SIXTH YEAR

September 8, 1956  THE AMUSEMENT INDUSTRY'S LEADING NEWSPAPER  PRICE: 25 CENT

Automatic Shopping In Chains & Supers

Big Store-Front Vending in New York; Built-In Machines to Go in N. J. Center

By AARON STERNFIELD

NEW YORK — Push-button shopping in the nation's chains and supermarkets via rotocash vending machines may be reality in 1957.

The first step toward store-front vending is in the store; on a large scale, it is currently being done in New York, and it promises to make substantial headway by the end of the year.

A recent report has been made to a $10, million shopping center in West Orange, N.J., which houses battery-powered vending machines built into store-fronts. It is believed to be the first time that vending machines — which will sell groceries, novelties, and household items — have been incorporated into a major shopping center as an integral part of the building plan (see separate story on the Vending Machine section).

Test location of store-front vending in New York is the Lux Candy, 1110 3rd Ave., between two five-column banks of machines which are dispensing Over 25, 35 and 50 cents. According to Simon Hart, Lux's operations manager, daily sales have averaged more than 50,000 with sales topping 1,000 per one-day operation.

Hart added that the candy chain will install additional vending machines in 30 of its outlets in the New York area. Other units may be installed in Loews in Pittsburgh, Philadelphia and in New Jersey.

L. W. Ettinger, president of the Wind-Wright Machine Corporation, which made the installation, said his firm is currently negotiating with a large Eastern supermarket chain for 50 installations in store windows. This year, they will vend straws, orange juice, milk and beer, with total purchases of up to $3 per thousand in one transaction. He explained that the purchaser would select his items and then insert coins until the required amount is deposited.

Refrigerated Units

When the correct total is reached a bell rings to tell the purchaser that the merchandise will be delivered. The case is not to be refrigerated.

The initial Lux location has one bank of twelve 25-cent units with the other five-column bank set at 25, 35 and 50 cents. Operation is manual, and delivery is made by pulling out a drawer at the bottom of the column.

Easy Sale

Each column has a capacity of 2,000 cans, and each column may be serviced from inside the store merely by dropping in the proper number of each column.

$3,500 Cost

According to Ettinger, the Lux installation required the removal of (Continued on page 56)

NEWS OF THE WEEK

Groceries Round Clock?

CHICAGO — When an automatic vending machine accessible to the public around the clock.

Up to now generally regarded as a night-time supplement to over 500,000 sales, vending machines would be expected to record most heavy hours when the store is closed.

Not so with the new store-front installation at the Lux candy store in New York City; actually, the sales account for less than 33% of the total sales of the store; 67%, the store-fronts.

With the new machine, the store has shown a marked increase in the installation of the battery of vending machines.

John Bowers Tune Up to 200 Discs

Operators Use More Old-Ditties

Faced with programming 200 platters on their new model, John Bowers, operators are offering a bigger helping of old favorites than ever before.

At least 40 per cent of the records on the late 200-sleeve machines are now in the old series.

Miss, State Fair Races

To Exceed Mile Gate Mark

The Minnesota State Fair, for the second year in a row, will exceed the million mark, attendance-wise.

Three Big Soap Firms Step Into Local in Movie Sponsorship

The three big soap companies appear to be taking the lead in sponsoring big feature motion pictures on TV; Lever Bros. is planning battle in a campaign in over 60 markets. Colgate-Palmolive is planning a full-scale campaign in all of M-G-M pictures in prime time on KTVI, Los Angeles.

Higher Priced Show and Movie

Albums Rank High as Best Sellers

Despite fact that the backbase of the record business is still sluggish, a large amount of more expensive disk retailing, retailing at $4, is hitting the best selling charts.

Mrs. Reese Flood of Bangor

Dorks as Dealers Fall Sausage

With the industry heading into its big spurt, retailers will have a wide assortment of bargain-priced disk packages to offer this month and next. Various platter packages will be released, with no sign of a letup before December.

Fractional TV Boys, Competitive

Good's Create Big Campaign

TV time selling is becoming increasingly tricky art because of the refusal of sponsors to be placated, in a single sale it is necessary to arrange conflict.

Phonograph Firms' Fall Ballyhoo Points Up Accent on Youth

Inducement Records and Low-Price Players Stress Teen-Agers' Import

By JUNE BUNNY

NEW YORK — Phonograph manufacturers are making a strong drive for the teen-age market this fall with the introduction of new lower-priced players and special record-package promotional offers, thereby pointing up the growing importance of the teen-age buyer in the record and phonograph field and the trend toward merchandising of phonos and record packages.

Admiral is making the "record library" of Mercury EP's with three models of its 1957 line this fall. Phillips is planning a "record incentive" promotion to ballyhoo its new $39.95 "portable" phonos and RCA Victor is offering bargain-priced "Glenn Miller Vol. 3 albums, with packages of 45 players.

Admiral Deluxe

The Admiral dealig — aimed at the teenage market is set up to enoble the dealer to make a full profit on each sale, and Admiral carrying the disk-package prices. On every purchase of Admiral's new four-speed, automatic, radio-phonograph Model 5R41 (listed at $60, the consumer receives an 45-spindle valued at $3.25 and Half Mary, E.P. valued at $1.98.

The complete package — valued at $93.08 is priced at $74.95, thereby selling the buyer a saving of $18.13. A similar offer is available on Admiral's new four-speed, which also is priced at $31.14, which lists at $35.95 but is sold in a 12-E.P. package deal for $29.95.

Admiral also has a third phonograph package in the works which is expected to be particularly strong teen-age drive. The packag will include a "record," record library of 10 Mercury 45 single-play phonos for under $50. Mercury is dropping the E. P.'s (and connection of the "record library for Admiral. Artists spotlighted in the promotion include Patti Page, Frankie Laine, the Crew Cut, Jack August, Billy Daniels, Georgia Gibbs, Dickie Moore, Sarah Vaughan, Richard Hayman, Ralph Marterie and Jerry Murawski's Harmonia. Mercury is exclusive reduced the plan as an effective way of eliminating the "initial kick house" the ordering of a phonaphone by a customer and his purchase of records.

TV Promotions

Admiral is kicking off the promotion circuit, including a special dealer-Sale ad plan, point-of-sale displays, and network TV plug on NBC's "Tonight," and "Today," and the ABC "Breakfast Club" shows. Phillips is pushing its new "portable" phonos; the line of phonos is a "music on the move" series. The model around which Phillips is planning to build a "record incentive" promotion this fall is a single-play, three-speed, portable phonos priced at $59.99 and featuring two speakers—one in the base and one in the cabinet.

Disk-Phono Ties Knitting

NEW YORK — The growing awareness of the importance of the salespeople of the manufacturers of the salespeople is evidenced by merchandising phonos and records together as a unit crystallizes a promotional philosophy, just as the current trend indicates that both phonos and record mail-order catalogs are they are interdependent industries.

See Important Announcement From C&C Television Corp.

ON PAGES 9 THROUGH 12
Product, Sponsor and Talent Conflicts Put Selling in Spin

Fractional Buys, Competitive Goods, Agency Interests Are Few Problems

NEW YORK — TV today is faced by the problem of product, advertiser and talent conflicts which pose a constant threat to the use of the medium by sponsors.

The problem has an infinite number of variations, but basically it results from the fractionalizing of the sale of time and programs to advertisers, a fractionalizing which has seen a quarter hour of NBC-TV time sold to all advertisers, it results from the drive to get more advertisers into the fold, by having as many advertisers as possible, without worrying too much about identification between them.

The problem is most acute in daytime TV where the majority of sales are made of alternate hour blocks.

A recent example is the loss of an alternate hour quarter of Merchandise Mart to Klein's by the NBC network because the show desired, "Modern Romances," is already partially sponsored by the Sterling Drug Company which has a competing product line.

But the problem has gone on over to CBS-TV and bought an alternate hour quarter of the Bob Hope Show.

The NBC network's alternate hour quarter, ABC's alternate hour quarter, are not uncommon.

Sponsor Conflict

Another variation (The Billboard, August 25) is the refusal of the cigarette companies to accept any cosmetic advertisements.

American Tobacco Company has informed NBC and CBS that it will not accept any cosmetic advertising.

CNP Sets Deal for Work on 2 Series

HOLLYWOOD — Negotiations for the development of two new series have been concluded between California National Productions and the Ashley-Showe Agency.

Involved are "The Adventures of Mapping the Press Rider," both titles self-explanatory as to the nature of the series; and "The Southern Comfort," a series of programs for the production company, with Frank Pomeroy serving as executive producer.

MOTION PICTURE SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year (52 issues) at the rate of $12 (a considerable saving over single copy rates). Foreign rate $24.

CNP Motion Picture Order

Name

Occupation or Title

Company

Address

City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

U. S. Rubber Hears Music

NEW YORK — United States Rubber Company this week will receive kinescope from ABC-TV for a personal appearance of "Mentholatum Girl." The appearance behind closed doors, only to ABC-TV personnel, the sample program featured Rubber Girl and consistently the products of the show's sponsors are advertised, is a departure from the usual pattern.

According to the Rubber Company, the program will be used for the promotion of the company in 68 cities, from coast to coast.

The Thorn Birds Sets Oct. Filming for 'Adventures'

HOLLYWOOD — "Tickets to the Thorn Birds," a series, has been set for October as a show which will be able to capitalize on the success of "The Thorn Birds." Nick Lucas plays the lead in the pilot, titled "Tangiers."

CBS Originals

R & H to Produce, Write TV Musical

NEW YORK — Richard Rodgers and Oscar Hammerstein II are signing contracts this week with CBS-TV to write and produce an original musical play for a special color telecast next spring.

The noted team billed themselves on their contract as the creators of which are unpublished novels by unknown authors, among which Hammerstein have the musical rights to "Life With Father," but Rodgers and Hammerstein have the right to choose one of the three novels for the play.

Negotiations for televising of one of their Broadway successes have been accepted by the play, which calls for a story of family interest and family values. The orchestrations will probably fall to Robert Russell Bennett and scenic stories to no Melitz.

Both men are CBS-TV program department work and the Rodgers & Hammerstein leage.

Perfectionists

Known as sticklers for perfectionism, it is expected that they have spent five years watching musical productions and their cast with limited performances from their shows, at least until the final length production.

Chances remain good that Rodgers and Hammerstein will both do their first television project before or after the performance of their plays, which according to NBC are two areas still completely unexplored.

NBC Administration Revamps After BAH Suggestion

NEW YORK — The most complete administrative restructuring of the history of NBC is to be announced late this week. The face-lift is the result of the recent NBC study which most of whose recommendations have been accepted by the broad casting company.

The basic recommendation is that authority should be centralized in the interest of a more efficient and more purposeful functioning. Four executive vice-presidents of Cotter McAvity, John Clifford, Charles C. Denny and David Adams. Their respective areas of authority are McAvity, TV programming and sales, Clifford, business operations; Denny, radio, the owned and affiliated stations both radio and TV, and production costs, and Adams, who is to operate from Washington, govern network relations.

These four men will report directly to President Robert Samoff along with Kenneth Bibly, vice-president in charge of network public relations, and John McGee, advertising manager. The top production men will be another executive vice-president and the network public relations man will be another executive vice-president for much of the network executive vice-president for much of the NBC-TV afternoon daytime line-up.

SHOWDOWN FOR BRIT. RATINGS?

LONDON — Following the public relations battle between the BBC and the American television audience for the rights to the experimental Commercial Television Network here is calling for a showdown on what it calls "these damn statistics." The CBS Televison Network felt in advertising circles over widely conflicting reports on the evening's slot, to be shown by the two main research firms. In a recent case the difference of 49 per cent on the alleged increase in appeal of the Networks during the same period of time.

Both networks are TAM put the number of spots screened in for NBC at 3,254. Nielsen claimed "nearly 6,000." To prove their point, advertisers, the CTN has challenged Nielsen to be measured by advertisers, or both, by advertisers, who have put away space for discussion to try and advise advertisers they are the only ones who measure TV.

NBC Administration Revamps After BAH Suggestion
**HEAT UP, WATCHING DOWN**

**ARB Ratings Indicate Summer's Viewing Half of Winter-Spring's**

NEW YORK — Comparative American Research Bureau reports that the summer viewing was not in half during the summer months. The average rating of the prime-time network shows which had summer replacements was 2.18, according to the March ARB figures. The average of the replacement programs in the same week was 1.76, according to the August report.

Of the 35 only two shows scored higher than their winter-spring predecessors, "Arthur Murray Party," (CBS-TV), replacing Johnny Carson "It's Poppa Time" (ABC-TV), replacing "Ed Sullivan's Show.

Seventeen of the winter group topped the 2.0 mark, while again the CBS schedule had the highest figure. The Arthur Murray show and the Arthur Murray reunion, passed that figure. The rest of the summer schedule dipped as low as 2.4 and less as at 2.8 ratings points. The Arthur Murray show inherited a week time slot, while the Farrell show inherited the strong "Love Story" time.

**Variety Best**

Variety formats fare best among summer replacements. Those include: Arthur Murray, "Poppa Time," Franklin Laine and Julius La Rosa. But straight musical shows scored highest among the variety programs. The "Arthur Murray Party," taking a leading position in the "Love Story" and the "It's Poppa Time" ratings. Of the top 10 summer replacements, ARN six are as reruns, while "Trent's Place" and "Dessert" are the other top 10 shows listed in either case is the top 10 for the summer, however. Those continue to be the year-round entries.

In general, winter shows will dominate the summer schedule. The amount of summer shows and films were replaced by films. ARN reflects the strong popularity of the "Love Story" unit from its statistics. The programs which ran from film to live dropped an average 17.3 points, but those which went from film to film only lost an average 16.8.

Two of the 35 summer items were not strictly replacement shows but warm weather starts toward a long run of daytime adventure "Bold Journey," and "High Finance," followed by the trend to longer ratings than the winter film series which preceded them. Strictly a filler, "Joe and Mabel," which received the lowest critical reception, dipped the least and wound up with a respectable 1.49.

"Social Preview" (CBS) and "Summer Originals" (ABC), which were dropped from the prime-time lists earlier in the summer, this week shows the reruns went "Undercurrent," (CBS) with an 18.3, the only small- sized show to emerge from the summer schedule. "Screen Director's Playhouse," which lost only three points from its ABC prime-time reading.

**CBS Program Shift Ups Ralston, Katz**

NEW YORK—The CBS-TV network this week further determined to increase its market share and with the appointment of two key executives to important new posts. Oscar Katz was named vice-president in charge of daytime programming with the appointment of two key executives to important new posts.

Oscar Katz was named vice-president in charge of daytime programming with the appointment of two key executives to important new posts. Katz will be in charge of the network's three morning shows, including "Good Morning America," "CBS This Morning," and "CBS Reports," as well as the network's schedule in the early afternoon hours. Katz replaces nominally John Hubbell as executive vice-president for daytime programming.

**Daytime Sales Break at NBC**

NEW YORK — NBC-TV this week broke a deal to acquire alternate quarter-hour of its daytime programs, both in the summer and fall, in accordance with the network's new strategy to buy additional quarter-hours of its daytime programs. NBC has secured an alternative quarter-hour of its daytime programs, both in the fall and winter, in accordance with the network's new strategy to buy additional quarter-hours of its daytime programs. The deal will allow NBC to distribute its daytime shows to additional television stations in the summer and fall.

**NABC to Boost Color 500%**

NEW YORK — NBC-TV will increase its evening color programs by more than 500 percent this fall. Under the cable delivery system, at least one major color show every night, in addition to newsmagazines. On Saturdays, there will be as many as three straight hours of color. Robert W. Sherrod, president of the New York-based NBC Television Network, Inc., said the increase in color programming would be possible because of NBC's $12,000,000 investment in the New York-based NBC Television Network, Inc. Additionally, the fourth quarter of NBC's prime-time schedule is filled with 12 hours of color programming. The fourth quarter schedule will see about 125 hours of color.

**Storer Ups Schofield**

NEW YORK — Arthur C. Schofield, chairman of Storer Broadcasting, and sales promotion, has been elected vice-president for advertising and sales promotion of the Storer Broadcasting Company.
Wham! Bam!

JUST LOOK AT IT!

"Championship Bowling"

1ST PLACE!

in Billboard's 1956
TV program and talent
poll—as BEST sports
series in syndication

HERE IS ONE SHOW THAT THE WHOLE FAMILY WATCHES!

...40% MEN...37% WOMEN...23% CHILDREN

ARB Rating, April 1956, Indianapolis. This is typical of our experience everywhere.
February 8, 1956

THE BILLBOARD

TV PROGRAMMING

THE RATINGS!

Remember—These Are Afternoon & Late Night-Time Ratings!

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>WKJG-TV</td>
<td>Fort Wayne</td>
<td>40.4</td>
<td>Sat., 5 to 6 PM</td>
<td></td>
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<tr>
<td>WOW-TV</td>
<td>Omaha</td>
<td>25.8</td>
<td>Tues., 11 to 12 midnight</td>
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<tr>
<td>WHAM-TV</td>
<td>Rochester</td>
<td>30.0</td>
<td>Sat., 2 to 3 PM</td>
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<tr>
<td>KDKA-TV</td>
<td>Pittsburgh</td>
<td>29.4</td>
<td>Sat., 3 to 4 PM</td>
<td></td>
</tr>
<tr>
<td>WAVE-TV</td>
<td>Louisville</td>
<td>22.7</td>
<td>Sat., 4 to 5 PM</td>
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<tr>
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<td>32.9</td>
<td>Sat., 10 to 11 PM</td>
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<tr>
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<td>Cincinnati</td>
<td>28.9</td>
<td>Sun., 1 to 2 PM</td>
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<tr>
<td>WFBM-TV</td>
<td>Indianapolis</td>
<td>22.2</td>
<td>Sat., 2 to 3 PM</td>
<td></td>
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<tr>
<td>WHIO-TV—DAYTON</td>
<td>Dayton</td>
<td>21.0</td>
<td>Sat., 11 to 12 midnight</td>
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<tr>
<td>KSL-TV—SALT LAKE CITY</td>
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<td>WMAL-TV—WASHINGTON</td>
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<td>KOTV—TULSA</td>
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WKJG-TV Fort Wayne 40.4
WAVE-TV Louisville 22.7
WHIO-TV—DAYTON 21.0

Herewith is partial evidence of the incredible rating record racked up by this TV Sports Series, telecast in over 150 markets in 1955-56... in not one single instance did we get a rating worse than good!...

26 Brand New One-Hour Films Just Produced
Ready for fall release... featuring America's top Bowling Stars... tremendous prize money to the winners... the most exciting, suspenseful sports show in the history of TV. 78 one-hour films available, all produced by Peter DeMet.

For further particulars on available markets, audition film, prices, etc., write, wire, or phone

WALTER SCHWIMMER CO.

CHICAGO: 75 E. Wacker Drive, Franklin 2-4392
NEW YORK: 527 Madison Ave., Eldorado 5-4616
CANADA: S. W. Caldwell, Ltd., 447 Jarvis, Toronto, Walnut 2-2103
NEW YORK — Colgate, known as one of the industry's leading food processors, has decided to move its Chicago office to New York City.

The move is part of a larger reorganization of the company's operations. Colgate's Chicago office will be closed by the end of the year, and the functions it performs will be transferred to New York.

The decision was reached after a review of the company's operations and a careful consideration of the costs and benefits associated with the move. Colgate is confident that the new location will allow it to better serve its customers and clients.

The move is expected to be completed by the end of the year, and Colgate will continue to provide the same level of service to its customers during the transition period.
THREE BIG SOAP FIRMS EYE TOP FEATURE CROP

NEW YORK—All three of the big soap companies are understood to be extremely interested in the crop of top feature films for their previous appeal to the housewife audience. Almost simultaneously Colgate’s deal to sponsor M-G-M pictures in Los Angeles, was reported that Lever Brothers are about to launch a mammoth campaign of a piece of a top feature program in the next week over 60 markets, with the case of the Colgate deal with KTTV, Lever is understood to be planning to use features to promote a wide diversity of its food and soap products.

The picture of optimism is shared not only by the fact that syndication prices have not allowed to keep pace with increases in production costs. In fact, they are the same as they were in 1953.

SMALL COUNTRY ESTATE 65 Mi. From N. Y. and Phila. FOR SALE

36 acres land includes 36 acres wood, 2 acres pasture. 1 house made north side of mountain with magnificent view of Wagoner, N. J. Beautiful water. Lots of trees. This is a“ crib”, with Turkey, chicken, barn, etc.

3 bed room house, 2 barns, large barns ready for meat, plus 60 acres of pasture, with good running water. Further information about this property and on other available properties in the area.

NOW $36,000

Illustrated brochure on request

ALVIN SLOAN

Federal National Bank Building Washington, D.C.

Phone: Murch 1-9134

Wanted

TRAVEL COLOR FILMS IN 16MM

Contact

Box 73

Righton, 19216 New York, N. Y.

good, going well. Sacrifice.

Baltimore

DANZEN

Baltimore

CINCPAC

CINCINNATI, CHICAGO, NEW YORK, HOLLYWOOD

On previous page.

THE BILLBOARD TV FILM PROGRAMMING

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Contact

Box 73

Righton, 19216 New York, N. Y.

good, going well. Sacrifice.

Baltimore

DANZEN

Baltimore

CINCPAC
1955-’56 BILLINGS

Brewers Rank 2d as Clients of TPA Shows

NEW YORK—Breweries have moved up in rank as a class of syndicated Television programs, according to the Television Program Aid. brewers Mark C. Martin, New York, has been inducted into the Radio and Television Hall of Fame, where he will be named among the leading personalities in the field of broadcasting.

The TPA show that has the largest proportion of beer sponsors is “Sunset Strip.” This is symptomatic of the trend of beer sponsors to programs that have a large female appeal, according to Mr. Silberman, TPA executive director. “Sunset Strip” is sponsored by breweries in both the East and West.

FORT WORTH INDIE

KFJZ Dubs Webs’ Affiliates on ARB Scores

NEW YORK — KFJZ-TV, the fourth outlet in Dallas-Fort Worth, has given the network stations here a healthy drilling in the Texas market. The station’s research bureau reports that an independent company can do mighty well against network stations.

“Million Dollar Movie,” Monday, and David O. Selznick’s 14.1 per cent, and 11.4 per cent, respectively. 14.1 per cent, respectively.

The station’s research bureau reports that an independent company can do mighty well against network stations.

USSR’S TV

Official Takes Zobel’s Russo Road Show

NEW YORK — Camera inside Russia, a film produced by the author-director Myron Zobel, has been picked up for distribution by Official Films. Zobel was one of the first Americans to get a Russian visa after the Congress conference last year. He shot thousands of feet of film on many aspects of life in the Soviet Union. While in Russia, he ran into Norman Chandler, owner of TFP, and they were able to negotiate a deal for the film.

Van Bergen To Marathon

NEW YORK — Charles Van Bergen, assignment and foreign editor of “The New York Times,” has completed a trip to the shores of the Soviet Union. While in Moscow, he began a journey through the U.S. and will be the first American to visit the country.

Sterling Diffos Bowling Buys

NEW YORK — Sterling Television has bought the bowling shows for the season’s hours “Bowling With Sterling Diffos” on the market and in less than a week, the company has sold out all the market that had the last test, “Bowling Time,” which was sold in a total of 97 markets, almost entirely in direct-to-station deals. Up until a month ago the first 13 segments, which went on the market last November, had only been sold to 12 markets. Among the top sponsors in the field are WABD, KTVF, KPM, and WABC.

CLERICAL ERRORS

GIANT IN DETROIT

A new industrial film studio, Photography, Places, has been opened in Detroit. The studio is in the former Motown Theater. Although not yet formally opened, the studio is in active use with bookings sold for about a month. The studio is being used chiefly for TV film shoots, including commercials for the Ard Studio show. Film shoots are built around a building 100 feet square with a 3,000-foot ceilings.

BLURS FOR WARNERS

Warning Film and Industrial film department is working in this field with a series of film commercials for Erskine Knudt. Next on its docket are such slots for other companies as the first to utilize the full facilities of the Warner's and television division. They are under the supervision of Director J. S. Kline.

IDTV

Television commercials on film bear dominate the TV advertising field and account for 75 per cent of all commercial viewing. According to William Meserge, president of the foundation, the duration of these film commercials has increased to $29,000. TV film, to the annual $1,000,000 spent by advertisers. The beginning of the new year, he noted, has been attended by a series of TV commercials being done by the studios. Films from the national television networks, for example, have been made available by the studios for commercial use.

TV Commercials in Production

This weekly sheet lists commercials produced during the last four production week's. The list includes commercials advertising, as in TV, radio, film, and print media. The following entries include names of commercial levels, as well as the names of commercial directors.


An open letter
to TV station owners and managers:

1956 will go down in TV history as the year in which Hollywood’s great libraries became available to TV.
The first entire major studio library to be acquired for your use was the RKO library of 742 features in December of 1955 by C & C Television Corporation.

Since then Columbia, Warners, 20th Century-Fox and the Metro-Goldwyn-Mayer Company also made available to you part or all of their great film libraries.

The combined original cost of production of the feature motion pictures being offered to you by all these companies is well in excess of $2,000,000,000.00. It would probably cost double this amount to produce these outstanding attractions today if money alone could accomplish the end result.

Such creative talents as Louis B. Mayer, Darryl F. Zanuck, Jack L. Warner, David Selznick, Harry Cohn, directed the production of these successful pictures.

Every important male and female star throughout the world plays in them. The outstanding directors and writers of the motion picture industry directed and wrote the scripts, many of them based on successful novels and plays.

All of this is now available to the TV viewing public through your stations.

I heartily recommend that you acquire these pictures for your stations by contacting Ralph Cohn of Screen Gems for Columbia features, Bud Barry of MGM for their fabulous library of features, Eliot Hyman of Associated for the wonderful Warner library, Ely Landau of NTA for 52 Fox Pictures, and Erwin Ezzes of C & C Television Corp., for the RKO library.

You would be fortunate indeed if you could acquire all of these features for your station. We realize this would be very costly and difficult to absorb in addition to your other program commitments.

You can, however, acquire at least two of the companies’ entire libraries available if one of them is RKO because C & C TV Corp. has made available the most unique purchase plan in the short history of television.

YOU ARE ABLE TO MAKE MOST OF YOUR PAYMENT WITH ONLY A PART OF YOUR UNSOLD INVENTORY OF SPOTS, AS NONE OF THE SPOTS IN YOUR EVENING “A” TIME IS REQUIRED. YOU WILL ALSO BE PERMITTED TO OWN THIS LIBRARY FOR YOUR MARKET FOR 10 YEARS, EVEN THOUGH WE ARE ASKING FOR SPOTS FOR ONLY 5 YEARS.

Ask some of the theater managers in your town how they would like to pay their theater’s film rental by giving the distributors passes for a fraction of yesterday’s empty seats instead of with hard dollars.

Yes, Mr. TV Station Owner, most of these theaters made big profits and many still are making money but I doubt if any of them would turn down such an opportunity.

Many of the most highly respected and successful TV station operators have not been too proud nor permitted themselves to be dissuaded by our beloved competitors when they took the time to properly analyze what unique value our method of merchandising has to offer.

Some of them such as Westinghouse, Crosley, Triangle, Storer, were at first affected by what they had heard about that naughty word called “Barter” of their unsold-unprofitable-unused spots for our great RKO library; however, after thorough analysis, they have signed contracts.

You don’t have to commit for the entire library, as we’ll make available a smaller number of pictures for a reduced number of spots.

Our plan contemplates providing you with a new set of prints directly from the lab to remain permanently in your station.

Every TV market in the country will be playing some of the features from the companies mentioned above—they will either be on your station or your Competitor’s stations. You cannot afford to ignore these pictures or they may affect your station’s existence.

From a purely objective standpoint, just reflect on the reason why you are not using a greater number of features today. Perhaps it’s because only now have the highest quality feature pictures ever produced been made available to TV.

We don’t believe you can afford to pass up investigating what we consider to be the single most profitable deal you’ve ever been offered to date.

We believe that the American public, who have paid billions of dollars to see feature pictures in the movie houses throughout the country, is the same audience watching TV and we would like to point out that well over 90% of them have not seen even the best of the top pictures from all the libraries.

Matthew Fox
President, C & C Television Corp.
Approved by the Leaders

CROSLEY, KOA, KTRK-TV, STORER, TRIANGLE, WESTINGHOUSE, ARE BUT A FEW OF THE MOST ILLUSTRIOUS NAMES IN TELEVISION WHO HAVE BOUGHT MOVIE TIME USA

C & C TELEVISION CORP.

General Manager, Triangle Stations

"First of all, it's a tremendous buy, realistically priced for local use. Beyond that, my personal opinion is that the package is the greatest programming source ever made available to TV stations. Movietime USA will automatically provide a competitive advantage for every station running it.

"As an organization, we are in the habit of relishing our many 'firsts.' We're proud to have scored another by being first to wrap up Movietime USA. The fact that the contract is the largest ever negotiated by a film distributor and a regional station group is evidence of our confidence in the salability of every feature of the package."

Roger W. Cliff

General Manager, KTRK-TV

"I have been buying film for television for about ten years now and have never seen such enthusiasm on the part of our audience and advertisers as we have had since the announcement of our Movietime USA package. We have had an amazing number of phone and letter requests from people in and out of the industry about it.

"It goes to prove that RKO's star-studded package is the kind of programming that will sell our station, because it is the kind of programming that the people have been waiting to see."

William H. Walbridge
Vice President in charge of TV, Crosley Broadcasting Corporation

"The Crosley Broadcasting Corporation is very pleased with the arrangements completed with Mr. Matthew Fox for the showing of the RKO feature film package over our television stations in Atlanta, Dayton, Cincinnati, and Columbus, because we can now augment our fine schedules with star-studded names of filmland in such excellent features as 'Abe Lincoln in Illinois,' 'Citizen Kane,' 'Having a Wonderful Time,' 'Hitler's Children,' 'Quality Street,' 'Stage Door,' just to mention a few of the many tremendous box office smashes which assure our audiences that the best in movies will also be seen on WLW TV. Yes, we are delighted... and the reason for this feeling is bound to become more and more apparent to our audience and clients as we program these great RKO features."

Vice President in charge of Programming, Westinghouse Broadcasting Company, Inc.

"Westinghouse Broadcasting Company believes that good feature films are an important ingredient for effective local TV programming, today and tomorrow. We bought the C & C library, the first of the major feature film libraries available for television, because a library of this caliber offers a plentiful and well-balanced source of feature films to fit many programming needs. These features are rich in both story value and star value, and they are eminently promotable and salable. We are sure that these films will have great appeal for the viewers who tune to KDKA-TV, Pittsburgh; KPIX, San Francisco and KYW-TV, Cleveland."

These are but a few of the many unsolicited testimonials in our files. Copies on request.

President and General Manager, KOA-TV

"The addition of Movietime, U.S.A. feature films to KOA-TV's movie library is an exciting one for all of us. We believe these feature films to encompass all the facets of entertainment that bring about high ratings and audience acceptance."

"Among the great number of Hollywood's best feature films that KOA-TV has already shown or plans to show, the Movietime, U.S.A. package promises new highs in audience applause and commercial success."

WILLIAM GRANT
HOW TO GET A 50% INCREASE IN SPONSORED TIME

- Authoritative Statistics show that most television stations increase paid commercial time by 50%, when good movies are programmed.

- You can make present non-productive time pay off by trading part of it for our outstanding package of Hollywood's greatest motion pictures.

- By bartering this unsold time, you can acquire a proven-successful programming pattern which will increase your sales and soar your ratings to new heights.

- The Company which will use the bartered spots is the International Latex Company. Since this organization has never been a television advertiser, you are not losing a customer.

- As you know, the trend today is towards feature films. With our outstanding motion pictures, your programming can be planned to successfully capture a loyal audience.

- As business men, we don't have to spell out for you what this means in terms of increased ratings, increased sponsorships and increased profits!

- Every dollar you gross on our library, whether sold for total sponsorship or on a participating spot basis, is adding to your profit. Where else can you get such an opportunity?

C & C TELEVISION CORP.
270 PARK AVENUE • NEW YORK 17, N. Y. • PLAZA 3-5000.
E. H. Ezers, Vice President and General Sales Mgr.
Colgate Feature
Buy Over KTV
Sets New Trend

Levers Hold
Blurs Study

ABC Triple Road

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

OMAHA
3 TV STATIONS - 3,714,000 TV HOMES

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San Antonio
3 TV STATIONS - 158,400 TV HOMES

TOP NETWORK SHOWS

TOP SPONSORED SHOWS

TOP LOCAL SHOWS

Baltimore
3 TV STATIONS - 338,000 TV HOMES

TOP NETWORK SHOWS

TOP SPONSORED SHOWS

TOP LOCAL SHOWS

TOP SHOW PLUGGERS

ABC-TV Signs Paul Gregory

HOLLYWOOD -- CBS-TV last week signed producer Paul Gregory to produce televisions for network sale. Operating on a "first come first served" basis, he gives no preference to those three divisions, ABC-TV and WABC-TV. The latter, incidentally, provided the company with its first sale.

ABC Films is also listed on the booklet for feature films of the caliber of current A. Robert Rank group as a whole, the first to purchase of a group of advertisers who now to its office whenever they visit a new production. After successful on its first sale basis, it offers no preference to those two advertisers. The former is a "first come first served" basis, the latter, incidentally, provided the company with its first sale.

"Animpressive Package," Shapor and his staff, consider 50 or more shows and feature packages each year, choosing five or six for series thought.

"Anniversary Package," Shapay and his staff, consider 50 or more shows and feature packages each year, choosing five or six for series thought.

The Billboard... television's
WEEKLY PROGRAMMING and
TIME-BUYING GUIDE

www.americanradiohistory.com

Pulse Local Ratings for July
The Television Industry's Most Complete Index of Top Local TV Programs and Spot Adjacencies

Omaha
3 TV Stations - 3,714,000 TV Homes

Top Network Shows
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San Antonio
3 TV Stations - 158,400 TV Homes

Top Network Shows

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The symbol $ is not a valid currency symbol in this context.
The Billboards:

**Entertainment Value Off On Sullivan Navy TV**

_NBC NEWS__

By CHARLOTTE SUMMERS

 получил

**GE Summer Originals**

ABC-TV, Tuesday (9/8, 9:30 p.m., EST)

This show must have spilled over into this summer season which is obviously dedicated to the Western of presenting pilot films. "Blizzard Bound" is another half-hour western and is designed to please small viewers into the new weather.

The characters were a rich play. The story is about a female half-breed and an airplane pilot in distasteful. Flat elements were: Bad young man against good trapper, young boy likes young girl, but is himself not good anymore.

Forest Tucker played the trapper and gave it the standard treatment. Donna Merrell looked like a sweater model taking a Holly-wood fling was the Indian half-breed and Phillips played the bad young man uninterestingly.

Half hours such as this are in great demand on TV. All concerned have no response for their audience.

Leon Morse.

**CHILL OFF**

_Brit. Movie Firms Seek TV's Usage_ LONDON British Broadcasting Corporation has been in the news with some picture excess over a plan to release some Dominion movies for the smaller screen. Up till now studio bosses here have been very much against the project. Now the TV film industry is in a panic at the prospect of the broadcasting. Which is said to American television station.

If that happened the already dwindling motion picture revenue would be even more severe just putting most of the dominant programming to the screen. To block anyitch move, representatives of the British film industry have drafted an as yet unpublicized agreement with the BBC which says that the films can they show, as any one year to about 20. These may be bought from any source, but the picture industry valuable these have been slow to move as they know they can't any films stored there which were made more than a period of production.

As a semi-governmental arrangement, this arrangement says that with any type of feature films will rate the pressure on TV to content this for the benefit of. So far Independent Television has not been approached by the motion picture studios.

**Wesson Picks Caesar Show**

NEW YORK — Wesson Oil, weighing two network properties, has decided to favor part sponsorship of the Sid Caesar show. According to a source the mid-winter season is a great success at the Caesar, and was also slated for half sponsorship of "Blissful," but the deal fell thru.

**WABD Guaranty** *Continued from page 15*"
Steam on for Epic to Okay Fall Set-Up

NEW YORK — Epic Records is stepping up activity. August was chosen as the month to launch its big marketing pace, beginning with the release of Frank Sinatra's "L.O.V.E." The label's announcement says that the singer, "after getting top sales of the season" in Europe and the Far East, is "planning a million-dollar sales campaign for the fall.

The label also said that it will start "a major national radio campaign." This will include "a" million dollars in network advertising, "a" million dollars in spot advertising, and "a" million dollars in magazine advertising.

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$4.98 Price Tag on Top Albums No Bar to Sales
Best Selling Pop Pkg. Charts Spot
Sales Potential at Higher Prices

By JOEL FRIEDMAN

HOLLYWOOD — Despite the fact that the bulk of the pop al-
bums on the Billboard top 30 chart cost $3.98 retail list price, a very
sizeable number of pop packages priced at $4.98 is doing equally
well.

A comprehensive study of The Billboard Book of the Best
Pop Albums Chart shows the fact that albums selling at price of
$4.98 and up have appeared on the charts a third of the time.
Consistently, the album chart has something to do with the rise of
new pop groups. In a typical week, 20 popular albums are being
sound track packages are currently enjoying widespread success. The
latter are primarily making profits by liquidating a theory held by many
dealers across the country, to wit: "If it's in the groove, they'll buy it!"

A glance at the current best selling pop package charts pins
the course of retail list price of $4.98 albums. "My Fair
Damsel," the 1960 New York Review of Books (Col-
ton); "The King & I," Camelot, songs for Swinging Lovers,
and "Oklahoma!" (Cap-
itol) and Decca's "Eddy Duchin Story." These packages all enjoy
the higher price. In the case of Capitol Records, the situation
is furthermore dramatized, with only three of the firm's top 10 selling
albums, according to its own list, in the $3.98 category. Six Capitol
albums sell at $4.98 and another ("Oklahoma!") at $5.95.

"Eliza Fitzgerald Sings the Cole Porter Songbook" which
last week was the top pop seller as well as coming in at number one on
the chart, is a $2.99 record seller. Higher price of this one is ex-
plained partially by the fact that it carries 16 copies per disk rather
than the five copies of the average disk.

The additional price tag in most cases is necessarily means
that the record is offering a larger share of profit for the seller in the
case of sound track and

(Continued on page 22)

JOHANNESBURG CATS
All's Yeldt, With U.S. Pop Disks in S. A.

By BILL SIMON

NEW YORK — An American visitor to the Union of South
Africa, who understands the many familiar sounds flourishing in from
the motherland, has told him that he has heard American pop hit records.

South Africa, it appears, is now the only country in the world in
its disk sales, in proportion to pop

(Continued on page 22)

The billboards for the coming months will carry notices of the
Haydn Society, Haydn handy Society

Renaissance

NEW YORK—Haydn Society, music lovers, and connois-
seurs, will take steps this week to restore the aura of prestige
that attached to Haydn's music during his younger days. First step will be
the cancellation of all agreements with Ribston.

The new owners, Porterhouse Productions, Inc., actually a group of real estate operators
represented by Howard A. Ribston, a Boston attorney, Ribston has not
been in the active operation and has sent notices to Music
Treasurers of the World and to Concert Hall Society, both of
who have licensed material from Haydn Society. He also made an agreement
with another top-circuit, a going creditor, to liquidate a large quantity of HS pressings
which have been in a Haydn Society's vaults in New York for many months, and which
have been sold by several well-known cut-out dealers.

Haydn Society last merged its operations with these of Urasia, but that arrangement
was short-lived, the two firms have always been on connection, according to Ribston.

The Porterhouse group also plans to bring out a series of concert
artists under the auspices of the Haydn Society, and to revive
the many of its annual events, of its young pianist, Walter

Hunting

Cap Declares
56 Dividends

HOLLYWOOD — A regular quarterly dividend of 25 cents per
share on common stock was de-
clared recently by the board of directors. The dividend is payable on September 30, 1956 and will be
paid out October 15, 1956. It shows a 10 cent increase over the 15 cents regular quarterly dividend paid last June 30.

(Continued on next page)

The late Norwich, Conn., in the case of still another common
stock dividend, the directors declared a 65 cents per share dividend to preferred stockholders
to be paid October 1 to pre-

(Continued from previous page)

Hansens Sets
New Music
Sales Pattern

NEW YORK—Hansen Publications, Inc., has opened sales depots
directed by Jerry A. Johnson, who

(Continued on page 22)

Big Fall Start
By West simer

NEW YORK—Westminster Records is launching its fall cam-
paign this month with a new disc.

"My Little Lamb," by less than three, "sampler" disc.

In addition to records of 26 L.P.'s, Westminster has two
samplers, one pop and one classical, and "My Little Lamb," a
collection of popular material in the usual de-

(Continued on page 22)

WLW Prep's New Listen'
4 Deejays Added to Staff

CINCINNATI—Al Bland, vice-
president in charge of program-
ning at WLW, has announced that the station plans to inaugu-
rate a new program slating to be called "New Listen," when the station
will hire four new deejays, with four new program spots, along with new deejays being imported to
run the disk show. WLW has never
to that much on this show, but WLW's Consumer Foundation
Lane joined WLW last week after

(Continued on page 22)

Kapp Sharpens LP Program
Plus Stepped Up Singles Push

NEW YORK—Kapp Records is sharpening up its publicity
and merchandising concepts in its new

(Continued on page 22)

PLANNED FOR CIRCUIT FO

September 8, 1956
RUSS MORGAN AND HIS ORCHESTRA
plays
LAY DOWN YOUR ARMS
b/w
MY BEST TO YOU
Decca 30070 and (9-) 30070

SUNNY GALE
sings
TWO HEARTS
and
ONE KISS LED TO ANOTHER
Decca 30063 and (9-) 30063

EDDIE FONTAINE
sings
COOL IT, BABY
b/w
INTO EACH LIFE SOME RAIN MUST FALL
Decca 30042 and (9-) 30042

JACK PLEIS
plays
GIANT
(featured by Ralph Young)
b/w
LONESOME WITHOUT YOU
Decca 30055 and (9-) 30055

GLORIA MANN
sings
IT HAPPENED AGAIN
and
LOVE SWEET LOVE
Decca 30069 and (9-) 30069

BURL IVES
sings
THAT'S MY HEART STRINGS
b/w
THE BUS STOP SONG
Decca 30046 and (9-) 30046
The telephone company has installed a phone and Bruno is well on his way to being cured of his "Sam" problem. Via telephone interview, he is no longer a station watchman for WRQ, McDowell, Pa., and WYFA, New Kensington, Pa., but has been transferred to the tiny town of Sugarloaf, Pa., via EDKA, TV, and local newspapers follow his progress hourly. It's been whispered that maybe Joe Bruns will come out of this in great shape—with a deaf-jay contract, perhaps, for his dedication to what he calls good music has created tremendous local interest.

Joe, reached by phone this week, stated: "I've written a poem to express my feeling," he added. One stanza runs as follows:

I've heard many jingle songs with ads that shrink
And shout out the words, or
What the music all's about!
I heard something so many times, it's made a change in me!
I've just like our ancestors who lived up in a tree!
Joe Bruns was asked whether his song has received more action since his dramatic decision to climb a tree.

"Definitely," he answered. "It won't hit you if I didn't believe in my song."

"By the way," he added, "the RKO announcer reads the word under the tree tonight. They're gonna call rock and roll to kid me. They're gonna carry pickets reading 'Bruno is Unfair to Radio.' But I'll stay up here.

He is Richmond and Al Blockman, publishing editor of Music weekly, made a special promotional sleeve, with some words and pictures of the new song, then "the two sides with 'Giant' and the love theme from 'Giant'" in a special edition of LP, Flip on the "Giant" single it is also a movie theme — The Opposite Sex, in which Music plays a role.

Mooney Still on Pic Theme Kick

NEW YORK — Movie-minded Art Mooney has a flock of film theme releases or the market, including the theme song to the film "Giant," which will be a cast recording.

Eckert, General Seligson's, and Harry Field, sack them, that the song registered at New York will be the most popular.

"Big drive through the states," he said, "is the first time a song regularly under $2.00 will be added to a large radio station, and the first time a new LP has been released.

However, a caution note was sounded Friday by WOR publicist Jack Phelan when he warned: "Listeners are urged not to miss a single minute of his (Mooney's) program. Why does he get his voice on the air?"

Decca Adds 5 New Acts To Roster

NEW YORK — Decca added 10 new acts to its roster last week. Romain Brown, banjo and leader of a vocal quartet, The Brown Brothers, and Paul Cole, a popular duet team, are among the new artists signed to the label. The two will be heard on the newly created post of Director of Operations.

Week has had extensive experience in field operations and general management and was formerly a vice-president of Management Systems, Inc., and prior to this he was retained as head industrial engineer of Montgomery Ward & Company.

Week reports directly to Decca's new VP sales chief, who was originally assigned to the firm for one year.

Eckert, together with Eckert, has over 50 years of general andfield operations and general management experience with the label of Decca.

The label has been strongly considered the company's major label, and the new VP sales chief is responsible for overseeing the entire operation.

Am-Par Names New to Sales Post

NEW YORK — Larry Newton has been named director of Eastern sales. He will concentrate on pushing the company's new catalog of records, and special assignment will take him on a tour of the East Coast to meet with local distributors here in the East.

At the same time ABC-Paramount Records and Frank Hribar, who will be calling on the company to report 860 new LPs by the firm, will be responsible for the new catalog of records.

Decca Bids for Deejay LP Aid

NEW YORK — Decca Records, in a bid for deejay exploitation of its new LPs, has put together a special "sample pack" of eight four-inch LPs for deejay distribution. Each LP is included in the sample pack, which is available from the company's executive offices.

JAZZ THRUSH CUTS

Lucile Hunter, Chicago jazz thrush, was in New York last week to record 14 sides, an LP and a single for VIK Records. Miss Hunter, whose first LP release was with Portable Distributors, is one of the oldest misses in the business in point of experience. "The Thrush," as her fans know her, is on the market in Hollywood, where she is expected to branch out into the pop and r&b fields.

Approved to New Col. Post

NEW YORK — Norman A. Adler, Columbia Records' president, has been appointed to the newly created post of Director of Operations.

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Dot's HOT with the FASTEST BREAKING HIT of 1956!

'THE GREEN DOOR' by Jim Lowe

#15486
L. Stokowski Inks Contract With Capitol

Hollywood—Leopold Stokowski last week signed a non-exclusive Contract with Capitol Records. Stokowski’s agreement calls for four album releases during the next three years. After consideration of the initial four titles, the other titles will be determined by the orchestra Stokowski would use in his recordings. Including the concert version of Bizet’s "Carmen," one album will bathe a studio orchestra as he had done in his recent releases for RCA Victor and Decca. Capitol’s New York artist-representative, who has handled most of the label’s classical recordings, arrived here last week to set up and precede the sessions in a rehearsal. His first release for Capitol is scheduled for early 1956.

original cast albums, high royalties are often stipulated and therefore the necessity for the artist to sign a contract with the new label. But despite this, the consumer apparently hasn’t noticed. Not only is there no immediate drop in sales prices, but a number of major distributors have placed a higher price on the product in its de- sign, and in specific instances have actually raised the price and received a higher price.

Capital continues to be the only major label that has managed to market its line of Frank Sinatra and Dean Martin albums at $4.98. The other majors have held to a similar price in the case of special package projects such as Broadway and movie sound track albums, thus the artists segregated to the higher price category.

Miller Warns

"You Don’t Know Me"

Recorded by EDDY ARNOLD— RCA Victor

"Pin-Up Hit"

Recorded by Dick Hyman Trio, MGM

"I Want You, I Need You, I Love You"

Recorded by ELVIS PRESLEY MUSIC, INC.

"Big Band Spotlight"

Recorded by BILLY WILLIAMS, CORAL RECORDING

"This Planet Earth"

Recorded by NEW YORK MUSIC
From the Forthcoming Broadway Production

"NAMELY YOU"

Recorded by
Don Cherry Columbia 4-40746 • Julius La Rosa RCA Victor 20/47-6648

"IF I HAD MY DRUTHERS"

Recorded by
The Jones Boys Kapp K-159 & 159X • The Voices of Walter Schumann RCA Victor 20/47-6618
Don Cherry Columbia 4-40746

*Opening September 17, National Theatre, Washington, D. C.*
Fall Phono Promotions
Stress Accent on Youth

- Continued from page 2

in a detachable lid, along with 15 feet of cable. This feature be-

haviour is the first time a two-speaker portable phone has been

offered in this price bracket.

The model will be pitched at the

student market, with emphasis

Big Ad Pitch on
New Hi-Fi Line
By Stromberg

NEW YORK — Stromberg-

Carlson is launching an extensive

advertising campaign this month

on behalf of its new "Custom Four

Handle" hi-fi phones, portable

radio-phones and matched com-

ponents. The entire campaign and

the line itself was planned on the

basis of findings by a special sur-

vey of the market made by

Stromberg-Carlson by an inde-

pendent research organization.

Included in the survey data was

specific information on design

preferences, number of models

offered, suggested pricing struc-

tures for list prices and markups,

and most effective advertising

programs. For instance, the survey

revealed that "salesmen are

rather more self-view for local

use than a national advertising

program, so the emphasis is to

spend Stromberg-Carlson in national and market-

et. Marketing advertising has

been matched by funds for dealers' local

use.

The campaign will be kicked off

with full-page ads in the Saturday

Evening Post, followed by exten-

sive ad coverage in other leading

consumer and business publica-

tions. A highlight of the "Four

Handle" line is a phone with two

inches speakers and four speed

changer, retailing at $149.90 in

mahogany and $139.90 in walnut

and blonde mahogany.

New 45 Carrying
Case Put on Mkt.

NEW YORK — A plastic

record case, the Treasure Chest, has been

marketed by the Specialty Case

Manufacturing Company of Phila-

delphia.

The case holds up to 60 45

entries and retails at $1.50. Packs

are supplied to permit quick selec-

tion of records. The unit is avail-

able in five colors.

ATTENTION — DEALERS

Manufacturers Offer More
Color TV Models at
Lowest Price Tag Ever

- to open up more new opportunities for alert dealers

everywhere. Details of the new sets available, complete

with pictures, illustrations and descriptions will be found in...

THE PRODUCT
MUST BE GOOD

DETROIT—Loud "Good-

will Station" WJR really lives

up to its name, according to the

V-M Corporation, V-M, which

manufactures phono and tape

recorders, recently sponsored

a 13-week series "Dinner Date"

on the station and at the end of the

run 10 per cent of the WJR staff

had purchased V-M units.

The star of the show, Jimmy

Clark, bought a V-M phone

as did WJR's announce,

two engineers, two secretaries, a

salesman and the music

librarian. The singer Jan

Wyen (featured on the show),

the band's drummer and an

other singer bought V-M tape

recorders. What, no discount?

At Least One
Of 'Em Could
Be Smythe

NEW YORK — If the name

Smith is a common denominator,

then local radio WOR

should have a pipe line to the

loving public from now on. Bob

Smith, creator of Howdy Doody,

joined the station September 17,

thereby giving the switchboard

operator's nightmare, Bob

Scheid, vpee of WOR's parent

company Mutual, also receives

 calls at the same number.

Smith (the new one) has signed

$400,000 three-year contract

with WOR, and will do his daily

show from his New Rochelle home.

Althea his greatest fame was

achieved in the kiddie TV field,

he had an adult show for many

years over WRCA here and on

the NBC network. He will play

a mixture of pup and standard

clutters on his WOR show,

which will also feature live music

acts, since Smith plays a variety

of instruments. After suffering a

severe heart attack last year, the

switchboard operator's worst

nightmare, Bob Smith, is back

in business.

Price leader in Philco's new 1957 high fidelity radio-phone line is this portable phone (Model 136) which retails at $109.95. It features an electronic speaker and a four-speed inter-mix player.

Philco's new de luxe high fidelity phone, the Phonorama III, retail at $299.95 in mahogany and $315.95 in fruitwood, and features a four-speed, inter-mix record player and electrostatic speaker.

Magenta is pricing its Citation F-35-B tape recorder at $249.50—against the previous list of $379—for a special fall promotion drive. The single-

head model can be connected to a home high fidelity system.

Miller to Pick
Shelton Rep

LONDON — Anne Shelton,

British ship under contract to

Philips here, and currently rep-

resented on American Columbia by

her first disk, on the label "Let

Down Your Arms," will, hence-

forth, operate on separate stage

ments from the States.

To be built up as a regular

Columbia artist, Miss Shelton's

material will be selected by Co-

sbaum's Mitch Miller and releas-

ed here thru Nat Shapiro, the State-

wide company's international artist

and repertoire coordinator.

Miss Shetlon, who hasn't had

an American release in over two

years, formerly cut for Decca, released in the U. S. on

London.
DECCA PHONOGRAPHs—
HOTTEST SELLING LINE TODAY!

all sales records smashed in July and August

HI-FONIC MODELS...

Model DP-232 . . . High Fidelity, 4-speed automatic phonograph. Two speakers. Comes in black with dappled white, or coral tweed with coral. Self-storing wrought iron legs. UL. $79.95*

Hi-Fonic Model DP-222 . . . High Fidelity 4-speed automatic phonograph. Three speakers. 18" brass legs available. Available in Mahogany, Blonde Mahogany or Walnut. UL. $139.95*

Hi-Fonic Model DP-204 . . . Hi-Fonic High Fidelity automatic console phonograph. Rumble free 4-speed automatic changer, four speakers, AM/FM tuner optional, Hand-rubbed finishes available in Mahogany, Blonde Mahogany or Walnut. UL. $199.95* (without Tuner)

Hi-Fonic Model DP-700 . . . Hi-Fonic High Fidelity phonograph with controls, record-changer, amplifier, two speakers in console on right. Separate speaker cabinet on left contains four speakers. Complete system with Decca AM/FM radio tuner. Matched cabinets come in Mahogany, Blonde Mahogany or Walnut. UL. $499.50*

FAST-SELLING PORTABLES...

Model DP-532 . . . Portable, three tube automatic 4-speed. Turnover cartridge. Self-storing wrought iron legs. Two-tone brown or two-tone blue. UL. $59.95*

Model DP-540 . . . 3-speed automatic portable. Turnover cartridge. Two-tone brown. UL. $44.95*

Model DP-581 . . . 4-speed manual. Turnover cartridge, front mounted speaker. Separate Volume and Tone controls. Black with pink, or brown with white. UL. $29.95*


*Suggested List Price

Prices slightly higher South, Southwest and West

DECCA®

PHONOGRAPHs

a New World of Sound®

"you can hear the difference!"
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

 Lambert's Weekly Survey of Pop

**Best Selling Pop Albums**

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

1. CULTIVO—Harry Belafonte... RCA Victor LPM 1245
2. MY FAIR LADY—Original Cast Columbia OL 5960
3. ELVIS PRESLEY... RCA Victor LPM 1253
4. THE EDDY DUCHIN STORY—Sound Track Decca DL 6938
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 603
6. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
7. THE PLATTERS... Mercury MG 20146
8. FOUR FRESHMEN AND FIVE TROMBONEs... Capitol T 693
9. CAROUSEL—Sound Track... Capitol W 624
10. OKLAHOMA—Sound Track... Capitol S 40 505
11. HIGH SOCIETY—Sound Track... Capitol W 730
12. STAN KENTON IN HI-FI... Capitol W 724
13. SING IT WITH MUSIC—Lawrence Welk... Coral CRL 15741
14. BUBBLES IN THE WINE—Lawrence Welk... Coral CRL 7508

**Pop Albums Coming Up Strong**

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

1. Lonny Girl... Julie London... Liberty LEP 3012
2. Dream Dancing... Ray Anthony... Capitol T 723
3. In London... Norrie Paramor... Capitol T 10025
4. Pat Boone... Pat Boone... DeLUXE 3012
5. Daydreams... Roger Williams... Kapp 1631

**Most Played by Jockeys**

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

1. HIGH SOCIETY—Sound Track... Capitol W 730
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
3. MY FAIR LADY—Perry Faith... Columbia CL 395
4. MY FAIR LADY—Original Cast... Columbia OL 5960
5. EDDY DUCHIN STORY—Sound Track... Decca DL 6938
6. SOLO MODI-F, Westen... Columbia CL 292
7. ELVIS PRESLEY... RCA Victor LPM 1253
8. CALITPO—Harry Belafonte... RCA Victor LPM 1245
9. COLE PORTER SONG BOOK—Ella Fitzgerald... Verve: MCV-40012
10. KING AND I—Sound Track... Capitol W 740

**Review Spotlight on...**

**Popular Albums**

**THE BEST THINGS IN LIFE ARE FREE**

**GODFORD MacRAE** (1-12)—Capitol T 763

- ORCHESTRAL aspects of great oldies featured in the forthcoming movie bio of composer and lyricist Leonard Bernstein and his New York Philharmonic, "The Best Things in Life Are Free." Altogether it's a sound track version, the LP has all the triumphs, gaiety, romance, chases, dance numbers, etc. The film promises to be a big box office, and the LP should benefit accordingly. Selections match with considerable charm and vocal power by MacRae (who plays Dewey in the movie) and the ensemble cast of the New York Philharmonic and the American Choral Society directed by Frederick Keon. A powerful package for both dealers and jockeys.

**FABIS** (1-12) — Melancholic Orch. RCA Victor LPM 1261

- A sound track record that is a little gem among the many glibly hit piano disk on the market. The highly accomplished team uses multi-tracking alongside well-groomed but graceful pianos. 17 microphones of various types and spreads, recorders have never been heard on a disk before, and most of the LP selections are naturals for disk jockeys variety. Try "Mississippi Boogie" for a sample. Among selections are "Is That Thing Called Love," "Cumberland," etc.

**SOUNDPROOF** (1-12) — Ferrante and Teicher, Duo-pianists. Westminster WF 6914

- All stops are pulled out to make the most gossamer hit piano disk on the market. The highly accomplished team uses multi-tracking alongside well-groomed but graceful pianos. 17 microphones of various types and spreads, recorders have never been heard on a disk before, and most of the LP selections are naturals for disk jockeys variety. Try "Mississippi Boogie" for a sample. Among selections are "Is That Thing Called Love," "Cumberland," etc.

**CRAILS** (1-12) — Dukley, Gen. Record Industries. RCA Victor LPM 1245

- A sound track record that is a little gem among the many glibly hit piano disk on the market. The highly accomplished team uses multi-tracking alongside well-groomed but graceful pianos. 17 microphones of various types and spreads, recorders have never been heard on a disk before, and most of the LP selections are naturals for disk jockeys variety. Try "Mississippi Boogie" for a sample. Among selections are "Is That Thing Called Love," "Cumberland," etc.

**L P's are Picked**

- RCA Victor LPM 1245
- Capitol T 10025
- Decca DL 6938
- Capitol W 724
- Coral CRL 15741
- Coral CRL 7508

**Reviews and Ratings of New Albums**

**Simple Jazz**

**JAZZ**

**LIONEL HAMPTON** and the CRACKERS (1-12) — Paramount N-1016

- "Hammer" at this date consisted primarily of Art Tatum, Harry Edison, Bud Shank and Barney Kessel. They came up with a product here that shaps in concept and stands out not only as an important artistic achievement but also as a source of much needed fresh influence for the working studio, which has become too much on the same plane line.

**SOUNDWAVE** (1-12) — Dukley, General Record Industries. RCA Victor LPM 1245

- A sound track record that is a little gem among the many glibly hit piano disk on the market. The highly accomplished team uses multi-tracking alongside well-groomed but graceful pianos. 17 microphones of various types and spreads, recorders have never been heard on a disk before, and most of the LP selections are naturals for disk jockeys variety. Try "Mississippi Boogie" for a sample. Among selections are "Is That Thing Called Love," "Cumberland," etc.

**RUGGED CELIO CONCERTO**

- RCA Victor LPM 1245
- Capitol T 10025
- Decca DL 6938
- Capitol W 724
- Coral CRL 15741
- Coral CRL 7508

- The last big influence and big gestures that was more than just a few years ago. The last disk that was heard to this day, and deeply rooted in the LP format. The last disk that has not been good for any (Continued on page 30)

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- The last big influence and big gestures that was more than just a few years ago. The last disk that was heard to this day, and deeply rooted in the LP format. The last disk that has not been good for any (Continued on page 30)

**The Last Summer**

- RCA Victor LPM 1245
- Capitol T 10025
- Decca DL 6938
- Capitol W 724
- Coral CRL 15741
- Coral CRL 7508

- The last big influence and big gestures that was more than just a few years ago. The last disk that was heard to this day, and deeply rooted in the LP format. The last disk that has not been good for any
A NEW STAR ON FRATERNITY RECORDS

BEAUTIFUL

Bethe Douglas

Singing

Two Great Songs

"WEDDING OF THE WINDS"

B/W

"TWO INNOCENT HEARTS"

FRATERNITY RECORDS

415 PACE STREET, CINCINNATI 2, OHIO
WINTER 82
Continued
21

Mired
eaay

In this package, earlier released, sold well and this package will appeal to the winter market of deejays. A hit film transistor playing place, in full or in part, for jocks. Attractive, on-catching center will help.

MUSIC FOR BACHELORS

(Bern Rose Oct 1(112')

Lee Erwin
at the organ

playing

MOON RIVER MUSIC

an adventure in hi-fi subtlety on the pipe organ

ORGAN MAGICK!

Lee Erwin recreates a style of organ music originated by him during his long association with a midnight radio program from WLW in Cincinnati: MOON RIVER, that "lazy stream of dreams..."

AN ADVENTURE IN HI-FI SUBTLETY ON THE PIPE ORGAN

"MOON RIVER® MUSIC" Recorded exclusively for Zodiac. 12" LP record Z-333. $3.98

ZODIAC RECORDS
34 MADISON AVENUE NEW YORK 10, N. Y.
• Reviews and Ratings of New Classical Music

continues from page 29

POULENC, LES RICHES ("THE WEALTH")—Sergei Rachmaninoff (bar.)/Boston Symphony (cond.)/Chorus/Ensemble, et al.: The Boston Symphony Orchestra, in a new recording, provides a fine account of this piece, which is often neglected. 

SCHUBERT: OVERTURE TO "ALL- NIGHT MASS"—Philadelphia Orchestra (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

MOZART: REQUIEM, K. 626—Vienna Symphony Orchestra (cond.)/Chorus—A fine performance of this masterpiece, with the choruses in fine form.

 reviews and Ratings of New Jazz Albums

Continued from page 26
RHYTHM ON STAGE—Tony Bennett and Phil Aurical (voc.)/The Mike Milinery Orchestra—A fine performance of this well-known work, with the choruses in fine form.

TY LEAGUE—JAZZ—The Mike Milinery Orchestra (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

Jonas Named Col's Catalog Editor

NEW YORK—Alfred B. Knight, President of the Col. Records, has announced the appointment of David H. Jonas as Catalog Editor. Jonas will be responsible for the organization and management of the phamplet collection and both Col. and Columbia.

Rhythm & Blues

ROCK 'N' ROLL

with RHYTHM & BLUES—77

Aldine LP 715

a delightful chuck of rock music

Semi-Classical

LOVE DREAMS

Alfred Newman (arr.)/Chorus/Orchestra

Semi-Classical music

CONCERTO FOR VOICE, CHAMBER ORCHESTRA

(12-12-54) —Stern (v. voc.), Chamber Orchestra of the City of New York (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

CONCERTO FOR LOVERS

(12-12-54) —Stern (v. voc.), Chamber Orchestra of the City of New York (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

Mood music may be a popular form today, but it does not have to be that way. This recording shows that mood music can be a fine form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

Country & Western

THE WINDING ROG

With Picture (LP 100-105)

Dona Del Rio

Fine for years has been one of the country music market. Here are a dozen of her best songs, all of them in the last six years, all of them excellent. She's been a big hit with this package, Included are "Let It Be," "Love, Love Love," "Those Country Blues," and "For orders whose time-space is infinite." 

LEGAL RECORDS

The Playtime

Voice of Music

for MEN'S VOICE (LP 1307)

in music and in the r

Latin American

HAVANA, J.A.M.

049

Prestige Records

67

Spanish LPM 1279

a much-needed addition for the Latin music fan. This recording shows that Latin music can be as exciting as any other form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

MISCELLANEOUS

MONODON

47

process LP 1042

of "Martin's" most moving "night." He wrote a kind of music that was as personal as he was himself in appearance. This recording shows that the Latin music can be as exciting as any other form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

North American Phonographic Exchange, 215 E. Broadway, N.Y. 15, N.Y.

THE BILLBOARD'S MUSIC POPULARITY CHARTS... PACKAGED RECORDS... SEPTEMBER 8, 1956

REVIEWS AND RATINGS OF NEW JAZZ ALBUMS

Continued from page 26

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(12-12-54) —Stern (v. voc.), Chamber Orchestra of the City of New York (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

CONCERTO FOR LOVERS

(12-12-54) —Stern (v. voc.), Chamber Orchestra of the City of New York (cond.)/Chorus—A fine performance of this well-known work, with the choruses in fine form.

Mood music may be a popular form today, but it does not have to be that way. This recording shows that mood music can be a fine form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

Country & Western

THE WINDING ROG

With Picture (LP 100-105)

Dona Del Rio

Fine for years has been one of the country music market. Here are a dozen of her best songs, all of them in the last six years, all of them excellent. She's been a big hit with this package, Included are "Let It Be," "Love, Love Love," "Those Country Blues," and "For orders whose time-space is infinite." 

LEGAL RECORDS

The Playtime

Voice of Music

for MEN'S VOICE (LP 1307)

in music and in the r

Latin American

HAVANA, J.A.M.

049

Prestige Records

67

Spanish LPM 1279

a much-needed addition for the Latin music fan. This recording shows that Latin music can be as exciting as any other form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

MISCELLANEOUS

MONODON

47

process LP 1042

of "Martin's" most moving "night." He wrote a kind of music that was as personal as he was himself in appearance. This recording shows that the Latin music can be as exciting as any other form of entertainment, especially when it is presented in a thoughtful and tasteful manner.

North American Phonographic Exchange, 215 E. Broadway, N.Y. 15, N.Y.
POSTING SMASH HIT NO. 3! Now ABC-Paramount boasts a Torrid Trio of Sock Sellers!

GINNY GIBSON
sings
TWO INNOCENT HEARTS
and
MIRACLE OF LOVE
with DON COSTA-His Orchestra and Chorus
9739

THE ROVER BOYS
sing
FROM A SCHOOL RING TO A WEDDING RING
and
YOUNG LOVE
with DON COSTA-His Orchestra and Chorus
9732

EYDIE GORMÉ
sings
MAMA, TEACH ME TO DANCE
and
YOU BRING OUT THE LOVER IN ME
with SID FELLER-His Orchestra and Chorus
9722

* And don't overlook BOBBY MADERA'S Cha Cha instrumental arrangement of MAMA, TEACH ME TO DANCE and WATCH YOUR STEP 8271
Bill Kenny
X/4X-0225

NOW YOU SAY YOU CARE
(SHUFFLE)
NOW YOU SAY YOU CARE
(BALLAD)

The Treniers
X/4X-0227

ROCK AND ROLL PRESIDENT
COOL IT, BABY
From the MGM Picture TEEN AGE REBEL

Joe Valino
X/4X-0226

GARDEN OF EDEN
CARAVAN

Helene Dixon
X/4X-0228

THE OPPOSITE SEX
From the MGM Picture THE OPPOSITE SEX
NOW! BABY, NOW!

George Girard
X/4X-0223

LIEBESTRAUM
MY GAL SAL
The Tweedle Dee Girl gives her all!

Out two weeks and already a cross-country smash!

I CAN'T LOVE YOU ENOUGH and STILL

Two terrific performances by . . .

LA VERN BAKER

ATLANTIC 1104
1. Canadian Sunset
By Eddie Howard & Norman Gimbel—Published by Melrose (BMI)
BEST SELLING RECORD: H. Weise/E. Howard, WB 20-4427.
RECORD AVAILABLE: E. Howard, Calif 1328.

2. Wayward Wind
By Max Lebin & Herb Barnes—Published by Warram (BMI)
BEST SELLING RECORD: G. Grant, RCA 1315.

3. I Almost Lost My Mind
By Harris—Published by Hill & Range (BMI)
BEST SELLING RECORD: P. Bown, Dot 14472.
RECORD AVAILABLE: 1. J. Hunter, MGM 1078.

9. Flying Saucer
By Iveson & Goldsmith—Published by Louisiana
BEST SELLING RECORD: Ricardo & Oldsman, Louisiana 101.

10. Song for a Summer Night
By R. Allen—Published by April (ASCAP)
BEST SELLING RECORD: M. Miller, Col 45179.

Second Ten

11. Tonight You Belong to Me
By Ritchie Soto & Les David—Published by Mills (ASCAP)
BEST SELLING RECORD: Patience & Prudence, Liberty 55022.
RECORD AVAILABLE: E. Chowney & W. Wally, Dec 365; Lennon Sisters, E. West, Crel 43758.

12. I Want You, I Need You, I Love You
By Maurice Moul & Ilia Kindili—Published by Elvis Presley Music (BMI)
BEST SELLING RECORD: E. Presley, WB 20-4436.

13. Soft Summer Breeze
By Eddie Howard—Published by Regent (BMI)
BEST SELLING RECORD: E. Howard, Mercur 1718.
RECORD AVAILABLE: Diamonds, Mercury 3016.

14. On the Street Where You Live
By Kaper & F. Lown—Published by Chappell (ASCAP)
BEST SELLING RECORD: V. Damante, Col 40431.

15. Fool
By Nameul Ford—Published by Debra Music (BMI)
BEST SELLING RECORD: S. Clark, Dot 34481.
RECORD AVAILABLE: Goldhahn, Jubilee 1272.

Third Ten

21. You Don’t Know Me
By C. Walker & E. Arnold—Published by Hill & Range (BMI)
RECORD AVAILABLE: E. Arnold, WB 20-4602; J. Vail, Crel 47719; C. McLa, Dec 3999.

22. Honky Tonk
By Diggett, Sherman, Scott & Butler—Published by Robie (BMI)
RECORD AVAILABLE: E. Diggett, King 4790.

23. Moonlight and Theme From Pienie
By Huxton, Malina & Mills (Dorsey)—Published by Mills-Columbia Music Corp. (ASCAP)
RECORD AVAILABLE: G. Cari, Cetine 6418; M. Stichth, Dec 2818.

24. Rip It Up
By Blackwell & Memorial—Published by Venue (BMI)
RECORD AVAILABLE: Little Richard, Specialty 578; R. Haley, Dec 3628.

25. That’s All There Is To That
By Clint Goo & Kelly Owens—Published by Maritune (BMI)
RECORD AVAILABLE: Pat (King) Cole, Cap 2556.

The Honor Roll of Hits comprises the nation’s top tunes according to record and sheet sales, disk jockey and joke box performances as determined by The Billboard’s weekly nationwide surveys.
SOCK SALES APPEAL!

From the George Stevens epic for Warner Bros.

GIANT

and

THERE'S NEVER BEEN ANYONE ELSE BUT YOU

LES BAXTER

Record No. 3526

GET OUT AND VOTE!

JOHNNY STANDLEY

Record No. 3540

THE LAST WAGON

with Orchestra and Chorus Conducted by GORDON JENKINS

TEX RITTER

C/W PAUL BUNYAN LOVE

Record No. 3538

FRIENDLY PERSUASION

(c/w I LOVE)

LOU BUSCH

Record No. 3520

a smash instrumental version

From the Allied Artists Film 'Friendly Persuasion'

From the 20th Century Fox Film 'The Last Wagon'
Dot's HOT with the greatest list of best sellers in its history!

1. 15481—THE FOOL—SANFORD CLARK
2. 15490—FRIENDLY PERSUASION—PAT BOONE
   CHAINS OF LOVE
3. 15486—THE GREEN DOOR—JIM LOWE
4. 15491—WHEN THE WHITE LILACS BLOOM AGAIN—BILLY VAUGHN
   SPANISH DIARY
5. 15492—NOW IS THE HOUR—GALE STORM
   A HEART WITHOUT A SWEETHEART
6. 15489—KA-DING-DONG—THE HILTOPPERS
   INTO EACH LIFE SOME RAIN MUST FALL
7. 15488—HEART AND SOUL—JOHNNY MADDOX
8. 15472—I ALMOST LOST MY MIND—PAT BOONE
9. 15493—CASUAL LOOK—LORRY Raine
   COTTON PICKIN' KISSES
10. 15494—HONKY TONK #2—RUSTY BRYANT
    LONELY CRYIN' HEART

Three best selling albums
- DLP-3016 GOLDEN INSTRUMENTALS—Billy Vaughn
- DLP-3012—Pat Boone
- DLP-3030 HOWDY—Pat Boone

Still going strong
DEP-1053 Pat on Mike—Pat Boone

Dot Records, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
The nation's best selling records
**Best Sellers in Stores**

For survey week ending August 29

RECORDS are ranked in order of their current national retail importance in the retail field, as determined by The Billboard's weekly survey of over 10,000 dealers in every important market area. When significant action is expected in both sides of a record, position is based on last work's last national position on the chart. In such a case, both sides are listed in bold type, the lead side on top.

This Week

<table>
<thead>
<tr>
<th>No.</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>HOUND DOG (BMI) - E. Presley</td>
<td></td>
<td>RCA 3000</td>
</tr>
<tr>
<td>6.</td>
<td>DON'T BE CRUEL (BMI)</td>
<td>B. Lee</td>
<td>P. 713</td>
</tr>
<tr>
<td>2.</td>
<td>MY FRAYER (ASCAP) - Platters</td>
<td></td>
<td>C. 2151</td>
</tr>
<tr>
<td>9.</td>
<td>BE-BOP ALLEGHENY</td>
<td>R. Miller</td>
<td>P. 700</td>
</tr>
<tr>
<td>3.</td>
<td>WHATSOEVER WILL BE, WILL BE (ASCAP) - Doris Day</td>
<td></td>
<td>C. 2151</td>
</tr>
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<td>10.</td>
<td>SWEET E. (ASCAP) - Buchman &amp; Goodman</td>
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**Most Played in Juke Boxes**

For survey week ending August 29

RECORDS are ranked in order of their greatest number of plays in juke boxes through the country, as determined by The Billboard's weekly survey of the nation's juke box operators. Where significant action is expected in both sides of a record, position is based on last week's national position on the chart. In such a case, both sides are listed in bold type, the lead side on top.

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<td></td>
<td>RCA 3000</td>
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**Most Played by Jockeys**

For survey week ending August 29

SIDES are ranked in order of the greatest number of plays on disc jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disc artists.

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<td>GLENDORA (BMI) - You</td>
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<td>RCA 3000</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

There are ranked in order of their current national retail importance as the sheet music lobby leader.
as timely as the season
THE BEAUTIFUL INSTRUMENTAL...
NOW WITH LYRICS

"Autumn Concerto"

AND

THE LILTING WALTZ BALLAD

"Mom Oh Mom"

WITH

Nick Noble

MERCURY 70959

a magnificent pairing presented by

David Carroll

AND HIS ORCHESTRA

"Fountains Of Rome"

AND

Love Theme From

"Giant"

MERCURY 70952
ART MOONEY HITS AGAIN!

EXCITING!
PULSE STIRRING!
THROBBING
THE BEST

ROCK and
ROLL TUMBLE-WEED

From Warner Bros.' Film "GIANT"

EP EXTRA!

SPECIAL SINGLE POCKET EXTENDED PLAY SET OF...

MUSIC FROM "GIANT"

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

From MGM Film
"THE OPPOSITE SEX"
featuring
ART MOONEY
as guest star

MUSIC FROM "GIANT"
X1342
Mercury Records takes great pleasure in announcing the fabulous new release by Sarah Vaughan. Never before have we been able to secure for Sarah such perfect material as we have with this coupling. We suggest you give your immediate attention to the beautiful "It Happened Again" and the clever "I Wanna play House" Mercury No.70947

• 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. A House With Love in It. ....... The Four Lads
   The Bus Stop Song
   (ASCAP); (ASCAP) Columbia 49736

2. After the Lights Go Down Low... Al Hibbler
   (BMI) Decca 29582

3. Ka Ding Dong. ................. The G-Clefs
   (BMI) Pilgrim 24971

4. Rip It Up. ....................... Bill Haley
   (BMI) Decca 30028

5. Let the Good Times Roll... Shirley and Lee
   (BMI) Aladdin 3125

6. In the Middle of the House... Vaughn Monroe
   (ASCAP) RCA Victor 6819

7. When the White Lilacs Bloom Again
   Helmut Zacharias
   (ASCAP) Decca 30039

8. 49 Shades of Green ......... The Ames Brothers
   Summer Sweetheart
   (ASCAP); (BMI) RCA Victor 6008

9. The Italian Theme ......... Cyril Stapleton
   (ASCAP) London 1672

10. In the Middle of the House... Rusty Draper
    (ASCAP) Mercury 70921

• THIS WEEK'S BEST BUYS

According to sales reports in key markets, the following records are recommended for extra profit:

JUST WALKING IN THE RAIN (Golden West, BMI) - Johnnie Ray -
Columbia 47725—"It seems like old times," Ray fans have been saying lately. His latest issue has been moving at a pace reminiscent of some of his big hits of the past. "Just Walking in the Rain" entered into the No. 25 slot of the national retail list this week and seems to have enough steam to go much higher than that. Flip is "In the Candle Light" (E. H. Morris, ASCAP).

FRIENDLY PERSUASION (Feist, ASCAP) - Pat Boone -Dot 13490
FRIENDLY PERSUASION (Feist, ASCAP) - Four Aces - Decca 30041

With nearly a dozen different versions competing on this tune, it is perhaps only natural that initial exposure of the tune has been unusually great. Pat Boone's has been the outstanding starter, helped naturally by the fact that he does the original sound track. The Aces are in second place and are showing a lot of strength in key markets. Both the Dot and the Decca releases have the marks of "hit" written over them. They were previous "spotlight" picks.

THE ITALIAN THEME (Maurice, ASCAP) - Cyril Stapleton
London 1672 - This is another of this summer's crop of instrumental hits. For several weeks it has been one of the best records in St. Louis, Milwaukee, Minneapolis, Pittsburgh, Cleveland, Detroit, New York and several New England cities. It is still coming up and moving at a determined pace for the charts. Flip is "Tiger Tangos."

ST. THERESE OF THE ROSES (Dennis, BMI) - Billy Ward and the Dominoes - Decca 29963 - For over a month this disk has been making a continuous advance, scoring in territory after territory. Now it is very well established in the East (it appears now on the Baltimore chart) and is hitting Middle Western areas with greater impact. From all indications, there is still considerable potential here not yet exploited. Flip is "Honea Is Where You Hang Your Heart" (Ward, BMI). A previous Billboard "spotlight" pick.

49 SHADES OF GREEN (Peaston, ASCAP)
SUMMER SWEETIEART (E. B. Marky, BMI) - The Ames Brothers -
RCA Victor 6446 - A lively two-sided seller that is now making up good volume from Coast to Coast. Los Angeles, Milwaukee, Baltimore, Pittsburgh, Providence, Boston, Philadelphia, St. Louis and Buffalo are some of the cities sampled that returned highly favorable sales reports. Which side will be the eventual favorite is still not clearly determined.
Announcing

The Cadets

Sensational New Release

‘Dancin’ Dan’

mod. 1000

Available September 1st
Wire Orders Immediately

The Teen Queens

‘Love Sweet Love’
B/W ‘Red Top’

rpm 470

Etta James

‘Tough Lover’

mod. 998

SEPTEMBER 1st RELEASES

I Confess . . . . . Paul Anka
RPM 472

Hey, Rube . . . The Rocketeers
Mod. 999

Just Got Rid of a Heartache . . . Shirley Gunter
Mod. 1001

Hit, Git and Split . . . Young Jessie
Mod. 1002

Modern Records
9317 W. Washington Blvd.
Culver City, California

www.americanradiohistory.com
## THE TOP 100

A list of the Top 100 RECORD Sides in the nation according to a COMBINED TABULATION of Dealers, Dick Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Dick Jockeys with additional programming material and to give trade exposure to NEVER recorded just beginning to show action in the field.

### Pop, Song, Artist, Label

<table>
<thead>
<tr>
<th>Week</th>
<th>No.</th>
<th>Song</th>
<th>Artist, Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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</tbody>
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### NEW RELEASES

<table>
<thead>
<tr>
<th>Otis Williams and Charms</th>
<th>Whirlwind</th>
<th>Earl (Connelly) King</th>
<th>They Tell Me</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bobby and Ronald</td>
<td>You're Mine, Oh Mine</td>
<td>Cruel Love</td>
<td>Cruel Love</td>
</tr>
<tr>
<td>When, Where</td>
<td>When Kingdom</td>
<td>King</td>
<td>King 4950</td>
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</table>

### OTHER HOT RELEASES

<table>
<thead>
<tr>
<th>James Brown and Famous Flames</th>
<th>Earl Bostic</th>
<th>Bill Doggett</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold My Baby's Hand</td>
<td>Bubbins Rock</td>
<td>King 4954</td>
</tr>
<tr>
<td>Earl Bostic</td>
<td>Roses of Picardy</td>
<td>King 4943</td>
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**THE "S" ROYALES**

<table>
<thead>
<tr>
<th>Come On and Save Me</th>
<th>The Midnights</th>
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</thead>
<tbody>
<tr>
<td>Get Something Out Of It</td>
<td>Torch Up Over You</td>
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</table>

### THE BILLBOARD'S MUSIC POPULARITY CHARTS

**SEPTEMBER 8, 1956**

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**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular, weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
The inimitable Miss Morgan with two solid sides

JAYE P. MORGAN

JUST LOVE ME

THE CALL OF THE WILD

with Hugo Winterhalter's Chorus and Orchestra

20/47-6653

A "New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR
sh-h-h-h
it's Ella!

"The Silent Treatment"
B/W
The Sun Forgot
"To Shine This Morning"

ORCHESTRAL ACCOMPANIMENT BY BUDDY BREGMAN
V 2021-2021X45

451 NORTH CANON DRIVE,
BEVERLY HILLS, CALIF.

**Territorial Best Sellers**

8. Song for a Summer Night 8. I Almost Lost My Mind, F. Rogers, Decca
9. This I Open My Eyes Roll 9. Abilene Moon, F. Ticor, Min.
St. Louis 10. Love For a Summer Night, Zon, Col.
3. Whatever Will Be, Will Be 3. Whatever Will Be, Will Be
Doris Day, Col. 4. Doris Day, Cal.
4. Elvis Presley 4. Elvis Presley
5. Whatever Will Be, Will Be 5. Whatever Will Be, Will Be
Doris Day, Col. 6. Doris Day, Col.
7. It Don't Mean a Thing, E. Freeman, Vic. 7. It Don't Mean a Thing, E. Freeman, Vic.
8. Whatever Will Be, Will Be 8. Whatever Will Be, Will Be
9. East of the Sun, West of the Moon, F. Rogers, Decca

**Tunes With Greatest Radio-TV Audience**

1. A Sweet Old-Fashioned Girl, Bud, Val-Mar-
2. Arnalds Moor, Mu-Sic Empress'
3. Big D (R) - BMI
4. Bopp Star, BM-A
5. Can You Find It, You Beauty (R), Bud
6. Can You Find It, You Beauty (R), Bud
7. Can You Find It, You Beauty (R), Bud
8. Can You Find It, You Beauty (R), Bud
9. Can You Find It, You Beauty (R), Bud
10. Can You Find It, You Beauty (R), Bud

**Best Selling Sheet Music in Britain**

(Wor-End August 25)
A United States from the Music Publishers Association, Ltd.
London. List is based upon their weekly survey of England's leading music dealers.

With Hand in Hand-Duchess (Republic)
Which Way but North-Broadway (Republic)
I Love You-20th Century-Fox (Republic)
The Silent Treatment, The Man Who Knew Too Much (Buchanan)
St. Louis-20th Century-Fox (Republic)
7. Pajama Sandal, Victor, N.Y.
8. I Almost Lost My Mind, F. Rogers, Decca
9. Abilene Moon, F. Ticor, Min.

**Best Selling Pop Records in Britain**

(Wor-End August 25)
This week this is the official of the "New Musical Express, Chrysalis"

1. Whatever Will Be, Will Be-Doris Day (Phillips)
2. Why Do Fools Fall In Love-Doris Day (Phillips)
3. Walk Hand In Hand-Tim Martin (HMV)
4. Sweet Old-Fashioned Girl-Jane Powell (HMV)
5. Mountain Greensleeves-Mae Todd (Columbia)
6. Rocking In The Free For All (Columbia)
7. Wayward Wind-The Mizzy Road (Columbia)
8. Isle Of Wings, Isle Of Dreams (Columbia)
9. Born To Be With You-Chadwick (London)
10. Love Don't Mean A Thing (Columbia)

**Record exultation**
IT'S VERY SIMPLE

IT'S A HIT, MAN!

IN MINNEAPOLIS, ST. LOUIS, OMAHA, OKLAHOMA CITY, KANSAS CITY, NEW ORLEANS AND DETROIT

"ONLY TIME WILL TELL"

by

BOBBY CHARLES

Chess #1628

MUIRFIELD MUSIC, Inc.

(Sole Selling Agents)

E. H. MORRIS

CHESS BUILDS MORE SALES

with more top record hits

Chess #1635

"TOO MUCH MONKEY BUSINESS"
b/w

"BROWN EYED HANDSOME MAN"

by

CHUCK BERRY

Chess #1629

"SEE-SAW"

by

THE MOONGLOWS

Chess #1625

"BILLY'S BLUES" (Part #1)

CHESS RECORDS, Inc.

"WHERE BIG HITS ARE CREATED MORE OFTEN FOR YOU"

2750 South Cottage Grove Ave., Chicago 16, Ill.
Phone: Kenwood 8-4342
### Review Spotlight on... POP RECORDS

**ELVIS PRESLEY...** RCA Victor 6636
**BLUE SUEDE SHOES...** (Vee-Jay, BMI)
**TUTTI FRUTTI...** (Kelt, BMI)
**I GOT A WOMAN...** (Progressive, BMI)
**I'M COUNTING ON YOU...** (Ross-Jungnickel, BMI)
**B.C. 625...** (RCA Victor, BMI)
**I'M GONNA SIT RIGHT DOWN AND CRY...** (Royal, BMI)
**I'LL NEVER LET YOU GO...** (RCA Victor, BMI)
**B.C. 6639...** (Acef-Rose, ASCAP)
**TRY ME TO GET YOU...** (Motion, BMI)
**TUTTI FRUTTI...** (RCA Victor, BMI)
**BLUE MOON...** (Robinhill, ASCAP)
**JUST BECAUSE...** (Leeds, ASCAP)
**B.C. 6641...** (RCA Victor, BMI)
**ONE-SIDED LOVE AFFAIR...** (RCA Victor, BMI)
**FLIP...** (Walden, ASCAP)
**B.C. 6642...** (RCA Victor, BMI)
**SHAKE, RATTLE AND ROLL...** (Progressive, BMI)
**MONEY HONEY...** (RCA Victor, BMI)
**LAWDY, MISS CLAUDY...** (Vesey, BMI)
**LANDS...** (Vesey, BMI)
**I'M GONNA SIT RIGHT DOWN AND CRY...** (RCA Victor, BMI)
**SINATRA...** (RCA Victor, BMI)
**THAT'S MY Desire...** (RCA Victor, BMI)
**TUTTI FRUTTI...** (RCA Victor, BMI)
**SMILEY...** (RCA Victor, BMI)
**SPRING FEVER...** (RCA Victor, BMI)
**ENDLESS...** (RCA Victor, BMI)
**WHEN MY Dreamboat Comes Home...** (RCA Victor, BMI)

### POP DISK JOCKEY PROGRAMMING

**DICK HYMAN & SAM (THE MAN) TAYLOR...** M-G-M 13235
**CH.O.E...** (Robinhill, ASCAP)
**I'M LEFT WITH THE BLUES IN MY HEART...** (Goldahl, ASCAP)
**THOSE'S NEVER BEEN ANYONE ELSE BUT YOU...** (Witmark, ASCAP)
**FRIENDLY PERSUASION...** (Frat, ASCAP)

### Reviews of New Pop Records

<table>
<thead>
<tr>
<th>Artist</th>
<th>Record Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE McGUIRE SISTERS</td>
<td>RCA Victor</td>
<td>10-15, Top 40</td>
</tr>
<tr>
<td>Ev'ry Day of My Life</td>
<td>RCA Victor</td>
<td>10-15, Top 40</td>
</tr>
<tr>
<td>CORAL CBS</td>
<td>10-15, Top 40</td>
<td></td>
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<td>THE CHORDETTES</td>
<td>RCA Victor</td>
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<tr>
<td>Lay Down Your Arms</td>
<td>RCA Victor</td>
<td>10-15, Top 40</td>
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### Ratings—Commercial Potential

- Each record rated expresses the opinion of the members of The Billboard music staff, based on the commercial success of the record. Ratings mean the record's sales are competitive in the quality and audience.
- Average purchase price: $1.00
- Rating: 50-100
- 100: Best
- 90-99: Excellent
- 80-89: Good
- 70-79: Fair
- 60-69: Inadequate
- 50-59: Poor
- 40-49: Weak
- 30-39: Weak
- 20-29: Weak
- 10-19: Weak
- 0-9: Weak

### Imperial Hits are Breaking Wide Open!

**FATS DOMINO**
- 'SO LONG'
- 'When My Dreamboat Comes Home'
- =5396

**The Honey Bees**
- 'ENDLESS'
- 'Let's See What's Happening'
- =5400

**Breaking Big!**

**Ernie Freeman**
- 'SPRING FEVER'
- 'WALKIN' THE BEAT'
- =5403

**The Billboard Picks!**

**Smiley Lewis**
- 'Down Yonder, We Go Ballin'
- 'Someday You'll Want Me'
- =5043

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(Continued on page 59)
A NEW STAR ON COLUMBIA

EILEEN RODGERS

Climbing on all charts

MIRACLE OF LOVE

COLUMBIA RECORDS
sell more singles...more albums

with The Billboard's big sales booster display posters!

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

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

- HONOR ROLL OF HITS POSTER...17" x 22", lists the Top 16 Tunes of the week, plus the up-and-coming favorites.
- BIG PLAY POP ALBUM POSTER...17" x 22", with the week's Top 16 best sellers.
- BIG PLAY CLASSICAL ALBUM POSTER, 17" x 22".
- POINT-OF-SALE POSTERS OF NEW TITLES AND EQUIPMENT.
- TODAY'S POP TUNES FOLDERS...listing tips in pop, classical, jazz, R&B, C&W.

Dealers coast to coast say "they help me sell"

"We find all these sale-stimulating innovations that come as a result of your helpful guides to BILLBOARD for us to help.

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

The special artist and record record of exquisitely poster makes real selling magnetism."

The special artist and record..."these posters and folders help the customers make their selections.

SPECIAL INTRODUCTORY OFFER SAVES YOU 50%!

Merchandising Division, The Billboard, 1200 Patterson St., Cincinnati 2, Ohio

- SPECIAL INTRODUCTORY OFFER SAVES YOU 50%!
- I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS...just a month for only 50¢ per kit.
- I enclose only 512.

NAME

ADDRESS

CITY

ZONESTATE

JIMMY CAVELLO

Blues from the Country Side

CORAL 54926...The old Earl Black's hits are back in this latest release. The semi-saxophone beats coupled with the Cavello's organ, plus rock rhythm make this a sure seller.

"...a promising young talent..." (Roll and Rock Thunderbolt)

JUNE LOVINS

Be the Mother of Rome

MERCURY 2022. An island, romantic release. Pop jockeys will find this a potpourri of sound. (ASCAP)

"...vocal talents are unique..." (sound)

"...Take Them From The Giant..."

DAVID CARRIDON

Be the Mother of Rome

MERCURY 2022. A lilt, melodic version of a western theme, with brilliant vocal work. Good jockey work is featured here. (Chappell, ASCAP)

"...religious song for the listener..."

RUNKY DEAPER

Dream Weaver

MERCURY 2022. Dream seller with sales. Featuring highly popular theme song from Jimmy Dean's latest film. The catchy tune is just the one for the listener. (Chappell, ASCAP)

"...excellent pop..."

THOMAS EDDY

What Is That Sound

CORAL 42706...The kid star of the present day hits 'em hard with this one...a "What Is That Sound" in a moving minor key in a minor key, with a pleasant, homey feel to it. (Roll and Rock Thunderbolt) that could grab a good share of sales.

RHYTHMA CASTLE

Melody

GUN 77...An island of sound, but fine pop jockeys will find this a potential seller. (Chappell, ASCAP)

"...dramatic pop..."

LE ANN SNIAS

Love In Delta and Silver Bell

COLOMBIA 4174...Folkmusic at its best from this girl star...a dramatic pop with a fine rhythm. (Chappell, ASCAP)

"...superb pop..."

- Please send me the next 10 SALES BOOSTER KITS as a sample. I enclose 50¢ in full payment.

- Please send me a music sample kit. I enclose 512.

- Continued from page 48

- Reviews of New Pop Records

DICK JACOBS

Bar Named David...E...E

CORAL 3148. A hard driving melody. "The Bar Named David..." boasts varied rhythm, excellent backing, and a neat line. (Roll and Rock Thunderbolt)

"...jazzy feel..."

"...effective booster..."

- The Ballad of James Dean

CORAL 3149. A soft, mellow theme, and tender vocals bring back memories of the late James Dean. (Roll and Rock Thunderbolt)

"...aptly named..."

- I. Find Girl to H...E...E

COLOMBIA 4175. Hamilton with skillful and effective backing could be a big one for him. (Roll and Rock Thunderbolt)

"...aptly named..."

GRAHAM MAN

If It's Been Around Again

DECCA A-545. A soft, mellow theme, and tender vocals bring back memories of the late James Dean. (Roll and Rock Thunderbolt)

"...aptly named..."

- Good enough and boot hill, however.

PHIL LAMBERT

Love, Sweet Love

HIS. The Texas Troubadour is back in a big way, and will probably create much interest. The song which this great good coupling inspires a perfect fit for the Miss Lambert, record store.

"...aptly named..."

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GIMMIX: Gene Klavan and Dee Finch, early morning jacks at WNEW, New York, are wooing busy sufferers with a special news report gimmick. Each morning the teams reports the daily pollen count, in addition to their usual regular news, traffic conditions, time and weather bulletins... Al Meheer, WHER, Syracuse, N.Y., enjoys considerable success with his outdoor record hops in city parks this summer, and is now lining up fall hops at local schools.

Ed Stokes, WAGM, New York, ensured the huge benefit show at the Roosevelt Raceway last week an above record crowd... Dave Pringle, WPAC, Ann Arbor, Mich., has a "sharp" new Elvis Presley gimmick. He's issuing membership cards in an "I Hate Elvis Presley" club. Card also carries the legend: "He makes me feel surgical-like cutting my throat." A blade instrument is attached to the card.

THIS 'N THAT: Dick Drury, WHHI, Warren, O., is taking the month of September off to have an operation... Ned Lukens, WAGM, Allentown, Pa., enters a plea for record companies to list the faces of each of its labels on a "standard procedure."... Judy Hauser, KLBI, La Grande, Ore., says: We wish they would put pictures and artists' names on the label with a promotion guide. We have no idea how to pronounce names such as Evie Corne, Greg Cooper, and a dozen other artists. Record companies are wise about pronouncing on the air and into our dead record pile and we don't play them until we find out.

Teen-ager Dennis Bruton, KGUL, Fort Worth, Tex., has been seen a "Teen-Trot" dance from a local hotel for the past 17 weeks. He has his two-hour evening show from the dance floor. A rather feeble disk promotion gal is Gloria Haus, of the George Jay publicity office in Hollywood, according to John Magnus, KGOU, Hollywood.

CHANGE OF THEMES: One of TV's first ladies—Maggie McNiel—is having a deep may with a new hour-long morning show.

MONITOR MUSICAL SURVEY: According to a survey made by the NBC radio network show, "Monitor," the records that received the most air play over NBC affiliate stations last week in the following areas:


Sioux Falls, S. D.: "I Have With Love in It," Four Lady, Columbia.


Paducah, Ky.: "Wayward Wind," Gogi Grant, Epic.


VOX JOX

—By JUNE BUNDY

YESTERDAY'S TOPS—The nation's top ten on records as reported in The Billboard

SEPTEMBER 7, 1946.

1. To Each His Own
2. Five Minutes More
3. Surrender
4. The Gypsy
5. South America, Take It Away
6. Don't Whimper, Nana
7. They Say It's Wonderful
8. I Don't Know Enough About You
9. If You Were the Only Girl
10. I Got the Sun in the Morning

11. One More Tomorrow
12. The Tower of Love
13. In Love in Vain
14. All Thru the Day
15. I Don't Know Why (I Just Do)

SEPTEMBER 10, 1953.

1. Because of You
2. Come On-A My House
3. Too Young
4. Sweet Violets
5. Lullabed Night of the Year
6. My True, Toul, Fair
7. Shanghai
8. I Get Away
9. Cold, Cold Heart
10. The World is Waiting for the Sun...

A hit in England!

Now! A bigger hit in America!

C/W Teen Age Goodnight

Cadence #1299

KAPP Sharpens

Continued from page 18

build into a group of family albums. Others in the release are "Listen to Music of Jerry Wald," "Have Fell" and "Courtney Berlin," and "Listen to the Quartets," with the Cockerjacks and others, and "Tell Out the Burtal" by Milton Deloug.

In the singles field, Kapp has indicated to distributors that the label's activities will be stepped up. Other Kapp single hits—including the two releases—are the single hits—but has been developed that he chiefly on packages. Now distributors have been alerted that a release of four singles are on the way. These include sides by Hal Kamer, the Tony Boys, Ronnie Gaylord and Jerry Tyror. Gaylord has been signed to an artist pact as his Buddy Greco. Negotiations with other artists are known to be in the works.
**C&W Best Sellers in Stores**

*For survey week ending August 29*

| Record Title                  | Artist            | Label     | Retail Chain | No. of Stores | Sales
|-------------------------------|-------------------|-----------|--------------|--------------|-------
| *Sweet Dreams*                | Vic. Price        | Decca     | 35           | 3,274,000     |
| *Back Porch*                  | Don't Be Cruel    | E. Pressy | 35           | 1,823,000     |
| *Crazy Arms*                  | R. Price          | MGM       | 35           | 1,207,000     |
| *Let's Walk the Airline*      | J. E. & M. Brown  | WM-Rec     | 35           | 650,000       |
| *Please Love Me*              | W. Pierce         | Decca     | 35           | 530,000       |
| *My Love Is Sealed*           | W. Pierce         | Decca     | 35           | 450,000       |
| *I'm a One-Woman Man*         | J. Horton         | R.C.      | 35           | 350,000       |

**Most Played C&W by Jockeys**

*For survey week ending August 29*

| Record Title                  | Artist            | Label     | No. of Stations | Plays
|-------------------------------|-------------------|-----------|-----------------|-------
| *Sweet Dreams*                | Vic. Price        | Decca     | 25              | 84,400 |
| *Don't Be Cruel*              | E. Pressy         | WM-Rec     | 25              | 80,200 |
| *Crazy Arms*                  | R. Price          | MGM       | 25              | 70,000 |
| *Let's Walk the Airline*      | J. E. & M. Brown  | WM-Rec     | 25              | 60,000 |
| *Please Love Me*              | W. Pierce         | Decca     | 25              | 59,000 |
| *I'm a One-Woman Man*         | J. Horton         | R.C.      | 25              | 50,000 |

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

*For survey week ending August 29*

| Record Title                  | Artist            | Label     | No. of Locations | Plays
|-------------------------------|-------------------|-----------|-----------------|-------
| *Sweet Dreams*                | Vic. Price        | Decca     | 50              | 166,000 |
| *Don't Be Cruel*              | E. Pressy         | WM-Rec     | 50              | 152,000 |
| *Crazy Arms*                  | R. Price          | MGM       | 50              | 119,000 |
| *Let's Walk the Airline*      | J. E. & M. Brown  | WM-Rec     | 50              | 96,000 |
| *Please Love Me*              | W. Pierce         | Decca     | 50              | 95,000 |
| *I'm a One-Woman Man*         | J. Horton         | R.C.      | 50              | 80,000 |

**FOLK TALENT & TUNES**

*By Bill Sachs*

**Around the Horn**

Carl Smith and the Tune-matids played the Prince Alhambra, 172 B. & C. Oly. "Opry" Saturday night, Sept. 1. On August 18 and September 1, Carl played for some 12,000 people at Live Oak, Fla., for a show sponsored by the local Chamber of Commerce. It was one of the biggest shows ever witnessed in Live Oak. Carl Smith and the Tune-matids are busy at Al Gannamay's on its "Country Shows" series in South Florida. Carl is also busy on his deejay-type programs for the ABC network produced by Gannamay. The show is heard over three radio stations.

Buddie Starcher (Columbus), station manager of KXUL, Fort Worth, which airs "Cowtown Hoe-downs," each Saturday night from 10:30 to 11:00 p.m., has taken the personal management reins on Bob (Soup's) Hallam, one of the Tune-matids. Jackie (Cat'man) Cochran, another "Cowtown Hoe-downs" feature, was in California last week to cut a session for Simon Records, The country kings, O. B. C. S. (Country Drippers), staff band with Chuck Hales, "Cowtown Hoe-downs," were in the Kip Holt, Chuck Campbell, Hardy Moore, J. D. Krell, Clay Harvey, Cassie Norcross, and Al Humphrey,... Wendy Lindy Women, a great little group folded on a weekend day at WCMX, Norfolk, Va., did a glad shot second spot on the show.

**This Week's C&W Best Buys**

*JUST AS LONG AS YOU LOVE ME* (Arfect-Bose, BMI)

**DON'T TELL ME YOUR TROUBLES** (Central, BMI)-Jim Edwards, Maxine and Ronnie Brown-BCA Victor 6321-The Brownes are follow-up to their hit "Take the Charms Away," also on their seller. Traditional country markets like Nashville, Charlotte, Durham, Richmond, Atlanta and Birmingham indicate that it is taking off with all of the usual "just as long as you love me" favorites side at this time, also both are doing well. A previous Biscuit "spotlight" pick.

**RECORD Review on . . . . . . . . C&W RECORDS**

**Carl Perkins**

Dodie Fried (Hello, BMI)

I'm sorry I'm Not Sorry (He-Lo, BMI)-Sun 249 Artist, with his first release since his all-nite smash "Blue Suede Shoes," comes up with two strong sides. "Dodie" is a solid country rockin' tune, while flip is a more traditional entry, but with equal appeal.

**Wheeler Pierce**

I'm Really Glad I Hurt You (Cedarwood, BMI)-Decca 30043-Pierce gets his 7th hit in a row, and this time he packs his usual wallop into this side. Strong songs coupled with artist's sincerity puts it over. Flip is "Teen-Age Boogie" (Cedar-

**C&W Territorial Records**

*For survey week ending August 29*

<table>
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<td>J. Horton</td>
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**C&W Best Sellers in Stores**

*For survey week ending August 29*

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**Most Played C&W by Jockeys**

*For survey week ending August 29*

<table>
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<th>Record Title</th>
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<tr>
<td><em>Don't Be Cruel</em></td>
<td>E. Pressy</td>
<td>WM-Rec</td>
<td>25</td>
<td>80,200</td>
</tr>
<tr>
<td><em>Crazy Arms</em></td>
<td>R. Price</td>
<td>MGM</td>
<td>25</td>
<td>70,000</td>
</tr>
<tr>
<td><em>Let's Walk the Airline</em></td>
<td>J. E. &amp; M. Brown</td>
<td>WM-Rec</td>
<td>25</td>
<td>60,000</td>
</tr>
<tr>
<td><em>Please Love Me</em></td>
<td>W. Pierce</td>
<td>Decca</td>
<td>25</td>
<td>59,000</td>
</tr>
<tr>
<td><em>I'm a One-Woman Man</em></td>
<td>J. Horton</td>
<td>R.C.</td>
<td>25</td>
<td>50,000</td>
</tr>
</tbody>
</table>

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

*For survey week ending August 29*

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>No. of Locations</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Sweet Dreams</em></td>
<td>Vic. Price</td>
<td>Decca</td>
<td>50</td>
<td>166,000</td>
</tr>
<tr>
<td><em>Don't Be Cruel</em></td>
<td>E. Pressy</td>
<td>WM-Rec</td>
<td>50</td>
<td>152,000</td>
</tr>
<tr>
<td><em>Crazy Arms</em></td>
<td>R. Price</td>
<td>MGM</td>
<td>50</td>
<td>119,000</td>
</tr>
<tr>
<td><em>Let's Walk the Airline</em></td>
<td>J. E. &amp; M. Brown</td>
<td>WM-Rec</td>
<td>50</td>
<td>96,000</td>
</tr>
<tr>
<td><em>Please Love Me</em></td>
<td>W. Pierce</td>
<td>Decca</td>
<td>50</td>
<td>95,000</td>
</tr>
<tr>
<td><em>I'm a One-Woman Man</em></td>
<td>J. Horton</td>
<td>R.C.</td>
<td>50</td>
<td>80,000</td>
</tr>
</tbody>
</table>
**R&B Best Sellers in Stores**

For survey week ending August 29

**RECORDS** are ranked in order of their current national selling importance at the retail level as determined by Billboard's weekly survey of key dealers. The survey is based on a high proportion of retail and store records. When significant artists or groups are involved, recording positions on the chart. In many cases, both sales and airplay factors are considered.

This week, seven titles are new to the list, the seven highest selling records are re-rated this week.

1. **HONKY TONK (PARTS 1 & 2)-B. Doggett**
   King 4915
2. **2 LET THE GOOD TIMES ROLL-B. & L. King**
   Vee-Jay 4110
3. **DON'T BE CRUEL (B. & L. King)**
   Vee-Jay 4100
4. **I WANT YOU (PARTS 1 & 2)-F. Domino**
   Decca 299
5. **IQUE TRUTH (PARTS 1 & 2)-W. Dixie**
   King 4916
6. **FOOL (B. & L. King)**
   Vee-Jay 4108
7. **HONEY COMES HOME-F. Domino**
   Mercury 7101

**Sides** are ranked in order of the greater number of copies on disk radio stations.

The following is an alphabetical list of the records most frequently received by disk radio stations.

**Most Played R&B by Jockeys**

**SAVOY RECORD CO. (Mark 25 Market #1)**

**Sensational New Star**

**WILBERT HARMSON**

**Confessin' My Dream**

"The Way I Feel"

Savoy 11102

**PEACOCK RECORDS, INC.**

**TOMMY MOSLEY**

**Music & Communication**

**Savoy-Vee-Jay Show**

**I LOVE YOU**

"(The End of Time) (Gonna Be with You)"

Philadelphia, Penn.

**GOOTONE RECORDS, INC.**

**GLORIA MILLER**

**Watching This Love**

"The Fool" by The Gallahads

Jubilee 522

**JUBILEE RECORDS**

1356 Broadway

New York City

**SAY NO CONTROL RECORDING**

GOOTONE RECORDS

240 West 42nd St.

N.Y.C.

**BUTTOCK**

GOOTONE RECORDS

240 West 42nd St.

N.Y.C.

**R&B Territorial Best Sellers**

For survey week ending August 29

**Atlanta**

1. Let the Good Times Roll (B. & L. King)
2. I'm Torn Over You (B. Doggett, R. Dixie)
3. My Prayer, Prayer, Me (C. & E. Smith)
4. Don't Go No Further, M. Waters (C. & E. Smith)
5. Ganala, Ganala, W. & Y. Williams (C. & E. Smith)
6. It's Too Late, W. & Y. Williams (C. & E. Smith)
7. Can't Look, I'm a Troubled Man (C. & E. Smith)

**Charlotte**

1. Let the Good Times Roll (B. & L. King)
2. It's Still the Same Story (B. Doggett, R. Dixie)
3. My Prayer, Prayer, Me (C. & E. Smith)
4. Don't Go No Further, M. Waters (C. & E. Smith)
5. I'm Findin' It (L. McNeil, L. Davis)
7. It's Too Late, W. & Y. Williams (C. & E. Smith)

**Cincinnati**

1. Let the Good Times Roll (B. & L. King)
2. It's Still the Same Story (B. Doggett, R. Dixie)
3. My Prayer, Prayer, Me (C. & E. Smith)
4. Don't Go No Further, M. Waters (C. & E. Smith)
5. I'm Findin' It (L. McNeil, L. Davis)
7. It's Too Late, W. & Y. Williams (C. & E. Smith)

**Detroit**

1. Honky Tonk, B. Doggett, K. Klein
2. Flyin' Home, B. Doggett, K. Klein
3. It's Too Late, W. & Y. Williams (C. & E. Smith)
4. I'm Findin' It (L. McNeil, L. Davis)
5. Lipstick, Powder and Paint (F. & D. McCarty)

**Philadelphia**

1. Honky Tonk, B. Doggett, K. Klein
2. Flyin' Home, B. Doggett, K. Klein
3. It's Too Late, W. & Y. Williams (C. & E. Smith)
4. I'm Findin' It (L. McNeil, L. Davis)
5. Lipstick, Powder and Paint (F. & D. McCarty)

**New York**

1. Honky Tonk, B. Doggett, K. Klein
2. Flyin' Home, B. Doggett, K. Klein
3. It's Too Late, W. & Y. Williams (C. & E. Smith)
4. I'm Findin' It (L. McNeil, L. Davis)
5. Lipstick, Powder and Paint (F. & D. McCarty)

**Washington D. C.**

1. Honky Tonk, B. Doggett, K. Klein
2. Flyin' Home, B. Doggett, K. Klein
3. It's Too Late, W. & Y. Williams (C. & E. Smith)
4. I'm Findin' It (L. McNeil, L. Davis)
5. Lipstick, Powder and Paint (F. & D. McCarty)

**Los Angeles**

1. Honky Tonk, B. Doggett, K. Klein
2. Flyin' Home, B. Doggett, K. Klein
3. It's Too Late, W. & Y. Williams (C. & E. Smith)
4. I'm Findin' It (L. McNeil, L. Davis)
5. Lipstick, Powder and Paint (F. & D. McCarty)
RHYTHM-BLUES NOTES

By CARY KRAMER

The rhythm and blues scene once more is bringing you a happy one, but this week it showed signs of dooming back to our usual Dean along with the rest of the industry. Groove Records came thru this week with a great release by the master, Varetta Dillard telling me "I Miss You," and it has a nice rhythm and blues beat to it. I noticed that one of Miss Dillard's big hits was also a tribute — "Johnny Is Gone." The label of this release is "Johnnie Ace." More dinges to Dean and Groove Records for these nice R&B manufacturers. Any a/er, currently seen in a state of Downward Slope, should not have predicted to have a Dean disk under work.

Kraft has joined the staff of Shaw Artists. He will be in the location Depart- ment for a 10-day stint, starting September 7, as a part of the most popular tunes of the "Big Band Industry" Exposure... E.B. Donato is to be one of the fea- tured acts on the coming "Here's What's Coming," on September 2, originating from Waynesville, Mo., for the "Happy Days."

Charlie Fong's Ink Spots are signing an exclusive re- cord contract with Capitol's Granu's Voice Records. Their first session scheduled 16 of the most popular tunes of the original Ink Spots, of which Fong is a member of, will be released as a single.

TALKEENT AND TALENT

COOL TALENT... 55

Jimmy Newman (Dot), who recently howled as a regular with "Grand Ole Opy," makes his first appearance in the West and South, beginning September 17, and will tour around the country. Jimmy's newest Dot waxing is slated for early release. The Newman family has just taken a house in Nashville... Dave Rich, now under the personal man- agement of Hal Smith's Curtis Agency, is working very hard in the textile field. His同时 are working personal in the Southland and taping shows for major recording labels in City, Ky., and Owensboro.

The rhythm and blues scene once more is bringing you a happy one, but this week it showed signs of dooming back to our usual Dean along with the rest of the industry. Groove Records came thru this week with a great release by the master, Varetta Dillard telling me "I Miss You," and it has a nice rhythm and blues beat to it. I noticed that one of Miss Dillard's big hits was also a tribute — "Johnny Is Gone." The label of this release is "Johnnie Ace." More dinges to Dean and Groove Records for these nice R&B manufacturers. Any a/er, currently seen in a state of Downward Slope, should not have predicted to have a Dean disk under work.

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The Manske Girls report from St. Paul that the Jimmy and Andy Wells Western Day picnic held there recently featured more than 400 fans and not "some 100," as originally reported. The fave was a huge success, the girls say... Hal Smith advises that he has obtained screens on artists under his wing, including Jimmy Newman and Dave Rich, by writing to him at 4705 Gallatin Boulevard, Ky.

Dave's newest release on the RCA Victor label is "Ain't It Fine," b/w "Your Pretty Thing."" The Manske Girls report from St. Paul that the Jimmy and Andy Wells Western Day picnic held there recently featured more than 400 fans and not "some 100," as originally reported. The fave was a huge success, the girls say... Hal Smith advises that he has obtained screens on artists under his wing, including Jimmy Newman and Dave Rich, by writing to him at 4705 Gallatin Boulevard, Ky.

"Louisiana Hayride" moves back to Municipal Auditorium, Thursday, September 8, after putting in several months in the Youth Building Auditorium on the "Barnum and Bailey" circuit. The program will be rerun, the Mas- ter of Ceremonies being Howie, in the tent circuit. The show will be relayed to thousands of radio stations throughout the country, opened Saturday (1) at its own club in Wichita, Tex., and will open on the road Thursday and end on May 11, May 7, in California, while the Miller combo did a recording session recently for 4 Star, with a release scheduled for September 8.

Laurea and Lyon, the Pine River bus owners, are on a tour thru the country, on their regular appearance on the CKKN "Saturday Night Barn Dance," Kitchener, Ont. They are also scheduled to appear on September 15 Lynn and Earl Homestead, of the CKXN Barn Dance, which has recently had its first co-authored tune, "Why Must I Wonder," written by Paul Beaver, and issued under the label. The Canadian release is on its way with a score of "Miss Lyle's times' have been slapped for release via the new Kidd Baker Song Folks published by BMI Canada, Ltd.

Bobby Lord (Colombia) made his first Atlantic tour September 4, 15. Bob Burrell, Columbia's top record expert, claims that Lord gained considerable status throughout the country on appearances as a featured "Ork Julie." Mac Haynes, BMI's West Coast chief, were "Ork Julie" guests in the future. Ford (Anunt Ailson), of Don McNeil's "Breakfast Club," and the Barl Thompson's "Kiddie, Frahn and Ollie," does her sixth hit, "Once on Olympic," that was released by "Ork Julie" September 22.

The Juilliard Promenades, under the direction of Daniel Brown, re- turn to Springfield, Mo., head- quarters September 15 after a brief stay in New York, and will appear at the National Exhibition, Toronto... A feature in the radio business, "Radio Calls for a New Step in World Diplomacy," advising an around-the-world tour of the "Navy American Square dancer," it is running in numerous papers around the nation.

Missouri's recent primary elections are expected to be a decided "Ork Julie." The con- quering" as the season is produced by Bryan Bin- ney and writer Don Richardson.

Roy Drusky and the Rhythm Kings, who won a 3-day stint, concluded an all-around run at Ocean Pier, Daytona.
305,000 ONE-DAY GATE RECORD IS SET BY ONE

Rain Takes Cut in First Seven Days;
Causes Attendance to Fall Below '55

TORONTO—Rain four of the first seven days of 14-day Canadian National Exhibition held down attendance, and thus Friday (31), the last day of the gate stood at $1,353,000, down 45,000 from the 1,398,000 tally at the same point last year.

On one of the days when weather was with it—Saturday (26)—the exhibition set a new all-time attendance record for one day, pulling 305,000 persons. This eclipsed the old mark of 303,500 set last year on the second Saturday.

Record One-Day Midway Take

The new one-day attendance record produced another record, a new high single day's ride and show gross. The Canadian midway amassed a gross of $70,000, 30,000 over the previous mark set last year.

The New Grandstand, Midway Records Set;
Rogers Grosses 122G in Eight Shows

COLUMBUS, O.—The Ohio State Fair, in a sensational eight-day run that closed Friday (31), smashed the previous all-time attendance record to finish with 660,000 persons, an increase of more than 150,000 over the 1937 total.

Most outstanding of the many records that tumbled was that for the new grandstand, which grossed more than the previous record set in 1937, when 652,000 fair-goers paid admission.
The Sky Kings, the truly sensational aerial act developed by Bill Atcheyry, knew it was too much. Their low-flying full routine, a routine which under normal circumstances is fraught with peril, for in it four members swing from one to another of the four small planes. But the Sky Kings, like so many of their brother acts in show business, were intent on giving the customers their money's worth. Two of them clambered, hand over hand, up the slippery poles and put on an exhibition that provided a thrilling climax to a race -shortened show, a climax which the customers away, as well as thrilled.

Sweeney

Bad Weather Slows Essex Record Bid

ESSEX JUNCTION, Vt.—Bad weather on the traditionally big day, May 25, continued into the record-breaking start of the Champlain Valley Expedition on Monday and Tuesday. The weather was said to have been too late afternoon on Tuesday the fair had passed the 14,000 mark, the best previously for that day. Attendance on the opening day was listed at 4,000.

Hope of smashing the one-day mark of 26,000 set Wednesday evening as the day dawned wet and chilly. All the skies cleared through the afternoon, and by early evening the fair was expected to be rain-free.

The fair had a strong lineup of attractions, with OAC-Hamilton packages.

NATIONAL AMUSEMENT DEVICE CO.

MO. STATE FAIR EYES RECORD NET PROFIT

SEDALIA, Mo.—The Missouri State Fair wrapped up its nine-day run here Sunday (26) with a total attendance of 537,600, a mere $1,519 below last year's all-time high of 539,119. Despite this a deficit in patronage, both L. C. Carpenter, superintendent of agriculture, and W. R. Ralston, fair secretary, looked for a net profit that would exceed all previous records.

"Holiday on Ice," presented in front of the grandstand for the first time, was reported to have doubled the attendance count chalked up last year by a grandstand revenue.

The fair also presented another innovation—"jelly-pie" races staged by Al Swainey, which drew a big burst Saturday night. "Grand Ole Opry" closed the fair Sunday night with equally strong interest. The latter show, as well as acts used during the afternoons, were supplied by Kimball & Company Booking Agency, St. Louis.

Herb Dotten

Business People Speak Up

IT WAS 8:05 p.m., Tuesday (28), the fourth night of the Minneapolis State Fair at St. Paul, rain beat a steady tattoo on the grandstand overhead. Simultaneously—with and without speaking—Doug Baldwin, fair manager and Paul H. Frederick, president of the Barnes-Carruthers No. 1 revere, thrust out their hands to meet in a clap that was an eloquent testimonial, each to the other, of a job well done.

During the last two to start from rain, the night grandstand show had been staged. To keep water on this, the roof was telescoped. Production numbers were shortened and some of the sets were eliminated. But enough of a show went on to please the fairly large crowd seated under the roofed stand. There were no refunds. And a sizable sum of money was saved.

Watching from back stage, the "thrushers" underfoot the damage done to costumes and the trying working conditions—two pages, they did side. For it and with it, were intent on

getting the show in, not to dock work.

Swing 'n' Way in Rain

The Sky Kings, the truly sensational aerial act developed by Bill Atcheyry, knew it was too much. Their low-flying full routine, a routine which under normal circumstances is fraught with peril, for in it four members swing from one to another of the four small planes. But the Sky Kings, like so many of their brother acts in show business, were intent on giving the customers their money's worth. Two of them clambered, hand over hand, up the slippery poles and put on an exhibition that provided a thrilling climax to a race -shortened show, a climax which the customers away, as well as thrilled.

Outdoorsmen, like fair managers and outdoor bookers, take bad weather as a distinct challenge—the challenge to get the show in regardless—to save a grandstand crowd against great odds.

Time and again practically all of the thrill shows have saved such crowds. They have run the show, even when descended upon a deeply rain-soaked area in the fair despite the bad weather. The Sky Kings, like so many of their brother acts in show business, were intent on giving the customers their money's worth. Two of them clambered, hand over hand, up the slippery poles and put on an exhibition that provided a thrilling climax to a race -shortened show, a climax which the customers away, as well as thrilled.

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Heat Cuts Gate 3% At Pacific National

VANCOUVER — The Pacific National Field was off three per cent attendance-wise during the first seven days of its 11-day run with extreme heat the prime reason for the slight decline.

Receipts, Gate, Midway '55 At Escanaba

ESCANABA, Mich. — The Upper Peninsula State Fair dropped off the effects of rain and the heat wave and closed its six-day run here Sunday (20) with a big budget in attendance, over-all receipts and midway gross figures.

Ray LaPorte, manager of the fair, estimated attendance during the free gates days was close to 150,000, compared with 115,000 last year. Overall receipts were up 10 per cent, while ride and show grosses on the W. G. Wade midway were almost 35 per cent over last year.

The night grandstand show, booked by Val Campbell, Detroit, with a new headliner each night, was off due to the loss of two performances to rain. The Joe Clift woodchuck show gave two shows and was up 20 per cent compared with '54. Auto races scored some of the best business of the week. Midgets, brought in by Jack Wil- kins, and stock cars, operated by a local promoter, ran off to standing room on Saturday and Sunday afternoons.

The country and western show featuring Eddie Dean and Paty Montana put on two shows Saturday night and pulled excellent crowds.

Palacio Flyer Hurt in Fall

VANCOUVER, B. C. — The Palacio Flyer, of the Flying Palaces, was injured in an attempt to accomplish a two-and-a-half somersault on Palacio Bros. circus here. He fell 20 feet into a net and received injuries which required two days' hospitalization but will keep him from performing for a longer period.

The accident occurred on the opening day of the show's run at the feature of the Pacific National Exhibition, Wednesday (22). The show is appearing in the Forum building under joint auspices of PNE and the Shrine. It is drawing business as a run with last year's.

UNITED STATES TENT AND AWNING CO. Established 1870. Over 85 Years of Specialized Experience.

"50" T. JESP Deni. President Circus—Any Size—Concession Carnival—Any Type—Exposition Phone Brunswick 8-4340

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POWERS TENTS

Tents well reinforced. 12' x 12', wein. Down treated. Saved with heavy sail cloth. Largest manufacturer of show tents in the East. Write for prices.

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AMERICA'S FINEST SHOW TENTS

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- CONCESSION TOPS - SHOW TENTS - RIDE CANVAS

HERNIE MENDELSON

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Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it. The new catalogue offers for the first time many items that have warranted, at low-dollar prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

GOLD MEDAL PRODUCTS CO.

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Clevecland 10, Ohio

NOTICE!! ALL RIDE OPERATORS!!

SEE THE NEW DOUBLE TUBS-O-FUN

Major Rides in operation at the Mid-America Jubilee, September 1 thru 30, St. Louis, Mo.

Capacity - 48 adults or 96 children

PRICED AT ONLY $7,250.00 COMPLETE

HAMPTON AMUSEMENT COMPANY

Portage Des Sioux, Mo. (Phone: Skyline 3-2381)
Set Attractions For Brockton

BROCKTON, Mass. — Entries for competitive exhibits at the Brockton Fair, to run Sunday through Saturday (9-15), are coming in ahead of last year, according to President Dr. George A. Buckley. Cattle, poultry, dairy and crafts classes entries appear headed for the biggest year in the fair's history. The World of Mirth Shows will be on the midway and for grandstand audiences, a number of new names in show business will be featured. There will be a fashion show in co-operation with the leading stores in the city. One event will prove a big attraction in the American Horse Show Association's Class A show.

The Sunday opening grandstand was $8,381 ahead of last year, and the midway gross of Brodebeck & Schrader showed a 6 per cent increase over 1933.

The Don Smiths and Fred Pfenning caught those three shows in one day and nearly made it four. They were on Hagen's lot in the morning in Plymouth, Mich., then caught Mill at Kenton, O., in the afternoon. They saw Kelly-Miller at Delaware, O., that night, and went on to Westville, O., to see R. A. Miller's show but found it had blown the night.

Colo. State Tops '55; Autry Rodeo Packs 'Em

PUEBLO, Colo. — Colorado State Fair closed one of its most successful runs on record here Sunday (10). Attendance was sharply ahead of last year, although official figures were held up until returns on season tickets could be computed.

Based on the sale of 50-cent gate admissions, however, the fair was $18,361 ahead of last year, and the midway gross of Brodebeck & Schrader showed a 6 per cent increase over 1933.

Strongest attraction of the six-day run was the rodeo featuring Gene Autry, which pulled six sell outs in that many appearances. Gross taken on the final day's two shows was better than $11,000, as compared with $2,000 on the same day a year ago. This whopping gross was aided by an all-time closing-day attendance mark, with patronage 40 per cent ahead of the same day last year.

Other attractions during the week included a Barnes-Carverdrive revue, which drew strong business, and those performances of the Canadian Daredevils, which fell below the 1935 Thrill Show business. Featured midway show was Sam Howard's dive and swing unit, which had Terry Merrill, Donna Lee and Company, Kooler Brothers, Aegar Mandles, skilful dancers and a 12-girl beauty Show. Did well four-a-day.

TO DAY, i,iAAAii,a


c...clove

I,lanulaclur

Quick Service

GUARANTEED Workmanship

ACE CANVAS CORP.
103, Green St.
Jersey City 2, N. J.
(201) 332-4469

SHOW TENTS CENTRAL Canvas Company
810-818 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 1014

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Last 5 times as long because of
A greater weight in your hand

Concession Supply Co.
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Wells. Author. 1817-1823.

PRIMITIVE BALLOONING.


Restaurant. O. G. A. M. 1881.

Concession Supply Co.
Box 732, Danville, Ill.
Phone 7700

NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!

1956 THE BILLBOARD 59
Dated September 22

The big annual Special issue devoted primarily to the needs and interests of the active Auditorium-Arena Field and those Acts, Attractions, Shows, Conventions, Promoters, Concessionaries, Equipment Manufacturers, Suppliers and others affiliated with it.

Featuring:
- Several stories on Auds and Arenas around the country.
- Acts, Attractions, Package Shows, etc., planning to make an Aud-Arena circuit this year.
- News and developments, plans for new buildings, plants recently opened, etc.
- 1956 Arena-Auditorium Directory with many additions, changes, etc.

The important people of every Package Show, Ice Show, Circus, Rodeo, Horse Show, Exposition, Convention and Special Events Committee will certainly keep this Big Special Issue churning with such important information at their fingertips for many months.

PLUS
BIG REPRINT DISTRIBUTION

All advertising and editorial that appears in the Auditorium-Arena Section of the September 22 issue will be run in a Special Reprint and sent to 5,000 key personnel in those groups: Aud-Arena list including AMA and IMMA, Canadian Arena Organizations, Coliseum, Auditoriums, Arenas at Fairs, etc.

All the big, important Promotors throughout the country, Secretaries of Associations that hold Conventions and Trade Shows.

Industrial Recreational Directors responsible for rentals, ticket sales, etc., for the entertainment of employees.

Booking Offices and Attractions, including Ica Shows, Indoor Circus, Rodeos, etc.

And 200 copies to Convention Managers of Chambers of Commerce in key cities.

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Your Once-A-Year Opportunity to Effectively Promote and Publicize your Auditorium.

ARENAS AND AUDITORIUMS

Arena Finances: Some Win, Some Arent Supposed To

By Tom Parkinson

Whether an auditorium-arena is self-supporting and makes profit is readily determined. But what the Board should be a mood question, with the answer lying with local philosophy about the purpose of the building and its operation.

A check among members of the International Association of Auditorium Managers by Wm. Hansen, of the Long Beach, Calif., Municipal Auditorium, brought 55 replies. Of these three buildings reported a profit for the past year. Locums were reported by 32. Hansen's queries specified that detailed results would be circulated only among those who answer, however, figures have been released by several of the front runners.

Outstanding leader by a terrific margin is the Milwaukee Auditorium and Arena, managed by Elmer Kauf, Revenue for the Milwaukee operation was $951,000, while expenditures were $418,000. That leaves a profit of $816,000.

Second in the sweepstakes is the David Ovens Auditorium and Charlotte Coliseum, Charlotte, N. C., a relatively new building with Paul Buck as manager. He showed a $396,000 profit after paying $25,000 in expenditures from the $152,000 income.

Third is the San Houston Coliseum, Houston, managed by Frank Dining. The profit there was $37,000. Income was $348,000 and expenses totaled $190,000.

Next was the Allen County Memorial Coliseum, Fort Wayne, Ind., with Dan Myers managing. It showed a profit of $54,000. There was income of $257,000 and outgo of $223,000.

After that came 9 other buildings that reported profitable operations. Some were bigger operations that the four most profitable, that is, their income and costs were higher. But the profits they report are progressively less the break-even point.

At the opposite end of the tabulation are the buildings which reported operating deficits. The fourth greatest losses are for larger sums than are the four greatest profits.

The greatest deficit reported was $142,000. This like most of the others in the same bracket, is a city where the policy is to grant use of the building on a rent-free basis for certain specified types of events.

In most such cases, it is pointed out that the building is not intended to make a profit, but it is intended to attract convention business to the city. It is argued in these cases that the buildings, which are made up from taxes, are more than covered by the profit brought to the merchants, hotels, restaur-

ances and others by conventioners.

In the same class were the Eastern cities which had a $125,000 loss, the Western city with a $77,000 deficit, another city with a $70,000 deficit to make up, and another Midwesta city with a $70,000 deficit.

Drake—James (Pop), 59, veteran outdoor showman, August 29 in Kaukauna, Ila. For many years he worked on Prefl Broadway Show. Survived by his widow, Martha, and a step-son, Mr. Conners, Basil. in Rose Hill Cemetery, Kaukauna.

McGowan—Alexandra, 63, known also as Bill McGowen, former advance car manager for the Norris and Gunther Circus, in Chicago August 20. In recent years he had been a billposter and stagehand at Chicago theater houses. Funeral was conducted by the Elks. Survived by his widow, Suie, of Chicago.

Heawitt—William Judge, 63, widely known magician and ventriloquist, recently in New Orleans, died of a heart attack. Known professionally as Cling Long, he and his wife formed the team of Cling Long and Sue and worked in various parts of outdoor and indoor show business. At the time of his death, he was manager of the New York American and London Varieties. Survived by his widow, Baby, of the San Beach Trailer Court, Mississippi City, Miss., a son, William, a daughter, Helen, and a sister, Mrs. Annie Goodwin.

Schayer—Morey, 68, widely known circus and vaudeville personality, August 8 in Paducah Ky. At the time of his retirement two years ago, he was married to Mrs. E. Schayer, a native of Newark, N. J. Survived by his widow, Ethel, a brother, Harry B., and a sister, Mrs. Allen Dee.

SNYDER—Mrs. Julia, 89, one time tornado performer, August 9 in Sheffield Lake, O. Known professionally as Princess On-Ka-Mon, she was a barrelback rider and acrobat and performed with Ringling Bros. and Barnum & Bailey and several other large circuses. At one time, she also appeared in silent movies. She was born in Elgin, Ill., and was married to Thomas Snyder. Survived by her husband, Henry.

Thompson—C. B. (Buddy), 55, concessionaire, recently in Nashville, Ky., where he was with Gladstone Shows. During his long career in the business he was on Royal American, Abo-

mon Exhibition and many other shows. Services included a broth- er and three sisters. Services and burial in Tulsa, Okla.

Vanderbilt—Mrs. Edna C. (Ivan), 73, famed barrelback rider of the early 1900's, recently in

In Loving Memory
Of the Husband and Our Father

Ted Lewis

who passed away
August 13, 1956

from our family
WES. T. LEWIS AND
W/ / O/DOT/THY MILL and
WES. EDGAR L. HOLLAND
Daughters
CARNIVAL ROUTES
Seed to 2160 Patterson St.
Cincinnati 22, O.

WALLACE—Mr. and Mrs. LeRoy Wallace have moved to Wallacetown.

WILLIAM—Mr. and Mrs. William Holtzclaw have moved to Joplin, Mo.

WOOLFOLK—Mr. and Mrs. Hubert Woolfolk celebrated their 50th wedding anniversary on Oct. 4. They were honored with a dinner and programs at their home.

CIRCUS ROUTES
Circus proposed to encamp at 1627 Chicago Ave., from Oct. 4 to 6, with a parade through lines of the street on Oct. 5. Program will include the J. C. Levine acrobats and the Spot Lighters.

Miscellaneous

Inclencency Dents
Aglauza Annual

WAPAKONETA, O.—For one day only and in the interest of the county seat, the Wapakoneta Dental Society will hold its annual meeting on Friday, Sept. 29. The meeting will be held in the Wapakoneta Hotel, and the members are invited to attend.

SPOKANE Hit By Rain, Cold
SPokane—Rainy weather last two days of the Spokane Interstate Fair, Aug. 22-25, held attendance 55,131. On basis of crowds the first three days, officials predicted record of 70,000.

About 5,000 persons saw four acrobatic performances at the stadium, sponsored by the Spokane County Sheriff's Posse and featuring a chariot race.

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FRANK MATHEWS
Cedar S-1247, Flint, Mich.
All big deals to follow.
Seek Operator
For Aussie Beach Units

SYDNEY.—All concessions at Bondi Beach, in this city, are being humped together and propositions for their operation are being made to the Lord Mayor. Applications were received by the Mayor on Saturday by the Town Council of Waverley Municipal Council.

An American pavilion refreshments stand, Turkish and hot water lemonades, umbrellas, and other elements of the showman's art will also introduce an automatic fortune equipment. It is the first move by a beach business to let out all concessions in one single package. Bondi draws about 50,000 persons per peak summer days, it is reported.

Spotty ‘56 Ends With Little to Rouve About

NEW YORK.—Eastern operators this weekend bid a long and good ridance to a season which ended with little more than a short order on delivery. They did so with the unhappy knowledge that cementurn winter was the offering for the big final holiday of 1956.

Many operators, particularly those in New England, had looked forward to a good year following a generally good year. As a whole, people were enabled by the record cold polar outburst, which discouraged thousands of families from going out to the shows.

Their hopes were answered by last snowfall and weekend rains which brought a long and good number of consecutive weeks in June and July.

Fall Bookings Should Ease
A. C. Slack

ATLANTIC CITY.—One of its highest spring seasons in recent years will give Atlantic City a much-needed shot in the arm for business, following a dull spring and a not-above-average summer. Figures released by the Convention Bureau indicate that a minimum of 71,000 tourists, not including those whose families will attend conventions scheduled here commencing September 7 and carrying on through the end of November.

Biggest of the fall schedule will be the National Aquatic Show, scheduled for October 25-November 3 in the Convention Hall. A total of 12,000 delegates will attend. Highlights of the September schedule will be the Simon Foundation, the Philadelphia Club, the American Red Cross, the 30th with 8,000 attendance anticipated, November tapers off a bit with the Atlantic City Convention Association and the American Public. In a single season, 4,000 and 3,000 respectively.

PHILADELPHIA.—In a new story in the issue dated August 29, The Billboard reported: "Food Phillip Small, Harry Jacobs and Morris McCarthy of the owners of Willow Court, a greeter, J. A. Schipri points out that they are not associated with the park.

PARKS-KIDDIELANDS-RINKS

TV ‘ROMPER’ DAY BIG FOR STERLING

Station-Sponsored Appearance
Of Video Personality Draws

MOSISC, Pa.—Ben Sterling Jr., a Rock emus, took here Sunday with a heavy promotion based on the personal appearance of Miss Mary, of the children’s TV show, “Romper Room.” The “Romper Room” show is being operated by WGBI-TV.

Sterling said that children between the ages of 5 and 9 today, relatives in such numbers that they “literally filled the park.” Miss Mary gave “Romper Room” hats and an

48-IN-HIGH
Kiddie Size
Distortion
Mirror Made

NEW YORK.—A new distortion mirror scaled down to kiddie size has been announced by the American Amusement Device Company, Bill de L’Orme reported last week.

The mirror, which is to be used for a mirror in the Museum of Science and Industry in St. Joseph, Mich., de L’Orme said, whereas full-sized distortion mirrors look like high, this one stands 48 inches. De L’Orme said the item was perhaps the most interesting thing in the field that children do not get the full benefit of full-size mirrors since their low point of view hinders the distortion effect.

Seek RIDES, MDSF
Tivoli a High Spot
On Batt-Whitney Tour

By TED WOLFGRAM

Galt, Ont.—Bill Batt, of New Orleans, and George K. Whitney, of San Francisco, hit the city Thursday (23) and departed Saturday noon (25) for Los Angeles in a bright and beautilful Alpha Jet.

In a hectic one and left local park showmen and the country’s official tourist bureau staff feeling as though they were in the arms of high power purchasing agents.

The visitors’ well-known operations are Princep, of Milwaukee, and Hill-Beach, respectively.

The local tourist office had been tipped off to their arrival but didn’t get around to sending out their official greeting to contact until Fri. afternoon. Even the presence of Whitney, grandsons of Henry Whitney, also were in the party. Whitney senior took things easy but the Batts and young Whitney said the greeter to take them to Den Permanent, a sort of non-profit co-operative set up for the display and sales of Danish products.

When the greater discovered that his party was the only booking quality lots of gift shop ceramics and other costly items he bid on the doings, was the assistant manager and a secretary.

Cultural requests for prices and copies of his tour, he was informed from six to 3,000 each of various shows and he was also mightily surprised to find the big orders were placed and paid for, while others are awaiting further announcements.

The local tourist office on Thursday, said that they were preparing for an arrival of a big show and a large of big orders were placed and paid for, while others are awaiting further announcements.

The local tourist office on Friday (24) night the entire party went to Dwyerovers and went to Mr. and Mrs. Robert, of the Steffenson Bros. firm, who escorted them around. As the visit was the principal ride makers and operators in Scandinavia, they were able to get all technical details and costs of rides and devices which interested them and rode some

Brockton Acts
Continued from page 59

Circuit at Augusta, III., when the show was short on publicity and advertising there. Station aired numerous spot announcements on their day, The Billboard Magazine for October carries a photo of the show on the final experiment of a year of some.

Appearing in winter quarters shows at Saratoga, Fla., are Wanda Kenney, Liberty horse; Trevor Balle, tigers; Albert Rice, bears; Bobbi Jones, giraffe; Jim Donwell, elephant; and Scotty Bell and Best Turner. Bob Doher is in Cleveland. Shows have been

Back in Batavia, Fla., after making fair dates are shown Genie the emblem, the shrine in Los Angeles. The "Circus World" will be building its own house in Saratoga. Fla., in the spring. The "Circus World" will be building its own house in Saratoga. Fla., in the spring.
ROLLE RUMBLINGS

57 RSROA American Awarded to Oakland

RICHMOND, Va.—The 1957 combined American Roller Skating Championships and convention of the Rolling Skating Rink Operators Association of America will be held at Oakland, Calif., it was confirmed by the Board of Control in connection with the annual convention here.

Five 1957 regional championships were approved by the Board—Great Lakes, Roller Skating Rink Operators Association regions in the United States, to be held in Detroit, Mich.; Eastern, Washington and Colorado; Southwestern, Fort Worth, with Wacoo Skating Rink, Gentry, Colo., as alternate; Southern, Richmond, Va., and San Antonio, Texas; with Wonderland, Fresno, Calif., as alternate.

Several proposals were accepted: Arthur P. Schlegel, Art Skatedland, Greensboro, Pa.; E. M. Rutledge, Chasen Rink, Chasen Falls, O.; Elmer Byrnes, Swank Riding Club, Akron, Ohio; and Harry Abree Sr., Empire Roller Board, Brooklyn; Bill Lerro, Exton (Pa.) Rink, Rink, Bell, Vaux, Walton, Fort Park Board, Jersey City, N. J., and W. K. Oliver, two veteran members, for their new Coliseum in Coral Gables, Fla. The Coliseum is designed to inaugurate a new state at Lake-at-the-Beach, San Francisco, as a professional model. More than 700,000 tickets were sold in the 1957 Coliseum, which was the subject of much discussion among the members with their memberships to be established in the Regional Clyde Club, Kansas City, Mo.; and a new form of organizational and O. N. O. Lake, New Orleans.

Many Decisions

Action was taken on a long list of rules changing affecting risk operations and regional championships and specialties, including:

(1) Contestants' names and houses not to be announced in the events only; they will be announced at the conclusion of the event.

(2) Contestants must have no experience of being formally approved for any previous event; they must not have been distributed to members' rings.

(3) Corporate activity in Rinks may not be accepted in the name of an approved officer or agent, subject to the decision of the board of the board of the Rink.

(4) The use of oxygen, sweat, or similar supplementary agents is now permitted, subject to the decision of the board.

(5) The dart-shaped skating of plastic flippers in meets, other than the American championships, will be left to the boards of the regions in the operation of the event. (6) Plans are worked out, a meeting with Messrs. Shearback and Bunt of the Board of Control, and a meeting of the Regional Rink designing the plans, will be held on September 1, to be held in one and two-point distances, and two shred lines in festive distances.

Merit Certificates

(8) The award of Merit Certificates in the future may qualify to enter the regional and American championship competitions for the skaters to the Americas, and in the competition of the year. (9) Appearances on television for skaters who set new speed skating records, reticent and imaginative, and who were noted. (10) Regional championships for Canada, beginning in 1957, were

Approved, with winners to be eligible to enter the regional and American championships for the skaters to the Americas. At present Canada is included in regions with United States clubs.

(11) The residence rule for all competitions in the United States began on September 1. However, unattached status will be required to participate in the competition in the State where they live until they affiliated with a club, and if they separate from the club must continue to be in the State where the club is located. (12) The club listings will be revised from the original amateur club applications will be made on a special form. (13) Board of Control will continue to be directed to the chairman of the Board of Control. (14) The smoke district, in the future, and reported to him to the semi-annual meeting of the Board of Control. (15) A committee is appointed by President Boylston to meet with manufacturers of equipment, to integrate plans with manufactures, concerning industry promotion, raise in the price of skates and other manufacturing.

A total of 154 member-operates was registered. The lists follow:

All regions, Locals, States, and clubs at the meeting of the Board of Control. (14) A committee is appointed by President Boylston to meet with manufacturers of equipment, to integrate plans with manufacturers, concerning industry promotion, raise in the price of skates and other manufacturing.

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**CIRCUSES**

**Clyde Beatty Show Rolls Along Again**

Las Cruces Enthus; First Day Brings Out Capacity Attendance

LAS CRUCES, N. M.—The re-invigorated Clyde Beatty Circus opened here Thursday (300), launching a tour that will take it across the South, including stands in New Mexico until November 20 closing date.

The show, currently the only active one on the South-West end of the huge advance sale by the Junior Chamber of Commerce here, ticked at holds and beyond filled the lot and filled the big top, local sources reported.

Failure in the circus business was that the show must succeed because of public attention focused on it since closure of the Ringling show, earlier. Beauty edition and other attacks to widespread belief that the show would have much in its favor for winning, including a newly clean show territory.

Manager of the show is Frank M. Schuster, who also manages the Ringling show. WARD BELL, clown, has returned to the ring this year, and has assumed the role of ring master.

He trooped it one and a half seasons in Florida, Louisiana, Texas and Arizona, and later, it was alternated with a center piece that made it a European style.

War-Bell took it to spots that very few big tops had been in before. Yesterday's addition. After Ward-Bell closed, Junior Wilson of the Cireo Americanos found it needed replacement canvas and the much-needed tent was hauled from New Orleans to New York. It was due to begin a tour that took it to Central American countries and finally Panama. Now the main U. S. Tent is figuring on a replacement tent for its present owners.

**CIRCUIT MAKES PUERTO RICO, Nome, Hawaii**

CHICAGO.—One of the most widely traveling big tops is about to enter the tropics, after seasons ago, the top, a 150 with a built for the Rev. A. A. Allen's reviving.

It has traveled and it has, as the show continued, a circus week for its appearance and was listed in the show the best in the history of the organization. The show has been a sensation in foreign territory, and only a continuation of the performances that have accompanied the show throughout the season is needed.

**CINERAMA DEAL SE**

Pennsy Stands Gave Hunt Packed Houses

**BERRY, Pa.** — Hunt Bros. have packed houses at Berry. The show as two full days of the day and three shows Wednesday (29) at Cowfeild, Pa.

As the ring shows were reported by spokesman Harry Hunt at Bigelow, the notice of interest, the show scheduled performances at 12 noon, and 4 and 8 p.m. Each of the performances was jammed.

**Clamping**

The show, which has paid much attention to local and metropolitan publicities this year than at any time in the past, is assured publicity for the performance of its clowns through the CHICAGO. CINERAMA productions. The Los Angeles Devonshire has made arrangements for camera covers to join the show the final week.

For the shows, and directors may remain thru the end of the season, circus officials said.

Harry Hunt, who ranked page one attention in Atlantic City and Chicago, was chosen to announce that the American public assume responsibility for the continuance of the show.

**Clyde Bros. Schedules 7-Weeks Fall Season**

OKLAHOMA CITY, October 21.—Howard Scott's indoor Clyde Bros. Circus begins its fall tour September 17. The show was announced at headquarters here last week.

**Clyde Bros.**

The show will be Windfield, La., followed by Natchitoches, La. (18). Then will come the five day stand (19-23) at Shreveport, La., where the show will appear in the Northern Louisiana Circuit under auspices of the Shrine. Other Louisiana stations are Monroe, Lake Charles and Alexandria. Parsippany, N. J. (9).

On October 8 the show appeared in Parsippany, N. J., and will return to the New York State circuit on October 10-13. The New Cireo

TAMPA, OMAHA, will be the scene of Clyde Bros. Business October 14-16, Lincoln, Neb. stand, October 17-18, will be played at the grounds.

**Coca-Cola and Auditorium, Sioux City, Ia.; Coliseum, Sioux Falls, S. D.; Coliseum, Cedar Rapids, Iowa; Civic Auditorium, Des Moines, fairgrounds arena at Albert Lea, Minn.; Mayo Memorial Auditorium, Bismarck, N. D.; and the Mary E. Sawyer Auditorium, La Crosse, Wis., complete the route through November 4.

**Hagen Crowds Continue Okay**

GRAND RAPIDS, Mich.—The Hagen Bros. Circus has been getting good reviews here, and recently it pulled two full houses. In some of the spots the show is following the Kuhl-Miller by a few days and in others it is a few miles behind.

**Wilson Circo In Quarters, Season Okay**

SAN JUAN, P. R.—Jerome Wilson of the San Juan Hagen Bros. Americanos has been working throughout the season and is preparing for its new fall season.

The show's tour of Central America was not strong, but in its home territory of Puerto Rico it scored favorably.

The Sun Jan. run was consistent, with the show presenting a good aerial display of animals and riders. The hotel also did not quite up to the here. The stand at Prince netted $1,500, which was more than expected.

**Rudy Bros.' Readies Route Of Fall Dates; Names Acts**

**SOUTH SAN GABRIEL, Calif.—Rudy Jacobs, Rudy Bros.' Ringling Bros. and Barnum & Bailey Circus Ringmaster, has returned from a three-week stint at the Griffith Redding, Calif. The tour comes after a spring trek in the Northern states during which the show picked up a number of Shrine dates that is continued to repeat acts.

Owner-agent Jacobs says that the performance this fall will include the Ernesto Eugene, baron; Allen's Performing Bears, ELEACENT TRUSS, bears and trapper.

Johnny Coles' Dogs and Ponies; Overson, perco; Los Platos, high wire act; Lily Rowland, aerial ballet with weds and ladders; Valdez Bros., high wire act; and Joe Henton, and the Tom Pols West Equipment.

Show has new equipment for balance and stadium appearances that will feature a 300-foot back wall of yellow, red and blue a zebra; as well as a rearing dog, and 330-feet for aerial rigging.

**Gray Stresses Film, Disney Connections**

**BOSWELL, N. M.—C. C. W. slates his special shows under auspices Thursday and Friday (30) at Boswell, with Roy Dotrice, Tex., for October 3 under Luster auspices.

The billing stresses its links with Disneyland and the movie, "Tarzan." Last winter much of the Mickey Mouse Club Circus from Disneyland was from the Gray Circuit, double billing and Luster.

Paul Jerome, who left Gray to return to Ringling last spring, came back to the Gray Circuit only for a show closed. Additional acts in the Luster Ward-Bell, Tri, Aerial Chimes, Five Axis Boys, Eight Carlies, Jackson-Dixler bar band, "Natal the Monkey Man, Howards' Litas, Gray's elephants and Leathers, as well as three species and other acts.

**Polack West Draws 19,000 At Eugene**

EUGENE, Ore.—Polack Bros. Circus won attendance of 19,000 people in six performances at McMenamins Court last week, with Shrine auspices.

Polack Bros. had houses of 4000 on the first day, 3500 on the second and 2000 on the final day.

**SARATOGA—Acts from here that left to join the new Clyde Bros. Circus in New Mexico included: Dick Anderson, Billy Ward and Clyde Bros. and Joe, Lotta, sisters, Slope, Max, Max, Max, Joe, Robert, Ben, and Joe, Henton, and the Tom Pols Circus.

Johnny Coles Dogs and Ponies; Overson, perco; Los Platos, high wire act; Lily Rowland, aerial ballet with weds and ladders; Valdez Bros., high wire act; and Joe Henton, and the Tom Pols West Equipment.

Show has new equipment for balance and stadium appearances that will feature a 300-foot back wall of yellow, red and blue a zebra; as well as a rearing dog, and 330-feet for aerial rigging.

**CFA Seeks to Half Tales of Circus Demise**

NEW YORK.—A campaign has been undertaken by the Fine's Association of America to counteract what it feels is a mistake of impression of circus business, which developed from the closing of the Ringling show.

Members, W. L. (Bill) Montague, CFA publicist, stated, will point to the new shows in the nation's capital.

The three show total added up to more than 8,000 attendance, it was reported.

Both in Norfolk and in Rich- mond (20) the show benefited from strong public. The Richmond break included a page of feature space in the morning show day.

On (34) at Elizabeth City, N. C., the show was late in starting. It drew a crowd of 1,500 at night. The season was the Junior Chamber of Commerce.

At Ashley, N. C., Saturday (25) with Shrine auspices, pulled a

**Benson Bros. Wins Despite Fairs**

EAST PALESTINE, O.—Benson Bros. Circus followed a three-day Legion street fair and the same fair at nearby Lisbon, but the circus still played to big business here.

Show had a near full house in the afternoon and a three-quarters house at night. Rotary Club was the auspices.
Mills Straws Crowds At Cleveland Suburban

RICHMOND, Ind. — Mills Bros. Circus played to a large house in New York City's famous Central Park on Monday night. A small town, a suburb of Cleveland, (Tuesday) the show was held in the home of R. E. Hunt, who is a member of the firm. The show is coming to New York.

Agent Floyd Hill has the George W. Cole Circus booked into midwestern towns for the next six weeks. The Cole Bros. will arrive at the Dolly Jacobs Center in Cleveland, Ohio, today.

Agent Dean Phillips reports that his engagement with the Dolly Jacobs Circus is for the next six weeks. He will arrive at the Dolly Jacobs Center in Cleveland, Ohio, today.

The Jolly Jokers, Bo. Steve Martin has the Jolly Jokers booked into midwestern towns for the next six weeks. He will arrive at the Dolly Jacobs Center in Cleveland, Ohio, today.

Munson Bros. has the Munson Bros. Circus booked into midwestern towns for the next six weeks. He will arrive at the Dolly Jacobs Center in Cleveland, Ohio, today.

Viviano Mare is back at the Hertzberg Collection, San Antonio, Texas, with his collection of autographs. Last year, 1,866 persons visited the circus collection in July. This year, 1,416 visited the collection. On one day in August, the collection was open.


Frank Cline has been playing fairs and in late September will go to Todd Henry's Monroe Circus, which is coming to the area. He will arrive in Chicago, Ill., Aug. 31.

The Clown 10, which has been playing fairs, visited Ohio and will return to the area.

Lucy Ann, the famous clown, has been playing fairs and in late September will go to Todd Henry's Monroe Circus, which is coming to the area. She will arrive in Chicago, Ill., Aug. 31.

The Circus 10, which has been playing fairs, visited Ohio and will return to the area.

The George W. Cole Circus has been playing fairs and in late September will go to Todd Henry's Monroe Circus, which is coming to the area. He will arrive in Chicago, Ill., Aug. 31.

The Munson Bros. Circus has been playing fairs and in late September will go to Todd Henry's Monroe Circus, which is coming to the area. He will arrive in Chicago, Ill., Aug. 31.
FAIRS-EXPOSITIONS

Minnesota State
Eyes Million Mark
For Second Year

Afternoon Grandstand Zooms 20%;
Night Show Take Up, crowds Down

ST. PAUL.—Chances for the Minnesota State Fair to crack the million attendance mark for the second straight year were in the laps of the gods as of Thursday evening (30).

The all-time attendance peak of 1,097,101 was set in 1953 thru a crowded of ideal weather and new attractions.

Douglas K. Baldwin, fair secretary, who is keeping the pace to the year, said Thursday night, the big event was well on its way to bettering that mark by the close of the season.

The new 117-day plus 11 nights feature is estimated to bring at least another 20 per cent increase to this year's totals.

Opening day attendance was 117,001, compared to 91,326 of last year.

The 1953 attendance was 1,071,830, and the total in the three previous years was 3,876,451.

The biggest single day was Tuesday, with 240,700 patrons, reaching the midway total of 2,200,000.

The attendance for the seventh day was 179,791, with a June 30th total of 1,010,983.

The scene was repeated Tuesday, June 28, with 1,075,114.

The attendance for the 3,876,451 of 1953 has been set as the new standard for the next two years.

Playing up to the general public again is the growth of the Iowa State Fair, which has now become the second fair in the country to pass the million mark.

Dub Quoin Big Boost

Good Early Turnouts Beat '55;
Pat Boone Tops Grandstand Mark

DU QUOIN, ILL.—The Du Quoin State Fair got off to one of its best starts this week and Friday (31) was running well ahead of last year attendance-wise.

The turnout on Monday (27), in fact, was a whopping 70 per cent ahead of the average for the same day a year ago.

Friday's record was 26 per cent ahead of the corresponding day in 1955.

While this high-boosted night occurred somewhat later in the week due to rain and threatening weather, the fair was drawn by its strong gain and, given good weather over the weekend, expected to surpass any Sunday record.

Biggest feature of the early part of the week was the huge crowd that came out to see Monday night's grandstand show, which featured Pat Boone and the Andrews Sisters.

Attendance was 85 per cent filled and, despite threatening weather, the next night the crowd was 7,000 over capacity.

Holly Crowd

A rainstorm that struck on Wednesday night during Boone's performance knocked out the sound system for a 35-minute period.

Roger Ray, comic, stepped into the breach, and Billy Lee did for that period and then re-introduced Boone when the mike went wrong.

Dorothy Collins of TV fame, was on hand for her four-nights stint and was expected to build.

Advantages for the Tennessee Ernie Ford show, featured attraction on Labor Day night, was exceptionally strong and little worry of a filled grandstand was expressed.

This was also true, to a somewhat lesser extent, of the auto racing, Saturday and Sunday and Monday.

The fair's most Grand Circuit

Horse show drew its usual strong crowds to the horse show events.

Additional prestige to the fair was 36 per cent more on its grandstand this year.

Bobbitt Horses will provide the midway attractions

Playing up to the general public again is the growth of the Iowa State Fair, which has now become the second fair in the country to pass the million mark.

The fair is estimated to have brought in over $7,000,000 this year.

Rain Nixes Gate, Record

At Palmyra

PALMYRA, N. Y.—Rain on closing Saturday, August 18, marred the final day's performance at the Great Palmyra Fair and brought the crowd total to 70,685.

D. Myres, publicity director.

The gate stated for Saturday, August 18, was $822,411, set to $3. Then, however, the fair operated without an "everybody pays" policy introduced last year and continued this year.

Rain on the wind-up day caused the 250-mile big car race to be run off in segments, with the long-distance event, which would have drawn an expected 85,000, daydreaming.

A similar event was run.

For the various sections of the fun zone—the permanent park opening the Budweiser Bowl, the Fun on the Farm shows, managed by Harold Mahler, was a huge success.

Swinging changes in the plant layout, reorganizations of buildings to new uses, and the construction of a new youth center under the supervision of Allen D. S. Nolan, was a strong feature for the credit of the young people.

A stronger campaign also was given some credit for the upsurge.

TWO BIG DAYS HIT

Rain Holds Ottawa Gate to 423,164

OTTAWA.—Hail it not been for heavy rain on Saturday, Aug. 18, the visitor count at the Ottawa Fair would have been another big one.

The crowd for the first time this year would have drawn more than 200,000 people, with the fair continuing on its stride.

Monday's attendance of 81,974 was the all-time in time of the fair, with the expected total being an exhibition which dates from 1896.

About the only touch missing was the fair's annual auction, but the best exhibition ever held last year, was at South Motor Park, the last time this was done.

In 1953, the Ottawa crowd was estimated at 7,000.

Entries Set Records

With 2,000 or more entries, entries in all departments set new records. This was particularly true of the Stock, agricultural and horticultural classes.

The June-agricultural department had a record good attendance of 605 farms who took part in the show. In the building of the department, the first of its kind in Canada, a feature event was the winnership, which trip from which a 500-pound cake was flown in the competition.

The crowd, named after the general manager, was a feature of the fair, the crowd was expected to reach the largest crowd this year, with the expected attendance being a 25,000.

GAC-Hamid afternoon and evening grandstands drew large audiences, while the international fairs, Jean Paikais, Canadian stamp show, and the Midway was also a big feature.

(Continued on page 8)

Rain Holds Ottawa

Gate to 423,164
Extended Dates Leaps Rhinebeck Top 100,000

RHINEBECK, N. Y.—Another addition to the East's 100,000-plus events for the 1956 Dressage Days is a fact that has been switching dates and altering its size until a formula has been reached. This year it yielded 108,000 reported admissions.

This year's fair, the 113th edition, hit 38,000 better than last year to the delight of Manager Richard C. Murray.

The event is not switched from mid-June to early July this year, running back to Friday (24). Rain Tuesday night (28) washed out activities, but good weather was in the offing. There was a Thursday (23) date set for the Rheishoff Show, playing the date for the first time.

Stocker Grain Matches ’55: Spending Up

STOCKTON, Calif.—Altoha attendance at the San Joaquin State special event which ended its 10-day run Saturday (26), showed a minor drop of 142, both horse racing and the pari-mutuel band were over last year's marks.

F. E. (Dick) Walker, state manager, reports:

Walker stated that attendance figures held up well in the face of the situation whereby the grandstand has been torn down, with only racing in the afternoon and entertainment at night to draw people from the fair proper, almost a half-mile away. The fair used its old and new fairground sites, with a stand to be erected by D & J Fair facilties.

Last year's attendance was 98,500 compared to 98,758 for the 1956 event this year's tabulation does not include children's admission Monday (20) and the closing Sunday. Walker says that with these added the total would have been well over 100,000.

Racing attendance for the eight day meet showed 27,780 this year against 25,752 a year ago. The pari-mutual handled that of the three previous years, 503,910, compared to 1,348,384 for the 1955 meet. The daily average betting was $101,914.88.

The midway contract was held by, and produced by Isabelle Whall, of Tum Unlimted, San Francisco. The midway contract was held by, and produced by Isabelle Whall, of Tum Unlimted, San Francisco.

Cookville, Tenn., Loses Grandstand Exhibits in Fire

COOKVILLE, Tenn. — Put out by a fire that destroyed its grandstand and exhibition hall, finished its midyear contract (25).

The fire, which raised the 2,000 seat grandstand, struck Friday (23), next to the last day of the fair. The fire line, which was termed a complete loss and the seats on one Farm Show tent, was to be replaced by the Land Valley Shows, and six concession stands were damaged.

The grandstand was scheduled for the grandstand the night of the fire, won a bit of notoriety in its most likely repairs had to be made for the horse show on the final evening.

County property was partially lost, it was learning. Judge John Medley, president of the fair, disclosed. It was reported that an additional fireman was added each one of the exhibitors, started the blaze.

Improvements Readied for Barrington

GREAT BARRINGTON, Mass.—The fairgrounds this year will expand rapidly, including both grandstand and agricultural aspects.

Present work is concentrated on completion of the new grandstand, and setting up a new exhibit structure. The track's mezzanine will extend both north and south. Promenade decks will be added for both an exhibition and racing view. Racing will be increased through the addition of a new mezzanine area.

Another major change will be conversion of the open stairs which formerly connected the box seats to the roof level for use by seats for 68 additional seats. Bulk of the facilities were switched for pari-mutuel racing during the annual.

In addition to the new exhibit structures, there will be the new wiring on the ground, and revamping of display space.

The fair will run seven days and nights, starting Sunday, September 16. It is the 17th year under the management of Edward J. Carroll, who also evented Riverside assurance.

Stockton Grain Matches ’55: Spending Up

ALAMONT, N. Y.—The Alamont Regional Fair shattered every attendance record in its history for its six days and nights (20-25), ringing up 76,456.

Rain put to 425 minutes on Monday, one of the annual's Young Americans days, was believed to have clipped off the total of at least 10,000 visitors.

But adult attendance in the afternoon and evening was only 600 off.

The fair changed its name from "Alamont Country to Regional a week before the opening to get under the wire as the first of that kind in New York State. The action reflects a suggestion made earlier this year by the New York State Department of Agriculture and Markets that annuals should be allowed to comb the possibility of combining in order to secure a wider territory and build better events.

New Entrance

The fair constructed a new half-mile entrance at the Fair Free way and it is unanticipated to attract customers to the split-level parking lot constructed just inside its new main entrance of four lanes. The improvements paid off with nearly 10,000 cars parked on the grounds.

Charging a dollar at the gates, Alamont opened its grandstand with no additional charge to anyone in the Confederate States. The action reflects the possibility of combining in order to secure a wider territory and build better events.

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Rocky Hill

PULLS 26,000

ROCKY HILL, R. I.—A record attendance of 26,000 was announced for the Rocky Hill Fair. The event opened on Tuesday and closed Sunday. Warrine M. Lee, secretary, reported Wednesday the best day. Show features included Gutierrez's Steeplescone, the Brick Bros. and Miss Honey B.

Adopts Regional Status

76,456 Sets All-Time Gate Record for Alamont, N. Y.

SEPTEMBER 10 TO 22


900 Main St., South Williamson, Ky.
Phone 34516

THRILL GeForce.

ACTS

Write today for information on how to secure more profitable bookings in 1957.
$70,000 ONE DAY GROSS RECORD SET BY CONKLINSS

By HERB DOTTEN

TORONTO—A $70,000.30 ride and show gross was the highest one-day take ever rolled up at any amateur fair in Canada. It was registered on the first Saturday (25) of the National Exhibition by the powerful aggregation of various attractions, including that of the Conklin family, Panty and Frankie. The $70,000.30 record topped the previous high of $60,928.80 which was set on the Conklin card last year on the second Saturday of the CNE.

Expectation were that the all-time high gross of the first Saturday would yield to still another record Saturday (1). The second Saturday of the big 14-day exposition. At noon of the second Saturday the midway gross was already down to that point thru the day's close and by 11 P.M. the net total would hit $75,000. However, rain that began at 10 P.M. killed the expected gross, which trimmed the day's business by an estimated $10,000.

Rain Halts Second Show

The second Saturday normally is productive of the biggest receipts of the entire CNE season. The first Saturday each year is Warrior's Day, and the main stem leading to the midway is tied up for several hours by parades of Canadian veterans and their recreation that day's potential. In the face of this, the top dogs on the first Saturday are all the more remarkable.

This Friday (31), with several days to go, the Conklin midway can do its take to the same point last year, even tho the exhibition's attendance was down about 45,000, due to the considerable rain. The total of $38,305.20 compared with $283.190.33 for the corresponding past five years.

The Conklin midway was topped by nine rides, 23 rides outside and 12 shows. Included among the rides were two Scaremills, which the record Saturday turned in a combined gross of about $28,000.

Top gross was the permanent Roller Coaster, which did such a huge business that three tickets were sold for $3600.00.

SUSPENSA Previous Peak Take

In First Saturday of CNE's Run

[Continued on page 14]

CARNIVALS

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

SEPTMBER 8, 1955

CARNIVAL RECORD

Ride, Show Receipts Are Up Sharply As Annual Chalk Ups Big, Peak Gates

COLUMBUS, O.—The Gooding Amusement Company set a new high midway gross at the record-shattering midway Ore State Fair which closed Friday night (31). The midway, which has been operated since the first Saturday was all in the record.

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In First Saturday of CNE's Run

[Continued on page 14]

More $, Bigger Dates

Okey for Reithoff

RHINEBECK, N. Y.—In the midst of its most powerful route to date, Reithoff Show has broken and doubled its best gross of last year at most spots so far.

The well-dressed and humor-combined efforts for the fare line, and will work the entire midway crew at their running big one in Bloomington, Ill. Pat Reithoff was making ready last week for a second trip on the route with a regular crew. Reithoff noted last year's County Fair in Troy Hills, N. J. The family, expects to find its business and five of the world's best rides when it plays Bloomington, a state of major importance which has its third midway organization coming in as many years. A Reithoff was scheduled to work Troy Hills, but mechanical difficulty kept it out of action and hopes were for its appearance in Bloomington.

Rhinebeck added this year, and

COLUMBUS, O.—With the

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In First Saturday of CNE's Run

[Continued on page 14]

Gooding Sets New Columbus Record

Ride, Show Receipts Are Up Sharply

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In First Saturday of CNE's Run

[Continued on page 14]

Page Grosses

Up in Tenn.

CAMDEN, Tenn.—Page Bros. No. 1 Show has been getting its share of business since it hit Tennessee and ride and show grosses are up 50 per cent over those experienced in Kentucky. W. E. Page, manager, announces. Five Kentucky fairs were marked by light attendances and tight minor.

Frank Hunter's minstrel unit is topping the bill, while the Caterpillar is head in the ride order. The show's elephant, A. T. D. C., can't be held the cover with a 10 p.m. show, Bill Porter left to join Shaw Bros. Show.

Olson Ahead of '55

Despite Iowa Rains

DES Moines —The Olson Shows got off to a flying start at the Iowa State Fair and by Thursday night (30) was running 12 per cent ahead of last year's net, 34 shows, 12 rides and 12 games, with grosses. 14 per cent as compared with a year ago, but the increase was amazing due to rain forcing the fair for three straight days.

The Olson shows, like the rest of Iowa shows, was driven by the weather, the longest of the closing days was 10 days. The show could walk off the grounds with a record.

The Skooter was the top money-maker among the rides, and the Rock 'n Roll Show was the No. 1 money getter among the shows, with a gross of over $140,000.

Paul Olson, manager, pointed out they had 42 pay shows on the lot a year ago, but the increase was amazing due to rain forcing the fair for three straight days. }
**BIGGEST NEED?**

**New Adult Ride Put Ahead of Kid Unit**

COLUMBUS, O. — What the snowstorm that shut down the major ride, Floyd C. Gooding, Ohio's nation's leading operator of traveling rides, rode has done for its own business was to turn it into a joint.

Gooding hastened to add that "While the industry needs a new product every year, there are always cases where attendance was down our receipts for the Ohio State Fair, which closed Friday (3), provided the biggest business on rides ever experienced in the more than 100,000 days of its existence and has supplied the needed attractions."

Commenting on earlier business, Gooding, boss of the company, said that had strong local sponsorship—circus, carnivals, and the like had been presented excellent shows, plus Bazzars, operated by churches also yielded, as well as some satisfactory results.

**Wrestling Biz Rises**

Record rental business has been one of the highlights of the season's operations. Gooding estimated that his rental business on rides was up about 10% for the year, a new high. He rents his rides to such centers as convention centers, circuses, sports complexes, and to the movies and for a mounting number of industrial picnics.

**Children's Day**

A marked trend in Ohio due to large manufacturing concern hold to keep their companies involved in their own grounds rather than at amusement parks, and the C.C. group has developed an unusual number of industrial picnics.

His Columbus Zoo Park has been called the "must-see" establishment in its first year under his ownership. He plans to close the daily operations from the Columbus Zoo and thereafter to operate Sunday thru

**Girls Bag**

Leather chalet joined her husband Clarence to observe her 90U wedding anniversary on closing day, and will remain on the show for the rest of the tour. Marie (Mother) Goss joined with other joint. John Brown flew to Lousiville, N. C., for the funeral of his brother, Marvin, 18, who suffered fatal injuries in a fall off a peach.

**Reading Fair**

Reading, Pa., September 9th thru 16th

**VIRGINIA STATE FAIR**

Richmond, Va., September 20th thru 29th

**CAN PLACE**

Legitimate Merchandise Concessions.

Can place all Eating and Drinking Stands.

WANT: Experienced Second Men for Riders and General Help in all departments. We pay union welfare for business, sickness and death.

All Address

**GETLIN & WILSON SHOWS**

This week: Indiana State Fair, Indianapolis, Ind.

**Gladstone Expo Shows**

ALL FAIRS—BOONEVILLE, MISS., SEPT. 10-15—ALL FAIRS

NEW ALBANY, MISS., Sept. 17-22

JACKSON, MISS., Sept. 24-29

CLARKSDALE, MISS., Oct. 1-6

CANTON, MISS., Oct. 27-29

**WANT BINGO**

Marky Park Concessions that work for the next Ball, Mississippi, Sultons, Evansville, Cash, Tiffibay, U-Win, Bull Games, Ponds, Pitchers, etc. Want any type Shows with the equipment for sale? Mabry, Illusiate, Wildlife, Girl, Shuttle Gables. Can Ride Men on our. Also Rides and Concessions, Hires. Twenty-first St. Fair. Agent for ticket. Letters, rent, etc. for curved, tables, etc. Call Phillips wants good, sober Coast House Help. Good pay, these meals and tools. Jack Oliver wants General Secretary, main floodproof grade of preferred. Central

**F. O. POOLE**

JACK OLIVER

1/4 Fairgrounds

1/4 Hotel

**Midway Confab**

Jerry O'Brien, food concessionaire, spent several days fishing before the fair opened up.

The fair opened up.

Helen Morgan posts that she stopped at the Roosevelt, W. Va. Fair, where she visited with Joe Mac, owner of Mac's Vacation show. He showed Morgan a number of his rides, including Lillian Schwagel's new dining cars, Eileen Keys, Terry James and George Handle. Charles Sandefur, who is a board member of the Kentucky Carnival, was working Calif., spots, recently returned from the West Coast. He told me that he had been with E. L. Stock in Chicago recently for the back end. She is the wife of Harry Wilson. Injuries in a fall off a ride, including安装, of a new Marion Brown, brother of John Brown of the Joe Lang, concessionaire. In addition to the America, in Henrietta were filled Vivian, Mrs. E. L. Stock; a group of children and Betty, married to Wilson. Joe Ftadman has joined the Gooding Co. as publicist and assist in putting on the Southern fair.

Narodo closed with the Reading Fair, which will be followed by Collins Shows and is now part of the Downtown Fair Hall, and will be making cities in all the United States. He is back in St. Louis with his team and will be appearing with J. H. Tackett Museum.

Dave Fineman, formerly with Gold Medal, Marks, King Bros., Cab Bros., and other touring, has joined Hill's Greater Shows at Hitchin-

**Holiday Amusement Co.**

Can price 25% for rental. Writings of all kinds; selling, lending, booking, etc., busines.

**Booby Cooper can place Men for Fuss and Apples, Ring-a-Cake and Cigarette Black Agents. Very good ones to go.**

All wire JOHNNY J. DENTON, Lenor, N. C., this week.

**Making a nice sale of American Radio History**

Also the website is "www.americanradiohistory.com"

** click here for more information.**

**BILLS GREATER SHOWS**

**Your American Red Cross is Always There After Disaster Strikes**

**CARNIVALS**

**55 RAILROAD CAR SHOW ON TRUCKS**

**TEN MORE BIG FAIRS TO GO**

**CAN PLACE**

**FOR RUTHERBERG, M. C. FAIR, FOLLOWED BY THE BIG CONCORDS, M. C. FAIR**

**CONCESSIONS**

**SHOWS**

**HELP**

Top salary for clean Ferris Wheel Foreman and A-1 Til Helm Foremen. Want Lot Men.

Bobby Cooper can place Men for Fuss and Apples, Ring-a-Cake and Cigarette Black Agents. Very good ones to go.**

All wire JOHNNY J. DENTON, Lenor, N. C., this week.
ROYAL AMERICAN SHOOTS FOR ST. PAUL RECORD

Five-Day Take Races $1,434 Ahead; Side Show, Rides Lead the Line-Up

ST. PAUL—Royal American Shows midway at the Minnesota State Fair was slightly ahead of its 1955 record pace Thursday night (29), with Sid Model and other show officials hopeful they would stand still long enough to beat the all-time mid-state record set last year.

Thursday night was the grand finale of the midway over the same period in 1955. While the Lincoln-Wooster midway maintained last year’s record, other editions of the event have been surpassed during the Canadian dates.

The Funhouse has been going strong at a fair long known as tops for itsImproved and novelty attractions. Wednesday night, where it was a $1,400 a day for the Funhouse, had the ride department. Rides generally are up this year to make sure the permit will certainly cover the all-goose figure to go ahead of last year.

Johnny Brandon’s Collin’s midway, larger and longer live elephant was a big draw in the fair by itself. The acting one had been on the show.

The black-top midway, new this year, was made with a show on par with midway patties. The band made the unique offering, a special kiddie set for the first time here, Kidderland was a pared down show with the organ as the center of the ride and with only a black-top midway, the band made the unique offering.

The press party started by Doug. and Walsh, fair secretary, and the Sidellings several years ago was continued on Friday (24), Mrs. Phil Little, wife of the late Phil Little, food and drink concessionaire, arranged fair staff and RAS staffs at the traditional chicken dinner at the Little Restaurant.

The dinner, first started by Mrs. Little, has been continued. The fair has been carried on by his widow since his death. Mrs. Little continues to operate concessions at a number of other fairs besides St. Paul.

Bob Lohmar, show's general agent, was with the midway for the second week when he was for Topkka, next fair on the route.

Visitors included Art Percins, re- membered by many; S. G. G. (Pete) Baker, Oklahoma State Fair, Mr. and Mrs. Wilfred Waller and sons, Canadian Lakeside Exhibition; Gilbert Hill, state agriculture director; and William H. Singleton, Wink.

Frank Morrison, RAS publicity chief, said newspapers in the Twin Cities and throughout the state, with space that year on midway numbers. Numerous TV newsmen from the Twin Cities two shows originated from the midway as well as any number of radio top shows recorded here.

CRAFTS WINS AT PLYMOUTH VALLEJO SO-SO

PLYMOUTH, Calif.—Albino the Crafts 20 Big Shows competed with free attractions, such as the fireworks rides because of the lack of space, and the three-day three counties Fair which closed here Sunday (26), turned out all right. Olive N. Smith, crafts show, who works for the Chili Bowl ride department.

Vallejo the previous week, however, the Daily Star was unable to find enough to put up for the sponsored date. Weather for the fair here was very nice. The patrons proved good spenders and remained late on the lot. Dessert to limited space, only major was the front end of the trucks.

For the Vallejo rest of the eight days at the AFL ball park, business was off due to extreme cold and damp and windy nights. Also holding down business was the fact that a fair on the same date on which the show was closed. The closing Saturday and Sunday (18-19) turned warm and brought more than sufficient business to prevent a total loss.

Roy Shepherd, ride superintendent, has a full crew of seasoned ride workers from the children's to the Ben West units, the band impossible. Companies were billed for the first time, a unit managed by his brother, John, was booked for the early part of the day. At the same time the unit operated by his wife, Martha, was having a good run at the little fair.

The West Virginia State Fair, however, was good, and found that helped to get the West operation was off to what appears to be a banner day. The weather is a key to cause concern, Weiss said.

Initial Fairs Prove Okay For Weiss

NEW YORK—Contrary to previous reports, the Weiss family, will be in attendance for the Ben West units, the band impossible. Companies were billed for the first time, a unit managed by his brother, John, was booked for the early part of the day. At the same time the unit operated by his wife, Martha, was having a good run at the little fair.

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Pomona Sets Wins in PCA Date

DOVER, Tenn.—Page Bros. No. 2, Show, as billed and price by Col. Lenard, is playing Tennessee after five good weeks in Kentucky. Ride shows less and shows group in St. Louis area were more than satisfactory despite bad weather, Lenard reported.

Show carries seven rides, four of which are new, for the fair. Radio Murrow's minstrelsy topped the background on the Kentucky track, with Col. Lenard. Malone, the best, was a close second.

Visitors included Dave Cooper, Ring Bros. Circus, Roy Little, Little Litte Exposition Shows, Fred Almaron, Los Angeles, and Harry Smith, Don Franklin Shows.

LEO LANE SHOWS

SHARPSBURG, N. C. THIS WEEK

WANTED

For CLIMAX, MICH., HOMECOMING, SEP. 6-8, AND THE VAN BUREN COUNTY 4-H FAIR AND GROUSE FESTIVAL, LAWTON, MICH., SEP. 19-22.

Can use Mack Trucks of all kinds, Can use any major Ride not specializing. Need an 800 man show. Must have the ability to operate.

Contact C. E. JOHNSON, Willer's Wolverine Shows

Kalamazoo, Mich. Phone Friend 5-9924.

TIVOLI SHOW EXPOS

WANTED FOR SOUTHWARD OF FAIRS FURUS ARKANSAS AND LOUISIANA COLOMBUS, G. Ga. Can give the fair of all kinds. Will first-class concessions to operate immediately. SHOWS can place three or four Side Shows that don't conflict. What have you been. Can place Help on Rides, must drive same.

Contact H. V. PETERSON, Mgr.

Pocahontas, Ark. Fall, this week. Junctions, Ark. Fall to follow.

WANTED

For six more Celebrations—Rides, Shows, Concessions Help on Rides can be had for a good price. Must be able to operate immediately. Rides and will be used around. Want Show Help or Agents. Whylly Campbell, contact for more info.

M. R. ELDIX, Mgr., A. R. BRIGGS SHOWS

Inverness, Ohio. Homecoming, on the Streets, September 6-7.

EVANS UNITED SHOWS

EVANS CONCESSIONS NOW FOR CATTLE SHOWS, LEXINGTON AND CONCORD, N. C.


MANAGER: C. E. JOHNSON, Willsboro, N. C.

Tour: Macon, N. C., Sept. 11-18.

CRAFTS—FAIRS GEORGIA AMUSEMENT CO.

FAIRS—FAIRS

We are white horse fair Fairs not to play. Will book legitimate Concession for all kinds of weeks. Will entertain in Contact, Sales and Pike Shows-WN.

Contact: H. B. SCOTT, Contract Showman,

Tacona, Ga.

when answering ads . . .

Say You Saw It In The Billboard
WANT TO BOOK

OCTOPUS RIDE

Prefer 16-er but will consider 8-er ride. Must have own transportation and must be in town to join, at least one week before beginning of season. To join at Knoxville, Tenn., Sept. 10 and for balance of season until second week in November. South including Nashville, Atlanta, Columbus, Ga.; Pensacola, Tallahassee and Savannah. Also can place good Grind Show. Must work on tickets and be clean, well painted and ordered in every respect. Also in Tenn., at Tennessee State Fair; Nashville; followed by Atlanta, Columbus, Ga.; Pensacola, Tallahassee and Savannah for the strongest fair route in the country.

GOODING AMUSEMENT CO., INC.
1239 Norton Ave.
Phone: Alexandria 9-1172
Columbus, Ohio

SCHAFFER'S JUST FOR FUN SHOWS

Want for Fairs—Quincy, Ill., Sept. 10 thru 15; then Fort Smith, Arkansas, and balance of season. This Show will be out thru November.

RIDES: West Scrubbers, Twister and Round-Up
SHOWS: Place Side Show, Hemi, Unkko, Wildlife
CONCESSIONS: Bumper, Basketball, Ball Games, Shooting Gallery, Photos, Horseplay, Stunts and Age Records, Romant Tuglotes, Huts. All Novelties,品心. Come on. West Young, Pinto, Pinto, Cent. Dog, Ice Cream, Candy Floss, Candy Apples.

All contact W. A. SCHAFFER, Mgr.
Keokuk, Iowa, this week, then on per route.

JOHN H. MARKS SHOWS
MILE LONG PLEASURE TRAIL

CAN PLACE FOR

SPINDLE-CENTER AGRICULTURAL FAIR
GASTONIA, N. C., WEEK OF SEPT. 13-15, AND ALL FAIRS UNTIL NOVEMBER
CONCESSIONS: Legitimate Merchandise Concession of all kinds, no exclusives
SHOWS: Any money-getting Grind Show with or without equipment
RIDES: Any novelty ride not conflicting

All replies to MARKS SHOWS
Burlington, N. C., this week, then on per route.

Inter Mountain Fair, Asheville, N. C., Sept. 10-15
Cherokee County Fair, Murphy, N. C., Sept. 17-22

SHOWS: Will place while-old Crib and Bally Shows must be flashy
CONCESSIONS: Will place Merchandise and Goodlight Sales Stunts of all kinds
HELP: Experienced Second Men on Rides who drive
FOR SALE: 1953 semi-trailer Tilt-A-Wheel, 1954 Allen Herschell Jolly Capri, 1953 Allen Herschell Little Cowboy Roller Rides, Skyscraper, in perfect condition and can be cross-over operating on our midway daily. Have too many rides, which is the only reason for offering for sale.

All replies to JAMES H. DREW SHOWS
1-5 Western Union, Pennington Gap, Virginia, all this week.

BAKER UNITED SHOWS

WANTED
GREENCASTLE, IND., FALL FESTIVAL, Sept. 18-19; CENTER POINT, IND., CENTENNIAL, Sept. 21-22-23; VEDERBORG FALL FESTIVAL, Sept. 28-29-30

Will book Photos, Ring, and Short Range; Dog, Bull, Rides, Roller Grill, Grab, High Stroller, Glass Pitch, Balloon Darts, 4 Cat. Bucket or any legitimate Cones show. Will place Rides for departments who drive.

All replies to ERNIE ALLEN
P. O. BOX 35, TARRETT HAVEN, IND., OR CARE WESTERN UNION.

LAWTON, OKLA., FREE Fair
7,000 DAYS' NET—SEP. 10-16—FREE ACTS, 175,000 ATTENDANCE

Bridle, Western, outstanding Girl Revue, Athletic, PI Show, Smaller show for Pleasure, with interesting Concessions.

For information call or write—Carnival Club, Lawton, Okla.

R. M. WICKLINE

ROLAND SMITH
201 LONG LIVE LAWTON, OKLA., PHONE 361.

BYERS BROS.' SHOWS
KAYVILLE, LOUISIANA, SEP. 10-16, SCOTTSVILLE, KY., SEP. 24-30

If you have a 15% Concession, please call or write. We have many lakes, streams, and woods around us and will place any type of Show within 25 miles.

Reply to C. R. ANSTED

GIRL SHOWS OPEN

To start at Los Angeles, California, September 11, including American Legion Fair at Carthageville, Missouri. Must have own equipment and good location. Talent.

SUNSET AMUSEMENT COMPANY

Katyville, Louisiana, Pat., September 24-31

WANTED FOR

MINOA FAIR

Sept. 8-16 inclusive

RIDES THAT DO NOT CONFLICT, KIDDIE RIDES ESPECIALLY

CAN USE ONE OR TWO GOOD SHOWS. MUST BE NEW AND NOVEL. NO SIDESHOWS—ALREADY BOOKED

CONCESSIONS WANTED—MUST BE HANKY PANKYS. Only legitimate concessions will be given consideration.

Write or wire PHIL. ISSER, Gen. Mgr.
1916 Avenue K, Brooklyn, N. Y.
Phone: Cleverdale 2-2799, call before noon or after midnight.

RALEY BROS.' EXPO.
CLEANEST SHOW ON EARTH

Nine more of the South's finest Fairs to go—Burke County Fair, Morgantown, N. C., this week.

SEPT. 10—CHATHAM COUNTY FAIR, PITTSBURG, N. C.
SEPT. 17—ALEXANDER CO. FAIR, TATTSORTVILLE, N. C.
SEPT. 24—STOKES CO. FAIR, KING, N. C.
OCT. 1—FIREMAN'S PEANUT FAIR, SCOTLAND BEK, N. C.
OCT. 8—MARION COUNTY FAIR, MARION, S. C.
OCT. 15—THE GREAT CHESTERTOWN FAIR, CHESTERTOWN, S. C.
OCT. 22—BERKELEY COUNTY FAIR, MONCKS CORNERS, S. C.
OCT. 29—COLLETON CO. FAIR, WALTERBORO, S. C.
NOV. 5—BEAUFORT, S. C.

Place any Stock Concessions, family-type Shows and Rides not conflicting. This notice show for sale. Buyer may take possession at any time, but must fulfill this year's contracts. Stuff will stay with show until end of season if needed.

Write or wire, so please call answered

HAROLD RAYE, Mgr.—ETHEL RALY, Secy.—FRANK DICKERSON, Gen. Agt.
NSA Home Ambition Coming True With Purchase of Friars’ Bldg.

NEW YORK — The National Showmen’s Association is acquiring a new home of its own this week, ending a dream which was nurtured at its inception in 1936. By purchasing and renovating a building near the Great Northern Hotel, the NSA will have a permanent home where all its functions can be carried out.

**BEAM’S ATTRACTIONS**


All replies to STEVE DECKER

FAIRGROUNDS, GOOCHLAND, VIRGINIA, this week, then as per route.

**JACK’S UNITED SHOWS**

Want for El Paso, Ariz., this week; Centennial, Ill., next week, and followed by the Pippenger, Ark., Fair, Sept. 19-22; then the big Tri-State Fair, Caro, Ill., Sept. 24-29, where a quarter of a million people are expected. Need Work Only for All Kinds. Want Good Cookhouse—have none now. Can make a low rent offer for a good man in Caro. Need Wheel for Can. Need Ride Help on all Rides. Shows—and kind—no Odd Shows. We have good news of Fairs in Louisiana and Florida to follow El Paso, Ill., Police Dept., this week; Centennial, Ill., through the Volunteer Fire Dept. next week.

**BARNEY TASSELL SHOWS WANT**

Any and all kinds of major and Kidgie Rides for my Tobacco Festival spots—batter than most Fairs—don’t let size of towns fool you. Strictly legitimate

CONCESSIONS—only one of a kind.

Opening Sept. 1 at Double Park, near Danville, Va. Have Brookville, Va.: Red Springs, Chadbourn, Manton, St. Pauls, Kennesaw, all North Carolina, and others in.

Sunset Lake Park, Portsmouth, Va.

P. L. Can lease or book Ferris Wheel—5. Lois White, address as above.

**WANTED—IMMEDIATELY—WANTED**

Slice Side Acts, who Manage for some. Good propositions. We have complete Outfit. Lew Alvers, contact. Also want Managers, Performers and Musicians for weekly-famed 110-ft.-high BIG Show with hebenry for band.

Phone Lebanon 1798 or wire.

JOHN VIVONA, Lebanon, Pa., this week.

**THREE GREAT FAIRS**

Fredericksburg, Va., Sept. 10-15; High Point, N. C., Sept. 17-22; Mt. Airy, N. C., Sept. 24-29; followed by five other top Carolina Fairs. Tobacco plentiful, highest prices in years.

CONCESSIONS—Nearby, Short Range. Percentage if you have Hanks, Rear Pitchers and other Maxxies. Rides—Round-Up, Caterpillar, Twister. We have top-money kid territory. Very low percentage if you have these Rides.

SHOWS—Any worthwhile Attractions not conflicting. Must be up to the standard of this show.

HEALY’S 11-12 PAPER IN Dearborn, Ill. If you can have both wheels and music, please immediately. Mondays you will receive large salary with bonus.

LLOYD D. SERFASS, Gen. Mgr., or HARRY (DUSTER) WESTBROOK, Bus. Mgr.

Phone calls, ask for Penn Premier Shows, Fairgrounds, Steventon, Ill.
PARAKEET CAGES
Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.
24-HOUR SERVICE
Phone Elliott 9-4591
WELLS BIRD FARM
2143 South Myrtle Avenue
Monterey, California

Hemet Crowds Build Gross For Fair Time
Hemet, Calif.—Business for Fair Time Shows, Inc., was above expectations at the Farmers’ Fair in Hemet. There were 340,827 admissions to the five-day run which ended Sunday. Officials of the carnival corporation, reports the fair pulled an attendance of 1,002,008 this year. With the exception of the first day, all daily grosses were 1,000 higher than last year’s figures ahead of last year’s. The increase in the gate was reflected in the annual profits of the H. S. Wallace, director.

BUFF HOTTE SHOWS

BUFF HOTTE SHOWS
WORLD’S CLEANEST MIDWAY
WANT FOR TWO FAIRS SAME WEEK, SEPT. 12-22, GAINESVILLE AND CARLTON, GA., AND ALL FAIRS THRU OCTOBER
SHOWS—Motordrive, Fat Show or any good Grind or Belly Show. “Cotton” Harris, answer. Would like to have One or Two Ring Circus or Rodeo and Wild with all equipment. Office guarantee.


All replies to SHAN WILSON or BILL PORTER
Sivertville, Tenn., this week. Athens, Tenn., next week.

MIGHTY INTERSTATE SHOWS
Want No. DeKalb County Fair, R. J. Pond, Aile, Sept. 16th, Tipton County Fair, Complex, Ten., Sept. 17th to 21st. Good for one day in the week’s opening of the fair. Will book Percy Adams, Colton’s biggest commercial, handle and produce. For other details, please telephone or write for complete information. All shows are in fair cities and counties. Also handles all other shows, Fairs, Circus, and Wild West. Lizzy P. Smith, 622 Tipton St., Florence, Tenn. Phone: 815. Address: Box 197.

SILK COTTON COMBINED SHOWS

CONCESSIONS WANTED
For Hutchinson, Minn., Sept. 8-12, and nine more bona fide Fairs, including Redwood, New Mexico. State Fair. Want all kinds, especially want Hanky Panks, Red Cones, Falcon Pond, Buck Pond, Ice Carts, Buckets, Swings, Concessions.

Mike Furnes, 941 Berg, Mgr.

SAMP GOLDSTEIN, Winchester, Tenn., this week

PAN AMERICAN SHOWS
Want for Campbells, Ark., Fair, Sept. 15th, and ten more continuous Fairs to follow. Contact Campbells, Ark., Fair, October 2nd.t W. J. Belt, C. H. Millard, N. C. Phone: 513. Want all kinds, especially want Hanky Panks, Ice Carts, Buckets, Swings, Concessions.

All replies to John R. Ward, Gen. Mgr., or JOHN REED, Bus. Mgr. BENTON, Ark., THIS WEEK.

SHAN BROS.
Berkshire, N. C.

WALLACE, N. C., FALL FAIR, Sept. 10-15
World’s largest one-day side show marquee. Barbellion Trattie tents, one of the largest and best in the world. Also has best trained horse team on the world. Sells in all cities. All receipts in own hand. Will show anywhere. Same show every year. Will show any kind of event. A. B. B. Brown, Manager, 15, W. C. This week: all west in Western States, New York, N. C.

BUCK DENBY
TROPICAL MIDWAY SHOWS
Maze and Trapeze Specialist and C. Jack, showman, will introduce your vast audience. With 3

PARAKEET CAGES
Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.
24-HOUR SERVICE
Phone Elliott 9-4591
WELLS BIRD FARM
2143 South Myrtle Avenue
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BUCK DENBY
TROPICAL MIDWAY SHOWS
Maze and Trapeze Specialist and C. Jack, showman, will introduce your vast audience. With 3
WANTED
FOR GOOD ROUTE OF FAIRS ENDING IN FLORIDA, NOVEMBER 17
Ro]. County Fair, West Jefferson, N.C., Sept. 10-15; Hall County Fair, Gainesville, Ga.; Rockdale County Fair, Conyers, Ga.; Jefferson County Fair, Louisville, Ga.; Macon County Fair, Montevallo, Ga.; Benton County Fair, Fitzgerald, Ga.; Bradford County Fair, Starke, Fla.; Legion Celebration, Ten Days, St. Petersburg, Fla.; Hardy County Fair, Waynesville, Fl.; All Amherstoks, Fl.
WANT CONCESSIONS—All kinds, no ex. SHOWS—Place Girl Show, Side Line, Monkey, Wildlife. RIDES—Place any Ride not conflicting, Need Wheel Forward, Open End Ride Help.

Wire C. A. STEPHENS
Bulldog, Tenn., this week, West Jefferson following week.

ROSS MANNING SHOWS
LUMBROOK, N. C., FAIR Sept. 10-15
ROCK HILL, S. C., FAIR Sept. 11-12
STATEVILLE, N. C., FAIR Sept. 14-20
PEOPLE, Y. C., FAIR OCT. 8-13
CARTNAGE, N. C. TO FOLLOW
KESLING, N. C., FAIR OCT. 13-15

WANT TO FOLLOW KESLING, N. C., FAIR
KESLING, N. C., FAIR OCT. 13-15

DUE TO NEW POLICY AT MUSKOGEE, OKLA., FREE STATE FAIR
THERE WILL BE NO FLATS OR SEMI-FLATS, CAN PLACE LEGITIMATE HANKEY PARK CONCESSIONS FOR THIS SPOT AND OLYA, OKLA.

W. M. COLLINS SHOWS
FAIRGROUNDS, Lincoln, Neb. (Phone: 2-5947) Until Friday, Sept. 7.

WANTED FOR SEPTEMBER 10-15
Darlington, Pa., Firemen's Celebration
CONCESSIONS—Jewelry, Candy Flor, Apple, and Age, and Scale, Arcade, Glass Filet, Mug Others, Games of all kinds.
SHOWS OF ALL KINDS.
RIDE HELP for following Rides: Ferris Wheel, Tilt, Loop, Octopus.

POWELL AMUSEMENTS
BOX 125, COOTONG, OHIO PHONE 1008-M

DURHAM COUNTY NEGRO AGRICULTURAL FAIR SEPTEMBER 10 TO 15
Want Concessions of all kind, Eat Stands, Concession, Food, Glass Planters, Combs for White Children. Can book Ferris Wheel and small Concession. Address OSCAR BLOOM, Columbus, Mississippi; this week: Illa nest.

ERINNE SYLVESTER SHOWS

ROYAL HOLIDAY SHOWS
WANT FOR THE CIRCUIT OF MISSISSIPPI FAIRS AND CELEBRATIONS STARTING SEPT. 11 AT IDA, MISS.
Lebanon Mississippi Concessions of all kinds. Percentage cash, West small Concession or Side Door Crop. Will both Octopus or Ropeline. Need Electrician Transformer. Can place Fun House and small Concession. Address OSCAR BLOOM, Columbus, Mississippi; this week: Illa nest.

PEPPERS ALL STATE SHOWS MEN WANTED

This week, Shelby, Ca.; next week Yuma Springs, Ariz.
MERCHANDISE

WHOLESALE ONLY FOR RESALE
Advertised in LIFE
Nationally Famous GENEVA WATCH and Men’s Jewelry Set!

- jeweled Swiss Anti-Magnetic Wrist Watch
- fancy dial
- hand-brushed band
- Gold Finished Repeatablity Ball Point Pen
- Gold Finished Pencil
- Tie Bar & Matching Cuff Links
- Beautiful Satin-Lined Gift Box
- 2-Year Service Certificate

SWISS-LINE IMPORTING COMPANY • P. O. Box 1383 • Springfield, Mass.

3-PIECE PEN SET
With Metal Caps and Clips consisting of Ball Point Pen, Fountain Pen and Pencil. In beautiful box, beautiful gold embossed $7.50 Tag comes with set.

SHERER’S LTD
SINCE 1900
SEATTLE, WASH.

FROM MERCHANDISE DIRECT IMPORTERS
NON-TARNISHABLE MEXICAN RINGS • MEXICAN EARRINGS • MEXICAN PENDANTS • MEXICAN CHARMS & BASEBALL BATS • TIN MASKS & ASH TRAYS & OTHER NOVELTIES

FREE CATALOG: Write for catalog.
HARRIS NOVELTY CO.
1138 ARMS ST., PHILADELPHIA, PA.

FULLY AUTOMATIC CHROME BONNET TYPE POCKET LIGHTER
$5.50 per dozen. $50.00 per 25. Shipped 25c. per dozen. Check or Bill G. E. at 30c. per dozen.

MERCHANDISE TOPICS
If you can use toy parachutes for your operation, Acme Toys, 405 E. 32nd St., New York City, is the firm to contact. For the last 24 years Acme has been the most fascinating fast-moving toys offered to the trade. It is made economically with saving of labor possible. It is simple and foolproof and may be used both indoors and outdoors. Parachutes come in various colors. A line will get you complete price range.

NAMING that its amazing jewelry offer, Cel-Max, Inc., 582 S. Main Street, Memphis, is having its second run for its boxed jewelry set at $12 per dozen. sample, $1.00. Consisting of a necklace, bracelet and earrings, the set is made of simulated pearls and brilliant stones in assorted colors. Four fashion designs are in costume line. Retail each $2.00. In a satisfied gift box. The entire stock is priced to close out this reduction.

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS' SALES! OAK'S NEW COLORFUL BALLOON BALL! IT'S THE OAK'S Famed novelty that has done so much for your business. The easy way to get those opalescent balloons cut off the rolls, it will give your customers a wonderful way to display their gifts. Each $1.00

PIFES FOR PITCHMEN
By BILLY BAKER

Our Canadian ... contacts your recent exhibition at the recent Seattle, Provincial Exhibition where the independent concession men got big things. Our price presentation to William Eby by the past 30 years has resulted in some very dramatic sales. He was presented with a 27-inch bow and箭. He examined it for a while, a big bouquet of roses and a purse containing $300. Mrs. Eby received a rose and a kiss. A man with the gift carried more than 500,000 cases. Mrs. Eby has been attending the exhibitions and has gotten the past 10 years on the line. She presented the items to the concessions as assistant to the concessions supervisor and made some very dramatic sales.

Among those who wished Eby well were E. L. (Tom) Lamb, who has been making the affairs for 35 years. Mrs. J. L. who has been showing up for 40 years, Emmett Goodman, 37 years, Terry Hogan and Mrs. Harriet McColl, 21 years, and Speed Leggett, 12 years.

We're sorry to hear that Chicis, Destry's old partner, Pantera, is in trouble with a wire-tie ticket and a no-sold-go sign. Chic's paths are directly connected with Pantera's service in World War I.

S. COHEN

Our firm line to let the boys know that the Fossil Cufflinks have been one of the big predictions at all times. "Git busy, butter," better known to some of the oldtimers as "Gusy, butter," was burned in New York July 13. Buried in Northwood Cemetery, Philadelphia. Survived by two sons.

We wonder ... what boys and girls are getting for present? What merchandisers are putting put and county fairs throughout the country. Pipe in and let up have the low-down.

WILLIAM J. GREEN.

"Know when to come in with a timely suggestion which, after careful analysis, may not be as attractive as it first appeared. We are not subsidized by wealthy patrons and developers. Nor may it be a voting motive to subsidize the circulation. Many people might think that Durst reasons, "Publicly." The American people whether in the business or in the streets, are a great many simple things. We wonder why the great American people's stories, "WALK through the streets, and the istanbul and religious jewelry, as well as gifts for home, can make.$2.50 an item from Old America." Who knows, maybe our friend has something here.

GEORGE DURST.

Pipes come with a timely suggestion which, after careful analysis, may not be as attractive as it first appeared. We are not subsidized by wealthy patrons and developers. Nor may it be a voting motive to subsidize the circulation. Many people might think that our city's old houses. We wonder why the great American people's stories, "WALK through the streets, and the istanbul and religious jewelry, as well as gifts for home, can make.$2.50 an item from Old America." Who knows, maybe our friend has something here.

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS' SALES! OAK'S NEW COLORFUL BALLOON BALL! IT'S THE OAK'S Famed novelty that has done so much for your business. The easy way to get those opalescent balloons cut off the rolls, it will give your customers a wonderful way to display their gifts. Each $1.00

MEASURED 13.40" to 14.25" and weighs 12 to 14 oz. 100% polyester. Colorfast, wrinkle-resistant and machine-washable. Available in all solids, plaids, stripes, floral and novelty print. For more information, call us at 1-800-555-1234. See us online at www.americanradiohistory.com

BIRD CAGES

SPECIAL PRICE BALANCE OF SEASON
$5.00 each

B. PALMER SALES CO.
1425 Second Ave.
Dallas, Texas

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMO
Sterling Jewellers, Inc.
108 W. Main St.
Columbus, Ga.
SEND FOR NEW CATALOG

THE BILLBOARD Communications to 2160 Patten St., Cincinnati 31, O.
Iowa State Off First 7 Days

Ipnnted on facing page 80.

Tuesday, Oliver and Massey-Harris all dropped out of the Iowa Fair this year with 1,700 exhibitors remaining. International Harvester dropped their bid, but tables taking part.

The farm equipment exhibits ran to the right gate policy and other field. Dealers were allowing farms as a result of the decision to stay out. Farmers from the Farm equipment displays were somewhat to find them missing.

FOR AT LIBERTY

ADVERTISEMENTS

Sc a Word Minimum $1
Rantance is full must accompany all ads for publication in this column.
No chargeaccounts.
Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

CIRCUS & CARNIVAL

MISCELLANEOUS

MISCELLANEOUS

MISCELLANEOUS

MUSICIANS

MUSICIANS

PARKS & FAIRS

PARKS & FAIRS

BAILLIS ADVENTURES, PARIJAC

BAILLIS ADVENTURES, PARIJAC

BAILLIS ADVENTURES, PARIJAC

GEM SALES CO.

GEM SALES CO.

GEM SALES CO.
MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcels Post

President, Mr. Walter N. Hoag, Jr.
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Secretary, Mr. C. J. Harris
Treasurer, Mr. Edward O. Robinson

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NEW RHODESTONES, SETS, COMPLETE
WITH NECKLACE, EARRINGS AND
3 ROW EXPANSION BRACELET.
FLASH BOX, $24.00 DOZ. SETS.
Sample: $2.50
NEW COLOR STONE JEWELRY
SETS IN METAL FRAMED MIRROR
BOXES, NECKLACE, BRACELET AND
EARRINGS, $24.00 DOZ. SETS.
Sample: $2.50
Write for Brochure Just Out.
Prompt delivery.


New商品

NEW RHODESTONES, SETS, COMPLETE
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3 ROW EXPANSION BRACELET.
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Prompt delivery.

FUR COATS

GIVE TO DAMON RUNYON CANCER FUND

NEW RHODESTONES, SETS, COMPLETE
WITH NECKLACE, EARRINGS AND
3 ROW EXPANSION BRACELET.
FLASH BOX, $24.00 DOZ. SETS.
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SETS IN METAL FRAMED MIRROR
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EARRINGS, $24.00 DOZ. SETS.
Sample: $2.50
Write for Brochure Just Out.
Prompt delivery.

THE RIVERIA
by EMBASSY
in Extra Heavy
100% GENUINE
LEATHER
Each bag PRE-PRICE TICKETED
and luxuriously GIFT BOXED
(see-phamned window top)
$30.00 Per Dozen Style F335
Terms: 25% deposit 31/2 C.O.D.
Sample bag—$4.00 (postage incl.)
Colors: Ginger, Black, Brown.

Embassy P. I. C.
38 West 32nd St.
NEW YORK, N. Y.

THE RIVIERA
by EMBASSY
in Extra Heavy
100% GENUINE
LEATHER
Each bag PRE-PRICE TICKETED
and luxuriously GIFT BOXED
(see-phamned window top)
$30.00 Per Dozen Style F335
Terms: 25% deposit 31/2 C.O.D.
Sample bag—$4.00 (postage incl.)
Colors: Ginger, Black, Brown.

SEND 25¢ FOR COMPLETE
CATALOG SHEETS!

NATIONAL DISTRIBUTING CO.
SEND TODAY FOR YOUR FREE COPY
OF OUR 1956 FALL BILLBOARD
IS NOW AVAILABLE
Illustrating The Greatest Line of Imported and Domestic
Chains, Necklaces, Bracelets, Charms, Earrings, Pendants,
Brooches, Pins, Rings, Cuff Links, Jewelry Sets, Boxed
and Unboxed.
A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Aucoiners, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
Our 25-year record of honest and discrib-
itive service is your assurance of quality
merchandise at lowest wholesale prices.

WISCONSIN DE LUXE CO.
1900-12 N. 3d Street
Milwaukee 12, Wisconsin

MERCHANDISE

Have Just Opened Our New and Larger Quar ters
Complete for Deals on Cables and Rarities
6000 Ticket Deals—Your Cost $200.00

PROFIT $400.00
One of Chicago's Best "Promotional Counselors," Give us your problems, we will solve them and to the amazement of both our
and yours.

PETER P. RINKUS, INC.
2401 W. 63d Street
Chicago 29, Illinois
Wholesale Only—We Carry a Complete Line of
Notably Advertised Merchandise

Merchandise You Have Been Looking for
Leaves, Cloths, Encouraging Manufacturers, Advertising, etc. All kinds of items
for every kind of buyer. We will handle
and your needs.

Catalog new—Write for Copy Today
IMPORTANT! Business and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.
1915 South 12th St. Louis, Mo.
Ops Jam Wurlitzer Grounds for 3-Day Centennial Festival

Roller Coaster, carnival pitch tests, a Ferris Wheel, three outdoor stage-shows, the Broadway production run of food, the costume of other activities.

And still there was more: Ben and airplane trips to Niagara Falls, cocktail parties at the Statler Hotel, a dance and singers till dawn also at the hotel, over 100 prizes ranging from a station wagon to a new record player, and general eating, dancing and general fun.

The 19-acre plot of land upon which the Wurlitzer North Tonawanda plant is located was handed over to producers, show managers and carnival and circus performers.

The result was entertainment for operators in the shape of certain aberrants, beautiful dancing girls, a Merry-Go-Round, a miniature

UMO Ops Start Another Teen Dance Series

DETROIT—A new series of youth Record Hops was launched last week in solution of the U.M.O. by the United Music Operators of Michigan. The new series is sponsored jointly by the Police Department and is similar to the highly successful teenage dances held in the past.

The dancers will be a weekly event, with the length of the series depending upon weather, available talent and attendance. The Hazel Park series—held at the high school tennis courts—was proposed by the local Council of Women's groups co-operating in the series. The local Parent-Teachers Association, the police department and a separate youth organization.

Chet Olave, of Fortune Records, assumed the dance last week. Scheduled for next week were Ben John, truck driver, Entomology, Steve Panicci, Wendie Tobin, C.C. Motors, Jack Wing, Records, Jean Martin, Unique Records, and Adelie Brown, Iron dancer.

Entertainment: Has No End at Wurlitzer Feire

NORTH TONAWANDA, N.Y.—Talent, like food, must be imported annually. It is the annual importation plan for Wurlitzer's Centennial Celebration here in the city.

Three outdoor stage-shows, a Broadway musical, carnival and concert of music all artists were all squeezed into the three-day period.

The behind-the-scenes engineered for the entertainment was done Fanno

15 JUKE BOXES MINIMUM ORDER: WURLITZER FETE

CHICAGO—A minimum order of $25 was required for an operator to attend the three-day Wurlitzer Centennial at Buffalo and North Tonawanda.

The 15-machine order was not to cover transportation costs, but it also for wife to attend, and to have the musical $25 paid free of charge; the 15-machine order was to be sealed up, provided, that his location on Buffalo. The Bill board (August 25) erroneously, stated that a purchase of Usually 10 was required. The Billboard regrets the error and is happy to set the record straight.

Top N. Y. Music-Game Operation Sets Up Finance, Brokerage Firm

N.Y. State Ops To Hold Fete November 17

WEST POINT, N.Y.—The New York State Music Association, covering jube box operators in the Hudson Valley, holds its annual ban- quet and dance November 17 at the Hotel Thayer here. Al Scheinfeld, managing director of the Music Distribu- tory Association, Chicago, will serve as toastmaster.

Appoint N.Y. Judge George Marcarrino Op Assn. Counsel

NEW YORK—Judge George E. Marcarrino has been named counsel for the Long Island Operators' Association.

Magene-Tronics Bow Automatic Tape System

NEW YORK—Magene-Tronics, Inc., here and the Automation Laboratories, Upper Jay, Pa., have teamed up in automatic tape reproducing and music programing for regular use in all the terminals and background music installations.

According to Roger Thaxter, Magene-Tronics executive, the Automation Vantage Tape System, and Magene-Tronics Pro- gressiveOMATIC tape systems' dates the music of the 15-minute tape once every 12 minutes, and the 30-minute tape by automatically inserting current times and seasonal selections.

The magnetic tape unit is offered in limited volume in program con- tinuity by automating the music content of any eight-hour tape.

Dime Is Slow But it's Sure, Says Wis. Op

BELOIT, Wis.—'Nickel music is slowly but surely on the way out in this community,' says Arnold Foeh, veteran music and games operator. The 30th in the coin music business, Foeh claims the dime has gone as far as the dime price imperative.

In this area experience has shown that the nickel is a dime made exact when the coin music business, the owners saying that the dime was too popular and the customers wanting it. He now operates a string of 65 music machines plus a like number of games.
NEARLY A 100 STRIKE IT LUCKY
NORTH TONAWANDA, N.Y.—Prizes ranging from a Pontiac station wagon to Frigidaire automatic washer were awarded to nearly 100 music operators in Western Centennial Celebration here August 23-25.

Lucky winners went home with everything but the kitchen sink. Included in the nearly 100 prizes were a station wagon a Wurlitzer electronic organ, spinet piano and electronic piano, console and portable TV sets, refrigerators, automatic washers, a gas range, over two dozen radios and a car load of toasters.

The prizes were for operators and their guests only. 

Photo submitted by Robert Miller.

MUSIC OPERATOR FORUM
Do Big Jukes Up On Record Costs?

(Editor's Note: This is the first in a series of four Music Operator Forums covering multi-selection equipment and it affects operators in record buying and price play.

The first thing to remember about record buying costs, record programming and trends in record programming, when the fourth feature takes a close play on the big jukes box. A preview of the series was launched in the last Music Operator Forum, and covered briefly all of the topics mentioned. It was pointed out that Music Operator Forum operators own and operate, on an average, more photographs than the average operator. The Billboard's 1966 Index of the Music Operating Business placed the average number of photographs owned by a music operator at 47.6. MDF operators own and operate 72.4 machines.

The one big question raised by operators discussing the big 200-selection photographs is: "How will 200-selection machines affect my records?"

Operators participating in this week's Music Operator Forum answered with programming data. Comparisons of programming techniques used on machines from 40 to 50 selections, 80 to 120 selections, and 200 selections. As far as he knows, the percentages of songs on jukes box decreases as the number of selections go up. Where the 40 to 50 selections have 100% on machines with 40 to 50 selections, it drops to 47% percent in the middle group, and falls again, to under 10% on the 200 selection.

Country and western also dips slightly as more selections are added, from 26.6 percent on the 40 to 50 selection, 10 percent on the 80 to 120 selections, and blues is nearly constant, moving only from 10.9 percent on the 40 to 50 selections to 11.0 percent on the 200 selection.

The fourth category on the chart, old favorites, shows the biggest change. While operators are content with their 40 to 50 percent of the old favorites on machines offering from 40 to 50 selections, they indicate that it would be suicide to use less than 40 percent of 200's.

This fourth category that accounts for the bulk of all selections over 100, 104 or 200's will be changed or shifted from location to location, operators point out that since the initial outcry for records is over there is no more additional record cost for 200's than for models with fewer selections.

Of course, operators asserted, the number of records purchased each week depends upon collections. 'If a 200-selection machine earns more than one with fewer selections,' one operator said, 'I'll put it in the store where I'd put on fewer if it earned less.'

The number of record merchandising was also brought up by one operator. Operators should talk over record charging and programming with their customers, so they know what new records and changes are being made each week. Along the same line, an operator said, 'I find it hard to ask the bartenders or waitresses if they like the new records going on a machine.'

Asked why more pop records aren't used on the bigger machines, operators said: "There just aren't that many good oldies to put on each week. An old favorite will pull more play than a hot one." 

With regard to EP's, the operators were of mixed opinion. Some said that they thought EP's were the best type of record to take care of old favorites and specialty music, but others complained that they were more expensive and reduced selectivity on jukes box.

All seemed to agree that EP's should be used only for old favorites and special type categories, for pop tunes.

The one point operator unanimously understood was the biggest cost-saving factor: Better juke box programming.

How They Voted

1. How many juke boxes do you operate?  
Average number: 77.4.

2. How many records of each of your hour, percentage-wise, are of the following types?

Types of records used by operators, according to percentage...

| Type | 40 to 50 selections | 71% | 80 to 120 selections | 75% | 200 selections | 76%
|------|---------------------|-----|----------------------|-----|----------------|-----
| Pop  | 51.0%               | 43% | 33.0%                | 29% | 22.0%          | 19% |
| Ball  | 10.0%               | 10% | 10.0%                | 10% | 10.0%          | 10% |
| Other | 39.0%               | 47% | 57.0%                | 61% | 68.0%          | 71% |

3. How do you program each of your type of machines for standard-type locations?

OM

| Type | 40 to 50 selections | 71% | 80 to 120 selections | 75% | 200 selections | 76%
|------|---------------------|-----|----------------------|-----|----------------|-----
| Pop  | 51.0%               | 43% | 33.0%                | 29% | 22.0%          | 19% |
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| Other | 39.0%               | 47% | 57.0%                | 61% | 68.0%          | 71% |

E. D. REISB, Springfield, Mo.: "To maintain the same disc standard on the 200-selection machine as compared with the 100's is impossible. Operators, I think, in the 200's are necessary. 100's can handle all the music the public wants to hear."

O. RODGERS, Salinas, Calif.: "With regard to 200's selection machines, we need more record changes than machines that select records or records on 40 and 80 selections are available each week before what. Operators will do is leave standards and old favorites on the record line. Consequently, a machine of 200's are necessary, 100's can handle all types of music the public wants to hear."

B. J. LIESCH, Milwaukee: Operators do not have to add or change more records on a photograph just because the number of selections go up. Bigger machines are not the answer to changes in selection as more selection, new records and standards must be added to the larger machines. More records in a smaller space is the rule. The 40 to 50 selections are usually of the type that can be changed, but if an additional machine is added or more records are added to the new 200's, the record costs will be. The 200's return a 100's returns but they don't first go out on location, operators point out.

W. D. SHEFFIELD, Oxnard, Tex.: "Operators do not have to buy more records just because they add more machines with more selections, but operators should do a better job of programming their machines."

DOUGLAS DETRICK, Ashburn, Ind.: The 200-selection machine, if programmed properly, will require very few new records each week. An operator will have to buy a few more records. This, however, is not a few more records to be added to the regular standards and old standards will have to make up the additional time."

Programming & Costs

C & M VENDING, Haledon, N.J.: "We do not think operators will have to buy more records because they add machines with more selections, but operators should do a better job of programming their machines."

E. D. REISB, Springfield, Mo.: "To mantain the same disc standard on the 200-selection machine as compared with the 100's is impossible. Operators, I think, in the 200's are necessary, 100's can handle all the music the public wants to hear."

FRED J. CHRISTENSEN, Spencer, Iowa: "After the initial rush for records on a 200-selection machine, I can't see any additional record cost. After all, there are only so many pop tunes available each week and only one of those make good. More standards will be used by operators and the standar..."

STY PEARL, Eugene, Ore.: "The new 200's do not necessarily mean more record buying for operators, especially in regard to pops. How- ever, changes and EP's should be used. I think that given machine a new flavor and at the same time be the operator's normal machine. The 200's are the same, but there will be a change in the location of the number of records being changed on each call."

TOM SHELDON, Fayette, Ia.: "With regard to record costs for a 200-selection machine, it's entirely up to each operator. Operators should know how many records to put in a machine for maximum play. Again, it's a job of telephoning for the operator to find out the location of the number of records being changed on each call."
FOUR WURLITZER OFFICIALS—hosts of the firm's centennial celebration in North Tonawanda, N. Y., last August 23-25—take a breather to exchange hellos and salutations. Standing in front of the outdoor stage are (left to r.) R. F. Waltemate, vice-president and manager of the North Tonawanda division; Elmo Wurlitzer, chairman of the board; R. C. Rotting, president, and Robert H. Bear, sales manager of the phonograph division.

A. D. PALMIER, advertising and sales manager of Wurlitzer, is put to work behind one of the many carnival booths set up on the Wurlitzer grounds during the firm's centennial celebration August 23-25. Palmer, who is handing out cones and hats, tells Lou Costa, Rockford, Ill., that he can only last one ticket at a time and that it has to be done before the wheel starts turning.

WURLITZER VISITORS take a flying at toss-the-ring for prizes during the firm's 100th year celebration in North Tonawanda. The little lane on the left was one of the many local girls brought in by Wurlitzer to man the booths. The shoulder of the background nearly circles the entire 9-acre Wurlitzer park where festivities were held.

APPROXIMATELY 1,000 operators and distributors and their wives gathered around a dinner table like the one above for lunch Friday (24). The afternoon menu included roast beef, fish, veal cutlet, potatoes baked, salads and beverages, including coffee, milk and beer. On Saturday, dinner was served family-style in the large tent in the background.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

BIG GOTHAM GROUP AT BUFFALO: The 26-member New York delegation to the Wurlitzer Centennial was here by plane Sunday (26) from Buffalo with many a mishap: The 14 were not accompanied by their wives, flew from New York to Buffalo and took the same return plane, one of the group.

In the group were Ted Blatt, attorney for the Amusement Machine Operators of New York; Harold Chasen, Newark, N. J., operator representing the Music Guild of New Jersey; A. Denner, head of the Music Operators of America and MNY; Max Blatt, Newark, N. J., Wurlitzer distributor, and Tom Greco, president of the New York State Operators' Guild.

Albie Goldberg, Newark, operator; Irving Holzman, Young Distributing Company, Max Klein, Westchester Operators' Guild, Abe Lipisky, Young Distributing; Sidney Levine, counsel for the Music Operators of America and MNY; Sandy Motte, Suffolk-Nassau Amusement Corporation; Judge George E. Macaro, counsel for the Long Island Operators' Association; and Joe Young, Young Distributing.

Other East Coast representatives at the affair were Jim Tolcanio, Connecticut Operators' Association, and the following distributors: Joe Ash, Philadelphia; John Billotto, Newark, N. J., and Sid Redd, Boston.

Highlight of the meeting came at the Saturday (25) banquet at Buffalo's Hotel Statler when Al Denner presented a plaque, on behalf of the MNY, to R. C. Rotting, Wurlitzer president.

The plaque, signed by Denner and Sidney Levine, MNY counsel, expressed "profuse appreciation for its pioneering efforts, great leadership and continuing dynamic progress in the automatic phonograph industry, and in grateful recognition of services rendered to the operators of the nation and to the music-loving public throughout the years."

Chicago

By KEN KNAUF

ORDER OF THE PILGRIM: That highest award of the Order of the Moose was bestowed upon Jack Bess, head of Brokens-Vending Company, Richmond, Va., in recognition of his devotion to the national convention; Jack is a past governor of the Roanoke and Richmond lodges, and a past governor of the Virginia Moose Association.

Jack, while in the Windy City, called upon Ralph Sheffield, Greek Manufacturing Company director of sales. Another out of town visiting Sheffield was Al Simon, head of his company, who was in New York City. Bess also called upon Art Weinert, Williams Manufacturing Company's sales manager. Sam Stern, Williams' vice-president, cables from Paris that he's about set to make a survey of 11 European nations.

Out at Exhibit Supply Company Sam Lewis, president, is sticking close to the office while Frank Menzies, vice president and director of sales is vacationing. Frank's sticking close to home for his rest. Ted Bush Miami, looked in at Exhibit for a preview of new models, David Gattlic, head of the firm bearing his name, glad to be back in the Windy City where it's cool. It was 107 in Dallas where he spent last week... Jack Nelson, Billy's general sales manager, says Paul Vaughn, Carolina Kaleidescope Company's representative busines manager on the firm's Model T car and Champion in North Carolina.

United Manufacturing Company held its annual employee and friend's picnic last week at Marvel Inn Group. Youngsters had a grand time with games and rides. Clown band added spice to the event... Irvin Sandler, Des Moines, and Henry Rosenberg, Baltimore, United distributors, visited with Bill DeSelm at the plant recently.

The question operators want answered at Radio City Machines Exchange is the name of the other party while visiting the firm, but Wally Finke, co-head, won't tell. If you want to know them, have to look at Joe Klein's empty coffee cups. Had a 14-day last week.

Earl and Tom Chetem, Commercial Music, San Antonio and Dallas, stopped at United Manufacturing Company on their travels. Joe Robinson, Empire Coin Machine Exchange, says Jack Buss, usually on the road for the firm, has developed an acute case of "scoliosis." Bill Git, Empire head, picked Buss to handle some of the local sales chores for a time and he's doing a fine job... A. Miller, New Carlyle, Ind., and Mike Lanke, South Bend, Ind., trading notes.

(Continued on page 97)
IT'S MORE FUN TO PICK TUNES
ON THE WURLITZER 2000

TWO OR MORE PATRONS CAN SHOP
THE SELECTIONS SIMULTANEOUSLY...

Tune choosing from the 200 selections on the Wurlitzer Model 2000 is fascinating fun in itself. There are 40 top tunes on the center panel—plus 20 more on each of the two roto-page "books" that flank it. A full 80 selections in sight at all times. Pages are power-turned by a finger touch on the twin illuminated bars. This novel "his" and "her" book arrangement enables two—or even more patrons to shop the program at the same time. Make-selection is an easy matter also. You press one numeral and a letter button in any sequence. All in all, this dramatic innovation has proved in itself a powerful play stimulator—one of many reasons why the Wurlitzer 2000 is boosting earning records wherever it is placed in location.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION
WURLITZER
CENTENNIAL MODEL 2000
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
Ops Jam Wurlitzer Grounds

Dime-a-Disk Gains in Ark.

JONESBORO, Ark.—The push by the state and parts of Missouri is gaining momentum, according to the Arkansas-Missouri Operators' Association and its Rollork Amusement Company.

Friday and Saturday, guest speakers at the banquet included Farm-Wurlitzer, chairman of the board; H. C. Rollins, president, and Bob Bear, sales manager, all of Wurlitzer; Al Dent, president of the New York Operators' Association, and Sidney Levis, legal counsel of Music Operators of America. Entertainment and dancing followed the dinner.

Just Wait... 'til you see the Rock-Ola "200" at all Rock-Ola distributors soon!

First Alabama

W. Va. Secretary, Dana Hicks, Named State Supervisor

CHARLESTON, W. Va.—Dana Hicks, former WVA emission inspector, has been appointed as executive secretary of the West Virginia Music Operators' Association, succeeding Auska problems. Governor Martin made the appointment.

As executive secretary of the association, said that Hicks will continue in the same capacity, but that no longer has the support of the association's constitution. The association has given Hicks the responsibility of handling the association's business, with the understanding that he will be available for the next six months. The association has a board of directors, and Hicks will be responsible for the state tax collection.

In his new job, he will supervise the enforcement of state and federal laws. He will be responsible for the association's business, with the understanding that he will be available for the next six months. The association has a board of directors, and Hicks will be responsible for the state tax collection.
Creditors Seek $120,000 From Dickinson Firm

DE SMOKES—A suit to fore close a $120,000 mortgage against the assets of Dickinson Company, manufacturer of vending machines, has been filed in the Polk County District Court here.

The action was filed by Don E. Neman, receiver for the firm, and is based on the mortgage the company secured from the FCB Bank.

Neman has a $250,000 bond of the mortgage that represents the collective total of 60 creditors.

Neman requested the court to appoint a receiver to collect the over and profit from the company and apply them upon the mortgage indebtedness. A hearing on the request has been set for Thursday (Oct. 20) before Judge R. C. Finch.

If he is not Neman declared the firm's property has depreciated in value and does not provide enough security to satisfy the mortgage indebtedness.

Neman was named trustee of the mortgage 13 months ago in a transaction designed to allow the company to keep more control of time for the payment of debts since he took over the company.

Pending against the company is a federal government suit seeking $125,000 in alleged taxes, that Neman last year to buy from creditors.

The Neman suit was filed July 19 by the Union Bank.

The company makes outdoor, indoor type machines, fuel and eggs in addition to baked food and other groceries.

McGuire Gets Asst. V.P. Post In ACCA Org

NEW YORK—The Automatic Coiner of America Inc. has named Jack McGuire, general v-p, to succeed John B. Gilbert, who was acting v-p, to the post of president of the organization.

McGuire joined the firm in 1940 as treasurer and was named as assistant v-p for the Boston region. Then he was manager of the company's branch in Chicago, Ill., manager of the Baltimore office.

(Continued on page 55)

Vendors Boost Milk Sales: Farm Co-Op

WASHINGTON — The significant change played by vending machines in milk merchandising was recognized by a United Department's Co-Operative Service last week (29) when it released returns from 253 milk producers.

Of 253 operators polled, nearly three-quarters of them included machines, increasing 32.44 milk sales—those who planned to add more machines, strongly suggesting that they used this method of selling milk.

May Form State

On Council in Boston Sept. 11

BOSTON—Plans for forming a State-wide organization of Massachusetts vending machine operators were announced here this week.

The state-wide group is expected to attend a special meeting at 8 p.m. Tuesday (11) at the Hotel Kendall, to be held for the formation of the organization, to be known as the Massachusetts Automatic Merchandising Council.

The council will represent all automatic merchandising facilities in the Bay State, through which Coke, Pepsi, Coca-Cola, Soft Drink Confab—this included, taxes, licenses and sanitary codes.

There is an immediate need of a State-wide organization, many operators believe, for the future.

(Continued on page 58)

HANDBY CANDY STAYS DANDY


In high-ceilinged buildings where the firm has candy and gum venders, the firm's No. 115 may be the case of the more perishable candies in the window.

"I save services much as a trip back to the market every two weeks," Daniel said. "Often a service-

ing day is one of the worst in the new, when he wouldn't have ordin-

(Continued from page 1)

of the store window. Cutting, aper-

ving the candy, and placing a colored box around the window. But, he said, was around the installation job completed in a day.

Next Lof installation will be in the next two weeks. This will allow the

funds to the store and to the

(Continued from page 55)

NAMA Has 4-Point Plan

For Army Brass Contab

CHICAGO—Four specific plans will be offered by the National Automatic Merchandising Council to the U.S. military officials.

(Continued on page 58)

Built-In Vending Units to Be Integral Part of $10-Million Shopping Center

WEST ORANGE, N. J.—What may be the greatest location in the nation is currently under construc-

tion at the Essex Green Shopping Plaza here.

Construction has begun on the $10,000,000, 56-acre project, which includes, as an integral part of its design, various vending machines geared to provide 54-hour service on dozens of household items.

Builder is Sol A. Gill, Great Neck, N. Y., who has installed the automatic merchandising units in the structures of the largest shopping centers in the nation—The Miramar Shopping Center in Yonkers, N. Y.; the Miracle Mile Shopping Center in New Rochelle, N. Y.; and the Country Club Shopping Center in West Orange, N. J.

At present, the Billboard was unable to reach Atlas to confirm the details. It is known, however, that initial equipment will be custom made.

T. V. Ertlanger, head of the firm, is installing equipment for the West Orange location, said the equipment is not his. Name of the manu-

(Continued on page 58)

Apozo Ready on 6-Selection Jr

SodaShope

NEW YORK—Apozo, Inc., has introduced a six-selection, Single-Soda Shoppe Junior to its line of cup drink machines.

The standard six-selection SodaShope, the junior version (one-carbonated and two non-carbonated products), comes in 42-ounces wide and 19 inches deep. It carries a one-cent or 10-cent coin change.

In both cases, the machine is 52" wide and 191/2 inches deep. It is equipped with a 52" or 10-cent coin change.

(Continued on page 59)

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(Continued from page 55)

Calif. Bulk Assn. Charts Tax Battles

1st August Meet in 20 Years to Map Fights; Mull Hospital Insurance Plan

By SAM ABBOTT

LOS ANGELES—The Western Vending Machine Operators' Association held its first August meeting since organizing 20 years ago, to map plans in its fight to reduce machine sales taxes.

At the meeting, the group also voted to study a plan to offer its membership a hospital insurance plan.

The association met Tuesday (15) at the First National Bank in Los Angeles.

President Leo Weitman conducted the meeting, opening it up with the first time, with the pledge of Allegiance, with Daniel T. W. senior vice-president of the National Automatic Merchandising Council.

Weitman told the membership that he had contacted a hospital insurance firm to determine the feasibility of such a plan.

(Continued on page 58)

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(Continued on page 59)
VICTOR

Originators of Capsule Vending. New thing you need in your store! The capsule is made of high-impact material which eliminates breaking and one cent cost at capsule in machine.

Write for FREE Samples

5-STAR BABY GRAND

тарде. Card Vendor

VICTOR VENDING CORP.

5751-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS

the new VENOMS "PREMIERE"

vends Salt Gum and Picture Card both for 1¢

Perfectly legal everywhere! The U.S.A., the "Premiere" holds 600 each of 1000 bill gum, features a separator. Each card has two genuine location numbers to prevent cheating and bills your customers 1¢. This machine is ideal for sales promotion. Write for free sample container. Based on the famous Avenue Vendors.

Oak's "ADO" Capsule Vendor

Holds 480 capsules, for larger profits on each filling, a 1¢ vending capsule or jumbo capsule by half capsules. The "ADO" is turnkey proof with a peak-proof lock and has a wide globe opening to permit easy filling. Shipped with 10 coin carrier and inset is changeup in vending buchockers or large 1¢, "ADO" Conversion Head free of charge standard Avenue Vendor!

Large Profits with the new 14mm. Picture Card

SOLD AS NEW 210 count ball gum

9 Brilliant Colors

$3.50

Available to the Stockists

M. J. ABERSON

1645 BOROUGH DR.

BRONX, N. Y.

PENN KING COMPANY

2659 MISSION STREET

SAN FRANCISCO, CAL.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for all Models

ROWE IMPERIALS, ROYALS, CRUSADERS

UNEEDA ALL MODELS

Also ROWE PRICE DIFFERENTIAL BARS Available: NEW CIGARETTE MACHINES (Cigarette Machines) for all DuCrest and National Machines, in 25c or 30c, in all colors. We can also supply a machine that will blend 25c and 30c machines together. Consult our complete line.

J. Schoenbach

Distributor for

oak Manufacturing Co., Inc.

1645 BOROUGH DR., BRONX, N. Y.

PHONE: W. 2701

A DXOMAURUS increases in value 44c

Large Profits with the new 14mm. Picture Card

SOLD AS NEW 210 count ball gum

9 Brilliant Colors

$3.50

Available to the Stockists

M. J. ABERSON

1645 BOROUGH DR.

BRONX, N. Y.

PENN KING COMPANY

2659 MISSION STREET

SAN FRANCISCO, CAL.

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for all Models

ROWE IMPERIALS, ROYALS, CRUSADERS

UNEEDA ALL MODELS

Also ROWE PRICE DIFFERENTIAL BARS Available: NEW CIGARETTE MACHINES (Cigarette Machines) for all DuCrest and National Machines, in 25c or 30c, in all colors. We can also supply a machine that will blend 25c and 30c machines together. Consult our complete line.

J. Schoenbach

Distributor for

oak Manufacturing Co., Inc.

1645 BOROUGH DR., BRONX, N. Y.

PHONE: W. 2701

A DXOMAURUS increases in value 44c

Large Profits with the new 14mm. Picture Card

SOLD AS NEW 210 count ball gum

9 Brilliant Colors

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BRONX, N. Y.

PENN KING COMPANY

2659 MISSION STREET

SAN FRANCISCO, CAL.
NEW YORK—Cigarette producers and vending machine operators have agreed to cut prices 4 per cent in June compared with June, 1955, according to a report from the Manufacturers Club, Inc.

Manufacturers shipped 34.3 bil- lion cigarettes during the month compared with 35.6 in June, 1955. Production was down to 37.3 bil- lion cigarettes from 38.9 billion.

Cigarette smoking for the first six months of 1956, however, is up slightly, 1956-1957, 2 billion to 191.7 billion, with 1958 factory production buying last year's by 211.4 billion to 209 billion.

June cigarette smoking also was be- low expectations, with production trading by 8 per cent. For the first half of the year, 3 billion cigarettes were smoked compared with 2.8 billion for a like period last year.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with

base, ready for location. Machines are factory sprayed upholstery and finish.

Lowest prices anywhere—

**COMPARE**

FLEURON & COLUMBIA CANDY,

160 capacity, gum machine $1,100.00

FLEURON & COLUMBIA CANDY,

137 capacity, gum machine 860.00

FLEURON & COLUMBIA CANDY,

160 capacity, gum machine 165.00

FLEURON & COLUMBIA CANDY,

320 capacity 860.00

**DURBETIER—CONDENSED CANDY**

11-skate, king size... 65.00

**DURBETIER MODEL 5**

1-skate, king size 45.00

**GREEN'S & COLUMBIA CANDY**

450.00

**ALL equipment second-hand guaranteed. Fast delivery. One-**

**time deposit, balance C.O.D. All**

**CONVERSIONS AVAILABLE AT**

**$220.00 extra.**

National Vend. Corp. 100 Furnace St. Brooklyn, N. Y., Telephone: Triangle 1-1527

**FLUORESCENT POPPITS**

They GLOW in the NIGHT! Regular Moonlight Rays

6 Summers—S Winter Days come equipped or erected at

**PRICE**

3,000 watts 1.75c watt

240 watts 2.00c watt

TRADING CARDS

Easily type machines operating. 1,000,000 25c per dozen

100,000 35c per dozen

10,000 50c per dozen

5 SERIES—BASIL & TV STARE, NAVAL VICTORIES, FOOTBALL, FRONTIER DAYS AND S. U.S. ARMED

**PLASTIC PROCESSES INC.**

3554 ANAVAY, DEPT. 357

**SANITARY VENDOR**

Accommodates fleet packages up to 1 x 2 x 3 inches. 60-90-100-500 coins mechanism.

Coin returned when used. Separate coin box. Both up to 160 packages.

R. HARMON MFG. CO. INC.

BOX 142, WICHITA, KAN.

**DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES**

Write for Circular and Circular for DISTRIBUTORS

**WANTED DISTRIBUTORS AND OPERATORS!**

for proven BIG profit item, to handle the "original" fool-proof, U-Test-M TV Tube Testing Machine.

Here's a great opportunity for live, aggressive, responsible, financially sound businessmen.

- Make big money wherever installable.
- Use replacement business is immense and assures terrific profits.
- Machine requires small space, only 12 sq. ft.
- The U-Test-M TV Tube Testing Machine cracks the hotly advertised "number plate" for replacement.
- Thousands of retailers install the U-Test-M TV Tube Testing Machine.
- Distributors now available for Cleveland, Akron, Massillon, Canton, Youngstown, Barberton, and other stores.
- Thank your opportunity to establish a highly profitable business in your territory.
- Reasonable investment required; information depends on extent of op- erations.

**YOU CAN STILL GET IN ON THE GROUND FLOOR**

For complete Information, wire, telephone or write

U-Test-M Manufacturing Company

4325 W. LINCOLN AVE. Phone Evergreen 3-6213

GIVE TO DAMON RUNYON CANCER FUND

**VICTOR'S STANDARD**

TOPPER

1c Ball Gum Vendor $12.25 each $13.00 each at or more

1c Ball Gum Vendor $12.25 each $13.00 each at or more

AMERICA'S FAVORITE BALL GUM VENDORS

1c Vendor at all vendors.

Write for our specials on Condensed Ball Gum—Cicles

CLEVELAND MACHINE EXCHANGE, INC.

2625 Prospect Ave., Cleveland 13, O. Telephone: Tower 1-7475

GIVE TO DAMON RUNYON CANCER FUND
Keenev Sets Up Assembly Lines For Coffee Unit

CHICAGO.—J. H. Keenev & Company, Inc., is in the process of tooling up its assembly lines for full production of its new combination coffee and hot chocolate vending, Bill COS, vending division sales manager, announced last week.

Production of the unit is expected to get under way late this month or early in October, COS said. Hand models of the unit were shown at the NAMA convention last November.

The machine has a 500-cup capacity, with coffee offered in four selections. Powdered ingredients mixed in separate stainless steel pods are added, with separate lanes for each item. Fully automatic, it has button selection for cream and sugar. It is 60 inches high, 22 inches wide and 21 inches deep.

LEAD 'EM BY THE NOSE

Aroma Unit Developed For Vending Machines

NEW YORK.—Scentovision Corporation here has applied for a patent on an electronic device which, instead of using vending machines, will give off avenues depicting those scents of the mechanism is formed for a long time.

The firm is headed by Leo Ruskin, with Harry Willen, vice-president. Hasso Laschev, Swiss inventor, developed the machine and formulated the synthetic scents.

According to Willen, the Stanley-Watling theater chain has signed a one-year option for the theater rights to the unit. He added, tho, that the option does not cover the vending rights.

Fleet Models

Two pilot models, one for the store and the other for vending machines, ice-cream coolers, etc., have been built.

Wills said Scentovision has about 400 synthetic scents which can duplicate most food smells. The device has a "crisping feature," which can eliminate the南沙e seconds.

A control on the machine enables the operator to throw the smell specific distances. For vending machine operation, Wills said, an intermittent scent would be used.

The model Wills used to demonstrate, seven annies were produced from the same machine, with an interval of about 10 seconds between them.

The vending unit itself is 18 by 14 by 6 inches and, when placed on a table, will sell for about $50.

Scentovision does not plan to manufacture a retail display unit or plans call for turning the unit over to a manufacturer or a factory outlet, or working with individual vending machine manufacturers.

Wills said the scent unit could be incorporated in the vending machine itself, or it could be placed atop the machine with an illuminated picture of the product placed to attract attention.

Wills entered the promotional field from the advertising and sales side of the organization. He had been on the New York sales staff, working from the office of the firm servicing the theater trade.

Prior to that, he had been a New York salesman for Cole Products, and before that he had been associated with Tolex for years.

Nestle Exec Sees Video as Aid to Vending Bar Volume

WHITE PLAINS, N.Y.—Television advertising has a powerful impact on vending sales, according to R. A. Fowler, product manager, bar goods sales, Nestle Company.

Fowler explained that it is signing up for the sponsorship of the Type Ougen, which is available in the fall. Nestle will have the chance

American Plan New Filter-Tip

NEW YORK.—American Tobacco Company plans to add another filter to its line by the end of the year. Currently, Herbert Tareyton is the only filter the firm produces. It also makes Lucky Strike, Pall Mall and Herbert Tareyton (unfiltered).

The name of the new brand and plans for its promotion and marketing will be announced shortly in its introduction. Bates, Barrett, Durstine & Osborne will handle advertising and promotion.

MOAMA—Appointment of S. & L. Sales, Inc., an exclusive national distributor of the entire line of Jim-Jak Industries, Inc., vending machines was announced here last week.

Jim-Jak, Minneapolis, manufacturers of upper grade coffee and water vending machines.

At the same time S. & L. announced the appointment of Jack Brown, managing sales manager, and the promotion of Bill G. Keenev, formerly sales manager, to vice-president in charge of sales.

Hollywood Brands Bow New 5c Bar

CENTRALIA, Ill.—Not even a new brand of candy in the 5-cent class, has been developed by Hollywood Brands, 2925 S. Michigan, president, announced last week.

The new bar is made of almonds, a layer of dairy-butter caramel and a chocolate minty center wrapped in a rich milk coating. It is packed in 240-count cartons.
**How to Use the Index**

Pricing in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designated as a 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 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 it occurs the "high," it indicates the "low" is a unique price probably 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 advertised 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.
Shuffle Bowlers in Solid: Distsrib Report Sales Up

Public Back on Bowl Kick Again
With Fall; Like Regulation Scores

By KEN KNAUF
CHICAGO—The shuffle bowling
scene here—after a long idle
season, has evidently become a permanent part of our winter social life.
About a year ago, shuffle collect-
ingen have been down—but not out. And this fall, with the com-
ting fall season getting under way, the shuffle scene is again solidly
established at locations.

What brings the shuffle back?
Distributors here in the country's coin machine center say many fac-
tors are involved. But foremost among them is the fact that players
have come to look for a shuffle so that their favorite taverns and other locations, and expect to find one. The seven-year tradi-
ition of fall shuffle has come to be a permanent pastime.

Other strong factors involved are:
1. The drop-off in pool game
popularity in the area, making
a strong return of shuffle.

(Editor's Note: For recent activi-
ties see the pool game separate
stories in this section.)

2. The wind-up of the slow
summer season, bringing players
back to locations, and operators
making a search of equipment for the fall trade.

The ever-increasing popularity of the sport of bowling which, in
turn, adds to the attraction of the shuffle game.

As a result, distributors reported here generally reported a healthy in-
cresce in sales, especially on good
used shuffle models, and in some cases, on new models as well.
Operators reported that grosses on their shuffle losses have done
fairly well too during the summer—have begun to pick up fast. Both opera-
tors and distributors reported that
employers continued similar shuffle
type models with regulation scor-
ing.

Lower Price Desired
Joe Robbins, Empire Coin Ma-
chine Exchange sales manager,
said that while pool games are
gradually fading from the Chicago
Resort scene, Albert Schilling the shuffle
bowl is here to stay. "The regu-
lation-type scoring models are in
good demand," he stated.
Robbins said volume sales on new
shuffles held the line, because of higher prices asked for these mod-
els.

(Continued on page 87)

Ind Court to Rule
On Pin-Free Play

INDIANAPOLIS—One of In-
diana's highest tribunals, the State
Appeal Court, has agreed to decide
whether pinball machines with free-play
features can be considered gambling de-
vices.

To be made by the Marion Coun-
ty Circuit Court, the Attorney's Office, the appeal stems from a lower court decision held hand in hand with Special Judge Earl C. Townsend Jr. Holding that no frangible units of gambling were
in free-plays and that, consequently,
the equipment in use could not be
considered a gambling device, Judge Townsend granted Music Oper-
ing Company, Inc., a per-
manently issued prison of
were from seizing pinball machines owned by the Indianapolis
firm.

Chief Deputy Prosecuting At-
torney Anc J. Smith will be in charge of the effort to dissolve the in-
junction when the Appellate Court judges recognize this month after
their summer vacations. Music Op-
erating Company is headed by Sam
Weilbacher, who said at the June
time that a firm in Minnesota was
said to be keeping pinball machines in restaurants and taverns. He
insisted, however, that such casino
was not used for gambling

Studies State Laws
Smith said that in arguing his
case he will lean heavily on court decision in Eastern States. This

(Continued on page 97)

Minn. Trade Sparked
By Fresh Pool Boom

MINNEAPOLIS—Who said
table games dead?

Some columnists in this area, al-
ready were picking 'pinballers' for
the game only to see it jump out of
the box and really go back into

"Our experience during the sum-
mer seemed to indicate that pool
had hit its goal and went on
toward the point where," said Harold
Lieberman, of Lieberman Music
Company, Minneapolis, last week.
That was a good thing while it lasted,
but that the fun had run its course.

"What happened then? Wot-
then and we began getting orders from
operators in all sections of the ter-
itories demanding earliest possible
delivery. One column, who just
couldn't get interested in pool
tables during the heyday, nearly
knocked us over when he came in
and placed an order for several

Fed. Anti-Pin
Move Resumes
In Minn. Area

ST. PAUL—The federal gov-
ernment reactivated its long-dur-
ing campaign against pool op-
eration in Minnesota when
August 27 hit nine locations in four
Southern Minnesota cities and
occupied machines claimed about
worth $10,000.

Judge MacKinnon, U.S. dis-
trict attorney for Minnesota, said the evidence collected by internal
revenue intelligence unit agents
would be presented to the Federal
Grand Jury meeting in St. Paul.

MacKinnon said the recent
represented the first time the
District Attorney's office had
the persons who actually
owed the machines.

Cite Evidence
The simultaneous raids took
place on search warrants issued
recently by C. O. Lundquist, U. S.
coin-operated vice inspector, based
on affidavits from internal revenue
agents that pinball machines were
in operation in defiance of the
laws.

Each machine carried a $10 fed-
eral notice and $250 fine for
moneys

"What happened then? We
then and we began getting orders from
operators in all sections of the ter-
itories demanding earliest possible
delivery. One column, who just
couldn't get interested in pool
tables during the heyday, nearly
knocked us over when he came in
and placed an order for several

' Distries Sours for
Game Ideas'—Wolcher

CHICAGO—Distributors could
lead the way to new ideas in the
pool field, according to Paul
Wolcher, director of the Chicago
Pool Machine Distributors As-
Sociation, who spoke to club mem-
bers at a meeting of the Chicago
pool dealers last week.

"In all of our various (distrib-
utes) departments, we have young men who are able
mechanics who can solve problems that can, or

PHILADELPHIA—For the first
time in the history of the Amuse-
ment Machines Association of
Philadelphia will hold a social ban-
quert this year, and all will be
without the storm that has
to the annual meeting does.

A gala affair is slated for Sunday
night and in the Latta Castle here.
Joseph Silverman, executive di-
rector, reports that the affair al-
ready is a sellout and that a capac-
y of 1,000 guests has been

Actually the association will be
marking its 25th anniversary, and
nothing will be the same as the
few years each time they can all
their friends down.

"There was a time when it might
have been extremely difficult to sell
a manufacturer a working model of
a new and different game de-
vised for this. It is not true at this
time. I am sure manufacturers
bring a game that had merit into
one of the major manufacturers,
and they can be compensated
for it and who in turn could sell
without the storm that has
company, with those of his
employees who have worked to de-
velop it.

"I am sure that if all of us were
to notice it, we would all be

(Continued on page 100)
Twin Cities

**By JACK WEINBERG**

**KANTOR TAKES EXTENDED LEAVE.** Marty Kantor, partner with M. M. (Doc) Broenston in Harmony Music Company, Minneapolis, has taken an extended leave of absence from the business to take a vacation. Kantor was reported by the store to be in good spirits after his recent good work as a business manager. Kantor had sold out to Broenston, but the latter denies this.

**J. F. (Ike) LaFlure,** of Devils Lake, N. D., has bought out the route of Eric Grunsteen, of the same community. About 50 to 75 pieces of music and games are involved. Another route change is that of Roger D. Metten, of Fairmont, Minn., a newcomer in the coin machine business, who purchased the route of Ron Owens in that territory.

Harold Lieberman, of Lieberman Music Company, is back at his desk after a business trip to Los Angeles where, among others, he conferred with Randy Wood, of Det Records, for which Lieberman is distributor in that territory.

Dave Jensen, of Watertown, S. D., was in to buy bowlers. Mayo Pribee, of Rochester, Minn., took time off from showing his horses at the recent Minnesota State Fair to visit bowlers to place orders for pool tables and shuffleboard, Miami Wholesaler distributor, was a visitor in his old home town of Minneapolis last week. His nephew, Oscar (Trolley) Truppman, associated with Bush in Miami, is due for a visit soon.

Daniel Heiseler, partner with his brother, Alm, in an extensive coin machine operation here as well as allied business interests, passed out another order on a son, Tony Andrews, ... 5th to 7th.

**Daniel Schacher,** of Minneapolis, coin machine operator, is receiving congratulations on the engagement of his son, Theodore M. Stone, to Sandra Beth Tilles, of Minneapolis.

**WURLITZER DISTRIBUTING CORP.**

**KANSAS DISTRIBUTOR-WURLITZER**

Wurlitzer 1800 Photophone $750.00
Wurlitzer 1400 $275.00
Wurlitzer 900 $225.00
Wurlitzer 900 sold for $500.00

**ATTENTION—ALL OPERATORS! Here's the surprise of your life! You can restore your pool table operating to original big play and fold!**

**NEW RACK POOL TOPS**

For all Tables

- BRAND-NEW PANELS • BRAND-NEW CLOTH

Choice of rubber backed, hard wornend • $35 Complete

- BRAND-NEW CUPS (3) • BALL RACK and OVER-$5

Choose any Color

**WURLITZER NATIONAL DISTRIBUTORS.**

902 W. SECOND WICHITA 12, KANSAS HO 4-6111

**CHICAGO**

JUNIPER 8-2504

**UNIFIED DISTRIBUTORS, INC.**

**Monarch Coin Machine, Inc.**

**BE SURE...With a**

**SLATE TOP!**

**GUARANTEED TO BE THE FINEST TOP MADE...OR YOUR MONEY BACK!**

Only pure 8 % solid slate used. No deterioration or warping. Nine hole pockets. Easy to install. Change cloth in minutes.

WE MAKE JUMBO AND REGULAR TOPS—ALL SIZES Call Today for Your Nearest Distributor. N.Y. 7-2448

**NYACK SLATE CO., INC.**

80 SO. FRANKLIN STREET, NYACK, NEW YORK

Specializing in all kinds of Slate Pool Table Tops
### Coinmen You Know

*Continued from page 97*

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**Miami**

By BENN OLEMAN

STROSINA TIES KNOT: It was wedding bells last week for Ralph Strosina, veteran restaurateur for the George Schröder Company. Strosina has been with the North Side music and games firm for over 16 years. His predecessor, Mr. Schröder, was in the industry for 25 years, and was succeeded by Mr. Strosina in 1926.

* ...*

**Memphis**

By ELTON WHISENHEART

ROCK-OLA 500 PHONOGRAPH SHOWING SOON—Allen Dixon, S. M. & Sales Company, Rock-Ola phonograph distributor, is getting set for an official showing of the new 300 Rock-Ola phonograph direct from the factory in September. He is sending out engraved invitations to hundreds of music operators in the South...

* ...*

---

**Bally**

Exclusive Distributor For

**Rock-Ola**

---

**Bally**

Exclusively to Kansas City

---

**Shuffle Alleys**

<table>
<thead>
<tr>
<th>Shuffle Alley</th>
<th>Pinballs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach Bums</td>
<td>$275.00</td>
</tr>
<tr>
<td>Beach Bums</td>
<td>$270.00</td>
</tr>
<tr>
<td>Beach Bums</td>
<td>$275.00</td>
</tr>
<tr>
<td>Beach Bums</td>
<td>$270.00</td>
</tr>
</tbody>
</table>

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**Wall Boxes**

<table>
<thead>
<tr>
<th>Wall Box</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Rule</td>
<td>$10.00</td>
</tr>
<tr>
<td>Home Rule</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

---

**Music**

**Pools Tables**

---

**Wall Boxes**

---

**Marvella Billiard Supply Co.**

1464 W. Lake St., Chicago, Ill.

---

**Coin Machines**

---

**Earnestly yours,**

Parker Henderson, general manager of Southern Amusements

---
Completey Shopped!
RETAIL DEESE POOL GAMES $4.95
821 S. Spring St. Los Angeles 5, Calif.
UNITED LEADER BOWLER $119.50
RALLY COWEY ISLAND $39.50
RALLY VARIETY $109.50
GAMBLER GUYS DOLLS $59.50
MIKE MUNVES
FOR
Write for list
IRV OTZ
ACME-INTERNATIONAL DISTR.
1641 W. 47th Street Chicago 16, Ill.
GAMBLE'S

MIKE MUNVES

CALL TODAY FOR THE LOWEST POOL GAME PRICES!
234 S. 3rd Ave. 
307 New York, N.Y. Telephone 964-2075

ALL TOP BRANDS!
Munves New
In Original Cartons
ELECTRIC SCORING POOL GAMES
ORDER WHILE YOU CAN
FOR THE FALL SEASON

COIN MACHINE DISTRIBUTING CORP.
821 S. Spring St. Los Angeles 1, Calif.

WE HAVE IT
For The Best Buys
On Anything Coin Operated
CALL ON US FIRST
MUSIC • PIN GAMES • BINGOS • GUNS • ARCADE • SHUFFLES

Write, Wire, Phone
DAVID ROSEN
EXCLUSIVE AM. 1-1940
1025 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2603

GUARANTEED MUSC BARGAINS
Ready for Location
SEEBURG HF1000 (100 Selections) $695.00
SEEBURG HF1006 (100 Selections) $645.00
SEEBURG 1000 (100 Selections) $635.00
SEEBURG 100C (100 Selections) $495.00
SEEBURG 100B (100 Selections) $395.00
AMF-120 (120 Selections) $395.00
26 SEEBURG 100-Selection CHROME WALL BOXES $48.50
8 SEEBURG 100-Selection SPRAYED WALL BOXES $45.00
50 WURLITZER 224-24-Selection CHROME WALL BOXES $67.50

MITCH GOLISH MUSIC CO.
424-26 S. Granter St. Phone: 700
HARBURG, I.1.
SOUTHERN ILLINOIS' LARGEST OPERATORS OF COIN-OPERATED MACHINES

We will pay CASH
for the following equipment:

SEEBURG M100A's, B'S, B'L's, C'S, G'S, & W'S.

GOTTLEIB AND WILLIAMS PIN GAMES

GENCO, UNITED, WILLIAMS GUNS

WE NEED OVER 1000 PIECES TO COMPLETE EXPORT ORDERS. SEND IN COMPLETE LISTS

DISTRIBUTORS:
WE ARE INTERESTED IN BUYING COMPLETE STOCKS

Exclusive Gottlieb, Williams, Seeburg, Genco, and International Mutoscope Distributors

TRIMOUNT

Remember
In NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 10, MASS.
Copyrighted material
Launch Study On Oils, Fats For Candles

NEW ORLEANS—A new trend toward using oils and fats is expected to help to extend the life of some candles and to give them a distinctive aroma, according to John S. M. Hill, Southern Utilization Research Board, Department of Agriculture.

Hill presented a study that shows that the use of oils and fats in candle-making can extend the life of the candles and provide them with a pleasant aroma. The study also suggests that using oils and fats can help to reduce the amount of waste produced by candle-making processes.

Shuffle Bowlers

"New shuffle bowlers at a lower price and at a fast clip," he declared.

"This new shuffle bowler which could sell at a $50 price would be a 'best seller' he asserted. This would allow operators to pay new games for their 'medium spot' as well as for their 'top spots.'" Shuffle bowlers sales are really strong again," reported Dan Mahoney, head of Doman Distributing Company. "In fact, used game sales in general have shown a quick upward in the past few weeks," he said. Mahoney said several wholesale outlets are setting better policies on shuffle sales, and this fact is going to result in the sale of more new equipment for the fall. Mahoney has sold several units in similar shuffle sales, Joe Kline, First Coin Machine Exchange, received, "Bowlers have been around a long time, and players are used to them. Like the joke about the ten-year-old who says he doesn't like shuffle, no matter what you say to him," he declared. An additional feature of the shuffle game is that they can be played with many different balls, and this is a great advantage in terms of offering a variety of games for different skill levels. shuffle bowlers are in demand here. West Perkins, Purveying Distributing Company, said the relatively new game is one of the new games introduced during the past months and has created a better demand for such equipment. This trend of屑newer-type regulation games now available has been well received, he said. The original shuffle bowler (with regulation uppers) is now going, the player may be less favored. And now, in contrast to the former British shuffle game where six players can compete in one game, Perkins feels that the British shuffle game is not as well suited to TV since TV shows tournaments of professional players and those increased shuffle popularity.

Out of Storage

eve Polo, partner with Hy Polo in Hy Polo Amusements, Chicago operation, said that the firm has bought most all of the shuffle bowlers during the pool game boom, including the company's own "Back-to-Back." Now, Dave related, "we're moving most of the shuffle back on location." Polo said it was too soon to tell whether it would last but that the shuffle games would remain a good earner at locations. "It may have been the hot summer weather thatondered the shuffle collections down," he reasoned.

German Coinmen Plan American Tour in Sept.

NEW YORK—At least 10 German jai box, game and vending operators, and distributors will make a two-weeks visit to this country to inspect the nation's manufacturing plants, talk shop with American operators and see their locations. Some have American distributors conduct their business,

Already signed up for the tour are Willi Elsfleth, Dusseldorf, Otto Koth, M., Klaas, Automaten Vertrieb, Geleen, and Sigrid Attemer, Dusseldorf; Mrs. Erika Stormer, Dusseldorf, and Mr. and Mrs. Herk F. Steuer, Coventry, Holland.

Plans call for the group to arrive in New York September 19 and

By the end of October, with the cooler weather, we will be better able to tell whether the pool game collections get back to normal or not," he said. "People don't care too much for pool during the summer. Even the pool halls don't draw many customers during the summer," he observed.

Paul Golden, head of Laff Novelty Company, large Chicago operation, said shuffle collections are picking up, and expected good returns on the game now run through July and August.

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Four-Point Plan  
Continued from page 87

2. A wide distribution of all directives and bulletins concerning basic policy matters.

3. Annual review of commission policies in the light of factors governing operating costs such as merchandise, labor and local taxes.

4. Allowances to be made for a renegotiation of contracts in the light of changing local sales and tax rates.

Contract Change

The committee is also considering the use of the "reverse type" contract for Army and Air Force installations. However, before taking action on this matter, a survey is to be made to get the reaction of military operators on the use of this type of contract.

The "reverse type" contract is used when the operator leases equipment and sells merchandise to the exchange. Under this contractual arrangement, vending becomes the business of the exchange but the operator maintains and services equipment on a fee basis. Also to be included in the report, which was discussed at a meeting of the committee in Washington August 15, are commission rates and proper accounting procedures.


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VENDORS BOOST

Continued from page 87

An increasing number of machines by 21 at the end of 1955. Of the
fourth not planning an increase, 15 would make no change, 5 were
uncertain. 12 did not express their
intentions, and 3 planned either to
decrease the number of machines
or go out of business entirely.

The FCS said that while vending, on
the whole, appears "satisfactory and
profitable and termed the
outlook for greater use of vending
"good." The FCS also pointed out
that a bill stalled in the vending
machines "probably represents an
increase, rather than sales
diverted" from other outlets.

"The problem of making a bulky,
payable product readily availa-
able has plagued the dairy indus-
try for years," FCS said, "and vend-
ing machines are counted on to
help solve the problem."
Bally presents a really new scoring idea with record topping earning-power

EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS!

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