Giant Halls Sprout Across the Country

Areos, Auditoriums
Draw Big Backing
For Building Boom, All Out to Get Shows

By TOM PARKINSON

CHICAGO—Areos and auditoriums constitute a two-headed giant with double-barreled power. They are flung along a two-way street with one-way backing and a two-fold purpose. They are to win shows and influence exposition. Their backing comes from expansion plans of municipalities and fair. The route to the goal is then building either all new facilities or expanding the old. Building of the big-scale stage and space commandment at conventions, trade shows and exhibitions top the list. An estimated $100 million, $50 million and even $30 million are debited, designated and detailed. Halls seating 6,000 to 10,000 are now available in numerous moderate sizes.

Add to Older Places

In addition, there is a parallel movement to construct new annexes or additions to existing buildings. Virtually all of these jobs are to add more exhibit space to that already provided by the auditoriums or arenas.

Behind both movements for new halls are the bids by the push of cities, Chambers of Commerce and convention bureaus to bring in business. Crowds for amusement entertainments are a major part of the goal. The last result is the throughs that converge on a town with a town that converges on a Powerful force of conventions, trade shows and exhibitions. There are more and more such conclaves, and there are more and more weakes. The time to complete in the marking is that such a big area or a building are also of need.

Leisure Time Helps

While arts and fairs battle to wall up as much booth space as possible, the number of boys sells moderately. Some see the increase in the number of shows and exhibitions as an expression of the having more leisure time. That is, people have more time to play, so they have time for more shows, and they have time for expositions about travel, sports, vacations, hotels, crafts and other ways to use more time.

Competition among the major cities has reached a white heat in the exhibition and trade show category. New York, Chicago and Detroit are buildings among those most deeply involved. More big leagues are awakening up. Meanwhile, enough auditors and arenas have been opened to shelter some regions that peggy competition has sprung up. Among these locations are the Carolinas and Texas. Buildings are being created for trade shows and exhibitions plus amusement attractions.

While there are hundreds of trade shows of various kinds to deal in, across and auditoriums still find themselves on stage and in stadia.

Stress Show Need

Basic Items are the circuses, ice shows, rodeos, county and western music groups, longhorn concerts and ballets and such public exhibition as farm, travel, trade and auto shows.

There are adequate areas on which to build, but we have not included pictures of shows. But virtually every building on record claims he needs some more shows.

Their problems are complicated and solutions are seen as being affected by cancellations of the relatively few properties. The last couple of such deals recently at home better than are now building.

Returning to the building another three issues, the U. S. Unique 4th Televised Web

NTA Film Network

Gives U. S. Unique

4th Television Web

Huge Promotion to Awaken Public

To New Type of 'Wireless' System

By GENE PLOTNIK

NEW YORK—The nation's fourth TV network, which has officially born on Monday (17) when the NTA Film Network's affiliation agreement with the Associated Press stations went into effect, is a different kind of network from any that has ever existed in the broadcasting industry before. But it is in fact a network, and it has allocated a huge promotion budget for the coming season to improve the face of this medium in the minds of the public and sponsors.

It has already aroused the interest of a flock of advertisers and ad agencies. According to NTA executives, the announcement last week that it had so many affiliated stations drew a stack of wanted by potential sponsors, large and small.

Fits Conditions

The NTA Network was conceived from and adjusted to the specific conditions of the industry that it would fit in.

It will be the first all-film network. Hence, there will be no line charging. NTA is not buying its sales pitch on simultaneous airing, and the wire networks usually do. It will be the first network to pay a commission to its affiliates against spot representatives. Further, any piece of the network program that is not sold by the network may be sold by the station locally. Hence, the sales effort for the NTA Network's shows may be carried on at these levels.

The NTA affiliation agreements do not provide for network option time, a subject of intense investigation in Washington at this moment. Instead, it contains a definite commitment for an hour and a half block weekly for 39 weeks, referred to in the agreements as an "arrangement for a term of five years."

Starts Oct. 15

The NTA Film Network, a new program of industry that is fully dedicated to starting its first program in that "Prohibition" market, will begin October 15, whether or not it has made a single day's time. The first affiliation agreement is for two years, cancelable with 45 days notice after the first year.

The "Program Time" varies station by station. In general, according to Ray Nelson, vice-president in charge of general management of the network, it tends to be in the latter part of the evening, on Fridays or Saturday. In some stations the network is the first station back on the market, the "Program Time" may be earlier in the evening. The specific time designated will be working out at this writing for many of the stations.

First an idea, Then Reality

NEW YORK—The new NTA Film Network has been sold to stations, and now to advertisers, purely as a concept, since up to this week NTA had made no definite move. It may be that it would have a series of top leaders, NTA began pitching the concept of a fourth network to stations first in an experimental manner in February. In the main lead had been the 20-N network, which was carried by three men—Ray Nelson, program manager of the network, Vic Bolk and Tony Aznardo.
ALL IN A SEASON

Show Deaths Total 41: Some Flop, Others Just Fade Out

NEW YORK—During the past season 41 nighttime shows have been canceled, plus one, "The Crusader," already set for the axe late this year. Sixteen of the total of 42 shows have, however, gotten fairly long exposure and have lost their owners virtually through the years. They are not flops, but faded shows.

Why do the majority of shows go down? Mostly because of the pressure of their competition whose audience attractiveness is greater. Both the "Colgate Variety Hour" and the "NBC Comedy Hour" are examples in point. It was their fate to tend to buff Sullivan head-on and be lost. Many other similar examples can be cited.

CBS and NBC network programmed the greatest number of flops, 11, but NBC-TV was not too far behind. ABC-TV had only five. Among the flops showed the "McFadden" and "The ABC Five," of course. Each network may also program shows that have never been heard of but that have been successful in a previous medium.

No Crossovers

Many of the shows that flopped were specifically designed to crush the competition and did not quite do their work. But was NBC's answer to its Monday night "I Love Lucy," the TV answer to "The Red Skelton Show"? "Medic" received respectable ratings, "Lucy" remained as strong as ever. "Frontier" was to perform similar job for the same network against the "Skeeter" and "Armstrong," the latter of which were specifically designed to crush the TV audiences of "Western Union" and "Ben and Sothern," but it, too, failed. And the shoe was on CBS' feet with both "Babe" and "Chesapeake and Ohio," as NBC's "Hold on the Laddies" was shown on "The DuMont Game." And "The Tin Tint" on Wednesday and Fridays, 7-9 o'clock, respectively.

These were among the number programs which had time periods to reach the numbers 25 and 60. As a result, theader "M-G-M Parade," which followed "Disneyland" on ABC, was considered a "Great Life." This last show, however, had a definite impact on kid viewers, the largest group watching the "Boy Rogers" show, with 1.5 million.

Good Chance

It cannot be said that the large majority of those programs did not have a chance to prove themselves.

Ed Gardner Joins JWT Prod. Staff

NEW YORK — Ed Gardner, commonly known as Archie, the funny lawyer of "The Thin Man," has joined the creative production staff at J. Walter Thompson. Gardner was a well-established program creative-producer before he came up with "Terry Fifer's." 

MONEY-SAVING SUBSCRIPTION ORDER

Subscription to The Billboard for a full year (52 issues) at the special price of $9.00 ($1.80 saving over single copy rates). Foreign rate $24.

Name ____________________________
Occupation or Title ____________________________
Company ____________________________
Address ____________________________
City ____________________________
State ____________________________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Philco Hunts
New Agency, Quits Hutchins

NEW YORK—The Philco account, estimated at between $200,000 and $4,600,000 for 1956, is now on the loose. The advertising has disappeared at all levels. But some sources say that the new ag- ency and the new agency. Hutchins will close its lo- cal office on September 28 but will continue to operate at its headquarters where it services a network of dealers. The Philco primary TV expedi- tions this year have been for the primary TV to be covered on ABC-TV. It also sponsors the Altron America television series on ABC. Previously its most impor- tant show had been the "Philco Playhouse" which it sponsored for many years on NBC-TV.

The account will probably go to an agency other than those which look as the top four—J. Walter Thompson, Young & Rubicam, McCann-Ericsson and Batten, Bar- ton Dumont & Otis—since they have all con- flicting accounts.

HOLLYWOOD—Purchases of nine out of 12 key items are influc- enced primarily by television advertise- ment. A survey by a key depart- ment has been completed in ABC-TV. Philco is one of the 12 key items of the annual study conducted by the TV survey for ABC's national network. The survey, released by the ABC-TV Veep, Earl Hurdman, in releasing the results of the survey in a speech before the Hollywood rating's conference, points out that the purchases of these items as presented in "Consumer Reports: Automobiles, cosmetics, hand- ges, beer (by 21), cigarettes, liquor, toile- and coffee. The question as to who controls the TV set in your home provided some interesting responses. This breaks down, according to time periods: 12 a.m.—11 Women; 12 a.m.—11 Men; 2 a.m.—6 Women; 8-11 a.m.—5 Men; 8-11 Women; 11-2 a.m.—5 Men; 11-2 Women.

Most of the other replies were the same, or similar, in style and included the results of a survey by the ABC network, which was not very extensive. For instance, one says, "Our family watches TV and the NBC network,奶油y, 10:30, really is a hit, just as it is now."

"Brown-Williamson
Daytime Use Pays"

NEW YORK—The sole name- change to the ABC's National Network, Brown & Williamson is now competing in the quarter hour of three other television stations. A "Curly Top" program, "The Ranch Bump" and "Woman's Day" have been added to the quarter hour, according to a survey by the ABC network.

Ralph George, director of RKO's television department, said that the network has increased its revenue by $2,500,000 by adding the quarter hour. He added that the network has been profitable for the past three years, and that the network has been profitable for the past three years.

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"Sheena"
LEADS ALL SYNDICATED SHOWS IN
ROANOKE

out in front in many other markets, too.

Los Angeles—#1 show in this town for the past month, audience share 30% in this seven station market.

Tulare—62.6% share of audience in competition with two popular westerns.

Memphis—First time in program, 43.6% share, 11.2 rating.

Submit your sales message to the news- paper most bought by your audience.

"Sheena" leading in Roanoke.

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"Sheena" leading in Roanoke.
Falstaff bought it

C. Schmidt bought it

ROD CAMERON STARS IN STATE

39 all new half-hour action-packed motion pictures filmed on location with the full cooperation of Nevada's law enforcement agencies. Vivid scenes of Mojave desert, Virginia City, Lake Tahoe, Reno, Las Vegas offer backdrop for thrilling adventures.
for a total of 71 markets

How about you?

TROOPER

Investigate...and Act Now for the Big '57 ahead

MCA TV FILM SYNDICATION
CONCEPTION TO INCEPTION

NTA Film Web Gives U. S. Unique 'Wireless' 4th Net

According to the NTA command, the new network will immediately fill the gap left by the industry needs. It will provide
dependent stations (which is the biggest markets) to be available in a 100-mile radius of any city. The network is
an open one, which can be joined by any interested party. The first stations to join are: New York, Chicago,
Philadelphia, Boston, and Los Angeles. The network will start broadcasting on the 22nd of September.

TAILORIED FOR TV

Screen Gem Bows 2 Columbia Skeins

HOLLYWOOD—Two specially tailored-for-TV series of Columbia pictures are being released this week by
Screen Gems. The distributor already has been in contact with stations. One of the shows consists of 32
series of films made by Columbia from 1940 to 1945, and is titled "The Broadway Melody Parade." The other
is a pilot program tentatively called "Surprise Package," has 75 episodes. These series have special openings and closings.

The thinking of Screen Gems is apparently that the market for Class A is saturated, a new network will appeal to that market.

PILOT POT PERKING

Scramble on Seeking Possible Replacement

HOLLYWOOD—A half dozen new pilots are scheduled to be shown by the three major networks in the coming weeks. The
networks are looking for new talent to fill the void left by the departure of several well-known personalities.

Syndication for 'Millionaire'

NEW YORK — "The Millionaire," which was reported to be ending several months ago as a result of the
network's financial problems, will be released by MCA-TV in October. The network claims that the 39-hour drama will be "Mighty Mouse." MCA-TV has high hopes for the show. The network released a statement that the new show will be "The Millionaire," which will air on MCA-TV starting in October.

Four Star in Suit Against Former Execs

HOLLYWOOD — Four Star Films, Inc., last week filed suit in Superior Court here charging its former vice-president, Edward Schermer and chief production exec, Warren Lewis, with "wrecking" its profits and "stealing" its business.

"Millionaire" just started its second season on CBS-TV for Colgate-Palmolive.

Bakers Sign For "Donovan"

NEW YORK—Laugnfeld brothers last week signed an agreement with "Donovan," the most recent addition to their stable of singers. The agreement calls for the group to appear in three station shows each week.

Four Star sued the network last year for breach of contract, and was later awarded a settlement of $500,000.
The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

To provide better entertainment for the public...

and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

1. 162 Stations Covering 82% of U. S. TV Homes. They offer access to the nation's top markets...where 38,173,100 families live...in 28,145,600 TV homes...with about $115 billion dollars in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.

2. At a Fantastically Low Cost Per Thousand. If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at an amazing low cost per thousand. Thanks to top talent far below the cost of the average TV show and no staggering coaxial cable costs.

3. With the Greatest Flexibility In TV Network History. No costly "must-buy"...buy what you want...when you want...where you want it. One contract for everything—time and program—no worry about time differentials. You get the prestige of network plus the flexibility of spot purchase.

4. And Guaranteed Clearance of Time and Programming. No waits or debates about station clearances. You can get the availabilities you want and need now... without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write:

NTA FILM NETWORK
a subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York, N. Y. • Phone: PLaza 7-2100

www.americanradiohistory.com
The Billboard Scoreboard

**ARB Audience Composition Studies**

**Network Drama Shows**

**AUGUST RATINGS**

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**FEATURE FILM RATINGS START IN THIS ISSUE**

The Billboard, in association with The Pulse, inaugurates a new feature each week a list of the ten feature films for which it has received the highest audience figures. Pages 12 and 13 will be a valuable addition to the city-by-city ratings of top programs that have been published by this paper over the past several years.

The ratings of the top feature films programs in each market now make their place in the ratings of top network shows, top weekly shows, and top syndicated shows that have heretofore appeared in The Billboard-Pulse charts.

At the time when stations are beginning to program movie pictures produced by RKO, Columbia, Warner Bros., 20th Century-Fox, M-G-M and other top movie producers, the most in the audience appeal of feature films on TV is at its all-time high.

The Billboard-Pulse charts show the average rating of each feature picture for the week to determine which movies will be the most popular in the week of the showing.

**ARB Top Shows Among Men**

**How Network Shows Rated**

**AMONG MEN**

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**THE BILBOARD**

**SEPTEMBER 22, 1956**

**TV Program and Time-Buying Guide**

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

**SYNDICATED FILM PROGRAMS**

**Pulse Top Pix Among Men**

**HOW NON-NET FILMS RANKED**

**AMONG MEN IN JULY**

This weekly syndication composition studies lists the relative popularity of non-network film series by market size. The chart shows popularity among men, women and children. For additional information on syndication, please consult The Billboard, 15 West 40th St., New York, N. Y. C.
ATFD Won't Blame Networks  
Tho Celler Group Digs Deep

NEW YORK—The members of the Association of TV Film Distributors have been embarrassed by the networks' decision to show the unreleased movie, "Disneyland," on a different network. The networks have claimed that the movie was not approved by the ATFD, but the committee's chairman, Joe Cohn, has denied this claim.

But the committee, which consists of representatives from the networks, has decided to continue its investigation into the matter. The committee has called for additional information, including details of any previous negotiations with the ATFD.

Two Specifics

1. The committee has asked for specific details of any negotiations between the networks and the ATFD, including the dates and the names of the representatives involved.
2. The committee has asked for any written agreements or contracts between the networks and the ATFD, including any agreements to limit the distribution of the movie.

Additional Comments

Cohn has stated that the ATFD has never been asked to approve the showing of the movie on a different network. He has also stated that the ATFD has never received any payment for its participation in the process.

ABC Works On Plymouth Hour Show

NEW YORK — ABC is working on the details of an hour-long show for the Plymouth Motor Corporation, to be scheduled as soon as possible in the Friday 10-11 p.m. time period. Robert Lewin, vice-president in charge of programming for ABC-TV, has been working on the show, which will be titled "Plymouth Hour." The show will feature the best of the Plymouth line, with a new Plymouth car being revealed at the end of the show.

Rainbow Pix Go to NTA?

NEW YORK — The Rainbow Production package of six feature films, including "The Bell of St. Mary's," was last week reported to have gone to National Telefilm Associates for airing on the new NTA Film Network. The move was reportedly made to give the new network a competitive edge in the programming market.

ATFD's statement on this matter was that it is not interested in giving the Rainbow package to NTA, as it believes that the network does not have the resources to properly handle the program.

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill all station programming needs.

For the first time, Guild Films makes available to you this A-List programming for any slot you may wish—to-morrow, afternoon or evening.

Here's your opportunity—with top stars, top production values, top audience appeal, top participation sales response—to make your station tops in showmanship.

We suggest you have no time. Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

PLUS

134 CHILDREN'S SHOWS
Flash Gordon ... Col. Tim McCoy
Joe Palooka ... Junior Science (color)

100 ALL-STAR WESTERNS
Starring:
JOHN WAYNE
Johnny Mack Brown ... Lash Lorne
Tex Berman ... Jimmy Wakely

65 WOMEN'S FEATURES
It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

208 COMEDIES and DRAMAS

143 MYSTERIES
LIBERACE FRANKIE 'LAINIE' ZABACH
MOLLY (The Goldbergs)
DUFFY'S TAVERN
(26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL
THEATER

370 CARTOONS
WALTER LANTZ CARTOONS
with Oswald the Rabbit
Poschars the Pup
Meany, Mimi and Moe
and the LOONEY TUNES
Thru SCREEN GEMS portals
FOR ALL STATIONS . . . FOR EVERY

SPORTS!
52 — ¼ HRS.
"THE BIG PLAYBACK"

Bill Stevens and Jimmy Powers bring the most famous names in sports, filmed at the moment of their greatest triumph.

"SURPRISE PARTY"
65 HOURS

Each one-hour package combines an exciting serial, a hilarious comedy and an entertaining cartoon, . . . from Columbia Pictures! A festive treat for the young set.

104 FEATURE FILMS
... and more to come!
The finest group of full length features produced by Columbia Pictures, . . . with Bing Crosby, Rita Hayworth, Paul Muni, Cary Grant, Ingrid Bergman and many other stars!

FOR DETAILS CALL

IN THE EAST
Ben Coleman
Fl. 1-4432
New York, N.Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-5986
Chicago, Ill.

IN THE SOUTH
Frank Browne
National 3-6566
Hot Springs, Ark.

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.
pass TV's BEST SHOWS!

SPONSOR . . . FOR ANY AUDIENCE!

JUVENILE!
91 - 1/2 HRS.

TOP PLAYS!
278 - 1/2 HRS.
- COMEDY  - DRAMA
- MYSTERY  - ADVENTURE
- ROMANCE
Superb quality programs from top rated big star series such as "Ford Theatre," "Celebrity Playhouse," and "Fireside Theatre."

MUSIC!
78 - 1/4 HRS.
"THE PATTI PAGE SHOW"
Patti stars with the "Page 5 Singers" and Jack Raef's 18 pc. orchestra.

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.
PULSE LOCAL RATINGS FOR AUGUST
The Television Industry's Most Complete Index of Top Local TV Programs and Spot Advertisements

NEW ORLEANS - 7 TV STATIONS - 165 LOCAL HOME POPULATIONS - 718,170. (66% in U. S. 4, 66% in U. S. 5)  

Retail Sales - $44,125 (40%)  
Food Sales - $31,010 (30%)  
  (15)  

Above figures include following counties: Orleans and St. Bernard Parishes

DETOIT - 4 TV STATIONS - 100 LOCAL HOME POPULATIONS - 1,128,250. (66% in U. S. 4, 66% in U. S. 5)  

Retail Sales - $63,413 (40%)  
Food Sales - $31,163 (30%)  
  (15)  

Above figures include following counties: Wayne, Oakland, Macomb, and Monroe Counties

HOUSTON-GALVESTON - 7 TV STATIONS - 1,059,360. (66% in U. S. 4, 66% in U. S. 5)  

Retail Sales - $39,042 (40%)  
Food Sales - $31,104 (30%)  
  (15)  

Above market statistics are for Houston Market and include following counties:  

Top Network Shows

1. Ed Sullivan, WHOU, 3:30-4 (15)  
2. The Late Show, WHOU, 11:00, 11:30 (15)  
3. The Late Late Show, WHOU, 12:00, 12:30 (15)  
4. The Tonight Show, WHOU, 1:00, 1:30 (15)  
5. The Tonight Show, WHOU, 2:00, 2:30 (15)  
6. The Tonight Show, WHOU, 3:00, 3:30 (15)  
7. The Tonight Show, WHOU, 4:00, 4:30 (15)  
8. The Tonight Show, WHOU, 5:00, 5:30 (15)  
9. The Tonight Show, WHOU, 6:00, 6:30 (15)  
10. The Tonight Show, WHOU, 7:00, 7:30 (15)  
11. The Tonight Show, WHOU, 8:00, 8:30 (15)  
12. The Tonight Show, WHOU, 9:00, 9:30 (15)  
13. The Tonight Show, WHOU, 10:00, 10:30 (15)  
14. The Tonight Show, WHOU, 11:00, 11:30 (15)  
15. The Tonight Show, WHOU, 12:00, 12:30 (15)  

Top Multi-Weekly Shows

1. Micky Mouse Club, WWZY, 0-7  
2. Stooge, WWZY, 0-7  
3. Stooge, WWZY, 0-7  
4. Stooge, WWZY, 0-7  
5. Stooge, WWZY, 0-7  
6. Stooge, WWZY, 0-7  
7. Stooge, WWZY, 0-7  
8. Stooge, WWZY, 0-7  
9. Stooge, WWZY, 0-7  
10. Stooge, WWZY, 0-7  
11. Stooge, WWZY, 0-7  
12. Stooge, WWZY, 0-7  
13. Stooge, WWZY, 0-7  
14. Stooge, WWZY, 0-7  
15. Stooge, WWZY, 0-7  

Top Multi-Weekly Features

1. The Andy Wetti, wedge, WWZY, 0-7  
2. The Andy Wetti, wedge, WWZY, 0-7  
3. The Andy Wetti, wedge, WWZY, 0-7  
4. The Andy Wetti, wedge, WWZY, 0-7  
5. The Andy Wetti, wedge, WWZY, 0-7  
6. The Andy Wetti, wedge, WWZY, 0-7  
7. The Andy Wetti, wedge, WWZY, 0-7  
8. The Andy Wetti, wedge, WWZY, 0-7  
9. The Andy Wetti, wedge, WWZY, 0-7  
10. The Andy Wetti, wedge, WWZY, 0-7  
11. The Andy Wetti, wedge, WWZY, 0-7  
12. The Andy Wetti, wedge, WWZY, 0-7  
13. The Andy Wetti, wedge, WWZY, 0-7  
14. The Andy Wetti, wedge, WWZY, 0-7  
15. The Andy Wetti, wedge, WWZY, 0-7  

Guild Acquires 179 Cartoons

NEW YORK—Guild Films has completed its deal to acquire 179 Walter Lantz cartoons for national distribution. The package, which will be offered as a library to stations, includes some of the best features: Oswald the Rabbit, Pooch the Pup, Meany, Mary and Moe and other characters.  
The week previous Guild had acquired 37 other western programs and series, and this, together with the Lantz deal, brings its film catalog to nearly 1,000 films. Sales will follow the Looney Tunes pattern and include syndicated programs for the Lantz films.

Colonial Chain Buys 'Christian'


Other new clients for the Ziv television series include Simonin Mattresses in Springfield, Mo.; Royal

Cinema-Vue Has 52 Pix

NEW YORK—Cinema-Vue has put 52 Westerns of the 1930's into TV distribution for the first time in the "Roju" Western Round-Up package. All six producers, including Maynard and Tim McCoy, among others.

This is Cinema-Vue's second Western package. It is also the first to be produced by the "Roju" which consists of 27 films, 21 of them with John McCoy Brown.

Bedding in Pittsburgh and Johnson City, New York, has just been named as Sales representative. Westerns are already being sold in the Pacific, and will be sold in the Midwest, South-East, and in the East. This is the fifth extra-U.S. appointment under ABC Films plan for a world-wide sales organization.

Japan TV Activity Spurs; Atlantic in Pact, Falk Named

NEW YORK—Japanese TV is stepping up activity, as reflected in Tup TV plans for Tokyo. The first American deal for feature films in the new nation is between Atlantic Television Corporation and Nippon Home government officials. They have signed 15 films of Atlantic's "Million Dollar" series.

In another development there, Bennett Falk, a former Correspondent in Tokyo, has been named Far East sales representative for the new company. This is the fifth extra-U.S. appointment under ABC Films plan for a world-wide sales organization.
Best Foods in Carson Buy

NEW YORK—Best Foods, Inc., which now has an alternate quarter hour of the Johnny Carson show, has decided to buy an alternate half hour in that show's representation via the use of "One Million Birds" over CBS-TV Monday through Friday, 2:30 p.m. The time period was chosen to get exposure for a number of Western markets for "One Million Birds," which went network, Best Foods decided to go along.

TV Reviews Appear On Page 36 This Week

COLUMBUS, O.

3 TV STATIONS--163,400 TV homes.

Benzing statistics for each market are derived from Soots Management's "Survey of Buying Power." For cross-checking purposes, information and analysis, consult The Icon, Inc., 15 W. 48 St., New York 19, N.Y.

WASHINGTON, D.C.

4 TV STATIONS--483,600 TV homes.

Benzing Income--$1,079,800,000.

WASHINGTON, D.C.

TOP NETWORK SHOWS

1. The Lucy Show, I.A.F.
2. The Mary Tyler Moore Show, I.A.F.
3. The Dick Van Dyke Show, M.F.
4. The Bob Newhart Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Williams Show, M.F.
7. The Flip Wilson Show, M.F.
8. The Bob Newhart Show, M.F.
9. The Bob Newhart Show, M.F.
10. The Mary Tyler Moore Show, I.A.F.

TOP LOCAL SHOWS

1. WTOP, M.F.
2. WTOP, M.F.
3. WTOP, M.F.
4. WTOP, M.F.
5. WTOP, M.F.

TOP MULTI-WEEKLY SHOWS

1. I Love Lucy, WTOP.
2. The Dick Van Dyke Show, I.A.F.
3. The Dick Van Dyke Show, M.F.
4. The Andy Griffith Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

TOP SYNDICATED SHOWS

1. The Dick Van Dyke Show, I.A.F.
2. The Mary Tyler Moore Show, I.A.F.
3. The Andy Griffith Show, M.F.
4. The Andy Griffith Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

PROVIDENCE

2 TV STATIONS--21,030 TV homes.

Benzing Income--$1,024,100,000.

TOP NETWORK SHOWS

1. The Lucy Show, I.A.F.
2. The Mary Tyler Moore Show, I.A.F.
3. The Dick Van Dyke Show, I.A.F.
4. The Andy Griffith Show, I.A.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

TOP LOCAL SHOWS

1. WPRO, M.F.
2. WPRO, M.F.
3. WPRO, M.F.
4. WPRO, M.F.
5. WPRO, M.F.

TOP MULTI-WEEKLY SHOWS

1. I Love Lucy, WTOP, M.F.
2. The Dick Van Dyke Show, M.F.
3. The Andy Griffith Show, M.F.
4. The Andy Griffith Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

TOP SYNDICATED SHOWS

1. The Dick Van Dyke Show, I.A.F.
2. The Mary Tyler Moore Show, I.A.F.
3. The Andy Griffith Show, M.F.
4. The Andy Griffith Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

SAN FRANCISCO

5 TV STATIONS--278,400 TV homes.

Benzing Income--$5,867,310,000.

TOP NETWORK SHOWS

1. The Lucy Show, KRON, M.F.
2. The Mary Tyler Moore Show, KRON, M.F.
3. The Dick Van Dyke Show, KRON, M.F.
4. The Andy Griffith Show, KRON, M.F.
5. The Andy Griffith Show, KRON, M.F.
6. The Andy Griffith Show, KRON, M.F.
7. The Andy Griffith Show, KRON, M.F.
8. The Andy Griffith Show, KRON, M.F.
9. The Andy Griffith Show, KRON, M.F.
10. The Andy Griffith Show, KRON, M.F.

TOP LOCAL SHOWS

1. KRON, M.F.
2. KRON, M.F.
3. KRON, M.F.
4. KRON, M.F.
5. KRON, M.F.

TOP MULTI-WEEKLY SHOWS

1. I Love Lucy, WTOP, M.F.
2. The Dick Van Dyke Show, M.F.
3. The Andy Griffith Show, M.F.
4. The Andy Griffith Show, M.F.
5. The Andy Griffith Show, M.F.
6. The Andy Griffith Show, M.F.
7. The Andy Griffith Show, M.F.
8. The Andy Griffith Show, M.F.
9. The Andy Griffith Show, M.F.
10. The Andy Griffith Show, M.F.

TOP SYNDICATED SHOWS

1. The Dick Van Dyke Show, KRON, M.F.
2. The Mary Tyler Moore Show, KRON, M.F.
3. The Andy Griffith Show, KRON, M.F.
4. The Andy Griffith Show, KRON, M.F.
5. The Andy Griffith Show, KRON, M.F.
6. The Andy Griffith Show, KRON, M.F.
7. The Andy Griffith Show, KRON, M.F.
8. The Andy Griffith Show, KRON, M.F.
9. The Andy Griffith Show, KRON, M.F.
10. The Andy Griffith Show, KRON, M.F.

First also in Cleveland with an
18.1 rating, 48.85% audience share,
"Douglas Fairbanks, Jr. Presents" tops
its competition in Los Angeles.
Mobile and in many other markets, too.
Rating histories available on request.
Rating service on request

Write, phone: 

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

ABC FILM SYNDICATION
August 27, 1956

Mr. Elliot Hyman
Assoc. Artists' Prod., Inc.
345 Madison Avenue
New York 17, N.Y.

Dear Elliot:

You can't do better than first. And "Looney Tunes" is first — the leading Monday through Fri-
day children's show. In average ratings by Nielsen, from October '55 through May '56 (just to show you
that it's not a flash in the pan) "Looney Tunes" averaged 12.5 with a certain mouse following at 10.2.

It is a real moneymaker. Naturally, when you
released the 337 new Warner Brothers' cartoons, we
were able to dress the show up for fall selling and
this has resulted in current billings of $12,000 a
week.

But more than that, we have taken the Bugs
Bunny cartoons from the Warner Brothers' cartoon
package and are giving the Estimable Rabbit a half-
hour program of his own on Fridays at 7:30 p.m.
Twenty-four hours after we announced it, Bugs'favorite drink, 7-Up, bought it for every week spon-
orship.

Gordially yours,

THE COTT
Vice President

P.S. Starting very soon, we get a second boost
from this package — running them in color. And
what's more, we are giving color a real boost by
having 200 kids a day from schools on field trips,
Boy Scout Troops, etc., get their first taste of
color TV watching color-sets in our studios.
337 NEW WARNER BROS.
BOW AT N.Y.'S WABD!

PRE-SOLD BY PAST PERFORMANCE OF
WARNER BROS. CARTOONS!

First in average ratings by Nielsen
Looney Tunes 12.5
Mickey Mouse Club 10.8
Clubhouse Gang 8.8
... and sold-out all year to major
sponsors: Peter Paul, Coca Cola
National Biscuit Co., etc.

NEW CARTOONS SCOOPED UP, BILLINGS
SOAR TO $12,000 PER WEEK!

BUGS BUNNY SO HOT, SPECIAL HALF-
HOUR SOLD TO 7-UP 24 HOURS
AFTER ANNOUNCED!

RUN IN COLOR AT NO EXTRA COST!

CALL... WRITE... WIRE
Associated Artists Productions, Inc.

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 6-5886
when it's Picture Tubes... it's RCA

Silverama
Super-Aluminized for Black and White TV at its sparkling best!

Colorama
the color tube that made Color TV a brilliant reality today!

PICTURE TUBES
RADIO CORPORATION OF AMERICA, HARRISON, N.J.
EDITORIAL

SALUTE TO ALL

Television's many-faceted impact on American life is truly one of the marvels of the 20th Century.

Not only has the medium provided a multi-billion dollar stimulus to the nation's economy, but it also has had—and continues to have—immense influence on the culture and education of millions of people. The hours of entertainment which telecast each day bring to the population, with no charge, an almost constant feast of joy.

Scientists and engineers have been stimulated by the constant challenge presented by television developments.

Latest Census Bureau figures place at 37,277,000 the number of homes now in use. More than 15,000,000 homes are still without TV, a fact which gives graphic indication that a growth period still lies ahead, not only for color television, but black and white as well.

But it is the rainbow-hued promise of color that presents the entire industry with its greatest and greatest opportunity. With the impetus of vastly expanding color programming—both from networks and local stations—and with the availability of budget-priced receivers beginning at $49.50, it is obvious that the medium of television is entering an entirely new era with vast promise of service to viewers and prosperity and satisfaction to the countless persons associated with the industry.

We deem it an honor and a privilege to salute the men and women—the writers, producers, artists, technicians, scientists, manufacturers, retailers and all others—who comprise the television industry on this, the occasion of the first observance of National TV Week.
Public Has Best Chance Yet To Put Color TV Into Homes

- Manufacturers offer more models at lowest prices ever, having close to $945 competitive line
- BB's listing shows 41 models from 14 firms with prices ranging upward to $945 by Du Mont

PROMOTION ANGLE
TV Week to Stress Importance to Families

- Portables, color sets to highlight push
- RETMA, NARTB, others prepare material

Industry promotion of National Television Week that aims to get more high-priced portable TV sets, color telecasting and the advantages of color TV to the American family.

Promotional material sent by the Radio and Electronic Television Manufacturers' Associations to member companies places the advantages of portable TV, calling it "the fastest selling set in the history of an always turbulent industry." Portable TV is the "consumer's answer to practically over-sized receivers," according to RETMA, because it "introduces a wholly new concept of TV viewing," making it possible to enjoy TV at any spot in the home, on vacation or just about anywhere. Industry spokesmen predict that portable sets may soon account for as much as 50 percent of all TV sets sold.

The National Association of Broadcasters and the National Retail Merchants Association will be stationed more toward family emphasis with a booklet outlining how a hypothetical "TV family" can enjoy new interest sets and promote family unity through TV.

Color Year

"The fabulous color TV year ahead" will get its share of attention from RETMA, with particular emphasis on fall network programming. Television style trends, engineering and the move toward more automatic devices will also be featured. The goal is to get the "ghouls of tomorrow" to purchase sets and become a vital part of the American living habits. To further more architects and interior designers, an "industry survey" was conducted to determine the need for "sound conditioning" receivers.

The NARTB will supply stations with promotional kits containing talking dolls, animations, feature material, promotion and program ideas, and will join in the industry in calling on civic and fraternal organizations to join the celebration.

One plan that fell by the wayside was the NARTB's hope for a star at – possibly a trans-Atlantic show or some other big "first." In any case, however, in addition to RETMA and NARTB, the National Association of Broadcasters and the Television Bureau of Advertising, Inc.

Color Tuning Easy as Pie

- RCA sets hue and color dials added to B&W
- Two steps to proper tunes bring clarity

Owners of color television sets and their sets are increasing every day and other—who will tell you that it is as easy to tune a color receiver.

B.C.A. color sets, for instance, have only two additional controls, not found on black-and-white receivers – hue and color. Both are located on the panel containing the general adjustment controls.

(1) Turn tuning control (on the outside of the channel selector) to the right, until harsh interference occurs and the picture starts to display a fine grain of color. For full color, set the receiving control, to obtain desired color quality. If picture is too bright, set field size control for full color, set the receiving control, to obtain desired color quality.

(2) Adjust hue control (flesh color or some of familiar oblong dial) clockwise, until flesh tones are first gray, then flesh tones will be too yellow. If hue control is turned too far, flesh tones will be too blue. If color control is turned too far right, colors will appear "flushed" and too brilliant.

Sales of Color Sets: $150 Mil in 4 Mos.

- Installation, service coin to bring tally to $500
- $495 price tag to enable 1,000,000 to buy sets

At least $100,000,000

This is the volume of color tele-
vision business most experts agree
at retail will ring-up on cash registers
during the next four months.

Another hefty bundle of dollars can be expected from the installation
of maintenance of color sets.

Based on nationwide reaction to recently introduced big color re-
ceivers selling for as low as $495, the figure represents merely a start of a new color tide. At current sales estimates, will zoom to a whopping $500,000,000 by the end of 1957.

There is every indication, however, that consumers will find color sets
in short supply by Christmas.
Global Coverage on Wide Wide Screens

ROBERT W. SARNOFF
President of the National Broadcasting Company

Ten years from now you will be able to pipe in-bound reach. Sitting in your living room anywhere in the country or Europe is already technologically feasible. Modern television, with a flat screen that hangs on the wall like a picture, will be perfected because of use of new transistors and improvements in light amplification. And the television receiving and transmitting equipment already reduced to the point where it can be carried by one man, can be made even more mobile and more effective.

The television events that will mean that television can go everywhere and do everything. To keep up with the wide-screen cameras, we will have to make our programming even more flexible, even more adaptable than it is today.

In the past few years we have broken the 16-by-9-inch boundary imposed by the old half-hour patterns of broadcasting. In the next few years we will develop programming ideas that will take advantage of the growing scope, power and convenience of TV. We might, for example, develop an "electronic box at home" that would give a big story by traveling live to see before an audience and places that have a part in it. In another Surex exist, we might contract to make a trip directly to the streets of Cairo to talk to the people there, we might board a ship before it leaves, or we might fly over the British positions on D-Day.

With this kind of television we will see events as they happen. We will see them with our own eyes. And we will in direct touch with the personalities behind the stories, who make the news. In all, we will have a far clearer picture of the world. And on it than has ever before been possible.

Robert W. Sarnoff

achancements in today's laboratory.

In 1948, the first of these ideas appeared on the air in the "News of the Week," a program that appeared on NBC and was repeated on several other networks.

CBS and Ed Sullivan teamed up in 1948 to present his "Court of the Town," which gave new depth and dimension to the vaudeville format. Still going strong, the program is catch-all variety show which takes its material from every other entertainment medium, including the theater and film.


The "Lonely Voice"

"Love of the Week"

October 22, 1948, was the debut of "I Love Lucy," a TV program based on the successful radio show, "My Favorite Husband," and "Walking Wall," was the first show that was an actual TV show. The last show of the series was aired in 1956, and the second show of the series was aired in 1955.

The program was first aired on CBS, but was later moved to NBC. The show was a hit, and soon became a staple of the network's schedule. The program was also a hit among critics, and it is still considered one of the favorites of the last decade.

The program's importance lies in its intense handling of the subject matter, which is never presented in a dishonorable manner.

As "The Big Screen" grew, so did the number of shows produced. The year 1951 was significant for the amount of film shows produced. The number of Hollywood film-makers has been reduced, and film programming has been increased tremendously and all the wheels that have been set in motion to bring this new and exciting vision to the American home.

MunzTV Television

1900 Gray St., Evanston, Ill.

Model: Unannounced

Price: $89

Model: 21-inch Color

Finish: Mahogany, Lined Oak

Price: $129

Model: 21-inch Color

Finish: Mahogany, Lined Oak

Price: $349

PACKARD-BELL

1211 TV Blvd., Los Angeles

Model: 21CT-1

Screen: 21-inch Catalog: Table Model Finish: Mahogany Price: $495

Model: 21CC-1

Screen: 21-inch Catalog: Cabinet Model Finish: Mahogany Price: $650

Model: 21NC-1

Screen: 21-inch Catalog: Cabinet Model Finish: Mahogany Price: $650

Model: 21CC-1

Screen: 21-inch Catalog: Cabinet Model Finish: Mahogany Price: $650

Model: 21NC-1

Screen: 21-inch Catalog: Cabinet Model Finish: Mahogany Price: $650

ON MARKS

Color Boom in the Works

All facets of the industry move toward big day,

Great push needed to sell public on advantages

By ROBERT A. SEIDEL, executive vice-president, National Association of Broadcasters of America

Everything is in readiness for the television industry to reap fabulous rewards in 1956.

Set manufacturers have succeeded in solving the technical and production problems required to market big color receivers for under $100. Salesmen are enthusiastic about the outlook. They have learned, or are learning, the pitfalls of sell color. Networks and local stations are stepping up their schedules of colorcasts. The public wants to buy color sets and has the money to do it. Advertisers are learning that the added impact of color shows means effective advertising and no one can afford to let advertising dollars involved. The television sales industry is set to install and maintain color sets to provide consumers with a maximum of viewing pleasure.

"High Noon"

TV is now in the age of the Western, a genre of television that has been analyzed by The 641,000 Question, which is only a little more than a year old. The Western is sold by the dollar, not only for the amount of money that it takes, but also for its depth handling of suspense and human interest.

The year 1951 was significant for the amount of film shows produced. The number of Hollywood film-makers has been reduced, and film programming has been increased tremendously and all the wheels that have been set in motion to bring this new and exciting vision to the American home.

Infant Video Has Come a Long Way

1915, TV stations began to appear in markets which had previously been without service, filling the last major TV need of the country. The freeze, imposed in September, 1918, because of expected German interference, had locked TV stations out of such important markets as Denver, and had restricted cities such as Pittsburgh to one station. It was about 1948 that the first stations began appearing in addition to the few that began to appear in Europe.

A nation of indoor living inhabi-
tants. The "Kraft TV Theater" went on many, 1947, and was one of the most popular programs aired.

It was followed on TV by the "Philco TV Playhouse," which began in October, 1948. In it, the show moved to a new and more meaningful way.

CBS and Ed Sullivan teamed up in 1948 to present his "Court of the Town," which gave new depth and dimension to the vaudeville format.

Still going strong, the program is catch-all variety show which takes its material from every other entertainment medium, including the theater and film.
RCA Victor celebrates with Big Color TV

See it at your RCA Victor dealer's—See

BIG COLOR IS HERE! Now RCA Victor brings you Big Color TV—at the lowest price in RCA Victor history. And just in time to see Color every night starting this fall! NBC-TV has planned a schedule of Spectaculars, comedies, dramas. See them all in "Living Color"... the most natural tones you've ever seen—on a big-as-life screen. With "Color-Quick" tuning... cabinetry that rivals fine furniture... 3-speaker Panoramic Sound in Deluxe models, Balanced Fidelity Sound in all others—finest sound to go with the finest picture in Color TV. Make it your business to see show business on RCA Victor Big Color TV—at this new low price.
National TV Week—as low as $495!

black-and-white TV Originals as low as $125, too!

LIKE HAVING 2 SETS IN 1. RCA Victor Big Color TV brings you color shows in “Living Color”—all regular programs in crisp, clear black-and-white—and at a price once paid for black-and-white alone!

Manufacturers’ nationally advertised prices for prices shown. Prices and specifications subject to change. Some models slightly higher in far West and South. Most models available in Canada. UHF optional, extra.

RCA VICTOR
RADIO CORPORATION OF AMERICA
RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
NOW...SUNDAY WEDNESDAY FRIDAY SATURDAY MONDAY TUESDAY THURSDAY BIG SPONSOR NBC EVERY NIGHT


TUESDAY: Speidel, Purex — The Big Surprise. Liggett & Myers — Noah's Ark.
ADVERTISERS
BIG COLOR TV
OF THE WEEK!

WEDNESDAY: Kraft Foods — Kraft Television Theatre.
THURSDAY: Chevrolet — The Dinah Shore Show. Lever
Brothers — Lux Video Theatre.
FRIDAY: Toni, P Lorillard — The Walter Winchell Show.
Chevrolet — The Chevy Show.
SATURDAY: Gold Seal, RCA, Sunbeam, Kleenex, Noxema,
S & H Green Stamps — The Perry Como Show.
RCA, Whirlpool, Oldsmobile — The Saturday
Spectaculars.

Last year NBC's great Spectaculars paved the way for color's
commercial maturity. Now the 1956-57 season provides the pay-
off with big name sponsors, big name shows night after night.
This is the year when exciting things are happening, in color,
on the...
**OPPORTUNITY KNOCKS**

**Stations’ Local Color Offers Chance to Test Effectiveness**

- Most shows are daytime, aimed at the housewives with homemaking hints, general information
- Kiddie audiences get colorful morsels, with ‘Romper Room’ getting special attention

The many stations now equipped for the third stage of color (local live origination) offer spot advertisers an excellent opportunity to test right now the effectiveness of their TV messages in color. The local color shows now playing around the country, and those that are planned for this season, are largely daytime and mainly directed at the housewife audience.

There are numerous homemaking shows and a number of intimate variety shows.

Kiddie audiences get a few colorful morsels, especially the syndicated educational format, ‘Romper Room.’

In the evening periods, many stations are colorizing their local news and weather shows.

**CALIFORNIA**

KHEO, Fresno

‘Coffee Club’. This program began as an ‘on-the-air’ coffee break in 1954 and is now an hour-long color show with fun and features for every woman’s taste. It also has news and other public service features.

Here is an extensive listing of the local color shows and plans for some of 26 of the nation’s stations that are equipped for the third stage of colorizing.

**NOT SEVENTEEN?**

YES...WBRB-TV does have a 17 County Coverage

WBRB-TV’s ... NBC Fall and Winter show schedule is the greatest TV buy in “Hill Country”, USA. That’s the 17 county area covered by Channel 28 ... America’s First Million Watt TV Station. With a projected audience potential of 2,000,000 busy people having an estimated buying power of $1,650,000 - you cut down your advertising costs per capita when you lodge your message on the WBRB-TV log.

**WBRE TV Channel 28**

Without question, the best host in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transports them up in down streams by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands, has an intelligence akin to WBRE's unique community service to the people of “Hill Country,” U.S.A.

**WBRE-TV**

WBRE-TV presents all NBC color shows now Local and film color available approximately November 1

**DISTRICT OF COLUMBIA**

WRCC-TV, Washington

WBRC-TV will build a new color station plant, the first to be color-constructed from the ground up. It will be completed in the fall of 1957.

**FLORIDA**

WTMV, Miami

Began color March 21, 1956, on its seventh anniversary.

**At Jackie’s House:** This is a variety show's women’s show with interviews and fashions, presented by Jackie Pierce, across the board at 6 p.m. It has a maximum three-minute film or live commercials at $50, or one协调发展 of $100. The show is a half-hour. The show runs at no extra charge, there’s also no extra charge for color.

As a case of fact, wtmv has just advertised Gibson presides over this general variety show across the board at 4 p.m. This corresponds with a maximum of one-minute film or live commercials at $75 base rate, subject to discount. Gibson does the discount.
NOW AVAILABLE

Over 550 Hours Of Color TV Film

WASHINGTON, D.C.

Theatres now have two color cameras and plan local color shows.

Opportunity Knocks With Color

continued from page 24

on a rotating basis in the fall. Beginning in May, the network plans to experiment with color on "To- morrow's News". The line-up of Miss Ruth's patches.

IILLINOIS

WGN-TV, Chicago

The station is now just installing color equipment. The commer-
cement of color programs may not be as regu-
larly scheduled color shows have not been set.

INDIANAPOLIS

WFMB-TV, Indianapolis

"The Homemakers": Nollie Mar-

in, 10:45 a.m. across the board on a participating basis.

Quiz Club": Brent Guntz and gay Grayson, weekdays 1-2 p.m., participating stations.

"Today's Castle": Arnold Wilkes' public service shows, Monday and Tuesday, 5:30 to 6 p.m.

"Teen Canteen": John Bouman, with participating stations, weekdays 6:45-6:50 p.m.

"Official Fjapry": (Little Bas-


"Paul's Puppets": Edd and Ber-

ard Paul, with participating stations, Tuesday and Thursday for Hutzler Department Store.

"American Sailor": Galle

mon and Nick Campfredo, across the country, weekdays 5:40-5:50, for American Brewery.

"Weather Report": Keith Melto, for Shell Oil, weekdays 6:45-6:50.

"Sports Page": Joe Croghan on a participating basis, weekdays 6:45-6:50.

"A Window": A shopping news program, presented by Rudi Lind for B. Altman & Co. Department store, weekdays, 11:25-11:30 a.m., participating stations.


"Sports Final": Joe Croghan, 10-11 p.m., Sunday, 6-11 p.m., for El Producto Cigars, Folkes Silhy Paints and Car City Auto Company.

MICHIGAN

WWJ- TV, Detroit

The station has not set its begin-
ing date for regular color pro-
gramming since the installation of its equipment is not yet complete. Plans will be announced when the station is closer to the completion date on the installation.

MINNESOTA

WCCO-TV, Minneapolis

Color facilities will be active in 1957, and the network plans to expand color offerings before then. As for a regular schedule, as soon as the installation at the mo-
time is finished, which will not occur until late in the fall, the network plans to present live operas and boxing in color.

ZIV TELEVISION PROGRAMS

251 Madison Ave., New York

NEBRASKA

KMTV, Omaha

The first and the only in the area, live and color film productions, will be cutting "Love Live," first in the nation to present live opera and boxing in color. From for the fall of the weather, news, sports and sports and baseball to shows added to the follow-

Animedit of "World of Color". On the air on Mon-

days, Thursdays, Saturdays, and Sundays.

"Spectrum": Aired Tuesday and Thursday, 1-2 p.m., for Channel 10, Kansas City, Missouri.

"Whammy Knapsack"

Copyrighted material
WBUF, Channel 17, Buffalo, is sold by

- George Gobel
- Steve Allen
- Dave Garroway
- Perry Como
- Bob Hope
- Groucho Marx
On August 14, WBUF became the basic affiliate of the NBC Television Network in the nation's 14th market. Now, with all the big NBC-TV shows coming to Buffalo exclusively on WBUF, local and national spot advertisers are staking out prime availabilities next to top-rated stars like Perry Como, Bob Hope, George Gobel, Groucho Marx, Dinah Shore, Jack Webb, Steve Allen, Sid Caesar... next to top-drawer special events like the World Series, NCAA Football, NBC Spectaculars!

What's more, WBUF is upping its coverage area—increasing power to 500,000 watts and shifting transmission to a new 740-foot tower (1349 feet above sea level)—to bring additional Greater Buffalo counties within reach of the WBUF signal.

In the first seven months of this year, only a limited number of NBC-TV programs were aired by WBUF. Yet so strong was the appeal of those few network shows, coupled with WBUF's superior film programs, that UHF conversion in Buffalo's metropolitan area rose an impressive 52.5%—from 105,000 to 160,100!

Now is the time to join national spot advertisers like Bulova, Coca Cola, Lever Brothers, Liggett & Myers, P. Lorillard, Philip Morris, Simmons Mattress and Bell Telephone in discovering the selling power of NBC's newest basic affiliate.

With WBUF, Buffalo—as with each of the NBC Spot Sales Stations—it's the happy marriage between NBC quality programming and outstanding local shows that makes it the choicest buy in its market!

There's always something extra on the stations represented by NBC Spot Sales.

REPRESENTING THESE LEADERSHIP STATIONS:

- NEW YORK WRCA, WRCA-TV
- SCHENECTADY-WRCA
- ALBANY-TROY WRGB
- PHILADELPHIA WRCV, WRCV-TV
- WASHINGTON WRC, WRC-TV
- MIAMI WORC
- BUFFALO WBUF
- LOUISVILLE WAVE, WAVE-TV
- LOS ANGELES KRCA
- CHICAGO WMAG, WMBQ
- ST. LOUIS KSD, KSD-TV
- DENVER KOA, KOA-TV
- SEATTLE-TACOMA KOMO, KOMO-TV
- PORTLAND KPTV
- SAN FRANCISCO KNBC
- HONOLULU KGU, KONG-TV
New sensations in sound by complete line of New Orthophonic High with more new features—more new styles

RCA Victor—now selling more High Fidelity instruments than any other manufacturer—brings you 8 new models—priced from $79.95 to $1600. And every step-up in price adds extra features you can demonstrate—extra value you can prove!

If they're feature-conscious—demonstrate the features shown at the right, and the many others included with every model. But most important of all, let them hear—let them feel—the rich realistic sound that pours out of every model! Every set shown in the photograph above has the great Panoramic Speaker System that no other High Fidelity phonographs offer! The Mark VIII has a new, balanced multiple speaker system which also gives a response through 20,000 cycles per second.

Now—whatever your prospects want—the finest in sound, the most beautiful cabinets, the most reliable name—they get them all in an RCA Victor New Orthophonic High Fidelity "Victrola."*

If they're looking for fine furniture—show your prospects the rich new cabinet designs—Traditionals, Moderns, a luxurious Provincial. They've never seen such exciting finishes, either. They can choose from cherry, walnut, light rift oak, maple, mahogany, new black mink!

All these features—all these styles and finishes and the name RCA Victor add up to just one thing—your biggest sales year ever, in High Fidelity!

RCA Victor Audio Corporation of America
CUNSTAIN NEW JERSEY
RCA Victor! Announcing the most Fidelity "Victrolas" in history—and finishes—more sell-up than ever before.

Never before features like these in a ready-to-plug-in-and-play High Fidelity line!

Panoramic Speaker System has a minimum of 3 speakers to diffuse lifelike sound throughout the room. Full tone range is heard wherever you sit.

New "Victrola"® High Fidelity record changer. Plays all speeds. Slip-On "45" spindle. Tone arm has finger lift to permit easy manipulation for manual play.

Stereophonic Sound. Plug master unit of a "Victrola"® Stereotape Player into stereo-jack of the Mark III, Mark IV or the Mark VII. It's an RCA Victor first!

New High Fidelity Tape Recorder in Mark IIIID. Push-button controls. "Magic Eye" visual tuning for selection of proper tape recording level.

Color Programs Every Day
On Two Television Networks

The greatest boon to the advancement of color television in the 1956-1957 season will be the programming of NBC and CBS. Between them they will present about 20 hours of color programming per week. There will be color shows every day and every night. There will be a varied and interesting assortment of program types in color.

The two networks will really be staging a gigantic color drive this fall. CBS will have increased programming by 300 per cent. NBC will have increased its color programming by 500 per cent.

SUNDAY

4-5 NBC  WASHINGTON SQUARE
Every other week

9-10 NBC  THE CHEVY SHOW
Rotating
Dinah Shore and Bob Hope will again take turns in the top spot of this musical-comedy-variety program, which last season was seen Tuesday evening, 8-9.

THE ALCOA HOUR
The second year of this dramatic program. It will have an increased budget this season and will again run plays by some of the brightest writers in TV.

THE GOODYEAR PLAYHOUSE
A continuation of the hour-long dramatic program, which will also have a bigger budget to spend for the best original TV plays available.

THE HALLMARK HALL OF FAME
Seen Sunday afternoon's last season, in its new time the Hallmark show will continue to present TV adaptations of great masterpieces.

MONDAY

8-9:30 NBC  PRODUCERS' SHOWCASE
Once a month
In the 1956-1957 season this spectacular will present original musicals, long hair music, ballet, dramatic masterpieces and dramatic hits. The programs include "Jack and the Beanstalk," an original musical by the authors of "Lily," "Mazel" with Audrey Hepburn and Mel Ferrer; "Romeo and Juliet" done by the Old Vic; "Cinderella" by Sadler's Wells Ballet, and "The Great Sebastians" with Alfred Lunt and Lynn Fontanne.

8-8:30 NBC  THE ADVENTURES OF SIR LANCELOT
This new costume-adventure program will make its start in black and white and then burst into color in January. Filmed in England, it tells tales of knights in shining armor, jousts and battles in Medieval times.

9:30-10:30 NBC  ROBERT MONTGOMERY PRESENTS
This long running program will continue to present slick and interesting plays.

10-11 CBS  STUDIO ONE
Another well-established dramatic hour. It has over the years explored new techniques in presenting TV plays and is expected to continue to do so when it starts broadcasting in color on September 24.

TUESDAY

8-8:30 NBC  THE BIG SURPRISE
The big giveaway quiz show in a new time period.

8:30-9 NBC  NOAH'S ARK
A new filmed situation comedy about a veterinarian. It is produced by Jack Webb, the creator of "Dragnet."

The selection of color programs on NBC and CBS will of itself constitute a large and tasteful program diet for those TV viewers fortunate enough to be able to see them.

On the rest of this page is the day-by-day color schedule planned by the two networks. In addition to the shows listed here there will be a number of special attractions and special events, such as the World Series and football.

During National TV Week (September 23-29) real dealers running special color promotions will find it useful to post this schedule on counters and windows.

9:30-10 CBS  THE RED SKELTON SHOW
The zany comic will continue his antics in sketches and gags.

WEDNESDAY

8-9 CBS  ARTHUR GODFREY AND HIS FRIENDS
The old redhead will continue to host his own special brand of variety program. But now the public will be able to see the color of his hair.

9-10 NBC  KRAFT TELEVISION THEATER
The longest running dramatic program on TV, it will also have an increased budget to work with this season.

THURSDAY

7:30-7:45 NBC  THE DINAH SHORE SHOW
The popular songstress will continue to conduct her intimate musical program.

8:30-9:30 CBS  CLIMAX and SHOWER OF STARS
"Showers of Stars," the big musical-variety show, will continue to be in color once a month. "Climax," the award winning dramatic program, will be in color about once a month.

10-11 NBC  LUX VIDEO THEATER
Another full-hour drama, presenting Hollywood scripts, adaptations of movies.

FRIDAY

8-8:30 NBC  THE WALTER WINCHELL SHOW
A variety program hosted by the syndicated columnist, who will also give some of his darts and dashes.

9-10 NBC  THE CHEVY SHOW
Once a month
Same as the Sunday night show of this title.

SATURDAY

8-9 NBC  THE PERRY COMO SHOW
The popular crooner will again emcee this parade of production numbers, comedy bits and guest stars.

8-9:30 NBC  COLOR CARNIVAL
Once a month
Lavish musicals.

9:30-11 CBS  THE FORD STAR JUBILEE
Once a month
Top dramatic and musical hits will again be presented on this spectacular.

10:30-11 NBC  YOUR HIT PARADE
The top tunes of the week in original production numbers.

MONDAY-FRIDAY

3-4 NBC  NBC MATINEE THEATER
A full-hour drama every day.

3-30-4 CBS  THE BOB CROSBY SHOW
Occasionally
Music and guest artists.
Whenever you turn on your television set, chances are good that you'll see an RCA Victor Records artist performing for you.

With the largest family of recording stars anywhere, it's only natural that RCA Victor should have the largest family of recording stars appearing on television.

Tune in a musical, variety or dramatic show and you'll see them—on their own programs, or as guest stars!

*That's the reason we feel so close to television, and why—*

**RCA VICTOR RECORDS SALUTES NATIONAL TELEVISION WEEK**
The station suddenly began originating local color on Monday, July 53, when it tinted its "Bandstand," 2:30-5 p.m. This was the first local colorcast in Philadelphia, although network and film programs have appeared there in color. According to present plans, WHFL-TV will telecast at least one of its live local programs in color each week. It has been announced color film and slide and color transmitting equipment as of the middle of 1956.

*Continued from page 31*

**OPPORTUNITY KNOCKS WITH COLOR**

Miss Sally (Sara McCune of Johnstown) is the easter. Price of participation is $50. It has five sponsors, including 7-Up and Sanitary Dairy.

**PNESHI-TV, Philadelphia**

The station is supported by Friar Thomas, pianist Al Tell and vocalists Pat Cottin and Joe Webster. One-time rate for participations is $10. It is currently carrying nine sponsors, including Merchants Bank, Hess, Kroon Oil, Herford Heaven Steaks and Wonder Bread.

**OKLAHOMA**

**WXJ-TV, Oklahoma City**

"Winchester" inserted into NBC-TV's "Home," 9-9:30 a.m. weekends. This five-minute shopping guide is sponsored by DeLeit. It is fully sponsored by Kerr's Department Store.

**Tom Paxton Show**

A daily variety show, 11:30 a.m.-noon. Emcee is supported by Friar Thomas, pianist Al Tell and vocalists Pat Cottin and Joe Webster. One-time rate for participations is $10. It is currently carrying nine sponsors, including Merchants Bank, Hess, Kroon Oil, Herford Heaven Steaks and Wonder Bread.

**WJAC-TV, Johnstown**

"Heaven Speaks": A non-commercial religious show, Sundays, 1:15-1:30 p.m. Rev. E. Lowell Mattingly, dressed as the prophet in robe and whiskers, narrates Bible stories using colored slides.

"Bumper Bower". The kindergartner of the air, which here is scheduled 10:30-11 a.m. Monday-Friday.

**COLOR-FULL**

**E-X-P-A-N-D-S**

TO PROVIDE EVEN GREATER COLOR FACILITIES ENABLING US TO PRESENT HALF OF OUR LIVE LOCAL PROGRAMS IN COLOR

**WBAL-TV Color Facilities Include:**

2 live color cameras 1 color slide projector
1 color film chain 1 color effects unit
1 "Color-Telop"

Over 600 individual colorcasts on WBAL-TV in the past 18 months. Soon-over 20 hours of color will be seen each week in Maryland through WBAL-TV

**An exciting season coming up... on Maryland's COLOR-FULL channel**

Get all the latest facts your nearest Petry office, or write to us in Baltimore NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

**COLOR-FULL**

**WBAL-TV channel 11 BALTIMORE**

**ALL NETWORK BASICS BEAM COLOR SHOWS**

Following is a list of the CBS-TV and NBC-TV basic affiliates, all of which were equipped to rebroadcast their networks' color programs as of the middle of 1956.

**CBS-TV**

- City: Atlanta
- Station: WAGA-TV
- Baltimore: WMAR-TV
- Chicago: WBBM-TV
- Cincinnati: WDBO-TV
- Cleveland: WJRT-TV
- &
- CBS: City

**WBAL-TV, Baltimore**

The station began originating local color on Monday, July 53, when it tinted its "Bandstand," 2:30-5 p.m. This was the first local colorcast in Philadelphia, although network and film programs have appeared there in color. According to present plans, WHFL-TV will telecast at least one of its live local programs in color each week. It has been announced color film and slide and color transmitting equipment as of the middle of 1956.

*Continued on page 37*
WNBQ Fast on Progress

• 36 sponsors present 74 hours weekly

• Station telects 38 hours per week

In its first four months of operation as the first all-color television station, WNBQ, Chicago, reports "remarkable progress" in sales, programming, client-agency acceptance and public interest.

In a report by John Herbeuex, NBC vice-president and general manager of the Chicago station, WNBQ lists 30 local and national spot advertisers who are currently presenting a total of 74 live, film and slide commercials in an average week. Spot sales for May, June and July show a 25 per cent increase over the same period of 1955.

As of July 1, some 29 agencies and 40 of their clients have used WNBQ's lab facilities to color-test products, and hundreds have attended the station's color orientation sessions. In addition, some 30,000 visitors have toured the WNBQ Hall of Color, with traffic now averaging 2,000 persons a day.

WNBQ is now telecasting 38 hours of color each week, 30 of local live and film shows and eight of NBC-TV network. Fifteen more hours will be added to the schedule this fall, when network color increases from 40 to 80 hours a month.

Three color studies are in operation and a fourth will soon be converted. From a production point of view, says Herbeuex, the station has experienced fewer problems than anticipated.

Some of the specific lessons learned in the trail-blazing project were: Pre-testing of fabrics, furniture and painted sets to achieve proper colors that are equally adaptable to both black and white; timing-up of production techniques and using two cameras instead of three and scaling down of the amount of light formerly thought necessary for top picture quality.

Education, Puts Herbeuex praises the educational campaign being elaborately conducted by WNBQ as the key to more advertising dollars, billing color set circulation and more local color programming for the public.

He says the station is paying particular attention to reactions from both monochrome and color set viewers. During the inaugural week of all-color last April, 30 complaints were received from black and white viewers, concerned largely with lighting problems. The lighting troubles were corrected, and there have been no complaints since.

Sponsors viewpoint is summed up by A. G. Loewer, advertising director of Peter Hand Brewing Company: "Beer never looked more appetizing and delicious as on WNBQ color."

216 Stations On Tint Nets

• CBS has 116, NBC 112.
12 color affiliates shared

• Net color soon to reach 95 per cent of TV homes

As of mid-1956 there were an estimated 216 TV stations in the U.S. equipped for the first-time of color, that is in transmission of network color shows. CBS had 116 of these stations, NBC has 112. Twenty-two of these stations were affiliated with both CBS and NBC. ABC has been doing color telecasting, and has no immediate plans to do so.

As color networks, then, CBS and NBC were running neck-and-neck. All of the basic affiliates of each network were color equipped. Most of the important stations in each of the important affiliate market areas. of course, were color equipped.

Each, however, was able to colorcast in a few markets that the other was not. CBS but not NBC was in Madison, Wis.; Terre Haute, Ind., and Saginaw, Mich. NBC but not CBS was in Springfield, Mass.; Duluth, Minn.; Knoxville, Tenn.; Augusta, Ga., and Wheeling, W. Va.

NBC estimates that its color affiliates as of July 1, 1956, were in the aggregate, capable of reaching more than 50 per cent of all the TV homes in the U. S. and 60.6 per cent of all homes.

NBC further expects that its color affiliates will total 120 by October 1, 1956, and possibly 134 by January 1, 1957. At the latter date it will thus be capable of getting color programs into 63.5 per cent of the nation's TV homes.

SO FAR

16.5 MIL VIEWERS

• 19.2 per cent of all family heads have seen color

• Mostly among men in big cities, upper brackets

With cheaper color sets and more color programs, more U. S. citizens are expected to see color TV in the 1956-1957 season than in the past two color seasons combined. But even up until now, the color initiated audience has been growing quietly but steadily.

NBC has had the psychological Corporation make a periodic check on the growth of the color audience. As of May, 1956, it found that 10.5 per cent of all urban household heads had seen at least one color TV program. This was a 30 per cent increase over the total of six months earlier, November, 1955, when the comparable figure stood at 12.3 per cent.

Protecting the latest figure to the total number of adults in the U. S. indicates that 16,500,000 adults have seen color TV.

The greatest amount of color TV viewing was among men, among those in the upper socio-economic categories, and among persons living in the Northeast and in the big cities and the suburbs of those cities. Two-thirds of the color audience saw its light color show during the 1955-1956 season.

IN THE NATION... with COLOR TV

WSAZ-TV maintains its leadership!

FIRST IN THE REGION

with...

LOCAL LIVE COLOR

NBC NETWORK COLOR COLOR FILM PROGRAMS

Huntington: WSAZ-Channel 3
Charleston: West Virginia
Terre Haute: Channel 3
Lawrenceburg: NBC Basic Network

IN COLOR

An exciting... adaptable, freshly Imaginative Color Program, appealing to your vast regional audience... participations available.
program for profit with these RCA syndicated

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America, now available in color and black and white for local sponsorship. These weekly half-hour television "club-meetings" with baseball star Phil Rizzuto as National Sportmaster offer these action-packed attractions:

- Sports lessons by such champions as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Quiz games—viewers match wits with the experts.
- Youth sees itself in action in a Weekly Newsreel of Sports Events.
- A complete package of fun and weekly surprises!

Once they see JUNIOR SPORTS LEAGUE, boys and girls will return to it week after week, to follow every type of sport and game. And if they're enrolled in a recognized national or local club, they can become JSL members—complete with valuable membership card.

JUNIOR SPORTS LEAGUE puts sponsors in direct touch with the juvenile market. And JSL sponsorship provides unique merchandising and public relations opportunities.
Color Opportunity Knocks

Continued from page 32

in November, 1954, carrying the city's earliest local color offerings.

WRCV
Beginning September 23, WRCV will air 15 hours of live, local color each week, having just purchased two color cameras and a color film chain.

"Let Scott Do It": Alan Scott anchors new show, Monday thru Friday, 9-10 a.m.

"Newswoman": Pat Landen gives latest news again, Monday thru Friday, 2:15-2:40 p.m.

"Fun House": Pete Boyle hosts this variety show, Monday thru Friday, 6-6:25 p.m.

"News, Sports and Weather": A public service show with an open ten-minute segment at the close to be announced. Taylor Grant gives the news, Monday thru Friday, 11-11:10 p.m. Herb Carned gives sports Monday, 11:11-11:15 p.m. Judd Lee gives the weather, 11:15-11:20 p.m.

"Midnight Jazz Festival": Beginning October 6. Saturday night, 11-11:30 p.m. Featuring Henry Levine's Dixieland band.

"Color TV Digest": General variety show, Sundays, 11-11:15 p.m. W. Norman Brooks is host. Show has been on for three months in black and white.

TEXAS

WBAF-TV, Fort Worth

The second independent station in the country to begin live color transmission, WBAF has maintained a continuous schedule of live color shows since May, 1954.

"Texas Living": A woman's show, Monday thru Friday, 11-11:45 a.m. Margaret McDonald presents foods, fashions and furnishing. Jimmy Livingston plays piano and demonstrates do-it-yourself handyman features. One-minute participation $50, commissio-
able. Five minutes allowed on items of "usual news appeal." No extra charge for color.

"Beauty School of the Air": Hair styling and its endless variations, as demonstrated by students and teachers of Irosh's University of Beauty Culture (sponsor). Tuesdays, 11-11:45 a.m. Show made the change from black and white in November, 1954.

"Vernon's Hair Styles": Another billboard show, Wednesdays, 11:45-12 noon, sponsored by Vernon Salons of Fort Worth-Dallas.

Washington

KOMO-TV, Seattle

Preceded plans call for special color shows as public service, such as local election coverage, in addi-
tion to 15 regular series, totaling 15 color hours.

"Man About Town": Music and interviews with eminent Dean Bo-
"channan, 2:5-3:00 p.m., Monday-Fri-
day. Participating sponsors.

Cliff Carl Show: A children's Western show with live music and guest. Cliff Carl is host, Monday-
Friday, 4:45 p.m.

"Secret Tower": Children's stories narrated by Albera Berston of Seattle University, Mondays-Fri-
days, 4:30-5:0 p.m. Public service show.

"Weather Break": Anita Buss gives weather round-up, Monday-
Friday, 6:25-6:30 p.m. Sold out right or for participation. Present sponsor is Armstrong Rubber Company.

"Deadline": News analysis by Herb Robinson and Keith Jackson. Monday-Friday, 6-6:25 p.m. Color on Mondays, black and white rest of week, will switch to all color in mid-fall. Participating sponsors.

"Cookbook Quiz": Cooking show with audience participation, Monday-Friday, 1:00-1:30 p.m. Katherine Wise is recipe judge. Participating sponsors.

"What's Up?": Public service interview by Dean Buchanan, Monday-
Friday, 4:45-5:30 p.m. Debut October 1.

"Ourtowns": Public service educational quiz with schools engaged by Millard Ireland, once weekly at 5 p.m. Day of week rotates, as does color and black and white transmis-
sion.

"Viewpoint": Round-table panel emceed by Herb Robinson, Monday-
Saturdays, 10:10-10:30 p.m. Sales policy not set.

"Garden Digest": Live and film farm garden shows hosted by Bill Mulhern, once weekly at 4 p.m. Color debut mid-fall. For sale out-
right or participation.

"Color Fails": Musical variety show with Cliff Carl as emcee, once monthly in Class A time. Premiere and sales policy not set. premiered in color, sustaining, in May, June and July.

KOIO-TV, Spokane

"Post Page": Local and regional news by John Faney, Monday-
Friday, 6:30-6:40 p.m.

WASAT-TV, Huntington.

"Currents": A magazine of the air, starring Bob and Jan Carr, Mon-
day-Friday, 12-12:30 p.m. News, art, music, books, fashions, farm, lovers and guest interviews. Par-
ticipating sponsors.

"Parron's Study": Public service program, Tuesdays and Thursdays, 12-12:30 p.m. Rev. Arthur Beckett answers personal and religious questions.

"Camera Goes to School": Public service program, Mondays, Wednesdays, Fridays, 12-12:30 p.m. Lectures and demonstrations by professors from Marshall and Morehead State universities, and teachers from the county school system.

WISCONSIN

WMTJ, Milwaukee

Since December 18, this sta-
tion has carried live and film color programs from NBC-TV, as well as 10 or more hours per week of local live color programming.

"What's New in the Kitchen": Recipes and meal planning by Brenda Griem, Monday-Saturday, 11:15-12:15 a.m. Participating spon-
sor.

"Woman's World": A magazine of the air with Brenda Doral, Monday-Friday, 3:30-4:30 p.m. Fm.

(Continued on page 40)
The "call to colors" is sounding loud and clear these days. In Chicago, for example, 36 enthusiastic local and national advertisers are using WNBQ's color facilities every week! And at every one of the television stations represented by NBC Spot Sales, COLOR is making news!
CHICAGO: WNBQ, the world’s first all-color television station, now transmits all live studio programs and commercials in full color. Including film, it now broadcasts 30 hours of local color weekly.

WASHINGTON-WRC-TV is now breaking ground for immediate construction of a $4,000,000 plant, the first TV station in the nation designed from the ground up for color.

PHILADELPHIA-WRCV-TV starts broadcasting locally-originated color shows, complete with commercials, on a regular basis on Sept. 24th.

NEW YORK: WRCA-TV, is tripling its local color programming this month, increasing it to 65% of its local live schedule.

LOS ANGELES: KRCA, with its new color studios in Burbank, will double its local color schedule in December.

SEATTLE-KOMO-TV is now the only completely color-equipped television station in the Pacific Northwest.

And in Schenectady, Miami, Buffalo, Louisville, St. Louis, Denver and Portland (Oregon), the NBC Spot Sales represented television stations are transmitting an increased network color schedule every night...and are moving closer daily to a full local color operation.

There’s always something extra on the stations represented by NBC Spot Sales!
RCA Sets Color For...

Also In... Distributors

RCA VICTOR COLOR TELEVISION SETS

In... NORTH CAROLINA
In... SOUTHERN RADIO CORPORATION
1625 W. Morehead St., Charlotte, N. C.

Also Distributors of...

RCA VICTOR TELEVISION... RADIOS... VICTROLAS... RECORDS
RCA WHIRLPOOL HOME APPLIANCES

NBC Color

500 Stanzas Since Jan. '54

- Twelve continuous series tinted, "Matinee" the biggest
- Highlights of long record of one-shot colorcasts

In the past two and three quarter years NBC-TV has colored well over 500 program stanzas. Series of colorcasts have been given continuous color runs of various durations. The most ambitious such effort to date is probably the "NBC Matinee Theater" which has colored a full hour play every weekday since October 21, 1955. The spectacles bowed to color in the fall of 1954. The Milton Berle show, playing every third Tuesday last season, was completely in color.

Some of the one-shot highlights of NBC's color operations since January 3, 1954. The NBC Opera 1954. The Gillette Friday night boxing stanzas of March 24, 1954, was in color. The Easter Parade was colored by NBC on April 18, 1954. A special Christmas film in "Dragon" was aired in color on December 22, 1954. The World Series, running from September 29 thru October 4, 1955, a total of 21 hours of TV, aired in color. The great documentary film, "Assignment India," was colorcast November 24, 1955. The Tournament of Roses Parade was seen in color on January 2, 1956. And on February 19 NBC-TV scored a scoop on Operation Deepfreeze when it aired the first part of its color film, "Anarctica; The Tikied World."

Service Men Stand Ready

Most of the nation's 115,000 television service technicians are "juggled" or rapidly becoming so to install and maintain color sets expertly and efficiently.

"Service technicians everywhere have been quick to grasp the key role they must play in expanding color TV," said D. R. Creato, RCA Service Company vice-president.

"They have invested of their time and money to learn the techniques of color, he continued. Twelve years of service experience with color TV service clinics in every part of the country.

Opportunity

- Continued from page 37

... moving pictures, medicine, careers, guest interviews, participating sponsors.

"Sports Pictures' sports, news and interviews, Monday-Saturday, 6:45-7:15 p.m. Lloyd Pettit interviews local and national athletes and sponsors color films. Participating sponsors.

"Let's Look at the News' news and interviews by John Drury, Monday, Friday, 6:15-6:45 p.m. Sponsors by Standard Oil of Indiana.

"Weatherman" A meteorologist looks at the weather. Featuring Bill Carlson, Monday-Friday, 6:45-7:05 p.m. Participating sponsors.

"Weatherman" Bill Carlson in nightly round-up, Monday-Saturday, 10-10:05 p.m. Sponsored by Buttermilk Coffee.

"Let's Look at the News' News cast by Mike Walden, Monday-Saturday, 10:20-10:25 p.m. Participating sponsors.

For...

RCA VICTOR COLOR TELEVISION SETS

In... HARRISBURG BALTIMORE ALTOONA

It's... D & H DISTRIBUTING CO., INC.
2335 North 7th Street, Harrisburg.
Box 1190, Canon Station, Altoona, Pa.
2025 Worcester Street, Baltimore, Md.

Also Distributors of...

RCA WHIRLPOOL WASHERS, DRYERS, RANGES, FREEZERS
Fox Office Moves to Halt Future ‘Saucer’ Hassles

NEW YORK—Alto the handle centering around the first flying Saucer record put on the Lant-
more, publishers are determined to prevent any lat-
ations and are taking strong action to protect their copyrights. At-
ime, Alan Volpe to popular and jazz-
Harry Fox, publishers’ agent and lawyer, have notified three indie labels to take their flying saucers discs off the market. In the event they refuse, legal action will be taken immediately, and followed through to the hilt,” according to Abe-

The records in question, Abe-

Morris Pacts Weiss
As European Rep

LONDON—Edwin H. Morris, in a major expansion of his music publishing operation, has appointed Robert B. Weiss as the English representative of the newly created international division of the various Morris publishing enter-

BMM Charged With B’cast Monopoly

NEW YORK—Broadcast Music, Inc., was attacked this week as a conspiracy set up by bean-

control the songs of a na-


August Sales Tops for Both Decca and Coral

NEW YORK—Decca Records reported August sales tops for both Decca and Coral, during the same period, had the biggest month in its four-year history.

Much of Decca’s record-selling at the end of last month was due to the success of its album merchand-

sales with such offerings as "The Eddy Duchin Story," "The," "The Beat’s a' Beat-

Man With the Golden Arm." Top

singing singles of "The Only Kisser in town," "How ‘Bout a Little Help From Your Friend," "Buck, Rip It Up!" by Bill Haley; "After the Lights Go Out," by Buddy Hackett; "When the White Lilacs Grow Again," by Buggs and Kiss the Boss; "I'm Gonna Love You" by Thelonious and Thorne Fri-

"Moses" by Stoll Stebbins, helped push the Decca sales total to the top. Meanwhile,月下旬 on the American Society of Composers, Authors and Publishers prior to the session stated nobody from ASCAP would appear unless sum-

Rose in his statement said he had heard anecd of ASCAP writers performed behind the iron cur-

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H. Dorothy Field, Otto Harbach and other noted showbusiness personalities.

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Richard B. Weiss has just resigned as European representative of Capitol Records, moving up his contract with the label on October 13.

As Morris’ foreign exec, Weiss will headquarter in Paris. He will be responsible for all operations and business arrangements with the European record companies, including foreign label distribution as well as overseeing the export of Capitol records.

He will also contact Continental record publishers for joint musical material for release in Europe and America and will set up offices with the label in London.

Mr. Weiss also expects to meet with representatives of the European trade, and add his hopes that Congress-

man Celler would amass this un-

able to admit that this only way the current sales curve can go is up.

Top Month for Camden Sales

NEW YORK—Camden Recs,

staging for the first time a full line of top name album artists, has set a new sales record. The firm has been

for the past year, and has

sold at least 100,000 copies of each release, with the biggest being "The Big Bad Band," by Duke Ellington and His Orchestra, which sold 250,000 copies.

Purpose for the rockin sales is not yet known. However, it seems that this is a sign of the times, and that the public is ready for something new and different.

The future looks even brighter for Camden as the company is set to begin the peak disk season, and it soon will enter the peak disk sale season, so it seems rea-

ble to assume that the only way the current sales curve can go is up.

(Continued on page 8)

Banner Summer for All Labels

NEW YORK—Business is “roaring” this summer with all labels prospering, and the majors chalking up record receipts.

Decca, Coral, Columbia, Capitol, Mercury, ABC, and other minor labels, have reported huge receipts for the month of July.

The future looks even brighter for Camden as the company is set to begin the peak disk season, and it soon will enter the peak disk sale season, so it seems rea-

ble to assume that the only way the current sales curve can go is up.
NEW BRUNSWICK, N. J. — A recent glittering event in this once quiet New Jersey town last week when out-boarder Sam Goody and his associates were granted a patent (12) before Middlesex County Prosecu- tor Warren Wiltzie, who was representing the manufacturer, was the moment. The prosecution, it is alleged, has the abilities of a professional community. The corporation, which has already headed up the Hampshir Corporation, which later on, obtained a majority interest in the The Saturday Evening Post, and his name is to be found issued. Ricky is out on $10, 600 bail, and has been convicted with his own use $139,000 of the Hampshir Corporation’s funds.

The full extent of Ricky’s manipulations is not yet known. The Newark Star Ledger has estimated that the scheme involved as much as $2 million dollars, in a dozen unincorporated enterprises which include in addition to records and the corporate

already named an outfit known as Columbia Records.

On Wednesday (12), business associates of Ricky attempted to freeze several of his bank accounts as an effort to save some of their money. As a result of the bankruptcy filing were filed in Federal District Court, Trenton, against the Homicide Rube, Morris Spirler, Ricky’s attorney, said the judge was sympathetic that his client’s operations are “exaggerated,” and that the action would reduce the money which could be recovered. It was stated that the judge, after some discussion, wasHop on it, but after checking with Jerome Joyce, who bought the Comets to star in the flickler and bring in a few dollars, they will go on the sound track, Katzenberg figures it’s better to chuck the title of the movie. As a result, it will be titled “This Is Not Your Average.

The six Haley tunes, all of which have been recorded exclusively, are: “Teen-Age’s Mother,” “River Up,” “Hush, Little Baby,” “Sweet Baby,” “Hot Dog, Buddy, Buddy,” and “Rockin’ Thru the Rye.”

At press time, details of Ricky’s operations in the record business were not divulged, although rumors were being brought about. Previous, in William Graham, stated that Goody had sold the business in New Brunswick and had made a voluntary statement to the investigating proceeding. Wiltzie stated, and added that, once the operation is over, he will have the case. Wiltzie said Goody Ricky only had dealings with Ricky, but that she (Continued on page 722).

Columbia Presp

Music Card

NEW YORK — Columbia Records has announced the release of a special album titled “Happy Scrooge,” to be cut by Clement Crisp and Thomas Carter, with original music by Fred Spielemann and book and lyrics by the Tyme Nates. FREE will present the “Happy Scrooge” over the air on WINS at 7:00 p.m. The stars, who are also doing the album, are Vic Damone, Johnny Desmond, Petula Clark, Basil Rathbone, Four Lads and the Four Preachers. The album will be featured, along with others.

The Scrooge story, of course, is being recycled with the little old man as the head of his own recording company. It is believed to have been done in a musical version of the story, and is already well into production on the album, and is co-producing with Alcorn, sponsor of the TV show, in setting heavy falloff promotion leading to the Christmas season. The package is expected to be released in stores November.

“The Happy Scrooge” is a Theatrical Enterprises Production.

Long-term Renewal Pact for Jodimars

NEW YORK — The Jodimars, group which formed earlier this year from original members of the Bill Haley crew, have been signed to a long-term renewal pact by Capitol Records. The extension is on the market with “Eat Your Heart Out, Annie,” fifth-ranking disk on the label’s best selling chart.

In the meantime, the group is arranging and con- structing.

TIN PAN ALLEY CAN DRY THOSE TEARS

Rock & Rollers on Standard Kick

Reap Fat Loot for Publishers

By BEN GREAVET

NEW YORK—Time was, not very long ago, when a number of keen observers of the Tin Pan Alley scene, including some scions of the industry, were asked to predict the fate of the great standard catalog at the hands of rock and roll. But now the serious player in this game, the rock and roll winners have gone west, the two sides of some songs cut by leading artists, are going in a wondrously different direction. After a few weeks of rock and roll versions, it was plain to some publishers that the two sides of a pop chart figure to bring in a lot more performance loot on the other side which they expected from most other sources.

Top current example is New Orleans’ high priest of r&b, Fats Domino. Domino started his own recording label, “Domino Records,” and has 13 hits to his credit, including “My Blue Heaven,” which was later covered by the Domino Brothers, “Come Home,” the latter of which is currently on both sides of the same chart.

The singer’s latest disk, just released, is another standard, “Blueberry Hill,” by Hayeble, traditional blues singer, now on the Savoy label, has two recent extenions to the standard style. Her striking of Candy’ echoed into the best selling charts several weeks ago. The song, which is not on the list, side up with “Mean to Me,” also a hit of the year. Following a period of lukewarm activity on another label, the girl finally found the spark. The song was a hit.

Another and possibly the hottest charted disk of the week is R&B singer, who started his disk career on largely his own material and has lately begun cutting four songs for Capitol, including Elvis Presley. Among the seven recent Fats Domino hits for Victor, all of which are now re- ported over the 100,000 mark, are “Blue Moon” and “I Love You Because,” both old favorites of the North Carolina. The hit.

Also, one of the most played tunes on Presley’s biggest EP is “I Can’t Help It,” also another hit.

Another odd oldie, “Linda,” is now showing considerable action this week, as a disk which is original, while the Platters’ version of “My Prayer,” the old tune originally a disk hit by Bill Board, now Donny’s, a smash in both r&b and pop fields. The song was also on the Ace label, have come thru with three recent extenions, “Could I Have You,” “You’ve Got Me Heart Cries For You,” “Yes, Sir! That’s My Baby,” and “Ain’t She Sweet,” all versions by Dodds Brown. The last, “Linda,” by Rudy Brown, cut “I Wanna Be Loved,” a version of one of the classic standard copyrights, “When I dreamt of You,” which has been heard attention each year along with other pop versions of the label. The label has the disc out on a standard, some year, to be released later. Actually, the song was a hit back in 1948, when Chappell forced the Bohemia to publish a single of the song. Chappell told the song was a hit.

It was alleged that the side sold out the tune and tended to destroy the value of the copyright feature also gives local radio a better press break than it has had since TV first became big news.

The Jodimars have been covering several top pop record sections on a regular basis, and the large record industry, it is believed, will now be accorded a more constructive treatment by the record industry. To the latter, some of the owners in long-standing Sunday supplement music sections for longer.

The move is significant in that the record industry, it is believed, will now be accorded a more constructive treatment by the record industry. To the latter, some of the owners in long-standing Sunday supplement music sections for longer.

Victor to Disk

Shaw’s JoAnn

NEW YORK—RCA Victor last week landed the original cast recording rights to George Berns Shaw’s “St. Joan.”

The Shaw edition of the Shaw classic, starring the Irish actress, Siobhan McKenna, is playing this week at the Phoenix Theater, off Broadway, after opening to unsold-out ratings in Ireland and in England, extending the production in Dublin, London, and Toronto, and in the fall to the Cambridge, Mass., Drama Festival. Miss McKenna last week told the New York Daily News that she was looking forward to making the “Original Cast” series, which would mean a list price of $4.98 per disk.

VICTOR DISKO

BOOK-TIE INS

NEW YORK—Book and record tie-ins are cropping up in the music world. Two such deals were set by RCA Victor.

First mutual setup is with Door, Sloan & Fierce, publisher of the forthcoming Eartha Kitt autobiography, “Thurday’s Child” (Scribner’s). The Victor will ship Miss Kitty’s latest album, with the same title, which will be disk and book will be promoted mutually.

Second tone is “Guide to Jazz” (Continued on page 722)

August 20

On Epic LP’s

NEW YORK — Epic Records’ pop albums sales in August reportedly accounts for 11 per cent over August of last year, according to Sound Trade and other trade periodicals. This is the highest total in the classical albums is the same period an increase of 80 per cent. The albums’ sales in the same period were 100 per cent ahead of last August.

Album leaders were "Theater Organ in High Fidelity" and "Soulfood," and the Beethoven Comes to Broadway."
Seven Diskerities Exhibit
In Nat'l Supermarket Show

NEW YORK — The National Supermarket News-Page Exhibit held here last week at the Columbus Circle building.

After most major record companies have become active in one way or another in merchandising rack jobbers’ outlets (The Billboard, September 15) only three of major status, RCA Victor, Mercury and ABC-Paramount, were represented at the show with exhibits. Other disk exhibitors included Remington, Waldorf Music Hall and EP-Am, the k-w-priced disk manufacturers and Crickey, in the kiddie line.

Disc reps contacted at the show indicated that little writing of orders was being done but that there were many inquiries from supermarket managers and jobbers about the handling of disk racks in the stores. One record man was especially impressed with the number of food brokers who are independent sales agents who sell different food lines to stores who indicated interest. (Continued on page 44)

Pacific’s Fall Jazz Issues
Set ’56 High

HOLLYWOOD — Pacific Jazz Records announced the release of silk-screened record jackets for the upcoming fall season. A variety of silk-screen goods which jazz lovers have long been waiting for is being released.

Abbott Asks That Indies Sell at 40c

HOLLYWOOD — Fabor Robinson, president of Abbott-Fabor Records, Inc., last week expanded his direct sales program, welcoming other independent record manufacturers to join in the selling to operators, dealers, one-man rack jobbers at 40 cent disk.

Nominations in For CLG Board

HOLLYWOOD — Nominations for election to membership on the executive board of the Composers & Lyricists’ Guild of America, West, were due here last week by President Leith DeWolfe.

Presley Snags Pubbing Rights
To His Pic ‘Love Me Tender’

NEW YORK — Elvis Presley’s victory in the acquisition of the publishing rights to the title song of his first movie, “Love Me Tender,” is one of the biggest selling hits in recent history. RCA Victor has entire control over the whole thing, since Presley currently has eight singles on the billboards. Presley has already sold over 15 million copies of the song, and is currently recording new material.

Hefty Disk Coverage Of TV Spots in Fall

NEW YORK — Almost TV spec-\-tors have failed to pay "spectacularly" in the record field data, the Billboard still has hopes, and the fall TV season will be marked by extensive platter coverage of TV albums and singles -of TV Spot-score.

The most recent deal involves the Leeds Music score of Gordon Jenkins’ NBC-TV version of "Manhattan Tower," which will be presented October 27 (10-10:30 p.m.) with Herb Alpert, Bobby Vinton, Ethel Waters and Casper Romero in the cast. Capitol has recorded a 44-45 minute version of the song by Jenkins with virtually the same artists featured on the original Decca version 11 years ago.

At the same time, Decca is resuming Jenkins’ original "Manhattan Tower" LP, and Mercury is making plans to bring out a 44-45 minute LP, tagged "Songs From Manhattan Tower," Jenkins’ new "Manhattan Tower" spotlights spot-\-ing than seven new songs. The original Decca package sold more than 20,000 copies; the new Jenkins wouldn’t allow it to be played on (Continued on page 44)
From Cellar to 1000 Take 1 Is Dealer’s 3-Year Record

* Imagination the keynote of New Bedford store’s sales strategy for solid-pay off
* Lifetime phone guarantees and free repairs is shock defense against cut-rate buying

By CAMERON DEWAR  
NEW BEDFORD, Mass.—Promotion, personality and price are the three attributes that have liter-    ally ruled Emanuel (Manny) Ger-    maine’s Music Box Store here since the cellar to a $100,000 annual business in phonographs and records in the short space of three years.

Germaine, with his step-son partner, Frank Fries, originally opened in a small walk-up shop that cost him 80 cents a day in rent. Little more than a year later he moved to his present quarters, where after six months he tripled his business.
About one-third of the 50 by 60 floor space is taken up by the phonos and radios. The self-service disk department occupies the main section of the floor and a well-arranged record booths are conveniently located along one side of the store.

Germaine uses the walls of his window space cleverly for record displays, spaced with autographed pictures of recording artists who have paid visits. And in full view of the prospective customer are printed lists of the popular times.

Patrons are never allowed to forget phonographs, for the main window space is devoted to phonos and radios in a wide price range.

When the customer wends his way thus the record section he is con-    tented with the main display of record players.

Germaine thinks records and phonos go hand in hand and that any dealer who misses up on them is passing up a non-profit line. "When a customer is interested in radios, he is interested in records," says Germaine, "it is only a short step to interest him in a good machine to play them on for home entertainment."

A few players and radios are also strategically placed among the records on overhead shelves. The staff is also urged to remind cus-    tomers about needles and cleaners.

Once in a while, to spark interest, a raffle prize of phonograph and radio is advertised.

Phone Guarantees

One of the top gimmicks that help Music Box records are its phone guarantees. A 30-day share of the city’s business is the unconditional guarantee on all records purchased from the store for the life of the player and any damaged or defective record can be      exchanged free even if the boxes wasn’t purchased at the Music Box. There are no strings.

Along with lively and entrepris-    ing dealership, Germaine keeps one full-time and one spare-time me-    chanic going in the repair department in a small room in the rear of the store. He figures the good will and the satisfaction gained in this added business. "If the machine isn’t playing, they can’t buy rec-    oords," said Germaine. "A good defense against the cut-rate houses.

Germaine is frank to say that he’d rather have a conservative type of customer who pays his tickets. Everything is sold at regular retail prices. The present DJ that is manager behind his merchandise shows the steady trade that spells profit.

Keeping the name of the Music Box Store in the public is a passion with Germaine. An annual bowl-    tennis tournament trophy bears the store’s name. He has made friends with local deejays who stop in, and even once ran a club for them in the store. Last year he took his good friends in big 8x10 pictures to his hotel room and they’ll force it into the machine.

Frequent radio advertising spots are high on his budget and his in-    terest is changed when record players can keep his name on the lips of deejays and radio personalities. The use of his store as a free ticket of-    fice for summer theaters in the vicinity and as a place to get charges no fee, his name appears on the local radio and newspaper advertising, and patrons rarely come for tickets without being attracted to his music store.

Promotion Gimmicks

A gimmick that pays off well in point of advertising is the use of name artists who are playing in nearby spots. Such stars as Fifi D’Orsay, Kitty Kallen, the Four Lads, Russ-    ell Arms, Elsie & Others and hundreds of others have paid their respects.

Germaine even uses something out of the Boston radio spots, a round trip of nearly 60 miles.

Germaine has developed his home, which he uses as a hobby—promotional hub. He is frequently on the road with dealers in other fields in their districts and matches them dollar for dollar with gifts for the best TV推行 campaign. He also went along with various artists for ways to help them which he feels stimulated interest and brought new patrons to the store.

Quick to sense the pulse of the public, Germaine took the idea of records to President Eisenhower. A 30-day share of the city’s business has been given to the store for the life of the player and any damaged or defective record can be exchanged free even if the box was purchased at the Music Box. There are no strings.

Along with the Weekly and the Entertainment section of the store, the Phonograph section is a prominent feature of the store’s operation. Germaine believes in a continually changing display to attract a con-    stant flow of customers, and the store is made to last by the regular features of the changing display.

The annual Christmas sale is held at Christmas time when the stock is reduced 20% and the extra weekend help don’t remember there is such a phenomenon in the store.

Germaine’s name in ad in all above has also been reflected in added business. He is vice-presi-    dent of the local merchants association and he is well aware that other business draws potential pa-    trons to his store and that the shopping hours have been reduced, off-street parking has been in-    stituted and other endeavors have been started in the area with the Music Box getting a good share

BUCUHANAN, Mich.—Electronic-    Voire, Inc., long known as a top name in the speaker field, now introduces a complete line of hi-fi component parts to promote its entire line via an eight-month nationwide tour of its Caravan on Wheels.

Five tours and $20,000 worth of equipment will be shipped by a Wells Fargo carrier and two panel trucks. The "road show" will display a complete hi-fi system, "Do it yourself" speaker enclosures, kits, turntables, complete systems and components.

The caravan will take part in 23 stops this fall and seven next May, most of them spon-    sored by Bigo Enterprises of Chi-    cago. The caravan has already stopped in Kansas City, St. Louis, Denver, Salt Lake City, Pittsburgh and Boston. Howard Souther, the firm’s market-    ing director, said that in each city a variety of hi-fi shows and performances will be put on each day, each show playing to as many as 300 persons in a 6x8-day adherence of as many as 1,000 a day.

Disk Coverage of TV Spots

* Continued from page 43

Other TV-scorer, with heavy duties on the NBC program "The Big Wheel," Dick Haynes, Louis Arm-    strong’s "Producers’ showcase" pro-    gram "The Lamp of Ernie Farnon-    tine" has fired this Monday, 17, over NBC’s "Since Tomorrow," a program which has lined up 14 singies on the score. Music Publishers Hold-    ing Company, owners of the music    of the forthcoming NBC musical version of "Strange" (stars are Ray-    mond Vic Damone, Patricia Murse-    l and Basil Rathbone) and Columbia

SCHOOL PRICHT

Motorola’s Campus Ads

CHICAGO—Phonograph and radio figure heavily in Motorola’s "Back to School" fall promotion    campaign. Ads, depicting a Pullman porter helping college men and women board a train to return to the campus, and a 15-second spot, carrying a different Motorola prod-    uct, including a portable two-in-    one record player and portable radio and a portable TV

The consumer campaign includes in    isues of both magazines dealing with football forecasts and fan-styled campus attire. Electric has prepared a growing good publicity with a now dopping campus dress, which it will mail to 100,000 college men this fall and this booklet also car-    ries a Motorola ad.

A trade press campaign pre-    ceded the consumer ads in Au-    gust, calling dealers’ attention to the giant promotion. As a follow-up    at the local level, distributors are getting a letter and a villini of    samples of the artwork of the con-    sumer ads, which will be used by    dealers to send in with the national    ad schedule.

Presley Snags

* Continued from page 43

on the market, including his best selling "Hound Dog," six songs from his best selling LP (including "Love Me Tender" and "She’s Not Mine" this week) and a side from his best selling EP.

Victor last week gifted its new gold mine with its second gold disc for the same record. The first was for "Hound Dog," while the second is for the flip-side "Don’t Be Cruel." The disc has gone over 2,500,000 in sales to date, and the sales have continued to go up since released two weeks ago—have al-    ready gone over a million. Another song, "Blue Moon," "Maurice Henry," and "Gary,” "Above All," with some potential entrees in the charts.

In addition to the title, "Love Me Tender," and "She’s Not Mine," Presley has also released a movie spotlights three other songs, "Love Me Tender," "She’s Not Mine," and "Let Me." The rock and roll idol, who recently branched out into the peanut butter field with a line of Pringle-endorse products, starts his second record, "Loisning Cowboy," in December.

Seven Disckers

* Continued from page 43

herein taking on a disc line to sell to their regular contacts.

Both the cut prices (who mark-    on their own motivatation version of current hit discs) and the major labels showed an optimistic turn of mind as far as their own futures and the future of the business is concerned. The former believe that they have the perfect impul-    se buy which is the future of the    music business, while the latter maintain a more timely side that they will be sold in the future.

Chosen as the best disc by another of the majors, and one not featured in this survey, is a disc that almost all companies has as-    signed personnel to the project of    marketing "oldies" to the younger    market. The company, feeling that they run on the air and in the    juke boxes—ge onic article.

for another of the majors, and one not featured in this survey, is a disc that all the companies has as-    signed personnel to the project of    marketing "oldies" to the younger    market. The company, feeling that they run on the air and in the    juke boxes—ge onic article.
The Mills Brothers

2 Sensational Sides
Now Breaking
In All Markets

That's Right
Don't Get Caught

DECCA 30024  9-30024

A New World of Sound
DECCA records
Packaged Records Buying Guide

**Best Selling Pop Albums**

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

1. CALIFORNIA LOVE—Ralph Bartholomew RCA Victor LPM 1234
2. THE KING & I—Sound Track...Capitol W 740
3. MY FAIR LADY—Original Cast...Columbia OL 5090
4. THE EDDY DUCHIN STORY—Sound Track...Decca DL 5289
5. ELVIS PRESLEY—RCA Victor LPM 1234
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 653
7. HIGH SOCIETY—Sound Track...Capitol W 730
8. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
9. THE FLATTERS—Mercury MG 2046
10. OKLAHOMA—Sound Track...Capitol SAO 520

**Pop Albums Coming Up Strong**

A listing of seven pop choices showing strong trade action, compiled from a survey of all major markets. These albums figure strongly as potential sellers on the national best selling pop album charts.

1. The Misty Miss Christy...June Christy Capitol T 725
2. Lonely Girl...Julie London Liberty LRP 3012
3. Pat Boone...Pat Boone Dot DLIP 3012
4. Dream Dancing...Ray Anthony Capitol T 723
5. In London, in Love...Norrie Paramor Capitol T 10023

**Most Played by Jockeys**

Albums are ranked in order of the present owner or plays on disk jockeys' radios across the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. HIGH SOCIETY—Sound Track...Capitol W 750
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 653
3. EDDY DUCHIN STORY—Sound Track...Decca DL 6269
4. ON THE SUNNY SIDE—Four Lads...Columbia CL 912
5. MY FAIR LADY—Original Cast...Columbia CL 5000
6. SOLO MOOD—F. Weston...Columbia CL 879
7. CALIFORNIA LOVE—Ralph Bartholomew RCA Victor LPM 1234
8. KING AND I—Sound Track...Capitol W 740
9. SWINGIN' FOR TWO—Don Cherry...Columbia CL 693
10. FLATTERS—Mercury MG 20140

**Review Spotlight on...**

**Popular Albums**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUKEBOX DRUMS</td>
<td>Johnny Cash</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

**Classical Albums**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALAUNUS IN C minor</td>
<td>Beethoven</td>
<td>Columbia</td>
</tr>
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**Reviews and Ratings of New Albums.**

**Popular**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFENBACH IN AMERICA Continued</td>
<td>Offenbach</td>
<td>RCA Victor</td>
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</table>

**Classical**

<table>
<thead>
<tr>
<th>Album Title</th>
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<th>Label</th>
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<tbody>
<tr>
<td>TCHAIKOVSKY SYMPHONY NO. 4</td>
<td>Tchaikovsky</td>
<td>Columbia</td>
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**Jazz**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>LITTLE JAZZ</td>
<td>Louis Armstrong</td>
<td>Decca</td>
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**Virtuoso Orchestra—BOSTON SYMPHONY ORCHESTRA**

<table>
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<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE VIRTUOSO ORCHESTRA</td>
<td>Boston Symphony Orchestra</td>
<td>RCA Victor</td>
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</table>

**TOSCANINI AND THE PHILHARMONIC SYMPHONY ORCHESTRA OF NEW YORK**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>DVORAK: SYMPHONY NO. 3</td>
<td>Smetana</td>
<td>RCA Victor</td>
</tr>
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</table>

**Richard Strauss: Scenes From Elektra and Rosenkavalier | Richard Strauss | RCA Victor |

**BOHEMIA**

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
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<td>Mascagni</td>
<td>RCA Victor</td>
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**AMERICA**

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<thead>
<tr>
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<tbody>
<tr>
<td>AMERICA</td>
<td>Harry Warren</td>
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**RCA Victor's Milestone Series**

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<thead>
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<th>Album Title</th>
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<tbody>
<tr>
<td>RCA VICTOR'S MILESTONE SERIES</td>
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**Mystic Lovers**

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**THE BILLBOARD'S WEEKLY**

September 22, 1956

**Cover Story**

The Virtuoso Orchestra—Boston Symphony Orchestra—Charles Munch—RCA Victor 1954. A few musical instruments, some actual, or toy, and this week's featured selection gives any dealer a display that will stop him. The collection of instruments placed in a "fake five" fashion, clearly photographed in color, should prove too tempting to pass by.

**Album Cover of the Week**

The Virtuoso Orchestra—Boston Symphony Orchestra—Charles Munch—RCA Victor 1954. A few musical instruments, actual or toy, and this week's featured selection gives any dealer a display that will stop him. The collection of instruments placed in a "fake five" fashion, clearly photographed in color, should prove too tempting to pass by.

**Jukebox Drums**

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</table>
RUSS COGLIN, San Francisco "Keely makes so many other singers sound like amateurs—predict a great future."
BILL RANDLE, Cleveland "A great entertainer."
AL JARVIS, Los Angeles "Next year will be my 25th anniversary as a disc jockey. It was worth waiting 25 years for Keely Smith's record."

PAUL BRENNER, Newark "Keely is the MOST!"
DON McLEOD, Detroit "Sings the greatest."
HOWARD MILLER, Chicago "A bright new sound that can fill a needed place in the industry."
BOB LARSEN, Milwaukee "Bound to win national acclaim."

DONALD O'CONNOR "Every performance is a musical comedy. Keely Smith is the surprise find of the year."
DANNY THOMAS "First natural comedienne I've seen in many years, and I hope Keely never finds out how she does it."
JIMMY DURANTE "Louis and KEELY are real show business. Love them."

TONY MARTIN "They're great. Keely is wonderful...a most outstanding girl stylist."
JOE E. LEWIS "Keely has an uncanny sense of timing. A natural entry...a winner every time."
DORIS DAY "The freshest personality I've seen in many years."

you'll love Keely, too!

Keely Smith
HURT ME
HIGH SCHOOL AFFAIR
record no. 3545
Capitol Records

you'll love Keely, too!
no matter how you look at it...

IT'S GREAT!!!
October's big sales story has 25 exciting chapters—all from RCA VICTOR RECORDS

order today from your RCA VICTOR record distributor

Nationally Advertised Prices Optional. Your customers hear these recordings best on an RCA VICTOR "New Orthophonic" High Fidelity "Victrola".
### The Honor Roll of Hits - September 22, 1956

#### The Nation's Top Tunes

For survey week ending September 12

<table>
<thead>
<tr>
<th>Record</th>
<th>Artists</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>My Prayer</td>
<td>By Redinger &amp; Kemmerly</td>
<td>Published by Skidmore (ASCAP)</td>
<td>27</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Don't Be Cruel</td>
<td>By Otis Blackwell</td>
<td>Published by Erma Presley &amp; Student (BMI)</td>
<td>35</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>Canadian Sunset</td>
<td>By Eddie Heyward &amp; Norman Gimbel</td>
<td>Published by Mordern (BMI)</td>
<td>40</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Whatever Will Be Will Be (Que Sera Sera)</td>
<td>By Livingston, Evans</td>
<td>Published by Artists Music (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Hound Dog</td>
<td>By Jerry Leiber and Mike Stoller</td>
<td>Published by Elvis Presley Music &amp; Line Music (BMI)</td>
<td>8</td>
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</table>

#### Second Ten

<table>
<thead>
<tr>
<th>Record</th>
<th>Artists</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
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<tbody>
<tr>
<td><strong>1.</strong></td>
<td>Wayward Canadian</td>
<td>By Bob Lerner</td>
<td>While</td>
<td>9</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Fool</td>
<td>By Nat Fark</td>
<td>Doo Wop Music (BMI)</td>
<td>14</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>I Almost Lost My Mind</td>
<td>By Jimmy Dean</td>
<td>Published by Albert Publishing Corp (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>When the White Lilacs Bloom Again</td>
<td>By David Porter</td>
<td>Published by Harris, Inc. (ASCAP)</td>
<td>23</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Flying Sauce</td>
<td>By Buchanan &amp; Goodman</td>
<td>Published by Louisiana</td>
<td>10</td>
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</table>

#### Third Ten

<table>
<thead>
<tr>
<th>Record</th>
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<th>Label</th>
<th>Weeks</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>After the Lights Go Down Low</td>
<td>By Alice White &amp; Lucy Lucas</td>
<td>Published by Howard (BMI)</td>
<td>22</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Be-Bop-a-Lula</td>
<td>By Sharif Fox</td>
<td>Davis &amp; Vicarelli (BMI)</td>
<td>18</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>On the Street Where You Live</td>
<td>By Leser &amp; P. Lowe</td>
<td>Published by Chapel Music (ASCAP)</td>
<td>19</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Sweet Old-Fashioned Girl</td>
<td>By Bob Merrill</td>
<td>Published by Van (ASCAP)</td>
<td>16</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>That's All There Is to That</td>
<td>By Clyde Ogg &amp; Kelly Owen</td>
<td>Published by Maryland (BMI)</td>
<td>27</td>
</tr>
</tbody>
</table>

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**Warning:** The title "Honor Roll of Hits" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1504 Broadway, New York 3, N. Y.

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For complete listings, please visit www.americanradiohistory.com.
SEPTEMBER 22, 1956

THE BILLBOARD

MUSIC-RADIO

51

Capitol Records

Buyboard

JOE "FINGERS" CARR
LA LA COLLETTE
I'M A LITTLE ECHO
record no. 3541

THE FOUR FRESHMEN
YOU'RE SO FAR ABOVE ME
HE WHO LOVES AND RUNS AWAY
record no. 3532

Pee Wee Hunt
I'LL SEE YOU IN CUBA
CANOODLIN' RAG
record no. 3534

Ken Errair
I WANT TO LOVE WHILE I'M YOUNG
I AIN'T GOIN' NOWHERE
record no. 3539

Tabby with the Calvin-Rounders
MAKE ME YOURS
YOU TURNED THE TABLES ON ME
record no. 3533

Lucho Gatica
SINCERIDAD (Sincerity)
AMOR SECRETO (SECRET LOVE)
record no. 3535

Speedy West with Jimmy Bryant
WATER BABY BLUES
SAND CANYON SWING
record no. 3537

Sonny James
THE CAT CAME BACK
HELLO OLD BROKEN HEART
record no. 3542

Jimmy Heap
and THE MELODY MASTERS with Perk Williams
THIS SONG IS JUST FOR YOU
MINGLING
record no. 3543

it's easy when you have hits!

new rock 'n' roller!
GENE VINCENT
RACE WITH THE DEVIL
GONNA BACK UP BABY
record no. 3530

hilarious political satire
JOHNNY STANDELEY
GET OUT AND VOTE!
Part 1 & 2
record no. 3544

another sure-shot
LOU BUSCH
FRIENDLY PERSUASION
(from the Allied Artists Picture "Friendly Persuasion")
PORTOFINO
record no. 3520

soundtrack release from "High Society"
BING CROSBY-GRACE KELLY
TRUE LOVE
record no. 3507

sensational!
DEAN MARTIN
MISSISSIPPI DREAMBOAT
record no. 3521

www.americanradiohistory.com
Dot's HOT...

...the FONTANE SISTERS' Greatest!

PLEASE DON'T LEAVE ME

STILL

Orchestra and Chorus Conducted by BILLY VAUGHN

#15501

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

THE NATION'S BEST SELLING RECORDS
MGM Records
Singles that Sell!

WHERE IN THE WORLD
and Test of Time

MGM 12318 e K12318

LEO ROYAL
When the White Lilacs Bloom Again
and the Last Wagon

MGM 11317 e K12317

DICK SYMAN & SAM (The)
TAYLOR
It's in My Heart
and Clock

MGM 12332 e K12332

BEAN JONES
THIS LAND
From Producers' Showcase TV Prod.
and You Can't Run Away from It

MGM 12320 e K12320

$ INTERCROSSING TONI CARROLL
THINK TWICE
Goodnight, My Love

MGM 12320 e K12320

JACK SMITH
JUST KISS ME
At Last My Baby's Coming Home

MGM 12321 e K12321

JOHNNY OLIVER
I NEED YOU SO
I Might Have Been

MGM 12319 e K12319

CONNIE FRANCIS
MY SAILOR
Everyone Needs Someone

MGM 12335 e K12335

MARVIN RAINWATER
WHY DID YOU HAVE TO GO AWAY
and Leave Me

MGM 12319 e K12319

SHEB WOOLEY
FIRST DAY OF SCHOOL
and The Lonely Man

MGM 12319 e K12319

THE OSBORNE BROS. & RED ALLEN
RUBY, ARE YOU MAD?
and My Aching Heart

MGM 12338 e K12338

THE CLOVERLEAFS
With Plenty, Step Right Up and And You Say Howdy

MGM 12337 e K12337

Atlanta
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Baltimore
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Boston
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Buffalo
1. My Prayer, Patience, Lmg.
2. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

Cincinnati
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Chicago
1. Second Helping
2. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

Cleveland
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Dallas-Fort Worth
1. I'd Be Cruel, E. Presley, Vlg
2. Hound Dog, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Detroit
1. Hound Dog, E. Presley, Vlg
2. Whenever Will Be, Will Be
D. Day, Col.

Kansas City
2. Hound Dog, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Los Angeles
1. Whenever Will Be, Will Be
D. Day, Col.

Milwaukee
1. Don't Be Cruel, E. Presley, Vlg
2. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

New Orleans
1. Don't Be Cruel, E. Presley, Vlg
2. Hound Dog, E. Presley, Vlg
3. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

New York
1. My Prayer, Patience, Lmg.
2. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

Philadelphia
1. Canadian Sunset
E. Heywood-W. Winterhalter, Vlg
2. Don't Be Cruel, E. Presley, Vlg
3. Whenever Will Be, Will Be
D. Day, Col.

Pittsburgh
1. Second Helping
2. Take Ye Whosoever Ye Like
From the Candy Store on the Career Nervous Boys

St. Louis
1. Second Helping
2. Whenever Will Be, Will Be
D. Day, Col.

Terrestrial Best Sellers

For survey week ending September 12

1. Hound Dog, E. Presley, Vlg
2. Second Helping
3. Whenever Will Be, Will Be
4. Hound Dog, E. Presley, Vlg
5. Take Ye Whosoever Ye Like

(Copyrighted material)

September 22, 1956

The Billboard's Music Popularity Charts...POP RECORDS
New Release By

LOLA DEE

"WANDERING LOVER"

AND

"YOU WERE MINE FOR AWHILE"

MERCURY 70961

JUST RELEASED

FRED MacKENZIE
"TALK TO ME"
AND
"FROM THE BOTTOM OF MY HEART"
MERCURY 70962

SIL AUSTIN
"SLOW WALK"
AND
"WILDWOOD"
(Instrumental)
MERCURY 70963

OSCAR McLOLLIE
"THE PENALTY"
AND
"BLUE VELVET"
MERCURY 70964

SUGAR & SPICE
"THERE WERE NO ANGELS"
AND
"DON'T BE A BUNNY"
MERCURY 70965

D'ARTEGA
And His Orchestra
"IN THE BLUE OF EVENING"
AND
"WEDDING OF THE VIOLINS"
MERCURY 70966

STRONG CONTENDERS FOR TOP HONORS

THE PLATTERS
"IT ISN'T RIGHT"
AND
"YOU'LL NEVER NEVER KNOW"
MERCURY 70968

NICK NOBLE
"AUTUMN CONCERTO"
AND
"MOM OH MOM"
MERCURY 70969

DAVID CARROLL
And His Orchestra
"THE FOUNTAINS OF ROME"
AND
Love Theme From "GIANT"
MERCURY 70972

SARAH VAUGHAN
"IT HAPPENED AGAIN"
AND
"I WANNA PLAY HOUSE"
MERCURY 70970

LONNIE DONEGAN
"BRING A LITTLE WATER, SYLVIE"
AND
"DEAD OR ALIVE"
MERCURY 70949

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS
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. In the Middle of the House - Vaughn Monroe
   (ASCAP) RCA Victor 6619

2. Rip It Up - Little Richard
   (BMI) Speciality 579

3. The Green Door - Jim Lowe
   (BMI) Dot 15488

4. Blue Moon - Elvis Presley
   (ASCAP) RCA Victor 6640

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

6. You'll Never, Never Know - The Platters
   (BMI) Mercury 70949

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

8. Let the Good Times Roll - Shirley and Lee
   (BMI) Audion 3325

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

10. Out of Sight - The Five Keys
    (BMI) Capitol 3592

THIS WEEK'S BEST BUYS

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

YOU'LL NEVER, NEVER KNOW (Personality, BMI)
IT'SN'T RIGHT (Molin, BMI) - The Platters - Mercury 70949 - This disc, with both sides selling well, has only been out a week but already is showing very strongly in such markets as Boston, Providence, Philadelphia, Pittsburgh, Cincinnati, Milwaukee and Durham. The boys hit hard and fast and if the pace continues for any length of time, they'll really have a big one. A previous Billboard "Spotlight" pick (last week's issue).

BLUE MOON (Robbie, ASCAP)
JUST BECAUSE (Leeds, ASCAP) - Elvis Presley - RCA Victor 6640 - Of the seven singles released by Victor two weeks ago, all from artist's album, this disc, with emphasis on "Blue Moon," is stepping out and starting to move. All seven have been reported as strong sellers and the strength is well distributed through the country. "Money Honey" and "I'll Never Let You Go" are two other sides reported as strong sellers. A previous Billboard "Spotlight" pick.

THE GREEN DOOR (Trinity, BMI) - Jan Lowe - Dot 15480
with a bouncy tune and rock and roll vocal, has a side here that has taken a little time to catch on but is now rapidly moving toward the charts. Out over a month, reports have been fair to good in past weeks but have now changed to very strong, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Milwaukee and Durham all reported glowing sales figures. It has not reached its full potential yet. Flip is "(The Story of) The Little Man in Chinatown" (Trinity, BMI).

OUT OF SIGHT, OUT OF MIND (Kall, BMI)
THAT'S RIGHT (Boulevard, BMI) - The Five Keys - Capitol 3562
with two smart commercial sides, are making it in a busy and slow equal strength in all major markets. Out only a few weeks, the compact disc from the Milly Brothers on "That's Right," seemingly the stronger side when released, has undoubtedly made its mark, with the flip now drawing the majority of sales. However, the coin seems to be plentiful and the "keys" are just the ones to lock it up.
THEIR FIRST FOR RCA VICTOR

THE DE CASTRO SISTERS SINGING

IT'S YOURS C/W DON'T CALL ME SWEETIE

MOON KIM
EAST OF MAKE BELIEVE
(TONG CHOCK NA RA)
C/W
KANDA KANDA
(THE SINGY SANGY SONG)
20/47-6667

AND TWO NEW ONES BY

THE MELACHRINO ORCHESTRA AND STRINGS

AUTUMN CONCERTO
C/W
IT COULD HAPPEN TO YOU
(From the Paramount film "AND THE ANGELS SING")
20/47-6671

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

America's favorite speed... 45 RPM RCA VICTOR
If you liked...

"A Casual Look"

as sung by the

SIX TEENS

featuring...13 yr. old

TRUDY WILLIAMS

You'll love...

"Send Me Flowers"

"Afar Into The Night"

FLIP 317

The Biggest Record of 1956

Louise Williams

Beverly Pecol

THE TOP 100

For survey week ending September 12

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

Pos. Song, Artist, Label

1. DON'T BE Cruel - E. Preley, Victor

2. MY PRAYER - Pauline, Mercury

3. HOUND Dog - L. Pembry, Victor

4. WHATSOEVER WILL Be, Will Be - Donny Day, Columbia

5. CANADIAN SUNDAY - Al Hirt, Imperial

6. ALL THE Way - J. Pacheco, Columbia

7. ALLEGHENY MOON - P. Paget, Mercury

8. FOG ON THE WIND - S. Williams, Cadet

9. FRED'S - L. Clark, Decca

10. HOT TEA - S. Gilbert, Capitol

FLIP 317

Darryl Lewis

Ed Wells

Kenneth Sinclair

Trudy Williams

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
Dot's Own Hit Parade

15481—THE FOOL—SANFORD CLARK
15486—THE GREEN DOOR—JIM LOWE
15490—FRIENDLY PERSUASION—PAT BOONE
   CHAINS OF LOVE
15492—NOW IS THE HOUR—GALE STORM
   A HEART WITHOUT A SWEETHEART
15489—KA-DING-DONG—THE HILTOPPERS
   INTO EACH LIFE
15488—HEART AND SOUL—JOHNNY MADDOX
   DIXIELAND BAND
15491—WHEN THE WHITE LILACS BLOOM AGAIN—
   BILLY VAUGHN
15485—APE CALL—NERVOUS NORVUS

MAC WISEMAN
15497—ONE MINT JULEP—
   I'M WAITING FOR SHIPS THAT NEVER COME IN

ALBUMS

DLP-3030—"HOWDY"—PAT BOONE • DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN
DLP-3012—PAT BOONE • DEP-1053—"PAT ON MIKE"—PAT BOONE

NEW RELEASES

15495—I'M LOOKING THROUGH YOUR WINDOW—BIG ROCK INN—DOLLY COOPER
15496—COOL IT BABY—BALLROOM BABY—DICK LORY
15498—SPIN THE WHEEL—ROCKY ROAD—THE SCHOLARS
15499—YOU ARE THE LIGHT OF MY LIFE—CRAZY DREAMS—VOCAL BY DENA
**King Records Catalog**

**Radio**

- **Bill Doggett's King 4950**
  - "Feelin' & Movin'" by Bill Doggett

**Music Reviews**

- "**Tunes With Greatest TV-Radio Audience**" - Features listings of the Top 10 songs on network stations.

**De Luxe**

- "**OTIS WILLIAMS and his CHARMS**
  - "Whirlwind" by OTIS WILLIAMS and his CHARMS

- "**JAMES BROWN and the FAMOUS FLAMES**
  - "Hold My Baby's Hand" by JAMES BROWN and the FAMOUS FLAMES

**Records**

- "**BUBBINS ROCK**
  - "King 4956"

- "**LITTLE WILLIE JOHN**
  - "I'd Like to Thank You Mr. D.J." by LITTLE WILLIE JOHN

- "**EARL BOSTIC**
  - "Bill Doggett's King 4955" by EARL BOSTIC and BILL DOGGETT

- "**OTIS WILLIAMS and his CHARMS**
  - "Whirlwind" by OTIS WILLIAMS and his CHARMS

**Other Releases**

- "**THE "S" ROYALS**
  - "Come On and Save Me" by THE "S" ROYALS

- "**MAC CURTIS**
  - "Half Hearted Love" by MAC CURTIS

- "**RUDY MOORE**
  - "Step It Up and Go" by RUDY MOORE

**Selling Sheet Music in Britain**

- "**Best Selling Sheet Music in Britain**" - Features titles with their weekly sales figures.

**Selling Pop Records in Britain**

- "**Best Selling Pop Records in Britain**" - Lists the top selling pop records of the week.

**Territorial Best Sellers**

- "**Territorial Best Sellers**" - Continued from page 54

**September 22, 1956**
A BULLSEYE EVERY TIME

NOW

Their 4th smash in a row!

FRANKIE LYMON and the TEENAGERS

THE ABC’S OF LOVE

SENSATIONAL SHARE

FIRST OUTSTANDING LOVE BALLAD BY FRANKIE LYMON AND THE TEENAGERS

GEE 1022

GEE RECORDS 220 W. 42nd St., New York 36, N. Y.
...and still the sales continue to GROW

ella fitzgerald sings the cole porter song book

32 of his greatest compositions

orchestral accompaniment by buddy bregman

Verve MGV-4001

Package of Two Twelve-Inch Long-Playing Records

VOX JOX

By JUNE BUNDY

THIS N' THAT: Jockeys are active in the talent management field these days. Lee Hazlewood, early morning jock at KTYL, Mesa, Ariz., is managing Sanford Clark, who is stationed at Lackland Air Force Base, about 12 miles from the KTYL studios. Hazlewood is also co-owner of Indies Music, which published Clark's wax clich "The Fool." As Larry Kane, KNZU, Houston, is managing Jimmy Duncan, who records for RKO-Victor, Jack Owens, owner of WEIC, Charleston, Ill., is backing up his hobby—jazz—with a regular jazz jockey show on his station, which he owns himself.

CHANGE OF THEME: Earl Weakley, has returned to WSWA, Harrisonburg, Va., as record librarian and deejay, following a stint as music teacher in a public school.... John Dixon, WALA-TV, Mobile, Ala., has been upped to assistant program director at WALA and WALA-TV.... Sid Dickler, pioneer Pittsburgh deejay, is now free-lancing in radio and has re-ceived his record exploitation activities in the western Pene-nylvania, eastern Ohio and West Virginia territories.... Jack Pyle, has joined WIP, Philadelphia, in the 12:30-4 p.m. time slot across the board.

Gene Condon, who has been doing a public service show for San Mateo College over KVSM, San Mateo, Calif., is now the station's program engineer on Sunday afternoons from 1 p.m. to 7 p.m., in his spare time, Condon sells records at Sherman & Clay Company in San Francisco. Condon.

MONITOR MUSICAL SURVEY

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

Elmira, N. Y.
"My Prayer," Platters, Mercury.

Pennsylvania, Fla.
"Canadian Sunset," Andy Williams, Cadence.

Chattanooga, Tenn.

Waukegan, Wau.

Baltimore.
"Song for a Summer Night," Mitch Miller, Columbia.

San Diego.

Flint, Mich.
"Honky Tonk," Bill Doggett, King.

Bloomington, Ill.
"Love Theme From La Strada," Paul Weston, Columbia.

Philadelphia.

North Platte, Neb.
"Don't Be Cruel," Elvis Presley, Victor.

...incidentally, can use more pop platters.... Dick Gilbert is leaving KTYL, Mesa, Ariz., to open up a new station KPQO, Scottsdale, Ariz., at the end of this month. Sue DeWitt, WCN, Chicago, is a partner in KPQO and will join Gilbert in the operation of the station.

Eddie Newman, WIP, Philadephia, disk jockey long identified with jazz, tries his hand as a jazz spot intery host and producer at nearby De- bby, N. J., in taking over the New Town Tavern, Newogra opened this week with Illinois Jacquet, Coleman Hawkins and Lester Young and their group for a battle of sax. He is currently heard on 20 separate programs on WIP, all sponsored by Montre TV. He plays nothing but jazz on his shows and has given that type of music a terrific impetus in Philly since he began it several years ago on WDAS. Newman is now the second disk jockey in the area to front a jazz room. Harvey Huston, on WKDN, across the river at Camden, N., J., operates the Red Hill inn in the vicinity of the New Town Tavern. Started as a week-end operation, Huston, with a big jazz following, put the Red Hill on a full week basis last week. Oddly has been the co-operation between Huston and Newman. They have been pugging each other's operation on their respective shows and even plan to guest on each other's programs as well.

YESTERYEAR'S TOPS--The nation's top tunes on records as reported in The Billboard

SEPTEMBER 21, 1946

1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. The Gypsy
6. They Say It's Wonderful
7. Don't Shoot Cops Naturally
8. If You Were the Only Girl
9. I'd Be Lost Without You
10. I Don't Know Why (I Just Do)

SEPTEMBER 22, 1951

1. Because of You
2. Come On My House
3. Loveliest Night of the Year
4. Too Young
5. I Get Ideas
6. Shangri-La
7. Sweet Violets
8. Cold, Cold Heart
9. I'm the World Is Waiting for the Sunrise
10. My Trudy, Trudy Fair

Ray Perkins was hospitalized last week at St. Luke's Hospital in Denver. Perkins has been on the staff at Denver radio station KIMN, now free-lancing for the Mutual affiliate, since 1946. He also writes a weekly record column for The Denver Post, does music reviews and record rating surveys in the Denver area. His daily radio show has been taken over by KIMN staffers and his weekly columns by disk jockeys from other stations in the metropolitan area.

Bob Davies has asked his midnight to yawns spot at KIMN, Denver, to move up the street to KVOD, the ABC radio outlet, where he shares the mike and disks with Dick- ison Bond on the evening disk parade.

Preps 4 New 'Mouse' Disks

NEW YORK—ABC-Paramount is reading for four new Mickey Mouse Club disks for release within the next 30 days. At the same time, the label is set to sponsor another Di-Sco series of spots on Walt Disney's ABC-TV "Mickey Mouse Club," starting next month.

The four new "Mouse" platters, which will be performed live on the video show this season, include "Mickey Mouse Club," "Mouse Mousele Dances," "Mousele Mus- icals," and "Safety First." Am-Tur is also making plans to bring out a new Mickey Mouse Club LP later this fall.
Check with the man from
COLUMBIA

BEST SELLING POP SINGLES

1. Whatever Will Be, Will Be (Don Sera, Serai)—I've Gotta
   Sing Away These Blues. Doris Day ........................................... 40704. 4-40704
2. "Summer Night" (Instrumental)—Song for a Summer Night (Vocal)
   Mitch Miller ................................................................. 40730. 4-40730
3. You Don't Know Me—Enchanted. Jerry Vale .................................. 40710. 4-40710
4. The Bus Stop Song (A Poem of Peru)—A House With
   Love In It...The Four Lads ................................................... 40736. 4-40736
5. From the Candy Store on the Corner to the Chapel on
   the Hill—Happiness Street .................................................. 40716. 4-40716
6. Miracle of Love—Unwanted Heart. Eileen Rodgers .......................... 40708.. 4-40708

BEST SELLING POP ALBUMS

1. My Fair Lady. Rex Harrison, Julie Andrews, Original Cast...OL.5090...A.5090
2. On the Sunny Side. The Four Lads with
   Claude Thornhill's Orchestra .............................................. CL.912
3. Sela Mood. Paul Weston .................................................... CL.879
4. Swingin' for Two. Don Cherry ....................................... CL.893..B-8931, B-8937, B-8938
5. My Fair Lady. Percy Faith and
   His Orchestra ............................................................... CL.895, B-8951, B-8952, B-8953
6. Organ Moods in Hi-Fi. Buddy Cole ...................................... CL.874..B-8741, B-8742, B-8743

BEST SELLING MASTERWORKS

1. The Most Happy Fella. Original Cast...OL.240..OL.5118
2. Puccini: Madame Butterfly...André Kostelanetz and His Orchestra...CL.849
3. Rachmaninoff: Concerto No. 2...Ivanov...
   Ormandy-Philadelphia Orchestra ........................................ ML.5013
4. Beethoven: Symphony No. 7...Mendelssohn: Symphony No. 4
   Ormandy-Philadelphia Orchestra ........................................ ML.5098
5. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4
   Gilchrist-Philadelphia Orchestra ........................................ ML.5085
6. Brokens: Double Concerto...Walter, Stern and Rose ........................ ML.5076

BEST SELLING FOLK RECORDS

1. Singing the Blues—I Can't Golf...Marty Robbins ............................... 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-Oversleep to Heaven...Carl Smith ............................ 21532..4-21532
4. Onie's Rep—I Wanna Hold My Baby...Onie Wheeler .......................... 21523..4-21523
5. They're Still in Love—I'm in Their Team...The Collins Kids ................ 21543..4-21543
6. Everybody's Rockin' But Me—Without Your Love
   Bobby Sard ................................................................. 21539..4-21539
7. Before I Met You—Wicked Lies...Carl Smith .................................... 21552..4-21552

NEW POP RELEASES

1. Lay Down Your Arms—The Madison in Blue
   Anne Shelton ............................................................... 40759..4-40759
2. Don't Forget to Say Your Prayers—Little Dog...Jimmy Boyd .................... 4-40756
3. You Are My Sunshine...Carl Smith, Rosemary Clooney, Gene Autry, Don Cherry, The Collins Kids
   Nobody's Darling But Mine...Rosemary Clooney ................................ 4-40760
4. There's Never Been Anyone Else But You—Giant...From
   George Stevens Production "Giant"...Ray Heindorf and
   the Warner Bros'. Orchestra ................................................ 4-48761
5. My Prayer—When My Dream Boat Comes Home...Porter Hedges ............... 4-40757
6. Rock and Roll Rhapsody—Mercury Rock...Mary Colling ....................... 4-40762
7. The Lively One—Mucha Moresun...Belmonte and His Orchestra ................ 4-40768

NEW FOLK RELEASES

1. The Death of Buck and Bill—Paul Banyan Love
   The Maddox Brothers and Rose ........................................... 21559
2. Your Sweet Loving Man—I Love Him Too...Bill & Mary Reid .................. 4-21557
3. I'm Wanted—Emerald Diamonds...The Eddie Hill Trio ........................ 21556
4. I Never Thought It Would Happen To Me—Cornbread and
   Buttermilk..."Little" Jimmy Dickens ....................................... 4-21555

SPECIAL RECORDINGS OF UNUSUAL INTEREST

A TRIBUTE TO JAMES DEAN
Music from Giant, East of Eden, Rebel Without a Cause
CL.948

THE BILLBOARD 63
A SMASH IN CHICAGO
and SPREADING FAST

THE ORIGINAL—
NOW ON ALL CHARTS
AND CLIMBING

KA-DING DONG
the G-CLEFS

SUSAN CAPONE
MAYBE SOMEDAY
b/w CLICK-I-DEE-CCLICK-I-DEE

Pilgrim #717

RECORDS
1619 Broadway
N. Y. C., N. Y.

Pilgrim #718

**Review Spotlight on...**

The Flatters’ Spotlight disk last week, "It Isn’t Right" (Melino, BMI) and "You’ll Never Know" (Perryman, BMI), were incorrectly listed. The correct number for this disk is Mercury 70948.

POP RECORDS

EDDIE FISHER...RCA Victor 6677
(Cindy, Oh! Cindy) (F. E. Marks-Bryden, BMI)
Fisher, with a big push by the label, should coast to the charts with this smartly arranged ballad. Tunes kicked off on Chet label by Victor Martin with Fisher just cutting it last Thursday. However, Coast jockeys had it Friday and N.Y. stores on Monday. Flip is "Around the World," from the flick of the same name (Victor Young, ASCAP).

DORIS DAY...Columbia 40758
(Amy, ASCAP)

CARMEN CAVALLARO...Decca 30070

LUV IN A HOME...[B. and J. Hill, ASCAP]
Miss Day, with two show tunes; "Julie" from the musical track of the flick of the same name, and flip from the forthcoming legit production "Lil’ Abner." Artists had high success in the past with this type of material and figure to continue.

CARMEN CAVALLARO...Autumn Concerto
(Symphony House, ASCAP)
In his familiar and successful concertos fashion, Cavallaro takes this rich, chapsodic Italian melody and gives it a stirring presentation. Artists, just off his success with the Duchess flick and the lucrative LP sound track, is in a position to capitalize via this disk. Flip is "La Candelas" (Leeds Music, ASCAP).

ROGER WILLIAMS AND JANE MORGAN...Kapp

FROM THE BOTTOM OF MY HEART...[Rash Music, BMI]
A two-sided possibility that seemed destined for quick action on all fronts (dealers, jockeys and so). Cornell covers the Moonshiny's r&b version of "See Saw" and skillfully maintains the fast pace necessary to put it over. On the flip he has another exciting tune which is very similar to the Clovers’ r&b version (see r&b Spotlights).

POP DISK JOCKEY PROGRAMMING

JULIE LONDON...Liberty 55032...NOW, BABY, NOW
(Robbins, ASCAP)

TALL BOY...[Saunders, ASCAP]
The slyly thumbed sants an infectious rhythm tune "Now, Baby, Now," from the forthcoming movie "The Extremely Sexy in her usual provocative style. There is more sexy piping on the flip, an appealing ballad waxed by several others, for a two-sided best bet for jocks.

HARRY BELAFONTE...RCA Victor 6603...JAMAICA FAREWELL
(Snh, ASCAP)
Tune, a tender love story from Jamaica, is from Belafonte's latest selling album "Calypso" and is now made available via this single release. Artist, at his best, orchestrates this very pretty melody and this waxing should focus more jockey attention than it did in the LP. Another show intimate ballad is on the flip "Oxen Wax" (Shani, ASCAP).

POP TALENT

JOE VALINO...V.I. 0226...CARDEN OF EDEN
(Republic, BMI)
CARAVAN...[Milin, BMI, ASCAP]
Artist, with a terrific backing and arrangement, lets out a dynamic version of "Carden." The vocal, beat and arr build throught for a powerful ending. On flip Valino takes the Ellington Classic and gives it strong vocalizing for a side with potential, but "Car- den" is the side to watch along with this talent.

LITTLE BRENDA LEE...Decca 30050...
(Bigelow 6-200
Copor Music, BMI)
(Jamal, ASCAP)
JAMALAYA
This nine-year-old country youth has the projection and voice and melody that can skyrocket her to great heights, not only in the country field but in the pop field as well. On this strong two-sided disk she also has the material for a most impressive debut on wax. "Bigelow," with her high-revered rendition, is a tune that could catch, while on the flip she takes the Hank Williams ode for a real side.

**Reviews of New Pop Records**

RATINGS-COMMERICAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. To determine the commercial rating, the factors of the complete song, in terms of melody, vocal, arrangement, and over-all appeal, as well as each record's label and national agency, are considered. The opinion expressed is the result of a good record record.

VINCE MARTIN
Cindy, Old Cindy...[B. E. Marks, BMI]
"Cindy" is the original recording of the tune spotlighting this week in the Eddy Fisher version. The competition of the big name and label cannot be minimized, but this version should do right well on its own. It's great. (Bryden, BMI)

TERRI STEVENS
That's How I Cried Over You...[VICTOR 6633-Here's a popular spec- ial offering with a simple, catchy melody. Couples a choice rhythm with..."

(Continued on page 60)"
Introducing
A Distinguished Song

"MY SON JOHN"

COPYRIGHT BY JOHN L., LINDA L., LAURA L., AND LOUISE L. EASTMAN, JR.

Composed by Sammy Fain
Lyrics by Carolyn Leigh

Rendered Beautifully by

DAVID WHITFIELD

on London Records #1668

Reviving
A Great Standard

"LINDA"

COPYRIGHT BY LINDA L., JOHN L., LAURA L., AND LOUISE L. EASTMAN, JR.

words and music by Jack Lawrence

Sung by THE SOPHOMORES

on Dawn #218

Published by

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6000 Sunset Blvd.

close prox.

CINCINNATI 22
2160 Patterson St.
Dunbar 1-6450

The Billboard’s FALL MERCHANDISING SPECIAL...

...OCTOBER 6TH

• Reviews of New Pop Records

• Continued from page 64

a very likeable little boy. A singing story for Jacks, housewives, and others. (Charles N. Marks, ASCAP).

J. W. Ward, Jr.

STEVE CLAYTON

Two Different Worlds....

Coral 41733—Clayton's tune in extremely effective way by riding on two very promising hooks. On this side he will have two extremely favorable competition from the Roger William Morgan string, (Peters, ASCAP).

It Resounded Again....

Here's a real plus for the quality producer, but on this face it's too much to claim on its. Many jocks will prefer this one.

THE FOUR FRESHMEN

You've Got to Be Above Me....

CAPITOL, 1917—group with arrangement and style bug gives this spot a bit of tender reading. Should jock's pick and cover.

The Who Loves and Misses Away....

Here have a fair slope with this upbeat tune that will set a foot hopping and can auto playing. (United, ASCAP).

LOLA DEE

You Were Mine for a While....

MERCURY 79—The outside of this tune has strong appeal and the throw is given it a slightly unusual reading. Song was sold by Eddy Arnold, but this version has potential.

MELANCHOLO CHIRP

Johnnie Crawford... Victor 687—This British side of the big hit gets a stringed background and it's not what it should be. The Carabile version was much the better play, sympathy, ASCAP.

The Good Springer in You....

Lulu, sanglet of the standard is fine for jack tops. (Paramount, ASCAP).

THE CLOVERLEAFS

With Peace, Money and You (Gold Digger's Lodge)....

MCA 1172—Extremely effective and puts the song in a real commercial position. (United, ASCAP).

Stop Right Up and Buy Wonder....

“ację’ group roaming to see-extracting mood on a related rhythm novelty with old-fashioned bop, up-tempo background. Good riffs are built. (Capitol, ASCAP).

BOBBY SCOTT

White Laces....

ARC-PARAMOUNT 795—Excellent mounting of Scott by top on a bare floor. Effective backing by drums and piano and solo a. (Paramount, ASCAP).

LINDA KATROE

Sandy Barnes....

CAPITOL, 2113—Top performing on this floor making a direct appeal to the lindy adorers. Here is one of the best and a good source. (Paramount, ASCAP).

Roy the Pope, Map....

Scott waits a waiter fem in a moving manner. Effective backing by Don Conn’s trio. (Bolshoy, ASCAP).

LEO CLEARY

JIMMY WAXLEY

Jungle Style....

Coral 6159—There’s no shortage of jive in this light but the song is not that good is expected. Song is good but not seen as good. (Paramount, ASCAP).

Here Name Was Dean....

Cover of a hit that was originally kicked off on Forest label. Both sides are from the same source, Memorial 12. This package is loaded with joy, with style. Jocks are acting up to get this one. (Decca, BMG).

DANNY WALKER

Here Means On a Feel Like Woman....

Coral 4168—Waller spins a jolly little rhythm story. Nice melody, nice and smooth. (Morton Mok, BMI).

(Continued on page 75)

September 22, 1956
A Remarkable Change of Pace on the Pop Folk Song Hit of the Year

EDDIE FISHER

"CINDY OH, CINDY"

RCA VICTOR 20/47-6677
**NEW JAZZ ALBUMS**

**Reviews and Ratings of New Jazz Albums**

*Continued from page 46*

**SPECIAL BUYERS’ GUIDE**

**The Billboard**

**FOREMOST RECORDS INC.**

12th & Walnut Street Building, Kansas City, Mo.

Telephone — Victor 2-3343

**12 IN. ALBUMS 33 1/2**

**FLOOR SHOW**

JON AND SONDRA STEELE

FMI 1000

**FOREMOST**

**BETTY MILLER**

“A SURPRISE PACKAGE —

“A JAZZ PIANO HEATWAVE”

FMI 1001

**EXTREME**

**ADOMONO GUITARRA ESTUPENDO**

FMI 1002

**SOUND**

**EUGENE DUNSFETTER**

“The MASTER MAKES MELODY”

Pipe Organ, Electric Organ, Piano, Celesta

FMI 1003

**12 IN. ALBUMS 33 1/2**

**CASEY ADAMS**

**MAX SWOWALTER SONGS**

FMI 1004

**FOREMOST EXTREME SOUND**

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---

**REEF THE BILLBOARD**

**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

**CONTINUED FROM PAGE 46**

**MAX**

— "FLOOR SURPRISE"

12 ADOMONO Electric PIANO

and SONDRA STEELE

PIANO Sings and

MAKES MELODY

SOLDERS

WIRE STEELE

SALESMAN

FMI 1000

**BETTY MILLER**

— "A SURPRISE PACKAGE —

“A JAZZ PIANO HEATWAVE”

WILLIAM DEP-1188

FMI 1001

**ADOMONO GUITARRA ESTUPENDO**

FMI 1002

**SOUND**

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FMI 1004

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**THE BUS STOP SONG**

I’LL HOLD YOU CLOSE

LEE GOTH SINGERS

Faber 403

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**SOR Bonus Is 'Nutcracker'**

**NEW YORK — RCA Victor's**

new free bonus album, to holders of its Save-On-Records coupon books, will be available in the retail shops during October. The giveaway, designed as a traffic builder in a traditionally slow month, will be the two "Nutcracker Suites" by Tchaikovsky, performed by the Boston Pops orchestra under Arthur Fiedler. With the July bonus, about 250,000 LP's will be distributed through the dealers.

The regular Save-On-Records giveaways for October, available to coupon holders at $2.08, will be, in the E.M.I. category, the classic concert program by the Chicago Symphony Orchestra, designed for general comforters. Selections will include Tchaikovsky’s "The Nutcracker" and Schubert's "Tristan and Isolde."

In the pop category, the special will be "Ebbot's Blues" with refrains, etc.

---

**VICTOR RECAPS VINTAGE GRANT**

**NEW YORK — Now that**

Corgi Grant has become a hit disk property via EMI Records, RCA Victor figures it has a chance to resuscitate some of the old hit tunes on its own unknown in '52 and '53.

During the artists and repertoire division of Dave Kapp, Victor cut four sides with this thesis, and these four have been tied together in an EP, which will be in the stores this week. Tunes are "Secret Love," "Sweetheart," "C.C. Rider," "Let Me Go," "Tell Me Nothing," and a new one, "The Thank's Surprise There's Fire."
Five Staffers Dropped by E. H. Morris

NEW YORK — E. H. Morris, this week dropped five staffers including contract area Joe Schulman, Milton Strin in Hollywood, and educational department exec and arranger Phil Lang.

The move, according to the firm's general professional manager, Sidney Kalmieri, is part of a general streamlining operation in line with a forthcoming expansion by Morris into a new "global" setup. Buddy Morris, who left for Europe last week with Attorney Eastman will elaborate on these plans (see story elsewhere in this issue) when he returns to the U.S. in early October.

Meanwhile, "The Shoe String Review," an off-broadway production arranged by Morris, opens here November 5. The revue features more than 35 sketches and tunes, and "Victor," the ballet, several labels are interested in original cast album rights.

BMI Charged

* Continued from page 41

Aole atteched that Broadcast-owned songs being given preference. "There are thousand songswriters of works now owned by BMI want and are entitled to an equal chance to have their works heard ... There must be freedom for music in America, not arbitrary control by a company which can dictate what the public is to hear. Harmonies also welcomed the inquiry by the Committee.

Otto Harbach, noted librettist and one-time president of ASCAP, commented upon what he considered the "enormity of the conspiracy launched against good music." Claiming that the power of the broadcasters has been used to deluge popular music, he said, "I fervently hope that this investigation will bring to light the great injury sustained not only by the writers and recording groups, but to the public which is not allowed to hear them.

August Sales

* Continued from page 41

The fabulous salability of maestro Lawrence Welk. With nine fast selling LP's now on the market, not to mention numerous EP's Welk has brought plenty of moos to the coalfield. All unions, Bob Crosby, Don Cornell, the McGinty Sisters, Teresa Brewer, Steve Lawrence, Bob Crosby, Alan Freed and Dick Jacobs and George Cables have also helped swell the latter Miss Brewer's "Sweet Old Fashioned Me," the Girlie-Sitter 'Picnic' and Edie Lawrence's "The Old Philosopher" are the leading singles contenders in the top-ranking month since the disc's formation in 1948.

Fox Moves

* Continued from page 41

have not accepted the general settlement of the Lumiere monarchy situation as applicable to their material. This would be Cecil Goodman, of Art Music (affiliated with Decca and Checker Records) and Lew Chudley, of Commodore Music (affiliated with Imperial Records).

The most vocal of the indie disciples is the nation's leading lawyer, Sidney Schnur and Regent, who also is a publisher and who still has not settled with Lumiere for the latter's use of his copyright, "Open the Door." The Newark disk mahoff stated that "the sanctity of the disk business is in danger.

COOL MAN?

He's Hot as A Dollar Pistol

NEW YORK — The latest atmosphere in town today is Bob Ellis, also known as "The East Coast Buddy Bergman." Young Ellis, practically unknown in the business a couple of years ago, apparently has a left hand pop with pop as well as rhythm and blues, and rock and roll material. He has had down the pattern for smash sides in all of these Idioms. A cursory look at the charts, Pic's and Best Buys shows Ellis all over the place. His biggest work, of course, has been the Ford "Lone Star on the Corner" on Columbia. He is also Clyde McPhatter's backing on "Treasure of Love," on Atlantic, which hit in both the pop and R&B charts.

Among the recent Billboard Spotlight in the New Matthe coupling, "I'm Lonely Tonight" and "Thirty Days" (in the current issue). Last week, Spotlight included Varetta Dillard's "I Miss You, Jimmy," on Coovee, and the Sophonistes' "Linda" and "I Got a Thrill" (DJ Programming Pick) on Devex. In the same issue, Lavern Baker's "I Can't Love You Enough" and "Miss You So," an Atlantic single picked as a DJ Programming Spotlight several weeks ago, are still in the New York territories. It's another Ellis effort.

8 Diskeries Repped in Show

NEW YORK — Eight phonograph record and accessory firms, and the Billboard, are among the companies exhibitors next week at the National Super Market NonFood and Equipment Show at the Coliseum. The show opened Monday and closes Thursday.

The eight exhibitors are Am-Par Record Corporation, Carl Cardoner and Company, E. F. Records, Mercury Records Corporation, Paramount Enterprises, Inc., RCA Victor for Record Division, Remington Records, Inc., and Waldock Music Hall, Inc.

The sale of non-food items in supermarkets last year reached $300 million. It was also a year in which nick nickelists made more green material, since placing phonograph records in such stores. Similar activity has heightened this year and the presence of record and accessory manufacturers at the Coliseum indicates their interest in such outlets.

Greeks Had A Word for It

NEW YORK — Songwriter Mitzi Dulanwitz, who returns home from a trip abroad this week, has acquired American rights to several Greek tunes, including several recent European hits. Mitzi Stamatula, a member of the American Society of Composers, Authors and Publishers, will publish the material here herself. The imports include several chas cha by Nudo Zueb and symptomatic jazz compositions by Konstas Kaphastis, two leading Greek composers. She also has acquired a few previously recorded from Greek radio broadcasts.

The Pan opines the U.S. is virtually an unabated market for the "Melodrom," which is the only such hit tune-import of that country ever published here.
REVIEW: "A Thousand and One Nights" - Oscar Jackson

THE WINDSOR ORCHESTRA (transcription of 1917)
Recording: RCA Victor LM 1096 (Spotlight)

The Windsor Orchestra, under the direction of masterful maestro Arthur Honegger, has given us a recording that re-creates the spirit of one of the greatest orchestras of the early 20th century. The performance is rich in detail and emotional depth, with a lush quality that is truly stunning.

Recording: RCA Victor LM 1097 (Spotlight)

Arthur Burton Valeri, the renowned tenor, has recorded a selection of songs that showcase his incredible vocal range and control. The performances are beautifully executed, with a passion that is truly captivating.

NO. 11 - "The Windy City"
Recording: RCA Victor LM 1098 (Spotlight)

This selection from the Windy City collection is a beautiful piece that highlights the orchestra's technical prowess. The performance is a testament to the orchestra's ability to bring to life the music of the great composers of the past.

THE ART OF ARTHUR BURTON VALERI ON THE BALTIMORE CONCERTS, Vol. II
Recording: RCA Victor LM 1099 (Spotlight)

Arthur Burton Valeri continues his masterful performances with another selection of songs that showcase his incredible vocal range and control. The performances are beautifully executed, with a passion that is truly captivating.

THE ART OF ARTHUR BURTON VALERI ON THE BALTIMORE CONCERTS, Vol. III
Recording: RCA Victor LM 1100 (Spotlight)

Arthur Burton Valeri concludes his masterful performances with another selection of songs that showcase his incredible vocal range and control. The performances are beautifully executed, with a passion that is truly captivating.
NEW COUNTRY ARTISTS — Coming Strong:

RECORDS and the Lam.

**BEATLES**

RECORDS and the Lam.

**NEW COUNTRY ARTISTS**

COMING STRONG:

RECORDS and the Lam.

**RECORDS**

**NEW COUNTRY ARTISTS**

COMING STRONG:

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**NEW COUNTRY ARTISTS**

COMING STRONG:

RECORDS and the Lam.
**C&W Best Sellers in Stores**

For survey week ending September 12

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<th>Artist</th>
<th>Last Works</th>
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**Most Played C&W in Juke Boxes**

For survey week ending September 12

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**Most Played C&W by Jockeys**

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<td>SINGING THE BLUES</td>
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<td>CONSCIENCE, I'M GUILTY</td>
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<td>HULA ROCK</td>
<td>Vic 26-6578</td>
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**Personal Manager:** X. Cosse

3115 Trimble, Nashville, Tennessee

Phone: AM 9-9904
**Reviews of New R&B Records**

**REAR (CONNEELLY) KING**

**I Call on You**

KING, REAR (CONNELLY) - It's one of the most outlandish records we've ever heard. With only one in total variation, it stands out in a field of records which are all the same. (Bellevue, R&B)

**Shirley GUEPLE AND THE FLAMES**

**A Fool Got Hit of a Heartache**

MODERN 114 - The words are written by the composer, and the music is by the group. The record is well produced, and the sound is excellent. (Bellevue, R&B)

**The VIBRAMARX**

**B.B. King**

Now that he's got his new record, he's got a new look. The record is excellent, and the sound is outstanding. (Bellevue, R&B)

**Hines AND THE FLAMES**

**I Ain't No Fool**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

** país HARRISON SIEGEL**

**I'm a Fool**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

**Lil' Ed AND THE GUNS**

**The Fool**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

**THE JUKEBOXES**

**John Lee Hooker**

DUEY 131 - It's a musical triumph for Hooker. The record is excellent, and the sound is outstanding. (Bellevue, R&B)

**SHELTON AND THE FLAMES**

**A Fool Got Hit of a Heartache**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

**Herman AND THE FLAMES**

**I Ain't No Fool**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

**The JUKEBOXES**

**The Fool**

VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

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VERSUS 2731 - With just a catch of blues, this record is excellent. (Bellevue, R&B)

**The VIBRAMARX**

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The Rock-Billy Hill

"CONFESSIONS OF MY LOVE"

WILBERT HARRISON

Savoy 9999

GOING BIG!

SHEDDING BLOOD

By VERNON GREEN

MEDALLION RECORDS

Two Big Ones on Jubilee

TWO DIFFERENT WORLDS

DON RONDO

JUBILEE 9554

THE FOOL

THE GALLAHAD

JUBILEE 9553

JUBILEE RECORDS

182 Broadway

New York City

A Sounding for Sure!

The Clappers From the Bottom of My Heart

I BRING ME LOVE

ATLANTIC 1217

R&B TERRITORIAL BEST SELLERS

For survey week ending September 12

Listings are based on four sales reports received via Western Union messenger service from top phonograph and title dealers and title opera companies in the markets listed.

Clarks

1. Let the Good Times Roll

2. The Best of Both Worlds

3. You'll Never Be Unhappy

4. Everybody Get Ready

5. Take It Easy, My Love

6. I'm Sure I've Seen Her Before

7. Two Tickets to Paradise

8. This Is My Life

9. The Best of Both Worlds

10. Take It Easy, My Love

Chicago

1. Honey Bee, B.B. King

2. Rockin' Chair

3. I'm Gonna Git Myself a Woman

4. Don't Be Cruel, E. Vinces

5. It's Too Late, C. Alton, All.

6. Honey Bee, B.B. King

7. Rockin' Chair

8. I'm Gonna Git Myself a Woman

9. Don't Be Cruel, E. Vinces

10. It's Too Late, C. Alton, All.

Charlotte

1. The Best of Both Worlds

2. I'm Sure I've Seen Her Before

3. Two Tickets to Paradise

4. This Is My Life

5. The Best of Both Worlds

Madison Field

1. The Best of Both Worlds

2. I'm Sure I've Seen Her Before

3. Two Tickets to Paradise

4. This Is My Life

5. The Best of Both Worlds

Detroit

1. Honey Bee, B.B. King

2. Rockin' Chair

3. I'm Gonna Git Myself a Woman

4. Don't Be Cruel, E. Vinces

5. It's Too Late, C. Alton, All.

6. Honey Bee, B.B. King

7. Rockin' Chair

8. I'm Gonna Git Myself a Woman

9. Don't Be Cruel, E. Vinces

10. It's Too Late, C. Alton, All.

Los Angeles

1. Honey Bee, B.B. King

2. Rockin' Chair

3. I'm Gonna Git Myself a Woman

4. Don't Be Cruel, E. Vinces

5. It's Too Late, C. Alton, All.

6. Honey Bee, B.B. King

7. Rockin' Chair

8. I'm Gonna Git Myself a Woman

9. Don't Be Cruel, E. Vinces

10. It's Too Late, C. Alton, All.

New York

1. My Prayer, picture, Matt

2. Honey Bee, B.B. King

3. In the Still of the Night, Salim, Ebb.

4. Red Light, B. B. King, RPM

5. Holy Sinner

6. Detroit


8. Honey Bee, B.B. King

9. Light My Fire

10. Red Light, B. B. King, RPM

St. Louis

1. Honey Bee, B.B. King

2. Rockin' Chair

3. I'm Gonna Git Myself a Woman

4. Don't Be Cruel, E. Vinces

5. It's Too Late, C. Alton, All.

6. Honey Bee, B.B. King

7. Rockin' Chair

8. I'm Gonna Git Myself a Woman

9. Don't Be Cruel, E. Vinces

10. It's Too Late, C. Alton, All.

Washington, D. C.

1. Honey Bee, B.B. King

2. Rockin' Chair

3. I'm Gonna Git Myself a Woman

4. Don't Be Cruel, E. Vinces

5. It's Too Late, C. Alton, All.

6. Honey Bee, B.B. King

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8. I'm Gonna Git Myself a Woman

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**Reviews of New Pop Records**

**Continued from page 68**

**TARY ALVIN**

CAPITOL 5154 (78)—The girl handles this reviving countrified version of the friend's offering with pleasing class harmony. From time to time there is a moment of instrumental backing, Signifies ASCAP.

Two popular titles, 78 Miss Calianna makes a nice impression with her rendition of this song featuring expression with a nice beat and the complete utilization of vocal backing. (Signifies, ASCAP)

**ELENA GUERRERO**

DECCA 4814 (78)—Exhibits a lovely voice with a keen sense of rhythm with a lot of spice, niggled by a chord of pleasant harmony. (Indians, BMI)

Bobbi Highland... 33

This is rock and roll pleasantly performed and it will make a good title with a well-known girl name of this title. (Indians, BMI)

**BILLY ALBERT**

Coral 48500—Expressed reading by Albert with a well-known girl who has revealed his every note at a high level. This is a real opportunity for a B.B. King. The Golden Touch... 62

Effective with a simple, fast-moving theme with an interesting rhyme based on the Miller legend. (Viva, ASCAP)

**REE SEE AND THE LIVING DOOLLS**

Two Tone 45—The accompaniment of that "backshack" sound prominent makes these two girls come into their own at last. They have a very interesting style and their voices are at their best. It's fine considering. (TC, BMI)

**ANGIE BRUNNER**

Tikis... 39

A teenage group, for the group's work, a real well put together group. (Indians, BMI)

**ANDRE CAPONE**

A sweet voice of a young lady, for the group's work, a real well put together group. (Indians, BMI)

**BRUNO GEVEN**

An instrument with a Latin flavor, for the group's work, a real well put together group. (Indians, BMI)

**STANISLAS CAPO**

A popular title, for the group's work, a real well put together group. (Indians, BMI)

**JACK ROSEN**

This is a con coining, slow-moving title of the group's work, a real well put together group. (TC, BMI)

**JAN WINTER**

FITS... 54 (78)—This pretty item from the singing group's back-up, either its variety. (BMI)

**SCENARY**

Doo Doo, Flat, Satin, Cymbal Swing, Curio, Operating Equipment, Shocc Scenele Electric 49,315, C. A. G., C. G.

**SCENEY RAY**

Blame from the Bottom of My Heart... 49

MARCH 1954—Haddicott's recording sounds well enough on this title. It's not a bad record. Of course, it's a hard one to judge without hearing the record. (BMI, ASCAP)

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KY STATE FAIR MARKS TUMBLE AT NEW PLANT

New Highs in Attendance, Midway
Receipts Set; Rodeo Bags $8,100

LOUISVILLE—Records galore were smashed by Kentucky State Fair officials initial run at the new (and fabulous) State Fair Grounds. The Kentucky State Fair and Exposition Center has sometimes been as many as 12,000 persons who arrived at the fair during the fair's first day! A crowd of close to 20,000, with a large new attendance record of 65,000, compared to a small crowd of 1,000 at the old record.

Chief among these new attendance figures is a new all-time record for the full run (close to 450,000 as against the old 300,000 mark; a new one-day gate high (185,580 compared with the previous 65,794), and a record midway over 22 per cent from the old record.

Ice Crosses 57C
These figures are the result of efforts on the part of fair officials. Those others include: The biggest crowd at Louisville history. There are 1,765,000 for a four-day exposition, and 818,000 for four performances here alone, in the Cinerama Rodeo, and a $57,000 gross for six performances of "Ice Capades."

Many other new highs also were achieved on the first day, especially a highlight of the fair, had its best attendance ever, and Louisville Sunday (the 9th) had the biggest one-day crowd ever in its history, one that is 15 per cent better than for the Ken- tucky derbies.

The new multi-purpose plant Rieves, in charge of the event, but it exerted a strong strain on the State Fair. But even if the event had not been a success, it could not have exceeded expectations. A crowd of 568,000 was expected.

That many and more throughout the weekend (10), who had started out early on Saturday. Many who started out late never made it. Still others heeded the plea aired over radio and television for spectators to delay their visit. Even H. C. Rieves, who overcharged the all-operation of the new facility, took a hand in directing the traffic. The big exo started off as a fast ship, was slowed down during the middle of the run by showers and then was closed down as a hit with one of the biggest crowds in history.

Weather was ideal the first two days of the run and the last Sunday's crowd was the best in its history. But weather was only like in the afternoon which washed out the last Sunday's program was a loss to the old record.

Midway attractions, operated by Frank Conklin, just matched last year's performance, and visitors seemed to have a fine time with 12,000 people.

Quebec Tops Record
With 390,303 Count

QUEBEC—The Provincial Exhibition wound up a record-breaking 16-day run here Saturday (9) as 390,000 patrons had passed through the big outside gates. This was an increase of 32,000 over 35 and 3,250 over 1936. Saturday's attendance chalked up at 52.

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Herb Dotten
Major League Club for CNE?

THE ever-growing Canadian National Exhibition, Toronto, may become the home of a major league baseball club.

Toronto, the fastest growing city on the North American continent, is a red hot baseball town. Its Maple Leaf Stadium, long the home of its International League team, is virtually obsolete with parking facilities that are woefully inadequate.

The city fathers figure that Toronto and its mushrooming suburbs could well support a major league club. And, they believe that the CNE plant, with its easy access, parking facilities, and huge grandstand would serve nicely as the site for a big league club. To be sure, seating capacity would have to be added but the necessary space is available.

Toronto's civic dads are keeping their eyes on the ball and are coolly awaiting developments which might free a major league franchise. One of them, Harry McCallum, the CNE's general manager, torpedoed the whole thing on September 6 when he announced that he has bought enough land to build a baseball stadium. To the relief of the professional baseball world, it is understood that he has no intention of building a baseball stadium for the CNE, but rather to build the proposed baseball stadium in Toronto's west end.

The effect on the exhibition's 14-day run actually would be small. Mainly, it would mean shifting of the grandstand site and some reduction in the size of the grandstand. A major league club, however, might bring in added revenue and would focus increased attention upon the CNE itself.

Work on Big Plans for '59

McCallum is given thinking big—and in the future. With this year's record gate of 2,830,000 behind him, he is at work considering ways and means to scale the '59 CNE to greater proportions than ever before. The reason: The St. Lawrence Waterway will be completed that year, Toronto will be one of its biggest beneficiaries and McCallum plans to pull out all the stops to give the CNE a vastly broader international appeal than ever before.

This year, the CNE is holding to its past grandstand spectacle, did not use a top name, though departing from the practice since the huge grandstand was built following World War II. Financially, the show should be much more profitable because of the absence of a headliner. There is more than offsetting a decline in the gross, caused in part by weather.

But McCallum does not use a no-name as a permanent for the CNE. Quite the contrary, he says the probability is that the big show will use big names in most years. Such headliners are responsible for greater advance ticket sales, particularly from the States, and make selling the night show considerably more effective on both sides of the border.

There is little chance that the CNE will move up its dates to obviate Labor Day, rather than the Saturday following Labor Day. The shift has been proposed largely in the past because the since the day-trip crowd coincides with the opening of schools and thus cuts into the attendance possibilities.

A study has revealed that the CNE is so closely woven in the fabric of Ontario life that a shift of its dates would work considerable hardship on events of various kinds which the public has set their dates as to not to conflict with the big events. Too, Ontario residents would suffer because early CNE dates would prove their season's potential by a week.

There is little likelihood that the CNE—at least, in the foreseeable future—will go to Sunday operation. As a result, it will continue with its 14-day run by bookends of Sundays instead of Saturdays.

New Women's Building Goes Up

The CNE plant has been undergoing vast changes since World War II. First major improvement was the erection of the huge grandstand, which, with seats added, accommodates up to 25,000 persons for the night show.

Another major improvement was the carving of the old food building and the construction of a new structure, which is accommodating more than 1,000 persons for the night show.

Currently, a new $3,300,000 women's building, which will have a 1,500 capacity legitimate theater, is being erected and will be ready for 1959.

While the CNE modernizes and adds to its facilities, Toronto, which had been under-utilized, is racing to greatly increase hotel accommodations. Several new hotels and additions to existing hotels are going up, and they should prove a boon to the CNE—and to other events on the grounds.

The CNE's biggest problem is parking on days when attendance surges to over 300,000 as it did several times this year, hitting as high as 30,000 on its peak day, which was also the biggest day in the exhibition's 53-year history.

Officials are giving much thought to the parking problem. And, they are experimenting. One of the experiments tried this year was to have parking lots of supermarkets in downtown Toronto and in outlying areas made available for free parking on Labor Day and to have buses operated exhibition-goers to and from the parking lots to the grounds.

On the basis of past performances, McCallum and his associates will find a way to lick this problem and the CNE will continue to surge ahead.
FIFTH GASTONIA FAIR BUILDS BANNER WEEK

CASTONIA, N. C.—Unseasonable heat caused a long line of autos to stream into town as Monday (10) at the fifth Spindletop-Center Fair got under way. 100-degree temperature was the hottest on record for that date. Nevertheless, attendance was reported good, up several percentage points over last year's opening.

The fair drew nationwide publicity last year when one of the three Cole Bros. "elephants" escaped from the Marks' show while en route to the fair.

A three-day appearance of the Bill Haley rock and roll crew heightened the grandstand on Friday night, with results reportedly very good. The Cole-Moore show was rounded out by a variety of acts, including the Honey Cals, singing, Bill Olen, high flier, and Ken Patrick, organist. Final day's grandstand event was an American-licensed motorcycle racing, which has gone big here on Saturdays. Grandstand offers an atmosphere, bringing 8.50 for adults, 75 cents for children under 12.

This year's fair includes a large flower show sponsored by the garden club, which has been claimed as attracting a new class of patrons to the grounds; a kite parade, which our 8,000-square-foot Atomic Energy Commission display. One of the East's largest under-canvass dates, the fair's tents are erected from Norfolk Tract & Avinning Company, Wadell Sound Company has equipment in use with the American Tidewater Company, of Atlanta, has decked out much of the indoor space.

Bethany, Mo., WINS Despite Shorter Run

BETHANY, Mo.—The North-west Missouri State Fair, which lasted three days from the usual six due to inclement weather, wound up its abbreviated run on the off day, E. R. (Nick) Nicker son, secretary, announced last week.

Trans-Wold Auto Dioderzki played to an estimated 10,000 people at its one show; Frank Wicklemd pulled a strong 15,000 to his two day of magic, which races ran on Labor Day, and "Grand Ole Opy," featuring Minnie Pearl, did 6,000 in one show.

K. H. Garmen's Sunset Amusement Company was up sharply over the same number of days played last year, the show was here for the fair.

Register 43% Show Hike
At Carlisle

CARLISLE, Pa.—Grandstand attendance increased 43 per cent over any previous year at the Carlisle Fair, which concluded last August 17. The show, Hat's Off, a musical, was produced and staged by Ward Bear Associates.

Officials attributed the increase to the good show that earned widespread raves of smooth advertising plus a strong newspaper, radio and outdoor advertising campaign conducted by the Bear group.

Marshfield OK Despite Rain

MARSFIELD, Wis.—Despite that brought several night attractions, the Central Wisconsin State Fair was able to wind up on the side of the bad ledger, Bill (Tiny) Uthomier, secretary-manager, announced last week.

Leading money-maker this year was the 30th Century Show, which took in a reported $21,000. Among the other attractions who did well, the horse races drew better than a half full, while the annual championship races drew about 10,000 severe cold weather; Johnny Rivers Rodger was viewed by two-thirds of a grandstand crowd, while the annual races drew capacity. Chilled through the chill and shuck up to a full stand.

The Ernie Young revival, scheduled for last week, but due to the CMC, played to the capacity of the last three shows with good turnouts for all the season performances.

IOWA FIREWORKS

World's Leading Manufacturers of Fireworks

904 West Seventh Street - Des Moines, Iowa

THE BILLBOARD

SEPTEMBER 22, 1956

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**THE FINAL CURTAIN**

CRAWFORD—Mark L., 79, dean of the Michigan State Fair Commission, September 12th, apparently from cerebral hemorrhage. He was stricken on the grounds during the fair, dying en route to the hospital. He was first appointed to the old State Fair Board of Managers in 1929. Burial at Colum-Crest, Michigan.

HARD—Elmer S., 64, concession superintendent and vice-president of Tri-State Fair Association, Superior, Wis., August 7th of cancer, survived by his widow, Agnes, and two sons.

HARNISH—Arthur R., 60, veteran barrier man and show front painter, recently in Salt Lake City. For several years he had worked on various shows including Siebrand Bros., Frontier and Monte Young. Survived by his widow and three sisters.

JOHNSON—Samuel T., 67, Chicago member of Circus Council of America and former president of the John T. Dennis Show, died September 9th in a Chicago hospital. He retired in 1953 as County manager of American Home Assurance Company, Chicago. His wife, Marie, a brother survive.

KUSSHAUER—Erwin, 87, editor of the Wisconsin State Fair Bulletin, died September 10th in a hospital in Milwaukee. He was with the Dairy-Importers Association in several years, was a member of the Wisconsin State Fair Association, and has served in the U.S. Navy during World War II.Survived by his widow of 51 years, Helen and two sons.

Nelson—Jack, 61, former manager of the Chicago office of The Billboard, a veteran in the comic machine industry and ex-president of the Showmen’s League of America, September 13th following a heart attack in Boston. (Details in Amusement Machine section.)

OSBORN—William M., 74, retired circus and vaudeville performer known as Billy Dutton, September 9th in a Dayton, Ohio, hospital. For many years he was with the Dayton All-Star Society Circus, on vaudeville-circus and was manager of a diving horse act at the Steel Pier, Atlantic City. He retired from show business 10 years ago and last saw Billy Dutton in Dayton with his widow, Mrs. William M. Osborn, a nephew, Ralph Kincler.


Red—Fred W., 41, manager of the Carolina Theater, Anderson, S.C., September 6th in Henderonville of a heart attack. Long active in vaudeville, he was associated with the Western North Carolina Fair Association, present president and director of the North Carolina Apple Festival and for many years manager of the Hendersonville Horse Show Association. Survived by his widow, a son and two daughters. Buried in Oakland Cemetery, Hendersonville.

Stahl—A. C., 74, owner of Commercial Arts Products and Visual Specialties Company, Detroit, August 28th in Detroit. For many years he was a supplier of novelties to outdoor amusement concessionaires. Survived by his widow, a son and two daughters. Buried in Mt. Cleaveland Memorial Park, Flat Rock, Michigan.

Stre—Mabel Swenson, former secretary-treasurer of the Minnesota State Fair for 30 years, at Alexandria, Minn., September 11th. She had retired a number of years earlier at Canton, Miss., September 19th.

**Barrington Gate, Mutuels Roll Along at High Level**

GREAT BARRINGTON, Mass.—General fair conditions leaders helped the Barrington Fair’s 115th edition last week to achieve with 70,010 attendees turning out during the first five days. The seven-day tent, which included performances, last increased range from $91,000 to $79,000. Business on the midway, predicted over by Jeff Harris, was reportedly good.

**Van-Van Ex Pulls 737,745**

For 13,000 Dip

VANCOUVER, B.C.—The Pacific National Exhibition closed its big outdoor season Monday (3) after a total of 737,745 paying customers had gone through, more than 13,000 in last week’s 750, 702. Heat during the early days of the fair, with no advance ticket sale were given, curtailed the receipts for the decline.

Final day’s turnout was 101,000, while the largest single day was August 25 when 165,323 came onto the grounds.

Major attraction during the week, the Polack Bros. Circus in the Forum, pulled its usual big crowds and ended up with a gross figure on a par with last year.

The midway as a whole was reported to be empty, with the loss of the 1951 fair which was presented Saturday (22), the closing of the week-long exposition.

For the first time in all the years, the auto racing has been a feature attraction at the fair, the races will be promoted by native Allentown. The promoters are George (Dutch) Culp and Harry Bowers, who promoted races on the fairgrounds in 1947 and 1948, and are in the States and Lehigh, Pa. They will appear under USAC sanction.

Also new to this fair this year will be the “Show of the Year”, re- viewed to be presented by Morton with a program of automobile, marking the first time that the talent group will have a part in the fair. Features will include Gay Lombardi and his Royal Comedians, Lou And Simon’s and the Crew Cut. The afternoon show will feature T. Buxley and others.

The Saturday races will be inter- spersed with vaudeville acts plus a special presentation of “Mimic personalities from Philadelphia’s Whiting Association, a trophy award to the winning driver will be made by John Faesol, WCTA-CTV newsmaster.

Bethany, Mo., Wins Despite Pruned Run

BETHANY, Mo.—The Northwest Missouri State Fair, also pared from six to three days this year due to drought conditions, wound up its run here Tuesday (4) on the high side.

T. R. (Nick) Nickerson, secretary reported Tests-World A stricture, played to an estimated 10,000 people on Sunday, Frank Winkley ended up a crowd of close to 15,000 with stock car races on Labor Day, and Grand Ol' Opry, with Minnie Pearl, registered with almost $6,000 on Thursday.

R. H. Garnett's Summer Amusement Company was up sharply over last year, the last year the Garnett midway show was here.
MINEOLA OPENER FOR 115TH EDITION

NEW YORK—Better weather for the 15th Mineola Fair and Carnival brought a big crowd Saturday (8) for nine days. This was the first time in 115 years that Mineola Fair has been held in the month of September. Figure not available.

The annual event in Mineola, an old-time town with a long history, is a happening that draws a large crowd every year.

Strong crowds attending opening day were followed on Sunday (9) by those who saw the opening night's entertainment. The mix included a variety of musical and dance performances.

Circus Routes

Sedona, Ariz. 2100 Patterson St. Cincinnati 22, O.

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MINEOLA OPENER FOR 115TH EDITION

NEW YORK—Better weather for the 15th Mineola Fair and Carnival brought a big crowd Saturday (8) for nine days. This was the first time in 115 years that Mineola Fair has been held in the month of September. Figure not available.

The annual event in Mineola, an old-time town with a long history, is a happening that draws a large crowd every year.

Strong crowds attending opening day were followed on Sunday (9) by those who saw the opening night's entertainment. The mix included a variety of musical and dance performances.

Circus Routes

Sedona, Ariz. 2100 Patterson St. Cincinnati 22, O.

September 22, 1956
Major Changes Mark Routes, Line-Up of Ice Productions

- "Follies" playing three "Hollywood" stands, "Holiday" show makes fairs, arenas, Europe
- Harris plans third show as survey reveals post-pend demand, many new buildings, outdoors

CHICAGO—Major changes are among the many significant developments for the big league ice shows. They are making some of the most significant changes in routines of recent years. Add to that some new ideas for the future and the result is a show that will appeal to a much wider audience.

The line-up of shows themselves is different and better, much of the change is traceable to the fact that "Hollywood Ice Revue" has been pulled out of the field. This major unit is out of business mainly because of disinterest on the part of its owner, according to most trade sources.

That means the line-up now consists of the major "Hollywood" shows. John H. Harris' "Ice Capade" and Morris Chaifetz' "Holiday on Ice" organizations, "Capades" and "Holiday" have more than one key stand on the "Hollywood" route were at Wiltz-controlled buildings—Madison Square Garden, New York; Chicago Stadium, Chicago, and the Cotton Bowl, Dallas.

If the results were unclear at the start, they crystallized when "Hollywood" Harris reports three conclusions about the market.

One was that the rapid addition of new arenas has cut down the demand for more space. The second big reason was that the shows had to be upgraded. This was due to the fact that their heretofore profitable dates in more modern and spacious arenas, and those dates were no longer available. Third, the increase in popularity of television further increased the possible demand for less space, and only that space would be available for ice shows.

Adds "Ice Capades":

The result is that "Ice Capades" will field three productions this season. They have a number of dates that are no longer available for ice shows and that the shows could now offer dates that were once available for ice shows.

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CARABINETRE

Agencies Send Italian Band, Indoor Baseball to Arenas

- Morris brings European march-and-music outfit; St. Louis to try four-man softball competition
- Orchestras, ballets for auditorium bookings, while arenas rely on ice, circus, rodeo dates

By IRWIN KIRBY

NEW YORK—Attraction pickings are apt to be slim for the nation's arenas this year, with very little in sight in the way of innovation. A site was created with the rumored booking of the Esther Williams water show, but the tentative schedule of 40 weeks was canceled out at a late and awkward period.

Managers of the huge buildings will be relying, for the most part, on traditional offerings. The theatrical atmosphere will not be much in evidence during the coming months, although at least one organization is importing a large-scale attraction suitable for arenas, something which proved a bonanza with the presentation by the Sol Hurok office of the Scots Guards last year.

Italian Army Band

In the format of that attraction, the William Morris Agency is offering the 102-man Carabinieri Band, the Italian army band and one of the most colorful groups of this type in Europe. The Carabinieri begin a four-weeks' tour at the New Haven Arena on October 4 and wind up in the Brooklyn Academy of Music on November 21. Music and marches will be performed in the arenas, the largest of which will be the Chicago Stadium.

A return of the Scots Guards prevented this season by a policy of the British War Office, and the Hank office will not offer an arena attraction in their presence. Skepticism was expressed over the potential of the Guards prior to the initial appearance last season, but the outcome showed the worth of such an attraction at the box office. The Carabinieri are a group on the same order.

An experiment to be watched will be the Decca Indoor Shows, opening at the Tech in St. Louis on September 26 in the St. Louis Arena. On that date "The King and His Cat" will be presented. This show, which will play an Indianapolis Glory land, is well advertised nationally for the event. Tickets will be scaled from $1 to $2.

In the near future, theatrical organizations which frame or book attractions are active this year in the auditorium field, with much effort being given to arenas. The Morris Agency is booking Fred Waring and His Pennsylvania Boys, Jose Greco and Company, and the National Ballet of Canada.

Hunt is bringing over the Yugoslav State Company, "Kolo," from Belgrade, for appearances in major auditoriums, but there will be no arena dates. It is thought that success in arenas on the line of the Scots Guards will be in the making if a return tour can be lined up for 1957-58. Also an arena potential is the Salle’s Wells Ballroom in New York.

General Artists’ Corporation, through its affiliate GAC-Handel, is making use of its access to circus-type attractions by combining them with circus acts and novelty acts. The Rochester Auditorium on September 22 will offer a show topped by Lassie, and the Martins, including the 20-gal International Troupe; George Wenzl, Troupe; Hibbert and Laroe, and Phil Lawrence and Mitzi. Losing Civic Center Auditorium and a Cincinnati date are also on tap. No arena presentations were planned for this winter at present, but expansion into that field may be in the future, especially if the Williams Off, Sports Up, the Esther Williams troupe was to open October 2 in Montreal’s Forum and was suspiciously advertised in arena circles. In its absence, managers will be juggling and re-shuffling with their acts to fill the gap.

Ice shows had one of their best years in 1955, and sports in general, hockey primarily, enjoyed a box-office resurgence which was encouraging.

AGENCY OFFERS RINGLING BROS.

CHICAGO—While arenas and circus operators have been watching for Ringling Bros. and Barnum & Bailey to make its first public move to become an indoor arena show, John Ringling North has fielded a "Side Show." The Ringling Bros. and Barnum & Bailey concert Band, under the direction of Fred Cervone and presented by John Ringling North, is being offered for bookings, with 39 musicians, an agility troupe, and a motor
tour independent of the circus and sometimes a separate, but with a side show to the featured concert bands of the past. R&B Band is being handled by the Associated Booking Corporation.

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CHICAGO

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  - Complete sound system
  - TV control table.
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M. E. THAYER Manager
INTERNATIONAL AMPHITHEATRE Chicago, Illinois
Phone: YArds 7-5580

A $4,000,000 expansion program has just been completed. . . . floor space has been increased from 260,000 square feet to 387,000 square feet. In January the Road Builders Show will occupy the entire building using 375,000 square feet of exhibit space.

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President
KENNETH WATSON
Manager & Booking Director
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SKATERS' WALTZ

"Hollywood" Cast Joins Other Icers

- Andra McLaughlin skates for "Follies";
  Trenkle, Grogan join "Capades" units
- Rosemary Henderson ups to star spot
  Donna Aitwood takes part-time place

NEW YORK—Signing of headliner skaters from the inactive "Hollywood Ice Revue" for appearances this season with "The Capades" and "Ice Follies" marks the opening of the ice show season. Comedian Freddie Trenkle has joined "Ice Capades," and another ex-"Hollywood" name, Jimmy Grogan, also is with "Ice Capades."

In the cast of "Ice Capades" is Andra McLaughlin, formerly a "Hollywood" star. Candl Rush has returned to Europe and is not skating this year, it is understood. Marjie Lee is reported to be booked for a skating show at a Paris club. "Hollywood" chorus people have scattered, it is reported in Chicago, with some joining hotel skating shows and others working at rinks and skating schools.

Lead Changes Hands

Meanwhile Donna Aitwood will be in a "semi-retired" status with "Ice Capades" this year. The wife of producer John Harris turns over the leading spot there to Rosemary Henderson, who has been featured previously. She will skate with Bobby Special.

"Ice Capades" reports that it has been negotiating with the Three Boys and Skippy Baxter, more "Hollywood" graduates, but that nothing final has been determined. The Brudes have been playing fair as a roller skating act.

New Peter Pan

On "Ice Capades," 17th edition, Hazel Franklin skates the "Peter Pan" role this year. Also on that show is Aya Tarav, a skater who escaped from Eastern Europe some time ago.

"Ice Cycles" will have Field and Lorraine, Terry Hall and Rosemary and Cathy, among others. "Ice Follies" stable of stars also numbers Frick, Richard Deyer, Frances Duray, Florence Bar, Three Scarecrow, Sad Sacks, Ole Erickson and Dick Marshon, the Henrys and others.

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$5,000,000 setting for Conventions, Exhibitions, Sales Meetings, Sport and Stage Shows, Banquets.
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Charles Ziegas, Manager, CIVIC CENTER, Lansing, Michigan

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You don't have to build-up, identify, or otherwise publicize WSM's Grand Ole Opry Stars.

Just tell the people when they'll be in town... and prepare for a flood of fans at the ticket window!

That's because these Grand Ole Opry talent teams are already pre-sold—
- On a regular network television show!
- On an independent television film series!
- On a regular network radio show!
- On special package shows on multi-station miniature networks!
- On a majority of the nation's best-selling country music records!

For further facts about these consistent crowd-pullers contact:

WSM Artists' Service Bureau
Jim Denny, Manager
NASHVILLE, TENNESSEE

The Nation's Country Music Disc Jockeys will attend WSM's 5th Annual National Disc Jockey Festival November 9 and 10

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Canadians Spend To Build, Update

- Most money to arenas, recreation halls
- Municipal governments came up with $4 million

TORONTO — An estimated $20,630,000 will be spent this year for arenas, theaters and recreation buildings in Canada, both for new construction and repairs to existing structures. Most of the construction will be for the erection of arenas, stadiums, community centers and private auditoriums by government and industry, according to the Dominion Bureau of Statistics.

Breaking it down, primary industries will spend $700,000 of it, manufacturing $54,000, utilities, trade, finance and commercial services $11,000,000, the federal government $1,012,000, provincial governments $15,000, municipal governments $4,106,000 and housing and institutional services $3,630,000.

The greatest amount of activity will be in Ontario, followed by Quebec and British Columbia third.

RICHMOND—VIRGINIA

256x256 Feet—65,500 Square Feet
Seats 5,500 for Basketball—8,000 for Boxing
Parking Space for 4,000 Cars

Guard, Summa Greta Circus, R.S.O.A. American Roller Skating Championships, twenty College and three Pro Basketball Games and others.

FLAT RENTAL OR PERCENTAGE

RICHMOND ARENA RICHMOND, VIRGINIA

AUDITORIUMS & ARENAS

Auditoriums, Hotels Find Co-Ordination Essential

By TOM PARKINSON

The necessity of co-ordinating auditorium and arena bookings with local hotel room reservations is being pointed out in many instances. In not a few cases, auditorium-arena managers are finding that dates can be lost because hotel rooms are not available at the time a convention or trade show would use the building.

Since one of the prime reasons many cities seek convention business is for the added income they bring, not only to the arena, but also to the hotels, restaurants and merchants, it is plain to see that having only part of the requirement is not good enough for either city or the convention management.

HARRY SCHREIBER, manager of the Memorial Auditorium, Columbus, Ohio, cites examples. A hospital association with about 3,000 members wanted to contract his building for annual conventions over the next five years. Their request came after they successfully staged a meeting there this year. Schreiber could clear the required time at the building, but Columbus hotels were not able to come up with rooms for the next two years. They were able to co-ordinate with hotel requirements for 1959, 1960 and 1961, but the two intervening years were lost.

Similarly, Schreiber had an inquiry from the Ohio School Board Association, another 3,000-person meeting. They wanted a mid-October date but couldn’t get hotels and auditoriums at the same time until November. A further complication in Columbus, the state capital, is that the Legislature, when in session, blocks out about 500 of the approximate 1,300 best hotel rooms.

Telling a similar story is Charles Zilger, manager of the Lansing, Mich., Civic Center. He cites the loss of a Ford Motor Company event and the Michigan Hardware Show because they came at times when the city’s hotels could not provide enough extra rooms.

Both of these managers and others are quick to say that there would seem to be no ready solution to the problem. Apart from co-ordination, sometimes there are convention bureaus or Chambers of Commerce, sometimes directly by building managers and hotel managers, there appears to be no answer.

They state, too, that in many cases—as much as 80 per cent of the time—the local hotels have been able to set aside blocks of rooms when needed by events at the auditorium. Undoubtedly, there are times when space is available at the hotels but not at the auditorium.

In Chicago the relationship between hotels and arenas took a new turn recently. Speaking out against plans for a municipal exposition hall, the International Amusement management declared that what the city needed was not more exhibit space but more hotel rooms. And it proposed that if something is to be subsidized by government, the new building should be a hotel rather than an exhibit hall.

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For Information, Rates and Literature BEN MOORE, Manager SPokane COLISEUM, SPOkANE, WASH.

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Las Vegas Plans Arena, Expo Hall

- Spend $4.5 million for 8,000 seats, 40,000 feet
- Seek more conventions at Nevada resort center

Las Vegas, Nev.—A pitch by the Las Vegas resort and hotel industry for big-scale convention business is revealed by the county’s program for a $4.5 million arena and exhibition hall.

The bond issue has been passed and the preliminary plans have been sketched. Final plans are to be started in about two weeks. Construction is expected to start about February, 1957. It is expected to be in operation by July 1, 1958.

Preliminary drawings call for a circular arena seating 8,000 persons, all facing a central stage that is hydraulically operated.

Initial construction will provide for about 40,000 square feet of exhibit space, plus 24 meeting rooms of various sizes. A secondary feature of the new building will be the addition of a 400-seat restaurant that will be owned by the county from a race track.

The new building will be opened on July 15. It will seat 3,500, with 100 rooms for sale, and is air conditioned. The building replaces the Armory Auditorium here, which was destroyed by fire.

Most of the activity at the building is other sports or in the category of conventions and trade shows. Concessions are owned by the building.

CHARLOTTE

Park Center Pulls Shows

- New auditorium replaces burned-out armory
- First weeks bring shows to 3,500-seat building

CHARLOTTE, N. C.—More than 60 per cent of the dates for the next six months have been booked at the new Park Center Auditorium here, according to Manager C. L. Jordan.

The new building was opened July 15. It seats 3,500, has 100 rooms x 200, and is air conditioned. The building replaces the Armory Auditorium here, which was destroyed by fire.

Most of the activity at the building is other sports or in the category of conventions and trade shows. Concessions are owned by the building.

Auto Model Shows Are Arena Plums

- Building managers like handling dealer events
- Car makers contract space in many and arenas

CHICAGO—Bust business for conventions and arenas are the dealer showings of new model automobiles. Auto makers stage elaborate shows to introduce their new models to dealer organizations.

Almost all of the annual sessions are held in auditoriums, arenas or exhibition halls. They are scheduled well in advance of the public showing of the new automobiles and are distinct from the auto shows at which many makes show their products to the public.

Dealer shows usually involve productions using many show business techniques, and in most cases the industrial shows are produced in Detroit for presentation in several locations.

From the building managers’ viewpoint, dealer showings are plums, “because the auto showrooms know what they are doing and they go first class.”

Typical of almost all makes’ set-up is that of the De Soto Division of the Chrysler Corporation. Between October 3 and October 23, they will stage 17 shows in as many auditoriums or arenas throughout the nation. The building of display equipment and handling of the shows is the work of the George P. Johnson Company, Detroit.

Typical Line-Up Told

The De Soto schedule, similar to others, and with dates in parentheses, follows:

- Boston Garden, Boston (5)
- Michigan State Fair Coliseum, Detroit (8)
- War Memorial Building, Knoxville, Tn. (5)
- Rogers Memorial Coliseum, Fort Worth (8)
- St. Paul Auditorium, St. Paul (10)
- Convention Hall, Atlantic City (11)
- Cincinnati Gardens, Cincinnati (12)
- National Orange Show, Exhibit Building, San Bernardino, Calif. (13)
- Charlotte Coliseum, Charlotte, N. C. (15)
- Municipal Auditorium, Kansas City (15).

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Municipal Auditorium

- ALL PURPOSE BUILDING
- 6,000 THEATER TYPE SEATS
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- ALL UTILITIES
- 20,000 SQUARE FEET EXHIBIT SPACE
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- ICE SHOWS
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‘Ice Cycles’ First Into L. I. Arena

NEW YORK — Some operational details remain to be worked out but construction of the new Long Island Arena is proceeding rapidly, with the opening day of Christmas day set to go off at scheduled. A John Harris “Ice Cycles” unit will be first in and is slated to run from December 25 to January 1. Tickets are expected to be sold from $1.65 to $3.35.

A 32-game house schedule of the New York Rangers ice hockey team will begin January 3, with the team playing at dates until after the Harris unit leaves. Hockey schedule is flexible enough to allow for a change of a few days if need be.

Only other definite attraction signed thus far is the Long Island Nourneymen’s Flower Show from March 7-11.

Roofing Finished
The large greenhouse structure is minded over and painting of the sides begins this week. The Frick Company, Waynesburg, Pa., is installing equipment for the 100 by 85 ice floor, including wrought iron pipe and two 13 by 10 compressors, in which there will be 4,500 permanent and 2,000-odd portable for the floor, are being installed by American Seating Company.

The arena will have 17,000 square feet of floor space, and parking outside for better than 2,000 cars, for which a 25-50-cent parking fee is contemplated. Food concessions have been awarded to Bill Link, operator of Link’s Log Cabin, Centerport, N. Y., and the Tuff Drive-In, Commack, N. Y.

Arenamanager Tom Lockhart, head of the Eastern Hockey League, will be in Charlotte, N. C., to make preparations for opening of the Charlotte Clippers in the new Coliseum there. The move is a transfer of the Clippers, necessitated by the buying of the ice rink in Baltimore last winter.

Other league teams in New Haven, Conn.; Clinton, N. Y., and Johnstown, Pa.

Some $500,000 has been spent on the new arena, with ultimate cost set at $700,000 plus outside work like grading and landscaping. Money was raised by public subscription, with 4,000 persons participating in the bond purchases. With this guaranteed assurance, the Arena corporation anticipates no trouble in offering its stockholders discount admission tickets to get the operation rolling.

Auto Shows
Continued from page 38
 reports, but these locations are not yet available.

Willys also plans to take part, not only in auto shows for consumers, but also in various trade and industrial shows serving major markets in which their product is sold. These include petroleum, construction, mining, agriculture and similar shows. The Willys displays are built by Brommer Associates, Inc., Detroit.

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**Ringling Invasion Of Arenas Mulled**

- Problems foreseen if show carries out indoor idea
- Observers feel that control control, plans may change

CHICAGO—When John Ringling North announced he was planning to move his circus into buildings, he was taking advantage of a trend towards indoor arenas.

Bozies of the big buildings everywhere took notice and wondered whether Ringling Bros. and Barnum & Bailey Combined Shows, Inc., would continue this way.

That is where the matter stands. There is little indication yet that the circus has done any more about its plans, although North has repeated his indoor intentions several times.

Speculation arises on the future of the show and how observers see two possibilities at this time.

Either way, the circus is expected to return April 5 at Madison Square Garden, New York, for about five weeks, and follow up with a week at Boston Garden. That is the routine that has been followed for years. But what happens after Boston in May is where the guesswork and alternatives turn up.

If North retains control of the circus, it is anticipated that it will make an indoor route as announced. So far as can be determined, no definite move has been made to book dates in buildings beyond Boston. But the circus has information about the facilities and is mapping plans.

North was looking to possible indoor business for several years before his dramatic announcement at Pittsburgh in July.

The other possibility, however, is that between now and spring the control of the circus will pass to others. This is largely speculation on the part of observers. They say they detect a turn in North's outlook and that he may sell the show. They also believe it is possible that the group which owns 69 percent of the stock in Ringling Bros. and Barnum & Bailey Combined Shows, Inc., will object to North's plans and try to force a change. Several efforts of various kinds to operate the show are known to be in the works.

The educated guesses are that if North, who has 51 percent of the stock, decides he has had enough of the circus business and steps out, the new operators—whomever they might turn out to be—would put it up as a vaudeville show.

Assuming that the status quo is unchanged and Ringling-Barnum moves on the big buildings, arena managers in many cases can look for a rent skimming opportunity. For today's well-established indoor circuses are not expected to let Ringling move in unchallenged.

Part of the resistance will come from the shows themselves, but there will be the local organizations which sponsor the present circuses. Such operations as Polack Bros. Circus, Hamill-Morton Circus, Tosa Packs Circus and Clyde Bros. Circus could be expected to join their routes generally intact. Many of their present sponsors are interested and would stick by them, if it is anticipated. And their combined routes could cover a large proportion of key cities in the nation.

Whether Ringling-Barnum would find it abnormally difficult to sign time in arenas located in the same cities is problematical. But the observers, who have noted that Ringling found it difficult to locate adequate showgrounds, believe the show would find it even more troublesome in some cases to book the time it wants in the building it wants.

Besides the conflict of other events contracted earlier by the arenas, Ringling also could be expected to run up against various types of setups by which the show or the building is limited to a special occupation.
Trotters Set Four Teams

- Three units tour U. S.
- Four teams appear in Asia
- World's tour

Birmingham Adds Space

- Air conditioning, lights, seats in $1 million plan
- New exhibit space added, exterior stonework set

CHICAGO — Abe Saperstein's Harlem Globetrotters are swinging into their 30th season this fall. Three units are playing basketball peppered with comedy thrum the U. S. this winter. A fourth unit is opening in October for a world tour.

A new comedy has been developed in the Saperstein organization. It is in the backstocking of the night with Gaylon, Karl, North Carolina. The Globetrotter organization stresses that it does not care for various units equally so that all units are on a par as near as is possible.

Again this season the Globetrotters surrender the basketball court at half-time to a program of novelty entertainment.

Operation of the fourth unit is an effort to meet the demand for Trotter appearances, it was reported. Last year there were three units, with two of them spending some time in Europe or South America.

So scheduled for the foreign include Western Canada, Alaska, Japan, Persia, Hong Kong, Thailand, Philippines, Indo-China, Malaya, Indonesia, Australia, New Zealand and Hawaii. The unit return to the United States January 30. Two other units already have toured Europe and the Middle East and South and Central America this summer.

There is also the very pertinent question of just how many buildings exist which could accommodate the show that North would have. The answer would seem to shaper up this way. If the circus could build all of the buildings that are big enough and if it could get in at the time it wanted, there are enough.

Carnes are now under construction, to what kind of a performance he has in mind. One possibility is that it would be the same kind of a show that he specified upon canvas. The alternative is a shorter, the better building, or rebuilding the present.

Next question has to do with how seriously North is counting on runs of three to six days in cities of moderate size. In the past his shows have played for a single day in such centers as Pittsburgh, Cleveland and Milwaukee. His big top seated 9,000, and he gave two shows daily, for capacity of approximately 9,000. A one-day stand in such cities could call for as much as 9,000 more attendance if the building also seated about 10,000.

From that point on, questions well up about whether it would be a more elaborate show than other indoor units have, whether it would carry a manager, whether it would move on show-equipped flat cars or with system-owned baggage cars, whether it would come in cold or work with sponsors and promoters.

Most persons close to the situation discount labor unions as a critical factor in Ringling activities.

For the present there is no indication that the show has done anything concrete about either building or rebuilding or equipment yet. But perhaps more important, there is still no positive indication to how the wind will be blowing in the spring.

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- thru co-operation with producers of amusement attractions, other users and potential users of Auditoriums and Arenas.
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ARCHITECT'S PLANS for a 4,500-capacity $600,000 amphitheater

on the Moose Jaw (Sask.) Exhibition grounds for an elliptical-style structure. Building is to be a free-standing fireproof structure with two parallel arches supporting the roof. There will be no interior columns to obstruct the view of the $5 by 200-foot floor, designed to accommodate a regular size hockey rink. Ramps, instead of stairs, will be used throughout. High tension cables embedded in concrete vertical fins will separate a curtain side-wall system and also support the roof.

Miami Beach Builds Hall

- Paired with auditorium; expect opening in 1958
- Add 788 booth spaces to present 195 areas

MIAMI BEACH, Fla.—The new Miami Beach Exhibition Hall is scheduled to be opened in mid-1958. It is to be located next to the present Municipal Auditorium, and it will be possible to use the two structures together.

Manager Claude Ritter, of the Auditorium, said the new hall will have 105,000 square feet, of which 100,000 is to be in the main exhibition hall. The main hall will hand 622 booths of regular 10 by 10 dimensions. Use of the auxiliary rooms in the same building will add 166 booths for a total of 788, while incorporation of the present space with the new will give another 195 booths, for a total of 983 booths available to exhibitors.

During the winter months the new building will be used for ice shows, when it will seat 4,700, basketball, 5,500, and boxing, 13,000.

Eleven committee rooms will seat a total of 2,375 in groups of from 50 to 850. This area will have a 20-foot ceiling. The new building will require an estimated 3,800 tons on air conditioning.

Some pleasant tuna and solo skating spots. However, it is chiefly the winter show for the skill with which its participants match their expressions to the sound track. The top production spot is a "Rhapsody in Blue" number, featuring a large grand piano on ice and backed by Harris' Rhythmic Waters ginsick, Roberson, Specht, and Miss Machado are featured with the ensemble, the masterpiece of blade showmanship.

As always, there is something for everybody. The kids will go for a Disneyland number, and, naturally, for the clattering afficionados are in for an eye opener via young Robertson's pyrotechnics. Harris has put together another great ice show.

Considering the intricate piping and tank equipment, and staggers, it is something of a marvel that Harris has managed to produce such an exciting show.
**THE BILLBOARD**

SPECIAL AUDITORIUM-ARENA SECTION

**SEPTEMBER 22, 1956**

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**ARена Recap**

Parents' Rock-Roll Planned at Kitchener KITCHENER, Ont.—Kitchener Auditorium, managed by P. M. (Bob) Crosby, had a record-rolling September 13 at which parents were admitted free if accompanied by a teen-age show. Broadcast was promoted by Howard Pyle, of De·troit. The building has the Harlem

---

**Magicians booked for September 21.**

HOLMES BODIES CLICK IN Minne., Wisconsin MIlWAUKEE — GEORGE Holmes agency drew 80,000 persons to its roadshows in Minneapolis, Madison, Wis., and Milwaukee this season; it was announced last week. The Minneapolis date was good;

***It's Astronomical!***

Just arrived on this planet

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After many thousands of new hours and at a cost approaching $45,000, this masterpiece, this out of the next century, is ready to be shown to Mr. and Mrs. United States—and Japan. Was star of the show at its unveiling (partly finished units) at New York's new $35 million dollar Coliseum.

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views at Atlantic City and Roch-
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"Ice Capades, 16th Edition," which has played stands at the new
Kentucky State Fair Coliseum, Louisvile, and Forbes Field, Pitts-
burgh, with its feature production, "Pictur Fun,"

"Ice Cycles, 15th Edition," which will open in December for a route
of about 20 weeks yet to be de-
tailed. "Cycles" is to follow its
projected indoor arena route with
57 outdoor dates. Harris reports that
his organization has $500,000 in
portable rink equipment. Many of
the outdoor dates will be at
Stadiums, "Holiday" or "Icer" play is open for
business and plenty busy. He
has two companies in the U. S. "Holiday on Ice" also is a series of indoor and outdoor num-
ber shows that play such features as the Nebraska State Fair at Lincoln, Kansas State Fair at Topeka, and these in Amar-
llo, Lubbock and Tulsa. Ahead is a
series of dates in the South-
west and then jumps to La Crosse.
Wis., and Bangor, Me., wherever it
is invited in December.
Meanwhile, the "Holiday on Ice of 1977" is being planned for the
major arena tour through the nation. Its route into December is exactly
the same as last year, and it also will
continue after the holidays, play-
ing much time in major cities again.
But Al Grant, "Holiday"

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Philadelphia Seeks Plans

Philadelphia plans to set aside for planning a proposed
all-weather stadium. Four firms of
architects will bid for the prelimi-

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SHOWS HIT $3 BILLION YEARLY

Television, developed at the opening of the New York Coliseum, a committee representing labor and management was formed, three show producers were included on the committee, giving the field a voice. Big Three Year Increase

Keeping close watch on the trade shows and exposition developments has been the Exhibitors' Advisory Council, with Mrs. Eunice Negley as executive secretary. It is Mrs. Negley who estimates that the business amounts to $3 billion yearly now. She points out that the past three years have brought an increase of about $750,000,000. The amount represents money used for rental of buildings, renewal of booths, advertising material, promotion, displays and similar expenditures. This is exclusive, however, of salaries paid to those who operate the booths and it is exclusive of the vast allied field of commercial exhibitions at fairs.

To estimate the number of trade shows and exhibitions is difficult since some are produced infrequently or irregularly rather than annually. The Exhibitors' Advisory Council, however, lists 4,300 shows throughout the world. Of that number about 2,300 are in the United States, according to the council's 1956 tabulation. A new count initially will list nearly 2,000, with more to be added in supplementary lists during 1957.

New shows come on the scene rapidly, and some disappear as quickly. Roughly 100 new ones are launched each year, Mrs. Negley estimates. Some succeed and become annuals with long runs. Some fill a passing need and disappear after several seasons. Some are one-time affairs. But all demonstrate great interest and potential in the field.

One of the new types is that devoted to automation. One of the shows with the longest history is the International Flower Show, formerly the National Flower Show, which has 40 years or more to its credit.

New Fields, New Shows

This cites the new Outdoor Living Shows and points out that as soon as is indicated by the market, a warrant a show there are producers at hand ready to build that event. As American gain more leisure time and spend more of it outdoors, they need more leisure type goods and beyond the point where exhibits in that field will support an Outdoor Living Show, per example. Sometimes, too, need for a particular show is temporary. Thus a motel show has been going two years. Some automobiles hotels show may absorb it.

The huge number of square footage shows divides quickly in to two types. One—the exposition—is open to the general public. In that class are large Home Shows, Sports Shows, Vacation Shows and a host of others in which people are invited to inspect consumer goods and place orders.

Another type is the trade show, that to which attendance is limited to persons in a particular business or industry. These are the furniture shows, electronics shows, paint industry shows, railroad suppliers shows and more.

Trade shows break down into two parts also. One is an industry show, with the prime purpose of educating people in the business about certain products or brands. The other is a merchandise show, where manufacturers and distributors display wares and seek orders from retailers.

The biggest trade shows are the National Machine Tool Builders' Show, which is held every five years, and the road builders' show, which is scheduled for 1957 and last was produced in 1948. Each of these requires all of the exhibit space at the International Amphitheater, Chicago.

Apart from these and many other large ones are the hundreds of moderate and small shows. Some cover smaller fields, some represent districts or regions. This means there are trade shows and expos on the schedule books or within the grasp of arenas and exhibition halls of all sizes and shapes, and in all locations. The building manager who isn't involved in the trade show field is the exception; the manager who is not seeking more such shows is nearly nonexistent.

Working with these and the producers are the suppliers of shows booth equipment, furniture and displays. The building of displays in particular has become a big business.

It all adds up to a tremendous business itself with additional benefits for hotels, restaurants and stores in the cities or neighborhoods where the exhibit halls are located. As millions of people pass thru the trade show aisles and expos, more millions of dollars will be put alongside these as it is readily invested and the business will continue to grow. Keeping up with or leading the way will be the buildings, producers and exhibitors who are pitching for trade shows and expos.

The business has come a long way since its origins in market places of Biblical times, and the prospects are for ever greater development in coming years.

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- **Lighting:** the best lighting of any major league field for your night event.
- **Kansas City:** offers in addition the Municipal Auditorium, Auditorium Plaza, Garage, etc.

**Contact:** Director of Public Works

**City Hall, Kansas City, Mo.**

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### Arena-Auditorium Directory

#### California
- Veterans Memorial Auditorium, Colfax City
  - Permanent Seats: 1,000, Arena Floor: 200, Permanent Theater-Type Stage: 100, Exhibits 7,500 sq. ft., Concessions Lessee: A. L. Dickson. Ice shows: "Holiday on Ice." Member: IAM.

#### Arkansas
- War Memorial Auditorium, Little Rock
  - Permanent Seats: 2,000, Permanent Theater-Type Stage: 1,000 sq. ft., Exhibits: 3,000 sq. ft., Concessions Lessee: American Legion, Local Promoter: Air-conditioned.

#### Kansas City Municipal Stadium

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**Contact:** Director of Public Works

**City Hall, Kansas City, Mo.**
PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 1,960 sq. ft.
MANAGEMENT: George F. H. Ross, Jr., 2,000, plus 1,960 portable seats. "HIS MAJESTY'S CASTLE," Chicago. INCLUDED: 1,960 sq. ft., CONCESSIONS LEASED. lb. I. E. S.

KENT Theater, 1310 W. Main St.
MANAGEMENT: George W. Grubbs, Sr., 2,000, plus 750 portable seats. EXHIBIT SPACE: 4,000 sq. ft.

KANSAS CITY, MO.

Coltville, 5th and Main Sts.
MANAGEMENT: C. J. Johnson, 2,000, plus 1,960 portable seats. "THE WEST." 

BURGE ICE MACHINE CO.
511 W. Washington Blvd., Chicago 1, III.

PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 1,500 sq. ft.
MANAGEMENT: George F. H. Ross, Jr., 1,500, plus 1,500 portable seats. "THE AMERICAN," Chicago. INCLUDED: 1,500 sq. ft., CONCESSIONS LEASED. lb. I. E. S.

KENT Theater, 1310 W. Main St.
MANAGEMENT: George W. Grubbs, Sr., 1,500, plus 1,500 portable seats. EXHIBIT SPACE: 3,000 sq. ft.
MANAGEMENT: R. C. Wood, 1,500, plus 1,500 portable seats. "THE WEST." 

BURGE ICE MACHINE CO.
511 W. Washington Blvd., Chicago 1, III.

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MANAGEMENT: George W. Grubbs, 2,000, plus 1,960 portable seats. Arena FLOOR: 25,000 sq. ft. EXHIBIT SPACE: 25,000 sq. ft., CONCESSIONS LEASED. lb. I. E. S.

KENT Theater, 1310 W. Main St.
MANAGEMENT: George W. Grubbs, Sr., 2,000, plus 1,960 portable seats. EXHIBIT SPACE: 4,000 sq. ft.

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MANAGEMENT: C. J. Johnson, 2,000, plus 1,960 portable seats. "THE WEST."
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**Road's Toll Trims Legit**

- Few plays tour as costs and apathy increase
- "Lady," "Cat," "Sergeants" may launch national tours

**NEW YORK**—If the old adage in theatrical circles, "the road goes as New York goes," holds true, then this winter's touring legit shows ought to run up good scores wherever they play. Despite the cold fact that fewer and fewer productions are sent out annually these days due to fewer winter runs and inadequate good results at the box office.

A basis for this belief is that business experienced by Gotham's legit houses has been generally good. Holdover shows have been numerous enough to create a late season for Broadway productions whose original companies will go on the road.

Relative prosperity in the 2nd box to make a boon to managers of auditoriums and arenas suitable for legit shows.

- "The Plague Game," for two years on the road, has been rolling up steady and strong grosses, and pulsed into the Royal Alexander Theatre in Toronto during the final week in August. This show filled the road by the Broadway production, whose original company will go on the road.

Real estate in the world is too big to be managed by name performers. A surprise hit in recent seasons has been "The Bad Seeds," which started much longer than expected. Expectations to public patronage of spectacular shows are few.

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Henie Helps 'Holiday'

- Skater's name helps sell Scandinavians
- Sonja, Challen attend ice opening at Oslo

OSLO, Sweden—Sonja Henie is being used in the offices of the "Holiday on Ice" company, headed by Hays-Allen agencies, during its stands here and in Stockholm. While Sonja does not work in the shows, she is listed as its producer and display ad carry a black-tier line, "Introduced by Sonja Henie." The same company did okay in its recent stand at Gotschall Auditorium here, in the 12,000-capacity Jordal Arena and the Kitchener for 31 days, after which it jumps to Stockholm to open on the Johannehous ice Stadium.

In addition to Sonja Henie, the opening night audience also was favored by the presence of Morris Challen, president of the "Holiday on Ice" firm. Richard Starger, the ice's European representative, and Frederick Dierichsen, local impresario.

Show is presented in the open air but the weather has been mild and both the audiences and the critics have highly admired with it. Special mention went to Hays Alan Jenkins, Hammon & Rigg, Rose-Marie & Bob Unger, theDownloaders, Frank Saviu, Jean Cheddle, John Clark, Peter Finchbock, Michael Carver, Ken Binger, John Larch, Fred Hageman and Ted Daily. Ben Schwartz fronts the band.

Louisville Signs Bands

- Lou Walters office books Martin, Beneke, Waring
- National Barn Dance due for Jasco appearance

NEW YORK—The Lou Walters office, special events booker for the new Kentucky Exposition Center, Louisville, announced signs five attractions this week. Frank Greenfield, of the Walters office, handled the details.

Signed are Tom Martin, with The Broadside orchestra, November 2; Fred Waring, December 3; Ray Clark, December 20; and Rudy Vallee, December 28-30; WLS "National Barn Dance," January 18, and Harlem Collegiate and College All-Stars, April 8.

Ont. Arena Group Meets

- Hipel hosts association for annual fall outing
- Bob Crosby heads Canadian organization for 1956

GALT, Ont.—Members of the Ontario Arena Association were charter members (Hipel, the home of George Hipel, near here). The association represents nearly 100 arenas in the province. Hipel leads a construction company which has built many of the ice arenas in Ontario, and the September meeting at its summer home is an annual affair. Other monthly meetings during the year are held at various member arenas. President for 1956 is H. M. (Bob) Crosby, manager general of the Kitchener Memorial Auditorium, Kitchener.
Icer Gives Topeka Peak Grandstand Biz

Golden Run Pulls 110,000 At Blackfoot

Saginaw, Mich., Gate, Receipts Up Sharply

Rutland Counts 118,000 For Best Gate in Years
FOR THE 1st TIME

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the PREMIERE ATTRACTION in entertainment history.....

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237,750,000 PEOPLE!

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• 23 consecutive years on radio . . . . and still TOPS with 20 million families weekly on NBC 280-station hookup!
• 6 consecutive years on TV . . . . and still tops with 45 million families weekly over CBS-TV and ABC-TV 280-station hookup!
• Over 50 million General Mills cereal boxes feature THE LONE RANGER!
• King Features' comic strip appearing in over 200 newspapers with a circulation of over 45 million!
• Whitman Publishing Co. sells over 50 million LONE RANGER specialty books!
• Add to that Decca Records, Warner Bros.' movie version of (THE LONE RANGER, 54 licensees manufacturing 76 products . . . and you have multi-millions more impact!
Strong Pace Marks Early Days at York

YORK, Pa.—The usual big crowds and good business graced the York Interstate Fair and secured for all departments was seen as the event headed into its final sessions Saturday (15). Better weather for the event as crowds on the opening day stepped up around good last of the afternoon. The earnings Fair was bright with more exhibit and concession space scheduled for the four-day arrangement of the James E. Strates Shows rocked.

Entry Changes Bring Fonda Record Crowd

FONDAS, N.Y.—Removal of admission charges for children under 10 years of age, and also for all grandstand admissions, resulted in a record attendance of 28,000 for the Fonda Fair. Secretary Paul L. Lowsaid the 115th edition’s change of policy was a success.

The five-day event closed on Wednesday (5), after day-by-day attendance as follows: Thursday, Sunday, (1, 4700); Sunday, (1, 2529); Monday, (1, 5724); Tuesday, (1, 6724); Wednesday, (1, 6677). The total of 24,000 was estimated for a total of 34,000, based on ticket sales figures of former years.

Considerable interest was shown in the new $20,000 Concrete Liner at the eastern end of the ground. The project was made possible by the $11,111 head, erecting a perfect problem of over-drafting at live stock exchanges. Also added this year was concrete paving of the Floral Floor Hall.

One of the week’s highlights was the visit on Tuesday of Governor Harriman, a stop-off en route to the State Fair in Syracuse. John King of Berryville arranged the tour on behalf of the fair association. The midway was provided by Coleman Bros. Shows.

Fairfield County Fair, Lancaster, Ohio

DAY and NIGHT—OCTOBER 9-10-11-12-13
LARGEST COUNTY FAIR IN OHIO
WANT small concessions
Write T. B. COX Concessionist

ATTENTION
Louisiana-Mississippi-Arkansas Committees
A good show with 52 top rides available.
Some new rides from other sources.
New and old favorites.
BERNARD THOMAS c/o ART B. THOMAS SHOWS AS PER ROUTE.

WESTERN CANADA FAIRS ASSOCIATION FALL MEETING
Hotel Saskatchewan, Regina, Saskatchewan, November 3 to 5, 1956.
To avoid conflicts for 1957. Grandstand and speedway tickets available.
Nov. 1, Midway additional tickets, November 6.
CHERUB ROSS, Secretary—Prince Albert, Sask.

MERIDIAN'S ONLY FAIR
Note Change in Dates
OCTOBER 13 THRU 20
New Recreation Center in City of Meridian, MISSISSIPPI FAIR & DAIRY SHOW
P. O. BOX 123

CITRUS COUNTY FAIR
ENFLORES, FL., NOV. 15-16-17
Quentin Medlin, Fair Manager. We desire to contact Carnival (ride show) and Rodeo Producer immediately. Rodeo on Nov. 15-16 and 17.

Detroit Tops '55 After Slow Start

DETROIT — Despite serious employment conditions in the area, the Michigan State Fair posted the total attendance of 8,21,050 during the 10-day run ending Sunday (9). This is an increase of more than a per cent from last year’s 7,98,738.

The final attendance—10,813—was slightly ahead of last year’s 10,805 and required closing the midway on the last day of the fair, and the afternoon. Weather was generally cool, with moderate temperatures.

Hoosier State Clocks Record 855,117 Gate

INDIANAPOLIS—The Indiana State Fair topped a record 855,117 patrons during its 20-day run, far surpassing 1954’s 676,095 patrons by topping the previous all-time record of 693,450 topped in 1952. Part of the increase was due to the inclusion—for the first time—the Indiana State Fair free admission in the total count.

The night grandstand show, an “American Singer,” grossed $89,785 in six performances, and topped the 1954’s $2,092, John F. B. Yefford of the New Market, Md., saw the production in reviews of America revue in seven nights for the week.

The re-titled English Horse Show was a 1955’s total of $16,919, including $5,929. Biggest crowd came first in the four afternoon performances. The 1954’s $5,929 was featured. And the TV performance’s appearance at the last show was also credited with cutting into the turnstiles.

Harness race records and the huge show gross of the Cutsin and Wilcox Show was reported to be about a pair of 25 figures. Advance sale of tickets for the Monday, annual USAC-sponsored auto race here Saturday (15) was reported to be substantially ahead of last year.

Chagachikoke Does ’77/86-
2d Best Year

CHAGACHIKOKE, N. Y.—An attendance of December 6 below a last year’s all-time record was viewed this week as highly satisfactory by George Sharpe of Chagachikoke Fair.

Phillip C. Baird, president, noted that the total to the best of 77,786 for the six days ending September 5 and still the best of the best figures yet attained. There was on two days which depressed the fair of a new record.

Best single day was Labor Day on Wednesday, August 31, which pressed in 32,076. The track was opened four years ago with 13,045.

Continuance of attendance to total was expected due to the physical exuberance a necessity, Baird said.

A closing day’s children’s day drew many hundreds of youngsters from the area. Tuesday’s entertain ment found harness racing supplemented by an appearance of the Cutsin and Wilcox Show, and was a noted favorite. Free admission for kids won a bequest of 5,000 youngsters, it was announced. The Charlotte, N.C., group, appeared the following day night.

(Continued on page 107)
**Good Finish**

**Saves Season**

**For Rockaway**

NEW YORK—An upswing in business, concurrent with favorable weather, enabled rides and games for a gross of $4,345.69 with records scaled at 30 cents per head. A good count of horsemen having won, was gathered.

Buck of Playland's improvement dollars that winter will go toward new electric service, fireproofing, and a novel idea allowing in place of the former boardwalk fencing, and various utility works. While far from the best the year has known, 1956 was still profitable.

Chairman of Chamber of Commerce and Park Department attendance surveys shows an upswing of 30 per cent per head, 1955. July was the worst month, accumulated, Esco was the active secretary of the C. of the Palace, and all of the Palace's week. When it wasn't raining, he said, there were forecasts of rain, all 12,067 and grossed $2,553, and likewise encountered them from taking high line to the beach.

**Ocean Beach**

**Claims 2d Best Season**

NEW LONDON, Conn.—Despite weather conditions, Ocean Beach realized a successful season in 1956. Beach superintendent Augustine Carlin's reports and variable weather through the 256,500, which compares favorably with the 1953 record of $241,000.

Winter months will see a cost of $17,000. The Junior Funs added to the recreation hall and the erection of a shuffle sheet is the west end of the park.

**Detroit Goes Over 1955 Top**

Total net profit in the neighborhood of $10,000.

Best attended single event was the 250-mile stock car races on Sunday, which drew 19,196 people for a gross of $4,545.98 with records scaled at 30 cents to 50 cents. This was considered by 13,925 as comprising and a gross of $4,047.83 last year when the stand was scaled at $1.30 to $2.50 and $2.00 to $2.50. When infield crowds swarmed onto the track, 35,000 to 40,000 in the stands that try to get back to 'the main' fairgrounds.

Edaville R.R.

**Adds Old Unit**

STEAM CARVER, Mass.—Steam locomotive No. 1453, a double-decked pre-diesel travel, made its last run over the back of duty-thruster. The carriage was donated by the Boston & Maine Railroad to the Edaville Railroad here, to become part of the display called "Railroads on Parade." Besides the Edaville Railroad, which attracts even persons the year, F. Nelson Blunt of Warren, R. I., who purchased the line last year, is building up a railroad museum which was started by the late Ella R. Atwood. No. 1453 will take its place among the other remnants of railroading.

**Frederickton, N. B.**

**Top 60,000**

Champion, Florida Tire, contract; Will Mahoney, comedian; Wally, pyramids and mischief, two Mansions, aerial, and Gordon Sin-

**Voters To Decide**

Civic Center May Replace Carlin's

BALTIMORE—Carlin's Amuse-

ment Park appears destined to be replaced by a Federal facility, ending an operation which began in 1919 when John J. Carlin, opening a midway at Rockaway Park, and in a heavily wooded suburban area.

Proposal of the park location was made to Mayor D'Alesandro this week as the "most available site" of the dozen or so which were considered. For the backing of the city it is sale and high, and it is evident that the public will approve.

Carlin's has gone a du-

crime in recent seasons, and last year approximating full operations was 1955. Since then, innu-
tive studies by Millard Fisher, virtually all of the ride equipment has been disposed of. This year only the pool and roller skirt remained open, the ice risk having been devoted by the last winter.

Benefits Cited

The mayor gave his "complete report to the public and called on the public to support the $84,000 said to be needed which will be offered on election day, November 8. The convention fund was noted by the fact that it was cleared directly by four box lines, that it was not allocated the fund, would afford ample parking space for cur patron, and has an ideal location because of its elevation.

Fischer, president of the operat-
ing corporation, said that while the civic center project has been under discussion for more than a year, it will be in the pier by early this year. He cited the city's need for a major indoor sports facility, which the center will provide. The park and its former site were identified for dedication with basketball, ice hockey, bowling, roller skating, swimming, and other facilities.

Fischer added that the park's management had every intention of returning in outdoor amusement business and outlined several possibilities for which suburban property is being studied. One will be a drive-in movie and Kid-

plays, another, mobile roller rind.

The civic center would have 10,000 permanent seats, plus 3,000 portable seats, all with some structural view of the center of the main structure, which presumably would be a coliseum. It would be an all-purpose facility for sports, conventions and exhibitions. The cornerstone is planned for the foot of David Hill Park, contains 39 acres.

Ultimate completion of the civic center would be made with one amusement park, Gateway Ox.

Krasner Spot

**Extends Run, Garnets Biz**

DENVER—Roy Krasner's Lake-

side Park extended its run over the traditional Labor Day closing date and, despite cooler weather, it was a busy period.

Stan Kenton and his band closed the El Patio Ballroom a week earlier than the rest of the park closed June 2 and July 1. Afternoon and evening, and midget races on Fridays and Saturdays, and for the week of October 12 and mid-October if the weather holds.

Big crowds jammed Lakeside Park for the closing weekend, which was topped off with a "siskel day." On this day a special event was accepted for rides on nearly all adult as well as kid devices.

Opening of a multi-diffusion-

shooping event on the opposite side of Lakeside's Lake Rhoda brought the park more transient traffic and good advertising and publicity for the amusement area.

**PARKS-KIDDIELANDS-RINKS**

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

SEPTEMBER 22, 1956

THE BILLBOARD

107
Calif. State Pulls
- Continued from page 104

Sun's pull 117,970

On Sunday (2), the high and number 101, and 394, Eddie Fisher played the grandstand, pulled approximately 12,000, the lowest show attendance of the run.

Friday (4) night, the Far West stage shows Monday (3) thru Wednesday, Bob, Inc., his daughter, Cathy, and her half-brothers taking over Thursday (6) for the remaining shows.

The remaining shows of the run also gave one for home racing with 4.417. There were also 13 evenings of 7.257, the last show of the season.

Publicity was directed by John Z. Lennes and concessions by Lee Perryman, both for the first time. Fred Hetfield directed special events.

The final run of the season, the 11th, was recorded. 1,117,970 fans were turned away. Soft drinks on the grounds were sold for five cents, less than five cents.

Rutland Count
- Continued from page 105

There were only two races in Rutland, and one of them was in the last race of the year. The other race was held at the Rutland Raceway, Lenox, Mass., on November 22, 1953.

The Rutland Raceway was opened on November 22, 1953, and continues to operate to the present day. The track is located in Rutland, Vermont, and is a standard-bred horse racing track.

The Rutland Raceway is one of the oldest and most prestigious horse racing tracks in the United States. It has been in operation since 1888, and has hosted races for over 100 years.

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Miller Business Strong at Night

Schools Cut Into Afternoon Houses; Show Quits Indiana, Crosses Illinois

HARRISBURG, I.L. — At Kelly & Miller Bros. Circus business gave sharp reflection of the state of the market today and last week. Afternoon houses, which have been running very strong through most of the summer, tapered off.

Cristiani Bros. Light on Days, Okay at Night

WILMINGTON, N. C.—Cristiani Bros. Circus is playing to lighter afternoon business on school days and to both good and fair business at night.

Hunt, Slugging Out, Heads West

CHICAGO — Hunt, the big strong man, has left for the west a number of weeks. He is said to be doing well.

Brownwood Hires Beatty's Big Top

BROWNWOOD, Tex. — Opening of schools slowed afternoon business for the Clyde Beatty Circus somewhat. But night business has held good. And Saturday (6), the show brought out a pair of capacity houses. Show was in Dallas for four days including the weekend (15-16).

Hershey, Pa. — One hundred Thursday, and Mashashimuet Thursday shows at Hershey, Pa., were successful.

Clyde Bros' Program Told for Fall Season

WINNFIELD, La. — Clyde Bros. Circus, owned and managed by Howard Snee, spring its fall season here Monday (17) for a two week stand. Several stands booked and will do the circus for a season. Air: Tivoli Fairgrounds, Jenks, Okla. at 15:00 (9). Performance is to include the Wallenda, St. Louis, Smalz & McKalip, and a number of local acts.

Dates Secured For Returnees From Ringling

COPENHAGEN — Bookings for returning acts off the Ringling circuit were being handled this week by Umberto Schichidio-Beddel, European representative of John Ringling. Baby was both in Dresden, Germany, and in Copenhagen, where the circus was the guest of the city. A good start had been made on securing services of staff personnel, but only a few dates off the season had been signed to return west. The return engagements will begin in September and will extend through the end of the season.

Beatty's Big Top

MINIATURE SHOWS

Circus Model Builders Meet at Hershey, Pa.

Middletown, Del. — Members of the Middletown Model Circus Association, with exhibits of some 20 model circus trains, wagons and tractors, and attendance of some 300 people from 18 states, was the BMCBA's 26th anniversary meeting. Show was at the Hershey Sports Arena, where 92 exhibits of circus models and circuses were set up, and 50 of the entries were judged and decorated with old circus Elks.

Promotion Starts For Hamid-Morton

BOSTON — Hamid-Morton Circus will open the advance promotions this week, which opens at Boston Garden Nov. 7.

Vernon McBeavy, formerly with Hamid-Morton, will return to the management to handle the Boston date.

 Von Houses Good

Vicksville, Va. — A pair of three-quarter houses was the scene here Monday. Bros. Circus on Saturday (6), South Bend, Ind., and Monday night, will have a three-quarter house in cool weather.

Jump to Sweetwater (8) was 11 miles. After that came San Angelo, September (8), where the Lions Club sponsored the show. It was in San Angelo that the Beatty aggregation registered two capacity houses.

Near-Full for Hogan

K E W A N N E E, III. — Beatty Bros. Circus attracted a near-capacity house at night here Friday (7) under VFW auspices. Show sat weekend afternoon business down to one-quarter of capacity.

Ruben on Pollock; Promotes Savannah

SAVANNAH, Ga. — Pollock Bros. Circus, which is to have a unit here in this fall for its local appearance under the Shrine, Thursday-Sunday, was booked here by Si Ruben, who just joined Pollock.

Ruben formerly was manager of Great Bros. Circus, and has been in the real circus for over 30 years, but expected the Ringling show would again be in the market for European talent.

Till Bulging, South Crowd, Hunts Close

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Program run-down shows:

Fancher Pierce and Tex May; Margaret Mitchell; Ernie Bennett, roller skating trios; Smith's Mills Boys; Seab-send; and others. Walter Heist and Jim Appleby, the radio vocalists of the arrangements and program.

Bullet: Eri, one-finger stand, and Minnie, comedy automation.

Toni and Inga Smaha, dance quartet; White Kids, cycling quartet; and the Great Wallenda high wire troupe with a seven-person pyramid.

After the intermission will come a comic acrobatic troupe; Flying Kids, comedy act; and the Great Plant plants (3) clowns; the Karrelle, dancing clowns; the Sylphides, permanent clowns; Liberty horses worked by Capt. Albert Burwell, and the Wallendas, crooners; the Carrick, clowns, and the Great Elks clowns to include Jack Harter, Al Hachman, Adanis, Mike Elde, Karl Nelson, Jack Carson and Tito Maita.

Clyde Bros' present tour will extend to November 25, when it will be at the Gatsby Amphitheater, La Crosse, Wis.
WANTED

ADVERTISING

PHONE PROPOSITION

For New York State, and

Newfoundland area.

Financially responsible.

White

BOX NY-152

c/o The Columbia Broadcasting System New Yor.

September 12, 1956

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PHONE PROPOSITION

For New York State, and

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CIRCUSES

THE BILLBOARD

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CIRCUSES

THE BILLBOARD

UNDEN THE MARQUEE

Kitty Kelly Ronson and reports that

Garth Randow and Henry Kyes visited the

most popular attractions in the World. They

and were weekend guests of the

Durwood Bakers in Dallas, . . .

this was the end of the journey. It all started

in Detroit and was brought to a close when

the return legs of the trip were made by the

St. Louis Post-Dispatch. The trip was

made possible by the generosity of the

Kalman & Bowers, New York.

and their son, Dickie, to Saratoga.

reporters and photographers will be

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Miss Minis De Delo was honored

in a special way in the Music Hall at the

Northern Michigan and Wisconsin

CFA members held at the Light

Lake, Mich., home of M. G. Gor-

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Vancouver, B. C., to the Texas State Fair at Dallas. Attending the

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Younger, Leo LeFebvre, Charles

Bruce, George Hill, Wally Knapp and daughters, Allen and

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Nymol, Ray Renoupt and the music made by one of our

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Tommy Sales, accentuated clown, was a recent guest artist at Sulli-

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Dally, and Miss McNelly

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and their families.
$1,300 FOR CLUBS

GOOD EARNINGS SEEN FOR C&W AT READING

READING, Pa.—Business was good at the Goodwill, the Goodenough Shows at the Reading Fair. Fair weather and sizable crowds gave the shows excellent business. The crowds were reported to be in the thousands, a better break than in recent years.

Kids’ day on Tuesday (11) and again on Friday (14) brought out a large crowd. The principal city and then from the county, and also from the suburban districts.

The shows trained in from Indianapolis where earnings were reported on a par with last year. The long move resulted in a late arrival. Units were set up overnight on Monday and were ready for the show on Tuesday.

All of the reading fairs have been winners so far. Jonas, Mich., was well attended, and the Tripoli, Dandall, Mo., was reported up. Roth was reported contracted for next year.

Many Concessions

The setup here, as usual, includes dozens of concessions. At least 100 units were operating with only a small force of men having all of the games space allotted directly to the shows and the earnings under the supervision of show concession manager, William B. Marks, Purvis, Miss.

Additional games, as well as a number of units, were located on the other side of the grandstand. The principal center of all the activity, with the principal fair area and the biggest part of any day’s attendance can always be found there.

The rides and shows are located in newness along the concession midway, in a huge pocket requiring patrons to hunt out the main concession rides and shows, are all colorful and well populated with the usual array of devices, including a Scrambler and Roundup.

Outlook Good

Owners of the shows Jack Wilkerson and Jack Wilson are pleased with business at the fair, especially after a rocky still date season that had the show bucking rain and strikes. The outlook now is excellent with the remaining dates, all in the South, loading off with the big one at Richmond, Va.

A jamboree was staged in the Coliseum tent Wednesday night (12) with talent from that show and the GAC-Hammond grandstand show participating. Moore, Hamlet, Concessions, and Wilson drummed up considerable business here with the usual $1,500 up.

The amount will be split between the Miami Showmen’s National Showmen’s Association.

Al (Whitey) Hunt writes that he will join Billy Logan’s Frenz-O-Fest show at Memphis, Mo., Mrs. A. G. Hatch Sr., is still confined to Room 318, Good Samaritan Hospital, Zanesville, O., where she’s laid up with a broken leg. Mrs. J. W. (Wheeler) Brown is also still confined. She’s in Room 252, Waverly Hill Hospital, Waverly Hills, Ky.

WOM Gross Soars

At Brockton Event

First Five Days Equals Entire ’55 Run; Lewiston, Me., Date Is Reported Okay

BROCKTON, Mass.—At the conclusion of the event, Tuesday (15) the World of Mirth Shows and Exhibitions for the entire week’s run of a year ago at the Brockton Fair. With an attendance of a crowd of kids promised for the final Sunday, the show is sure to wind up with earnings well ahead of 1955 and for several years. Frank Bergen, show owner, said the show got off to a fine start on Sunday (9), opening day. About 20 cars of equipment were ready for the opening and many miles had been shipped in to the Lewiston, Maine, and arriving in time for Monday’s business. Tuesday, children’s day, was big and more of the same was expected Saturday (15).

The last week in Brockton has been one of the best in the past few years. The weather has been great and the traffic has been heavy. The show has been well received and the dates are sure to be remembered as a success. The show has been well advertised and there is every reason to believe that the show will continue to do well in the future.

N. C. Annuals

Holding Good

For Marks

CASTONIA, N. C.—Coming on the heels of a good week in Bur-
ington, N. C., the John Marks Shows looked for a banner stand at the 10-day event. The show had a good crowd and arrived in time for the Sunday (10) opening day. The show set the tone early and had a good crowd all day.

The show is well received and the future is bright. The show is expected to do well in the future and is sure to be remembered as a success.

Conklin’s

Up The Gate Off At London, Ont.

LONDON, Ont.—The Conklin Shows continued slightly lower at London, Ont., than the previous week. The show is expected to do well in the future and is sure to be remembered as a success.

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OLSON PILES UP RECORD KY. STATE FAIR RECEIPTS

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SHOW-RIDE TAKES SCAR 22% IN FIRST STAND AT NEW LEXINGTON

OLSON.—The Olson Shows were well received at the State Fair midway at the Kentucky State Fair, located that record into the books of their books. The show featured the new multi-million dollar Automatic Fair and Exposition Center.

The show is expected to do well in the future and is sure to be remembered as a success.

The Olson Shows are well received and the future is bright. The show is expected to do well in the future and is sure to be remembered as a success.
JACK’S UNITED SHOWS

WANT TO PLAC FOR TRISTATE FAIR, CAIRO, ILL., SEPT. 24-29. THE SAME SHOW AND FAIR THAT PETER LIND HAYES PLUGGED SO LONG ON HIS LAST WAVE AND TELEVISION SHOW.

Over a quarter of a million people expected. No EX. Can place the following: Custard, French Fries, Photo, Novelties, Mug, Ball, Bumper, Pitch-Till-You-Win, Hi-Striker, Eating & Drinking Stands, Jewelry, Scale & Age, Cotton Covered Cone, Ice Cream, Ball Games, Roman Targets, Arcade, Chocolate Dip, Lemonade Shakes, Pitches, Gadgets, Auctions, SHOWS: Any Grind Show — Mickey Mouse, Monkey Speedway, Ten-in-One, Mechanical, Wildlife, Motordrome, Glass House, Minstral, Snake or any well-framed Show, RIDES — Will book Wheel to dual with ours, Round-Up, Scrambler, Rock-Ro-Plane, Roll-A-Plane, Spinning Wheel, Fly-Plane, or what have you? Lucas or Dyer, this should be another big one for Scrambler.

HELP — Can use good general Help without cars who can drive. Call RUSSEL COOPER. Our Louisiana and Florida Fairs are yearly.

Call or wire Fairgrounds, Pigott, Ark., this week.

JACK SETTLE and JACK O’HAVER

SHANWICH BROTHEL

WORLD’S CLEANEST MIDWAY

CAN PLACE FOR WASHINGTON COUNTY FAIR, SANDERSON, FLA., OCT. 1-5; FOLLOWED BY HOUSTON COUNTY FAIR, DOATH, FLA., OCT. 8-13; THEN JACKSON COUNTY FAIR, MARIANNA, FLA.

SHOWS: Minstral Show and one A-1 Girl Show. Also want Side Show, Fat Show, Monkey Drome or Speedway any of any Shows of Maritl.


CONCESSIONS: For Dathan want Cookhouse, Grab, Popcorn, Photos, Novelties, Long Range, Hi-Striker, Huts, Goodies, Rockhull, Glass and Bird Pitches.

All replies to

SHAN WILCOX

Canton, Ga., this week, Sweetwater, Tenn., next week.

GREAT DIXIELAND EXPOSITION

WANT TO HAVE 4 OF LOUISIANA’S BEST FAIRS

JESSEBOURG, SEPT. 24-29

JONESBORO, OCT. 1-5

MARKSVILLE, OCT. 2-7

Followed by some of the best spots in the cane and rice country.

CONCESSIONS

Place Crawlers, Ice Cream, Novelties, Penny Pitch, legitimate Stick Concessions of all types, No Flats or guppies.

RIDES

Place any Ride not conflicting, such as Roll-A-Plane, Spinning, etc. Can use another Wheel for Marksville.

HELP

Place capable Concessionaire on Gevy-Round, Yacht, Octopus, Summ Men who drive on all Rides.

Rules: Mechanical Snake, 10-1-1, Wildlife, Motordrome or any wath-while Attractions.

No kidding, these are the best of the best anyone who has played them.

All replies to JIMMIE HENSON

Jesseeburg, La., Sept. 19-29, then per route above.

Your American Red Cross is Always There After Disaster Strikes
America, made the rounds of a number of shows during the past couple of weeks. Included were the Royal American at St. Paul, Thomas Joyland, Crown Point, Ind., Shawnee, Wheeling, III., and La Porte, Ind., and midway at Sandwich, Ill., and Lyndonville. . . .

Elmer (Freddy) Rukhsin, ice cream, chocolate dip and nut bar concessionaire, was injured when his truck crashed following the Newton, Ia., fair. Rukhsin's in-juries kept him in the hospital for a couple of days, but his truck was washed out.

Frank Murray, operator of a tropical and unusual fish unit on the West Coast, will add an octopus to his mobile aquarium. Addition of the tricked-out animal will mean the addition of more aquarium equipment. . . .

Persons with Clarence Thomas' Mo'lin Rouge unit include Sheri Lane Thomas, Handy Lanoe, Jett Lee, Aunia Simpson, Louise Swartz, Bona Zane, Young Zena Burgess, David Thames, Bob Cambie, Don Johnson and Bob Patter. Aunia Simpson and David Gibbons were married in Huron, S. D.

Mr. and Mrs. J. C. Weer, retired outdoor showfolk, were last seen heading back to their Miami home after a month-long vacation trip. During the journey they visited the Velura brothers in Long Beach, Calif.; Eddie Roth in Los Angeles; Harry Illions at Pomona, Calif.; Mr. and Mrs. Jack Kinyon; Mr. and Mrs. R. P. Weer, Las Vegas; relatives of Mrs. Weer in Macousta, Ia.; Weer's mother in Addison, Mich.; Mr. and Mrs. Pat Duffy in Youngstown, O.; and Mr. and Mrs. John Carnes in Youngstown, O.

Virginia Gallager, of the Ohno Shows, who suffered a coronary thrombosis last September in the Illinois State Fairgrounds, Springfield, and later contracted pneumonia, was discharged from St. John's Hospital on September 11 and flew to Louisville, Ky., to her home in Gibsonot, Fla.

BAYOU STATE SHOWS

6 FAIRS—FIRST AND LAST CALL—6 FAIRS

Lula Salter Fair Parish, La., Sept. 30-Oct. 2; Winn Parish Fair and Louisiana State Fair, Winnfield, La., Oct. 4-7; North Louisiana State Fair, Ruston, La., Oct. 9-15; Plaquemine State Fair, Plaquemine, La., Oct. 15-18; Jennings Fair, Jennings, La., Oct. 17-21; and Rayne Fair, Rayne, La., Oct. 23-25.

CONCESSIONS: Weed Cookhouse, Ione Creese, Flood; Pecan Fries, Preston Faye; Alligator, Apecials, Edna and Frank Foreman, Gumbo Fries, Flotation and Choco-chip Cookies; Fratti, Ione, and Alligator, special concessions working for show. ATTENTION FOR CONTEST: Freny and Frank Pansky of all shows.

William W. Newby, Wire Holder, Steinert, Okla., announces that all shows are set for the West Coast.

PAUL H. MILLER, e/a Fairgrounds, Prescott, Ariz., this week.

WANTED

For sale: Bumper, a late model for 1940. For sale, 36 Swift, built in 1949. Please write. Contact: C. C. Speck, C. C. Grouscutch, Ohio, this week.

Johnny T. TINSLEY SHOWS

Americas Most Famous Midway

WANT FOR SOUTH MISSISSIPPI FAIR, Laurel, Miss., Sept. 24-29; then MISSISSIPPI-LOUISIANA FAIR, Vicksburg, Miss., week of Oct. 1-6.

Hanky Panks and Prize-Every-Time Games of all kinds, Basketball, Mi-striker, African Dip, Custard, Ice Cream-On-A-Stick, Auction Sales, etc.

CONCESSIONS

Will book for Laurel, Miss., one or two non-conflicting Major Rides. Liberal percentage.

SHOWS

Due to disappointing will book colored Reviue for committee money for Laurel, Miss. Must have complete outfit. Can also use any good Grind or Bally Shows with own equipment.

RIDES

HELP

Foremen and Second Men in all departments. Best of pay and treatment.

All wired to C. C. GROSCURTH, BLUE GRASS SHOWS, COLUMBUS, MISS., ALL THIS WEEK; THEN VICKSBURG, MISS.

B training shows

Sunshine Week, State Fair, etc.

20th Century Shows

WANT FOR HEART O' TEXAS FAIR, WACO, SEPT. 29-OCt. 5 "THE FASTEST GROWING FAIR IN TEXAS"

Scrambler— 5 Fins Wheel, Spinning, Caperpillar, Looper, Flying Scooter or any Rides not conflicting.

Grind Shows of all kinds with own outfit.

Concessions of all kinds (no exclusions). Good preparations for Glass Fitch, Bird Fitch and Duck Fitch.

Carl Pleass, contact Jack Lindsey.

Contact: E. B. McGrady, Mgr., Fond Camp, Ohio, Sept. 17-20, Oglesby, Ill., Sept. 17-27, then Waco, Tex.

Want for Heart of Texas Fair, Waco, Sept. 29-October 5. "The Fastest Growing Fair in Texas."

Show Has the Long Reputation

Show Has the Long Reputation

WANTED

For States Council. Travelers, salesmen, and office. NEEDED, followed by Concessionaire and Blue-stemmed, Florida, Texas; also Houston, Atlantic and Brevardsville, Georgia. A few Henry Parks, Dog House, Wildlife, Ride Help who drive truck and have license to operate. For F.C. or Milly Camps. All answers to John B. Davis, Southern States Shows, Monticello, Florida, this week.

POINSETT COUNTY FAIR

HARRISON, ARK., OCT. 13-15

For sale: All Petes, Precious Petes, All Petes, Precious Petes. Want to sell any or all. Contact: E. L. Gist, Argo, Ark., next week.

SUNSET AMUSEMENT CO.

Frisco, Tex., October 1-4

For sale: All 3,000,000. Want to sell or trade. For sale: All 3,000,000. Want to sell or trade. Among the prospects for the Sunset show are 3,000,000. Ask to be answered. Ask the one. All offers accepted. All offers accepted. For sale: All 3,000,000. Want to sell or trade. For sale: All 3,000,000. Want to sell or trade. Contact: E. L. Gist, Argo, Ark., next week.

ART B. THOMAS SHOWS

Want for Hope, Stamps and De Witt, Arkansas, Fair. Concessions of all kinds. Especially want Bingles. Contact BERNARD THOMAS, Mgr., on route.

Copyrighted material
ATTENTION, SHOWMEN! WHY PLAY BLANKS, BUMPER CROP OF TOBACCO AND HIGHEST PRICES IN YEARS. BONA FIDE PROVEN FAIRS. GET WITH A WINNER.


CONCESSIONS: Can place Novelties, Grub, Hula and Hand Pansy of all descriptions. SHOWS: Can place Mechanical City, Biggerster Car, Animal Circus. Prompt payment. Can be placed in training on delivery of our horses. SHOWS: We say 25% of all being of our own. Barny, has all we can do. Barny does so not need. Address... (with phone number)

CUMBERLAND VALLEY SHOWS

WASHINGTON, D.C. SEPT. 30 TO OCT. 17

BOWLING GREEN SHOWS

VIRGINIA STATE FAIR

PINE MONT INTERSTATE FAIR

WANT FOR HICKORY, N. C., FAIR, WEEK OF SEPT. 24, and FAYETTEVILLE, N. C., FAIR, WEEK OF OCTOBER 1

and all Fairs to November 1

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusives. SHOWS: Any money getting Giant Show of merit with or without equipment. RIDES: Dipper Fogeman and Ride Help on all Rides, top salaries. All replies to JOHN H. MARKS This week Albemarle, N. C.; Hickory, N. C., follows.

PHOTO Co...
ZEBULON FIVE COUNTY FAIR
Zebulon, North Carolina, next week, Sept. 24-29
VANCE COUNTY COLORED FAIR
Henderson, North Carolina, Oct. 1-6

New booking Concessions for these fairs, Want Girl Shows and Midget Side Show and Grind Shows. Akskole and Suffolk colored fairs follow. Will add additional Rides. Especially want Wheel and Chairplane, Ride, Help Foreman and Second Man for Caterpillar, also Merry-Go-Round and Kiddie Ride Men. Work until middle November. All replies to STEVE DECKER, BEAT AXTRATIONS Fairgrounds, Roanoke Rapids, N. C.

RAS Chalks Up 17% Daily Gains At Topeka Fair

Makes Fast Move To Hutchinson, Kan., For New Fair Date
TOPEKA, Kan. — Cut back two days last year, the six-day Kansas State Fair, which closed Thursday night (13), gave the Royal American Shows excellent business. Daily grosses for the six days averaged 17 per cent higher than for the corresponding days last year.

Waterwheel was the top grosser among the shows, with Leon Clayton's Harleens in Havana second, followed by Dick Beat's Side Show and Johnny Brannon's, Grand Show.

Visitors included a delegation from the Kansas State Automobile Show at Hutchinson, that included Mr. and Mrs. Virgil Miller, Mrs. Helen William, Everett Erhart and Harry Lambert.

Make Fast Run HUTCHINSON, Kan. — The Royal American Shows made a fast run in here from Topeka to be up and ready for the Friday night (14) preve at the Kansas State Fair, a new one to the Royal's route.

The show started to town down at Topeka at 10 p.m. Thursday night. The first section of the show train completed the 184-mile move in here by 8:30 a.m. Friday and the first load on the train was unloaded 15 minutes later.

Road Spots OK For Southland

PANAMA CITY, Fla.—Southland Amusements, a newcomer to the ranks of traveling shows, has launched its route of fall Florida.

OES. E (E.) E. (C.) C. General manager of this and some seven others, Stephen Stanko. Jesse Staniski is secretary, and Maxie Gorden is treasurer. The show carries 20 rides, one each, and four kiddy, with its office-office, H. Hanson, who has three concessions with the balance of 15 careed being mostly office-office, the show opated at Panama City Beach Resort in March, and the following month until late August.

The fair rates his park season as just fair, but since taking to the road business has been very good, he says.

Young Heads Canadian Club

MONTREAL — S. J. Young was elected president of the newly formed Canadian Showmen's Association, which was recently organized here with close to 100 members. Membership included shows operating with Canadian animals and at permanent amusement spots.

Other officers include Pat Meik, vice-president; R. Genest, secretary, and R. D. Davitt, secretary of the board.

One of the benefits for the new club was held on Bernard & Barry Shows and netted $1,500.

Will Give EXCELLENT PROPOSITION
In Manager with Riders for Motorhomes.

Box D-245
Biloxi, Mississippi 3692

The Billboard
CARNIVALS

GREAT JACKSONVILLE FAIR
AGRICULTURAL AND INDUSTRIAL

FAIR, OCT. 25-NOV. 3

ON THE MIDWAY
CETIN & WALK-UPS
SHOWS

DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION

Can place Eating and Drinking Stands, Kitchen Gadgets and Direct Sales. Write or wire:
GREATER JACKSONVILLE FAIR ASSOCIATION
Room 24, Buckman Bldg. Jacksonville, Fla.
Elgin 0-5355

WALLACE BROS. SHOWS INC.

WANT
SHOW: Shows Monkey, Fox Horse, Mounted Bear, Boston, Mechanic, 10-l. Elephant, Fur or any Other Show

WANT: CONCESSIONS: Place Six Cars, Concession, Glass Pitch, Concession or any other Concession

All replies to Western Union: E. E. FARROW, MGR.

Fluff Sift, Ark., this week El Dorado, Ark., next.

WALLACE BROS. SHOWS INC.

WANT FOR OKLAHOMA STATE FAIR
OKLAHOMA CITY, OKLA., SEPT. 22-29

AGENTS FOR CAT RACK, SLOT ROLL-DOWN, GENERAL HELP FOR HANNE

ALSO EXPERIENCED AGENTS TO OPERATE BALLOON DARTS
ALL AGENTS WHO HAVE CONTACTED ME BEFORE DO SO AGAIN AT BILTMORE HOTEL, OKLAHOMA CITY, OKLA.

W. H. WILLIAMSON or HAROLD HELSC
Biloxi Hotel, Oklahoma City, Okla.

CATTLE GROSSH SHOWS

Want for Alcorn County Cattalo at Jacksonvil, Texas, October 5th. All bids final. Concession. No agents or State. Call 1 Birmingham, Alabama. Round-up or any Dark Wild, Fun House or any legitimate show. Call WM. CATTE.

BIRMINGHAM, ALABAMA

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Big Kid's Day Perks
Strates at York, Pa.

York, Pa. — Opening Tuesday (11) gave the James E. Strates Shows the biggest Kid's Day event at the York Interstate Fair. As a result, the Strates Shows were considered excellent for a hefty gross with the ending of the five-day event Sat-

weather has favored operations through the week and clear skies are likely to continue thus closing

sessions. The favorable circum-
cumstances continued a consensus after a run at the New York State Fair, Syracuse, where the show performed and the midway was inundated.

Strates has the power to handle virtually any midway crowd. Add-
ing to the show's strength here was the Don Davis Sly Wheel Show.

Getting ready for Kid's Day was a particularly tough job because of the late arrival of the shows. The setup could not begin until late Monday but even so all units were ready for the rush of kids on Tues-

Even more concession units than in the past populated the grounds. Added space was available this year because of the reduction of all shows, leading to the near absence of most commercial activities and a long line of free rides. Jake Fickes reported the demand greater than ever and fair pres-

proprietor. Some of the additional revenues from space well ahead of the midway were blockstoppers.

A slight dip in concession earn-
ings was overcome by a number of operators after the first two days. No less than nine barge units were poised for the money until the second day by the wife, Fickes, operating at the Reading Pier.

FRIDELRICH, N.B. — Tangent in-check publicity and per-

fect weather secured the Frederic-

ton exhibition admissions over 60,000 last week. The State Fair, which presented the Bill Lynch Shows reflected the healthy attendance.

Lynch's big display by, encour-
gaged by Fred Phillips of the ex-

hibition, called the toll and all try to attend the midway and view "The

Two-Legged Man." (An extra ad-

ted attraction from the Bill Lynch Shows you a close-up view of that strangest of all living crea-
tures, The Two-Legged Man.)

Reaction of the public and press was unanimous that there had been a gals gone, everyonenceeded, but the fun that everyone had was printed an editorial headlining back

the hit days of Barnum and of the midway in for the amusement

be created.

On the midway were the Merry-

Go-Round, the Racing Mules, Chair-dis, Otopens, Round-Up, Till, Boll-Dir-Plane, nine kiddie rides and a pony ride. Shows were fresh animals, monkey-drome, Side Show featuring Commoda Flames and the untamable Urs, Posing Shows, Mirror

Maye and Madamepeen man-
gured by Shorty Clark.

Greater part of the midway was slated to the Adventures of the Fair at Lonzene, Nova Scotia, a lesser units to the fair in Stanley New Brunswick.

Allegan, Mich.,
Up at Gate,
Grandstand

ALLEGAN, Mich. — The Al-

glegan County Fair went into the next day with a five-day run here Friday (14) with a half-hour for the midway and a ten-minute for the performance. Tuesday was Kid's Day and got a new start to the midway and ride show gross a whopping 25 per cent ahead of last year.

Harper, Harper, ever popular here, drew strong turnouts to four programs. A record number of 10,516 in all were on hand for the crowded program. The Ontario Racing Mules proved a popular attraction.

Reid Reports Okay Takes
In Bow Showing at Rutland

RUTLAND, Vt. — Favoured by good weather and the best attend-

ance. This year the Reid Shows did all right on the midway of the Rutland Fair, according to the show owner and fair officials.

The gross was under that of the World of Mirth Shows, midway occupancy for many years prior to Reid's appearance this year. The gross was said to be more than the difference in earning power between the two.

Last year's gross was in the back end with a great unit, a wrestling show and a monkey and bird show. This year the gross was in the front end and the area across the bridge were unoccupied.

Concessions Do Well

The best space, the entire area facing the grandstand, continues to be occupied by Uncle Harry Ed-

Friedman Bross with Harry and Ber-

Good Returns At Allen's.

The stock stools got an excellent play through the week with big gross and on Labor Day closing Saturday (8) running the area. A Jones barge unit was in this line-up.

The show had a log on the end of the Tearseason which was never hungry. Other concession space was below.

Ride build-off the midway area bordered by his ride and show units. Others entertainment dur-

ing the interlude included harness rac-

ing, and the Coleman Bros. Shows midway, which provided bicycles for the closing day's drawing.

Note Increase At Greenfield

GREENFIELD, Mass. — For the first time Friday Franklin County Fair there were 11,310 paid admission tickets, mission sales, less than the 11,251 recorded last year in the sale of 11,251, somewhat ahead of last season, Fair President Richard Campbell said.

Weather held perfect for the event but rain fell on the closing day, Wednesday (12) morning. The Boden Wagner thrill show which took place on a performance before full crowds. A large and the Budweiser Tent, was packed.

AGENTS WANTED
Fair Staff, or Press and News Agents. All operating Sales, 100% Cut. Call JOHN PORTEMONT, Decatur, Ala.

PARAKEETS
CHROME CAGES, 50 by 60 in.
 subway, Min. Order, 40 Cages.
24-HOUR SERVICE
Burke's Bird Farm
1947 E. Coleman Rd., Pasc. California
Phone: Phoenix 9-5110

BINGO HELP WANTED
Callers and Counter Hands. Need Drivers. Wire

STACY
Happily, but not yet, Stacy, wish this week; Oklahoma, next week.

LOU PEASE
Women only. Call Mr. Pease at 366 and apply on the spot.

Hajacente Greater Shows.
Tampa, Florida. Phone: 8-3581.

CRAFTS 20 BIG SHOWS
New: Bowling Shows and Concessions
FOR THE FRESNO DISTRICT FAIR
OCTOBER 5-14 INCLUSIVE
Last Major Fair in California
GET A WINTER'S BANKROLL HERE
CRAFTS 20 BIG SHOWS
7209 Belle Aire Avenue, North Hollywood, California.
Phone: Pasa 30909 or Pasa 50320

WANT
FOR WARREN COUNTY FAIR, WARRENTON, N. C.
SEPTEMBER 24-29
Open midway. All types of concessions open
Will book any Rides and Shows of all kinds, especially want
Grind Show, Side Show, Monkey Show, etc.
Contact
K. LANIER, Warren Hotel. Warrenville, N. C.

FIVE COUNTY FAIR
FARMVILLE, Va., W. WEEK OF SEPT. 24
WANTED--Cahoonah, Ball Cars, Six Cars, Swagger, Baskets, Basketball Darts, Fish
Show--Bear Tamer, Monkey Show, Wildcat Girl Show, Penny Arcade.
WANTED--Tilt and Pony Ride, Wheel Forman General Ride Hire, Truck and Truck Driver. Apply to Horse Hobby Park, All on rent.

GEORGE CLYDE SMITH SHOW
Tokars, H. C., His show, near Farmville, Va.

HOLLY BROS.' SHOWS
HENRY COUNTY FAIR, MT. DOBBIN, GEORGIA, SEPT. 24 TO 29

WANT CONCESSIONS ALL KINDS: Rides, Shows, Concessions. All midways.

H. W. WATTS, Dadeville, Ala., 300 Main St.

PAN-AMERICAN SHOWS
Want for National's. E. Call, 377 N. Taylor, Fairview, Tenn., 100 per cent. Will furnish and operate all Concessions.

JOHNNY'S UNITED SHOWS
Cullman County Fair, Cullman, Ala., next writer: Eastlake, Ansonia and Delavan

WANT CHASSEURS and Concessions of all kinds. SHOWS--Grind Show. FOR Sale--in-crowns, interest Blll. Please write. All offers in speciality on wire. JOHN PORTEMONT, Decatur, Ala.

FITZSIMMONS SHOWS
Ville Plais, Ca. Comic Festival. 25c a copy. Will come under tender nickname of Fitz. Will do for 15c. with 35c. Sideshow. WILL PAY ALES. State city, address and price. Star

JOE SHARP
For Bids Above

RIDE MENS WANTED
Wanted experienced experienced experienced work for the highest. Fair work. WANTED MULE DRIVERS AND RIDERS. All work on a position basis. Apply to

Cassie Osborne or Ben Jordan for positions. Will work the best in the business. Rate $5.00 to $10.00 per day. Address: WANTED MULE DRIVERS AND RIDERS. All work on a position basis. Apply to

Cassie Osborne or Ben Jordan for positions. Will work the best in the business. Rate $5.00 to $10.00 per day. Address:
**MERCHANDISE TOPICS**

A new product which can be readily picked up has been introduced by the R. C. S. Tool Corporation, 219 North Broadway, Hoboken, III. Kwik Outs are a quick attachment made of steel and heahtly plated. It consists of two angled metal pieces joined by a screw and curved spring. This attachment is quickly and easily installed to old or new windows, and does away with sash cords and weights. It permits removal of windows for washing, eliminates rattle and facilitates ease in raising or lowering windows. Each Kwik Out Kit includes four units with all necessary screws, two zine strips for covering pulley openings and a metal ash plug. Retail price is $1.98. Write the firm for prices to the trade.

Kampanile is a tower, of musical bells that bulks music at the touch of a piano-type keyboard. It has been exhibited at the recent Kentucky State Fair at Louisville. Jack says that he saw a Frank Herbert working chicken papers in the poultry building and there were a few boys. This is a signal, concept, copper chad, which has a seven-quarter Westinghouse, and is sold at $49.95, but it is offered to the trade at $85.00 each in lots of six or $87.75 for a sample. This is a big flashy unit which will draw attention and attraction from everyone who sees it.

**PIPES FOR PITCHMEN**

By BILL BAKER

**WE WANT TO THANK**

Louis H. Wetz of 219 80th Street,
Chicago, Ill., manufacturer of the
lowly informative biographical sketch which he
sent to us so that great publication.

Tina Bultia, who was better known
to the good oldsmen of Gonga Din. Several of the boys wrote in about Blutia's career in the
gardens of the gardens. They
gathered that he was really quite a
type of character. Additionally, Weizel himself is a former purveyor
of herbs. He has been out of the
puck game for the past eight years
and it now a stereographic-structure
for the City of New York.

**THE COURTS**

Charlie and Mildred, after winding
up on a string of major Midwestern
fairs with their cake-decorator-lay-
out, have hopped to the West Coast
for the last eight years and it now a stereographic-structure
for the City of New York.

**THE COURTS**

We are pleased to announce the
recent establishment of the
Our latest and most important
footing in the field of
by a worker to the cotton.

**FANCY EMBOSSED BILLFOLS ($7.50 SELLER)**

Complete with reversible
patterned clutch and embossed
covering. Includes any or
t✧ Item at your option.

64¢ in 1/4 yd. lots
$8.40 doz.

**PROFIT MONEY MAKERS**

Min. Order One Dozen

† Standard Industries

**EYE-APEAL! BUY-APEAL!**

Luxurious 6 Pc. Set.

Includes:.

- Original 14 oz. Crystal
- Satin Crushed Velvet
- Genuine Leather
- Trimmed with Color Coordinating Designs.
- 25¢ in 1/4 yd. lots
- Phone: 18-2958

Little Rock
THREE COUPONS ERGONOMICALLY DESIGNED/ MADE IN THE USA/WINNER BEST SELLING "60 INCH BROADMOUTH" BASS FLUTE $5.90/THREE COUPONS/THE "BROADMOUTH" BASS FLUTE IS THE BEST/60 INCH BROADMOUTH BASS FLUTE $5.90 NATIONWIDE/ASSISTANTS, SALESMEN, PATRONS, MUSICAL INSTRUMENT OWNERS/AND MUSICIANS/KNOW THE BROADMOUTH BASS FLUTE! THESE COUPONS WERE MADE FOR YOU!/COUPONS CAN BE EXCHANGED FOR BROADMOUTH BASS FLUTES AT ANY/saleman Joe Romanyi. I started telling her about what a wonderful gift a Mitchell personalized doorknob would make for her new home. With the holidays here again, days, showers and parties increased with any 80 pumps. Coupon brings simple, clear instructions that show how to get started right away—PLUS the actual fullness.

MITCHELL RUBBER PRODUCTS, INC. 5902 Union Ave., Cincinnati 6, Ohio

"Please send me sufficient information to make a full examination of your rubber mats. I will return them to you for examination and handling."

Send Name Address City Zone State 4310

WESTINGHOUSE THER. AUTOMATIC WMN.

Large 13x15 also comes complete with metal safety guard. Send 10 coupons for 4 1/2x10 of the 1x2, 4x2 and 3x2 sizes. Send 4320 each for the 5x2 sizes. SAVE!"
Another CEL-MAX Smash!  
**Boxed Jewelry Sets**

- 3 and 4 pc. Pearl Sets
- Sparkling Pendants and Earrings
- Hand-set brilliant Stones in Bracelets, Necklaces and Earrings

**Assorted Handset Boxed Sets**

**CEL-MAX SPOTLIGHT Value!**

**5-Pc. WATCH Ensemble**
- Jeweled Watch
- Cuff Links
- Tie Bar
- Key Chain
- Expansion Band

**PARAKEET CAGES**
- No. 715—Complete with 4'x4'x6' high
- 1 Carrot (60 cages) $5.50 ea.
in quantity lots of 5
- 300 cages) .48 ea.

We carry a complete line of Quality Assured Poultry and Pet Merchandise.

**Special Prices**

**LAVENDER SACHET BASKETS**
Made of tightly woven flax twine, ribbon, netting, and lavender bunches, each with colorful plastic ribbon.

**Write for Catalog. State Business in Entire Letter.**

**CEL-MAX, Inc.**

**WISCONSIN DELUXE CO.**

1908-12 N. 24 Street
Milwaukee 12, Wisconsin

---

**GEM Sales**

**$33 Woodward Dept. 6**

**COLUMBIA DISTRIBUTORS**

125 N. 13th St., Phila., Pa.

---

**CELEBRATE!**

Published Early for the Large Initial Christmas Orders and in Plenty of Time for the Big Important Repeat Business!

---

**The Billboard**

**CHRISTMAS MERCHANDISE SPECIAL**

Dated Oct. 13

**84,000 Distribution at No Extra Cost**

---

**ST. LOUIS 1, MO.**

390 Arcade Bldg.

Chesnut 1-0443

---

**HOLLYWOOD 28, CALIF.**

6000 Sunset Blvd.

Hollywood 9-5831

---

**59,000**

Regular Billboard Distribution

Rich with the thousands of established buyers of all kinds of Merchandise Items... Christmas, Plumbing, Hardware, Novelty Stores and Independent Drug Stores in towns your salesmen do not ordinarily reach.

---

**25,000**

Bonus Reprint Distribution

All advertising and editorial in the Merchandise Section of the Oct. 3 issue will appear in a Special Reprint that will be mailed to a list of 25,000 prospective buyers, including Variety Stores, Gift and Novelty Shops, Jewelry Stores and Independent Drug Stores.

---

**Deadline—Oct. 3**

RESERVE SPACE NOW
Mass. vending Ops
Form State Council

BOSTON—A new group, en-
compassing all segments of the vending
machine industry, was
formed here Tuesday (11) at a
meeting attended by about 85
manufacturers, vendors, operators
and wholesalers.
Known as the Massachusetts
Automatic Merchandising
Council, it has started out with a
vast membership. There are nearly
135 firms and individuals listed
at present in this field in the Bay
State.
Elected as provisional directors
and to form the bylaws of the
organization were William C.
McConnell, Automatic Merchandising
Corporation, Medford; Alfred Shatkin,
Cigarette Service, Cambridge; and
Ralph Littlefield, representative in
the state for Stiner Manufacturing
Corporation, Aurora, Ill.

Massachusetts Cigarette Consumption
Should Approach ‘52 Record

By AARON STEINFIELD
ATLANTIC CITY—While cig-
arette manufacturers probably
will not reach their sales
figures for the year 1954, crumpled
paper tobacco and other 'simpli-
fied set of bylaws' which
will be presented at the next meet-
ning require such action.

Guild Associates
The firm of Guild Associates,
management consultants, which
has guided the affairs of the Massa-
echusetts Cigarette Operators’ Asso-
ciation for 20 years, was retained
on a one-year agreement to manage
the council. Lecter F. Foster will
be in charge of the operation.

(Continued on page 134)

Vending Machines
September 22, 1956
Communications to 138 W. Randolph St., Chicago 1, Ill.
The Billboard

Tobacco Tax Group
Holds Annual Meeting

Elimination of Federal Stamp Considered;
Tax Return System, Inspection Favored

ATLANTIC CITY—Some 73
tobacco industry executives
gathered at the Hotel Claridge
here Sunday through Wednesday
(9-12) for the annual meet-
ing of the National Tobacco Tax
Association.

From a vending standpoint, the
highlight was the report of the Vending
Machine Construction Committee (see separate story).

Presiding at the meeting was Harry M.
O’Reilly, chief, Tax Division,
Cigarette Service, New York City, Kansas,
and president of NYATA.

At the opening business session,
Stephen S. Higgins, associate com-
mmissioner, Department of In-
terceptions and Taxation, Massachu-
estts, spoke on “The Fresh Look at
Cigarette Tax Laws.”

Special Reports
Norman T. Morell, chief of the
Tobacco Tax Branch, Alcohol and
Tobacco Tax Division, Treasury
Department, told the delegates that his
department is considering the
elimination of the tax return and report
system by manufacturers where
minimum records are kept.

He also said that the federal stamp
may eventually disappear in favor of
a tax return system with inspection at all
levels. He added that because tax
collections, the

ON SPOT REPAIR BY SERVICEMEN
CUTS WORK

ST. LOUIS—A little learn-
ing, especially when they come
the “mill” repairs are required, goes a long way toward slad-
ing an operation and reducing
work for shop mechanics, Historic Services, Inc., of this city,
Vending Company, reports.

Feedback reports from service-
women were taught how to handle the most
common out-of-order com-
plaints, and the mechanics
are designed to help them in serv-
ing the machine, not the Vend-
gum vendors.

Today our men do
everything short of taking a
machine apart before admit-
ting defect and call for an out-of
work. Our shop work has
been cut about 50 per cent,” Price
stated.

Tobacco Taxmen Call for Easing
Of Vending Display Requirements

Burden on Cigarette Machine Mfrs. Cited;
Posting of Bonds by Operators Suggested

ATLANTIC CITY—Easing of
State requirements in some
states for the posting of bonds
in vending machines for tax
stamp inspection was recom-
dined by the National Tobacco
Tax Association convention here
Tuesday (11).

Reports for the Vending
Machine Construction Committee, J.
Purcell, Miscellaneous Tax Bu-
reau director of New York City,
said for the elimination of the
necessity of posting bonds by
at least one pack per cabinet
be viola-
ted on the outside of the vending
machine.

Purcell cited the trend toward
filter and king-size cigarettes with
the resulting multiple pricing which
is required in the manufacture
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an effort to have a machine
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package in each row, they could at
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This increase, he explained, was the
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been cut about 50 per cent,” Price
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Tobacco Taxmen Call for Easing
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Posting of Bonds by Operators Suggested

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CHARTS SELLING

Charms Ideal Gift; Up Sales

DKEN—In two months the Christmas season will be here. And while it may seem a bit early, Frank Thorwald, veteran bag op-erator here, is preparing now for plus yuletide sales.

Charm’s natural tie-in with the Christmas season, Thorwald has found, and properly merchandised also boost the sale of gum to children.

Realizing the problems parents encounter in seeking inexpensive gifts for Christmas stockings for youngsters, Thorwald several years ago developed an unusual merchandise program to promote sales.

His entire sales promotional campaign is built around the theme, “Christmas Wraps in the Christmas Stocking.”

With the arrival of the yuletide season, Thorwald features special Christmas charms — Santa Claus, jingle bells, gold crosses, ornaments and buttons — in his machines.

The Denver operator also has special vendors in which he features nothing but colorful charms in clear plastic capsules which appeal to children.

Displayed prominently on each vendor is his small sign which motorists look near the entrance of the store where it could not be seen or read by a passing consumer.

To further attract customers to his already bright red finished store in which he installed the vendors, with many buying as many as two or three at a time.

Thorwald revealed that he used a triple vendor unit in the location, where the promotional plan has met with the approval of the loca tion owner, and in many branches the charm is being taken out of the store where it could no longer be seen or read by a passing consumer.

Thorwald is convinced that the plan can be used in almost any store that has vending machines, and can be substantially boosted at a time when sales tend to fall off.

Approve Vendo Purchase of Vendor

KANSAS CITY, Mo.—Acquisition of the Vendedor Manufacturing Company and addition to the company’s line of vending equipment by the Vendedor Company thus an exchange of interest in two 10-year leases, which were purchased last year by stockholders of both companies.

(Vendedor Company, September, 1955—ED.)

Vendedor acquired the California firm then the issuance of $200,000 shares, which the common stock of Vendedor, each share of Vendedor will receive $1,000 at par for the common stock of Vendedor.

Stockholders also voted to increase the total number of authorized common stock from one to three shares, an increase in the number of directors from nine to 15, and authorize the organization of a wholly owned subsidiary to own and operate the business purchased from Vendedor.

Currently Vendedor has 817,000 outstanding shares and with the additional common stock to be issued for Vendedor’s stock, the outstanding will be 1,148,042 shares.

Dixie to Exhibit New Cups at NPCA

EASTON, Pa.—The Dixie Cup Corporation has designed cups for theaters at the National Popcorn and Concessions Association, and will exhibit them at the New York Coliseum September 20-23.

The specially designed cups come in four colors, neon blue, red and brown colors, and will be measured away “Come Often,” “Movies Are Your Best Entertainment,” and “Bring the Whole Family.”

Also to be shown will be the company’s entire line of vending machines, including the Vend-

Doll cup made for heavier paper, which is being introduced as “Cup-O-Matic”, the flavor of hot drinks and keep them hot longer.

Greeting visitors at the Dixie exhibit will be Charles Sullivan, president; William Peterson, sales manager; and Orin Alewes, Ralph Jesus and Don Greaves.

1956 Cigarette Consumption

The actual number of persons in the 20-30 age bracket between now and 1963 is expected to increase, dropping a little by 1960 and then nearly 1,000 every five years.

“Since this is one of the most important age brackets from the standpoint of cigarette consumption, it is obvious that the loss of consumption in the number of persons in this bracket during the next ten to 15 years will adversely affect cigarette consumption.”

Over 40 Group

In the meantime, the number of persons comprising the 40-49 age group will increase, dropping a little by 1960 and then nearly 1,000 every five years. We believe that people over 40, in relation particularly to the 20-30 age group, tend to eat more and smoke somewhat on the number of cigarettes and the number of persons discontinuing smoking in this age bracket is significant.

According to Agriculture Department estimate, about 83.5 percent of the 40-49 age group currently uses cigarettes. Wrather pointed out this that during the next 10 years the number of persons in the 15-19 and over 60 age brackets will increase at the expense of the middle bracke ts. In the 15-19 group, 25 per cent, while only 25 per cent of the 60 group smoke.

“Composition of population,” said Wrather, “is in many respects as important as total population in determining the number of smokers.”

Recovery

He pointed out that cigarette production increased from 1936 to 1940 to a record 433.5 billion in 1952, representing an average of 658.3 cigarettes per cent. In 1953 production declined 3 percent, but the recovery is expected. In 1954 it was 1 per cent behind the 1952 record. Last year production recovered to 4.1 percent, of which 1.4 percent came in 1955.

Wrather said the decline in cigarette consumption was explained by economic factors. He added that the health factor was important in the decline, and that it inaugurated the “sad commentary” on smoking. Many well-informed observers are convinced that the so-called health hazard has been emphasized and publicized to the point of sales.

EXCLUSIVE MAKER'S SELLING AGENTS FOR

NEW IMPROVED PENNY-NICKEL ATLAS MASTER

PLUG-IN BEADS

NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.

DIFFERENT TIES always on every bead on the bottom of the caps, that figures, animals, etc., can be formed.

In 25 ft. lots, $.25 per lb. Less than 25 ft., $.20 per lb.

Send 35c for Regular Sample Kit of Charms.

WORLD'S LARGEST SELECTION OF MISCELLANEOUS CHARMS

PENNY KING COMPANY

2528 MISSION STREET

PITTSBURGH 1, PA.
Turbo to Dispose Of Tools & Dies
LANSDALE, Pa.—The Turbo Machine Company, which formerly made the Kenro ice cream vender, has discontinued the manufacture of the unit and plans no reentry into the vending field, according to Kirk Wyatt, company executive. Wyatt said the company will attempt to dispose of its vending tools and dies.

Almonds and Filberts
The 1956 California almond crop is forecast by Agriculture at 40,000 tons, one-crop above last year, and equal to the 10-year average. The 1956 filbert crop in Oregon and Washington is estimated at 3,000 tons, only a third as large as either the 1955 crop or average.

Kent Drops Price in Vending Market Bid
NEW YORK—In a move to gain placement in the nation's cigarette vending machines, the price of both Kent and regular king-size cigarettes has been reduced from 11.90 to 9.80 a thousand retail outlets. A company announcement said that Kent's sales volume could be lifted sufficiently on a national basis by a price reduction to offset the reduced profit.

The Kent advertising program, which gets under way Monday (17), will use 318 newspapers in 78 markets and thousands of radio and television spots commercials. The advertising pitch will no longer be aimed at the heavy smoker—it will be directed to the entire filter market. Point-of-sale material will be distributed to vending machines.
W. Coast Fall Bulk Sales Record Seen

LOS ANGELES — Route algebra of bulk vending machine operators are showing that fall business will be better than the record number just concluded, a survey of members of the Western Vending Machine Operators' Association here disclosed.

The question: "What is your outlook for bulk vending business this fall?" was asked of the association membership by vending machine, nuts and candy. Of those interviewed, each has from 25 to 3,000 bulk units.

The operators are in accord as to methods of making a success of the business. All interviewed cooperated with locations by installing either new or refurbished machines when the merchant redrothers or swipes up his place. They also work for better locations within the store.

"Best in years" was the summation of the answers to the question. "How is business?"

There were several reasons for the top take thru the penny and nickel machines.

Vendors: Vary

"I think my business has topped all previous periods," said a vendor, "and better merchandise." Jack Beasley, of Eastern Vending, said.

Fred Steeden added: "Business in this area is a snap seller, due to the parents are giving their children more pennies and this helps a lot." With "me, I believe the new machines offered account for increased sales," declared Leo Weiner, association president. "There is also less competition for the penny. About three years ago, back when the penny can be used in a vending machine. Even postal cards are 2 cents each.

"There are more children to patronize machines," said Daniel Lally. "There are more people moving into the area each year there is a new group of kids who become of age which the penny vending area.

"We have much more to sell and the items are done in quality," put in Seymour Elias.

Better Relations

Harry N. Cameron, a new operator in Laguna Beach, is confident of still another factor. He summed up the increases in business as the result of better machines, service and public today. We are doing a better merchandising job with better machines and better service.

The local group of operators, individually, are not doing much with stickers to call attention to merchandising within the machine. Joe Arguello is using decals to exploit items and Beasley makes a card of charts that is placed in the machine.

The operators are unanimously agreed that those who are not doing too good business may trace their lack of success to the lack of merchandising or the lack of merchandising. Arguello and Beasley, respectively, proclaimed the four grape ball gums as "best item in the business" and have never been anything like it. Also the grape balls are "all new" and a shortage of them in this area.

The operator-members have a great deal of spots with each having spots that sell a preponderance of different items. Else has factors where peanuts are his top seller. Weiner supplies a number of bowling alleys where peanuts also sell items and finds ball gum the main item in markets. Beasley's top revenue-getter in bars is peas-

RARE OPPORTUNITY

for VENDING MACHINE SALESMEN!

* Experienced manufacturer of highest quality vending machines is ready to release the finest line of vending equipment through territorial salesmen. This is a rare opportunity to become permanently established with a reputable company and earn a substantial and steady income. Write fully, state experience, age and territory you cover. Liberal commission arrangement. Act today.

ADDRESS BOX #866
BILLOMB, 188 W. Randolph St., Chicago 1, III.

Milk Production High

August milk production of 10,794 million pounds was highest for the month since 1945 and 1 percent above the 1945-54 average for the month, according to Agriculture Department. In the first eight months of the year, milk production totaled nearly 90 billion pounds, 3 percent above last year's record high of 87 billion pounds for the same period.
The event the States will require the visibility of at least one package in each row. It was quoted a recent statement by Matthew Forbes, president of the Harrow Corporation, the manufacturer of the Cigarette Modelers' Association of New York, and one of the major stockholders of Continental Industries, to the cigarette manufacturers in the Cigarette Vending Machines. Forbes said, "It is becoming a handicap on the vending industry to comply with the States' requirement of the visibility of one package in each row because the cigarette vending machines are getting bigger and bulkier, and we now find the manufacturers have to come in with greater size cabinets and because of this situation it is necessary to stack the cigarettes in store rows with the rows only in order to save space."

Bonding Operators

According to Forbes, it was found that in some stores the bonding of cigarettes has been done in a way that the machines have been stacked so close together that the cigarette packs are improperly stamped. Forbes reported on the activities of various cigarette machine manufacturers in regard to meeting the visibility requirements of the various States.

Speaking of the Continental Vending Machine Corporation (now Continental Industries), Forbes said that "during the past year, the company has made two separate changes in its bonding operations to facilitate further inspection. First, the inspection of the new machine and that it makes it possible to inspect at least two packages in the back row. Production on the new model, Forbes said, is expected to get under way next month."

Referring to three new National Vendors, Forbes said that there are no new visibility questions on two. On the third, he added, the first two and last two rows show the cigarette packs on their side. But, said Forbes, two packages in each row are still visible, so there is no question of inspection.

Smokecheck

Commenting on the Smokecheck, Forbes said that it is subject to the visibility in the back row of the unit, and even a window to look into the back row. The Smokecheck is based on the lack of a light to see through, and the institution overcomes the objection of the States.

All machines made by National Vendors have at least three packs visible in each row, said Forbes, and all have always met with the approval of the committee.

Retailer H. D. Grenier, Inc., had consented to provide the committee with full data after approval of the new machines. Forbes reported on the activities of various cigarette machine manufacturers in regard to meeting the visibility requirements of the various States. Forbes said that during the past year, the company has made two separate changes in its bonding operations to facilitate further inspection. First, the inspection of the new machine and that it makes it possible to inspect at least two packages in the back row. Production on the new model, Forbes said, is expected to get under way next month.

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MUSIC MACHINES

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

S EPTEMBER 2 2, 1956

Operator Loans to Locations Are Not Increasing: Survey

Opinion Mixed on Whether Loans Are 'Serious Problem' for the Industry

BY ROY DIETMEIER

CHICAGO—Operator collections on music loans to locations subject of bitter controversy in the operating business, are not increasing. A majority of music operators do not consider location loans a serious problem to the industry, but several operators believe they constitute a serious threat.

These facts were disclosed in preliminary results of a nation-wide survey of operators. A total of 28 music operators representing all areas of the country have so far participated in the poll.

Credit Risk

A significant point brought out by a sizeable number of operators in the survey is that a location cannot negotiate a loan thru a bank, it is usually negotiated thru the distributor. Therefore, why should the operator "stick his neck out?"

What music loans to locations a bad practice which many feel more often than not is not even a problem on operators in the area. Several operators even explained that borrowing between the operator and the location is a less loaned money because "the location must pay the money back."

Opns. Takes Down: NCMDA Dist. Poll

Assn. Survey of 51 Members Points Up Reasons for Lag, Lower Prices Need

CHICAGO — Operators' collections from juke box manufacturers have been running below what they were a year ago. The reason is not clear in many reas ons why this is so, and there are a number of things which could come about it.

That is the general consensus of the尤数名 operators talking to the National Coin Machine Distributors Association, Al Scheninger, NCMDA managing director, disclosed the results of the survey which is the basis to the operator business. The survey was completed early this month.

〈Editors Note: See chart of complete survey results in the amusement machines section.〉

Prices of radio sets have been coming down to lower taxes, according to the majority of surveyed distributors, are 1. In amusement games the lack of new equipment.

3. In summer, people seeking types of entertainment other than coin-operated equipment.

4. Operator's suspicion not to operate travel which takes people away from neighborhood taverns and restaurants.

5. Interestingly, a factor which was not considered was that only 43 per cent of the stores were "coin-licensed" to sale goods, also 56 per of those reporting felt "detrimental laws" were responsible for curtailing sales.

More distributors reported a curtail credit picture currently than those who reported the outlook unchanged. Slightly over 20 per cent expected no change in the coming year.

Significantly, an overwhelming 94 per cent focused sharp attention on the game manufacturers. The survey included for answering "yes" to this question. Would a national campaign for new ideas on amusement games help the industry?

In summer, the full of distributors polled answered that "lower priced" equipment would be answered.

〈Continued on page 132〉

KICKBACK ROUTINE

Juke Exports to France Sad Saga

(Editors Note: This report is based on confidential French sources. The Birta Wellington press service to the coin machine industry. In this case is the hope that such practices, where they exist as here re ported, may be corrected.)

PARIS—You are in France and want to import a juke box from America. You go to the "Office des Changes," which is the import li cense issuing ministry here, and they tell you to wait for a licen se or a quota. You wait and you find out that such a quota is "lib erated." Yes, but they tell you juke boxes coming from America are subject to the "per equation. What is that you ask? Very sim ple.

Suppose that a juke box is worth $1,000. (Say Chicago plus $400). What will you pay in France? You will have to pay $1,100. In addition to this price, we are asking you per "equation" (or "kickback") 80 per cent of this value which you are to give us in an envelope, namely 368,000 francs per ma chine.

And even above this you must pay the sum of 60 per cent in customs duties and internal taxes on the machine of $1,100. Namely, then, you make your purchase duties even on the freight—which places dis tant America at a tremendous dis
tinction in France.

〈Continued on page 132〉

UMO Votes to Keep Battling Licenses

DETROIT—The United Music Operators of Michigan, in line with its aggressive program of fighting for fair juke box licenses, last week voted unanimously to give Boy Small, UMO conciliator, full power to take any legal action necessary in connection with the case.

Bert Jamison, partner in the Detroit law firm of Cassius, Small (no relation) & Ackerman, as UMO counsel will work thru Small in undertaking any such future action.

The vote was in effect a vote of confidence in Small's two-folded policy of fighting unfair licenses in the state.

Significantly, at the same time, the National Association of Radio Artists, Inc., an independent association of cigarette vending machine operators, also passed a resolution condemning UMO's license policies, stated Small.

Small's vote, taken at the group's September 10 meeting, followed a
The magnetic crowd-pulling power of the Wurlitzer Centennial Model 2000 continues to land new locations every day.

And the earning power of this fabulous 200-selection instrument, with its 50-cent play, has made it the most profitable as well as popular phonograph of the year.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
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**Coin Market Place**

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**New Advertising Rates**

**Regular Classified Ads**

- Use in small wanted ads, one paragraph.
- Use in display ads, rate varies per case.
- Submit your ads for the next issues.

**Display Classified Ads**

- Use in larger wanted ads, up to 15 words, additional words $4.00.
- Use in display ads, rate varies per case.
- Submit your ads for the next issues.

**Cash with Order**

In determining cost of regular classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Coin The Billboard shows your classified ad is sent to the billing address of the customer or individual who places the ad.

**Address All Orders and Inquiries to: The Billboard Publishing Co., 2140 Patterson St., Cincinnati 22, Ohio**

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**Help Wanted**

- **Juke Box Operators**
  - **1260 N. 2nd St., Minneapolis, Minn.**
  - **1575 Broad St., New Haven, Conn.**
  - **443 Hotaling St., New York, N.Y.**
  - **138 S. Michigan Ave., Chicago, Ill.**
  - **115 N. Main St., Danville, Ill.**
  - **1011 E. Center St., Pueblo, Colo.**
  - **3204-A W. 25th St., Kansas City, Mo.**
  - **331 E. 63rd St., New York, N.Y.**

**Used Coin-Operated Equipment**

- **Cigarette Machine: 12-1/4″ w/10000 tubes.**
- **Coin-O-Matic Juke Box: $500.**
- **Coin-Operated Equipment: $200.**

**Parts, Supplies & Services**

- **Juke Box Parts & Accessories**
  - **Juke Boxes & Machines**
  - **Parts & Supplies**
  - **Service & Repairs**

**Positions Available**

- **Juke Box Operators & Mechanics**
  - **Assistants**
  - **Supervisors**
  - **Technicians**

**Next Week: Dime Play & Selectivity**
LET'S FOCUS ON FALL COIN MACHINE BUSINESS

The Billboard's Big Annual Coin Machine "CONVENTION-IN-PRINT"

Issue Dated October 6th Can Help You!

The October 6th "CONVENTION-IN-PRINT" Issue offers manufacturers, distributors, jobbers and suppliers a unique sales opportunity, timed to the season's trend of marketing activities in the Coin Machine Field.

All of the subtle stimulation of an industry-sponsored convention has been cultivated in a technique that projects the constructive sales-producing features of a "live" convention into the editorial columns of this internationally consulted publication.

Prompted by the success of the annual "CONVENTION-IN-PRINT" Issue, The Billboard will again spark fall sales in the Coin Machine Industry in 1956. Full coverage of the field means displaying your products for the benefit of 25,000 operator readers when they are seeking new sales ideas.

Make sure your company is in focus for fall selling through being a part of the "CONVENTION-IN-PRINT" Issue.

ADVERTISING DEADLINE...SEPTEMBER 27

A 6-month record of Coin Machine Distributor lineage in The Billboard, compared to the total of all other publications in this field, establishes a conclusive advertising preference...

162,000 lines...The Billboard
25,976 lines...All Other Publications

Write, wire or phone your advertising reservation to any of The Billboard Offices listed below. Do it today!

THE BILLBOARD PUBLISHING COMPANY

Chicago
By KEN KNAUF

TRADE SHOCKED BY NELSON'S DEATHS. The coin machine trade here and throughout the country was shocked to hear last week of the death in Boston of Jack Nelson, Rally Manufacturing Company general sales manager, who was a veteran of more than 40 years in the business. (See separate story in Amusement Machine section.)

Frank Mertens, Exhibit Supply vice-president and director of sales, is off the sales book this week, with all his efforts currently being devoted to production. Sam Lewis, president, reported a flock of new products in the works.

Art Weinland, Williams Manufacturing Company sales manager, looking forward to attending the five-state meeting of operators at the Nebraska Jake Box Show in Omaha this weekend.

First Coin Machine Exchange phones were in a continued buzz last week with the installation of a new switchboard set-up. It was too much for Fred Klein, who took off for the Wisconsin-Minnesota Northwoods last weekend. Receptionist Analee Perlik back from a summer hiatus, and everyone happy to see her. First visitors were Leon Genes, Casopolis, Mich.; George Brennan, Hot Springs, Ark.; Dennis Fitzs, Lihue, Kauai; Paul Faden, South Blvd, Ind.; Matt Pohl, Hammond, Ind., and John Bush, Peoria, Ill.

Ralph Lobell, vice-president in charge of sales, Leaf Brand is on the program of the October 15 meeting of the Chicago Candy Club. He'll show an hour-long color movie record of his and Mrs. Lobell's recent round-the-world trip. ... Joe Fimbri and Phil Levin, Recorded Music Service Association, expect a record crowd of Chicago area columnists at their annual golf outing and banquet at Southbend Country Club Thursday (20).

Two new Chicago salesmen will be greeting operators around the country: Morton Secure has joined Chicago Coin Machine Company as a sales representative, and Empire Coin Machine Exchange has

CONTINUED ON PAGE 118

UMO License Vote

"Continued from page 118"

move in which the association won on record that the current sale of new Detroit subsidiary joke box licenses were actually "illegal times."

Elaborating other UMO action, Small declared: "Detroit taxes noticed against individual joke box operators from time to time have been greatly unfair. UMO's position is that we should ask the Detroit Board of Assessors for a hearing to try and equal valuation for all kinds of equipment owned and operated by operators."

Currently, UMO is awaiting the Melvindale City Council's reply to UMO's show-cause order instructing the town to show why a $25 fee is necessary for regulatory measures and why operators must secure licenses before soliciting locations.

Ann. Stand

The basis of the group's action against Melvindale is based largely on three principal arguments:
1. That the licensing ordinance now in effect virtually creates a monopoly for existing operators of machines and discourages new investment in the business. This point is based on that part of the new ordinance which calls for operators to secure licenses before soliciting locations.
2. That the ordinance is discriminatory in that it makes no provision for regulations of machines owned by location owners.
3. That all municipal licenses in Michigan are issued for regulatory purposes only, not for the purpose of deriving income. The new ordinance does not indicate what it is supposed to be regulating.

Commenting on the abuse of police power by some municipalities in various businesses, Small said: "Ordinary legislation by municipal police power has been allowed to such an extent as to alarming and dangerous. Some communities, for example, have gone to the extreme by having adopted ordinances which license door-to-door salesmen. By the same line of reasoning, nowadays might be licensed, which shows how silly city licensing can get."
BB to Hold Annual Games Ideas Contest

(Editors' Note: See editorial in this section)

CHICAGO.—The Billboard will conduct a annual games industry prize contest for ideas for new amusement games. The publication will name a panel of prominent tradeasts to judge ideas, and a traditional prize will be awarded to three major prizes to be announced.

Complete contest rules will be announced at a later date. The judging of the first annual contest will be sometime next month.

Empire Names LeRoy Robbein To Sales Staff

CHICAGO.—LeRoy Robbein has been appointed to the head sales staff of Empire Coin-Operated Exchange, Cleveland, Ohio, according to the announcement. He will have charge of the sales department.

Robbein has been with Empire for four years, acting as manager of the Chicago office for four years.

Morton Secore Joins Chi Coin As Sales Rep.

CHICAGO.—Chi Coin Machine Company last week announced that Morton Secore had joined the company as road sales representative of the firm. Secore, a veteran of work in the coin machine field and related industries, will travel the country handling Chicago Coin amusement game sales.

(Continued from page 139)

UNFAIR DUTIES

U.S. Awake? German Wool French Coin Market Thrive Under Customs Office

advantage to next-door neighbor, Germany. The total cost of a U.S. made pale box: close to a million francs.

American coin machine in- tended for the U.S. market are ousted from the French coin market within a few short years, and finding that place over taken by German equip- ment, American manufacturers apparently doesn't know — or doesn't want to know — how they are being disingenuously disingenuously damaged against by the French government.

Different coin equipment: Just apply for an import license and you can have no "kickback" to pay, you argue with the various authorities here that it is unfair. Americans pay their workers approximately three times what the German work- er makes, and the product of their efforts is being disingenuously against by this unfair "free equa- tion" (see editorial in July). You buy more from America than they buy from you, and almost all the raw materials used on raw materials from the States.

Actually, America is incomparably more efficient in producing raw materials and is currently the world's greatest producer of cotton and wool. America is incomparable in the production of raw materials and is currently the world's greatest producer of cotton and wool. America is incomparable in the production of raw materials and is currently the world's greatest producer of cotton and wool.

The Billboard will conduct an annual contest to find more new ideas for the manufacturers' benefit. This year we can hope to offer the manufacturers something new ideas.

Jack Nelson, Bally Sales Chief, Dies

CHICAGO.—Jack Nelson, 61, Bally Manufacturing Company's general sales manager and a veteran of the coin-operated game machine industry, died of a head wound on Monday, December 18. The body was found at his home the previous Saturday and Sunday (15-16) at 1320 W. Monroe Street.

Survey results and Schlesinger's report were mailed to NCMDA members, and a complete survey of the new trade manufacturers, operators and distributors, bringing this important message to all.

"Looking toward the future (NCMDA), members feel that unless we can create new ideas, our picture in games will indeed be bleak, one. This therefore becomes our number one problem. If we have new trade manufacturers, operators and distributors, bring this important message to all."

"Deteriorative laws that show our number one problem are taking their toll among operators and distributors, but the trend can be reversed. We should be made to observe open territorial legalism that is now closed to legal equip- ment, for the German causes to flourish, certainly it should be allowed to other equipment, to open up markets now closed to us."

"The survey results and Schlesinger's report were mailed to NCMDA members, and a complete survey of the new trade manufacturers, operators and distributors, bringing this important message to all."

The riling was made by the president of the firm last week, in answer to queries from the New York office.

The survey results and Schlesinger's report were mailed to NCMDA members, and a complete survey of the new trade manufacturers, operators and distributors, bringing this important message to all.

Jack Nelson served as Bally sales chief since October, 1949. He be-
New Licensing Plan Drafted In Minneapolis

MINNEAPOLIS—After weeks of indecision, a joint Minneapolis City Council committee and the Minnesota Conservation Department decided to propose a new plan for licensing pinball machines in the city on Tuesday (12) arrived at a formula for licensing pinball machines that the council committee approved.

Under the plan, drafted by the committee and approved by the council committee, each machine will pay a $5 per unit yearly fee. Originally, the two committees had proposed to lower the now existing $50 fee per pinball machine to $5 per unit after it was pointed out that the present governmental activity aimed at the devices has caused a sharp decline in their numbers and on the machine.

The new plan, however, now provides that each machine will pay an initial $50 fee each year plus an extra $50 fee for each additional machine. The exception to the plan for calling is that the present pinball machines will be allowed to remain free.

Iowa Probes Question of Pin Legality

IDAHO FALLS, Idaho—Postal Judge Ira Cox has taken under advisement the question of whether or not pinball machines are "gambling devices."

The case involved a man who had been held in the Bonneville County jail court in Idaho on a warrant charging him with the violation of a state law that forbids the operation of pinball machines.

The warrant, as it turned out, was issued by a county judge who has jurisdiction over the pinball machines.

The judge argued that the machines are "gambling devices" even though they do not pay off coins in any one of the above-mentioned categories.

The case is the first of its kind in the country and is pending in the court.

Defense Arguments

Arthur Smith, defense attorney for Roger Higginbotham, who is charged with the operation of the machines, said: "The courts have never held that it is illegal to take a chance. These machines are not adapted or designed for gambling.

SALES MAN

With coin machine experience to work in your own State on the hottest item the industry has in years. Earnings of $100 a day for the next several years would be easy. Exclusive territory.

LOUIS E. WOLCHER
1350 Howard Street
San Francisco, Calif.
ATTENTION—ALL OPERATORS!
Here’s the surprise of your life! You can restore your pool table operating to original black and white with NEW RACK POOLS.

For All Tables
BRAND-NEW FANUES • BRAND-NEW CLOTH
Highest grade rubber backed, hard surface
BRAND-NEW CUPS (5) • BALL RACK AND OVERHEAD
See Some Call
Like New Tables, Balls and Sticks
Reg. $95 Jumbo Size $145

BALLY BRIGHT SPOTS

Monarch Coin Machine, Inc.

TOP LOCATION ON N. Y.C.
"COIN MACHINE ROW"
AIR CONDITIONED
Store and Banquet
25x100 ft.
FOR RENT
Fully Equipped with
Fluorescent Fixtures,
Tile Flooring,
Offices, Complete, etc.
Location: 583 10th Ave. (44th St.)
Ideal for sales and service of all coin machines

Buy SHAFFER—Buy Better
Reconditioned Phonographs

Seeburg Wurlitzer
M100-C $56.50 1800 $650.00
M100-B 425.00 1500A $249.50
M100-B 225.00 5558 WALLBOX 25.00
M100-B 225.00 558 WALLBOX 25.00
31W WALLBOX (Chrome) 69.50 5207 WALLBOX 61.50

AMT
F-50 $550.00

Send for Illustrated Catalog

C. L. Ewing Sells
Automatic Firm
To Fred Baker

EVANSVILLE, Ind. — C. L. Ewing, former owner of Automatic Amusement Company here, has sold the coin machine pinball firm to a group headed by Fred O. Baker as president and stockholder.

Baker will operate the company as Automatic Amusement Company, Inc. He has been managing the business. The company, invented by the Evansville branch office of the E. L. Steibel Company, Louis- ville, which firm has temporarily closed its Evansville office.

Ewing had been in business in the name of Automatic Amusement Company for over 35 years. Both he and Baker are natives of Evansville.

Baker said the firm will probably augment its amusement game line, possibly add a video line. It had carried Bally, Chicago Coin, Coron, Kansas and other lines.

The new firm will be staffed with most of the personnel formerly associated with the Steibel branch office. Paul Wilson is secretary to the firm and will act as traveling sales representative. Check Fashion of C. L. Ewing will handle office and bookkeeping, Robert Kiel and Willard Ira are in charge of the service department.

Baker plans to hold a grand opening for the coin machine trade in the near future.

C. L. Ewing Sells
Automatic Firm
To Fred Baker

ATTENTION, N. ILLINOIS AND IOWA OPERATORS!
RIDE THE CREST—DOUBLE THE FUN WITH OUR NEW
2-PLAYER SEA BELLES
IMMEDIATE DELIVERY—ORDER NOW!

FOR SALE
300 W. Liberty Ave., Blue Island, Ill.
(708) 972-0419
3-player Junior Pinball Machine
Price: $750.00

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COIN MACHINE DISTRIBUTING CORP.
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WANTED! Cash or Trade
COTTELL 4-PLAYER SUPER JUNIORS
4-PLAYER JUNIOR 125 H $100.00
3-PLAYER BUCKETS $50.00

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can deliver

NATIONAL Coin Machine Exchange
1413 N. Divinity Ave. Phone: 14-1358 Chicago, Ill.
LOWEST PRICES IN THE INDUSTRY!
4½" REPLACEMENT
SLATE TOPS
FOR REGULATION SIZE POOL TABLES
GIANT SIZE BUMPERS • LIVE RUBBER BUMPERS
BEST QUALITY RUBBER-BACKED BILLIARD CLOTH
DISTRIBUTORSHIPS STILL AVAILABLE
Write, Wire or Phone GEORGE PONDER, Sales Manager
EASTERN NOVELTY DISTRIBUTORS, INC.
123-B Raynes Street
Bridgewater, New Jersey

Morton Secore
• Continued from page 132
recently operated his own coin machine Arcade in Spokane, Wash., for four years, leaving in 1943 to return to Chicago and join his brother in their own firm, Secore and Secore, punchboard sales company. He had similar sales experience with Blackhawk & Gardiner, Chicago.
Secore resides in Chicago with his wife and one child.

5 SEEBURGS
The new DELUXE HIGH-FIDELITY
MODEL 100-S
Write or wire for price
WURLITZER
MODEL 1700
104 St.-45 rpm
BINGO-GAMES
5 BALLY BROADWAYS
2 EXHIBIT
SPANISH POOL GAMES
New $125.00 each
CALL Alpines 4-8571

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ESTABLISHED 1923
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ATLAS • ALL MUSIC GUARANTEED!
SEEBURG 3W-1 WALL-O-MATIC,
100 Sel. — Chrome — Latest Features, $69
A.M.I. E-80 ....... $400
WURLITZER 1650 (45 RPM) .... $345
WURLITZER 1400 .... $225
WURLITZER 1250 .... $175
WURLITZER 1500 .... $275

Selected BINGOS
MANHATTAN ........ $135 PIXIE ........ $235
STARDUST .......... $325 STARLET ...... $350
TRIPLE PLAY ....... $150 CAYETTY ...... $115
½ Deposit, Balance Slight Draft
Write for New List of Thousands of All Type Machines

BALLY
Exclusive Distributor For
ROCK-OLA

SHUFFLE ALLEYS
PINBALLS

Slate Tops
Give Lifetime Service
FOR ALL MANUFACTURERS' REGULATION SIZE TABLES
• New Jumbo Bumpers • Easy Cloth Replacement
• First Quality All Wool Billiard Cloth • Makes Old Tables New Again
• Center Hole Optional • Level & Accurate
• 5 Minute Installation • Improves playing skill and reduces playing time of game.
• Slate on Plywood Bed

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Write or call for quantity prices
West Side Dist. Corp.
612 Tenth Avenue, New York, Circle 6-8464
**Game Exhibits At Omaha Show**


The show, to be held at the Blackstone Hotel, is presented by the Music Guild of Nebraska, and will bring together operators from five States—Nebraska, Iowa, Kansas, Missouri and South Dakota.

Some of the manufacturers are donating new coin games as door prizes for the operators in attendance. Business sessions, exhibits, entertainment and a banquet are scheduled at the five-State convention. (See separate story in Music Machines section.)

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribers to The Billboard save 10% on all classified ad space.

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**CHROME COVERS 100 SELECTIONS**

*Special Volume Prices*

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It's smart to do business with THE firm that does the most for YOU

**SEEBURG Wall-o-matic**

Reconditioned — Davis Guaranteed

New Selection Buttons — New Instruction Plates

Income can be doubled in many locations by adding 100 selection wallboxes.

The $64 Answer for Greater Income

Pre-set for 10c play if requested

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FOR READY PROFITS—REDD HOT BUYS!

MUSIC
10 SEEBURG V-200
Like New—WRITE—WIRE—CALL
Also in Stock:
SEEBURG 100 A-B-C-G-W-R
WURLITZER 1400-1500A-1650-1800
and ROCK-OLAS and AMI's

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Like ROCK in for Stock:
WANTED—$100 a large A-
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AMI's PROVED!
ENGLAND! Chutes Music distributors
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ROCKIN' in foraic
A
distributors
with the most
drop
and
Smart!

4 Thumper Bumpers
2 Cycloidal Kickers
2 Flippers

HIGH SCORES!
Bottom Center Kicker Puts Ball Back in Play
Plated Cigarette Holders on Siderail
Chrome Cabinet Guards Around Flipper Buttons

Douglas machines

PROVED!
It captured the crowds
in all test locations!

Your American Red Cross Is Always There After Disaster Strikes

No Coins Too Good
For 5-Ball Play

Nickel Still Popular Fare, But Dime, Quarter Chutes Show Steady Gains

CHICAGO—The nickel is still king in the five-ball pin games field, but dime play, and in some areas, quarters and even five-and-four- quarter play, is making slow but steady headway.

The latter is almost to the extent of a "map" where the nickel territories, and where the dime and quarter territories are located. Distributors seem to order on a "try and see" basis.

The larger cities, however, have in general been the pivot points of the gradual move to dimes and quarters. In town and countryside, the nickel is more solidly entrenched.

No Risk Involved

The distributors' trial and error method is not as risky as many seem. In case the dime or quarter play deal doesn't work out in the particular area, the coin chute can always be switched to the nickel denomination without much loss in time or money. From the manufacturers' viewpoint, this argues well for the distributor and operator to give the higher value coin system a try where it seems feasible.

Manufacturers and distributors seem inclined to let the question of nickel or dime five-ball play seek its own level, without pushing the idea too hard. Thus the ultimate decision is the individual operator's. He must decide whether, in his territory, he will make the most money on nickels, dimes, quarters, or combinations of the three.

A. L. Weinand, William Manufacturing Company sales manager, said preliminary tests with quarter coin chutes used in combination with dime or nickel chutes on the firm's five-ball models show operators receiving a "healthy proportion of quarters," said Weinand. "If the quarter chute is the answer, it will be used." In most cases William's games are set at six coins for a quarter when the quarter chute is supplied.

Await Results

Weinand has made available a twin coin chute on its latest single-player game, Super Score, and will await results from the field. "Dime play is picking up," said Weinand, and an increasing number of distributors are placing a percentage of their orders for dime chutes.

D. C. Orth & Co., while having no precise breakdown on the number of games shipped in the several categories, estimated that orders were pretty well split between nickel and dime. "Dime and three-quarter play is on the increase, but picking up slowly," said Alva Gordon. He said most of the multiple player games go on dime play, the single players via the nickel fare.

Chicago Coin Machine Company, just recently on the way in the five-ball field, has received a good reception, according to Ed Levin, director of sales. "We are making a fresh start in this field, and it must be gradually developed," he stated. Levin estimated that, in general, two-thirds of the orders in the five-ball category are for nickel chute models.

The firm's initial five-ball introduction, Blandie, a match and re- play model, drew two-thirds orders in the dime play category, Levin said. The latest Chicago Coin hit is Capri, a regular model, drew a majority of nickel play orders. Often a distributor will change the coin chute to conform with the demands of the particular area, he said.
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Gottlieb Company
11465-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

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 Cycloonic Kickers
- 2 Super-Powered Flippers
- 3 or 5 Ball Play

Subject to AMUSEMENT TAX Only!

Amusement Pinball as American as Baseball and Hot Dogs!

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EX. Skill Score
EX. Super Star
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ALL IN A 1 SHAPE!
UNRELIABLY LOW PRICES!

NEW GAMES

Bally Big Show
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Onondaga State Fair
Williams Cranes
George Basketball
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Cable Address: "GAMES" Chicago

PAYROLL

SENIOR

NETBALL

POOL

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DOING IT RIGHT!

WORLD WIDE DISTRIBUTORS

Always Getting Ready forORDERS-

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QUALITY IS REMEMBERED

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SHUFFLE ALLEYS

BINGO

CIRCUS

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SHUFFLE ALLEY

BINGOS

ARCADE EQUIPMENT

CIRCUS

1420 CIRCLE SQUARE

The "Fried" Variety

SOUTH BAY

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NEW GAMES!
We've Got 'Em All!
CHICAGO COIN
BLOODY BOUNDARY, 2-BALL BOWLER, 3-BALL BOWLER, STEAM SHOVEL, TWIN HOCKEY, EXHIBIT
SLATE POOL, SPANISH POOL, INTERNATIONAL MUTOSCOPE, LORD'S PRAYER, MYSTIC SWAMI, DREAM MACHINE, DROP KICK, METATONBO, MUSICAL MOVIES, BIG SHOW, DELUXE CIRCUIT BOULES, GOTTLEIB, MAROON LIGHT, MARY LOU, SOUTHERN HARBOUR, TAHITIAN DAY, FLYING SATURDAY, WILLIAMS, WORLD CHAMPION LEAGUE, SWISS ARMS, ALL WEATHER, CHESS, SOUTHERN HARBOR, COMET, 422, CARAVAN, MIDNIGHT SUN, 22, PISTOL, PISTOL, CAPTAIN BLUE, MISSION IMPOSSIBLE, BEND OVER, SOUTHERN HARBOR.
Vending Stress
Continued from page 133
Johnson Candy, Leaf Brands, Lily-Tulip, Mars, Maryland Cup, Nellie Nestle, Orange Crush, Peter Paul, Pepsi-Cola, Planters Nut, Reese Peanut Butter Cups, Schuster Candy, Swiss-Noll, Gold Medal Candies and Rockwood.

The 225 exhibit booths at the show top the previous record at 204. The number of vending firms and suppliers exhibiting is the largest ever, and interest of the part of concessionaires in automatic merchandising is expected to reach a new peak.

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HARBOR LITEs $250.00

EASY ACES 250.00

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Complete Selection of BINGO, DOBBERS and POOL TABLES 10 deposit, balance C.O.D. or 5/10

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Priced Way Below Cost!

De Luxe Tournament

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Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE

SLATE POOL TOPS, $89.50 ea.

GRAPHSKOP

World's Finest Coin-Operated Telescope

Made in Germany.

Genuinely designed throughout. Guaranteed tamper-proof cash box.

CHICAGO COIN MACHINE COMPANY

Two Models

New Modern De-Luxe CABINET!

2 BIG MONEY EARNERS!

WIN HOCKEY

STEAM SHOVEL

chicago coin's

NEW SENSATION!!

- New Novelty 5 Ball Pin Ball Game!
- Can Be Operated as 3 or 3 Ball Play!
- 2 "lively" Thumper Bumpers!
- 2 Super Sensitive Action Kickers!
- Available with 5c or 10c Chutes!

FOR MATCH PLAY

TERRITORIES... chicago coins'

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Bally presents a really new scoring idea with record topping earning-power

**EXCITING NEW TRIPLE-DECK ADVANCING SCORES**

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS!

No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

**Magic Squares**
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PROFIT-PROVED IN-LINE PLAY... plus new Triple-Deck Scores

for best deals on biggest money-makers $$$ $$

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NOW AT YOUR
**Bally DISTRIBUTOR**
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