SHEPHERD, WOR MAY AGAIN BE SWEETHEARTS

NEW YORK—Unforgettable Jean Shepherd, who was axed for the second time in two weeks, is now all night disk jockey at WOR here last week, may yet arise on the station if a reported new deal goes thus as scheduled. Shepard was canned Monday (17) after being cut off the air for urging listeners to buy Sweetheart Soap, which just advertised on WOR, just to prove that he can induce his "night people" following to buy soap.

The pending deal, it is understood, calls for Sunday 9 p.m.-1 a.m. time, with Shepard to be sponsored largely by the product he had plugged gratuitously Sweetheart Soap.

Shepherd had been given notice by the station the week before the soup episode on the grounds that he was not sufficiently his followers, and he was retained after several hearings to bring his program back to a more normal level.

For the operator who so far has regarded the 200 as a bigger joke box, with roughly twice as many

Rodgers & Hammerstein Show
May Finally Get to TV. . .

CBS-TV is about to secure the rights either to "Me and Juliet" or "The King and I," for a color special next spring.

MINNESOTA MINING Buys Division Of Bing Crosby Enterprises

A race between two industrial giants for the development of color video tape recording machines is set for the Minnesota Mining and Manufacturing Co. of the electronic movies of Bing Crosby Enterprises.

Dick Dealers Confront Denise Of St. Louis

The "end of the annual summer slump" in the record field has been confirmed by a large sample of representative dealers across the country. Record sales on the retail level in the last two weeks of June is a level of 106.8 is an increase of 10.8 points to 117.5 in 1956, with the big increase in reduced goods.

Flack of Multi-Version Disks Spurred By Strong Song Material

Strong song material accounts for a great quantity of multi-version recording now. In the heading of the music statements, "The Friendly Persuasion," from the film of the same title, already lands nine disks, with more to come. "When the White Lilacs Bloom Again," "Giant," and an other tunes get heavy action by air covers.

NATIONAL CONVENTIONS

STATE CONVENTIONS

CONFABS LOSE RATING POWER

NEW YORK—The politicians are slipping. So it would seem at least from the latest Trendex reports on the political conventions. The initial Trendex on the conventions fall below the weekly average struck by other types of trends and by all of them dropped in ratings from last year's level.

The usual Monday thru Friday Trendex reading of 463 for the conventions, which was regarded as a high, fell to 346. The Republican Convention coverage this year came down to the mark with 344, while the Democrats pulled only 299.

During the 1952 conventions, the Trendex ratings for each political party
Hazel Bishop
Buy's 'Clock'

NEW YORK — Hazel Bishop has bought "Beat the Clock," the CBS-TV network Saturday evening, 7-7:30. The quiz show was under option last month to Pharmacia, which changed its mind about sponsorship when a sufficient number of markets had not been cleared on a live basis.

But Hazel Bishop is willing to take the property for ten live appearances and on others on a delayed basis. The sponsor is desiring an alternate-weekly sponsorship, and Bob Crosby show on the same web. Raymond Scupper is the agency.

Toni to Drop 'Scouts' Time

NEW YORK — The Toni Company has decided to drop its alternate-week schedule of "Arthur Cook to the Rescue," Monday, April 22, 6:30-9 p.m., on CBS-TV. Lipton's has taken an alternate-week slot.

The probable reason for the cancellation is an alternate-week sponsorship of "Stamley" on NBC-TV within the same time slot.

Culligan Named
NBC Radio VP

NEW YORK—NBC last week indicated that it might be interested in the future of its radio network by the naming of Robert Culligan as vice president in charge of radio, succeeding Charles Ayres, who resigned recently.

Culligan has been vice-president and national director of NBC's radio network. In his four years at NBC, the network toppler has compiled an impressive record of accomplishments.

His first major assignment was sale-direction of "Today" and "Tonight," which is expected to gross $130,000,000 this year. He has also been in charge of the use of closed-circuit TV to sell advertising.

He is also known for his development of sales talent at the network. He is 38.

CNP Finishes
Exec Line-Up

NEW YORK — California National Parkinson's disease Foundation, Inc., has completed its executive staff with the appointment of William L. Lawrence as its executive director.

William L. Lawrence will head the Eastern Unit of the Program Development Department, which is expected to be expanded. Richard A. Anderson will direct business development, and Edward B. Johnson will manage advertising and promotion. Frederick Jacobson will serve as advertising director.

Cullen, Mosher, and Francis L. O'Shea will be marketing managers.

NBC Increases Fall Tele-Elementary Fare

NEW YORK — NBC-TV will offer more teleelementary in prime time periods next season. With the exception of "Television's, the web's newest program of reading for children" which will be produced on Sunday afternoon, this fall will be offered in a number of pre-emption hours during the evening.

One of the "Television comes" to the world" switch is that the slotting of the Bay Bridge sale approved by the FTC will be held to alternate with "Wide World," probably Sunday 5-6. The network Bridge salt sales to Helen Curtis.

One of the "telecasts" series that will emerge from the earth at the factory, has already been sold to International Business Machines. Deals are also pending with North American Aviation for the majority of the others. They include Mas- soro's "Chowych's Paris, "Doctor," "Assignment Southeast Asia," "This Hour," "Crust of the Earth" and "the one about the Ocean's "NBC's Project 20," of course, will also be presented for the second half of its series in prime time periods. No.

CBS Packages Shulton Shows

NEW YORK—CBS-TV is putting together a package of programs for Shulton to sponsor this fall. The package, which is slated to be broadcast three half hours of the new hour version of "See It Now" on Sunday afternoons.

The sponsor is keeping up two individual half hours of the Burns and Allen show, which will be the regular appearance of "See It Now." Richard and Carnahan, will relinquish. Other programs known are included in the package. Shulton sponsorship of "Morrow's "See It Now" last season was very successful.

Sweats Buys 'Rangers' Half

NEW YORK — The Sweats Corporation, maker of Tootee Tootee Towels, last week made an interesting offer of "Tales of the Texas Rangers." It will co-sponsor the show with General Mills in the Saturday morning 11:30-12 slot on CBS-TV.

Tootee Roll, which last season had several NBC Saturday morning programs, will give Tootee a Christmas Card as alternate sponsor of the CBS-TV Western station.

TO TV AT LAST?

R&H Stage Musical
Talked for Spring

NEW YORK — The neither party had confirmed at press time. CBS-TV and Rodgers & Hammerstein are said to have combined efforts in reaching the first R&H musical to televise next spring.

The most famous writing team in the industry has here expressed antipathy to the medium, but has agreed to the price in return for the possibility that the show be televised.

"Me and Juliet" and "The King and I," the chief contenders for the special color telecast, will be done live from New York, according to sources.
ADDED SALES PUNCH

Stars’ Appearance
Hypo Product Sales

HOLLYWOOD—A TV program
combined with personal ap-
pearances of the stars in towns in
which the show is being tele-
vised can have a tremendous effect on prod-
cut sales. This is being graphically
demonstrated at the present time by
the stars of "The Country Show" for
which Hallmark Mills and Ballard Flour
Company are sponsors.

Phillips spot-checks the series, but it has not been
sent out more than once in 120 markets. Ballard picks
up the tab in half.
The four stars of the program, Wells Paret, Faron Young, Marty
Robbins, and Carl Smith, each
make approximately 200 personal
appearances per year. Each p.a.
is a co-ordinated campaign planned
well ahead.

Generally, this is set up with
merchants. Banners and posters are
put up in stores, and both the TV show
and the star’s appearances are
publicized. With most of the towns in
the 3,000 to 50,000 population range it becomes a big event.

An exec at Campbell-Millikin,
Phillips’ ad agency, says that the appearances have been tremendous
in many instances. The merchants
have cooperated, and they feel they are
aiding a new enthusiasm for the
product.

The agency exec stated frankly
that, on the basis of the program alone, the series might not have
produced the sales effect desired but, with the p.a.’s included, it’s
done a tremendous job.

Cammargue says on the impor-
tance of the p.a.’s and their effect
on sales at the departments, the
series has been a success. Ballard, those giving him the
appearance of their own stores.

Cammargue reports the
appearance has paid off in
rewards of the series, now going into
its second year for its big
promoters. Another plus is the fact
that openings and closings are
particularly tailored for Hallmark
Mills and Ballard, giving them the
appearance of their own stores.

Cammargue reports they are
preparing, with Faron Young, another
series of 52 new episodes for the
"Country Festival" series, and he feels that
the series will continue to be a large
7th in manufacture of leather
and leather products.

Among the television markets’
foremost in the manufacture of
leather and leather products, the
Channel 8 Multi-City Market
ranked seventh, based on
production figures for Ameri-
can’s top 100 counties.

The New Season’s Opportunities
in Color Television

The same technique is also being
used for "Ford and the Beauties of
the November "Producers” Show-
case" spectacular. Am-Pot is be-
ginning to cut discs. But Atkinson
declares that the nature of the ve-
Theatres—being a fancy tale to be pre-
pared before the Thanksgiving holiday—will be
...
From WTVN Columbus, come the FIRST AVAILABLE RATINGS ON WARNER BROS. PICTURES!

MONDAY NIGHT AUDIENCE CLIMBS FROM 6.2 UP TO 12.1 with "THE PETRIFIED FOREST"

FRIDAY NIGHT AUDIENCE CLIMBS FROM 5.8 UP TO 18

Bought by Leading Sponsors! AJAX - HELENE CURTIS - REVLON ARRID - VASELINE PROcter AND GAMBLE LANVIN - BAVARIAN BREWING!

...AND

First run on television exclusive in your market.
For complete details call..
55.3% AUDIENCE RISE
ON MON.-FRI. EARLY HOME SHOW
(9:30-11:00 P.M.—AUGUST ARB)

EXCERCISE CLIMBS FROM
with "LADY
WITH THE RED HAIR"
4

SATURDAY NIGHT AUDIENCE CLIMBS FROM
6.7 UP TO 12.6 with "ACTION
IN THE NORTH ATLANTIC"

THIS SUCCESS STORY CAN BE YOURS!

One look at these first available ratings is all the proof you need that Warner Bros. pictures out-rate all competition!

And these are only the first reports! Just wait till the ratings get rolling...up...up...up! On second thought—don't wait! Act now and get the big sponsors and the big audiences.

Associated Artists Productions, Inc.
345 Madison Avenue • New York 17, N. Y.
telephone: MUrray Hill 6-2323
**Technique**

Unger Gives Thoughts Re Ziv Approach

NEW YORK—By the time we produce a pilot film we know we’re going to make a television series, says Harry Unger, president of Unger production, Inc. So said Maurice (Babe) Unger, production vice-president of Ziv-TV, in a recent address to West Point Production conference on Wednesday, and laid the groundwork for the show that will go on CBS-TV for General Foods Corporation.

Expounding still another special attitude toward the practice of pilot making, Unger added, “If we

Alcoa-Goodyear Budget Up 206

NEW YORK—The production budget on next season’s “Alcoa Hans-Goodyear” Playhouse, scheduled for the Sunday night 9-10 p.m. drama, has been upped to an estimated $45,000 from last season’s $45,000 for production. The increase will enable the makers of the tele-vised properties which have greater exploitation possibilities to avoid competition.

Showcase Productions is being given 20 per cent of the production in all cases to take over as producers. Last season this budget was signed. Also pact-ed are Sidney Lumet and Alex Segal, Herbert Brodick was last season’s producer.

**Britain Tries Morning TV**

LONDON—Key to the growing commercial acceptance of television operators are feeling, despite heavy losses by at least one over-staffed contractor, is Associated Broadcasting Corporation’s de-cision to bring back morning pro-

The decision of the television stations to bring back morning pro-

**Cig Sponsor Adds Quarter**

NEW YORK — Brown brothers will air two advertisements on a quarter hour of the NBC-TV network. Purchases was for the Tennessee station, which operates half a quarter hour sponsorship of the various local networks.

Advertiser is also bookkeeping at least a week quarter hours of “It Could Be You” and “Queen for a Day.”

**NARBT to Distribute Kits for TV Week**

WASHINGTON — TV stations were sharply hit with a kit of promotional materials from the National Association of Radio-Television Broadcasters to boost the promotion of National TV Week, September 23-30.

It contains new releases, slides and a list of 10-in-1 Ideas for use within the format of live program. Colored will also be accounted in the promotional materials.

**TV Programming**

**Keys to Fourth Web: Programs Clearance**

Which comes first, the chicken or the egg? That has always been a good, and The Billboard’s Advisory Board is not the first to ask in the next application of it in regard to discussion of a production schedule. The first question put to the Advisory Board was: Do you believe there is a need for a fourth web? For a complete new web of stations, the industry was "even-even," although the "new" replies ran from $55 up to $25 down in the case of the "no" voters. Curiously, the stations category, which would seem to benefit the most from another network, voted 52 per cent against it.

The chicken-egg dilemma revolved around clearances and programming. The most point was: If a fourth network got started, could it survive in the programming and production line with sufficient clearances? Or was the growth of the number of stations, etc., too much to follow?

On the matter of clearances, many voters opined in two or three station areas, where none at present have reported more than the usual "even." So why do we need a fourth web? they asked. Many on the board pointed to ABC and its troubles in clearances.

**Programming a Key**

The second point—many programs—actually was the factor that tipped the voting in favor of a fourth net. Better programming would result from a network competition, as well as an agreement, noted the SRO signs over the present network and felt that there were plenty of good ideas still to be developed to further a wider selection of films shows. This, aloha the board, would be point to point the present networks were handling a variety of programs.

The third point led to a second question: Would you phone in some programs for such a network? Film also would eliminate time belt changes and eliminate the problem of clearances. Flexibility would be added to the network that would mean a fourth a network.

**Special Events**

The voters for "film only" were not likely to the fact that some programming, however, that the "no" voters would need the fifth approach which could be provided only by the newer networks. This is not a stumbling block to the film, many feel, because lines could be leased when needed. Regional and local advertisers, too, they pointed out, could get to get, against some in more advantageous time periods.

If the voting on the first two questions was about equally divided on the questions of why or how a fourth web, the advertiser question roused out the study, it was asked. If you were—or would—be a national advertiser, would you consider buying time on a fourth network during the 1957-58 season?

"Well, sir, it depends," came the replies from a huddle-stranding majority, and with some justi-fied confidence. National opposed to using an addi-tional web made up only 20 per cent of the total vote, their reasons were somewhat. The three who take good care of the present audience, a fourth couldn’t get clearances anywhere and there’s no track record on viewers, were their answers.

The heaviest tally was in the "depends" category with 43 per cent, followed by the positive-minded with 38 per cent. However, the positive mind proved able to be not so positive, however, as to the possibility of a fourth would buy if the time periods, markets and program-ming fare were worth it. In any event, the approach to a fourth web would have to be as with any other purchase.

Thought rates would be cheaper and that there would be an audience in areas where the big net doesn’t reach. It opened an excellent chance for the newcomer or for those forced out by SRO signs elsewhere.

National television program-ming on this fourth hypothetical network will be discussed in the semi-annual installment of the Advisory Board in two weeks.

**How They Voted**

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Times precludes successfull operation of a fourth network in a traditional competitive pattern.

**Agency Sponsors**

**BROOKLYN**—Bob's Radio director, BEARDEN, THOMPSON, FRANCIS, Atlanta: They think there is an opportunity for the network to refresh new programming ideas on the network.

**S. RODRIGUES,** multi-time director, RODRIGUES ADVERTISING, Pittsburgh: "I would use film only to allow flexibility to stations in time periods, etc. This way the network would give better quality products and more."
NEW, EXCITING AND INTRIGUING ... FAMILY APPEAL

The FIRST Television Show Of Its Kind

THE TRACER

... True Dramas of Missing Persons

A REFRESHING NEW IDEA IN PROGRAMMING

... distinctively different ... more than a crime show ... more than a dramatic series ... more than a situation comedy ... a rare combination of intriguing suspense and warm human drama the whole family will enjoy. All episodes are true cases from the confidential files of The Tracers Company of America.

A UNIQUE NEW CONCEPT OF PROMOTION

... weekly lists of local missing heirs and persons will be furnished (at no extra cost) to be telecast with each episode. Actual missing persons will be found and millions of dollars claimed through program's public service.* Promotion possibilities are unlimited.

*Missing heir to $1,000.00 found by the Tracer's first telecast on KARK-TV, Little Rock (The Tracer's first market)

MPA-TV PRODUCTIONS
1032 CARONDELET ST., NEW ORLEANS, LA.
M-G-M Covers Third of U.S. In Week With Library Sales

Makes Rapid Deals to 12 Outlets, Others Due; May Gross $50 Million

NEW YORK—In the space of one week, M-G-M TV has covered almost one-third of the United States with its library of 725 programs. Three film deals to 12 stations were concluded within a period of three important station groups, in addition to one firming up last week with KTTV, Los Angeles.

For seven years of unlimited play, M-G-M TV will receive about $15,000,000 from CBS for WCBS-TV, New York; WBBM-TV, Chicago; WXYZ-TY, Milwaukee; WOR-TV, New York; WMGM-TV, St. Louis, and WGETV, Hartford, Conn., if the acquisition of the last two stations is approved by the Federal Communications Commission.

Key to Kiddie TV: Curiosity

WASHINGTON—The "Guide" for programming television shows for the younger set is "curiosity," according to a group of programming experts who meet regularly. The group, the Educational Television and Radio Center, reports that there is little about almost everything in life that can be considered in planning shows which will appeal to the interest of youngsters.

Children's programming should be a guide to what is interesting about things at their own level of understanding. But what is interesting for children can be accomplished with "the proper presentation and thru a captivated presentation."

It was also pointed out that programs should be developed for specific groups of children, such as from three to seven, eight to 11 and adolescents 12 to 18. Research is also needed, the experts recommend, to find out what children would like to do inside when they work on a television program.

Disney, Net May Double '55 Take

HOLLYWOOD—Net profits at the Walt Disney Productions will probably be up $6,000,000 to $7,000,000 in 1955, according to the nine months results for the period that ended Dec. 31, 1954, net profits were $2,091,075. The entire fiscal year of 1955, October 1, to June 30, will net a profit of $2,000,000.

Disneyland Park, operated as a corporation, had a net profit of $187,691, up to July 29, 1955, more or less its first year of operation. This company is deducting gross interest expenses of $377,477 and depreciation in the amount of $118,470. The net profit is on a nine months gross of $40 million plus.

RKO to Shoot TV Pix, Hires March

HOLLYWOOD—RKO has taken its first step toward shooting television programs on this side of the year. It has hired Alex March, former manager of "Studio One Summer Theater" for CBS, as a producer.

Beginning September 1, March will start assembling material for the program of films.

Confabs Lose Rating Power

Conferences held to determine cost of broadcast programs sold at auction are no longer influential in the decision making of the networks.

The New York Times observed that the auction of radio programs for network presentation in the past and the bidding on television programs now is no longer a matter of the networks themselves, but rather a matter of the individual networks and the producers of the programs.
GO GETTERS

New Features Really Pull in Top Ratings

NEW YORK—The early rating reports coming in on the big, new feature films continue to indicate the stations are indeed getting what they are paying for. In a number of key cities in which stations have started their big pictures in the summer there has been a spectacular upswing in audience on the theaters playing these films.

WRIC, Cincinnati, more than doubled the average ratings of its "Home Theater," Monday-Friday, 11:45 p.m., and its "Ladies Home Theater," Monday-Friday, 5-6 p.m., when it started its Warner Bros. pictures in August. On Wednesday (11 "Cool It My Cowboy") the former show drew an American Research Bureau rating of 13.4, whereas the Wednesday rating on that theater in July was 4.8. Other Warner films it played during August average rating week were "Borderline" with Paul Muni and Bette Davis, "Flaxin Martin" with Virginia Mayo, "Racing Teenies" with James Cagney and "World with Ida Lupino and John Garfield." On the evening show they drew an average 12.5 against a 4.9 that theater drew in July. The daytime show had a 9.0 August average with the Warners, against a 2.3 average in July.

WNYN, Columbus, O., also started its Warner pictures for the August survey week, and increased the average ratings of its "Early... (Continued on page 19)

SEE BACK

NARTB TV
Pic Committee Voted for '57

WASHINGTON—Harold Seel, manager of KRON-TV, San Francisco, was again elected chairman of the TV Film Committee of the National Association of Radio and TV Broadcasters.

The rest of the committee elected to serve for the 1956-57 season consists of Elizabeth Davis, WGN-TV, Chicago; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Gordon Gray, WOR-TV, New York; Elaine Phillips, WSPD-TV, Toledo; O. Ken Tredwell Jr., WTVY, Charlotte, N. C., and Roy Wilpolt, WRGB, Schenectady, N. Y.

Daytime Strip For 'Brooks'

NEW YORK—Another returning film series will go into daytime CBS-TV intends to shift "Our Miss Brooks" in the 5-5:30 strip, replacing Johnny Carson beginning October 1. This is the second day-night network half hour to use reruns properties.

The first of NBC-TV's "Comedy Time" which has brought such re- runs to the last shows, "It's Always Jan," "Dear Mr. Moog," "It's a Great Life" and "Topper." These shows are said to be 11/2 hours in the "Our Miss Brooks" series. It is not clear whether the network has given up on Carson et al. or will try to slot him into another time period.

Metro Movies Won't Upset Stations' Program Patterns

NEW YORK—The stations which have been hounded the most by the M-G-M library so far will not, by and large, make any significant changes in their programming patterns because of this purchase. As stated by the manager of one of the stations that last week bought the M-G-M package, the stations are using this product to "integrate and upgrade," meaning that they will not try to get as much as they could from their established programs rather than start anew ones.

This, in fact, has been the main tendency of the stations which have bought the big packages and libraries this year.

One exception, of course, occurring almost solely at stations that did not previously have a first-run movie policy. But the strong feature films have made only occasional changes at most. A few have put new titles on their feature programs. A few have made slight change changes, pre-1939 films in theaters a half hour into prime time.

The eight stations which will definitely have Metro features in the 1956-57 season are not expected to stage any revolts in their program structure. Consequently, they each will have a healthy backlog of product to keep their movie shows at a high level for a few years to come.

WGBS-TV here had completed the complete order of its five feature programs last week even before it concluded the Metro deal. It has already decided making time for any more feature programming even if it was wasted. It will not again air the Metro films until January 1, at which time it will also begin airing its syndicated series.

The smarter stations, of course, are waiting to see whether the Metro films will do with the Metro films. But it is expected that at least one of its high quality shows in prime time only one night. (It now has features on two nights, Sunday and Tuesday.) It does not expect its new look in features to reduce its use of syndicated film, except with a weaker rent.

WFLF, Chicago, is this week changing the title of its two movie strips to "Motionville U. S. A." in accordance with its buy of the RKO library.

It will use the 60th Century-Fox package for these films, except that the station is tying with the idea of adding one or two movies stations a week. It now has a backlog of over 1,500 pictures and tv shows.

WBNM, Chicago, has been starting its "Late Show" at 11:30 p.m. and its "Late Shows" at 11:30 p.m. It is not expected to make any change.

The Smart Advertising Money is on Code 3

Brewers—Liebhmann, Miller, Stroh
Coffee Roasters—Fleming, Dining Car
Bakery—National Biscuit, Mrs. Del's Finest
Appliances—Crosley-Bendix
Various: Lee Optical, Petrill Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for Code 3 by some of the country's smartest, most successful advertisers.

Many choice markets are already gone — others going fast! For big-time advertising results, put your money into Code 3.

Write, wire, phone

ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
Oxford 7-5880

The New Season's Opportunities in Color Television

...will be spelled out in a series of up-to-the-minute station charts and detailed lists that explore color TV from all angles. Be sure to look for it in...

The Billboard's TELEVISION DEPARTMENT
SEPTEMBER 22 ISSUE

Published co-incident with NATIONAL TV WEEK

ABC FILM SYNDICATION
Now in 4th Year of Sponsoring "DOUGLAS FAIRBANKS JR. PRESENTS!"

What better testimonial to a TV film series than this long-time sponsor? Royalty from a successful advertiser.

Other top-notch "Faibanks" sponsors: Birth, Brewery, Top Valve Stamps, Oscar Mayer, Seated, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for first run!

Wile, wile, phone, AFB film syndication, inc.

30 East 44th Street
New York City
OXford 7-6890

All the news of your industry every week in The Billboard...

COMMERCIAL CUES

OLD WINE, IMPROVED BOTTLES

Ideas are popping like crazy at Animation, Inc. The firm has dusted off a successful radio track, added visual ideas and animation come up with a new TV commercial for Carling's Beer. The account was saved an estimated $2,000 on the spot. The Turner, Dick & Shainbrenner Agency of Cleveland, says the experiment "has proved successful with viewers, the client and the agency." Animations plans to do more if the test proves successful, and if that weren't enough, the production firm has also changed a system which has been used in the industry for 30 years. Instead of the hand-drawn process on artists' sheets, the firm uses a modernized version of the original to celfilm, thus "improving the picture quality" by removing the "geometric... to the original scratties." Another time and money saver.

NEW TO THE LIST

Commercial Syndicated Film, Inc., owned and operated by National Screen Service in New York and Lewis & Martin Films, Inc., in Chicago, has been formed to do just that. In name only.

The commercials will be shot in color and black and white, selling fullavailability, and sold on a monthly basis. 

Robert Lawrence Productions, Ltd., Canadian subsidiary of the U.S. firm of the same name, has arranged for studio space in Toronto for commercial production. The company will share the new picture picture studio belonging to Medline Films, Ltd., industrial and theatrical producer. . . . Playhouse Pictures completely shot six animations during their first four months. Two of their commercials will be shown at the Cannes, France, international festival, alongside the films "Capers" bureau.

ABC Film last week reported that its gross sales during June and July increased more than 66 per cent over the comparable two months of 1955. The programming properties is it selling is increased by only 38 per cent.

WCBS' Quick SRO on A.M.

Film Strips

NEW YORK — WCBS-TV's two morning film strips were riding a high rating level all summer. "Top of the Morning," the series, which had run from June 9 to December 10, was not far behind it. In three days last week the WCBS salesmen closed out 18 remaining one-minute avails, to score a 480-spedout effective in about 12 months. This week will be a nice one at a rate of 4975.

Advertisers that bought "Margie" and "Annie's Andy" last hour were Anheuser-Busch, Fresh Pine Distributors, Betts Bakery, Imperial margarine, Babcock spaghetti and Biscuit carpet sweeper. Signed to the series are Prudential, Brothers Baking, E. M. Hene, Alisha's, National Advertising, Continental Baking and Baker's Original.

CBS Picuts Up Goldsmith Chicago — At CBS-TV Film Sav this week will be for the promotion of gay office, replacing William B. "Wisconsin"

New Sponsors Pick Up Tab On "Hudson"

HOLLYWOOD — Start of second year production on a syndicated series can hypo sales of the show which previously hadn't been able to pick up and sold. As anticipated, the overwhelming news is what's happening in the case of "Dr. Hudson's Secret Journal," second-year annual which will go out in September.

Apparently some top sponsors feel that they want assurance of at least two years' product before making a buy. Eugene Solow, one of the producers, said last week that the third annual production on the second-year film, MCA-TV has sold the series in some 20 markets in which no sponsor had been found before.

Among those are major cities like New York, Boston, Chicago and Providence, most of them hard-to-sell time areas. The additions bring the number of major stations that show in Chicago to 150.

Regional Deals

"Hudson's" is attracting more and bigger regional deals in its second year. Wilson meat packing, which had the show in one market for the first year, will sponsor it in more than 20 markets in the second year. Bowman Biscuit has again taken it in 17 markets and in addition took options for several areas.

Pacific Gas & Electric bought "Hudson's" for Northern California. Union Bank of California bought it for Cleveland. The Gulf Film Library has it in six markets, and Meisler Braun has reservation in Chicago.

From Pacific Gas & Electric May, Wodey exuded "Hudson's" the highest national average rating of any syndicated show.

Guild Series

On N. Y. Cops

NEW YORK — Guild Films has acquired the personal records and files of famous Chief Inspector Caroll from the New York City Police for a new vid-film series, a pilot of which is to be shot.

Major filming will take place in New York, guided by Ed Bilt, who negotiated the deal. Rothenberg will appear in the series, tentatively titled "New York's Most Important Police Cases."

85 Markets Carry 'Code 3'

NEW YORK — More regional and single-market buyers have picked up ABC Film Syndication's new first-run "Code 3" series, hitting the total number of markets sold to over 85.

The new regional purchasers are Bowman Miller Brewing Company, the Fleming Company (a wholesale grocery firm) and Top Valve Enterprices, which merchandises retail stamps.

Mill Bowring bought the show for six Wisconsin markets, Milwaukee, Madison, Wausau, La Crosse, Green Bay and Eau Claire. Fleming bought the show for Go-FIBE, Milwaukee, Mo. Kansas City, Mo., Tupelo, Miss., and Wichita, Kan. Top Valve will sponsor the show in St. Tuls, Okla, Houston and West Palm.

The purchase by Miller Bowring brings to the number of beer companies which have bought the series from ABC Film, Others include Rheingold, Shueh and Koehler.

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5 6 7 8 9 10 11 12 13 14

ABC Film Syndication

All the news of your Industry every week in The Billboard...

CHICAGO

"No. 1 among tv westerns and once-a-week kids shows"... a good few programs reach. Ziv's CISCO KID does with ease in the competitive syndication market. The same other time favorites like Danzyk, Thomas, Milton Berle, Godfrey and others, on TV.

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

www.americanradiohistory.com
Thanks Again FOR TAKING CARE OF MY BOY AND HIS BOOK "THE FUNNY MEN"

"Allen assessments ... are ... punctual and well lubricated with punch lines ..." - TIME MAGAZINE

"Steve Allen can write ..." - Allen Churchill, SATURDAY REVIEW

"A humorous book about humorists is rare. Mr. Allen achieves it with a cheerful blend of shrewdness and generosity ..." - Charles Poore, NEW YORK TIMES

"Very readable ... at times excellent ... Allen is generally quite perceptive ... and generous without becoming pole in its comments." - E. L. Holland Jr., BIRMINGHAM (AL) NEWS

"This book is a budget of 'inside stuff' by a libarate and amusing writer-performer." - William Hogan, SAN FRANCISCO CHRONICLE

"Informative, perceptive and most readable." - Bernie Harrison, WASHINGTON STAR

"It deserves millions (ed) ... readers, for THE FUNNY MEN is that rare achievement: a book on humor that is humorous at the same time that it's wise and instructive." - Luther Nichols, SAN FRANCISCO EXAMINER

"The superiority of Allen is remarkable. Besides that he writes with clarity and sometimes with humor. THE FUNNY MEN offers a little something for everyone." - John Bird, FORT WAYNE (IN) SENTINEL

"I have read (THE FUNNY MEN) twice and consider it full of insight ..." - MEMPHIS COMMERCIAL APPEAL

"Mr. Allen is more than ordinarily facile with the typewriter ... which adds up to an interesting and thoroughly delightful book." - Dud Chamberlin, COLUMBUS (OHIO) CITIZEN

"This is probably the most important book about modern humor which has yet been written." - Ken Camahan, BERKELEY (CALIF.) GAZETTE

"Anyone who has seen Steve Allen perform must know by now that he's possessed of a singularly curious and probing intellect ... Of the various books written dissecting humor, THE FUNNY MEN seems to be the standout because it has blended the best elements of them all ... Delightful and rewarding." - Tom O'Malley and Bob Caniff, CHANNEL ONE

"A fascinating picture (of the) professional performer at work." - Lucia Carter, CHICAGO SUN-TIMES

"THE FUNNY MEN is brisk and disarmingly ... It is characterized by the same excellence, the same no-nonsense authority that may be found in most of Mr. Allen's other works." - Gilbert Milstein, NEW YORK SUNDAY TIMES

"This is the third book on the stands by Mr. Allen and can't help but add to his stature ... as a very erudite young man." - Robert H. Kriger, WORCESTER (MASS.) TELEGRAM

"Countless books about comedy have been written by persons with no grasp of humor, but here is a relaxed analysis ... by a man who is up to his shoulders in it ... This is one of the most searching and disarming analyses of comedy." - Larry Wolters, CHICAGO TRIBUNE

"Mr. Allen does (all things) extremely well ... THE FUNNY MEN is simply an analysis of the top comedians ... written by a man who is a topflight comedian in his own right ... On the whole, Allen is very kind to his fellow comedians." - John Casady, NEW YORK HERALD TRIBUNE

"Mr. Allen is one of the entertainment world's most versatile performers ... (and) he is an articulate writer ... The analysis is thoughtful and accurate." - Fred Remington, PITTSBURGH PRESS

"Allen is an amazingly versatile young entertainer whose latest work, THE FUNNY MEN, could hardly have been written by anyone else ... Has perceptive things to say." - Gerald Ashforth, SAN ANTONIO EXPRESS

"This book is interesting because (here) is a comedian writing about his fellows." - Rod Nordell, CHRISTIAN SCIENCE MONITOR

"By virtue of the author's own national recognition and the established fame of his 18 subjects THE FUNNY MEN should wind up well read. It should be. It's a good book." - Tom O'Connell, CLEVELAND Plain DEALER

"... a wise, searching and vastly entertaining work." - Donald Freeman, SAN DIEGO UNION

"Mr. Allen is one of the kinder critics I have ever encountered; there isn't a nasty crack in the whole of (his) appraisal ... THE FUNNY MEN is a liberal education in humor by a man who has a remarkably high rating on the humor list himself. It is a completely entertaining book, well written and informal." - Elizabeth N. Hewett, CEDAR RAPIDS (IOWA) GAZETTE

"Allen in THE FUNNY MEN plays the cataloguer with that combination of exoyging tolerance and style that distinguishes his performances on TV ... reasonably well..." - NEWSWEEK

"THE FUNNY MEN proves what a lot of people have been saying ... that Mr. Allen is not only a very humorous fellow but an intelligent one, too ... His book (tells) the same story in its class." - Charles Lee, CINCINNATI TIMES-STANDARD

"Steve Allen confides what I wrote of him after reading his short stories last year for the man can write. He has taste and imagination and he puts one word after another in a fashion that will cause even the most intelligent among us no pain at all ... Allen has written a wonderfully entertaining, illuminating book." - J. B., ST. PETERSBURG TIMES

"A wonderful book ... a fine book ..." - Charlie Andrews, NASHVILLE TENNESSEAN

"An excellent piece ... - Herb Stein, NEW YORK MORNING TELEGRAPH

"An impressive work ... written with quiet assurance and technical skill." - Herbie Van Horne, NEW YORK WORLD-TELEGRAM

JULES L. GREEN  personal manager

Sorry we haven't room to quote 'em all
WFIL Project Strips Run in Long Shows

PHILADELPHIA — With the debut of the “Movietime U. S. A.” feature film program in the 4 p.m. hour on Monday (27), WFIL-TV here will begin preliminary work on new direction projects which will make extensive use of half-hour reruns.

During the first feature film it now has on hand, WFIL will make an unusual move. It will use a half-hour strip, a concept that was bested when the station was introduced to the market a year ago with “My Little Margie.”

For this purpose, WFIL is installing three half-hour films back to back in the 4 p.m. hour. The idea behind this move is that the housewives are not bound to wait for a full 90 minute show, but can stay tuned for only a half-hour if it’s more convenient.

WFIL has titled the hour-a-half hour show “Daughter.” It will be hosted by its sister station’s morning man, Phil Simmons.

To program “Triangle Theater,” WFIL will have a library deal with MCA-TV. WFIL will use the same concept in a new Western show it is installing in the 6:30 p.m. slot, a show featured on MCA’s network. It will carry Cleo Kay (KZ-TV) and “Kit Carson” (MCA) back to back.

New Features Really Pull
In Top Ratings

• Continued from page 9

Her expertly planned Monday-Friday, 9:30-11 p.m., more than 50 percent, “Deserted Forest” on Monday, has been rerun in the time slot “Lady With Red Hair” on Friday, for 4 p.m., averages against a 5.8 for that slot in July.

WTMN’s Summer Playhouse, 10-11 a.m., “Action in the North Atlantic” with Humphrey Bogart, has averaged 12.9, against 8.7 for the July average.

WMAQ, Baltimore, has begun to play the David O. Selznick pictures on Sunday, and the first of them, “Paradise Country,” which ran from a 28.5 to a 22.9 ARB in June, that same period, also play-

ing above 20 in the 8-10 p.m. hour.

Fort Worth has started to play Selznick pictures on its “Million Dollar Movie,” which plays one film Monday, Wednesday and Wednesday and another Thursday-Saturday, 7-9 p.m. The afflari reports that “Notorius” had the highest rating in the four-station market in every quarter hour it played.

“Farmers’ Daughter,” according to KIEO, Fort Worth, had the highest rating in two quarter hours and was a close second in other segments.

KIEO, Fresno, Calif., drew a 26.5 ABR with “The Farmer’s Daughter.” The broadcast opposite it was 18.3 for “Budge 714” and the next was 9.3.

‘Big Top’ Site
For Saturdays

NEW YORK—“‘Big Top’ will stay where it is on CBS-T. Sat- urday nights, however, will switch to Sundays. Its sponsor, Sunshine Life, will be on each week from 9-11 p.m. UPA Pictures cartoon shows and wanted to avoid a double entry on Saturdays.

Now that plans for the latter have been dropped, “Big Top” will remain undisputed.

Schlitz Puts Pix on WXIX

MILWAUKEE — Schlitz Beer is expanding its sponsorship of feature films. It bought the “Highland Park” package from Screen Gems for spon- soring rights last year. Although the film is still being distributed it will not interfere with its continued sponsorship of Fea-

ture films. Schlitz has recently been giving high ratings for years. For the next two months Schlitz may launch a heavy drive on films in many markets outside Milwaukee.

Schlitz has acquired rights to 2 More Movies; Total 24

NEW YORK—Standard Televi-

sion has just acquired two more pictures from Berg, head of Standard, cleared for the deal for $250,000.

The two new pictures are “Lady in the Iron Mask” with Louis Hay-

ard and “My Miss Robin Crusoe” with George Murphy. Both include major costume pieces in color. Both were released by 20th Century-

Fox, 1951 and 1954, respecti-

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The last picture Berg acquired for TV was “Nights in Casablanca” with the Marx Brothers. He got that in the beginning of this year. The latest additions give him a
catalog of 24 pictures. Some of the other titles in his catalog are “So Ends Our Night,” “The Moon and Sixpence” and “Tomorrow the World.”

1956 Feature Tally—2,579

NEW YORK—The 760 feature films that have gone into active TV distribution in the past two weeks raise the total number of features obtained for TV since January 1 to 2,579.

CBS Picks Up 50% of ‘Bride’

HOLLYWOOD — CBS-TV last week acquired the 50 per cent inter-
test in “December Bride” held by Pacific Theatres, producer, and head writer. Price was $500,000, it’s the under-

standing being that the two half-owned under which the total could go higher. Payments are to be made over a period of years.

Levy will continue in his present position. The deal resembles that under which MCA bought the Bob Webb series several years ago, with Webb continuing to produce the “Dragnet” series.

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**September 1, 1956**

**THE P 100,**

**SALES PASS 100**

**On 'Kaleidoscope'**

**NEW YORK —** The title of "Kielo's Kaleidoscope" to Great British Broadcasting Corporation's programme on four Montana markets has pushed sales to the all-time high mark to 100 stations.

The John Kielo outdoor life of televisions' oldest film series.

**YORK —** New York will close its television camera installed at the Ziegfeld Theater which will give the Perry Como show added scope and movement, according to Bob Finkel, its new producer. The camera which is locked on the balcony of the theater moves, vertically, horizontally, and even diagonally—over 30 feet in all directions. It should give the viewer a new and added dimension of movement especially during numbers and those calling for action, according to Finkel. The Como show will also add to its chorus.

Be the host on the first show, lead a downtown parade, make appearances on the station's live shows and meet potential advertisers at a cocktail party. McClaglen will also visit other

**RKO SELLER**

**McClaglen In Triangle Outlet Bally**

**NEW YORK —** A new exploitings project for the Triangle Triangle Outlets now being planned through the Triangle Outlets outlets.

Triangle stations in Buffalo, New York, and Pittsburgh, Pennsylvania, have been made available through the C.J.C., TV, the seller of the park, which is arranged through negotiations by Harry Geller, with Walter Schammel, Chief of advertising, publicity and promotion, will conduct the movie star on the tours.

**Heinz Into 3d Year With 'Studio 57'**

**NEW YORK —** H. J. Heinz is understood to have ordered a third year's production of studio 57 from MCA-TV. It has been on the air, being on 57 stations on a spot basis. The project is for the Heinz in its re-run of the full-year reruns on a number of stations that have been carrying the show.

**Sales Pass 100 On 'Kaleidoscope'**

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### The Billboard Scoreboard

#### ARB Audience Composition Studies

**Web Situation Comedy Shows**

<table>
<thead>
<tr>
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<td>(\text{George, Art, Mice, Carnival} )</td>
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<td>8. Father Knows Best</td>
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<td>(\text{George, Art, Mice, Carnival} )</td>
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<td>4. J. J. Raymond, Colgate</td>
<td>CBS</td>
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<td>10. People's Choice</td>
<td>CBS</td>
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#### AMONG CHILDREN

<table>
<thead>
<tr>
<th>Rank Show, Sponsor &amp; Web</th>
<th>Per Set</th>
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</thead>
<tbody>
<tr>
<td>1. Six Flags</td>
<td>CBS</td>
</tr>
<tr>
<td>2. Father Knows Best</td>
<td>CBS</td>
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### Films to Watch

#### $75 ERWIN SHOW—Official

**Official**

Has a drive on now to make this comedy series the worthy heir to the "nighttime in the Blue (CBS) Bakeries" pattern of "My Little Margie." Already it is playing necessary markets as a daytime strip, but not nearly as many as "Margie." It is interesting to compare these two series in the Pulse run-down of this week's "Scoreboard." "Margie" has the maturing comedy-notation-wide, "Erwin" is tops. 10. "Margie" has the top spot among women, "Erwin" is eighth. "Margie" has the greatest proportion of men, "Erwin" is fifth. "Margie" has the better series, the blueing will go all film this fall as it enters its third year of programming.

### Web Winners

**GENERAL ELECTRIC THEATER—CBS-TV**

Probably television's highest budgeted half-hour dramatic series, "General Electric Theater" scored a 22.0 in the July American Research Bureau 

### Syndicated Film Programs

#### *Pulse Top Pix Among Women*

**How Non-Net Films Rated Among Women in June**

<table>
<thead>
<tr>
<th>Rank Order</th>
<th>Film and Distributor</th>
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</thead>
<tbody>
<tr>
<td>1. Bolero Show Time (Bolero)</td>
<td>96.4</td>
</tr>
<tr>
<td>2. Liberace (Guild)</td>
<td>96.3</td>
</tr>
<tr>
<td>3. Celebrity Flash (Saturday Evening Post)</td>
<td>95.7</td>
</tr>
<tr>
<td>4. &quot;Threeologne&quot; (MGM)</td>
<td>95.6</td>
</tr>
<tr>
<td>5. Foreign Intrigue (Orange)</td>
<td>92.6</td>
</tr>
<tr>
<td>6. Crosscurrent (MGM)</td>
<td>92.5</td>
</tr>
<tr>
<td>7. Max Carr (2X2)</td>
<td>92.4</td>
</tr>
<tr>
<td>8. The Whistler (CBS)</td>
<td>91.5</td>
</tr>
<tr>
<td>9. Confidential File (Guild)</td>
<td>91.2</td>
</tr>
<tr>
<td>10. Ellery Queen (TFF)</td>
<td>90.6</td>
</tr>
<tr>
<td>11. Follow That Man (MCA)</td>
<td>90.2</td>
</tr>
<tr>
<td>12. Lloyd Matthews (MCA)</td>
<td>88.9</td>
</tr>
<tr>
<td>13. Mobil Theater (Sunday-Mobil)</td>
<td>88.5</td>
</tr>
<tr>
<td>14. Mr. North (Guild)</td>
<td>88.3</td>
</tr>
<tr>
<td>15. My Little Margie (MCA)</td>
<td>88.0</td>
</tr>
<tr>
<td>16. Candid Camera (Amos, Artists)</td>
<td>87.5</td>
</tr>
<tr>
<td>17. Mr. District Attorney (Ziv)</td>
<td>86.9</td>
</tr>
<tr>
<td>18. The Unexpected (Ziv)</td>
<td>86.7</td>
</tr>
<tr>
<td>19. City Detective (MCA)</td>
<td>86.5</td>
</tr>
<tr>
<td>20. Big Broadcast (Screen Gems)</td>
<td>86.3</td>
</tr>
<tr>
<td>21. I Led Three Lives (Ziv)</td>
<td>86.2</td>
</tr>
<tr>
<td>22. The Great Carol Landis (Summit)</td>
<td>85.9</td>
</tr>
<tr>
<td>23. The Playhouse (ABC)</td>
<td>85.8</td>
</tr>
</tbody>
</table>

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The Billboard Scoreboard

NETWORK REVIEW

**POLITICAL, TV WEDDING HEADED FOR ROCKS?**

*Continued from page 1*

In a rare and fast script with no deviations permitted—just as for one Joe Smith.

To delegate: Perhaps in 1900 the conventions will be given back to the delegates, with the nominations by original meetings in their own hotel rooms, safe from the interference of the public. California is the least part of the time, in this case, and key sentiment in the case for the discretion of the network involved, and in the party being formed. Chairman Paul Butler would have it on.

On the other hand, suppose Barton, Barton, Durston & Osborn of New York and their successors, should move even more fast. The big network of TV staging of these sessions? What can we expect in 1909?

We can expect a lot of the schedule and the speeches and the even more unique ideas at the conventions. The GOP could expect them if the Democrats can see the need. They need to see the Scenery and lighting already playing a key role in the future of the network. The network is used by some speakers. Key times are chosen. Establishments of coaching in stage movement, properties, costumes, etc., have become more than alighting, cueing crowds and shaking hands warmly. What still remains is the stage...

Special Treatment

If one were able to peer into a crystal ball and view what the 1909 conventions might be like it today, our trend would be easily read. Legs few steps farther, just possibly might see the following developments:

1. Scenery and lighting as commented in this review of the last two networks, are relying heavily on near projection. Footage of national wonders, national events and prominent古人

2. Renaissance on TV (Local)

3. During a break in the production of Doctors Baker’s Shakespeare on TV, WCBW-TV, New York, has announced the filming of Baker’s new “Renaissance on TV,” which will be on the air from its sister station, KNX, Los Angeles. The network is based on Shakespeare, where Shakespeare shows are being produced by a smart-looking library. In subsequent sessions Baker will interview guest experts. But on the present network, Baker will return again with a background talk on the Middle Ages.

4. Right tonight a TV show is on dependent on a single personality. Baker, of course, is the composer. He is an old hand at lighting of higher TV. He appears in a brown suit of good humor, and without any airs.

5. But his new format even Ogyi Rose Lee can become seductive.

Baker’s feet has been much admired and highly praised. But when it comes to law, budget education TV, WCBW's "Climber There," with its fluidity, variety and imagination, is much more exciting to watch and hear.

Dine Flutikin.

I Spy (TV Film)

**SYND. REVIEW**

"Blondie" Should Enjoy A Happy Year Ahead

By ROBERT JAFFE


DOROTHY CHILTON, a successful young actress, is cast as the leading lady in a new Marilyn Monroe movie. She accepts the role, even though she is not sure if she can handle the part. But as she begins filming, she discovers that the producer is an unfortunately demanding and ruthless director. She must find a way to make the movie successful without losing her sense of self. The story is poignant and touching, and the performances are excellent, especially by Dorothy Chilton. The film is a great tribute to the power of cinema.

Tonight (Net)

NBT/ABC, Monday, 7:30-8 p.m., ET (repeat, again).

Rudy Vallee held forth last night in the main room of the “Tonight” segment. Beginning with the premise that Vallee is no comic, the NBC network department it was a fumbling performance, the opinion of the ignorant, too intellectual or too guilty. Sadly, Rudy himself was not a success in the previous night’s show, just in some good audience watching.

Is the above implies that the Vallee show is not much better than TV’s show? It isn’t true. Vallee possesses a great deal of talent, especially in the way he handles his material which demands attention. His singing was a definite asset, too. What he lacks was a rooster of top entertainers, including himself, of course, and a few collapsible horned by the Duke of Iron. All of whom combined to a pleasant 90 minutes, the show on the right ticket.

Dennis MccDonald.

The Steve Allen Show (Net)

NBT/ABC, Sunday, 9:30-10 p.m., ET (repeat, again).

Steve Allen is a man of many talents, having become a popular actor, comedian, and television host. He has starred in numerous television shows and films, including his own show, "The Steve Allen Show." The show features Allen's infectious personality and his ability to make light of any situation. The show has been a favorite of audiences for many years, and Allen continues to entertain viewers with his unique blend of humor and talent.

Alcoa Hour (Net)

NBT/ABC, Sunday, 1-2 p.m., ET (repeat, again).

David Kan's "Big Blue" hit the virtues of timeliness. What else to say about it except that in the week of the national conventions there was a drama about grammar schools which can make for business. "All the King's Men," but it inside jokes. "They make the entertainers and told an interesting yarn."

The trouble was it had only one

Scott Plutinin.

LIFEBOAT


A dramatic film based on the trial of the Nazis for crimes against humanity. The film is a powerful reminder of the atrocities committed during World War II. It is a moving and thought-provoking portrayal of the human struggle for justice.

The film series, slated for Thursdays, 7:30-8 p.m., to be marketed on five geographic blocs, Northeast, East Central, West Central, West and Far West.

"Ranger" Up For Regionals

NEW YORK — NBC-TV will offer the alternate week sponsorship of "The Ranger" on a network basis, where it became available on the weeks already scheduled. The series features the adventures of a versatile character, who must solve the mysteries and crimes in a small town. The series was created by veteran writer and director, and is set in a rural community. The show is a hit with audiences and is praised for its engaging storytelling and well-developed characters.
Dealers Confirm End of Dog-Day Business Slump

Upsurge Puts Volume 25% Ahead of Last Summer's; Huge Hike in Pkg. Sales

NEW YORK—The "end of the annulus" trend, proclaimed by most of the important record companies recently, has been confirmed by a large sampling of reports covering the business in the country. On the retail level, it appears that the record business in the summer of 1956 is at least 25% per cent ahead of summer, 1955. Unexpectedly, a view of certain heavy traffic-building promotions by a few of the majors, a number of dealers came up with their own quite original explanations for their upsurge. Certainly, if the volume was revealed that the big increase was in packaged goods, which is the most inexpensive account for at least half the record sales. Singles business was tagged "woe but worse than last summer," thanks to DickPedido, RCA's VP, who observed "slightly increased." A New York chain named the Mercury One-Cent Sale as a prime factor in the package boom. Almost as many mentioned Columbia's Buy-the-Month plan, and others named RCA Victor Coupon Bonus disk, of which the demand is reported as being strong and the recording in good order.

In Washington, D.C., Campbell Music Company estimated its business up 25 per cent over last year. Most of the gain, its president, Mr. Dreyfus credited the fact that he kept his stock up, and also stated that the disk business helped considerably. He expects the over-all sales of 25 per cent ahead of last year. The Hodc's record company department confirms that it has enjoyed last summer's tally. It credits the increase to sales promotions and the Victor deals. Woodward and Kauffeld, another of the Capital chains, reported a 5 per cent increase last summer. The Mercury sales helped a lot and the Columbia "June, July, August" gives some credit.

In Southern California a consensus was unswervedly provided that the ups in business are due to increased retail promotions in which the disk is a part, and that the sales rise is the thing big thing in LPs, in all categories. It "has now become important, from the sales standpoint," said one retailer, "for us to make sure that we are getting the larger extent of our record collections. The byman who can discuss high fidelity of LPs, or LP recording, etc., in the course of the course of a normal conversation, stands out as a professional.

According to Mary Vaughon, Demco's Music, the store had a great influx of new customers who had recently purchased a phonograph. Dealers in this area 

EVEBEYBODY WANTS INTO THE ACT
Active Labels Increase More than 60%
sBuy Tickets in Waxing Sweepstakes

Frank Pockets A Cool 75G

NEW YORK — Frank Sinatra walked off with $75,000 for his performance on "The Ed Sullivan Show" last week. Figure is believed to be highest ever for an engaged single, according to Tony Martin and Lewis' July 4 holiday appearance topped it.

Backbone of Band Business Is Album

NEW YORK — LPs are the backbone of the band business today as it has never been, since the early 1950s, at least. Again, according to Harry Weirt, who manages Dyna and Richard Matheny.

Weirt used the LPs as a tool for promoting the acts and makes sure the jazzes in cities where Monroe plays forms receive complete sets of Monroe LPs as well as in advance of a tour. Nowadays repertoire is one-year-old--a first LP usually sees the light of day. The LPs are just as important, according to Weirt, as are the radio, the TV, the press, and the record store. The LPs are the backbone of the band business today. According to Weirt, the LPs are the backbone of the band business today as it has never been, since the early 1950s, at least. Again, according to Harry Weirt, who manages Dyna and Richard Matheny.

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First Sampler By Urania

NEW YORK—Urania Records will issue its first sampler this winter, according to Tony Martin, the label's VP. The LP is priced at $1.00. The Sampler features selections from eight of its major artists, all classical and semi-classical—culled from Urania's full line-up of new album releases, all selections are complete, rather than excerpts from longer works.

Despite the growing number of small indie labels in the record business, and despite the success of many such labels in selling their wax to big buyers, there are, among all the major companies, very small numbers of buyers who actually buy in and the LPs are a part of that. The LPs are a part of that.

Victor Creates New Key Post, in Disk Personnel

NEW YORK — RCA Victor's 200-deal record department has scheduled several key personnel shifts, effective immediately, in several newly established executive positions.

Jack Burgess, former sales and merchandising manager for the single records section, has been shifted into the custom records division, with George Woodman upgraded to the title of manager, custom records administration. He will report directly to Julian Bernstein, director of custom records, who several months ago was named manager of the custom records division. Burgess' shift in the singles sales slot will be Harry Jenkins, who formerly headed up sales planning. Jenkins will work under singles department manager Bill Buelke.

Conway, Inks Dot Pact

HOLLYWOOD — Conway has signed a long-term recording contract with Dot Records, ending a 28-year-long association with Columbia Records, according to a contract four sides that was in the making for Conway's recording career as an artist. The Dot recording deal, according to Conway, will be to continue with Dot and producing his albums on the "Ostie" line of albums.

Lawrence to Go It on Own

NEW YORK — Bill Lawrence, nationally top singles seller among Epic Records, is leaving the label and will open an indie dis-

Coral Shifts

Eastern Mgm f

NEW YORK — Howard Kaye and Len Levy have been ap-}pointed Eastern Division supervisors of Coral Records, according to Norman Wirstein, general manager, Kaye and Levy replace Frank Hallo,

Jenkins old post, simultaneously, 1953 has been awarded to David Jenkins', the new post. Jenkins, who has been with the company for six years, was recently appointed assistant to the general manager, in charge of the production department.

In the artists and repertoire department, Brad F. McCaig, former assistant to Jenkins, will continue in the Chicago area, where he has been working for the company for the past five years. He has been named assistant to Jenkins, in charge of the repertory department.

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'Bandstand' Seg Scouts Talent  

NEW YORK—NBC is sending "Bandstand," the producer-director, Parker Gibbs and Vern Byrom, on the road to scout talent for the daily two-hour network show that is about to go on the air.

The idea was conceived by execs at NBC, and Gibbs and Byrom are being sent to get advance reports on how the bands sound and look on the stand today, rather than waiting a couple of years or more before making an estimate.

It will also give Gibbs and Byrom a chance to size up the talent bands being formed by various groups and schools. "Bandstand" will be syndicated.

Network Probe May Include Music Orgs  

WASHINGTON — The House Authorizing Subcommittee, which is conducting hearings on work practices in New York beginning September 15, may look into the matter of relations between the networks and the music licensing societies.

A spokesman for the committee indicated that this is a general question, but that committee staffers are looking into the matter and trying to get a list of the different music organizations.

Cast Set for Field's R&R Rad Show  

NEW YORK—The latest edition of Irving Field's Rock and Roll show has been cast, and is scheduled to open at the Century, Pa., September 25.

According to the Gale Agency, which is booking the package, this new version will be bigger, and will play more dates than any of the earlier shows. On the bill will be Bill Haley and the Comets, the Flattens, the Teen-Agers and Buddy Johnson's big band, plus Elvis Johnson, Bill Boyd, the Blue Shadows and Lee, Shirley Gunther, the Flair, the Coveners and others.

The first two dates after Hershey will be Toronto and Buffalo.

U.S. Rights to 'Arms Bought'  

NEW YORK—Publisher Home and Field has acquired the U.S. rights to "Arms Bought," a novel by Francis Day and Hunter the American novelist, "who opened a new page on "Your Arms," which is cur- rently being serialized in the New York Daily News. Out by Anne Elliotton and released in England several months ago, the book is about the" coup d'ete in the Middle East. As the Arabic forces have been cut off and locked into the best selling list, at least 300,000 have been bought in England. The shelving version will be released by the Century Records. "Arms Bought" was written by A. P. R. Roberts with the cooperation of Colonel L. L. Coble, who has already been cut by Rick Haymes on Capitol, Dick Kallman on Decca, and Jack Brown on Decca.

Deejay Memorials  

The late James Dean is the subject of two deejay memorials. Two sets are extant, "The Ballad of James Dean," by Ralph T. and "James Dean," by Dave Chappell.

Gene Austin Back With RCA Victor  

NEW YORK—Gene Austin signed a recording contract with RCA Victor, thus returning to the same label where he found fame as a pop artist.

Austin was signed in May as a replacement for his former wife, Studio. Financed by "The Million-dollar" in the production, Austin again will be singing in the studio, with the acting leads who will portray his life history to be signed.

Another Demo By Vanguard  

NEW YORK—Vanguard Records, which is also a "sampler," the "Vanguard High Fi- delity Demonstration Record," is about to issue a series, with the discovery scheduling its third disk for release this month. The new platter, which sells at $1.96, is "Shinners-Keen's "Sandel's-"era," by the Vanguard Opera Orchestra, conducted by Mario Rossi.

According to Vanguard, this will be a limited edition. The regular Vanguard 12-inch disk lists at $4.85 per disc.

Waner Dies of Heart Attack  

NEW YORK—Art Waner, Mac's father-in-law, died of a heart attack at Detroit Tuesday, August 23.

Waner was a well-known figure on the Broadway scene, and for 16 years he held the baton at the Laight Quarter. He was a partner, with C. E. Waner, of Amateur Attractions, which included music publishing, management and band booking op- erations.
Predict $500 Mil. Hi-Fi Sales in '56
Phono Firms to Give Units Heft
Play in Full Promotion Pitches

NEW YORK—U.S. dealers are highly optimistic about the future, with a sales potential of $500,000,000 by the end of 1956, according to the late last minute survey of the National Hi-Fi Manufacturers' Convention in Los Angeles, sponsored by the National Hi-Fi Manufacturers Con
dominating Committee of the Institute of Electrical and Radio Engineers.

Goodman also advised his audience that the public is more willing to pay top prices for a hi-fi unit, which now costs on the average $500, to $600.

The Institute will hold its next convention at the New York Trade Show Building in conjunction with the 1956 con
tention of the Audio Engineering Society. Then in February (6-9) 1957, the Institute will sponsor another hi-fi show in Los Angeles.

The report of recent developments in hi-fi shows a growing trend to standardize equipment available in the six largest metropolitan areas.

DO-DAY SLUMP AT AN END

New Hi-Fi Phonos

NEW YORK—Sentinel Radio, a manufacturer of hi-fi products, announced it is expanding its line of portable and table models to cover all the popular sizes and styles,

The new hi-fi line will range from portable and table models to compact type sets for small spaces. The new line will be available

Sentinel Deb

New Hi-Fi Phonos

NEW YORK—Sentinel Radio, a manufacturer of hi-fi products, announced it is expanding its line of portable and table models to cover all the popular sizes and styles, including

- **Continued from page 18**

DO-GOY BELL

Smart Dealers Use Promotion Tools

By BERNIE GEBHARDT

The big mouse trap is now being set by the manufacturers who are beating the path to any door unless people hear about it. This is especially true of the big manufacturers, whose products are advertised in major newspapers and magazines, and who have used this method of promotion to keep their dealers interested in the LF market.

Clippings of favorable clas

RING THAT CASH BELL

Philo Intros

4 Hi-Fi Phonos

NEW YORK—The Philco Cor

By the way, the Philco had a

Traffic with a Capitoll"
THEME FROM FRIEN DY PERSUASION

OUTSTANDING INSTRUMENTAL OF A WONDERFUL MOVIE THEME

GEORGE CATES
HIS ORCHESTRA AND CHORUS

ON EXTENDED PLAY
SONGS FROM FRIENDLY PERSUASION

DIMITRI TIOMKIN and His Chorus and Orchestra

Coral Records
America's Fastest Growing Record Company
WHEN LP's, ny Hill-James and is ALMOST the BE INC. MUSIC Hank Williams Jr. is the-\nver imperal themes Autry's was \nfield, Miss \n6490, written by the same \pary Strauss, 1929. His first record for Columbia was "Sil\noutdoors all-time b-e \nt and sharing them with backers.

Coral Tabs Welk Winners

New York—Coral Records last week announced the winner of the Last Walk Window Display Contest, which was held among all dealers, and displays were based upon the label's art material and show tune field, rather than compare strictly on window posters. Commenting on the New Media's general manager, Sylvia Kimble, opined: "This is the best window display we have been doing for a long time."

Co-produced by Morris and Racy, "Shoestring '57" will feature material written by the late George M. Cohan and music by baby, Paul Spring, Norman Gimbel, Mike Stewart, Bud McCreary, and G. Wood.

Altoh Morris deduced that the move was in any way prompted by Columbia 14382 was a light-hearted change of the Carlisle, G. Kuby, and Hurter, Madison, Wis., second prize of $50 was taken by "Your Little Lamb," C. C. Calvert, Otero, Cal. and third prize of $50 was shared by "Little League Dusters" cut by the Voices of Dean and "Little League Dusters" cut by the Voices of Dean and Don Shurley of Tell Music Distributing in Madison. Vogel is the sales person responsible for the first-place winner.

7 Walter Disks

Performance this year with the New York Philharmonic following his soloist Igor Stravinsky, Joseph \nused in 1954, embodying the complete orchestral works of Strauss, will now be issued as a four-disc set. Formerly sold as a single album on Columbia, the Brahms Second Symphony has been available only as a unit, and a full-length recording of the complete Brahms Second Symphony has been recorded by the New York Philharmonic under \nKlinedinst, "When the White Lilacs Bloom Again" is a novel by Louise Beam, and has been adapted for the stage by the same author. The play opened in April of this year. The novel was written by the same author, and has been adapted for the stage by the same author. It was produced by Astor's Parents A Produktion.

The "Golden" series is one of a number of TV series produced by Astor's Flying A Productions.

Austy Exits

Copyrighted material
Miss Chris - HAS A SMASH POP SONG!

MY HEART IS SO FULL OF YOU

I MISS YOU SO

CHRIS CONNOR

Orchestra and Chorus Directed by RAY ELLIS

Atlantic 1105

Orchestra and Chorus Directed by RAY ELLIS

Atlantic 1105
The Flame is HOT

On

PAT BOONE

with his New Smash

*FRIENDLY PERSUASION*

and

‘Chains Of Love’

#15490

Over 200,000
On Initial Orders

*As recorded on the original Sound Track of the
Wm. Wyler, Allied Artists Production
*Friendly Persuasion*

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

IN CANADA: QUALITY RECORDS
GUIDE TO D.J.'S USING 'FEMME'  

HOLLYWOOD — There’s more to putting out an album these days than the mere recording of a given number of tunes. And if proof is needed, the current Capitol release “La Femme” by Francy الأرضi and his French strings is a good example.

Disk jockeys receiving the album, the enthusiastic to their comments, were stumped when it came to pronouncing the French titles. All of the latter, incidentally, indicate a particular part of a woman’s anatomy. The problem was solved this week by, when publisher Mickey Collier released what might be called a “rhyming dictionary guide” to the titles for disk jockey use only.

Not only is the album cover tree thin, but the inner sleeve has been scented with lilac perfume by Pears-Scott of Chicago. The special coating is designed to retain its fragrance for two years.

Wekl Airer’s Song Survey  

NEW YORK — The Bell Building will have a new outlet for TV plays this fall, when Lawrence Welk presents his new hour ABC TV show “Lawrence Welk Top Tunes and New Faces” featuring a national survey of the nation’s top tunes, in a “The Hit Parade.” The show (sponsored by Dodge-Plymouth dealers from 9:30 to 10:30 p.m. starting Monday, Oct. 8.) will be aimed at teenagers and will feature new young musical talent from local radio and TV stations, colleges and university. Dodge also sponsors Weel’s Saturday night tour show over ABC-TV.

McCoy to L. A. to Cut Dixieland Wax for Cap.  

DENVER — Clyde (Sugar Bluff) McCoy and his Dixieland Band closed at the Munchebach in Kansas City last week and left for Hollywood, where they will try to cut an album of Dixie standards for Capitol. McCoy has added Penny Conrad as thuth and is now handled by the Don Gilbert Agency.

After his Capitol waxing session, McCoy will cut a series of sound tracks for an upcoming Walt Disney series.

BBA to Meet For 2d Year  

NEW YORK — The second annual conference of the Broadcasters Business Associates, school music organizations, will be held here November 23 and 24.

Attending the meet will be educators from all parts of the country, plus three visiting bands representing the best of three different school age levels. These will perform under the batons of several top conductors. Also, the meet will hear a group of top-name instrumentalists in specially prepared programs. The principal will be the Waukegan Guide School Band of Waukegan, Ill., the Cleveland Heights High School band, and the Carnegie Tech Kiltie band.

In addition to the performances, the agenda includes discussion of current problems in the music education and entertainment field. Sessions will be held in the 1,500-seat auditorium of the High School of Fashion Design. Exhibits will be arranged in the corridors surrounding the auditorium.

Chairman of the executive committee is J. Taft Beach, of Music Publishers’ Holding Corporation. Clifford Carter of Carl Fischer, Inc., is head of the exhibits committee, and Philip J. Lang, of Ediwin H. Morris & Company, is in charge of the program.

EP’s Account For Half of Cap LP Volume  

HOLLYWOOD — Extended play recordings account for one-half the unit volume of LP’s at Capitol Records, according to Llyod Dunn, vice-president in charge of sales and merchandising.

A comprehensive survey of the EP market by Capitol points to a plus profit for the delivery department, according to Dunn, Dunn’s EP’s are selling well for us, they are a profitable item, and fill a need that can be supplied in no other way,” Dunn declared.

“While the over-all sales of EP’s have dropped somewhat, the single EP has taken over and is maintaining a good level of sales.” Dunn cited Capitol’s package of music from “Johnny Concho,” “Our Town,” and its series of pop music by Dean Martin and Nat (King) Cole as indicative of the continuing demand for EP’s.

Dunn acknowledged that double and three-pocket EP sales are diminishing, tho single EP sales are up. “It’s the decision of the merchandising and reproduction department at Capitol that generally determines which sides from an album are to be released as EP’s.”

New Jazz Lab Series Pitched To Students  

NEW YORK — Deco Records has inaugurated a new jazz lab series devoted to the marketing of young jazz writers and instrumentatists, and is preparing a special pitch to music students.

Segments of the disks have been musically annotated, with observations by the composers, and these will be made available separately to students gratis if they write direct for copies. Counterpoint, described as a “characteristic of jazz evolved from the beginnings of the art,” will be stressed in most of the work. First disk to be issued will feature a number of West Coast stars under the aegis of John Grant.

Disk Pitch for Tourist Hypo  

NEW YORK — A cooperative promotion designed to hype the Caribbean tourist trade has been set up by Delta Airlines and Monogram Records. It’s the second project of this nature so far in 1956, the first having been affected several months ago by Cu- ban Airlines and Panart Records.

The Delta-Monogram pitch has the disk company putting together a special LP of Cuban, Haitian, Panamanian and Venezuelan rhythms to serve as a monument of Latin-American culture and lands tie Delta. The airline will carry 25 copies of each record in all unit pockets, which the traveler is invited to send direct to the diskery.

The Cuban-Panart deal originally called for the airline to give away Panart’s Sunday diskers over its p.a. system, and to sell the disks in its land depots and ticket offices.

Your Color TV Set Sales Opportunities  

... will be spelled out in a series of up-to-the-minute features, statistical charts and detailed lists that explore the color TV subject from all angles. Be sure to look for it in...
THE SONG THAT HAD TO BE WRITTEN

THE RECORD THAT HAD TO BE MADE!

THE TALE—When "You'll Wonder Where The Yellow Went" was first aired as an advertising jingle for Pepsodent Tooth Paste—no one expected it to leap into our American folklore. But it did—practically overnight. Kids sing it; teenagers jump to it; newspapers and magazines cartoon it; nightclub and TV stars make hay—and laughs—with it.

Decca now releases a great new record based on this jingle.

THE TALENT—The Jumpin' Jacks are the bright and brainy new trio who recorded this latest platter. They're backed by a solid group of the country's top instrumentalists in this new release for which words and music were written by Don Williams. He's the talented creator of the original melody line.

THE TIE-IN—You'll want to tie in with the countrywide promotion behind this hot release. Decca's own terrific exploitation plans are augmented by the coast-to-coast sales and publicity forces of Pepsodent for one of the most highly co-ordinated and professional promotions ever put behind a single release.

DECCA PRESENTS

You'll wonder where the Yellow went

B/W FRANTIC ANTIC

BY THE JUMPIN' JACKS

DECCA 29973 AND 9-29973

DECCA RECORDS

America's Fastest Selling Records
**The Billboard's Weekly**

**Package Records Buying Guide**

**Best Selling Pop Albums**

- Lonley Girl
- Champagne Pops
- Pat Boone
- Passport to Romance

**Pop Albums Coming Up Strong**

A listing of upcoming pop albums showing strong trade action, compiled from survey of major dealers. These albums figure strongly as potential entries on the national best-selling pop albums charts.

1. Lonely Girl
- Julie London
- Liberty LRP 3012

2. Champagne Pops
- Lawrence Welk
- Coral CRL 57078

3. Pat Boone
- Pat Boone
- Dot DLF 3012

4. Daydreams
- Roger Williams
- Kapp 1031

5. Passport to Romance
- Percy Faith
- Columbia CL 889

**Most Played by Jockeys**

Jockeys are ranked in order of the greatest number of plays on disk jockey radios throughout 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 853

2. High Society
- Capitol W 750

3. My Fair Lady
- Columbia CL 5909

4. My Fair Lady
- Percy Faith
- Columbia CL 865

5. Calypso
- Harry Belafonte
- RCA Victor LPM 1348

6. Eddy Duchin Story
- Decca DL 6198

7. Solo Mood
- Capitol W 879

8. Elvis Presley
- RCA Victor LMP 1254

9. King and I
- Capitol W 749

10. Cole Porter Song Book
- Ella Fitzgerald
- Verve MG-7-V-4001-2

**Review Spotlight on New Albums**

- Popular Albums
- Classical Albums
- Jazz Albums

**Classical Albums**

- Beethoven: Piano Concerto No. 5
- RCA LPM 1126

**Jazz Albums**

- Cuban Fire
- Stan Kenton
- Capitol T 731

**Reviews and Ratings of New Albums**

- Review of New Albums

**PopULAR ALBUMS**

- Lawrence Welk at Madison Square Garden
- Capitol W 740

**Classical ALBUMS**

- Beethoven: Violin Sonata No. 3
- RCA LPM 1126

**JAZZ ALBUMS**

- Cole Porter Song Book
- Ella Fitzgerald
- Verve MG-7-V-4001-2

**Record Covers of the Week**

- New Orleans Jazz
- Louis Armstrong
- Coca-Cola Company

**Best Selling Pop Albums**

- Lonley Girl
- Julie London
- Liberty LRP 3012

- Champagne Pops
- Lawrence Welk
- Coral CRL 57078

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- Cuban Fire
- Stan Kenton
- Capitol T 731

- Review of New Albums

**Record Covers of the Week**

- New Orleans Jazz
- Louis Armstrong
- Coca-Cola Company
JAMES DEAN
LIVED BY

LP-109 MUSIC JAMES DEAN LIVED BY

LP-105 MY HEART SINGS—
JACK CARROLL

LP-104 COCKTAILS ANYONE?—
BOB CREASH QUINTET

LP-108 ME AND MY SHADOW—
TED LEWIS

LP-107 DOLLY'S LULLABY—
DOLLY HOUSTON

LP-106 LOVELY LADY—
JOE LEAHY AND HIS ORCHESTRA

UNIQUE RECORDS
A SUBSIDIARY OF
RKO TELERADIO PICTURES, INC.
1697 Broadway, New York, N. Y.

Stan Borden,
Sales Manager
Reviews and Ratings of New Popular JAZZ ALBUMS

*Continued from page 26*

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**The Billboard’s Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS**

**Classical Albums (Over-all)**

1. TOCHAIKOVSKY: 1812 Overture; Capriccio Italiano—Minneapolis Symphony (Doulous), RCA Victor LM 50054
2. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—Philadelphia Orchestra (Ormandy), Columbia ML 5085
3. BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 46—Philadelphia Orchestra (Ormandy), Columbia ML 5098
4. PUCCHI: Madame Butterfly Suite—André Kostelanetz Orchestra, Columbia CL 869
5. RACHMANINOFF: Piano Concerto No. 2—Esterson, Philadelphia Orchestra (Ormandy), Columbia ML 5103
6. TCHAIKOVSKY: Piano Concerto No. 1—Gilels, Chicago Symphony (Ratner), RCA Victor LM 1969
7. OFFENBACH: Gaîté Parisienne; MEYERBEER: Les Parisiennes—Baltimore Pop Orchestra (Fiedler), RCA Victor LM 1817
8. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concerto No. 1—Philadelphia Orchestra (Ormandy), Columbia ML 5067
9. RIMSKY-KORSAKOFF: Scheherazade—Pittsburgh Symphony (Steinberg), Capitol P 5305
10. GROFE: Grand Canyon Suite—Baltimore Pop Orchestra (Fiedler), RCA Victor LM 1928
11. RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—Detroit Symphony (Fry), RCA Victor LM 50010
12. BOSTON POPS: Picnic—Boston Pop Orchestra (Fiedler), RCA Victor LM 1885
13. TCHAIKOVSKY: Swan Lake, Acts 2 and 3—Philadelphia Orchestra (Ormandy), RCA Victor LM 1804
15. STRAVINSKY: Fire Bird (Complete)—Orchestre De La Suisse Romande (Assereto), London LM 1172
16. PAGANINI: Violin Concertos Nos. 1 and 4—Koebner, Granados; Capitol C 5143
17. OPERATIC RECITAL NO. 3—Renata Tebaldi—London LM 1354
18. RAVEL: Daphnis Et Chloé—Boston Symphony (Munch), RCA Victor LM 3803
20. RUBINSTEIN PLAYS LISZT—RCA Victor LM 1905

**Symphony**

1. BEETHOVEN: Symphony No. 5; MOZART: Symphony No. 38—Philadelphia Orchestra (Ormandy), Columbia ML 5098
2. BEETHOVEN: Symphony Nos. 5 and 8—Tenor: RCA Victor LM 1173
3. BEETHOVEN: Symphony No. 3—Steinberg—RCA Victor LM 1178
4. BEETHOVEN: Symphony No. 5—Monteverdi—RCA Victor LM 1278
5. TCHAIKOVSKY: Symphony No. 6—Monteverdi—RCA Victor LM 6096
6. DUFOUR: Symphony No. 3—Tenor—RCA Victor LM 1278
7. TCHAIKOVSKY: Symphony No. 6—Monteverdi—RCA Victor LM 1991
8. BRAHMS: Symphony No. 1—Philadelphia Orchestra (Ormandy), RCA Victor LM 1178
9. BRAHMS: Symphony No. 2—Monteverdi—RCA Victor LM 1059
10. BEETHOVEN: Symphony No. 3; SCHUBERT: Symphony No. 8—Munch, Columbia CL 869
11. RACHMANINOFF: Piano Concerto No. 1—Rieger, Chicago Symphony (Ratner), RCA Victor LM 1969
12. VIVALDI: Concerto in A Minor for Two Violins; BACH: Violin Concerto No. 1—Philadelphia Orchestra (Ormandy), Columbia ML 5067
13. RIMSKY-KORSAKOFF: Scheherazade—Pittsburgh Symphony (Steinberg), Capitol P 5305
14. GROFE: Grand Canyon Suite—Baltimore Pop Orchestra (Fiedler), RCA Victor LM 1928
15. RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol—Detroit Symphony (Fry), RCA Victor LM 50010
16. BOSTON POPS: Picnic—Boston Pop Orchestra (Fiedler), RCA Victor LM 1885
17. TCHAIKOVSKY: Swan Lake, Acts 2 and 3—Philadelphia Orchestra (Ormandy), RCA Victor LM 1804
18. TCHAIKOVSKY: Nutcracker Suite—NBC Symphony (Toscanini), RCA Victor LM 1964
19. STRAVINSKY: Fire Bird (Complete)—Orchestre De La Suisse Romande (Assereto), London LM 1172
20. PAGANINI: Violin Concertos Nos. 1 and 4—Koebner, Granados; Capitol C 5143

**Pop Vocals**

1. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
2. ELVIS PRELEY—RCA Victor LPM 1254
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra—Capitol W 653
4. BELAFONTE—Harry Belafonte—RCA Victor LPM 1150
5. THE PLATTERS—RCA Victor LM 1252
6. FOUR FREEMEN AND FIVE TROMBONES—Capitol T 683
7. LONELY GIRL—Julie London—Capitol Y 1012
8. PAT BOONE—Dell DLP 3012
9. STARRING AL HIBBERL—Decca DL 8238
10. SONGS OF THE SOUTH—Norman Luboff—Columbia CL 1186

**Jazz**

1. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK—RCA Victor LPM 1248
2. STAN KENTON IN JUBILEE—Capitol W 724
3. ASSASSADOR D SATCH—Louis Armstrong—RCA Victor LM 1150
4. JAZZ, RED HOT AND JUICY—Blakey, Gillespie, etc.—Columbia CL 869
5. KRUPA AND RICH—Gene Krupa and Red Foley—Capitol Y 1012
6. MURPHY'S JAZZ BAND—Clet Mccoy 884
7. NOONAN JAZZ BAND—Capitol 1024
8. JAZZ TO GO GO TO JAZZ—Dave Brubeck—Columbia CL 869

**Reviews and Ratings of New Jazz Albums**

*Continued from page 26*

**Through the Country**

**On the Campus**

**Bad News**

**Main Title**

**Song Favorites of George Gersh**

**Blue Moon**

**Sight Lines**

**Rivulets**

**Ranch Baby**

**Cats at the Console**

**This Is Sinatra**

**Big Hits**

**The Essentials**

**Perfidious**

**DELLA BERNARDI**

**BEETHOVEN**

**RAH CORPORATION**

**BRAHMS**

**CHIPIE**

**Tchaikovsky**

**PAGANINI**

**STRAVINSKY**

**Ravel**

**Music of America**

**BEAUTIFUL MUSIC TOGETHER**

**GYPSY SERENADE**

**VALENTINO TANGO**

**RCA Victor**

**RCA**

**CUTS**

**TODAY'S JAZZ**

**McGUIRE SINGS**

**GALLERY**

**FOLK**

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The reviews and ratings of new jazz albums continue on page 36.
Imperial's Tremendous Album Release!

A Fabulous Album!

Music from "EAST OF EDEN"
"REBEL WITHOUT A CAUSE"
"GIANT"

Conducted by LEONARD ROSENMAN

Imperial LP-9021

LP-9004 ROCK AND ROLLIN' with FATS DOMINO
Ain't It a Shame, Bo Weevil, Poor Me, etc.

LP-9019—WILD BILL DAVIS ON BROADWAY
Autumn Leaves, My Funny Valentine, Perdido, etc.

LP-9006 JAZZ U.S.A.—SONNY CRISS
These Foolish Things, Somethings Gotta Give, Sweet Georgia Brown, etc.

LP-9010—GO MAN!
IT'S "SONNY CRISS" IN MODERN JAZZ
Summertime, After You've Gone, How High The Moon, etc.

LP-9009—FATS DOMINO ROCK AND ROLLIN'
I'm In Love Again, My Blue Heaven, When My Dreamboat Comes Home, etc.

LP-9006 JAZZ U.S.A.—SONNY CRISS
These Foolish Things, Somethings Gotta Give, Sweet Georgia Brown, etc.

Imperial Records
• Reviews and Ratings of New Classical Albums

• Continued from page 25

"Dynamite" appeal to this package. Lee Young's soulful but not overdone "Jailhouse Rock" with solo and trumpet accompaniment is particularly smooth. The rest of the vocalists, including many. Billboard's (MEN COSMIC FROM RD. INC.

VERDE: LA TRAVIATA (1-27) — La Scala Opera: Tullio Serafin, chorus. An attractively packaged La Scala version of this famous opera, with excellent voices at De Stefano's, Gatti's and Donato's, with excellent conducting and under Walitzki's direction of Tullio Serafin. A fine and intelligent recording, but one up against with competition. "La Traviata" is a magnificent work, featuring the heroine Verdi as the由于 star, and the de houde of Verdi's work. the back to back with the Verdi's first masterpiece, "La Traviata," and a face that is rough and going. Enormous

RIGAR: SEA PICTURES IN THE NORTH ENGLAND ORCHESTRA; Storlby, conductor. Contradictory London Symphony Orchestra; George Widdowson, conductor. Capitol P 10107... 

BACH: VIOIN CONCERTO IN G MINOR, Op. 6, MENDELSSOHN: VIOLIN CONCERTO IN E MINOR, Op. 65;—David Oistrakh, Violins; National Philharmonic Orchestra; Alexander Goehr, conductor. London Columbia CL 316. This is the first Oistrakh record available, the Mendelssohn with its excellent work, and the Violin Concerto is obviously wrapped up and somewhat hasty. Nevertheless, it's fine playing, and the real Oistrakh fans will buy it.

BACH: SONATA FOR TWO VIOLINS AND PIANO; NOZETTE CONCERTO NO. 4 IN D (147)—David Oistrakh, Violins; Ivan Galamian, Viola; David Oistrakh, Piano; National Philharmonic Orchestra; Erich Kunath, conductor. London Columbia CL 316. This is the first Oistrakh record available, and the Violin Concerto is obviously wrapped up and somewhat hasty. Nevertheless, it's fine playing, and the real Oistrakh fans will buy it.

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THE ANSWER TO THE FLYING SAUCER

"U.F.O." (MEN FROM MARS)

BY SYD LAWRENCE AND FRIENDS

COSMIC #1001

COSMIC RECORDS, INC.

2615 WOODHILL RD., CLEVELAND, OHIO

• Reviews and Ratings of New Jazz Albums

• Continued from page 25

10-inchers (ALP 144 and 145), both of which had been steady sellers. The 15-inchers should do even better. Excellent traditional jazz by men with modern techniques. Updated style of trendy bluecut ride drums, seemingly perfectly. Good banjo: Fred and Allan Kress. "Under the Double Eagle."

BOWIN: SWINGIN' BLUES

Merrill, Bann 

Bach, Col 12-7

Grand Union Swing Orchestra: "Ske Feud Band" (MCA 12-7) — The Ske Feud Band, which features two newly reprinted Grand Union^ Stewart selections, two that Stewart made with Paul Gross. These still stand as some of the finest jazz small group records in the world.

KENNY DOHAIN AND THE JAZZ PROPHECTS

ARL-Parlophone ABC 172 — Enrico Marcheschi — His is the longest European record in a long time. The album is reputed to be the masterpiece of his career, and Marcheschi is a genius. J. R. Smith is on piano, too. "Mama Leggins" is one of the most popular tracks on a computer, down-to-earth session. Frankie Knuckles is especially singing.

TOM STEWART

SUITCASE; QUINTEEN

ABC-Paramount ABC 171 — Enrico Marcheschi — His is the longest European record in a long time. The album is reputed to be the masterpiece of his career, and Marcheschi is a genius. J. R. Smith is on piano, too. "Mama Leggins" is one of the most popular tracks on a computer, down-to-earth session. Frankie Knuckles is especially singing.

FREDERICK TAPP SMITH, CO. Cow Cutoff, N.Y.

BRENNERfelt, G N. B., 5005

01930 Bremen 6043, 6045

A welcome addition to the historical house and bongo woogie piano scene, room. Joe Tapp and Variation masters of the 1928-1930 period. Songs will be recognized by collectors for the fine recording of Fred Tappe's bongo woogie style. 12-inch, 78s, 9-inch 10-inch, 78s. Cow Cutoff, Peoria, Taylor and Fred Pappo. The two pluses in Volles 2 are Billy Red Milton and James. J. Milton and others, who appeared with some of the best bongo woogie masters. The LP is out by Allan Hill, Frank Manteca, and Mary Leon Williams. Second is out by Allan Hill. Frank Manteca, and Mary Leon Williams. Second is out.
September 1, 1956

THE BILLBOARD

MUSIC-RADIO

they gave you ...
Stranger in Paradise
A Woman in Love
Love Is a Many Splendored Thing

... and NOW

FRIENDLY PERSUASION

YOU CAN'T RUN AWAY FROM IT

(Thee I Love)
From Allied Artists Picture
"The Friendly Persuasion"

From Columbia Picture
"You Can't Run Away From It"

The FOUR ACES
Featuring Al Alberts

A New World of Sound

DECCA records
4 SOLID SINGLES

Julius La Rosa
NAMELY YOU
(from the Broadway Production, "Lil Abner")

THE OPPOSITE SEX
(from the M-G-M Film, "The Opposite Sex")

Mario Lanza
EARTHBOUND

THIS LAND
"with Henri René's Orchestra and Jeff Alexander Choir"

(20147-6644)

(with Joe Reisman's Orchestra and Chorus)

"New Orthophonic" High Fidelity Recordings

Your customers will hear these recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"
FROM RCA VICTOR!

Joe Reisman

21 RUE PIGALLE

ITALIAN THEME

Jaye P. Morgan

JUST LOVE ME

THE CALL OF THE WILD

with Hugo Winterhalter's Orchestra and Chorus

America's favorite speed... 45 RPM

rca VICTOR
### The Nation's Top Tunes

#### Tops for the Week Ending August 22

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Highest Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Prayer</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Whatever Will Be Will Be</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Hound Dog</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Allegheny Moon</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Canadian Sunset</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Don't Be Cruel</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Wayward Wind</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>I Almost Lost My Mind</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
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<tr>
<td>9</td>
<td>Flying Saucer</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>9</td>
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<tr>
<td>10</td>
<td>I Want You, I Need You, I Love You</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>10</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Highest Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Song for a Summer Night</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>Sweet Old-Fashioned Girl</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>On the Street Where You Live</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>More</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>Be-Bop-a-Lula</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>15</td>
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<tr>
<td>16</td>
<td>Soft Summer Breeze</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>16</td>
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<tr>
<td>17</td>
<td>Tonight You Belong to Me</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>17</td>
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<tr>
<td>18</td>
<td>Fool</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
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<tr>
<td>19</td>
<td>It Only Hurts for a Little While</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>19</td>
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<tr>
<td>20</td>
<td>Moonlight and the Melody from Picnic</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>20</td>
</tr>
</tbody>
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#### Third Ten

<table>
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<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Highest Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Somebody Up There Likes Me</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
<td>21</td>
</tr>
<tr>
<td>22</td>
<td>You Don't Know Me</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
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<td>That's All There Is to That</td>
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<td>Roulette</td>
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<td>Rip It Up</td>
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<td>Walk Hand in Hand</td>
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<td>Roulette</td>
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<td>29</td>
<td>After the Lights Go Down Low</td>
<td>Bob Strong &amp; Company</td>
<td>Roulette</td>
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</tbody>
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2. A BIG EXCITING ALBUM: BLUEJEAN BOP!

3. NOW A Swingin’ Sensational Single Setting Staggering Sales Statistics!

GENE VINCENT
AND THE BLUE CAPS
RACE WITH THE DEVIL
GONNA BACK UP BABY

Capitol RECORDS
record no. 3530
## Best Sellers in Stores

**For survey week ending August 22**

Records are ranked in order of their current retail selling importance as determined by The Billboard's weekly survey of the top 100 retail outlets in every important market area. When significant differences are noted on both sides of a record, points are combined to determine position on the chart. Records a week ago are included in bold type, the leading side on top.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
</tr>
</thead>
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<td>HOUND DOG (BMI)</td>
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<tr>
<td>ALLEGHENY MOON (ASCAP)</td>
<td>F. Page</td>
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<td>CANADIAN SUNSET (BMI)</td>
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<tr>
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<td>F. Domino</td>
<td>20</td>
</tr>
<tr>
<td>WHEN MY DREAMBOAT COMES HOME (ASCAP)</td>
<td></td>
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<td>MOONGLOW AND THEME FROM &quot;PICNIC&quot; (ASCAP)</td>
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<td>22</td>
</tr>
<tr>
<td>I FOOL</td>
<td>(BMI)</td>
<td>23</td>
</tr>
<tr>
<td>SOMEONE UP THERE LIKES ME (ASCAP)</td>
<td>F. Carson</td>
<td>24</td>
</tr>
</tbody>
</table>

## Most Played by Jockeys

**For survey week ending August 22**

Records are ranked in order of the greatest number of plays on hit radio, as determined by The Billboard's weekly survey of the nation's radio hit box operations. Weekly survey is based on The Billboard's weekly survey of the 250 leading hit stations. This survey covers the week ending August 22.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
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<tbody>
<tr>
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<tr>
<td>SOMEONE UP THERE LIKES ME (ASCAP)</td>
<td>F. Carson</td>
<td>22</td>
</tr>
</tbody>
</table>

## Best Selling Sheet Music

**For survey week ending August 22**

Records are based on record retail sales as determined by The Billboard's weekly survey of the top sheet music dealers in every important market area. This survey covers the week ending August 22.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
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</tbody>
</table>

## Most Played in Juke Boxes

**For survey week ending August 22**

Records are ranked in order of the greatest number of plays on hit juke box, as determined by The Billboard's weekly survey of the nation's juke box operations. Weekly survey is based on The Billboard's weekly survey of the 250 leading juke box stations. This survey covers the week ending August 22.

<table>
<thead>
<tr>
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<th>Artist</th>
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</tbody>
</table>
RUSTY DRAPER

"In The Middle Of The House"

coupled with "PINK CADILLAC"
MERCURY 70921

FLORIAN ZABACH
HIS VIOLIN AND ORCHESTRA

"When The White Lilacs Bloom Again"

coupled with "THE FIDDLER'S BOOGIE"
MERCURY 70936
Swinging into September with a Smash!

the Mc Guire Sisters

ENDLESS

EVERY DAY OF MY LIFE

CORAL 61703 • 9-61703

hits are a habit with
**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. **After the Lights Go Down Low**
   - Al Hibbler
   - Decca 29562
2. **Let the Good Times Roll**
   - Shirley and Lee
   - Aladdin 3325
3. **When the White Lilacs Bloom Again**
   - Helmut Zacharias
   - Decca 36039
4. **Ka Ding Dong**
   - The G-Clefs
   - Pilgrim 24571
5. **The Old Philosopher**
   - Eddie Lawrence
   - Coal 61467
6. **Rip It Up**
   - Bill Haley
   - Decca 30028
7. **The Fool**
   - The Gallahads
   - Jobilee 5252
8. **The Bus Stop Song**
   - A House With Love in It
   - The Four Lads
   - Columbia 40736
9. **In the Middle of the House**
   - Vaughn Monroe
   - RCA Victor 6619
10. **In the Middle of the House**
    - Rusty Draper
    - Mercury 79021

**THIS WEEK'S BEST BUYS**

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

- **KA DING DONG** (Greta, BMI) - The G-Clefs - Pilgrim 24571 - A "sleeper" that has mushroomed into formidable proportions in the past few weeks and encouraged several companies to cover it. Sales are good with both pop and r&b consumers, notably in Cleveland, Buffalo, Boston, New York, Philadelphia, St. Louis, Pittsburgh and Detroit. Flip is "Darla, My Darlin'" (Greta, BMI).

- **THE BUS STOP SONG** (Miller, ASCAP)

- **A HOUSE WITH LOVE IN IT** (Evans, ASCAP) - The Four Lads - Columbia 40736 - The Lads have a strong double-header here that is starting to repeat the sales performance of their last big hit. "Bus Stop" is the lead tune, but the flip is enjoying above-average success in many cities, too. Minneapolis, Milwaukee, Philadelphia, Providence, Baltimore, Chicago, Pittsburgh and St. Louis were among the markets where this disc has been taking off. A previous Billboard "Spotlight" pick.

- **IN THE MIDDLE OF THE HOUSE** (Shapiro-Bernstein, ASCAP) - Vaughn Monroe - RCA Victor 6619

- **IN THE MIDDLE OF THE HOUSE** (Shapiro-Bernstein, ASCAP) - Rusty Draper - Rusty Draper - Mercury 79021 - Not many novelties show the staying power that this material has. Equally remarkable is the fact that two versions of it have done so well. The Victor artist has an all-over lead at this point, but not an overwhelming one. Rusty Draper has several strong numbers in his pocket - others definitely vying to move. Either or both could wind up in the charts. The flip of Monroe's disc is "Rollin' Heart" (Coliseum, BMI), while that of Rusty Draper's is "Pink Cadillac" (Four Star Sales, BMI).
Dot's Own Hit Parade

15481—THE FOOL—Lonesome For A Letter—SANFORD CLARK

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

15486—THE GREEN DOOR—Little Man In Chinatown—JIM LOWE

15485—APE CALL—Wild Dog of Kentucky—NERVOUS NORVUS

15472—I ALMOST LOST MY MIND—I’m In Love Again—PAT BOONE

15488—HEART AND SOUL—Dixieland Band—JOHNNY MADDOX

15470—TRANSFUSION—Dig—NERVOUS NORVUS

15492—NOW IS THE HOUR—A Heart Without A Sweetheart—GALE STORM

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

15480—VOICES—Lonesome Lover Blues—THE FONTANE SISTERS

15484—EVERYTHING BUT YOU—Midnight to Daylight—DICK LORY

15493—CASUAL LOOK—Cotton Pickin’ Kisses—LORRY RAINE

15494—HONKY TONK #2—Lonely Cryin’ Heart—RUSTY BRYANT

ALBUMS

DLP-3016 "GOLDEN INSTRUMENTALS"—Billy Vaughn

DLP-3012 Pat Boone • DLP-110 Eddie Peabody

DEP-1053 Pat Boone "Pat On Mike" • DEP-1049 Pat Boone

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO 3-4181

www.americanradiohistory.com
The Billboard's Music Popularity Charts

September 1, 1956

**THE TOP 100**

for survey week ending August 22

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disc Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disc Jockeys with additional programming material - and to give trade exposure to NEWER records just beginning to show action in the field.

**POP ALL THE WAY**

**BILL DOGGETT**

**HONKY TONK**

**LITTLE WILLIE JOHN**

**FEVER**

**KING 4950**

**KING 4935**

The Billboard's Music Popularity Charts

**BEST SELLERS IN STORES**

for survey week ending August 15

This Week Last Week Change


NEW RELEASES

OTTIS WILLIAMS "CHARMING WHIRLWIND" b/w I'D LIKE TO THANK YOU MR. D. J. DE LUXE 6977

LITTLE WILLIE JOHN "DO SOMETHING FOR ME" b/w MY NERVES KING 4960

OTHER HOT RELEASES

JAMES BROWN & THE FAMOUS FLAMES- HOLD MY BABY'S HAND FEDERAL 12277

EARL BOSTIC and BILL DOGGETT- BUBBINS ROCK KING 4954

EARL BOSTIC- ROSES OF PICARDY KING 4943

THE "S" ROYALES- COME ON AND SAVE ME FREW 1000

MAC CURTIS "HALF HEARTED LOVE" b/w GRANDDADDY'S ROCKIN' KING 4949

RUDY MOORE "STEP IT UP AND GO" b/w LET ME COME HOME FEDERAL 12276

THE MIDNIGHTERS- TORE UP OVER YOU FEDERAL 12270

JERRY DORN- WISHING WELL KING 4932

**THE BILLBOARD'S MUSIC POPULARITY CHARTS**

**BEST SELLERS IN STORES**

for survey week ending August 1

This Week Last Week Change

1. HONKY TONK (BMI)- L. W. Johnson - 1 Letter From My Darlin' 1950

2. FEVER (BMI)- L. W. Johnson - 1 Letter From My Darlin' 1950

3. "CHARMING WHIRLWIND" - Ottis Williams

4. I'D LIKE TO THANK YOU MR. D. J. - DeLuxe 6977

5. DO SOMETHING FOR ME - Little Willie John

6. MY NERVES - King 4960

7. HOLD MY BABY'S HAND - James Brown

8. BUBBINS ROCK - Earl Bostic and Bill Doggett

9. ROSES OF PICARDY - Earl Bostic

10. COME ON AND SAVE ME - The "S" Royales

11. HALF HEARTED LOVE - Mac Curtis

12. STEP IT UP AND GO - Rudy Moore

13. LET ME COME HOME - The Midnighters

14. WISHING WELL - Jerry Dorn

**CAUTION TO DISC JOCKEY 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.
COMING AROUND THE CURVE
HEADING FOR HOME!

SARAH VAUGHAN
SINGS

"FABULOUS
CHARACTER"

MERCURY 70885

WATCH THESE GREAT MERCURY RELEASES

CHUCK MILLER

"Vim Vam Vamoose"

AND

"COOL IT BABY"

MERCURY 70942

A REAL ROCKER!
MIKE SARGE
AND HIS SAMSONS
"My Baby Done Left Me"
AND
"Bobby Sox Baby"
MERCURY 70943

GREAT ACT!
THE TYRONES
"Year Round Love"
AND
"My Rock 'n Roll Baby"
MERCURY 70949

SWINGING THE POLKA!
BUDDY MORROW
AND HIS ORCHESTRA
"Teen Polka"
AND
"Don't Cry Joe"
MERCURY 70944

OUTSTANDING BALLAD!
EDDY HOWARD
"Thank You Lord"
AND
"Never, Never, Never"
MERCURY 70946

BY POPULAR DEMAND!
THE PENGUINS
"Earth Angel"
AND
"Ice"
MERCURY 70945

HOT GROUP!
THE FALCONS
"Baby That's It"
AND
"This Day"
MERCURY 70940

HOT ARTIST!
EDDIE HEYWOOD
"My Secret Love"
AND
"Let's Fall In Love"
MERCURY 70950

ROCK ISLAND STAR!
LONNIE DONEGAN
"Bring A Little Water, Sylvie"
AND
"Dead Or Alive"
MERCURY 70949

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MERCURY
RECORDS
**Review Spotlight on...**

**POP RECORDS**

**PAT BOONE.** Dot 15404. **FRIENDLY PERSUASION**

(Feat. ASCAP)

**CHAINS OF LOVE.** Dot 15118. **(Progressive, BMI)**

Artist presents two strong sides for a national chart possibility. "Friendly Persuasion" (Thee I Love) is from the sound track of the film of the same name, and Boone gives it a rich, warm colored treatment. The flip is an old blues tune in the same manner as his current hit, "I Almost Lost My Mind." A top possibility on both charts and sales a plenty.

**THE FOUR ACES.** Decca 30641. **FRIENDLY PERSUASION**

(Feat. ASCAP)

Atlo there will be more or less than records of this tune on the market shortly, the Ace should pull a good share of the coin with their version, a relater job in this particular, is successful, style. Flip is in "You Can't Run Away From It" (Columbia Pictures Music, ASCAP), fornt from the same source.

**THE FOUR VOICES.** Columbia 46769. **THE TIES THAT BIND**

(Atlantic, ASCAP)

Here are two forceful sides by the group "Tie" in a love song with a pleasant bounce and smart lyrics and "Wedding Bells" is a more relaxed ballad in this "Graduation Day" vein. Both sides rate spits and sales a plenty.

**JULIUS LA ROSA.** RCA Victor 6645. **NAMELY YOU**

(Commander, ASCAP)

Tune is the plug from the forthcoming legit production, "All in Time," with score by Johnny Mercer and Cere De Paul. La Rosa, with his rich, warm tones, is at his best in this pleasant ballad. Flip is in "The Opposite Sea," title tune of the current M-G-M flick (Robbins, ASCAP).

**GAE STORM.** Dot 15492. **A HEART WITHOUT A SWEETHEART**

(United, ASCAP)

Thrush, using a dual-track and smart chorus backing, comes up with a falm-famous theme of the deep, slow ballad. Lyrics, arrangements, orchestral and her sister warding all combine for strong entry. Flip is the one-time smash, "Now I'm the One" (Leeds Music, ASCAP).

**BURL IVES.** Decca 30646. **THAT'S MY HEART STRINGS (THAT'S MY BOY)**

(Brooklyn, BMI)

A poignant reading by ives on a moving ballad with powerful folkly lyrics. Tone's appeal, albeit a lighter touch, is similar in that of the hit of several years ago, "Daddy's Little Girl." Could be a real stepper. Flip is "The Bus Stop Song (P-A Music)" (Miller, ASCAP), the theme from the new Marilyn Monroe flick, "Bus Stop."-

**THE TEEN QUEENS.** Rpm 470. **RED TOP**

(Chero, BMI)

**LOVE, SWEET LOVE...**

(Roosevelt, BMI)

**SEE RHYTHM AND BLUES SPOTLIGHT**

**POP DISK JOCKEY PROGRAMMING**

**LOU BUSCH ORK.** Capitol 3529. **FRIENDLY PERSUASION**

(Feist, ASCAP)

**PORTOFINO.** Chetworth, BMI)

Busch's version of the flick, theme is the first instrumental, and a fine piece of listening material. The flip, an equally strong instrumental, makes this a natural coupling for jazz spinsters.

**CHRIS CONNOR.** Atlantic 1145. **MY HEART IS FULL OF YOU**

(Frank, ASCAP)

The popular jazz trump hand has the "Most Happy Fella" tune a swingy reading that issues heavy deejay play. In fact, this could well be the preferred version with spinners. Flip's texture and punch have possibilities as the trump's sexy femininity is well suited to this tellingly-paced ballad, which jocks should go for.

**POP TALENT**

**BETHE DOUGLAS.** Fraternity 74. **TWO INNOCENT HEARTS**

(Allyson, BMI)

Conently thrush, recently returned from England, comes off exceptionally well with this ballad noveltv about two-age love. There's imagination and promise in her vocalizing. On the flip, "The Wedding of the Winds" (Graehl Corp, ASCAP), she again shows promise at a more conventional ballad tempo. A talent to watch.

---

**Reviews of New Pop Records**

Each record review expresses the opinion of the members of The Billboards music staff. In determining the recommendations, the following factors are considered: Interpretation, musical, artist's past achievements, promotion, exploitation potential. The same considerations are applied to records released in the countries and western and rhythm and blues fields.

**DENNIS GATES.** (Fern. ASCAP)

*Friendy Persuasion* (Thee I Love) ..... (Coral)

Heavy competition faces this line disc from the artists, both versions spotlighted above. Nevertheless, it should be a profitable entry with considerable help from the flip instrumental. Ork is predominant, with chorus also involved. (Feist, ASCAP)

**DON CHERRY.** Columbia 5746. **Naturally You** ..... (Columbia)

A delightful ballad from the forthcoming Broadway musical, "Li'l Abner." Excellent version, brighter in tempo than the Julius La Rosa waxing spotlighted above. (Commander, ASCAP)

**GEORGE GATES ORK.** (Fern. ASCAP)

*Friendy Persuasion* (Thee I Love) ..... (Coral)

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POP

Hitting Big in Both Fields

BONNIE GUITAR

IF YOU SEE MY LOVE

DANCING

HELLO, HELLO, PLEASE

ANSWER THE PHONE

Fever 4813

*****

POP

A Hit Song on Both Sides!

JUDY KILEEN

JUST WALKING

IN THE RAIN

A HEART WITHOUT

A SWEETHEART

Abbott 3024

*****

COUNT WESLEY

BILL BRADLEY

BIRDS OF A FEATHER

YOU CONDEMN

THIS WOMAN

Fever 140

*****

COUNTRY/WESTERN

DUSTY ROSE

YUMMY YUMMY TUM

ROCKIN' MARACAS

Fever 128

*****

DUSTY ROSE

HULA ROCK

I GET THE

STRANGEST FEELING

Fever 134

*****

COUNTRY/WESTERN

TOM TALL & RUCKUS TYLER

DON'T YOU KNOW

(Don't You Know)

IF YOU KNOW

WHAT I KNOW

*****

RUCKUS TYLER

ROLLIN' AND A-ROCKIN' ROCK TOWN ROCK

Fever 128

*****

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**BILLBOARD**

September 1, 1956

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his orchestra and chorus

A BOY NAMED JIMMY DEAN

THE BALLAD OF JAMES DEAN

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CORAL RECORDS
America's Fastest Growing Record Company
*Reviews of New Pop Records*

*Continued from page 44*

**FRANKIE Laine**

On the Road to Mandalay...82

COLUMBIA 46791—a singing poem with a litany-like, hold-for-words reading here from Laine and it's hard not to get carried away by the spirit of it. Jockeys are certainly going to as far as—and it could be a surprising thing.

**GINNY GILBERT**

Two Ton Heavy...82

ARC-PARAMOUNT 17370—This tale of teenage comedy with its innocent manipulations of rock and roll material, makes a piano vehicle for Miss Gilbert. The late-age newcomer will make a soft target for this. (George Cooper, BMI)

**MARIO LUCIO**

Love Story...81

A gold performance. Like Miss Gilbert, may still knock off a chest of the like. (Byrdas, ASCAP)

**CHUCK MILLER**

God's Best china...76

MERGENCY 18942—A terse, small-mood vocal version of the beauty and roll dirty. (Wright & Barry, BMI)

**JO STAFFORD**

Love Me Good...79

COLUMBIA 46471—The smart lyrics and tasty rhythm of this material gives Jon Smith an attractive base from which to work. The singer's full professional vocal performance is excellent. (Parelli, ASCAP)

**PAT KIRBY**

I Love a Little Man...79

A song with a fast key and drive along with steady kick and roll rhythm line with a strong beat. (Wright, BMI)

**BERTY EVANS**

Rowly Train Part II...77

JDP 2355—A cool instrumental over the top which is tops in terms of attractive lyric. (Morison, BMI)

**KAY CARSON**

 Forgotten Man...77

CAPITOL 2911—The infectious, sophisticated piece is filled with a new twist and a dense performance by Kay Carson and Neal Young. You're in the Army Now...78

**TOMMY LEONETTI**

Seventy...75

CAPITOL 2910—Most useful vocal job by the young man. The arrangement here is quite as it should be. (Simpson, BMI)

**DAVE WEBSTER**

Are You Ready for the Task...78

A solid run on a back-up rhythm line with a strong beat. (Terrier, ASCAP)

**SEAN MOHONOR ORBE**

Waltz Me Home...76

PARLAMONT 10063—The very unusual material here is quite as it should be. Only the arrangement here is quite as it should be. (Noby, BMI)

**MICKEY MANTLE**

And Theresa Brewer

I Love Alice...76

CORAL 6706—Rudy Rocket's record

(Continued on page 52)

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

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Nobody Asked Us But:
The next smash hit, both POP and ROCK and ROLL, will be "ONE KISS LED TO ANOTHER" (ATCO 6079).

Our pressing plants have shipped over 100,000 records and have had to back order another 50,000.

Attention. D. J.'s: 'ONE KISS LED TO ANOTHER' has been released on 78, 45, 331/3, 181/2 and 8. If your station is unequipped for these speeds, let us know and we'll remaster.

It's hard to beat the Italian food in Italy.

We know three girls who have played 'ONE KISS LED TO ANOTHER' three times and are going to play it again tonight.

To all artists and Record Companies thinking of covering 'ONE KISS LED TO ANOTHER.' This tune has been copyrighted 1956 and any cover or other use of this song without the express permission of the copyrighter is lousy.

Bet me the next person you see wearing a blue dress and carrying a copy of 'KISS' is a girl.

Please be patient. European Dats. As soon as we get all the translations from Berlitz you'll be receiving your translated copies of 'ONE KISS LED TO ANOTHER' and 'BRAZIL' (ATCO 6073).

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### Most Played C&W by Jockeys

For survey week ending August 22

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| 8    | C&W Best Sellers in Stores

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**C&W Territorial Best Sellers**

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**Reviews of New C&W Records**

**DONNY BURGESS**

Papa Joe

**GEORGE MORGEN**

My Heart's Been a Country Road

**SWEET JUNO**

Till the Sun Comes Up

**CURTIS GORDON**

I Can't Stay Away from You

**RHYTHMIC ROOFS**

You Are The One

**Most Played C&W by Jockeys**

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**R&B Territorial Best Sellers**

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<td><em>The Walls Came Tumbling Down</em></td>
<td>The Foundations</td>
<td>Epic</td>
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<td><em>Get Ready</em></td>
<td>The Supremes</td>
<td>Motown</td>
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<td><em>You Make Me Feel Like a Natural Woman</em></td>
<td>Aretha Franklin</td>
<td>Atlantic</td>
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<td><em>Ain't No Mountain High Enough</em></td>
<td>Marva Whitney</td>
<td>United Artists</td>
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**This Week's R&B Best Buys**

- **Burlington Rock** (Anno, BMI) - Bill Doggett and Earl Bostic - King 4954 - Squared by the current runaway success, this Doggett-Bostic essay is moving out quickly. Key box operators, always easy touch for Doggett and Bostic anyway, have been particularly quick on the draw. Retail reports are also very good, particularly in Detroit, Cleveland, Pittsburgh and Detroit. Stop is "Indianas" (Shapiro-Bennis, ASCAP).

**Review Spotlight on...**

**R&B RECORDS**

**LITTLE WILLIE JOHN**

Mr. Nevers (Anno, BMI)-King 4069 - As a "Fever" climax when the patient is exposed, so should this powered down Million Dollar Shake. In "Nevers," he explains that he is becoming a total wreck from lack of love and the loss of the dynamic performance that made him his best. In "Doo Something for Me" (Apr. & Cee, BMI), he sings from deep down inside on a change-of-pace ballad.

**LITTLE WALTER**

Just a Feeling (Art, BMI) - Checker 485 - Artist puts all into a Southern blue which registers because of its wailing arrangement and sincerity. A side that's on a par with his top turnarounds and a strong entry in this field. The flip, "Teen-Age Beat," also has an attractive ballad with a pretty melody.

**THE TENNIS QUEENS**

Red Top (Chess, BMI) - Love Sweet Love (Roosevelt, BMI) - R&B 470 - Conquered two exciting salads that will appeal to both the pop and r&b followers. The familiar rhythm ABC "Red Top" gives a thorn vocal going-over by the girls and they both hold up a few licks that jazz fans will dig. A swinging number. Strong rhythm changes the flip for a job that moves from start to finish.

**ETTA (MISS PACIFICS) JAMES**

Tough Lover (Modern, BMI) - Fool We Must Be (BMI) - Modern "908" - This strongly built side goes to the ballad and puts a stiff dose of big money. In "Tough Lover" she describes her irresistible lover going up-tempo with a repeated melodic figure. On the flip, she shouts a blues-weeping and it is extremely effective. Thorough, exciting performances.

**Reviews of New R&B Records**

- **HOLLY'S Wolff**
  - Features: 3-Hit record
  - Label: Liberty
  - "I Hate to Be Alone" by Bobby Wolff
  - "She's Like the Wind" by Bobby Wolff
  - "I'll Be Sorry" by Bobby Wolff

- **WILBERT HARRISON**
  - "Con serum My Dream" by Wilbert Harrison
  - "I'm Just a Lucky Man (I am What I am)"
  - "Tell 'Em I'm Coming"

- **JOHNNY GUITAR WATSON**
  - "Lover, Lover" by Johnny Watson
  - "Can't Help Myself" by Johnny Watson
  - "You Better Come Home" by Johnny Watson

- **CLAUDE SWAINS**
  - "I'm in Love Again" by Claude Swains
  - "The Sun Is Shining" by Claude Swains
  - "I'll Be Seeing You Again" by Claude Swains

**SMASH HIT! THE FOOL**

**THE GALLAHADS**

**JUBILEE RECORDS**

**Earl Angel** - For the group's first hit. The arrangements are a fine touch, and the single offers a few interesting variations on the original. It's a fine job, this time on a blue-singing, with group harmonies.

**LITTLE JOEY STONE**

"Little Boy" - Light, swingy, upbeat item with beau move charm by Stacy.
**R&B Best Sellers in Stores**

For survey week ending August 22

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**Most Played R&B by Jockeys**

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**Recordings of New R&B Records**

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<th>RECORDS</th>
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<td>THE FALCONS</td>
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<td>JUNIOR PARKER</td>
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**Number of Releases This Week**

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**Most Played R&B in Juke Boxes**

For survey week ending August 22

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<th>RECORDS</th>
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**Reviews of New R&B Records**

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**NEW RELEASES**

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**Breaking Wide Open**

**Mickey and Sylvia**

**Walking In The Rain**

**No Good Lover**

**Groove**
Rain Drenches III. State Fair
On Closing Day
Weather Cuts Deeply Into Gate, Sets Up Three-Day All-Time Billings

SPRINGFIELD, III.—Heavy rains drenched the Illinois State Fair into the last day of its 10-day run, and the scheduled closing parade on Saturday, which was washed out and patronage on the midway was killed.

The motorcycle races, which normally are held to a tunnaway crowd, were held over and rehearsals of the following a soundscape a closer cycle later. Two additional afternoon program of harness horse races had been rained out but the programs were run on the final day in bargain bagel offerings.

The fair's attendance for the full 10-day run was therefore cut by the rains and also because the fair was in the immediate two political days. These days are also big ones that have been boosted because of the condition of the national political convention.

Although the Show was strong on the days when the fair was over given weather. On such days, the sides and shows were gross up but these gains were more than offset by the weather. When the show finished with a gross under that for last year.

la. State Fair Attracts 41,000
On Opening Day

DES MOINES — The Iowa State Fair pulled a crowd of 41,000 persons Friday (24), opening day of its 10-day run. A true comparison with last year is not possible because the 59 fair opened on a Saturday and closed Labor Day this year, with its dates advanced one day, the fair will not open until the same date next year, Saturday, September 2.

A gate of 41,000 compares with 31,000 pulled last Labor Day, the day it actually ruled. Midway receipts of the Ohio Shows on opening day, which also was big day, were more than double that of Labor Day last year, Louis C. Hunsicker, general manager.

Auto races, staged by Al Sweeney, opening day afternoon, which also was big day, were more than double that of Labor Day last year, Louis C. Hunsicker, general manager.

Dombrsky Crosses Ahead of '55 Pace

WHITE HAVEN, Pa.—Bust new car, the 1956 Ford, and its 311-bhp Essex engine will win the show would have been at a record pace if better weather had prevailed.

Three Derby entries, one of them by Dombrsky, owner-manager, announced last week.

A watered-down front end hurt at the recent Blanchardville, N. Y. Fair, but the Lehigh Valley Merchants' Fair at Bethlehem, Pa., was a winner despite a strike in the area.

Auditorium Meeting Closes at El Paso

EL PASO, Tex.—Wind-up of the first week's run for the El Paso Auditorium's convention season was held Thursday (12) afternoon at the El Paso Auditorium. El Paso and area members of the IAA were present.

E. W. Cottey, editor of the El Paso Times, said; "Any meeting held in El Paso is a success on the strength of the enthusiasm of our local people. We have had good cooperation from the hotel department of the auditorium, and the results have been good."

The auditorium was also open Monday and Tuesday (10 and 11) for the Texas Press Association meeting.

Ticket sales are up, and R. F. P. said it is the best convention ever held in El Paso.

Several special attractions will be held in El Paso for the remainder of the summer and fall.

Revamped WIS State Fair Races to Peak Paid Gate

Only Night Grandstand Business Fails To Rise; 290 Loss Looms for Revue

MILWAUKEE — The Wisconsin State Fair, spurred by sweeping changes effected by its youthful new management, was held for a record paid attendance of 952,200 on the final day of its nine-day run.

The story of the first seven days was $58,400, with two weeks of horse racing. A two-day winning record (23) was ideal and more of the same was forecast thru the Sunday night closing.

The peak attendance for the fair was 655,512, set in 1953. But, the fair, however, did not operate with an "everybody pays policy."

That policy was inaugurated last year and the gate for the fair in 1956 was far outstripping that of 1953 thus the last seven days. The last seven days were a record of $92,460, a record that set the 432,248 for the entire nine-day run.

Virtually all segments of the 1956 run were racing ahead of last year, said the Iowa Fair Association reporter was the night grandstand program, consisting of five nights at the Barnes Auditorium No. 1 Revue plus fireworks. The revenue again figured to drop about $290,000 for the fair.

Cool weather marked most of the first seven nights, but this field was not responsible for the light business given the fair. The fair's study attendance was chucked up despite rain opening day, Saturday (18), that washed out the scheduled motorcycle races and four-night program. This was on top of the 27 (33) that caused the 200-mile stock car race to be run off and one night of the 108th mile. Twenty minutes after the race was halted, there was a thunderstorm. Eighty people were injured, one critically, when a generalized gas tank exploded. One of the three injured suffered the loss of an arm as a result of the explosion.

Of the attractions, the most notable surprise was the business given the rodeo in the 3,500-capacity Coliseum. The rodeo played to capacity crowds at performances and had the highest percentage of paid admissions of any classic of the fair.

Many changes were in the business since the last year of the fair, however, and there was an increase in the number of paid admissions at all performances.

Commercial exhibits, too, chanced to do well and to a high degree of satisfactory results.

Many changes were reported at the grounds, new was a 500,000 Youth Building, with large dormitories and a taxiing service for children can feed up to a sitting. The New South Building, at the far end of the fair's fair, was the main entrance to the fair and the traffic in traffic through the grounds. The Coliseum here was only a horse show, but the horse show this year was held in advance of the fair, thus freeing the Coliseums and horse barns for other use.

One of the horse barns was pressed into use for a new feature, equestrian, and the neighboring building was used for a show of dairy equipment, and still other buildings were given new use and a water feature.

Promotion Bucked Up The Fair

(Continued on page 77)

U. S. Cuts Taxes But Locals Don't

NEW YORK—Although the federal administration has been feeling the pinch from higher national taxes, there is no question that states and localities are cutting back on their rates.

Some 22 states have already cut their income taxes, at least 17 states have put up to date state surveys that 28 of the 48 states imposed income tax rates, at least 638 towns and cities.

It has now been a general pattern for the governmental segment of the contributions to drop with the rates upon the taxes. In effect, only 13 States have no income tax, and 11 of these are not enough the commonwealth or lower.

These tax-free rates are in the country, New England, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, North Carolina, South Carolina, Kentucky, Vermont, and New York.

In still other States there is a State admission tax but no disposition of towns or cities. These are Arkansas, Georgia, Indiana, Iowa, Kansas, Mississippi, Montana, New Mexico, North Dakota, Ohio, Virginia, Wisconsin, and Wyoming.

In general, State administration, sales or gross receipts taxes on tobacco, liquor, and other goods.

In Kentucky and Texas, which have the State's share of Federal income tax

(Continued on page 77)
McGaw Subs For Horan In the East

NEW YORK—Bill McGaw's Motor Olympics showed at the Erie County Fair, Buffalo, last week as an advertisement for his Lucky Hell Drivers. It was reported that McGaw's unit will continue as a Horan replacement at other Eastern fairs, including Reading and York.

Previous dates contracted by Horan, for which he paid recently by the Buddy Wagner Tournament of Thilda when the former did not field a show this season, McGaw will return to his customary fair fields in West and Central territory to late September. Out of Photographic records, Horan, a partner of Joe Chiwtoe, has been active in the West and has played bit parts in Hollywood films.

The FLAT-ARHAL Ride

Standard Equipment Features for 1956

- Fluorescent Lighting
- Fiberglass Car Tops
- Enclosed Reduction Gear
- Steel Fence Rails

SELLNER MFG. CO.

Herb Dotten

Readers Do the Work

GENE WHITMORE, well-known Lockhart, Tex., circus fan and one of the most popular book editors in the country, wrote to his book writer Thursday (23) at Minneapolis to write the following:

"I am pleased to announce a new performance begins this fall in the "Doll's House" by Ruth Gordon and a group of actors. Ted Harris said to me, 'There are times when you really want to make the best of different opportunities.'

For instance: Today at the Shrine Hospital for Crippled Children in New York, members of the Royal American Humane Association, under the direction of Howard L. Sturges, performed complete with toys, candy and other gifts for the crippled children. "It was a hot day, a lot of kids, a lot of show." Two programs were performed, with Mrs. Horace H. Chase, the recently appointed executive assistant, playing the part of the Indian Chief, and the Indian chief-encoder were there—arriving for work, just to de-claw—"hey, kids." The children were so happy they wanted to stay and see the whole show which never ends, and I feel sure he marked them "Row Front Center.""

Special Fair Sections Pour In

Bob Morris, secretary of the La Porte County Fair at La Porte, Ind., mired in, with justifiable pride, an eight-page herald he used to advertise his fair. Bob took the task of a powerful advertising tool. The result, for the eight-page is crowded with pictures, for the eight-page is crowded with pictures for all the performers, musicians and other entertainers and for the fair itself. Bob got some clever ideas, he believed he marked the fair with the full sheet, which never ends, and I feel sure he marked them "Front Row Center."

Supplement on Du Quoin Is Tops

Most outstanding of the special supplements mailed in was the possessive for the Du Quoin was mailed Sunday, August 12, by The St. Louis Post-Dishpatch on the Du Quoin (II) State Fair.

The two-page center spread, also in color, is devoted to a vivid painting of the fairground. Six of the black-and-white pages are devoted to the various special attractions, as to the history and scenes of past fairs and the other six spread out of pictures of the fair, the most breathtaking.

The Herald also brought a much packaged, well-prepared press kit of the Ohio State Fair. The kit is handed in a stinted folder and is printed on yellow stock, with a front cover that shows the amusing Columbia Sunshine, which is a cover devoted to the Ohio State Fair printed. Inside the book is a day-by-day schedule of grandstand and concert attractions and the fair's daily program. What's a great fair! The material includes nine columns of Red-hot, pictures, cartoon sketches and paid advertisements. The supplement's news releases and information on facilities available on the grounds for the press.

From South Dakota, George C. Gallo, billboard-special agent of the William J. Collins Shows, mailed in his contribution. A photo that is from Gallo's words it's "strong-armed for the Wells County Free Fasenrude Fair, Fessenden, N.D., and the fair is on the ground. The fair was taken out of the land, painted and put on a lot near the center of the town. It was told to James and a biller with the

EDMONTON Run Termed Okay Despite $5

EDMONTON, Alta.—After the gross revenue of the 1956 Edmonton Exhibition was not as high as in past years, the event "was one of the best in history," directors were told by James F. Maclean, manager of the fair. Gross revenue for the six-day show totalled $345,277, but all costs had been covered. Revenue from par-mutuels was placed at $139,510, although no other expenses were yet to be calculated. Income from the weekly race at Thompson country and western shows in the Garden is cut $10,000 in the fair's cashes. A proposal that consideration be given to reducing the gate admission from $1.00 to $0.75 cents was heard with no action taken. It was announced that plans are under way to install 1,500 new seats in the Garden at a cost of $6,015. A new type wire mesh, costing $3,000, is to be installed at each end of the hockey rink.
**ARENAS & AUDITORIUMS**

Arena Execs Desire Fee
For Help to Survey Managers

**BY TOM PARKINSON**

A SITUATION in which auditorium-arena managers contribute 40 of their time and knowledge time after time to survey groups which incorporate their words into reports that are sold to cities at high fees is disturbing numerous managers and their association.

The situation illustrates a great deal of professional knowledge about building construction and management, as was pointed out here last week. Creating the demand is the continued boon in arena development and construction.

The International Association of Auditorium Managers now has named a committee to study the matter—and seek a definite solution to their problem. Scope of the puzzler was described by talks before the IAAM convention of IAAM by Frances Dering, of the San Houston Coliseum, Houston, and Lin Ludecke, of the Oakland Auditorium and Exposition Hall, Oakland, Calif. After their talks other managers chimed in to tell their experiences.

**COMMERCIAL SURVEY groups, along with delegations of city officials, civic leaders and designers and builders, dreamed of many managers in droves. The time devoted to their questions—informative and otherwise—becomes a serious problem. Yet managers, as public employees and as professionals in their specialty, often have felt they could do nothing other than surrender the hours and information voluntarily."**

Ludecke's talk pointed out that the especially high-priced survey made for a Los Angeles Civic Auditorium quoted 25 members of IAAM, Cast a Los Angeles Arena survey quoted many managers, that 40 out of 52 managers who are quoted in a San Diego survey are managers of IAAM. His point is that these members IAAM has information worth many dollars in their respective fields. Delay in processing this information and putting it to use, he says, leads to the conclusion that "one in show business seems to be the last to use show techniques."

LUDECKE'S PROPOSAL is that, since it is proved regularly that IAAM members are experts in the field, the associations should gather up this specialized and technical information for publication.

His suggestion is that it be turned over to a survey company for preparation and publication.

Deering suggests that the association gather its information on such varied phases as financing, selection of site, booking, reputation, acoustics, box office operation, rental rates, and competition operation of what he terms "these multi-million-dollar warehouses of community action and culture." He would upon one member to write each chapter, and IAAM would print the results.

Each plan would call for IAAM's selling the resulting publications. Proponents say this would give them an answer when more complete than at their own. "By the basis, I think would say, and retain the IAAM's New Buildings Board for additional advice and interpretation of each local situation."

Whether the proposition is to compile information and make it available at a fee (as is to be determined by an IAAM committee. Before that all the basis is that an auditorium-arena manager holds this specialized information and experience as in his stock in trade. Many people will say it is his to keep or to share if he sees fit and if it is determined he probably is entitled to a substantial retaining fee.

ARENAC RECAP

ICE ACT ROLLS FOR FAIR DATES

FUEBLO, Colo. — The Three Brothers, comedy act now playing with Hollywood Ice Revue, now is playing

Pueblo, Colo. — With the home-Carvers Agency. The trio is working on roller skates now.

FRED WARING'S GUEST FOR LOUISVILLE

LOUISVILLE — Fred Waring will bring his 54-member show to the Kentucky Coliseum at the new State fairgrounds here on December 3. It will be the second Waring show to tour under management by Cas Frank, representative of Lo vals Enterprises, Inc.

BALTIMORE — CIVIC ARENA SITES

BALTIMORE Sites being considered for the proposed expansion of the 110,000 seat Civic Arena include public parks, which are opposed by the city, and a site on which an amusement park now is an amusement park. Latter is the Carroll Park, which is now in only partial operation.

“NATIONAL” RIDES ACCLAIMED FOR REPEAT BUSINESS

Rides built by National over 40 years ago are still in operation and considered top rides.

**National Is Famous for...**

- Rides are engineered for safety and performance.
- Rides are available in a wide variety of sizes and styles.
- Rides are constructed to last and provide enjoyment for years to come.
- Rides are designed to meet the latest safety standards.
- Rides are built with the latest materials and technology.
- Rides are customizable to meet the needs of any amusement park.
- Rides are engineered for maximum durability and maintenance efficiency.
- Rides are designed to provide a fun and safe experience for all ages.
- Rides are built with the latest safety features and technology.
- Rides are designed to provide a fun and safe experience for all ages.
Colo. State Fair Up Despite Obstacles

PUEBLO, Colo.—Despite economic and agricultural drawbacks in the area, last week was racing in mark its

Lucky Dogs Click at Ind., Ohio Fairs

PATERSON, N. J.—Grandstand marks were reported set by Jack McGee’s Lucky Dogs, a greyhound racing attraction, at the recent La Porte, Ind., and Zanesville, O., fairs. On the strength of the showing, both events contacted the show feature for 1957.

Kochman headquarters (thru Don J. Beebe, unit manager), reported the show well ahead of last year at this time in terms of attendance and gross. The new portable track, which provides for all of the action to take place in the front of the audience instead of being spread out over a straightaway, is credited with lifting interest in the presentation.

The Emanuel Zacharias announced the engagement of their daughters, Della, to Reinhart Crista.

THE FAMILY

Of the late

MRS. ANNA DOOLAN

With their thank you notes to their friends for their kind words of condolences and beautiful floral offerings left during the past week our Mother, and3:...MAD. MICHAEL DOOLAN & FAMILY

IN LOVING MEMORY OF MY WIFE

EDNA C. RILEY

Who passed away September 1, 1955

LOU RILEY

HALL

A daughter to Mr. and Mrs. Philip Hall August 15 in Sacred Heart Hospital, Sова, foi.. Parents, for many years, were with Bing & Ben, a maul. September 8, 1955.

BIRTHS

11 Countries To Exhibit In CNE Bldg.

TOFORD—A number of the countries that formerly displayed the International Trade Fair no longer had exhibits, but they will be represented by the National Exhibition of Foreign Artists, which will be on hand.

To meet this demand, the CNE has turned the long-established Belgian Gardens over to the Foreign Artists, who will display their wares to the public in the fall.

The Foreign Artists will be on order-taking tables in the building, said CNE manager, J. M. Biddle. Actual selling has decreased each year. Last year over the counter trade was constricted in buildings only.

This year it will be restricted to the Foreign Artists in Building C, with some also in the Women’s building.

No order-taking tables will be permitted.

The number of exhibitors this year will be slightly in excess of 2,000, with the percentage of total returns for the Foreign Artists department.

On the promotion front, CNE advertising is to stress that there will be a chance to view the exhibits from the street.

As usual, the foreign section will be concentrated in a three-week period in the CNE, with the displays in one of a series of daily displays.

Festival summer entertainments will be featured, along with other entertainment, including music and dancing on the midway doing four-night shows.

Ten-Day Run Attracts 101,561 at Costa Mesa

COSTA MESA, Calif.—A strong entertainment program, which included the popular Koolalingasts, in addition to the original "Silent Shakespeare," helped the Orange County Follies to chalk up a total attendance of 101,561 during its first 10-day run which ended here Sunday (19), last week this fair was attended by 2,757 people.

During their first two performances Sparta and his show with Kay C. Jones, Ann Aron and Mel Bryan appeared in the amphitheater, but on the second day of the fair were joined by hotspot shows on the same stage, including the Vivian, Don and Bob Stahl, and the Blackstone, both of which were given a chance to perform.

Lawrence Welk and his entertainers, Aloe Lowe, Harry Howard, Iva Roberts, Dick Dale and Bob Stahl, performed the September 8, and Sunday, September 13-14, while the Wednesday performances were given up to the Blackstone, followed for three nights.

Yreka, Calif., Tops Record

YREKA, Calif.—The Siskiyou County Fair, which Sunday (19) closed its annual three-day run, reported a total attendance of 22,000 last week, over 18,000, Edward R. Stapples, secretary-manager, said.

Lighting with gooseneck lamps and other side lights on the closed-to-the-general public, tickets to send exhibitors and spectators for the cover. The juvenile livestock auction, which was being featured at this time, was continued for one day and two nights, with six classes of times, but the fair completed its programmed activities.

PROFIT HIKEED

Shorter Run Ups Profit at Cedar Rapids

CEDAR RAPIDS, Ia.—The All Iowa Fair, which closed its sixth, seven-night run, returned $158,000 in this year, which is $5,500 above the Sprague, which ran for the same time and with a smaller attendance.

Midway receipts of the William T. Collins Show was $8,500. Andy Hill, the farmer, almost made it to the boat and show gross in 35 was $6,500 for the week.

A new all-time single day’s gate mark was set on closing day when 30,000, minus the outside gate. A new record one-day grandstand crowd was also set on closing day, which was the same day, with more than 11,000 paying to see the stock car races staged by Frank S. Timpone, a total of 110,000 people for the whole fair, the highest for gate and grandstand had the fair completed.

On the other days of the fair, higher grandstands were turned during the corresponding days last year. Day-by-day grandstand business, but business on the midway was up. Paid night attractions included: The World Famous, World’s Largest, Rare and Odd, first performance of a moving picture by Bob Bedell, the second performance by the Hendrickson Headstoppers.

Keep Posted on the AUS-ARENA FIELD and all other phases of SHOW BUSINESS

Read our bills and every issue

THE BILBOARD

Subscribe Now

To the Aud-Arena Field and all other phases of SHOW BUSINESS

Send Us Your Name and Address and We Will Send You the Billboard for Your First Year at $1.00 (foreign rates, one year, $2.00)
Disneyland Drawing Top NAAPPB Crowd

ANAHEIM, Calif.—Plans for the Disneyland Preservation Association of Amusement Parks and Beaches to be at Disney- land for Thursday through Saturday are in final shape.

Tickets for the NAAPPB headquarters reported that reservations have topped 150 and it be- came evident last week that it will exceed the record set at Di- eter for a few weeks ago.

Activities at Disneyland will be September 18 and 19. On the next day (20) the group will be more of Disneyland and then visit Knott's Berry Farm, unincor, and the Long Beach amusement park. Final plans of the session will be to visit to San Francisco, where the group will spend a night at Whi- ley's Playland-at-the-Beach.

In Chicago, Jack H. Spalding, secretary of NAAPPB, said that those planning to make the tour should leave immediately or they will be forced to miss the November 20 deadline in order to be assured of space at the Disneyland Hotel.

The schedule starts with arrival at Disneyland on September 18, Sunday, and opening or planned lea- sing. On September 19, the group will register at Disneyland City Hall, have luncheon at the Plac- toon House, see the Golden Horse- shoe show, and then Endeavor Island areas, have a social hour and din- ner at the Florentine Room, be in the Private Lounge and follow up with an even- ing event.

After the tour of Long Beach and of Knott's Berry Farm on Sep- tember 20, the group will leave each day without planned activities (21).

The San Francisco visitation will be September 22.

Detroit Funspot Off: New Owner Plans Expansion

DETROIT—Business is off about 20 per cent in the first season for the Woodward Avenue Amusement Park, in down-town Detroit. Business is not considered good, in view of the com- plexion of the weather and the em- ployment in auto plants, and the steel strike.

Business was a newcomer this season, having formerly operated a drive-in restaurant, a beer store and a dairy outlet, as well as work- ing in steel mills. He brought the park from a company that have been in the business for about five years, from John Quin. Quinn, who was owner of the World of Pleasure Shows before turning to park operation, is retiring.

Woodland Park thrives about five acres, and now contains 10 rides and nine concession. Two adjacent operations, a malted golf course and a golf driving range, are under the control of Orline Vetter. No new attraction was added this year, but an extensive maintenance pro- gram was undertaken. This in- cluded reconstruction work follow- ing a tornado early in the season which knocked down the Ferris Wheel and sev- en stands.

Mayor-Go-Round.

Plans for the next season, according to Raynor, are the addition of the number of both a shaft and kiddy- ride, and some changes in park layout. A change of the park name is under consideration, partly de- pendent upon the proposed incorpor- ation of the park as the city of Southgate.

Kiddie Acts for Dorney

ALLENTOWN, Pa. — Kiddie acts have been in the at- tendance during July and August at Dorney Park's Dorney Park, as it is reported.

Appearances have been made by Wally Bacon, Basil Rathbone and Bob- Boy, Bob (Loreen Bacon) Baby, Bob the Clown, Captain Under- man, Captain Zip, Captcha the Chimp, the Parrot, Kenny the Kitten, Howard's elephants and ponies (from Clyde Bros. Circus), Sally Skidmore, Johnnie Ray, Johnnie Ray- Ray, Peg Edward, Piqua, Curly and Rex, mechanical man from Waverly, Ill. Acts are booked in by Abe L. Feinberg of New York.

' 'Dive-ins' Aid Night Turnout for Swimming

EAST POINT, Ga. — Dive-in shows are being offered here as a stimulant to night swimming pool busi- ness. The first of this type of show will be Thursday night. The pool is 50,000 square feet in size and has a 100,000 gallon capacity.

Herschell Ups Rides Prices 5-8 Per Cent

Herschell-Spillman Co. has raised prices on all its rides 5-8 per cent effective today.

East Orange, N. J., Aug. 22—The Herschell-Spillman Co. has just published for some time that any increase in prices of its amusement rides would be kept to a minimum of 2 to 5 per cent, and will be more than the cost of living basis. The new prices will be in effect from September 15.

The Herschell-Spillman Co. has been in business for 57 years, and has been responsible for the designing and building of thousands of amusement rides.

New Zoo-Park Opens Late in New York

NEW YORK—New Southern New- York attraction is the Birch Hill Game Farm, 100-acre spot between Brewster and Poughkeepsie. Opening was planned for Labor Day week, with admission scaled from 25 cents for children to 75 cents for adults.

Place features winding woodland roads and native and exotic animals. Included are a pig for the zoo keepers, and Herschell Ride, built for the combined use of both birds and small children.

Attendance and public interest is being handled by the Perss Club of Carmel, N. Y.

Fire Razes R. I. Rink

PORTSMOUTH, R. I. — Fire destroyed the skating rink building at Island Park here Tuesday (21), despite a steady rain and the efforts of 300 firefighters, an official said. A cause was undetermined. In recent years the structure had been used for gathering, dances and banquets.

TAIL-END WEATHER OK FOR NEW ENGLANDERS

BOSTON—A note of optimism is evident among New England park and beach operators, blessed with the third good weekend in a row. The world's weather is expected to remain relatively steady throughout the remainder of the season.

Other rides include an Allan Herschell Co. Sky Screamer and a Sky Fighter. There are also a conserva- tory, which is expected to be one of the major features.

The park is owned by a corpora- tion formed by the three owners of the park and a city-owned entity, the town of Darien.

The park opened to the public on a $100,000 bond issue taken out to finance the expansion of the Hauppauge Valley.

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Midway section at Salisbury Beach has benefited from events using the new State Development Board and the Board of Edifes, the Midway is in operation. It is expected to be open from 9 a.m. to 9 p.m. daily.

The ride, which is located on the Morris Street, is a large open area with several rides, including a roller coaster, a Ferris wheel, and a children's ride. The Midway also features a variety of food and beverage stands, offering a range of snacks and meals.
Roller Rink Folk Gather in Richmond

Audrey Payton Named Queen; Re-Elected Boydstun RSROA Prexy; 3,675 Register

RICHMOND, Va.—An official attendance of 3,975 persons was registered for the 1956 American Amateur Roller Skating Championships and convention of the Roller Skating Rink Operators Association of America (RSROA) held here July 25-August 3. Daily attendance at the Arena, where the championship skating events were held, ran 2,000 higher through admissions and reserved-seat charters.

During the opening night cere-
monies, exhibitions were presented by winners of the 1955 championships held at Toledo. The invocation of chairman for the Queen was given by Claude W. Robinson, a member of the RSROA board of control.

Audrey Payton Queen

Seven regional RSROA winners entered the Skating Queen Contest, with the final award going to Au-
drey Payton, of the Merryland Dance and Figure-Skating Club, Glasgow, Del.-

Re-Elected Boydstun

Thomas S. Boydstun was re-
elected president of the Roller Skating Rink Operators Associa-
tion. Other officers elected were: John W. Sawyer, vice-president; Arthur Russell (re-elected), assistant prexy; John J. Strickland, vice-president; Ken Roberson, sergeant at arms, and Jack Donald, vice-governor and Arthur L. Longsberner, board of control for a three-year term.

Convention Speakers

Speakers at the convention, in-
cluded: J. Brown, President, South Carolina Happy Days; Pat McMenamin, Skating Director, Elmira, N.Y.

Auditorium Meeting Closes at El Paso

▪ Continued from page 53

hevin, Brazil, Ankara, England, Iran, Holland and Lisbon.

J. E. Flew, active manager of the new National Park Coliseum Construc-
tion at Edmonton, Alta., told about the structure, which was 2,700 feet, 7,000 square feet of exhibit space and several meeting rooms.

Flew is being used to build an identical auditorium at Calgary. Both are being paid for out of profits made from the Olympic Games of Alberta. A. R. Patrick, minister of the department in charge, also attended the IAAM conference.

Charge for Cooling?

At the request of William Stirk, manager of the Syracuse, N.Y., building, managers told how they handle charges for air conditioning. Most buildings incorporate the fees in their regular rental, but some find it necessary to make separate charges to those who require air conditioning. Still others make no alteration in rentals, pointing out that they get extra gross rentals because of air conditioning to more than make up for its costs.

A poll showed that community tenants at hand included 23 from air-conditioned buildings, five who made extra charges for it. Importance of the question and how it differs from whether a light or a heat or light is shown was when Stark pointed out that high building's electric bill is deter-
mised by the peak amount of current used. An event on a hot summer night, with air conditioning, might complicate the greatest demand for power at a building, and electric bills are based on that peak. This may amount to an $1,000 bill for a month, and for hundreds dollars monthly, it was said. Where extra charges are made, they involve no more than about four hours for cooling.

Al Crant, of Holiday on Ice, Inc., was honored by the associa-
tion and thanked for helping the group at a dinner. Hon. R. Walsh,

Managers of two large plants were invited to describe their oper-
a tions. One, a manufacturer of the man-
ager of the Arena and other facili-
ties at the Kentucky State Fairgrounds, Louisville, pointed out that the $19,500,000 buildings put in use at an earlier date and these managers will have seating capacities from 12,350 to 16,000 for various types of events, that he also will have 220,000 square feet in an ex-
hibit hall, 100,000 square feet in livestock buildings and 21,840 seats in a rodeo building, the latter to be completed September 6, with the fair opening the next day.

The other was James E. Walsh, who told about the New York Colle-
tage city would not undertake its financing, this build-
ing was relicensed by the State and built by the Triborough Tun-
nel Authority, which does not have taxing power. He is an officer of the company which leases the Colli-

 pane from the authority. The Colli-

 pane accounts for 822,000,000 of the $35,000,000 project, he said. Features include 300,000 feet of exhibit space, 23 box offices, lobby standing space for 6,000, and show space on four floors. Walsh sold $1,000,000 worth of leases before the Coliseum was built.

FOR SALE!

SALE!

Making room for new rides

MOON ROCKET

SEA NUDE

24-STAR CATERPILLAR

ADULT WHIP

Excellent 1st Class Condition

Equipment and full operation at

GWYNN OAK PARK

Baltimorcy, Maryland

FOR SALE

AMUSEMENT PARK LOCATED in all included

Old established PARK with large Coaster and other Rides, covering the land and many buildings. Write for坐落在 all included.

THE BILLBOARD

PARKS-KIDDIELANDS-RINKS

93

September 1, 1956

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Rental Shoe Skates

Pay Extra Dividends for You

Ladies' White No. 314

Man's Black No. 315

mounted on 10-degree "CHICAGO" Skates and your choice of wheels

Order a few pair NOW you will need MORE later

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST.

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CHICAGO 24, ILLINOIS

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Beatty Set to Go;
Plan Sarasota WO;
Seeks Havana Date
Staff, Performers in Deming Quarters;
Train Moves Tuesday; Rehearsals Start

DEMING, N. M.—The new Clowns Beatty Circus will move out of quarters here Tuesday (25) and head for Deming, N. M., before opening there on Thursday (27). Two hundred twenty-four men are Karl Knudsen and Elvis Walsh. Fourteen promotion men are handling advance work along the contracted route.

The show will tour until November 20, when it will close to Florida and move to winter quarters at Sarasota

Word also came here that plans are being finalized for the Beatty show to play the Sports Palace in Havana, Cuba, during the holiday period. This day has been played in the past by the Ringling-Barnum show.

Beatty on Hand
Clay Beatty has arrived in quarters and is taking part in preparations. Friday's trip is expected from Sarasota on Saturday (25). Eddie Howe and Howard Y. Barlow are working press. Related Beatty is public relations consultant and has done more than his share of newspaper ads and other material. He also has selected the show on publicity matters.

The Beatty show will be heavily billed, it was said, using names from Engineer Show Print and pictorial columns from Ringling-Wall-Mother Posters Corporation, as well as posters in Central Show Print.

Michael Burke Leaves
Ringling-Barnum Post

SARASOTA, Fla. — Departure of Michael Bailey, Burke from Ringling, Barnum and Bailey, Circus was reported recently, but Ringling chieftains could not be contacted here for confirmation.

Burke has been executive director since prior to the 1955 season. He has been with the circus since about the time of its closing in 1956, and was here a few days ago. That is when the separation is understood to have been taken place.

Burke was to leave at once, but he was available Friday (24).

Other sources said that there has been no announcement that pressure some performances will work Sundays. While they will not work pay, according to best information, the arrangement permits them to stable and feed their animals at quarters.

Sunbrook Track
Uses giveaways

GILFORD, Fla. — The Sunbrook Speedway, operated weekly by Larry Sunbrook for stock car entertainment, opened the season with a $1,000 payroll. The track was opened with an estimated 8,000 people in attendance as an attendant builder. This is the award of a complete set of Turnpike Motors as an attendant builder, is the award of a complete set of Turnpike Motors.

The Sunbrook Theatre, for TV and radio commercials plus entertainment for the family of children, children are admitted free.

Virginia and Al Huston, saved their barn at Goona Land Tillot Park in Whitehall, Texas, the recent fire. Courtenbury offered Coonrod’s “Koos Baggage” in the Cabinet Hall show.

Hamid Morton Sets
Boston Shrine Date
Will Work Eight Shows on Two Weekends;
Move Out for Games; Skip Week Days

MIAMI—Signing of an unusual three-week contract for the Shrine circus, which was announced here Friday (24) by Robert Morton, head of the Hamid-Morton Circus.

The show will play Boston Gor- don Champions will return to the city after a five-year absence. The circus played 10 annual stands in Boston.

New contract provides that the show will open with a night show, November 18. The Saturday schedule calls for a morning show, an afternoon show, but no night show. Plainfield mansion building the hotel is to be used for a hockey game. The show will bring ground equipment after the Saturday afternoon show, but will not arrive rigging the hotel.

On Sunday, November 18, the show will play one of three times.

To attend the arena will be given over to a basketball game. The equipment will return to the city, leaving the circuit.

Leonard Turns South; Crowds Fair in Illinois

MATTOON, Ill.—Leonard Bros. Circus headed for Illinois and Wisconsin, with Errick among the better stands and Maranz among those weaker.

The advance announced has so far Bob Bullock and Vera Hines George Copioli completed his scheduled right night. Phil Preston has been the runner-up has been the vast success.

The show was announced for Thursday, November 18, and will be a six-night stand.

4 Mexican Shows Doing Well
Near Border; Seek Animals

BEIRNEA, Mexico.—Four out of five circuses which have been playing along the border have been doing very well and give four or five performances each on Sunday. The attractions have been in demand.

Alvaro Olivas, partner in the Olivas circus, reportedly was stopped recently by a tax in his 12- tax law. Business for the show has been

Circo Union, at Rio Bravo, was playing to capacity. Owner Elmer Jones was in El Paso, Texas, Monday, May 2, for permits to make a $800-mile journey. The show is to be moved on railroad flat cars, but elephants and people would go over.

The circus has received its first shipment of new in the United States.

The circus had an big crowds at Beysaa. It is filled with plastic, bonobas, a zebra and a confidence horse.

Moerte Business
Only one of the three which apparently was not doing top business was Circo Morton. It was here, but while its lion and bear acts were booked into the ring at Bekeys.

John Ashby, president of the Ringling-Barnum test-making district, recently, has joined the Hunter-Townley Company as Indianapolis as test production supervisor.

The same schedule will be repeated.

Morton recalled that Boston was a big advance show, and that the AGFA efforts at cir- cuses have been in progress. He said he believed this would tend to have the city in a frame of mind to see circus.

Boston Garden, managed by Mr. W. Banks, seats 10,000.

Morton said the season for Hamid-Morton will start October at Toronto. The shows will be playing the city for its 24th year under the canopy trees.

Utopia?

Hunt Views Circus Fund Of Millions

NEW YORK — Harry Hunt’s plan to create a circus industry may be a Utopian one, he says, but he does not mind telling newspapers and friends about it. If the idea becomes a reality, it could be a couple of million dollars being subscribed to a fund.

The money could also be used to take care of circus folk who retire or have an accident. There are no security in the business to-day,” Hunt notes. “We have no pension plan, no old age home.”

There are loopholes and problems which the only way to work the thing out is to present the basic idea in a practical way, he says before proceeding. He hopes to in- troduce new ideas in foundations, establishing the fund.

Five Show Horses
Perish in Blaze

BUFFALO — Five show horses belonging to John Niel- la bro were destroyed in a stable fire here. Thestable was valued at $7,500. Two other animals which had damage to the barn housing the animals was at $10,000.

Niel, who has four horse Liberty was grazed in the blaze along with one of the horses, value of the animals were valued at $7,500. Two other animals which had damage to the barn housing the animals was at $10,000.
FRANCO RICHARDS

Or anyone else with Ring Bros. Circuses.

GEORGE TURNER

Phone Twin 2-9282

Olds Irons, C.

PHONEMEN

Strong Cigar Club ticket deal starts

Tuesday, Sept. 4

60c per ticket, 60c per ticket

BUTCHER

405 T. B. Rig. 1st. Wat., Tex.

WANTED—WANTED—WANTED

VON BROS. CIRCUS

WANTED—WANTED—WANTED

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Box 87, Redlands, Cal. 1247.

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Rain Stubs Ottawa Bid for 500,000; Grandstand Chicks
$8,974 Sets One-Day Gate Mark; Names Set Grandstand Records

OTTAWA—A sure-fire attendance record came down for the Central Canada Exhbit Monday night—Wednesday night (23), which continued steadily through Thursday (23).

Thus Wednesday (21) the event attracted 197,976 in three days. This was 13,567 more than for the same period a year ago and a whopping 42,339 more than for the same three days in 1964. The fair opened on Sunday (18). All segments are closed on Sunday.

With the weather some 5,000 under last year with an attendance of 57,159, the loss was hardly noticed. Most of the record one-day take of $1,074,741 was under $1,000. Top single-day figures for the 65-year-old event was the last bud of the 80,000."Grandstand Big

Adding a bit of sharing in the booms, according to fair officials were the CAC-Hamid presentments including the $7,000 for D. & E. via Mr. J. Clarke, assistant manager, his wife, and those of the World of Mirth (including Lassie, according to the person of H. C. Hickey, Manager, who is hospitalized, said the Kiddie Karnival "The biggest existing grandstand record holder today," Tuesday and Wednesday.

The Marionites, first name talent staged for this event, backed by the CAC-Hamid International Revenue, by the midway grandstand record, the "Stroll of the Day," was held on Tuesday, night, drawing a capacity house even though it was the cold. Two performances, Wednesday and Thursday, were presented in the conclusion of the event, staged in a steady downpour, this effort was highly praised by the public and fair officials.

Kochman in Rain

A fair crowd saw the Jack Kochman Hell Drivers in the rain on Thursday afternoon. At a surprising large crowd turned out to view the Hell Drivers in a downpour.

Once again the fair received to the flowering from the sky each night. The drawing was coupled with numbered admission tickets. A added drawing covered a $3,000 purchased furnished North Battleford Gate Count Dips

NORTH BATTLEFORD, Sask.—(Page 62.) North Battleford attendance was 16,777, down 2,424 from last year. An all-time record was set when 10,438 entered the grandstand on Wednesday, Aug. 22, 4,471 and the third-day total was 4,315.

Grandstand total for the three days was 13,433, down 1,412. Marionites entered 6,550, with 2,418, a 69 increase of $1,104. Some 4,017 cars showed in the grounds, a decrease of $37. Weather was all good the all way.

150 CHICKENS BAKED IN PIE

STRACUSE — The New York Fair this year helped promote the State’s poultry industry with fried chickens prepared in 15-foot frying pans. This year will show it at the “world’s largest chicken pie.” The pie, which will be displayed in the Poultry Building, was made from 150 chicken pies, each 15 feet wide. The huge piece of baked goods will be a feast for the eyes. The building has been cleaned out for the sake of 100,000 people since it was first put on exhibition three years ago.

Clinton, N. C., Moves To New Fairgrounds

CLINTON, N. C.—The Sampson County Fair will be held at new ground two miles west of this city on Highway 24, this year September 17-22, with Vivoson Bros. as the midway attraction.

100,000 Gate Seen Possible At Altamont

ALTAMONT, N. Y.—An attendance of 100,000 or more seemed likely at the Altamont Fair when it entered its final sessions Saturday (25). Attractive Grandstand Bobbett, reported at slightly more than 70,000.

The fair has been building interest with a straight $1 gate for adults with a free grandstand. Attractions for the latter are furnished by the Alt Martin Agency.

On the final day to fire show some 50 prices are awarded free each night. In the afternoon a total of 20 prizes, including two bicycles, are awarded to young fans. There on three of the opening days shoots were admitted free.

At the last fair night awards were made with the Coleman Bros. Show reported midway earnings up 25 per cent.

WIS. STATE CONTROLS POLS

MILWAUKEE — The Wisconsin Senate on Monday refused its stand on political campaigning by stopping Wisconsin Radio for passing out literature. The state party was handing out cards in the Agriculture Building, a radio station for distributing cards. John W. orons of Don McDowell, State Senator, was surprised but permitted to go on and receive.

The fair restrictions political campaigning to the concession areas.

To Topfield to Include New Civic Meets

TOPFIELD, Mass.—A good advance sale for reserved seats to the National Dog Show, was held by Sophie Gorman in the "Fair Fiddes of 1957" has been received by the Topfield House, the site of the fair, and General Manager, the event is September 24-25, and will be reserved more space than in any previous year for its livestock show. The exhibit of beef cattle has to date 50 entries, a new peak.

The grandstand show, booked by CAC-Hamid, will cost $1 for general admission and will also include "Pony Club." The grandstand will be held another at the Colonial Garden, this commercial area, will be open for industrial exhibits which has been sold out, and Dean K. Wash, who will handle the midway, are almost solidly booked up with attractions.

A new feature will be the Miss Essex County beauty contest, with 30 beauties already entered. The fair will open Sunday with a horse show and feature "Matt Drury" on the greyhound track, when moppon their pets to race the tables.

A big promotion this year will be the beauty pageants, the Miss and Kiwanis clubs. These events are expected to draw at least 5,000 members to each group meeting.

Rain Washes Out Run

ST. PAUL, Minn. — Heavy rain washed out St. Paul's annual two-fair.

Greenville Shreds Off Rain, Matches '55 Gate

GREENVILLE, O. — The Drake County Fair was left off the effect of good weather and went into the final day of its centennial run Friday (24), almost matching its big run of '55. Gilbert A. Jones, manager, said Friday afternoon that the event of the week was the Shreddy Scott Entered Friday night performances of the Shreddy Scott Entrees were registered by the sound of Thursday's rain, and it is possible that Wednesday and Saturday nights.

Kochman Sets Record

On the show week it was equally well. Jack Kochman's Hell Drivers played to a record crowd, fair officials said, Sunday, and the producer, Buck Shaw, on the midway, set a record of $30.000. Turner husped prance on Grandstand for their timely presentation of star attractions which are sure to help all fairs. Elmer, like many other fairs this year, had headline talent for the first time. taking advantage of the new law, the grandstand, business a total 20 per cent above average.

Shreddy Scott, particularly thus offered by the CAC-Hamid talent in the show, was the hit of the fair, with a new record of $300,000 at the conclusion of the show. Opening Sunday (12), also played to big audiences.

Kochman shows turned away several hundred on Tuesday afternoon from and again on the Wednesday and Saturday nights.

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**Add Days Aid, Rain Hinders Hamburg Aim**

HAMBURG, N. Y. — Two added days shot the Hamburg Fair toward the record of last year. The weather was more than the old equalizer, rain, caught up and spoilt the behavior for the remainder of the three-day fair. The usual parades were held on the second and third days, but the number was considerably less than usual. Such rain as there was fell in the last two days of the fair. The record for the fair was 291,146.

**Tyler, Tex.: Adds Talent For 8-Day Run**

TYLER, Tex.—The East Texas Fair has announced a program of the addition of two days to its run this year, announced at a nine day run for the 1945 fair.

**Escanaba Pans Out OK Despite Early Rains**

*Escanaba, Mich.—The Up- per Peninsula had to cut its rain the first two days of its six-day fair, but Saturday and Sunday, it totally offset these losses in the next two days and went on to set a new attendance mark that would have been more than the day's attraction for anyone.

**Heat Good Clean Carnival**

To play the GOLDSBOURG FAIR October 19, 20.

**Sioux Falls Heads For New Gate Mark**

*Sioux Falls, S. D.—The Sioux Empire Fair Saturday (25) was wet in the rain, and the weather was cold.

The gate count through Friday (24), the 19th day the fair was open, was 78,000, only 3,000 under the previous attendance record for the fall seven-day run.

At the earlier fair the gate was 91,421.

The weather was reported as cool, and the crowds were reported as being better than expected.

**WANT CARNIVAL**

**West Alexander Fair**

SEPTEMBER 12-15

Independent 7% Off

JOHN MCMURRAY

Carnival WANTED

HENDERSON COUNTY COLORED FAIR

West Alexandera, Penna.

**WANT CARNIVAL**

 Saturdays

**Carnival WANTED**

Pennsylvania Free Fair

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West Alexandera, Penna.
10 More Pullmans Increase Strates' Size to 50 Cars

Steel, Air-Conditioned Units Purchased as Show Improvement

HAMBURG, N. Y.—Ten all-stainless steel air-conditioned Pullmans were added to the Robert E. Strates Shows fleet when the Multis were released to him last week. This added 10 Pullmans to the 150-car, 40-station circus in the year, at $10,000 each. The Pullman cars, equipped throughout with berths, may be turned into a circus train by the use of extra exhaustion cars, Strates said.

Show Owns 65 Cars

Strates has 45 Pullman cars, 13 boxes, 10 trailers and 76 railroad equipment, including 18 on his railroad on grounds. The railroad is expected to be sold, since this season's load is planned for sale, if not all, as soon as the show is closed.

RAIN SLOWS RECORD WOM OTTAWA PACE

Business Good But Elements Slow Drive on $175,000 Handle

OTTAWA—A record pace set by the World of Mirth Shows on Monday midway of the Central Canada Exhibition grounds was matched yesterday on Wednesday night (22), and by a doorseat all Thursday (23), and by a waiting list of the most of the midway on Friday (24). The show was running several thousand dollars ahead of last year's operations, the effort was made for both show and rail earnings to top the $17,000, but the weather cleared on Friday (24), and after the show is one of the best and finest, according to Frank Conklin, was put in here for the first time. Of all Bernard (Bucky) Al. showmanship.

Rain Throttles the Take-Down

Gayer, who had been set up at the fair for nine years, switched to a different spot on Timberlake Road, Corbin and Charles Street. His season's income included the Harry Weigs bingos.

RAIN SLOWS RECORD WOM OTTAWA PACE

Business Good But Elements Slow Drive on $175,000 Handle

OTTAWA—A record pace set by the World of Mirth Shows on Monday midway of the Central Canada Exhibition grounds was matched yesterday on Wednesday night (22), and by a doorseat all Thursday (23), and by a waiting list of the most of the midway on Friday (24). The show was running several thousand dollars ahead of last year's operations, the effort was made for both show and rail earnings to top the $17,000, but the weather cleared on Friday (24), and after the show is one of the best and finest, according to Frank Conklin, was put in here for the first time. Of all Bernard (Bucky) Al. showmanship.

Rain Throttles the Take-Down

Gayer, who had been set up at the fair for nine years, switched to a different spot on Timberlake Road, Corbin and Charles Street. His season's income included the Harry Weigs bingos.

NEW CNE MARK?

Conklin Air for 600G at Toronto

TORONTO—Opening day's ride and show business for the Canadian Shows here Friday (24) at the 600G at the Toronto Exhibition were those of the first week, when patronage had been tipped by the appearances of some 10,000 people on opening night and international jamboree. The Scouts accounted for 5,000 people, including 7,000 in midway spending last year.

The CNE's opening day's broadcast at 10 a.m. brought in 5,000 from year and its receipts the
Cliff Wilson, veteran midway show operator, spent a couple of days in Chicago last week. Wilson on his annual tour of fair grounds visited the Springfield, Ill., event, and was headed for a series of carnivals in Michigan, St. Paul, Detroit, Lima, Toledo, Columbus and Philadelphia. Wilson is a veteran of the circus and has been in the business for many years.

Mrs. Dixie Kepler, with Royal Exposition for many years, is in Central Florida Tuberculosis Sanitarium, Miami, for observation. Mrs. Kepler’s address is 2 P. O. Box 321, Room 207, New York, N. Y., and is expected to return to Fair. She is a member of the Carrell Animal Circus and is confined to a Springfield, Ill., hospital following a heart attack. Her wife, Gay, is at her side.

Mrs. C. A. Stephens and Mrs. Kelly Benneworth were recently fished by a cab from Ocean City, Md., to attend a tuesday party. Among the gifts was a camera presented to Mrs. C. A. Stephens by her spouse. Rachel Lilly has moved her palatial home back to the outskirts of Mobile, Ala., after several months in Florida, in recent weeks, recently joined an assembly for a birthday party.

Mr. and Mrs. Earl R. Miller hosted a birthday party for one of their children on Collins & Wilson Show at Shadetown, Md. Guests included Ray Carrino, James Bryner, Ann Steed, Leo J. Keenan, Mike Warner, D. Hamby, Cliff Deseler, William Case, Ralph Alinson, Gilbert Roland, Mrs. and Mrs. J. E. McKeown. Mrs. John B. Davis, wife of the owner of Southern States Shows, is back in Palatka, Fla., after an extended trip to Detroit where she visited her two brothers and sister. Mrs. Davis and her brother-in-law, who are on the front end of the show, are also due to arrive.

Johnny Keeny was up as a advertising agent for Continental Amusements, division of C. A. Stephens, America to operate the Funhouse. To route to Rochester, N. Y., he will be joined by the Coleman midway at Afton, N. Y., and Joe and War Shively and his father, W. N. La., home after vacationing in Virginia. Mrs. Keeny and her family will return to their home, and other relatives.

Joseph Leib reports that he visited Joe Ross and Leo LaSalle, who are on the front end of the show. He also commented on spending most of the season in a park.

Bertie LaPage is managing the shows on the Alfredo Side Show on the Hottie No. 1. John Starkey joined recently with tattooing and Albert Preston, alligator boy, came on several weeks ago from Shreveport. While the show was at Springfield, N. C., the Alfredo Shows entertained the local Lion Club with their mental turn.

Mr. and Mrs. Don Franklin, owners of the show, are spending the summer in Indianapolis, Ind., while playing the fair there. After a concert in front of the Franko house at Cascade Park, they marched down the midway under the direction of John Lanning.

Bill Wingate, who has his wife retired from show business, nine years ago, entered Jewish Hospital, reports for observation and possibly surgery. Since the accident, the Wingates have been operating a large apartment house in downtown Cincinnati. Joe Cusick, and some of his crew, spent the summer in California.

One of the best publicity getters for the World of Mirth Shows is turning out to be Georgia Soltenberger, the 26-year-old daughter of Mr. and Mrs. George Soltenberger. A three-colours story and picture in The Ottawa Citizen described her life and dealings with the show which was displayed at the Canadian National Exhibition.

Veteran William G. (Doc) Casey also garnered considerable publicity in Ottawa. The life and times of his career were described at length in The Ottawa Citizen.

**M. D. AMUSEMENT SHOWS**

"Cleanest Midway on Earth"

**SHOWS**

- Wildlife, Motorcrosse, Funhouse, Ten-in-One, Monkey Show, etc.
- Concessions—Cookhouse, Grab, French Fries, Pizza, Sausage, Juice Stands, etc. Any Game that does not show numbers will operate at this fair.
- RIDE HELP—For Twin Wheels, Tilt, Rock-a-Plane, Roll-a-Plane, Scooter, Merry-Go-Round and Five Ride Kiddieland.

**ANCHOR TENTS**

The Showman’s Choice

**ANCHOR SUPPLY CO., INC.**

**DISS AMUSEMENTS**

For sale: Shaleen, Mr., Old Settlers Park, Saugus, Mass. 9), phone 539, or write: dixie amusements, Box 221, American Radio History, Des Moines, Iowa. Address: Cliff Davis, Dept. C.

**THE BILLBOARD CARNIVAL**

**CONANT ISLAND ROAD SHOWS**

25 WEEKS WINTER BOOKING IN CUBA, NOVEMBER 1, 1936, THRU APRIL 15, 1937

We pay transportation on equipment and staff to Cuba, 200,000 C, Commercial Faria Santa Clara, Holguin Fair, Feria Sancti Spiritus, Havana Police Benefit. WANT Organized Thrill Show for Fair dates send post card and literature.

**WANT**

- SHOES
  - Outstanding Glass House
  - Illusion Shows
  - Motorized Monkey Self Propelled
  - Any or all of the above

- ACTS
  - Five sensational Free Acts.
  - Send photos and brochures.

- RIDES
  - Sensational Thrill Rides
  - Novelty Kiddie Rides.

All contacts: GENE BEECHER

General Manager

Box #1123
South Miami 4, Florida

Phone: Clearedale 2-2796, call before noon or after midnight.

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**Paved Midway**

**Greets RAS at St. Paul Fair**

Shrine Club Parties 
Crippled Children; Organ Imports

ST. PAUL.—The Royal American Shows tried off at the Minnesota State Fair here Thursday night (25) with personnel enhanced over the fair's new all-paved midway.

Thursday night's operation, a five-hour preliminary, saw a nice increase over the comparable operation last year. The fair formerly opened its 10-day ran Saturday morning (25) in ideal weather and with more of the same promised for the full weekend.

In the Twin City newpaper, presnet at a press preview, this year's fair is expected to be as fine as last year's.

**Coast Mesa Fails to Up Babcock $5**

LOS ANGELES.—The four days added to the former six-day run of the Coast Mesa show, which closed in Costa Mesa Sunday (19), failed to bring the expected revenue increase for the fair.

The fair, which opened September 12, closed September 16.

The midway from the start of the exposition Friday (10) thru Wednesday (15), which was reported slightly ahead of a flat year ago. They were not, however, comparable.

According to the report, the fair had an attendance of 400,971, which was said to be about 2,960 over the complete 1955 season.

The fair's attendance for the 10 days was approximately 110,600. In 1954 the event had an estimated 110,000.

Babcock noted that while the total midway revenue was "fair," fewer steers were raised on the fair. In addition, this year's show included a 10-day run as well as several large events.

In the opinion of Babcock, the organization had raised the level of entertainment with the use of new facilities and improved shows.
Alamo Rides, Shows Up 20%  

COLUMBUS, Kan.—Jack Rulbuck's Alamo Exhibition Shows took a long 333 miles here last week after a good stand at the Sidney, La., Rodeo.

Rides and shows received the bulk of the attention at the rodeo and as a result were 70 per cent ahead of last year. Rulbuck reported considerable decrease, however, took a slight drop. Before leaving Sidney, Rulbuck pocketed the contract for next year, when the event will run August 13-17.

WILLIAM AMUSEMENT CO.  

For Blount County Fair, Blount, Va., Sept. 3-8; Craig County Fair, New Castle, Va., Sept. 10-15; Carroll County Fair, Hillsville, Va., Sept. 17-22; Patrick County Fair, Stuart, Va., Sept. 24-29.

BURLINGTON AMUSEMENT CO.  

For Lumpkin, Lumpkin County Fair, Ga., Oct. 4-9; Stone County Fair, Ark., Oct. 5-10; Pulaski County Fair, Tex., Oct. 11-16; Pope County Fair, Ar., Oct. 12-17; Randolph County Fair, N.C., Oct. 13-18; Howardsville Fair, Va., Oct. 25-29.

FOSS AMUSEMENT CO.  

For Monticello Fair, Monticello, Ark., Oct. 25-30; Newberry Fair, Newberry, S.C., Oct. 25-30; Effingham County Fair, Bushnell, Ill., Oct. 25-30; Lee County Fair, Marietta, Ga., Oct. 25-30; White County Fair, Toccoa, Ga., Oct. 25-30; Howard County Fair, Kokomo, Ind., Oct. 25-30; Clark County Fair, St. Louis, Mo., Oct. 25-30.

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<tr>
<th>SHOWS</th>
<th>CONCESSIONS</th>
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<tr>
<td>FORSALE</td>
<td>ALL KINDS OF HANKY PANKS THAT WORK FOR STOCK. NEED CUSTARD. R. HAMMOCK WITH PHOTOS, EXPECTING YOU IN JACKSON.</td>
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<tr>
<td>CONCESSIONS</td>
<td>WANTS/CAN PLACE RIDE FOR MEN WHO WANT SOMER LBAND AND DRUM TRUCKS. ALL reply to BUFF HOTTLE, Mgr., Paducah, Ky., this week</td>
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WANTED

To handle Washington Water Concessions.

AND

MIGHTY Second Foremen RIDES, for well paid work. Write to:

JOHN REED, Bus. Mgr. JOHN WARD, Mgr.
ALL AM. AND WIKES FARES, 1931.


P.O. BUCK SHOWS

Wanted for Two Spots

WEEK OF SEPT. 3 TO 8, RUTLEDGE, TENNESSEE, COUNTY FAIR; GAGE SPRINGS, VIRGINIA, 1st in 7 YEARS. Concessions wanted for stock. Gage open both spots. Houghton, Beer Buckets, Water Games, Cans Buckets, Roller Skates, Novelties, Photos, Jersey to answer to C. A. STEPHENS SHOWS ERWIN, TENN., THIS WEEK.

MIGHTY INTERSTATE SHOWS

Want for Schleicher County Fair; Boonville, Mo. Sept. 3rd. Do not process. Starts Thursday, September 2nd, at 10 A.M. 

KENTUCKY State Fair; Louisville, Ky. Sept. 3rd. Do not process. Starts Wednesday, September 2nd, at 10 A.M.

SOUTH CAROLINA State Fair; Columbia, S.C. Sept. 3rd. Do not process. Starts Tuesday, September 1st, at 10 A.M.

MISSOURI State Fair; State Fair Park, Sedalia, Mo. Sept. 3rd. Do not process. Starts Wednesday, September 1st, at 10 A.M.

KANSAS State Fair; Hays, Kans. Sept. 3rd. Do not process. Starts Tuesday, August 31st, at 10 A.M.

MISSOURI State Fair; IOWA State Fair, Des Moines, Ia. Sept. 3rd. Do not process. Starts Thursday, September 2nd, at 10 A.M.

Replies to H. B. ROSEn

WASHINGTON County Fair; Fair Stakes, Fairs, and other shows at Jemison, Tex.

WANT A-1 TALKER

To handle front of Miracle Fountain (Water Show), To start at Lincoln, Nebraska, State Fair, closing at Tuttle, Oklahoma, State Fair. Must be in Lincoln by Friday, August 11. Wire or call: WILLIAM T. COLLINS SHOWS FAIRCOUR 10, LINCOLN, NEBRASKA.

CONKLINS 600G

• Continued from page 64

demonstrated great strength opening day, when Pete Knutes’ Side Show held down the No. 5 spot. Glenn Porter’s Monkey Hot Rod Races placed third and Alfie Phillips’ Water Show was fourth.

J. W. (Party) Cockroft predicted that the Phillips show will hit the spotlight this week with some big acts.

The show is headlined by Brenda Flicker, who is due here within a two weekend period of the CNE’s opening the Ohio
Trenton to become the third great entertainment to grace the state this season. She did it in the fastest time.

Two Scrappers Walk

The show line-up here, in addition to the units already named, includes rehearsing, Harry Seiber, a Negro rock ‘n roll’ show, operated by Harry Swall; the Man-Arthur Stump Twins; the Reverend John, globe of death, and a trained seal show handled by Pepay Brown.

Twenty major and more than 20 kiddle rides are in operation. On opening day $500 worth of rides were accounted for $800 more than they did last year. Included among the Topper rides are the Lion, operated by Ernst Hoffmann; a new Allan Automobile, a new Allan Rex-King, and the new Allan Rex-King. An exciting new ride and two Scrappers, marking this show, is believed to be the first time two Scrappers have been presented on one midway.

The Concessionaire grossed $593,394 here last year. This year the Cockrills, Part and Fanam, are shooting for a $600,000 take.

Rain Slows WOM

• Continued from page 64

france the fun zone was designated as the “all.” Other advertising advertised the presence of shows, rides and games. The show title is not used.

The fronts of Club 18 and the Man-Arthur Stump Twins were completely made over. Acts were added to the Chavez, and the most popular and best rides were added to the ride presentation.

Big Press Spurage

The show continued to receive the excellent press that has accompanied the Times throughout its stay in this area. Publicist Richardson had a flood of stories and pictures in all three local newspapers along with considerable radio and television time.

Bergen and Allen again contributed, along with others, for the publicity. Bergen and Allen have contributed, along with others, for the publicity. Bergen and Allen contributed, along with others, for the publicity. Bergen and Allen contributed, along with others, for the publicity. Bergen and Allen contributed, along with others, for the publicity. Bergen and Allen contributed, along with others, for the publicity. Bergen and Allen contributed, along with others, for the publicity.

Union Pacts

• Continued from page 64

These acts which were agreed to by the show owners at the time covering them for the coming season. Concessions, performers, and executives of the shows as follows:

Members will pay $4 dues per month. Minimum the show will contribute $18 for every month to cover insurance and federal funds. The payments will cover only the operating season. No fictitious dues are required.

The contract differs from that held by the Royal American, which is limited to the States. These are the terms covered by the past.

The contracts are in effect from July 1, 1932. The agreements are for all riders. Concessions and all territories covered by the past.

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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 Buckets
THIS IS A BONA FIDE CELEBRATION
CAN USE GOOD CLEAN FOOD STANDS...
ALSO GOOD CLEAN:
• STONE SNACK
• GLASS MONKEY DROME
• SHOW HOUSE, ANY KIND OF DRINK SHOW
Not Wanted: Buckets. Six Cats, No Gaff Wheels
This is a Classy Affair.
There’ll be Stunters, Dance Contest, Ye Celebrity, Parade and many other
exciting events.
3 BIG EXCITING DAYS!
CONTACT: LOUIS ALLEN
12 West Randolph, 6th Floor Chicago, Ill.

WORLD OF PLEASURE SHOWS
FIVE OF THE SOUTH'S BEST
JAMESTOWN, TENNESSEE—SEPT. 3-8
FAYETTEVILLE, ARKANSAS—SEPTEMBER 10-13
CORNITH, MISSISSIPPI—SEPTEMBER 17-22
LAURENCESBURG, TENNESSEE—SEPTEMBER 24-29
PULASKI, TENNESSEE—OCT. 1-6
Want Shows and concessions of all kinds. Popcorn, Apple and Floss open. Can always use good, reliable Ride Men who drive.
WORLD OF PLEASURE SHOWS
Per Route
P.S. Gene Rose wants Agents.

GRAND AMERICAN SHOWS
Want for PUPEM COUNTY FAIR, University, Mo., Sept. 4-7; AUDUBON COUNTY
FAIR, Audubon, Iowa, Sept. 10-14, and other Fairs and Celebrations to follow
WANT—Grind Shows, Girl Shows, Arcade.
WANT—Concessions, Fill Games, Monkey Punks, Glass Pitch, Basketball, Motor-Striker.
WANT—Second Ride Help with driver license.
Contact HOWARD H. WEAVER, Mgr.
On Show as per Route or Phone 2544, Fairbank, Iowa

FITZIE BROWN
WANTS TO BUY FOR CASH OR LEASE
ALL Kinds with Cash and live warrants. Will buy first class horses of any price
Mickey Dales
Horse Nurses
Dave Pifer
Real Bears
Can accept any horse in good condition, also can accept 3 Per Stere.
All replies FRANK WEST or FITZIE BROWN, c/o Wells Amusement Company
Dawson, W. Va., Aug. 28-Sept. 30, or per route.

WANTED
For MINNEAPOLIS FAIR, LONG ISLAND
Address for Naraillla, Gene your name and your address to--
Let us know early who the优质 horse owner is and the quality horse is so we
Can send six of the finest men to take care of your horse.
A. BYNERS
74 Fifth Ave., New York, N. Y.

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For MINNEAPOLIS FAIR, LONG ISLAND
Address for Naraillla, Gene your name and your address to--
Let us know early who the优质的 horse owner is and the quality horse is so we
Can send six of the finest men to take care of your horse.
A. BYNERS
74 Fifth Ave., New York, N. Y.

ROYAL HOLIDAY SHOWS
Will keep the Cast, Boilers, Balancers, Cork Pillars, Gob, Pixels, Faux Leagues.
Gives the public what the public wants. Always ready with new acts.
For information apply to
WANTED—Concessions,耐心 and All Other Grind Acts. Must be under contract. Receipts and Concession Mgr. will accept cash on hand.
Mention that you saw article in the Billboard. 

EMSHOFF SHOWS
CAN USE A FEW CONCESSIONS
For Muskegon, Michigan, September 3 & 4, and Caw Valley, Wisconsin, September 6 & 3. No Rats—a dynamite show.

PUT YOUR SHOULDER TO THE WHEEL
Help Build the WELFARE FUND OF THE SHOWMEN'S LEAGUE OF
AMERICA
It helps Showmen in their time of need
And You May Find You're at the Wheel of Your
Own One, Too, Three, Four or Five
CADD I LAC
March 16
BERNIE MENDELSOHN
President of the Showmen's League of America
54 W. RANDOLPH ST.
CHICAGO, ILLINOIS

HOWARD BROS.' SHOWS
Have For Sale Monkey Motor Drome, 5 Monkeys, 3 cars with 1948 International Truck and 24 ft. deep center Fruehauf Van. Picture of same on request. Can furnish man to operate same.
As per route (FAIR) Coldwell, Ohio, Aug. 27 to Sept. 1; (FAIR) Marion, Ohio, Sept. 2 to 5; (FAIR) St. Clairsville, Sept. 6 to 14.
RAY N. HOWARD, Mgr.

ATTENTION, TAMPA VOTERS
A special City Election will be held Sept. 11 and 25, 1956, to fill an unexpired term of the late Mayor Mixon. Write to City Election
Board, City Hall, Tampa, for Absentee Ballot. Your vote and support for CATHERINE HENDRY, former showman, always a friend of the Tampa Showmen and a Member of the Greater Tampa Showmen's Association, for Mayor will be appreciated.
OSCAR BLOOM
For SALE
AT SHEBOYGAN, WISCONSIN
Allan Herschell Little Dipper, Allan Herschell Kiddie Merry-Go-Round, Allan Herschell Beat Ride, 30 foot Ferris Wheel, Steam Trolley, 5 Cars, 1500 feet of track
Rides like new, never been moved. Rides will be up until September 15 for your inspection.

GRIGGS BROTHERS SHOWS
Fort Campbell, Ky. Location at US 41 & US 79 highway, Tinrron, Ky., Aug. 29 to Sept. 8—Ten Big Days and Nights
Agreed—Wants Show Agents. Agrees to pay out $750 per week. (6 days) to all connections of horses. Will also pay best rate to 

take care of horses, wagon, labor, camp. Will pay for all 6 days.
For Concessions, P. C. Officers, Concessionaires. Ride Men—Walk Men. Have in camp 1500 stables, 30 stables, 500 windows. Will guarantee the best

B. M. MILLER
54-94 Central Sts. Showmen, St. Paul, Minn.

W. MARION HENDRY

WANTED
For MINNEAPOLIS FAIR, LONG ISLAND
Address for Naraillla, Gene your name and your address to--
Let us know early who the优质的 horse owner is and the quality horse is so we
Can send six of the finest men to take care of your horse.
A. BYNERS
74 Fifth Ave., New York, N. Y.

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Can send six of the finest men to take care of your horse.
A. BYNERS
74 Fifth Ave., New York, N. Y.

WANTED
Wants for Cash and Second Cash. Must be in the best order. Will do anything and everything to

JOHN GARBERT
534 W. Market, Bradford, Pa., Sept. 6.

WANTED
Can use a few concessions
For Muskegon, Michigan, September 3 & 4, and Caw Valley, Wisconsin, September 6 & 7. No Rats—a dynamite show.

EMSHOFF SHOWS
CAN USE A FEW CONCESSIONS
For Muskegon, Michigan, September 3 & 4, and Caw Valley, Wisconsin, September 6 & 7. No Rats—a dynamite show.

STOCK TICKETS
1-50 1.00 each
51-100 80c each
101-200 75c each
201-300 70c each
301-500 65c each
501-1000 60c each
1001 and over 55c each

BONUS BONUS
On all orders of 25 tickets or more
On all orders of 2 tickets or more

TICKETS
of every description which tickets carried in
are available. No claims on broken tickets.

The Feldenkatz Co., Inc.
Staten Island, N. Y.
**FOR SALE**

Allan Herschell Merry-Go-Round with organs, Allan Herschell Auto Ride, Allan Herschell Sky Father, Allan Herschell Peter Caves, Kiddie Rides, Tit-a-Whirl, Transformer Semi with 40' x 20' K, All stone with good graphics.

**FOR SALE OR TRADE**

F. WOLF
1490 N. Chatsworth St., P.O. Box 200, Westwood, CA 90025

**RIDE HELP WANTED**

Can play any instrument. Seasonal. Side work - work at night. Must be in contact with M. K. E. November 1st and again Nov. 25th. Must have phone. Ask for Clarence Osborn.

**WANT UNDER BOOKER**

E. M. S. Booking Office, Chicago, Ill.

**CRAFTS 20 BIG SHOWS**

New Booking Shows and Concentrations for the Following Fall Fairs:

- Elgin County Fair, Sept. 20-23.
- York Fair, Sept. 21-23.
- State Fair, Sept. 23-25.
- Wisconsin State Fair, Sept. 23-27.
- Minnesota State Fair, Sept. 23-29.
- Texas State Fair, Sept. 29-30.

**TIVOLI EXPOSITION SHOW**

WANT FOR SOUTHERN TOUR OF FAIRS, INCLUDING FOUR IN LOUISIANA, BARTSOO, LEVIVE, JENVEE, WINNIBORS.

**CONCERNS**

W. M. Bank of all kinds. West First Class Showmen at fair.

**WANT FOR MANNING, S. C.**

Agricultural Fair, white, Sept. 17-22.

**ALSO PEBBINS, N. C.**

Fair, Oct. 8-13

**SHOWS**

Shows and Rides, 50% of gross. West First Class Riders at fair.

VIVONA SCORERS AT HUNTINGDON

HENRIETTA, N. Y.

Opening fair for the Vivona force, Amusements of America, pantomimed in Huntingdon, Pa., last week. Fair at this spot is followed by another in Johnsonburg, N. Y., next week.

Huntingdon, which closed Sept. 20-21, 1956, was a good fair season. The fair was well attended and midway action ran later a couple of times, with all units racking up a good week. Shows maintained cordial cooperation from the fair board, headed by C. C. Johnson, for much of its success.

**OCTOBER 6, 1956**

**FOR SALE**

Circus Marks 25% Hike at Altamont, N. Y.

ALTAMONT, N. Y. - Coleman Bros. Shows entered the last day margin of the Altamont Fair, Saturday, (3), with business a notable 25 percent ahead of most of the same period a year ago. The increased earnings is shown by the probable fair attendance—$100,000 this year as against slightly more than $70,000 last year.

The lack favoring the organization throughout the still and fair weather continued. To date the show has not lost a complete working session to the weather. Rainy start, but attendance was good and business brisk, owner Dick Coleman reported.

Tuesday and Friday were chill days. Sunday was the only day for the youngsters was scheduled at the Fair. Saturday, afternoon, the most nip it was the fair's give-away of two bicycles daily in addition to the usual livestock exhibits.

The show has had a remarkable record for attendance. At Buffalo, N. Y., at which place the show is registered, Buffalo was also rapped up a good week. Shows maintain cordial cooperation from the fair board, headed by C. C. Johnson, for much of its success.

**P E P P E R S S E E S OK YEAR AFTER OK START**

FOLKSTON, Ga. - Peppers Shows has made another successful season and has proved business the past few weeks in the South. The show is doing well under all conditions. Poor weather, usually encountered during the last of the week, has slowed down activities at some previous stands and held attendance down in the Louisiana fair class. Bob Sickel, general agent and secretary, who with bumper crops assiduous, the show's fair should be.

Peppers, headed by Frank W. Peppers, show has three major and two kiddie rides. No shows are carried. Among the concentration operators are Mr. and Mrs. Virgil Dillon, Nelle Dicks, Mr. and Mrs. Marvin Sanford, Roy Vance; Billy Walker, Sr.; Green Boys, and Mr. Jim Clancy, Mrs. Louise Peppers, C. L. King, Peter Dicks and George Lewis Peppers.

Sickel adds that fortunately the ride business started the season on many shows, has been steady and the business with Peppers as he once before this fair. In his capacity as general agent work should be carried out where the ride business manufacturer would train capable and reliable men at their plants and give them reasonable advice and make them available to ride operators. Cost of training could be repaid by the employee from his increased earnings after placement.

**HIGH WINDS HIT BURKART**

COLUMBUS JUNCTION, Ia.

-Burkart Shows trod down last week in Columbus, Ill., where a windstorm struck the lot on beard night after the closing of the ten-concession stands. Lest in the Blow was the product show joint owner by Don McManus, and operated by Dean Strates.

The men were shook up when lightning Attick nearly carried the tower but they continued to disburse the tent.

After closing at Columbus, rides and straight went to Aurora, Ill., while others to South St. Louis, Ill., and some came on to the Columbus Junction. Recent visitors were Vern Burkart and her father.

**HAMBURG GOOD FOR STRATZ; HASSON NAMED Ass'T. MGR.**

HAMBURG, N.Y. - Added days at the Hamburg Fair helped held the Hamburg E. S. E. Shows on a par with last year despite the total loss to rain of Thursday (3). Owners stated on Friday (4) that the same business was maintained with the same period a year ago.

Here all of the appointment of Bob Hasson, of Windom, Minn., who managed the Ringling Bros. and Barnum & Bailey Circus Side Shows, was made. Hasson took over the stands until the premiere closing of the Big Top at Windom where he had worked many years with major carnival and circuses. He then took over Col. Bros. and A. G. Barnes Shows, and has been the Royal American Shows.

After completing his closing he remained in Sarasota for two weeks placing his people. He brought here Eva Mills, fair girl, Gilbert Richardson, agent, and Bede, box and skin girl.

**TIGHT SKED**

Circus Jumps Mark Franklin Minn. Tour

WEST UNION, Iowa - By the time Don Franklin Shows closed Saturday (2), its riders, shows and concessions had been in operation for about 180 days. During that three week period the Franklin Shows ran five fairs with an open day between only two of them.

A day was left available for moving from the Fairbank, Minn., annual which closed Aug. 5, to Austin, Minn. Staging there, however, was circus jumps. Show closed Aug. 12 at Austin, opened at Blue Earth, Minn., the next day; closed at Blue Earth August 15 and opened at New Ulm, Minn. August 16. An open day, Aug. 20, was provided for the court and the store. Business-wise the rides and shows have been consistently ahead last year at Fairs. Owner Don Franklin reported. Closures have been kept to the 12 per cent ahead of 35, he said.

Alto with keeping up a busy pace, still continue to reconstruct all fairs played thus far for next. Included are annals at Faribault, Austin, New Castle, Clinton, Stoughton, Wis. Also again signed to make 15 shows are the fair in Waukon, Iowa, Remmington at Salem, Ill., and the Clinton (Ia.) Street Fair.

Frank recently purchased a Looper from James Byers, of Council Bluffs, Ia.

**EDWIN INGALLS**

Box 237, Coldwater, Michigan

**FOR SALE CARNIVAL**

Consisting of 32 ft. Parker Merry-Go-Round, complete with 8 Kiddie Rides and Chairrains, also 12 ft. Junction Rides, Office Tractor, Trucks and Cranes to haul everything. Fairground has been recently replaced with high-bottom equipment. A rare opportunity for fairman. If you have $1,500 cash ready or can arrange financing, this property will make you money.

**BOX D-236**

**9/25/56**

**FOR SALE SCOOTER WITH 12 DOODLE CARS AND 2 TRAILERS FOR SALE**

One 12-Car Ride-O, Four Kiddie Rides, Wheels, Awning, and Merry-Go-Round.

See me at Detroit State Fair or address.

EDWIN INGALLS
Box 237, Coldwater, Michigan

**FALL CARNIVAL**

Consisting of 32 ft. Parker Merry-Go-Round, complete with 8 Kiddie Rides and Chairrains, also 12 ft. Junction Rides, Office Tractor, Trucks and Cranes to haul everything. Fairground has been recently replaced with high-bottom equipment. A rare opportunity for fairman. If you have $1,500 cash ready or can arrange financing, this property will make you money.

**BOX D-236**

**9/25/56**

**THE BILLBOARD**

September 1, 1956

**WANTED GIRL SHOW**

Because of misunderstanding was first-class Girl Show to join at once for Army pay less duty. Would you or any one else take this job? Have all rights and would to wine to D. S. Beres, Penn Premier Show. Call this week. Wont be here the next week, however, in St. Louis. Write or call.

H. V. PEITRSEN, Mgr. TIVOLI EXPOSITION SHOWS 4/Mayer Lynch, St. Roberts, Mo.

**RIDE HELP WANTED**

Can place immediately for Funsen, Wheel, Roll-A-Plane, Osprey and 24 ft. trailers. Will take care of all others. Good salary plus bonus. Days off every week. All men and women to MO. D. S. Beres, Penn Premier Show. Call this week; next week St. Louis. Write or call.

H. V. PETERSEN, Mgr. TIVOLI EXPOSITION SHOWS 4/Mayer Lynch, St. Roberts, Mo.

**KIRK DECKER WANTS**

A 24 ft. Express, one 24 ft. Sidewalk, one 24 ft. Express and one 24 ft. Hot Dog. Will guarantee payment. Will guarantee payment. Contact Bill Decker, 211 E. N. Second St., Columbus, Ohio. Call or write.

**WANT**

For Patrica, Iowa, Aug. 31st 8 hour, call or write. Paul. Literature, enrollment cards, or parts wanted. Hamilton, Indiana. We also have many other equipment. Call or write.

**ROCK CITY SHOWS**

OCT. 6TH, 1956.

**LEO BISTANY WANTS GIRLS**

With 2200 watts with windup, good voice. Prefer "Tenor," country, no last desire. Write or call Leo Bistany, 311 E. 8th St., Columbus, Ohio. I keep everything familiar with Alaska, Hawaii and Louisiana. All replies.

**ROY ALLEN**

Room 412, Dodge Hotel, Galveston, Texas

**GENERAL AGENT**

Wants familiar with Alaska, Minnesota and Louisiana. All replies.
ROSS MANNING SHOWS

WARSAW, VA. FAIR
Sept. 3-4
LUMBERJACK’S, H. C. FAIR
Sept. 10-15
NORTHFIELD, N. C. FAIR
Sept. 23-29
PITTSBURGH, VA. FAIR
Oct. 14
HENRETTY, S. C.
Oct. 21-23

ATHENS, GA.; CATHAGEA, N. C. TO FOLLOW

CONCESSIONS: Bees, Dolls, Novelties, High Striker, Popcorn, Candy, Apples, Soil, and Air Gun, Mechanical Devices, Flip Perfume, Shakes, Fries, Frits, Basketball. Bay Rambock can place Sons and Age Operator.

RODS: Skeeve, Place Ender (jump, general), any Flip Rides; Kid Rides that don’t conflict; John Tyler, please contact; Reysolvy, Scramble.

Write or wire ROSS MANNING, Palgrave, Woodstock, Va.

GLADES AMUSEMENT COMPANY

Want for HENSON COUNTY HARVEST FESTIVAL, Livington, Virginia, Labor Day week, Sept. 3-8, to be followed by the CHESTERFIELD COUNTY FAIR, Chesterfield Court House, Virginia, week of Sept. 17, and several more fairs to follow before opening in Florida for all winter.

Will book any well-framed Show, Animal, Illusion, Big Snake, Fun House, Glass House, etc. Want Concessions of all kinds, Long and Short Range Gallerie, Balloon Darts, Ball Games, Photos, etc. Can always use Ride Help who drive semi.
Madison, Virginia, this week.

Jerry Saddlemore
P.S.—Some P.C. open if you have Hanks.

JAMES H. DREW SHOWS

LEE COUNTY FAIR, Pembroke Sap. Virginia, Sept. 3-8 inclusive
INTERSTATE FAIR, Ashville, K. T., Sept. 10-15 inclusive

SHOWS: Will place any good Grind or Bally Show that caters to the whole family.

CONCESSIONS: Will place all kinds of Merchandise and Outright Sales Stands.

Open good for Novelties, Bird and Limp Pitchers. Bake, raise what you have.

HELP: Can place supercharged Second Men for Ferris Wheel and Scrambler who are licensed drivers.
All replies via Western Union, Chestertown, Virginia, all weeks.

BEAM’S ATTRACTIONS
GOOCHLAND-POWATAN-LOUISA 3 CO. FAIR
Our advance sale of tickets assures bounds for this extended Fair.

GOOCHLAND, VA., NEXT WEEK, SEPT. 3-8
Book legitimate Concessions of all kinds, also BIRCO. We can add additional Shows for this Fair and for balance of season.

RIDE HELP: FLY-O-PLANE Foreman, experienced C.A.T. Men, also Second Men for FERROS WHEELS. FLY-O-PLANE, Need Grille Men, Waiters for Cookhouse. Any capable Carnival Workers can be placed. PAY various Concessions Agents. All replies via Western Union.

STEVE DECKER, BRUNSWICK, MARYLAND

FOR SALE—REAL BARGAIN
One three abreast Merry-Go-Round, see number 5 Ferris Wheel, one Smith & Smith Chairplace, one Allen Harness Roller Coaster, two Concession Trailers, trailer 14 feet wide, 8 foot deep, 30 b.w. AC Fixed Light Plant. Everything priced to sell. Lists of all other equipment can be seen in operation until September 3.

MIKE PRUDENT
124 Cedar Ave., Parquehug, N. Y.
Phone: Grover 60815

WANTED IMMEDIATELY
To join at Do Quin State Fair. Side Show Manager with Concessions People and Acts. We have our own equipment already in the air, 150-foot banner line. Come in or call.

THOMAS D. HICKER or DON GRECO
Phone: 2-3937; On Queen St.

GEM CITY SHOWS

GEORGE CLYDE SMITH SHOWS

AMERICAN LEGION FAIR, SEPT. 3-8, ROCKY MOUNT, VIRGINIA

All replies GEORGE CLYDE SMITH SHOWS
Rexville, Wis., this week; Rockey Mount, Va., next week.

Camden Co. Fair, Kershaw, Pa., Sept. 21
CERESCO, N. J. FAIR, Sept. 15-22

LYCOMING COUNTY FAIR, HUGHESVILLE, PA., Sept. 10-15
Formerly played in behind shows, EPHRATA FAIR SHOW, EPHRATA, PA., Sept. 24-29
Pennsylvania’s Biggest Steal Fair

CARNIVALS

WANT
RIDES
Caterpillar, Comet, Rock-cube and Scrambler.

SHOWS
Illusion, Snake Show, Men’s Sportsway, Mechanical.

WILD LIFE
Annoy Attractions and other acts for Side Show. First-class Talfer for Mechanisms.

WANT:
First class Octopus Foreman and Ferris Wheel Man to join at once.

All wires to MORRIS HANNU, Meyersdale, Pa., Fairgrounds through Thursday, Aug. 30. than telephone Panz Field Hotel, Ebensburg, Pa., from Aug. 31 on.

WANTED: Photos, Jewelry, Age and Scale, Tongue Wheels, Hats, Bear and Glass Pitch, Concession, all kinds, 2 or 3 Wheels. Some main midway space still open at Ebensburg.

HELP: Bign Collier and Concession for Mac’s Bikes. Lee

Pennsylvania’s Biggest Steal Fair

Shamokin, Virginia, Labor Day Fair, Sept. 3-8. This is the largest Labor Day Fair in the East. Fairgrounds located in city Limits. First profits for this event this year—day and night, followed by the Great Frederickburg, Virginia, Fair, Sept. 10-15. Watch our ad for our listing of the greatest Fairs in the Carolinas.

CONCESSIONS—Can place all Hanks Pinks.

SHOWS—Any outstanding attraction not conflicting, Monkey Circus, Mechanical City, or outstanding for Girl Shows, our territory is outstanding for Girl Shows, must have sound equipment and wardrobe.

RIDES—Place Rock-O-Plane, Caterpillar, Scrambler or Twitter.

HELP: FOREMEN FOR FERRIS WHEELS AND ROCK-O-PLANE. Also Assistant Foreman for Octopus. Second Men on other rides who drive semi.

Address all mail and wires to

Mechanicsburg, Penna., this week.

Phone calls Ask for Penn Premier Shows.

FOR SALE
17 X 35 Wheeler, XSAS model, 30% trade, with 100-300 Scale, new Bells and Sirens, 100-250 Scale, new Bells and Sirens, 100-400 Scale, new Bells and Sirens, also 100-300 Scale, new Bells and Sirens, all recent installs, new Bells and Sirens, $500.00. Can be loaded on transport or can be packed in its own crates. All sound equipment in working order. Tires, controls, air pumps, etc., all the 100-300, 100-400, & 300-400. 300-400 can be loaded at L1$, 400-600 can be loaded at L2$, 600-700 can be loaded at L3$. All can be loaded at L1$. All $100-300, 100-400, 400-600, 600-700, 100-400, 400-600, 600-700.

A. R. BRIGGS SHOWS

WANT CONCESSIONS FOR
BIG LABOR DAY CELEBRATION
Chequel, Minn., September 1-3

TOP TIP SHOWS
P. O. Box 102
Westport, Wis.

SHAFER’S JUST FOR Fun SHOWS

WANT FOR BIG LABOR DAY CELEBRATION, ON THE STREET—KEOKUK, IOWA
The Shafter’s are going all out.

The Shafter’s are going all out. We are going to have a real big show and carry more white show Shows than everybody else. The results will be excellent.

You will find Shafter’s Shows is selling the best of the best.

ONLY ONE SHOW TO SEE.

Shafter’s show will be on the street at 11 a.m. on Labor Day.

Shafter’s show will be on the street at 11 a.m. on Labor Day.

Just call me for your tickets.

A. R. BRIGGS SHOWS

CENTENNIAL

Centennial. Savannah, Ga. July 4th-14th. Savannah-Fair-Plants-Sponsored by the Board of Directors of the Savannah Fair and Plantation Association. Show all kinds of plants, flowers, vegetables, fruits, etc. Entered in the Savannah Fair this year.

Cliff Thomas AMUSEMENTS

ATTENTION—CARNIVAL MEN—ATTENTION

This is to inform you that Frank Ellsworth, the Carnival Men’s Friend, is in dire need of assistance. Frank is fighting for his life and friends. All assistance by way of return for past favors and help, plus any contributions at this most critical moment, will be greatly appreciated by the family of Frank and many others.

“WHAT LIES IN CHICAGO.” 616 Bush St., Chicago 11, Ill.

Copyrighted material
Record Elmira Run, Good Malone Start Bolster Buck

MALONE, N. Y. — A record-breaking run at the Chemung County Fair (22) at the Malone Fair for the G. C. Buck Slalom. Bills Elkins led the fair management reported records set in virtually every class, with the over-all balcony lists filled at 50 per cent. Of particular benefit to the midway operation were the three little boys held on Tuesday, Wednesday and Friday. These were described as the most active midway fans of the fair. Grandslam attractions were the same, the horse show and final official for the far distance and attendance. In addition to a free gift on their days, monopole were hauled by the grandstand appearance of Supersman and Launce, the wonder dog. The Martins, backed by the Guy young A.C. Home may have helped vise help swell attendance at the wonder dog. Rain hurt the action on the closing day, but by the date had already been chalked up as a success.

Good Canadian Draw

The move here was made in

CLUB ACTIVITIES

Showmen’s League of America

Ladies’ Auxiliary

The membership was saddened by the recent deaths of two past members, with a long-time member, Bertha Lavoie. Many members attend.

Aileen Bleden is back from a Southern vacation, and Louis Bleden is back from a Northern Leslie. Lettines received from Edith Streeter, Miss J. H. Driver, Eila Hether, Donald Forbush, Carol Alf and Rose Seigoun.

Frida Rosen and Phoebe Carley, chairman of the summer fund held an informal meeting with Miss Thelma Catt in the East Phoebe Carley, 421 West Belmont Ave., Apartment 403, Chicago.

Ann Belden, chairman of the bazaar, reports good headway. She is being assisted by Dorothy Kennedy.

Open house and dinners will be held during the outdoor convention. First meeting of the fall will be held the first Thursday in October.

Ice Candies of California trip. Max Taylor spent a recent weekend at their Burlington, WI, summer home. Viole Parker and Mae Smith are recuperating at the airport and will be released from hospitals, Ethel Wadsworth was a resident.

Elise Miller, secretary, is handling correspondence at 3302 West Irving Park Road, Chicago 15.

E. Blackstone Profits From Innovations

EAST BLACKSTONE, Mass. — The great tradition of the Blackstone vaudeville circuit was broken in by the East Blackstone vaudeville circuit, its best run in memory. Friday, July 19, 1955 (17-19). An attendance booster was the introduction of an evening stage offering.

At the time, the Boston booked in a revival -type presentation of the four to five parades. Included were 10 or 12 parades and a half hour of Johnny Weil and Johnny Welld's performance.

The new spot, at the junction of Routes 27 and 16 through, was accurately located at 1715, 27th Street, and was merely a drive-in, in the area of which were merely needed for Logan's. Biggest number was reported.

Tour of the area was managed by Guck Hansen, filled five hours and increased consecu- tion. More business was reported.

The attention was garnered through The Wooster’s Cables special Merchants Fair Week section, and the paper reported that in 1957, P. L. D. Dobbs, State direc- tor of the area, on June 18, he received a special payment of $521. The out- standing exhibitor. Fair sales are.

Jesse E. Deacon.

Vendel Ford, Calif., Gets Record Sale

VENDEL, Calif. — The 1956 Hendrick Motors now had the largest number of new cars which wound up its nine-day run here in 1956, the largest ever.

The attendance record was set, the project posted near the half-million-dollar mark, and the grand total was $5,851, $556.

Vendel Ford, Calif., is now the largest producer in the area, and had recorded a paid attendance of over $5,000,000.

Ford valves showed a total paid of $2,353, which was a healthy increase of 77 per cent, the paid attendance.

Rochester, N. Y. — A single 1956-57 schedule of events will start for the new Rochester Community War Memorial. The opening of the John H. Harris “Ice Candies” Tuesday, September 4. The show will play Rochester in- stead of its traditional Pittsburgh date prior to opening in Madison Square Garden. The opening of the Rochester Arena has been announced.

Harold S. Rand, director of the Rochester Auditorium, announced the dates for the first show. May 15 the building is booked al- ready and the opening to the “Ice Candies.” Shipstead and Johnson’s “Follies” will play here March 15-17.

The Rochester Royalty of the Na- tional Americanism shows for the opening their season October 27, while the opening of the American Hockey League opens Rochester’s first professional hockey season here Octo- 31.

Sullivan Show Boasted

The American Music Association, which had always played its attraction in Eastman Theater, will present a number in the new War Memorial. These include the Royal Danish Ballet, the Black Hills Passion Play, the Carmelita Bundick’s “Follies” and the Metropolitan Opera. An Ed Sullivan live tele- cast is scheduled for October 31.

The large exhibit building in the building will play to more events. The promenade of events includes: The Rochester Auditorium March 15-17, with all three of the “Follies”. The program for the Rochester Auditorium this season has been a unique feature of the Na- tional Auditoriums, the firm which has booked the home city and has been in the War Memorial and the National Grand will meet in the building this season.

The Rochester building opened, while not certain, by late fall, September 10, 1955, and attracted nearly 50,000 people during the first year. The project is still in the process of final con- struction, its operations are limited to the functional parts of the building.

Ice Candies Open Season at Rochester

ROCHESTER, N. Y. — A full 1956-57 schedule of events will start for the new Rochester Community War Memorial with the opening of the John H. Harris “Ice Candies” Tuesday, September 4.

The show will play Rochester instead of its traditional Pittsburgh date prior to opening in Madison Square Garden. The opening of the Rochester Arena has been announced.

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MERCHANDISE

March 1, 1956
Communications to 2160 Patterson St., Cincinnati 22, O.
THE BILLBOARD

MERCHANDISE TOPICS

Metal Bird Cages, complete with feeders and perch, are being featured by M&G Novelty Company, 17 N. State, Des Moines, Iowa. The cages come knocked down and in assorted colors. The size is 6 x 6 x 14 inches. The special price, while they last, is 75 cents each in case lots of 200, $1.50 each or one case lot 3.50 cents per gross in less than case lots. Prices per gross in less than case lots. Prices as advertised are required on order. Another fast seller is the BB Bird Basket Special at 60 cents each gross in sizes 12 x 8 x 6 inches. The 75 cents per gross in less than case lots. Prices per gross on each gross in less than case lots. Prices per gross are required on order.

Brake Shoes and Accessories

This is another of the newest sources of supply to the trade in Cincinnati. Operated from three locations, the firm specializes in merchandise for house-to-house men, premium buyers, wagon jobbers and carnival men. Two of their fastest-moving items for 1956 are in unusual demand in the electronic store with Westinghouse thermostat, which is sold for $7.50 each in lots of six, and the Westinghouse equipped cooker-tv, which is offered at $76.75 each in lots of six. Both items are pre-ticketed at $39.95. Samples available at 75 cents additional to the prices listed above. Dan-Sal has a newly compiled list of a large group of low-priced items that move very well at fair concessions. A postcard gets you one promptly.

Operators who see low-priced ladies' sunglasses should contact All-Sheer Hosiers Mills, 1249 B Cresswell, Detroit. Their Style No. 200 is being offered to the trade at 9.25 cents per dozen. These are attractive and packed neatly which may be sold in volume. They also have a Karnes style in cases of seconds, No. 350, at $3.25 per dozen. Both styles are packed in individual cellophane envelopes and the firm pays postage and freight on all orders that have remittances enclosed therewith.

A. & A. Novelty Company, Cincinnati 36, which has been supplying the market with pennants and banners, has just come out with its new plastic spinners, which they believe will prove to be highly attractive. The 17" spinners on a 40" foot flexible steel cable may be had at 46.95. More than one lot per order is required on all orders, but the firm will re-ship your money if you are not satisfied.

The C. & S Manufacturing Company, Dept. B, Nashville, which has been supplying the trade with key pendants and key blanks, has just brought out its fully automatic Big Chief Street Light Scanner Costume, which is small enough to fit in one's pocket and is built tough. The price is only 4.00 each and three-quarter inches in diameter and comes packed in an attractive, easy-to-store package and gives an instant flash that lasts an hour on one filling of kerosene or ordinary kerosene. No pumping is required nor is priming necessary. An accessory kit and instruction sheet are included with the laboratory tested and approved product. Cost to the trade is $2.25 per dozen. The item retailed at $3.50 each may be purchased for $1.00 per dozen.

PIPS FOR PITCHMEN

By BILL BAKER

IRENE ROTH

For many years Irene is one of the leading pitchwomen and known through坑山, it is seriously ill in St. Louis County Hospital. According to her physicians, she will be confined for at least four weeks. She would like to hear from her many friends in the business. While she is ill, she will be unable to handle the Pips column, she, nevertheless, would like to hear directly from her host of personal friends.

A COUPLE WEEKS AGO...

We mentioned here that we had reason to believe that Johnny Regan, the gent who can do more with an engraver’s stone than a monkey can do with a basketful of coconuts, was operating in the region of Chattanooga. We had lain asleep right on the nose because we’ve received a dis- patch from him in which he says: "Just finished about good months in Florida before coming here to Chatt-a-nooga. This is one of the best places I’ve seen in the south—right in the stomach heart of Tennessee. The gate is two bunks a copy and, believe it or not, I have to pause up some time, especially, at the first one. It’s little wonder, however, because during just one day that I was there, I counted 171 Indiana plates reg- istered. Since we are above the clouds most of the time, it makes for terrific sleeping at night. I would like to hear from some of my old friends and have them look up some of these places. Price is 75 at the basin in the vicinity of Chattanooga. I plan on making Florida during the spring season. It sure or I will be back here in the spring.""}

JOHN STROUD’S

friends will be glad to read the following which he just filed from Boston, "I would like for all my friends to know that I have finished my tour of the country, except for the recuperation part, all is coming along well. I would like to thank each of you personally who sent me get-well cards. However, I was unable to do that since you are moving around all of the time. Looks like I’ll be able to be a golfer and a-two-er from here on out. I’m very hopeful that I received the recuperation for about three or four weeks before I leave the Peter Bent Brigham Hospital."}

JOE IBOLOTS

person that has just finished working the Elks on their Spring field and is now headed for his next port of call, the Ohio State Fair. Joe’s service is a good one in the pitch fraternity was well rep- resented at the Ohio State Fair. Among those present were Mr. Vale, Frankie Lazar, Bright Eyes, Stapperey’s Sharpei - mangoverha.

It’s padded with powerful profits!

FREE 1956 WHOLESALE PICT. CATALOG SHOWS THOUSANDS OF NATIONALY ADVERTISED TROPHIES IN ITEMS AT LOWEST WHOLESALE PRICES AND THE LARGEST SELECTION OF TROPHIES AND MEDALS IN THE TROPHY TRADE. FREE. Showcases, Jockeys, Palms, Lions, Eagles, Guitars, Airplanes, Bats, Bicycles, Boats and more.

GEM SALES CO.

17 St. Charles, Chicago 12, Ill.

CHARM BRACELETS

STEVENS

STEVENSON—EISENHOWER

"I LIKE HIM"—"I LIKE ARAD

SANDRA CLAIR, 1133 Broadway, New York, N. Y.
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph, no display. First 40 words $2.50 per line, 65 c per word thereafter 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 number. Rates also include 25c per location added to cover cost of handling.

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

SHOWCASE

The CHARM portage.

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CLASSIFIED

Costumes, Animals, USE and SAVE!

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Another Calif.  
City Goes 10c

VALLEJO, Calif.—Music operators here are in the process of converting to dime play.

The change got under way recently following a meeting of local opera-
tors, who were convinced that dime play was more profitable than nickel
riving costs. Altoha there is no for-
mal operational association here, the
meeting drew most operators in the
area.

Among those attending the get-
together were Allen Cohen, Frank
Hollis, Dan Edward, Harry Poll-
er, Ralph Spindel, Fred C. Copp,
Dan Dobler, Bill W. Anderson, W.
Max Andrews, Bill Schnackel and
W. F. Cooley.

‘My Prayer’ Still
Holds MOA Lead

NEW YORK — “My Prayer,”
with the Flatters on Mercury,
again maintains the number one
collar box list (25) on “National
Juke Box” by the ARC radio network above
prepared by the Music Operators of America.

Other leading fake record
played on the program were “Jete
Zuma,” with Steppin Pettifoot on
(Continued on page 89)

W. VA. LETTER LISTS SIX BIG
OP ASSN. GOALS
- CHARLESTON, W. Va.—In
a newsletter to operators through the State, the
West Virginia Music Operators
Association last week highlighted the goals that
items can do for you.” Listed were
six of the items in one of its projec-
tes being carried out by the group.

1. Keep close watch on State
tax and licensing laws coming up before the Legis-
lature.

2. Participate in hearings be-
tween city and State councils, and
keep (legal counsel.

3. Provide operators with a
program for better public re-
lations.

4. Provide operators with an
opportunity to exchange views on
operating management.

5. Conduct Salespeople sur-
vveys and advertising programs.

6. Aid in governmental
legislation.

WURFLITZ FETE GETS UNDER WAY

Guests Jam Statler in Buffalo;
1st Day Crowd Estimated at 1,000

NORTH TONAWANDA, N. Y.—From
all over country opera-
tors and distributors—and their
wives—headed into Buffalo
Thursday (23) for the Reddli-
fl Владимир Corporation’s Centennial
Celebration.

Attendance at the event, the
first ever to be held in the
area near the thousand mark on the
hotel marquee, where the guests
were trooping in on Friday and
Saturday.

The whole thing really got
under way at the Statler Hotel in Buffalo
Thursday afternoon. The Wurlitzer
registration desk opened at 3 p.m.,
was followed by a buffet supper in the diners’ room around
6 p.m.

Fay’s activities included a
Wurlitzer factory tour in the morn-
ing, lunch in Wurlitzer park, and

MUSIC MACHINES
Communications to 118 W. Randolph St., Chicago, Ill.  
September 1, 1956

200 Selections
New Salesman of
Juke Box Music

New Machines Bring Into Sharp Focus
Prime Operator Need: To Sell Music

- Continued from page 1

The new machine is identical in
size and weight to the 190.

as a whole, the 200 incorporates
a third speaker. The sound
system includes a 12-inch
match, with a semi-liquid
amplifier control and
particularly effective on
the professional level.

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City Goes 10c

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John Simpson, Hermann Distributing Company, reports that the
new Rock-Ola's 200's should be on the floor in two weeks. . . . Ralph Scholten, manager of the Scholten-Oliver, of the Motor City Distributors, is
motorizing you New York State on his vacation.

Hymen Koenig's daughter, Tobie, was married Saturday (25) at the Flatsland Jewish Center. Her husband, Bert Wasserlein, is finishing his dental internship.

Joe Young and Irv Holman holding down the fort at Young Distributing, as Abe Libsky and most of the office staff are on vacation. Joe was on leave Thursday (21) for Buffalo to attend the World's Fair. The 20 New York operators accompanied them on the plane ride.

Earl Scott, Scott Music, Maysville, N. C., was a visitor to 10th Avenue last week. Scott, who operates 25 juke boxes in the New Maysville area, reports that dimes play is just beginning in his region. He adds that pool games are more popular now.


H.K. Ammon's has changed its name to the H.E. C. Amusement Company. Partners are R. Laundman, H. Kaplan and C. Krantze. . . . Jack Talman, who had been ill several months, died this week in Memorial Hospital. Ted Blatt, Associated Amusement Machine Operators of New York council, and many game operators attended the funeral. Steckel further major surgery scheduled for the near future.

George Holtzman, A.A.M.S. president, is vacationing at the Fontainbleau in Miami. He was recently visited by Claire Marano, President of the A.A.M.S. and George Marano, who was the Maranos route to convoy.

Sandy Warner is vacationing in the White Mountains . . . Al Kroll is enjoying a Canadian vacation, for the fall of Music Magazine in North Tawanda, N.Y. Also going to the World Fair are Mr. and Mrs. Max Klein. . . . He is vice-president of the Westchester Operators' Association.

Berner Boeinstein, Leslie Distributors, is passing out clear. It's the Boeinstein's first son, Myron. They have two daughters, Ellen and Myrna.

Allen Deaver, president, and Sid Levine, counsel of the Music Operators of New York, left for the Wurlitzer Centennial at North Tawanda, N.Y. Nash Gordon stayed at the office to work on the organization's annual affair to be held later at the Waldorf-Astoria.

John Tastaglin, County Vending, Port Chester, N. Y., was a 10th Avenue visitor last week . . . Ivey Edelman, Detroit pool table manufacturer, was in the country.

Harry Zevon, Lane Music servicer, is out of the hospital. . . . Jerry Basile, American Cigarette & Vending Company, is home sick. . . . Irv Klenzner, music operator, has bought a house in Flushing.

Joe Magnani, head of the sound department at Atlantic-New York, is vacationing in New Jersey. . . . Sam Busenfeld, Conditional Sales Credit Corporation, was a 10th Avenue visitor last week.

Tom Kremski, Brooklyn Saks, says the firm's export sales are picking up. He has recently shipped dixie boxes to Honduras, Venezuela and Austria.

Sam Goldsmith, Capitol Projectors, returned from a three-week vacation to the West Coast and the Canadian Rockies.

Detroit

By Hal REYES

MOTOR CITY ODDS AND ENDS. Jack Rice, who operates the Rice Music Box Company in partnership with his brothers, Harold and Merle, has made a very big hit with his latest addition to his line. This firm, which is actively managed by the youngest brother, Martin Rice, of Oak Park, has just about tripled its route in the past two years. . . . Tom Kremski is new operating the Reliable Shellboard Exchange in Northwestern Detroit. In the coin machine business for years, he is a brother of Al and Jack Kremski, of the Great Lakes Vending Company. . . . Carl J. von Greininger, of Von Greininger Music Company, who was seriously injured in an automobile accident two years ago, has resumed operation in his new territory, but is relying on his two brothers for heavy service duties. He is keeping his activity and expansion at a standstill in the interest of his brothers. . . . Richard A. Pinkston is now a partner with his father, Richard Pinkston, Sr., in the Pinkston Music Company, tube box operators. And there is a Richard A. Pinkston IV coming along to take his place in a few years.

Milton Howie, a businessman in the downtown suburb of Wyandotte, has established the new Automatic Coin Machine Company. . . . Aaron Katsman, Detroit bar owner, has moved into the coin machine business by establishing his own Automatic Coin Machine Company. . . . Murray (Maurice) Nathanson, formerly an amusement machine operator at the M and M Company, has opened a coin machine business in Chicago. . . . Tom Kremski, who operates the Cooperative Sates in the lower west side since 1939, has been very busy during the past few weeks filling his boxes with new machines and reports to his company that business has been very good.

A continuing story of:

LEADERSHIP IN ACTION

Miami

By ROAUL SHAPIRO

VACATIONERS COMING AND GOING. With almost every one in the coin business either going on a vacation or coming back from one, it's almost impossible to keep up with who's who and what's what.
DENVER—"Altoh the jule box holiday rental business is still four months away, now is the time step back and get a thumbnail view of the market and begin eliminating producers of junk rentals which normally arise."

That's the advice offered by Bill Storey, Denver phonograph operator. Storey goes after the Christ- mas and New Year phonograph rental business every year and as a result, he's mapped out a regular course of action.

The first and primary consideration, Storey explained, is profit. "Long experience has taught me that it is impossible to rent a phonograph for less than $20, even if the rental customer is located just a few minutes away and plans to use the machine for just a few hours."

$25 Charge

And the $20 price is still a small price, said Storey, who charges $25. "When it is considered that each machine usually requires several hours of mechanical and electrical service to insure efficiency, and that it takes two men to transport it to the location and pick it up again, the $25 price is very realistic." Storey explained.

He pointed out that they presently charge customers $25 a day, but that the price of rental is

How Assn. Helps the Operators

BETTER PUBLIC RELATIONS. The cost of a good public relations campaign is usually high for one operator to support alone. A combined co-op operation, however, cuts the cost to a fraction of an operator's budget.

For instance, a public relations program is operator support. The association behind such a move need not be big or rich, just so long as all operators work together. Typical of what can be done was a program carried out recently by the newly formed association of the Music Operators' Society of St. Joseph Valley, with headquarters in South Bend, Ind.

Operators there began meeting together when the area started competing to lure phonographs. As a result of these meetings the association was formed and a public relations program was adopted.

The association invited newspaper reporters to their meetings and in effect, brought the industry closer. As a result, informal discussions to create a better understanding of the phonograph industry.

What happened was a series of stories on the efforts of the local phonograph industry. The stories were published in several newspapers of the association.

Boost for Mgt.

BETTER MANAGEMENT FOR ALL. The experience of one operator, whether regarding his efforts to go to dime play or just ease collection efforts, is always of interest to other operators. Not only are these experiences interesting but helpful.

The Nebraska Music Band used informal discussions between operators as the big spurs in going to dime play. During association meetings, operators were urged to tell how they were getting along with dime play conversions and what methods they thought helped and worked the most.

104 SELECTIONS

there is a WURLITZER PHONOGRAPH for every location

200 SELECTIONS

WHY 40,000 WORDS?

Four Pictures Tell Juke Export Story

BUSTED PARTS? EXCHANGE 'EM FOR FIX-IT COST

ST. LOUIS—Joe McCormick, head of Musical Sales Company, exchanges good phonograph parts for broken ones plus whatever it costs him to fix the broken part.

McCormick believes that one of the worst drawbacks to any operator's success, particularly smaller operators, is the long wait for a part to be required. That's why he set up his exchange service.

Under the plan, McCormick maintains a large inventory of parts for all leading phonograph lines. When an operator brings in a part which is not functioning correctly, McCormick estimates what the cost of repair will be, charges the operator that amount and gives him another part.

His current inventory of parts is large enough to satisfy over 50% of all his customers.
### Most Active Equipment

**For Four-week period ending with Issue:**

<table>
<thead>
<tr>
<th>Arcade Equipment</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>$175.00</td>
<td>$150.00</td>
<td>$162.50</td>
</tr>
<tr>
<td>Williams</td>
<td>$150.00</td>
<td>$125.00</td>
<td>$137.50</td>
</tr>
<tr>
<td>Chicago Coin</td>
<td>$125.00</td>
<td>$100.00</td>
<td>$112.50</td>
</tr>
</tbody>
</table>

### Pinball Games

**Atlantic City 15/24**
- **Price:** $75.00
- **Change:** $15.00

**Shore the Bear (61)**
- **Price:** $145.00
- **Change:** $95.00

**Sidewalk Engineer (73)**
- **Price:** $185.00
- **Change:** $150.00

**Sky Fighter (M1, 9/55)**
- **Price:** $135.00
- **Change:** $60.00

**Sportland (T1, 11/51)**
- **Price:** $185.00
- **Change:** $75.00

**Zing (U1, 11/51)**
- **Price:** $65.00
- **Change:** $50.00

### Music Machines

**Searsburg**
- **Price:** $375.00
- **Change:** $55.00
- **Lists:** $115.00

**Wurlitzer**
- **Price:** $175.00
- **Change:** $125.00

**Claw Machine**
- **Price:** $275.00
- **Change:** $650.00

**Shuffle Games**
- **Price:** $5.00
- **Change:** $3.00

### Vending Machines

<table>
<thead>
<tr>
<th>Vending Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coin-Operated</td>
<td>$10.00</td>
<td>$5.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>Comics</td>
<td>$1.00</td>
<td>$0.50</td>
<td>$0.75</td>
</tr>
<tr>
<td>Pinball</td>
<td>$5.00</td>
<td>$2.00</td>
<td>$3.50</td>
</tr>
<tr>
<td>High Score</td>
<td>$5.00</td>
<td>$2.00</td>
<td>$3.50</td>
</tr>
<tr>
<td>Pachinko</td>
<td>$5.00</td>
<td>$2.00</td>
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</tbody>
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### Advertised Used Coin Machine Prices

**How to Use the Index**

PRICES given in the Index are in no way intended to be "standard," "satis-
tified," "true," or "official," and offer no authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in *The Billboard* for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices at which a machine has been advertised at least 10 times for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price possibly for "as is" or "distressed" equipment.

### 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. In the case of pinball games only, most active games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.
Beads Click in Midwest; Increase
Bulk Ball Gum Operators' Grosses

Credit New Item for Peak Sales; Best
Summer Collections in Past Five Years

CHICAGO—Midwest ball gum vendors are
reporting one of the best summers the in-
dustry has enjoyed in the past five years.

Ball gum operators in general credited
the high popularity of snack-on-stands, which
have not only outsold last year's rush
of girls, but boys and adults as well.

Current reports state that the sale of
snack-on-stands has not been affected by
any type of boys, girls and adults as well.

The Midwest ball gum operators, like that of West
Coast operators (The Billboard, July 25), report
a 25 to 40 per cent increase in business on the
snack-on-stands, which will continue for several
months.

Among the leading bulk distributors, King,
D. T. Vend. Sales Co., and D. J. Vend. Sales
Co., report a big demand for the stands, and
has been the past several months.

Features Beads

Said Mike Spirecevic, co-owner and sales manager of the larges-
test bulk operators here:

The beads are the fastest selling
merchandising idea in the past five years. We are featuring them in all
our stands, but we are also getting more publicity for the fun of the public life nothing before.

Beads are everywhere and are being used in large quantities.

We have sold beads for six to eight weeks and are expecting to sell them out in three
to four years.

Business will continue at the high level as long as the younger customers continue to be interested in making various
terrestrial items.

Supporting this view is John Hartman, head of his own firm here, who believes that only girls will buy the beads. He was
quite surprised to learn that boys as well adults were buying them as well.

Make Designs

While we use various types of beads and beads, the boys, when be-
discussed, made belts, headresses

bands and special ringle for girls, the boys have taken

to making belts and headbands

Charles Neidleman, of Variety Sales, reports "Business is terrific.

because of spot that took from

three to four months to sell out in three weeks."

Said Bob Kantor, head of Central

busines in the largest of the

bulk operators in the Midwest.

Business has been unusually active this summer, making it a big
day and night with children and

adults like nothing before. The boys are starting to come in and help

to keep sales at a high level.

He expressed the opinion that the bead boom will continue

for many years and that the charm manufacturers bring

in interesting new ideas. Beads are big by the best sellers of the

business, according to Paul Cis-

man, King & Company; Tony

Turd in New York, T. W. Shilling, and Jack

Nelson, Logan.

Vendo Moves to Buy
Vendolator Firm

Stockholders to Vote on Move Aug. 31;
Operating, Sales Policies Remain Same

KANSAS CITY, Mo.—The Vend-

o Company has moved to acquire Vendolator Company, Fresno, Calif., bott-

ling manufacturer and exchange and stock, the terms of which have not been
disclosed.

Directors of both companies ap-

proved the transaction last week

and the stockholders will vote on the Move Friday (31).

Combined sales of the two firms for 1955 were $35,520,172. Type-

officials estimated that sales of the combined companies will in-

crease to $49 million.

F. E. Foshe, chairman of the board of Vendolator, announced that there will be no

changes in the operating or sales policies of the two firms.

"The action will provide addi-

tional facilities and personnel for the rapidly expanding

products lines of both companies, will be started.

It will also permit more effective research and development in the

elimination of duplicating effec-
tors."

Vendos Made

Vendo makes milk, ice cream, sugar candies, whipped cream, cold-

food, drink and презент equipment.

Vendolator, in addi-

tion to making bottle venders, holds

a niche in the aircraft parts and

manufactures several central air-

conditioning equipment.

Vendo's earnings for the first six

months of this year, after $106,578, showed

a $1.14 per common share after pre-

voting dividends, as compared with

earnings for all of 1955 of $845,779, or $1.01 per share. Net sales

Calif. Bulk Assn. To

Discuss Taxes
At Sept. 14 Meet

PORTLAND, Ore.—Mont-

tance Company, one of the old-

est and largest manufacturers on the

West Coast, has entered the

vendifying field.

The firm has a 200 petty

ciety with the selection placed in

individual compartments in tiered

heads which will be sold.

It no price has been set on the

quackly. These installed in Portland are

owned by Montana.

Montana officials reported that they have about 200 additional ma-

chines in various stages of assem-

bly. These will be sold to home

freezers in addition to its heating and

cooking stores.

Trend Toward Boxed
Cigarette Packs Seen

NEW YORK—Industry observers here feel that the pouch-type cigarette pack, standard in the ciga-

rette business for a generation, will be replaced by the box-type packages.

Leader in this trend is Philip Morris Inc., a company which has recently

switched its Philip Morris longs and Expresso Bugarets to box-

packages.

Currently the FM line-up has Philip Morris king-size, Parliament and

Marlboros in flip-top boxes. Only nation-

ally distributed brand in a can

is Philip Morris régulier. Benson & Hedges is packed in the slide-box container.

Oregon Stove Mfr.
Bows New Food Unit

To add, has contracted with a local restaurant, Burner, to prepare and de-

liver food to the various installations.

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ally distributed brand in a can

is Philip Morris régulier. Benson & Hedges is packed in the slide-box container.

To date, no other manufacturers have announced plans to switch to the box-type packages, but there is a strong indication that such switches are in the offing for other companies.

One factor that may have been holding up the development of box-type packs is the difficulty of getting the machinery for making the packs. For a while Philip Morris had been granted some one of the only machines in the British firm of Miltos. Now, however, the company has obtained the machinery and is now available to all firms.
Boxed Cigarettes

Continued from page 82

In this country the American Machine and Foundry Company has always been equipped for the manufacture of box-type cigarette packs, but many operators feel that it is a problem which can be handled. On the Philip Morris-type pack, the right cellophane and rigid box construction makes penning a difficult task. The pen will pop thru the cellophane.

Possible solutions include the use of a lesser cellophane wrapper, using a plastic wrapper, or making the boxes with a groove for the pen.

There is a good possibility, however, that the problem of penning box-type packs may not even arise. A general price increase in cigarettes, coupled with high taxes and the increased packaging cost could put regular brands on a strict 20-cent vend.

In any event, the replacement of pouch packs with box packs, if it occurs, will be a gradual development, and it is doubtful if the present pack will be eliminated entirely.

Vending Machine & Supply Headquarters
There's always a complete selection of the following new machines in stock.

- Victor
- Acren
- Northwesterns
- Walling Scales
- Shipman Stamp Machines
- Used equipment
- Filed or empty capsules
- Full line of charms, ball gum, stands, parts and merchandise

WRITE FOR SPECIAL GUM AND CHARMS PRICES

H. B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: Trimly 5-4200

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY on 25c and 35c Coin Mechanisms for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL 395. 950.

UNEEDA 30c All Colors
- ROWE PRICE DIFFERENTIAL BARS
Available: 59 CIGARETTE MAGAZINES (Containers)

For full information, write:
W. C. H. Abell, Fulton, 44, III.

CIGARETTE VENDORS

National Model 9H, 9 Cents, 270 Cig. $125.00
National Model 710, 7 Cents, 270 Cig. 115.00
Le.union Model 6, 6 Cents, 125 Cig. 95.00
F. & C. 6 Cent, 125 Cig. 85.00
Le. Gun Model 6, 6 Cents, 125 Cig. 85.00
Rey. & King Type, 7 Cents, 270 Cig. 135.00
B. & R. 6 Cents, 125 Cig. 110.00
B. & R. 10 Cents, 105 Cig. 150.00
B. & R. 10 Cents, 125 Cig. 165.00
All Equipment Unconditionally Guaranteed.
COMPLETELY RECONDITIONED AND REFURBISHED.
Trade Prices, 1/3 deposit, balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Largest Distributor of Vending Machines"

125 Madison Avenue New York, N. Y.

PHONE OR WRITE FOR PRICES

the new "PREMIERE"

Ball Gum and Pinch Card holder both for $5

Perfectly legal in every state in the U.S. New 6 inch "Premiere" Coin or Pinch Gum, features a patented, built in, patent pending location over to sell gum and full year in your adverse, and the same gum cost less and introduces the famous Army Brothers.

"Oak's" PREMIERE

all purpose vender

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Terminated with a pin point slot. vending from top thru whole globe opening- dispenses from bottom. Mechanically perfected—the one machine with virtually no obstructions—today's Army Brothers bears the mark of the original!
The Hottest Item in Years
GUGGENHEIM'S
GLO-LANTERN

Really glows in the dark. Plastic...$1.15 per thousand Vacuum Plated.$15.00 per thousand at your distributor or...

Guggenheim
33 UNION SQUARE, N.Y.C. N.Y. & AL. 5-8393

The TruTH
About
FALSE FingERTIPS

Honesty is the best policy. FINGER- TIPS are the best GUARDIAN. They are TERRIFIC. Feature them along with our new low-priced PEERALIZED 13.5 inch, in- and out-of-pocket, in Volley Ball Plated Colored CHASAK, Series 10.

FINGER TIPS $15.25
PEERALIZED BEADS 2.50-
CHASAK, Series 13...3.00

All Prices Per 1,000
f.h.b. Jamaica, N. Y.
On Out Our Inquiries.

If you could order for the sale of all these items listed above and have the report given to you on the item, you'll order HEAVY, AT ONCE. Honestly and sincerely—this is what you should do.

SAMUEL EPPY
& CO., INC.
91-12 44th Road

New—For Additional Income
ADVANCE AMCO
HANDY POCKET COMB VENDOR
Dispenses a Quality Comb for 10c

A typical product by AMCO known the world over for the best in venders. Provides a higher priced service and fits in well in location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

1. 300-per-column reels
2. 1000-comb capacity
3. Comb size—4¾" long, 1½" wide, 3/4" thick

PRICE OF MACHINE
$100.00

PRICE OF COMBS
25¢ each

Immediate Delivery on Machine and Combs. Orders Today!

J. Schoenbach
1645 Bedford Ave., Brooklyn 25, N. Y.

Save More Money— Make More Money

The Billboard
September 1, 1956

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with box, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—complete.

STOVER 6-COLUMN CANDY
$65.00

STOVER 8-COLUMN CANDY
$85.00

STOVER 8-COLUMN CARDBOARD
$115.00

REWIND & COLUMNS CANDY
$550.00

DeGrace Champion Cigarette & Tobacco, 1-20c.

DeGrace Champion Candy & Tobacco, 1-20c.

DeGrace Champion Candy & Tobacco, 1-20c.

DeGrace Champion Candy & Tobacco, 1-20c.

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DeGrace Champion Candy & Tobacco, 1-20c.
**AMUSEMENT MACHINES**

**September 1, 1956**

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

The BillBoard

**Will Pool Games Be Back in Fall?**

Fischer Sales Exec. Lists Seven Reasons Why They Will Stay Comeback

CHICAGO—Coin-operated pool games will stage a strong comeback in fall, according to a Fischer Sales & Manufacturing Co. source.

The optimistic view expressed by R. W. Weidk, general sales manager of Fischer Sales & Manufacturing Company, Tipton, Mo., is based on the current status of the game.

Weidk has given his future outlook of the game on seven points, and the fact that new adaptations of the game along the lines of its original play will reinvigorate interest now that the realignment period is over.

Pointing out that many distributors who anticipated the end of the realignment period sometime in June have been slow to realize the trend away from nudge, Weidk said he believes that the end of the realignment period is over.

Weidk feels that the general interest in pool games will reinvigorate the market for the game.

**Old Games Sold As Yule Gifts**

By Denver Op

DENVER—What to do with obsolete coin-operated games is no problem to Show Lou, president of Modern Music Company here.

Shulman simply offers them at "canning" prices, and says it's unusual gifts at Christmas time, reporting he has had excellent results.

Issuing a wire of advertisements in local newspapers during the Yuletide season, Shulman points out in his ad that these unusual gifts are favorites with children and adult alike, offering special entertainment in the home.

Preparations for the annual Yule season that will set the tone for the coming year, Shulman stated, "we're preparing to make them ready for the market early in November, with the distribution starting in December, with the end of the year being the high point of the season."

**September to Bring Forth New Galaxy of Games: Mfrs. Swing Indicated Revived Interest in Several Types, Location Studies Reveal**

CHICAGO—September should be the month when the coin-operated game amusement industry breaks out of the slow period and introduce an entirely new array of games now that fall is practically here. This is the consensus among distributors and operators, and it follows tradition.

The industry is the eager looks for that "big, all-local pool game" that will be a novelty. The usual setup which has been introduced last September.

However, the current trend does not point toward anything that will lead to the field. The swing game indicated a renewed interest in these games.

Manufacturers disclose they have a number of different types of games on test locations, reporting in each case better than average performance which is an improvement from the test runs of the past few years.

**Gottlieb Bows Sea Belles, New Five Pin Game**

CHICAGO—Sea Belles, D. Gottlieb & Co.'s new two-player five-pin game is being shipped to distributors this week.

Main target of the game is the double bonus hole located on the floor of the bowling areas, and scoring in the holes when lights doubled the scores indicated.

Sea Belles features four mystery-light pop bumpers for four different high scores, and has these bonus advancing targets. It also has pin^s and light-up kickers and two flip-flop.

The game features twin coin catchers, 10 cents for a single game or three games for a quarter.

**2 New Games Bowed In July and August**

Gun Unit, Five-Ball Pins Spark Revised Interest as 1956 Models Reach 84 Mark

HARDTOPS POP STOPS FOR OP

NEW ORLEANS—a highly unusual departure in several of the four-popper midgets for TAC Amusement Company, pinball operating firm here.

Instead of the usual station wagon or panel truck the firm uses Chevrolet Bel Air hardtop convertibles. Each bears the TAC logo and an electric sign in bright green against a red and white background.

According to the firm, they not only attract attention but have been independently found of establishing new locations.

**Scientific Set For 10th Ave.**

NEW YORK—Nat Cohn, Scientific Machine, Inc., Monday (27) moved from his New York loft to offices at 563 10th Avenue.

Cohn's firm is a modernistic, glass-front building. There are several reports from distributors disclosed.

The Producers of the New 30 Games

(Continued on page 86)

**11 New Games Bowed In July and August**

Boston Juke Box Ops Protest Proposed Tax

A proposal to Institute July 1, a 1% excise tax on electronic sound reproducing equipment, as a "use tax," in the State of Massachusetts was made by the Massachusetts Music Operators' Association at a meeting held last week.

The attempt to gain more revenue against the ever-mounting tax on the use of electronic sound reproducing equipment as a "use tax," in the State of Massachusetts was made by the Massachusetts Music Operators' Association at a meeting held last week.

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Galaxy of Games in Offing

Continued from page 85

stated the firm will be introducing new games within the month. He would neither confirm nor deny the reports that United is working on two shingle type games, a five-ball pin unit and a new rifle game. Exhibit Supply Company, headed by Mr. Lewis, has advertised to watch for its new game, but outside of admitting several other items on "the fine line," Lewis would say nothing more of this at time.

San Woborg, co-owner of Chicago Theatre, admitted that he has not re-entered the five-ball pin field with "No Vengeance." According to Billboard (August 18), reported his firm is experimenting with four or five new games.

Fischer Sales & Manufacturing Company, Topcon, according to reports, is preparing to introduce a new game unit now along the lines of the conventional game than the bumper type models.

Manufacturing Company has just introduced a new conversion pool table top featuring "rotating" horse parts played with 16 numbered balls.

Bally Manufacturing Company reportedly has several new games which it will introduce in the future. It recently bowed a new pinball pool game, and during the latter part of July began new production on its Deluxe Congress Bowler.

Pool Comeback

Continued from page 85

4. Pool has been an immensely popular game for many decades, and a few months "flat" during one winter season in the coin-operated field is not going to spoil its chances.

5. Nothing so far this year revealed by manufacturers shows any possibility of creating playing appeal as did bumper pool.

6. Conversions with many operators and distributors during the past several weeks disclosed that cash and coin are being picked up significantly considering its August, the top conversion month.

7. While somewhat slower, Fischer's production and shipments of bumper pool games has continued at a steady clip thru the summer months.

New Versions

Further, Werkel declared, Fischer intends to continue to build more different types of games, and currently is readying an adaptation of its regular pool games for release in September.

"If test performances can be considered encouraging, the new game will be a strong shot in the area for coin-operated pool games this fall and winter," he stated.

Marvel Manufacturing this week announced it is shipping a new Break Pool, rotation type, table top for conversion purposes of the same game (see story elsewhere in this section). Marvel Billiard Supply Company bowed a Rotation Break Pool table top conversion piece recently (The Billboard, August 18).

Old Games Sold

Continued from page 85

and refills the games during slack periods, and store them away until the Christmas season," Shulman explained.

The old machines are repaired in higher priced than usual order to give them a sparkling appearance that adds greatly to their appeal. During the year Modern may accumulate from 25 to 50 machines which are offered, from $60 to $100.

Pamets of large families are among Modern's best customers, Shulman disclosed. The games are ideal players for parties and provide mutual entertainment for many hours. Modern also rents games and juke boxes for office parties as well as homes and clubs for special events.
Channick Named ISC Sales Mgr.

PHILADELPHIA — Walter Channick has been promoted to sales manager of the International Scenic-Clown Company here, Abe Witten, ISC president, announced this week.

Channick has been a salesman with the firm for eight years. ISC is distributor for Bocc-Ola, Williams, Bally and Gottlieb.

NERVE CENTER

Op Bulletin Board Keeps All Posted

NEW ORLEANS — "Keeping everyone posted" is a time-honored precept of good personnel management and it is one which Leon Boonberg, head of New Orleans Novelties Company, has put to work with good results here.

The firm, which is one of the largest pinball operators in the South, employs 50 people. A bulletin board located just inside the entrance at the firm headquarters keeps them all posted.

A glassed-in cabinet houses the cork board. It is the "nerve center" of the organization, says Boonberg. On it are posted "goings-on" in company policy, improvements, promotions. Included are letters from suppliers and location owners which contain valuable information for all. It also serves as a suggestion box. All suggestions made to Boonberg which he thinks valuable are posted. News pertaining to employees was also included.

BUSTER'S

Superior Sales Co.
7885 Stony Island Ave. Chicago BAYport 1-616

Bumper Pool Operators — Rack Pool Playfields, 2-Hole Special Introductory Price $.25.95 each

Nos. 1 Regular — Holes Close to Cushion. Special Style.
Nos. 2 Special — Holds Away From Cushion. Spec Style.

Playfields consist of NOVOPLY base. Covered with top quality billiard cloth. Playfields are 24" x 48" each. Breaking and spooling cue ball marked on playfield. Included with each playfield is a 24"x48" rack. These are stamped "made in the state of Illinois." We offer you quality at lowest prices.

Rotation Pool Ball Sets

When you order from Marvel, you get genuine rotation balls.

Regular Rotation Pool Ball Sets, Nos. 1 & 10, incl., 2 1/4"... Per set $18.50

Arabian Rotation Pool Ball Sets, Nos. 1 & 10, incl., 2 1/4"... Per set $19.95

Deluxe Cue Balls, 2 1/4"... Each $3.25

Deluxe Cue Balls, 2 1/4"... Each $3.50

Kinky Pool Bottles... Each $1.50

Tally Ball Sets (Pool), Nos. 1 & 10, incl., Per set $4.50

Immediate Delivery

Included with each set of rotation pool balls are a hang-up rack and instruction sheet for operation. A rack is also provided for ball storage.

NOS.

1 Regular... 250.00
Nos. 2 Special... 55.00

For Low-Price Rotation Pool Balls—See Our Special Price List for Rotation Pool Supplies. Pick up your phone—fast service, ask for Charlie

N.Y. Coin Row To Close Up Thurs. & Fri.

NEW YORK — Manhattan's 10th Avenue, between 45th and 46th Streets, will be a ghost town Thursday and Friday (8 and 7). All of the 11 rows of shops here will be closed because of the Jewish New Year.

Normally, the tenement stay closed only the first day of the two-day holiday. But, because the second day comes on a Friday, the distributors have decided to give hungry customers two full days of reduced service, and to their employers.

Abe to be closed for the two days are the offices of the Music Operators of New York and the Associated Manufacturers Machine Operators of New York.

Bulk Operators Meet

NEW YORK—The New York Bulk Vendors' Association held a regular meeting at the Central Plaza Thursday (23), with Moe Mandell, North Western Distributors, presiding.

Stanley Kestner, NYBVIA attorney, discussed the legal status of the mixed ball gun-ammunition machine with the look-see viewers.

Valley—First Name in Pool Games—Serving the customer in profitable, dependable table!}

Jumbo Rack Pool

Regular and King Size

For Export

See Your Distributor or Write, Wire, Phone Direct

Valley Manufacturing Co.
335 Harvey Ave., Bay City, Mich. • Tommy's 7-3287—3188

BETTER—BUY—SHAFFER'S
FOR QUALITY—SERVICE

SEEBURG WURLITZER

M100-C... $365.00
M100-B... $225.00
M100-A... $225.00
2W1 WALL BOX... (Osman)... $65.00
2500 WALL BOX... $125.00

SEEBURG ROY-OLA

F120... $325.00
F128... $250.00
F129... $200.00
F130... $195.00
F131... $195.00

CIGARETTE MACHINES

SMOKESHOP... $79.00
ELECTRIC... 10 Col. $7.50

KINNEY... $95.00
ELECTRIC... 10 Col. $125.00

NATIONAL—320—RING Size... $9.50

Send for Illustrated Catalog

Shaffer MUSIC COMPANY
In the Coin Machine Business Over 25 Years

Columbus, Ohio

1816 W. High St.

Cincinnati, Ohio

2100 Wall St.

Indianapolis, Ind.

1121 Capitol Ave.

Milwaukee 4-3571

www.americanradiohistory.com
**SEVEN NEW EXCITING GAMES**
Amazing Money Gatherers,
Lord’s Prayer—Sumptuous Collection
Basket Ball—Genius’ Best Mix
Exhibit’s Slote Top Pool—
These Pools are made.
And Four Novelty Rides—
Enjoy and previously made.
Complete information on request.

**COIN CALENDAR**

**September 3—**Springfield Music Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.
**September 3—**Music Operators’ Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
**September 8—**Summit County Music Operators’ Association, monthly meeting, Akron, O.
**September 6—**California Music Merchants’ Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
**September 10—**United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
**September 12—**Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Marshall, O.
**September 13—**Massachusetts Music Operators’ Association, monthly meeting, Bowersfield Hotel, Brockton.
**September 14—**California Automatic Vendors’ Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.
**September 14—**Cleveland Phonograph Merchants’ Association, monthly meeting, Hollywood Hotel, Cleveland.
**September 17—**Western Ohio Operators’ Co-op., monthly meeting, American Legion Hall, White Plains, N. Y.
**September 18—**Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.
**September 19—**Automatic Equipment and Owners’ Association of Indiana, monthly meeting, association headquarters, Gary.
**September 20—**Record Music Service Association, annual golf outing, Saukamoor Country Club, Chicago.
**September 20—**Eastern Ohio Phonograph Operators’ Association, monthly meeting, Youngstown, O.

**CANADA**

**Canadian Lab**

**Designs Fruit Juice Vender**

TORONTO — Canada’s horticultural products laboratory has given its approval for the vending of carbonated pure fruit juice drinks.

In fact, the research department has at the request of the fruit industry, developed a four-selector machine to dispense the drinks, and has developed five drinks—apple, grape, cherry, red current, and a peach-apple mixture.

According to fruit representatives, the machine is being used by Niagara Falls, center of the provincial fruit area, and tends to be located at factories next to machine dispensing coffee and soda drinks.

**WE’RE AS FAR AWAY AS YOUR TELEPHONE**

and we have plenty of stock for sale!

**TELEPHONE**

**SYRACUSE 2-8255**

for the lowest price on the highest quality reconditioned machines.

**BIG TRADES ON the new WURLITZER 2000!**

**REX**

**COIN MACHINE DISTRIBUTING CORP.**

121 So. Salina St. Syracuse 2, N.Y.

Phone: 2-8255

**CAREER AHEAD**

**American Radio History**

www.americanradiohistory.com
COINMEN YOU KNOW

really has earned a rest. Dave Friedman, American Operating Company, catching up on his route after being away for a couple of weeks. Another guy that’s been away but should be back when this paper goes to press. Gene Warren, of E. T. Rogers, Fort Myers, was up in Ohio way. With Gene away, Bill Rogers had to do in his place.

Red Gurlin, of Gurlin Music Company, Belle Glade, coming to town with Frank Ready, of Crosby Music Company, Pahokee, to make the rounds of the record distributors. Red says he enjoys riding with Frank more than ever, because at Frank’s station wagon is air conditioning. On his next visit Frank report that business is poor up their way and can hardly wait for the fall when business should be back to normal.

Evelyn Diamond, of Diamond Amusement, sporting a new halo. Her he looks good. While she is busy filling record requests, hubby Morris busy around all day and new Missy has been catching lately. Another guy who had himself a ball fishing one day last week was Marvin Turner, of Palm City Music Company, Fort Myers. Marvin hooked into 10 Delphins, and the he only had one in hand, had himself a barrel of fun. Ozzie Truppum, of Bush Distributing Company, spending the quietest vacation of all. Ozzie is supposed to be away for a rest, but he manages to come into the office a couple of times a day just to see how things are coming along. Unable to see Ozzie work so hard, Ted Bush, of Bush Distributing Company, off to Havana for a weekend.

Morris Marder, of M. & M. Service, has purchased part of a route from Steve Johnson, of Music Company. Morris has a close colleague the other day. Seems he was servicing a machine during a thunderstorm and lightning struck the power lines, ran then the building and right into his home. It was a fire alarm bell that saved Morris and every end in the machine burned... Harry Silverman, of Ace Music Company, full of the praises of the past week. Harry reports that collections on his games have shown a big increase for the first time in a long time.

Milwaukee

BY BENN OLMAN

OPS RETURN TO WORK. Well on the road to recovery, following a spell of village trouble, Johnny O'Brien, Major Distributing Company tender, is on the job on a half-day basis at present. Also in the fold, Martin, Omri, Wel, operator, motored down early Monday morning to make the round of coin-arc-equipment and disk houses.

The list of operators slated to join Harry Jacobo Jr. and Woody Johnson, of Johnson-Jacobo, Inc. will trek to Buffalo for the Winter Central terminal celebration includes Mr. and Mrs. Cliff Beckon, Green Bay; E. F. and M. O. Bivins, Merrill; Mr. and Mrs. Ervin Bech, Mitchell Novelties Company, Milwaukee; Mr. and Mrs. Ernie Racine, Racine; Mr. and Mrs. Leo Kruckow, Trem Bay, Mich., Mr. and Mrs. Charles Stilz, Racine; Mr. and Mrs. Stan Forster, Racine; Mr. and Mrs. Al Focht, Racine, and Mr. and Mrs. Dave Engelhardt, Racine.

Coffee vendor John Cocking reports he is getting fine results and boosting receipts via a recently begun program of distribution... Henry Dema, guard, of the American Legion, South Milwaukee chapter, made their regular Monday morning pilgrimage to the union hall for the last time. Opening up of the fall bowling leagues should be a big business booster, they report.

ANNOUNCEMENT TO FOREIGN BUYERS

Joe Ash says...

We can help you in your business. Active Consultants is a top-of-the-line field. For quality of the right price—we are never undersold.

We seek your friendship and value your business. For a pleasant surprise, write to us and find out what "getting acquainted" means to Active.

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Boston Ops Bar Free Pinball Play

BOSTON—Free games on pinball machines were eliminated last week as a term was termed as a friendly meeting between members of the Boston Police Department, the Watch & Ward Society and Attorney Paul Smith, lawyer for the American Amusement Association.

The meeting was the result of complaints by the Watch & Ward and the police. Smith promised to do his best within reason which would permit operators to stay in business.

It was decided that buttons on pinball games, which were pressed once free games were total of games won and game played, should be removed.

Enlarge Storage Space

At N. C. Dixie Plant

DARLINGTON, S. C. — The Dixie Cup Company plant here is building another addition to the factory, the second such addition this year, after Mr. H. DeWitt, plant manager, announced the news.

Scheduled for completion within the next several months, the new addition will increase the ware house space to 50,000 square feet. It is the only site since operations started in 1938.

BEST IN THE MIDDLE WEST

5-BALLS

SHUFFLE BALLS

Bally $225.00

Slugging Champ...175.00

Stage Coach...175.00

Sweet and Alive...175.00

Hawaiian Beauty...125.00

Bob Rock...150.00

Poker Face...75.00

Crossroads...30.00

Clock Trotter...45.00

Rag Mop...25.00

COMPLETE SELECTION OF BINGOS, BOWLEYS & POOL TABLES...

For Department Store C.O.D. or 3/6.

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Respected in Any Language

Payable in Any Currency

BECAUSE...

The world famous Davis 6-point Guarantee assures delivery of the finest rebuilt and reconditioned phonographs that are location ready. Our expert crates division prepares every shipment for maximum protection in world commerce. Purchases are payable in every currency because of established banking facilities through our exclusive European agent "Holland-Belgium-Europe." Davis World Export clients benefit by efficient handling of all import-export shipping, marking, etc.
SUPPLIES IN BRIEF

Cigar Production
Manufacturers of large cigars during June totaled 1,932,999,823, a decrease of 1,261,220 from the number produced in June of 1935, according to the Treasury Department. Cigarette consumption decreased by more than 1,127 million during June from the month of May. For the first six months of the year, however, consumption increased from 18,791,410 to 18,804,491.

Cigarette Production
Cigarettes manufactured in June totaled $77,383,842,695, a decrease of more than 1,559 million from the number produced in June of 1935, according to the Treasury Department. Cigarette consumption decreased by more than 1,177 million during June from the month of May. For the first six months of the year, however, total consumption was 211,949,112, an increase of more than 4,787 million over the same period in 1935. Production during the first six months of this year totaled 321,948,492,424, cigarettes, up by more than 4,371 million over the same period in 1935.

Flip-Top Parliaments
NEW-YORK—Parliament cigarettes, in the new flip-top box, were introduced Monday (27) in Alaska, Arizona, California, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming and in El Paso, Tex.

Mayflower Distributing Co.
2718 University Ave. St. Paul 4, Minn. Mayfield 1-5024

Top Bingo Bargains

If It’s From

World Wide
It’s a Bargain!

Pool Tables

All Type Score Pool Games
Diamond Pool—Score Pool Automatic Pool Super Star

Only $124.50

Want To Buy
All Types Bingo Games
Late Shuffler Games
Will Trade Pool Tables or Pay Cash!
Call Now!

World Wide Distributors

Cable Address: “GAMES” Chicago

when answering ads . . .
Say You Saw It in The Billboard

Copyrighted material
Greatest Savings Ever Offered
Now Available at International Scott Crosse Co.
All Equipment Not Only in Working Order But Fully Reconditioned with Replaced Cabinets.

Bingos

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic Flipper</td>
<td>3.95</td>
</tr>
<tr>
<td>Automatic Flipper With Return</td>
<td>4.95</td>
</tr>
<tr>
<td>Deluxe Flipper</td>
<td>5.95</td>
</tr>
<tr>
<td>Deluxe Flipper With Return</td>
<td>6.95</td>
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Pool Tables

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Driftwood</td>
<td>5.45</td>
</tr>
<tr>
<td>Driftwood With Return</td>
<td>6.45</td>
</tr>
<tr>
<td>Driftwood With Cover</td>
<td>7.45</td>
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Greatest Fee In Geyely, Coney Bright Beach Pool Rollc, Broadway, Atlantic.:

Playboy's

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
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Coin Machines

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Gottlieb's

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Amusement Pinballs

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New Twin Double Bonus

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</tbody>
</table>

Subject to Amusement Tax

BUY THE BEST... WE DO...
Buymore Named Oak Distributor

LAWRENCE, N. Y.—Buymore Sales Company here has been named Long Island distributor for bulk vending machines manufactured by the Oak Manufacturing Company.

Manny Greenberg, Buymore president, has been a bulk, cigarette and juke box operator for 23 years. His son, Bennie Greenberg, and his son-in-law, Marvin Kriemdel, both of whom will be associated with him, are also veteran operators.

The Lawrence headquarters will have an air-conditioned showroom and parking space for visitors.

Freund Named to Rockwood Berth

NEW YORK—Henry L. Freund has been named to the newly created post of executive vice-president of Rockwood & Company, candy manufacturer. He is former president of the E. H. Greenberg Company, candy manufacturer.

Rockwood recently introduced two new vend packs, a 10-cent pecan feast and a 10-cent chocolate Wafer.
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!

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.

1725 West Diversey Blvd., Chicago 14, Ill.
Earn big-league money with sensational new **Bally DOUBLE-HEADER**

**2 games in 1**

PLAY GAME 1 ONLY
Popular SELECT-A-SPOT Feature
DOUBLE SCORES • TRIPLE SCORES
CORNERS SCORE • GAME 1 ADVANCING SCORES

PLAY GAME 2 ONLY
Famous Magic Squares
4 SPOTTED NUMBERS
GAME 2 ADVANCING SCORES

OR PLAY BOTH GAMES

**NOW AT YOUR**
**Bally DISTRIBUTOR**
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR **Bally DISTRIBUTOR**
$ $ $ $ $ $ always has good deal waiting for you

**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.**
A Combination of 2 great American favorites

Pool Alley

"SPOT" BALL HITS "TEE" BALL FOR SCORES
ONE OR TWO CAN PLAY
ONE OR TWO BALL PLAY

Attractive New
Single, Double, Triple Frame Scores
1 OR 2 SHOTS

UNITED'S Pool Alley

www.americanradiohistory.com
Singles for all current popular releases

E.P.'s for standards, show tunes, all-time favorites

TWO TUNES PER SIDE

ADDITIONAL PLAYING TIME REQUIRED
A Combination of
great
American
favorites

Pool

Bowling

UNIVERS'S
Pool Alley

"SPOT" BALL HITS "TEE" BALL
FOR SCORES
ONE OR TWO CAN PLAY
ONE OR TWO BALL PLAY

Attractive New
Single, Double, Triple Frame Scores
1 OR 2 SHOTS PER FRAME

10TH FRAME EXTRA SHOTS FEATURE

FRONT END PLAY
HINGED PIN-HOOD
HINGED PLAYFIELD

ATTRACTS MORE PLAYERS
EARN MORE MONEY

EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY

SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • SELECT-PLAY Shuffle Alley • POOL GAMES

NEW

NEW

NEW

NEW

NEW

NEW

NEW

NEW
Singles for all current popular releases

**TWO TUNES PER SIDE**
**ADDITIONAL PLAYING TIME REQUIRED**

E.P.'s for standards, show tunes, all-time favorites

---

Program for profit with both kinds of records

The Seeburg V-200 is the answer

The Seeburg V-200 provides the opportunity of featuring "music for everyone"—profitably. That's because with the Dual Credit System it is possible to program singles (Hit Tunes) at one price and E.P.'s (Standards and Show Tunes) at a proportionately higher price. The operator is compensated for the additional time required to play E.P. records.

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Seeburg

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America's Finest and Most Complete Music Systems