OCTOBER 6, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
PRICE: 25 CENTS

The record phono
FALL MARKETING SECTION
 coin machine page 15
MARKET REPORT

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MARKET REPORT

Okay '56 Progress
In 200-Play Jukes

Expect This Year to Match Record
Last Year in Remarkable SalesFeat

BY ROBERT DIETMEIER

CHICAGO — The juke box business, in boldly staking its future on a greatly broadened scope of record programming with 200-play selection machines this year, is well satisfied with its progress.

The fall of 1955 was expected to match—but not top—the same period last year. Because so much of the total year's business depends on the next two months, it is expected that production and sales of new juke boxes for the full year will be a par with last year.

Since 1955 was the best year the industry has enjoyed for many a day, this year's prediction is an outstanding year.

The Battle of the Juke Boxes

This fact is all the more remarkable when a number of business factors are considered. Two factors stand out both touching the base of the business—the juke box operator. One is that many operators bought heavily last year which makes it a top year. The second is that high labor costs facing today's music operator have forced many diversifying more into other fields to free his balance sheet. Money earned in one activity is not necessarily used up by the operator for his own use but than ordinarily to invest in music—just alone investing more for the machine, more expensive 200-play models.

It is still too early to tell for sure what place the 200-selection photograph will occupy in the industry, whether manufacturers will standardize it next year or several years, or whether it will remain indefinitely the main

phone for an operator to buy for his top customers and buy smaller units for less important customers. 200 Ready Aid.

This much is certain: that in many instances the juke box helped operators convince their customers to switch from a nickel dropping to one of the 200-play machines and increased their earnings from locations which had already been the lowest for the market; and, that most importantly, perhaps, it has riveted the attention of the operator on record buying and record programming for all models of machines he operates as nothing else has done in the past.

More than this, the broad range of selections allowed on well-programmed 200-play machines has captured the fancy of both the operator's custom and of the juke box playing public, according to a sizable number of operators.

A good example is Ted Nichols, of New-Nichols Music Company, Fremont, Neb. In a special report, Nichols said the new 200-play selection juke boxes are reaching today, including people who

NEWS OF THE WEEK

ACelier Hearings Close . . .

Perry settled on Foley Square, New York, last week, as the House Antitrust Subcommittee wound up its hearings into possible monopoly in the TV industry. The network seemed to have come out with a clean bill of health.

 Tight Money May Pinch Small TV Firms, Affect Competition . . .

The hard money policy settling on the nation's economy has caused a hard drop in the TV industry and made it costly impossible for small producers and distributors to raise the money for new product.

Bible Goes East LP Fails

Bible Goes East records, which were

Columbia U.S. 33-inch LP. Record Giants Prime Facts

Columbia Records has received its original-major (OU) album series from 46.95 to $59.50. Effective Monday, the entire album pricing moves since Victor's price reduction in January, 1955. The Egyptian Summer cost $4.95, and what major label has ever heard of a $4.95 album? It's all a matter of market.

Los Angeles County Fair

Bill by Rom Road, Weather . . .

Los Angeles County Fair, Pomona, Calif., one of the 10 largest fairs in the U.S., last week was hit by the same kind of drought

Los Angeles Country Fair

Sells $600,000, also cut into

Looking at Future: TV Home Tape May Be Sold Like Records

Reproduces Shows; Gen. Sarnoff Sees More Blockbusters Ahead

BY SAM CHASE

PRINCETON, N. J. — On this day he celebrated his Golden Anniversary in radio, television and electronics, Brig. Gen. David Sarnoff came up with some new blockbusters which he hopes to have vast effect upon the 20 years to come.

There are electronic developments which General Sarnoff revealed five years ago were unveiled here in reality Monday (1), at the David Sarnoff research center of RCA, of which he is board chairman. Among these is a "home" magnetic tape player which reproduces television programs on standard TV sets. This product may well revolutionize the retailing of home entertainment products. It is not stretching too far to say that perhaps one of the most important of the 20-year-to-come developments will be tape sales.

Already, in the unveiling of the new television tape process, sale of pre-recorded programs was visualized by local record dealers. Dr. Harry F. Olson, director of the Acoustical and Electronic Research Laboratory, who led the team of scientists and engineers who developed the tape, declared, in unveiling the process: "Pre-recorded tapes for the television tape player can be easily produced by techniques already proved in the RCA television tape system for broadcast use, and they can be marketed by record dealers who are familiar with recording techniques and specialized phonograph records and sound tapes. As television itself is shown, the artistic possibilities of combining pictures with sound are limitless.

Backed By Models

Home Tape

Features of the home tape player, according to Dr. Olson, are use of tape only one-quarter inch wide, a tape speed of 16 feet per second, and use of reels of various diameters. He stated that techniques now under development include use of two tape tracks side-by-side which will double the playing time of a tape. He also said that the player to color and a recording attachment which could give the home user, or TV, some fame for a standard phonograph records and sound tapes.

Despite the do-it-yourself aspect of this latter item, the possibilities inherent in the sale of pre-recorded shows which may not be available via broadcast could

In 20 Years It May Come

NEW YORK—Radio Corporation of America's development of the "ear-off" home tape device (see separate story on this page) is no idle dream for record dealer and the music business in general. The music trade news that as one of the facets of home entertainment that may come into being in the next two decades or so.

Pre-recorded music tapes, simpler in concept than seemed likely even a few years ago, still has not reached a broad market. Some fanatics are planning to act forward, albeit very slowly.

SEE CENTER SECTION
New York—Peace settled on Foley Square Saturday evening as the Celler Subcommittee on FCC and TV industries rose to inspect their dispatch cases and retired to Washington Caulker Collins rifle. Not that the two weeks' investigation into possible anti-trust in the TV business had ever stirred up much fuss. The only real attack in the protracted testimony was that of the Justice Department's Victor Hansen in citing parallel with the movie picture industry's pre-conceived decree status. For the rest, the ounces of broadening the competition of TV broadcasting was laid on the shoulders of the Federal Communications Commission.

The FCC and network came out of the hearings with what seemed to be a clear conscience. But in his final report Chairman Celler's repeated assertion that the TV industry, since it operates under the natural limitations of the spectrum, requires special anti-trust regulation, never found the network had any implication of conspiratorial machination. The FCC, for his part, was full of praise for the testimony of the three network heads.

To Be Repeal

Aside from Hansen's testimony, there were no real attacks waged by the four film distributors, who opened the hearings here, were nearly

NOT SO HOT

Webs Cool
To Direct
FCC Control

New York — The heads of NBC and CBS showed themselves rather cool to the idea of having networks regulated directly by the Federal Communications Commission when asked about the possibility by the Celler Subcommittee last week. NBC's Bob Saroff said he did not favor it because there

Clearance Is
'Giant' Poser

New York — CBS-TV is selling itself with a station clearance problem, Wednesday, 7:30-8:00.

Change of Heart?

'Ford Jubilee' May Remain for Season

New York — Indications are that the 

$1 Mil Prize Quiz Planned

New York — Ed Wolf, producer of the new "Break the Bank, $500,000" quiz show, has a Christmas entry for the $1,000,000 jackpot. One sponsor has already been signed. Details will be announced after the contest, which is expected to extend through October 6. It is reported that the contest would have to make about 60,000 successful appearances to fill the $1,000,000 jackpot. The "Ford Jubilee" may remain for season.

Net works and the 10 a.m. and 4:30 p.m. spots. And the case of Wil

ABC Show Promotion Gets Modern Look

New York — Modern art is being employed by CBS to publicize a new look to promotion. Single designs have taken over in kits, reports, television and advertising departments, both for the web and independents.

Montgomery Gets Menen

New York — Menen will replace Seidick as an alternate sponsor of the "Surf Tours," NBC-TV, Mondays, 9:30-10:30 p.m., beginning with its third week, February 26. ABC, NBC and New

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RELATIVE CHANCES OF FALL'S SHOWS

Study of Times, Opposition, Audience Habits Brings Forth Streater's Prediction

BY BOB STREETER

HOLLYWOOD—With the network schedules having undergone one of their biggest overhauls in the past season, what seems to be the chance of success for the new series? Many critics and sponsors measured these chances, and for the most part, it would appear that the popularity of certain shows is no longer the key to success. If the new series don't get a large enough following, they will be subject to severe criticism.

The first viewing audience test shows that the new series will have to decide whether to attempt a higher rating or to move to a lower one. This will be a difficult decision, and it is likely that some series will be dropped on both counts.

ABC Leads in First Tues. Rating Round

Western Block Film Programming Bests Rivals; New Shows May Alter Scores

NEW YORK—Washington, D.C., New York, and Los Angeles are the leaders in the first Tuesday ratings, with the ABC network having the highest scores.

The new series, which are being evaluated against the old favorites, are proving to be successful. The majority of the new series have reached ratings of 20 or above.

The ABC network has been the leader in the first Tuesday ratings, with the new series, "The Bill," "Happy Days," and "The Partridge Family," all reaching ratings of 20 or above.

The NBC network has been the leader in the most popular series, with "The Dick Van Dyke Show" reaching a rating of 22. The CBS network has been the leader in the most popular series, with "The Mary Tyler Moore Show" reaching a rating of 21.

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You've heard about the birth of NTA-TV's dynamic new network—but you may be asking...

WHAT'S NTA GOT...

[that no other TV network has?]
UNLESS you’ve been away, in a cave, or underwater, doubtless word has reached you that the NTA Film Network has been born.

In that case, you probably know that TV’s dynamic new network is presenting a whopping new marketplace to the national advertiser.

But you may need filling in on what the NTA Film Network uniquely offers to advertisers and their agencies. Rather than keep you in the dark, here’s what:

1. **108 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation’s top markets ...where 38,173,100 families live...in 30,968,400 TV homes...with about $14 billion dollars in buying power. To say the least, it's a vast market, with vast sales opportunities for the national advertiser.

2. **At a Fantastically Low Cost Per Thousand.** To those appalled by the high cost of TV advertising, the NTA Film Network offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show, and no staggering coaxial cable costs.

3. **With the Widest Flexibility in Scheduling Known to Network TV.** No costly “must-buys.” 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.

4. **And Guaranteed Clearance of Time and Programming.** No more waiting for station clearances. You can get availabilities now ...without standing in line. Whatever your TV situation, make it better with the powerhouse programming of the NTA Film Network—the Four Dimension TV Network!

*For the full story phone, wire, or write:*

**NTA FILM NETWORK INC.**

A Subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York 19, N.Y. • Phone PLaza 7-2100
Home Tape May Be Sold Like Records

Continued from page 1

Make selling of these programs a big business.

Major Impact

Dr. E. W. Engstrom, senior executive vice-president of RCA, called the player a "development of high importance in the vast field of home entertainment." He added that "adding sight to the sound of recorded selections, this new device heralds the approach of a new era in the audio picture theater." In its present experimental form, Dr. Engstrom said, the player reproduces black and white tape recordings running about the same time length as a phonograph record.

At the demonstration, three pre-recorded tapes were played thru a standard RCA receiver; a four-minute recording by Vaughn Monroe and two four-minute selections taped off the air from regular TV shows, one by Eddie Fisher and the other by the cast of the ball and football games. The new development of the developments unveiled at Princeton were an electronic air-conditioner with noiseless and silent electronic amplifier of light.

Sunday night (30), in an address at the Dedication of the new building in his honor, General Sarnoff recalled how his father had asked, during his 45th reelection, that these gifts be completed for the completion of the enterprise.

In accepting these new developments, Dr. Engstrom said, "My request of five years ago was not made lightly, but in full awareness of the fact that, views and positions which characterize the research people of RCA. These are truly present modern science at its best, concentrating its formidable talents upon the constructive task of providing a wealth of devices and techniques for man's well-being is most gratifying to me that these two developments are related to peace-time use."

Development of the new device was under the direction of engineers and technicians working under the supervision of Dr. Douglas Bangert, assistant president of RCA Labs, and Dr. Irving Wolf, vice-president.

Air-Conditioner

The noiseless electronic air-conditioner, which consists of a wall panel which becomes the influence of direct electric current, is the result of the current, produce heat. The electronic light amplifier, a flat panel of plastic, can by 1,000 times the visual brightness of a picture tube. The labs also went the General two better by coming up with developments he had not requested. From the light amplifier has been developed an amplifying electronic crystal, which allows displays X-ray images 100,000 times brighter than TV, and also a larger and more efficient electronic refrigerator.

The demonstration was about two jumps ahead of the laboratory, as reflected by Dr. Bangert's anniversary dinner the night before the demonstration. Bangert, who is about 20 years ahead of the laboratory, is a resident of Hollywood, and he foresees the collapse of Social Communism, the outliving of war.

The control of weather, persons, television and television operations in aviation, atomic energy and atomic exchange.

LOOK AT 1976

In outlining his predictions for 1976, General Sarnoff said quite a task for the world's scientists. A world conversion of atomic energy to electricity (already demonstrated) will become a fact. The world newspaper will be a billion.

Global, color TV on a personal level will also occur. The travel will reach 5,000 miles per hour. Automation of the most material will be produced by chemistry. Cold light will eventually eliminate the bulb. TV will become even more highly developed.

Living will be easier, with the introduction of home operation, climate control, General Sarnoff predicted, and it will continue to be a strong re-evaluation of philosophies of government, science and religion.

Cellar Satisfied

With Net Reply On Affil Pacts

NEW YORK—The Celler sub-committee continued to put forth work efforts into the record last week during the testimony of General Manager, RKO, and NBC President Bob Sarnoff. But the committee questioned the entire broadcast industry satisfied with the explanations for discrepancies in contracts that were similar in most respects.

Sarnoff was questioned about the new deal with WABC-TV, Jacksonville, Fla., and KCBD-TV, Lubbock, Tex. The rates for the two stations ($325 and $350) were similar, the computations (50 per cent and 25 per cent) were similar and the amount of free time each took back (24 hours and 35 hours) are similar. The rates were based on the electronics of the eye. It was alluded that the markets, the market was quite a forecast. The line had to Lubbock was very long and costly, while Jacksonville lays along the South.

Discrepancies

NBC rates also asked about the waive time day rejection among WOC, Davenport, la.; WBAP, Fort Worth, Tex.; and WWAY, Danville, Va.

(Top of page 14 continued on page 2)

Regional Summaries

Eastern


New York:


Cleveland:


Philadelphia:


New York:


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Premiere October 5th

The Dinah Shore Chevy Show
in Color

NBC-TV

Every fourth Friday, 9-10 P.M., E.S.T.

and

The Dinah Shore Show - NBC-TV

Sponsored by Chevrolet - Thursdays, 7:30-7:45 P.M., E.S.T.
ECONOMY ALREADY FELT

Tight Dough May Nip Small Filmers, Affect Competition

NEW YORK—The lack of money conditions that have settled on the nation's economy are catching up with the TV film industry, with tv film producers, directors, and distributors, especially smaller ones, now admitting to a desperate plight, according to trade sources.

Due to the high discount rate and tight control imposed by the Federal Reserve System, the banks have not had an abundance of money to lend. With the SRO signs out at the banks during the past few days. In some cases, film suppliers over recent months have been compelled to turn to secondary money sources, such as factors, and consequently pay around an 18 per cent interest instead of 6 per cent. The factors, of course, also get their money from the banks. But, since they spread the risk out to a broader base, they work on a stronger line of credit than most individual banks.

Bank Borrowing

In a few cases, firms have had to use the immediate resources to supply a small but established client base. In some cases, however, the secondary money source that doesn't normally make money business may also be considered an industry association, or in the case of the banks, to help the borrower.

According to one bank executive, the secondary money combined with the established client base, has combined to finance the film business.

NTA Issue

It is this overall situation that is causing concern to National Telefilm Associates in the attempt by National Telefilm Associates to halt a bond issue to finance the purchase of programming for the NTA Film Network. With the over-all film supply as well as the lack of money, and what with the harvest of feature films, a more than normal output of first run syndicated series and a still greater roster of reruns series, it is little wonder that their program will go too tight for comfort. True, some films are selling, and it is predicted that doing some bold indie might otherwise have brought in, will under these circumstances, never reach the market.

They may, however, notice some changes in the competitive situation among their suppliers.

The usual method toward consolidation in the production and distribution fields has not really reached fruition yet. With the current drought, two new post-war dreams will be offered for network sale.

FILMERS NOTE:

Banks in Tangier Offer $999 Packages

TANGIER, Morocco—American Telefilm producers working on location in France or Spain can stretch their dollar production budgets from 15 to 25 per cent simply by locating their overseas bank accounts with banking houses in this "free port" zone on North Africa's coast. That's the behind-the-scenes pitch being made to several important producers by their bank agents in the Tangier offices of the American-managed Moroccan Bank, who are printing up handbooks in some English language brochures outlining the advantages of the Tangier set-up.

Tangier, also because of being the zone of a new Moroccan State this was one of the first places to which the French or Spanish authorities will first develop in the American Telefilm firm. Then, on demand, the bank will have

Guild Selling MPTV Films

NEW YORK—Guild Films this week officially took possession of the Associated Motion Pictures and Television Sales, Inc., and plans call for initial delivery of a dozen shows in the fall of 1957. Official sources of the Association, in England to film these shows and two new series each year, in addition to selecting from all American Telefilm productions for series of some 700 films.

Guild, is a well-known producer in the world's film industry.

"Popeye" on WPIX Times in Top Spot

FOR ARB in Sept.

NEW YORK—"Popeye," the popular TV cartoon series, placed third on the Top 500 Time Out of the Day chart for its second week since Sept. 1, 1955, placing it third among the most popular series. The show, however, was surpassed by "The Andy Griffith Show," which ranked second, and "The Millionaire," which was first.

Erwin-Wasey Puts Together Alternating Sponsor Regional

HOLLYWOOD—Erwin-Wasey first sought to solve the problem of alternating sponsorships in syndication. This is becoming an ever larger question with new syndication sponsors—out two, but four—have been put together, for the NTAR-Detroit network. The agency accomplishing this was the Erwin-Wasey firm and the method worked out, under which the agency will become a pattern for the industry.

It was successful, because the four sponsors are the agency's accounts. White King Sugar, Coca-Cola, Dr Pepper and Star Kist Tuna. The idea is that by this arrangement the agency was able to cut costs for its advertisers (see below) to such an extent that the advertisers have not been changed, although the list of clients are now higher.

According to Richard Redd, vice-president of Erwin-Wasey, the program will continue to be made in "the same style and manner as other similar programs in the past, and will be a great success for all.

This has accomplished the goal. The program was put together this way, White King made a direct sale in the West, the fresh milk and cream division of Carnation became the alternate sponsor in the North, in the agency. In the agency, and in San Diego, A-1 Beer bought alternative sponsorship. In Los Angeles, Star Kist Tuna came in to Colorado, Sacramento, San Diego, with less money, but a better program. Then, a second run for the same type of program, at a lower price.

Richard Webb Forms Film Production Firm

NEW YORK—Richard Webb, president of "Midnight" and "Jet Jackson" has formed Webb Productions, Inc., to produce, write and star in new projects. The firm will also produce and market film projects for others.

White Puts 'Rawhide' Into Production

HOLLYWOOD—"Rawhide," an outdoor western series starring Richard Arlen, will be produced by Jack White, producer of TCF-TV, for a network. The series, which will be produced six months in the fall, is scheduled to air in the fall of 1955. Five of the series have already been shot.
NOW READY FOR REGIONAL AND LOCAL ADVERTISERS

- 65 dramatic, action packed half-hour films, taken from America's favorite magazine
- proven prestige with a title and program that guarantee plus advertising values
- Hollywood's top stars in the nation's favorite stories, brilliantly produced by Chester Erskine
- backed by a nation-wide history of record making TV ratings

NOW, FOR THE FIRST TIME, regional and local advertisers can gain this dynamic series, pre-sold nationally, acclaimed everywhere, a proven success story for stations and sales.

For exclusive showings in your market, contact:
BERNARD L. SCHUBERT, INC.

other fine films produced and distributed by BERNARD L. SCHUBERT, INC.

TOPPER
Sponsored by General Foods over the NBC network

MR. AND MRS. NORTH
57 complete half-hour films, available for display in leading markets

CROSSROADS
Sponsored by Chevrolet over the ABC network

MOVIE QUICK QUIZ
An entirely new version of television's only syndicated audience participation show

ADVENTURES OF THE FALCON
Produced for NBC film syndication

for details, contact:
BERNARD L. SCHUBERT, INC. 509 Madison Avenue, New York, N.Y. MURray Hill 9-0940
WXYZ Relies on Pix in "New Force" Look

DETOIT — "New Force" is what WXYZ-TV, here, calls its new look in morning and early afternoon programming, which will rely heavily on films. The revelation of this programming segment began this week.

The shows and some of the films they'll be using are as follows:

"The Big Show" — "Little Rascals," "Laurel and Hardy," and "It's Fun to Be a Fool," plus weather and news (7:30 a.m.).
"Wonderful World" — Cartoons

plus Marie Welch as Wixie, Diane Dale, "Grampy," "Mr. Cee Whiz" and Marc Williams (8:30-9:30 a.m.).

"Breakfast Playhouse" — Music show with Lawrence, Frank Laine and Florin ZaBach films (9:30-10 a.m.).

"Story Studio" — Dramas taken from "The Penderel" and "Uncovered" (10:45-11 a.m.).

"Theater Seven" — Harris, Jean Leach and Larry McCans interview related and general half-hour dramas from "Star and the Story" (10:30-11:30 a.m.).

"Howdy and Slim" — Larry Deane and Irving Rosen anizes plus film from "Little Rascals," "Soclawansen," Temple Serial and "Our Gang" (11:30-12:30 a.m.).

"11 o'clock Comics" — Live with comedians Sopoyley Salesy and their puppet friends (12:15-30 a.m.).

The "Evenings" — Film series with Stu and June Erwin and their family (12:30-1 p.m.).

"Charm Theater" — Full-length feature films (1-2 p.m. Monday and Tuesday).

"Lady of Charm" — Live with Edythe Dene Melburne giving concerts (2:30-4 p.m.) and possibly one or two-1 p.m. Wednesday, Thursday and Saturdays.

At the end of this month the station hopes to add new stores to its daytime programming.

O' Henry's Sold in 23 Markets

HOLLYWOOD — Salvo of the new "O'Henry Playhouse" TV series have been concluded in 23 markets, getting the restorated Cross-Kramer syndication company off to a good start. The sales represented billings of approximately $650,000.

Most of the top markets in the country represented in the sales to date, Chicago being the principal exception. Sales in another 20 markets are in the negotiating stage, and are expected to be wrapped up by the middle of October.

The two largest purchases come from KGO General Tele-Radio and John Pappas, Jr. KEGO Electric Central Telendo bought the program for its six a.m. stations in New York, New Orleans, Miami, Philadelphia, West Palm Beach and Wind-

HANNIBAL — (UPI) — The U.S. Fish and Wildlife Service will conduct a regional for San Francisco, Chico, San Louis Oshio, Eureka, Salinas, Bakersfield, Sacramento and Tres-

13 More Clooney Segs

HOLLYWOOD — Thirteen more episodes of the Borsane Clooney Show, syndicated by Mutual, have been completed and will be delivered to California Studios the middle of this month. Film will round out the cycle of 39.

FAIR TO FAVORABLE

FROM OUR FILM AD VANTAGE POINT

WE FOCUS YOUR ATTENTION ON:

JACK REYNOLDS
Production Manager

Advertisers know Jack Reynolds' fine art for fitting a fancy-free storyboard idea into a firmly-based budget — with sales impact — which is why Jack's 30 years of motion picture experience are available to guide you through all phases of film ad production.

EFFECTIVE COMMERCIALS ARE MANY MENI

This Is No. 1 of a Series!

HAL ROACH STUDIOS
822 W. Washington Blvd. Calver City, Calif. 90271
1216 Wilshire Blvd., Los Angeles 36, Calif.
545 S. State St., Chicago 3, Ill.
1515 S. Canon Drive, Beverly Hills 28, Calif.

HAL ROACH, JR. President and Chief Executive Officer
Roy C. Moore, Production Manager
Roy C. Moore, Jr., Vice-President and General Manager
Cecil Underwood, King, Culver City, Calif.
Announcing
THE SECOND ANNUAL
ROBERT E. SHERWOOD AWARDS
for Television

programs dealing with freedom and justice as presented on commercial television between October 1, 1956 and May 31, 1957.

$20,000 -- for a network drama
$20,000 -- for a network documentary
$15,000 -- for a production by an independent station in either the drama or the documentary class

NOMINATIONS
may be made by anyone.
Advance word is especially solicited.

WRITE OR PHONE:
The Robert E. Sherwood Television Awards
The Fund for the Republic
60 East 42nd Street, New York 17, N. Y.
MUrray Hill 2-1250

THE JURORS
James J. Rorimer
Director, Metropolitan Museum of Art
Gilbert Seldes
Author and Critic
Robert Taft, Jr.
Attorney
Taft, Stearns & Hollister
Harrison Tweed
Attorney, Milbank, Tweed, Hadley
Philipp H. Willkie
President, Russell, Ind., National Bank

RULES:
1. All dramatic or documentary programs dealing with a topic related to freedom and justice unless on commercial stations in the United States and its territories between October 1, 1956 and May 31, 1957 are eligible for consideration with the exception of programs in which the Fund for the Republic may be involved.
2. The producer, director and writer of a winning program will share in the award on a basis to be determined by the jurors. The winning network or station will receive a citation.
3. In the case of a tie, the award will be divided equally between the winning programs or program series.
4. Kinescopes or films of nominated programs must be available if requested by the jurors.
5. The decisions of the jury will be final.

The Awards are given in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Fund for the Republic is a non-profit corporation devoted to increasing the public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC
60 East 42nd Street, New York 17, N. Y.

ROBERT M. HUTCHINGS
President
With Sir Lancelot, knightliness and commercial TV are in cuneiform. Based on the famous legends of Sir Lancelot, knight of King Arthur's Round Table, Official Films has come up with entertainment fare fit for the family table. And judging from the press sheets there is enough action, pageantry, colorful costuming and fighting that Sir Lancelot may keep even the most diehard realist coming back for more.

Amidst sword play and jousting contests, William Russell makes TV debut as Sir Lancelot in a fine supporting cast, including Cyril Smith as Merlin the magician, Jane Hylton as Queen Guinevere and Ronald Leigh-Hunt as King Arthur. Russell is a most capable, debonair, knightly-looking 20-year-old who in the film is himself the object of the admiration of good looks, youthful enthusiasm and support for leading comedy. The business of this introduction, however, is not the action played by three knights of the Round Table who challenged him and were defeated by his own retainer Sir Lancelot. The young man, who took King Arthur by surprise, was none other than Sir Lancelot. "About to be accepted, he was challenged again this time to a jousting course, and as he was up to the challenge, In Days of Old When Knights Were Bold.

Stanley (Net)

Star: Buddy Hackett, Producer-director, Miss Liebman, Sponsor, American Broadcasting-Paramount Network, Inc. 12愉快, starring Buddy Hackett, looking young and trim, who did he in theater and charlies, justified Liebman's faith in him. A brilliant performance in the title role.

The theme and cameras were ever present, with a support cast, headed by Mike Kellin, Tom Post and Vaughn Williams. The story, a gag, with bizzare, inventive, amusing line readings. The stars' gags were not particularly original, but the relaxed style of Liebman's direction were also bigger factors in the success. The serious gangsters and opera into a frothy souffle. Hackett's walk, too, was a highlight of the series. It's the old bugaloo of "Where do we go from here?" and it was noticed even in the first half-hour. (The pilot was previously handbagged.)

Broken Arrow (Net)

Carol John Ludden, Michael AMbers, Tom Fadden, Michael Pult, Donald D. Carpenter, Robert Babcock, Ronald McDonald, Jerald Arent, Linda Ahern, written by Julian Hendler, Producer, Produced by Met Epstein, Directed by Robert Butler, distributed by General Electric, produced by General Electric. (ARC-TV, 6:30 p.m., September 23.

The new Western, "Broken Arrow," is the story of a world in which no one man is strong enough to stand up against the forces of evil, and a famous gunfighter to victory to the South. Following the opening show the program is to continue.

The program's basic concept, Indian-white man friendship, is a familiar story that appears more and more, and that, whereas it cannot stand alone, is frequently a part of other series. It's the old bugaloo of "Where do we go from here?" and it was noticed even in the first half-hour. (The pilot was previously handbagged.)

Stuart Smart "Broken Arrow," by Robert Butler, an American author, who is the story of a world in which no one man is strong enough to stand up against the forces of evil, and a famous gunfighter to victory. Following the opening show the program is to continue.

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

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Joe Palooka . . . Junior Science (color)

100 ALL-STAR WESTERNS
Starring:
JOHN WAYNE
John Wayne . . . Lash LaRue
Andy Devine . . . Tex Ritter

Hoot Gibson . . . Eddie Dean
BUSTER CRABBE

65 WOMEN’S FEATURES
It’s Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

34 MUSICALS
LIBERACE
FRANKIE L’AINE
FLORIAN ZABACH

143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
CONFIDENTIAL FILE

208 COMEDIES
MOLLY (The Goldbergs)
DUFFY’S TAVERN
(Life With Elizabeth

170 DRAMAS
JANET DEAN
CONRAD NAGEL
THEATER

WALTER LANTZ CARTOONS
with
Osvald the Rabbit
Poochie the Pup
Menny, Mimi and Moo
and the
LOONEY, TUNES

Guild Films
Company, Inc.
850 PARK AVENUE, NEW YORK 28, N. Y.
(212) 753-1450

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OFFICES IN:

THE UNITED STATES

October 6, 1956

The Billboard

TV Film Programming

M-G-M Weighs Interest in 2 UHF Outlets

New York—M-G-M is con-

sidering the acquisition of minority interests in two UHF stations along the

lines of the deals already estab-

lished with WTVN, Los Angeles, and KTVY, Denver. One of the

stations is proposed to be WTVT, Miami, and the other located somewhere in the Northeast.

In the deals already concluded, M-G-M TV sold its entire library of features films to both stations, and then purchased 25 percent of each station with money re-

ceived for the film library. The film company is also reserving the third step of its diversification into TV, the sale of features and syndication of station interests being the other two steps.

Charles (Bud) Barry, M-G-M TV top exec, has also gotten budget approval for a series of three pilots and is surveying stations in Los Angeles and Miami for the purpose of formulating plans for the broadcasting at the first pilots. "Good-

bye, Mr. Chips," which is being resided, for the season of 1957-58. Among the station relations being considered is "Father of the Bride."

Six Stations Buy 3 Guild Musicals

New York—Six stations have bought each of Guild Films’ three musicals—Libertone, Frankie Laine and Florian Zabach. The stations were: WTTG, Washington; WAIM, Anchorage; KLAX, Los Angeles; KEGO, Idaho; KONU, Columbia, Mo.; WCEN, Quincy, Ill., and CJBH, Rimouski, Canada.

Additionally, CJBV-TV, Sydney, Canada; WCTV, Tallahassee, Fla., and KTAG, Lake Charles, La., bought the shows. CBWT, Windsor, Canada, bought Frankie Laine, and WCTN, Minneapolis, bought the Zabach show.

WABD Ratings Up Via ‘Warner’ Bow

New York — WABD, here, scored a cumulative rating of 10.1 in the Twedex survey for its Sep-

tember 23-25 double debut of “Warner Outdoor Programming” at 3 p.m. and 9 p.m. Each telecast drew higher ratings than all but one of the six rival local stations.

This prompted the statement from Ted Gott, WABD’s general manager, that this may now be known as "the feature film era."
The Billboard Scoreboard

**ARB Audience Composition Studies**

**Web Quiz and Panel Shows**

**August Ratings**

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**JULY RATINGS**

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**SYNDICATED FILM PROGRAMS**

**Pulse Top Pick Among Kids**

**How Non-Net Films Rated Among Kids in July**

<table>
<thead>
<tr>
<th>Title</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>Little Rascals (MGM)</td>
<td>105</td>
</tr>
<tr>
<td>Ramar of the Jungle (20th)</td>
<td>95</td>
</tr>
<tr>
<td>Superman (MGM)</td>
<td>94</td>
</tr>
<tr>
<td>Little newspaper (MGM)</td>
<td>90</td>
</tr>
<tr>
<td>Laurel &amp; Hardy (Columbia, RKO)</td>
<td>84</td>
</tr>
<tr>
<td>Wild Bill Hickok (MGM)</td>
<td>86</td>
</tr>
<tr>
<td>Hopalong Cassidy (20th)</td>
<td>88</td>
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<tr>
<td>Cisco Kid (Ziv)</td>
<td>78</td>
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<tr>
<td>Cowboy C-Men (MGM)</td>
<td>76</td>
</tr>
<tr>
<td>Gene Autry (MCA)</td>
<td>85</td>
</tr>
<tr>
<td>Range Rider (MGM)</td>
<td>82</td>
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<td>Sundown (MGM)</td>
<td>82</td>
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**The Pulse Audience Composition Studies**

**Syndicated Film Mystery Shows**

**JULY RATINGS**

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**The Billboard Scoreboard

**Network TV Programs**

**Web Winners**

**How Network Shows Rated Among Children in August**

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<tr>
<th>Network</th>
<th>Show</th>
<th>Sponsor &amp; Web</th>
<th>Percent</th>
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<tbody>
<tr>
<td>CBS</td>
<td>Mighty Mouse, (CBS)</td>
<td>81.0</td>
<td>11.6</td>
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<tr>
<td>ABC</td>
<td>Mighty Mouse, (CBS)</td>
<td>78.0</td>
<td>11.0</td>
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<tr>
<td>NBC</td>
<td>Mighty Mouse, (CBS)</td>
<td>75.0</td>
<td>9.4</td>
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**Films to Watch**

**Studio 57-MCA-TV**

Now going into its third year on an extensive spot spread for H. J. Heinz, the longevity of this dramatic anthology is not hard to understand when you look at the Pittsburgh rating round-up. In the sponsor's home town the show has a good time slot, Tuesday, 9-9:30 p.m., and a gaggle of powerful names isere/fce the past-aeet and ranking 11th among series meant for family audience.

**AUGUST RATINGS**

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<tr>
<td>1</td>
<td>The Whistler (CBS)</td>
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<td>2</td>
<td>Sherlock Holmes (Globe)</td>
<td>71.5</td>
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<td>Mighty Mouse (CBS)</td>
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<td>4</td>
<td>City Detective (MCA)</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>I Love Lucy</td>
<td>Lucille Ball &amp; Desi Arnaz</td>
<td>CBS-TV</td>
<td>Monday 9:00 p.m.</td>
<td>General Foods and Procter &amp; Gamble</td>
</tr>
<tr>
<td>Danny Thomas Show</td>
<td>Danny Thomas</td>
<td>CBS-TV, ABC-TV</td>
<td>Monday 9:00 p.m., Monday 8:00 p.m.</td>
<td>Dial Soap &amp; Shampoo and Cleneze</td>
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<tr>
<td>The Red Skelton Show</td>
<td></td>
<td>CBS-TV</td>
<td>Tuesday 9:30 p.m.</td>
<td>Johnson's Wax &amp; Pet Mills</td>
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<td>December Bride</td>
<td>Spring Byington</td>
<td>CBS-TV</td>
<td>Monday 9:30 p.m.</td>
<td>General Foods</td>
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<td>The Life &amp; Legend of Wyatt Earp</td>
<td>Hugh O'Brien</td>
<td>CBS-TV, ABC-TV</td>
<td>Tuesday 8:30 p.m.</td>
<td>Procter &amp; Gamble and General Mills</td>
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<td>CBS-TV, ABC-TV</td>
<td>Tuesday 8:30 p.m.</td>
<td>Viceroy Cigarettes and Procter &amp; Gamble</td>
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<td>Sheriff of Cochise</td>
<td>John Bromfield</td>
<td>CBS-TV, ABC-TV</td>
<td>Tuesday 8:30 p.m.</td>
<td>National Syndication</td>
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<tr>
<td>The Adventures of Jim Bowie</td>
<td>Scott Forbes</td>
<td>ABC-TV</td>
<td>Friday 8:00 p.m.</td>
<td>American Chicle Gum Co. &amp; Vaseline</td>
</tr>
<tr>
<td>The Brothers</td>
<td>Gale Gordon-Bo Sweeney</td>
<td>CBS-TV</td>
<td>Tuesday 8:30 p.m.</td>
<td>Sheffer Pens and Procter &amp; Gamble</td>
</tr>
<tr>
<td>Wire Service</td>
<td>Don W. Sharpe</td>
<td>CBS-TV</td>
<td>Thursday 9:00 p.m.</td>
<td>Camel Cigarettes</td>
</tr>
<tr>
<td>Cavalcade Theatre</td>
<td>Don W. Sharpe</td>
<td>ABC-TV</td>
<td>Tuesday 9:30 p.m.</td>
<td>The Du Pont Company</td>
</tr>
</tbody>
</table>

**Desilu Productions Inc.**

HOLLYWOOD, CALIFORNIA

**Total Production for This Season:** 189 1/2 Hours
## PULSE LOCAL RATINGS FOR AUGUST

### CHATTANOOGA, TENN.

- 4 TV STATIONS: $419.425 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power
- 4 TV Stations: $559.450 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power

### PITTSBURGH

- 4 TV Stations: $419.425 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power
- 4 TV Stations: $559.450 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power

### DALLAS

- 4 TV Stations: $419.425 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power
- 4 TV Stations: $559.450 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power

### MEMPHIS

- 4 TV Stations: $419.425 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power
- 4 TV Stations: $559.450 TV Home Purchasing Power
- 4 TV Stations: $359.450 TV Home Purchasing Power

## ECONOMY Felt

**Continued from page 3**

A number of operators have left the lid off the Detroit-Kansas City and Minot TV's are now in view.

But the right time, which in 1954, was not the right time, is now the right time. Some small operators who have always had to advance money to get ahead of the bank and pay their bills, are now able to advance money to get ahead of the bank and pay their bills.

The larger companies, or those who have had the protection of large parent companies (such as Screen Gems) have always had to advance money to get ahead of the bank and pay their bills. The larger companies, or those who have had the protection of large parent companies (such as Screen Gems) have always had to advance money to get ahead of the bank and pay their bills.

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## Revue Names Kozenko

**HOLLYWOOD—** CBS has named ad writer and assistant to the vice president of CBS Television Production, Inc. He'll provide service and play material for "D.S. in Washington," "The Bungalow of Stars" and "Studio 59."

...comparatively low interest rate... But to get bank money for their individual needs, they are forced to borrow money from the banks, which in turn have to borrow money from the government.

The hard currency policy is said... In the TV industry's view... and lasting effect on the competitive situation.

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COLUMBUS, S. C.

3 TV Stations - 14,300 TV Homes
Population: 1,122,000

TV Program Ratings: 20.

Top network shows: CBS, 1; NBC, 7; ABC, 8; 14.

Top featured films: "The Guns of March" (CBS), "The King" (NBC), "The Bad Seed" (ABC).

Sports Lite Tallies: 12

Sports Lite Tallies on 8 Station Sales on Grid Highlights:

NEW YORK — Sports Lite's sales of its next wifilms series, "Big Ten Football Highlights," was up from the long list of local sponsors that has already boarded aboard the series.

Sports Lite Tallies on 8 Station Sales on Grid Highlights:

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Sports Lite Tallies on 8 Station Sales on Grid Highlights:
A DEEP BOW
TO THE
FINEST PERFORMERS
I KNOW!

There are no words to adequately express the depth of my gratitude and appreciation to the entire group of Champagne Music Makers—to the whole producing staff and workers—and to the many, many others who have helped so much to achieve the success we now enjoy.

I shall be forever grateful to each and every one of you.

P.S.: And a special deep bow to the Dodge Dealers and Plymouth Dealers of America—for their sponsorship and consistent enthusiasm for our Champagne Music Makers!

L. W.
SUCCESS PATTERN

In Back of the Star
The Helping Hand

- Friends’ aid makes the road possible.
- Walk to return the gesture this fall.

By LAWRENCE WELK

LAWRENCE WELK

S P O T L I G H T I N G

THE MAN WHO LED
THE TREND TOWARD
Music on Television
1956-1957

A SPECIAL SECTION OF
The Billboard
OCTOBER 6, 1956

NEW YORK—The success of the Lawrence Welk show on ABC-TV last season has sparked a swing to music as a source of TV programming and has brought a significant new pattern for the video industry. Welk clicked so strongly that he has now been able to launch what is believed to be the first hour music stanza to be shared between Dodge, the sponsor of his first show, and Plymouth. The latter sponsor has also just purchased its own hour music stanza, Ray Anthony and his orchestra, which goes 10:11 p.m. Friday. This is the only music network wagon on NBC-TV. The show major effort is a 10:30 a.m. Sunday morning show which has captured a large number of important groups, including Gay Lombardo, the Dorsey Brothers, Lionel Hampton and many others. Frankie Carle and his orchestra have also been slated Mondays 7:30, 7:45 for the fall season on NBC.

Welk's success story is truly an amazing one, for he started out July 2, 1955, as a 15-week summer replacement on ABC after having been with NBC in Los Angeles. He started slowly with a 111 American Research Bureau rating in July. But each month except October his Arbitron rating improved: August, 14.1; September, 21.2; October, 20.3; November, 25.7; December, 24.4; January, 28.5; February, 31.0; March, 31.7. Then he dropped back a little and soared again to 31.7 this July when he placed No. 3 for the top 10.

Welk has also begun well this season against Sid Caesar, his September 7 Arbitron was a 31.8 vs. Caesar's 21.9, and his September 22 rating was a 29.4 vs. Caesar's 21.1. Caesar,当然, represents much stronger programming than Welk had from NBC last season.

Welk's club is invited to any quarter, to his ability to project all-family musical entertainment and to with the high cost of TV, it is necessary that both networks and all sections of the TV business have their places in the television market. Lawrence Welk programming has many virtues. It offers a fairly low-cost operation which can be written by writers or non-talent that can be so categorized under the term of Band Trips.

Welk's show is a very more than- desirable commodity. Last March

Dodge arranged a tour of New York and Philadelphia for Welk. He played and filled Madison Square Garden, along with Danny Thomas and Bert Parks. One of the ways that viewers received free tickets was to buy a Dodge. Welk also recently finished a nine-city tour of the Middle West and Upper South. And since Welk has become identified with Dodge it is that company which received a great deal of the benefit of such a tour.

Interestingly enough, Welk plays sweet music and books the current rock 'n' roll trend prevails on the NBC network.

Some persons have written that Welk seems to be a brand new addition to the TV world. Obviously his greatest appeal is to the older audience, an audience his music once represented. He's got it now, and they buy most of the cars. The Chrysler Corporation is said to have had a much earlier success of its Dodge division to Welk.

Simple Pattern

Welk seems to have proved that TV programming can be simple to be successful. In a day when high-powered writing, Broadway properties, spectacularized big name acting talent seems to be a must for the network producer and network audiences by virtue of a simple musical style and his own natural personality, Welk has shown that it is not necessary to send the critics reaching for their superlatives, but it has found a formula and in using a formula an accomplishment not to be taken lightly when cancellations come in large numbers as they have in the past season.

Welk to Radio Via Thesaurus

Lawrence Welk and His Champagne Music will reach radio, too, this winter. RCA Theatronics has purchased Welk to do a new half-hour transitional radio show, which will distribute to its subscriber stations at no additional cost.

The radio show will follow the format of Welk’s TV show of the same name, and will feature all of Welk’s regular performers, Alice Lon, Myron Floren, Dick Peterson, among others.

The music is being freshly transcribed as RCA’s “New Orthophonic” high fidelity sound. RCA Theatronics will supply sales promotion and listener information to all the stations playing the new Welk show.
Pivotal Performer
Is TV's Innovation

- TV develops new type of dependable star
- Whole show must turn about his performance

By ROBERT E. KINTNER
President, ABC

Television has added something new to show business: A new type of big-time entertainment personality, the star-crater, a phrase that itself is a "pivotal performer." Lawrence Welk is a prime example.

As was true of the theater, vaudeville, the movies and nightclubs have produced stars along traditional lines. Each of these has its own type of personality who can sing, dance, act or perform in some other way. This type of performer achieves fame on television, but the climb of the TV pivotal performer into the top echelons of stardom is a comparatively new show business phenomenon and a most welcome development.

The pivotal performer may be a composer, a singer, a dancer, a master, a weather-girt, talent-hunter or band leader. But what they have in common is that degree is a warm, likable personality around which the entire presentation pivots.

At Ease

Another characteristic of the successful pivotal performer is that he wears well with his audiences. He is at ease, puts his viewers at ease, and enjoys the show in an atmosphere of relaxed intimacy.

In performance, they like to listen and dance to his music. They like his warm smile. They like his way of making people look forward to having him around the house.

Television, of course, always have a wide variety of programs: news, sports, movies, music, news public affairs and special events—but it is becoming obvious that there is increasing recognition in the industry of the importance of the show-business element. He may have something different to offer than other stars of the same caliber, but he's equally big at the box office. What this means is not merely to make sales potential a hardly needed explanation. Welk, indeed, appears to be as effective on ABC TV this season—he'll have two full-hour shows.

Doggled Rise of Lawrence Welk From Plov to Batom

- Determination sees him over many rocky roads leading to development of Champagne Music
- Influence spreads from farm lands of Dakotas to top bandleader in the nation

In 1948, when the heavy step of Bumgart's conquering Prons was heard through the little country of Almena-Laurene, a peace-loving farmer and his new wife fled across France and steamed off to a new life in America. Ludwig Welk and his honeymooner settled near Shasta, N. C., and there he created a family of four boys and four girls.

Lawrence Welk was the next to inherit the farm. His father had inherited a love of music which today has made him one of America's most famous orchestra leaders, star of his own network's program over ABC-TV and sponsored by the Dodge dealers of the nation.

Still a bumbling young, he evinced interest in his father's old-fashioned accordion, brought it over for his young possession when he left the old country. Lawrence lingered the instrument, perhaps, to please his father, and graduated to playing the piano for himself. As he grew older, he studied music after school and after chores on the farm. He married his father's old organ player and they adopted his one son.

Welk's first appearance on Lawrence and his accordion in demand. Soon his ambition to make his own way got a firm hold on him, and he left the farm to try his own hand as an accordion scholar.

In 1949, in South Bend, Ind., young Welk formed his first orchestra consisting of four pieces to appear, later augmented by a saxophone and a piano. With this aggregation he won for himself a daily radio program on WMIA, Yankton, S. Dak., marking the first appearance on the airways.

Increasing the band to six pieces, they traveled to the West Coast, appearing over ABC's "The Best Little Band in America," and Lawrence Welk's music was brought to a larger audience. The band by this time had augmented to a large orchestra, and Welk set it on a new path.

The road to fame, like all paths to that elusive goal, wasn't easy. Flamboyant dressing that made interpreters' toes tap—it inviting them to dance for a set. Some had rhythm. Its bubbling quality reminded one of champagne—light, airy and dis- tinctive. He called it "Champagne Music," which today has become a byword in the ball room.

The rise of Lawrence Welk is one of the most interesting stories of the year. He has gathered his audience all over the United States and Canada. A few years ago, Welk was just beginning to make his way, and the band was entirely unknown. But now it is a household word, and Welk is one of America's top bandleaders.

Personality With 'Zinggggg!

- Inform star quality creates own future
- Managers merely play part in development

By SAM LUTZ

Perhaps the question most likely to be asked of Lawrence Welk is: the entertainer world is that which gives, "How do you compare?"

The answer is a simple one. You have it all.

All you have to do is to find something with that certain something that brilliant glint of star—dust—that elusive quality of schizophrenia that sets you apart.

"ZINGGGGG!!" And then you merely put it together with talent and hard work, and you have discovered a new star.

I wish I could say that I "discovered" Lawrence Welk. But, the truth is I didn't. He didn't arrive in the entertainment world last day. But he was the greatest day of my life. It set off a wave of a series of nuclear explosions of wonderful, wonderful, wonderful personalities that swept over me one day on our program, and I can say that he is the greatest in his entire career. In my past, the decade just past has afforded me the most gratifying experience of my life, the privilege of knowing and being a personal friend of a man as fine as our friend.

Enlisting his success, I must say that Welk has the much-desired "zing" quality that makes for stardom. Because he is himself, and he does it well, and he can do it and whatever he is and whatever he wants and like it. That's the knack of Welk. He can come on the TV screen as vitally as if he were in a television's living room, and bring his deepest sincerity to your heart and your heart and your heart. Lawrence Welk is the new star.

If you want to watch him perform, watch his frank delight in his own music. He has his own band, and he can play the piano as well as any piano. Beautiful Woards

These past 10 years have been the proudest, the most adventurous, and the most exciting years of Lawrence Welk. We anticipate the greatest in his entire career.
ANOTHER Winning Phase
of a Fabulous Showbusiness Career...

Lawrence Welk
and his Champagne Music

Exclusively on
Coral Records

Recorded March 26th
at the Garden CR 57019

Coral Records is proud to number among the fine roster of exclusive Coral recording artists the fabulous musical artistry of Lawrence Welk and his "Champagne" Orchestra. We present here the outstanding collection of current Welk albums that are now creating consistent sales all over the country.

LAWRENCE WELK AT MADISON SQUARE GARDEN

Champagne Pops Parade

Today's Top Tunes CR 57018

Coral Records
(A subsidiary of RCA Victor Records, Inc.)

OCTOBER 6, 1956
Who is the man behind the melon?
Back in the late twenties and early thirties his band was the Honolulu Fruitgum Band (pictured left).

His orchestra today is one of America's best known and most popular. Its forte is "Champagne Music."

His Saturday night show for Dodge on ABC-TV just about owns the one-hour slot from 9:00 to 10:00 (NYT).*

He has a brand new hour-long show on ABC-TV every Monday night. Starts October 8 at 9:30 (NYT).

His new show is called Lawrence Welk's (oops) Top Tunes and New Talent. Now that we've slipped and given you his name, we might as well tell you that Lawrence Welk is still the man behind the melon. Only this time it's one of the juiciest, handsomest melons that a TV network ever grew.

*From Nielsen I, Aug. to Trendex Sept. 23, The Lawrence Welk Show has consistently outrated competition on the two other major networks.
In appreciation to Lawrence Welk for his unstinting cooperation which has helped so greatly to establish one of the longest dance band engagements in the history of American ballroom.

W. K. Lange,
General Manager

The ARAGON BALLROOM
Lick Pier, Ocean Park, Calif.
home of
Champagne Music
since August, 1951
Congratulations... and
ALL THE BEST... to
ONE OF THE BEST!

We are proud to have been associated with Lawrence Welk... as advisors and consultants... since his National Television Debut in July of last year.

The only personality in Show Business today to be sponsored for 2 full hours of nighttime television programming... Lawrence Welk, with his second full-hour ABC TV program for Dodge and Plymouth, "TOP TUNES & NEW TALENT," marks an unprecedented milestone in the television industry.

DON FEDDERSON PRODUCTIONS
Speed and Quality
On RCA Thesaurus

By BEN SELVIN
A&R Manager
RCA Thesaurus

I've just completed the most exciting series of recording sessions in my 30 years of control room experience. I'm talking about the recording of the Lawrence Welk band for our new RCA Thesaurus radio show, "The New Lawrence Welk Show."

For my money, Welk has man for man - the most entertaining band in the United States today. Why? Because Welk can now afford to hire the very best men available. His full schedule lets him pay top dollars, and when a musician looks at the band, he doesn't have to worry about the road. He can settle into family life. I believe this makes him a more contented man - and this contentment is reflected in his performance.

All thru the recording sessions, I was conscious of a feeling of camaraderie among the men. That's why we scattered every record in sight for getting a master practically every time on the first take. It was absolutely phenomenal. No false starts, no false moves -just masters almost every time. And I think I captured that hitting quality that has made Welk a highly acceptable favorite in millions of homes across the country. As for the first 100 tunes we recorded for the new RCA Thesaurus Lawrence Welk radio show, we chose that Welk had never previously recorded for radio or transmissions.

Now you may wonder how we managed to get thru the recording so quickly. Several weeks before the session, I met with Welk and told him the tunes I wanted. Since they were all standards, I suggested Welk play them in his personal appearances at the Aragon in Los Angeles. A week before our sessions, I spent three nights in the ballroom listening, and after each set I would get together with him and make certain suggestions. Since we wanted these transcriptions to fit into the needs of radio programming to-to-to-

(Continued on page 22)

Lawrence Welk and his top sax men all choose BUESCHER

Wherever band music is heard and appreciated, Lawrence Welk and his all-Buescher sax section have become the standard of success. Over 200 consecutive weeks at the Aragon. Over 2100 network radio shows. Last year's top-ranking orchestra on TV. And this year a second weekly TV show to add new laurels to the records already set by this organization.

Each year another chapter in the Welk success story unfolds. The Welk sax section has proved itself again and again as the nation's top. It is especially notable that all five of these top sax men - as well as their outstanding leader - choose Buescher saxophones. Another example of how Buescher has become the accepted standard of saxophone quality.

To a man, the Welk sax section gives Buescher credit for being the best, playing easy, endurance...everything these top players look for, they find in Buescher saxophones.

BUESCHER BAND INSTRUMENT COMPANY
Elkhart, Indiana

Top Combination

Jack Martin
Alto, Soprano and Baritone
Dick Dale
Alto
Bill Page
Alto, Soprano and Baritone
George Abany
Tenor
Orie Amodeo
Trumpet
Lawrence Welk
Alto

Welk and His Public Trade Friendships

By DON FEDERBOSON

A few days ago Lawrence Welk and I were sitting at his television rehearsal and he was telling me enthusiastically of the heart-warming success of his record-breaking concert tour, from which he had just returned. I knew he'd had no time for rest, except for a few winks of sleep on planes between cities, and I remarked that I'd let him be looking forward to a good night's sleep after his TV show and prior to his leaving the next morning.

"Don," said Welk, "I haven't any time for rest. We're playing the ballroom tonight until 2 a.m. and then we leave at 5 in the morning for the final four days of the tour.

"But why?" I asked.

"I'm wondering why in the world he was playing the ballroom, here in Los Angeles, on this particular night, having just returned from his tour and having spent all day in television rehearsal. Welk affirmed simply, "I couldn't disappoint 5,000 people out at the ballroom tonight, most of them from out of town. They're made a special effort to come out to meet us, and I wouldn't want to disappoint them."

Plus Personality

Did someone say, perhaps, with tongue in cheek, "Humility, honesty, and sincerity provide the basis for a star's success in television and in radio?"

When you meet Lawrence Welk, either on TV or in person, you know that this man has at least three, plus an unbelievable talent for knowing what the public wants. Many have referred to Welk's rise in popularity as an "overnight sensation." Nothing could be more untrue. His success, like that of other greats of show business, is a natural fruition of years of hard work and a real honest effort to please his public. He has not been an easy success.

Many of us in the tradeRefer to Lawrence Welk as the "first". But the Lawrence Welk goes back to one night bookings in bars and a church social in the Dakota when, without realizing it, he discovered that "finding the pulse-beat of the people. His track record on a local Los Angeles TV station was outstanding. In this highly competitive, seven-station market, he was among the first 10 for just one year, and for five.

Driving Ambition

Welk has one driving ambition. With each new performance, in front of millions of people, or just a few) he insists that this show must, if possible, please every individual. Consequently, his friendship comes across the TV screen into living rooms all across the country, and everyone feels that he had a part in creating it and playing just for them, and playing just for them. His frank enjoyment of his own music, his appreciation of the talent of his "orchestra family" and his work of dancing, together with his own personality continues to afford him a national tradition that few entertainers ever much, much less maintain.

I consider it one of the great privileges of my business career to be associated with Welk, since his advent on the national scene as an adviser and consultant. But I consider it an even greater privilege to know him personally and to enjoy in this association something that I hope, off at least a little on me. I'm speaking of his philosophy, his kindness and his wisdom -all so refreshing to today's show business.
Congratulations,
Lawrence Welk!

...and every good wish to you for your continued success!

It has been a great pleasure to be associated with you over these past ten exciting years—and we look forward with pride and pleasure to our continued association with you and your fine Champagne Music Organization... for many more years to come!

GABBE, LUTZ & HELLER
PERSONAL MANAGERS
HOLLYWOOD • NEW YORK
1626 N. Vine St. 1919 W. 57th St.
The Top Ranking Musical TV Show in the Country-

"THE LAWRENCE WELK SHOW"

Featuring the Champagne Music of Lawrence Welk and his Orchestra

In little more than a year, "The Lawrence Welk Show" has become the most popular musical program on the air. Millions of families tune in regularly each week. This spectacular climb is a tribute to the wholesome charm of Lawrence Welk and his talented aggregation.

EACH WEEK ON ABC-TV
SPONSORED BY
THE DODGE DEALERS OF AMERICA
Announcing
A NEW AND DIFFERENT
FULL-HOUR TV SHOW
FEATURING—

LAWRENCE WELK
"Top Tunes and New Talent"

Lawrence Welk, TV's newest sensation, has captured the hearts of millions of television viewers. Now, starting October 8, the "Maestro" will be featured in a second full-hour show, "Top Tunes and New Talent"—60 sparkling minutes that highlight young and fresh talent from all over the country.

STARTING
OCTOBER 8TH
ABC-TV

SPONSORED BY
DODGE DEALERS and
PLYMOUTH DEALERS
of America
The Man's a Real Salesman

Selling automobiles goes a lot farther with television star Lawrence Welk than the time schedule of his popular hour-long national television show for Dodge on Saturday nights.

"The Welk is our enthusiastic salesman all day, every day, no matter where he is, in house or on the road," according to Wendell Moore, director of advertising and sales promotion for Dodge, the automobile company that has sponsored the Lawrence Welk show on coast-to-coast TV for more than a year.

"He's an effective salesman, too, the Welk reaches all over the country tell us so, and the company has a lot to say for Dodge dealerships throughout the United States, life-sized cardboard cutouts of the Welk stand prominently in showrooms. A four-color booklet containing information about Welk bands and pictures of all the orchestra's members is distributed free by dealers everywhere.

Dealer groups and individual dealers in many cities supplement the television program by sponsoring radio shows featuring recorded music of the Welk orchestra.

Orchestra Ties

Welk's "selling" job for Dodge fits into the orchestra's frequent whirlwind road trips across the country for one-night concert appearances and dance engagements, as well as his television shows.

Because of television, Welk is "Dodge's" wherever he appears, and it follows that Dodge and the Welk retail dealers are alert to make the association pay off at every opportunity.

For the orchestra's recent concert and dance tour of the Pacific Northwest, Dodge dealers in Portland, Ore., used outdoor billboards to welcome the Lawrence Welk band to Portland, and advertised in newspapers that tickets were available at the dealerships. They were gone almost before the ink was dry.

Early this year the orchestra made an 11-day swing thru Texas for one-night appearances at the time Dodge was introducing a special "Texas" automobile in that State. More than 69,000 persons attended the Texas concerts and dances, and thousands more were on hand for personal appearances by Welk and members of the band in dealers' showrooms throughout the tour. A remote telecast of the Saturday night network program from the Houston automobile show packed 'em in there. Dodge dealers tied into the promotion everywhere the band traveled in its cavalcade of Dodge convertibles.

Dodge Promotion

During September more than 90,000 persons jotted Midwest markets for personal appearance engagements by the band in nine cities in two weeks.

Promotions during the tour included sponsored inclusion of mention of "Miss Champagne Music" to reign during the band's stay in several cities,ừa

nades of Dodge cars bearing band member, disk jockey radio shows featuring Welk records, airport receptions on arrival and "Key to the city" presentations at city halls. Again Welk and other eagerly greeted as assembled at Dodge dealerships to say hello.

Last spring when Dodge selected the number of key market areas for a hard-hitting six-week "Sello-thon" sales campaign, Welk and the band played a key role in the promotion.

The entire orchestra flew to New York, Philadelphia and Chicago to participate in private parties for dealers and all their employees, kicking off the "Sellathon" campaign strategy and promotional activity.

"Sello-thon"

At the close of the "Sello-thon" in April, the Welk orchestra helped attract more than 50,000 persons to big All-Star celebration parties at New York's Madison Square Garden, Philadelphia's Convention Hall, Chicago Stadium and Los Angeles' Shrine Auditorium where admission was by free ticket available only thru Dodge dealers.

Special concert appearances at the same time in Washington and Richmond, Va., tied into the "Sello-thons," also attracted capacity crowds. Dodge dealers reported heavy selling activity everywhere there were "Sello-thons" campaigns, and they were extended to nearly 20 cities.

The Champagne Music of Lawrence Welk became a hit with automobile in the band's personal appearances, the same as in television. And Welk and his dealers aren't missing any bets.
JUST RECORDED BY RCA THESAURUS:

Exclusive! The same stars, style, and sell that make Lawrence Welk a national top-rated TV idol... now available for your radio station!

THE NEW LAWRENCE WELK SHOW

HERE'S MODERN RADIO PROGRAMMING... THE KIND THAT TURNS IN A PEAK SALES PERFORMANCE, AND HERE'S WHAT MAKES THE DIFFERENCE!

- All "New Orthophonic" high fidelity transcriptions.
- Over 150 selections recorded to date, over 70% of which Welk has never previously recorded or transcribed.
- Lawrence Welk emcees the series, opens and closes each broadcast, introduces tunes and local announcer.
- Special 30-minute once-weekly scripts starting Dec. 3.

ALL THIS AT NO EXTRA COST TO SUBSCRIBERS!

"The New Lawrence Welk Show", just as every exclusive feature in the extensive RCA Thesaurus Service, adds substantially to subscriber stations' audiences, prestige and profit.

RCA Thesaurus may be available in your market. Ask about the treasure of services available through your single RCA Thesaurus subscription. Your representative will tell you all about the 5,000 musical selections you receive, sales-building Sell-Tunes and Sell-Effects (more than 2,000 singing commercial jingles, commercial sound effects, program signatures, time and weather jingles). You also get the RCA Thesaurus subscribers' profit-maker, Shop at the store with the Mike on the Door — plus many other features. Get all the details NOW!

RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y. Murray Hill 8-7100 — 445 N. Lake Shore Drive, Chicago 11, Ill. Whitmell 4-3520
325 Forsyth Building, Atlanta 2, Ga. Jackson 4-7702 — 1907 McKinley Avenue, Dallas 2, Texas, Riveira 1211
Who's Who in the Champagne Band

Alice Lons

"The Champagne Lady"

Alice Lons, now known as the Champagne Lady of the Lawrence Welk Orchestra, started her singing career in Kipling, Tex. Coming from a musical family, she began taking singing, dancing and piano lessons almost before she could talk. At the ripe young age of six, she began singing for civic clubs and over the local radio station, and at 10 she was singing regularly on her own sponsored show. Her first big break came when she was on a tour. An agent sent her picture and a recording to Don McNeill in Chicago and she was hired as featured vocalist for McNeill's "breakfast club." She made her first TV appearance in Chicago and subsequently was seen extensively on Chicago television. She later settled in Pasadena, started singing over a local radio station and became known for the right opportunity. A friend tipped her off that Lawrence Welk was looking for a vocalist. Alice rushed a photograph and recording to the orchestra leader's agent. Sam Lott Welk gave Alice a test on his TV show. She made a lasting impression on both Welk and the public. He signed her as the Champagne Lady and she has been with him ever since.

Myron Florence

(Accordionist)

A native of Webster, S. D., Myron began playing the accordion when he was seven, acquiring one of Sears Roebuck's better instruments for $19.95. No teachers were available, so long hours of practice took the place of formal instruction. At the age of eight, Myron entered the crowds at the Day County Fair at Webster. While in the third grade, he won first and second prize in a local amateur contest playing both the piano and accordion. Myron worked his way thru Augustana College in Sioux Falls, S. D., teaching the accordion. When he was 19 he began to play professionally over Radio Station KSDO, Sioux Falls. During this period Myron was invited to furnish his melodic portion of the entertainment background for numerous parties and dances. Myron joined a group called the Buckeye Four, whose specialty was rhythmically spirited, and remained for eight years, until 1950, in St. Louis, where he joined the Lawrence Welk orchestra.

ALADDIN: Violinist and featured vocalist with the champagne crew, Aladdin previously appeared as featured violinist with many notable names, Aladdin along with his partners, Bob Valle, Leo Reisman, Carmen Cavallaro, Xavier Cugat and Luis Nobile. Born and reared on the East Side of New York, Aladdin began playing the violin at the age of five, taught Orie to play violin, the instrument which he first played professionally as a youngster in Mechanicville, N. Y. He joined the Welk band in 1945.

GEORGE Aubrey: Nine years ago George Aubrey played sax in the house band at Colo- nia's in Chicago. Behind him was experience with Del Courtney and Paul Levant, plus earlier experience with summer resort bands. Welk heard this New Orleans boy play at Colonio's and signed him to join as first sax and clarinetist.

NORMAN BAILEY: If this fellow looks like a barker playing a musical instrument, it's only because that's just what he is, or was. Following attendance at business college in New England, this talented lad bent into the Door County band and, finally, checked bankings for good with Fred Myers. Now he's the top tenor in Welk's champagne gang, and noted by the fans for his solo performances.

JERRY Burke: When an aspiring young vocalist named Welk formed his first orchestra in 1934 Jerry Burke, of Aberdeen, S. D., joined as pianist of the group. He has been with Lawrence Welk ever since, playing piano, celeste, noveltoh and the Hammond electric organ, and is the oldest member, in terms of continuous years with the champagne maestro, in the group today.

DICK DALE: Dick began playing sax in 1936, and he coupled his high school studies with appearances by local bands in and near his home town of Port Angeles, Wash. Two years in Uncle Sam's Navy were followed by a berth with the Ozie Letty band in Seattle, after which he joined Lawrence Welk in 1951. Dick has been a regular in the Welk band for a time to time with other members of the band.

LARRY DEAN: One of the youngest in the band (age 20), he has been playing professionally since an early age and is noted as a featured vocalist with the Welk band.

BUDDY DAVIS: Born in West- ton, W. Va., he grew up in a one-string bluegrass town. Buddy spent all his family active in the foxhole, until he worked with the Art Monroe and Johnnie Bar-Den Kenton band. He made the first musical leap into fame while he played bass fiddle and sings with the Welk band.

LARRY DENT: A fine pianist and musician, Larry Welk's younger brother, has sung during many popular stars and features of the Lawrence Welk television program. Larry is particularly known as a singer to a shedder it has been for the champagne maestro. Hired into Welk's ensemble, singing himself one day during a booking from Iowas, he loaned himself to remain in the band. He was featured on the Welk show, and sings and plays with the Welk orchestra.

JERRY Hoagland: Originally known as Chicago's "Hi-Lites" and "Rev. Sonore," this quartet specialized in "slap stool" novelty and medley, and was featured on the "Garland Revue," "Juke Box Jamboree," and Hi-Lites in the Midwest and armed with with "Radio City's" symphony orchestra. His education, he applied to Welk, offering to turn in his band. Since that day's booking, following an audition, he quickly became one of the major factors in the champagne maestro's band which now so typifies the Welk orchestra.

BARNEY Liddell: Accordionist for Welk, Barney Lid- dell of Chicago, and a veteran of many Gary, Ind., school days, playing sax in the high school band, but they were playing cornets, saxes, and handed him a slide instrument. Jobs with various musical groups followed. Barney joined with Welk in 1948 and, in 1948 he joined Lawrence Welk's band.

BOBBY LIDO: Violinist, blues singer or styger singer, they're all the same to a Welk Lido, or Jerry Gray, N. J., and together they constitute a combination that keeps going at top speed. Barney, every week at the star of the album of the week, is a member of the Welk crew. Lido has been featured with Carmen Cavallaro and Hal Morris and the Welk Orchestra as well.

TINY LITTLE JR.: Son of a prominent Midwest band leader of an earlier era, Tiny Little Jr. began his high life and fame in Dubuque, Ia. Ten years of age, Tiny Little Jr. became a star of the "Kraft Radio Theater," and that for years, playing every week at the star of the album of the week, is a member of the Welk crew.

PETE LONGO: Bass trombone and sax fiddle, joined Welk three years ago after working with as a guest on the "Ora Hays Faye show. He's appeared with Bob Hope, Skinnny mnist, Danny Kaye, Frank Morgan and Raymond Scott.

JACK MARTIN: Arron work now on the Welk band. He has perfected his workmanship with the saxophone, played in the band, and head for a musical group. Ultimately, he wound up as a star performer and a lead man for Welk's band.

BUDDY MERRILL: Melbourne, Australia, the handsomest of his land and the handsomest of Los Angeles last winter and the year of Welk's band, where he sang on the Spanish guitar by his own accord. At 11, he undertook the complicated task of learning the maestro over with his audition record. Sure it was a joke, sent them off to Ma, and when they sent the right friend who, Welk sent for the kid. Welk is an amateur and signed him up, ex. aged 19. He's since turned "bandleader" on the Welk show.

BILL PAGE: He played with the Del Courtney and Bobby Rea- dahl band in Chicago. He's featured on all the reed instruments. When Welk hired him he toured with the USO and the Bandleader, Mickey Rooney unit in Europe. He attended the American Conservatory of Music before joining the Navy, where he was a member of the Entertain- ment unit. He's featured over the Shangri-La air force, the days trumpet and sings with the Air Force band, and serves as band librarian and arranger.

ROCKY ROCKWELL: Trom- petist, trombonist and gravel- ly voiced vocalist, he was. He has left his mark with the band. His name is St. Joseph, Mo. He is a popular favorite with the fast, and his voice has made him never to change the style of his instrumental playing. Welk is now a king of the champagne croon.

Hank Halling originally from Madisonville, Ky., this young Irish tenor dropped in the Welk orchestra and forthwith appeared at the Bandstand in the Midwest and the Aragon. His convincing talk netted an immediate audition and a place in the Welk band, 3,000 people, and he was signed the next day. Jim, who lives in En- dora, Mont., and who is a member of light opera productions and who has worked with small groups in clubs throughout the Midwest. He's a leader in the Welk band as well.

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MUSIC-RADIO
COMMUNICATIONS TO 1564 BROADWAY, NEW YORK 36, N. Y.

THE BILLBOARD
33

OCTOBER 6, 1956

COL. ASSURES TALENT POOL FOR SHOWCASE

NEW YORK—New artists signed by Columbia Records recently was described by the label that on a specific date in 1957 their artists will be available to participate in "specials" of the future, talent showcase pictures which are to be held at three large arenas in a few weeks ago at the Park Sheraton Hotel.

Of course, not all new talent will be used for the actual event, but the intention is that the young artists are making certain at this early date that it will be able to make its choices from among the entire roster of new partners.

HEADACHE

Rush Needs New Title That's All

NEW YORK—That somewhat bizarre marketing gimmick, the duplication of song titles, topped up again last week, creating even more confusion among several sectors of the music business. As the case in point, the release of a new single called "That's All, I Need," recorded by the Cadillacs for Joe R. Jones.

Chevy, Wills and published by Frank Music, firm owned by Wilbur "Big Daddy" Kroger. Last week, there was a big tune of the same title, written by Lincoln Chase, published by Ralph Music and recorded initially by Laverne Baker for Liberty Records. This original version was covered by Dorothy Collins and others.

Broadcast Music, Inc., which both Ralph and Rush are affiliated with, has licensed to Desco it is currently owned by Desco and is scheduled for release in the near future.

RECAPPING POP ALBUM CHARTS

Winners Underline Creative Art, Pic Tracks, Musicomedy

By JOEL FREEMAN

HOLLYWOOD—The preponderance of Hollywood motion pictures, albums, packages from legitimate musical comedy, and a wider latitude allowing for greater freedom and expression of creative ideas in albums production, continues to emphasize the importance and unique sellability of The Billboard's pop charts, in which the first third of the past year's months of the year. The phenomenal rise in volume, in selling these packages, and the addition of many independent firms, are constantly hurried and are showing considerable increase in package goals. To do so, the record companies are investing more money per package than ever before and, accordingly, experimenting with a wide variety of marketing methods. The spectacular years of sales packages sold in excess of 33,000,000. The higher priced sets are almost completely restricted to the movie, and Broadway music, which accounts for less total dollar sales, indicates that the major record companies will probably the effect will still be felt at another time right now. The numbers of these years are quite promising.

On a per company basis, a record company reported the sale of a total of 50 albums that made more than $20,000 in sales with a sale of a package of 15 packages, followed by RCA Victor with 10, Columbia

COL. HIKES PRICE ON ORIG. CAST ALBUMS

See New Tag as No Deterrent to Sales at Consumer Level

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NEW YORK — The Celler Committee, investigating charges of network monopoly ended its examination last week, and it appeared unlikely that there would be any immediate major changes in the network's broadcasting policies. The second development at the hearings, however, was the summary of the report on the Hill & Range-BMI 1940 pact, consisting of 250 pages of printed material. Some of the recorded companies, however, have not yet been able to determine whether the network's policy would be changed.

Nearly all of the BMI's were jubilant over the two developments during the Committee's hearings. The companies were pleased by the statement of CBS president, Frank Stanton, that there was no possibility of the network's stock interest in BMI being sold.

The end result was not without its cost. The network's loss of the much-admired Mr. C, was an ominous sign of what was to come. The network was faced with a decision that would determine its future. The network was faced with a decision that would determine its future.
LOVE IS A GREAT BIG THING

DICK HAYMES
First Single Release on Capitol

Bourne, Inc.
156 W. 52d Dr. R. T. C. N. T.

THE FOUR VOICES

COLUMBIA
AMERICAN MUSIC, INC.
5755 SUNSET BLVD., HOLLYWOOD, CALIF.

THE TEES OF LOVE

A cute novelty with a liltting beat!

WAIT LITTLE DARLING

FRIENDLY PERSUASION

(Thee Love)

LEO FEIT, INC.

AMERICAN MUSIC, INC.
6100 SUNSET BLDV., HOLLYWOOD, CALIF.

CHristmas shopping for men doesn't have to be difficult.

Teeny Age Goodnight

The Chordettes

Be Sure to Watch for the Big

Christmas Merchandise Section

In the October 13 issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.
The BEST Novelty Version...

"In The Middle Of The House"

"PINK CADILLAC"

MERCURY 70921

Deutsch Brothers' Pic Hook-Up
Sets New Outlet for Tunesmiths

NEW YORK — Today songwriters, who have created the record that's going to put the public in their affairs, but there's a new sound in the making for their voices, according to Murray and Irving Deutsch, twin mambos of the Southern and Peer publishing combine. This market is a hot musical film, starring pop talent.

The Deutsch boys have taken a new step in proving their point by setting up two new publishing firms in conjunction with the Motion Picture Films. Later on, when they also acquired the film rights to the strains of the song, which is under contract in excess of 500,000. These are rapidly being converted into half-hour stories coming to the air, but Nat King Cole, Frank Sinatra, Julie London, Peggy Lee, Frances Faye, and possibly Alan Dale.

The new firms are Quality Music, an American Society of Composers, Authors and Publishers, and Charman Music, which is a Brussels Music, Inc., affiliate. Both firms are actually subsidiary of Quality Music, which is owned by Charles Weintraub and Jack Faustetter. Later is also the proprietor of the Sands Hotel in Las Vegas. Weintraub is president of Quality Music and Irwin Deutsch is vice-president. In Charman, Maurice Jacobs is president and Murray Deutsch is vice-president.

The Deutsch boys have already commissioned a number of songs for the first film from such writers as Bernie Wayne, Charlie Tobias, Al Altman, Sid Wayne and Al Frank, and Herb Miller. The brothers have control over all music used in the field. Lee Forbes is music director and Charles Rodgers is production head. Later is the former president of Universal.

The Deutsch will continue in their present roles at the Peer establishment, where Murray is general professional manager, Peer and Southern will be selling agencies in the United States for all Quality and Charman house, and will also go over the entire year. They will also go over the entire year.

The publishers expect that, as by their present plans, the Deutsch firm is likely to use the same bands for their regular disk labels, in view of the talent signed for the film, they will add up to a lightweight venture.

Goody Moves On Pittsburgh Beachhead

PITTSBURGH — Sam Goody, whose free-wheeling sales tactics have cut a swath through the retail disk business, has established his first non-Manhattan beachhead in this western Pennsylvania metropolis.

The new store will open about November 1 at 639 Liberty Avenue, in the heart of the downtown shopping district, across the street from one of the 15 branches of the National Record Mart and two doors away from one of the Lampkin Music downtown locations.

Goody will hold 50 per cent of the stock of the new concern, not doing all buying and will supervise the operation of the store. Initial disk stock will be worth about $30,000 and the store will also carry a complete stock of audio equipment. Goody's New York store discount policies will be matched in the new layout, it was reported.

Goody's three partners, who among them will own the other 50 per cent of the stock, are Robert Raphael, an attorney; Sam Kuhl, who is associated with Gulf Oil here, and Paul Tesler, who was formerly with Goody. Tesler reportedly has a brother-in-law who is connected with the Goody Manhattan concern. The three partners, all of whom reside in the Highland Apartments here, adopted the name for the new company, Highland Music Corporation.

Meanwhile, the club opens on a weekly schedule with two shows each week, each show featuring two popular artists, the other two artists appearing at the same time in different rooms.

Levy-Kahl Expansion

NEW YORK — The Morris Levy-Kahl interests continued to expand last week, and the company purchased a half interest in New York's famous Broadmoor Music, Inc., which, itself, is affiliated as a subsidiary of the Old Town record operation, owned by Hy and Sam Levy.

Simultaneously, the Weiss brothers arranged local distribution of their discs to Dino Distributing, adding to the Levy-Kahl network. Their Kahl brother, Joe Kohly, the conductor, is interested in the Two-Glock disk operations, many of its artists, and most of the material recorded on these labels.

Present most active Levy Kahl publishing firm is Patsy Kahl and Planetary, first two in BMI, the last in the American Society of Composers, Authors and Publishers.

Cap Records
Introduces 4 New Artists

HOLLYWOOD — Capitol Records introduced four new artists to its current merchandising program, in the persons of Louis Prima, Jack Teagarden, Dennis Day and Gordon Jenkins.

Prima makes his move on a package of "The Wild One," recorded at Las Vegas, New York. Teagarden is introduced via "This Is Teagarden," Dennis Day as a solo act, with his celebrated "Manhattan Time." Jenkins was one of the first Capital artists, and his recent appearance on the label was of great interest to the company.

Release of artists via the package route rather than singles is aimed at the theme of its current program that new hit albums are the livelihood of the dealers trade.

RUSTY DRAPER

Mercury
CHICAGO, ILLINOIS

www.americanradiohistory.com

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ARTIST RECOGNITION VIA THOMPSON PLAN

WASHINGTON—A campaign is under way to help performing artists in the national hall of fame, and in other art forms, are encouraged in museums like the Capitol's Mellon Gallery. A new proposal, the Thompson Art Program, to encourage the participation of the performing artist in the U.S.A., is the brainchild of Rep. Frank Thompson (D., N.J.), guardian angel of music, and the arts on Capitol Hill.

Thompson feels that too many artists to aid living arts performers, from concert artists to cabaret toppers, have been lost for lack of an organized campaign. Examples of artists as bills as is art is their own sponsored legislation to remove the paint tax, and others which would go beyond the King addition tax relief on 90-cent tickets, and remove all admission taxes. While other countries subsidize their living arts, "we tax our." Thompson pointed out in a blurt at the Republican administration last week (16) for its failure to recognize the country's cultural needs.

As part of his program to "bring order and sanity" back into the government's scattered art activities, Thompson has proposed a bill to establish an American National Theater and Music Center. Such a center for the country's outstanding performing artists is as necessary to the prestige of these fields, Thompson pointed out, as the Library of Congress and the National Gallery of Art are in their particular field. The center would also provide the logical place for reciprocal performances by foreign artists who will have to export programs other than it was pointed out.

Also the for a renewed push a place in the program is Thompson's bills to set up a special Federal Arts and Crafts service in the Department of Health, Education and Welfare with a special assistant at cabinet level. Held this a similar office set up for the State Department's cultural exchange program. Finally, the program would expand the present national Commission of Arts by making it mandatory for performing artists to be represented on it, and correcting its political aspects.

The Jeffersonian angle comes from Thompson's purpose to re-orient American art-touched persons forming arts. "In the place of honor they occupied under such provisions as Washington and Jefferson.

PICS ON BEAT

R&R Climbs Screenond Bandwagon

HOLLYWOOD — The motion picture industry has evidently decided to go all out on rock and roll, with 20th Century-Fox, Columbia, and Paramount taking the lead at the moment.

Latest entry is in Century-Fox's "Ole Ole Me," a saga of the torch and music industry and Javette Marshall's first starring role. The picture, now in production, will feature 18 rock and roll regulars, including Barrows and Little Richard have already been signed, and Eddie Foytik. The film of "Cool It, Baby" will be spotlighted thus the film.

Meanwhile 20th Century is reacquainting its first rock and roll musical, "Cool It, Baby," also featuring the Fontaine trio, for release, with rock and roll king's (Elvis Persley) first movie. "Love Me Tender," Presley's next picture, will be "The Louisiana Cowboy" at Paramount, the studio which originally signed him.

Columbia's "Rock Around the Clock," the Alan Freed Bill Haley film, was the first movie with a rock-and-roll format.

Cap. Creates New Dept.

HOLLYWOOD — Capitol Records recently created a new department to be known as systems and procedures and named E. M. Boundary his manager. He was executive vice president of procedures of the hat. The new department will concern itself with the establishment and codifying of the procedures of the operations of Capitol's various departments.

Among departmental changes, R. E. Caro was named assistant of the corporation in addition to continuing his duties as director of the company's legal department. Also Capitol created a new building and office service department with Richard McDonald as its manager. He was executive staff assistant of procedure at Capitol. Also the department will be in charge of the Capitol tower operations as well as office service department. Also coming under the legal service department's wing is the legal department, systems and procedures, accounting and purchasing departments.

Another Great Release...

"It Happened Again"

and

"I WANNA PLAY HOUSE"

MERCURY 70947

Sarah Vaughan

CAPITOL

CHICAGO 1, ILLINOIS

37
TWO Marterie Money Makers!

A Real Swinger

"That Mellow Saxophone"

Vocal By Larry Ragen

and

"Do You Ever Think Of Me"

With A New Marterie Sound

MERCURY 70976

Cap. Surprises With Sales Plan

Continued from page 33

record 12-inch set titled "Heidi Vixena" featuring all of the most popular Strauss melodies including a suggested list price of 87.96. Other pop albums in the line include "The Sounds of Old Mexico," "Two in a Condo," "Argentina," "This is Paris," "Swedish Polkas and Humors," "My Chinese Folk Fades" and "Mimic of the Soviet Alp." Classical albums are "Claudio Llobet," "Andre Navarra," "Contemporary Spanish Dances," by Emile Maklouf and the Dutch Radio Orchestra of Amsterdam, two packages by the N.W.O.R. Symphony Orchestra conducted by Hans Schmidt-Isler, and a Mozart album featuring British pianist Eileen Mathews at the piano, with Rudolf Schwarz conducting the Festival Orchestra.

New Browse Box

Spotlighting the "Journey of the World's" promotion is the introduction of a new "C.O.W.," however, this box will be made available to all dealers. Browsing unit can be used as both a counter box and as a floor fixture. Later in conjunction with standard modular self-service equipment, appropriate advertising attention in the "Capital of the World" motif identifies the browser.

Thirteen pop albums, highlighted by the release of the recently completed version of Gordon Jenkins 'Manhattan Tower' and a new Judy Garland package, are also in the release. Other packages include wax by Les Baxter, Ray Anthony, Les Paul and the Everly Brothers, Beliebler Sextet, Milt Buckner, Joe (Fingers) Carr, Tennessee Ernie Ford, Jack Teagarden, Ken Darby, Bobby Hackett and the Louvin Brothers.

Special giant window display units featuring all 22 pop album packages, in addition to smaller rusticized display strips, will be made available to dealers. In addition, counter and window display pieces of the Les Baxter "Caribbean Moonlight," the Judy Garland "Judy," Tennessee Ernie Ford, "This Is Tennessee," and "Manhattan Tower" have been designed.

Other classical material includes the first package of the complete Brahms quartets for piano and strings, performed by Victor Avner with members of the Hollywood String Quartet A/A plus three recently recorded 12-inch LP sets at a suggested list of $8.97. The boxed set contains an illustrated brochure with notes by Alfred Frankenstein. Additional classical albums include the Hollywood Bowl Symphony Orchestra's perfomance of Tchaikovsky's "March" as well as classical music and material by pianists Rudolf Firkusny, Leonard Bernstein and Agi Jancauski.

The promotion and advertising relating to Capital's classical output will be substantially increased with all of the firm's longhair wax receiving the biggest campaign in the history of the company.

Two new children's packages have also been included in the new October-November merchandising.

Dealer Meet Tie-in

A unique feature of the program is the method in which all new merchandise is being made available to dealers. Bulk shipments were made to independent wholesale firms in all of Capital's branch and distributor territories, with the merchandise privately warehoused and subsequently shipped to Capital dealers on the day of each of its dealers. All October-November releases were available to dealers immediately following each meeting. Inner sleeves on all Capital pop albums will house forthwith in full-color, inviting consumer attention to other albums in the line. An extra promotional contest, with merchandise prizes of

Capitol's Hypo

Continued from page 33

Nats (Kang) Cole and Tennessee Ernie Ford.

This has never before released material by all three artists at the same time, with a special promotion planned to coincide with the release.

Sinatra will introduce the songs, "Just for Lovers," and "You're Not All the World," on the NBC-TV Danah Show "Cherry Special" on October 5, with Pat Sain, "First Born," on his NBC-TV series October 4.

Edward Walker has joiined To-"ry's Records as artist and public- and promo- tion director. His first shows will be a series of coordination release plans on the label's four new LP releases and join To-ry's perky, Wallie Waiter, in a "drive to sign up name artists on the label."

Col. Hikes Price

Continued from page 33

packages were more costly than others and数十 higher prices, and that the label is currently the leader in the Broadway show album field, with such outstanding releases as "My Fair Lady" and "Musical Fables." However, Capitol Record show albums have already been priced at $5.95, and the label has proven beyond a doubt that the tag can go to the consumer, as well as the consumer, and that the industry must be careful lest it overdo a good thing.

CHICAGO 1, ILLINOIS
Wallace Schuman's "Drugstore" was cut by 12 labels, including all the majors. The Angels Are Lighting God's Little Candle" was cut by six labels, including Columbia. "We would rather be judged by the record of what we actually accomplished as ASCAP publishers, rather than by what was said at the hearing," The firm claimed that its current activity on ASCAP songs acquired since the period of the complaint is as great as ever. Examples given were discs secured on such hits as "Poor People of Paris" and "Arrivederci Roma.

WADB Broadcast

First broadcast on which the Celler hearings are being discussed is scheduled for Sunday (30) noon, over WADB, and will be participated in by Representative Celler, Arthur Schwartz, Oscar Hammerstein and syndicated TV personality John Crosby. Schwartz stated that if the hearing is to be dismissed, the music business will be in control of ASCAP. He told the CBS network, "The latter, incidentally, in 1935 deviated one of his columns to be a limiting what he called the lack of good songs. He termed BMI and 'Octopus' as far less hillibilly, and more ASCAP music.

Yates of WADB stated he had asked BMI's President Carl Haver, in state BMI's role of the case on the program. BMI, Yates agreed, to furnish material for the presentation of its position but would not send a representative. Feeling of BMI, it is known, is that it prefers to try its case in court.

Increased Bitterness

Meanwhile, bitterness was widespread. Some indie publishers who are affiliated with both ASCAP and BMI, held to the view that BMI's business hundreds of indies could scramble for a hit, whereas the BMI business was in control of relatively few labels. In discussions another point was raised, to will in the event of disagreement between BMI and broadcasters, why not consideration of an ASCAP and its film affiliations.

The latter point has for years been a sore one, notably among indie publishers within ASCAP. Interestingly enough, the law case which spelled out the extensive ASCAP firm-tie-up was the Aldrich-Reich case years ago, wherein the case for the plaintiffs was handled by the law firm of Weisman, Celler, Quinn, Allen and Spett. The famed Leibell decision (Judge Vincent Leibell), which resulted from the case, was far reaching in its ramifications, notably in effect on ASCAP's film and theater licensing.

Thus the concentric circle of activity in the news is to be noticed by the Celler hearings broadened, with no end in sight.

Meanwhile, it was learned that John Schlemun, SPCA Counsel, had submitted a half-dozen publishers for pre-trial examination in regard to the songwriters' $1350,000.00 and against BMI, broadcaster and disc interests.

Atlantic Distrib

Continued from page 33

October 15. Meanwhile, Atlantic has scheduled a minimum of 20 LP's for release before the end of the year with five to six albums marketed per week for the week. The packages will fall into three major categories, jazz, rock and roll, and pop.

Among the new jazz LP's will be packages by the Modern Jazz quartet, Dave Pell, Chris Connor, Milt Jackson, Larry Collins, Dickie Collins, "B. B., Duke, Fats." By Tom Talbert, Jimmy Giuffre, Atlantic's "Jazz Ballet" by Bill Russo and Atlantic's "new rock and roll LP" with a "Rock and Roll Forever Package" (featuring some of the label's best selling singles), and albums by the Clovers, Ray Charles, Ruth Brown, Lorraine Baker and others.

The pop packages will spotlight new catalogs: Patti McGovern, arranger-conductor Ray Ellis and a 12-inch reissue of "This Is My Beloved." Unlike many indie labels, all of Atlantic's LP's are priced at $3.98, a point which Ewing opines has helped considerably sales-wise.

Recapping Pop Album Charts

Continued from page 33

7. Decca 6, Coral 5, London 2, and Mercury, Verve, Liberty, Epic and Kapp, I each. Capitol's "Oklahoma!, "Carousel" and "King and I" each. Columbia's "My Fair Lady" and "Most Happy Fella," and five of Decca's six albums on the chart, the latter including "Guys and Dolls." Jimmy Van Heusen, "Men With the Golden Arm. "Picnic" and "The Edwy Dushin Story," all appeared on the chart as well. There are still accounts for lasting volume. Recent releases by all firms emphasized show point to more packages from the screen and Broadway.

Cleatons 'Top List

With respect to talent, Jackie Gleason made the competition viciously in contention in appearing on the chart with a total of five albums. Gleason has been on the chart for more than three years now, with his latest package, "Light," the most recent addition. If anybody is to give the television comic a fight for "Light," the most recent addition, it appears that any other television personality is not close but competitive for the top. The massive single-handedly Coral's five albums, "Sparkling Strings," "TV Favorites, "Shanows and Champagne," "Bubbles in the Wine" and, recently, "Say It With Music," RCA Victor's Hugo Bolette is also another potent favorite, peaking with "Eugene Lenox," "Sarah" and "Calypso."

That background and mood music package is welcome is seen in the success of the Gleason and Wrk material, in addition to similar works by Michel Le Grand and Paul Weston on Columbia, the Trio Sons on RCA Victor, Mansfield on London and others.

There's no limit to the imagination that can be expressed in an album. Some are there apparently any barriers for new records. Barry, for example, has made their mark via the album route rather than by pop singles. Epic Record's "Gentlemen Be Seated," Capitol's "This Lusty Lundy" by Terence Emile Ford, "Coral's "Noah" Coward at Las Vegas" set for Columbia and the Roger Williams album for Kapp Records are all indicative of the demand for new ideas and similarly new talent. How far a company will go, and how much latitude they'll allow in these directions is somewhat dictated by the investment necessary in a given package.

Picked For A Hit Last May!
The FIRST Version Of...

"Autumn Concerto"

and

"STREET OF TEARS"

MERCURY 70884

CHICAGO I, ILLINOIS

RICHARD HAYMAN

Mercury RECORDS
SYMPHONIC HIGH FIDELITY

THE SYMBOL OF SUPERIORITY

EVERYTHING YOU NEED TO MAKE IT YOUR BIGGEST CHRISTMAS SELLING SEASON!

39.95 to 199.95

YEARS AHEAD IN STYLING, PERFORMANCE AND VALUE!

Yes, Symphonic offers you the greatest opportunity to get a bigger share of the peak consumer demand during the Christmas season. Never before could you offer your customers so much for so little. There is a Symphonic model for every gift buyer, every budget, every performance demand. Start making plans now for your biggest Christmas selling season... get in touch with your Symphonic distributor who has all the facts... or write direct for full information and the distributor that serves your area.

Model 1159: The "Varsity"
4-SPEED AUTOMATIC, 2 SPEAKERS
The most beautiful high fidelity portable phonograph on the market. Nothing that competition has to offer can match this exciting value. Jam-proof Webster 4-speed automatic changer with automatic shut-off. Separate bass and treble controls. In rose driftwood and grey Pyroxylin coated leatherette.

List 69.95

Model 1198: The "Troubadour"
4-SPEED AUTOMATIC WITH 2 SPEAKERS
Frequency response 30 to 15,000 cycles. Separate treble and bass controls. Pyroxylin coated leatherette in cocoa brown and white.

Model 1162: The "Chorale"
4-SPEED AUTOMATIC, 3 SPEAKERS

List 89.95

Symphonic 3 and 4 Speed Standard Phonographs Are Priced from 19.95. They Set the Pace for the Entire Industry In Styling, Performance and Value.

SYMPHONIC RADIO & ELECTRONIC CORP.

America's Largest Manufacturer of Quality Phonographs Exclusively

NEW BRUNSWICK, N.J.
**EDITORIAL**

**ARE YOU READY?**

Now as never before, opportunity beckons for the alert record dealer. And alertness in this day constitutes more than another warning record. The alert dealer now surrounds himself with the tools which help him sell more records, tools which in themselves produce for him vastly increased sales and profits.

Those tools may be simply labeled the playing equipment and the accessories which, together with records, make the complete home entertainment unit. Dealers who will install modern equipment and especially high-end fidelity equipment, and the needles and agents which protect records, his customers vastly increased enjoyment from records. They simply make better record customer, who buys more often.

In this last quarter of the year, the industry does the great bulk of its business. Now is the time for dealers to go for the big push, to be aware of the packaged records and the equipment which is available to them, to use and advertise the same, and then to sell hard for what can easily be the most profitable three months in history.

In this special section, various features are offered as aids to dealers planning for the weeks ahead. In the forthcoming issues, other features, too, will be published with an eye to all the new ideas, products and selling methods which can make every dealer equal to the new challenges and opportunities that can help him continually strengthen his record and phonograph business.

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**Annual Hi-Fi Show Comes Of Age With Record-Gate**

Big jump exhibits of binaural tape equipment, stereo players. One home unit priced under $400

**Style consciousness evident both on components and packages as hit for distasteful interest**

**BY REN GREVATT**

NEW YORK—This city's annual Audio-Film Marketing Fall Outlook and Directory Section appeared on Thursday (27) to the tune of 9,000-plus pages, constituting a first-day record for the show's management. The show's Friday, second-annual day, shaped up with record and phonograph events lacking at press time.

This year, for the first time, the show is sponsored by the Institute of High Fidelity Manufacturers, and with the new Trade Show Building locale and the frequent public speaking opportunities at the institute's annual meeting at 5:30 p.m., the careful planning behind the event, appeared to be paying off for exhibitors. Most of the booths were virtually empty with their superlatives, describing the interest in the and the open house. Many, too, indicated their intention to exhibit their wares at last year's Institute-sponsored show's in Los Angeles and San Francisco.

The sounds of the milling crowd were punctuated in many areas by the sound of roaring trains, roller skate and pinball machine operators, commercial tape and phonograph tape dealers, enthusiasts in larger numbers than ever, demonstrated their stores and playing equipment.

One of the most widely used displays of Media machines and contains sounds of trains, roller skate and pinball machines. The Chaser of the Month Club said that his company started marketing binaural tapes in about six weeks. He also said that the club has given up its mail-order plan and will now work solely through retail outlets.

Even a memory at the exhibits at this year's show indicates a tremendously increased style of equipment, component and packaged manufacturing as well as a greater interest in package units. The show's complete package unit is complete for under $400. Also at the show, the Electrical and Musical Industries Ltd., of England, demonstrated for the first time here, its line of Cuff and Binaural Earphone and its headphones. In spite of the slight difference in the manner of the headphones involved and the results, they are similar to other systems.

Evidence was apparent, too, at a heavy highly-inaudible binaural tape. Available to one source, the exhibit was designed primarily for home listening. At the Audio Show this year, Pennine, MagnoCORE and Berliner-Compactors all show binaural tape players, as did Bell Sound Systems, Inc. The last is a complete binaural tape equipment package priced at $400. Also at the show, Electro-Voice and Musical Industries Ltd., of England, demonstrated for the first time here, its line of Cuff and Binaural Earphone and its headphones. In spite of the slight difference in the manner of the headphones involved and the results, they are similar to other systems.

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Fidelitone announces the KEY to POSITIVE IDENTIFICATION of the FASTEST MOVING PHONOGRAPH NEEDLES

Ask your distributor about the fully-merchandised Fidelitone KEY ASSORTMENTS

PERMO, INC. Chicago 26
STOP...LOOK...now LISTEN!

EXPECT THE UNEXPECTED
FROM DECCA ...THIS TIME IT'S

Music for the Girl Friend
Music for the Boy Friend

Make sales music with Decca's exciting new album series... "Music for the Girl Friend" (4 Long Play albums) and "Music for the Boy Friend" (4 Long Play albums). Each album features a different Petty girl. Each contains a different type of music, tailor-made for today's market. Also available on single Ex. PLAYS '45's.

Plenty of Promotion
You will be backed up by a giant, nation-wide disc jockey and publicity campaign. Colorful window displays and store displays, mounted album covers, lively consumer literature in color, point-of-sale material available now. This is hot! Contact your Decca Distributor!

Full page color ads in Esquire!
- Watch the albums go, when they see the full page color ads in the November and December issues of Esquire, leading magazine in the college market! And, there are hard-selling co-op ads ready for you to supplement this strong national campaign in your area.

DECCA RECORDS
MUSIC FOR THE BOY FRIEND

Music for the Girl Friend

SHE LOVES THE MOVIES

ALFRED NEWMAN - THE FOUR ACES

TUCKER WAYNE

Great theme music from great motion pictures.
ED 2389-6 $1.49 ea.*

Music for the Girl Friend

SHE DOTES ON DANCING

ED HARRI他们是

HAPPY HERMANN and his band

This mood music will make your dreams come true!
ED 2384-6 $1.49 ea.*

Music for the Girl Friend

SHE ADORES THE LATIN TYPE

HERO VALES

Dance to the rhythms of the Cha-Cha, Merengue, Mambo.
ED 2386-7 $1.49 ea.*

Music for the Girl Friend

did someone say "A PARTY?"

ARTIE SHAVIN and his orchestra

Party music that sets the stage for great things.
ED 2380-1 $1.49 ea.*

Music for the Boy Friend

HE DIGS ROCK 'N ROLL

BILL HALEY - GLORIA HANN - others

Bill Haley and your top Rock 'n Roll stars are here!
ED 2389-9-2400 $1.49 ea.*

Music for the Boy Friend

he likes to go dancing

ED HARRI他们是

HAPPY HERMANN and his band

Solid dance music by three great arrangers.
ED 2383-6 $1.49 ea.*

Music for the Boy Friend

he really digs JAZZ

ED HARRI他们是

TOMMY DORSEY - JOHN CHALIS

For the well-rounded jazz addict... cool and hot.
ED 2385-6 $1.49 ea.*

Music for the Girl Friend

Feminine Touch

FRANKIE LADE - JERI BUETHEE

CABIN IN THE WOODS - others

Hear six wonderful girls sing your favorite love songs.
ED 2381-6-8 $1.49 ea.*

*Includes 30's Long Play Records. "CD" Indicates Ex. PLAYS '45.
All prices shown are Suggested Retail Prices, which include Fed. Excise Tax, but do not include State or Local Taxes.
Caesar, Welk
Nip 'n' Tuck

Lawrence Welk's Saturday night show on ABC-TV opened the new season in a virtual deaf beat with NBC-TV's "Closed Hour." On September 15, when Caesar had all the humor and interest of a season premiere in a new slot with a new supporting actress, Caesar's pleasant trend of 21.9, while Welk had a 21.8. There is no coincidence that the Welk's audience has been boosted by the fact that even the high spots of Caesar's show that evening was a broad take-off on Welk's format and personality.

Diskerries Pace

* Continued from page 41

In the view of the lack of original cast waxing, will get a heavy buildup on the WPAS label. This is also planning a special display material for dealers on the set.

Grant Award Records, now working with 37 distributors, is building its full program around a new 2 LP Paul Whiteman 50th Anniversary set, which features many of the stars that originally performed with Whiteman. The label has now 39 catalogs, with 76 new releases in September and October.

Atlantic, known in its press for its allophone waxings, is stepping up its already broad program of jazz releases and is also moving in the pop direction. The label is now in the middle of a special early fall 10 full 10 per cent discount plan on all its merchandise and reports indicate that all distributors are having high turn rates to date. A minimum of 20 add analysts are in the program, with half a dozen plans for release before the end of the year.

On the West Coast, approximately 30 independent labels will release a total of 600 12-inch LPs for the balance of 1956. Virtually all companies have stepped up their release schedules, largely based on the reaction that dealers, distributors and consumers can apparently smell all they can listen. Most of the jazz records have plans for special sales campaigns embracing newspaper, television and radio promotion, with some plans along these lines while still others have piqued the interest of jewelers, store managers, even the board of directors.

Layout of the Coast indices, the four Norman Grant labels, plans for releasing approximately 20 albums each on its Clp, Norman and Grapevine labels, with an additional five on Donn Home.

The Contemporary-Good Time Jazz companies expect to release a total of 25 LPs before the end of the year, with no incentive to be passed on to any of their distributors or dealers. Most of the albums have plans for fall dates with some released in October, which allows for a 10 per cent promotional discount. Reports are of five new and five catalog traditional albums.

Liberty will release 15 additional LPs this December, allowing a 10 per cent promotional discount based on quota purchases. The Sunset-Starline labels will have 20 new LPs, allowing discounts of 3 and 10 per cent based on quota.

Expected output of other labels, all of which have no special sales plans, includes Imperial, 20 LPs; Pacific Jazz, 14; Hi-Fidelity, 15; Dumont and Disneyland, 16. Of the firms listed, there is a regular schedule of LPs for the first half of the year. Some of these LPs are expected to sell in bulk to the label.

RACK UP BIGGER PROFITS!

THE BILLBOARD
OCTOBER 6, 1956

BOESECH BROTHERS
New Rochelle, N. Y.

AUTOMATIC PORTABLE PHONES

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KIDDIE PHONOS

The Console-3 speed manual kiddie phonograph.

Lowboy 3-speed manual kiddie phonograph, Stained Hardboard.

3-SPEED MANUAL PORTABLES

S models: OB-25, $314.95, OB-35, $299.95, OB-55, $249.95, OB-25, $299.95, OB-35, $259.95, OB-45, $219.95.

COLUMBIA RECORDS, INC.
799 Seventh Avenue, New York 19, N. Y.

HI-FI PHONES

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<td>A-581</td>
<td>Portable, 3-speed changer</td>
<td>79.95</td>
</tr>
<tr>
<td>A-651</td>
<td>Portable, 3-speed changer</td>
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</tr>
<tr>
<td>A-691</td>
<td>Portable, 3-speed changer</td>
<td>79.95</td>
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PORTABLE PHONES

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<th>MODEL</th>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
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<tbody>
<tr>
<td>516</td>
<td>Automatic, 4-speed changer, 1 speaker</td>
<td>61.95</td>
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<tr>
<td>617</td>
<td>Automatic, 4-speed changer, 2 speakers</td>
<td>44.95</td>
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<tr>
<td>613</td>
<td>Built-in 45 r.p.m. adapter</td>
<td>29.95</td>
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<tr>
<td>614</td>
<td>Manual, 4-speed changer, 1 speaker</td>
<td>39.95</td>
</tr>
<tr>
<td>512</td>
<td>Manual, 4-speed changer, built-in 45 r.p.m. adapter</td>
<td>29.95</td>
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<tr>
<td>510</td>
<td>Manual, 4-speed changer, 1 speaker</td>
<td>39.95</td>
</tr>
<tr>
<td>509</td>
<td>45 r.p.m. adapter</td>
<td>39.95</td>
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CONCERT INDUSTRIES, INC.
5900 West Touhy Ave., Chicago 31, Ill.

HI-FI PHONES

<table>
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<tr>
<th>MODEL</th>
<th>DESCRIPTION</th>
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<tr>
<td>150</td>
<td>Table model, 4-speed</td>
<td>114.95</td>
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<tr>
<td>175</td>
<td>Table model, 4-speed</td>
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<tr>
<td>255</td>
<td>Table model, 4-speed</td>
<td>59.95</td>
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<tr>
<td>174</td>
<td>Portable Hi-Fi, 4-speed</td>
<td>85.95</td>
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AUTOMATIC PORTABLE PHONES

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<tr>
<td>297-A</td>
<td>4-speed</td>
<td>64.95</td>
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<tr>
<td>297-B</td>
<td>4-speed</td>
<td>64.95</td>
</tr>
<tr>
<td>297-C</td>
<td>4-speed</td>
<td>64.95</td>
</tr>
<tr>
<td>E-365</td>
<td>45 r.p.m. only</td>
<td>42.95</td>
</tr>
<tr>
<td>E-366</td>
<td>45 r.p.m. only</td>
<td>42.95</td>
</tr>
<tr>
<td>F-371</td>
<td>45 r.p.m. only</td>
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MANUAL PORTABLE PHONES

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<tr>
<td>230-M</td>
<td>8-speed, single play</td>
<td>33.95</td>
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<tr>
<td>240-M</td>
<td>8-speed, single play</td>
<td>29.95</td>
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<tr>
<td>240-C</td>
<td>8-speed, single play</td>
<td>29.95</td>
</tr>
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CROSBY AND BENDIX
Home Appliance Industries, Inc.
1229 Superior Avenue, Cincinnati 25, O.

TABLE RADIOS

Seven models: T-31, $19.95; T-41, $25.95; T-61, $39.95; T-610, $59.95; T-6100, $79.00.

DATON RADIOS, INC.
221 West 17th Street, New York 11, N. Y.
PORTABLE RADIOS
We ship all orders within 48 hours of receipt. We ship all orders within 48 hours of receipt. We ship all orders within 48 hours of receipt.

TABLE RADIOS

<table>
<thead>
<tr>
<th>MODEL</th>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
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<tr>
<td>9177</td>
<td>$19.95</td>
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<td>9178</td>
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<td>9179</td>
<td>$19.95</td>
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DECCA DISTRIBUTING
50 West 57th St., New York 19, N. Y.

HI-FI PHONES

<table>
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<tr>
<th>MODEL</th>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
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<tbody>
<tr>
<td>DF-700</td>
<td>Console, 70-watt output, 4 speakers</td>
<td>$499.95</td>
</tr>
</tbody>
</table>

* Continued from page 42

RACK UP BIGGER PROFITS!
**Nobody but VM gives you**

MATCHED PHONOS AND TAPE RECORDERS,
TABLE MODELS AND PORTABLES, FOR STEREO
PLEASURE AND MORE PLUS-PROFITS FOR YOU!

**STEREO**
At a Popular Price!
A Full "Stereo Plus" Line in Just Four Units!
Unrivaled 'Sell-up' Features

TEAM THEM FOR STEREO! SELL TWO AT A TIME! Sell one now, the other later!

Nobody but VM backs you up with such complete advertising-merchandising support! National magazine and newspaper ads, newspaper ad mats, radio scripts and recorded radio spots, TV films, movie trailers in color, outdoor advertising, point-of-purchase displays, window banners, mail campaigns and consumer publicity—everything to help you sell and keep on selling.

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**FOR PLUS-PROFITS, SELL THE PURELY FOR PLEASURE LINE! 24 MODELS TO CHOOSE FROM.**

* VM Corporation, Benton Harbor, Michigan
World's Largest Manufacturer of Phonographs and Record Changers
Packaged Records Buying Guide

- Best Selling Pop Jockeys

- Pop Albums Coming Up Strong

- Most Played by Jockeys

- Popular Albums

- Classical Albums

- Jazz
TRY THESE FOR SOUND AND SALES!

Ask Your Vik Distributor about the profit-packed "Sound Buy" Deal

8 GREAT NEW VIK ALBUMS IN THRILLING "NEW ORTHOPHONIC" HIGH FIDELITY

Vik
A PRODUCT OF RADIO CORPORATION OF AMERICA
155 EAST 24TH STREET, NEW YORK, N.Y.
The Billboard's Monthly Recap of
BEST SELLING CLASSICAL AND
JAZZ PACKAGED RECORDS

• Classical Albums (Over-all)

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italiane—
   Minnesota Symphony (Dorati) — Mercury MG 50654
2. LALO: Symphonie Espagnole; Romance; Violin Concerto—
   Stern, Philadelphia Orchestra (Ormandy) — Columbia ML 5967
3. PUCCHINI: Madame Butterfly Suite—
   Andre Kostelanetz Orchestra — Columbia CL 849
4. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—
   Oistrakh, Philadelphia Orchestra (Ormandy) — Columbia ML 5985
5. BEETHOVEN: Piano Concerto No. 5 ("Emperor")—
   Castalou, New York Philharmonic (Mitropoulos) — Columbia ML 5180
6. OFFENBACH: Gaite Parisienne; Mayebrun: Les Patineurs—
   Boston Pops Orchestra (Ficler) — RCA Victor LM 1817
7. RACHMANINOFF: Piano Concerto No. 2—
   Istomin, Philadelphia Orchestra — Columbia ML 5103
8. TCHAIKOVSKY: Piano Concerto No. 1—
   Gilels, Chicago Symphony (Beiner) — RCA Victor LM 1909
9. OFFENBACH: Gaite Parisienne (Complete)—
   Philadelphia Orchestra (Ormandy) — Columbia KL 5039
10. OFFENBACH IN AMERICA—Boston Pops Orchestra (Ficler) — RCA Victor LM 1990
11. BIMSKY-KORSAKOFF: Scheherazade—Boston Symphony (Steinberg) — Capitol P 8305
12. RACHMANINOFF: Piano Concerto No. 2; Rhapsody on a Theme of Paganini; Giech: Piano Concerto; Liszt Piano Concerto No. 1—
    Rubinstein, RCA Victor Symphony (Wallenstein) — RCA Victor LM 6039
13. TCHAIKOVSKY: Symphony No. 6 ("Pathetique")—
    Boston Symphony (Monteux) — RCA Victor LM 1961
14. RACHMANINOFF: Piano Concerto No. 2—
    Ponsario, St. Louis Symphony (Goldschman) — Capitol P 8362
15. PUCCHINI: La Bohème—
    De Los Angeles, Bjoelning, RCA Victor Orchestra (Beecham) — RCA Victor LM 6906
16. THE VIRTUOSO ORCHESTRA—Boston Symphony (Munch) — RCA Victor LM 1984
17. DEBUSSY: Afternoon of a Faun; Nocturnes; Ravel: Daphnis et Chloe Suite No. 2—
    Philadelphia Orchestra (Ormandy) — Philadelphia LM 5112
18. BIOERLING SINGS AT CARNEGIE HALL—
    RCA Victor LM 2903
19. BEETHOVEN: Symphony No. 5; Mozart: Symphony No. 40—
    Philadelphia Orchestra (Ormandy) — RCA Victor LM 5988

• Opera

1. PUCCHINI: LA BOHEME—
   De Los Angeles — RCA Victor LM 6039
2. MOZART: THE MAGIC FLUTE—
   De Los Angeles — RCA Victor LM 6040
3. VERDI: LA TRAVIATA—
   Carvalho — RCA Victor LM 6040
4. MASSENET: Manon—De Los Angeles — RCA Victor LM 6040
5. VERDI: AIDA—Milanov — RCA Victor LM 6122
6. VERDI: AIDA—Tedaldi — London LLP 462/463
7. PUCCHINI: TOSCA—
   Callas — RCA Victor LM 6122
8. PUCCHINI: MADAME BUTTERFLY—
   De Los Angeles — RCA Victor LM 6122
9. PUCCHINI: LA BOHEME—
   Terilli — London LLP 462/463
10. MOZART: DON GIOVANNI—
    Spen — London EML 344

• Jazz

1. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK—
   Verve MGV 4001, 2
2. STAN KENTON IN Hi-Fi—
   Capitol W 724
3. AMBASSADOR SATCHEL—
   Louis Armstrong — Capitol ML 804
4. CURBAN FIRE—
   Stan Kenton — Capitol T 781
5. KRUPA AND RICH—
   Gene Krupa and Buddy Rich — Capitol 870
6. JAZZ RED HOT AND RED—
   Dave Brubeck — Columbia CL 699
7. COAST CONCERT—
   Bobby Hackett — Capitol 796
8. BRUBECK PLAYS BRUBECK—
   Columbia CL 878
9. CHIS CONNOR—
   Atlantic 1228
10. FONTESCA: Modern Jazz Quaret—
    Atlantic 1231

• Show & Movie

1. THE KING AND I—
   Sound Track — Capitol W 470
2. THE EDDY DUCHIN STORY—
   Sound Track — Decca DL 8289
3. MY FAIR LADY—
   Original Cast — Columbia ML 5900
4. HIGH SOCIETY—
   Sound Track — Capitol W 750
5. OKLAHOMA!—Sound Track — Capitol SAD 555
6. CAROUSEL—
   Sound Track — Capitol W 884
7. THE MOST HAPPY FELLA—
   Original Cast — Columbia ML 5118
8. PICNIC—Sound Track — Decca DL 8100
9. THE MAN WITH THE GOLDEN ARM—
   Sound Track — Decca DL 8357
10. MY FAIR LADY—
    Percy Faith — Columbia CL 805
11. KRAFT BROTHERS, INC. 140-142 49th Avenue, Jamaica 35, N. Y.
12. LONDON RECORDS, INC. 207 West 25th Street, New York 1, N. Y.
13. MAGNAVOX COMPANY Fort Wayne 4, Indiana

• Hi-Fi PHONOS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>490</td>
<td>4-speed intermix changer-player, Sepa. rate speaker unit, 25-watt amplifier.</td>
<td>$349.90</td>
</tr>
<tr>
<td>160-1</td>
<td>16-watt amplifier. Diamond stylus.</td>
<td>$195.90</td>
</tr>
<tr>
<td>160-A</td>
<td>16-watt amplifier. Diamond stylus.</td>
<td>$175.90</td>
</tr>
<tr>
<td>3830R</td>
<td>3-speed intermix changer. Separate speaker system.</td>
<td>$195.90</td>
</tr>
<tr>
<td>3030R</td>
<td>3-speed intermix changer.</td>
<td>$195.90</td>
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• PORTABLE RADIOS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
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<tbody>
<tr>
<td>850</td>
<td>Four-speaker, 4-speed phone.</td>
<td>$178.00</td>
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<tr>
<td>858</td>
<td>Three-speaker, 4-speed phone.</td>
<td>$139.00</td>
</tr>
<tr>
<td>858</td>
<td>Two-speaker, Hi-Fi 4-speed phone.</td>
<td>$165.00</td>
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• CLOCK RADIOS

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<th>Model</th>
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<tr>
<td>864</td>
<td>$29.95; $24.95; $28.00; $28.00</td>
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• OPERA PORTABLE PHONOS

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<th>Model</th>
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<tr>
<td>3830R</td>
<td>3-speed changer port 900 kHz.</td>
<td>$195.90</td>
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<tr>
<td>3830N</td>
<td>Automatic changer port 900 kHz.</td>
<td>$195.90</td>
</tr>
<tr>
<td>3830N</td>
<td>Automatic changer port 900 kHz.</td>
<td>$195.90</td>
</tr>
<tr>
<td>3830R</td>
<td>3-speed changer port 900 kHz.</td>
<td>$195.90</td>
</tr>
<tr>
<td>3831N</td>
<td>Flip needle, manual player.</td>
<td>$34.95</td>
</tr>
<tr>
<td>3830N</td>
<td>Flip needle, manual player.</td>
<td>$24.95</td>
</tr>
<tr>
<td>3831N</td>
<td>Single needle, manual player.</td>
<td>$19.95</td>
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• KIDDIE RADIOS

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<tr>
<th>Model</th>
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<tr>
<td>5170N</td>
<td>Three models: $12.95; $13.95; $14.95</td>
<td>$14.95</td>
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• LONDON RECORDS, INC. 207 West 25th Street, New York 1, N. Y.

• Hi-Fi PHONOS

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<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
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</thead>
<tbody>
<tr>
<td>283B</td>
<td>Imperial Symphony, which includes console remote control and remote speaker-amplifier console.</td>
<td>$705.00</td>
</tr>
</tbody>
</table>

• KRAFT BROTHERS, INC. 140-142 49th Avenue, Jamaica 35, N. Y.

• LONDON RECORDS, INC. 207 West 25th Street, New York 1, N. Y.

• Hi-Fi PHONOS

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<tr>
<th>Model</th>
<th>Description</th>
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<tbody>
<tr>
<td>283B</td>
<td>Imperial Symphony, which includes console remote control and remote speaker-amplifier console.</td>
<td>$705.00</td>
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• KRAFT BROTHERS, INC. 140-142 49th Avenue, Jamaica 35, N. Y.

• LONDON RECORDS, INC. 207 West 25th Street, New York 1, N. Y.

• Hi-Fi PHONOS

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<tr>
<th>Model</th>
<th>Description</th>
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<tbody>
<tr>
<td>283B</td>
<td>Imperial Symphony, which includes console remote control and remote speaker-amplifier console.</td>
<td>$705.00</td>
</tr>
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</table>
**Mantovani**

BACK IN THE UNITED STATES FOR HIS FIRST COAST-TO-COAST TOUR

"MONTY'S" CONCERT ITINERARY

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOWN</th>
<th>HALL</th>
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<tbody>
<tr>
<td>Oct. 1</td>
<td>Waltham, Mass.</td>
<td>Waltham Memorial Auditorium</td>
</tr>
<tr>
<td>Oct. 2</td>
<td>Boston, Mass.</td>
<td>Symphony Hall</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>Hartford, Conn.</td>
<td>Bushnell Memorial Auditorium</td>
</tr>
<tr>
<td>Oct. 4</td>
<td>Syracuse, N. Y.</td>
<td>Land's State Theatre</td>
</tr>
<tr>
<td>Oct. 5</td>
<td>Rochester, N. Y.</td>
<td>Eastman Theatre</td>
</tr>
<tr>
<td>Oct. 6</td>
<td>Buffalo, N. Y.</td>
<td>Kleinhans Music Hall</td>
</tr>
<tr>
<td>Oct. 7</td>
<td>Cleveland, Ohio</td>
<td>Masonic Auditorium</td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Youngstown, Ohio</td>
<td>Stanbaugh Aud.</td>
</tr>
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<td>Oct. 9</td>
<td>Toledo, Ohio</td>
<td>Utic Ceramic Temple</td>
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<tr>
<td>Oct. 10</td>
<td>Detroit, Mich.</td>
<td>Hill Auditorium</td>
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<td>Oct. 11</td>
<td>Grand Rapids, Mich.</td>
<td>Civic Auditorium</td>
</tr>
<tr>
<td>Oct. 12</td>
<td>Chicago, Ill.</td>
<td>Orchestra Hall</td>
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<tr>
<td>Oct. 15</td>
<td>Glen Ellyn, Ill.</td>
<td>Glenbard High School</td>
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<tr>
<td>Oct. 16</td>
<td>Columbus, Ohio</td>
<td>Mayo Civic Auditorium</td>
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<td>Oct. 17</td>
<td>Rochester, Minn.</td>
<td>Northrop Auditorium</td>
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<td>Oct. 18</td>
<td>Minneapolis, Minn.</td>
<td>N.D.C. Field House Auditorium</td>
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<tr>
<td>Oct. 19</td>
<td>Fargo, N. D.</td>
<td>Coliseum Auditorium</td>
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<td>Oct. 20</td>
<td>Minneapolis, Minn.</td>
<td>Civic Auditorium</td>
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<td>Oct. 21</td>
<td>Colorado Springs, Colo.</td>
<td>University of Co. Coliseum</td>
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<tr>
<td>Oct. 22</td>
<td>Austin, Texas</td>
<td>Majestic Auditorium</td>
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<td>Oct. 23</td>
<td>San Antonio, Texas</td>
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<td>Oct. 24</td>
<td>El Paso, Texas</td>
<td>Civic Auditorium</td>
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<td>Oct. 25</td>
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<td>Oct. 26</td>
<td>Lubbock, Texas</td>
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<td>Oct. 27</td>
<td>Fort Worth, Texas</td>
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<td>Oct. 28</td>
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<td>Oct. 29</td>
<td>Beaumont, Texas</td>
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<td>Nov. 1</td>
<td>Odessa, Texas</td>
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<td>Nov. 2</td>
<td>Brownsville, Texas</td>
<td>Municipal Auditorium</td>
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<td>Nov. 3</td>
<td>McAllen, Texas</td>
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<td>Nov. 4</td>
<td>Corpus Christi, Texas</td>
<td>Municipal Auditorium</td>
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<td>Nov. 5</td>
<td>San Antonio, Texas</td>
<td>Municipal Auditorium</td>
</tr>
<tr>
<td>Nov. 6</td>
<td>Houston, Texas</td>
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<tr>
<td>Nov. 7</td>
<td>Alexandria, La.</td>
<td>Municipal Auditorium</td>
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<td>New Orleans, La.</td>
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<td>Nov. 9</td>
<td>Montgomery, Ala.</td>
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<td>Nov. 10</td>
<td>Atlanta, Georgia</td>
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<td>Nov. 11</td>
<td>Chattanooga, Tenn.</td>
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<td>Nov. 12</td>
<td>Knoxville, Tenn.</td>
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<td>Charleston, S. C.</td>
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<td>Richmond, Va.</td>
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<tr>
<td>Nov. 15</td>
<td>Washington, D. C.</td>
<td>Municipal Auditorium</td>
</tr>
<tr>
<td>Nov. 16</td>
<td>New York, N. Y.</td>
<td>Carnegie Hall</td>
</tr>
</tbody>
</table>

**GERSHWIN RHAPSody IN BLUE CONCERTO IN F**

**Gershwin Rhapsody in Blue Concerto in F**

**AN ALBUM OF CHRISTMAS MUSIC**

**AN ALBUM OF CHRISTMAS MUSIC**

**STRAUSS WALTZES**

**ROCKY OCEAN Breeze From The South, Village Swallows, Wine, Orchestra: Frank Kowalski, New York, N. Y.**

**ROCKY OCEAN Breeze From The South, Village Swallows, Wine, Orchestra: Frank Kowalski, New York, N. Y.**

**THE MUSIC OF RUDOLF FRIML**

**THE MUSIC OF RUDOLF FRIML**

**A SELECTION OF FAVORITE WALTZES**

**A SELECTION OF FAVORITE WALTZES**

**THE MUSIC OF SIGMUND ROMBERG**

**THE MUSIC OF SIGMUND ROMBERG**

**THE MUSIC OF VICTOR HERBERT**

**THE MUSIC OF VICTOR HERBERT**

**MUSICAL MASSES**

**MUSICAL MASSES**

**ROMANTIC MELODIES**

**ROMANTIC MELODIES**

**MUSIC FROM THE FILMS**

**MUSIC FROM THE FILMS**

**Warsaw Concerto; Serenade; D'Amore; Dream of Olwen; The Legend of the Glass Mountain; Story of Three Loves; Cornish Rhapsody.**

**Warsaw Concerto; Serenade; D'Amore; Dream of Olwen; The Legend of the Glass Mountain; Story of Three Loves; Cornish Rhapsody.**

**WW.W.AMERICARADIOHISTORY.COM**
HEAR THESE EXCITING NEW PERSONALITIES ON

the many moods of Ann
ANN GILBERT

Cool Gabriebs

Real George

GEORGE RHODES at the piano

And still as exciting as ever....

“THE MANY MOODS OF ANN”
Great Jazz Singer ANN GILBERT LC-1004, ECA-12, 13, 14

“COOL GABRIELS”
Cool Temper LC-1003

“REAL GEORGE”
Sensational Piano GEORGE RHODES’ LC-1005

Piano Red LC-1002, ECA 6, 7, 8

A PRODUCT OF THE COMPANIES OF MUSICA

Ask your Groove Distributor about the profit-packed “Sound Buy” Deal!
ORIGINAL MUSIC
from the sound track of the motion picture

FRIENDLY PERSUASION
composed and directed by
DIMITRI TIOMKIN

LP-110
UNIQUE
A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.

PERSUASION LP 110

STAN BORDEN
Sales Manager

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

In Canada:
SPARTAN RECORDS
**Coral Records:** 3 models—$748, $49.95, $742, $36.95, $740, $29.95

**AM-FM Radio Model:** 9769, $89.95

**Clock Radio** 3 models—$50, $49.95, $49.95, $36.95, $29.95

**Your Coral Record salesman begins his GREATEST YEAR IN SHOWBUSINESS see page 21**

**THE RECORD THAT'S DESTINED TO OPEN NEW HORIZONS IN THE RECORDING INDUSTRY**

**NEW LABEL, NEW SOUND, NEW CONCEPT!**

**ALAN JAY THE ELECTION RECORD #21**

**Coming This Week**

**DISTRIBUTORS:** Many territories still open. Write, DEALERS: There will be EKLECT in all areas. D.J.'s: If you're not on our list, post card.

---

**HI-FI PHONES**

**Mark I**

**MODEL**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cordophone with AM-FM radio, 3 speakers.</td>
<td>$695.00</td>
</tr>
</tbody>
</table>

**Mark II**

**MODEL**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio tape recorder, 3 speakers.</td>
<td>$369.00</td>
</tr>
</tbody>
</table>

**Mark III**

**MODEL**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$350.00</td>
</tr>
</tbody>
</table>

**Mark IV**

**MODEL**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 speakers.</td>
<td>$129.95</td>
</tr>
</tbody>
</table>

**Multi-speed Portable Units**

**MODEL**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-speed manual play console.</td>
<td>$79.95</td>
</tr>
<tr>
<td>3-speed automatic player.</td>
<td>$69.95</td>
</tr>
</tbody>
</table>

**Radio-Phones**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$189.50</td>
</tr>
</tbody>
</table>

**Manual Portable Phonos**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$199.50</td>
</tr>
</tbody>
</table>

**SONIC INDUSTRIES**

**19 Wilbur Street, Lynbrook, L. I., N. Y.**

**HI-FI PHONES**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>450 Plum.</td>
<td>$150.30</td>
</tr>
</tbody>
</table>

**Table Radios**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 models—$818, $59.95, $616, $34.95, $814, $209.95, $812, $24.95, $610, $229.95, $80.95, $19.95.</td>
<td></td>
</tr>
</tbody>
</table>

**PILOT RADIO CORPORATION**

**37-35 35th Street, Long Island City, N. Y.**

**HI-FI PHONES**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cordophone with AM-FM radio, 3 speakers.</td>
<td>$695.00</td>
</tr>
</tbody>
</table>

**1040A**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$369.00</td>
</tr>
</tbody>
</table>

**1035**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$350.00</td>
</tr>
</tbody>
</table>

**1030A**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM-FM radio, 3 speakers.</td>
<td>$309.50</td>
</tr>
</tbody>
</table>

**Escor Model**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table top AM-FM radio, 3 speakers.</td>
<td>$199.50</td>
</tr>
</tbody>
</table>

**Escor Model**

**Model**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table top AM-FM radio, 3 speakers.</td>
<td>$199.50</td>
</tr>
</tbody>
</table>
***Reviews and Ratings of New Jazz Albums***

**HORACE SILVER AND THE JAZZ NUGGETS**

Blue Note BLP 1136

Two taller Blue Note intellectuals are currently yours, Silver and Wester's "Jazz, Thinking". The latter two are a touch more a bit more sophisticated in the way they desensitize listeners, their right hand and narrow. "Jazz, Thinking" is an accomplished according man, but his discos are usually the jazz dance scene comes two for a bearing, too much of - the -fiddle and -the -fiddle. These are more in the -the -fiddle and -the -fiddle. These are more in the.

**JULIAN (CANNONBALL) ADDERLEY IN THE LAND OF HIFI**

Emarcy ERC 1001

The hard-swinging alto man, while in the "Land of HiFi", is in the style of -in-arranging, this line up -the -land. This is a quite a nice disc, with -the -land. This is a quite a nice disc, with -the -land. This is a quite a nice disc, with -the -land.

**BAY FRANCISCO STYLE: LE WATTERS AND BOB HELM**

Riverside RLP 213

Two outstanding and happy teams are captured on this disc and it's a good one for fans of -the -band. This disc is a collector's -the -band. This disc is a collector's -the -band. This disc is a collector's.

**LONGSTONE HORN**

Dare Prince, Clarinet (1-27)

A nice addition to the California clarinet -the -band. This disc is a collector's -the -band. This disc is a collector's.

**CUBAN DANCE FAVORITES**

Cuba SCPL 9076

Produced by the Worldclass Orchestra -the -band. This disc is a collector's -the -band. This disc is a collector's.

---

---
MORE SMASH HITS BY YOUR FAVORITES!!

Checker #846

"THE VOW"

b/w

"SHILLY DILLY"

by The Flamingos

Chess #1629

"SEE-SAW"

by The Moonglows

Chess #1635

"TOO MUCH MONKEY BUSINESS"

by Chuck Berry

Argo #5257

"THE MUSIC GOES ROUND and ROUND" | "BE MY BABY"

by Paul Gayton

---

**Hi-Fi Phonos**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
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<tbody>
<tr>
<td>1160</td>
<td>Concert Master</td>
<td>$190.00</td>
</tr>
<tr>
<td>1180</td>
<td>Canoodle</td>
<td>$190.00</td>
</tr>
<tr>
<td>1162</td>
<td>Cheerle</td>
<td>$129.95</td>
</tr>
</tbody>
</table>

**Hi-Fi Portables**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1165</td>
<td>Concerta</td>
<td>$116.95</td>
</tr>
<tr>
<td>1198</td>
<td>Troubadour</td>
<td>$89.95</td>
</tr>
<tr>
<td>1112</td>
<td>Varsity</td>
<td>$69.95</td>
</tr>
<tr>
<td>1123</td>
<td>Colleget</td>
<td>$39.95</td>
</tr>
</tbody>
</table>

**4-SPEED Automatic Phonos**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1151</td>
<td>Don-Matic</td>
<td>$59.95</td>
</tr>
<tr>
<td>1149</td>
<td>Junior</td>
<td>$49.95</td>
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</table>

**Manual Phonos**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1095</td>
<td>Transcription</td>
<td>$79.95</td>
</tr>
<tr>
<td>1123</td>
<td>Campus</td>
<td>$34.95</td>
</tr>
<tr>
<td>1133</td>
<td>Ball</td>
<td>$24.95</td>
</tr>
<tr>
<td>1113</td>
<td>Sophomore</td>
<td>$22.95</td>
</tr>
</tbody>
</table>

**Auto-PHONO Combination**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1110</td>
<td>Magna</td>
<td>$69.95</td>
</tr>
<tr>
<td>1146</td>
<td>Jayvee</td>
<td>$54.95</td>
</tr>
<tr>
<td>1170</td>
<td>Duet</td>
<td>$34.95</td>
</tr>
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</table>

**CLOCK RADIOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>Twilighter</td>
<td>$139.95</td>
</tr>
<tr>
<td>1122</td>
<td>Phone Radio</td>
<td>$99.95</td>
</tr>
</tbody>
</table>

**SYMPHONIC RADIO & ELECTRONIC CORP.**

233 Jersey Avenue, New Brunswick, N.J.

**HI-FI PHONOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5064</td>
<td>Portable, 4-speed automatic hi-fi</td>
<td>$299.95</td>
</tr>
</tbody>
</table>

**PORTABLE PHONOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>0515</td>
<td>5 tube radio and automatic 4-speed phono, luggage-style case,</td>
<td>$139.95</td>
</tr>
<tr>
<td>0514M</td>
<td>5 tube radio, automatic 4-speed phono, with cane</td>
<td>$99.95</td>
</tr>
<tr>
<td>7005</td>
<td>Automatic 4-speed portable phono with tune control</td>
<td>$29.95</td>
</tr>
<tr>
<td>7075</td>
<td>3-speed automatic portable phono</td>
<td>$29.95</td>
</tr>
<tr>
<td>7061</td>
<td>3-speed of luce portable manual phono with tune control</td>
<td>$29.95</td>
</tr>
<tr>
<td>7000</td>
<td>3-speed portable manual phono</td>
<td>$19.95</td>
</tr>
</tbody>
</table>

**PORTABLE RADIOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6500</td>
<td>$49.95, $69.95, $60.95, $109.95</td>
<td></td>
</tr>
</tbody>
</table>

**TABLE RADIOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>66-38</td>
<td>$24.95, $34.95, $39.95, $59.95</td>
<td></td>
</tr>
</tbody>
</table>

**CLOCK RADIOS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>95C46M</td>
<td>$39.95, $50.95, $69.95, $79.95, $89.95</td>
<td></td>
</tr>
</tbody>
</table>

**VANITY FAIR ELECTRONICS CORPORATION**

50 South 6th Street, Brooklyn 11, N.Y.

**Three-Speed Phonographs**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1101</td>
<td>Portable, 3-speed</td>
<td>$19.95</td>
</tr>
<tr>
<td>101</td>
<td>Portable, 3-speed promotional phonograph</td>
<td>$29.95</td>
</tr>
<tr>
<td>31</td>
<td>Portable, 3-speed de lux phonograph</td>
<td>$29.95</td>
</tr>
<tr>
<td>301</td>
<td>Promotional 3-speed</td>
<td>$29.95</td>
</tr>
<tr>
<td>302</td>
<td>Promotional 3-speed, flip needle</td>
<td>$29.95</td>
</tr>
<tr>
<td>301</td>
<td>De luxe portable</td>
<td>$29.95</td>
</tr>
<tr>
<td>415</td>
<td>Promotional 3-speed automatic phonograph</td>
<td>$29.95</td>
</tr>
</tbody>
</table>

**Kiddie Phonographs**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>B10</td>
<td>Traffic builder, table model</td>
<td>$4.95</td>
</tr>
<tr>
<td>B20</td>
<td>Mickey Mouse, portable</td>
<td>$9.95</td>
</tr>
<tr>
<td>7001</td>
<td>Table model acoustic phonograph</td>
<td>$19.95</td>
</tr>
<tr>
<td>7007</td>
<td>Table model metalized phonograph</td>
<td>$29.95</td>
</tr>
<tr>
<td>600</td>
<td>Portable acoustic phonograph</td>
<td>$19.95</td>
</tr>
<tr>
<td>606</td>
<td>Portable acoustic phonograph de luxe</td>
<td>$24.95</td>
</tr>
<tr>
<td>502</td>
<td>Mickey Mouse portable phonograph</td>
<td>$24.95</td>
</tr>
</tbody>
</table>

**J-M Corporation**

Benton Harbor, Mich.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>565</td>
<td>Fidels, 3 speakers, 4-speed changer</td>
<td>$349.90</td>
</tr>
<tr>
<td>560</td>
<td>Fidels, 4-speed changer, for tape recorder and AM-FM</td>
<td>$499.90</td>
</tr>
</tbody>
</table>

(Continued on page 27)
The CREW CUTS

With A Great New Sound...

"LOVE IN A HOME"
and
"Keeper Of The Flame"

A Two Sided Smash!

MERCURY 70977
<table>
<thead>
<tr>
<th>This Week</th>
<th>Last on Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Just Walking in the Rain</td>
<td>13 4</td>
</tr>
<tr>
<td>12. When the White Lilacs Bloom Again</td>
<td>11 5</td>
</tr>
<tr>
<td>13. Fel</td>
<td>11 8</td>
</tr>
<tr>
<td>14. True Love</td>
<td>20 2</td>
</tr>
<tr>
<td>15. Green Door</td>
<td>25 2</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last on Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. Friendly Persuasion</td>
<td>22 3</td>
</tr>
<tr>
<td>17. You Don't Know Me</td>
<td>14 11</td>
</tr>
<tr>
<td>18. Happiness Street</td>
<td>18 6</td>
</tr>
<tr>
<td>19. After the Lights Go Down Low</td>
<td>21 6</td>
</tr>
<tr>
<td>20. Wayward Wind</td>
<td>15 23</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last on Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. In the Middle of the House</td>
<td>19 4</td>
</tr>
<tr>
<td>22. Miracle of Love</td>
<td>1 1</td>
</tr>
<tr>
<td>23. I Almost Lost My Mind</td>
<td>15 18</td>
</tr>
<tr>
<td>24. Chains of Love</td>
<td>1 1</td>
</tr>
<tr>
<td>24. Ka Ding Dong</td>
<td>25 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last on Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. Be-Bop-a-Lula</td>
<td>23 15</td>
</tr>
<tr>
<td>26. Bus Stop Song</td>
<td>1 1</td>
</tr>
<tr>
<td>26. Flying Saloon</td>
<td>17 9</td>
</tr>
<tr>
<td>29. I Want You, I Need You, I Love You</td>
<td>23 18</td>
</tr>
<tr>
<td>30. Walk Hand in Hand</td>
<td>29 20</td>
</tr>
</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
Petticoats Of Portugal

Dick Jacobs

His Chorus and Orchestra

Coral 61724 • 9-61724

Coral Records
America's Fastest Growing Record Company
**Most Played in Juke Boxes**

For survey week ending September 26

<table>
<thead>
<tr>
<th>Record</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DON'T BE CRUEL (BMI)– E. Presley</td>
<td>1</td>
</tr>
<tr>
<td>2. MY PRAYER (ASCAP)–全日制</td>
<td>13</td>
</tr>
<tr>
<td>3. CANADIAN SUNSET (BMI)– H. Wintershaler-E. Heywood</td>
<td>11</td>
</tr>
<tr>
<td>4. WHATSOEVER WILL BE, WILL BE (ASCAP)– Doris Day</td>
<td>3</td>
</tr>
<tr>
<td>5. CANADIAN SUNSET (BMI)– H. Wintershaler-E. Heywood</td>
<td>4</td>
</tr>
<tr>
<td>6. HONKY TONK (Parts I &amp; II) (BMI)– B. Doggett</td>
<td>5</td>
</tr>
<tr>
<td>7. FOOL (BMI)–S. Clark</td>
<td>7</td>
</tr>
<tr>
<td>8. CANADIAN SUNSET (BMI)– A. Williams</td>
<td>9</td>
</tr>
<tr>
<td>9. SONG FOR A SUMMER NIGHT (Parts I &amp; II)–M. Miller</td>
<td>11</td>
</tr>
<tr>
<td>10. JUST WALKING IN THE RAIN (BMI)–J. Ray</td>
<td>13</td>
</tr>
<tr>
<td>11. I ALMOST LOST MY MIND (BMI)–E. Boone</td>
<td>17</td>
</tr>
<tr>
<td>12. SOFT SUMMER BREEZE (BMI)–E. Heywood</td>
<td>19</td>
</tr>
<tr>
<td>13. SONG OF THE HEART (BMI)–F. Presley</td>
<td>21</td>
</tr>
<tr>
<td>14. THE LIGHTS GO DOWN LOW (BMI)–A. Hribler</td>
<td>23</td>
</tr>
<tr>
<td>15. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)– E. Presley</td>
<td>25</td>
</tr>
<tr>
<td>16. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)–Pictures Brothers</td>
<td>27</td>
</tr>
<tr>
<td>17. CHAINS OF LOVE (BMI)– F. Boone,</td>
<td>29</td>
</tr>
<tr>
<td>18. BE-BOP-A-LULA (BMI)– G. Vincentt</td>
<td>31</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending September 26

<table>
<thead>
<tr>
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<th>Week Chart</th>
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<tr>
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</tr>
<tr>
<td>13. BE-BOP-A-LULA (BMI)– G. Vincentt</td>
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**Most Selling in Stores**

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Dot's Own Hit Parade

15486—THE GREEN DOOR—JIM LOWE
15490—FRIENDLY PERSUASION—PAT BOONE
15481—THE FOOL—SANFORD CLARK
15491—WHEN THE WHITE LILACS BLOOM AGAIN—BILLY VAUGHN
15492—NOW IS THE HOUR—GALE STORM
15501—PLEASE DON'T LEAVE ME—FONTANE SISTERS
15489—KA-DING-DONG—THE HILLTOPPERS
15488—HEART AND SOUL—JOHNNY MADDOX
15497—ONE MINT JULIP—MAC WISEMAN
15472—I ALMOST LOST MY MIND—PAT BOONE
1286—HONKY TONK TEARS—JIMMY NEWMAN

ALBUMS

DLP-3030—"HOWDY"—PAT BOONE
DLP-3012—PAT BOONE
DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN
DLP-110—EDDIE PEABODY
DLP-3023—"THE BANJO WIZARDRY"—EDDIE PEABODY
DLP-3029—"THE TOWERING HILLTOPPERS"—THE HILLTOPPERS
DEP-1053—"PAT ON MIKE"—PAT BOONE

BEST SELLING NEW RELEASES

15498—SPIN THE WHEEL—ROCKY ROAD—THE SCHOLARS
15500—THE FANG—BULLFROG HOP—NERVOUS NORVUS
15496—COOL IT BABY—BALLROOM BABY—DICK LORY
Territorial Best Sellers

For survey week ending September 26

Atlanta
1. Canadian Suite, H. Winterhalter, Vic
2. Love Boat, N. Winterhalter, Vic
3. Love Scene, R. Winterhalter, Vic
4. My Prayer, Phillips, Mer
5. Whistler Will Be, Will Be
6. Song for a Summer Night
Fair Formal

Baltimore
1. Don't Be Cruel, E. Presley, Vic
2. Just Walking in the Rain, E. Presley, Vic
3. I'll Remember April, E. Presley, Vic
4. Whatever Will Be, Will Be
5. Tonight You Belong to Me
6. Charlie of Love, E. Presley, Del

Boston
1. Don't Be Cruel, E. Presley, Vic
2. Just Walking in the Rain, E. Presley, Vic
3. Whatever Will Be, Will Be
4. Don't Be Cruel, E. Presley, Vic
5. Canadian Suite
6. Boston

Los Angeles
1. Whistler Will Be, Will Be
2. Don't Be Cruel, E. Presley, Vic
3. Whatever Will Be, Will Be
4. Don't Be Cruel, E. Presley, Vic
5. Canadian Suite
6. Los Angeles

Milwaukee
1. Don't Be Cruel, E. Presley, Vic
2. Foul, S. Clark, Del
3. Just Walking in the Rain, E. Presley, Vic
4. Indiana Jones, E. Presley, Del
5. Hound Dog, E. Presley, Vic
6. Tonight You Belong to Me

Minneapolis-St. Paul
1. Just Walking in the Rain, E. Presley, Vic
2. Hound Dog, E. Presley, Vic
3. Minnesota Suite, E. Winterhalter, Vic
4. Miami Suite, E. Winterhalter, Vic
5. Sidel Shore, Bow, Chicago
6. In the Middle of the Road

New Orleans
1. Don't Be Cruel, E. Presley, Vic
2. Foul, S. Clark, Del
3. Just Walking in the Rain, E. Presley, Vic
4. Whatever Will Be, Will Be
5. Hound Dog, E. Presley, Vic
6. New York

New York
1. Canadian Suite, H. Winterhalter, Vic
2. Don't Be Cruel, E. Presley, Vic
3. Whatever Will Be, Will Be
4. Whatever Will Be, Will Be
5. Whatever Will Be, Will Be
6. Hound Dog, E. Presley, Vic

Pittsburgh
1. Hound Dog, E. Presley, Vic
2. I'll Remember April, E. Presley, Vic
3. Whatever Will Be, Will Be
4. Whatever Will Be, Will Be
5. Whatever Will Be, Will Be
6. Hound Dog, E. Presley, Vic

St. Louis
1. Tonight You Belong to Me
2. Canadian Suite
3. Winnipeg Suite
4. Whatever Will Be, Will Be
5. Whatever Will Be, Will Be
6. Hound Dog, E. Presley, Vic

Trenton, N.J., E. Presley, Vic

Washington, D.C.
1. Whatever Will Be, Will Be
2. Whatever Will Be, Will Be
3. Whatever Will Be, Will Be
4. Whatever Will Be, Will Be
5. Whatever Will Be, Will Be
6. Whatever Will Be, Will Be

Washington, D.C.
1. Don't Be Cruel, E. Presley, Vic
2. Just Walking in the Rain, E. Presley, Vic
3. Whatever Will Be, Will Be
4. Whatever Will Be, Will Be
5. Whatever Will Be, Will Be
6. Washington, D.C.
CHOCKFUL of $ALE$.

“GET OUT AND VOTE” Gim-Mix. Rege Cordic, early morning jock over KDRA, Pittsburgh, is running his own presidential campaign this fall, with “Carman Mode" (Bob Trpan) up for prexy. The drive was climaxd Saturday (29) with a “whistlestop" tour via special train (hearing 500 fans and press reps) which stopped at seven Pennsylvania cities. In each town, “Carman," Cordic and the rest of his boys put on a typical “whistlestop show," followed by local civic officials gave a short plug for the get-out-and-vote movement.

NMEV, New York, is also conducting a “get out and vote" drive, via a gimmick whereby each jockey makes 10 phone calls during his show every day to names selected at random from the phone directory. The jocks, in turn, ask whomever answers to form a call and call three others to remind them to register and vote. If all go as planned, only 13 unbroken links of this telephone chain are necessary to reach 15,943,250 people to remind them to register. NMEV spinners participating in the phone gimmick include Jerry Marschell, Cene Kieran and Del Finch, Bill Williams, Lonny Starr, Art Fend, Jack Lazure and Dick Shepherd.

CHANGE OF THEME, Dan Neaverth, who 1signs himself radioactively yours, has moved from WBFM, Cleveland, to WCJB, Dunkirk, N. Y., and needs platters for his daily “Rumpus Room" afternoon show and his “All Star Request" evening program.

Joel Spivak, veteran batman of Charlie Spivak’s show, is summing even at WPTR, Albany, N. Y. He also functions as musical director for the outlet… Frank Sweeney, formerly with WPOR, Portland, Me., has joined WOLAM, Lewiston, Me., as early morning man… Alan Fredericks, ex-staffer at WABI, Adiron, Me., has moved over to WCBB, Freeport, Long Island, N. Y.

Lou Barrile, WKAL, Rome, N. Y., was given a surprise party by his fans and station staff on his birthday recently, and it was such a surprise that the jock wasn’t located until the party was well over. Barrile is currently vacationing on the West Coast and in Mexico, with Paul Mathes, leading tenors of the Stuttgarter State Opera Company, during the past year, has joined WCBB, Waltham, Mass., as a classical deejay.

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:

Hartford, Conn.
Rich People of Brooklyn,
Sammy Kaye, Columbia.
Balala Rouge, L. A.
"Giant," Ray Heiland, Columbia.
St. Paul Minnesnowka Tunk," Bill Doggett, King.
Portland, Ore.
"Don’t Be Cruel," Elvis Presley, Victor.
Salt Lake City
"Canadian Sunset," Hugo Winterhalter, Victor.
Chicago
"49 Shades of Green," Ames Brothers, Victor.
St. Louis
"You Don’t Know Me," Jerry Vale, Columbia.

VOX JOX
by JUNE BUNDY

YESTERYEAR’S TOPS—The nation's top ten on records as reported in The Billboard.

OCTOBER 5, 1946:
1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. Rumbler Are Flying
6. Larger in a Little Longer, Baby
7. If You Were the Only Girl
8. Don’t Know Why (I Just Do)
9. Don’t What Comes Naturally

OCTOBER 6, 1951:
1. Because of You
2. Let’s Have It Again
3. Cold, Cold Heart
4. Lovestorm of the Year
5. Too Young
6. Come On-A My House
7. World Is Waiting for the Sunrise
8. Down Yonder
9. It’s No Sin
10. Shanghai

for the station’s new opera series. . . . Thailand’s leading jockey, Fuchai Yama, is visiting the U. S. and will be attached to KYW-TV, Cleveland, for three months.

THIS N’ THAT: During the 30’s, dance marathon endurance contests were the big thing. The big gimmick this year appears to be jockey-thons, with spinners vieing to see which one can sit on the air the longest. Latest entry in the how-long-can-you-last contest is Ray J. Williams, manager of KCSJ and KCSJ-TV, Pueblo, Colo., who has broadcast 24 hours in succession, going without sleep for more than five days and nights.

Jan Aylward, WHIL, Bos- ton, is writing a new record column for the local Boston Sunday Post... Lew Hoidal, KRFQ, Lockview, Tex., took over the station’s teen-age request show two months ago, and in that brief period the program has increased its estimated audience from 10,000 to 60,000 and expanded from 45 minutes to 90 minutes… Bill Bradley, (new tag for ex-New York jockey Bill Silbert) KLAC, Hollywood, has a feature role in the forthcoming Debbie Reynolds-Eddie Fisher movie.

Chris Martin, who conducts the morning show at WABY, Albany, N. Y., is conducting the National Parks” afforded free disk as prizes, needs more wax for contest giveaways. He is now in the hurry at WFDF, Flint, Mich., devoting almost 80 per cent of programming on his daily 6:30-10 a.m. show to LP selections. The show, which came rock and roll disks completely, is sold out, sponsor-wise.

Hub Distrib.
Goes Midwest

NEW YORK—Music Suppliers, Inc., Boston’s record distributing outfit, is opening a branch in Cin- cinnati November 1. The new Music Suppliers of Ohio will distribute Angel Records, MGM, Capitol High-Endity Products, and several other labels.

The Ohio branch will distribute Angel exclusively in the Cincinnati, Cleveland and Pittsburgh terri- tories, and in the Columbus-nati area only. Bob Martin, a for- mer deejay at WCOP, Boston, has been appointed manager of the Cincinnati operation by Music Suppliers foroutput, Danny and Harry Carter.
Breaking BIG on Bally!

"THE CITY OF ANGELS"
by/w "LISTEN MY LOVE"

The Highlights
Bally #1016 (7-1016)

"WHY DID YOU?"
by "THIS HEART OF MINE"

The Turks
Bally 1017 (7-1017)

"PETTICOATS OF PORTUGAL"
by "PRENEZ GARDE"

Caesar Giovannini
Bally 1018 (7-1018)

"I HAVE BUT ONE HEART"
by/w "SENTIMENTAL JOURNEY"

Bob Anderson
Bally #1019 (7-1019)

Bally RECORDS
THE HOME OF LIVING PERFORMANCE
201 N. Wabash Avenue
Chicago 1, Ill. 3-4677
The Cash Box
Disk of the Week

"...Absolutely thrilling
...Will skyrocket on to
the charts in short order"

PATTI PAGE
"EVERY TIME"
(I Feel His Spirit)

PUBLISHED BY MONUMENT MUSIC, INC. (Larry Uttal), 1650 Broadway, New York 16, N. Y.

THE TOP 100

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 more
reliably served by other regular weekly features: Best
Sellers in Stores, Most Played In Juke Boxes, Coming Up
Strange and Best Buys.
Fabulous "Fats" Domino... does it again

"BLUEBERRY HILL"

(As sung by Domino in the Picture "SHAKE, RATTLE & ROLL"

and

"Honey Chile"

No. 5407

Imperial Records
Tunes With Greatest Radio-TV Audience

Radio
Alligator Music Box—October—ASCAP
Blinch Song (R) (F) (C)—ASCAP
by the Fountains of Rome (R)—Chappell—ASCAP
Garden Street (R)—Famous Eagle—ASCAP
Crisho (R)—Emmett—BMI
Childs, Vol. Cindy (R) (E)—E. B. Markert—BMI
Cosmopolitan Liberty (R)—BMI
Freedom (R)—ASCAP
Gwen (R) (F)—Whitmore—ASCAP
Hawthorne Street (R)—BMI
Gee, I Love You (R)—E. B. Markert—BMI
I Could Have Danced All Night (R) (M)—BMI
If I Had My Brothers (R)—Commander
Lay Down Your Arms (R)—Lincoln—BMI
Maybe You're the One (R)—BMI
My Prayer (R)—R. B. Silver-Bernstein—BMI
Naive (R)—BMI
On the Street Where You Live (R) (F)—ASCAP
One Finger Piano (R)—E. B. Markert—BMI
To a Time (R)—Parachute—ASCAP
That's All There Is to This (R)—Medallion—BMI
Tonight You Belong to Me (R) (F)—Bragon
Three Times Lucky (R)—BMI
Waltz in Hand (R)—BMI
Will You Be In My Dreams (R)—BMI
Will You Be With Me (R) (F)—ASCAP
When the Willow Wisteria Bloom Again (R)—ASCAP
Where in the World (R)—BMI
Will You Be at Luck (R) (M)—Chappell—ASCAP
You Can't Away from Me (R)—BMI
Columbia Pro—ASCAP
You're So Individual (R) (F)—Benson—BMI

Television
A Heart Without a Heartbeat—(R) United
Begleit 62000—(R)—BMI
Canada 1954 (R)—BMI
Don't Be Cruel (R)—Doe, Butler, and Frazier—BMI
Famous Character (R)—BMI
Fame From the East—(R) United—ASCAP
Gift Us This Day (R)—Lincoln—ASCAP
Grace: Ho, Gi—and Griss (R)—BMI
Happiness Street (R)—Parachute—ASCAP
Home—Duet (R)—BMI
I Am Lost My Mind (R)—BMI
I Could Have Danced All Night (R) (M)—BMI
I Love Mickey—(R) United—ASCAP
I Must Be In Heaven (R)—BMI
Motherland—(R) United—ASCAP
My Eyes Have Grown Accustomed to Your Face (R)—BMI
Spread Some Love (R)—BMI
The Most Beautiful Place in the World (R)—BMI
Tonight You Belong to Me (R) (F)—Bragon
Three Times Lucky (R)—BMI
Will You Be With Me (R) (F)—ASCAP
When the Willow Wisteria Bloom Again (R)—ASCAP
Where in the World (R)—BMI
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Columbia Pro—ASCAP
You're So Individual (R) (F)—Benson—BMI

* Best Selling Sheet Music in Britain

(For Week Ending September 26)

Little Willie John
Do Something for Me
My Nerves
Still on Top

Fever

Earl Bostic and Bill Doggett

Bubbins Rock

Other Hot Releases

James Brown and the Famous Flames
Hold My Baby's Hand

Earl Bostic
Rose of Picardy

Earl Bostic and Bill Doggett

King—Federal—De Luxe

Earl Bostic and Bill Doggett

Bill Doggett

Otis Williams and His Charms

King—Federal—De Luxe

Earl Doggett and Bill Doggett

King—Federal—De Luxe
Fabulous! New
MANHATTAN TOWER
12 INCH SINGLE LONG PLAY ALBUM
PRICE 3.98 Incl. Tax
SUNG BY
PATTI PAGE
New Songs Plus The Original Famous Hits
* WORDS and MUSIC by GORDON JENKINS
orchestra conducted by Vic Schoen
MG 20226
**RECENT POP RELEASES**

**Coming up Strong**

The Billboard's weekly survey of top volume dollar sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Ka Ding Dong**
   - Soft Summer Breeze
   - The Diamonds
   - (BMI); (BMI) Mercury 70934

2. **I Walk the Line**
   - Johnny Cash
   - (BMI) Sun 241

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

4. **In the Middle of the House**
   - Vaughn Monroe
   - (ASCAP) RCA Victor 6019

5. **In the Still of the Night**
   - The Satins
   - (BMI) Ember 1005

6. **Blueberry Hill**
   - Fats Domino
   - (ASCAP) Imperial 5407

7. **See Saw**
   - The Moonglows
   - (BMI) Chess 1629

8. **Lay Down Your Arms**
   - The Chordettes
   - (BMI) Cadence 1299

9. **The ABC's of Love**
   - Frankie Lymon and the Teen-Agers
   - (BMI) Cres 1022

10. **Ka Ding Dong**
    - The Hilltoppers
    - (Dot) 15499

**This Week's Best Buys**

Special telephone reports indicate these recent releases have become one or more key sellers. They do not sell with wide enough sales strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" rating.

**LAY DOWN YOUR ARMS**
- (Ludlow, BMI) - The Chordettes - Cadence 1299 - The girls have forged ahead of their competition with their version of this tune. Ann Shelton and Russ Morgan have their partitions, but the Cadence disk has had the best sledding and now is nearing the charts. Flip is "Teen-Age Goodnight" (American, BMI).

**PLEASE DON'T LEAVE ME**
- (Commodore, BMI)

**STILL**
- (Progressive, BMI) - The Fontane Sisters - DOT 15301 - Another strong contribution from the distaff side of the house. In the last two weeks, sales on the Fontane's release have been very gratifying. This has been particularly true in Cincinnati, Cleveland, Pittsburgh, Philadelphia, Buffalo, Milwaukee, St. Louis, Atlanta, Nashville and Durham. Both sides are sparking action, with a slight edge on "Please." A previous Billboard "Spotlight" pick.

**Tips on Coming Tops**

**RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE SELLING POP SINGLES**

**Recent Pop Releases**

**coming up strong**

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**Please Don't Leave Me**
- (Commodore, BMI)

**Still**
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**Review Spotlight on...**

**POP RECORDS**

- **ELVIS PRESLEY... RCA Victor 6643... LOVE ME TENDER**
  - (RCA Victor, BMI)
  - Any way you want me—that's how I will be.
  - Titled tune from Presley's first album has set a record for advance orders, which now exceed a million. Further comment unnecessary.

- **FRANK SINATRA... Capitol 3532... JEALOUS LOVER**
  - (Bing, ASCAP)
  - You forgot all the words... (Trans-Music, BMI)
  - A hussy tune with rhythm backing in "Jealous Lover" and a lush ballad on the flip afford Sinatra an opportunity to project. He comes close to rock 'n roll on the top side and, with the smart arrangement and solid back ing, it should move fast.

- **NAT (KING) COLE... Capitol 3531... NIGHT LIGHTS**
  - (Bolero, ACSAP)
  - To the ends of the earth... (Winston Music, BMI)
  - Two tender ballads, both of his calmest, tastefully and sincerely rendered by The King, with the Nelson Riddle orch adding its usual smart backing.

- **PATTI PAGE... Mercury 70971... MAMA FROM THE TRAIN**
  - (Remick, ASCAP)
  - A delightfully off-beat ballad with quaint lyrics styled in the Pennsylvania Dutch idiom is sung exactly right by the gifted Miss Page. Tune, Page kicked off by jockeys, will make a conversation piece which should help it hit commercially. Flip is "Every Time—I Feel His Spirit" (Monument, BMI).

- **DICK JACOBS ORK... Coral 16724... PETTICOATS OF PORTUGAL**
  - (Christopher, BMI)
  - Song of the vagabonds... (ASCAP)
  - "Petticoats" Jacobs has a side that will sell itself on first listening. Material is catchy and tuneful, and orchestra gives it an ingratiating production. On flip he gives to "Vagabond King" standby's a type, juiced-up projection that will provoke counter interest. Jocks will go for both sides heavily.

- **JERRY VAUGHN... Dot 15506... TWO SHADOWS**
  - (Christensen, ASCAP)
  - "Two Shadows" is another pretty appeal, melody, with that continental flavor.

- **"TENNESSEE" ERNIE FORD... Capitol 3553... FIRST BORN**
  - (Bradshaw, BMI)
  - Have you seen her... (Snyder, ASCAP)
  - "First Born" is a heart-puller with extremely smooth warbling by Ford. It's the type tune that will easily connect spins. On flip he has a ballad that, with his warm handling, will also rack up sales.

- **MITCH MILLER... Columbia 49722... SONG OF THE SPARRROW**
  - Miller writes this tune, written by his children, with an instrumental version on one side and a vocal on the flip. Tune has a light, gay melody and cute, catchy lyrics that will appeal to all age groups. June Erickson is featured vocalist.

- **LITTLE RICHARD... Specialty 354... HEBBY-JEEBIES**
  - (Venice, BMI)
  - She's got it...
  - See Spotlight Review in Rhythm & Blues Section.

**POP DISK JOCKEY PROGRAMMING**

- **ELLA FITZGERALD... Verve 2021... THE SILENT TREATMENT**
  - (Columbia, ASCAP)
  - The Sun forgot to shine this morning...
  - With fine showcasing by the Buddy Bregman orc, Miss Fitzgerald displays her smoothest warbling on both sides of a disk that's bound to flip the jockeys. The smart material is made to order.

**POP NOVELTY**

- **EDDIE LAWRENCE... Coral 61713... THE NEW PHILOSOPHER**
  - (Malaco Music, ASCAP)
  - Loco baseball... (Merrick Music, BMI)
  - "The Old Philosopher" comes up with "new" material and again gets his "message" scene. In his new familiar style, Lawrence projects the human situation and registers with this equally commercial follow-up. On the flip, a most unusual baseball game is broadcast by the artist. Should come in for a lot of play during the Series.

**POP TALENT**

- **SUSAN SILO... Candlelight 1005... DEAR DIARY**
  - (Erenes, ASCAP)
  - Don't ever cheat... (Erenes, ASCAP)
  - This 14-year-old has clear, toned voice and good projection that registers. She has two rare tunes here directed at the teen-age set both of which could stir action.
IT'S DELIGHTFUL TO BE MARRIED

THE STAR YOU WISHED UPON LAST NIGHT

E. B. Marks Music Corporation, Radio City, N. Y.
X/4X-0233

NOW AVAILABLE AT YOUR VIK DISTRIBUTOR

www.americanradiohistory.com
**THE FUnniTEST RECORD OF THE YEAR**

**THE NEW PHILOSOPHER**

**EDDIE LAWRENCE**

**STILL GOING STRONG**

**THE OLD PHILOSOPHER**

**EDDIE LAWRENCE**

**IN OLD VIENNA**

**Eddie Lawrence**

---

**Reviews of New Pop Records**

**CADEY CANGINHIE REXTE**

*Portuguese*...$9

**BILL HAYES**

*Masses From Jesus Days* (Broadcast, USA)...

**ERNEST RICKARDS**

*Once Upon a Dream* (Broadcast, USA)...

**RUSSE BISHOP**

*Look Into My Moon* (Broadcast, USA)...

**GORDON JENKINS**

*Here Are We* (Broadcast, USA)...

**ROBERTA SHERWOOD**

*Mary Lee* (Broadcast, USA)...

**MORGANA KENG**

*Foot Ways* (Broadcast, USA)...

**DICK HENHOM**

*Never Leave Me* (Broadcast, USA)...

**VERA LEE**

*In My Life* (Broadcast, USA)...

**WARREN COVENIG* 

*Evil* (Broadcast, USA)...

**ROBERT MANTON** (Associated British, Great Britain)...

**CARERS**, *Farewell* (Broadcast, USA)...

**THE LANCERS**

*Never Whole* (Broadcast, USA)...

**VERA LYNN**

*Sing Me a Song* (Broadcast, USA)...

---

**RATINGS—COMMERCIAL POTENTIAL**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Commercial Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Top</td>
</tr>
<tr>
<td>9</td>
<td>Excellent</td>
</tr>
<tr>
<td>8</td>
<td>Good</td>
</tr>
<tr>
<td>7</td>
<td>Fair</td>
</tr>
<tr>
<td>6</td>
<td>Poor</td>
</tr>
<tr>
<td>5</td>
<td>Unofficial</td>
</tr>
</tbody>
</table>

---

**EVEN MORE RECORDS**

Coral 61713 • 9-61713

---

**CORAL RECORDS**

America's Fastest Growing Record Company

---

**CORAL 6168 • 9-6168**
ATOMIC!

Little Brenda Lee

9 Year Old Sensation

Jambalaya - Bigelow

6-200

DECCA 30050

Introduced on the Ozark Jubilee TV Show
Sept. 15 and Sept. 22

America's Fastest Selling Records

www.americanradiohistory.com
From the Nation's Leading Producer of Hit Albums...

AN EXCITING NEW CAMPAIGN FOR OCTOBER • NOVEMBER!
DAKOTA STATON
YOU KNOW I DO
I TOLD YOU SO
record no. 3546

GENE VINCENT
and His BLUE CAPS
BLUE JEAN BOP
WHO SLAPPED JOHN
(record no. 3558)

DICK HAYMES
TWO DIFFERENT WORLDS
NEVER LEAVE ME
(record no. 3565)

SPECIAL RELEASE!
NAT "KING" COLE
NIGHT LIGHTS
TO THE ENDS OF THE EARTH
(record no. 3551)

FRANK SINATRA
JEALOUS LOVER
YOU FORGOT ALL THE WORDS
(record no. 3552)

"TENNESSEE" ERNIE FORD
FIRST BORN
HAVE YOU SEEN HER
(record no. 3553)

TRUDY RICHARDS
ONCE UPON A DREAM
PARADISE
(record no. 3555)

HYLO BROWN
THE PRISONER'S SONG
THE ONLY ONE
(record no. 3554)

GORDON JENKINS
REPEAT AFTER ME
MARRIED I CAN ALWAYS GET
(record no. 3556)

CAROLE BENNETT
I WALK THE LINE
IN SOMEONE ELSE'S ARMS
(record no. 3564)

RENATO CAROSONE
MY LUCIANA
THE LITTLE ALARM CLOCK
(record no. 3548)
SALES
BOOSTER KITS
will help you... • SELL MORE SINGLES
• SELL MORE ALBUMS
• SELL MORE PHONOGRAPHIC
• SELL MORE ACCESSORIES

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

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

For New Dealer-Subscribers Only . . .
...here's what you'll get...mailed twice a month, starting now:

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

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

• BIG PLAY CLASSICAL ALBUM POSTER . . .
Alternating with BIG PLAY JAZZ ALBUM POSTER, 17"x22", two colors. For counters, walls and window displays.

• TODAY'S TOP TUNES . . . listing the top in pops, classical, jazz, R&B, C&W... singles and albums.

• POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT . . . spread these all over your store! Pin them up in your listening booths.

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

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

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

MERCHANTISING DIVISION
THE BILLBOARD
2100 Patterson Street
Cincinnati 22, Ohio

Name
Name of store
Address

city zone state

I want to save 50% of your regular price. Please send me the next 10 SALES BOOSTER KITS...twice a month for one year at 50c per kit. I enclose only $12.

Please send me the next 10 SALES BOOSTER KITS at a trial. I enclose $4 in full payment.

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

Please extend my present service for one year at this special rate.

1. OCTOBER 6, 1956
"MAMA FROM THE TRAIN"

(A KISS, A KISS)

recorded by
Patti Page

MERCURY '70971

REMICK MUSIC CORP. 488 Madison Ave., New York 22, N.Y.
OCTOBER 6, 1956

BEST SELLING POP SINGLES

1. "Studio One" Theme—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) 
   Mitch Miller ........................................... 40730 \ 4-40730
2. You Don't Know Me—Enchanted, Jerry Vale ........ 40718 \ 4-40710
3. The Bus Stop Song (A Paper of Pies)—A House With Love in It—The Four Lads ...... 40736 \ 4-40736
4. Miracle of Love—Unwanted Heart—Eileen Rodgers .... 40708 \ 4-40708
5. Juke—Love in a Home—Doris Day ................. 40758 \ 4-40758
6. Namely You—If I Had My Druthers—Don Cherry .... 40746 \ 4-40746
7. Lay Down Your Arms—The Madonna in Blue 
   Anne Shelton ........................................... 40759 \ 4-40759

BEST SELLING POP ALBUMS

1. My Fair Lady—Rex Harrison, Julie Andrews, Original Cast .... 01-5090 \ A-5090
2. Just a Song—Herman Luboff .................. CL-890 \ B-890
3. Solo Mood—Paul Weston ................................ CL-897
4. That Towering Feeling—Vic Damone .... C1-900 \ B-9001 \ B-9002 \ B-9003
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 .......... 03L-740 \ 06-5118 \ A-5118
2. Puccini: Madame Butterfly—Andre Kostelanetz and His Orchestra ...... CL-869
3. Dvorak: "New World" Symphony, Ormandy-Philadelphia Orchestra, ML-5115
5. Debussy: Afternoon of a Faun, etc... Ormandy-Philadelphia Orchestra, ML-5112

BEST SELLING FOLK RECORDS

1. Singing the Blues—I Can't Quit—Marty Robbins .... 21545 \ 4-21545
2. I'm a One-Woman Man—I Don't Like I Did—Johnny Horton .... 21538 \ 4-21538
3. Before I Met You—Wicked Lies—Carl Smith ........ 21552 \ 4-21552
4. Onie's Bop—I Wanna Hold My Baby—Onie Wheeler .... 21523 \ 4-21523
5. They're Still in Love—I'm In My Teens—The Collins Kids ... 21543 \ 4-21543
6. Everybody's Rockin'-But Me—Without Your Love—Bobby Lord ...... 21539 \ 4-21539

NEW FOLK RELEASES

1. Rock and Roll Folk—My First Love—The Collins Kids ...... 4-21540
2. What's Good for You—No Doubt About It—Lester Flatt, Earl Scruggs & The Foggy Mountain Boys ... 21561 \ 4-21561

NEW POP RELEASES

Original Theme as Introduced in Walt Disney's 
"Disneyland" Feature Film "Song of the South" 
SONG OF THE SPARROW (Instrumental) 
Milt Miller .............................................. 40772 \ 4-40772

SPECIAL RECORDINGS OF UNUSUAL INTEREST

ADD-A-PART JAZZ
Juliet Del Lucy and the All Stars 
CL-908
Progressive MUSIC MERCHANTS!
Sell MORE Records FASTER!

STAR'S NEW PIC STRIPS

fit for Self-Service Racks and Wire-Dividers used in Browser Bins!

- Each strip bears the picture and the name of the Artist!
- Can be read easily from 15 to 20 feet away
- Two convenient sizes—4 inches and 7 inches, both 13/16 in. wide—packed in separate Kits!
- Category strips included!

Each Kit contains:
Pic-Strips for the most popular recording Artists in the country.
All labels are represented in all the most popular categories of music—Popular, Country-Western, Rhythm-Blues, Jazz, etc., etc., etc.

1000 Pic-Strips for the Top 200 Artists; 6 strips each for the Top 100 and 4 strips each for the next 100 in popularity.
200 Category Strips—Popular, Country-Western, Rhythm-Blues and 17 other categories.

A GRAND TOTAL OF 1,300 PIC-STRIPS!

Send for samples and brochure!
STAR TITLE STRIP COMPANY, Inc.,
617 WESTERN AVENUE
PITTSBURGH 32, PA.

your super
coral
Record
salesman
begins
his
GREATEST YEAR
IN SHOWBUSINESS

see page 21

The Chordettes' Latest
"LAY DOWN YOUR ARMS"
* "TEEN AGE GOOD NIGHT" *
Shirley Gunter
Modern Records
827 W Washington Blvd, Colmar, Cali.

Going Strong!
"JUST GOT RID OF A HEARTACHE"
SHIRLEY GUNTER
MODERN #1001

when answering ads ...
Say You Saw It In The Billboard

THE BILLBOARD
OCTOBER 6, 1956

1. Continued from page 54
559 Portable, 4-speed changer, jack for tape 119.95
129 Portable, 4-speed manual phono. 99.95
1269 Portable, 4-speed changer. 94.95

PORTABLE PHONOS
1273 4-speed changer. 79.95
1250 Table model, 4-speed changer. 59.95
1280 4-speed changer. 54.95
1255 4-speed changer, built-in 45 rpm. spindle. 49.95
825 Teen Time 45 rpm. only automatic. 39.95
210 Playtime 4-speed manual portable. 29.95

WEBSTER CHICAGO CORPORATION
Chicago 39, Ill.

HI-FI PHONOS

Model Description List Price
Ravena Coral-1 Hi-Fi, phono, 4-speed changer 209.95
Coral-1 Hi-Fi, 4-speed changer. 300.95

Musicale Table model, 4-speed changer, 3 speakers, 8 watt output. 164.95

Coronet 1275 Portable 4-speed changer, 3 speakers. 154.95
Coronet 1755 Portable, 4-speed changer. 134.95

Holiday Coronet 1754 and treble controls. 104.95
Holiday Hi-Fi 1775 Four speeds, 2 speakers. Available with FM radio as Model 1775. 84.95

PORTABLE PHONOS
Model Description List Price
Festival 1752 Portable, 3-speed phono with changer. 69.95

Also available with AM radio as Model 1775. 69.95

Campus 1715 Four-speed manual, built-in 45 rpm. rec- ord adapter, 2 speakers. 44.95

Melody 1712 Four speeds, built-in 45 rpm. record adapter. 29.95

WESTINGHOUSE ELECTRIC CO.
TV-Radio Division
Metuchen, N. J.

RADIO-PHONOS

Model Description List Price
493RPS AM radio, 3-speed record player. $ 9.95

465R 6-tube AM radio, 3-speed record player. 11.95

CLOCK RADIOS

Standard basic models: 53RTS, $23.95; 541RTS, $29.95; 547RTS, $34.95; 547TS, $39.95; 601RTS, $45.95; 603TS, $49.95.

TABLE RADIOS

Basic models: 57RTS, $15.95; 59RTS, $19.95; 641RTS, $22.95; 69RTS, $23.95; 70RTS, $30.95.

PORTABLE RADIOS

Three models: 564PA, $24.95; 549PS, $29.95; 557PA, $34.95.

TRANSISTOR PORTABLES

Two models: 527PA, $46.95; 632PA, $75.00.

* Reviews and Ratings of New Popular Albums

LP's which should check at sizable rates in its special market. Selections include "The Birth of Blues," "I'm the Cornhusker," and "Memphris.":

LEFRA ROZA
547
London 1 109
English burn Eli Rose has quite a reputation abroad, and this LP should fill that standing with U. S. record fans. Selling with Windows produce and selling phonics, Miss Rose sounds higher with a touch of "Miss America" in songs that have a great deal of "Paisley Price" in them. This is a beautiful presentation on cover offers an interesting twist for jazz fans as well as the pop market.

LEFRA KIPPA PRESENTS
RUDY JUDY WEBB AND JIMMY LYNCH TAYLOR
74
Coral CR 1101

Eddie Kipka's current TV popularity probably coupled with the good name of the LP at sponsor of stable Rudy Webb and Jeff Lynch Taylor, who was featured on Kinder's late ABC radio show, assures the hit potential of these keyboard versions of "Halfbreed," "Country," and some other compositions, while the occasional novelty cuts as "Walt Disney's" wins an interesting extra for jazz fans as well as the pop market.

DIRECT TEMPO

FOR DANCERS VOL. 2

Hound Dog" Beach, L.A. 150

The latest "Hound Dog" release has an interesting package with everything you might want in a record to suit every taste. The alluring and interesting assortment of the LP is a surefire winner in some of these sides. A good and useful catalog number.

DANCE-PHONOS IN 11-51

18
GATT MUSIC CORPORATION

209
Time Line
d"HEARTACHE"
SHIRLEY GUNTER
MODERN #1001

50. CALIFORNIA'S NEWEST AND MOST COMPLETE

ONE STOP

45's... 60c
78's... 65c
LP's... 2.95
NORTY'S MUSIC CENTER
905 11th St., L. A., CALIF.
Phone: 687-1258
OPEN 9 A.M. TO 9 P.M.

SCANDINAVIAN MUSIC CO.
3211 South Argyle Ave., Berwyn & Cicero, Ill., Tel. Lay 3-1488

GIVE TO DAMON RUNYON
Coming your way--Nov. 10th
A spectacular-in-print
The Billboard's 1956 year-end wrap-up of the whole big music/radio business

BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

A 21-GUN SALUTE TO THE NATION'S 4,000 DEEJAYS IN 3,500 STATIONS WHO HAVE SUCH A BIG HAND IN PUSHING THE MUSIC BIZ TO NEW HIGHS IN '56.

THE BIGGEST DISK JOCKEY ISSUE EVER...

- Directory of TV Disk Jockeys--new feature, outlining TV jockeys now on the air (locally and nationally) . . . provides a valuable guide to other stations, agencies, advertisers, other d.j.'s.
- Jockeys and LP's--current ratio of LP programming to singles. Trends in jazz vs. pop albums. What jockeys think about LP servicing.
- How DeeJays Build Movie Box Offices—with a breakdown on extensive jockey promotion on recent albums and singles from movies.
- Station Programming Practices—who does the major selection? What rules and formulae are being used?
- Outside Activities of Jockeys—many of 'em now are talent managers, night-club and show-packaging operations, music publishing.
- Load with information America's No. 1 music salesmen will use for programming for months to come! Surveys show . . .
- 8 out of 10 Disk Jockeys say they use Billboard's Annual Programming Guide for months.
- 6 out of 10 DeeJays say they use the ads in the Annual Disk Jockey Issue to help them program!

EVERYBODY IN THE BUSINESS WILL JOIN BILLBOARD IN THE BIG SALUTE TO THE DISK JOCKEYS!
ARTISTS . . . MANUFACTURERS . . . MANAGERS . . . STATIONS

MAKE SURE YOUR BIG AD IS THERE!

AD DEADLINE: NOV. 1ST.

New York 36
1564 Broadway
Plaza 7-2800

Chicago 1
188 W. Randolph St.
Central 4-8761

Hollywood 20
6000 Sunset Blvd.
Hollywood 9-3831

Cincinnati 22
2160 Patterson St.
Dunbar 1-6450

St. Louis 1
390 Arcade Bldg.
Chestnut 1-0443

Regular rates apply... We'll be glad to help with layout and copy! Reserve your space now . . . from any Billboard Office.
A Double Barreled Smash!

For FREDDIE HART

("Loose Talk")

DRINK:

B

UP AND GO

HOME:

Columbia 4-21558

VIDOR

PUBLICATIONS

CENTRAL

SONGS, INC.

HOLLYWOOD

DIRECTION

AMERICANA CORP.

HOLLYWOOD

* This Week's C&W Best Buys

IT MAKES NO DIFFERENCE NOW (Peer, BMI)

TAKING NO CHANCES (Tennova, BMI)—Hank Thompson—Capitol 3549—In most parts of the South and West, sales are reported to be good to strong on Thompson's most recent issue. The majority of stores and operators checked had the disk in stock only 10-14 days, but have been reordering it at Thompson's usual lively rate. "It Makes No Difference Now" has been the fastest moving title.

* Review Spotlight on...

C&W RECORDS

FARON YOUNG

Turn Her Down (Lancaster, BMI)

I'll Be Satisfied With Love (Cedarwood, BMI)—Capitol 3549—Young has the makings of a solid seller with ballads of considerable quality on this disk. Topside tune has a lively beat with good tempo contrast and a choir effect assist Young in its projection. Flip is put across with style and will help this wax speed to the top.

WARREN SMITH

Ubangi Stomp (Hi-Lo, BMI)

Black Jack David (Hi-Lo, BMI)—Sun 250—Another disk to keep the Sun label real tight. Smith sounds like a WGN artist and really sustains a blues rhythm. Smith, of course has that "Ubangi Stomp" and rocks with rhythm backing that produces excitement. On flip he moves into a rock'n'roll tune with the ever-present beat for equally strong vocalizing.

* C&W Territorial Best Sellers

For survey week ending September 16

<table>
<thead>
<tr>
<th>Location</th>
<th>Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memphis</td>
<td>1. Singing the Blues, M. Robinson, Col.</td>
</tr>
<tr>
<td></td>
<td>2. Don't Be Cruel, E. Porter, Col.</td>
</tr>
<tr>
<td></td>
<td>3. I Walk the Line, J. Cash, Sun</td>
</tr>
<tr>
<td></td>
<td>5. I'm a One Woman Man, J. Austin, Col.</td>
</tr>
<tr>
<td></td>
<td>6. You're Running Wild, Lovey Brothers, Cap.</td>
</tr>
<tr>
<td></td>
<td>7. Mean Town Man, J. Houston, Col.</td>
</tr>
<tr>
<td></td>
<td>8. I'm Sorry I'm Not Sorry, C. Potinlon, Tex.</td>
</tr>
<tr>
<td></td>
<td>9. Sweet Dreams, F. Young, Col.</td>
</tr>
<tr>
<td></td>
<td>10. According to Your Heart, J. Austin, Vic.</td>
</tr>
<tr>
<td></td>
<td>15. Don't Be Cruel, E. Porter, Col.</td>
</tr>
<tr>
<td></td>
<td>16. I Walk the Line, J. Cash, Sun</td>
</tr>
<tr>
<td></td>
<td>17. I'm a One Woman Man, J. Houston, Col.</td>
</tr>
<tr>
<td></td>
<td>18. Mean Town Man, J. Houston, Col.</td>
</tr>
<tr>
<td></td>
<td>19. I'm Sorry I'm Not Sorry, C. Potinlon, Tex.</td>
</tr>
<tr>
<td></td>
<td>20. Sweet Dreams, F. Young, Col.</td>
</tr>
</tbody>
</table>

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Faron Young, two weeks deep in a five-week tour, was temporarily slowed to a crawl when strikes with a sore throat and a virus infection just before standout at San Antonio, Friday, September 21. Despite his ailments, Faron flew to Nashville to ensure the Prince Albert portion of "Grand Ole Opry" the following night. Following the "Opry" date, his manager, Henry Long, ordered him to his personal physician for a quick patch up job, after which Young hopped a midnight flight for St. Louis to make a plane for Colorado Springs, Colo., where he played a packed house Sunday evening. From Colorado Springs, Faron motored to Denver for another show early last week.

Webb Pierce, just out with his latest on the Decca label, "Teenage Boogie," hops into San Antonio October 7 for the beginning of a 15-day tour which will include stop-overs in Corpus Christi, Wichita Falls and El Paso, Tex., Abilene, N. M., Oakland, San Jose and San Diego, Cal., and Temecula, Ariz. Pierce and his "Grand Ole Opry" show, including Red Sieve and Jimmy Johnson, will have guests of Johnny Ray, wax spinner at WJAT, Swansboro, Ga., Sunday, September 23. On the same day the unit played to two full houses at Swansboro Municipal Auditorium.

Carl Smith picks up for Ernest Tubbs on the latter's "Midnight Jamboree" from the Tulip Records label in Nashville, last Saturday night (29). On October 7 Carl begins a West Coast trek for a six-city tour the Columbia label's "Before I Go Again"—(Continued on page 65)
## C&W Best Sellers in Stores

For survey week ending September 26

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
<td>Vic 20-6904</td>
<td>1</td>
</tr>
<tr>
<td>CRAZY ARMS (BMI)</td>
<td>R. Price</td>
<td>BMG</td>
<td>2</td>
</tr>
<tr>
<td>I WALK THE LINE (BMI)</td>
<td>J. Cash</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>SEARCHING (BMI)</td>
<td>K. Wells</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>SWEET DREAMS (BMI)</td>
<td>F. Young</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>SINGING THE BLUES (BMI)</td>
<td>M. Robbins</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>BE-ROP-A-LULA (BMI)</td>
<td>C. Vincent</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>YOU ARE THE ONE (BMI)</td>
<td>C. Smith</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>A MAN'S CONSCIENCE</td>
<td>J. Horton</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>I TAKE THE CHANCE (BMI)</td>
<td>J. E. &amp; M. Brown</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>DIXIE FRIED (BMI)</td>
<td>C. Perkins</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>SINGING THE BLUES (BMI)</td>
<td>M. Robbins</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>YOU ARE THE ONE (BMI)</td>
<td>C. Smith</td>
<td></td>
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<tr>
<td>SEARCHING (BMI)</td>
<td>K. Wells</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>I'M A ONE-WOMAN MAN (BMI)</td>
<td>J. Horton</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>I CAN'T QUH (BMI)</td>
<td>M. Robbins</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>YOU ARE THE ONE (BMI)</td>
<td>C. Smith</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>MY LIPS ARE SEALED (BMI)</td>
<td>J. Reeves</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>YOU'RE RUNNING WILD (BMI)</td>
<td>L. Brown</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>CASH ON THE BARREL HEAD (BMI)</td>
<td></td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

## Most Played C&W in Juke Boxes

For survey week ending September 26

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRAZY ARMS (BMI)</td>
<td>R. Price</td>
<td>BMG</td>
<td>2</td>
</tr>
<tr>
<td>I WALK THE LINE (BMI)</td>
<td>J. Cash</td>
<td></td>
<td>3</td>
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## Most Played C&W by Jockeys

For survey week ending September 26

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### Turn Her Down

**I'll Be Satisfied With Love**

**FARON YOUNG**

The Young Sheriff and His Country Deputies
**Reviews of New & C’W Records**

- **Kenny Roberts**
  - *Record of Freckled Heart*... 
  - DECCA 10057—On his first outing for this new label, Roberts does 
    solid selling job on a handful of diap 
    sics, each song a winner. The album 
    is recommended as a sure-fire hit 
    (Anson, ASCAP).

- **Rusty and Doug**
  - *Music of the Highways*... 
  - BUDDAH 1002—Rustad & Interior Love, clear, 
    fresh and popular with the public. 
    This one should sell out to fans 
    Should be a repeat winner of the 
    same record label (Anson, ASCAP).

- **Jimmy Swain**
  - *Country Castle*... 
  - MCA 1056—Excellent selling job on his 
    big hits. Swain’s voice is clear and 
    his popular favorites are good 
    (MCA, ASCAP).

**Features of the Week**

- **Bill and Mary Reid**
  - *I Love Him, Too*... 
  - COLUMBIA 4-21557—Stars of WLVA-TV, Lynchburg, VA.

- **Johnny Tyler**
  - *Let Me Be*... 
  - SUNDAY 1007—Ike is a big seller 
    on this label. The record is clear 
    and good, recommended (Starday, BMI).

- **Wayne Walker**
  - *Ain’t That Right*... 
  - ABC-PARAMOUNT 9749—Introduces a 
    new rhythm and blues band that is sure 
    to be a winner. The record is clear 
    and good, recommended (Starday, BMI).

- **Denver Duke and Jezell Nell**
  - *Ain’t That Right*... 
  - BUDDAH 1002—Record is a good 
    seller on this label. The album 
    is recommended as a sure-fire hit 
    (Anson, ASCAP).

**Features of the Week**

- **Randy Atcher**
  - *I’ll Call You Tonight*... 
  - SUNDAY 1154—In a world of sales, this 
    record is sure to be a winner. The 
    album is recommended as a sure-fire hit 
    (Starday, BMI).

- **Benny Barnes**
  - *Poor Man’s Riche*... 
  - SUNDAY 1154—A sale of sales, this 
    record is sure to be a winner. The 
    album is recommended as a sure-fire hit 
    (Starday, BMI).

**Features of the Week**

- **Jolly Joe Wilson**
  - *Tom Tom Brennen*... 
  - SUNDAY 1154—A sale of sales, this 
    record is sure to be a winner. The 
    album is recommended as a sure-fire hit 
    (Starday, BMI).
Go Rockin' 'n' Rollin' with PAUL PERRYMAN
in "JUST TO HOLD MY HAND" and "I'M CRYING NO"

DUKE RECORDS
2109 Driskill St. Houston 26, Texas

SAVE MONEY
ORDER YOUR BILLBOARD
SUBSCRIPTION TODAY

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Note:
Occupation or title
Company
Address

This Week's R&B Best Buys
FROM THE BOTTOM OF MY HEART (Ruth, BMI)
BRING ME LOVE (Progress, BMI)

This week's Billboard "Spotlight" pick:
Leavon Williams - "Let Me Be There" (Sundown, BMI)

R&B DISK JOCKEY PROGRAMMING
ELLA JOHNSON
Now We're Together (Paddle, BMI)

SPIRITUAL
THE FAMOUS WARD SINGERS
Great Is the Lord (Save, BMI)
He Keepeth My Soul (Savoy, BMI)
Savoy 4070—Popular group puts tremendous power and heart into the tipi tune, a spine-tingling spiritual that could stir action in both R&B and pop fields. Solid core, superb. (Save, BMI)

R&B TALENT
THE EL VENOS
Now We're Together (Paddle, BMI)

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THE EL VENOS
Now We're Together (Paddle, BMI)
**Reviews of New Pop Records**

**FOLK TALENT AND TUNES**

**continued from page 59**

You, too! "Wicked Lies."

Jimmy Newman's version of the Joneses is in the mood of a 90-day tour for A. V. Bandom and the South Central States, west and west, winding up Oct. 14 at Hollywood, Calif. See below for new from M. V. B. The "Whole World Talk," published by Lee and Joe, "Baby, Take a Trip." published by Terry Music. Jack has a sample by Terry in Hollywood, Calif. 130th Avenue, N.W.

**Sacred**

**continued from page 78**

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MID-SOUTH CENTENNIAL CRACKS MANY RECORDS

Attendance, Midway Marks Shattered
As Tenn. Event Gets Weather Break

By HERB DOTTEN

MEMPHIS — The Mid-South Centennial Fair, which closed its ninth day Sunday, shattered all of the marks it set during all of its previous days. The gate stood at 599,004, 93,432 over the approximately perid last year and about 50,000 over the record of 549,545 for the full run, set in 1954.

The record turnout reflected the continued vast improvements and the seeming changes effected under G. W. (Bill) Wynne, now in his third year as general manager.

Theme Clicks

In keeping with the observance of the 100th anniversary of the first fair in the Memphis area, the centennial theme was mirrored with marked effectiveness on many sides.

A highlight of this was a centennial village, which included replicas of pioneer Mid-South village, roadside stand, general store, shop, post office, etc. Besides the old-time house, there was a modernly equipped display of pioneer farm and household equipment, which was a hit among older fairgoers.

The centennial theme, heavily advertised in the advance build-up, resulted in, among other things, the resuming of one of the mainnuals, first and a half miles long, as a Centennial Mile, with the top of the grandstand therefore with shields advertising the centennial.

Also included with the centennial theme, the fair's greatly strengthened musical program offered "River Boat Folks," a show presented behind a river boat, which was owned and operated by Harry Shef, of Farmington, Mo., as an added feature.

The "River Boat Folks," which gave a mixture and a show slightly each night, presented Monte Blue, Johnny (Crazy, Otto), Mad- don, Candy Candino, Bubble Mon- eno and his orchestra, the Miriam Say TV Lovers, the Sensational Denvers, and Gilbert and Rubens. The show, priced at $1.25 for adults, 75 cents for children, was spotted at a location heretofore not used for any amusement attraction and served to spread the traffic.

It also included with "Stars Over Dix- er," the event with the hot seats priced at $5.50 and all other seats at $3. The demand for tickets was so great that two bleachers, which together seat 15,000, were turned into reserved seat sections with seats priced at $3 selling at a rate that amazed Wynne.

Probability loomed that the bleachers also would be sold out before the close of this week, the weather being definite admission in the infield, with adults standing room only.

The 500-lap program carried the sponsorship of the Interna- tional Motor Contest Association. The bill, divided in two parts, will consist of a 250-lap qualifying race on the oval-mile track, followed by a 250-lap feature, with an inverted start to be used.

More than 50 entries, including those of the top 10 IMCA drivers, had been received. True trials in the starting field to 33 cars were scheduled for Saturday (29).

Price money totals $10,000.

The big program-—the first still date to be staged at the fairgrounds here—was directed by Dave Speer, with his father, Ray Speer, assisting.

Elvis Presley Heads
Name List at Dallas

DALLASS—The 71st edition of the State Fair of Texas will offer one of the biggest name attractions at this year's 16-day run, which gets under way Thursday.

Leading the parade of talent will be Elvis Presley. Louis Armstrong, Bob Dylan, and Reba Will-erson, one of the hottest names on the country music scene, will be in the 75,504-seat Cotton Bowl the night of October 11.

Elvis Presley is expected to give it a spark. Sponsored by Dallas radio station KMBS and backed by 16 record advances and $17,500 of the show's $35,000 cost, the Presley show sold out within 24 hours and is expected to be packed.

Armstrong and his band will put on four free-hour-long shows on the midway stage as an added attraction.

Supermarkets Spend $500,000
On Name Talent to Boost Sales

In a move unprecedented in the industry, a number of big supermarkets across the nation are spending a total of $500,000 for talent appearances.
It was Sam Cashman who booked in Rogers on what was a good deal for the fair. It received first money of $10,000, Rogers the next $4000, and the fair took 25 per cent of all receipts in excess of $50,000.

Under this contract, the Roy Rogers engagement opened with the fair, which was a matter of $10,000, barring only for a week. Actually, of course, it received almost three times the first money—a small number of people to attend the fair with a long record for losses on its grandstand. More important, its receipts from other sources—gate, lunches, and other things it operates—jumped an additional $12,000, is the first five days over the period last year.

**Many Factors in Success**

To be sure, Rogers' personal appearance was the main reason for the fair's smashing success. But, there were other factors as well, of a more enduring quality—and these stemmed from Sam's work, planning and perseverance.

When he became manager, he set out to involve more people in the fair. He took to the road and spoke frequently to groups of various kinds and interested about the fair and asked them to have volunteers to the State Fair team.

He brought about the creation of a State Fair committee—one embracing representatives from all segments of Ohio and interested in understanding to evaluate exhibits and come up with recommendations. And, this committee has proved a working committee that makes substantial contributions.

Sam also vastly improved the fair's relations with the press. Particularly, he is interested in the Fair's good publicity. Although it is a marked difference in the '55 Fair, his first after a full year at the helm. There was an even greater, more notable improvement in the '56 event.

Exhibits were even better than at any times ago this Fair's year. They had far more appeal—more color, light, etc.—than ever before. This was appreciated by educational groups, educational institutions and the various State agencies.

Such up-grading was the result of teams work, sparked by a main manager, Sam Cashman. He makes everyone feel a genuine sense of meaningful contribution. Of these he singled out the home, street and church groups. He is Big Bob for the future. To Bob he gives credit for the continued development of the youth program.

**Farm Machinery Exhibits Back**

On his own, Sam has effected many, worthwhile changes in the Columbus operation. Under him the fair has cut down sharply the number of free gates, which, in 1956, pushed the public sale of tickets (in blocks of 25 or more), and instituted exhibitors' guest ticket which are paid for and distributed in advance of the fair's opening. Sold only to bona fide exhibitors these tickets accounted for a sale of 4,000 free gate admissions.

One of his main achievements was to induce the farm machinery and farm implement manufacturers to return to the fair. This marked a decided increase in 1956. Bill Graham, before assuming the post of state fair director, had extended forego exhibitions. Sam worked on in his quiet, yet relentless way—and they yielded to his pressure. This year's farm-exposition was well and did much to bring in the rural folk.

Play-wise, Sam also made improvements. Again, in this, he sought to involve as many people as possible. Typically, he induced 12 youth groups to plant about 100 trees behind the youth center. This year, in a continuation of the plant-benefit-exhibition program, $4,500 were spent in planting trees, shrubs and flowers through the grounds.

Cashman also introduced new features—such as pre-agricultural education and hands on the farm oils, and, what's more, made money.

For the fair men who early tabbed Sam as "a comer" now tag the Ohio State Fair as one, too. Their management, he has pointed out for all to see what has been his field. And the Ohio State Fair has all the potential for a truly great fair—providing, they add, there is continuity of highly effective management.

**CASHMAN**

**TICKETS**

**MINIATURE TRAIN CO. Rensselaer, 1, Indiana**

**WEATHER IS ONLY SORRY NOTE FOR KOCMAN THRILLERS, DOGS**

TRENTON, N. J.—Big Kocman Enterprises—bicycle riders and stunts performing—are getting going for the final stretch of their season to excellent shape. The only "ruin" note is occasioned by the weather interpreted by one of his thrill riders.

A number of important days were rained out, or badly hurt for the bicycle while the dresses and stunts made up, lived up to their name, Lucky Dogs, and did their standing order since they worked their way from Indiana east.

Business was up at a number of spots, and a season's increase is in the making except for the rain, said Cashman.

The bicycle will undoubtedly be put on the program by the success of the dogs who turned a bigger gross this year.

$2.9 MIL COST

Big New Track
In Prospect For Daytona

DAYTONA BEACH, Fla.—Up
holding of the valedictory of a $2,000,000 threat to the world's fastest speedway, the 2.5 mile circuit will be replaced, the new track
will be in part, the part of beach road course opened in 1947, the new track
will be entirely柏elved for racing programs.

Tom Cobb, attorney for the
Racing Authority, states that bids
will probably be asked about
October 15. Track will be operated by Daytona Beach Motor Speed
way, a group headed by NASCAR
President Bill France.

For $225,000 a year, a 7. Sixtime, head of the Racing Au
thority, predicted that the track would be ready for use within 14 months.

In addition to the major track, and racing course will be pro
vided. A football gridiron can be
put in and plans are such that
the grandstand and infield may be
easily redone to suit a wide variety
of outdoor events. Project will
be located on U.S. Highway 98 adjacent to the municipal airport
and the Volusia County Kenel
Club dog track.

Full and Jean Preseon have
been awarded the rights to crisis for the Chicago area and set the Jacobs
elephant for a State Fair parade sponsored by the Dairy Industry. Bull will carry a daily queen.
Oklahoma State Gets Weather Sets New Attendance Marks

Old Record of 416,677 Tentilles; One-Day Peak Gate of 95,110 Set

OKLAHOMA CITY—For the first time since Oklahoma State Fair relocated to its present plant three years ago, the eight-day event which ended Saturday (29) was given excellent weather and attendance soared to an all-time record.

Coming into the final day of the fair, the gate tally was 382,056, almost 49,000 over that for the full run last year, and lacking by slightly over 35,000 enough to beat the previous record for eight days set in 1955. The final day's attendance, while rainy, was considerably in excess of 35,000, to put total attendance over the previous peak of 416,677.

Adalas Upl Cate
A record single-date gate was run up Monday (24) when 95,110 turned out. The old one-day peak gate was 92,948, set last year on the same day.

The popularity of Adalas Stevens played a part in rolling up the one-day mark. The感叹家 president candidate arrived at 5 p.m., one hour ahead of schedule, on the last day to speak in front of the grandstand.

Then the first four attendances topped the totals for the corresponding period last year by about 5,200. The day's attendance count the final four days fell off slightly from last year's totals. A bit of bad weather in its early days, had a relatively strong, weather-conditions finishing with an eight-day attendance

of 341,649.

Midway Biz Up
The Royal American Shows piled up a big draw of 3,500 on Tuesday afternoon, and showed the first half of the run, with the total take for the first four days per cent over the corresponding days last year. Daily takes thereafter did not hold to the same pace as the fair's gate dipped, but the Royal finished with an all-time midway gross that also was up slightly from last year.

On the big day, Monday, the Royal turned in the biggest one day's gross in the fair's history. Its take for the day topped $36,000. The previous high, $33,000, was chalked up in 1954.

Perfect weather enabled the fair to get out in all of its grandstands without cancellation by merchants. The Chambers' No. 1. revue was in its last seven nights and because of more than four days of perfect weather racked up better business than it did the previous two years.

'Meet Our Town' Promotion Clicks For R. Christena
INDIANAPOLIS—The Ross W. Christenson & Associates booking office here has inaugurated a Meet Our Town Festival promotion which shows indications of being a complete success. The project, which has continued for four days and the Chamber of Commerce in towns of 10,000 to $500,000 of people, is sponsored by merchants as a local business, using name acts supplied by the office.

In addition, Christenson is in charge of a new Christmas department set up to handle the promotion.

Two such events were recently completed. One at Lebanon, Kentucky, which was handled by merchants as the biggest thing for them other than Christmas, and Christmas, the other at Bloomington, Ind., September 20-22, featured Robert O. Lewis opening a fashion pageant in Indiana University Auditorium, plus entertainment by the Varsity Tour, Hoosier Queen, university and local performers, and Liubelsky's Wild Winders, who made a splash.

Other features were steel barbecues the following day, which featured Leo Borg, F. "B" Birkby, the "NBC Country Jamboree" featuring the Jolson and Kelly brothers, Ray Starker and Si, and caricaturist Len Redman doing caricatures of local celebrities.

Another such event is set for Madison, Ind. Thursday, October 2, in connection with that town's annual boat regatta. Len Lewis will entertain the Johnny Long orchestra and other vade and Ray Starker with the Jolson and Kelly brothers.

In addition, Christenson has dates at Green Castle, Ind., Charlestown and Lawrenceville, Ill.

Big fair auto races, staged by Frank W. Schuster's Auto Racing Tours, will begin November 10, with the first two afternoons of the fair. Another Tour's Thrill Show was agreed to headline the early afternoon shows and also for the final two afternoons of the run. Preparation of these performances was a record for the fair, which last year had three shows each day. Tours. Attendance for the Thrill Show was strong on the fair's final two afternoons (24) and Friday (28), and on the light days of the fair it matched those of 1955.

Visitors included Willard (Bill) Masters, manager of Wisconsin State Fair, Madison, and Lloyd Cunningham, manager of the Iowa State Fair, Des Moines.

Isabelle Whall Opens Branch In Sacramento

SACRAMENTO, Calif.—Isabelle Whall has opened a branch office for her book office in the Senate Hotel here. The local office will be directed by Larry and Miss Whall, and work closely with Miss Whall's head office in San Francisco.

During winter the firm has increased the number of fairs to which it supplied talent to 54 from 42 served last year, the number of fairs, Miss Whall used approximately 70 acts and attractions.

The performers played on to more than 30 dates during the year. The dates ranged in length from one day to 14, the date spanne d at the Alameda County Fair in Pleasanton.

The agency entered the fair booking field six years ago when it booked the Eclipse Unlimited for the Placer County Fair in Roseville.

"Net $38.60" At Pawtucket
PAWTUCKET, R. I.—The first Modern Croton show, held at Narragansett Park, was a big success, according to Frank F. Swartz, general chairman.

In an announcement, Swartz said the show, held September 7, 8 and 10, netted the sponsors $43,971. Boston booker Al Martin provided the talent.

San Antonio Rodeo Pacts Monty Hale
SAN ANTONIO—Monty Hale, Hollywood cowboy film star, has been signed by the San Antonio Rodeo Association to head the annual rodeo and livestock exposition in the Municipal Auditorium in San Antonio beginning February 1958.

San Antonio-Rodeo

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Popcorn Assn. Elects Koken, Changes Name

NEW YORK—The Popcorn and Concessionaires Association, meeting in convention here last week, changed its name to the National Association of Concessionaires and elected Ken Koken, RKO Industries, Inc., president for the coming year.

Best Nathan, outgoing president, was named chairman of the board, and T. B. Fitzgerald Jr. was named to the council of past presidents.

Other officers are: Van Myers, Miami, first vice-president; Harold L. Changes, Lake City, second vice-president; Theodore O. Meland, Chicago, treasurer, and Thomas J. Sullivan, Chicago, executive vice-president and general counsel.


Audiatoriums & Arenas

Survey Reveals Occupancy Averages 200 Days Yearly

By TOM PARRISON

JUST how busy the nation's auditoriums and arenas are has been brought out by The Billboard's latest survey of the field. Any idea of big buildings that stand dark and idle for any length of time must be relegated to the past.

For today's auditoriums and arenas are busy places. The survey covered a number of kind of events and makes a provision for the fact that most buildings, have multiple facilities and therefore can accommodate more than one event at a time. It was established in The Billboard's survey that a number kind of shows business comprise a great majority of the big buildings' business.

MEASURING DAYS of occupancy during the latest season or fiscal year, the survey shows that:

35% have less than 100 events a year.
35% have from 100 to 200 events.
40% have from 200 to 300 events.
10% have more than 300 events.

The same survey revealed that business is steady, that the occupancy is much like that of last year for most places. There are exceptions, of course, where changes in management or policies multiplied the number of rentals.

And there exists a powerful feeling that business has run up a moderate, healthy increase of a few percentage points. Here is how the tabulations came:

38% recorded an increase.
50% held the same level.
7% were down from last year.
5% didn't answer the question or had not been operating a full year.

The greatest balance of this phase of the survey was revealed in the area of what kinds of business brought increases in business, the busier last year. Some managers listed more than one area as one of greater business. Thus, 13 per cent said they had more than one show of more than 36 per cent had more sports events; and 24 per cent credited other types of events, while 32 per cent did not credit their increases to any specific type.

Those whose business was off somewhat traced these losses to smaller buildings in most cases, and the drop-off was slight. Similarly, many of the increases were small enough to be traceable to the building's winning a few or even a single new event of some duration.

Indoor Baseball

Called Possible

Arena Winner

ST. LOUIS—Ed Feigner's experimental appearance at the St. Louis Arena with an indoor baseball attraction for part of Wednesday (36) and Friday, Jones, manager of the Arena, said he believes the show has possibilities for the future.

Date here was set up to try and determine what bugs might exist in the plan. Show has two teams of four men each. It worked here with no advance sale. Door was the nearest 1,000. Jones said that promotion and production work spent were noted by the attraction with an eye to overcoming any such faults.

The manager said it was anticipated that this appearance would set an example for future. He said the performance was enjoyable. He noted that among the things working against the test date was the fact that it is not the proper season for this show. He said he understood that press are in the weeks to perfect the attraction for future appearances elsewhere.

MEMPHIS—Charles A. McElrave, secretary of the IAAM, is considering a junket to the East to contact various teams and line them to the demand for mud shows, among auditoriums and arenas.

Self-Contained Dispenser

Draws two different mixed drinks--COKE or PEPSI and ROOT BEER

Draft arm draws PLAIN CARBONATED WATER (includes electric carbonator and mechanical refrigerators)

COMPLETE, READY TO USE

WRITE FOR INFORMATION

MULTIPLEX FAUCET CO.
1400 Ferguson Avenue, Dept. B, St. Louis 14, Mo.

COTTON CANDY - SMO KONES - POPCORN

Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.

The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

GOLD MEDAL PRODUCTS CO.
219 E. Third Street
Cincinnati 2, Ohio

Christmas Shopping

MADE EASY!

Be Sure to Watch for the Big
Christmas Merchandise Section

in the October 13 issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.
Pomona Midway Up
Despite Patron Lag

POMONA, Calif. — Harry A. Illions, operator, expects total revenue
from the World’s Fair Midway, built for the Pomona County Fair, to reach
$20,000 to $30,000 per cent ahead of last year.

The fair, as of Wednesday (29), 10 days beyond the date advertised, had pulled an attendance to that period of 793,789, which was behind the
1955 attendance of 1,437,789. At that time, however, the front gate admissions were showing signs of increasing.

Illions declared that the revenue on the World’s Fair Midway, which
is the adult fun zone, was expected to hold its own with the revenue
increase coming from the overall operation, including the Kiddielands.

For this year’s run, Illions brought in six major and 10 kiddie rides to
augment 14 permanently installed devices. Among the rides brought from Iowa are "Indian Fire" roller coaster, the 24-car Caterpillar, No. 16 Ferris Wheel, Atlas, and Apache "Flying Goose," with Round, Spitfire, Flying Skooter and Tilt-a-Whirl.

The designated Kiddieland, flanked with a modernistic front from
the Missouri Pacific Railroad park, boasted a healthy attendance and expected to account for the anticipated additional income. Illions owns all of the rides in this section, managed by Rose Ferris.

Collins Hikes Muskogee Gross by 21 Per Cent

MUSKOGEE, Okla. — William T. Collins’ Shows trucked out of
here Monday (24) after far surpassing the attendance at the Oklahoma
State Fair. Total midway take was a whopping 21 per cent over 1955. Tom
Collins, president and general manager of the fair, announced last week.

The take in income was better than anticipated due to the fifth year of a drought in the area. The budget was adjusted to the strength of the rides, consisting of 18 major and 11 kid rides and 10 shows. Show also had upward of 60 concessions.

The show down leisurely for a short haul of about 60 miles to Tulsa. "Chalkie’s Side Show" at the Tulsa State Fair was scheduled for Friday night (29). For its first time in Tulsa the Collins organization was scheduled to head for its Minneapolition.

The back-end, pulled by its railroad cars, entered the "Chalkie’s Side Show" at the Tulsa State Fair was scheduled for Friday night (29). For its first time in Tulsa the Collins organization was scheduled to head for its Minneapolition.

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Circus Routes

Send to
2100 Patterson St. Chicago 22, Ill.

A.1: Advertisement: New York, Boston, Brirn, Chicago, St. Louis, Atium & East Coast
B.1: Advertisement: New York, Boston, Brirn, Chicago, Columbus, Detroit & East Coast
C.1: Advertisement: New York, Boston, Brirn, Chicago, St. Louis, Atium & East Coast

Circus Routes

Chicago, Ill. — (Pari) Atlantic, Ont. & East; (Pari) New York, Boston, Brirn, Chicago, St. Louis, Atium & East Coast

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Circus Routes

Chicago, Ill. — (Pari) Atlantic, Ont.
BACON—Faith, 45, dancer, September 29 in Chicago. (Details in Carnival section.)

BISHOP—Edward, former air crew member of the Johnson J. Jones Exposition, James E. Strates and Cullen & Williams shows, August 21, at his home in Austin, Tex., after a lingering illness. Survived by his widow, Sonneti; a son, Edward, a sister, Celia, and several other sisters and brothers. Burial August 25 in Austin.

CAMPFIELD—Arthur, 69, manufacturer of canvas products for outdoor show enterprises, September 26, after a two-year illness. He was prominent in the National Showmen’s Association (Details in Carnival section.)

CROWELL—Mrs. Harry, 50, mother of Edie, Harry and Sam Crowell, who are well known in the circus and carnival fields, September 14 in Philadelphia. Besides her son, she is survived by her husband and two daughters. Burial in Philadelphia.

GLASS—Joe, advance agent for Gratiot Bros. Circus, died September 21 at a Valdosta, Ga., hotel.

HARRY—Bill, 52, former turner with the Al C. Kelly & Miller Bros. Circus and Oklahoma Exposition Shows, September 20, at Oklahoma City. This season Harry had been in charge of the Stuntbu’s of the Stuntbu’s of the Two State Shows until poor health caused him to leave the road. Survived by his widow, Helen, and two step-siblings: Burlin and Tipton of Oklahoma City.

HUNNE—Hermon, 62, former owner of shows and concessions with F. M. Sutton, Fayre, Blue Bishop private American, Bill Pike and others shows, September 19 in St. Louis. Survived by his widow, Queen Ann, who worked with him for 33 years, Herman C. Jr., Mountain Home, idaho; Harry L., Lawrence, Kan., and Effie Ross W., Lawrence, Kan., three daughters, Mrs. Helen Wild grove, Coffeyville, Kan., Mrs. Lorenzo Wilson, Lawrence, Kan., and Mrs. Sarah Marshall, Mineola, Mo., and a sister, Mrs. Clara L. Hickey, Kansas City, who is to be interred in Hollywood Cemetery, Wichita.

MARCHIONE—Anna, wife of Angelo Bong Marchione, jewelry wholesaler, September 15, at Providence. Survivors also include two sons, Anthony and Richard, and a sister, Mrs. Alina D’alco, Funeral from Mariani Funeral Home, Providence, and Solomon High Memorial and 24 ext. Annex Church, that city.

ROYER—Archie, 88, veteran animal and clown who had traveled with Hagenbeck Wallance and other circuses, September 20 in Bensenville, Ill. Royer at one time had the act, Morphy Schmidt and Lulu, with his wife, who died two years ago. Surviving as a daughter, Mrs. Jean Kehocks, a sister, Mrs. Ada Reagan, Philadelphia, and three grandchildren.

TOLMAN—Richard, 71, survived for 25 years with the O. C. Buck Shows as secretary-treasurer, September 24 at South Weymouth, Mass. He had to quit the road several weeks ago because of illness. Survivors are a sister and a daughter.

SADIE WILSON JACK

In Memory of My Loving Wife

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

In Memory of My Loving Wife

JOE CEDLIN

October 5, 1947

In Memoriam

My Wife

Too Long The Days Have Grown To Tears
As Long My Heart Still Echoes To Tears
And As Long As I Breathe The Breath Of Life
I'll Treasure Those Days With You—My Wife

ISSY CEDLIN

In Memory Of

MARJORIE CEDLIN

October 5, 1947

The Days Seem Longer, Even Though
They're Still The Same By Timely Measure
For We Take Time Now As We Go
To Live The Memories We Treasure.

DONN FAIR STARRTED

Dunnington, N. C., The Dixie American Legion Four County Fair Association has been chartered as the secretary of the state. Incorporators were listed as George Blalock, Roy Brown and A. O. Wilkes.

BIRTHS

DOSS—Clarence, Bill Lathey, to Mr. and Mrs. Benny Doce September 24 in Marshall, and sister of the Don Family Shows.

GRIFFITH—Glenda, daughter of Laura, to Mr. and Mrs. Bill Griffith, Appleton, Wis. Father is a partner in the Frolic Show truck firm there.
PARKS-KIDDIELANDS-RINKS
THE BILLBOARD
Communications to 125 W. Randolph St., Chicago 1, Ill.
OCTOBER 16, 1956

NAAFPB Conclaves
Reservations Up
Booth Sales Move Ahead; Banquet Reservations Hiked by New System

CHICAGO—National Association of Amusement Parks, Pools, and Water Attractions (NAAFPB) said last week that its new rule for the industry was proving successful. The rule, which requires all members to report their reservations on a weekly basis, has helped to speed registration operations at the opening of the convention and trade show.

Horsedepaul said that there are 23 booth spaces still unrented, but that options have been issued to 42 of those. Sales to this point total $2,000. The NAAFPB's annual trade show and banquet is scheduled for this Saturday and Sunday at the Sheraton Hotel. The show is running slightly ahead of those at last year's SMAMA meeting.

A new reservation system is in operation and it is reported that the number of reservations is up 19% from last year. This is the fifth year of the reservations plan and it is expected that the system will continue to function smoothly.

The secretary said that his office is working closely with the show's management to ensure that the trade show moves smoothly. He added that the secretary would like to see the show move up by early next year.

Houston Park
Open Weekends During Winter

HOUSTON—As small Houston amusement park operators gear up for the tourist season, they are starting to see increased business. The parks are open every day except Mondays, and the weather has been mild enough to attract large crowds.

The parks offer a variety of attractions, including roller coasters, Ferris wheels, and bumper cars. Some of the parks also have swimming pools and water slides. The parks are open from 10 a.m. to 10 p.m., and admission is $2 for adults and $1 for children.

Talent for Kiddie Parks

NEW YORK—A few up-State Kiddie parks are planning to offer a new attraction this winter: the sites of kiddie TV talent appearances in coming weeks, with the ABC's providing showings on Saturdays and Sundays.

Actors include the Magic Clown, Captain Video, Doug Andrews of the ABC's Jersey Boys (Balloonicross) of the Disney Channel and Chief Halltown of the Children's Television Workshop.

POST-SEASON SHOPPING

Europe's Ride Items
Get Annual Once-Over

NEW YORK—American amusement park figures who are currently touring Europe are busy shopping for new items. They are looking at the mainland and Britain.

They have seen a variety of items, and Whitney's curiosity has been chiefly in rides. Saturdays in Britain,ABC has announced a month-long penochi show to attract more attention to the show.

The theme park at the Blackpool Pleasure Beach included a and two-day visit to the Blackpool Pleasure Beach, which also has a show at the same time. The show is being put together in Canada, and will be featured at the NAAFPB's annual convention in October.

The visitors have also taken in the Blackpool Illuminations.

Munich Popular

A growing number of North Americans visit various European cities during the summer. Munich is one of the most popular destinations, with its rich history and beautiful architecture.

The city is also home to a number of attractions, including the famous Hofbräuhaus, the English Garden, and the Englischer Garten. These attractions are a popular destination for tourists from all over the world.

San Antonio Spot
Closing Earlier

SAN ANTONIO—Johnston Jones, owner and operator of the San Antonio Pleasure Pier, announced that he will close the fair on Sunday (7) for the lack of available staffing. The fair has reached a closure one month earlier than in previous years. As is the usual practice on March 17, St. Patrick's Day.

Rocks Slates
More Paving, Ride Swapping

NEW YORK—More than double the originally estimated work and budget for the winter has been allocated to the Kiddieland Pleasure Park, with the major job being a swapping of rides and increasing the size of the park.

The concrete project is an expansion of an old sidewalk midway with cemented concrete footing. This new project will run north and cover the existing 40-foot width. Included in the plan will be a new 375 feet of tunnel work and a new building.

The Tillotson, adjacent to the roller coaster, will be replaced by the Slideways Kiddie Park which will provide an additional 100 seats, a good job being done by the Omaha-Amera, Inc.

Further assistance is being promised by the management of the board.

Seating facilities will be installed on the board. The slides will be added by the board and the new building will be a new building.

The board has not yet decided on the proposed installation of a new bolt to a certain section of the board. The present bolt can be removed from the board, and the new bolt will be installed.

The bolt does not reduce the bolt's breakage. The new bolt is 30% stronger in all directions than the old bolt.

McKee said that the bolt can be removed on a few minutes, but that it can not be removed in a few minutes.

The committee is now using the new bolt for the kiddie track, and the new bolt for the kiddie rink, as well as the new bolt for the kiddie rink.

McKee also said that a new bolt can be installed on a few minutes, but that it can not be installed on a few minutes.

The bolt is used for the kiddie track, and the new bolt is 30% stronger in all directions than the old bolt.

Lincoln Auto Model Showed At 13 Cities

DEARBORN, Mich.— Lincoln division of the Ford Motor Co. will show a new model, called the Lincoln Continental, at 13 cities starting on October 17. The model, which is 13 feet long and 3 feet wide, is priced at $4,995. It will be shown in hotel ballrooms, theaters, and at auto shows.

Detroit Auto Show will be held October 19-23. Displays are by the Detroit Auto Show and the Detroit Auto Show Association.
Detroit—Year-round roller skating has been brought to a new lower central Michigan area for the enjoyment of 3,000 of its prosperous surrounding rural area.

Portable Rink in Skating

Skating is a three-inch concrete pad topped by tar paper, then a two-inch layer of insulation, followed by plywood and the hard maple surface, designed to give the rink a slick, smooth surface.

Hi-fi sound is provided by 14 speakers. Attractive state rents of the rink includes a concession stand along the long front, together with a small dance floor for skating. A throne room is located upstairs.

CAMPBELL TENT & AWNING CO.

New Tents Made To Order

170 Central Ave.

Detroit, Mich.

PORTABLES ARE THE ANSWER

Porete-Gilt

TEMPLE COVERED SKATING RINKS

W. T. SHACKELFORD

227 E. Carol Avenue, Phone 393-2291

Davison, Mich.

CURVECREST RINK-COTE

The skating surface for wood and metal rinks. All kinds of portable rinks. FREE 40 Page Catalog FREE 22 pages of portable rink plans. FREE 25% discount prices. FREE 26 Brighton, Michigan

This invite you to bring your rinks to Curvecrest and see for yourself!

There is Big Money in a ROLLER RINK

Manufacturers of All Kinds of Roller Skates

No. 7228

CHICAGO ROLLER SKATE CO.

42 102 103 172 at all times

SHACKLEFORD, Owner

New Show Tents Made To Order

107 Central Ave.

Detroit, Mich.

PORTABLES ARE THE ANSWER

Porete-Gilt

TEMPLE COVERED SKATING RINKS

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No. 7228

CHICAGO ROLLER SKATE CO.
Northwest Treats Polack to Winners
Timing Helps Seattle Scoot Up 70%; Only Selens' New Stand Falls Short

SAN JOSHE, Calif. — Bat Polack’s Western Circus, in the Far West continuously since the first of April, will make a 300-mile jump to Denver after a week’s stand here that will end Tuesday (2). The show came to San Jose from Roseburg. One, following a six-week residence in San Jose, was the second show that met with excellent business in all spots but one.

After playing to more than 100,000 people in 26 performances during the 11 days of the Pacific National Exhibition at Vancouver, B. C., Polack made its annual three-week stand in the Tri City area of Kentwood, Pascoc and Richland, Wash. Business there showed an increase over last year despite a strong wind that occurred the closing night. Show was sold out in Sandera, a hall park.

With Seattle next on the route, the famous Polack has put on an early start this year, a thing not done in recent years, and substantially increased receipts in all departments produced an over-all gain of 70 per cent above last year, for one of the strongest runs in the 15 years Polack has been in the business. After normal attendance at the first four of the nine performances, from the Texas shows, the receipts have averaged near or above par. There were sellouts or turnaways. Only at Salem, Ore., Monday (1), was the show a new one and came close on the heels of the Oregon State Fair, which had played to record crowds. The State fair show was another big winner.

At Roseburg, the show’s next-to-the-last outdoor date of the season, was favored by good weather and had crowds that added up to a slight increase over the preceding year. For O’Donnell joined his assistant, Tom Edgeworth, in Roseburg after closing the affair of his record date in Seattle.

SHREVEPORT SETS SHRINE RECORDS
Clyde Bros. Plays to 56,000 in Four Days; Inaugurates Circus Use of New Arena

SHREVEPORT, La. — Shirley the stand by Clyde Bros. Circus closed the attendance of any earlier visit here. The show was the first time they used the new State Fair Youth Building, which seats 10,000. The old arena was the first Clyde was in.

The stand began on Wednesday (22), where the houses dropped from 6,000 and 4,000. Thursday (23) built to 4,000 and 5,000. Weekend houses were up to 8,000. Friday (24) saw a 7,500 and 9,500 and Saturday (25) saw an advance to 10,000 and Sunday afternoon (26), this gave a total estimated attendance of 56,000.


Hagen Ballys With Crowns, Bulls, Calliope
SALFORD, Ill. — Hagen Bros. Circus played to good houses here Saturday (23) under Knights of Pythias auspices. Attendance was now full and night followed.

Calliope played downtown. Sponsor made over $250. Day (24) saw the show’s third and fourth full houses. Boys’ ballgame, elephant show, opened an appearance downtown.

Jeneyville, Ill. (25), gave the show half and full houses for Legion auspices. Clowns and ele- gants appeared at schools during the noon hour.

Gainesville Show Selects Officers
GAINESVILLE, Tex. — J. O. Thompson is new president of the association.

Other officers are Wallace Wal- lace, Jack Greer and Leonard Roberts, secretary, and T. S. Hayes, treasurer.

At the show had been at the American Legion Building at Fort Worth last week.

At Aurora the show had a full house in the afternoon and an appearance downtown.

The show was at Aurora and sat in the hands of Frenchy LaBoyre. It was a very fine show.


This show plans an engagement here next season, the 25th season for the show.

Freeport Surprises; San Antonio Okay; Corpus Christi Registers Full Houses
GALVESTON, Tex. — A sleeper stand at the hometown of Freeport, Tex., gave the public another three-weeks show to add to its growing list of winning towns. This week Clear Creek was a most successful stand in Corpus Christi and a good stand in San Antonio.

Among the highlights of the show was three days in a row, the Beatty circus got a fair run on the main arena and a near full house on the afternoon show rolled at 4:45 a.m. and completed the 17-mile run in four hours.

San Antonio stand began on Thursday (20) with a light afternoon show that started late because of the late arrival. That brought the show to near full houses. Sunday (21) had a three-hour afternoon in hot weather and a capacity house in the cooler evening. High school football and a "Grand Ole Opry" show were also presented at the auditorium were opposing factors.

Weekend at Corpus Christi saw 2,000 to 3,000; Saturday and Sunday (28-29), The 149-mile jump was completed by 8:30 a.m. and three days were needed to get the show on the road. This showgrounds was out of the city limits and small. The attendance has been on the increase all day. It was a double program Sunday night and another full house. Monday (30) saw the show roll out another pair of full houses for the show at Corpus Christi.

San Antonio Monday (5) and Bay City (25) were termed satisfactory by the show. Thursday (26) had hesitated to take the show move but agreed. Advance tickets were sold in advance for $3.50 and $4.50. The show was scheduled for 3:50 and 8 p.m. All were sold.

Galveston followed with a top Wind Blows Hard, Carson Bros. Show
BOOKER, Tex. — Tex Carson Circus canceled its afternoon show due to a strong wind, usually high winds that prevented the big tent from going up.

The night show was given at 7 p.m. and scheduled, however, and it pulled a near-full house.

At Perryton, Tex. (18), the show had two near-full houses.

Davenport to Launch Fall Season at Utica
CHICAGO — Orin Davenport will produce the Shrine Circus at Utica, N. Y., for the fall season. This is a new stand on the Davenport show route and is on the way to Utica, N. Y.

Following Utica, the Davenport show will play the Municipal Auditorium, Kansas City, and the Forum, Wichita, Kans.

Davenport said there that his staff will be unchanged and that the show will sell out. The Ringling Brothers and Ham-and-Thomas will be represented.

The performance will include the Zoom-Zavatta riding act and Owens, her act; Roberts, casting act; the Noble Trio; Ruby Hang's dog and ponies, Zavatta's stunts, the Hereford Brothers, the Baby Deere, Travars, Roland Tolle Sech, C. G. Harman, Minnie, Chaise, Sides, Chut Kans, Cowens, Wallendas, Wallendas, intermixed.

Date is being promoted by Ralph Heller, with Evelyn Heller as arranger. Police played the games the same afternoon and a near full night on Thursday (27).

Billers, Performers
Show was presented on the show's own track, with Mr. King, Mrs. King and Miss King, the show's biller, working on a friendly basis.

Performance on the show involved the use of the famous ring tigers, Beau, Beattie, Elephant Beauty, lories, Janus, a rare variety of brownback riders, and Herbert Webeh's wire and foot (Continued on page 112)

Suburban Scoreboard
At Elgin, where the show actually played Carpenterville, A, had about $1,000 for the afternoon show.

Court Auctions
King Equipment At Macon Barns
MACON, Ga. — There have been many bargains sales of circus property. But some of the best properties has been sold the last few years (23) by Trustee Durerwood B. Mercer in liquidation of the old Macon County.

The surplus property has been left in buildings in Central City. The area includes old winter quarters last April.

For several months city officials have been urging the removal or disposal of the property as all the buildings are required for general purposes. The surplus, which starts October 15. The city and fair officials were in session Monday night and the Saturday auction was arranged.

The surplus property consists of the successful buildings.

A large box of circus wardrobe, complete with costume, table chairs and silverware, $16,000, was sold for $100; complete sets of heavy rug carps, $25 per pair.

The surplus property will be either used as odd parts dealers or junk yard operators. Biggest sale was of lot of metal equipment, sold as scrap iron for $120.00.

There were a circus parade band wagon, whose ownership is disputed, and a team of five with three 30-foot middle pieces, claimed by the C. T. Gent and Amusing Company.

Chicago Arena Gives Mills Big Business
AURORA, Ill. — Mills Bros. Circus completed its stay in the Chicago area Wednesday night (27) that drew good good business. Other circuses in the city and near Chicago are popular among the business, and Jack Mills and his management had been strong in the suburban stands the show was played around here for a week.

They said also that the season was the best the city has seen in many years, and are said to have been majority of those in the city and area.

After a quick swing to the central area the Ringling Bros. show, which is known to the show, closed October 15 at Wel- ling, and goes to Jefferson, Ok.

The show was at Aurora about Monday, and had a full house in the afternoon and an estimation of, from 2,500 to 4,000."
FOR SALE
2 Medium Size Trained female Elephants (Burro and Lebby)
$2500 each—Cash only
Can be seen at any time in Dusumike's Tram, 8th and Chestnut, St. Louis, Mo.

MACK WITZER
The Animal King
212 W. S. O., Brownsville, Pa.

FOR SALE
Original folding Dusumike Tramprice
$1000 each—Cash only

FOR SALE—2 PHONEMEN—2 MOOSE DEAL
Handling a National Sports Celebrity.
‘The Moose Dealer’ can饲养并处理野牛，纽约市
No bids or reserve.
R. B. (Bob) Mallery
NASHVILLE, TENN.
Al 7-4226 (SALE)
Al 7-4263 (TEN)

FOR SALE—2 PHONEMEN FOR BRAND NEW TYPE OF FISH TACKLE AND BAIT
BY PHONE—$25.00 NEEDED IF YOU'D RATHER NOT RECEIVE TELEPHONE SALES.
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PHONEMEN

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RODEO PERFORMERS FOR WINTER TREE TOON

HARRY SPENCER

RODEO PERFORMERS

FOR SALE—2 PHONEMEN—2 MOOSE DEAL
Handling a National Sports Celebrity.
‘The Moose Dealer’ can
No bids or reserve.

FOR SALE

Walter D. Nealand, press agent with the Marxes, reports
that B. M. McCreery came on from the Moly-Circus with his baby ele-
aphant.
Jethro B. Almond visited Nealand.

James D. Watts, who has a show and
gas station at Dover, Ten.,
visited Kelly-Miller and earlier he had
booked Charlie Campbell's Marx
O'Day Palace Car into Dover.
On Cal, Watts, who was with W. C.
Clark Circus and others in the
1902, visited Tom King, Frank
Ben les, Louis and Edith and
his family, along with the John
Kent family of Madison, Ill.,
recalled old shows with Campbell.

Hardy O’Neal, Hank Fraser and
Jack Painter caught Clyde Bros. at Show
The Wonderful Shot Finer
cought the F. S. Wolcott Rabbit
Monte Staff earlier. They also
visited Ralph Miller in Memphis.
They planned to see Cristini Bros.,

The Don Smits and Paul Va
Ponds visited Neal Walers and his
show print plant at Europa Sprigs, Ark.
They reported that the Dolly
and Jimmy Connors are back in
Gainesville after 12 days.
She also reported the George
and dropped off in Gainesville while
route from Dallas to the the
in Cartersville, Ga.,

Don Mares has been a promoting
unit in the West for a short
while.
The truck carrying his miniature circus
was in a collision and some of
the equipment was damaged.
Jim Stah reports that he and
Mary, along with Lee and Hazel
Bradeau, Leo and George
Brown, Bill Hunter, Bill dismissed on
Grandy and Hazel William
visited the Tri-City Ringling's Car
Gardens at Colbert, Ala.

CFA Tom Lawless has been a
collapsing progres.

Al Porter reports he is feeling
well again and will head for Flor
is in Florida, Tuesday, New
playing New Jersey with Snowy

Porter and Dug Dugan
left New York to take a vacation.

Frederick H. Find caught the
Beatty show at Austin, Tex.,
where he gave

Gus visited the Coleman Antelopes
at Glastonbury, Fla.,... The George
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The George

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Clarke with whom he did a Specialty Act. 12" Indian Indoor Dancing without
Sponsor was visiting the Buffalo area.
Cleveland after visiting the Detroit.

WANT ACTS OF ALL DESCRIPTIONS
Acts who have worked for me, get in touch with me. State where you plan to
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Will have available after October. I have very petite female elephant Trumpet,
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Six weeks set.
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I Pay 40 Per Cent
Have terrific deal here, need four Phonemen, Real sponsor, office
open, phones in, Buck and Cher
roll going full blast. Must on 1937
roads. Even booming. Tickets. U.P.C.'s, Program and Bonuses. Have
4 real cowboys. Eat and travel
in real cowboys. Send me:

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P.O. Box 419

PHONEMEN

WANTED

Horse Player and a couple of Christmas shows, one in New York, one in
New Jersey. Will work anywhere in the East. Real sponsor, office open,
phones in, Buck and Cher roll.

JOHN H. BOYD
350 Washington, CLEVELAND, Ohio

PHONEMEN

WANTED

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take all, first letter, Joe (Red) Hartman, Pitt

PAUL LEMERY
P. O. Box 410

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Where you will find a large array of attractive premium products and
Gift items economically priced for your Christmas needs.
Al Anderson
Named Manager
At Edmonton

EDMONTON, Alta.-New general manager of the Edmonton Exhibition was named Oct. 1, is Albert (Al) Anderson, 42. He succeeds James Paul, manager, who submitted his resignation last spring because of ill health.

Fred N. Miller, who was an assistant to Paul, has been appointed assistant manager, and W. B. Creigh, formerly of Livestock, will have full charge, under the general supervision of the livestock shows and sales, the horse show and all livestock activities, the general work.

Anderson has been serving as secretary-manager of the Edmonton Exposition Club. There were 60 applications for the exhibition manager's post, 15 of them from the United States.

Al Anderson has lived in Edmonton since 1935.

WEEK'S RAIN SLASHES
ROCKY MT. TURNOUTS

ROCKY MOUNT, N. C.—The fair here was among several area fairs affected by the path of last week's rainstorm, and while no physical damage was done, the rainfall was a sharp loss in gate attendance.

On Friday (28) Manager Norrington reported the fair was closed for the first full day of operation, with only that day and Saturday evening to be held. The fair continued on Saturday (29) showing of the Lone Chittwood thrash show, which did not do so well in attendance, the fair has been hard hit.

Chambless was lavish in praise of Miss Branch, grand stand feature whose early-week shows were washed out due to the storm. Quick macrophage proved profitable and she was presented with two days in the Carolina Thom.

Washouts Mar Gate
Effort at N. J. State

Rain, Wind Mix Excellent Start,
Cause First Night Show Cancellation

TRENTON, N. J.—Rain and wind virtually halted all activities at the New Jersey State Fair on Thursday (23) and Friday (24), with prospects of being hit by what was described as a Hurricane Florida; the event was riding along to high gear with more than 60,000 reported in attendance on Friday (25).

While the weather prospects are fair to the closing Saturday and Sunday, State Fair Director Ed Sc., president, expressed doubt that the losses occasioned by weather would be made up, especially since Thursday, always big in a total loss.

On Thursday night winds estimated at 30 to 40 miles per hour caused the cancellation of the night show for the first time. The fair has a covered stage and sufficient cover was provided for the presentation of shows in any kind of weather except that involving high wind, Fairman's weather.

MUSKOGEE WINS
DESpite Drought

200,000 Come Thru Free Outside Gates;
Collins' Rides, Shows Up 21 Per Cent

MUSKOGEE, Okla. — The Oklahoma State Fair over rode five years of drought and closed its eight-day run here Sunday (23) by a coaching note, that the fair went 200,000 people back over 25 per cent. Courtyard disclosed.

Exhibit space in all departments was well attended. All independent concession space was taken and with the exception of the fair an increase in the money department.

Mrs. Conolly, president, and general manager, reported that receipts, with the exception of the ground, were about a year ago.

Frank Walsley's stock car races at the fair were one of the high spots of the run. The program was varied and operated on two days, the opener and Saturday (22)

As the closing event of the show the the Joke Chitwood thrash show; a fine Oklahoma telling of the fair and the many acts of the fair were presented on the fairgrounds.

Brightest spot in the receipts picture was the midway of the week.

Area Rainfall Cuts
Bloomington's Gate

BLOOMINGTON, Pa.—Hampered at the gate by week-long rain, the Maple Grove and Bloomington Fair is counting on good weather on closing Sunday evening. The Maple Grove has an expense of 150,000 people paid attendance of 140,000.

Dismal weather blanketed the entertainment center of the fair and discouraged fair attendance, even the Bloomington fair was run. Rain fell late Thursday and Friday (24) to force cancellation of the horse races, a program. Scheduled afternoon events like the stock parade, however, went as scheduled. The weather was so pulled from the night grandstand show, a good show.

On the amusement side, Reithoffer Shows made a creditable showing with its first appearance here. GAC-Ham's International Follies was doing passably well at the gate under Bill Reynolds, who opened the big, 30-gold line and other acts included, and Saturday's edict, under George Marsh- man, had been sold out a week in advance.

The sizable independent midway was presided over by Frank Mc- Teague and King Reid, and there were four buggo operations in evi- dence.

A feature of the week was Troy (Continued on page 90)

Oregon Assn. Meets Nov. 7

EUGENE, Ore.—The Oregon Fair Association holds its annual meeting November 7-8 in Portland, Ore., Hallie Huntington, secretary, announced that the meeting will be held at the Motel a.

FLOSSIE NOT FUSSY;
SEES RICHMOND, TOO

RICHMOND, Va.—Hurricane Flossie, not too choosy about where to go last week, included Richmond, Va., in her unchallenged visits. The storm's effects were not too bad, cutting into attendance, and creating uncertainty in the minds of those who make the fair.

It rained on Monday (24), Wednesday and Thursday (26-27), and created dismal, overcast conditions.

One result was that Horne's grandstand circus shows and Polo Park, for the first time in years, were called off for the rain days. He got both shows on Tuesday and Thursday. An 11 a.m. show was scheduled for Saturday.
Pomona Shows Gain But Still Trails '55

POMDONA, Calif. — The 28th Los Angeles County Fair, as it opened the end of its annual 10-day run Sunday (30), picked up attendance but was still behind the record 1955. Through Wednesdays (26), 13th day of the event, total attendance was up 1.161,009. The all-time record of 1,254,503 was set in 1946 when the fair contained operations following World War II.

Two factors were blamed for holding down the patronage. In addition to hot weather with the thermometer in the 90's, a 13-mile stretch of the approaches, instead of six miles between the foregrounds and space sales up 25 Per Cent at Mich. State

DETROIT — Concession revenue at the Michigan State Fair showed an increase of over 25 per cent this year, according to figures compiled by Gerald C. Larney, director of space departments.

Standard basic concessionaires are sold strictly on a percentage basis each year in order to provide a variety of concessions revenue, spread over various types. These stands grossed $6,365 this year, compared with $5,787 last year.

Total fair revenue from concessions reached $32,561 this year against $27,846 in 1935. This figure covers both flat and percentage concession, but does not cover shows or similar attractions.

The increase in concession sales was almost double the drop from $103,947 last year to $105,260 this year — suffered in commercial exhibit revenue chiefly because of the loss of Packard and Lincoln exhibits.

Warrenton, N. C., Set for October

WARRENTON, N. C. — The Warrenton County Fair has switched its dates to October, William K. Sweeney, manager of the fair, announced last week. Originally scheduled for September 24-26, the fair has been changed to October 22-27.

George Clyde Smith shows have been booked for the midway attraction.

Loot Deal Pulls Patrons to Coin Box

BOYKIE MOUNT, N. C. — In the past, Norman Y. Chambliss has had patrons guess the weight of a bag for money prizes, and dig for buried treasure in the Rocky Mount Agricultural Fair. This year his "Loot Deal" consisted of a box filled with $500 in nickels, dimes, quarters and halves. Winning ticket holders, 35 of them, got to dig into the "Loot Box" with their hands and take away all the coins they could hold.

Gate, Midway Records Tumble At Nashville

Six-Day Event Pulls 257,000; Gooding Gross Hits $147,000

NASHVILLE — The Tennessee State Fair, which closed out its run here Saturday (22), was a record-breaker.

Attendance totalled 257,000, all-time high, which surpassed the old mark set in 1946 by about 11,000 persons.

A one-day peak gate of 63,180 was reported for Tuesday, which was five days greater than the previous one-day peak, also set in 1946.

Rides and shows of the Gooding Amusement Company aggregated $147,000, another new record. The gross surpassed last year's by $40,000.

A one-day midway gross record of $43,471 was set on the closing day.

Big car auto races, staged by Al Sweeney the closing two afternoons, packed and lammed them to provide two new auto race crowd records.

Baker Named Ukiah Mgr.

UKIAH, Calif. — Robert M. Baker, formerly secretary-manager of the Sacramento County Fair, Sacramento, Calif., assumed his duties as manager of the Ukiah and Mendocino County Fair here Monday (1) after 11 years under F. P. Stipp, who resigned.

Prior to being manager of theSacramento County Fair, Baker for the three years was assistant manager of the 37th district fair at Santa Rosa.

There were five other candidates for the local vacancy.

Young Shows, which reported the biggest revenue since it has played the fair.

Walt, serving his first year as manager here, instituted a new color scheme on the grounds. Features of the paint-up program this year were bright blue, maroon and greens.

Mulberry, Fla., Adds Building

MULBERRY, Fla. — W. O. Fortson, commander of Post 72, American Legion, has announced the near completion of a new 60 by 52-foot building on the Legion fairgrounds north of this city. Condemned for this addition to the so-called Panhandle Fair's facilities was set last June with a 90-day completion clause.

With 3,000 square feet of floor space, it will include a kitchen, dining area, kitchen, lounge and two rest rooms, and is constructed of concrete block with terrazzo floors.

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Puyallup’s 361,737 Tops ’55 by 1,066

PUYALLUP, Wash.—The 53rd annual Western Washington Fair, closed its nine-day run here Sunday (Oct. 5), with a total attendance of 361,737 to best 1955 by 1,066 and match the 1960 record of 404,244. Foggy days and cool afternoons and evenings with rain on the final eight days shifted focus holding down the turnout mark.

John H. McMurray, manager of the non-profit, non-subsidized event, said the weather was extremely foggy the first day, Saturday (Oct. 4), because of a cold front. The fog came back through Wednesday with high winds taking its place. On Thursday, Friday and Saturday (21-22) had fog in the mornings but cleared the afternoons. The closing Sunday had weather built into a rain that started during the evening. The crowd goes home earlier than usual.

The shows in front of the grandstand, which seats 13,000 under cover, featured the Four AMANDA trampoline, the Antownettes, trapshooters, Master Ralph, boy cyclone, Three Merkys, comedy tumblers, Six Freebirds, Turn the Wheel, Cycling Theron’s, Flying Roberts, trapshooter, Flying Drifters, Chau’s Bears, and three high acts, Tell Tegen, Wireguards and Gretta Fink, Us Tailspinners closed the show for the 18th year, with George Prescott announcing the World’s Championship Rodeo held both afternoons and evening shows. The shows were interspersed with non-partisan racing directed by Harold Henson.

The performances were under the direction of Earl M. Blair, owner of the 12-man board, and McMurray. Douglas on Midway.

Douglas on Midway.
Earl O. Douglas, owner-manager of Douglas Greater Shows again was the concessionaire for the "fairway," much of which is permanently installed.

A new building, one of a series, was opened for this fair. Known as the Sports and Wildlife Building, it is 250 by 54 feet and features:

- Flossie Not Fussy
  - Continued from page 96

Flossiejar jar jar jar

In a new riding day, in an effort to recoup some of the lost time. Following the Sonoma-precipitated auto race on Saturday, the grandstand show was to make its last appearance.

Other entertainment efforts, in addition to the Chitlin & Wilson Shows, the main attraction of the midway, were the Ward Bees thrill show on opening Friday (21), which reportedly played to a weak house, and a Friday-day showing on opening week-end of the Gene Holter animal show.

Display Tent Down

No physical damage was done by the storm, other than blowing down a 60-by-140 top of the All-Chasers exhibit. The fair's 14 units were not believed.

Secretary, J. A. Mitchell estimated that the fair Wednesday was 8,440 behind last year, but that two solid days a week did not exceed the deficit to 60,000. Friday and Saturday are traditionally strong days at the fair, he noted, with the prediction that a good finish could bring the gate total practically level with 1955, when the deficit week-end was raised out.

Tuesday's receipts from Flossie enabled Governor Stanley's party to make its visit to the fair, where it was housed around the grounds by trackless train. Stanley awarded a plaque to the winning}[
Weather Nips Marks Takes In No. Car.

BICKERT, N. C. — Poor weather again affected the John H. Marks Shows at the Catawba County Fair After taking attendance on Wednesday, the Catawba County Fair, Albemarle, N. C. Albemarle opened strong with more than 18,000 reported in attendance on Monday (17). School children, who had been expected for Monday, were not held, due to the cold weather held down attendance thereafter. Marks is looking for another big crowd for the 14th time. Up next is the 24th consecutive showing at the Fayetteville (N. C.) Fair.

UPPED ATTRACTIONS PAY OFF

Tupelo, Miss., Fair With Elvis, Sets Gate, Grandstand Records

TEPUELO, Miss.—Elvis Presley and Mountain Mist Rainier Dairy Show rocked and rolled to smashing success.

February 19th was the day which closed Saturday, February 26th, piled up an all-time record attendance of 188,000, a figure considered 5 cents higher than last year, and the midway gross (by the Oblobo Shows) was 200 percent greater.

Presley, in for his hometown coming and a legend in Tupelo, won over men on his day. Wednesday was his birthday. The show was under police, including 50 State Highway patrolmen, were called in to keep order, and the grandstand to see the Tupelo boy made good.

His End $11,000

Mississippi's Gov. J. P. Coleman was on hand to present a scroll to Presley and say the State was proud of Tupelo's native son. Mayor James Vallaud joined in the expressions.

Presley received $11,000 for his appearance, with his end based on 60 percent of grandstand receipts, $5,000 were against the percentage. For his appearance, this was upped from 75 cents to $1.50. The capacity, moreover, had been cut down to 3,000 seats in front of the stage.

Bill Changed Daily

The Tupelo Daily Leader provided the highlight of the fair, but actually was part of the sweeping change, as the grandstand to see the Tupelo boy made good.

Rain Dilutes WOM Grosses at Trenton

TRENTON, N. J.—Rain and wind battered the Shore on Sunday and Thursday (26-27) at the New Jersey State Fair and interrupted work on the midway, adding up at an all right date. The weather, however, kept the tail of the Hurricane Flexed, improved slightly on Friday (28).

Owner Frank Berger accepted the loss of working hours happily in the knowledge that the predicted high winds failed to materialize. Cuts up to 40 miles an hour were reported in the area but there was ample warning and all of the valuable units were taken off to protect.

The show has been hit hard by rain over the weekend. Last week, at the Allentown (Pa.) Fair, was an exception. Attendance figures from the newspapers reported comfortably ahead of last year.

Several favorite feature, the Davys Sky Wheels, which will return to Trenton, were (26) reported to do well.

Overland Move

Some of the midway, including 70 boys, were used to load equipment over the ground in order to make the five-day run (23) opening here. With good weather prevailing and a crowd of the previous years under his own operation, the show was "Sparked by Upped Gate"

The fair’s record-breaking attendance sparkled the record receipts and veterans shown, ride operators and concessionaires. The grandstand and concession fair for years had been held in their fair's management and that of the event.

Notable in this respect was new downtown building, installed, bringing $22,000, the midway, as a result, was not brighter. Adding, were searchlights, two provided by Chuck Mans at an extra, led to the going of the cars, and two provided jointly by Wilson and the fair's Standards Line-Up

Wilson's part of the total operations, and the midway, and a battery of ladies led to the going of the cars, and two provided jointly by Wilson and the fair's standards. The show was stained, it was, and Wilson's new show, which was a splendid show, Bureau was an event of the most important of the event.

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A. Campbellfield

A. Campbellfield Dies in N. Y.

At Age of 69

NEW YORK—A. Campbellfield, 69, well-known eastern canning and active member of the National Showmen's Association, died Tuesday (25) in New York after a long illness that resulted from cancer.

A native of a Pennsylvania, he had been in many places of the business before he organized the canvass firm of Arthur E. Campbellfield Company eight years ago.

He started in the business in 1903 with a Mutoscope unit, one of the forefathers of today's Arcades, Campbellfield was later with such shows as Nat's Reels, Southern Carnival Company, Lewis & Clark Expedition, Talbot & Whitney, The Harrison Bros., the Green Brothers, Keen & Shipp, Jimmy Sullivan, Bowery Burlesque and London.

Services were held Friday evening (28) at Riverside Memorial Church, and he was buried in the N.S. plot at Ferncliff Cemetery, Harrisburg, Pa.

Campbellfield in recent years bought his partners' interests in the show before selling them.
SHAN BROS. SHOWS
WORLD'S CLEANEST MIDWAY
WANT FOR 30th ANNUAL HOUSTON COUNTY FAIR,
DOTHAN, ALA., OCT. 8 TO 13
Cotton and Peanuts gathered. Biggest crop ever.
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Good proposition for Colored Revues, A-1 Girl Show. Also Side Show, Fat Show, Monkey Drome or Speedway, or any Show of merit.
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Will book Scrambler, Spin-a-roo or Round-up, and Twister.

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GRIGGS BROS.' SHOWS
MONROE CO. LIVE STOCK SHOW AND FAIR
October 8 to 13, Brinkley, Ark., followed by outstanding spots in Arkansas and Louisiana. Show will positively stay out until Christmas.

GRIGGS BROS.

J. GEORGE LOOS -- GREATER UNITED SHOWS
LAREDO, TEXAS
WANT SHOWS -- RIDES -- CONCESSIONS
WASHINGTON BIRTHDAY CELEBRATION FEBRUARY 18-MARCH 3 -- 14 DAYS -- 2 SUNDAYS

SHOWS
Monkey Dram or Speedway, Illusion Shows, Grid Show, Fun or Glass House, Big Snake, refined Girl Show, Large Matadrome, Mechanical Circus Side Show (no Half-and-Halfs) or watch-white Attractions. Write. Box 555, Laredo, Texas.

Rides

DON'T FORGET TO REMEMBER -- "YOU CAN'T LOSE WITH LOOS" WRITE OR WIRE J. GEORGE LOOS, Box 455, Laredo, Texas

A FAMILY TRADITION
PLAYING DOTHAN, ALA., PEANUT FESTIVAL AND FAIR COMBINED
This is not the Houston Co. Fair, but the only fair in the county that receives state aid.
150,000 Attendance. Top entertainment. Parade daily. Free gate.
CONCESSIONS WANTED -- Cook Houses; Grab, Sno Cone, Floss, Novelties, Hats, Photos, Franch Fries, Monkey Pansy, Ball Games or What Have You?
SHOWS -- Side Show, Minstrel, Girl Revue, Illusion, Monkey, Snake, Grid Shows of Merit.
RIDES -- Rock-a-Plane, Round-Up, Scrambler and Ferris Wheel to form dual wheels.
All replies JOHN PORTEMONT, Scottsboro, Ala., this week.

RALEY BROS.' EXPO.
CLEANEST SHOW ON EARTH
MARION, S. C., WEEK OF OCTOBER 8
THIS IS THE BEST COUNTY FAIR IN THE CAROLINAS. CHESTERFIELD, MONCKS CORNERS AND WALTERBORO TO FOLLOW
Place any Stock Concessions. All types of Shows. Can use two Thrill Rides not conflicting. Good opening for Novelties, Custard and Long Range.

HAROLD RALEY, Mgr.; ETHEL RALEY, Sec'y; FRANK DICKERSON, Gen. Agt.
Scotland Neck, N. C., this week.

BLACKS AND HOMES.

BARGAIN WEEKEND JOINT BACK TO BACK WORKSHOP WITH THE BILLBOARD.

Copyrighted material
WANT FOR BOAZ, ALA., FAIR—OCTOBER 8-13
and MISSISSIPPI FAIR AND DAIRY SHOWS, MERIDIAN, MISS., OCT. 15-20—ONLY FAIR TO BE HELD HERE THIS YEAR

CONCESSIONS

CUSTARD, SNOW, FRENCH FRIES, CRAB, HANKY PANKS OF ALL KINDS, BEAR PITCH, POTTERY PITCH, GLASS PITCH, PIZZO, NOVELTIES, C. WITH HANKIES, SEMI FLATS WELCOME ALSO, DERBY RACER, PENNY ARCADE.

AGENTS

GRIND STORE PLAYERS AND CIGARETTE BLOCK CREW.

ALL REPLIES TO EP. GLOSSER (FAIRGROUNDS), PULASKI, TENN., THIS WEEK

PIEDMONT INTERSTATE FAIR

Oct. 8 thru 13, Spartanburg, S. C.

GEORGIA STATE FAIR

Oct. 15 thru 20, Macon, Ga.

GREATER JACKSONVILLE FAIR

(Gator Bowl) Oct. 24 thru Nov. 3, Jacksonville, Fla.

WANT MONKEY, WILDLIFE, MOTORDROME OR ANY GOOD CRING SHOW OF MERIT.

WANT GIRLS FOR GIRL SHOW. TOP SALARIES.

HILL'S GREATER SHOWS

This week, Greenwood, S. C., Fair

WANT FOR EASTERN NEW MEXICO STATE FAIR, ROSWELL, OCTOBER 9-13.

ATTENDANCE LAST YEAR OVER 150,000.

CONCESSIONS

Will book Pitches of all kinds except Glass. Want Cigarette Black, Hanky Panks of all kinds for five. "Free," "Fancy" asking $1.00 per foot. Center Funky measured long and Short Ways. Can place several Grind Stoves and Wheels that have Hanky Pank and can take orders; will work Roswell for $10. Want Penny Arcade. Will back two Cash Tash with no Eats on Show. Want Fast Sanges, Prance Paps. Carr Dogs and Grab Stands. Will sell "EX" on Age and Scales.

SHOWS

Want two high-class Girl Shows with own equipment. 50,000 men stationed at All-Bode Base and Girl Shows week. Also want any Shows not conflicting with Side Shows. Can place small or large Caster and Round-Ups.

All wire or call: Mrs. H. P. Hill (Fairgrounds), Pecos, Tex., Oct. 1-6, or H. P. Hill (Fairgrounds), Roswell, N. M., Oct. 2-6.

(Will be in Albuquerque, Wednesday, Oct. 3)

P. S. Will sell Front End for 1957-6 Concessions 3 on each side, must have some Hanky Panks and at least 55,000.00 front money. See me in Roswell and see my show.

GEM CITY SHOWS

WANT FOR COOSA VALLEY FAIR, ROME, GA., OCT. 8-13

FOLLOWED BY ALBANY, GA. FAIR, MOBILE, ALA. FAIR, AND SELMA, ALA. FAIR. THEN OUR FLORIDA DATES.

THESE FOUR FAIRS ARE AMONG THE TOP FAIRS OF THE SOUTH. CONTACT IMMEDIATELY FOR SPACE. ALBANY AND MOBILE EACH DRAW OVER 100,000 ATTENDANCE

CONCESSIONS

Will book Hanky Panks and Pitches of all types that work for us. Will eat Penny Stands. Will sell "EX" on Fries Custard.

SIDE SHOWS: WILL BOOK SIDE SHOW WITH OWN EQUIPMENT OR OPERATOR WITH ACTS FOR OUR OWN EQUIPMENT. BILL CRACKLINS OR OTHER INTERESTED PARTIES, GET IN TOUCH.

Wire: THOMAS B. HICKEL Wire or phone SAM or DON GRECO FAIRGROUNDS, ATALANTA, ALA.

REICH HOTEL, GADSDEN, ALA.

Your American Red Cross is Always There After Disaster Strikes
CONVEY ISLAND ROAD SHOWS

LAST CALL! LAST CALL!

25 WEEKS WINTER BOOKING
IN CUBA, NOVEMBER 23, 1936
THRU APRIL 15, 1937

We pay transportation on equipment to Cuba and back.
Camaguey Feria (last year's attendance, 200,000), Commercial Feria Santa Clara, Holguin Fair, Feria Sancti Spiritus, Havana Police Benefit.

WANT
SHOWS
Outstanding Glass House, Illusion Show, Motor-drome, Monkey Speed-way or any Grind Shows. Liberal percentage.

WANT
CONCESSIONS
African Dip, Custard, and Photos. Liberal percentage.

WANT
RIDES
Rockoplane, Caterpillar, Roundup, twister or any non-conflicting Major Ride. Liberal percentage.

All replies contact:
GENE BEECHER
General Manager
South Miami 43, Florida

WALLACE BROS. SHOWS, INC.

SHOWS
Can place Geek, Fun House, Monkey, Fair-1, Motor-drome, Athletic, Mechanical Show.

RIDES
Want Dark Ride, Rock-a-Plane, and Round-Up.

CONCESSIONS
Cookhouse, Custard, Bingo, Six Cents, Buckets, Grab Snow and Flow, Scales, any Stock Concessions.

All replies via Western Union
JAMES H. DREW SHOWS
McCormick, S. C., all this week.

MIGHTY INTERSTATE SHOWS

WANT for Coney Island Fair 1937, Medford, N. J. 200,000; Coney Island, Brooklyn, N. Y., 250,000, Coney Island, Oct. 10, 1937.

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There's Good Reason Why MORE and MORE CARNIVALS Large and Small Advertise in The Billboard's Big Annual CAVALCADE of FAIRS

offers you these IMPORTANT ADVANTAGES AT SUCH LOW COST...

Far-Reaching Readership

Special FREE Distribution

Special FREE Distribution

No Other Issue... No Other Form of Advertising or Promotion

Distributed as Section II of the Bill. Annual Outdoor Convention Special to every Fairman, Parkman and Outdoor Showman attending the Outdoor Meetings in Chicago.

To Individual Fair Secretaries and at State and Regional Fair Meetings throughout the country during December, January and February.

CONTAINING:

Page after page of Special Feature Stories, with appropriate illustration of great interest to every Fair Secretary and Board Member.

Statistical Directory of Fairs giving Dates, Attendance and other Important Facts and Figures.

Directory of Still Date Facilities showing Grandstand Capacity, Plant Availabilities and other pertinent Information.

Combined with the Outdoor Convention Special, the Cavalcade of Fairs is one of the most important issues of the entire year to All Carnival Owners.

You get all the SPECIAL BENEFITS of this great combination... with EXTRA Circulation... GREATER Reader-Interest... REPEATED Distribution at NO EXTRA COST.

Forms go to press November 1, get in touch with us today for more information on rates, free layout service, etc.
HURRICANE

Flossie's Tail Whips
Buck at Rocky Mount

ROCKY MOUNT, N.C.—The
ball of Hurricane Flossie wrecked
things the wrong way for the O. C.
Buck Shows and the Rocky Mount
Fair. Junior Chairman, Elmer Chaste,
possible thru Thursday (27).
The show arrived in rain which con-
cluded for a big window Saturday
afternoon and was never again seen
again within an hour. On Thurs-
day the show registered some ac-
tivity for the Rocky Mount shows
but the total earnings were far
short of what they would have
been.

School kids were let loose on
Friday (28). There was a promise
of rain by afternoon but the pros-
pects for a big window Saturday
afternoon was worsted. It was
unlikely that a week's work and
earnings could be wrapped up in
two days, the day could still add
up to something better than fair.

Bedford, Va., Goods

Last week at the Bedford (Va.)
Fair the show came up with a
bigger prize than anticipated. Ex-

Show and crowds that
surpassed the predicted attendance
gave the show a fine week. The

Ride HLSF—Furniture and Second Men for All Rides. Out all winter.

All mail and wires to Doillian, R.

PAN-AMERICAN SHOWS
Want for OLLA, LA. FAIR, October 8-13—and four more Fairs to follow


All mail and wires to Doillian, R.
**MARKETS HEALTHY**

**Large $11 Harvest In Tobacco Land**

DURHAM, N. C.—Showmen who view agricultural reports as an indication of potential pending, took hope this week from Carolina tobacco results. The tobacco country markets turned over sizable more money than in 1935, inindicating that the tobacco men businessmen are perhaps better hedged this year. While quality generally was off somewhat, there was a large inincrease in the volume of the tobacco Durham's market set to top the high of the season on Monday (24) when 1,299,378 pounds were sold for $680,688. Sales at the Atlantic C. Bank and price were strong on practically every type of tobacco on the market, floors, and as a result many growers averaged 19.2 cents for four grades of tobaccos. The day's activity ran well ahead of figures for the same date last year, when the average was 811 pounds and the total poundage was only 775,000.

**BETTER YEAR**

Sullivan Ends Strong After Spotty Spring

SIMCO, Ont.: James P. (Jimmy) Sullivan's World's Finest Shows was scheduled to wind up its 50th tour at the Norfolk County Fair being held at Simcoe, Ont., this week. The veteran show owner-operator described the season as one of "Terry" but he pointed out that continued development of resources over Canada shows held the season to be as good or better.

The long season opened April 30 in Hamilton, Ont., and seven-one week still dates followed, most of the dates being held at the Western tour started at St. Vital, suburb of Winnipeg, where had weather hurt grosses. The first fair on the B Circuit, Weyburn, Sask., opened with a big first day's business, but the rain descended and washed out the remaining two days.

Circus Stores

The show turned then took a tour for the better. Starting at Estevan, Sask., the grosses started to build with each annual outing the past one. Prince Albert's final fair on the loop, was big and on the final night the rides, shows and concessions operated on a 24 hour a.m. the following morning Quick walked up the quarter mile jump to Trios Rivieres, Que., where World's finestrofied forces with Patsy and Frank Canala. Business at Trios Rivieres, Sherbrooke and Quebec shows grossed increases of 15 to 20 cent. Labor Day at Quebec City yielded some good figures. Typical were the Scrambler, $1,897; Roller Coaster, $1,835; Sluiter, $1,883; $1,614, and Morn Recket, $1,490. On the back-end of the Casino De Paris, unassisted, Charles Clark, came up with $3,000 followed by the Congress of Jolly Fat People, Mark's Side Show, Goldie Beatt's Motorhome and Bob Her- man's Midget Rye.

Benfrew, Ont., opened a day early to catch a Saturday and the experiment was highly successful. Sullivan will winter his show here and he has signed the eight coolest men and his crew will overhaul rides, rolling stock and other equip.

**TESTIMONIAL FOR THREE**

Sunny Solemnities to Mark NSA Nov. Week

NEW YORK — With a good part of the season's dates behind them, the Eastern carnivals, for the most part are well enough to indicate a successful annual festive week for the rest of the season. In addition to the three-day list of social functions, members will be glad to know that there is no chance to see their club go over the top in its fund-raising drive for the new clubrooms purchased recently.

Several prize items, including a new automobile, will be offered as the annual award activity which will be part of open house night on Saturday. The week's action will begin on Monday, November 19, when the club's Slumber Pageant will be held in the hotel's grand ballroom of the Commodore Hotel George A. Hamrod Sr., president and director, has indicated another story-studded cast of show personalities will appear. Last year's talents included Joanne Bly, Jean Carroll, Denise Dunlop, and others. Tickets will be $1 apiece, and tables of 10 are $10.

The NSA closed recently for the purchase of the Friars Club two-story building at West 56th Street that company will probably take place in late winter or early spring as soon as the Friars complete their own new quarters and evacuate the present building.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail it to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnivals and tent shows in winter quarters.

Title of Show

Kind of Show

Owner

Manager

Winter Quarters Address

Office Address

[978]
Michigan Showmen's Association

DETROIT—The opening meeting
of the new season will take place October 15, President Robert (Bob) Morris announced, at the
Hotel Statler. All the showmen and
huddling committee members have been
hard at work preparing for the big show.

All activities during the summer have been centered around the
boarding house. Bill Green is recovering
in New Grace Hospital here following
surgery.

Byron Stone, chairman of the
house committee, reports a suc
cessful season for his group. Louis
(Freddy) Brown is back from Rockaway Beach and plans an
European jaunt. Oscar Margolis is
still doing but is a daily visitor to the
clubhouse. Jack Dickerson, executive secretary, wrapped up
his park season and left for an Eastern
vacation. Ray Williams was released from the VA Hospital and
is resting up before making ready for
next season. Irving Rubin is back here after closing with Mo
tor State Shows.

Paul Creely, recording secretary,
toured a tour of Michigan county fairs. Clubmen visitors in
cluded Sam Burd, Ben Lander, Howard Burton, Joe Galvai, Pete
Nimoy, Bobby Brooks, Charles
Duna, Irene Ovadis, Margaret
Charles Ralaf, John Cargan, Steve
Trent, Herman Schenkan and Joe
Waknitz.

Caravans, Inc.

CHICAGO — President Mar	i
ana People opened the first meet:
ing of the fall season Tuesday (23).
Also on the platform were Millie
Raymon, second vice-president, Isab	le Brantman, third secretary, Wanda
Derpa, secretary, and Lillian Lawrence, treasurer. Past
President Eva LeRoy filled in as first vice-president for Agnes
Bartow who is on her way to Califor	nia, and Lucille Hirsch gave the
invitation. The first correspondence was read from Emily
Balley, Bass Hamid, Ann
Both and Helen Vaughn. Thank
you letters received from the club's
mascot, Mac Mincarolo, for books recei
ted during her hospitalization. Thanks also received from Mildred
Swander and Agnes Zelez

On the ride list were Marion
Falk, Rose Jacobson and Paul
McGlynn as the main among the
mon.</p>
**MERCHANDISE TOPICS**

Magic Plastic Products, Ltd., 37 West 42nd Street, New York, has introduced two new items for the premium stamp department: plastic silhouettes and plastic raincoats. The tootsietoobtained from The Jewelers' Rayon Department. These supplies are available in five sizes for merchandise displays. Each silhouet is individually boxed with a plastic tag made from colorless polyethylene, which makes the cutout a shower cap. The bursel of each size is different. One gauze ribbon, all hnt sealed for displayability. They come packed in small boxes and are displayed in its colors. The pouches are available on attractive display cards or in colorized, attractive boxes. Prices and samples are available on request.

A revolving tray for passports and costumes is being displayed by Lincoln Gifts, P. O. Box 838, Van Noy, Illinois. The item is circular, eight inches in diameter and has a mirror on the back. The tray is finished, clear-glass metal gallery around the tray and is built up with a gutta percha. The tray has a circular base with built-in half bearing. A shift movement by the finger finger stably turns the tray so that the desired costume or perfume is quickly brought within reach. Four felt feet prevent scratching of dresser surfaces. Besides being portable, Vanity Store is attractive and practical. Retail for $9.50, each package. It is available in silver or gold.

Harris Novelty Company, 1102 Arch Street, Philadelphia, reports a steady sale of two new items recently introduced to the trade. The first is a rock and roll garnishers set in monochromatic and with designs of representative figures. Small, medium and large sizes are available. The bars are $4.75 per dozen or $51 per gross. The second item is a rock and roll gift collection. This includes a candle of popular designs and roll figures and expressions. It is offered in very nice promotion immediate delivery and requires 25 cents per unit, with quantities of 120 or more. The prices for each item are as follows:

- **R. M. Shoff**, Box 1106, Cleveland, Ohio, appeals to pinheads, specialty salons and department stores with a new action toy. We claim it is a fine Christmas item. Shoff says it is a smart promotion and will send a sample and complete information for 50 cents. The price is 75 cents.

If you like to buy direct from the manufacturer and can use up per cent nylon jackets that are made in his own plant, Sherwood Manufacturing Company, 155 Third Street, Providence, R. I., have it. They are available in many colors and sizes. The price is 35 cents per pair. The quantity is available in white.

Pearl Sales Company, P. O. Box 695, Tewksbury, Massachusetts, has imported Mexican products, featuring women's Mexican hand-made beauty sets in various sizes. By turning the lap around the handle of the set, the brushes are stored. The brushes are made in many color combinations. The set is also sold separately. Retail $1.50 each.

**PIPES FOR PITCHMEN**

**BY BILL BAKER**

"TOOK A TRIP..." to the Michigan State Fair, per Zena Davis, who lives in the region of Columbus, O. "I got a bad feeling there, Cheri will Canada, was a winner in the new wrinkle on the street. He gave a lecture of 35 sports which takes about 20 minutes. After that he writes up stories in the sports columns. He uses a look for a premium and sells a sport.

Tom Kennedy of Cheri, who has worked all the provinces of Canada and that this was his first visit to the States. He finds the weather is quite similar to the weather in the Middle West. The squareh is always on the lookout for interesting facts. Some of the points that interested me yesterday were the nice weather and the fine scenery. The people are friendly and the country is beautiful."
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in word wanted style, use paragraph, no flavor. First insertion $1.50 per word. Each 5th word free. min. $15.00 a page.

DISPLAY-CLASSIFIED ADS

Draw more attention and produce quicker and greater results than the use of larger type and white space. Typeset up to 25,000 characters, includes illustrations, reverse planes, logos or other decorative material.

1-point rule border permitted on ad of 2 inches or more.

RATE: $1 per word. Minimum $10.

CASH WITH COPY

(where credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PAROIDES

COOKS, NURSES, ALEXANDRA, CAROL, CLEO, LINDA.

MEET POLITICAL KING TERRY, 1135 14TH AVE., DOWNTOWN.

FABULOUS CLOSEOUTS

PRESIDENT'S SALE! TUNG TANNINGS LTD. 1314 14TH AVE., DOWNTOWN

EXTRA SPECIAL!!

SAMUEL SILVERMAN & CO., INC.

WHOLESALE PRICES

HUGE CHRISTMAS PROFITS - ATTRACT YOUR CUSTOMERS!

HELLACOMANIA TRANSFERS LTD.

HUGE CHRISTMAS PROFITS - ATTRACT YOUR CUSTOMERS!

AGENTS & DISTRIBUTORS

FAMOUS MFR. CLOSEOUTS

HUGE CHRISTMAS PROFITS - ATTRACT YOUR CUSTOMERS!

SAMUEL SILVERMAN & CO., INC.

1314 14TH AVE., DOWNTOWN

SEAL FURS, MINK, LAMB, WOOL, LEATHER, ALL IMPORTED, CANADIAN, EUROPEAN.

BINGO BLOWERS, $15.00 RETAIL EACH.

CHINA BLOWHOLES, CENTRE BLOWHOLES, FLUFF, GLASS BLOWHOLES, ROYAL BLOWHOLES, ALL $5.00.

ELEVEN CENTS EACH.

SIGMA LAKES, 1111-41, F R A Y V I R T H.

RUGS, CARPET, THROW PILLOWS, ALL $1.50.

PAINTS, PAINTS, PAINTS

LUXURY PAINTS, RICH MAN PAINTS, FERN PAINTS, WHITE PAINTS, ETC.

COOK BROS., INC.

1616 S. WALNUT, CINCINNATI, OHIO

WESTINGHOUSE THEATER, AUTOMATIC SKILLET

NEW ENGLAND JEWELRY SUPPLIES

124 Empire St., Dept. B, New York, N.Y.

$7.25

ARCADE SALES CO.

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

1. The word or print your copy in this space:

2. Check the heading under which you want your ad classified:

ACTS, SONGS, PAROIDES

COOKS, NURSES

MEET POLITICAL KING TERRY

FABULOUS CLOSEOUTS

EXTRA SPECIAL!!

AGENTS & DISTRIBUTORS

HUGE CHRISTMAS PROFITS - ATTRACT YOUR CUSTOMERS!

HOLACOMANIA TRANSFERS LTD.

SEAL FURS, MINK, LAMB, WOOL, LEATHER, ALL IMPORTED, CANADIAN, EUROPEAN.

BINGO BLOWERS, $15.00 RETAIL EACH.

CHINA BLOWHOLES, CENTRE BLOWHOLES, FLUFF, GLASS BLOWHOLES, ROYAL BLOWHOLES, ALL $5.00.

ELEVEN CENTS EACH.

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LUXURY PAINTS, RICH MAN PAINTS, FERN PAINTS, WHITE PAINTS, ETC.

COOK BROS., INC.

1616 S. WALNUT, CINCINNATI, OHIO

3. Indicate below the type of ad you wish:

DISPLAY CLASSIFIED

DISPLAY CLASSIFIED AD—$1 per page up to 1 line. Minimum $4.

DISPLAY CLASSIFIED AD—$1 per page up to 1 line. Minimum $4.

4. Complete this authorization, and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified ads will be billed to advertisers.

The Billboard

2160 Patterson St.

Cincinnati 22, Ohio

Please insert the above ad in:

I authorize remittances of $ .

Name

Address

City

State

OCTOBER 6, 1956

HAWAIIAN

TIPLANT

LOGS

Now bagged in 100 ft. bundles.

KEEP LONGER, SELL FASTER!


FAIR SPECIALS

PATTON'S, 142 E. 14 ST., NEW YORK 5, N.Y.

SPRING SPECIALS

HIGH SEASON SPECIALS

JULY 1 & 2 SPECIALS

SEPT. 1 & 2 SPECIALS

FAIR SPECIALS

PATTON'S, 142 E. 14 ST., NEW YORK 5, N.Y.

SPRING SPECIALS

HIGH SEASON SPECIALS

JULY 1 & 2 SPECIALS

SEPT. 1 & 2 SPECIALS

FORTUNE

MAN

Quick Photo Invention

PODQ CAMERA

MAKE A FORTUNE

Selling Towels

EASIEST WAY TO SELL

LOWEST COST

HIGH PROFIT

SIMPLE TO USE

SIMPLE TO STORE

SMART ADVERTISING

HALF PRICE

RISK FREE

FREE SAMPLES

FREE BOOKLET

FREE PROMO STUFF

FREE BUSINESS PLAN

FREE EXTRA PlG.

FREE ADDITIONAL PAGES

FREE ADDITIONAL BOXES

FREE MORE TOWELS

FREE ASKING DEAL

FREE ANYWHERE

ROYAL PLASTICS CORP.

1540 Brewer Ave., Cincinnati 7, Ohio

SLUM

GREAT ON THE LOT

$6.75

KLONDIKE

Semi-Flex 10" or 45 Records

Pressed—15c. — Including labels, carton sleeves, etc.

Write for full particulars.

BEST BUYING DEAL

ANYWHERE
Alluring
NYLON BRIEF
24 colors, includes Broderie Anglaise, French Knit, Rayon, Acetate, Flocking, Netting, Swiss, Mohair, Lameh, Lace, Lameh, Lace. Many Finishes & Styles.

$12.00
per dozen
Write for FREE Merchandise
C & G SALES
1016 Milwaukee Ave.
Chicago, Illinois

Mid-South Tops Many Records
City, Okla., continued the following three days a headline to over 20,000 on a cloudless day. "Stars Over Dixie," offered, before Dixie Day and Miss Morgan, the co-owners of the WDS FM Network, Orphans and Hal Sands' Manhattan Rockets, Professor Backwards, Ceebe Sheen, Hubert Castle and Frank Brinn. The talent for "Stars Over Dixie" and the "River Boat Follies" was located in by Eldred Shaver, of Music Corporation of America. While neither attraction yielded the fair a profit, Wyne expressed satisfaction, pointing out that the fair has overcome the belief in the public's mind that the fair does not offer such top talent as was packed in the two shows.

Show Men Impressed
"It will take two or three years," Wyne said, "to sell the public on our changed attraction policy and that we are increased variety and high-quality entertainment." The fair's record attendance was attributed to the strong pull of Ciro's Hall, the new featured shows, the central theme, the continuation of the LaSalle Park departments, plant improvements and effective advertising. The impresario showed who have watched the development of the fair under Wyne.

Supermarkets
Supermarkets...continued from page 16

Another CEL-MAX Smash!
Boxed Jewelry Sets

$10.80
12 DOZEN
Sample Set 50¢

Ce-max Spotlight Value
5-Pc. Watch Ensemble

$4.89
Per Dozen

CEL-MAX, Inc.
Franklin, Wisconsin - Manufacturers

Send Today for Your Free Copy of Our 1956 General Catalog Is Now Available

Gellman

Gellman Bros.

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Feb. 10th Edition

50¢ a Copy

A GENUINE MONEY SAVING GUIDE FOR PREMIUM SIMI, Actinometers, Wagon Jacks, Agates, Salesmen, Distributors, etc.

Our show report of small and decorative, a genuine money-saving guide for premium simi, actinometers, wagon jacks, agates, salesmen, distributors, etc.

Catalog Now Ready - Write for Copy Today

Beatty in Texas
Beatty in Texas...continued from page 94

N. Y. Rodeo Stand

28" CUDLY BEAR

13.50

30" BEAR

16.25

SOUR ISHER ANIMALS & DOLLS

From ribbon skirted washed to

4.50

in arts sets

24" CLOWN/DOLL

10" PUBLS

5.75

ACE TOY MFG. CO.
1120 S. Wabash Ave.
Chicago 5, Illinois

446-Page General Catalog Now Ready Gift Catalog Ready October 15th
When requesting catalogs State Your Business

LEVIN BROTHERS
1202-26 E. Main St.
Columbus, Ohio

SEND FOR NEW CATALOG

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CHEESE

P.O. Box 917, Houston, Texas

Sterling Jewelers, Inc.
1721 W. Main St.
Columbus, Ohio

CHAIRS-TABLES

INMEDIATE DELIVERY


Aluminum Chair Co.

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Special Report

On

FALL MARKET

A Convention in Print

How to Become a Successful Operator in 4 Hard Lessons

- Equipment, depreciation, service
- Location knowledge keys to success
- Citations case history of how 10-cent play was sold, its effect on takes

By JIM TOLISANO
Superior Music Company

In most cases I believe that competition today forces the average music operator to diversify. For example, game operators in the past 10 years or so have gone into the music field. They have strengthened their position with the location owner, because they were able to give him a better deal on the music. Consequently, the juke box operator was losing locations.

In order to protect himself the music operator eventually was forced into the game field. It means that the music operators are breaking even on their investment or losing a little and at best making very little.

I feel that in the next 10 or 15 years you will positively find more operators specializing in music only. First of all this music business is becoming, in my opinion, highly specialized. Even today there are too many people that do not know how to make and operate their music needs properly.

I’d like to stress that this holds true for perfectionists (including myself). However, there are many operators who are absolute, dirty, poor sound, and poor working, with no skill, in the business. The public and his fellow operators absolutely no good at all.

Locations Like 1 Op

By LEONARD BARNES
Leonard Barnes Music Company
Selma, Ala.

I think there is a "package" deal. They like to deal with only one operator for all their coin-operated equipment needs, whether it be box, game or other equipment. This is why diversification is not as necessary. Besides that, diversification helps the operator cut operating expenses. Operators specialize in the field because equipment is too expensive.

Altogether I do not believe operators will ever see 100 per cent take on dime play. It is a matter of equipment requirements in successful operation.

E. Make the price a dime play.

Operating Now Is Volume Business

- Gefke asserts it takes more units to make same money
- Always use new machines to switch in dime play, he explains

By NORMAN GEFE
Gefke Music Company
Sioux Falls, S. D.

I think more operators are getting into games and other businesses. Reason: the operating business has become more and more a volume business. I believe an operator needs much more equipment in his store to get the same money. I don’t believe it’s too hard for an operator to decide whether to concentrate on music or get into some other business. If his music will pay for itself, making him a living, and he is satisfied with his income, he can concentrate on music.

I believe that in 10 or 15 years there will be more operators operating music only, and all the operators will have to own all the machines in a location to make any money.

I think dime play is 100 per cent possible, but I believe it will be another year before this can be accomplished.

To sell dime play isn’t an easy job. Possibly to sell your first location into changing is the hardest. I think a man should take all of his best spots, on what will listen to him and explain the increased cost of operating. If he says he doesn’t want to be first, tell him somebody has to be first—look at Columbus.

The increased earning from a dime play location will help sell other locations automatically. We found here after we changed our first location, others called and asked us to change theirs to a dime.

There’s no question in my mind that new machines help make it easier for you to change to a dime.

I think all the operators are getting bigger. I don’t believe there are any smaller operators in the business than before. If anything, the number of small operators is increasing.

How does an operator make money? There are not any subsidies in the operating business for the tried and true methods. Good dime operators are getting bigger through diversification, purchases of smaller stores and mergers. But I do not think there are any fewer small operators in the business than before.

It is true that operating firms are growing and the tried and true methods: Good dime operators are getting bigger through diversification, purchases of smaller stores and mergers. But I do not think these are any fewer small operators in the business than before. If anything, the number of small operators is increasing.

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Package Deals Aid Location Relations

By J. A. (RED) WALLACE
Wallace & Wallace
Oak Hill, W. Va.

More music operators are diversifying with games and other businesses because it gives them better business relations with their locations. This makes money.

I think the key to the operators to provide more of the location’s coin-operated equipment needs. It gives operators more economic security in case of adverse tax legislation against one particular line of his operation.

Moreover, in small towns, with few heavily populated centers, it is almost impossible for a music operator to specialize.

The day of 100 per cent dime play will now come as long as many good locations with all equipment must be kept on the route. In selling dime play it is important for the operator to discuss the move with his locations. It is essential that the locations fully understand that for the operator to continue successfully in the business, and to provide brand-name—-or at least service—machines well programmed and properly maintained (Continued on page 116)
Specializing Is the Thing In Operating, Says City Op

- Cohen argues highly specialized business requires specialists
- Explains role of depreciation schedules in buying new equipment

By JACK COHEN
J. E. Music Company
Cleveland

The musical industry with its present type of equipment has become a highly specialized business. It is my firm belief that an operator can do a much better job if he specializes in music only instead of devoting his time to music and other phases of the coin machine industry.

I have found that by analyzing and concentrating on each individual location, I am getting the most revenue possible from my locations. It is necessary to constantly buy new equipment and move other equipment down the line.

Each new piece which an operator purchases gives him five or six good moves with a chance of increasing revenue in each one of these locations, thus helping to pay for the high-priced equipment, as satisfying five or six location owners. On some of these moves, we have found that a second, or third, or fourth rate location which may have been neglected, or in due time becomes a first-rate location.

Survey Stops To Set Plans
- Says op margin is too small to specialize
- Front money will sell 100% dinem play, he says

By HOWARD ELLIS
Coin-A-Matic Music Company, Inc., Omaha

More music operators are diversifying their routes with games or other businesses today because it spreads out the cost of operation. In order to decide whether to diversify, I think an operator would be well advised to run a survey of his locations to determine what they want.

I do not think that the juke box business in the future will find more music operators specializing in juke boxes because the margin of profit is too small. It requires equipment other than juke boxes to make locations pay.

Dine play will be the practice of traffic and are not worried about competition.

We have found the most effective procedure in going to 10-cent play is to first sell the location on the idea. This is almost never easy, but we found only two out of 150 alone sold. Here's our approach:

The location owner may say, "Dine play is okay in some places but not here." We have a different kind of trade. My customers can't afford it. I'd rather keep older people and make less money than risk losing customers who buy meals, music, and games. When we put this argument, we point out that the music buying customer has been accepting 10-cent play for years and that only a few will ever threaten to trade down.
200-Plays Doom Nickel But All 10c Play Long Way Off

- Pianek says there is extra money in well-programmed jumbo machines.
- Personal attention potent weapon of small operators against big competitors, he says.

By LOU PIATCEK JR.
Bird Music Company
Manhattan, Kan.

More and more operators are diversifying their routes. Some of them have kept their keepers from the pool by diversifying in other fields. Others need to diversify to make a living in the business. It appears that the trend to diversification is only starting.

We will introduce more streamlined methods of service and collection. We believe to hold our business in a way that the small operators are able to make a living. Big business has one thing that big business cannot do, and that is to offer true attention to his customers.

One hundred percent dime play is a good thing 30 years ago. But we go to nickel play. We will offer many sizes in music as long as the present equipment is possible. It has taken more than 30 years of fine, brand new equipment. It is not possible to make new equipment to sell more than the 30 years of fine equipment. It is possible to make new equipment. It is possible to make new equipment to sell more than the 30 years of fine equipment. It is possible to make new equipment.

The most effective way to convert to dime play is to change the equipment. The equipment must be different, and the customer is the one that will change. We will change in time. We will offer all equipment.

Now that the trend has been set, it would seem that all operators should have large equipment. There are quite a few operators who have changed from smaller to larger equipment. There are quite a few operators who have changed from smaller to larger equipment.

Talking to Stop Buyers

Continued from page 114

A new company is offering services that are expected to be more effective in stopping buying habits. The new company is offering services that are expected to be more effective in stopping buying habits.

There is also a demand from local operators for the additional revenue to be received.

- Pianek believes that such a music operation is reasonably efficient as is, and by adding games it would secure a greater return on the same investments.

There is also a demand from local operators for the additional revenue to be received.

Diversification is such that a music operation is reasonably efficient as is, and by adding games it would secure a greater return on the same investments.
FALL MARKET REPORT
THE BILLBOARD
OCTOBER 6, 1956

FOUR LESSONS FOR SUCCESS

Continued from page 113

How to Sell Dime Juke Play

Continued from page 113

Package Deals

Continued from page 113

delivered as mentioned above, then gradually the field would be covered 100 per cent as fast as the machines could be delivered. I'd say that 10 years from the time that the first ball games were played, there would be less play. Also the appeal of a new machine with the latest in design and with a fidelity match to the jukebox record. The later as acceptance was more prominent some of the earlier type records. This is steady up to the individual operators.

I stress this matter of dime play and will go into detail as I believe that this is the most vital and necessary "must" for the dime play operators. You must certainly be on 10-cent play in order to stay in business. You must have somewhere in your establishment a place on which to play your dime records. I am talking of the record that you play, not necessarily the place where the records are played. I think that you will have to plan this out on a planned basis. In the Hartford, Conn., area almost two thirds of the dime locations belong to the Music Operators of Connecticut, Inc. I think that the time has come for 10-cent play.

We had several meetings and planned what we could do to keep the dime play a proper method of acceptance.

We agreed that the first week the dime play would have 10 or 20 plays, or two or more customers when we know we can talk to intelligently and get their cooperation converting to 10-cent play. It would be feasible, also because in about one week we had approximately 35 locations converted to 10-cent play. By this time we had a machine, as far as the dime locations we had the latest equipment and a new rating. Other spots were given new machines, already converted.

Since we have had the machines pulled from spots that had received new equipment, it is possible, I think, that our new plan was to place new machines in the proper location, good equipment, clean, adjust, convert and then move on down the line.

Operating Now

Continued from page 113

and take care of his business properly.

The ideal number of selections or different songs that you can get on a location is 50-100 selections in the average location. On smaller locations, on the other hand, in a dance location a 200-selection machine can do a good job. We work to get a better advantage.

I think by offering a different model to locations you get better commissions, but I haven't tried it. I think it is possible you may be able to get a better location sometimes you are better off to take a machine you may not be able to get a better location, and that is why they will like it. Maybe if you let them look at four or five where they think they may have better luck, maybe you want to sell them a different machine.

I don't think the industry should standardize on one model. Myself, I believe that each location is different. I have a machine in 200 on the other hand is a fine machine and is doing a good job all over. If you convert the 200 will make more money than a 40.

We give our top service by constantly being in touch with the office, and they tell us promptly when we can.

It's hard to cut record costs, in fact, I think you should add to your expenses elsewhere instead of trying to get by with fewer records. There is a saying to buy the best music, but don't try to get by with any old record that you can get.
Salt Lake City Mulls Proposal To Ban Pinballs

SALT LAKE CITY—An ordinance to ban pinballs from either Salt Lake County or the city limits was last week asked for by Police Chief W. Closson. The chief, in a letter to the city commission, asked for a stronger ordinance against the machines than that generally in effect in Salt Lake County outside city limits.

The commission was asked for a law making it illegal to possess, store or transport such equipment in Salt Lake City and to provide that such equipment be declared contraband.

Mayor Trelfa asked the commission to consider the ordinance.

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MUSIC MACHINES
Communications to 188 W. Randolph St., Chicago 1, Ill.
OCTOBER 6, 1956

Expect '56 to Match Last Year in Juke Box Output

SYMPHONIC SNACKS
Now It's Food Plus Music at Drive-Ins

MACHINES

One.


do not have money for it because they do not realize it would be based on a "hit" basis. Once they realize that it is, they are likely to become regular juke box listeners. See separate story in the special report on the fall meeting.

The mounting costs of music operating today has moved the operator to order additional equipment lines and even into sideline businesses in their efforts to increase revenue and reduce operating costs to a minimum.

It is only by forcing his record programming, however, Naturally, his initial cost of programming of at least 15% is higher than for a unit with fewer selections.

But more significantly, is that his record buying for machines with fewer selections--since the 200-

selections have come on the market--has only half the line, but in a surprising number of instances, appears to have increased slightly.

Jackson, of J. C. Music, of Cleveland, is typical of the attitude of some operators who are now placing their emphasis on recordings in recorded music.

"As for me, personally, the more the merrier. I like it better. I think. My 200-play machines have shown a reasonable increase over my 100-selection units." (See separate story in fall meeting report for details of Jackson's special report as well as for operators quoted below.)

For music operators, the outlook for this fall is good despite the fact that crediting of the AMI-100, intro-
duced in most sections of the country in the last few weeks. (See separate story elsewhere in this issue.)

Iron Country Ops See Brisk Fall

HIBBING, Minn. -- Operators in the Iron Range territory of Minnesota report that business prospects for the season ahead are brighter than have been in some time.

With the mines in full operation and the steel strike settled and Taconite mineral operations moving forward at a slower rate than ever before, the economy of the region, made up primarily of the communities of Hibbing, Virginia, Ely, and Chisholm with conglomerates of mining towns as Babb, Ely, Grand Rapids and others, is definitively on the upswing.

And conditions and growth are getting its fair share of the increased spending brought on by the faster pay checks. Commerce say they have few complaints about lack of customer attention and look ahead to a good fall-winter season ahead.

Shuffle games are getting the bulk of the play on locations, with collections from such equipment reported as good by their owners. Pool tables, which took a summer lag here as elsewhere, are beginning to draw customers and many are starting to show they, too, can earn money for the operator.

AMI Service Clinic Held by Southern

AMI-100 has been a good seller in the Minnesota territory. Reports from locations converted to dime play, with variables of free offer, for a price, are looking good for operators, are admitting they are making money with their equipment, and are coming back for more.

Customer reaction to it indicated to the operator that there is a more favorable attitude to the increase, that the players realized cost of music had to go up in order to produce higher profits.

A salesmen for one of the distributing firms in the Twin Cities area, which have bought the majority of its equipment conducted by the Southern Music Company, said Friday is the best day of the week for pickup and the most profitable.

One said to a salesmen that his take in the store over a period of a couple of weeks is the best day of the week for pickup and the most profitable.

HONK Dog' Tops MOA Radio Show

NEW YORK -- "Hound Dog," with Elvis Presley on RCA-Victor, is the most-recorded juke box record, according to the Music Operators of America.

The record was made Saturday night (23) on "National Juke Box," the ABC radio program produced by the association.

Other selections on the program were Little Richard, "Good Golly, Miss Molly," and Sherrill, "Mack the Knife," Dinah Shore, "Contact," and Hugo Winterhalter, "Rose Marie." Montana.


Music long has been a good seller in the Minnesota territory. Reports from locations converted to dime play, with variables of free offer, for a price, are looking good for operators, are admitting they are making money with their equipment, and are coming back for more.

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One said to a salesmen that his take in the store over a period of a couple of weeks is the best day of the week for pickup and the most profitable.
This one solenoid on the “G-200” does the work of 200 separate coils on other juke boxes...

It eliminates 400 soldered connections, and 2400 feet of wiring. That means 400 fewer potential trouble spots—and the simplest of all juke boxes. It means your busy serviceman must make fewer calls—can make them faster. You profit.

No Other Juke Box Is So Easily Serviced...
None Needs So Little Service As the “G-200.”

AMI Incorporated / 1500 Union Avenue, S.E.
Grand Rapids, Michigan

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927… AHEAD THEN, AHEAD NOW

License: Jensen Music Automates, building the IMA-AMI Juke Box sold through Oscar Siebye A/S, 5 Paladsplan, Copenhagen A, Denmark.
The Industry's Greatest Profit Multiplying Feature in 1956

Another Wurlitzer First

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.
Tight Money Policy for Coin Machines to Continue in '57

New York

By AARON STERNFIELD

The Associated Amusement Machine Operators of New York is moving plans for its annual banquet, tentatively set for December 9 at the Waldorf-Astoria. Irwin Holtzman, Flashing Music, Harry Schultz, Juke Box, and Dave Lowy, M.J.I. Operating, are in charge of the affair.

Betty Boorstein, Leslie Distributor, is vacationing at Cossington, Mass., as Lou Boorstein's car broke down in the middle of Triboro Bridge.

Philadelphia

—Continued from page 115

The company is holding about as much paper today as a year ago and reports that it can increase holding slightly, if it, is not in a good financial condition.

Another firm disclosed that in most cases so called down payments are required and that equipment is sold on open account at a high discount, which in most cases, a 30 or 40 per cent, interest. However, it does encourage trade with established customers.

Several other distributors merely stated they do not deal in any long term financing. However, one distributor reported the operator's credit rating is based on his past record.

Boston

—Continued from page 118

bank said the current fiscal policy of the Federal Reserve is not the best in the small operators. The government's policy is that higher interest rates will reduce inflation.

This bank, said Russell, is to favor large firms with strong backing connections and make it expensive, for the small operator to get expansion capital.

Russell says the changes of terms and down payments, but has a low interest rate. Under such a system, the capital would be available for the large firms and not for the small share of the business. Operators, when possible, will go to banks and make direct deals.

Delinquency Rate

Russell said that his firm currently barely holds about 27 to 35 per cent more coin machines paper. Now, he says that the delinquency rate is expected to move to a point where in terms of days and down payments required to be made, the operator is not inclined to take the risk.

Money which is tight and the bank interest rate go up, the finance house doesn't have to charge more for its money. Theoretically, the charge is secured by the notes of the person who has a large discount taken off.

Actually, the ultimate cost is borne by the operator, he says, in the time cash price rather than the straight cost. It is not regarded as bad, as long as interest, but for the operator, it works out the same way.

COINMEN YOU KNOW

New York

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Actually, the ultimate cost is borne by the operator, he says, in the time cash price rather than the straight cost. It is not regarded as bad, as long as interest, but for the operator, it works out the same way.
CHICAGO—If the amount of paper held by distributors and dealers is any indication, the coin machine trade—especially in the juke box and vending machine business—is in a bad way. Most authorities here feel that the small and large operator has been fanning worries at present. On the other hand, cost of new equipment has shot upward over the past two years, and this has been hard for the operator, in many cases, to overcome.

In the amusement game field, used equipment sales have been going on, especially in Pinball, shuffle bowlers and gun games, but new game sales—because of a lack of new types of attractions to fill the gap since the fall-off in pool games sales—have been far below the fall seasons of other years.

More Back Bowlers

Operators, who had a majority of their locations filled with pool games in past months, have moved back shuffle bowlers in many cases, taking advantage of the high demand and dropping pool games. Almost without exception, operators of both types and sizes are expecting the coming of a brand-new type of game that will rejuvenate the small operators and bring them around the country. For these operators, who are close to the market today, the fall season has been far below other years’ business.

Prospects for a favorable change in the city’s coin machine licensing situation are looking up, and there is this to make the operator’s hit a far more saleable one. A change in the law is the same as a change in the city’s coin machine licensing situation, and this would make the operator’s hit a far more saleable one. A change in the coin machine licensing situation would mean a change in the operator’s sales and profits and would make it easier for the operator to get the customers and operators both.

The Chicago Independent Amusement & Vending Association has also appeared before the city council with petitions to the effect that all coin-operated machines be placed under regulation. This, it is said, will make the operator’s hit a far more saleable one.

 bowed over in the last week or two, and this would be the manner in which the operator’s hit a far more saleable one. There has been a decrease in the number of machines placed under regulation. This, it is said, will make the operator’s hit a far more saleable one.

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NEBRASKA MUSIC GUILDS five-State meet last week was attended by Jimmy Day, chairman; Howard Ellis, secretary-treasurer of NMC; Sidney Levine, Music Operators of America counsel; Al Schleisner, managing director of National Coin Machine Distributors; and Frank Madonna, Nebraska music operator.

SHOWN ABOVE ATTENDING the five-State operator meet in Omaha last week are Howard Ellis, NMC secretary-treasurer; Ed Zarnisky, h.t.; and Steve, new operator of Omaha Coin Distributors. Omaha's 200 operators and their wives from five States—Nebraska, Iowa, Kansas, Missouri, and South Dakota—attended. Factory representatives attended from Rock-Ola, Gen-ett, William, Chicago Coin, Cast-ib, AMI, United and Wurlitzer. Sixteen firms—record and machine distributors and equipment manufacturers—exhibited.

Twin Cities

BY JACK WEINBERG

NARDIE Lieberman, of Lieber-man Music Company, Minneapolis, who spent five days last week on the woods territory fishing with his son, Steve, and with Sid Schleisner, distributor of Twin City Novelty Company, returned in time to attend the Friday afternoon meeting and show last weekend (September 29-30) in Omaha. Also in attendance here was Lew Ruben, of the Lieberman firm, and Irving Sandle, board of Sandler Distributing Company, who went to Omaha Wednesday on the business of General Manager, who has been away for some time.

Mr. Sandle, operator from annual bases at the Wallowa-Antoria, October 20. A limit of 1,000 tickets will be sold. 

MIAMI

Continued from page 122

Miami Coin Machine Company—Wiscon-sin Novelty Company combine.

Chicago union, attended NMC's operator meeting in Omaha last week.

PLANT MENCE, PRESIDENT of the Wisconsin Music Operators' Associ-ation, attended NMC's operator meeting in Omaha last week.

CINEMEN YOU KNOW

FALL MARKET REPORT

200 Attend NMC 5-State Conflag

OMAHA — More than 200 traders jammed meeting rooms of the regional music operators convention sponsored by the Nebras-ca Music Guild last week at the Blackstone Hotel here.

Ted Nichols, NMC president, and Howard Ellis, secretary-treasurer, who hosted the two-day meeting (September 29 and 30), characterized it as a "whopping suc-cessful going.


George A. Miller, president of Missouri City Music Distributors, and Sidney Levine, MOA counsel, each spoke on copyright legislation. The Honorable Mayor John Rosenblatt, of Omaha, attended.

Al Schleisner, managing director of the National Coin Machine Distributors' Association, and Dick Ford, advertising manager of the coin machine division of The Bill- board, also attended.

Factory persons attending were Art Weinard, Williams' sales man-ager; Bill Decker, sales manager, and John Casola, road representa-tive, for United, Alvin Gottschalk, Mort Sereno for Chicago Coin, Al Warren for George; Eric J. Dyer, Albert Mason and Henry Heferv- naar for AMI; Carl J. Karle for Wurlitzer, Les Reck and Frank Schulz for Rock-Ola.

A juice box was donated to the Omaha Opportunity Center, a home for retarded children at the meeting by Lieberman Music Com-pany, Minneapolis and Omaha. AMI's sound color public relations move was shown.

Milwaukee

Continued from page 122

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WORTH WAITING FOR

IT’S THE ROCK-OLA “200”

Coming soon ... AT YOUR ROCK-OLA DISTRIBUTORS

WATCH FOR THE DATES

ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVENUE • CHICAGO 51, ILL.
VENDING MACHINES

Communications to 108 W. Randolph St., Chicago 1, III.

OCTOBER 6, 1956

THE BILLBOARD

125

Hebel to Bow Hot Food Unit At NAMA Meet

ADDITION, Ill. — Announcement of the development of a six-station, bowled food vending unit has been made by Fred Hebel, president of the Fred Hebel Company, manufacturer of ice cream machines.

To be known as the FHC Field Side Unit, the machine consists of 625 S-in. cages with 224 in the vending section and 200 each in pre-heated and unheated storage compartments.

A manually operated dial selector is utilized and the six products are displayed in an illuminated panel near the top of the machine. Cage may be vended at any three times even figures. The coin mechanism has a price range from 25 to 50. Price changes are made by merely flipping a switch, Hebel disclosed.

The Field Kitchen is 72 inches high, 30 inches wide and 25 inches deep and has 6-inch legs with leveling nooks. Price was announced. According to Hebel, the unit is designed to vend products other than canned foods.

Hebel said the unit will be underwritten and can incorporate the National Automatic Merchandising Association convention December 2-5, 1956, in Chicago. Production is scheduled to begin about the middle of November, with deliveries to be got out by about the first week in December.

Am. Tobacco to Bow Hit Parade

NEW YORK — The American Tobacco Company will introduce a new brand, filter-tipped called Hit Parade, named after the firm's television program.

The brand will be introduced in California in October. Wholesale price will be $1.50, the same as most other filters.

Package will feature a red wrapper with white oval panel. The filter tip will be white.

Copper advertising and radio and television spot campaign have been planned for 13 weeks.

Coke Products Bows 7-Drink Hot-Spa Unit

CHICAGO — Coke Products Corporation is shipping its Hot-Spa seven-beverage container unit. In charge of the development of the container is Richard Cole, vice-president, announced.

Hot-Spa 7 offers coffee four ways — black, with sugar, with cream and sugar, plus extra cream and sugar. Also available are two kinds of chocolate and two soup selections. Each beverage is dispensed separately and a combination of the seven beverages is possible.

The container and features a new Coke development, the Gramm, which dispenses are guaranteed to going to Coke. Metal cans and roller are made of the Gramm that is mounted on the cupping arms and driven by the cup motor. Other features are easy to clean, a blower on the hot water tank that eliminates a build-up of water pressure and keeps the out of the lines. The large mixing bowl is electrically heated.

The machine has an 800-capacity, a six-gallon heating tank, two heated mixing bowls and is 65 inches high, 24½ inches wide and 28½ inches deep. It lists at $6500 with the changeover or 10 cents optional at an additional cost of $35.

Film and Bulb Vendors on Mt.

NEW YORK — The Viss Photo Service, manufacturer of photo and film flash bulbs machines manufactured in Germany.

Fred Otto, a company spokes man, said the units will list for $57.50 each.

The Viss line covers a complete line of photographic accessories, including the film and bulb machines and their accessories.


LOS ANGELES — A study group of companies, including members of the Western Vending Machine Operators Association, met recently in Los Angeles, meeting Tuesday night (5).

Reports on the association's drive to combat coin-machines taxes at a lower price was a low to the California Automatic Vendors' Association meeting, use of a national membership application form and prices of decals were heard.

Rowe Adapts Milk Unit For Double-Quart Sale

NEW YORK — The Rowen Manufacturing Company has adapted its milk vending unit for double quarts, vending two quarts at a lower price than for a single.

The multiple vending idea was used by Rowe in launching its new product, the new machine will be sold for different prices in separate sales, converting a single-selling operation. The machine then dispenses two quarts per operation, the change in the number of the mechanism, returning change.

Chicago Firms Face FTC Blue Sky Charges

WASHINGTON — Charges of making false promises in their advertising of vending machines have been brought against two Chicago firms, and an investigation of the claims is under way by the Federal Trade Commission.

The firms are the Illinois Continental Vending Machine Corporation and Cooperite, Inc., and the individual is Lawrence S. Eades, Hearing has been set for November 14 in the Chicago office of the FTC.

Continental to Make Venders in Fla. Plant

WEST BURY, L. I., N. Y. — Continental Industries here will use its newly acquired manufacturing facilities in the production of vending machines.

The plant was acquired recently by the Continental Industries Company, kidde rides manufacturer. Ride production will be discontinued.

_Continued on page 126_
OPERATORS!

ARE YOU LOOKING FOR SOMETHING NEW?

Average $40.00 to $100.00 per month net profit per location.
Small investment - investment returned in 6 months.

Machine placed in Drug and Super Markets on a consignment basis.

Customers save money on service charge and test their own tubes.

BestTest Tube Tester is built for years of trouble-free service.

We have all the necessary forms and information for an immediate start-including sales and marketing plans, plus operating forms and inventory controls.

BestTest machine is only 19" x 19".

Operators—get in on the Bananza!
There will be $350,000,000 worth of Radio and TV tubes sold this year. Be first in your territory and get the best locations.

Operators—WRITE, WIRE, PHONE—and we will advise you location of your nearest distributor.

Distributors—we still have some open exclusive territory.

BestTest Tube Testing Company
19963 Livernois Ave., Detroit 21, Mich. Diamond 1-2316

Film and Bulb

* Continued from page 135*

dispenses packaged film in 120, 820 or 127 sizes with the insertion of two quarters. Another coin mechanism, taking 50-cent pieces only, will be introduced.

The heavy-gauge steel cabinet is painted with a two-tone enamel finish for indoor or outdoor placement. A well bracket is available to secure the vendor to an outside wall.

25 Rolls

Otto said the machine will hold about 25 rolls of film. Dimensions are 9.5 inches wide, 7.5 inches deep and 30 inches high. Weight is 33 pounds.

The bulk vendor is of the same construction. It dispenses packs of two flash bulbs for 25 cents a pack. Capacity is 15 packs. Slug rejectors and automatic coin returns are standard equipment on both machines.

Otto said the prime market for the vendors is the retail photo supply shop. He added that the machines are sold both thru dealers and distributors.

OPERATORS! MAKE MONEY!

With our "FUN SHOPS" you can enter the growing field of coin-operated machine business today.

No specialized knowledge is required. Your equipment will pay its way in as little as 3 months. You have the potential for a new and exciting business.

Contact your nearest representative.

Ball and VENDING

GUMS

LOW Factory Prices

* BUBBLE * CHICLE * CHLOROPHYLL and TAB

* Machine and Cards on hand for IMMEDIATE DELIVERY.

Write or Phone Today:

Rake Coin Machine Exchange
609 A 41st Garden St.,
Philadelphia 22, Pa. (Ordway 3-6570)

SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals-inexpensive, trouble-free machines which can be economically and quickly serviced, and a full margin of profit.

The Hottest Machine in 25 YEARS!

Oak's Premiere Card Machine

* Machine and Cards on hand for IMMEDIATE DELIVERY.

Write or Phone Today:

Rake Coin Machine Exchange
609 A 41st Garden St.,
Philadelphia 22, Pa. (Ordway 3-6570)

THE BILLBOARD

October 6, 1956

THE BILLBOARD

October 6, 1956

MANSFIELD GUARANTEED USED MACHINES

MANSFIELD GUARANTEED USED MACHINES

ONLY THE BILLBOARD—

among over-all entertainment weekly—is a member of the

ADVERTISERS OF CIRCULATIONS.

ARLO Super-Locks protect your investment better than any other locks

Revolutionary, exclusive cylinder and key design

* Gives new, unheard-of protection against tampering.
* Stops duplicate key problems.
* Eliminates risks due to missing keys.
* You can change combinations—any time. Keep safe all the time!
* Saves lock replacement costs—just change combinations.
* No master keys to worry about ever.
* Speeds and simplifies collections.

Hundreds of operators have standardized on Super-Locks for worry-
free, profitable protection. Write for full information, prices, too.

ARLO LOCK CORPORATION
5435 State Line Ave., Hammond, Indiana

Super-Locks protect your investment

FALL MARKET REPORT

October 6, 1956

MANSFIELD GUARANTEED USED MACHINES

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MANSFIELD GUARANTEED USED MACHINES

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ONLY THE BILLBOARD—

among over-all entertainment weekly—is a member of the

ADVERTISERS OF CIRCULATIONS.
**5-STAR BABY GRAND**

PIC'TURE CARD VENDOR

Vends beautiful, interesting cards simultaneously with a meal. Latest novelty. 1,000 Cards, 1,200 Bells of Gum. Write for price. Also write for our specialty on CANDIES—BAI L GUM—NUTS—CHARMS

H. B. HUTCHINSON JR.

600 NORTH AVE., N. Y.

WE HAVE

OAK'S

"PREMIERE"

BUYMORE SALES CO.

6 BOYSEY AVE.

Lawrence, L. I. N.

**DON'T BUY BEADS... UNTIL YOU GET OUR PRICES! SAMPLES—FREE ON REQUEST**

NOW—Alphabet (12 SNAP BEADS)

Alphabet SNAP BEADS—FEATURE MIX

15MM—Fancy SNAP BEADS

Get MORE for Your Money!

BELL NOVELTY COMPANY

1340 Broad St., North Baltimore, L. I., N. Y. Cast 1-0122

**PLUG-IN BEADS**

**Exclusive Colors**

NEW 210 COUNT GUM SIZE BETTER? They sell 1 for a penny.

DIFFERENT? Many have at extra hole at the bottom for other figures, animals, etc., can be

In 25 M pcs. 53.50 per M. Less than 25 M. $9.50 per M.

Send 35c for Regular Sample Kit of Charms

PENNY KING COMPANY

2528 MISSION STREET

PITTSBURGH 3, PA.

COLUMBUS VENDORS

Always Dependable Easy to Service

The Columbus Vending Co.

2005 E. Main St.

Columbus 9, Ohio

**INTRODUCTORY OFFER!**

MODERNIZE YOUR ROUTE—LOW COST:

Before or after the preprinted real photo is our new MODERN DISPLAY FRONT put in 8 in. Chardonnay. It is a wonderful MODERN DISPLAY FRONT, new panel, four packs and new plug-in front for machines in stock. It can be placed in any location of low effort.

ALL MACHINES READY FOR LOCATION:

All machines completely refinished inside and out by trained experts. We use new frontage, no colored glass. They cleaner longer—looks richer. All machines made up to your order—specify colors and brands desired when ordering. All boxes ship down—order now.

Compare These Low Prices!

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 COL. ROWE CRUSADER, 25c &amp; 30c, NEW DISPLAY FRONT</td>
<td>$149.50</td>
</tr>
<tr>
<td>8 COL. ROWE CRUSADER, 25c &amp; 30c, OLD DISPLAY FRONT</td>
<td>$29.50</td>
</tr>
<tr>
<td>8 COL. ROWE DIP, ELEC., 25c &amp; 30c, NEW DISPLAY FRONT</td>
<td>$139.50</td>
</tr>
</tbody>
</table>

**ECONOMY VENDING SERVICE, Dept. BB**

2949 LONG BEACH ROAD

OCEANSIDE, NEW YORK

24-HOUR PHONE—ROCKVILLE CENTRE 6-5500

**Chicago Firms**

Continued from page 123

The firm, under the direction of Effion, has been engaged in the promotion, sale and distribution of vending machines and supplies. Contributing to implications in the company's advertisements, the firm is now run by law. Although nickname association was gained, it was burned, by use of such phrases as the advantage of a Valentine wholesale. Hewit's, Peter Paul, Desyne, Beech-Nut and other branded items.

**VICTOR STANDARD TOPPER**

1c Ball Gum Vendor

$1.25 Each

$1.15 Each

**CIGARETTE MACHINE CONVERSIONS**

**IMMEDIATE DELIVERY**

on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS

NATIONAL 910, 930

UNEEDA ALL MODELS

**NEW ROWE DIFFERENTIAL BARS**

Available on NEW CIGARETTE MAGAZINES (Container)

for all Duolites and National Machines. Will vend any kind of Tobacco in all Cigs. We can also "Ring Size" your Rowes. Machines can be arranged.—Write for Information.

**CIGARETTE VENDORS**

National Model 9A, 9 Cigs. 370 Cig. $125.00

National Model 750 7 Cigs. 370 Cig. $130.00

Lewis & 80 Cig. 370 Cig. $135.00

Lewis 10 Cig. 370 Cig. $135.00

Lewis 12 Cig. 370 Cig. $135.00

Willett 80 Cig. 370 Cig. $130.00

Lewis 90 Cigs. 370 Cig. 370 Cig. $130.00

Edwin 90 Cigs. 370 Cig. 370 Cig. $130.00

**UNEEDA VENDING SERVICE, INC.**

The Nation's Leading Distributor of Vending Machines

515 North Main St. • Burlington, N. Y. • Telephone: 5-6365

**MONEY BACK GUARANTEE**

Victor's New Super Mart Vendarama (Regd. U. S. Pat. Office), is the greatest bulk-vendor over-dimensioned (up) Combination Vendor! It vend caps with filled in cans or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 40 played it vend 10 half-balls of gum and (1) a one-capule! Super Mart Vendarama will take in more money than you present vendor, it's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, return it. Super Mart Vendarama is packed and sold two machines to the case: only $24.75 per machine. Or for special deal of (1) one Super Mart Vendarama filled with 210 ball-gum and capped charms, takes in $15.50. Give location to $15.50, leases you a neat profit of $11.17. Cost of Special Deal Complete, ready to set location, only $30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels call it Only Super Mart Vendaramas do this for you. Full certified payment with all orders; no COD. FBS Chicago.

**FALL MARKET REPORT**
GIMMICKS that made VENDING HISTORY

You can recite the history of our vending machines on one hand. You know them as well as we do. Each of the new models, false teeth, razor blades, the gold mine, the gold mine, is a collector's item.

Each GIMMICK is itself a complete machine. Imagine what will happen if you are one of the first to own a "false teeth" machine. It is easy to be most interesting to see what might have happened if you had owned a "false teeth" machine.

PLUNK GROCERY CHARMER $2,500.00
LUMINOUS BULBS: 1908. 87.50
FALSE TEETH: 1908. 7.50
RECORD CHAINS: 1908. 12.50
FALSE FINGER-TIPS: 1908. 10.50

If you are lucky enough to own a Grov. By a careful survey of your exhibits and your product, you will be able to find a "false teeth" machine.

The House for OUTSTANDING GIMMICKS

SAMUEL EPPY & CO., INC.

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

NVA Picks Chicago 1957 Conclave City

CHICAGO — National Vendors' Association's 1957 convention will be held in Chicago next May, Mr. Mandell, Northwestern Sales and Service, New York, president of NVA, announced.

Tentative plans were also approved by the board of directors for two regional meetings to be held during the year. Mandell stated. The first in Los Angeles and the other in Philadelphia. Dates and hotels will be selected by the directors at the next meeting in Denver.

The board will continue to serve as convention chairman. Bob Canfield, Los Angeles, was appointed chairman of the publicity committee.

The directors also discussed the proposed illuminated costs being drafted by the Public Health Service of the United States, and adopted a resolution re-emphasizing the strong stand on sanitation.

It further urged that all members continue to make the high standards approved by the NVA at the last annual meeting.

The board meeting was held in addition to Mandell were: M. J. Abelsohn, President; Calvin, of Parke, Davis; Leon Grannum, Convention Chairman; O. P. Robert Goggin, S. J. Kerster, and. President; Paul A. Mitchell, Detroit; Robert Mitchell, New York; and Daniel Berg, Chicago.

New low prices

14 MM. POPPing (210 SIZE)

Treadle Distribution: Thru dealers, 1.80. Light dealers, 3.90. Write for new prices effective

BIG FEATURE!

Special trade-in offer

As High As $9.00

Per Machine On

VICTOR TOBBER

Send Us Your Phone

VEERCO SALES CO.

FLATLANDER MACHINERY, S. A.

1714 FLATLANDER MACHINERY, S. A.

OAK's "PREMIERE"

The new OAK's "PREMIERE"

Vendors, Bulk Order, and Picture Card

For sale! For sale! For sale!

Perfectly legal in every way in the U.S.A., the "Premiere" is the No. 1. This year's Model 810-1 and 1000 has been improved to the last details. Each and every detail has been planned to provide the best in mechanical defects and ball gear in the business, and the same fool-proof construction guaranteed pleased the best of the famous OAK vendors.

Contact us for more information.

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

HOLDS CHRISTMAS SHOPPING MADE EASY

Be sure to watch for the Big Christmas Merchandise Section

On the October 12 issue

Where you will find a large array of attractive premium products and gifts from economically priced for your Christmas needs.

J. SCHENOBACH

Distributor for

oak manufacturing Co. Inc.

1645 Randolph Ave. Brooklin, N. Y.

PHONE: A-7. WRITE FOR PRICES

west coast assn.

Continued from page 125

Application Hotel on September 14 (The Billboard, September 18) Association Deal

A lengthy but informal discussion followed on the plan for the association to have decals made for members, who will be required to incorporate the group's name, address, telephone number and sales for insurance purposes, if required by California law. The main item of the meeting will be "Member of the Western Vending Machine Operators' Association," Seymour Ellis was asked to select a manufacturer and bring designs in two and three colors and prices to the next meeting.

Door prizes consisting of two 10-pound and one five-pound package of candy were awarded respectively to Weiser, Ulrich and Parks Hamonds. The latter were chosen by Armed Vending Machine Company.

The next meeting will be held October 30.

IVA Membership

Continued from page 105

Iowa Convention: Secretary, Robert Butler, Des Moines; U. S. M. H. E. Convention: Secretary, Robert H. Butler, Des Moines; I. C. A. and U. S. M. H. E. Convention: Secretary, Robert H. Butler, Des Moines.

Order your Trading Cards

3.00 per box

Order your Trading Cards

iv. 00 per box

IV. 00 per box

New Line Machines

Free New Line Machines

Free Sample Machines

For more information write:

BERNARD B. BUTTERMAN

VICTOR VENDING

Sales & Service

6727 E. 11th, Kansas City, Missouri

New—For Additional Income ADVANCE AMO

HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the quality of the product, and perfection of the line, and fits in well on location with other vendors. Built to last, it will deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Handle: Wood

Blades: Steel

Comb: Fine hair comb

Prices quoted are net, 10c their value, & prepaid C.O.D.

Immediate Delivery on Machine and Combs. Order Today!

Write for information on all types of vending machines & merchandise.

J. SCHENOBACH

1645 Bedarford Avenue, Brooklyn, N. Y.
News Vending Margin Too Thin for Operators

COLUMBIA, Pa. — J. F. Wiler, president of the United Sound & Signal Company, has heard whether the firm's newspaper vending machines would be better equipped with new operator equipment.

Currently the firm's vendor is using one of the most modern machines, with current sales running about 15 per cent ahead of last year.

Biggest problems are locations—primarily because of the restricted environments. Any location which will sell less than 25 papers a day is not available. Most locations which sell more than 50 papers a day probably would support a newspaper, so locations are primarily limited to stops which will sell between 25 and 30 papers a day.

Small Margin

The profit margin on paper is generally too small to attract operators, and the newspaper is probably the least marketable of all commodities vended, it's practically worthless in a few hours.

Hence, virtually all the sales have been to the circulation departments of newspapers. Newspapers can operate the machines at no or no profit because increased circulation may be considered a dividend and higher advertising rates, and hence may be responsible for an indistinguishable margin.

According to Wiler, sales are better in newspaper competitive areas. In New York, for example, The Times, Daily News and Mirror all have vending machines in their circulation departments.

20 Machines

However, sales aren't restricted to large dailies. One paper, with a circulation of 2,000 in Wausau, Wis., has 30 machines around town. The Allentown, Calif-Chronicle, in a relatively small city has 100 machines in use.

Some papers use vending machines for language circulation. For example, The New York Times has a vending machine in the university of Cincinnati. Theory is that college students will be valuable customers in a few years, and will be catching them when they are young. The Times is building for the future.

One of the factors slowing up the growth of newspaper vending is the standard delivery system. Most delivery trucks dump off their papers at the curb in front of their stops and move on without shifting gears.

On a vending stop the truck would come to a complete stop, and the driver or his assistant would close the return and stack the machine with new papers. United Sound & Signal is currently field-testing magazine vending equipment for Time, Life and The Saturday Evening Post.

Glass Container

Factory shipments of machines made glass magneto containers during August totaling 15,968 thousand gross, according to Commerce Department figures. Reusable beverage containers accounted for 572 thousand, and grosses of the total a decrease of 288 thousand grosses from the July figure. Shipments of returnable beverage containers accounted for 111 thousand gross, a decrease of 30 thousand grosses from July.

G O L D E N C H A R M S

FULLY AUTOMATIC POPCORN MACHINE

Pops Fresh Fragrant Popcorn Popcorn on Insertion of Coin

Glass Bowl on Top for Raw Corn Reserves

Automatically Seasoned

10c Play • Big Profit Margin

5 Feet 5 Inches High

Terms: 3/4 Annual with Order, Balance C.O.D.

Price $159.00

Write, Wire or Phone

Mayflower Distributing Co.
2226 University Ave.
St. Paul 4, Minn.
Midway 7-9011

MONEY BACK GUARANTEE

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vender ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gumball and bananas combination. Tokens $1.50; pay location 25¢ or $3.88; leaves you a net profit of $11.57.

Cost of Special Deal Complete, ready to set on location, only $50.00. Try this deal today and be convinced. You will be back for more. Want the pennies and nickels roll in? Only Super Mart Vendorama can do this for you! Fully certified payment with all orders; no COD; FOB Chicago.
U. S. Ct. of Appeals Rules
Bingo Pins Not Gambling Units

CHICAGO—The U. S. Court of Appeals Friday reversed a Federal District Court ruling and held that a certain pinball gambling game is not a gambling device. The decision is based on the court's findings that the game is not a gambling device under the Interstate Commerce Act.

The court reviewed the conviction of a Lake County, Ill. tavern owner on a charge of violating the Interstate Commerce Act by conducting gambling on a pinball game with a $250 federal gambling stamp for each play.

The court decided that the tavern owner was not guilty of violating the interstate commerce act because the game is not a gambling device. The decision is based on the court's findings that the game is not a gambling device under the Interstate Commerce Act.

Mrs. Display
Latest Games
At Omaha Meet

Genco Shows Gun, Gottlieb, Williams Present Five-Balls

OMAHA—Amusement game manufacturers, for the first time, joined Jake booking producers in an exhibiti- tion equipment at the State Nebraska Jake Box Show September 23-25.

The show, held at the Black- stone Hotel, was presented by the Magic Club of Nebraska, and brought together operators from six states. (Continued on page 9)

Six Pocket
New Fischer
Regular Pool

TIPTON, Mo.—Six Pocket, a coin-operated game, is the model of a regular pool game, was sold to distributors last week by Fischer Sales & Manufacturing Company here.

The new game brings to seven the number of Fischer pool games. (Continued on page 14)

Chi Coin Unveils Shuffle
With New Score Set-Up

CHICAGO—Chi Coin introduced a new shuffle game last week. The game is called the Chi Coin Shuffle, and is a new version of the shuffle game. The new game has a new score set-up and a new scoring system.

The game is played on a shuffleboard, and the players take turns to score points. The player with the most points at the end of the game wins.

The new scoring system is designed to make the game more interesting and competitive. The game is played in pairs, and each pair competes against each other. The player with the most points at the end of the game wins.

The game is simple to learn and play, and is suitable for all ages. It can be played indoors or outdoors, and is a fun and challenging game for all.

New Equipment Lag
Bessest Arcade Ops

CALL FOR VARIETY

New Equipm't Lag
Bessest Arcade Ops

CHICAGO—There's not only one thing the nation's Arcade operators want more than a greater selection of new equipment—and that's higher sales. And the nation's Arcade operators, high sales and a variety of machines, and they're ready to buy. The Arcade operators have their hands full of new machines, and they're ready to buy. In practically every survey made by the Billboard of the Arcade field over the past two years, one question is foremost among these operators: There is a relative scarcity of good new Arcade equipment.

Small Volume Possible

Why the scarcity? Manufacturers say that the smaller demand produces lower volume in the Arcade field, compared with the regular location field (game for taverns, restaurants, bowling alleys, etc.), and that the production of Arcade-type machines has limited, in the past few years, the market. The Arcade market has been very limited, and the production of Arcade-type machines has not been able to keep up with the demand.

The smaller demand has also contributed to the limited production. The Arcade market is a smaller market than the regular location field, and the production of Arcade-type machines has not been able to keep up with the demand.

Exhibit Ships
Jungle Hunt, New Gun Game

Jungle Hunt, a new gun game, has been given a choice of 45 caliber pistol or .32 rifle model. The game is manufactured by the manufacturers last week by Exhibit Supply Company.

The new pineapple gun game, which is a hit, and has been very popular, is a very realistic game. The player shoots at targets, and the targets explode when hit. The game is very popular, and has been very successful.

Union Needed?
CIAA Games Debate Question

Because Chicago game operators need union help, or can they handle their own local problems?

Brick debate on this question marked the meeting of the Chicago Independent Amusement Association at the Congress Hotel Tuesday (23).

The size of the new, non-union organization has made it possible to make an independent group working to promote the growth of the industry.
Union Needed?
- Continued from page 133

advance the interests of game operators in this city. Relations with city officials have been advanced, and the result of a city move which might have hampered shuffleboard operations has been defeated, and a successful arbitration board has been set up to handle location problems within the metropolis. Progress is also being made to change the city licensing system to permit locations and make licenses transferable from one machine to another.

Still, seemingly unsolvable problems exist. Association membership, currently standing at approximately 84, does not embrace the greater number of game operators in the city. And there remains the problem of how to fight against local gambling machines and other ethical means to get locations.

Union membership, it was argued by several of the 50 operators attending the meeting, would do much to solve these problems. Still, the majority of the operators present expressed the view that the association should be independent, and overcome these problems by strengthening the membership, and then making the association more effective.

The coming board of directors will meet in the near future to further discuss these questions, and forthwith send out ballots to be voted on by the membership at the next meeting.

Chi Coin Unveils
- Continued from page 133

shooting, one pack at a time. The game has a double dime coin chute.

The game is adjustable to offer from two to five frames per game. Players shoot all eight packs in each frame.

Scoring is semi-automatic. After each frame is scored according to the backgag by pressing buttons on the front molding. One button taps up one point, the other, the other by hundreds. (A player can make a possible score of 480.)

The game is a bit longer than the average shuffleboard, measured in feet, but it is not wide. Aluminum pucks are analyzed.

Double Scores Awarded

Double scores are awarded the player whose pucks are scored either of the two 10 points holes at the far end of the playfield, and players making in-line scores (by landing pucks in either set of three diagonal holes forming the arrow point) are added 100 points per frame.

Following each frame, players push a start button, which automatically lifts the pucks from the playfield and lands them at a new start point, as set by the player to start off each new frame.
ATTENTION, Rock Columbus, FOR RECONDITIONED PHONOGRAPHS

132

Call for Variety

SEEBURG

ATTENTION, Rock Columbus, FOR RECONDITIONED PHONOGRAPHS

RECONSTRUCTION

WURLITZER

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OMAHA AND H. Z. VENDING Are the Focus

THREE-WAY KO-OL, OFFERED TO

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The reconditioned equipment is the finest you will find anywhere.

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OMAHA AND H. Z. VENDING Are the Focus

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Many thanks to the Music Operators of Nebraska, Missouri, Iowa, Kansas, and South Dakota for their enthusiastic acceptance of the New York-Ohio-Indiana Phonograph, which was shown for the first time at the Nebraska Music Guild's State Convention.

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THESE ARE THE MACHINES THAT PAY

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FOR THE FINEST MACHINES AVAILABLE,

WE ARE EXPORT DISTRIBUTORS OF THE

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FOR THE FINEST MACHINES AVAILABLE,
Specializing Is The Thing

- Continued from page 134

In my knowledge, that didn't do as much, if not more, with 10-cent plays, some locations increased from 50 to 100 per cent. We had a newspaper advertising campaign telling the public of our saving costs, and a great many people who were rosy of 10-cent plays, good enough for the owner, but not us. If a smaller operator sells himself to a location owned by giving them the proper equipment, the proper service, he has less worries about competition from larger operators than the photographs operators who operate in a ship-shed manner. Here we have a good organization in the territory is beneficial to all operators, large and small. As for me personally, the more records the machines have, the better I like it. My 300-record machines have shown a reasonable increase over my 100-record machines. A 500-record machine gives us the opportunity of leaving the kit on a little larger, and also as previously mentioned, it gives us the opportunity of presenting to the public certain types of records which we never realized before would meet with considerable approval.

The new method of depreciation which the government allows us offers an inducement to purchase new equipment every year. If an operator just buys for one year and stops buying, this may not be a big help to him, but I am resigned to the fact that I will have to purchase a certain amount of new equipment each year, and I may as well let this depreciation system help me to make these purchases.

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FROLICS

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Due to the tremendous values we have been offering in previous issues of The Billboard, we now have a completely new supply of reconditioned games. At this writing we have in stock the following equipment ready for location.

BALLY GAY TIME... $175.00

BALLY GAYETY... $115.00

BALLY VARIETY... $115.00

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BOWLING... $90.00

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BOWLER... $175.00

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COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio Supper #1-6000

www.americanradiohistory.com
Buoying Income

Continue from page 114

continue to mount, operators will continue to increase their diversification of income in order to maintain their profits.

Dime play will never be accomplished in 100 per cent of the country. Machines are a luxury item and, as such, prices for it will vary just as they do on all luxury items.

The time to sell dime play to a location successfully is when equipment is changing and a new machine is installed. When larger equipment becomes a necessity for operators to try to sell dime play to their locations.

Prior to World War II, large routes were broken up into smaller ones. Now small routes are expanding and larger ones. However, I don't see the disappearance of the small music operator.

One trend to the operating companies is good. It means that the job or organizing the operating business through associations and co-ops does not wash because it is more difficult to do.

And it is the organizing process which can do much to stabilize the operating business.

The best weapon against competition is service—which includes good programming. Our company has services on duty almost around the clock.

The problem with 100 selections is a sufficient number for a 100 selection machine.

If a patron approaches a 200-selection machine and picks selections, he has seen a 100 selection machine but does not see the competition. But generally, when a customer will look over all 400 selections before pressing his first tuned, revenue is cut down.

Some operators have managed to cut costs in with two-way radio telephones, 24-hour telephone service. There is always a man on duty until midnight even on Sundays and holidays. I do not think that operating companies have cut costs by failing to change a sufficient number of machines. Therefore, changes are changed every two weeks, usually ten at a time.

I think it is true that there is a good number of operators facing increasing large economic problems, and the music business is doing okay, but I do not feel that this is necessary, and for the business as a whole.

It will, however, become necessary for the smaller operator to employ more business practices, such as good bookkeeping, having location contracts, better programming and keeping equipment up to date.

If there is an "ideal" number of selections for a phonograph, it could be the 100. One hundred selections is plenty for any location. Since competitive pressure is constantly increasing, a few new selections can be added to a phonograph each week; there is still plenty of room for old favorites to remain.

I have not found in my experience that more than 100 selections on a dime box, other things being equal, have increased play. In fact some locations operators complain that their customers consume a lot of time "looking over" so many selections in the case of the 200.

I feel that, if manufacturers standardized on 100 selections, it could better serve the industry by cutting their own costs of production as well as giving the public an adequate number of selections from which to choose.

If an operator is to cut costs he must have an adequate system of bookkeeping so that he may be able to determine his unit cost of operation.

Transportation costs may be cut down by having the service man call the office upon completion of a previous service call.

Concentrate locations in the smallest area possible. Leave nothing on location which may be a burden in time and transportation and allow the operator to hold his house.

Diversify with other equipment in order to concentrate your business in larger areas. A more efficient unit operation.

Operations that show a good profit will turn back into a considerable amount of new equipment each year, usually find a savings in taxes by using the declining balance or sum of the digits method of depreciation. Otherwise the straight-line method might be better.

In either case, a realistic period of time, usually three or four years is acceptable for depreciation. Should be used to prevent dealers putting in a high tax bracket where depreciation is exhausted. Should the period be too long, full advantage cannot be taken on depreciation.

Programming by the use of records, records, can be of considerable help to maintain good selections while keeping record costs at a minimum.

**Guaranteed to be Finest Top Made or Your Money Back!**

- Only Pure 34 1/2 Solid Cash Used
- Precision Ground
- Change Coin in Minutes
- No Deterioration or Warping
- No Plywood Backing, Glue or Staples
- Easy To Install

_We Make Jumbo and Regular Toppers—All Sizes_

Call Today for Your Nearest Distributor: NYack 7-2464

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Specializing in All Kinds of Slate Pool Table Toppers

84 SO. FRANKLIN STREET

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Seeburg B-C-G-R-V

Ami D-E-F-G

Gottlieb 2 and 4 Player Pinballs

CASH OR TRADE

**5 BALLS**

**POOL GAMES**

Magic Top

De Luxe Tournament

Kenner Flicker Pool

Exhibit Spanish Pool

Vincity Pool

**BINGOS**

United Brazil

Bally Big Show

**SHUFFLE GAMES**

United VOGUE

United RACERE

Lightning

Clapper, High Score

Capitel, Match Score

Venus, High Score

High Score, Match Score

Beller, Match Score

Bob, Match Score

Speedy, High Score

Leander, Match Score

Charley, High Score

Old, High Score

Match, High Score

Cros, High Score

Royal, High Score

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Klopp Model D-2—Extremely Light

STANDARD-Superb—Made in Germany

Try either now on a 30-day money-back guarantee

**KLOPP COIN CHANGERS**

2 Models

Diameter 2 3/4". Depression 3 1/2". Dimes for quarters and 1 nickel for 5 cents.

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GUARANTEED TO BE FINEST TOP MADE... OR YOUR MONEY BACK!

- ONLY PURE 34 1/2 SOLID CASH USED
- PRECISION GROUND
- CHANGE COIN IN MINUTES

WE MAKE JUMBO AND REGULAR TOPS—ALL SIZES

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Empire Coin Machine Exchange

Established 1918

Coin Machines and Repair

146-14 Milwaukee Ave., Chicago 22, Ill. Phone: FLYER 3-1600
by checking our play meters on several hundred machines that have far the greatest majority of records all have only up to five plays (including some not played at all) and only about 20 records take in almost all the money.

We have found that the most economical way to operate is to get the best help available and pay them top wages; operate only top equipment; give your accounts immediate service; keep all machines in tip-top shape. Put a margin on every machine and every location of say $5 and if that machine or location does not earn more in 90 days—and you cannot get a guaranty of front money—pull the machine.

But by far the biggest money saver is to collect and change records once every two weeks instead of every week. We have cut our overhead by 25 per cent by doing so.

Every operator should set aside a 20-record section in his machines and cater to the type of patrons and nationalities that that particular location enjoys. He can maintain a small library of 25 records of each type and rotate them because most folk songs are practically classics. By catering to the few individuals he will make a hit with the location and his customers because they will consider that personal favor and the machine will increase its earning power.

As long as the operator has a machine that has a certain percentage of new machines for his top locations and for some other locations, the manufacturer builds 100-selection equipment, the operator will buy 500's and step down older equipment. We won't buy any machine with fewer than 200 selections as long as the manufacturer builds them even if he builds a $25 player with 100 selections.

I don't believe that a 200-selection machine is as good as a $25 player which has a guaranteed selection of 100, and earns more than a 100-selection machine. But the 200-play machine will be more attractive to the operator, and therefore will be more successful. It is true that we can accomplish the same thing by just switching from one type of machine to another. But we can install a new machine every three months and turn over 100 of the locations each year and increase our earnings 15 to 20 per cent as long as the location takes in at least the 250 gross.

FOR THE BEST VALUES IN USED JUKE BOXES, BE SURE AND COME TO GATEWAY DISTRIBUTING CO.

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KANSAS DISTRIBUTOR-WURLITZER

Wurlitzer 1800 Phonograph .......... $575.00
Wurlitzer 1700 Phonograph converted to dual title ships .......... 535.00
Wurlitzer 1650, 45 rpm Hi-Fi .......... 325.00
Wurlitzer 1650, 45 rpm Hi-Fi .......... 295.00

Selected USED BINGOS

MANHATTAN .............. $135.00
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1/2 Deposit, Balance Eight Draft
Write for New List!of Thousands of All Type Machines

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

526 E. 10th Street, Cincinnati, Ohio

Attention, Coin Machine Men! FOR SALE!

WANTED

WURLITZER 1650's .......... $185
WURLITZER 1700's .......... $285
WURLITZER 1800's .......... $285

WRITE! WIRE! PHONE!
COIN MACHINE SERVICE, INC.
ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
422 Wilson St., Santa Rosa
Phone Paul Spier
only for prices

IT'S TIME TO VISIT REX FOR FALL BUYS!

CLIPPERS $127
YANKIES $100
LANDOV BOWLERs $90
CHICAGO COIN $140
FIREBALLS $140
LASERS $100
REGULATION 5-BALLS $125
Write for Prices.

POOL GAMES The Names of the Game—Pool—Games—Fun—Fun—Fun.

SPECIAL CLOSEOUT! ON GOOD USED
Rides Pool Games (NEW and USED)
Shuffle Alleys
BUCKLY WANTED
Bingo Games
In Perfect Condition
associated
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8 RUGG ROAD
STADIUM 2-4010
BOSTON, MASS.

PINBALL GAMES
Bally Yacht Club $45.00
Bally Surf King $49.50
Bally Glitter $39.00
Gottlieb Grand Slam $55.00
Gottlieb Green Pastures $75.00
Gottlieb Slug Fest $35.00
Williams Dealer "ST" $49.50
Williams Grand Champion $64.50
Williams Spitter $75.00

ARCADE EQUIPMENT
United Carnival Deluxe $500.00
SHUFFLE GAMES
United Olympic $50.00
USG POOL TABLES—All Kinds Only $65.00

BOYLE AMUSEMENT CO.
522 N.W. 3rd St., Oklahoma City

Survey Stops from page 114
in 100 per cent of the nation's locations as soon as every operator realizes that he must have front money. It is very important to selling dimes play to provide new equipment.

Also more operating firms are getting bigger. I think that those are many small operators today as ever, but today more than ever have a source of income besides music operations.

The ideal number of selections on a location is 100 or more. All other things being equal, a 200-selection juke box will earn more than one in the 100-selection category in a top location. But in an "average" or marginal location, 200-selection equipment does not help.

It's very important for me that I'm able to offer locations a number of different models with different numbers of selections.

My record costs are held at a minimum today with this program procedure.

Locations which we service each receive two new times and one standard. Each gets a total of three records a week and so forth. Locations we service every two weeks each get five records—three new releases and two standards.

WURLITZER 1100 1250 1400
1500 1500A 1650
1700 1800

ROCK-OLA's and AMI's

NEW ENGLAND OPERATORS!

THE BIGGEST GROUP OF HIT MACHINES IN HISTORY!

Bally ABC and CONGRESS Bowlers
Bally BIG SHOW (Bigger than Big Time).
Chicago Coin CAPRI and MIAMI SHUFFLE
Exhibits' New JUNGLE HUNT GUN
Get on the profit parade NOW!

WANTED—Will pay CASH $$$ for all models of used MUSIC MACHINES.
KIDDIE RIDES and LATE BALLY BINGO MACHINES! MIDGET MOVIES.

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BEST IN VENDING HISTORY
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LORD'S PRAYER VENDOR
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RELIGIOUS
GOOD LUCK MEDAL

- From every section of the nation the reports on the Lord's Prayer Vendor are truly phenomenal. Owing big in every type of location* and producing more money for operators than any other vendor ever made.
- Combines the strong religious attraction of the Lord's Prayer medal with the newest twist in vending. An illusion that makes it seem the copper penny is being pressed into the finished medal as you watch it perform. Time cycle 15 seconds. Interest continuous. Sales fantastic. And it will continue to sell big for years to come.

* Stores in the biggest Drug Chain, Harriet Department Store Chain, and a growing number of Country Store Chains are typical of the locations around the country where machines are being made.

Details On Request—Immediate Delivery
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INTERNATIONAL MUTOSCOPE CORP.
44-02 Eleventh Street, Long Island City 1, N.Y.
STILLWELL 4-3800
Cigarette Production Up

Cigarettes manufactured in July totaled 23,314,547,739, an increase of more than 2,868,021 thousand from the number produced in July, 1955, according to the Treasury Department. Cigarette consumption increased by more than 3,008,126 thousand during July from the same month last year. Figures for the first seven months of this year set consumption at 245,129,453,322, an increase of more than 7,166,008 thousand over the same period a year ago.

Supply of peanuts held in off-farm positions on August 31 totaled 376 million pounds, 64 per cent greater than the 541 million pounds held in similar positions a year earlier, according to Agricultural Department. Figures reported in making candy, salted peanuts and peanut butter for the period September, 1955, thru August of this year totaled 600 million pounds, about a per cent greater than reported for a year earlier. Amounts used in each of the three main products were above the previous year.

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A brand new Pool Game Too. The FASTEST most profitable rep. 13 minutes average

**CHICAGO ACE LOCKS**

Stop that! Specify—or replace with—rugged ACE Locks. Unique 9 pin-tumbler mechanism provides over 80,000 key changes...plus private registration for your exclusive use. Duplicate factory keys only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your tabs! Write today for catalog which fully explains the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

**CHICAGO LOCK CO.**

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The Big Show Last Week Was Sal Maglie's No-No...Hit...In Politics
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The Greatest Money Maker of All Time
Immediate Delivery—ORDER NOW
Also Immediate Delivery on

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Exclusive deal for Bally's B. A. and Rock-Ola in E. Pa.

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**HURRICANE POOL BALLS**—Two numbers on each Ball. Made of hard durable plastic. Satisfy 1 to 7 RED and 1 of 5 WHITE. Sat. ...$1.49

**CUE STICKS**—Non-warped each 2.55

**CONE, INC.**
$ Guidepost
Continued from page 115

worked out by a competent tax expert—will go far in helping an operator to keep up-to-date equipment on his locations. With the depreciation schedule I use, for example (which, of course, was designed only for my operation), the oldest equipment on my route is not more than three years old.

Alphonso Zettl prefers 100-selection-type equipment. I don’t believe the big problem today is in the number of selections as much as in providing automatic volume controls for music equipment. I strongly believe that with such devices—which would provide equal tone levels regardless of the type of music played—oneWARNOMT would enjoy higher receipts.

An important factor in our operation is in dealing to the public our music service. We provide a music-programming service to 150 disk jockeys in Maryland, Virginia and the District of Columbia. In our programming we also allow the disk jockeys playing public to get in on picking hits by programming what we call “preview” tunes on our machines.

Finally, each location gets the same tunes each week or every other week as the case may be. Our servicemen are not required to do anything thing other than keeping records than to program those we provide in envelopes for his locations each week. In this way we have not only held our equipment, I don’t believe the big problem today is in the number of selections as much as in providing automatic volume controls for music equipment. I strongly believe that with such devices—which would provide equal tone levels regardless of the type of music played—oneWARNOMT would enjoy higher receipts.

Get the full facts. Catalog and brochures sent on request.

In the past twenty years many good games have appeared on the market. Many of these have just been overnight sensations—fads that are popular one day and forgotten the next. The one game retaining constant popularity throughout the years is shuffleboard... still the “Bread and Butter” game of operators. An American shuffleboard—bought today—will still be in style... and still raking in the profits for you... five years from now.

Your American Red Cross Is Always There After Disaster Strikes

GOTTLIEB PRESENTS

AUTO RACE

Featuring...

THE SPEED OF THE INDIANAPOLIS “500”
THE ACTION AND THRILLS OF THE FRENCH “LE MANS”

Up to Six Complete Races Per Game

3 Cars Compete for Winning Honors

Cars Finishing Race Light Holes for Specials

Pop Bumpers Light for Super High Score

When Cars Line-up After Race has Started

See AUTO RACE at Your Distributor NOW!

50 YEARS OF LEADERSHIP

D. GOTTLIEB & CO.

1140 S. KOSTNER AVE., CHICAGO 31 ILL.

Products of Consistent Dependability

BUY THE BEST... WE DO...
**Exhibit Ships**

Continued from page 139

The jungle scene itself is designed to attract customers by means of a life-like dimensional lighting effect when game is not in use. When a coin is inserted, lights dim and lighted targets appear. The hunter" gets a total of 20 shots. He takes the first 10 shots at his choice of all 10 windows which appear at once. The lights dim and the wild animals appear one at a time for the final 10 shots. Progressive high scoring adds competitive excitement to the game and the customer can win a free play for high scoring.

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**Latest Games**

Continued from page 139

Nebraska, Iowa, Kansas, Missouri and South Dakota (See separate story in Music Machines section). Genco Manufacturing & Sales Company unveiled its new junior-size 22 riffle game, Davy Crockett. The gun will be shipped to distributors at a later date. Currently the firm is in shipment at its New York, Riffle Gallery, another rifle unit.

Williams Shows Pin Williams Manufacturing Company showed its latest new football game, Super Score. The game was first introduced to the trade a few weeks ago. (The Billboard, September 22). D. Gottlieb & Company exhibited Auto Race, latest five-ball pin production by the firm. Auto Race was just recently shipped to distributors. (The Billboard, September 29).

The exhibit was well attended, with operators taking part in business sessions, banquets, association meets and viewing exhibits and films.

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**YOU LIKE MONEY?**

**YOU'LL LOVE Genco's Sensational STATE FAIR MOVING TARGET RIFLE GALLERY**

Featuring an ENTIRELY NEW IDEA

Never before seen on a rifle game

FREE-ROLLING BALLS

Roll down 2 lanes — Just like a real rifle gallery . . . the player tries to shoot them off.

PLUS

ALL THESE Genco ATTRACTIONS:

- Flip Over Targets
- 2 LIGHTED CANDLES snuff out when hit!
- Adjustable Replay — Optional Match
- Easy Back-Door Servicing
- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
- Beautiful, Bright "EVER LAST!" Cork Finish
- Company, Modern Cabinet — only 50" x 20" x 70" high

WATCH FOR DAVY CROCKETT

SEE YOUR DISTRIBUTOR TODAY!

**Genco MFG. & SALES CO.**

2621 N. Ashland Avenue
Chicago 14, Illinois
THE BILLBOARD
FALL MARKET REPORT 141

Lowest prices in the Industry

3/4" 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 Ponser SALES MANAGER

Eastern Novelty Distributors, Inc.
123 West Runyon Street
Bigelow 3-7422
Newark, N. J., New Jersey

New Chicago Coin’s
Miami Shuffle

Low Priced!
The Answer to Every Operator’s Dream!

NEW Attractive
Colorful
Anodized
Pucks!

High In Exciting
PLAYER APPEAL!

NEW Player
“Participation”
Scoring!

NEW Attractive
Colorful
Anodized
Pucks!

2 Player
Game . . . .
10c per player

Have You Seen
Chicago Coin’s
FIRST
Novelty Pin Game
In Years!

LOW PRICED!
The Answer to Every Operator’s Dream!

NEW Simple
Fool-Proof
Mechanism!

NEW Attractive
Colorful
Anodized
Pucks!

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NEW Simple
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Mechanism!
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!

NOW AT YOUR
Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2448 WELSH AVENUE, CHICAGO 11, ILLINOIS

Magic Squares
Spot Numbers
Corner Scores
Ballyhole
Extra Balls

Bally BIG SHOW
PROFIT-PROVED IN-LINE PLAY... plus new TRIPLE-DECK Scores

for best deals on biggest money-makers $$$$$
$$$$$$ SEE YOUR Bally DISTRIBUTOR
UNITED’S BRAZIL

WITH NEW BUILD-UP SELECTION FEATURE

Arrows Flash to Lite SELECT-A-ROW

Choice of 3 Spot Numbers
Up to 15 Numbers to Select from

New 4-Corners Score for 5-in-Line

4th and 5th Ball Selections

3-IN-LINE ☆ 4-IN-LINE 5-IN-LINE SCORES

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games
Program for Profit
with both single and E.P. records!

Singles
No modern music system would be complete without a diversified selection of current popular releases. The V-200 provides for programming this kind of music under appropriate classifications—hit tunes, rhythm and blues, folk and western.

E.P.'s
There's a great demand by the public for standard music, too—show tunes, all-time favorites, light classics and varieties. This music is principally available on Extended Play records that require additional playing time.

Program with the Seeburg V-200

The Seeburg V-200 provides the opportunity of featuring both kinds of music—profitably. The Dual Credit System of the V-200 programs singles (hit tunes) at one price and E.P.'s (standards and show tunes) at a proportionately higher price to compensate the operator for the additional time required to play E.P. records.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1915
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
The October

Best Selling Pop Albums

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

1. "The King and I" — Sound Track
   Capitol W 740

2. "One in a Million..."
   Capitol W 653

3. "High Society" — Sound Track
   Capitol W 750

4. "Four Freshmen and Five Trombones"
   Capitol W 683

5. "Orchestra"
   Capitol W 694

6. "Stan Kenton in Hi-Fi"
   Capitol W 724

Capitol therefore attaches special importance to its November Campaign, which is no exception: it combines outstanding advertising, unprecedented promotion. Check with your Capitol representative today.

34 great new albums • 53,000 window displays

100% exchange privilege on new albums

Another Popular Display

FOR DEALERS: Here, direct from Capitol, full-color hangers for use in your store windows.
NEARLY 50% OF THE NATION’S HIT ALBUMS are produced by Capitol. This striking fact carries tremendous significance for everyone in the record business, for new hit albums are the lifeblood of the dealer’s trade.

A new album program it presents, and the October-entertainment, eye-catching packaging, smart mer-
portant features listed below, and see your Capitol

national consumer ads • thousands of DJ albums
ad billing on all albums • special Christmas deal

FIRST!

CLASSICAL DISPLAY
New HIGH FIDELITY Classical Albums

THE HOLLYWOOD BOWL SYMPHONY ORCHESTRA conducted by FELIX SEITZ
GROFE: Grand Canyon Suite
Mississippi Suite
Thrilling musical portraits inspired by the American scene. These suites include the familiar selections On the Trail and Mardi Gras. Magnificent performances and incomparable High Fidelity.

DEBUSSY: Estampes
The sensitive and searching artistry of a master pianist evokes all the delicate and poetic beauty in these compositions. "Suite Bergamasque" includes the shimmering Clair de lune.

EMMA MALERAS and her BALLET ESPAÑOLA
CONTEMPORARY SPANISH DANCES
Recorded in Barcelona: Flamenco melodies, paso-dobles, and other colorful Andalucian dances. Rhythmical and exciting performances featuring the flashing castanets and castanets of the Maleras dancers, with the Orquesta Española.

HANS SCHMIDT-ESERTSTEDT conducting the R.M.E. SYMPHONY ORCHESTRA
SCHUBERT: Symphony No. 5
Incidental Music to "Rosamunde"
Outstanding interpretations of music by the master melodist of the Romantic Era. The symphony is filled with youthful ardor and warmth. The companion work is an inspired creation of the mature Schubert.

ANDRE NAVARRE, cello
CELLO COLORS
A richly endowed French artist displays the full resources of his expressive instrument in a recital that includes melodic works by Tchaikovsky, Mendelssohn, Ravel, and Dvorak.

VICTOR ALLEB, piano
with members of the HOLLYWOOD STRING QUARTET
BRAHMS: COMPLETE QUARTETS FOR PIANO & STRINGS
Three masterpieces of chamber music, eloquently performed with authority and understanding by a superb ensemble. A deluxe triple-record album, with illustrated brochure annotated by Alfred Frankenstein.

LEONARD PENNAZIO, piano
with FELIX SEITZ conducting the CONCERT ARTS ORCHESTRA
KHACHATURIAN: Concerto for Piano and Orchestra
Leonard Pennario gives a dynamic performance of one of the most appealing concertos to come out of modern Russia. The music's massive sonorities combine exotic harmonies, Armenian folk elements, and strong rhythms.

BACH: Ciaccona Fantasy and Fugues
One of today's most distinguished interpreters of Johann Sebastian Bach performs a varied group of works that are among the composer's finest contributions to keyboard music.

DENIS MATTHEWS, piano
with RUDOLPH SCHWANZ conducting the FESTIVAL ORCHESTRA
MOZART: Piano Concertos Nos. 12 K.414 & 14 K.415
This prominent young British pianist is widely acclaimed for his exceptional interpretative and technical gifts. His playing fully captures the clarity and grace, the melodic brilliance, of these concertos.
All this—plus

A TRIPLE-STAR RELEASE OF SINGLE RECORDS!!

Nat “King”
COLE
NIGHT LIGHTS
TO THE ENDS OF THE EARTH
Record No. 3551

Tennessee Ernie
FORD
FIRST BORN
HAVE YOU SEEN HER
Record No. 3552

Frank
SINATRA
JEALOUS LOVER
YOU FORGOT ALL THE WORDS
Record No. 3553

ANOTHER FIRST!

Capitol
RECORDS

An actual ‘45’ Vinyl Record—your personal listening sample...
distributed directly to you through The Billboard!

6 GREAT CAPITOL HITS Released Today!
ALL-OUT PROMOTION!

TO DJ'S
DJ's will receive an elaborate kit containing the records and promotional information. The shipping package itself will be stamped “Special Release of New Capitol Hits.” Inside the package is an unusual insert illustrating all the records. It is more than two and a half feet long. The records themselves carry special labels with pictures of Sinatra, Cole and Ford.

TO DEALERS
A unique full-color window display measuring more than two by three feet points out the three new smash hits by Nat Cole, Frank Sinatra and “Tennessee” Ernie.
To further enhance the display value of this streamer, we have sectionalized it so that each unit can be used separately. Dealers will find many effective uses for this unusual display both as one complete unit and as individual pieces.

TO CONSUMERS
Both the “Tennessee” Ernie Ford and the Frank Sinatra records will be previewed on major network television shows. Frank Sinatra will personally introduce his new record on the NBC-TV Dinah Shore Chevy show spectacular Friday, October 5th. Ernie Ford will introduce “FIRST BORN” when he kicks off his new NBC-TV series on the Ford show October 4th.
TWO TREMENDOUS NATIONWIDE PREVIEWS THAT WILL REACH MILLIONS OF POTENTIAL CUSTOMERS!