1. Columbus 1c Bulk, 1. National 930, 2. Acorn 5c or 1c, 2. National 950, 2. Northwestern 49, 1c.

PINBALL MACHINES

- (Manufacturers with ten or more games listed below) BALLY: 1. Variety, 2. Miami Beach, 3. Gayety. UNITED: 1. Pixie, 2. Triple Play, 3. Starlet, 3. Tropics. WILLIAMS: 1. Army & Navy, 2. Dealer 21, 2. Grand Champion.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l Mutoscope; R—Roovers; S—Seeburg; So—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Waiting.

Table with columns: Game Name, High, Low, Mean Avg. Lists various arcade games like Basketball, Bat-A-Score, Big Inning, etc.

MUSIC MACHINES

Table with columns: AMI, High, Low, Mean Avg. Lists music machines like Model E-120, 1436 A-(53), SEEBURG M-100-C, WURLITZER 1500, etc.

SHUFFLE GAMES

Table with columns: Game Name, High, Low, Mean Avg. Lists shuffle games like Advance Bowler, Bikini, Bonus Bowler, Bonus Score Bowler, etc.

VENDING MACHINES

Table with columns: Machine Name, High, Low, Mean Avg. Lists vending machines like Acorn, Columbus 1c Bulk, Keene Electric, etc.

COINMEN YOU KNOW

Continued from page 83

Bill Land, of Fairlea, and Hal March, of Brattleboro, visiting along Coin Row.

Missing from the local scene is Ed Ravreby, of Associated Amusement. Ed and his wife and General Manager Richard Mandell and his wife (Ed's daughter) attended Rock-Ola's convention in Chicago.

Detroit

By HAL REVES

CLOSES VENDING OFFICE. Robert Hennessey has closed the north end offices of the AAA Sales Company, a route of penny venders in Michigan and Ohio.

Louis Fisher, head of the Fisher Music Company, has returned from a brief vacation. Fay Grossman, office secretary at the United Music Operators of Michigan, finds the new telephone answering-recording machine a big assist in her work.

Los Angeles

By SAM ABBOTT

OPS ON VACATION SLOW SALES. Jobbers along Coin Row reported that very few operators were in town to buy. Quite a number of sales, the jobbers said, were being made over the telephone.



SUTER

William J. Suter, well-known coin machine figure in the Philippines, was due to return to his home in Manila last week. He recently visited here and spent some time with Joseph Duarte, of the Badger Sales.

FOLK TALENT AND TUNES

Continued from page 53

ing up soon, entitled "Gonna Back Up." Vincent's current big one on Capitol is "Be-Bop-a-Lula," written by Sheriff Davis, his personal manager, and published by Lowery Music, Atlanta.

Lawrence Thacker, roadman for "Big D Jamboree," Dallas, has framed a package topped by Johnny Cash for a tour of Ontario. Unit opened Monday (20) at Sault Ste. Marie and follows with Sudbury (21), North Bay (22), Cornwall (23), Kitchener (24). Completing the talent brigade are Sonny James, Charline Arthur, the Carlises and Roy

(Continued on page 93)

(Continued on page 94)

## M. A. C. Forms Own Finance Subsidiary

• Continued from page 84

the firm to the California Music Company's building now under construction at the corner of West Pico Boulevard and Harvard. California Music, owned by Ricklin, operates a record one-stop as well as a music route.

The new structure will provide facilities for the two-way radio communications system which keeps the office in constant touch with the 27 trucks and automobiles M. A. C. operates.

### F. C. C. Approved

Powers stated that the set, the first of its kind ever constructed

with Federal Communications Commission sanction, cut gasoline consumption 40 per cent and allowed additional servicing.

The set operates on a frequency of 460.25 megacycles on 30 watts with a range of 50 miles from the tower atop Mt. Vendugo, north of Glendale.

With a relay, the manager added, located in the Santa Ana area, about 30 miles south of Los Angeles, the station could cover the San Bernardino section and give M. A. C. a strong signal for approximately 100 miles.

### 10 Founders

The operating firm was organized in May, 1955. The 10 operators who first financed it are still operating individually with the exception of one. Pellegrino sold out his music interest to Shuey.

Powers emphasized that M. A. C., which gets its initials name from "music machines," "amusement games" and "cigarette machines," has grown to its present size thru the purchase of other routes. He estimated that 90 per cent of the operation is from this type of acquisition.

## Joe Ash Plans European Trip

PHILADELPHIA — Joe Ash, president of the Active Amusement Machine Company here, leaves next month for an extensive European trip to study market conditions and to bolster the firm's growing coin machine export business. He will be accompanied by his wife and his son, Larry, who recently joined the firm.

Active, local Wurlitzer and Gottlieb distributor, said he will concentrate on juke box sales on the trip. The firm currently sells games and music to Belgium, France, Germany and Italy.

Italy, he said, appears to be opening up as a market for games, primarily pins. While the United Kingdom has long banned American game and juke box imports because of dollar shortages, Ash reported that Active has shipped a couple of pieces into the country and sees eased import restrictions.

On the domestic scene, Active has enlarged its Philadelphia headquarters by opening up the second floor for office space. Ash now has a 30-foot by 30-foot office.

Ash will attend the Wurlitzer Centennial celebration at North Tonawanda, N. Y., before leaving for Europe.

## DESELM SCORES! A HOLE-IN-ONE, 2 POOR BIRDS

CHICAGO—An expert in the coin-operated amusement game industry, Bill DeSelm, sales manager of United Manufacturing Company, at times shows a flare of becoming an outstanding golfer.

"Bill," one of his cohorts at the plant reported, "did the impossible on the links last week. It was the shot of shots—a hole-in-one and two birdsies."

Describing the shot, his partner said:

"DeSelm teed off, with the ball rising virtually straight up and whang! It went straight into the hole of an overhanging branch on a tree to the right of the fairway, and out came two birds.

## Vacations End At ABT Corp.

CHICAGO — Production at A.B.T. Manufacturing Corporation, makers of slug rejectors and coin mechanisms, has resumed production following its close down for annual vacations the first two weeks in August, George Kozy, sales manager, announced this week.

## Sun-Glo Head Sees Shuffle Comeback

BELLEVILLE, N. J.—Shuffle games, which had lost ground to coin pool tables this year, are staging a strong comeback, in the opinion of Carmine Decepoli, head of the Sun-Glo Shuffleboard Supplies Corporation here.

Decepoli pointed out that the 150,000 pool tables placed on location this year had largely replaced shuffle games, the shuffle games are currently holding their own.

To buttress this contention, he cited sales figures of his own firm. Sun-Glo sales of powdered wax and weights are, in his opinion, a fair barometer of the shuffle game business.

### Upswing Seen

From January thru June, Sun-Glo sales were running about 25 per cent behind 1955. But, he pointed out, July and August sales are running on a par with last year and indications are that an upswing is in the offing.

Shuffleboard sales, said Decepoli, are doing well, with Michigan and Illinois showing strong improvement in shuffle game sales. Oregon leading the nation in sales.

Decepoli credits the new Spangler weight for a measure of the im-

provement in shuffle alley sales. The weight, which contains a plastic cap on the steel portion, comes in red, green and blue.

### Military Stops

Another factor in boosting sales, he added, is the acceptance of shuffle game in military installations.

Decepoli plans a national sales trip in September to discuss promotion for fall and winter with distributors. But first, he will take a two-week vacation with his family in Atlantic City.

## Midget Movies Expands to 400 Coin Kid Units

DETROIT — Michigan Midget Movies, headed by Joseph Auton of Detroit, active manager of the firm, and John R. Pieters, of Kalamazoo, is pursuing a policy of consolidation and expansion that has given them a total of about 400 kiddie ride and kiddie game units, believed to be one of the largest operations in this field in the Midwest. They have added some 60 units, in addition to buying existing routes.

Two recent major acquisitions were the B & R Enterprises, operated by Joseph Brilliant, of Brilliant Music Company and Meyer (Red) Saperstein, of Reliable Vending Company, and the K & S Company's kiddie ride units. The latter firm, operated by veteran Joseph Kanterman and Joseph Siwak, continues in business with an extensive route of shuffleboards and pool tables.

Operations of Michigan Midget Movies, and of the Detroit branch of Pieters' King-Pin Equipment Company, have been both moved to new quarters providing more convenient centralization of functions. Auton is manager of the Detroit branch of King Pin, one of Michigan's leading coin machine distributors. Pieters and Auton are incidentally now sole owners of the Movies firm, having bought the interest of their former partner, Leo Williams of Capitol Projectors, New York City.

Centralized operation of rides in Kiddielands is doing very well, Auton said. General takes for individual rides are down, slightly, because of conditions, but some of their Kiddieland type operations have shown satisfactory increases.

## Nyack Buys Pa. Vein Production For Pool Tables

NEW YORK—J. W. Van Wyck, Nyack Slate Company, announced that he has contracted for 12 months of the entire production of a Pennsylvania slate vein. Nyack Slate makes table tops for pool table conversions.

According to Van Wyck, the vein should produce enough slate for 5,000 to 10,000 tops in the next year. In the four months his firm has been in the conversion business, said Van Wyck, it has shipped 1,800 table tops.

Van Wyck added that the vein is pure slate slabs, with no lime deposits. He explained that lime causes the slabs to deteriorate.

## POINT WITH PRIDE, VIEW WITH ALARM

# Political Convention Television Cuts Into Juke, Game Takes at Taverns

NEW YORK—National conventions of the two major political parties come once every four years and, as far as the Eastern Seaboard juke box and game operators are concerned, even that is too often.

It isn't that the operating members of the coin machine fraternity lack interest in the workings of democracy, it's just that their coin boxes suffer from malnutrition while the conventions are being televised.

Last week the Democrats held their get-together in Chicago. This week it's the Republicans in San Francisco. The operators are pray-

ing for quick nominations which will end the festivities.

Often widely viewed television events have beneficial effects on juke box and game collections. Take the World Series for example. Games last, on the average, between two and three hours. And they are played in the daytime, when bar business is often slack and coin machine play isn't much. Also, Series games are played

when the viewers are not normally at home, so they flock to bars to catch the events. The result is that coin play before and after the games is much better than average, and many patrons stay on to celebrate their team's victory—or seek consolation for the loss—at their favorite bistro. All this doesn't hurt the coin machine operator.

Even fights, which are held in the evening, have a general beneficial effect. Many times the bartender will turn the audio down so that the juke box can be played, and often shuffle game or pinball players will watch the contest while playing their own game.

But none of these factors operate during a political convention. The evening sessions began at 9:30 and can last until the wee hours. Juke box and game play normally maintains its peak between 9 and 12, and it is killed during convention week.

From a coin machine viewpoint, sound is as important a sight during a political convention. Hence the plugs are pulled from the box until the session is over. By that time everybody is ready to go home.

Also, people don't flock to bars to view conventions the way they would to view an athletic event. The sessions are usually long, drawn-out affairs, and most political affectionados would rather view the events in the comfort of their homes.

The situation was summed up by Gabe Foreman, Suffolk-Nassau Amusement Company, largest game and music operator on Long Island. Said Foreman, "Every four years the public takes a genuine interest in its government. You can't look over potential Presidents and discuss party platforms while listening to a juke box or playing a shuffle game. So for a couple of weeks we'll take it on the chin. But maybe that not be such a bad idea—as long as it's only a couple of weeks."

## Marvel Mfg. Ships New Break Pool

CHICAGO — Shipments of its new Break Pool conversion table tops for coin-operated pool games got under way last week at Marvel Manufacturing Company, Ted Rubenstein, president, announced.

An adaptation of the regular rotation pool game, Break Pool uses balls numbered from 1 to 10, or when specified five red and five white balls numbered from 1 to 5. Omitting center bumpers, Break Pool featured only two holes, one at each end of the table set slightly away from the cushion with two bumpers, one on each side of the pocket.

At one end of the table is a triangle on the cloth where the balls are racked. The break is made from in back of a line spotted at the opposite end. A slightly larger cue ball is used to prevent it from falling into the hole when a scratch shot is made.

Rubenstein announced the Break Pool conversion top are available in either regulation or jumbo sizes. The latter must be specified according to length.

The firm is still producing its regular and jumbo size Pla-Pool tables with or without lights, Rubenstein stated.

## COINMEN YOU KNOW

• Continued from page 92

in the local Sierra Distributors, in the city for a few days on his way to Oklahoma City. He recently returned with his family from a vacation in the Hawaiian Islands.

Harold Hannaford, who operates the arcade on Balboa Island, visited Coin Row for parts and supplies for his operation there. . . . Fred Gaunt, of the Badger Sales coin machine equipment department, still on the sick list. Marshall Ames is filling in for him. . . . Harry McKinney, Laguna Beach bulk merchandise operator, is adding to his route in that area. With the resort city booming, business is good. . . . Joe Arguelles, of Joe's Vending Service in Bellflower, also reports top takes. He attributes it to grape gums and general good conditions.

### Milwaukee

By BENN OLLMAN

**PLAN EXPANSION PROGRAM.** Lou Glass, Modern Specialties, Madison coin firm, reports that he and his associates are planning a sizable expansion program. Emphasis, says Glass, will be on adding more locations and spotting additional equipment around home base in Dane County.

A true circus fan, Phil Edwards, of Baraboo Coin, in Baraboo, Wis., spends a lot of his spare time showing visiting coinmen the various sawdust mementos in this town where the Ringling Bros.' organization was born. . . . Charles Manley, in Portage, claims that dime play is too difficult an advancement to sell location owners in Central Wisconsin. "What we have to do is work to increase our action at the regular nickel price," he says.

Stopping in at the AMI headquarters to check on deliveries of the new 200-play machines this week, were: John Barros, Merrill; Al Janish, Beaver Dam, and John Jesinski, Sheboygan.

Joe Pelligrino and Bob Puccio inform that the P. & P. Distributing Company's new headquarters at 3726 W. Pierce Street, on Milwaukee's

(Continued on page 97)

**ATLAS... BETTER MUSIC for Your Money!**

- A.M.I. MODEL A . . . . . \$ 95
- A.M.I. HIDEAWAY (Model HS-40) . . . . . 65
- WURLITZER 1800 . . . . . 695
- WURLITZER 1900 . . . . . 825
- WURLITZER 1250 . . . . . 175
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**WANT TO BUY**

Will Pick Up Any Quantity With Our Own Truck Within a Radius of 600 Miles. NO CRATING NECESSARY  
Rock-Ola 1438 and Seeburg A, B, BL, C, 1446 G, R  
Wurlitzer 1500A Gottlieb 52's and 56's  
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**CLOSEOUT** BOOSTER POOL OR MAGIC POOL  
New (in Original Crates) . . . . . \$125.00  
Reconditioned Like New . . . . . 100.00

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**INTERNATIONAL SCOTT CROSSE COMPANY**  
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BRAND NEW POOL TABLES**

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STATE FAIR**  
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**LATE MODEL  
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Hinged Top—\$89.50

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Cincinnati, Ohio

**HALF DAY: SIX STOPS**

**You Have Problems?  
Not Like Mackinac Op**

Continued from page 91

have definitely made an encroachment. Their impact, however, is purposely kept in check by the Island's hotels and concessionaires. In keeping with the Island's overall theme of retention of slow paced 19th and early 20th century gentility and charm, the juke boxes, shuffle bowlers, pool games, cigarette machines and candy venders are relegated to the background in most places.

The Grand Hotel, most famous and largest tourist magnet on Mackinac Island, relies on wired music to soothe its guests in the lobby and on the "world's largest outdoor porch." But a tour thru the plush place reveals three of the latest model juke boxes set at dime play and keeping busy most of the time.

The music equipment is located in the hotel's guest recreation room and in the employee's section. Most action comes from the 350 employees who serve the 500 guests who stay here. A shuffle bowler is proving quite popular with hotel guests.

**For Employees**

Employees are also provided with a Coke machine. The hotel itself owns and operates several shoe-shining machines and stamp venders. "Our primary emphasis here is personal service for our guests," says publicity director R. F. McNulty, "but we do provide coin-operated machines where we find they will make things easier for our employees."

Bill Johnson, an operator based at St. Ignace, Mich., has had equipment on Mackinac Island for the past three years. Most of his collections, he says, comes from the pool games and shuffle bowlers. Dime play predominates in all of the Island spots, he reports, with the exception of one music machine which stubbornly clings to the nickel price.

**Poor Season**

The present season, according to Bill Johnson, has been hampered by a sharp drop in Island vacationers. Cool spring and early summer weather has resulted in a generally poor season for all hotels and concessions here which is being reflected in coin machine activities. Johnson has machines in the Grand Hotel, and the Chippewa Hotel, which is located near the landing docks.

Both Bill Johnson and Henry Nelson, another St. Ignace coinman, service their Mackinac Island machines several times each week. More frequently when trouble calls pop up. According to Johnson, service here is an expensive, lengthy proposition. The ride over on the ferries take at least an hour in favorable weather. To cover a half dozen spots requires at least a half day's time, since his sole transportation there is via horse-drawn drays. Only one of his locations stays open on a year-round basis.

**Weather Crucial**

"We actually can count on only a three-month season; too short to show a good profit if we run into bad weather," he claims. Besides the seasonal drawback and the time-consuming aspects of servicing machines, Bill Johnson lists coin slot jamming Canadian nickels as another major hazard he constantly faces. "Slug rejectors on the machines have no effect on the Canadian nickels which won't work on my machines," he says. The bulk of his service calls here are caused when machine users unwittingly insert the Canadian nickels. Can-

dian dimes and quarters cause no problems.

Along with most businessmen here, Bill Johnson is confident that the five-mile-long Mackinac Island Bridge, rapidly nearing its 1957 completion date, will improve general conditions. Already the huge structure is luring thousands of tourists, anxious to view its amazing progress. Thousands more will undoubtedly be attracted when it is finished, and their coming next year and the seasons to follow should swell the cash registers and coin boxes on the mainland and the Island as well.

**FOLK TALENT  
AND TUNES**

Continued from page 92

Orbinson and the Teen Kings.  
All but Cash play Detroit

**LIKE NEW COMPLETELY RECONDITIONED EQUIPMENT**

- 10 BEACH CLUBS . . . . . \$ 85.00
  - BEACH BEAUTY . . . . . 315.00
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- Only best 3/4" black slate used
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Specializing in all kinds of Slate Pool Table Tops

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REGULAR AND KING SIZE

**AT BELOW COST!!**  
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**POOL SUPPLIES**

- Cue Sticks . . . . . \$ 1.50
  - Chalk, Gross . . . . . 2.50
  - Plastic Cups, red, white, yellow . . . . . .50
  - Plastic Bumpers, red or white . . . . . .50
  - Pool Balls, set of 10, 2 1/4" 10.00
  - Overhead Lights w/brkt. 10.00
  - Anti-Warp Adjusters, set of two . . . . . 8.95
  - Billiard Rail Brush, doz. . . . . 6.00
  - Cue Repair Kit . . . . . 4.95
- Write for complete list of parts.

Put New Life Into Your Old Pool Games With . . .

**New ROTATION PLAYFIELDS**

(Incl. triangle and oversize cue ball)  
FITS ALL REGULATION SIZE TABLES!!  
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Rotation Balls 1 to 10 . . . . . \$18.50 set

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YACHT CLUBS  
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ALL USED GAMES SHOPPED—READY FOR LOCATION.  
DU GRENIER (7 Col.) Cigarette Machine, Model E7,  
all coin, 332 pack capacity, new (in original crates) . . . . . \$99.50  
TERMS: 1/3 Deposit With Order. WRITE, WIRE OR CALL

**Mayflower Distributing Co.**

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August 26. Don Ramsay, of CJIC, Sault Ste. Marie, co-operated with Thacker in setting up the tour.

Bonnie Guitar, Fabor Records' newest artist, whose initial release on that label is "If You See My Love Dancing" b.w. "Hello, Hello, Please Answer the Phone," is appearing at a night club in Seattle, her hometown. Fabor is now handling sales direct to juke box ops and retail stores from its Malibu, Calif., headquarters. . . . David Houston (RCA Victor), member of "Louisiana Hayride," Shreveport, finished his Army Reserve summer camp duty Monday (20). Houston's first RCA Victor release is "Sugar Sweet," on which Johnny Jones contributes some solid electric-guitaring.

George Jones, recent addition to "Grand Ole Opry," Nashville, has just signed a long-term pact with Starday Records for his exclusive services as artist and songwriter. Deal was set up by Harold Daily, co-owner with Don Pierce of the Starday firm, which operates out of Los Angeles and Houston. Managerial reins on Jones have been taken over by Hal Smith, who also serves as personal manager to Carl Smith. Hal also recently took over the



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UNITED LEADER .....\$119  
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BALLY VARIETY ..... 129  
GOTTLIEB GUYS-DOLLS ..... 69  
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GOTTLIEB MYSTIC MARVEL..... 139  
**POOL GAMES, \$75 and up**  
Write for complete list  
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Write for information on our new King Size Slate Top Replacements

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SAMPLE .....\$89.50  
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- ★ MORE MONEY IN CASH BOX ASSURED WITH SLATE TOPS
- ★ OUR TOPS MEET ALL POSSIBLE REQUIREMENTS

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**BIG TRADES ON THE NEW WURLITZER MODEL 2000!!!**

management of Jimmy Newman and Dave Rich and plans to add a fem country singer to his line-up soon. Jones is in the national c.&w. charts with "You Gotta Be My Baby," which he wrote and recorded for Starday.

Johnny Cash will be back in Dallas September 22 for a guest shot on "Big D Jamboree," with Carl Perkins slated to occupy that niche on the 29th. . . . The Jimmy and Ardis Wells Fan Club celebrated its second anniversary with a Western Day picnic at Phalen Park, St. Paul, August 12. Some 100 fans in Western garb attended. A feature was a two-hour broadcast over KEVE, Minneapolis, direct from the picnic grounds. Arrangements were handled by the Manske Girls, of St. Paul.

Autry Inman cut four sides for Decca in Nashville last Thursday (16), one of them an Inman original titled "Reality."

Autry, who was recently pacted to appear in the Kazan film, "A Face in the Crowd," is slated to begin work on the flicker in New York September 21. He'll be on location four weeks. Inman plays Minneapolis August 22-25; Tullahoma, Tenn., August 28, and Waltham, N. Y., August 30, and for the first two weeks in September is set on a string of dates thru the Northeast. On August 10, Inman played the Neshoba County Fair in Mississippi with George Morgan.

**With the Jockeys**  
Jack Reno, on the air three hours a day over KDRO, Sedalia, Mo., says he's in need of platters from Capitol, RCA Victor, Decca and some of the smaller labels. . . . Slim Bryant, who's heard and seen over KDKA-TV, Pittsburgh, and WTRF-TV, Wheeling, W. Va., advises that he and his brother, Loppy, are taking over part of the country & western record spinning at WAMO, Homestead, Pa. . . . Cliff Rodgers, of WHKK, Akron, infos that he'll be happy to put artists on the air via his beeper system if they'll call in between 12:30 and 3:30 p.m., EDST.

Donald J. Tucker, executive vice-president of the Town and Country Networks, Arlington, Va., types: "We recently began operating KLRA, Little Rock, Ark., which is now going 24 hours a day with country music and the best of the ABC network programs. Bob Yeager, formerly head man of 'Indiana Hoedown,' Indianapolis, is station manager of KLRA. Also on the staff is Vince Casey, member of the board of directors of the Country Music Disk Jockeys Association. Vince moved to Little Rock from our WTCR, Ashland, Ky. A new member of our Town and Country Network, Earl (Grandpappy) Davis, also is now at KLRA. Lou Williams, long-time favorite in the Little Rock area, is also a newcomer to KLRA, along with Woody Merchant. Incidentally, Texas Jimmy Oakes, Cousin Johnny Simpson and Ernie Sparkman are doing a great job of holding down the fort at WTCR, Ashland."

Dick Reed, Cambridge, Mass., reports that he spins 12 hours of solid c.&w. material a week at a hospital in Jamaica Plain, Mass., in competition with three commercial stations in Boston. Carl Stuart (Starday) recently guested on Reed's show. Reed says that the c.&w. library at the hospital is in a bad way and could use lots of new wax. Records may be mailed to Reed at 489 Green Street, Cambridge 39, Mass.

Slim Corbin, on the air with his "North Pasture Round-Up" every afternoon, 1-3, over KHOB, Hobbs, N. M., recently had as guests Johnny Horton and his manager, Tillman Franks. Blackie Crawford, formerly with KHOB, and his Western Cherokees are appearing nightly at Club Maurice, situated on the Texas-New Mexico border, near Hobbs, reports Corbin. . . . Jim Cassilly, general manager of WLEO, St. Leo, Fla., says his station is in need of wax. . . . Reese Hickman, formerly with WIRJ, Humboldt, Tenn., is now twirling three hours of c.&w. a day, six days a week, over WDXI, Jackson, Tenn.

Merv Shiner recently did a guest appearance with Slim Cox's "Cowboy Caravan" at Lake Compounce, Bristol, Conn. Cox, who helms a one-hour daily show over WJKO, Springfield, Mass., advises that he'll plug any releases sent

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Continued from page 95

him. . . Bill Mack's "Big Six Jamboree" tele show, beamed over KSYD-TV, Wichita Falls, Tex., is now broadcast from 5:30-7 p.m. each Saturday. Show is fully sponsored, according to Mack. Recent guests on the show were Joe Carson (Mercury), the Stamps Ozark Quartet (Ozark), Clint Cozart and band, the Ross Webb Square Dancers, Little Larry Sterling, 8-year-old fiddler, and the Blue Sage Boys.

Bill Price, XERB, Rosarito Beach, Mexico, will feature all Hank Williams recordings on his five-hour show one day this month. Taped intros by Audrey Williams will be used. . . Peanut Faircloth, WAPO, Chattanooga, informs: "Biggest news hereabouts is that of Zeke Clements, who is leaving WAGC, Chattanooga. Haven't heard what Zeke's plans are yet, but understand WAGC is dropping (Continued on page 98)

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# COINMEN YOU KNOW

Continued from page 93

south side, is rapidly approaching completion. Business this summer, adds Pelligrino, has been "just fair," with music showing best coin box results.

Allen Nilva and Walter Johnson, of the St. Paul office of Paster Distributing Company, are expected to pay a call here this week, according to Sam Cooper. Pool games that feature variations in play, are proving to be the big surprise of the summer game business, says Cooper.

L. & S. Amusement Company, formerly located in Kaukauna, Wis., has switched its headquarters to the city of Portage. . . . Bill Johnson, St. Ignace, Mich., coinman, reports that business this summer has fallen considerably below last year's level. . . . Harry Jacobs Jr. and his territory salesman Woody Johnson report that they are busy winding up details for the forthcoming Wurlitzer Centennial celebration in Buffalo. A healthy contingent of Wisconsin and Upper Peninsula of Michigan music operators are expected to join Jacobs and Johnson and their wives on the excursion. Jacobs claims that he has gotten so accustomed to the beard he is raising in honor of the Wurlitzer Centennial that he may decide to make it a permanent feature.

Charles Miller, Racine, and Gary Rier, Mukwanago, were among the operators who spent some time here last week at the United, Inc., headquarters with Reid Whipple, the Wurlitzer factor engineer. He conducted a service school here for several days before heading up north.

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• Continued from page 98

all country music. Also have heard that WDXB, Chattanooga, which is now playing country music predominately, is switching to all pop programming. WAPO will be the only station in town with any country programming to speak of, for which I am actually sorry, even tho it means I'll have no competition. It's not good for country music as a whole. I am currently broadcasting three and a half hours a day, all request. Could use more Sun releases."

On the subject of r.&b.-styled country music, Fred Brooks, WTJS, Jackson, Tenn., remarks: "I like good country music, but I also like good rockbilly, or country music with a rock 'n' roll beat. I'll play both types on my show if it's good stuff. For example, Carl Perkins' 'Boppin' the Blues' has been my most-requested tune since the week it was released, with the flip side, 'All Mama's Children,' also garnering a lot of spins." . . . Carl Stuart, who recently moved out of the New England area to join WAMO, Pittsburgh, with a new show, "Hometown Jamboree," says he could use lots of records,

(Continued on page 100)

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IT'S REALLY  
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- Spares Add Up for Special Score
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EXTRA SPECIAL KEENEY SPORTSMAN \$175.00

Keeney Speedlanes \$275.00	United League ... \$110.00
American ... 225.00	Chief ... 100.00
Century ... 195.00	Royal ... 90.00
Diamonds ... 140.00	Olympic ... 70.00
Carnival ... 85.00	Genco Match Pool ... 80.00
Ten Player ... 70.00	C.C. Criss-Cross
United Targette ... 145.00	Target ... 99.50
Comet ... 145.00	Advance ... 100.00
Mars ... 185.00	Gold Cup ... 110.00
Team ... 115.00	Triple Score ... 75.00
Leader ... 115.00	Bally Magic ... 195.00
Imperial ... 100.00	United Classic ... 80.00

#### BINGO

Night Club ... Write	Big Time ... \$240.00
Broadway ... \$385.00	Gay Time ... 220.00
Beach Beauty ... 335.00	Variety ... 125.00
Miami Beach ... 250.00	Pixies ... 225.00

#### POOL GAME SUPPLIES

Chalk, Gr. ... \$ 3.50	Playfield Cloth ... \$ 9.50
10-Minute Cement, Tube ... .20	Set of 10 Balls ... 12.00
Cue Clamps, Ea. ... .25	Set of 8 Pucks ... 12.00
Plastic Cups, red or white, Ea. ... .50	Shuffle Game Wax ... 3.50
Coin Chutes, Ea. ... 10.80	Shuffle Game Score Pads, 1000 ... 7.50

### Quart Milk Price

Continued from page 80

cents a quart to induce new customers to join the fold, then jack the price to 24 cents a few weeks later.

It is this type competition, he continued, that is the basis for the price war.

Meanwhile, New York State Attorney-General Jacob Javits has launched an investigation, headed by Irving Galt, assistant attorney-general in charge of the Anti-Monopolies Bureau.

#### Retailer

The retailers charge that the operating firm began the war by cutting the price to 20 cents a quart, which they maintained was a half-cent cheaper than they could buy it from their suppliers.

They added that they appealed to their suppliers to reduce the price so they could compete with the vendors, and the suppliers complied.

City Milk denied these charges and countered that the distributors supplying the stores cut their prices first in an effort to knock the vending machines out of business.



Aluminum De-Greased DISCS

METAL TYPERS ARE IN DEMAND BECAUSE THEY

1. Are Practically Service Free
2. Bring in DIMES
3. Require No Electrical Outlet

ORDER NOW



TANDARD HARVARD METAL TYPER, inc. 1318 N. Western Av., Chicago 22, Ill.

## ROYAL

DISTRIBUTING, INC.

Beach Club ... \$45.00	Miami Beach ... \$225.00
Bright Lights ... 60.00	Palm Springs ... 50.00
Dude Ranch ... 45.00	Variety ... 105.00
Gayety ... 75.00	Yacht Club ... 45.00

CLEANEST GAMES YOU'VE EVER SEEN! 1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman

3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

**PURVEYOR** Better Buys  
DISTRIBUTING CO. 4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814

INVITING! EXCITING!

locations clamor for this 5-Ball game!

Williams **HOT DIGGITY**

NOVELTY or REPLAY

2 Skill Tracks at top of Playfield

- ★ Ball in Top Hole when lit scores 1 Replay.
- ★ Side Rollovers score replay with numbers lit.
- ★ Spell "W-A-L-T-Z"—"T-A-N-G-O"—or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay for each.
- ★ Spell "H-O-T D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS!!!

HIGH SCORES!

INCORPORATES Williams BALANCED PLAYFIELD WITH MORE WAYS TO SCORE MORE AWARDS!!!

Cash-in with HOT-DIGGITY!

Order NOW... SEE YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

CROWDS OF PEOPLE SWARM TO PLAY IT...

THE NEW SMASH HIT!

Center Hole "EXTRA SPECIAL" when player spells HOT DIGGITY

Special when lit "Mystery" hole

2 Special when lit Rollover lanes

★ chrome plated flipper button cabinet guards

★ chrome cigarette trays on siderails!



**ARCADE**

**NEW!**  
Chicago Coin's  
**STEAM SHOVEL  
TWIN HOCKEY**  
The Greatest!

**FIRST-Conditioned**

- Bally MOONRIDE... \$235
- Gen. BASKETBALL 195
- SIDEWALK ENGIN'R 185
- Mut. DRIVEMOBILE 165
- C.C. BASKET CHAMP 145
- Mut. SUPER BOMBER 145
- Cap. MIDGET MOVIES 135
- Chi Coin GOALIE... 95
- TELEQUIZ (w/Film)... 95
- Evans TENNIS... 85
- BATTING PRACTICE 75
- Amuse. BOOMERANG 65

**TARGET GUNS**

- Un. DL. CARNIVAL... \$215
- Gen. RIFLE GALLERY 185
- Seab. SHOOT BEAR 145
- Mut. SKY FIGHTER 135
- UNDERSEA RAIDER 125
- SKY GUNNER... 115
- Exh. SIX SHOOTER... 95
- C.C. PISTOL PETS... 75
- Ex. SHOOT THE BULL 70

**"FIRST" ON EVERY BALLOT FOR QUALITY—VALUE—SERVICE!**

**POOL GAMES**

**FIRST-CONDITIONED**

These are cleanest Pool Games in existence. All rails refinished. Carry a "New Game" guarantee.

**FROM \$75**

All Models Available  
**3-Hole Games!**  
Lighted Bumpers!  
Electric Scoring!

**NEW GAMES**  
Regular and  
King Size

**FROM \$125**

PRESENTING THE THREE HOTTEST NEW ITEMS ON THE MARKET TODAY!

**CHICAGO COIN'S  
BLONDIE**

THIS 5-BALL CREATION WILL MAKE EARNING HISTORY WITH ITS EXCITING MATCH FEATURE GALS!

**INTERNATIONAL MUTOSCOPE'S  
LORD'S PRAYER**

NOTHING LIKE IT EVER BEFORE! AMAZING COLLECTIONS! GOOD FOR YEARS AND YEARS AND YEARS!

**EXHIBIT'S  
SLATE POOL**

THE FINEST POOL GAME EVER MADE! FOR YOUR VERY BEST LOCATIONS. LIMITED QUANTITY AVAILABLE.

**BINGO 5-BALLS**

**BALLY**

- BROADWAY... \$395
- GAYTIME... 235
- PALM SPRINGS... 90
- PALM BEACH... 75
- YACHT CLUB... 75
- ATLANTIC CITY... 75
- SPOTLIGHT... 65
- CONY ISLAND... 65

**UNITED**

- STARLET... \$335
- TAHITI... 90

**5-BALL GAMES**

Excellent Selection Available at all times. Write for complete list.

**SHUFFLE GAMES**

**CHICAGO COIN**

- HOLLYWOOD... \$275
- \*PLAYTIME... 225
- FLASH... 195
- FEATURE... 175
- \*STARLIGHT... 165
- SUPER FRAME... 155
- CRISS CROSS TRGT... 125
- ADVANCE... 135
- \*KING... 120
- \*GOLD CUP... 115
- TRIPLE SCORE... 85
- DOUBLE... 75
- \*NAME... 65

**UNITED**

- \*DEL. MARS... \$215
- SPEEDY... 165
- LEAGUE... 115
- CHIEF... 105
- ROYAL... 85
- \*CLOVER... 70
- \*STAR 10TH FRAME... 60

**KEENEY**

- \*DIAMOND... \$175
- BIKINI... 150
- \*BONUS... 125
- \*DOMINO... 75
- CARNIVAL... 65
- 10 PLAYER... 55
- 6 PLAYER... 45

\*Indicates Match Play



Continued from page 98

as WAMO has never before programmed c.&w. material.

Sheriff Scotty, KLZ-TV, Denver, recently garnered publicity for himself and his sponsor, Armour & Company, when he ran a six-week contest over his afternoon Western kiddie show. Contest, which drew over 2,500 entries, featured as first prize a week's vacation in Washington plus \$200 spending money. . . . Bob Dean and Cindy, husband-and-wife team who air over WWSA, Harrisonburg, Va., have added a 5:30 a.m. program to their weekly schedule. Team appeared at the Page Agricultural and Industrial Fair, Luray, Va., August 15-18, where they plugged their new Kay recording of "Walk, Walk, Walkin' Blues." . . . Country and western fans and artists turned out August 9 for Red Smith's annual Red Smith Day at Ponchartrain Beach, New Orleans. Red spins the platters over WBOK, New Orleans. . . . Barefoot Bob Kinney, WCHN, Norwich, N. Y., types: "Faron Young was with us here at our county fair and requests are now pouring in for his records. Still find it hard to get Capitol and Decca recordings. Thanks to the smaller labels for all their help."

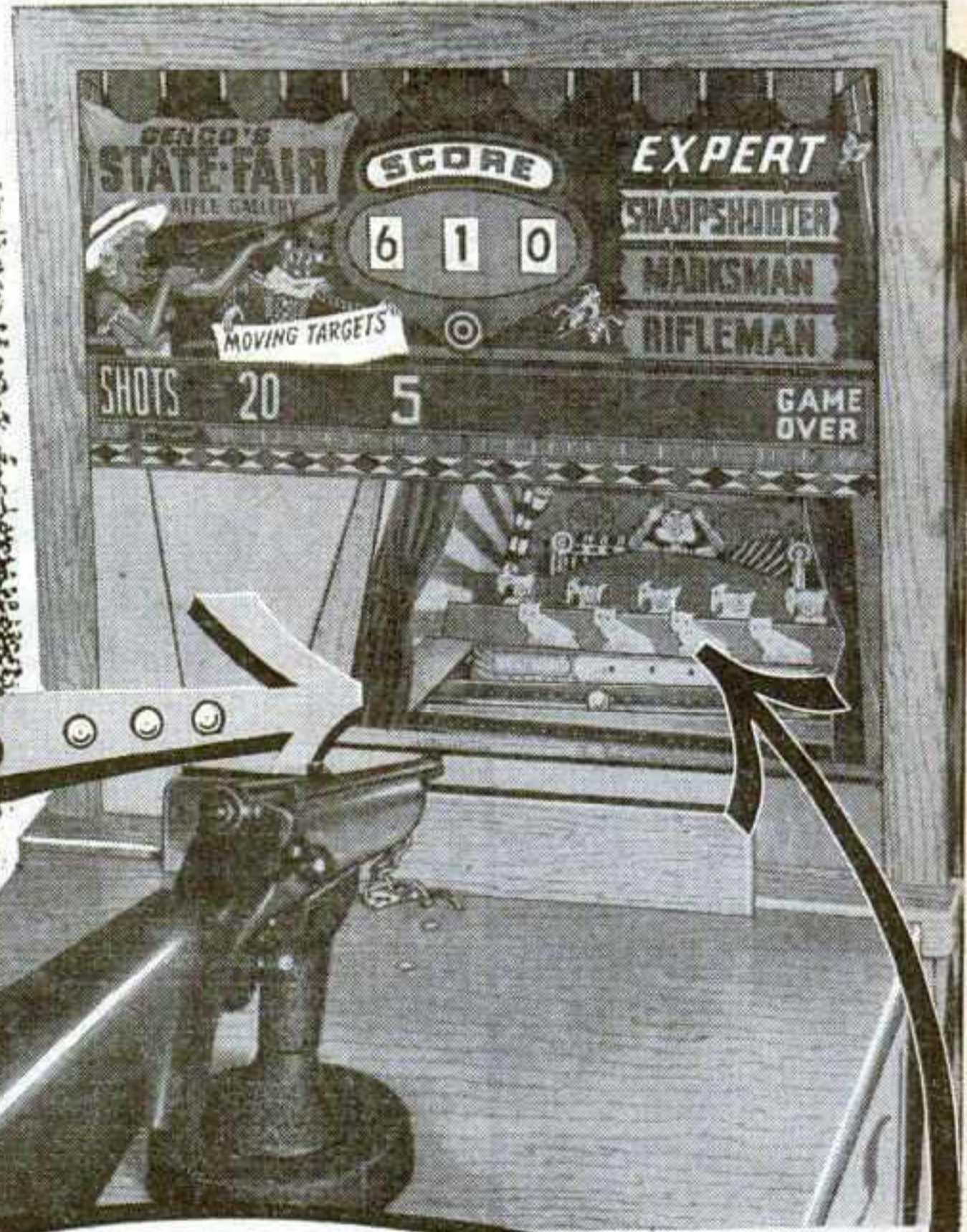
**FIRST** COIN MACHINE EXCHANGE, INC.  
CABLE ADDRESS: "FIRSTCOIN," Chicago  
Joe Kirne & Wally Fiske  
1750 W. NORTH AVE. CHICAGO 27, ILLINOIS Dickens 2-0500



**AN ENTIRELY NEW IDEA  
in Rifle Game Targets!**

**GENCO'S  
STATE FAIR  
MOVING TARGET  
RIFLE GALLERY**

**FREE-ROLLING BALLS**  
JUST LIKE THE REAL THING!  
Roll down 2 lanes—players try to shoot them off!



**EXCITING NEW  
COMEDY-ACTION  
TARGET**  
snaps back and waves arms when hit

50"x29"x70" high  
crated wt.—320 lbs.

**PLUS**

Pat. Pend.  
**FLIP-OVER TARGETS!**

**LIGHTED CANDLES—**  
snuff out when hit!

Adjustable Replay—Optional Match

**GENCO** MFG. & SALES CO. 2621 N. Ashland Avenue  
Chicago 14, Illinois



**chicago coin... INTRODUCES**

# Blondie



*With a Chorus Line of 5  
Flashing - Match Feature Gals....  
Get To Know.... Ann.... Babs.... Cindy.... Dot.... Eve  
And Starring  
.... New Multiple Match Play!*

- ★ Single Match Feature in Each Game!
- ★ Multiple Match Feature Can Be Played With Replays. Up to 5 Times Per Game!
- ★ "Blondie" Can Be Operated As 5 or 3 Ball Game!
- ★ Lighting Bumpers 1 to 5 Score Additional Scores of 500,000!
- ★ Hitting Targets 6 to 10 Scores Additional 1 Million!
- ★ No. 10 Hole Scores Special When No's. 1 to 10 Are Hit!
- ★ Top Score... 9 Million 200,000
- ★ 2 Super Sensitive Action Kickers!
- ★ 2 "Lively" Thumper Bumpers!
- ★ Dyna-Powered Flippers.... of course!

**New Modern Large DE-LUXE CABINET**

**An All Location Attraction! May Be Operated As A Regular, Free Play or Match Game!**

**Equipped With Cheat-Proof National Slug Rejector Coin Chute!  
New Tamper-Proof Cash Box!**

**You Can't Afford to "Pass Up Blondie" If You Are Interested In Real Earnings!**



**2 Steady Money Savers for Locations Where Space Is a Problem!**  
**TWIN HOCKEY**  
 Two Sided Play! 1 or 2 Can Play!  
 Regular or Match Models With Free Play!

**STEAM SHOVEL**  
 Adjustable to Match, Free Play or Regular Play!  
 A Natural for Retail Stores...  
 Terminals... Arcades... Dime Stores... etc.

**chicago coin**  
**MACHINE COMPANY**

**1725 West Diversey Blvd., Chicago 14, Ill.**

Earn big-league money with sensational new



# Bally® DOUBLE-HEADER 2 games in 1



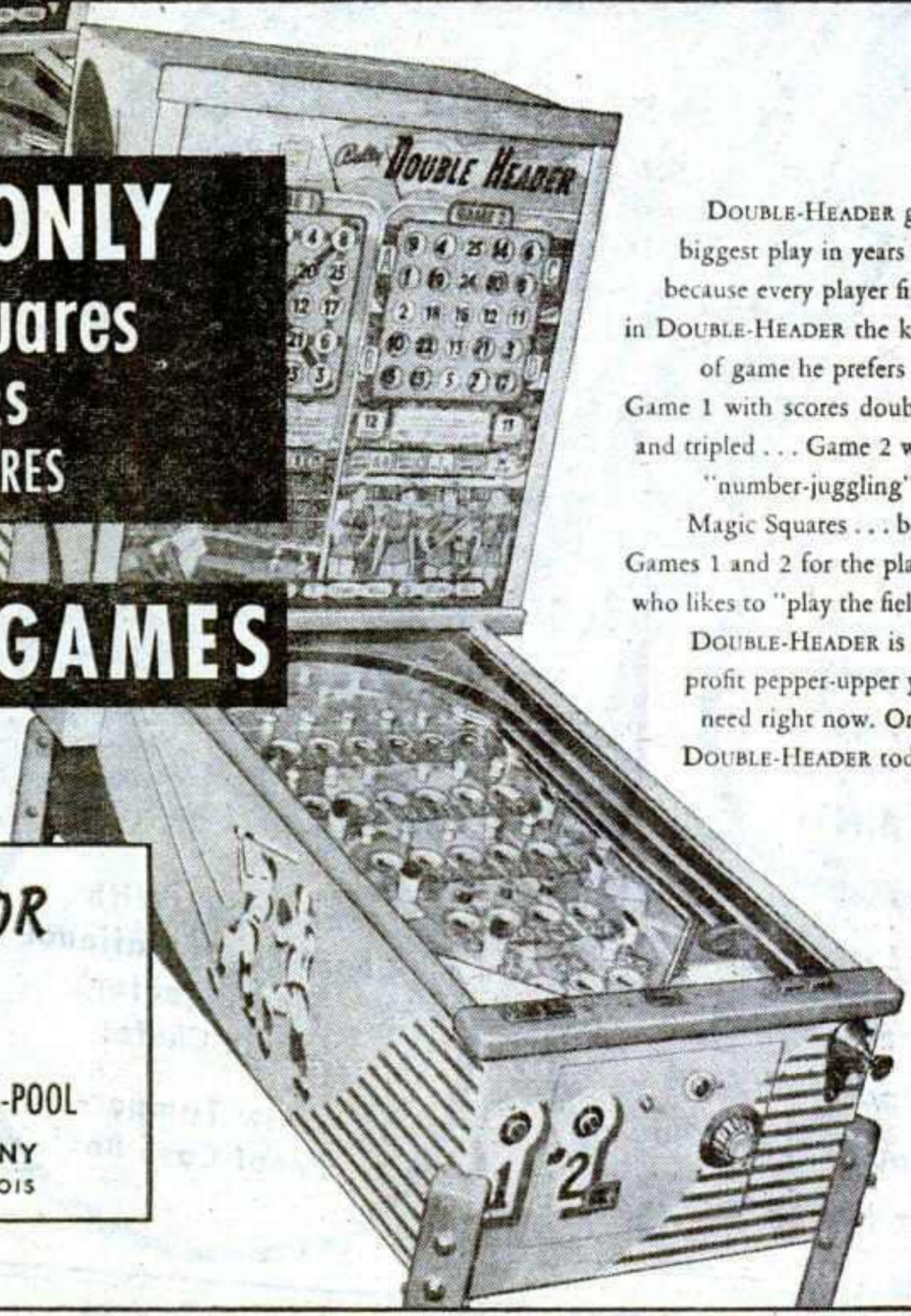
**PLAY GAME 1 ONLY**  
Popular SELECT-A-SPOT Feature  
**DOUBLE SCORES · TRIPLE SCORES**  
CORNERS SCORE · GAME 1 ADVANCING SCORES

**PLAY GAME 2 ONLY**  
Famous Magic Squares  
4 SPOTTED NUMBERS  
GAME 2 ADVANCING SCORES

**OR PLAY BOTH GAMES**

DOUBLE-HEADER gets biggest play in years . . . because every player finds in DOUBLE-HEADER the kind of game he prefers . . . Game 1 with scores doubled and tripled . . . Game 2 with "number-juggling" of Magic Squares . . . both Games 1 and 2 for the player who likes to "play the field." DOUBLE-HEADER is the profit pepper-upper you need right now. Order DOUBLE-HEADER today.

NOW AT YOUR  
**Bally DISTRIBUTOR**  
DE LUXE ABC BOWLER  
DE LUXE CONGRESS BOWLER (Match) · PIN-POOL  
BALLY MANUFACTURING COMPANY  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



YOUR **Bally** DISTRIBUTOR \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ always has good deal waiting for you



# UNITED'S MONACO

with **2 SUPER CARDS** plus **CENTER CARD**



Super Cards Score Separately from Center Card  
Guaranteed Lite-up of Cards for 8 Plays or Less

## NEW LITE-A-NAME

WITH **NEXT GAME CARRY-OVER FEATURE**

**2 ROLL-OVERS**  
PROVIDE 1 EXTRA BALL AND/OR LITES 1 LETTER IN NAME

- ADVANCING ARROWS EACH COIN
- SELECTION FEATURE
- 3-IN-LINE SCORES 4-IN-LINE
- 4 CORNERS CAN SCORE 5-IN-LINE (ALL CARDS)

SEE YOUR UNITED DISTRIBUTOR TODAY

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

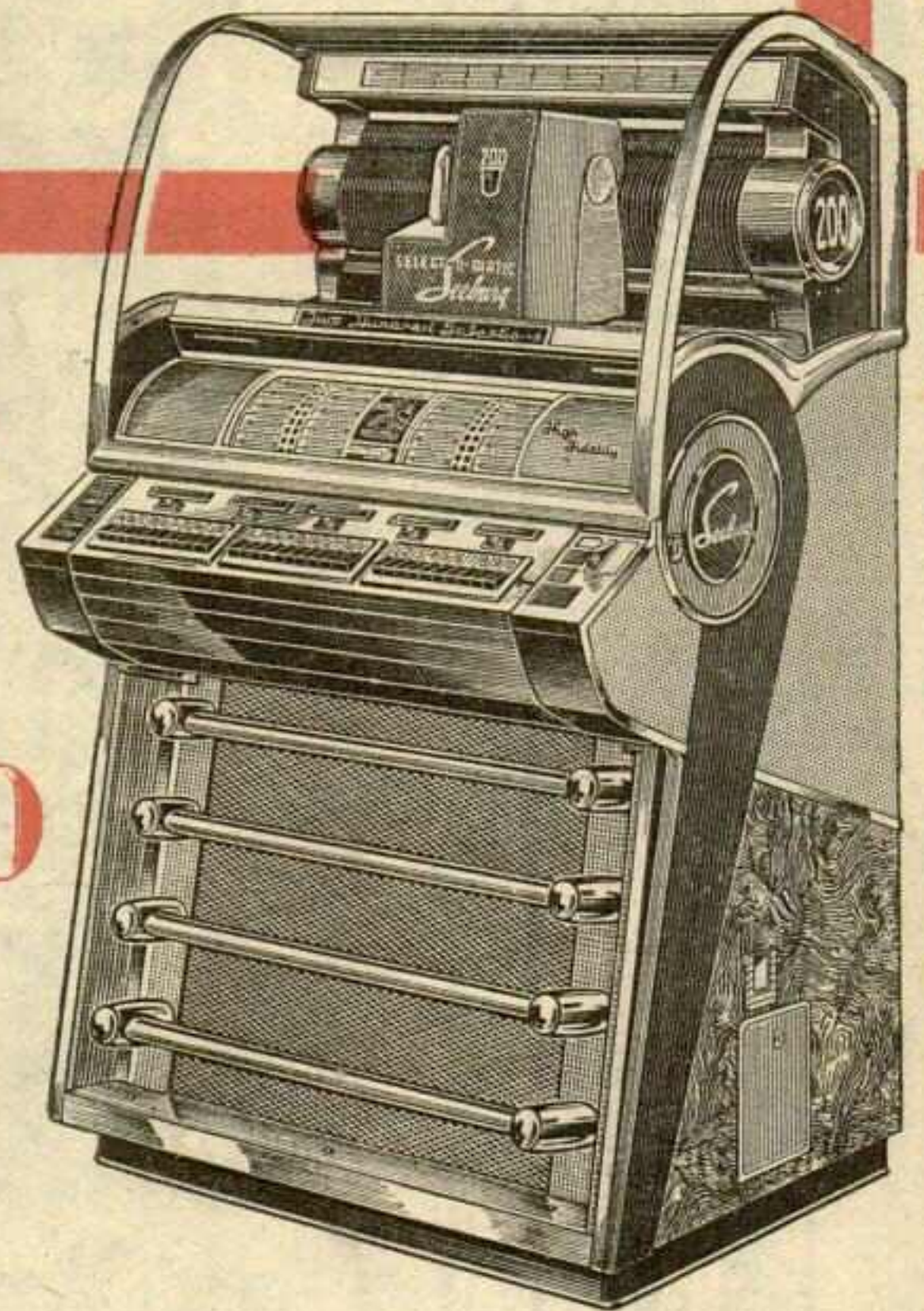
POOL ~~ALLEY~~ ★ STAR SLUGGER ★ SELECT-PLAY Shuffle Alley ★ REGULATION Shuffle Alley ★ POOL GAMES

### Easier programming and faster selection

The Seeburg V-200 is designed for the greatest programming flexibility. It's easy to program both singles and E.P.'s in their proper place. That's because the Revolving Drum Program Selector catalogs the music 40 selections at a time.

### Dual credit system

With the V-200 the operator is compensated for the additional time required to play E.P. records. This modern music system permits programming single records (Hit Tunes) at one price and E.P.'s (Standards and Show Tunes) at a proportionately higher price.



# the Seeburg V-200

## ...the answer to greater operating profits!

*America's Finest and Most Complete Music Systems*

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
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