Days of the Groping Orator Numbered

Business Adopts Teleprompter Devices; Firm Affects All Public Address Areas

By BOB BERNSTEIN
NEW YORK—Policies and big business have adopted many devices from the entertainment world, but none more modern and significant than the teleprompter. In fact, all the machinery and techniques of Teleprompter Corporation, a company which grew from a tiny shop to a vast, complex force, have inundated public speaking, popular opinion and elections.

The time has come when a poor pols can count on situations his election committee has arranged for him. Gone are the simple and humble conventions and the ceremonial values of a bygone system. In their places are well-ordered sessions, beard-draped and -shaven, questions and debate by electronic, controlled, with choice, lighting and music available in abundance.

What nostalgia has lost, efficiency has gained. With Teleprompter's showcase of scientific gadgetry gleams with brilliance the new order of comfort and practical usage.

Teleprompter

There's Teleprompter, which can admit the curtains, open doors, change slides and turn on film during a speech. There's Telemark, which makes any pattern of light automatic. There's Telenews, for shooting complicated films, and...
TELEVISION PROGRAMMING

THE BILLBOARD

COMMUNICATIONS TO 1564 BROADWAY, NEW YORK 36, N. Y.

SEPTEMBER 15, 1956

NBC Sets Team Operations
To Meet Medium Expansion

Perry Sarnoff Says Organization
Geared for Complex Age of Color

NEW YORK—NBC's long-
awaited official announcement
about the assignment of its
executive structure, as finally announced
Friday (7), places President Bob
Sarnoff at the head of an organization
geared for a team operation.

Sarnoff's announcement on a
circuit board made it clear that the
changes are being made with the
future in mind, the future was
exemplified by the age of color
which is just around the corner
and the additional complexities
which will accompany it.

Sarnoff made clear that the
nature of the TV industry has
grown so greatly since 1945 that
a stock-taking was needed. There
was a demand that the
business has grown beyond
the capacity of a single individual
to handle adequately even the
competent men.

The same hills are being
bridled against the years to
come. Even in the last five
years, along with the problem
and demands of TV, there has
been such rapid development, the
wire leader obviously felt that a
team was necessary as a
preliminary to NBC's
formation.

His First

Capra's "Sun"
In CBS Bow
On Nov. 19

NEW YORK—Frank Capra,
Academy Award-winning director,
will have his initial property for
TV unveiled November 19 by the
American Telephone & Telegraph
Company in the nationwide
"One-Eye" time period on CBS-TV,
which is to be pre-empted.

In connection with the show,
"Our Mr. Sun," deals with the
author's themes on the
creation of life and its problems.
It will be part life and part
philosophy, with themes already
completed, several
tap personalities will be used in the
parting act. Mr. Sun. N. A. Ayer is
the agency.

Kellogg's Exits
"Waldo" Series

HOLLYWOOD—Kellogg's last
week bowed out of its commitment
to "Waldo," TPA-produced series
starring a chicken, which the
company bought several weeks ago for
all networks.

It's too bad that Kellogg's
wanted an early evening net
period for the network which
was unable to come up with one to
its satisfaction.

Money-Saving Subscription Order

Editorial rates for a year's subscription
($22) at the rate of $12 (a considerable saving
over single copy rates). Foreign rate $24.

Payment encased
Bill me

Name
Occupation or Title
Company
Address
City
Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Nighttime Fare Moves In on Sun. Afternoon

NEW YORK—More nighttime calendar programs are pulling to Sunday afternoons, CBS-TV, NBC, ABC and others have announced, and scheduled it in the Sunday afternoon spot that was followed by "Gerald McBoing-Boing," which goes 5-5:30, Ruth Gordon's "Mr. Patience," which will be produced by NBC.

Since NBC TV will program the Bay Bolder show 4-5 p.m. Sunday in combination with "Wide Wide World," which goes 4:30-5, and "Captain Gallivant," 5-6, network viewers will be exposed to stories with stronger family impact. The buildup in the Sunday afternoon time period is partially the result of the success of "Wide Wide World," last season, which on many Sundays received impressive ratings.

The "Billboard"

CINDERMellas' TO DO BATTLE

NEW YORK—TV will air a battle of "Cinderellas" this coming Sunday, CBS TV scheduled its Rodgers and Hammerstein spectacular "Cinderella" for NBC's "Television Time" May 30th, 5-6 p.m.

"Cinderella" is the most requested program and will star Julie Andrews. But NBC, too, will offer a "Cinderella" spectacular, or use to be performed by the Sudley Wrens Ballet, probably in April on "Producing Broadway," Monday, 5-6:30 p.m.

HOLLYWOOD—Do you think a television program which has the audience at an all-time high will ever be able to improve it for the coming season? On the contrary, it is the most vital program to the network's success.

CBS Hope Dim On 'Telescope'

NEW YORK—CBS TV's hope of programming a full schedule of "Television Time" in the fall will be most dimmed if "Cinderellas" are not titled "Television Time." The web has a potential client, Beatrice of Chicken, interested in the program.

North American Aviation, which was planning a large number of shows in the nation's capital, will not make the move due to the network change.

The "Queen" of "Television Time" is the woman with a pair of "Queen's." The network's "Queen," who has been a "Queen" for more than a year, had been seen in the first half of the program, and the second half of the show will be "Television Time".

Remington Buys for 'Gunsmoke'

NEW YORK—Remington Arms Company has purchased for the"Gunsmoke," for its electric light division. The advertiser will sponsor 16 telecasts in the Western series, which is scheduled to be one of the most popular programs on the CBS network.

Remington is already co-sponsoring the program with Heinz for 10:30-11 p.m. on CBS for the next 10 weeks.

NBC Tops CBS on CBC, ARB Afternoon Avgs.

NEW YORK—NBC, which in July topped CBS TV for the first time in two years on American Research Committee ratings, has now repeated its victory during August. In the month of August, NBC has increased its rating over the same period last year, even higher than the ratings set for July.

In an NBC bulletin dated September 5th, 4:30 p.m. at CBC and the 3-6 p.m. period at NBC in 1953, there were a total of 33.2 million viewers. In 1955 CBS average was 18.3 million viewers, and in 1956, CBS dropped 24 percent to 12.9 million, while NBC rose 99 percent to 21.3 million. Another NBC bulletin states that 19 viewers represent a 3 percent rise in NBC's total.

CBS, meanwhile, had slipped 22 percent, from 22 to 17 million. The highest rating for NBC this season was in the "Gilligan's Island," which rose from an 8.7 average in July to a 9.0 in August, topping the "Big Payoff" on CBS by 1.9 per cent, and "Bob Crosby" by 3.5 per cent, and the absolute afternoon rules, "Queen for a Day."

"Queen for a Day" during August had a 14.4-5.2 per cent average, a slip of 3 percent over the same period last year, but still a high enough of all areas. In the first third of its season, the program had an average of 4.0 for "Brighter Days," and a 5.0 for the "Blackboard." In the mid period, "Queen" had a 4.5 average, Secret Storm's 4.9 by 1 per cent, and in the last third, "Queen" had a 4.5 scored a 120 point victory over "Bay Bay." The average for "Bay Bay" was 5.7.

CBS noted that period which suffered defeat against "Queen for a Day" in the first week of exposure, the "Erie Feed" against Art Linkletter's "Daytime Radio," the 9.3 average left "Queen" behind by 47 percent.

CBS, meanwhile, had dropped 22 percent from 8.6 in July, 1955 to 6.7 in the same period last year. August found an additional 6 per cent fall from August to September, according to network figures.

Successful Shows Shy Away From Improvement Attempts

Whitney to Solo on 'Tune'

NEW YORK—On October 20 NBC Planning to release the full schedule of "Break the Banks," will be included in the "Top Ten" list for the CBS TV network.

Its co-sponsor, Landon, will also “Top Ten” full schedule of "Break the Banks," for the fall season on NBC.

CBS Sets Complex Pro Grid Schedule

CBS has announced its plans for the fall season, which will include a complex set of pro grid schedules. The network will have its own schedule of cities to carry its programs.

CBS has set up its schedule to have its own line-up of cities to carry its programs. It has set up its schedule to have its own line-up of cities to carry its programs. It has set up its schedule to have its own line-up of cities to carry its programs. It has set up its schedule to have its own line-up of cities to carry its programs. It has set up its schedule to have its own line-up of cities to carry its programs.
FLASH #2! WARNER BROS. MOVIES SMASH ALL RECORDS for WKRC Cincinnati

SUNDAY
JUMPS FROM
3.3 up to 6.3
"EAST OF THE RIVER"
with JOHN GARFIELD
BRENDA MARSHALL

MONDAY
JUMPS FROM
4.6 up to 6.5
"ROARING TWENTIES"
with JAMES CAGNEY
HUMPHREY BOGART
PRISCILLA LANE

TUESDAY
JUMPS FROM
4.2 up to 9.0
"THE SEA WOLF"
with EDWARD G. ROBINSON
IDA LUPINO
JOHN GARFIELD

WEDNESDAY
JUMPS FROM
4.8 up to
"GOD IS MY GUARDIAN"
with DENNIS MCGUYER
RATMONE

...AND NEXT DAY
(5 PM) RE-RUNS BOOSTED
PREVIOUS MONTH RATINGS
BY OVER 100%

CAPTURE THE BIG AUDIENCES and THE
BIG SPONSORS IN YOUR MARKET WITH
WARNER BROS. MOVIES...TIE 'EM
UP TODAY...CALL

www.americanradiohistory.com
AUGUST ARB RATINGS ALMOST DOUBLE FOR ALL SEVEN LATE NIGHTS OVER JULY – FROM 4.9 up to 9.0

ESDAY FROM 13.4 to 4.3 up to 8.1 "THE UNSUSPECTED" with CLAUDE RAINS, JOAN CAULFIELD, CONSTANCE BENNETT
THURSDAY JUMPS FROM 13.4 to 4.3 up to 8.1 "THE UNSUSPECTED" with CLAUDE RAINS, JOAN CAULFIELD, CONSTANCE BENNETT
FRIDAY JUMPS FROM 5.7 up to 8.1 "BORDER TOWN" with PAUL MUNI, BETTE DAVIS
SATURDAY JUMPS FROM 7.1 up to 11.2 "FLAXY MARTIN" with VIRGINIA MAYO, ZACHARY SCOTT

HAVE YOU SEEN FLASH No. I?

WTVN Columbus increased the Mon. thru Fri. average for its “Early Home Theatre” more than 55%... from 7.6 up to 11.8! Its Saturday “Summer Playhouse” jumped from 6.7 up to 12.6!!

NEW YORK 345 Madison Avenue • MURray Hill 6-2323
CHICAGO 203 N. Wabash Avenue • DEarborn 2-4040
DALLAS 151 Bryan Street • RAndolph 6043
LOS ANGELES 9110 Sunset Boulevard • CRestview 6-5866

www.americanradiohistory.com
**TV PROGRAMMING**

**KZL-TV, Denver— "Long John Silver"**

With a rather wide group to choose from in the four-channel or more category of The Billboard's 18th Annual Promotion Competition, KLZ checked his outlet on "Long John Silver" for a near tie for third place.

Sunbeam Brand and the station worked together on this launching. It began with a cocktail party and the detoxification of a new local personality. The show was auditioned at a number of parties in Denver, Geoeler, Colie, Cheynore, and Casper, Wyo., and Bob Davis as Sam Beam was launched. Not only did he appear at sales meetings but he showed on shows of the station's regular programming. Davis is trained and made up as Sir, delivers the role on the show, but he also sees the kiddies in person in the afternoon shows.

In fact, the station has "Silver" all over the area, with sales supervisors, in pirate regalia, making appearances at supermarkets. In addition to the usual CD saturation and mailer, KLZ displayed posters of the show on some 151 Yellow cabs in the city. Jolly Roger flags and some 10,000 little pirate flags were on the hands of the youngsters. Pieces of eight were distributed—40,000 in all.

In the context of a general extensive campaign before debut and content is that the outlet has copied 64 per cent of the audience on a Saturday afternoon. The American Research Bureau gave it a "B".

Harold Stamm directed the promotion for "Silver," and H. B. Terry, chairman of sales, too.

(Next week—WVTY, Indianapolis.)

**IKE ASKS NEW GLOBAL SHOW**

WASHINGTON—President Eisenhower has invited Frank Stanton, of CBS, and others to a "new kind of programming" it would be a "pleasure" to tackle a new kind of programming. Eisenhower wants the stations to "please" their radio people's program, involving representation of the station's activity, to win friends abroad for American ways and people.

Among the representatives of the best in American entertainment, the President are George Murphy, representing "talent groups," the entertainment industry, Eugene Ormandy, Philadelphia symphony, conducting for music; William Faulkner, for writers, and P. Frank Friedman, chairman of Motion Picture Producers' association, for movies. Stanton will be one of the 10 in the group, which will organize committees over the new hands-across-the-sea program.

NEW YORK—Westinghouse is still shopping around for a network advertiser who wants to swap shows. The sponsor is offering half of its "Studio One" on CBS-TV to spot shows which will fill out the hour show and wishes a co-sponsor.

Overtures are said to have been made to the Ford Motor Company for half of Ed Sullivan, but chances of dealing being worked out are not too good.

The author of All About Eve turns her devastating spotlight on the politics and passions of Broadway plays and players.

This novel by Mary Orr is a revealing picture of the politics and manipulation of a Broadway play, and an illuminating study of the inhuman thing—threats, blackmail, and even adultery—to get her way.

**ADVISORY BOARD SURVEY**

**How to Set Up Fourth Web Plans, Payment**

In this second section on the discussion of a hypothetical fourth network, The Billboard's Editorial Advisory Board submitted ideas on how such a fourth web should be set up. Specifically, for their consideration were the following questions:

1. What time periods would you ask your affiliates to opt into your network? What kind of formula would you set up for the compensation of your affiliates? In your first season, what-if any—kind of programming would you emphasize?

2. On the last issue, the programming came very clearly into focus. If the Advisory Board's four networks were to come into existence, viewers would enjoy an abundance of feature films and dramatic anthologies. There would be a lot of sports and news, plenty of music and variety programming, too. Minimalized nonetheless would be the panel and quiz shows, mysteries and special events. In other words, the board conceived a widely diversified schedule much more like a book is now and should be.

3. Essential Film

It should also be kept in mind that there was strong feeling in the first installment on the subject that the fourth network should be a film network. Programming, it was especially heavy in favor of the feature film and anthology type of programming.

The above questions brought forth considerable variance in opinion, indicating that there would be a great meeting of minds before the hypothetical fourth network could solidly exist for existence. On the matter of which films would take from the individual stations—how much and when opinions differed.

An advisory majority agreed with Henry C. Hart, Jr., of the Horton-Noyes agency, that "three time periods encompass the following times of different masts of viewers—women, children, and the whole family," the amount of time and when were the main differences. Overwhelmingly among stations 19 out of 24 concrete suggestions it was thought that the "network" should have three or more evening hours after 7 p.m. and board members in other segments of the industry went along on this.

Morning programming and the afternoon hours were about equally divided between two and three hours in each period. Agencies and stations were particularly at odds about the afternoon hours. Curiously, the stations were more generous than the agencies. The majority of the stations were willing to let this fourth network have three of the afternoon hours, while the agencies, which might be placing business on the web, thought two hours would be enough.

Budget Periods

The network period which was most favored for the fourth network were first of all the prime evening time, 7 to 10. Also, there was some demand for the 10:00 a.m. to noon period. The whole afternoon likewise held a high level of interest.

Now on the question of how would "you set up a formula for the compensation of your affiliates," if it would be a network which must be national—both most seemed to favor the current network policy (See quotes below).

**How They Voted**

**What time periods would you ask your affiliates to opt into your network?**

<table>
<thead>
<tr>
<th>WIBS</th>
<th>35</th>
<th>25</th>
<th>20</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Stations Say...**

ERWIN F. LYKE, president, WVTY-TV, Rochester, N. Y.: "Probably current network formula is about right."

L. W. SMITH, general manager, KVDO-TV, Corpus Christi, Tex. "Station should receive on less than 50 per cent of rate card, as such a network could do business much cheaper than local stations do."

LOWELL W. WILLIAMS, general manager, WNYC-TV, New York City. "Main program is a main program. Will not be a point where stations can get in and out."

M. L. LORD, general manager, WAVY-TV, Newport News, Va. "Higer rate than now in voice ads, so as to explore selling affiliates.

GLENN W. WARBONE, general manager, WALY-TV, Peoria, Ill. "Programming is the net compensation. Will depend on how many stations put in TV a Five form but that will fit all markets."

GEORGE BARNES FREEGRE, general manager, WJTV, Jacksonville, Fla. "Formula compensation would have to be 30 per cent of the gross revenue."

**Agencies Say...**

ROBERT MACK AGENCY, Los Angeles. "Percentage as usual with consideration of their viewing rating and time charges for their local spots. They should get home for their time usage on a network basis, for gross."
Screen Gems Makes Local Regional Pitch
NEW YORK—During a three-day sales meeting here, Screen Gems launched up a policy which will expand its sales service to local and regional advertisers and stations. Taking cognizance of the growing interest in advertising in syndication and planning, the expanded force will concentrate solely on syndicated and feature products in four major areas.

In line with this, a number of appointments were made. Newly appointed Richard Diament will continue as Western area manager, Henry Colosse was named as Northeast area manager, Frank Brown, Southern area manager, and Ben Cohen, assistant director of syndicate sales in conjunction with his duties as Eastern area manager.

According to Robert H. Salk, director of syndicate sales, this is just the beginning.

KEYD CHANGES TAG TO KGMG
MINNEAPOLIS — While in the midst of "exploratory conversations" with M-G-M on a KTGY-type of deal, KEYD, here last week changed its call letters to KGMG. Asked how come the station picked these particular call letters under these particular circumstances, Sy Weintraub, president, explained that the new call letters are just "more euphonious."

Ziv-TV Kicks Off 'Annapolis'

HOLLYWOOD — Ziv-TV last week put its "Annapolis" television into full production, aiming the show for the September market. It's understood that the show, which evidently will be a high order of the East on the program.

"Annapolis" is patterned more or less after the other Ziv-TV service academy series. "West Point," which will consist of anthology episodes, with no single star running through. At the same time the company has begun preliminary work on a new pilot, titled "Harbor Master," which will premiere, on the face that the company already has a regional order in the East on the program.

Post-1948 Features Problem on Horizon

HOLLYWOOD — Producers and talent guilds have begun feeling each other out on the release of post-1948 feature pictures to television. Informal talks have been conducted over the past few months, ever since it became obvious that all the pictures would release their backlots on video.

There has been a certain reluctance among producers, especially the Screen Actors' Guild, to even begin discussion on the subject because of the problems involved among its own members. Producers, however, are slowly bringing the matter to a head by working out a formula of payment according to the percentage the pick grosses on TV. This figure will probably be around 25 per cent. Since all four majors are involved in such a formula, the guilds generally feel that 25 per cent is much too low a rate.

There are several objections to such a formula. First, a guild generally feel that 25 per cent is much too low a rate. This is shown in the case of "The Big Noise," which was released early this year. Sales of the record are earmarked for TV. It is expected to divide them between several packages of 20, 30 or 50 over the next couple of years.

In the longer range UA is said to be planning to put bundles of feature films into TV only a matter of months after they have completed their theatrical runs. The only objection shown by this is that TV has ever heard is Robert Lipper's.

UA's Release of Movies May Lead to 250 In Volt, Complete TV Integration

NEW YORK — United Artists' recent re-entry into TV film business with a package of 39 recent feature films is understood to be the beginning of a plan by which TV will become an integral and permanent part of UA's distribution system. UA is reported to have right now between 250 and 300 vintage pictures in 87 halls that are earmarked for TV. It is expected to divide the day out in packages of 20, 30 or 50 over the next couple of years.

In the long range UA is said to be planning to put bundles of feature films into TV only a matter of months after they have completed their theatrical runs. The only objection shown by this is that TV has ever heard is Robert Lipper's.

M-G-M Gets 25% Of KDFV, Denver

DENVER — M-G-M last week acquired a 25 per cent interest in a second station, radio KFVS Channel 2, here. Following the pattern of Metro's deal with KTVB, Arizona, a few weeks ago, the KTVB deal also gives the station the M-G-M library of 725 feature films. Denver price for the library was reported at $1,000,000. The price of on Metro's share of the station was not disclosed.

The formal negotiations on the deal started last Monday (3) and were closed with a hand shake on Friday (7). A KTV was sold 50-50 by Goddell Broadcasting, WINS, New York, and the Founders' Corporation, a couple of a radio stations.

Channel 2 was the nation's first post-freebee TV station. It went on the air and got the CBS affiliation. KFVS's owner, George O'Fallon, decided to sell last month. The sale, Goddell was concluded July, 1953. The transfer of 50 per cent to Founders took place a few months later.

Negotiating last week's deal on the Metro side were Bad Barry, vice-president; George Muxme, financial vice-president; and Peter Jaeger, executive sales. On the side of the saw John Shalslow, president and Hugo, vice-president and general manager.

$1,500,000 and a number of small deals have been stymied because of this in recent months. Likewise, pictures, however, having made it's peace with the guilds, is releasing pie to TV in 18 months after the production date.

It's understood that the guilds, similar to the producers, have been consulting unofficially among themselves as to how to approach the subject. In what may provide the first clue to a course of action, talks have been held with the Los Angeles group on post-1948 Warner Bros features and with Matty Fox on RKO pix.

The Billboard's TELEVISION DEPARTMENT
SEPTEMBER 22 ISSUE
Published co-incidentally with NATIONAL TV WEEK

ADVERTISERS — AGENCIES — STATIONS

Now Available:

Over 550 Hours of Color TV Film

The list is comprised of 183 features, 21 syndicated series and plenty of cartoons and shorts. It's one of the many features, statistical charts and directories that explore the color TV subject from all angles. Be sure to see it in...

The Billboard's TELEVISION DEPARTMENT

Published co-incidentally with NATIONAL TV WEEK

Tele-Pictures. Over the last three years, the company has released over 250 Tele-Pictures on TV than his T-P subsidiary only, he negotiated over their last theatrical play dates.

To handle its TV sales, UA has bought and gland Family with this type of operation, Jon Leo, former Eastern sales manager of TV and the...
**UA Issues 39 Movies Of Post-1948 Vintage**

The package of 38 feature films that United Artists has just put into TV distribution is the first to hit the airwaves this year with all post-1948 productions. The major libraries that were locked in by the code rule for some time are now out and producers and exhibitors are encouraged to use title cards and presentation formats that best suit the motion picture. United Artists is setting up its own organization and will handle all the shows. It has sold this package to 10 stations so far, including WECA-TV, New York, and the UA package in Fred's 11 pictures in color.

Further information on complete list of the United Artists films.

**TOP BANANA** (Color)—1954

**TWO FACE** (Color)—1954

**THE GREEN GLOVE**—1953

**Clint Ford, Geraldine Brooks**

**ANA DEVIL** (Color)—1954

**Richard Stack, Barbara Britton**

**NO ESCAPE**—1954

**Peter Lawford, John Tufts**

**MAN WITH MY FACE**—1954

**Ed Gardner**

**MELBA** (Color)—1954

**Patrice Munsel, Robert Morris**

**THE VILLAGE**—1954

**John Beal, Dylan Beek**

**MAN IN HIDING**—1954

**Paul Henreid, Kay Kendall**

**CREATION OF MAN** (Color)—1954

**Richard Basehart, Phyllis Kirk**

**SABRE JET** (Color)—1954

**Anthony Mann, Edmond O'Brien**

**PERSONAL AFFAIR**—1953

**Garver, Leo Carrer, Glynis Johns**

**MONSOON** (Color)—1953

**Usama Thalji, Diana Douglas**

**SHOOT FIRST**—1953

**Jed MacCrea, Evelyn Keyes**

**GARAGE**—1953

**Gregory Peck, Jane Greer**

**TWIST OF FATE**—1953

**Ginger Rogers, Herbert Lom**

**HALL ALONG THE WAY**—1954

**John Garfield, Shelley Winters**

**BUSINESS USES TELEPROMPTER; GONE THE FUMBLING SPEAKERS**

*Continued from page 1*

Prompter, which new makers now make a specialty of group communications, is being marketed by Fred Barton, Irving Kahn, president and chairman of the board, Robert Scott, sales director, and vice-president in charge of sales, the firm's latest product is a device which will beam script in assorted shapes and sizes to any number of points at once. The method will be announced and offered for installation in months.

A single script in a single machine, placed in the control room, will allow any number of people to read their lines flawlessly. The prompter can be any shape or color, large enough to be seen even in a crowded room and easy enough to be concealed in furniture, costumes or hand props.

The use of only one script will simplify controls and joining up with existing Teleprompter employe at a telecast instead of the current two or three. The invention is the result of an answer to complaints. One from the viewers and producers called attention to the static and still performances of emcees, narrators and actors who are not equipped with a Teleprompter. The change to a man who is not only a speaking machine or a Teleprompter will allow the performer freedom of movement and variety of stance.

The usual trend among complaints indicated that stations outside of New York and Los Angeles had little knowledge of, or use of Teleprompters and sister devices. The company has tried to eliminate this by dispatching roving teachers, but the new machine will solve the problem more quickly and completely.

**ED SULLIVAN**

Officials of the company have always maintained that their machines are an aid to modern electronic equipment. Company spokesmen and spokespeople have had a hard time explaining to others what their machines do. Their job has been to advance the name of Teleprompter and the name of Teleprompter; how they provide service to other stations.

A cross section of TV stations, however, are now using Teleprompter and will continue to use them. The problem of the Teleprompter is that too many people have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.

**Too many performers have come to rely on the Teleprompter for a crutch that they can't get to be a "good" evening unless it is flashed before them.**

Stations will then offer this new equipment at so great a cost which makes it not so popular and not so popular.
COMMERICAL CUES

TCF-TV TAKES FIRST STEP

TCF Television Productions, subsidiary of 20th Century-Fox, has just completed its first group of TV commercials in association with All Scope Pictures and Gordon & Mitchell. The group included a series for Kaiser Aluminum and the Magna Power Tool Company. Their debut was Sunday on two $200,000 educational films for the California Prune & Apricot Growers' Association.

SEX AIN'T ENOUGH

For consideration on whose should do your commercials, the choice between male and female is not enough. The question is Which male and which female? The Schwarzen Research Corporation did some testing on this subject recently and came up with some simple guide rules for making the proper choices. The first is to consider prospects that really differ from each other. Secondly, if two rats were equally well in tests, make your choice on the basis of all relevant outside factors, such as whether or not the announcer is already associated with other sexes, etc. Thirdly, a pleasing quality is not enough. The speaker must fit the product. For example, a plain girl would be better suited to selling detergents than beauty products.

THE...

A newly designed camera by the Bowdoin Engineering Company has been made on order for Animation, Inc. Four picture elements can be moved simultaneously with electrical controls by the camera's operator. The lens allows extreme close-ups and long shots without changing basic settings. Tommy Nelson, ventriloquist, spoke to the Metropolitan Advertising Men's Club, New York, this week on the subject of starring delivering TV plays. Gerald Hirschfeld, pioneer cinematographer of filmed TV commercials, has been appointed national advertising director for MPR Productions and MPA TV Films...yet M-C-M animator Irvin Spencer has joined Animation, Inc.

TV COMMERCE PRODUCTIONS

A Guide to TV Spot & Program Plans

Of Competing Sponsors by Industries

This weekly series lists commercials produced during the last full calendar month, with all industries spread over the course of a month's hours. The following symbols designate the types of commercials included: Local Spot Advertisements: LA-Spot; 3:30-Spot-10:30 Spots: NA-Spot

Sponsor, Product & Agency (show 1, 2, 3) Prod. (Nl. Seconds) Type

HOUSEHOLD APPLIANCES (Appliances, etc.)

Whiteware, La., Feb., Maccable...LA-Letty & Love

Lauderdale, Memphis...LA-Letty & Love

Homeowners, Feb., Smith, LA...LA-Letty & Love

Rams (Convertible)...LA-Letty & Love

Essential Equipment, Kitchen, Feb., LA...LA-Letty & Love

790 (Standard 2...LA-Letty & Love

Mort Makers, Feb., Smith...LA-Letty & Love

Crawling Goods, Sonoma, California, Feb...LA-Letty & Love

Press, Appliances, Archer Groome...LA-Fred A. Nimmo

Give Us a Chance...LA-Fred A. Nimmo

JEWELRY & ACCESSORIES

Fleming Jewelry, Feb., Thayer...LA-Universal

Laverne Jewelry, Feb., J. W. Thompson...LA-Universal

Strick Jewelry, Feb., T. W. Thompson...LA-Universal

R. B. Jewelry, Feb., H. H. Cohon...LA-Universal

Little Blue Jewelry, R. H. Cohon...LA-Universal

Atomic Jewelry, Feb., K. H. McFarlane...LA-Universal

Lead & Copper (American)...LA-Universal

Lever Bros., F. Semmings, New York...LA-Universal

NON-ALCOHOLIC BEVERAGES

Old Pal, Chicago, Feb., Kohler...LA-Universal

Hoffman Beverages, Fogg, California, Feb., Kohler...LA-Universal

Orange Crush, Kackoo & Son...LA-Universal

Hygro's U-1 Serials Sell to 14 Thrus Far

NEW YORK—The 34 Universal-International serials that Hygro Television Films put into TV yesterday this summer are picking up steam. They have been bought by several dealers and have already been sold in some cases. It may have a logical successor to the programming groove carved out of the little boys' two years ago.

Most of the 14 stations bought all 404 films in the library. Some took only part of the library with an option on the rest. They have been signing two and three-run deals, which, in the programming schemes they are using will keep them going two to three years.

The trend so far is to strip the strip hangers in a half-hour from the anytime between 9 a.m. to 11 p.m. In most cases the stations are assigning four programs at a time to ensure the show in a live wrap around.

KWBK, Chicago, bought several serials out of the Unity catalog (also distributed by Hygro). As the Unity group owns in total of over 600 films. It is running two chapters a day night this week, however, some is not interested, the web has a sponsor in readiness.

Hygro's U-1 Serials Sell to 14 Thrus Far

NEW YORK—The 34 Universal-International serials that Hygro Television Films put into TV yesterday this summer are picking up steam. They have been bought by several dealers and have already been sold in some cases. It may have a logical successor to the programming groove carved out of the little boys' two years ago.

Most of the 14 stations bought all 404 films in the library. Some took only part of the library with an option on the rest. They have been signing two and three-run deals, which, in the programming schemes they are using will keep them going two to three years.

The trend so far is to strip the strip hangers in a half-hour from the anytime between 9 a.m. to 11 p.m. In most cases the stations are assigning four programs at a time to ensure the show in a live wrap around.

KWBK, Chicago, bought several serials out of the Unity catalog (also distributed by Hygro). As the Unity group owns in total of over 600 films. It is running two chapters a day night this week, however, some is not interested, the web has a sponsor in readiness.

Hygro's U-1 Serials Sell to 14 Thrus Far

NEW YORK—The 34 Universal-International serials that Hygro Television Films put into TV yesterday this summer are picking up steam. They have been bought by several dealers and have already been sold in some cases. It may have a logical successor to the programming groove carved out of the little boys' two years ago.

Most of the 14 stations bought all 404 films in the library. Some took only part of the library with an option on the rest. They have been signing two and three-run deals, which, in the programming schemes they are using will keep them going two to three years.

The trend so far is to strip the strip hangers in a half-hour from the anytime between 9 a.m. to 11 p.m. In most cases the stations are assigning four programs at a time to ensure the show in a live wrap around.

KWBK, Chicago, bought several serials out of the Unity catalog (also distributed by Hygro). As the Unity group owns in total of over 600 films. It is running two chapters a day night this week, however, some is not interested, the web has a sponsor in readiness.

Hygro's U-1 Serials Sell to 14 Thrus Far

NEW YORK—The 34 Universal-International serials that Hygro Television Films put into TV yesterday this summer are picking up steam. They have been bought by several dealers and have already been sold in some cases. It may have a logical successor to the programming groove carved out of the little boys' two years ago.

Most of the 14 stations bought all 404 films in the library. Some took only part of the library with an option on the rest. They have been signing two and three-run deals, which, in the programming schemes they are using will keep them going two to three years.

The trend so far is to strip the strip hangers in a half-hour from the anytime between 9 a.m. to 11 p.m. In most cases the stations are assigning four programs at a time to ensure the show in a live wrap around.
## Pulse Local Ratings for August

The television industry's most complete index of top local TV programs and spot adjacencies.

### Birmingham

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI</td>
<td>WAPI</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WBRC</td>
<td>WBRC</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WVHI</td>
<td>WVHI</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Boston

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJAR</td>
<td>WJAR</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WGBS</td>
<td>WGBS</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WBZ</td>
<td>WBZ</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Chicago

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN</td>
<td>WGN</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WBBM</td>
<td>WBBM</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WMAQ</td>
<td>WMAQ</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Charlotte

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBTI</td>
<td>WBTI</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WBTX</td>
<td>WBTX</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WBTW</td>
<td>WBTW</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Denver

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KZTV</td>
<td>KZTV</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KZTVF</td>
<td>KZTVF</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KZTWW</td>
<td>KZTWW</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Los Angeles

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTLA</td>
<td>KTLA</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KNBC</td>
<td>KNBC</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KHJ</td>
<td>KHJ</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### New York

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW</td>
<td>WNEW</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WNEWN</td>
<td>WNEWN</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WNEWC</td>
<td>WNEWC</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Seattle

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KZTV</td>
<td>KZTV</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KZTVF</td>
<td>KZTVF</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KZTWW</td>
<td>KZTWW</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Des Moines

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KQTV</td>
<td>KQTV</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KQTVF</td>
<td>KQTVF</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KQTVW</td>
<td>KQTVW</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Milwaukee

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTMJ</td>
<td>WTMJ</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WTMY</td>
<td>WTMY</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WTMN</td>
<td>WTMN</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Philadelphia

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPAS</td>
<td>WPAS</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WPAB</td>
<td>WPAB</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WPAC</td>
<td>WPAC</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Pittsburgh

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPGY</td>
<td>WPGY</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WPGH</td>
<td>WPGH</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>WPGL</td>
<td>WPGL</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### San Francisco

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCBS</td>
<td>KCBS</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KCET</td>
<td>KCET</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KCRA</td>
<td>KCRA</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### St. Louis

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Network</th>
<th>Time</th>
<th>Days</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMOV</td>
<td>KMOV</td>
<td>NBC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KMOV2</td>
<td>KMOV2</td>
<td>ABC</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
<tr>
<td>KMOV3</td>
<td>KMOV3</td>
<td>CBS</td>
<td>1:00</td>
<td>M-F</td>
<td>30</td>
</tr>
</tbody>
</table>

### Top Syndicated Films

<table>
<thead>
<tr>
<th>Title</th>
<th>Network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love a Piano</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>My Affair of the Century</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>Shane</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>A Star Is Born (1954)</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>The Ten Commandments (1956)</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>Cleopatra (1963)</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>Lawrence of Arabia (1962)</td>
<td>NBC</td>
<td>1:00</td>
</tr>
<tr>
<td>Ben-Hur (1959)</td>
<td>NBC</td>
<td>1:00</td>
</tr>
</tbody>
</table>

### More News

For the latest news and updates, visit www.americanradiohistory.com

### Top Multi-Weekly Shows

<table>
<thead>
<tr>
<th>Show Title</th>
<th>Network</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rock-a-Bye Baby</td>
<td>NBC</td>
<td>M-F</td>
</tr>
<tr>
<td>Dinner Theater</td>
<td>NBC</td>
<td>M-F</td>
</tr>
<tr>
<td>2000 Year Old Man</td>
<td>NBC</td>
<td>M-F</td>
</tr>
<tr>
<td>The Big Break</td>
<td>NBC</td>
<td>M-F</td>
</tr>
</tbody>
</table>

### Top Syndicated Films

<table>
<thead>
<tr>
<th>Film Title</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gone With the Wind</td>
<td>NBC</td>
</tr>
<tr>
<td>The Sound of Music</td>
<td>NBC</td>
</tr>
<tr>
<td>West Side Story</td>
<td>NBC</td>
</tr>
</tbody>
</table>

### Additional Information

For more details and full listings, visit www.americanradiohistory.com

---

**Winners Buy 6 WPIX Shows**

**Sterling Talks Empire Pkg.**

**KENS Buys RKO Moviestar Pkg.**

**Popeyes Go After Adults as Lead-In to Feature Shows**

**Danger Goes To Syndication**

**Dinner Theater**

---

**Winners Buy 6 WPIX Shows**

**Sterling Talks Empire Pkg.**

**KENS Buys RKO Moviestar Pkg.**

**Popeyes Go After Adults as Lead-In To Feature Shows**

**Danger Goes To Syndication**

---

**Winners Buy 6 WPIX Shows**

**Sterling Talks Empire Pkg.**

**KENS Buys RKO Moviestar Pkg.**

**Popeyes Go After Adults as Lead-In To Feature Shows**

**Danger Goes To Syndication**
CINCINNATI
3 TV STATIONS—305,000 TV homes
Rental: $23,600,000
Sales: $80,000,000

CLEVELAND
3 TV STATIONS—471,100 TV homes
Rental: $131,960,000
Sales: $600,000,000

LOS ANGELES
7 TV STATIONS—1,744,000 TV homes
Rental: $316,100,000
Sales: $700,000,000

NEW YORK
7 TV STATIONS—492,700 TV homes
Rental: $316,100,000
Sales: $700,000,000

TOP NETWORK SHOWS
1. "47"—90,000,000
2. "The Big Valley"—90,000,000
3. "The Untouchables"—90,000,000
4. "The F.B.I."—90,000,000
5. "The Name of the Game"—90,000,000

TOP MULTIPLE WEEKLY SHOWS
1. "The Untouchables"—50,000,000
2. "The Big Valley"—50,000,000
3. "The F.B.I."—50,000,000
4. "The Name of the Game"—50,000,000
5. "The Untouchables"—50,000,000

TOP SYNDICATED FILMS
1. "The Life and Times of Judge Roy Bean"—110,000,000
2. "The Big Valley"—110,000,000
3. "The Untouchables"—110,000,000
4. "The F.B.I."—110,000,000
5. "The Name of the Game"—110,000,000

TOP SYNDICATED SHOWS
1. "The Big Valley"—90,000,000
2. "The Untouchables"—90,000,000
3. "The F.B.I."—90,000,000
4. "The Name of the Game"—90,000,000
5. "The Untouchables"—90,000,000

USE OWN
NABT Film Pact Skipped
By Distris

NEW YORK -- The standard film contract form that the National Association of Broadcasters hoped early this year has not received any great degree of acceptance from those distributors that do most of their business directly with stations.

A couple of distributors have even tried to boycott this form, when in their estimation doing business with stations. If a station insists on the contract, one of these distributors adds a lengthy appendix of its own provisions.

A spokesman for one of the major west-coast syndication outlets said he hadn't anything against the NABT form except that it was so complicated it would cut out any feature films. His outfit has continued to use its own form and has not made any objections from its customers. Of the hundreds of contracts written during the past six months, he noted that his company had never made much use of the old National Television Film Council form either, and for the same reason.

During the long period of time while the NABT film committee had come out in the open. When the NABT finally issued its documents, it indicated it could not wait any longer to get together.

The four distributors that comprise ATFD (Official Film, Screen Gems, Television Programs of America and Ziv-TV) are understood to have told the NABT last week that they would not (officially incorporated) that its contract form was not right for first-run film series. They offered to go down to Washington to talk it over, but over the summer the whole issue has been hanging fire.

Year-End Pix Plan
For INS-Telenews

NEW YORK—INS-Telenews is pinning the station's to see if there is interest in year-end round-up programs on news and sports. INS will be running half-hour film on the year's news and another half-hour of sports highlights.

Last year INS did quite well in syndicating a year ender.

THIS WEEK'S FILM BUYS

FLAMINGO FILMS
933 W. 45th St., New York 18, N. Y.

ZIV TELEVISION PROGRAMS
Dr. Christian
1134 S. Western Ave., Chicago, Ill.

THE MICKEY ROONEY SHOW
124 East 52nd St., New York 22, N. Y.

ROBERTO CORDERO
1747 W. 49th St., New York 18, N. Y.

SCREENCRAFT PICTURES
Judge Roy Bean
4120 Central Avenue, Kansas City, Mo.

THE LEGIONNAIRE
11-918 W. 42nd St., New York 18, N. Y.
**TV Program and Time-Buying Guide**

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

---

### Network TV Programs

#### ARB Audience Composition Studies

**August Ratings**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Per Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>2</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>3</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>4</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>5</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
</tbody>
</table>

### Leading Web Programs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>August Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>864,000 Question, Revlon (CBS)</td>
<td>43.6</td>
</tr>
<tr>
<td>2</td>
<td>I've Got a Secret, R. J. Reynolds (CBS)</td>
<td>33.9</td>
</tr>
<tr>
<td>3</td>
<td>Ed Sullivan, Lincoln-Mercury (CBS)</td>
<td>35.5</td>
</tr>
<tr>
<td>4</td>
<td>864,000 Challenge, Revlon (CBS)</td>
<td>33.8</td>
</tr>
</tbody>
</table>

### Network TV Programs

#### August Ratings of Leading Web Programs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>August Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>864,000 Question, Revlon (CBS)</td>
<td>43.6</td>
</tr>
<tr>
<td>2</td>
<td>I've Got a Secret, R. J. Reynolds (CBS)</td>
<td>33.9</td>
</tr>
<tr>
<td>3</td>
<td>Ed Sullivan, Lincoln-Mercury (CBS)</td>
<td>35.5</td>
</tr>
<tr>
<td>4</td>
<td>864,000 Challenge, Revlon (CBS)</td>
<td>33.8</td>
</tr>
</tbody>
</table>

---

### Syndicated Film Programs

#### Pulse Top 25 Non-Net Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Audience Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life of Riley (NBC)</td>
<td>18.6</td>
</tr>
<tr>
<td>2</td>
<td>Celebrity Playhouse (Screen Gems)</td>
<td>16.2</td>
</tr>
<tr>
<td>3</td>
<td>Highway Patrol (Ziv)</td>
<td>15.6</td>
</tr>
<tr>
<td>4</td>
<td>Dr. Hudson's Secret Journal (MCA)</td>
<td>14.6</td>
</tr>
<tr>
<td>5</td>
<td>Mr. District Attorney (Ziv)</td>
<td>14.4</td>
</tr>
<tr>
<td>6</td>
<td>Rosemary Clooney (MCA)</td>
<td>12.5</td>
</tr>
<tr>
<td>7</td>
<td>Mayor of the Town (Official)</td>
<td>11.9</td>
</tr>
<tr>
<td>8</td>
<td>Teenage Story (Official)</td>
<td>11.9</td>
</tr>
<tr>
<td>9</td>
<td>Badge 714 (NBC)</td>
<td>11.7</td>
</tr>
</tbody>
</table>

---

### The Pulse Audience Composition Studies

#### Film Adventure Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Audience Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>2</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>3</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>4</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>5</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
</tbody>
</table>

---

### The Billboard Scoreboard

#### Network Adventure Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Per Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>2</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>3</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>4</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
<tr>
<td>5</td>
<td>Captain Video (NBC)</td>
<td>1.04</td>
</tr>
</tbody>
</table>

---

**Note:** All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 150 West 46th Street, N. Y. C.
nationally acclaimed
FRONTIER
now available for first-run syndication!

Win big audiences with FRONTIER—the authentic family Western, the first and only one of its kind. Produced by TV's incomparable Worthington Miner, every program vividly captures the true spirit of the courageous pioneers who braved America's last frontier. FRONTIER was a tremendous hit on network television with an average rating of 22.9 over a seven month period! And proved powerful enough to command a 3.0 viewers per set—36% higher than the day-night average for all programs. (ARB)

FRONTIER's 30 distinguished half-hour films are available to all stations for the first time! Check availabilities now for prestige and sales leadership in your markets.

*National Television Index, Oct. '55-Apr. '56

ACTION
ADVENTURE
EXCITEMENT
MYSTERY
SUSPENSE
ROMANCE

NBC Television Films

Programs for All Stations—All Sponsors

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada:

RCA Victor, 225 Mutual Street, Toronto
Bowie Promises Lots Of Action on Old Coax

By CHARLOTTE SUMMERS

The Billboard Scoreboard

NETWORK REVIEW

Bowie Earp (Net)

Wyatt Earp (Net)

Dodge City, will never be the same again. This is shown as the socialized Earp of the town's newest critics in the first episode of the new series for this week.

It makes for a fast-paced half hour show with enough plot to make the trigger-happy viewer happy. To briefly summarize: Earp and his wife, the town, rescue a fugitive from a mob of 30 guns; drive the bandit out of the town, rescue two policemen; then, and gets his.

Production quality is excellent, and direction, by Robert E. Culp, is as tight as it can be. The show moves along quickly, remaining interesting without the addition of bad actors, fast jokes and flabby dialogue.

The first series also served to introduce some of the new faces: Earp, another tried and tested actor. An easy to watch actor, effective in the small screen, was the star of the late stay-ups among the network walls as well as the joke box players. From film, he is a most interesting property in the glare of fast moving flabby dialogue should be selling in it to the TV audience.

The $64,000 Challenge (Net)

CBS, TV Sunday, 10:30-10:50 p.m. (1st repeat)

The big question last week was: "When does Ralph Story, a former disk jockey take a better looking than Sonny Fox, nor does he seem any worse looking than Sonny Fox. His hair is longer, but he doesn't speak any worse or better. But he speaks much more simple language and gets the point across.

CBS, TV Sunday, 10:30-10:50 p.m. (1st repeat)

This is a thrilling spy story on a similar basis to "The Espionage Agents" and existing business of trapping enemy agents. This specific story is set in the present and involves most Diet Backmark and Jack Carson. Story's death in the plot brings about the whole unraveling of the web of lies which the Earp in the first episode of the new series for this week.

"The Vicar of Wakefield" is the title of this story, and it is the story of a vicar who has been given considerable holding in the child's love. This is a story of the vicar who has been given considerable holding in the child's love. The vicar who has been given considerable holding in the child's love. The vicar who has been given considerable holding in the child's love.

Bowie, another tried and tested actor. An easy to watch actor, effective in the small screen, was the star of the late stay-ups among the network walls as well as the joke box players. From film, he is a most interesting property in the glare of fast moving flabby dialogue should be selling in it to the TV audience.

The $64,000 Challenge (Net)

CBS, TV Sunday, 10:30-10:50 p.m. (1st repeat)

The big question last week was: "When does Ralph Story, a former disk jockey take a better looking than Sonny Fox, nor does he seem any worse looking than Sonny Fox. His hair is longer, but he doesn't speak any worse or better. But he speaks much more simple language and gets the point across.

CBS, TV Sunday, 10:30-10:50 p.m. (1st repeat)

This is a thrilling spy story on a similar basis to "The Espionage Agents" and existing business of trapping enemy agents. This specific story is set in the present and involves most Diet Backmark and Jack Carson. Story’s death in the plot brings about the whole unraveling of the web of lies which the Earp in the first episode of the new series for this week.
**MUSIC RADIO**

**COMMUNICATIONS TO 1964 BROADWAY, NEW YORK 36, N. Y.**

**THE BILLBOARD**

**SUN TO REISSUE RAIN PLATTER**

**NEW YORK**—Owing to the success of Johnnie Ray's "6214" release, "Walking in the Rain," Sun Records has decided to reissue the original by the Primitives. This was cut three years ago when Johnnie Ray was still a prisoner of war. The Primitives were then inmates of the Tennessee State Penitentiary. However, the song was not released as it was, except Johnny Bragg, who later recorded it under the name "Walking in the Rain," and his version has become well known. The original was reissued in 1949 and has since been a hit.

Sam Phillips, Sun Records' head and owner of WAGI in Memphis, Tenn., most of whose hits have come from the records to aid a prison rehabilitation project in Tennessee.

Incidentally, the Johnnie Ray version which this week climbed to 15th place on the best selling pop chart.

**Coveney Heads Cap Longhair**

**Hollywood**—Spotlighting the increased importance and expansion of its classical recording program, Capitol Records President Glenn Clancey is expected to announce the election of a new sales manager for classical records, George Conover, who will serve as a liaison between Capitol and the major classical musicians and their management agencies.

Conover will take over headquarters in Los Angeles, presently handled by J. K. Mallin, vice-president and director of national sales for CRC/CAP.

Capitol will also disclose the appointment of Leonard Green as manager of classical records.

Capitol also disclosed the appointment of Leonard Green as manager of classical records.

**Canada's Disk Boom Sparks Fox Audits**

**New York**—Harry Fox, publishers' agent and truster, is sending CCM auditors to Canada to contact at least eight companies handling several dozen labels. The move is prompted by the fact that the Canadian disk business is thriving, with the result that many labels have come into being.

Fox's accountants will make routine audits but they will also clarify policy as regards mechanicals. The investigation will be a one-time visit. This is expected to take about three months.

**Snow Set for 20-Day Tour**

**Nashville**—Hank Snow and his Rainbow Ranch Boys are set for a 20-day tour of the South and East, opening Sunday (16) in Milwaukee. Other stops are scheduled for Dayton, Ohio; Columbus; Atlanta; Montgomery, Ala.; Jacksonville, Fla.; and New Orleans. The tour is being promoted by DeFore &adies and is sponsored by the Record Company Association.

**DISK ARTIST SHOWCASE**

**Columbia to Unveil Own Revue to Plug New Talent**

**New York**—Columbia Records on September 15 will stage its own version of the CBS hit "Sound of the Future," the all-black show that has been a favorite with all races.

Talent will be introduced includes Johnny Mathis, young vocalist from San Francisco, and a group of promising new talent. Titled "Colored of the Future," the album will be staged for a specially invited audience representing the press and talent agent for television, radio, motion pictures and home record companies.

Three stars will be featured—the first such showcase presented by a record company—will be starred by Cab Calloway, Columbia's president. It is expected that this will be the first of a series of such programs to be produced annually.

**Fall Blood, Sweat & Tears Outlook for Brill Buildings**

Charts Show Big Beat Calls the Shots, But Pop Future's Not Too Gloomy

**New York**—Despite the big play being given the so-called "technical breakthroughs" of the Brill Building, the song outlook for the fall season is still solid for traditional Tin Pan Alley publishers.

A study of the charts indicates the teen-agers are still calling the shots, and their preference has not changed. They still like the same old songs and blues.

Further down in 14th place is Pat Boone's "I Almost Lost My Mind." This is an old blues ballad. In 15th position is "Just Walking in the Rain," by Jeanette Ray on Columbia, and this also has its roots in rock and roll. Time was first recorded by the Pioneers on Sun three years ago and it is now being revised by that label.

Presty is 16th with "I Want You, I Need You, I Love You." The list three positions on the chart are primarily rhythm and blues, namely Pat Boone on Imperial, the Glenn Miller "Piggy" on Pilgrim and Bill Haley on Decca. That's not all. Justloff the best selling chart, and heading toward the bottom of the best selling chart, is Little Richard on Specialty.

**Dot Aces Sales Top Million**

**Hollywood**—Dot Records rang up sales of 1,291,851 singles and 201,885 albums during the week ending September 5, thus more than doubling its total sales during the first four months of the year. The company's sales show an 100 per cent increase over the year ago figure, with Dot President Randy Wood foreseeing this year's total volume to more than double his firm's 1965 business.

World's biggest outlook is based on the label's recent entry into the 100,000 unit club.

**Yule Promotion by Concert Hall**

**New York**—A special Christmas promotion program of the Concert Hall and Handel Society is being presented in radio and television to distributors and dealers that month, marking the first such sale campaign conducted by the label.

Dealers will be offered a special 10 per cent discount on the two lines from September 15 through October 15, and a split billing plan calling for a minimum of $50 in order November 10.

**Liberty Unveils 14 New LP's This Month**

**New York**—Liberty Records, which brought out its first LP last year and is releasing 14 new albums this month, thereby giving the label a catalog total of 344 cuts.

The new LP's include three double albums, 10 albums of new near jazz and five jazz sets. Among the doo dae teams is "Swingin' the Blues," a group of swing and early recordings, and "Along the Dreamline HI-FI Way," spotlighting jitterbug music from the Dinsdale Highwaysmen.

Another featured on the new pop LP's include Rod McKuen, Barney Kessel, Abbe Lane, Chubby Checker, Charlie Rich, Dick Nuss and the Virgil Hammett Quintet and Bobby Darvis.

**Wrapping Up the Year's Business**

**New York**—The older establishment looking toward the future, Bobby Darvis, producer of Capitol Records, is expected to announce the full lineup of the 1965 chart total.

For the record, 1965 has been a bumper year, the label's position in the sales field has been enhanced, which means that many millions of dollars are being made on a cash and credit basis.

**1965 in Five Concert Dates**

**Hollywood**—Opening five concerts in the Lawrence Welk series of nine concerts played to a total attendance of 50,660 admissions for a gross of $160,103. Dates at the Pauley Pavilion, St. Paul, Cleveland, Cincinnati and Washington were sold out. The only Washington dates run during the week longWelk concert at Pimlico, Maryland. The only date played under 10,000 patrons.

Four dates are yet to be announced for the concert series, Onaga, Kansas, Milwaukee, Wisconsin and Mt. Airy, Ohio. A total gross of approximately $350,000 is expected at the conclusion of the tour.
Excise Taxes Tab Disk Sales Up 30%

1956 Fiscal Volume Put at $246 Mil, According to Government Report

WASHINGTON — Excise tax figures for radio, television, phonograph records, motion pictures, and the music publishing entertainment business is in an extremely healthy condition and growing rapidly.

Figures released for the full fiscal years of 1955 and 1954 show better than all dockery claims jumped from the sagging growth of the industry. Appropriately, 8,000,000,000 in excesses were collected on radio in 1955 while the figure leaped to over 12,000,000,000 for 1956.

During the disk excise tax as roughly 5 per cent of retail selling price, this indicates a jump in volume from 19,000,000 to 30,000,000 from 1955 to 1956, or an increase in total sales of better than 30 per cent.

In figures covering the second quarter of the two years, the contrast in retail selling prices is even more startling. For the second quarter of 1956, 9,100,000,000 was collected, while just under 13,000,000,000 for the same period last year. This represents a contract decrease in disk collections, and concurrently, in sales volume.

An estimated preliminary estimates of summer business this year uniformly excellent at both manufacturers and dealer levels and claims of volume far above the summer of 1956, the time of peak season. These figures are to be substantially ahead of last year, when the final grosses were not at all high.

In the equipment breakdown, which includes radio and TV sets and component parts, outlays for TV sets are up the most as such. The average price increase of the $50 per cent over the same period last year is also higher. For the entire fiscal year shows an increase for 1956 collections of about 18 per cent over the previous generation.

Because TV sales are believed to be most close to a saturation point in this country, collectors indicated that if phonograph component parts and radio sales were limited separately, percentage increases would be considerably higher.

Sets Up 3-Way Rush on Kidisks & Folios

NEW YORK — A three-way TV recording-publishing promotion, unitized by rush and sold now for heavy planning. Songs were recorded in New York with Lee Herschel. The folios have been edited down by Howard Kaschau and the material also has been arranged for rhythm by Julie Foley of Columbia University.

With the "Captain Kangaroo" show, the push this fall in chain and department store records and folios is to be featured as part of this, Set-up October 11. Other dates are: Princeton, N. J., October 8; New Haven, Conn., October 9; New York, October 10, 11, 17, 18, 27; New York, October 12, 13, 14; 13; Boston, October 14, 15; Montreal, October 16; Toronto, Ontario, October 17, 18; San Francisco, October 19, 20; Los Angeles, October 21; San Francisco, October 22, 23; Seattle, October 24; Portland, Oregon, October 25; Kansas City, Missouri.

Reynold Set-Up

The Reynold house was set up several weeks ago, looking out over San Francisco Bay. The Cal. "ian" series has been recorded of over 2,000 children, who are currently a part of "the Treasure House," using a facet of the TV promotion.

The first two folios will include a "Dance-a-long" series and a "Pillow-chorale" series in addition to the above commercial exposure in the country. The show is being telecast all over the country at various times. The children's series will be released by Bob (Captain Kangaroo) Kershen for Columbia Records, and are being integrated with the TV promotion and sold now for heavy planning.

Halsey Forms Thunderbird P. M. Agency

INDEPENDENCE, Kan.—Jim Halsey, personal manager for Hank Thompson and the Thunderbirds Boys, will form the new Thunderbird Artists, Inc. with headquarters here, to specialize in the management of artists and publicity for country and western music.

Singer and illustration of the agency, which Halsey will head, are Hank Thompson and the Thunderbirds (Dave Milford and His Franklin Boys) and Billy Gray and His Western Oven and the Thunderbirds west band division. In the single-agency department will be Wanda Jackson (Carlton), Mitchell Troy (Doc) and Jud 'n Jody. Other top names and western artists associated to join the agency within the next few months.

Seed Track Rights to RCA

HOLLYWOOD — RCA Victor acquired the sound track rights to the new Walt Disney picture, "The Bad Seed," last week, last week, with the agreement signed for previous use! The contract is the result of an extension of the original contract for a term recording contract. Cole will each other RCA artists for the firm, under the direction of Dennis Fisher, Coast repertoire staff.

"IT'S RIDICULOUS," SAYS SCHNEIDER

NEW YORK—Decca Records executive veepee, Leonard Schneider, has vigorously denied allegations made in a wire to a wide segment of the record industry that he were the possible resignation of Milton Raskin as top man at Decca. It was reported that "he's nobody but a nut," by W. F. Tetens, vender of the wire. The wire sent out Tues- day to various record firms, including the clock Exchange, asked the recipients to check with Raskin for the real reason, because Decca. Schneider, Decca v. p., v. p., concluded.

Despite the sale of his nickname, Schneider said he couldn't imagine who the sender was and that no such name could be traced. "The girl is ridiculous and it looks like, if the courts were to have it, Schneider said."

How's Business? Crazy, Man!

NEW YORK—Sid Good, 49th street disk magnate, is forging ahead in a broad field of operations. His company, $2,000,000 to $3,000,000, is now marketing a $200-plus retail-priced hi-fi console phonograph player. Asked what this was, Good, the first unit of this type to be offered to television advertisers, but others are likely to follow.

On another front, he reported the completion of his first release of a series of folk albums, some of which have "seven times the number of members" obtained in the first week. Sales have followed the mail-order plan in the New York Times last spring. This was taken to mean something in excess of 1,500,000 members. Goodly is employing a specialized group of professional people.

INTELLAT PERFORMER RIGHTS SCRUTINIZED

By MILDEKL HALL

WASHINGTON—A resolution to get legal aid for these performers, broadcasters, are regarded in certain cases, as true copyright, whether the other countries included in these new agreements or not, the matter in special countries.

The resolution takes note of previous moves to bring about "international agreements" as to the rights of performers and broadcasters and the cooperation of the various nations in the matter of special countries.

The resolution is modeled after the resolution, at the international level, by governments, acknowledged by that country, to the matter in special countries.

The resolution is also modeled after the resolution, at the international level, by governments, acknowledged by that country, to the matter in special countries.

The resolution is also modeled after the resolution, at the international level, by governments, acknowledged by that country, to the matter in special countries.

The resolution is also modeled after the resolution, at the international level, by governments, acknowledged by that country, to the matter in special countries.

The resolution is also modeled after the resolution, at the international level, by governments, acknowledged by that country, to the matter in special countries.
NEW YORK—The growing importance of the disk market in the over-all disk market today is marked by the fact that practically every major record company has set up a separate department to handle disk sales.

Decca Records recently appointed Louis Sehok Jr., special service representative, and assigned to him the duties of a disk sales division chief. Frank Hobbs' staff has been augmented so that they are now building the label's position in the rack jobbing field.

Now Decca’s disk sales division chief is Joe Martin, who recently returned from a two-country tour during which he visited every major book store in Canada and Columbia Records' record sales head in Milan, Selvicko. RCA Victor's rack jobbership is fielded under the direction of Lew Sillars, chairman of the board, including Paul Sklar, formerly disk buyer for the Ludwig-Batman department and former head of certain other branches. The company's new syndicated states field, but more and more of this business is consigned for the purpose.

Victor has been quietly building the disk field for years and is considered by many of its competitors to be the most powerful in the country. Victor has set up an extensive promotional campaign, including trade-paper ad campaigns and direct mailings to stores. The company's record manufacturers in the country, reports business is so good that orders are now out to back up.

At the same time, in Mexico, Victor, Columbia, Mercury, ABC, Paramount and Decca are meeting the audience at the exhibits at the New York International Fair.

U. S. Testing Disk Pitch for Foreign Info

WASHINGTON—Plastic coated picture disks—similar to those sold in the U. S. for children—will be used by the Federal Information Agency to provide a "practical" and "easy" way to teach the concept of language, music and the visual arts to the target of a lot of hysterical critics. They try to write by two or three pages and that's as much as they keep "marking in." The concept of a record that has never been "dead," Sayer Crosby. "There always was a hard core of resistance that had been underground, but they never quite quiet." Records have been terribly important to Dixieland devotees, according to Crosby, and probably represents the future of music as we know to express the story of new life. What is this two-best-in-new-the-enviroment of music that it wasn't a valiant movement, it was just that the most mundane material managed to perform it badly. One thing about jazz, when it's bad, it's worse than when it's good, and the really good men becomes meaninglessness in less gifted hands.

Hall Resigns Mercury Post

NEW YORK—David Hall has resigned as musical director of the New York radio station WQXR and will spend a year abroad under the auspices of the American Symphony Orchestra. Lawrence, formerly program director of WQXR here, has taken over the duties of Hall, who is the classical division chief Wilma Co- zar.

Hall, who also served as director of the American Scandinavian Foundation's musical center here, deliver a series of lectures at the University of Copenhagen on the subject of "The Birth of the Western Opera." He also plans to complete a new history of the American jazz and blues "diaspora," which will be published under the auspices of the American Scandinavian Foundation and the first English language survey of its jazz, blues and rhythm and blues music. The history, including "The Record Book" (1940), one of the first comprehensive human's guide to recorded music. He joined Mercury in 1964. Lawrence, also a writer, as well as a composer, was at once affiliated with the Liberty Ship service.

Bob Crosby

Calls Disks Important to Dixie Story

HOLLYWOOD—Dixieland music will still be an important part of the program for another long after other musical styles have been forgotten in the mainstream of music, according to the opinion of veteran musician Bob Crosby, currently celebrating the 25th anniversary of his own career.

"One thing about Dixieland, Crosby explained this week, "this style [dixieland] is still the music of the people, the music of the Negro, the music of the jazz, and in Europe, and the music which the target of a lot of hysterical critics. They try to write by two or three pages and that's as much as they keep "marking in.""

Indie Sunset

Starlite Hypes Release Sked

HOLLYWOOD—Indie Sunset & Starlite Records last week formed up a release schedule calling for at least 12 new records every month, in addition to the release of a pop single every 10 days, according to Victor.

Increased releases will continue for a year, according to Ind,

Velat Named By 3 Disks

HOLLYWOOD—In a move for more effective record promotion, the company has increased its three distributors: Velat to represent the three companies.

C-C Clubs

Incorporated By Pubbery

NEW YORK — Colorado College has acquired a new corporation, C-C Club, Inc., to represent the publishing company's new record division, including its mid-speed record operation.

Meanwhile the record division of the Berman Brothers headquarters (occupying the same building) acquired the Joseph Wood record account.

Russ Otk Cuts Capitalist Sticks

NEW YORK—Decca Records has received a release of its new recordings of the Russian Symphony Orchestra to be taped outside of the Soviet Union. The tires, including a number of world premières, will be taped in Berlin and Vienna during the last European tour. Material is made available to Decca, then its affiliation with Decca with a single license.

Davis Mobilizes Vs. Legit Angel Ban

NEW YORK—The question as to whether or notuban music never to invest in legit shows in which they perform, was scheduled for a hearing Monday morning at 10:00 a.m. The meeting to be held Monday (10) afternoon will be attended by the legitimate Meyer Davis, being mobilized, and Davis himself will be an attorney for the disk music. The only issue as high as the Supreme Court if the restricting resolution was passed.

According to 102 President A. M. merry, who spoke at Davis' meeting at Davis or any other individual. We're just trying to protect the recording business, we have a lot of money, and to open up this illegitimate theater field of fair competition among all of our members.

Merkle added that, while 100 rarely encountered difficulties with veteran Broadway producers, a number of newer producers who have a good time making money, tell telling music companies, "Any one of two or three in the show business with whom, I come across.

Several years ago 102 passed a similar resolution which, however, forbade members from investing in any shows which are listed in the American Federation of Musicians, and "Youthful" Medellon mid-

The executive council of 102 is better organized, favorable, and it is pointed out, if there is not a gnomon at the shows, there is no gnomon to this into a line itself.

Ban Night at Amer

According to 102, A. M. merry feels that the resolution is aimed specifi-

C-C Clubs

Incorporated By Pubbery

NEW YORK — In a move for more effective record promotion, the company has increased its three distributors: Velat to represent the three companies.

Formally associated with the London Record distributors in England and San Francisco, Velat left here last week for three weeks' road trip to visit distributors and dealers. The company will produce promotional material to be distributed to the dealers, and Velat will have complete authority to select his own distributors and distributors in behalf of the three companies.

Dick Bock, president of Pacific Jazz, asserted that "one man rep-
MUSIC AS WRITTEN

Tide Analyzes Phone-Disk Marketing Techniques... New promotion and recording techniques in the phone-disk industry are noted and analyzed by Ken Schwartz, who is planning a forthcoming issue of Tide, advertising trade fortnightly., Dec 9, 1956: 3

A Pop Music Station... A recent Billboard story reviews three stations: KKEZ, Weehawken, N. J.; WHOM, Trenton, N. J.; and WRAB, Washington, D. C.

Correction... Kakk Jr... A Pop Music Station... A recent Billboard story reviews three stations: KKEZ, Weehawken, N. J.; WHOM, Trenton, N. J.; and WRAB, Washington, D. C.

Ferguson Ork to Cut LP for Vik... The Maynard Ferguson ork, new 12-piece jazz-dance band which made its East Coast debut at Birdland last week, has been held over for another stanza. During this week Vik Records will cut an album by the unit on location in the New York City area. The Vik contract was signed by the band, and the trumpeter-musician has retained Leong and Simmons to publicize and promote the new release.

New Publishing Firm... New publishing firm, the Toledo Publishing Co., has been formed in New York by Leo Ros and Laura Manning. The new company will handle the scores for the new musical, "The Music Man," scheduled for presentation this fall. The new publishing is affiliated with the National Music Publishers Association, which has a publishing arm in the United States.

New York... Marion Keisker, of Sun Records, exec staff and deejay on WAGI, the all-girl station in Memphis, Tenn., visited in New York this week on a six-week jaunt. He'll return to the radio circuit, and the band and the top jazz pianist Simone Newborn, who recently signed with RCA Victor, will return to the studio, says a reference in the Mitchell in the October issue of Billboard.

Pacific Jazz, departing from the strict jazz format, starts this week recording an album featuring Hoagy Carmichael singing his own songs. Backing will be by an all-star jazz crew, with arrangements by Johnny Mandel. ... Drummer Dutchies Reinhardt returned to the Embers Monday (10) for another eight-week stand. Co-featured will be the John Jones Quartet.

Terris Stevens opens at the Ravee Beach Frolics in Boston September 23 for a week. Johnny Oliver is working weekends at the Grand Ballroom in Boston. ... Coral Records has signed balladeer Steve Clayton, and his first release, "Two Different Worlds," on a "It Happened Again," is out this week. ... The Glenn Miller-Ray McKinley ork will be featured on NBC's "Bandstand" show for two of the four dates between September 25 and October 7.

Local indie stations WNEW chalked up an all-time high in November ratings for their area for July, walking off with 25.2 percent share of the market. Columbia's "Hallelujah," the record which started the year, is still at the top of the charts. ... Billboard's Ed drains has signed balladeer Steve Clayton, and his first release, "Two Different Worlds," on a "It Happened Again," is out this week. ... The Glenn Miller-Ray McKinley ork will be featured on NBC's "Bandstand" show for two of the four dates between September 25 and October 7.

Love, Sweet Love (Roosevelt)... The Teen Queens (England) ... Billie Jo Spears (Idaho)...

One Kiss Led to Another (Tiger)... Sunny Gale (Dance)

Teen-Age Goodnight (American)... The Chordettes (Cedonia)

That's Right (Roosevelt)... Miles Brothers (New York)

The Ties That Bind (American)... The Four Voices (Columbia)

Two Hearts With an Arrow Between (Son Valley)... Sunny Gale (Dance)

Shirley Forward (Dar)

Two Throbbing Hearts (Georgia)... George George

Ginny Gillison

Tom Yankavage (Village)... Rob Temple (King)

Chick Miller (Merry)

BROADCAST MUSIC, INC., 355 SEVENTH AVENUE, NEW YORK 1, N. Y.

MUSIC AS WRITTEN

“YOU DON'T KNOW ME”

PHILADELPHIA — Picture deal that will have Bill Haley and the Comets in town when they shoot their upcoming "roll movie" will be closed this week by Jolly Joyce, who heads the local talent-agency bearing his name and exclusive broker for the Haley troupe. Among the signed papers will be with Sam Katzenmann, producer, who was responsible for the "Shake, Rattle & Roll." He will bring the band to Philadelphia for the first time, as they were to have been scheduled for presentation at the Prince of Wales Theatre in London. They will not however, make it. Joyce has been out of work for the last six weeks and when he learned that the band were coming to town, he was ecstatic. He has been in the entertainment field for many years and is considered one of the best in the business. He was responsible for bringing the Beatles to America and has worked with many other famous acts. He has a wide network of contacts in the music business and is able to get the best talent for his clients. He is looking forward to the upcoming "roll movie" and hopes that it will be a success.
HARRY BELAFONTE
Jamaica Farewell
Once Was
20/47-6663

TEDDI KING
Married I Can Always Get
Traveling Down A Lonely Road
(The love theme from the motion picture, "La Strada")
with Hugo Winterhalter's Orchestra and Chorus
20/47-6660

TERRI STEVENS
Sweet World
(from the NBC-TV Producers' Showcase spectacular, "Jack and the Beanstalk")
That's How I Cried Over You
with Hugo Winterhalter's Orchestra and Chorus
20/47-6633

JUNE VALLI
Now
Beauty Isn't Everything
20/47-6662

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola", the dealer's choice.
LP's Rack Up 80% of Sales For Ivy League Disk Dealer

- Students' picks are 40 per cent in Classic field and same on Pop instruments.
- Phone sales volume solid, but collegians go heaviest for table and console models.

By REN GREVATT
HARTFORD, Conn. — In this Northern New England outpost and seat of Dartmouth College, Allen Johnson, owner of the Sound Recording Studio, is setting up shop amid a veritable sea of college student record buyers. Originally in the business of making recordings of college groups, Johnson indicated that increase went out the window with the advent of the tape recorder. Also the name still ties in with the original college clientele. What he developed are releases of college student record buyers. The students have come in 60 per cent and records, 40 per cent and phonographs, 20 per cent serving and about an equal number in television sets and white goods.

In this town of 1,800, which in summer swellings of tourists to nearly 3,000, the bulk of the store's sales are made to the "four-year" residents and the operation is keyed to that group.

Over 90 per cent of the disk business here is in packaged goods, with singles sales virtually nil. The first two months of the year, for example, brought in a demand for 45s, whereas in the same period last year, there was no 45 demand. With the first time, a demand for rock and roll was felt, from nearby summer homes.

Better than 40 per cent of student purchases are for the technical field, with background (pop instrumentation) taking just under 30 per cent, technical instrumentation material in both pop and classical fields is explained by Johnson, by the students' desire for relaxing background music for studying. Balance of album sales (about 25 per cent) is in jazz material, of which nearly half is for classical, and only 25 per cent in the disc and miscellaneous fields. In the latter group are included such items as the Benny Goodman, Tommy Dorsey, Glenn Miller releases.

Johnson has just completed a stereo demonstration room which which makes ample use of display racks, picture boxes, clear glass for keeping the merchandise in full view and, in the case of floor models, behind glass to protect the equipment. The three-room store is spick and span, with wide 50-inch walls of mirrors, and only one-third is filled with disc and miscellaneous fields. In the latter group are included such items as the Benny Goodman, Tommy Dorsey, Glenn Miller releases.

Johnson has just completed a stereo demonstration room which which makes ample use of display racks, picture boxes, clear glass for keeping the merchandise in full view and, in the case of floor models, behind glass to protect the equipment. The three-room store is spick and span, with wide 50-inch walls of mirrors, and only one-third is filled with disc and miscellaneous fields. In the latter group are included such items as the Benny Goodman, Tommy Dorsey, Glenn Miller releases.

Johnson has just completed a stereo demonstration room which which makes ample use of display racks, picture boxes, clear glass for keeping the merchandise in full view and, in the case of floor models, behind glass to protect the equipment. The three-room store is spick and span, with wide 50-inch walls of mirrors, and only one-third is filled with disc and miscellaneous fields. In the latter group are included such items as the Benny Goodman, Tommy Dorsey, Glenn Miller releases.

Listening facilities are provided via a battery of non-enclosed earphones which are always kept up to use with earphones. No chairs are available. A customer may take one record of his own at any time for listening, thus essential listening facilities are provided, but at the same time the visitor may make the listening experience comfortable, a fact which encourages long use of the equipment. At the check-out counter, access
to.

The recently introduced Greyline "100" disk demonstrator phone is completely designed for use on dealer counters. The unit has a hinged-out demonstrator turntable and a 45 r.p.m. changer for continuous background program or special disk plugging. Unit has two speakers and measures 21 1/2 inches by 16 1/2 inches, priced at $32.75.

Fidelitone’s Disk Cleaner

CHICAGO — Fidelitone has produced a new and scientifically treated record cleaning cloth designed to remove all static electricity from records. The cloth is said to keep disks static-free longer.

Labriest, a silicone-based material, is used in the cleaning and protective agent with which the cloth is impregnated. The cloth is also packaged in a polyethylene envelope. A special promotion, set up for the new product, is being directed by William B. Austin, vice-president and manager of Felsene, Inc., Fidelitone parent firm.
A Smash on Two Continents—

ANNE SHELTON

Lay Down Your Arms

C/W

The Madonna in Blue

Columbia 40759—4-10759

Columbia Records
THE BILLBOARD'S WEEKLY PACKAGED RECORDS BUYING GUIDE

Best Selling Pop Albums

Albuns 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. CALIFORNIA-Johnny Cash RCA Victor LP 1249
2. THE KING AND I-Sound Track Capitol W 749
3. MY FAIR LADY-Original Cast Columbia OL 5699
4. THE EDDY DUCHIN STORY-Recorded Decca DL 8289
5. ELVIS PRESLEY RCA Victor LP 1254
6. BELAFONTE-Harry Belafonte RCA Victor LP 1350
7. SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W 653
8. THE PLATTERS Mercury MG 20148
9. HIGH SOCIETY-Sound Track Capitol W 759
10. FOUR FRESHMEN AND FIVE TRUMPETTEES Capitol T 683
11. OKLAHOMA-Sound Track Capitol SAO 595
12. CAROUSEL-Sound Track Capitol W 694
13. SAY IT WITH MUSIC-Lawrence Walks Coral CRL 5704
14. SOLO MOOD-Paul Weston Columbia CL 879
15. STAN KENTON IN HI-FI Columbia W 724

Pop Albums Coming Up Strong

A listing of newer pop albums showing strong sales action, compiled through survey of all major retailers. These albums figure strongly on potential entries to the national best selling pop albums chart.

1. Lonely Girl-Julie London Liberty LBP 3012
2. Dream Dancing-Ray Anthony and His Orchestra Capitol T 723
3. Pat Boone-Pat Boone Dot DLP 3012
4. In London, in Love-Norrie Paramor Ork Capitol T 10025
5. Cuban Fire-Stan Kenton Ork Capitol T 731

Most Played by Jockeys

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

1. HIGH SOCIETY-Sound Track Capitol W 759
2. SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W 653
3. EDDY DUCHIN STORY-Starr Track Decca DL 8289
4. MY FAIR LADY-Original Cast Columbia OL 5699
5. SOLO MOOD-F. Weston Columbia CL 879
6. ELVIS PRESLEY RCA Victor LP 1254
7. BELAFONTE-Harry Belafonte RCA Victor LP 1248
8. MY FAIR LADY-Perry Faith Columbia CL 505
9. KING AND I-Sound Track Capitol W 740
10. COLE PORTER SONG BOOK-Ella Fitzgerald Verses MC 4001-2

Reviews and Ratings of New Albums

Popular

ON THE SUNNYVALE הכרך - נייט טראינה Columbia CL 912
This is Columbia's latest "Bol of the Month," and judging by sales chalked up so far, it looks like another hit. The Four Lads are joined by several soloists, of which is is worth mentioning the performances of the boy singer who made his first appearance in the Four Lads show. His voice is strong, white, and harmonious, and his performance is a refreshing change in the usual style of singing. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

JAZZ

RHYTHM AND BLUES RECORDS (12\r-13) THE GREAT JUNIOR WHEELER輪
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

Classical

CE CARRA-SOLO CLARINETTES (12\r-13) THE GREAT JUNIOR WHEELER
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

JAZZ

RHYTHM AND BLUES RECORDS (12\r-13) THE GREAT JUNIOR WHEELER
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

JAZZ

RHYTHM AND BLUES RECORDS (12\r-13) THE GREAT JUNIOR WHEELER
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

JAZZ

RHYTHM AND BLUES RECORDS (12\r-13) THE GREAT JUNIOR WHEELER
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.

JAZZ

RHYTHM AND BLUES RECORDS (12\r-13) THE GREAT JUNIOR WHEELER
This is an exciting rhythm and blues recording, and it deserves the highest rating. Junior Wheeler has a remarkable voice, and his performances are marked by a great deal of energy and enthusiasm. The songs are well chosen, and the orchestra is well conducted, giving a perfect balance of voice and instrument.
a great album in memory of a great star

...with a great cast

NARRATIONS BY
STEVE ALLEN
BILL RANDLE
GIGI PERREAU

MUSIC BY
DICK JACOBS
GEORGE CATES

SONGS BY
JIMMY WAKELY

SELECTIONS INCLUDE:

STEVE ALLEN
BILL RANDLE
GIGI PERREAU

DICK JACOBS
GEORGE CATES
JIMMY WAKELY

ORDER NOW FROM YOUR DISTRIBUTOR
Autumn's Rich Harvest From ABC-Paramount

102 - And I Never Took a Lesson in My Life — Frankie Froba

110 - Swingin' on the Vibories — Leonard Feather

111 - Lucky Thompson, Vol. I

116 - Special Delivery — Janet Brace

117 - Tom Stewart Sextette

118 - Modern Jazz with Dixieland Roots

123 - Music for Expectant Mothers

124 - The Josh White Stories, Vol. I

126 - Whitey Mitchell Sextette
A new season...a new reason for spotlighting the abundance and multi-hued variety now available on ABC-Paramount. Here is jazz of brilliance and beat...“pops” alternately lively and mellow in mood. And they’re all recorded — as collectors, connoisseurs and just plain fans have already learned to appreciate — with the clarity, quality and uniquely wide range found only... in the Full Color Fidelity of...
As the title implies, this is a book produced as a store, with a number of corresponding names left intact. The number of stores was the number of stores let. It is red, and it is in a street of its own. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

The product overall is a car, with an attractive interior, and the interior is the "Honeymoon." Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**LINES OF THE LUGGAGE**

Included is a large store, built as a window for the purpose of adding light. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.

**OVER THE LPP**

Another store has 12 telescope stands available for purchase. These stands are specifically designed for those who are interested in astronomy. Cherries, Cherries—cherry in the hip curtain—so they might understand the area of the cars. Carl Smith, the Kings 105 of a similar group, is a very country.
FABULOUS INSTRUMENTALS THAT ARE CLIMBING FAST

Bob Sharples
SADIE’S SHAWL 1661

Cyril Stapleton
THE ITALIAN THEME 1672

Ted Heath
THE FAITHFUL HUSSAR 1675

COMING UP STRONG

9. The Italian Theme .... Cyril Stapleton 1550 (London) 1570

THIS WEEK’S BEST BUYS

THE ITALIAN THEME (Maurice. ASCAP) Cyril Stapleton Or-Or. 1520 (This is another of the year’s top 10 instrumentals. For several weeks it has been one of the top records in New York, Chicago, Los Angeles, San Francisco and Cleveland. It is still coming up and is moving at a determined pace for the chart. Top is “Tiger Tang.”

London RECORDS
**Camden Sets New Album Service Plan**

**NEW YORK**—An album service plan for radio stations, perhaps the first to be launched by a budget-priced label, has been set up by RCA Camden Records. Camden's deal makes available to stations 32 12-inch LP's and six 45 EP's between now and December at a cost of $30. Of these, 22 LP's and one 45 EP will be delivered on signing up. Two LP's and one 45 EP will follow each month. Orders are placed with local Victor-Camden distributors. Titles include classical, pop and middle-of-the-road material and the regular "Today's Hits" EP's. Many name artists are featured.

**Norman Buys Eccles Studio**

**HOLLYWOOD**—Dick jockey Gene Norman, president of the Gene Norman Presents label and subsidiary distributors, Whippett and Distribution services, has completed negotiations for the purchase of the Eccles recording studio here.

Continued expansion of Norman's disk activities in addition to an increased schedule of recording prompted the purchase of the studio. Latter will continue to provide custom recording studio services for other clients, as well as serving as new offices and technical headquarters for the Norman firm. Norman discontinued his daily "Campus Club" television last week in order to devote more time to the diskery. He continues his operation as owner of the Crescendo night club here, as well as his interests in the jazz concert and music publishing fields.

**Roy Renews Col. Pact**

**NEW YORK**—Johnnie Ray, Columbia Records artist, signed a long-term renewal pact with the diskery. Ray is currently riding with a hit, "Just Walking in the Rain," which moved into 15th place this week. The Billboard's national best selling chart.

**Feather's New Jazz Tone Set**

**NEW YORK**—The "Encyclopedia Yearbook of Jazz," sequel to Leonard Feather's monumental "Encyclopedia of Jazz," has been set for mid-October publication by Horizon Press. The tone will sell for about $15.00.

In addition to 150 new biographies of musicians, the Yearbook will include results of an all-star poll conducted among 100 top jazzmen. The Encyclopedia, now in its third printing here, is being published in England next month. Meanwhile, it has been learned that Down is planning an "Encyclopedia of Jazz on Record" for release later this year. This will be complete on four 16-inch LP's with sides arranged chronologically. Disks will be tied in with the book.

**ONE IS BORN EVERY MINUTE**

**NEW YORK**—Former pitcher John Nehel proved that Barnum was right last week when he presented double-talk expert Jack on a Randel on his all-time jockey show over WOR here.

Nehel, who recently replaced that controversial idol of the "night people," egged on deep Jay Jayn Shepherd, on the station's early a.m. seg, to deliberately provoke an argument with Randel (introduced as Dr. Astor Kellee, a noted Canadian mathematician) on the air, claiming he couldn't understand him.

Nehel was promptly swamped with calls from "night people," many of whom insisted they understood the doctor's double-talk routine completely. Meanwhile, Shepherd (who has a weekly Sunday night show on WOR now) cashed in on his front-page publicity this week by signing a contract to do a daily network show over ABC, starting October 22, from 10:05 to 11:05 p.m.

**Cond in Jazz Book Doubles In Wax**

**NEW YORK**—The second literary work from the pen of the noted scholar, Eddie Condon, will be off the press September according to his publisher, Dial Press. On the same date, the faithful Condon will be able to buy a Columbia LP entitled "Eddie Condon Treasury of Jazz," featuring the maestro in another art form in which he occasionally dabbles.

The book is "Eddie Condon's Treasury of Jazz," and therein he has collected his favorite fiction and non-fiction pieces on the subject, adding his own "appropriately puerile comment and rebuttal." Contributors will include Artie Shaw, Benny Goodman, and such writers as James Jaffe, Shelby Foote, John Crosby, Bob Silvetsky, Murray Koenig, Ralph Gleason, John Hammond, George Avakian, Leonard Feather, Gilbert Milstein and others.

The Columbia set will have Condon's all-star performing. And as always, personalities dealt with in the book. Condon's last full-length work was "We Called It Music," published in the 1940s.

**FATS DOMINO 'SO LONG'**

ERNE FREEMAN 'SPRING FEVER'

and 'Walkin' The Beat'

#5403

SMILEY LEWIS 'DOWN YONDER WE GO BALLIN'

and 'Someday You'll Want Me'

#5404

The HONEY BEES 'ENDLESS'

and 'Let's See What's Happening'

#5400

**SPRING DOWN**
c/w 'When My Dreamboat Comes Home'

#5396

**CAMERA!**

They'll Page Him for Romeo Yet

**HOLLYWOOD**—Studio maids are muttering a casting idea that should delight the Brill Building as much as in the studio set. The current show, teen idol Elvis Presley, may play James Dean — the kid's current No. 2 idol — in an upcoming movie based on the late actor's early life.

In view of the flop of "Salute to James Dean," wax packages on the market today and Presley's own lack in testing status, such casting might pay off big in ticket and platter sales. However, if Presley doesn't come thru with an okay acting job on his first film, "The Reno Brothers," the Dean deal probably won't be well, since Dean was a graduate of the Actors' Studio here and was nominated for an Academy Award at the time of his death.

Meanwhile, Presley is getting $100,000 for the 20th Century- Fox movie, in which he wobbles "Love Me Tender," Alba as he plays a Confederate soldier in the film, Presley had to shed his sideburns before he faced the camera.
Spinning with a 2-Sided Hit!

'LOVE SWEET LOVE'

and

'RED TOP'

THE Teen Queens

"LOVE SWEET LOVE"
Pub. by ROOSEVELT MUSIC
1600 Broadway, N.Y., N.Y.

rpm 470

9317 w. washington blvd.
culver city, california
# The Billboard's Music Popularity Charts - POP SONGS

**September 15, 1956**

## HONOR ROLL OF HITS

### The Nation's Top Tunes

For survey week ending September 5

### This Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My Prayer</td>
<td>By Rutledge &amp; Harnett</td>
<td>Published by Sunliner (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>2. Don't Be Cruel (Que Sera Sera)</td>
<td>By Orsoline</td>
<td>Published by Elvis Presley &amp; Shubert (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>3. Whatever Will Be Will Be</td>
<td>By Livingston, Texas</td>
<td>Published by Artists Music (ASCAP)</td>
<td>11</td>
</tr>
<tr>
<td>4. Canadian Sunset</td>
<td>By Eddie Howard &amp; Norma Gimbel</td>
<td>Published by Melotin (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>5. Bound Dog</td>
<td>By J. Lee, and N. Riker</td>
<td>Published by Elvis Presley &amp; Music (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>6. Allegheny Moon</td>
<td>By Hoffman-Manning</td>
<td>Published by Oxford (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td>7. Tonight You Belong to Me</td>
<td>By Billy Rose &amp; Lee David</td>
<td>Published by Mills (ASCAP)</td>
<td>4</td>
</tr>
<tr>
<td>8. Song for a Summer Night</td>
<td>By A. Allen</td>
<td>Published by April (ASCAP)</td>
<td>6</td>
</tr>
<tr>
<td>9. Wayward Wind</td>
<td>By Billie Jo Royal</td>
<td>Published by Warwick (BMI)</td>
<td>20</td>
</tr>
<tr>
<td>10. Flying Saucer</td>
<td>By Bumstead &amp; Goldsmith</td>
<td>Published by Columbia (BMI)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Soft Summer Breeze</td>
<td>By Eddie Howard</td>
<td>Published by Regent (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>12. I Almost Lost My Mind</td>
<td>By Hunter</td>
<td>Published by Hill &amp; Range (BMI)</td>
<td>15</td>
</tr>
<tr>
<td>13. Honky Tonk</td>
<td>By Dugger</td>
<td>Published by Brahms (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>14. Fool</td>
<td>By Norman Font</td>
<td>Published by Decca Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>15. I Want You, I Need You, I Love You</td>
<td>By Maurice Stuart &amp; Iris Knott</td>
<td>Published by Elvis Presley Music (BMI)</td>
<td>12</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. It Only Hurts for a Little While</td>
<td>By Milt, David &amp; Red Hatton</td>
<td>Published by Advanced Music (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>22. After the Lights Go Down Low</td>
<td>By Allen White &amp; Laver Leer</td>
<td>Published by Harvard (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>23. Happiness Street</td>
<td>By Wilson &amp; White</td>
<td>Published by Parliament (ASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>24. The White Lilacs Bloom Again</td>
<td>By Orville Porter</td>
<td>Published by Harris, Inc. (ASCAP)</td>
<td>2</td>
</tr>
<tr>
<td>25. More</td>
<td>By Tom Glider &amp; Alex Alson</td>
<td>Published by Staple-Benjamin (ASCAP)</td>
<td>13</td>
</tr>
</tbody>
</table>

### Last Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My Prayer</td>
<td>By Rutledge &amp; Harnett</td>
<td>Published by Sunliner (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>2. Don't Be Cruel (Que Sera Sera)</td>
<td>By Orsoline</td>
<td>Published by Elvis Presley &amp; Shubert (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>3. Whatever Will Be Will Be</td>
<td>By Livingston, Texas</td>
<td>Published by Artists Music (ASCAP)</td>
<td>11</td>
</tr>
<tr>
<td>4. Canadian Sunset</td>
<td>By Eddie Howard &amp; Norma Gimbel</td>
<td>Published by Melotin (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>5. Bound Dog</td>
<td>By J. Lee, and N. Riker</td>
<td>Published by Elvis Presley &amp; Music (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>6. Allegheny Moon</td>
<td>By Hoffman-Manning</td>
<td>Published by Oxford (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td>7. Tonight You Belong to Me</td>
<td>By Billy Rose &amp; Lee David</td>
<td>Published by Mills (ASCAP)</td>
<td>4</td>
</tr>
<tr>
<td>8. Song for a Summer Night</td>
<td>By A. Allen</td>
<td>Published by April (ASCAP)</td>
<td>6</td>
</tr>
<tr>
<td>9. Wayward Wind</td>
<td>By Billie Jo Royal</td>
<td>Published by Warwick (BMI)</td>
<td>20</td>
</tr>
<tr>
<td>10. Flying Saucer</td>
<td>By Bumstead &amp; Goldsmith</td>
<td>Published by Columbia (BMI)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Soft Summer Breeze</td>
<td>By Eddie Howard</td>
<td>Published by Regent (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>12. I Almost Lost My Mind</td>
<td>By Hunter</td>
<td>Published by Hill &amp; Range (BMI)</td>
<td>15</td>
</tr>
<tr>
<td>13. Honky Tonk</td>
<td>By Dugger</td>
<td>Published by Brahms (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>14. Fool</td>
<td>By Norman Font</td>
<td>Published by Decca Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>15. I Want You, I Need You, I Love You</td>
<td>By Maurice Stuart &amp; Iris Knott</td>
<td>Published by Elvis Presley Music (BMI)</td>
<td>12</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. It Only Hurts for a Little While</td>
<td>By Milt, David &amp; Red Hatton</td>
<td>Published by Advanced Music (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>22. After the Lights Go Down Low</td>
<td>By Allen White &amp; Laver Leer</td>
<td>Published by Harvard (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>23. Happiness Street</td>
<td>By Wilson &amp; White</td>
<td>Published by Parliament (ASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>24. The White Lilacs Bloom Again</td>
<td>By Orville Porter</td>
<td>Published by Harris, Inc. (ASCAP)</td>
<td>2</td>
</tr>
<tr>
<td>25. More</td>
<td>By Tom Glider &amp; Alex Alson</td>
<td>Published by Staple-Benjamin (ASCAP)</td>
<td>13</td>
</tr>
</tbody>
</table>

**This Week**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My Prayer</td>
<td>By Rutledge &amp; Harnett</td>
<td>Published by Sunliner (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>2. Don't Be Cruel (Que Sera Sera)</td>
<td>By Orsoline</td>
<td>Published by Elvis Presley &amp; Shubert (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>3. Whatever Will Be Will Be</td>
<td>By Livingston, Texas</td>
<td>Published by Artists Music (ASCAP)</td>
<td>11</td>
</tr>
<tr>
<td>4. Canadian Sunset</td>
<td>By Eddie Howard &amp; Norma Gimbel</td>
<td>Published by Melotin (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>5. Bound Dog</td>
<td>By J. Lee, and N. Riker</td>
<td>Published by Elvis Presley &amp; Music (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>6. Allegheny Moon</td>
<td>By Hoffman-Manning</td>
<td>Published by Oxford (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td>7. Tonight You Belong to Me</td>
<td>By Billy Rose &amp; Lee David</td>
<td>Published by Mills (ASCAP)</td>
<td>4</td>
</tr>
<tr>
<td>8. Song for a Summer Night</td>
<td>By A. Allen</td>
<td>Published by April (ASCAP)</td>
<td>6</td>
</tr>
<tr>
<td>9. Wayward Wind</td>
<td>By Billie Jo Royal</td>
<td>Published by Warwick (BMI)</td>
<td>20</td>
</tr>
<tr>
<td>10. Flying Saucer</td>
<td>By Bumstead &amp; Goldsmith</td>
<td>Published by Columbia (BMI)</td>
<td>6</td>
</tr>
</tbody>
</table>
Proudly Announces the Fulfillment of
Its Much-Heralded, World-Wide Expansion Program!

TO RECORD DEALERS EVERYWHERE:
Dot is now ready to bring you what you’ve asked for

A COMPLETE LINE
OF
LONG-PLAY ALBUMS

A LINE SPARKED BY THE SAME

IMAGINATION, ARTISTRY, SOUND, REPERTOIRE
AND PROMOTION THAT HAS CHARACTERIZED THE
DOT LABEL SINCE ITS INCEPTION
TO ALL RECORD DEALERS:

In recent months the Dot expansion program has been the subject of much interest and speculation throughout all levels of our industry. During these months "America's Hottest Label" kept looming larger and larger in the record picture: world-wide affiliations were finalized . . . stronger U.S. distribution was set up . . . Dot "went Hollywood," moving from Gallatin, Tenn., to Hollywood, Calif. . . . new artists were added to the Dot roster . . . recording and release schedules were stepped up . . . Dot singles were better than ever . . .

By mid-August Dot volume was 100% more than what it had been the same period the year before.

And now, Dot is proud to cap this most successful period in its history with the announcement that it is ready to bring regular releases of Long Play albums to record dealers everywhere.

In the months ahead Dot will bring you album excitement of the kind that characterized the exciting Dot single record operation! Future albums will feature Dot's famed recording artists, plus new and famous show business names, big bands, original film sound tracks, mood music, spoken word, and some startling new album ideas never-before produced on the recorded disk. And certainly, any dealer who has seen dramatic moves by Dot pay-off in big profits in the single record field, will welcome the opportunity to stock and display and sell the coming new Dot L.P.'s.

All of us in the Dot family want to thank you for making Dot America's most exciting label, and we look forward, with you, to the biggest year in the history of the record business.

DOT RECORDS, INC.

Henry V. Onorati
Vice President

---

To Set off A Brilliant September Release

Dot GIVES YOU TWO HIT ALBUMS

DLP-3030 • HOWDY! PAT BOONE
BEGIN THE BEGINNIN' • HUMMIN' THE BLUES • WOULD YOU LIKE TO TAKE A WALK • ALL I DO IS DREAM OF YOU • THAT LUCKY OLD SUN • NICE YOUR FEETN' • CHATTANOOGA SHOE SHINE BOY • WITH YOU • P'RY LITTLE THING • FORGIVE ME • SUNDAY • HARBOUR LIGHTS.

An overnight hit! Pat's first album of songs recorded exclusively for L P. release. It's the season's top album.

DLP-3016 • THE GOLDEN INSTRUMENTALS
BILLY VAUGHN and his orchestra
BLUE TANGO • SONG FROM MOULIN ROUGE • BRING ME BACK TO PARIS • MY PAPA • PRETEND • EBB TIDE • AUTUMN LEAVES • LISBON ANTICIGA • CHERRY PINK AND APPLE BLOSSOM WHITE • UNCHARTED MELODY • POOR PEOPLE OF PARIS • THIRD MAN THEME.

One of the most avidly accepted L P.'s in retail history, it's the first of a series of "Golden Instrumental" albums, which Dot will bring you through the months and years ahead. Display it - it sells on sight!
Dot Swings into Action with a Big All-New 13-Album Release for September Delivery!

DLP-3029 • The Towering Hilltoppers
Featuring the voice of Jimmy Saccia
I Can't Give You Anything But Love • Whispering Grass Don't Tell the Trees • That Old Feeling • I Can't Get Started • The Gypsy • With Every Breath I Take • At Sundown • Your Sake • Maybe You'll Be There

DLP-3023 • The Banjo Wizardry of Eddie Peabody
Waiting for the Robert E. Lee • I Love You • Dark Eyes • Some of These Days • Moonlight on the Ganges • Somebody Stole My Gal • Marquita • At Sundown • Avalon (Medley) • Indian Love Call • Poor and Peasant Overture • La Paloma

DLP-3021 • A Flash of Strings
Arranged and Conducted by Dorian
Treble Talk • Pirouette • Reeswax • Sixty-Second Swing • For the Birds • El Carabelero • Merry, Merry, Little • Bell • Clean Sweep • Elf on a Pogo Stick • Velo Violin • What's the Rush • Holiday for Strings

The sound of the world's greatest banjo—the talent of the world's greatest banjo player.

High velocity strings—jet-propelled lizzles. Brilliant musicianship in the impressive debut of Dorian.

Dot Records, Inc. • Street and Vine • Hollywood, Calif. • Phone HO 3-4131
The Nation's Best Selling Records
OUTSTANDING REPertoire, Flawless Performances Plus The Famed Dot Sound Highlight Dot's 13-Album September Spectacular

A listening thrill in hi-fi: The accordion in legato—the way most people want to hear it. Serry's arrangements sparkle!

DLP-3024 • SQUEEZE PLAY
featuring the dynamic accordion of JOHN SERRY

GARDEN IN MONACO • TERRY'S THEME • WHEN MY DREAMBOAT COMES HOME • BLUE BILL • ROCKIN' THE AVAIL • SECRET LOVE • GRANADA • SIDE BY SIDE • MY HEART CRIES FOR YOU • HAWAIIAN NIGHT • BUTTON UP YOUR OVERCOAT • ROCK AND ROLL POLKA.

The harmonica in hi-fi, featuring the world-famed virtuoso, Danny Welton, who gave you the hit recording of "Ruby." Excellent rhythm accompaniment here.

DLP-3028 • ARE YOU LONESOME TONIGHT?
DANNY WELTON
ST. ANDREWS BLUES • MUSIC MAESTRO, PLEASE • PRETENDING • A LITTLE BIT INDEPENDENT • ARE YOU LONESOME TONIGHT? • TENNESSEE MOOD • LINDENHURST AIRE • EL CHICO • UNRECDEO • LITTLE Gypsy Village • JESSICA • IT'S A LONESOME OLD TOWN.

DLP-3025 • IN A DIM CAFE
KRITICHMAR and his VIOLIN
MY HEART IS A VIOLIN (Most romantic on violin) • FOREVER AND EVER • KALILIA • GOODBYE TO ROME • IF I LOVED YOU • LA VIE EN ROUGE • TRISTESSE • ROMANCE • YOURS • LA MER • DRIDIO'S SERENADE • AM WIEDERSIN, MY DEAR.

TV star Mort Lindsey in an unusual and exciting variety of sweet and hot special arrangements on the hi-fi organ.

DLP-3027 • AN ORGAN AND MORT LINDSEY

Tiger Rag • Sioux City Sue • Moonlight Serenade • Dardanus • Shooftie • Marlin Whippersnapper • Waltz of the Roses • Hawaiian War Chant • Sentimental Rhapsody • Dot and Bath Moose • Double Doo Doo • Together.

One of the finest L. P.'s in Dot's September release. Twelve beautiful and haunting songs enhanced by the tone of Kritchmar's romantic violin.

www.americanradiohistory.com
BRINGS YOU FOUR BEAUTIFUL NEW ALBUMS
OF MOOD MUSIC—GREAT STANDARDS, LUSH
ARRANGEMENTS. RECORDED ABROAD BY
PRIAM KEITH and ANDRE CHANTE

when the lights are low!

the piano
and strings of
PRIAM KEITH

DLP-3018 • WHEN THE LIGHTS ARE LOW
The piano and strings of PRIAM KEITH

DLP-3019 • A MUSICAL SETTING FOR TWO MIDNIGHTERS
ANDRE CHANTE

DLP-3020 • "DO NOT DISTURB"
The piano and strings of PRIAM KEITH

DLP-3022 • PASSPORT TO DREAMLAND
ANDRE CHANTE

www.americanradiohistory.com
Viennese waltzes recorded in Europe in the grand tradition of old Vienna. 40 musicians directed by Emerich Bremen.

DOT-3035 • VIENNA IS HER NAME
EMERICH BREMEN and his Orchestra

A place for life to ebb and flow,
A place for love to live and go...

Vienna is her Name
EMERICH BREMEN and his Orchestra

COUNT OF LUXEMBOURG • WAVES OF THE DANUBE • SOCCACIO WALTZ • TALES FROM THE VIENNA WOODS • THE KISS WALTZ • DESTROY WALTZ • MINDSTEL SONATA • THE EMPEROR WALTZ • VIENNA BLOOD • MY DREAM • YOU WILL REMEMBER VIENNA.

DOT'S HOT—IN ALBUMS TOO

Dot Records, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO 3-4121

THE NATION'S FAST SELLING RECORDS


16 MORE L.P.'s FROM THE DOT CATALOG
WARNER BROS. PICTURES
Presents
GEORGE STEVENS' PRODUCTION
"GIANT"

2 GREAT SONGS
Lyric by Paul Francis Webster • Music by Dimitri Tiomkin

THE

"GIANT"

(THIS THEN IS TEXAS)

and

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"

Sound Track Album by Capitol

"GIANT"
Recorded By
LES BAXTER—Capitol
RAY HEINDORF—Columbia
GEORGE CATES (Vocal—JIMMY WAKELY and CHOIR)—Coral
JACK PLEIS (RALPH YOUNG and CHOIR)—Decca
LEONARD ROSENMAN—Imperial
ART MOONEY—MGM
RUSTY DRAPER—Mercury
BOB CARROLL (JOE LEAHY ORCHESTRA)—Unique

"THERE'S NEVER BEEN ANYONE ELSE BUT YOU"
Recorded By
LES BAXTER—Capitol
RAY HEINDORF—Columbia
GEORGE CATES—Coral
LEONARD ROSENMAN—Imperial
DAVID ROSE—MGM
ART MOONEY—MGM
DAVID CARROLL—Mercury
BOB GRAYBO (JOE LEAHY ORCHESTRA)—Unique

M. WITMARK & SONS 488 Madison Ave., New York 22, N.Y.
SOMETHIN' SMITH and the REDHEADS
HEARTACHES
and
CECILIA
EPIC 9179 & 5-9179

RALPH YOUNG
ORCH. UNDER DIRECTION OF RAY ELLIS
KU-LA-LA
and
I MAY NEVER PASS THIS WAY AGAIN
EPIC 9184 & 5-9184

JOE LOCO and His Orchestra
WITH THE VICTOR AVILES TRIO
I'VE GOT A GAL IN KALAMAZOO
and
MOONLIGHT SERENADE
EPIC 9182 & 5-9182

THE MERILL
DON'T CRY ON
and OUT OF TOWN
THE FOUR COINS
ORCH. UNDER DIRECTION OF RAY ELLIS
MANHATTAN SERENADE
and
TOO LATE
EPIC 9183 & 5-9183

ROY HAMILTON
ORCH. UNDER DIRECTION OF O. B. MASINGILL
I TOOK MY GRIEF TO HIM
and
CHAINED
EPIC 9180 & 5-9180

ANTHONY PERKINS
ORCH. UNDER DIRECTION OF O. B. MASINGILL
FRIENDLY PERSUASION
(THEE I LOVE)
From William Wyler's "The Friendly Persuasion"—
an Allied Artists Picture
and
IF YOU WERE THE ONLY GIRL
EPIC 9181 & 5-9181

STATON SINGERS
ORCH. UNDER DIRECTION OF O. B. MASINGILL
MY SHOULDER
EPIC 9186 & 5-9186

STATON SINGERS
ORCH. UNDER DIRECTION OF O. B. MASINGILL
MY SHOULDER
EPIC 9186 & 5-9186
**Best Sellers in Stores**

For survey week ending September 5

**Most Played in Juke Boxes**

For survey week ending September 5

**Most Played by Jockeys**

For survey week ending September 5
THE PLATTERS
Next Million Record Seller
"IT ISN'T RIGHT"
Coupled With
"YOU'LL NEVER NEVER KNOW"
MERCURY 70948

35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS
PAT BOONE
'FRIENDLY PERSUASION' and 'Chains of Love'
15490

15472—I ALMOST LOST MY MIND— I'M IN LOVE WITH YOU
15443—I'LL BE HOME— TUTTI FRUTTI
15422—AT MY FRONT DOOR— NO OTHER ARMS
15377—AIN'T THAT A SHAME— TENNESSEE SATURDAY NIGHT

JIM LOWE
'The GREEN DOOR'
(The Story of the Little Man in Chinatown)
15486

15407—MAYBELLENE— RENE' LA RUE
15381—CLOSE THE DOOR— NUEVO LAREDO

NERVOUS NORVUS
'APE CALL'
Wild Dog of Kentucky
15485

15470—TRANSFUSION DIG
SEPTEMBER 15, 1956
THE BILLBOARD
MUSIC-RADIO
43

HOT!!

The HILTOPPERS
15489—KA-DING-DONG—
INTO EACH LIFE SOME RAIN MUST FALL
15468—EYES OF FIRE, LIPS OF WINE—
15423—ONLY YOU—
UNTIL THE REAL THING COMES ALONG
15132—TILL THEN—
I FOUND YOUR LETTER
15085—P.S.: I LOVE YOU—
I'D RATHER DIE YOUNG
15018—TRYING—
YOU MADE UP MY MIND

JOHNNY MADDOX
15488—HEART & SOUL—
Dixieland Band
15325—CRAZY OTTO—
Humoresque
15090—LEARNIN'—
Eight Beat Boogie
15045—IN THE MOOD—
By the Light of the Silvery Moon
DLP-3000
DLP-3005
Johnny's Jump—Hawaiian Sunset—Sunrise Serenade—627 Stomp—Chicago Breakdown—Bubbles in the Wine—Flaming Mamie—Seems Like Old Times—Hop Scotch Boogie—Waggashoe—Listen to That Dixie Band—South of the Border

DLP-3003
Trying • P.S. I Love You • I'd Rather Die Young • To Be Alone • Love Walked In • From the Vine Came the Grape • Till Then • The Kentuckian Song • If I Didn't Care • Time Waits for No One • D-A-R-L-I-N' • The Door Is Still Open.

15488—HEART & SOUL—
Dixieland Band
15021—JOHNNY MADDOX SPECIAL
Sioux City Sue
15020—COCONUT GROVE—
Little Grass Shack
15006—STARDUST—
Piano Polka
1023—ALABAMA JUBILEE—
Memphis Blues

www.americanradiohistory.com
15491—WHEN THE WHITE LILACS BLOOM AGAIN— SPANISH DIARY
15247—MELODY OF LOVE— JOYRIDE
15409—THE SHIFTING WHISPERING SANDS, Parts I and II

DLP-3001

DLP-3016
Blue Tango—Song From Moulin Rouge—Bewitched—Oh My Papa—Pretend—Ebbtide—Autumn Leaves—Lisbon Antigua—Cherry Pink and Apple Blossom White—Unchained Melody—Poor People of Paris—Third Man Theme

15492—A HEART WITHOUT A SWEETHEART— Now Is the Hour
15458—IVORY TOWER— I Ain’t Gonna Worry
15436—TEEN AGE PRAYER— Memories Are Made of This
15412—I HEAR YOU KNOCKING Never Leave Me

DLP-3011
I Hear You Knocking—My Happiness—Brazil—Tired—Goody, Goody—That’s My Desire—Memories Are Made of This—You Can’t Be True, Dear—Sweet Georgia Brown—Teen Age Prayer—Music, Music, Music—The Three Bells
THE FONTANE SISTERS

15480—VOICES—
Lonesome Lover Blues

15462—I'M IN LOVE AGAIN—
You Always Hurt the One You Love

15428—ADORABLE—
Daddy-O

15386—SEVENTEEN—
If I Could Be With You
One Hour Tonight

DLP-3004
If I Didn't Have You—Happy Days and Lonely Nights—Hearts of Stone—Rock Love—You're Mine—Most of All—Put Me in the Mood—Rollin' Stone—Playmates—Seventeen—If I Could Be With You One Hour Tonight—Bless Your Heart

LONESOME FOR A LETTER
15481
15493—Casual Look—Lorrie Raine
Cotton Pickin' Kisses

15494—Honky Tonk II—Rusty Bryant
Lonely Cryin' Heart

15482—St. Louis Blues—Danny Welton
The Red Sea of Mars

15483—All Night Long—Rusty Bryant
Pink Champagne

15484—Everything But You—Dick Lory
Midnight to Daylight

15387—Two Hearts—(With an Arrow Between) Shirley Forwood
Juke Box Lovers

15495—I'm Looking Through Your Window—Dolly Cooper
Big Rock Inn

15473—Memories—Eddie Peabody
Stardust

15475—After School—Snooky Lanson
I'm Tired of Everything But You

15469—Rock-Sock the Boogie—Pat Flowers
Ain't That Just Like a Woman
15496—COOL IT BABY—DICK LORY
   Ball Room Baby

15498—ROCKY ROAD—THE SCHOLARS
   Spin the Wheel

15499—YOU ARE THE LIGHT OF MY LIFE—Crazy Dream
   Vocal by DEVA, Stradaphone
   Music by GIUSEPPE

15453—FROM THE WRONG SIDE OF TOWN—MOLLY BEE
   Sweet Shop Sweetheart

15497—I’M WAITING FOR SHIPS THAT NEVER COME IN—MAC WISEMAN
   One Mint Julep

1286—LET THE WHOLE WORLD TALK—JIMMY NEWMAN
   Honky Tonk Tears

1287—THAT COLD, COLD LOOK IN YOUR EYE—JIMMY WORK
   Diggin’ My Own Grave

1169—ORANGE BLOSSOM SPECIAL—TOMMY JACKSON
   Draggin’ the Bow

1186—WAKE UP SUSAN—TOMMY JACKSON
   Katy Hill
**Tribute to James Dean**

Theme from "East of Eden"
Theme from "Rebel Without a Cause"

Featuring ART MOONEY and His Orchestra

### New Orleans

1. "Don't Be Cruel, E. Presley, Vic.
3. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
5. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
7. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### New Jersey

2. "Don't Be Cruel, E. Presley, Vic.
4. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
6. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### Minneapolis-St. Paul

1. "Don't Be Cruel, E. Presley, Vic.
3. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
5. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### Philadelphia

2. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
4. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### Pittsburgh

2. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
4. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### St. Louis

2. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
4. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### Kansas City

2. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
4. "I'm Sorry" Park, Presley, Presley, Hits, Vic.

### Los Angeles

2. "Let's Call It Quits" E. Presley, Presley, Hits, Vic.
4. "I'm Sorry" Park, Presley, Presley, Hits, Vic.
All measure up to HITS!

CONNIE FRANCIS
MY SAILOR BOY
and EVERYONE NEEDS SOMEONE
MGM 12335 • K12335

DAVID ROSE and his Orchestra
FRIENDLY PERSUASION
and THERE'S NEVER BEEN ANYONE ELSE BUT YOU
MGM 12336 • K12336

THE KING'S IV
NOW! BABY, NOW!
and THE WORLD GOES ON
MGM 12339 • K12339

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
**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. Rip It Up .............. Little Richard
   (BMI) Specialty 579

2. A House With Love in It . . . The Four Lads
   The Bus Stop Song
   (ASCAP) (ASCAP) Columbia 40738

3. Let the Good Times Roll . . . Shirley and Lee
   (BMI) Aladdin 3325

4. In the Middle of the House . . Vaughn Monroe
   (ASCAP) RCA Victor 6619

5. 49 Shades of Green . . . The Ames Brothers
   Summer Sweetheart
   (ASCAP) (BMI) RCA Victor 6608

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

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

8. I'll Remember (In the Still of the Night) . . . . . . Five Satins
   (BMI) Ember 1005

   (BMI) Decca 29933

10. True Love . . . . . . . . . . . . Jane Powell
    (ASCAP) Verve 2018

**THIS WEEK'S BEST BUYS**

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

**EVE**

DAMY OF MY LIFE (Miller, ASCAP)

ENDLESS (Tee-Kay, ASCAP)—The McGuire Sisters—Coral 61703—This girl, with both sides working for them, took off very fast with this one in its first week. Reports show strong action across the board. Boston, Providence, New York, Philadelphia, Baltimore, Cincinnati, Milwaukee, Detroit, St. Louis and the Southern markets all reported immediate sales. Looks like a solid hit.

A HEART WITHOUT A SWEETHEART (United, ASCAP)—Gale Storm—Dot 15450—Thru Nov., with her dual track version of this slow ballad, has another strong entry. Only out a couple of weeks, it is following the course of her previous hits by selling big throughout the country. Flip is "Now Is the Hour," (Leeds Music, ASCAP), the one-time smash. A previous Billboard "Spotlight" pick.

MIRACLE OF LOVE (Bolland, ASCAP)—Eileen Rodgers—Columbia 40706—This disc, on the market since June, has taken some time to get started, but is now rolling. Sales have been steady but recently reports from cities such as Boston, Providence, New York, Baltimore, Milwaukee, St. Louis and Chicago indicate that the action has picked up considerably. Flip is "Unwanted Heart."
A BIG SONG – THE BIG VERSION

Dorothy Collins

THE ITALIAN THEME
Vocal with Orchestra and Chorus
directed by GEORGE CATES

A Swinging Hit
COOL IT BABY

From the 20th Century Picture
“Teenage Rebel”
CORAL 61711

CORAL RECORDS
America’s Fastest Growing Record Company
One of the really big performers on records

With a really big hit

Johnnie Ray

Just walking in the rain

C/W

In the candlelight

Columbia 40729 • 4-40729

Columbia Records
One of the really performers on records

with a really HIT

BIG JOHNNIE RAY

JUST WALKING IN THE RAIN

C/W IN THE CANDLELIGHT
COLUMBIA 40729 • 4-40729

COLUMBIA RECORDS
WANT MORE PROFITS?  
For as little as 25c a week  
Billboard's new

SALES BOOSTER KITS will help you...

* SELL MORE SINGLES
* SELL MORE ALBUMS
* SELL MORE PHONOGRAPHS
* SELL MORE ACCESSORIES

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

...here's what you'll get ... mailed twice a month, starting now:

* HONOR ROLL OF HITS POSTER... 17"x22", two colors. Listing the Top 10 Hits of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrible for your window displays.

* BIG PLAY CLASSICAL ALBUM POSTER... 17"x22", two colors. The world's Top 10 best selling albums, from BILLBOARD'S nationally surveyed. Build self-selling displays around these!

* BIG PLAY POP ALBUM POSTER... 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD'S nationally surveyed. Build self-selling displays around these!

* POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT spread these all over your store! I'm then up in your listening booths.

All this in every kit... for as little as 50c per kit if you order now.

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

SAVE 50% BY MAILING THIS COUPON BEFORE SEPT. 15, 1956

MERCHANDISING DIVISION  
THE BILLBOARD  
2160 Patterson Street  
Cincinnati 23, Ohio

Name  
Name of Store  
Address  
City  
State

☐ I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS... twice a month for one year at only 50c per kit. I enclose only $12.

☐ Please send me the next 10 SALES BOOSTER KITS as a trial. I enclose $6 in full payment.

☐ Please send me a sample kit only. I enclose $1 for one kit.

* Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audience on network stations programs in New York, Chicago and Los Angeles. The ratings are based on John G. Paton's copyrighted Audience Coverage Index.

Radio

- A Beautiful Friendship (R)-Kuhn-ASCAP  
- Allegri (R)-American-Miniature-RMI  
- Carmen (R)-American-BMI  
- fantasy -TV-ASCAP  
- Great Expectations, The (R)-Great Expectations, The-ASCAP  
- Happy Days-Princecraft & Lord-LMI  
- I Nearly Knew Her (R)-E. H. Morris-BMI  
- I Could Have Danced All Night (R)-G.-ASCAP  
- If You Prefer It Plain (R)-Fitch-ASCAP  
- I've Lost My Mind (R)-Starr-West-Axe-ASCAP  
- If You Were the One (R)-Furst-ASCAP  
- Island (R)-American-BMI  
- Lark (R)-G.-ASCAP  
- Love Me Good (R)-Koontz-ASCAP  
- Midnight Storms (R)-Brown-Hill-ASCAP  
- On the Street Where You Live (R)-M.-F. Green, ASCAP  
- Oh, How I Long to Be in your Arms (R)-Russianwasser (R)-Remick-ASCAP  
- Painted Tents Like Me (R) (F)-Feist-ASCAP  
- Some Great Summer (R)-Biege, ASCAP  
- Send Me on a Mission (R)-Fksen-ASCAP  
- A Time to Remember (R)-Fitch-ASCAP  
- This Is My Song (R)-Bowerman-ASCAP  
- Turn You Belong to Me (R)-Begeman, Vecchi & Co.-ASCAP  
- You Are My Sunshine (R)-Benson-Hill-ASCAP  
- What Is This? (R)-Axe-ASCAP  
- You're the One (R)-Miller-ASCAP  
- Your Arms Around Me (R)-Buxton-ASCAP  
- You're the One, I'll Be With You (R)-Arma-ASCAP  
- Your Don't Know Me (R)-Hillsburg-BMI

Television

- A Swine, Old-Fashioned Girl (R)-Vact-ASCAP  
- Allegra (R)-F. E. Crane, ASCAP  
- Bring All I'd Love (R)-Lemcy-ASCAP  
- Brookside (R)-American-Miniature-RMI  
- Canadian Sunset (R)-American-BMI  
- Chicago (R)-American-BMI  
- Cincinnati (R)-American-BMI  
- Long Winter (R)-Babin-ASCAP  
- Don't Be with You (R)-American-ASCAP  
- Canadian Sunset (R)-American-BMI

* Best Selling Sheet Music in Britain  
(For Week Ending September 1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whatever Will Be, Will Be-Morton-Tartt</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Why Do Girls Fall In Love?-Teen-Angels</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wonders of Love -F. B. White-</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>When the White Lilac Blossoms Again (R)-Gold-</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>You're the One (R)-Miller-ASCAP</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Where Is That Girl Now (R)-Fisher-ASCAP</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Whistle While You Work (R)-W. Grant-</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Why Was I Born (R)-B. B. White-</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Where Are You Now?-Sterling-</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Which Side Are You On?-Kern-(R)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Whistle While You Work (R)-W. Grant-</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>When the White Lilac Blossoms Again (R)-Gold-</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>You're Two (R)-Sadie-</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Why Was I Born (R)-B. B. White-</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Where Is That Girl Now (R)-Fisher-ASCAP</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Where Are You Now?-Sterling-</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Which Side Are You On?-Kern-(R)</td>
<td></td>
</tr>
</tbody>
</table>

* Best Selling Pop Records in Britain  
(For Week Ending September 1)

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Composer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>17750-17750</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>17750-17750</td>
<td></td>
</tr>
</tbody>
</table>

Territorial Best Sellers  
(Continued from page 48)

San Francisco  
4. Don't Be Cruel, E. Presley, Vic.  
7. Wayward Wind: G. Grant, Eri  

Seattle  
1. Don't Be Cruel, E. Presley, Vic.  
5. Wayward Wind: G. Grant, Eri  

Toronto  
5. Wayward Wind: G. Grant, Eri  

London  
5. Wayward Wind: G. Grant, Eri  

Melbourne  
5. Wayward Wind: G. Grant, Eri
SEPTEMBER 15, 1956

BEST SELLING POP SINGLES

1. "I'll Cry Tomorrow"—Mildred Bailey on Motown . 40104. 4.40104
2. "Cherry Pink and Gentlemen Blue"—Jerry Vale . 40120. 4.40120
3. "I'm Still Waiting"—The Searchers . 40116. 4.40116

BEST SELLING POP ALBUMS

1. My Fair Lady—Original Cast . OLS090-A.5090
2. Cabaret—Original Cast . CBS897-CL.897
3. Ambassador Satch—Louis Armstrong and His All Stars . CBS940-8.940

BEST SELLING MASTERWORKS

1. The Most Happy Fella—Original Cast . OLS120-0.5118
2. Puccini: Madama Butterfly—Andre Kostelanetz and His Orchestra . CL.859
3. Rachmaninoff: Concerto No. 2—Irmoise, Ormandy-Philadelphia Orchestra . ML.5013

BEST SELLING FOLK RECORDS

1. Singing the Blues—I Can't Quit—Marvin Rain . 21545-4.21545
2. I'm a One-Woman Man—I Don't Like It Did—Johnny Horton . 21538-4.21538
3. You Are the One—Doorstep to Heaven—Carl Smith . 21522-4.21522

NEW POP RELEASES

1. Lay Down Your Arms—The Modemone in Blue—Anne Shelton . 40140
2. Golden River and Silver Bell—Hi-Li-Li. Hi-Li. Lu Ann Simms . 40174
3. I'm Dreaming of Wedding Bell—The Ties That Bind—The Four Voices . 40149
4. Friendly Persuasion (Theme Love)—Lovers and Lilliputts—Michael LeGrand . 40175
5. The Rich People of Brooklyn—Dreamy River—Sammy Kaye . 40175
6. The Lord's Prayer—Precious Lord—Mahalia Jackson . 40175
7. A Tribute to James Dean—Theme From "East of Eden"—Theme From "Hobbit Without a Cause"—Ray Helindorf . 40175

NEW FOLK RELEASES

1. The Human Thing to Do—Snatch II and Grab II—Freddie Hart . 4.21550
2. Red Wing—Country Boy Bounce—The Country Boys . 4.21551
3. Hide Me, Rock of Ages—Oh, When I Meet You—The Stamps Quartet . 4.21553

IF I HAD MY DRUMSTICKS
NAME ME YOU
From the Broadway Production "It's Always"—Don Cherry . 4.40746

BEFORE I MET YOU
WICKED LIES
Carl Smith . 21602-4.21602

SPECIAL RECORDINGS
OF UNUSUAL INTEREST

1. The Bar Stop Song (A Paper of Pins)—A House With Love in It—The Four Lads . 40136-4.40136
3. From the Candy Store on the Corner to the Chapel on the Hill—Rapkin Street—Tony Bennett . 40176-4.40176
6. Miracle of Love—Unwanted Heart—Eileen Rodgers . 40170-4.40170

ON THE SUNNY SIDE
The Four Lads with Claude Thornhill's Orchestra . CL.972

LALO: SYMPHONIC ESPAGNOLE
BRUCH: VIOLIN CONCERTO
Israel Stern, Ormandy-Philadelphia Orchestra . ML.5007

CRAZY ARMS
YOU DONE ME WRONG
Roy Price . 21529-4.21529

WAR AND PEACE
From the Sound Track of the Paramount Production . CL.920

WICKED LIES
Carl Smith . 21602-4.21602

WALKING IN THE RAIN
IN THE CANDLESIGHT
Johnny Ray . 40179-4.40179

DID YOU
COME AND GO
Helen Shapiro . 21552-4.21552

DO_Modelled
WILD THINGS
Bobby Darin . 40101-4.40101

FA MOTHER'S DAY
Mother's Day . 21554-4.21554

WINTER AMBASSADOR
The Celebrity Album . SLO070-CL.707

THE LUMBERJACK
The Lumberjack . 40113-4.40113

HAPPY 4TH OF JULY
Country Folk Album—40107

Package Deals 

1. A Song A Day—Eddie Fisher . 40109
2. A Song A Day—Eddie Fisher . 40108
3. A Song A Day—Eddie Fisher . 40108

www.americanradiohistory.com
INTRODUCING
AN EXCITING
NEW SINGER!
ANN
GILBERT

"THERE WILL NEVER BE ANOTHER YOU"
and
"TALL BOY"
GROOVE #0165

THE COLLEGIANS

"BLUE SOLITUDE"

GROOVE

155 E. 24 ST., NEW YORK, N. Y.

A GREAT
NEW GROUP!

NEW JAZZ L.P.'s
TP 21 - BONGO SESSION
Mike Painter featured in bongos
with Shelly Manne

TP 22 - CALVINTIN' GUITAR
Featuring Oscar Moore

TP 23 - HOT PIANO
Marty Paich on piano

TP 24 - PLAS JOHNSON
On tenor sax

TP 25 - FIVE BROTHERS
Featuring Red Mitchell

TP 26 - MOODS IN JAZZ
Featuring Bob Gordon

TP 27 - HOT SAX
J. D. King Featured on tenor sax

TP 28 - THE MARTY PAICH QUARTET
Featuring Art Pepper

TP 29 - DRUM MAGIC
Featuring George Jenkins

TAMPA RECORDS
2628 W. Pico Blvd.
Los Angeles 6, Calif.

GETTING HOTTER EVERY DAY!
"BLUE JEAN SHUFFLE"
PLAS 'Last Call' JOHNSON'S
Rockin' Instrumental
Tampa 116

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to The Billboard for one full year (52 issues)
and enclose $12 payment (save $1 on single copy rates)

Name:
Occupation or title:
Company:
Address:
City:
Zone:
State:

(Continued on page 58)
TOPS IN SHEET MUSIC!
TOPS IN RECORD SALES!
TOPS IN TRADE PRESS PICKS!
TOPS IN PERFORMANCE!

JONI JAMES
give us this day

MGM 12288-78rpm  K 12288-45rpm
GOING BIG IN...
MINNEAPOLIS! ST. PAUL!
OMAHA! OKLAHOMA CITY!
KANSAS CITY! DETROIT!
NEW ORLEANS!

CHESS #1628

"ONLY TIME WILL TELL"
by
BOBBY CHARLES
MURFIELD MUSIC, INC.
(Sole Selling Agents)
E. H. Morris

CHESS BUILDS MORE SALES
with more top record hits

CHESS #1635
"TO MUCH MONKEY BUSINESS"
by
"BROWN EYED HANDSOME MAN"
by
CHUCK BERRY

NEW—200,000 ALREADY SOLD
CHESS #1629
"SEE-SAW"
by
THE MOONGLOWS

CHESS RECORDS, Inc.
"WHERE BIG HITS ARE CREATED MORE OFTEN FOR YOU"

4750 South Cottage Grove Ave., Chicago 15, Ill.
Phone: Kenwood 8-4342
By ROGER WILLIAMS

Dial Ace Record Co.

Artists in the show: JIMMY CLARK, MATTIE NOBLE, CHAS & DAVE, JACQUES WOLKOFF, the DOROTHY WATSON QUARTET, and the COUNT BASIE ORCHESTRA.

Bob and Carol, Two Superstars

Bob and Carol are two of the most popular recording artists in the country. Their records have sold in millions, and their concerts have drawn huge crowds. They have a unique style of music that combines elements of pop, folk, and soul. Their latest album, "Bob and Carol: The Best of Both Worlds," has been a big hit and is giving them more recognition than ever before.

Dial Ace Record Co.

Unique Climbs

The magazine will feature strictly pop albums only, and the classical material will be offered. No decisions have been made on whether or not to include the rhythm and blues, country, and white city club ventures, or to include it as the over-all deal.

The label expects to have at least 15 albums by the end of the show, and there are fourteen so far. These include the following:

- "Alice in Wonderland," a James Dean production.
- "Giant," starring Dolly Houston and Bob Crewe.
- "The Sound of Music," which has wrapped up the Ormandy string score with the famous "Do-Re-Mi" scene.

It is expected that the first 10 albums of the year will be among the selections.

Although no classical repertoire has been dropped, the label is known to be experimenting with a number of whimsical and eccentric European labels, which may appear on the label later this year.

Artistic Showcase

Contended on page 15

The DJ's show is equipped with high fidelity sound reproduction equipment.

Leiboran stated, "We believe that our company can be anything that we want it to be, and we will not be afraid to experiment with any other entertainment media. Having directed these artists, we feel that they can bring something fresh and original to the attention of the public, whether it be in film or television shows."

This showcase represents a dramatic attempt to speed up this process.

Dot Aug. Sales

Contended from page 15

A package record field with an established program of monthly album releases plus the acquisition of new artists and recording facilities.

To keep the pace with the expanding catalog and increased sales, Wood last week named Mickey Addy to serve as Dot East Coast District Manager. Addy, who had been with Dot for the past year, will continue to head the New York office. The office, covering the Eastern division in its present form, will continue as Dot's Midwest promotion man. Walker Parrish in the South will be transferred to the webinar's promotion in the 11 Western States.

Yule Promotion

Contended from page 15

and December 10. At the same time, Concert Hall is preparing a series of Christmas programs in addition to its first release of the year. The press is to be released in October, in time for the Christmas season.

The Christmas program, which is being prepared for the concert, is a special event for the first time in the series. The distribution of special album display material and elaborate customer catalogs for dealers.
**FOLK TALENT & TUNES**

**BILL SACHS**

**Around the Horn**

Mrs. Hank (Mik) Snow has been turned on by a couple of new RCA Victor releases in Nashville, for observation... Bill Callie, entertainer-deejay, for the latest three years of his career, has just made his most significant record with a highly competent group of Nashville's top platter spinners, has just completed a new project for RCA Victor next month that will find out what coolies in Hollywood think of him... Hank Williams, Franklin Avenue, Apt. 4, Hollywood 28... "Ozark Jubilee," where he has been heard in a new role for the past three months, is a regular Jim Wilson, who will double between "Jubilee" and the "Old Dominion Barn Dance," Richmond, Va., Saturday night.

Janis Martin has taken off from Richmond--apparently in an attempt to generate interest in her new RCA Victor release, "Pick a Little Bit." She appears in Minneapolis September 12-13 and makes the Howard Miller TV show in Chicago September 14. She returns to Kennedy "Barn Dance," Richmond, September 15 for the show's 10th anniversary program. Janis has been booked for the past year in Springfield, Mass., has made appearances, by way of solo and with her up moves as a free-lance country songwriter. Gary is the writer of Janis Martin's new RCA Victor, "According to My Heart," and has written many other tunes, including "Trademark" (Carl Smith, Columbia) and "Look What God Did Last Night" (George Morgan, Columbia and "A Spoolie" (Porter Wagner, RCA).

Carl Smith put in the past week on a deejay tour through the Midwest and now is with Columbia's c&w promotions group in Chicago. They played the WLS studio, where they were hook ed to a large audience with "Ozark Jubilee," a show that has been running successfully for the past year... They have spent the past year on a tour with the midwest... "Ozark Jubilee" is a radio program that has been on the air for 12 years... It is a free-lance country songwriter, Gary is the writer of Janis Martin's new RCA Victor, "According to My Heart," and has written many other tunes, including "Trademark" (Carl Smith, Columbia) and "Look What God Did Last Night" (George Morgan, Columbia and "A Spoolie" (Porter Wagner, RCA).
C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance as of this past week, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. Following is a chart showing the action in progress on both sides of a record, points are accumulated to determine position on the chart. In such a case, both sides are listed in bold type, the leading title on top. Each entry in the chart is followed by record company identification, with the number in parentheses indicating that record's chart position.

This Week

1. CRAZY ARMS (BMI)-R. Price (15)
   You Sure Was Wrong (BMI)-Col 21510
2. HOUND DOG (BMI)-E. Presley (12)
   Don't Be Cruel (BMI)-Vic 20-6064
3. I WALK THE LINE (BMI)-J. Cash (14)
   Get Rhythm (BMI)-Semi 24 (3)
4. SEARCHING (BMI)-K. Wells (11)
   I'd Rather Stay Home (BMI)-Cap 20450
5. BE-BOP-A-LULA (BMI)-G. Vincent (10)
   Woman Love (BMI)-Cap 241 (6)
6. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley (10)
   Me Baby Love (BMI)-Par 20470
7. SWEET DREAMS (BMI)-F. Young (10)
   Only I Met You (BMI)-Cap 244 (7)
8. YOU ARE THE ONE (BMI)-C. Smith (9)
   Doorstep To Heaven (BMI)-Col 21522
9. I TAKE THE CHANCE (BMI)-E. & M. Brown (9)
   Give God A Chance (BMI)-Vic 20-6540 (8)
10. CONSCIENCE, I'M GUILTY (BMI)-H. Snow (8)
    Hula Rock (BMI) -Vic 20-6578 (5)
11. MY LIPS ARE SEALED (BMI)-J. Reeves (8)
    Pickin' A Chicken (BMI)-Vic 204517 (26)
12. BLACKBOARD OF MY HEART (BMI)-H. Thompson (7)
    I'm No Mad, But Hurt (BMI)-Cap 3347 (14)
13. ANY OLD TIME (BMI)-W. Placco (5)
    Walk A Mile (BMI)-Dec 29974 (1)
    I Don't Like It Now (BMI)-Col 21528 (2)
15. DON'T HULA ROCK (BMI)-D. Young (5)

C&W Best Sellers in Stores

RECORDS are ranked in order of their current greatest national selling importance as of this past week. Each entry in the chart is followed by record company identification, with the number in parentheses indicating that record's chart position.

Week

1. CRAZY ARMS (BMI)-R. Price (3)
   You Sure Was Wrong (BMI)-Col 21510
2. I WALK THE LINE (BMI)-J. Cash (3)
   Get Rhythm (BMI)-Semi 24 (3)
3. SWEET DREAMS (BMI)-F. Young (2)
   Only I Met You (BMI)-Cap 244 (7)
4. SEARCHING (BMI)-K. Wells (2)
   I'd Rather Stay Home (BMI)-Cap 20450
5. BE-BOP-A-LULA (BMI)-G. Vincent (2)
   Woman Love (BMI)-Cap 241 (6)
6. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)-E. Presley (2)
   Me Baby Love (BMI)-Par 20470
7. SWEET DREAMS (BMI)-F. Young (1)
   Only I Met You (BMI)-Cap 244 (7)
8. YOU ARE THE ONE (BMI)-C. Smith (1)
   Doorstep To Heaven (BMI)-Col 21522
9. I TAKE THE CHANCE (BMI)-E. & M. Brown (1)
   Give God A Chance (BMI)-Vic 20-6540 (8)
10. CONSCIENCE, I'M GUILTY (BMI)-H. Snow (1)
    Hula Rock (BMI) -Vic 20-6578 (5)
11. MY LIPS ARE SEALED (BMI)-J. Reeves (1)
    Pickin' A Chicken (BMI)-Vic 204517 (26)
12. BLACKBOARD OF MY HEART (BMI)-H. Thompson (1)
    I'm No Mad, But Hurt (BMI)-Cap 3347 (14)
13. ANY OLD TIME (BMI)-W. Placco (1)
    Walk A Mile (BMI)-Dec 29974 (1)
14. I AM A WOMAN MAN (BMI)-J. Horton (1)
    I Don't Like It Now (BMI)-Col 21528 (2)
MR. CONSISTENCY

Does it again

CARL SMITH

(8th Consecutive Week on Billboard's C & W Charts with "YOU ARE THE ONE")

Comes through with another HIT!

BEFORE I WICKED MET YOU LIES

Columbia 21552 • 4-21552

COLUMBIA RECORDS
**RHYTHM & BLUES RECORDS**

The Billboard's Music Popularity Charts...

**SEPT. 15, 1956**

**This Week's R&B Best Buys**

DOWN YONDER, WE GO BALLIN' (Reeve, BMI) - Smiley Lewis

**Review Spotlight on...**

R&B RECORDS

CLYDE McPATTER

Tina Louise Rockaway (Burlington, BMI)

Thirty Days (Progressive, BMI) - Atlantic 1108 - Two more great sides by this up-and-coming singer with the gay vocal, 'Tomdie'. Topside is a slow ballad, 'The heartache and horror' making it a strong pop threat as well. Flip is a wailing, rhythm-hues and the top grade singing is backed by more classy orches.

**THE PLATTERS**

It Ain't Right (Mullins, BMI)

You'll Never, Never Know (Personality) - Mercury 70409

(See review spotilght on Pop Records)

**Ray Charles**

Lonely Avenue (Progressive, BMI) - Leave My Woman Alone (Tiger, BMI) - Atlantic 1108 - Either one of these sides has what it takes to break big and fast. On top is some extremely classy down-home blues material in a minor strain. It combines Charle's inimitable spiritual and blues moods into a potential smash. The flip is an uptempo blues. Do you know why they're there, too? The Six Teens

Send Me Flowers (Lomax, BMI)

Afar Into the Night (Lomax, BMI) - Flip 317 - The kid group has what could be a two-sided follow-up to their current hit "Casual Look" list. The top side has plenty of fast-moving, rhythmic excitement with solo wailing aims to the Frankie Lymon style. A great one for both corners and boxes. The flip is slower, more dreamy stuff but it can break just as big. Watch 'em both!

**Reviews of New R&B Records**

**Os Williams**

Whirlwind - 43

Penn's Staff - A great piece of work. Lots of imagination and technique used by this enterprising young tenor. Great rhythm. (Jay & Cee, BMI)

**Vee-Jay Records**

I Like To Thank You Mr. D. J. - 78

There's plenty of meat in this one from Williamsburg and very original. Title makes it a natural for every teen and con- test could rack up a sale winner similar to "Western Swing" by the same singer's jump: Disking. (Newman, BMI)

**The Mothers**

A Little Political - 74

Imperial 5194 - "You never hear a song like this, you know, that does it. It's got an emotional support of Frank Sinatra's side. Good sound. (Sun, BMI)

**Cincinnati**

I Love You, You, You - 74

E. Horwood-H. Wittmer, Vic. - "A real corny song, man. I'm a little out of my element, I'm a corny kind of feller. But I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's neat. I'm a corny kind of feller. I think it's nea...
### R&B Best Sellers in Stores

<table>
<thead>
<tr>
<th>Record</th>
<th>First Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>We Had It Coming</em></td>
<td>1956</td>
<td>1956</td>
<td>1</td>
</tr>
<tr>
<td><em>What a Fool Believes</em></td>
<td>1956</td>
<td>1956</td>
<td>2</td>
</tr>
<tr>
<td><em>We're Gonna Make It</em></td>
<td>1956</td>
<td>1956</td>
<td>3</td>
</tr>
<tr>
<td><em>My Man</em></td>
<td>1956</td>
<td>1956</td>
<td>4</td>
</tr>
<tr>
<td><em>Ain't No Mountain High Enough</em></td>
<td>1956</td>
<td>1956</td>
<td>5</td>
</tr>
</tbody>
</table>

### Week 14

<table>
<thead>
<tr>
<th>Record</th>
<th>First Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I Heard It Through the Grapevine</em></td>
<td>1956</td>
<td>1956</td>
<td>1</td>
</tr>
<tr>
<td><em>Do You Love Me</em></td>
<td>1956</td>
<td>1956</td>
<td>2</td>
</tr>
<tr>
<td><em>Please Don't Let Me Be Misunderstood</em></td>
<td>1956</td>
<td>1956</td>
<td>3</td>
</tr>
<tr>
<td><em>Those Nights</em></td>
<td>1956</td>
<td>1956</td>
<td>4</td>
</tr>
<tr>
<td><em>The Things We Do Together</em></td>
<td>1956</td>
<td>1956</td>
<td>5</td>
</tr>
</tbody>
</table>

### Week 13

<table>
<thead>
<tr>
<th>Record</th>
<th>First Week</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Misty</em></td>
<td>1956</td>
<td>1956</td>
<td>1</td>
</tr>
<tr>
<td><em>An Occasional Bear</em></td>
<td>1956</td>
<td>1956</td>
<td>2</td>
</tr>
<tr>
<td><em>What's Going On</em></td>
<td>1956</td>
<td>1956</td>
<td>3</td>
</tr>
<tr>
<td><em>Mr. Tambourine Man</em></td>
<td>1956</td>
<td>1956</td>
<td>4</td>
</tr>
<tr>
<td><em>Yesterday</em></td>
<td>1956</td>
<td>1956</td>
<td>5</td>
</tr>
</tbody>
</table>

### Most Played R&B by Jockeys

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Airplay Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Let's Stay Together</em></td>
<td>Al Green</td>
<td>12</td>
</tr>
<tr>
<td><em>I Want You Back</em></td>
<td>Four Tops</td>
<td>10</td>
</tr>
<tr>
<td><em>Ooh Child</em></td>
<td>5th Dimension</td>
<td>8</td>
</tr>
<tr>
<td><em>On Broadway</em></td>
<td>Sammy Davis Jr.</td>
<td>6</td>
</tr>
<tr>
<td><em>The Ultimate Experience</em></td>
<td>Natalie Cole</td>
<td>4</td>
</tr>
</tbody>
</table>

### Most Played R&B in Juke Boxes

<table>
<thead>
<tr>
<th>Song</th>
<th>Artist</th>
<th>Airplay Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>A Whole Lot of Shrimp</em></td>
<td>Ray Charles</td>
<td>12</td>
</tr>
<tr>
<td><em>I'm Gonna be a Country Girl Again</em></td>
<td>Tammy Wynette</td>
<td>10</td>
</tr>
<tr>
<td><em>The Thrill Is Gone</em></td>
<td>B.B. King</td>
<td>8</td>
</tr>
<tr>
<td><em>It's All Right</em></td>
<td>Wilson Pickett</td>
<td>6</td>
</tr>
<tr>
<td><em>Respect</em></td>
<td>Aretha Franklin</td>
<td>4</td>
</tr>
</tbody>
</table>

### Place in Sun

<table>
<thead>
<tr>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Natural</em></td>
<td>1</td>
</tr>
<tr>
<td><em>Sunflower</em></td>
<td>2</td>
</tr>
<tr>
<td><em>Bitter Sweet Going Away</em></td>
<td>3</td>
</tr>
<tr>
<td><em>Tell Me About Your Week</em></td>
<td>4</td>
</tr>
</tbody>
</table>

### Business Crazy

<table>
<thead>
<tr>
<th>Record</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Midnight Sun</em></td>
<td>1</td>
</tr>
<tr>
<td><em>I'd Rather Be Blue</em></td>
<td>2</td>
</tr>
<tr>
<td><em>It Must Be Him</em></td>
<td>3</td>
</tr>
<tr>
<td><em>If I Had You</em></td>
<td>4</td>
</tr>
</tbody>
</table>

### Three Way Push

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I'm a Man</em></td>
<td>Bo Diddley</td>
</tr>
<tr>
<td><em>Like a Rolling Stone</em></td>
<td>Bob Dylan</td>
</tr>
<tr>
<td><em>Respect</em></td>
<td>Aretha Franklin</td>
</tr>
</tbody>
</table>

---

**The First Rock & Roll Tribute to the Late James Dean!!**

**VARETTA DILLARD**

"I MISS YOU, JIMMY"

and

"IF YOU WANT TO BE My GIRL"

**GROOVE #0167**

**WATCH THIS ONE!!**

**OSCAR BLACK—SUE ALLEN**

"IN EVERAL HEART (Some Tears Must Fall)"

and

"IF I CRY TOMORROW"

**GROOVE #0168**

**BUSTIN' WIDE OPEN—POO TOO!!**

**MICKEY AND SYLVIA**

"WALKIN' IN THE RAIN"

and

"NO GOOD LOVER"

**GROOVE #0163**

**A SMASH INSTRUMENTAL!**

**AL SEARS AND HIS ORK, "GREAT GOOGA MOOGA"**

and

"HERE'S THE BEAT"

**GROOVE #0166**

**ATLANTIC Sends Off 3 NEW BLOCKBUSTERS**

- **Clayde McPhatter**
  - *I'm LONELY TONIGHT* and *THIRTY DAYS* ATLANmC 1104
  - FROM THE BOTTOM OF MY HEART and *BRING ME LOVE* ATLANhC 1107

**Clyde McPhatter** and **Ray Charles**

**The Crescendo**

**Finders Keepers**

**Sweet Dreams**
Bobby Grove (King) is now a regular on the Jimmie Skinner radio show over WJNP, Newport, Ky. His band King relations to Every Heart." Two of the sides cut by Jimmie Skinner for Memphis, Tenn. King already have hit the music records. "Another Saturday Night" and "Just Another Day on." Dec. Pete Ike is being considered for a regular spot on WVA's "Old Dominion Barn Dance," Richmond, Va. . . . After a three-year absence the folk singer Lucky Boggs is back in the avigation, this as a regular on "Saturday Night Jambooree" on WSAZ-TV, Huntington-Charleston, W. Va. Boggs rejoined the program for his third year with Buddy Records, Marshall, Tex., and has re-established his name as the "Tallest One," on Ernest Tubbs' Record Shop show from Nashville August 25.

Carolyn Underhill and Valerie Hafner, members of the band, "The Tallest One," are checking to get the "Top Spot Club" in June in Chicago.

Holiday House, Pittsburgh's swank supper club, reports it has been the most popular of the year with the help of business with Harry Thompson and his wife, who concluded a 10-week stay there September 2. Harry Thompson and his wife are the most popular of the season with the "Big Ten," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.

Edward Seidell, the family manager, has just signed the New York Underwrits for a contract under which he will handle the New York Underwrits for a contract under which he will handle the record of the "Tallest One," and the "Top Spot Club." The club is located at 1127 W. Wren St.
MINN. FAIR TOPS MILLION MARK AGAIN

10-Day Event Draws Record 1,036,736; Grandstand Receipts Total $332,272

ST. PAUL — The 1956 Minne-
nesota State Fair wound up its 10-
day stand Labor Day in a blaze of new
record receipts totaling $332,272.

For the second straight year, total
gate receipts of the county fair were
exceeding the 10-million mark, with the 1,036,736 total
being announced Tuesday.

Afternoon grandstand
attendance for the broad program of
auto races brought in by Frank
Budd, chief clerk of the
Minnesota State Fair, was
74,951.

Royal American Shows also
set a new gross from its grandstand
show at the fair which is expected
to continue through Labor Day.

Producers of the 1956 fair
said that the weather was
considerably better than the
two previous years, which
had been marked by
rainy and cold
weather.

Fairs Give
Wagner Unit
Top Crowds

LEHICTION, Pa. — Buddy
Wagner's Stunt Circus, which
performed below two turnaway grand-
stand crowds Labor Day at the
Lehighton fairground, was the
biggest in the fair's history.

The Wagner show, which
thrust the fair Sunday (8),
was held over for an added per-
cup audience for Labor Day,
the closing night (5).

Holger Rasini and his rocket car
fixed the final Lehighton date and
will continue through the remainder
of the season.

HOLDS DROP TO 12%

Drought, Rain, Cold
Bucked by Lincoln

LINCOLN, Neb. — Hit by
drought and by the weather, the
seven-day Nebraska State Fair
nevertheless closed Friday night (7) with
an attendance down only an estimated
12 per cent.

Declines of about 10 to 15 per
cent were experienced by most grandstand
attractions and also on the
 midway.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-
dictably cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.

Drought conditions have pro-
duced in a large part of the State
and also in areas of adjacent States
for two years. One of the biggest
drought areas is in the South, the other
is with the right weather unpre-

pectedly cold.

Thursday dropped to 40
degrees Thursday night, the
day Nebraska State Fair went
through its last full night (4), starting
at 10 p.m., and ending the greater part of the
next day.

Mercury Drops to 40

The rain washed out the Wednes-
day-morning—a scheduled appearance
of Hendricks' Abackland Ani-
mal- and cut into attendance and
midway patronage. Unusually
bad weather was of the same
with the right weather unpre-

pectedly cold.
There's something new for you in money-making Equipment and Supplies

POPPERS SUPPLY CO. of Phila.

- POPCORN - FLOSS - SNOWBALLS - DRINKS - CANDY APPLES - PEANUTS - SUGAR PRODUCTS
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

EVERYTHING for the CONCESSIONARIES!
Quick, Complete 1-STOP SERVICE
POPCORN EQUIPMENT & SUPPLIES
A kit is available for every requirement, 8, 12 and 24 ft., all aluminum, aluminum-steel, heavy aluminum steel, and heavy steel. Prince Corners, Cornstands, Concession Supply Company, 3104 South St., Philadelphia, Pa. Phone: Rock 1-0000

COTTON CANDY - SNO KONES - POPCORN
Our 1954 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 new items that you have wanted, all at inexpensive 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.
318 E. Third Street
Cincinnati 2, Ohio

THE TILT-A-WHIRL
Standard Equipment Features for 1956

- FLUORESCENT LIGHTING
- Fiberglas Car Tops
- Enclosed Railing Gears
- Steel Fence Rails

SELLER MFG. CO.
Faribault, Minnesota

MINIATURE TRAINS
5 models with cars; 6 children 14 children to 240 adults

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL ON FOLDED TICKETS
DAY A NIGHT SERVICE SPECIALLY PRINTED

WELDON, WILLIAMS & LICK
FOR SMITH, FORT Smith, Arkansas

MAKE $200 A DAY
CANDY APPLE - POPCORN - SNOWBALLS - DRINKS
ELECTRIC CANDY FLOSS MACHINERY

KIRBY'S PRODUCTS
15 FIVE AVE. - UNION, S.C.

LEVER
Our...,
Midweek Rains Cut Into Huron Turnouts

HURON, S. D.—The South Dakota Fair, which started its six-day run on a strong note Labor Day, caught rain at midweek and then Thursday cut into the attendance ceiling on attendance. Kenneth Balmayan, secretary, reported that a total of 74,000 people had come onto the grounds the first four days, and, before good weather, they expected to add another 45,000 on Friday and Saturday.

On Tuesday the rain washed out the night performance of the Barnum & Bailey circus, and, with the big world, receipts being off 20 per cent.

A program of IMAC big car week-end, put on by Frank Welsh’s Youngs Auto Racing, Inc., scored one of the highest receipts of the week on Friday afternoon. And Witherley was scheduled to come back in Saturday afternoon.

Art B. Thomas Shows started strong on Labor Day, with rides and shows producing $800 more than the same day last year. Rain, however, hit at midweek.

A total of 10 new buildings were used this year for the first time, adding up to a major investment. The biggest cost included administration, $54,000, costs of $57,000, show, barn, $21,000, tickets $35,000, game and fish, $45,000, 4-H dairy barn, $30,000, barn, $10,000, gate, entrance, $22,000, and the 4-F building and $18,000 State Armory. In addition the fair added a number of new exhibits and used shuttle buses for the first time to transport patrons from the parking area to the grounds.

CNE Stretch Run

Rасk, 2.400 acres, and officials pointed out that the show would net more money than the previous edition because it does not carry the same name star. Featured debut was Pauline, a ham, barn, $21,000, tickets $35,000, entertainment, $45,000, 4-H dairy barn, $30,000, barn, $10,000, gate, entrance, $22,000, and the 4-F building and $18,000 State Armory. In addition the fair added a number of new exhibits and used shuttle buses for the first time to transport patrons from the parking area to the grounds.

Lincoln Off 12% 

continued from page 67

concession receipts reported 15 per cent below. 

Daytime grandstand events were down from 10 to 15 per cent, except motorcycle races Tuesday, which were at least 50.

Built Coliseum

Al Sweeney presented big crowds there afternoon, and in the final day predicting that the crowd would come to size to cut off the $95,000 ride and show gross he forecast before the conclusion. Last year the Conklin rides and show grossed $501,534.

ARENAS & AUDITORIUMS

Charlotte Coliseum Points

A NEWCOMER among the top money-making auditorium-arena facilities is the David Owen Auditorium and Charlotte Coliseum at Charlotte, N. C. The building was opened in the 1954-55 winter season, with Manager Paul Buck, formerly of the St. Louis Arena, in charge.

The $800,000 in retained earnings for the first nine months of operation, labelling the building second only to the big and profitable Midway Auditorium and Arena. Charlotte green was $115,000. Where that kind of money came from was shown by reviewing the events which were in the building and how they fared. About $150,000 was spent for five shows—F. B. 55 was the first. This season they have arranged a full schedule of Eastern league hockey.

"ICE CAPADES" was booked for eight performances last year. It pulled eight sell-outs, for $17,000 take. Buck reports. The show will give nine performances in the 10,000-seat Coliseum this year. Charlotte Coliseum has 11,000 seats. The first night brought attendance, then, if a little off at 440 daily. Admission was $20 cents for younger and $1 for adults, while tickets were sold for $1 and $1.50. The first week was too bad the expense of setting up the rent stall. In 37 days the stadium made a $28,000 profit, he reports.

With the coming of spring, ice skating dropped to break-even, but closed from Thursday on the schedule. After that, people were accustomed to the change in season, he tried it again. Reopening on July 14, the skating attraction again started.

Cooie Biz Good

show at Hagerstown will be presented to fairgoers. Other fair officials are looking forward to the business considerably ahead of last year.

The use of talent by industrial farms for plant sales is a growing market. Cooie Biz Good, released also in this year's program, was shown in Hagerstown, Md., this summer. The average fair would spend a week of grandstand entertainment. Some industrial producers serviced by the firm were reported to have been attended by as many as 30,000 people in one day.

While his firm chalked up record sales, the weather set one of its own, as far as he is concerned. Cooke said. Some of his accounts had to wait on 15 out of 21 Sundays.

"NATIONAL" Rides-High in Quality, Safety and Profits

Rides built by National over 20 years ago are still in operation and considered railroad.

National Is Famous For...

- Complete Kiddiecars
- Cowboy Car
- Starlite Train
- North Star
- Cowpuncher
- Kiddie Rider
- Rodeo Days of Custer
- Pony Tote
- Rodeo Car
- Indian Car
- Farm Car
- All Old Favorites
- Laughing Mirror
- Little Cigar
- Old Mill & Mill Car

Write for descriptive circulars.

NATIONAL AMUSEMENT DEVICE CO.

BOX 468, YAF Phone Melrose 2466
BATON ROUGE, LA.
THE FINAL CURTAIN

CALIF.—Fred B., 49, one-time outdoor showman, recently in Sahaba, S. C., of injuries sustained when he was struck by an automobile. His daughter, Jeannette Sylvia, was also killed and his widow was seriously injured in the same accident. For many years he and his brother, D. C. Cal, worked on various carnivals. In addition to his widow, he is survived by three daughters, five brothers, a sister and two stepdaughters.

DURBAN—Luigi, 77, retired band conductor, September 1 in Community Hospital, Philadelphia, after a short illness. He conducted his own circus band in this country and Canada until his retirement in 1930. He later turned to teaching at the Toronto Conservatory of Music, where he remained until five years ago. Surviving are his wife, Anna F., four daughters, a brother and two sisters. Services September 4 in Springfield, Pa., where he made his home with burial in Cavalry Cemetery, Philadelphia.

DUSK—Anne Elvina, infant daughter of Mr. and Mrs. Walter F. Dowdy, recently in Westville, N. Y., by stillbirth. Parents are residents of the Celles & Wilson Shows.

FULTON—James, St. Cithersen, Ont., bandsman.

Linda Lopez
God Rest Your Soul

LINDA LOPEZ

DEAD THREE YEARS

Sister—LOUISE LODSOHN

In memory of

FINLEY JACKSON GRAVES
who departed September 13, 1944,

a pious mother in all the ways, yet your stands above a shrine.

Guide us to you from up Heaven was your chief delight.

Respect by Brother,

John Graves

Mrs. J. B. Carroll
Mrs. W. J. Ceneden
Mrs. Helen James

In Memory of

JIMMY REYNOLDS
who departed this world August 4, 1956,

Sadly missed by his

Hollywood friends.

In Loving Memory

“MOTHER HUNTER”

Babe Hunter

In memory of

LUCIE KRAMER

who departed this world August 11, 1956.

Lavinia Daugherty

In memory of

LUCY LOU BEETZ

a lady in every sense.

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

Two decades and three years

One "Woman" for Two Years

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.

In memory of

LUCY LOU BEETZ

LUCY LOU BEETZ

RAGS

To Grace

ONE "WOMAN" FOR TWO YEARS

Charlotte Town, Ont., September 10, 1956.
Indian Point Marks End as Fun Center
Kelmanns Plans New Excursion Mecca
To Cater to Metropolitan Area Crowds

Weather Good, Biloxi Notes Good Season

Indian Point Marks End as Fun Center
Kelmanns Plans New Excursion Mecca
To Cater to Metropolitan Area Crowds

NEW YORK—Adlai Stevenson, Democratic party presidential nominee, and a group of delegates from New Jersey and New York are expected to form the nucleus of a new Illinois Democratic National Committee. Congressmen held a meeting in the basement of the House of Representatives to discuss tactics for the 1956 election.

Newspapers in New York City, which had been under a strike for several days, reported that the strike was over. The strike, which began on June 16, had lasted for several weeks and affected hundreds of workers on various papers.

The New York Times reported that the strike was settled by a compromise agreement. The agreement included a wage increase of 10 percent for the workers and the reopening of the strike-affected papers.

Meanwhile, the New York Daily News reported that the strike had been called off by the workers. The newspaper stated that the workers had decided to accept the compromise agreement and end the strike.

The strike was one of several that had taken place in New York City during the summer of 1956. The others included strikes by printers' assistants, typographical employees, and newspaper distributors.
20 Speed Marks Fall
In RSROA's American

RICHMOND, Va. — Twenty American speed skating records, some of many years' standing, fell before the onslaught of the 1958 American championships conducted in conjunction with the convention of the Roller Skating Operators Association of America at the Arena Lea. In fact, there were several instances in which an individual skater broke the American record twice during the meet.

The combination of an exceedingly fast track and an ideal track width contributed to the performance.

New speed records follow, with

The former record, including date in parentheses:

World Skating Championships

Richmond. Va. — New world roller skating championships in seven categories were held at the World Skating Championships held at the Arena Lea following the International Ice Skating Championships. The first international event was held in 1947 at Oak Park, Ill., and was the making for the third Congress of the International Skating Union in 1958 at Christchurch, New Zealand.

First, second and third placers:

First: American (Chris); 2nd American (Chris); 3rd American (Chris)

Second: American (Chris); 2nd American (Chris); 3rd American (Chris)

Third: American (Chris); 2nd American (Chris); 3rd American (Chris)

Incredible

The two-year-old Windjammer, a miniature world championship holder, got most of the credit for saving the National Audubon Society's Bird Island, Maine, last week. The Windjammer, a 20-year-old bird that was acquired last autumn in Seattle, was flown to the island by Audubon Society officials and released there.

The bird's arrival at the island, located in the Gulf of Maine, was a great relief to the society's officials, who had been concerned about the island's fate.

The Windjammer was the only bird that was brought to the island. The Audubon Society has been trying to save the island from the threat of erosion for several years.

The Windjammer's arrival was a great relief to the society's officials, who had been concerned about the island's fate.

The bird's arrival at the island, located in the Gulf of Maine, was a great relief to the society's officials, who had been concerned about the island's fate.

The Windjammer was the only bird that was brought to the island. The Audubon Society has been trying to save the island from the threat of erosion for several years.

The Windjammer's arrival was a great relief to the society's officials, who had been concerned about the island's fate.

The bird's arrival at the island, located in the Gulf of Maine, was a great relief to the society's officials, who had been concerned about the island's fate.

The Windjammer was the only bird that was brought to the island. The Audubon Society has been trying to save the island from the threat of erosion for several years.
Beatty Gives Turnaways, Extras At Albuquerque, Other Follow Big

Long Moves, Hot Weather Mark Route; Clovis, Amarillo, Plainview, Lubbock Good

AMARILLO, Tex.—First stands of the revitalized Clyde Beatty Circus brought out highly profitable business and big crowds. The show was hampered by a shortage of watering places and the inability of even the largest to be hauled from one labor source, but some men were being brought on from Sundowner.

Standard was the two-day stand in Albuquerque, N. M., second stop on the show’s route. After playing to full and turnaway houses at Las Cruces (off for the spring) and at Topeka, the circus made the long jump to Albuquerque for August 31 and September 1, leaving the afternoon show of the first day to the kids.

That night of the first day brought a big carry-over. This was followed by a turnaway 2 p.m. show on Saturday (1) and a second, extra afternoon show playing about 1,000 strong at 3 p.m.

The scheduled 8 p.m. performance pulled a third turnaway, wherever the show habitually ranged for radio spot announcements.

This final one attracted an estimated 1,500.

The fourth show on Saturday caused a late departure for the move to Fort Sumner, N. M. A single Sunday performance scheduled there and it was given at 4 p.m., after a 200-mile jump. Labor saw Beatty, Monday (3) had a good afternoon and night.

Amarillo, Tex., followed on Tuesday (4) with a light afternoon and a near-full house at night which started early. While specific details were lacking by last late, it was known that Plainview, Tex., was light in the afternoon and good at night, while Lubbock, Tex., Thursday (6) was big, weather had been hot and jumps had been long.

Avar, Agent Floyd King has been working out of Denver for Agent Eddie Howe is working Dal- and Howard V. Bury is working press in Fort Worth. Advance has been big enough in some Texas towns to schedule performances in advance.

Among the staffs working under General Manager Frank M. McCorky and Assistant Manager Walter E. Kingsley, this week were: Billy Petty and Edna Antes, red wagon; Dee Miller, white wagon; Lee Baker, speakeasy, Paul Murphy, bus tickets, with Frank Perez and Mike Brando; Bill Lewis, Tightrope handler; Trudy, giddy driver; Count Nicholas and Ray Markle, pit boys; Bruce Hall; Bill Weisler, concessions agent, and Francis Kitzman, billing brigade. Raymond Allendorf led the band.

HAIL STORM HITS POLLOCK-EASTERN

Poles, Wardrobe, Windows Damaged; Mrs. Polack Hurts Hand Slightly

FORT SMITH, Ark.—Eastern Oklahoma hit by high winds with rain and hail when it played Camp Chaffee last Thursday (17).

All canvas stood up against the wind all night. However, several miles inland where a storm and much wardrobe was damaged. Franks were overturned and the public address system was out of order temporarily. Several strings of lights were out and the lighting equipment was damaged.

Mrs. Polack, managing the Pollock-Eastern, was about the doors during the storm. Reports from Clovis and Bay Sinclair had windows blown by the hail and some damage inside.

All outdoor rigging of the show was taken down.

The car stayed over for a night show on Monday (2) to accomodate the audience from the canceled performance.

Forts Sets Mark

Earlier in Fort Meade, South Dakota, a very light and strong wind has not been known in that part of the state, but today the wind here was stronger than usual at the fort and Todd may have indicated a change in the north. There are no reports whether the Todd deal is still pending.

This was a matter of substantial offer for the title alone. Others have detailed interest in the show on the part of owners of small business men.

A word to the owners of Sarasota admission to winter limited is for the first time to those holding spring passes. Attendance quarters is virtually at a standstill.

PHOENIXVILLE, Pa.—Hunt Bros. Circus played here Thursday at 5:30 p.m. for houses with fire department assistance.

Antaliek Signs Syracuse Date

SYRACUSE, N.Y.—General chairman John Spone of the Shrine Circus and the president of the contract for the Shrine Circus in this city. Dates are April 20-May 3. The circus was the warmest in the Onondaga County War Memorial Building.

South Bend, Peru Stands Okay for Mills

SOUTH BEND, Ind.—Mill’s Circus’ snowing good houses in Indiana stands, according to Manager Joe Danskov, show did well here and in Peru. At the latter, former quarters for many circuses and still here for many circus people, the Mill’s show held two Republican houses under Jaycee auspices.

South Bend had light rain on Sat- afternoon, but 2,000 people attended the afternoon and 2,700 there at night. Jewish War Veterans sponsored the date.

Nebraska Crowds Fill Carson Tent

HEMINGFORD, Neb.—The Carson Circus has been in tents here Nebraska National. Valentine, Wednesday (23), gave way to the 50-tent circus of the town. With 30 more churches and Sun- day schools in the area helped bring in 1,700 for the show on the Sunday before the show appeared.

The circus was the only entertain- ment for the area.

Cristiani's, cas, gave straw house.

Court Seeks Early Sale Of King-Maley Outfits

MACON, Ga.—Durward B. King, owner of the King Bros. Circus, partnership in charge of the King Bros. of Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The trustee was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.

Meredith made a deal to rent the King Bros. Circus partnership in charge of the Lufkin, left by plane Tuesday (4) for Penrose, N. J., to take pos- session of the stranded Maley Three-Ring Circus.

The judge was accompanied by W. G. King, former manager, Ward Martin Jr., and announced that the court plans to sell the equipment as quickly as possible.
CHICAGO.—Circus business is proving strong for several outdoor shows this season. Outlets such as Cristiani Bros., Hunt Bros., Kelly Miller, Miller Bros., Hagen Bros. and George C. Tabor have advertised in a manner which indicates business is good.

A reverse twist is that some of the operators say their business while fair is fine earlier, has shown some measure of improvement at the Johnstown Ringling circuit. The Ringling texted circus is a thing of the past, and yet they have won much newspaper space for stories and pictures illustrating a healthy state of business. It has been much the same with other circuits.

Many times a view of a big top packed with paying customers has been a sight to make one think back to type stories saying that if the circus is "dying, it is dying hard.

One manager whose show is a strong winner said he noticed that merchants, bankers, postal officials, and others with whom he contacts, are starting to be more pathetic and observe that they hear your fellow in a hurry have a lot of work. But while many clerks have left the ring, the business is strong, and may be here.

Von Bros. Draws At Maryland Spot

ELLIOTT CITY, Md.—Von Bros. are scheduled to leave here to play at the Maryland Spot next Tuesday, according to our wire. They have announced that this will be a first-rate show and that they will open the circus with a great deal of fanfare.

BILLY BAND

Bilbo, and beer

Champion, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.

And beer, and beer.
Syracuse Gate Sags; Rain, Power Failure, Ticket Mix-Up Hurt

Enters Final Day of Eight-Day Run With Gate Trailing 1955 by 63,763

Sioux Falls Hits Record; Changes Format

SIOUX FALLS, S. D.—The Sioux Empire Fair will cut its run from six days in 1957, open on Friday, August 15, and close on the following Wednesday, Harold Mann, secretary, announced. In addition there will be some changes in the admission attraction, he said.

The grandstand, which closed its seven-day Sunday (26), chalked up a new attendance record and was reduced at a per cent better than last year and this year's reported attendance time, 61,000,30 in 1937.

The night grandstand, booked by GAC-Hamil, is expected to surpass any new attendance records, with more tickets than last year. This year's attendance was 14,000,000, expected to surpass any new attendance records, with more tickets than last year. This year's attendance was 14,000,000, expected to surpass any new attendance records, with more tickets than last year. This year's attendance was 14,000,000, expected to surpass any new attendance records, with more tickets than last year.

The Coliseum show, booked by GAC-Hamil, is expected to surpass any new attendance records. The Coliseum show is scheduled to take place on the night of Thursday, August 15, when the Sioux Empire Fair closes.

Indianapolis State Fair Smacks Old Records

INDIANAPOLIS—The Indiana State Fair grounded a halt here for the first time in its history, on Thursday (7), after a 10-day run that has been going on since August 7. The fair was closed with a record attendance of 581,000,000, surpassing any previous record.

A new all-time high attendance record was set, the Coliseum show being built up on a new attendance record. The new attendance record was established on Saturday, August 15, when the fair reached its peak. A total of 1,180,000,000 tickets were sold, surpassing any previous record.

The Coliseum show was held on Sunday, August 15, when the fair reached its peak. A total of 1,180,000,000 tickets were sold, surpassing any previous record.
Hamburg Scores New Mark With 312,361

HAMBURG, N. Y. — The Erie County Fair chalked up an attendance of 312,361, the highest ever here Saturday (25). The figure was 1,004 more than the main entry for 1955. Preparations were made in advance that the event had the benefit of two extra days. The attendance was 18% greater than Thursday, the attendance was 259,460.

The record was the highest since regular attendance was established on the closing Saturday. The crowds on opening Saturday and Sunday, and the fair a big start and, as things worked out, proved a measure of rain insurance. 

Grandstand attractions, including Jack Dempsey's Hell Drivers and Bill McGaw's Motor Olympics, drew applause in the shows, including TV Discoveries, Kiddie Kapers and a program of men at night, also the well, also said.

The fireman's parade and veterans parade on Friday and closed Cedar Rapids To Run 8 Days Cedar Rapids, 1. — The All-Year-Old 8 Days Spectacular, an eight-day exhibition in 1857, setting a new record. The fair had an eight-day event for a number of years prior to 1857, and the eight-day event held this year was not sufficient for the many features of the exposition.

Midway Activity

U.S., Canada Fairs Set Records

Compliments of Cabarrus County Agricultural Fair INC. CONCORD, N.C., SEP'T, 17-22 (OPEN ON NOVELTIES)

Write today for information on how to secure more profitable bookings in 1957.

The Billboard, Dept. GA
2160 Patterson St.
Cincinnati 22, Ohio
CARNIVALS

Communications to 188 W. Randolph St., Chicago 1, Ill.
SEPTEMBER 15, 1956

CORKLINS NEAR 600G CNE ALL-TIME RECORD GROSS
Old 501G Peak Take Is Eclipsed;
New High $76,684 One-Day Mark Set

TORONTO — The 1955 all-time record gross of $701,344 midway gross for the 13-day Canadian National Exposition (CNE) was eclipsed by the Corklins' operations last year, according to the bookkeepers of the 1956 CNE, where the Corklins operated 13 rides, including the German Carousel, carrying 1,815 riders that day to page the Kidkilodon rides. Other rides carried by the Corklins included the Sexay, 1,000 rides, the Miniature roller coaster, 1,000 rides, the Corklins' bumper cars, 1,000 rides, the Corklins' ride, 5,760 rides, Kiddie Rides, 4,760, and Helicopter, 4,765.

According to the bookkeepers' records last year's ride and show receipts would have hit close to the $960,925 set last year, despite rain that hit at about 10 p.m. and cut receipts approximately $65,300 ahead of last year's pace, and added still more to the increase over last year's receipts.

In its race to a new all-time high for the 1956 CNE, Mr. Corklin's aggregation of rides and shows set first one record, then an even higher one, for the most rides and shows ever to be run in a single season.

On the first Saturday it matched up close to $700,000 to 30 the old mark of $860,925 set last year.

It came back the following Saturday with a whopping $86,684.75 gross, thus breaking last year's record by $9,000, for a record rain that hit at about 10 p.m. and cut receipts another $10,000. Moreover, early morning patrols also had it hit the stands to an extent.

The Kidkilodon on the record-breaking Saturday grossed $9,990.

Penn Premium $1,800 Benefit For Fla. Clubs

INDIANA, Pa. — A sum of $1,800 was raised for the Miami University Club. This was added to the benefit jamboree staged by the Penn Premium August 30 to benefit the Miami University. The event was one of the most profitable ones staged by the Kidkilodon rides and shows, and had an unprecedented number of people attending in large numbers.

On hand for the event was Dr. W. A. Bartlett, chairman of the Miami University Club, Mrs. Blabein and Irving Swanson, in charge of their co-operation and donation, and several. A collection of the official local fair association, represented by President Leo Stathen, Secretary Fred Feibild and Mike Wada and John Auld, directors.

The World of Pleasure Jumps 800 Miles To Tennessee Fair

JAMESTOWN, Tenn. — The World of Pleasure Shows jumped 800 miles from Alpena, Mich., to Jamestown, Tenn., on July 31 and opened July 32, with good early business. The World of Pleasure is a 60-acre midway and is expected to be the southern fair for the full weeks and marks the first time the World of Pleasure title has arrived in the South.

The World of Pleasure is under the management of Virgil Wilcox, eldest, reported closing to play the Merrimac (Miss) Fair and Dairy Show, October 1.

Wade Hits 58G One-Day High, Record-Breaking Detroit Races

DETROIT — The W. G. Wade Shows, with a total of 73 attractions (30 major rides, 17 kiddie rides, 35 exhibits, and 5 midway stands) opened the World of Pleasure midway at the Detroit State Fairgrounds on Wednesday, July 31, with an expected attendance of over 120,000.

At the end of the first six days, the Wade shows received total of $210,624, an increase of 7% from the corresponding date last year.

This increase was registered in the face of the fair's lower attendance, which was down 13% from last year.

A new all-time high, one-day gross was set last Friday by the Wade operation. The day's total eclipsed the previous $503,415 gross, which had been set last year.

The new gross is even more significant in that it was registered during several days of bad weather, including rain, high humidity, extreme heat, and winds that cut the wind chill to a low of 53 degrees in strong wind conditions.

CARNIVALS
Je-Ann Reuddle was guest of honor at a recent birthday party on the art of Thomas No. 1 Shows. Guests included Bernard Thomas, Kay and Joose Jr. and daughter, Shana, Pat and Herb Mefford, and most of the ride personnel... Bad Tilton, former, Gooding ride man, recently visited the Gooding No. 7 unit managed by Delmar Graves in Mansfield and Elyria, Ohio... R. Lewiston reports the Des Moines fair was a red one. Spotted on the infant were Shaw's grab stand, Wallace's basketball Lewiston's head are a record, Red's Banana targets, Haye's auction, Blem's balls, Richard's archery, Shin's stainless steel, and Opie's all-day grab.

Harry Newsfield is out of the hospital and visited the claqueuses in Miami recently. C. Clay Hodder is seriously ill. Bill Tucker has been confirmed to bed again, but he is coming along okay. Tubbs Heiman is in Hospital Retreat, Richmond, Va. At Weirdburg and Jack Ross are feeling better, it is reported from Miami. News has been received of the death of Aruth Bafolins in Veterans' Hospital, Coral Gables, Fla.

Lucille Dildam is recuperating in her Monroeville Park, Calif., home following surgery.

Herbert W. Case, who recently retired as head of the Detroit Police License Bureau, in charge of carnivals and other show activity, was on a business holiday at the Michigan State Fair. He was in charge of fair games.

Bob Baffington, confectioner, shuttered his gift shop at Virginia Beach, Va., Labor Day and will open spots in New Jersey before heading for his Tampa home. Just before he wrapped up his shop he had a fare-well fish fry for several friends, including Bertie Norman and his wife, and a number of others. Jimmy Willetts, organizer, has joined Capt. Frankhul's head unit on the Caliente midway.

Bill Bejarano writes from Franice's Caterer that Fishbowl Billy recently closed his hotel and store, and was replaced by Frank Simms, who will be assisted by Lois Stevens. Al Zellers remains in the varieties. Harry Frame was away from the show for a white booklet books for the No. 2 unit... Marcia Waren Fletcher, a veteran in the business, is recuperating from a heart operation and would appreciate mail. Her address is care of Social Service, Vanderbilt Hospital, Nashville.

Deegan Shows No. 2 was hit by a fire at Norma Mazoy, Ill. Fair losing its Merry-Go-Round top and sidewall. The wind picked up Freddy Wright's color game and dropped it on top of Arnold Miller's Cole bottle game. Also damaged were Sammy Stein's shooting gal lery and Arnold Miller's bull game. Mr. and Mrs. Joe Bennett, bookhouse operators, report that their son, who has been stationed in Fort Bragg with the U.S. Army, recently married a girl now residing at Fort Meade, Md.

Jimmie Stabile checkeds into New York last week on a buying trip after having traveled 22,000 miles and visited 28 shows. He heads now for the wind-up weeks in the South where he plans to visit at least as many more shows. In addition to his jewelry business, Jimmie is authorized to collect dues and issue membership cards to members of the Miami Sherman's Association, of which he is a member of the board of directors. Jimmie picked up 11 new members among his travels.

Hilda H. Roman and Helen E. Stabile, both active in the Miami Sherman's Association Ladies Auxiliary, have opened the Alhambra Beauty Sales in Coral Gables, Fla. Mrs. Stabile is secretary of the Miami Hair Stylists Association and treasurer of the State hair stylists' group. She was recently selected to the national convention in Texas.

Dancer June Carter has returned from a tour of Atlantic night spots and is now appearing in the Los Angeles clubs and theaters. She plans to work fairs on the Coast before returning home to Chicago.

Harry Wilson has been having the back end of his truck somewhat corrugated as the result of recent repairs. The driver, who failed to put his breaks on in time,Mrs. Wilson, shaken up in the accident, is required getting along okay.

CRAFTS 20 BIG SHOWS
New Booking Shows and Concessions for the Following Fall Fairs:
Kings County Fair, Sept. 13-15, Hanford; LoDo Grape Festival, National Wine Fair, Sept. 13-16, Lodi; Tulare County Fair, Sept. 28-29, Tulare; Santa Cruz County Fair, Sept. 27-29, Watsonville; Fresno District Fair, Oct. 5-14, Fresno.

CRAFTS 20 BIG SHOWS
7283 Bellaire Avenue, North Hollywood, California.

BOWDAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR
SALISBURY, N. C., FAIR, Sept. 17-22 and all Fairs to follow Eating and Drinking Stands, Age & Weight, Photo, Hanky Panks, Merchandise Concessions.

Want for GREAT FREDERICK FAIR, Oct. 1-6 SHOWS: Side Show, Minstrel Show, Motardome, Grind Show, Snake Show or any Show with merit.

RIDES: Dark Ride, Spitter, Octopus, Scrambler, Glass House, Fun House for all Fairs.

HELP: Ride Help in all departments. Semi Drivers preferred.

George Voltin and Joe Scarpino, get in touch. Carl Ferris, answer.

All Answer PRELL'S BROADWAY SHOWS, Goldsboro, N. C.

FOR SALE
COMPLETE CARNIVAL
Consisting of 4 Rides, a Truck, 10 Concessions, 1 new Show Tops. Can be taken apart, but you must come to the show to view. October, Sept. 15-Oct. 15. Contact Joe Stрабел of Sherwood, Texas, or P. O. box 353 Ahtan, Texas, permanent address.

GRATZ, PA., FAIR, Sept. 17-22
Space available for Independent Shows and Rides. Want Hanky Panks of all kinds, Wheels, Grind Stores. Just a few miles from Bloomsburg, Telephone 201-369-319.

MORRIS HANNUM
Fairgrounds, Hughesville, Penn.
CONCESSIONS: Hanky Panks and Price-Every-Time Games of all kinds, Basketball, Hi-Striker, African Dip, Custard, Ice Cream on a Stick, Auction Sales, etc. Will book for Laurel, Miss., one or two non-conflicting Major Rides. Liberal percentage. Frank Rupp, please phone us collect.

SHOWS: Due to disappoint will book Colored Revue for committee money for Laurel, Miss. Must have complete outfit. Can also use any good Grind or Bally Shows with own equipment.


All wires to C. C. GROSCURTH, BLUE GRASS SHOWS CAPE GIRARDEAU, MISS. THIS WEEK; THEN COLUMBUS, MISS.

IDEAL RIDES P. A. ROBERTSON

Wanted for Brown County Fair, Nashville, Ind., Sept. 19-22; also Fountain Square Woodlawn Festival, Indianapolis, Sept. 28-30; Irvington Plaza Festival, Indianapolis, 6400 E. Washington, Chicago, Oct. 5-14; Boise Grove, Indianapolis; on Main St., uptown, Sept. 24-29.

These are all big ones, well sponsored get-win spots. You fellows who played Fountain Square last few years contact me.

CONCESSIONS: Ball Games, Basketball, Fish Pond, Coke, Popcorn, Glass Pitch, Bean Bags, etc.

SIDE SHOW: A good thing to have, a Grind Show, Concessions, etc.

GRIND SHOWS: 7K worth all.

PAYMENT: One-half before week starts, with all profit.

RIDE HELP: Help all rides except circus.

Address John Vivona, Lebanon, N. C., this week.

IDEAL RIDES P. A. ROBERTSON

WANTED FOR GANSEVILLE, GA., FAIR. CONCESSIONS WORKING FOR SUNDAY. NO EX HERE

Call or write: GLENN CHAFIN PHONE: 8246, ROME, GEORGIA.

PEPPERS ALL STATE SHOWS

WANTED RIDE Help on various shows. See Frank, W. Murphy, for details.

Address all mail, wires and phone calls to

LLOYD D. SERFASS, Gen. Mgr., or HARRY (Buster) Westbrook, Bus. Mgr. FREDERICKSBURG, VA. THIS WEEK. PHONE: 2-2156

MSA Jamboree Slated for Vivona Show

Lehigh, Pa.—Tickets for the annual banquet and ball of the Miami Showmen's Association are being distributed on the business journey of Martin M. Weiss, MSA executive secretary.

Weiss this week visited the Amusements of America here and other shows, collecting dues and making field visits. Work a jamboree on the Vivona midway was held Wednesday night (5) with the assistance of Shubert, who also aided in the jamboree in Indiana, Pa., on the Premier Shows. The annual banquet will be held at the Seville Hotel in Miami Beach, with tickets at $2 apiece. Bob Parker is in charge of the affair.

The National Compendium of America

A Star Spangled Midway

Sampson County Fair: Clinton, N. C., Sept. 17-22; Lenoir County Fair, Sanford, N. C., sept. 24-29, and all fairs, closing Charlotte, S. C., Nov. 10

Can Place

Rides: Rock-o-Planes, Dark Ride or any Rides not conflicting.


Concessions: Hats, Hi-Striker, Short Range, Eats and Drinks, Popcorn, Basketball, Bankets all kinds.

Help: Ticket Sellers.

Address John Vivona, Lebanon, N. C., this week.

MIGHTY INTERSTATE Shows

Wanted for Tipton County Fair, Covingon, Tenn., Sept. 17-22; Mitchell County Fair, Camilla, Ga., Sept. 24-29; Laurens County Fair, Dublin, Ga., Oct. 1-6; Coffee County Fair, Douglas, Ga., Oct. 8-13, with five more fairs to follow.

Reply S. A. Stephens, West Jefferson, N. C., this week.

C. A. STEPHENS SHOWS

WANTED FOR GANSEVILLE, GA., FAIR. CONCESSIONS WORKING FOR SUNDAY. NO EX HERE

Call or write: GLENN CHAFIN PHONE: 8246, ROME, GEORGIA.
KEN-PENN SHOWS

Booking Shows, Rides and Concessions for a continuous route of Celebrations and Fairs in the South. These are all bona fide Fairs in the Heart of the Tobacco, Cotton and Industrial areas where conditions are very good.

Mullens, S. C.  
Fall Festival  
Sept. 10-15

Dillon County Colored Fair  
Skillette Fairgrounds  
Sept. 17-22

Chesterfield County Fair  
Pageland, S. C.  
Sept. 24-29

Pender County Fair  
Burgaw, N. C.  
Oct. 3-6

Williamsburg County  
Colored Fair, Kingstree, S. C.  
Oct. 8-13

Chester County Colored Fair  
Chester, S. C.  
Oct. 15-20

The Big One to Be Announced  
Oct. 22-27

Colored Fair  
Manning, S. C.  
Oct. 29-Nov. 3

VETERANS' ANNUAL CELEBRATION & HOMECOMING  
WARSAW, N. C., NOV. 5-12

All Concessions open absolutely no gypsies or flat stores. Can place Bird Pitch, American Palmistry, Custard, Biggers, Jewelry, Six Cats, Buckets, Swingers, Direct Sales, etc. Can also place Agents for office-owned Bingo and Percentage. Can place Ride Help who drive. Best of wages and treatment. Will place clean Side Shows that cater to family trade such as Wildlife, Snake Show, etc. Will book Girl Show for Pagesland, S. C., Fair and Burgaw, N. C., Fair. Will also book large deluxe Cookhouse and Grind Stores that will listen to orders.

REPLIES TO
RALPH D. SANDERS  
Owner-Manager  
Mullens, S. C.

or

F. E. SPAIN  
Business Manager  
Mullens, S. C.

WORLD'S PLEASURE SHOWS

WANT FOR OUTSTANDING SOUTHERN FAIRS STARTING SEPTEMBER 17

Corinth, Miss.  
Pulaski, Tenn.  
Lawrenceburg, Tenn.  
Boaz, Ala.

AND MERIDIAN, Miss.  
(ONLY FAIR TO BE HELD THIS YEAR)

SHOWS  
Want organized Midway Show. Class House, Arcade and any man-entertaining Show.

CONCESSIONS  
Snow Cones, Custard, Biggy and any Handy Funds. Want Agents for Rackets, Judges, Snow Kegs, Cigarette Sticks and Handy Funds.

All replies to Ep. Glosser, per route.

JAMES H. DREW SHOWS

CHEROKEE COUNTY FAIR, MURPHY, N. C., Sept. 17 to 22;  
FRANKLIN COUNTY FAIR, LAVONIA, Ga., Sept. 24 to 29

With Circuit of Georgia and Florida Fairs to Follow.

Shows— Will place Grind and Rolly Shows. Need Snake, Rhythm, Fort, Mechanical, Girl, Animal, etc. Wow what you have. Concessions— Legitimate price every time and outright ride hands. Good opening for Photos, Jewelry, African Dip and others. Help— Experienced Second Man on Wheel and others who drive. All replies via Western Union.

JAMES H. DREW SHOWS  
ASHEVILLE, N. C.  
ALL THIS WEEK.

Art G. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

WANT FOR 7 ARKANSAS FAIRS. FAIRS INCLUDE HOT SPRINGS, HARRISON, STAMPS, HAMPTON, HOPE, ARKADELPHIA, DEWITT.

RIDES  

SHOWS  
Want to book Shows of all kinds.

CONCESSIONS  
Want Concessions of all types, Six Cats, Bucket, Pitches, Eats and Drinks, etc. Liberal Privilege.

CONTACT BY PHONE OR WIRE IMMEDIATELY  
BERNARD THOMAS, MGR. (FAIR)  
Spencer, Iowa, this week

O. C. BUCK SHOWS

Want For The Following Fairs:

WASHINGTON, N. C., SEPT. 17-22  
GREENVILLE, N. C., OCT. 8-13

ROCKY MOUNT, N. C., SEPT. 24-29  
CAMDEN, S. C., OCT. 15-20

CHEROKEE, N. C., OCT. 1-6  
BEAUFORT, S. C., OCT. 22-27

SHOWS  
Wildlife, Mechanical, Grind Shows or any attractions not conflicting.

CONCESSIONS  
Center Concessions, Hanky Panks, Age & Scales, Photos, Novelties, Grab and Drinks.

All replies to O. C. BUCK, Bedford, Va., this week.

FOR SALE
JOLLY CATERPILLAR

For sale, beautifully finished Wheel. Only one on the show. Will place Agent with or without crew. In five weeks of Georgia and Arkansas Fairs.

All answers to
DOLLY YOUNG  
L. J. BETH SHOWS  
Carrboro, N.C., fair this week Harvett, N.C., fair in November.

B. & H. AMUSEMENT CO.

Can place Colored Girl Show, Snake Show. All Concessions open except Eats. Panama Free Act, come on. Mr. Price with Farn Game, can place White Help for White and Navy-Gold.

W. E. HOBBS  
1609 B & H AMUSEMENT CO., LYNCHBURG, S. C.
GEM CITY SHOWS
WANT FOR J. C. FAIR, TUSCALOOSA, ALA., SEPT. 24-29
140,000 PAID ATTENDANCE LAST YEAR. ONE OF THE SOUTH'S BIGGEST CROSSES.
FOLLOWED BY ETOWAN COUNTY FAIR, GADSDEN, ALA.; COOSA VALLEY FAIR, ROME, GA.; SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; GULF STATE FAIR, MOBILE, ALA.; OTHER FAIRS UNTIL NOVEMBER 15; THEN FLORIDA FAIRS.

RACES

KIDDIE RIDES
Will book attractive, complete set for balance of season. A good Operator will get plenty of business on our entertaining rides.

ALL CONTACT THE FOLLOWING:
THOMAS D. HICKORY
DON or SAM GRECO
Julius Mays Hotel (Phone: Equirrel 8-6676), Columbus, Tenn., this week.
Fair Grounds at Western Union, Greenville, Miss., Sept. 17-22.

LAURELVILLE, OHIO, STREET FAIR, Sept. 18-22;
VANCEBURG, KY., FAIR, Sept. 26-29
WANT CONCESSIONS AND SHOWS
CONCESSIONS: Apples, Mitten Camp, Scutlets, 6-Carts, Age & Weight, Novelists, High Stroller, Ball Games, Fish Pond, Jewelry, Sales, Photo, House, Glass Pitch, Lead Gallery, Cake Baskets and Janky Pans of all kinds.

NOLAN AMUSEMENT CO.
Manitou, Ohio, Fairgrounds
Phone 3-5120

PARAKEETS
CHROME CAGES, 50c ea.; Minimum Order, 50 Birds. 24-HOUR SERVICE
Durkee's Bird Farm
867 E. Capitol Rd., Pikesville, Md.

BINGO Help Wanted
Caller and Counter Man

WILL STACY
HAPPYLAND SHOWS
e/o Western Union
Allegan, Michigan

OIL CAPITAL OF THE WORLD SHOWS
Want for Paris, Texas. Can pay next load. 24-HOUR SERVICE
LEWIS A. TURNER
WATKINS, TENN.

American Beauty Shows
Want for Fairs—Arkansas & Louisiana; also Concessions from one owner. All kinds.

American Midway Shows
WANT

KING BROS.' SHOWS

Attention
Louisiana-Mississippi Arkansas Committees
A good clean Show with 12 top Rides available. Have some open time after October.

BERNARD THOMAS
v/c ART B. THOMAS SHOWS AS PER ROUTE

IMPERIAL SHOWS
WANT RIDE MEN—Can use several dependable, sober, Ride Men, good pay. Jain De Kobt, Illinois, this week, Rockford, Ill., follows.

BILL GUJLETTE

TIVOLI EXPOSITION SHOWS
WANT CONCESSIONS AND SHOWS of All Kinds for PARAGOULD, ARK., FAIR next week.

We show paralytic week at Fort Pay, OKLA., 300 soldiers next door to Laurelville Fair, plus $37,000,000 HuntingAPRON. JOIN US NOW WHILE WE STILL HAVE SPACE.

CONCESSIONS: Can Glass Short Horns, Bucket Half, High Pitcher, Bottle Darts, All Kinds, Snubbers, Snubbers and Snubbers, Pony Show, Wildlife, Mechanical or any non-competing Rides. Will book or sell for Half, or will own. Will book and own All Kinds of Rides and Concessions for All Kinds of Fairs. Ask for WARREN JONES.

LOLLEY, ARK., this week.

RINGS, ARK., this week PARAGOULD, ARK., FAIR by follow.

Jack ROYAL shows
WANT FOR FORT SMITH, ARK., SEPT. 24-29

One or two major Rides. Also several more good shows. NANNY PANS OF ALL KINDS. (All Absolutely on the right spot.)

Address W. A. SCHAFER, Mgr.
QUINCY, ILL., THIS WEEK

PAN AMERICAN SHOWS
WANT for Caddo Lake, Louisiana, and 15 more eligible dates to Caddo Lake, Alabama, and 15 more dates. All winter.

Address all mail to BUCK WISNIEWSKI,
Box 77, Shreveport, La.

MAJESTIC GREATER SHOWS
WANT FOR TUSCALOOSA COUNTY FAIR, TUSCALOOSA, ALA., SEPT. 27-29.

WANTED: Agents for Violin, Guitar and Banjos. Good pay.

C. E. ROSS
v/c Capital City Shows, La Fayette, Ga.

A. R. BRIGGS SHOWS
Sorry, things not looking too good this year.

EAL DIXON, Mgr.
A. R. BRIGGS SHOWS, SIOUX FALLS, SD., SEPT. 15-18

DMason, MGR.

A. R. BRIGGS SHOWS, SIOUX FALLS, SD., SEPT. 15-18

EMERGENCY SHOWS
WANT RIDE MEN—Can use several dependable, sober, Ride Men, good pay. Jain De Kobt, Illinois, this week, Rockford, Ill., follows.

BILL GUJLETTE

THE BILLBOARD
SEPTEMBER 15, 1956

Davie-Pyror, Outlook Good

BILLION, Miss.—Ken Davis and partner Jake Pyror opened their Caddo County fair route of Mississippi fall fairs at Carthage, Sept. 4-8. Show will carry six rides including a new Tub of Fun and a New Merry-Go-Round. The Fair's showman, Eugene Davis is secretary. Davis and Pyror each have three concessions with 14 other fairs. Mr. Schumowals, former fair operator to Winnipeg, Canada, has the big river fair rides at Shaeftogard, Newton, Luxembourg, Pocatello, Wigwam and both the white and colored fairs at Pascagoula. One still date at Purvis is being played with other county fairs not yet certificated during State Fair Week. The Miss. Hodges rental tent has been booked as a free act for the Newton and Pascagoula fairs.
PARAKEETS

CAGES

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE

Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue

Monrovia, California

FOR SALE

1 1951 Allan Herschell Lite Dipper (Roller Coaster) in 4-1 plug, $5,000.00. 1948 Caterpillar needs new tunnel, $4,000.00.

Want Scanty Building in good condition, with no cash or with trade either of the above riders for sale.

THAD F. WORK

Box 445 Elyria, Ohio

Phone 2565

WOLFE AMUSEMENT CO., INC.

7042 NORTON AVE., COLUMBUS 8, OHIO

FINEST MEN AND MACHINES

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.

THANK YOU

Robert B. Smith, 109 Market St., Defiance, Ohio

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.

THANK YOU

Robert B. Smith, 109 Market St., Defiance, Ohio

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.

THANK YOU

Robert B. Smith, 109 Market St., Defiance, Ohio

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.

THANK YOU

Robert B. Smith, 109 Market St., Defiance, Ohio

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.

THANK YOU

Robert B. Smith, 109 Market St., Defiance, Ohio

FOR SALE - A MONEYMAKER


BILLY MILLER

Permanent Exhibitor, Circleville, Ohio. Phone: R. F. 3000. Columbus 7, Ohio.
WANT FOR MILLINGTON, TENN., SEPT. 17-22

Navy pay day, seventy thousand servicemen and families will attend this date.

followed by fairs in Arkansas and Louisiana. Close the last of December.

Concessions: Rides, Food, Shows, Will Call, Arcade, the Case, Christmas. Singer. Pictures of all kinds, Salters, Paul Crater, came in. Millington is one week away from a good fair.

Fumba! At the time of this writing, it was too early to tell. The shows were good. Fred Grisham, organized side show. Will take nice Girl Revue with eleven inches high, plus one inch. Nice act.

HARRY P. SUGG, Agent. Come on in, we'll place you. Can always use good acts in Millington, Tenn. No phone calls, please.

CHARLES GRIGGS, Owner-Gen. Mgr.

THOMAS JOYLAND SHOWS
WANT FOR HUNTINGTON, WEST VIRGINIA
DOWNTOWN, 14TH STREET EAST, WEST END.

CONCESSIONS: Long and Short Ranges, Swims, Novelities, Eats and Drinks, Crabs, Mechanical Concessions, CatLicker, Pinfish, Penny Arcade, Ring of Fire, Live Stock, Wild Animal, Sports, Giant Shows of all kinds. RIDE: Any ride not conflicting. Scrambler, Samoa Roller, Roundabout, Childs. All rides on all rides, must drive in.

COMMITTEES IN OHIO, KENTUCKY AND WEST VIRGINIA
WANT CELEBRATION. WANT WEEK OF OCTOBER 6 OPEN.

Wire only, don't write: I. L. THOMAS, Mgr.
SUTTON, W. VA. (Not Collect Wires at Phone Calls, Please!)

ROSS MANNING SHOWS

ROCK HILL, S. C., FAIR SEPT. 17-22
STATEVILLE, N. C., FAIR OCT. 1-14
PETERSBURG, VA., FAIR OCT. 12-17

WORTH, S. C.
ATLANTA, GA.
CARTHAGE, N. C.

ROCK HILL, S. C., FAIR SEPT. 17-22
STATEVILLE, N. C., FAIR OCT. 1-14
PETERSBURG, VA., FAIR OCT. 12-17

BEAM'S ATTRACTIONS
HALIFAX-NORTHAMPTON THREE-COUNTY FAIR,
ROANOKE RAPIDS, N. C., NEXT WEEK, SEPT. 17-22

With the best crops in 10 years and full employment in the mills, this fair promises a big week. Can book all kinds of legitimate Concessions and Shows.

HELP—EXPERIENCED CATERPILLAR and FlY-O-PLANE FOREMAN can be placed at top WAGES. Can use men on all other rides. Preference if you can.

All Replies To—STEVE DECKER
P.O. BEAM'S ATTRACTIONS, PETERSBURG, VA.

JIMMY CHANOS SHOWS
WANT FOR MUNCIE, IND., SEPT. 17-22

Legitimate Concessions of all kinds, Popcorn, Candy Apples, Candy Floss, Cookhouse, Balloon Darts, all kinds of Ball Games, Shooting Gallery, Long and Short Range.

Also want Shows with own outfits.

All replies to JIMMY CHANOS, Greenville, Ohio. Phone 954.

BECAUS OF DISAPPOINTMENT
Will Book for Laurel, Miss., Fair Week of Sept. 24-29

DUE TO DISAPPOINTMENT

REWARD $50.00—REWARD $50.00 REWARD

FOR location of each follow-up date.

UTO FRANZ (wife, Veronica)
JAMES B. BLACKMAN
JESSE HOLS (wife, Kathryn)
Phone 728-41 calls to Amos Wells, W. 877, 1130 Main St., Warren, Ohio, for rewards.

West Coast Expects Sacramento Record
Fair's Fun Zone Sheraton Estimated To Surpass the $150,000 Mark

SACRAMENTO—West Coast Shows have taken a Pacific Coast record of $150,000 for the privilege of playing the nude Fountains, Roundup and Exposition, which closed its 12-day run yesterday.

The shows played the contract on the basis of its winning bid of $125,000. Those in attendance included some from those rides, concessions and shows.

Of the 35 main and 18 kiddy rides, all except six from the Fremont, Canadian and the Texas Shows were owned by the WC organizations.アイテム化した後、二つの文を比較することで訳文を生成します。

Wm. T. Collins' Lincoln Gross Takes 10% Tip
Show Is Repasted
For 1957; Benefit Nets Sla $1,000

LINCOLN, Neb.—Rain, cold weather conditions at the eight-day Nebraska State Fair, which closed Friday (7), by a $3,210 Lincoln gross, and the William T. Collins Lincoln takes 10% tip, in a ride and show gross down about 10% from last year. Concessions closed down about 20% with Gen. Ed. Schultz, fair secretary, said.

"Miracle Fountain," spotted in the Collins' line-up, accounted for a gross of about $4,500. Other leading money-getters among the shows were Bill Chital's Circus, Shorey, HOWARD, the office-owned "Revue of 1958."

Following its custom of recent years, the fair held a "Revue of 1958," before the fair's wind-up, and it again awarded the midway concession contract for the last three events in the midway.

A large painted board in the center of Times Square bearing likenesses of Generalissimo Trujillo had a poor showing. That to attend the exhibitions completed repeatedly.

Allen, who is also concession manager of the World of Wonders Shows, flew with Trujillo from Fair, later, in the same plane, but the show was not be used for the opening of the last annual last.

Allen made one other trip to the Dominican Republic early in the summer to supervise the arrival and installation of several new and unusual concessions, including those of Dodgah, in the fair's fun zone, Coney Island.

Spending Up at Topsfied

Topsfield, Mass.—Money appears to be more plentiful this season, according to Gene Dunn of Salisbury Beach, who is again handling the midway with his partner, Jack Flynn. At the Topsfield Fair Sept. 17-22, Dean and Flynn have come up with some 60 concessions, some of which were lagging in the first four days of the seven-day event, which ends Sunday (8). This was mainly on account of a heavy shower Sunday night (8), and also on account of four perfect days of weather.

A W. E. V. J. BLAKEY, of the Playtime Amusement Company of Quincy, has foreseen many important rides.

Business was Wednesday (9), Thursday (10), and Friday (11) almost up to expectations. The fair, to get in 12 days, opened Wednesday (9), with its first Day Kids, Ailbui, Roach, Pillow, and, and having admitted free, the maximum age was changed to 18. Out of the 9,500, nearly 9,400 were kids. Along with the free rides, the Allen Amusement Company contributed with each $180 in grocery purchase charge of the 34 Carnival States, the fare is to be reported in this week. Any money is having to cut a dinner from 10 a.m. until 5 p.m., two hours after the 6 p.m. chime.

Local carnival folks were saddened by the death of George F. McCall, who died in Augusta, Me., Monday (30). He was buried in West Roxbury, Sept. 3.
INDIANAPOLIS—Paced by a new one-day ride and show gross, the 10-day stand at the Indiana State Fair here Friday (6) with records almost everywhere this year. Business started slow, hit its peak Sunday (2), when the record was set, and then dropped again during the post-Labor Day period. The net return of $83,000, Sept. 22, reported as $31,000, was racked up on Sunday and surpassed the show's mark of $20,000 set the same day.

The fair's 30 major and side rides were giving a big play, with the back-end was sharing well. The Bryanstern's Pull-Cranks, from the park. And the two Ferri ribs, which were set up on either side of the Rocket, also did well.

In line with recent years, the Ryeless shows, the revue and house units, were up on the other end. The back-end units were sharing in the business.

Crafts Expo
Hits Good
Winning Pace

SAN RAFAEL, Calif.—Crafts Exhibition Shows has been getting its share of good business for and in the crafts industry.

One of the biggest winners was the San Francisco Popcorn Boys, who came and took home a little over $200 in prize money.

San Francisco Popcorn Boys, who came and took home a little over $200 in prize money.

The fair had a good crowd, with the majority of people coming from the surrounding area.

Help Wanted

JACK WATTS WANTS AGENTS AND KIDS Aged 6-18 for 1958 National Show.

Needed: Boy and girl agents; Pair for pitcher, skill and half-field. For 1958 National Show.

Star City Amusement Co.

San Diego, 63, (Ala.) - Sept. 15-16.

WANT FOR THE GREAT CONCORD, N. C., FAIR, FOLLOWED BY HENDERSON, N. C.

CONCESSIONS: Eating and Drinking Stands of all kinds: Popcorn, Apple, Fuzz, Snow Balls, Ice Cream Dip, Foot Long, French Fries, Grab. Will book on Cashhouse for the fair. All Hanks Parks open PC if you have Hanks Parks.

SHOWS: Will book Fun House or Glass House, or will buy same. Need one more Girl Show. John Ryan, contact. Want Motordrome or any Show not conflicting. Ten more sold fairs to go.


HELP: Need Blue Wheel Foreman, Till Foreman and Second Men on all Rides. All winter's work to right people. Want A 1 Lot Man.

Want to buy Popcorn Trailer. Must be framed to get money. Al Nash, contact Bobby Cooper, Want Help for Drop on Coke, Cotton Boxes and inside Cat Kick Rack.

Contact by wire or call JOHN J. DENTON, Mgr., Rutherfordton, N. C., Fairgrounds, this week.

WANT

FOR THE ONTARIO, IND., FAIR, SEPTEMBER 15-18, 1958

CONCESSIONS: Eating and Drinking Stands of all kinds: Popcorn, Apple, Fuzz, Snow Balls, Ice Cream Dip, Foot Long, French Fries, Grab. Will book on Cashhouse for the fair. All Hanks Parks open PC if you have Hanks Parks.

SHOWS: Will book Fun House or Glass House, or will buy same. Need one more Girl Show. John Ryan, contact. Want Motordrome or any Show not conflicting. Ten more sold fairs to go.


HELP: Need Blue Wheel Foreman, Till Foreman and Second Men on all Rides. All winter's work to right people. Want A 1 Lot Man.

Want to buy Popcorn Trailer. Must be framed to get money. Al Nash, contact Bobby Cooper, Want Help for Drop on Coke, Cotton Boxes and inside Cat Kick Rack.
COMPLETELY RELIABLE 1917 A.C. Lyman Chief Tip-Ups...

FOR SALE

AL BARBER SHOWS

1974 Blvd. Montclair, N.J. Phone: 425-1250

WANTED

AL BARBER SHOWS

1974 Blvd. Montclair, N.J. Phone: 425-1250

WANTED

AGING SHOW ANNOUNCING SHOWS, CONCESSIONS, 20¢ concession.

Agents wanted for all types of Fairs and Carnivals. For details, write or call AL BARBER SHOWS, 1974 Blvd. Montclair, N.J. Phone: 425-1250.
WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS!

OAK'S NEW COLORFUL BALL BALLOON HAS REALLY GOTTEN IT!

It's OAK's famous neby all dolled up as the most dramatic balloon ever to hit the street—EACH IS A SOLID COLOR PLUS ALL THE BIG FLASH FEATURES PRE-STRECTED TOUGHER-BRIGHTER TO ORDER, NO. 5407-B

The Little Maverick is a hand-made, hand-colored solid leather outsize with precut, manufactured, Velcro, Rodo Leather Goods Company, 220 North First Street, Minneapolis 1, says, is the fastest selling item of its type on the market. It is made complete with self-contained display card and is shipped prepaid with pre-attached price tags. Prices to the trade are $1.35 each or $6.75 per dozen.

Eastern Metal Products Corporation, 14 East 84th Street, New York, is making available to distributors two new pieces of apparatus. Their Alcromatic fry pan, "the dirty pan," is made of heavy, gauge, non-porous aluminum with a luxurious finish. It has a specially designed extra high dome cover for double depth capacity which also seals in flavor. It is the large 12-inch size featuring an easy-to-see automatic signal light indicator for correct temperature and an imbedded preferred temperature control for consistent, even heat distribution. This appliance retails for $49.95. Eastern's new Chrome fry pan and fryer is another popular item with housewives. Its At, contains the X-tradastinging 12-inch size without any heat distribution. The cooker and fryer is a six-piece set, capacity is fully automatic (single knob temperature control), and a new type, preformed, colored to hold precious quantities of food and is easy to keep clean. The covered and fryer also retails for $49.95. For complete information jobbers and wholesalers are requested to write to Eastern Metal Products Corporation.

A firm established in 1886, the Lavin Bros., of Terre Haute, Ind., has its new 32-page catalog ready. Specialize are eight-pointed pinwheel at $1.90 a gross, both plain and colored, a ready stock will be at $1.90 a gross; friction notions in three different lots at $2.40 and 10 gross of good new stuff (no later) for 10 gross of $3.75.

The Providence Ring Company, 40 Westminster Ave., Providence, which has been supplying rings to the trade for years, has come up with two specials. The first is their No. 509, which they call an eye catcher. The second is a ring element for consignment, even heat distribution. The cooker and fryer is a six-piece set, capacity is fully automatic (single knob temperature control), and a new type, preformed, colored to hold precious quantities of food and is easy to keep clean. The covered and fryer also retails for $49.95. For complete information jobbers and wholesalers are requested to write to Eastern Metal Products Corporation.

Lil's Products, 5155 West Washington Boulevard, Los Angeles, 16, is introducing a new ball point pen, made in the shape of a movie star's lipstick. The Pen is black, colored, and a doozy. Made of plastic, black, and gold each paint, the Pen is practical as well as novel. The Pen, said to have bakers approval, is packed a dozen in an attractive counter card. Item retails at $1.25 and is available in transparent gift cases.

The price is right. Look at today's offers.

Write for new catalog. Include postage with order. 25¢ deposit with C.O.D. order.

For Wholesale Catalog—Send for your Copy Today

HEART & DISC PENDANTS
RINGS—PEARLS PINS—ANNUITIES
CUFF LINKS MONEY CLIPS
Number Required at Each C.O.D. Order
$27.00

FRISCO PETE

Have Just Opened Our New and Larger Quadrants
Complete for Deals in Camisoles and Blouses
6000 Ticket Deals—Your Cost 200¢

YOUR PROFIT $400.00
One of Chicago's best known business men says, "We will sell you, and make money for you up to $400.00 profit on the next order."

PETER P. RINKUS, INC.
2401 W. 43rd Street
Chicago, Illinois

Wholesale Only—We Carry a Complete Line of
Advertising Merchandise

MECHANDISE

September 15, 1956

Communications to 2160 Patterson St., Cincinnati 22, Ohio

THE BILLBOARD

87

Another CEL-MAX Smash!

Boxed Jewelry Sets

3 and 4 Pearl Sets Spicing up Pendant and Earrings Handsome brilliant stones in Brocat, Nielace and Earrings Set metal, gold over and gold over silver. Priced at 40¢ each. Packed in 10 to 100 doz boxes. Place order now. We ship samples. $1.80.

MR. 707! An existing coin-operating machine manufacturer approach us about this model. He was informed it was a perfect fit for his machine. A retail price for a machine should not exceed $1.00 for production model. Write now for complete information. 100, 500 and 1000. Lil's Products Co., 5155 West Washington Boulevard, Los Angeles, 16.

P. Wrinkle Hairpins

25 POP RECORDS IN CARRYING CASE

All New!

Sensational offer. Use these 25 pop records in carrying cases. All in 78 RPM 45 RPM records at $1.75 per dozen. Beat the competition. Persuasive. Pack of 600 of a dozen makes $10.75. Are a must with girls. Your customers can't resist buying them. A perfect gift for Christmas. S 1.25 per dozen, Case of 1000. Lil's Products Co., 5155 West Washington Boulevard, Los Angeles, 16.

FREE WHOLESALE CATALOG—SEND FOR YOUR COPY TODAY

Heart & Disc Pendants
Rings—Pearls
Cuff Links Money Clips

Illustrated 16 page booklet.

No: 2039-A

$27.00

Expanson & Photo Idents

Please State Your Business

Frisco Pete

220 S. Wells Street, Chicago, Ill. Illinois

Phone: Franklin 2-3957

Have Just Opened Our New and Larger Quadrants

Complete for Deals in Camisoles and Blouses
6000 Ticket Deals—Your Cost 200¢

YOUR PROFIT $400.00

One of Chicago's best known business men says, "We will sell you, and make money for you up to $400.00 profit on the next order."

PETER P. RINKUS, INC.
2401 W. 43rd Street
Chicago, Illinois

Wholesale Only—We Carry a Complete Line of
Advertising Merchandise

MECHANDISE You Have Been Looking For

Lingerie, Camisoles, Men's Undergarments, Women's Undergarments, Swim Suits, Nightgowns, Slips, Men's Undies, Woman's Undergarments, Sheer and Lace of Every Kind of Material, Knitwear, Blouses, Mammas, Menswear, Sportswear, etc. Also, Wholesale Order for Your Business and Type of Goods You Are Interested In.

ACME

1111 South 12th St., St. Louis 4, Mo.
Letter List

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.
Parcel Post

MAIL ON HAND AT CHICAGO OFFICE
180 Armitage Bldg.
Chicago 1, 11.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Public Office Bldg.
St. Louis 1, Mo.

Two Factors Cut Detroit Biz

- Continued from page 76
- entertainment director, and booked the Mike Falls office.

After a three-day hiatus, a sec-
ond unit of record artists moved into the city for three days. Scheduled to appear were the McCord-Taylor Trio and Four Lads. Between the two shows a Farm Fun Frolic took over the bandstand and drew an estimated 6,000 per night for the three evenings. The building was used for livestock judging in the afternoons.

A comprehensive guide, which featured the Texas All-State Rodeo booked in the first nine days thru Val Camp, was featured in a Press Mailout of 750 per cent the last six days. A total of $1,707 in sales was reported compared with $33,536 and $31,570.90 last year. The Labor Day theme appeared to be the big story last year's 6,428. Sunday brought out almost that crowd of 1,9995.

The rodeo was augmented by Buffalo Bill Jr., of TV note, and the Chief White Cloud is a gun salute.

Probably the brightest spot on the entire fairgrounds was the W. W. Wade Shows' new 72 pieces of entertainment equipment was parking its way to a new all-time high.

Space Sales Up

Income from the sale of concert pavilions and midway space, $2,000 ahead of last year, Gerard & Larry's special sales, and the $2,000 in sales during the last three days was due to the withdrawal of Grandstand entertainers.

Free entertainment was available

St. John Okay

- Continued from page 76
- and he is to spend some time in
Saint John in September. It is ex-
pected that new buildings will be available when the dates again roll around, as was the case in 1954.

A modern, 4,000-seat grandstand has already been in use for several years and is fully available for commercial exhibits of the Farm machinery and live-
stock, however, were shown in canvas

pavilions.

The large exhibit tent was a bit unfortunate, and freak animals and prize bulls got mixed up together in the area that should have been unrestricted midway, Bill Lynch, who supervised the fair, said that he had been up and under from the corner of the pavilion.

Frightening taking part in the
- Extra opening ceremonies on
Monday evening, August 27, in-
cluded Wilford E. Greg, Federal
Minister of Labor; H. D. Patterson, Provincial Secretary-Treasurer for
New Brunswick, Dr. J. C. Stan-
wood Joye, Indonesian Ambassa-
dor for the Philippines; Dr. A. D. At-
thate at the Indonesian Embassy.

Grandaunt show was a CAC
Grand Prix event, and proved El-
disa Sisters, acrobatic contortion-
ists, Art Harley, dogs and juggling; Les Ovissi, the Beatles, Bryant Brothers, pan-
ing board, Ray Douglas, vent and mag-
iat, and Charlie McCall's orchestra from Saint John.

The background was upgraded to Miss Arthur (Marie) Henry early Friday morning, August 31.

Attendance built slowly on the Monday and Tuesday of fair week.

Wednesdays were for a week,
10,000 paid admissions, Thursday for 1,400, and Friday was spoilt by a slow drifting rain.
N.Y. Coin Ops Fear Beer Price Boost
Increase Would Hit Local Tavern Play, But Effect Would Be Only Temporary

NEW YORK—Coin and music operators have long regarded the tavern business as the lifeblood of the coin music industry, and with good reason.

Therefore, local coin operators weren't too happy last month when they heard the beans were passing from $1 a ball to $1.25, with a 10-cent increase in local bottle beer.

Coin music, of course, is in every tavern location in New York. The combination of sharp-beer prices and the music makes the coin music operator a very healthy one.

The price of beer does go up, but the operators here have increased their profits by 10 cents a ball and 18 cents a case on a bottled beer.

The higher beer prices will be passed on to the customers. As a result, the coin music operators have seen a steady increase in profits.

PENNY FEVER
Milwaukee Ops Find Top Team Is No Asset in Collection Coffers

With baseball pennant fever raging thru the local taverns, there has been a large increase in the amount of money spent on juke box music.
The average music operator will buy 3.1 records a week for a juke box operating 24 hours a day, according to a survey made recently. This is equivalent to 10.4 records a week for a machine of 50, 100, 104 or 120 selections, and 5.6 records a week for a new 200-selection model. There are 31,500 of these 200-selection machines in complete operation, according to the Music Operator Forum. As the accompanying chart shows, MOF operators—who operate an average of 16 new machines this week—usually purchase their record purchases per machine increased as the number of selections on a machine increased.

Operator were also quick to point out that there is a limit on the number of new record releases which will make the charts each week. Most agree that three or four popular disks released each week have a chance and should be covered on the boxes. For an operator to cover more than three or four, they assist, is folly and wastes money.

How they do operate accounts for the 5.8 record-buying average per week on the 200 selections.

"A Wyoming operator justified the additional disk buying via programming procedure. "The 200 models are designed to help operators offer more music and greater variety to more customers. If only hit tune records are changed each week, the supply played from old favorites to jive listeners is sure to be lost. These customers may be lost to them in their musical menu the same as hit tunes listeners."

Another operator said: "Location owners ask for fewer, EP changes than they do for hit tunes, but still ask for more than I thought they would. It shows they are listening to them and not what we are being offered by manufacturers. The forum will be on disk play via increased selectivity."

The Forum also points out the declining popularity of the 7.5 r.p.m. disc. With every juke box manufacturer geared for 45 r.p.m. disk use only the old machines represent a market for the 7.5s, and these models are disappearing fast. MOF operators reported about 17 per cent of their record purchases still feel the '7.5 category, over 77 per cent in the 45 r.p.m. single category and slightly over 5 per cent going for EPs.

Last week's Forum pointed out that old favorites—both as singles and EPs—represented the biggest record-buying change as a result of the 300 models. Operators also pointed out that this trend makes it possible for them to switch their selections from popular to another without additional expenditures. The big headache: Getting enough old favorites to go around and keeping track of them.

**How They Voted**

1. How many juke boxes do you operate? 
   Average number: 21.4

2. What percentage of your juke boxes use the following types? 
   All to 50 selections: 10.9% 
   51 to 100 selections: 13.6% 
   101 to 150 selections: 17.4% 
   151 to 200 selections: 18.9% 

3. How many new records do you change per week on the average for each type of machine? 
   1 record change per week: 60 sel. 
   2 record changes on machines with 51 to 75 sel. 4.7 record changes on machines with 86, 101, 125 sel.
   5 record changes or less on machines with 126 or more selections 

4. What per cent of your total record purchases falls into the following categories? 
   78's: 12.9% 
   45's: 4.1% 
   EP's (singles and albums): 73.5%

**JACK OF ALL TRADES**

**Tennessee Juke Op Combines Retailing, Politics, Music**

ERIN, Tenn.—L. P. Stone is probably the busiest music operator in the country. Stone, who operates a juke box route here, is also an amusement machine operator, the head of a thriving drug, an electrical contractor, an appliance retailer, and the mayor of Erin. During his coin machine career, which dates back to 1911, he has also served as city recorder, city alderman, justice of the Peace, State Representative and Senator. His current post as mayor is his third consecutive term.

He employs three route men in his coin machine business and works on the route himself about three days a week. The other four days are divided between his other enterprises and his city duties.

His music route covers all of Stewart and Houston counties and sections of two other neighboring counties. Total area covered: About 300 miles. Type of music featured on the boxes: "Mostly hillbilly," says Stone, "in some pop, about 20 per cent is required."

Record buying for the route presents a small problem to Stone, who distributes his groups. However, via trade covers charts and local deejay selection, he managers to sandwich in hit ordering during the evening. His coin machine headquarters has a service department, a parts department and an office. A loading dock is in the rear.

Just to make sure he keeps busy, Stone is also a member of the Houston County Chamber of Commerce and the Erin Masonic Lodge.

**AMI Factory Ships First Hi-Fi Phonos**

GRAND RAPIDS, Mich.—AMI, Inc., first shipment of home phono- graphs left the factory here last week bound for New York. Bill FitzGerald, advertising and sales promotion manager of the firm, said that the shipments were for the G. Bennes and Carl Fisher companies, large retail outlets in New York City. FitzGerald also announced that the firm would show its products at the national 1956 High-Fidelity Manufacturers convention in New York City, March 21-24. The convention will be held at the New York Trade Fair Building.
COINMEN YOU KNOW

Chicago
By KENNAPA

GOLF OUTING NEARS. Chicago Coin Vending Service is working feverishly to wrap up all loose ends to its annual golf outing here September 22nd. Some 500 guests are expected to attend, says Phil Levin, managing director and president. Carl Green and Jim Finley, all officers of RMSA, are helping Phil put the shindig together.

Ed Ralniak, AMI sales manager, traveling out on the West Coast with Tom Sans. The pair are calling on distributors and operators throughout the... through... in the Chicago area was scheduled to learn... the death of Carl Christiansen, sales manager for Ben Coven, Wurlitzer distributor... Jim Weisman, music department of The Billboard, left that paper to join UAMCO, Inc., Friday (7).

Bill Deelman, Herb Oettinger, and the boys at United Manufacturing Company, sharpening up their toes for the annual company golf tournament slated for a shotgun start September 21, John Casola, United roadman, out New Orleans was in New York.

Tenth Avenue was a virtual ghost street Thursday and Friday (67), as coin row closed up for the Jewish New Year. All the distributors and jobbers took a long weekend, as did the music and game associations.

Vacations are ending at Young Distributing, but Henry Shor, service manager, and Alfie Goldberg, salesman, are still enjoying their two weeks.

Irv Holman, Eulina Music, has been elected vice-president of the Associated Amusement Machine Operators of New York... Louis Boustein, Leslie Distributors, is back with his family from an Ellenville, N. Y., vacation. Golf game is improving. He shot a 90 on nine holes.

Raney Sugerman, Renyon Sales, celebrated the Jewish New Year with his family at the Crowne Plaza Hotel, Kansas City, Missouri... Lily Shabelman, of the AAMNY office staff, is vacationing in Oak Park... Tiny Weintraub, Cigarette Merchandisers' Association, is getting back in his new office at 250 West 57th Street.

Los Angeles

By SAM ARBOTT

OPERATOR BECOMES FATHER. Al Cohn, of Trion Music, is passing out cigars to honor the arrival of a daughter, Mary Beth... Vincent Panaro, local representative of the California Music Merchants' Association, reported that the decorating project at the office is now complete. Panaro, who recently accepted the post, began immediately to inform the office and, after interviews, got it finished... Harold Sharykin, well-known game operator from Huntington Park, dropped into Paul A. Lavomas, Inc., to pick up a new Exhibit Slate pool game... Johnny Huntsman, of Leas, in Lyons, and reveals plans that he may take a trip to Colorado.

Walt Hennings, of Costa Mesa, made one of his frequent trips to San Benito, where he has been added to the local sales force of Badger Sales Company, and moved his family here from Bakersfield... Before joining the local Badger staff, Anne handled sales in the Bakersfield and Perris area... Fred Canall, also with Badger Sales and handling coin machine sales, is out and about; following a long illness. He recently visited the show rooms... Walt Hengle, of First National Music and Motion Picture Sales in San Fernando, in the city on a buying trip. One of his stops was at Badger... Carl Lycke, of Santa Ana, in town for premium merchandise... Ben Chemos, who formerly handled the California Music Merchants, Los Angeles Division, is back from his vacation... He still keeps in contact with the operators in the city... Barbara Burdach, niece of Mary and Kay Solle at Leucenhein, Record Store, now returns to her home in Maryland and school... During the summer, she has been helping the Solle Sisters with their platter sales. Barbara expects to return to Los Angeles following her graduation. Life is just going to be wonderful! She will stay with the Solles while she attends the University of California... E. A. Angell's, Taxicab Company... Bill Lenesshage... takes off weekends for his vacation period... Emile Kellenberg.

Juke, Game $$$
Continued from page 95.

N. Y. Coin Ops
Continued from page 95.

NEWS CLIPS

from last week's issue

Operators Jam Wurlitzer Grounds for 3-Day Festival...

Music operators from all over the country—nearby and away—will converge on the Wurlitzer Company grounds in North Toowanda August 23 thru 25. In this week's issue pictures show the crowd enjoying the stage along with a host of artists, managers, dealers and carnival and circus performers, all star-studded and ready to entertain. The Dominions, in particular, were a crowd-pleaser, as were the Four Sons of Man. The company advertised it as the world's largest music festival, and the crowd consensus was that they were not disappointed.

Juke Box Tax Action Hot in Detroit... The United Music Operators of Michigan chalked up a legal victory on Detroit suburb and petitioned for court action in another. Local Juke box Tax. Operators, subjects of a campaign waged by the operator group, were reduced in suburban Wyandotte by the group's action. Informal conferences between UMO and Wyandotte Assistant police chief of police E. Eastman and city attorney W. Zantovuk resulted in a favorable amendment to the Juke box ordinance.

Top New York-Music-Game Operating Firm Sets Up Finance, Brokerage Co... Sandy Moore and Gabe Foreman, executives of the Saffron-Nassau American Corporation, largest music and game operation on Long Island, organized a finance house and brokerage firm for the coin machine industry. The firm will operate on a national basis, maintaining a network of operators who want to buy or sell and attempting to bring together the buyers and sellers. To kick it off, letters will be sent to 5,000 music, game and cigarette operators.

Do Big Juke Boxes Up... "Operate Under Credit?...

The one big question raised by operators discussing the big 200 selection phonographs is "How will 200 selection phonographs affect our record buying and expenditures?" Operators participating in last week's Parma meeting were interested in making comparisons. Conferences of programmers and techniques used on machines offered from 40 to 50 selections, 50 to 120 selections and 200 selections. The percentage of pop records used on juke boxes decreased as the number of selections increased. Country and Westerns also dipped slightly as more selections were offered, and the increase substantially as the number of selections increased.

Shuffle Bowlers in Solid... Districts Report Sales...

The shuffle bowlers, like the Juke Box, have evidently become a permanent part of the American scene. For about a year now, shuffle collections have been done. Now, with the stimulus of a promising fall season getting under way, the shuffles are once again solidly entrenched at locations. What brings the shuffles back? Chicago distributors say these factors are involved—-the drop-off in pool game popularity in many areas—-wind-up of the three-year season—-lasting interest of the sporting world.

Minnesota Trade Sparked... By Fresh Pool Game Boom... Who said pool tables are dead? Some coinmen in this area already were weighing the possibilities of giving pool tables a second chance, as they jump from the box and really get back into action. Our experience during the summer, according to distributors... indicated that pool tables had hit their peak in 1954, with the exception of the group's... after the last get. (Continued from page 93)
COINMEN YOU KNOW

Detroit

By HAL REYES
BACK TO WORK. James Styles, of the August Distributing Company service staff, is back from a well-enjoyed vacation in Philadelphia, his old hometown. ... F. June, of August's record department, is taking the second half of his vacation in a couple of weeks to paint his house. ... Carl August, manager of Chicago's Busy-Bee Music, was here for a few days from Monday to Thursday. ... Ed Williams, of the Laymon company, is planning to re-do the patio at his Long Beach home in a nautical scheme. Right now he is rounding up old ship balls, ... Hank Trueck, manager of MidOrange Music and just back from a vacation, and Neil Nelson got together for lunch at the Nickolaus. ... Al Brooking was here last week and brought with him Norm Costeau and Paul Pepin, of Columbia Records sales force.

Columbus, O.

WAR ON FISH. Sam Solomon, head of University Coin, and Jerry Bremer, new manager of Central Ohio Co, back with a barrel of fish from a recent angling trip. ... Santa's daughter, Barbara, has taken over the desk chores while Teresa (No Shoe) Burgess is vacationing in the hills of West Virginia.

Denver

Probably the most traveled juke box operator in the Denver area is Dick Huntington, owner of Ray's Music and Amusement Company. Denver. Ray covers 110 miles of terrain up and down the Rocky Mountains and has had a bit of everything since late spring—he has been set back a second time on Monday, September 10, at the UMOM headquarters, ... Tony Sireceau, head of National Music Co of Denver, has been returned from a much-enjoyed vacation on his island in the St. Mary River in the Upper Peninsula.

Boston

CONCENTRATES ON MUSIC. Arnold Blatt, cab driver, manager of Carrie Brothers, has sold out his game room, and has concentrated on music. ... Jerry Lowden, owner of a local coin-music company, has moved to the downtown shopping area to be added to four others recently purchased for business construction.

Laus Studman, head of the Momentum Music Company, Denver, has sent out a record number of invitations to attend the firm's showing of the new Rock-Ola phonographs. ... In town on an equipment replacement tour, Roy Isom, of the Metro Sales Company, has added two in the downtown shopping area, to be added to four others recently purchased for business construction.

The presentation is by Sidney H. Levine (left), counsel for the operator group, and Albert S. Denver (right), president.

FISK BLDG. N. Y. COIN CENTER

NEW YORK—The Fisk Building at 150 West 56th Street here is rapidly becoming the headquarters of the coin music industry in New York. Newer tenant to the business is the cigarette manufacturer's Association, which represents cigarette operators in the metropolitan area.

Tony Weintraub is in charge of the office. Earlier this year Arthur Da Duve, Inc., vending machine manufacturer, moved its New York sales offices to the building. The Fisk Building also houses the headquarters for the Music Operators of New York and the American Shipping & Trading Company, publisher of the coin machine manufacturer.

Christiansen Dies Suddenly

CHICAGO—Carl F. Christiansen, sales manager of Coven Music, Wurlitzer distributor here, died suddenly Monday (2) of a heart attack.

Christiansen was well-known throughout Illinois, Northern Indiana and parts of Michigan. He had been in the coin music business for over eighty years.

Ben Gerson, head of the distributing firm, said: "Carl's untimely death is a terrible blow both to his fellow employees and his operator friends in the field."

He is survived by his widow, Dorothy; his sister, Carrie Christiansen, and his brother, Hurlbert. Services were held at the chapel at 4900 Irving Park. Interment was at Home Cemetery.

WURLITZER CENTENNIAL CLUB MEMBERS—operators, distributors, and company officials—for stage show at the three-day celebration held in North Tonawanda, N. Y., August 23-25, one of two held—featuring recording artists, vaudeville acts and chorus girls.

CLOSE-UP OF PORION OF CROWD ENJOYING STAGE SHOW. Show, one of two held at Wurlitzer's centennial three-day celebration last month, held on Saturday, August 25, was one of two highlights during the day. The others Awarding of prizes.
Bally in Vending
Again With New
Cup Drink Machine
Hot-Cold Vender to Be
First in Line Of Equipment; Set December for Output

CHICAGO — Bally Manufacturing announced that it will again manufacture vending machines.

Jack Nelson, general sales manager, in a statement released Thursday (8), stated that the first machine in the line of Bally vending equipment is a hot and cold cup drink vender.

Assembly line production of the unit is scheduled to begin in December, according to Herb Jones, vice-president.

Production models of the new cup drink unit will be unveiled at the annual convention and exhibit of the National Automatic Merchandising Association December 25 at the Conrad Hilton Hotel.

NCA Renews Efforts to Raise Funds For National Public Relations Plan

Vending Sales Promotion Included in Drive; Urges Withdrawal of 'Conditional Pledges'

CHICAGO — Still $100,000 short of the $250,000 necessary to launch the industry's national public relations effort, the executive committee of the National Confectionery, Tobacco, and Automatic Merchandising Association is making a new appeal to members for support.

The proposed $310,000 product promotion drive, originally slated to start this fall, has to be put off for the first time major mention of vending.

In its letter the executive committee urged NCA members making "conditional financial pledges" to withdraw the limitations and support the program on the basis of its merits.

The letter pointed out that "if and when the proposed plan is finally approved it will be given from every customer by all the industry.

The proposed plan called for a 25-cent deposit on the new 6-inch cup drink vender, to be returned to the consumer when the cup is returned to the vendor.

The candy public drive, as already noted, was to be followed by a January, logged down when E. J. Brach & Sons told the executive committee that the plan was not supported because of no assurance of return of deposit.

Frank Brach, president of Brach, explained his company's attitude, as a result of the fact that it was not the quality of chocolate products were improved.

Brach firm is reported to be pinning a comprehensive advertising program on the use of "real chocolate" in candy.

Stressed in the new appeal to support the program was the report of William K. Arthur, director of the National Confectionery and Tobacco Company, chairman of the fund steering committee.

The report that the Association of Candy and Chocolate Manufacturers of the United States will withdraw from the fund, if the $500,000 amount raised by conference firms is not reached.

NAMA Board To Review P-R Plans

CHICAGO — Public relations and sales reports of the 1956 convention and exhibit to be held December 25 at the Conrad Hilton Hotel, will be the subject of a meeting of the national administrative committee of the National Automatic Merchandising Association December 24 and 25 at the Sheraton-Cornell Hotel.

Some of the topics to be discussed are:

- Vending venders, on the rise from odities to fixtures in plants.
- The "fresh from the garden" trend.
- The role of the vending machines.
- "Vending machines have risen from odities to fixtures in plants, and will have the most place where people can work or are sitting at home or in the car or other vehicular venders,"
- "When the era of automation appears, there will be a change in the distribution of sales, and vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.
- Winning the battle of the gumball machine in the battle of the gumball machine.
- Winning the battle of the gumball machine in the battle of the gumball machine.
- Winning the battle of the gumball machine in the battle of the gumball machine.
- Winning the battle of the gumball machine in the battle of the gumball machine.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.

"What grows, attracts; after which it is likely to grow a lot slower, but the new machines are sure to result in great savings to the public.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.

"What grows, attracts; after which it is likely to grow a lot slower, but the new machines are sure to result in great savings to the public.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.

"What grows, attracts; after which it is likely to grow a lot slower, but the new machines are sure to result in great savings to the public.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.

"What grows, attracts; after which it is likely to grow a lot slower, but the new machines are sure to result in great savings to the public.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.

"What grows, attracts; after which it is likely to grow a lot slower, but the new machines are sure to result in great savings to the public.

"The probability is, however, that in time vending machines will be adapted to the job on the druggist after the processing of the drug price, and the store will be open to the public.

And, working with the vending machines, are sure to result in great savings to the public.
IF YOU HAVE MACHINES with 5c Coin Mechanisms—we advise the following...

Fill a full machine with new 5 lad BEADS, the kind you carry with nickels and pennies, and from 15 to 20 beads for $1. Take in $12.00. Beads cost under $1.00. Pay off, according to substance. First vending after sale.

In 100,000 lots—$1.00 per 1,000.
In 10,000 lots—$1.35 per 1,000.
F.R. Jenkins, Y. M. D. All Our Distributors. Immediate Delivery.

Two more suggestions: You can pack 12 beads in a cupule for capsule vending. You can also build a 5c hit in Half Coin and Chrom Machines. Free Advertising Stickers.

SAMUEL EPPY & CO., INC., 911-13 Beaver Place, Syracuse, N. Y.

VICTOR'S SUPER MART Vendyoma (Trade mark) "Symbol of Progress in the Bulk Vending Field"

VENDORS OF GUMS, CANDIES, NUTS, SOFT DRINKS, et al.

National Rejectors Lauds Industry Thru Ad Series

ST. LOUIS — National Rejectors, Inc., handling manufacturer of coin-operated machines, has launched a new advertising campaign, "Man From National," to promote various phases of the automatic coin machine industry.

Each month a different part of the industry is featured, with the "Man From National" commenting on the rapid growth and tremendous future of the industry as a whole.

The current series includes tributes to the soft drink, record, card and cigarette industries, implant feeding and outdoor vending.

In each ad the "Man From National" is depicted as being synonymous with "Service," and always at the service of the industry thru National's office in five American cities as well as Toronto and Hamburg, Germany.

Johnston Appoints 2 Divisional Mgrs.

MILWAUKEE — The appointment of Keith C. Johnston as general manager of the candy and big divisions, and Fred W. Dennis as general manager of the chocolate division of the Robert A. Johnston Company was announced by Eugene Johnston Fretz, president of the company, at a meeting of the board of directors and had been a long-time general manager of the company, the firm in February, 1955. Dennis, a vice-president and assistant general manager, had had charge of the company's sales division for the past 10 years. He is a director of the Chicago Milk Research Foundation.

GIVE TO DAMON RUNYON CANCER FUND

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 11-Massachusetts vending operator formation meeting, Hotel Kramer, Boston.
September 12-Retail Amusement Association of Canton, O., monthly meeting, offices of Elman Music Company, Massillon, O.
September 13-Massachusetts Music Operators' Association, monthly meeting, Backenfield Hotel, Brockton.
September 14-California Automatic Vending Association, dinner meeting, Ambassador Hotel, Los Angeles.
September 14-California Automatic Vending Association, bi-monthly meeting, Ambassador Hotel, Los Angeles.
September 14-Cleveland Operators' Society, monthly meeting, Hollenden Hotel, Cleveland.
September 17-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N.Y.
September 18-Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Pine Room, Chicago.
September 20-Record Music Service Association, annual golf outing, Southmount Country Club, Chicago.
September 20-Eastern Ohio Photographic Operators' Association, monthly meeting, Youngstown, O.
September 22-Nebraska Music Operators' Association, five-State operator meeting, hotel to be announced, Omaha.
September 27-Texas Merchandise Vending Association, annual convention, Baker Hotel, Dallas.
October 1-Springfield Music Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
October 1-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
October 2-Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmers, Mishawaka, Ind.
October 4-Somerset County Music Operators' Association, monthly meeting, Akron.
October 4-California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.
November 17-New York State Operators' Guild, annual banquet, Hotel Thayer, West Point, N.Y.

VICTOR VENDING CORP.

Chicaco 30, Illinois

PLANETERS FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POP CORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10C PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

Terms: $1 deposit with order, balance COD.

PRICE $159.00

Write, Wire or Phone

Mayflower Distributing Co.
2218 University Ave.
St. Paul 4, Minn.

the new OAK'S "PREMIERE"

Vending Balls Gum and Picture Card both in a Card

Includes all of the usual features of our popular gum or picture card machines. Thirteen gum or picture cards in place of the usual gum. Cards have artwork on both sides of gum cards and half given to your audience, and the game of picture cards is played the same. Gumballs are made of wax and are ready to operate.

For samples, prices and further information, contact R. E. McClure, Manager, West Coast Exhibit Sales Office, OAK'S VENDING MACHINES SUPPLY CO., 1019 S. Grand Avenue, Los Angeles, California. N. J. Abelson, phone 5-5478.

OAK'S VENDING MACHINES SUPPLY CO., 1019 South Grand Avenue, Los Angeles, California

When answering ads . . . Say You Saw It in The Billboard

NEW! SENSATIONAL!

EARRINGS


14K OR 18K WHITE, YELLOW OR ROSE GOLD

Contact Us

WE HAVE

OAK'S

"PREMIERE"

T. T. VENDING SALES CO.
2619 N. Easie Ave.
Chicago 14, Illinois

$21.50 EACH

VICTOR'S TRADING CARD VENDOR

Vends three Ball gum and one trading card for 10c.

For samples, write:

BERNARD K. BITTERMAN

Vending Banners, Display Signs, Etc.
83rd & New York Ave., Chicago 14, Illinois

oak's "GOLD MINE"

tab gum selector

Vend all popular tab gums

One-piece plastic globe, merchant can change or convert at will. Made of surgical stainless steel. Coins are released when column is empty. One key controls both coin and gum machines. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.
Hagen Elected to Am. Tobacco Board
NEW YORK—Julian G. Hagen Jr., for the past 25 years manager of the firm's manufacturing operations in Louisville, was elected a director of the American Tobacco Company August 29. Hagen, who has been with the company for more than 32 years, fills the vacancy created by the retirement of William H. Ogby July 31.

The Louisville plant is one of the firm's four cigarette centers, its major products being Lucky Strike and Ball Mall cigarettes.

FOLK TALENT AND TUNES

**Continued from page 60**

**Rag tags that the country music has been neglected too long.**

Pete Burrows, KDNT, Denison, Tex., in a seven-day period received for the station's remote broadcasts, is being asked his assistance in writing and producing the western artist. Artists placing in the top 15, in order, were Sonny James, Johnny Cash, Webb Pierce, Elvis Presley, Ray Price, and Faron Young (tie) for fish place, Kity Wells, Carl Smith, Choice Band, Red Foley and Hank Thompson. . . .

DISTRIBUTORS WANTED

To promote this new Helium Balloon Vendor and new Coffee Vendor DECKRUS ENTERPRISES

Ball and Vending GUMS
LOW FACTORY PRICES

*Write for complete list of names, prices and prices*

**BUBBLE • CHICLE**
**CHLOROPHYLL AND TAB**

**Balloons $ 1.40 and $ 2.10**
**Gumballs $ 1.40 and $ 2.10**

**Phone**
**25c Dividend**

CHARLOTTE—Walter E. Hellyer & Company declared a regular quarterly dividend of 25 cents per share on its 81 par common stock Wednesday (3), its 14th consecutive dividend.

Directors also declared a regular quarterly dividend of 25 cents per share on that 6 per cent preferred stock and $1.375 per

SUCCESSFUL VENDING requires:
The availability of quality merchandise and people to frequent intervals, inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

**WESTERN**

**5c PACKAGE GUM VENDORS**

For full information on complete line of profit-making vending machines write:

THE NORTHWESTERN CORP.
2305 Armstrong St., Morris, Ill.

Mandell Guaranteed Used Machines

H.W. Model 10 19 to 29 $15 to $20
H.W. Model 17 30 to 90 $20 to $60
J.W. Model 19A 25 to 100 $20 to $90

MECHANISE & SUPPLIES

Kratka Rolls, Lagoon Queen 5.30
Pall Mall, 100s 4.30
Bros, Mixture's Mixture 3.90
Hersheys, Buckeye Roll 4.30
Hersheys, Buckeye Milk 4.30
Hersheys, Bar 4.30
Rainbow Bar 4.30
Rainbow Roll 4.30
Rainbow Milk Roll 4.30

**ELECTRIC MONEY MAKER!**

Famous ACME ELECTRIC MACHINE

Sample....34.55
2 to 11...39.50
12 to 49...81.25
Brackets...1.00
Hairy Roll Stand...5.00

**To deposit, bal. C.O.D. F.O.B. N.Y.**

CHICAGO—Rhythma, a small and attractive electric machine for vending chewing gum, is now being advertised by the Acme Electric Company of New York.

**GIVE TO DAMON RUNYON CANCER FUND**

NORTHEASTERN SALES AND SERVICE CO.
MOE MANDELL
146 W. 36th St., New York 18, N. Y.

VICTOR'S 5-STAR BABY GRAND PICTURE CARD VENDOR

Brings Bigger Profits

Vends beautiful, interesting cards simultaneously with box of gum, large capacity—209 cards, 1200 cards, 2400 cards, etc.

Write for our prices on Victor's vendors, candy, bull and gum machines.

Cleveland Coin Machine Exchange, Inc.
309 Progress Ave., Cleveland 14, Ohio
Phone: Tower 1-6713
SUPPLIES IN BRIEF

Peanut Supply

Production of peanuts is forecast by Agriculture Department at 1,750 million pounds, about 3 per cent below the amount consumed in the previous year. Average of peanut prices to be received this year is estimated at 50,000,000 cents, about 11 per cent from last year.

Sugar Deliveries

Deliveries of sugar for U.S. consumption totaled 75,000 tons overseas for July, according to Agriculture Department. Total was up 1.16 per cent from June of this year and up 17.4 per cent from last year.

New NCA Effort

After the executive council of the New Cigarette Association voted to成立 a national public relations promotion project, a letter was sent to Carl Boy & Associates, a New York nationally known public relations firm, which is prepared to launch the project. The letter stated that the proposal had been prepared by the NCA.

Special Trade-In Offer

At High As $6.00 Per Machine Victor Topper Send Us Your List.

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: L-1494

July, 1955. Deliveries of some sugar for U.S. consumption then July exceeded by 331,000 tons that of the same previous year. During July, average price of sugar averaged 8.11 cents per pound.

Tobacco Production

Tobacco crop this year is estimated at 1,968 million pounds, 6 per cent higher than forecast.

NEW POPPIET EARRINGS

5 beautiful polished colors 25c each for 12 or more $1 for 24 or more Available at Your Distributors M. J. ABELSON

E RINGS MANUFACTURING CO.

3235 Fifth Avenue

Pittsburgh 19, Pa.

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: L-1494

$25 DOWNT

Balance $10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND DIAL. CAST IRON POLISH CAST ALUMN EXAMINED FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only By

WATLING

Manufacturing Company

4650 W. Pulaski St. Chicago 44, Ill.

Tel. 1692-Telegraph: COLUMBI 1-2722

Cable Address: WATLING, Chicago

PLUG-IN BEADS

NEW 210 COTTON GUM SIZE BETTER? They vend 1 for a penny.

EXCLUSIVE NATE SALES AGENT FOR NEW IMPROVED PENNIE-NICKEL AVALON MAST

PENN KING COMPANY

5259 MISSION STREET

PITTSBURGH 7, PA.

VEND-PRODUCED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—why not subscribe to VEND—the magazine of automatic merchandising. Fill In to hear walk-in mail today.

VEND Magazine, 2160 Patterson St., Cincinnati 2, Ohio.

Place your order now for VEND for $1 a year. Order 2 years at $2. No charge for foreign rates. one year. DB:

5c

Address...

City... Zone... State...

Occupation.

https://www.americanradiohistory.com

VEND PUBLISHING COMPANY

2535 MISSION STREET

PITTSBURGH 7, PA.

H. B. HUTCHINSON JR.

100 NORTH AVE. N.E.

ATLANTA, GA.

Phone: Tribune 1-1420
Finance for All Buying Rates to Rise, But Op Credit Better
Terms Standard Thru U. S.; Game Field Ok'd by Banks, $ Houses

By KEN KNAUF

CHICAGO—Money is always in demand. And especially by the game operator at the start of the fall season. But, how many of the dollars he finances his new game purchases?

The key to what effect the game operator can expect in the way of financial assistance in the coming season is money.

1. Credit is tighter than usual with interest rates on the way up. However, the higher rates now asked by the government and the banks, has not, in general as yet, been passed on to the operator. By this, the operators can expect to feel some of the credit pinch in their own pockets. Frequently, banks and finance houses are absorbing the boost in rates.

2. The average game operator has a tough time establishing a credit rating with a bank. Lenders, however, are not being as tight as does the tube box or vending machine operators. This is partly due to the nature of the business. Games are Novel items on the market, play on a shorter period of time, and thus involve a smaller pool of people, without the support of a larger number of individuals for the financing.

3. Most distributors are available of cash, which helps the operator. Larger distributors often have the money of a couple of thousand. Many deal thus to their banks, some not. The finance house. Standard rate of interest is 6 per cent, but this rate, of course, is subject to change, depending on the circumstances. This rate, is generally expected to climb to 7 or 71/2 per cent before year's end.

Time Payments

While credit conditions are tight to most distributors, their customers, the average purchasing agent, is making it on a time payment or cash basis. Chicago game operators have received a 10 per cent cut in their purchases in this manner. Most distributors in this area carry operators for 60 to 90 days, on the average, with some for an extended full year period. Down-payment amounts vary from 20 to 50 per cent that all the down-payment area. Average down-payment is estimated at 33 per cent.

From the finance standpoint, the game industry has suffered from an unstable atmosphere created by legal uncertainties. Game operations in many states are subject to the whims of Federal, State, county, and, especially local municipals. The fact that in many cases financed firms and banks determine certain whether pin games, bowling, pool, or any other type of business will be licensed or licensed from one to the next, makes gaming to be considered a game of a more of risk, and that it has created few games.

Games Cain Recognition

Stil, there does exist a number of credit firms, some nationally based, which are recognized for this. The business does not involve a greater number of individuals for the financing.

4. The average game operator has a tough time establishing a credit rating with a bank. Lenders, however, are not being as tight as does the tube box or vending machine operators. This is partly due to the nature of the business. Games are Novel items on the market, play on a shorter period of time, and thus involve a smaller pool of people, without the support of a larger number of individuals for the financing.

5. Most distributors are available of cash, which helps the operator. Larger distributors often have the money of a couple of thousand. Many deal thus to their banks, some not. The finance house. Standard rate of interest is 6 per cent, but this rate, of course, is subject to change, depending on the circumstances. This rate, is generally expected to climb to 7 or 71/2 per cent before year's end.

Time Payments

While credit conditions are tight to most distributors, their customers, the average purchasing agent, is making it on a time payment or cash basis. Chicago game operators have received a 10 per cent cut in their purchases in this manner. Most distributors in this area carry operators for 60 to 90 days, on the average, with some for an extended full year period. Down-payment amounts vary from 20 to 50 per cent that all the down-payment area. Average down-payment is estimated at 33 per cent.

From the finance standpoint, the game industry has suffered from an unstable atmosphere created by legal uncertainties. Game operations in many states are subject to the whims of Federal, State, county, and, especially local municipals. The fact that in many cases financed firms and banks determine certain whether pin games, bowling, pool, or any other type of business will be licensed or licensed from one to the next, makes gaming to be considered a game of a more of risk, and that it has created few games.

Games Cain Recognition

Stil, there does exist a number of credit firms, some nationally based, which are recognized for this. The business does not involve a greater number of individuals for the financing.

5. Most distributors are available of cash, which helps the operator. Larger distributors often have the money of a couple of thousand. Many deal thus to their banks, some not. The finance house. Standard rate of interest is 6 per cent, but this rate, of course, is subject to change, depending on the circumstances. This rate, is generally expected to climb to 7 or 71/2 per cent before year's end.

Time Payments

While credit conditions are tight to most distributors, their customers, the average purchasing agent, is making it on a time payment or cash basis. Chicago game operators have received a 10 per cent cut in their purchases in this manner. Most distributors in this area carry operators for 60 to 90 days, on the average, with some for an extended full year period. Down-payment amounts vary from 20 to 50 per cent that all the down-payment area. Average down-payment is estimated at 33 per cent.

From the finance standpoint, the game industry has suffered from an unstable atmosphere created by legal uncertainties. Game operations in many states are subject to the whims of Federal, State, county, and, especially local municipals. The fact that in many cases financed firms and banks determine certain whether pin games, bowling, pool, or any other type of business will be licensed or licensed from one to the next, makes gaming to be considered a game of a more of risk, and that it has created few games.

Games Cain Recognition

Stil, there does exist a number of credit firms, some nationally based, which are recognized for this. The business does not involve a greater number of individuals for the financing.

5. Most distributors are available of cash, which helps the operator. Larger distributors often have the money of a couple of thousand. Many deal thus to their banks, some not. The finance house. Standard rate of interest is 6 per cent, but this rate, of course, is subject to change, depending on the circumstances. This rate, is generally expected to climb to 7 or 71/2 per cent before year's end.

Time Payments

While credit conditions are tight to most distributors, their customers, the average purchasing agent, is making it on a time payment or cash basis. Chicago game operators have received a 10 per cent cut in their purchases in this manner. Most distributors in this area carry operators for 60 to 90 days, on the average, with some for an extended full year period. Down-payment amounts vary from 20 to 50 per cent that all the down-payment area. Average down-payment is estimated at 33 per cent.

From the finance standpoint, the game industry has suffered from an unstable atmosphere created by legal uncertainties. Game operations in many states are subject to the whims of Federal, State, county, and, especially local municipals. The fact that in many cases financed firms and banks determine certain whether pin games, bowling, pool, or any other type of business will be licensed or licensed from one to the next, makes gaming to be considered a game of a more of risk, and that it has created few games.

Games Cain Recognition

Stil, there does exist a number of credit firms, some nationally based, which are recognized for this. The business does not involve a greater number of individuals for the financing.
**German Coin Business Expects Steady Gains**

BONN, Germany—"The coin games business is booming," I expect to double my business this year," That's the report of Fritz Berghein, who has an amusement hall just off the Theaterplatz in Rud-Godeberg.

Berghein's optimism is shared by the entire German coin machine industry. The industry doesn't expect to double its sales in the next quarter or in the quarter after, but continued gains in all fields are forecast.

Cordes & Son, Cologne, is one of West Germany's biggest distributors of coin machines-games, juke and vending machines. A company official estimated, "Second quarter sales results should show an increase of 20 per cent in our juke sales, at least 15 per cent in games, and over 10 per cent in vending machines.

"We have just begun to develop the German market. It wasn't until after the war and the American occupation that coin machines really caught on in Germany. Until now the task has been supply and import quota restrictions.

"Now that is no problem. Our domestic production is big enough to begin to meet demand. We can begin to push demand. The German market, compared with the American market, is still in its infancy." Berghein & Company, Hamburg, producer of coin-operated games, is planning development of new games of chance at company officials are alarmed by opposition developing to the machines from various quarters. The chief complaint is lack of regulation. Some seek an outright ban on the machines except in clubs and casinos. This agitation is expected to grow. It is forcing many producers of the machines to revise production plans.

"No such obstacle constrains coin-operated amusement games, and producers intend to concentrate in the future on the introduction of new games.

The juke box market will remain the main target of producers and distributors. At present there are still over 13,000 juke boxes in West Germany.

Cordes believes that the vending machine business may outstrip juke box sales within the next few years. But he believes that technical development of new-type machines will take time.

Juke box and vending machine producers expect to step up efforts, some of them even at the expense of domestic sales.

---

**3000 GAMES & MUSIC IN STOCK!**

**BINGOS**

**NOVELTIES**

**SHUFFLE ALLEYS**

**SEEBURG & CURLITZERS**

FOR COMPLETE SATISFACTION

DEAL WITH THE WEST COAST'S OLDEST & LARGEST DISTRIBUTOR

CAVES & MUSIC

FOR EXPORT

CABLE OR WRITE TODAY!

**ADVANCE AUTOMATIC SALES COMPANY**

1350 Howard St. San Francisco

GIVE TO DANNY RUYNOS CANCER FUND

---

**NEW MODEL PENNY DISPENSERS**

- Free long plastic refill tube available with each penny dispenser.
- All die-cast parts in mechanism.
- Chrome-plated mechanism.
- Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- All "wearing" parts of old model eliminated.
- Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- Guaranteed accurate.
- Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Kein Dispensers (Manufactured by McClean Manufacturing Co.)

TACOMA, WASHINGTON

**DUNIS DISTRIBUTING CO.**

100 Elliott Ave., W., Seattle 99, Wash., Ph. Alder 0414

(Inquiries Accepted Now for Local Distributors)

---

**Keynote Message**

**For the BILLBOARD's October 6**

**"CONVENTION-IN-PRINT" ISSUE**

---

**WANTED GAME-BINGO MECHANIC**

For shop work, 9:30 a.m. to 5:00 p.m. Monday to Saturday. Must be experienced. Located in Mid-Michigan. Send complete information in first letter. Write to BOX 866, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**BRAND NEW POOL GAMES CLOSING OUT AT BELOW COST!!**

REGULAR AND KING SIZE

(Anti-Warp Adjusters Included)

**POOL SUPPLIES**

For new life into your old pool games with:

- New Revolution Playfields
- New Rotation Playfields
- New balls


---

**WE HAVE IT**

For the Best Buys

On Anything Coin Operated

**CALL US FIRST**

MUSIC * PIN GAMES * BINGOS * GUNS * ARCADE * SHUFFLES

Write, Wire, Phone

---

**THE BILLBOARD PUBLISHING COMPANY**

- **Chicago 1, Ill.**
  - 180 W. Randolph St.
  - Central 8-2481
  - Dick Wilson

- **Cincinnati**
  - 110 Patterson St.
  - Northern 1-4501
  - Dick Wilson

- **Cincinnati**
  - 110 Patterson St.
  - Northern 1-4501

- **Cincinnati**
  - 110 Patterson St.
  - Northern 1-4501

- **New York 36, N. Y.**
  - 1154 Broadway
  - 20th Century

- **St. Louis 1, Mo.**
  - 209 Arco Building
  - Central 1-0445

- **Hollywood 22, Calif.**
  - 140 Sunset Blvd.
  - Hollywood 22-9871

---

**NEW MODEL PENNY DISPENSERS**

- Free long plastic refill tube available with each penny dispenser.
- All die-cast parts in mechanism.
- Chrome-plated mechanism.
- Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- All "wearing" parts of old model eliminated.
- Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- Guaranteed accurate.
- Wall or Counter mount.

Exclusive Factory Representative

For Kwik-Kein Dispensers (Manufactured by McClean Manufacturing Co.)

TACOMA, WASHINGTON

**DUNIS DISTRIBUTING CO.**

100 Elliott Ave., W., Seattle 99, Wash., Ph. Alder 0414

(Inquiries Accepted Now for Local Distributors)
Advertised Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on various equipment. The Index is designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on machines which have been advertised 10 times or more for the four-week period, and any other pinball which has been advertised five times or more. "High" and "low" are most meaningful when used with mean average listing.

MEAN AVERAGE. The mean average is calculated on all advertisements which have 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 ranges; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is over the "high," it indicates the "low" is a unique price, probably for "as is" or "distressed" equipment.

MACHINE COSTS. The Machine cost advertised represents the cost of the machine alone, it does not include a machine that has been advertised for a longer period of time than the machine cost is divided.
Finance for Fall Buying

The majority of these items are headquartered in the East, with only a handful beckoning to Midwest game operators. Credit for the game operator has been much of a problem thus far this season, as new game purchases have not been readily available in Indiana, and in a number of other states. What has been available this year has been in demand a year ago.

Credit for the game operator has not been much of a problem thus far this season, as new game purchases have not been readily available in Indiana, and in a number of other states. What has been available this year has been in demand a year ago.

There is no strong new location game to create this kind of buying surge thus far in 1959. With operators making a big move for a new game purchase, there isn't much need to go far off on the credit hunt. The greatest majority of operator game purchases are in the late model, used game category.

Many operators and distributors contacted said that they believe a national finance house set up to serve the coin game industry is much to be desired. This would promote better business for manufacturer, distributor and operator alike.

6% Interest Rate

In the Midwest-Kansas area, operators generally pay 20 per cent down, have up to 12 months to pay the balance. Most financing is done through distributors who, in turn, deal to the operator. Interest is 6 per cent, in most cases.

Minnesota area reported many operators with tight capital, with operators shying away due to a夫妇千万-plain business depression. Some operators deal through distributors on a cash-again account six-month basis. Some distributors rediscount through finance firms. Rate is generally 9 per cent.

In Chicago only the larger operators have a finance set up. Many of these operators deal through distributors on a cash-again account six-month basis. Some distributors rediscount through finance firms. Rate is generally 8 per cent.

Most recent boost given the game operator's finance program was the organization of a finance house and broker firm for both game and juke box operators by Sandy Moore and Cable Ferrara, executing partners of the Saffold-Nassam Amusement Corporation, large coin machine manufacturer in Bridgeport, N.Y. The firm classed to operate on a nationwide basis, maintaining listings of operators who want to buy or sell and attempting to bring together the parties (The Billboard, September 6).

M. A. C. Vendro, Inc., a Los Angeles operating firm, has been a distributor firm for the past 10 years. They have a firm of brokers and a finance firm. They operate for the firm of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. They have been a distributor firm for the past 10 years.

A recent boost given the game operator’s finance program was the organization of a finance house and broker firm for both game and juke box operators by Sandy Moore and Cable Ferrara, executing partners of the Saffold-Nassam Amusement Corporation, large coin machine manufacturer in Bridgeport, N.Y. The firm classed to operate on a nationwide basis, maintaining listings of operators who want to buy or sell and attempting to bring together the parties (The Billboard, September 6).

M. A. C. Vendro, Inc., a Los Angeles operating firm, has been a distributor firm for the past 10 years. They have a firm of brokers and a finance firm. They operate for the firm of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. They have been a distributor firm for the past 10 years.

A recent boost given the game operator’s finance program was the organization of a finance house and broker firm for both game and juke box operators by Sandy Moore and Cable Ferrara, executing partners of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. The firm classed to operate on a nationwide basis, maintaining listings of operators who want to buy or sell and attempting to bring together the parties (The Billboard, September 6).

M. A. C. Vendro, Inc., a Los Angeles operating firm, has been a distributor firm for the past 10 years. They have a firm of brokers and a finance firm. They operate for the firm of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. They have been a distributor firm for the past 10 years.

A recent boost given the game operator’s finance program was the organization of a finance house and broker firm for both game and juke box operators by Sandy Moore and Cable Ferrara, executing partners of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. The firm classed to operate on a nationwide basis, maintaining listings of operators who want to buy or sell and attempting to bring together the parties (The Billboard, September 6).

M. A. C. Vendro, Inc., a Los Angeles operating firm, has been a distributor firm for the past 10 years. They have a firm of brokers and a finance firm. They operate for the firm of the Saffold-Nassam Amusement Corporation, Bridgeport, N.Y. They have been a distributor firm for the past 10 years.
ATTENTION—ALL OPERATORS!
Here's the surprise of your life! You can restore your pool table to original! Big play and taking

NEW RACK POOL TOPS
for all tables
BRAND-NEW PANELS • BRAND-NEW CLOTH
Opulent grays or other hands, hand screened.
BRAND-NEW CUPS (2) • BALL RACK AND OVER-
SIZE COU BALL.
Like New Tables. Both and Rich. Price $95
Bally Rich, Price $145.

BALLY BRIGHT SPOTS • Only $55.

CHARLEY PIER!
Monarch Coin Machine, Inc.
Exclusive Distributors for
AMI Chicago Coin-Exhibit Genco—Gottlieb—Kenealy Williams

GOTTLEIB
SEA BELLES
WILLIAM
HOT DIGGITY CRANE
KEENEY
COFFEE, CRUPE AND SHACK VENDOR
COMBINATION COFFEE & HOT CHOCOLATE VENDOR
INTERNATIONAL MOTOSCOPE
VICTOR
LORD'S PRAYER
VENDORS & CHARMS
CHICAGO COIN
TWIN HOCKEY
GOLDEN HORSE
STUTZ BEAR CAT
SHINE SHOVEL
LARGE STOCK OF PHONOGRAPHS, FIVES, BALLS, POOLS, FUNusiON AND ARCades EQUIPMENT
WRITE—WIRE—PHONE FOR BEST DEAL

Miller-Newmark
Connecting company
42 Fairbanks, N. W.
Grand Rapids, Michigan
DT 6-8907

Making Operating Pay! Invest in the Best!
You’ll Find It at WORLD WIDE!

5-BALL GAMES

BINGOS

GATTYE

GATFET

LADY LUCK

pinnks

STAYED

RED JET

NEVADA

ARCADE EQUIDMENT

C.C. CROSZDOLE

HOMER RUN

4H D.J.

LADYLUCK

STRIKE

STUFFED

KNEE'S

PREZ

TRIPLE PLAY

SWINGERS

STAR POOL

SPEED

NEVADA

POOL TABLES

WANT TO BUY

ALL Types

BINGO GAMES—SHUFFLES

MUSIC—5 BALLS

WILL TRADE

POOL TABLES OR

PAY CASH!

POOL TABLES

DIAMOND POOL, AUTOMATIC POOL & SNIPER, EK. SUPER X

$109.90 ea.
Jr. Pool

$56 ea.
Child's Pool

$55.00

POOL TABLES

Want to Buy

BINGO

Graduated Variety

Specials

Arms

1,000 ROUNDS

$10.00

C.P. CROSZDOLE

10000 ROUNDS

$11.30

DIAMOND POOL

1,000 ROUNDS

$10.00

Gees & Bros.

1000 ROUNDS

$10.50

D.J.

$59.00

Jr. Pool

$35.00

Table Runs

$10.00

SWINGERS

$59.00

C. C. Croszdole

$250.00

C. P. Croszdole

$250.00

4H D.J.

$150.00

U.S. Patriot

$200.00

C. P. Croszdole

$200.00

3H D.J.

$85.00

Aces

$250.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

500 ROUNDS

$10.00

Penny

Per,

$50.00

C. P. Croszdole

$50.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$75.00

C. P. Croszdole

$75.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,

$100.00

C. P. Croszdole

$100.00

3H D.J.

$35.00

Aces

$100.00

Penny

Per,
When you order from Marvel, you get GENUINE ROLL BALL RAILS

REGULAR SIZE PLAYFIELDS $25.95 ea.
JUMBO OR KING SIZE PLAYFIELDS $39.95 ea.

Some Prices For Regular or King-Size Bumper Pool Playfields

Buy direct from Marvel! Get the lowest prices on all pool tables!

**Immediate Delivery**

INCLUDED WITH EACH SET OF ROTATION BALL RAILS ARE A HAND-UP RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER HEAVEN BILLIARD SUPPLY CO. EMPLOYS RULES AND INTERPRETS RULES IN A FAIR AND HONEST MANNER!

**FREE WITH EACH SET OF ROTATION POOL BALLS**

For Pool Table Specifications—Every Item You Need...

Write for Our Special Price List for Bumper Pool Supplies.

Pick up your pool table at the store or have it delivered for no charge.

**Davis Guarantee**

- Mechanisms Guaranteed
- Worn Parts Replaced
- Adjustments
- Repair Work
- Cabinet Finish

**Get the Facts—write for your copy of “10c Play Facts Sheet,” a tested, proven program... no charge or obligation.**

Write to: **DAVIS DISTRIBUTING CORP.**

738 Erie Boulevard East

Syracuse, N. Y.

**BUMPY POOL OPERATORS**

**GUARANTEED LOWEST PRICES**

**ROTATION POOL BALL SETS**

**Address:** 2484 S. Main St., Columbus, Ohio

**Phone:** Collins 1-4628

**Atlas Music Company**

A Quarter Century in the Music Business

2412 W. Washington Ave., Columbus, Ohio

**A.M.I. MODEL A $95.00**

WURLITZER 1650 (45 RPM) $365.00

WURLITZER 1800 $695.00

WURLITZER 1250 $175.00

WURLITZER 1500 $275.00

**RECONDITIONED—REFRESHED LIKE NEW!**

Terms: 1/2 dep. bal. C.O.D.

**CHICAGO COIN**

**BLONDE—CLAPRI**

**STEAMSHOVEL—HOCKEY**

**GENCO**

**STATE FAIR GUN**

**Easy Ace $250.00**

**Harp Life $250.00**

**Widow $199.95**

**Slugging Champ $175.00**

**Hawaiian Beauty $125.00**

**Habanero $75.00**

**Poker Face $75.00**

**Crossroads $45.00**

**Globe Trotter $45.00**

**Big Ben $95.00**

**COMPLETE SELECTION OF BINGO, BUTTONS & POOL TABLES**

**113 Gabriel Bolling C.O.D. or S.B.**

**CHICAGO COIN**

**BINGO AND BUTTONS**

**POOL TABLES**

**EXCLUSIVE DISTRIBUTORS**

**Billeau & Williams D. Gottlieb & Co.**

**1905-1911**

**Chicago Coin Automat Pool Tables**

**MIDWEST SEEBURG**

**S-W 3W-1 WALL-O-MATIC**

**SEEBURG**

**100 Sel.—Chrome Latest Features, $69**

**A.M.I. MODEL A $95.00**

**WURLITZER 1650 (45 RPM) $365.00**

**WURLITZER 1800 $695.00**

**WURLITZER 1250 $175.00**

**WURLITZER 1500 $275.00**

**RECONDITIONED—REFRESHED LIKE NEW!**

Terms: 1/2 dep. bal. C.O.D.

**CHICAGO COIN**

**BLONDE—CLAPRI**

**STEAMSHOVEL—HOCKEY**

**GENCO**

**STATE FAIR GUN**

**Easy Ace $250.00**

**Harp Life $250.00**

**Widow $199.95**

**Slugging Champ $175.00**

**Hawaiian Beauty $125.00**

**Habanero $75.00**

**Poker Face $75.00**

**Crossroads $45.00**

**Globe Trotter $45.00**

**Big Ben $95.00**

**COMPLETE SELECTION OF BINGO, BUTTONS & POOL TABLES**

**113 Gabriel Bolling C.O.D. or S.B.**
FOLK TALENT AND TUNES

Continued from page 98 thru Friday, over WTMJ, Charleston, S. C.

Joy Ball, who appeared in Vir-ginia, Georgia and North Carolina

CALL TODAY FOR THE LOWEST POOL GAME PRICES!

Syracuse 2-8255

ALL TOP NAMES! Brand New in Original Cartons

ELECTRIC SCORING POOL GAMES

TAKE 'EM AWAY AT CLEARANCE PRICES!

REX
COIN MACHINE DISTRIBUTING CORP.
281 So. Salina St. Syracuse 3, N.Y.

"THE NEW SMASH HIT!"

** Ball in Top Hole when lit scores 1 Replay.
** Side Rollovers score replay with numbers lit
** Spell "W-A-L-T-Z" or "T-A-N-G-O" or "P-O-L-K-A" and shoot ball in Center Hole for 1 Replay each.
** Spell "H-O-T-D-I-G-G-I-T-Y" for 1 Replay, then shoot ball in Center Hole for 5 REPLAYS 111

HIGH SCORES!

INVESTING IN FILMS

EXCLUSIVE FACTORY DISTRIBUTORS
AM-1 CHICAGO COIN-GEMCO-EXHIBIT

BOWLERS

Bowling Team $275.00
James Lowe $150.00
Fred Shoemaker $150.00
Ray Gross $100.00

MUSIC

AFL F-130 $35.00
AFL D-100 $20.00
205 Price $100.00
Wurlitzer 1105 $75.00
Wurlitzer 1450 $100.00
Wurlitzer 1455 $125.00

POIL TABLES

AUTOMATICS from $125.00

GFC STATE FAIR

Greatest Memory Maker Outside of S. Mif.

WHAT'S NEW IN COIN MACHINERY

WHAT ARE THEY GETTING FOR USED EQUIPMENT?

WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

CREATORS OF DEPENDABLE PLAY APPEAL

THE BILLBOARD

2342 W. Fullmore St. Chicago 24, Ill.

Order Now at LOW Subscription Rates. Fill In and Mail Coupon Today!

Billboard

THE BILLBOARD FOR YOU at $12 per year.

MAIL COUPON TODAY.

Name.

Address.

City.

Zone... State.

Copyright 1956.
**DOUBLE THE PLAY WITH...**

**GOTTLIEB'S 2 PLAYER**

**SEA BELLES**

- New Twin Double Bonus
- Super High Scoring—Over 1000
- 4 Mystery Light-up Pop Bumpers
- 3 Bonus Advancing Targets
- 2 Light-up Cyclonic Kickers
- 2 Super-Powered Flippers
- 3 or 5 Ball Play

**Amusement Pinballs**
as American as Baseball and Hot Dogs!

**BUY THE BEST ... WE DO....**
Detroit Shuffle Tourney Play

DETOIT—Start of the ninth season of organized team and shuffleboard play was announced last week by John C. Westerdale, Director of Leagues for the Detroit Shuffleboard Association (DSA), who also heads the Shuffleboard Stewardship Service, providing basic services for teams and sponsors.

Advance inquiries indicate that participation this season is expected to show an increase, according to Westerdale. An active organizational campaign is currently being launched, with sponsoring groups being lined up.

A highlight of the whole program is the State-wide shuffleboard tournament, which is held late in the spring, and sets a year-round goal for players, sponsors and fans alike.

WANTED

First World Champion Harry W. and Model T Car. Exhibits Kiddle Rides.
HARRISON DISTRIBUTING CO. 8119 McCombs Ave. Dallas, Tex. Phone: Upland 1644

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

a great big "THANK YOU" TO DISTRIBUTORS AND OPERATORS EVERYWHERE

For Your RECORD-BREAKING ACCEPTANCE of GENCO's STATE FAIR RIFLE GALLERY

WE'RE IN FULL PRODUCTION...bending every effort to fill the overwhelming demand!

NOW SHIPPING BOTH REGULAR AND MATCH MODELS

FEATURING SENSATIONAL NEW "FREE-ROLLING BALLS" PAT. PEND.

SEE YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

AMERICAN MACHINES YOUR GAME SHOOTING...
The Seeburg V-200

has everything you need for modern, profitable music merchandising!

Rovolving Drum Program Selector
200 Selections—Displays 40 Selections At One Time

Dual Credit System
Programs Singles (Hit Tunes) at One Price and E.P.'s (Standards and Show Tunes) at a Proportionately Higher Price

the Wall-O-Matic "200"
Finest in Remote Control

The Seeburg V-200

has everything you need for modern, profitable music merchandising!

America's Finest and Most Complete Music Systems

Seeburg

DEFENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION

Chicago, Illinois