Fly thru the Triple With Greatest Ease

Young Folks Doing Best Trapeze Work In History, Including Difficult Somersaults

By: TOM PARKINSON

CHICAGO — The movies and their publicists have spotlighted the flying trapeze and its most sensational stunt, the triple somersault. Frequently during flying trapeze acts, the flying trapeze is up to the limit of public attention. They are showing some of the best flying in history, including the demanding triple.

Among the acts of the circus, many of them ancient, that of the flying acrobats is relatively new and the skill and skill in the number of people.

It is probably no more than fifty active leapers and catchers. A check turns up only about fifty active return catchers. One of these is attempting the triple somersault, his performance is Harald Vooni, who first started catching with his Flying Hose. Vooni and his partner, Among others who have made the triple grade, present active leapers recall. Some catchers have had two dozen leapers, but the number of the could do those of the number of those regular is much smaller.

Teamwork Credited

The Mallows say that the triple is the sensitiveness and, at that call for the most demanding and difficult of the catch-throwing.

At Toronto recently they missed several catch attempts. They had already discovered the reason. At Maple Leaf Gardens their rigging was tighter than it had been the rack.

(Continued on page 60)

Rubber Cuts Hazard of Net

CHICAGO — While flying trapeze performers are among the most daring of all, their unaided hazards have been increased. It used to be that falling into a net, which looked so easy to the audience, was one of the more dangerous operations.

Now, at least at part of the hazard is ended. The trapeze is now a net, and the trapeze acrobats now have no rubber mats with rubberized shock absorbers, which used to give them the cushioning from all sides of the net. When a performer falls on the net, the net sags, and the rubber gives a cushion. The acrobats have a better bounce.

There's still danger, and learning to fall short the net, where they are gouged out that they can't fall to possible injury, as the older style frequently did.

The Baltimore Sun
October 20, 1956
SIXTH-SECOND YEAR

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
PRICE: 25 CENTS

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(Continued on page 60)
BATTLE RACES

Goldenson, Noble Square Off
In Fight for Control of ABC

NEW YORK—The battle for control of the ABC Broadcasting Co. was raging here over the past weekend. The two factions are led by Leonard Goldenson, president of American Broadcasting-Paramount Theaters, and Edward Noble, the chief minority stockholder in the company and former head of ABC, who is allied with United Paramount Theaters.

The battle seems to be that of Goldenson versus Noble, who has alleged that the board of directors, headed by Goldenson, has been controlled by the parent company, Radio Corporation of America, and that Noble has been deprived of his right to participate in the management of the network.

The controversy centers around the question of whether Noble should have been allowed to retain his seat on the board of directors after the merger between ABC and RCA. Noble charges that Goldenson and his associates have improperly controlled the board and have taken actions that are not in the best interests of the network.

Goldenson, who denies the charges, says that Noble has been a disruptive force on the board and that his actions have hurt the network. He also argues that Noble is not qualified to serve on the board and that his continued membership would be detrimental to the network.

The dispute has been further exacerbated by the fact that Noble has been associated with a number of controversial figures, including a number of right-wing politicians and organizations.

The situation is complicated by the fact that Noble is not only a minority stockholder in ABC but also a major shareholder in the parent company, RCA. This has led to accusations that Noble is using his position to try to wrest control of the network from Goldenson.

Both sides are now acknowledging that the battle is likely to continue for some time, with no clear winner yet in sight. The outcome of the dispute could have significant implications for the future of ABC, and for the larger industry as well.
NEW YORK—With initial rating returns already in, what network trendologists are predicting is that programming strength is beginning to be seen. What are the hits and misses and what can the networks show themselves this season?

Taking it by days of the week, 7:00-8:30 p.m. on NBC, NBC TV hit an average of 10.7 for 9:00-10:30 p.m. on Robert Montgomery Presents: "Mystery Ship," down from a 28.0 the previous week. But Montgomery, of course, has yet to get the carryover benefit of Breck’s "Most Beautiful Girl in the World," which will be on the air October 25 on NBC.

This week has seen ABC take a solid grip on 7:00-9:00 p.m. whenever the combination of "Chayenne," "Ch_PA," and "Dr. Kildare" is presented. The average Trendex for the three half hours on ABC Thursday (9) was 23.8. CBS scored an average of 3.7 for "The Man From U.N.C.L.E.," "Name That Tune," "Phil Silvers, and "The Brothers." After 9 p.m. CBS took over the Network lead周末固定周 10 fixed

Wednesday Pattern

Tuesday, so far, has repeated the pattern. New York was down with "Chayenne" still the kings—7.3-6.3-6.3 for ABC's new 8:30-9:00 show, which will debut this week, and if it can retain the "Chayenne" audience, the half hour of the web's low-up may also give the other networks a target. Thursday night sees CBS stronger than the past season. "The Dick Van Dyke Show," 6:30-7:30, was all to a flying start its first week, and figures to be strong because it's got a built-in talent audience, Tennessee Ernie Ford at 9:30 for NBC is still an unknown quantity, but he must produce face ratings if NBC's "Los Videos," which has continued to battle audiences, ABC seems rounded out on Thursdays with "The Lonely Lady," 8:00-9:00, and "9-11 unhappily on an island.

Friday seems ABC's best chance to capture the "Lost Chances" market, but rating a 2.1 may herald the beginning of the end for him. He topped CBS' "Dane Grey," 18.8 and ABC's "Crusaders of Youth." It may already be assumed that NBC is connected with "Coach Winchell's show to an hour and using it wherever it can do the most good.

Jackie Gleason Saturday has seen Jackie Gleaton's hour show make a comeback, past two weeks topping Perry Como, but the film of studio facilities and here is whether "Oh Susanna" and "Hey Friend" with small audiences. Walk, so far, has been more hot with his own with Sid Caesar, who has hit or missed the well-expected.

Sunday is still the big CBS eyesight of the week, this the debut of "77th Lancers." on October 21 at 9 p.m. may aid "Green Bay," a half hour later, which has done too well against the CBS opposition. NBC's Steve Allen has improved his ratings recently, and the combination of Bob Hope and Dinah Shore has not been much help from off the sheet. Neither "Amateur Hour" nor "Ch Украины" seems to have made any great audience impact as yet on ABC. At present it is much easier to tag those shows which haven't done as well as expected. Aside from Walter Winchell, "Playhouse 90" and the new NBC stunts, nothing outstanding seems to have appeared, the later weeks may see other shows improve their viewing impact. Disappointments, according to Soap Opera Weekly, are "Starday" and "The Brothers."

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

Other top-nets "Fairbanks" sponsors:

Stodd Brewin, Top Value Stamps, Oscar Mayer, Seallestt, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availability on request.

117 half-hour intervals — many for first run!

Write, wire, phone

ABC Film Syndication, Inc.
IF YOU HAD A MILLION

( THE MILLIONAIRE )

NEW TO SYNDICATION! Clean up in your region or market with the dramatic powerhouse that has a 32.4 average Nielsen rating for 19 months on the CBS Network... plus a 51% higher average ARB rating than competing “Kraft TV Theatre” during the same period! As THE MILLIONAIRE, this film series is now in its third big year on CBS for Colgate-Palmolive!

2nd HIGHEST RATED NETWORK DRAMATIC SHOW (July Nielsen)—and if it can do this nationally, imagine what it will do for your product in your markets! Audience composition? Couldn’t be better!...

<table>
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<tr>
<th>MEN 32%</th>
<th>WOMEN 46%</th>
<th>CHILDREN 22%</th>
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Source: ARB 18-month average

A DON FEDDERSO PRODUCTION from the same master showman who brewed sales magic with “Do You Trust Your Wife”... “The Lawrence Welk Show”... “Liberace”... “Life With Elizabeth.” All hits, no misses!

Call MCA today for your finest film availability in years!
BUFFALO — The dedication here Thursday (11) of WBUF, the first NBC-owned UHF outlet, may prove to be a turning point in the annals of ultrahigh-frequency television broadcasting. At least, that is the hope of NBC, which expects to put the station's operations on a profitable basis before a year has gone by, thus positioning the way for other UHF station operators to get their own stations into the black.

To achieve this fiscal objective, NBC undertook an elaborate and expensive campaign, dating from the beginning of this year, when the station moved to a new site and resumed operations as an NBC station after having suspended broadcasting when its former owner proved unable to continue operations. The station is being put in operation here and the station's staff equipped with the most up-to-date facilities for promotion.

What NBC confidently believes will result from this expenditure is the beginning of a period in the station's life with an understanding of the basis for the station's success. A complete portrait of the desire of the public to get a new source of entertainment, WBUF's signal and the full operation of set dealers and service centers in the community, will be essential in realizing this.

Spearheading this drive under the station manager, Charles C. Seiers, Jr., is the promotion staff aided by the network's director of research, who has been spending most of his time in Buffalo gearing up the drive.

A unified plan, called "Project 117," is the UHF concept to set dealers and service centers at the same time, as the public, and this has been done. No sets other than all-channel receivers are being sold for the time being, but the station is selling over the air.

The biggest problem has been the station's $100,000 promotion expenditure during the period spanning six months, when on the 740-foot tower began. By constantly keeping the station in the public eye, tremendous progress has been made in building the UHF audience.

In January, only 105,000 sets in Buffalo's 337,700 TV homes could receive UHF. This increased to 204,000 in March, 289,000 in July and 178,000 last week, the last figure representing a 57 per cent increase over the first figure. One manufacturer alone has sold over 30,000 receivers.

Among the stations through which the station has had to sell are the construction of its new $1,000,000 plant. The station has been completed, the new antenna, 800 feet higher than any structure in the area, and the new high-speed signal enabling a greater coverage area, have been added. The station service in Buffalo last August, with the attendant flow of high-name-program networks, and NBC, has been a heavy part of total personalities. Among the latter were a "Miss Channel 117" contest, in which 100,000 ballots were cast for the six finalists. Also, the station acquired a 1921 fire engine, which it sold for 20,000 for the city as an emergency equipment but meanwhile is seen all over town by passing motorists. WBUF in the city's streets.

The city of Buffalo, said to be the largest car show in the country's history, has enabled this year's promotion plans and NBC's new advertising program. The city, in addition to getting a great deal of publicity in the city, is developed to be a new source of entertainment.

NEW YORK — Young and Rubicam is expected to be producing a pilot for a new TV series, "Central Foods." The shooting is to be done in June or July and the series, which has assigned one of its top executives to supervise the filming of the show, is expected to be one of those in which success it has had with "Rhoda " is for the show.

Robert Roy was a Scottish hero, and is expected to be a new member of the show, and has been immortalized in print by Dr. Samuel Johnson. The show, "Central Foods," is reported to be a great success, and has been running consistently on "Disneyland."
Look at these results: **POPEYE 7-DAY AVERAGE ON WPIX OUTRATES ALL SEVEN N.Y.C. STATIONS!**

**TELEVISION WPIX CHANNEL 11**

Fred Thrower  
Vice President and General Manager  
October 9, 1956

Mr. Robert Rich  
Associated Artists Productions, Inc.  
345 Madison Avenue  
New York 17, N. Y.

Dear Bob:

Popeye's made a clean sweep in New York! The spinach-eating sailor topped all six competing stations, averaging all seven days of the week.

You know, of course, that our Monday-Friday Popeye strip was sold out over a month before the first telecast. It's certainly been proved quickly that the charter sponsors knew a good thing when they bought it. The Popeye half-hours pulled a 7-day ABB September average of 5.8, against 4.7 for the next highest station.

The Mon.-Fri. average was 6.0, with a non-duplicated cumulative rating of 13.9. Among the programs Popeye overpowered were "Million Dollar Movie," "Hopalong Cassidy," "Gene Autry," the U. S. Handicap, "Wild Bill Hickok," "Annie Oakley," "Captain Video," and "Sky King."

We confidently believe that Popeye ratings will grow even larger - after all, this was his first week on the air.

Best personal regards,

Fred Thrower  
Vice-President

Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today  
a.a.p.  
345 Madison Ave., N. Y. C.  
Murray Hill 6-2323

Associated Artists Productions, Inc.

CHICAGO  
75 E. Wacker Drive • Dearborn 2-4040

DALLAS  
151 Bryan Street • Dallas 4043

LOS ANGELES  
9135 Sunset Boulevard • Crestview 6-5866
Newsfilm sends you the best

Into Newsfilm’s four big processing centers pours more than a mile of film a day…speeded from some 200 camera correspondents throughout the world. This footage, equal to two full-length feature films each day, is expertly edited to select only the very best footage for each news story. Then the final result—12 minutes a day of complete world news coverage—is rushed direct to you.*

It’s the best news in television, because it’s the only syndicated news service that’s produced exclusively for television station use. Newsfilm is planned, shot, scripted and edited for home viewing, not movie screens… and is produced with the needs of stations and sponsors in mind at every step. The result is letters like this one from KJTV-Des Moines:

“Newsfilm service is excellent and gives us one more exclusive feature with which to impress our viewers and clients. The viewers must be impressed, because Russ Van Dyke’s nightly news-weather program at 10:00 pm pulls ARB ratings of 43 and better… winning 77% of the audience (in a three-station area). It’s the highest-rated program among all multi-weekly programs in the Des Moines area. And our sponsors must be impressed, because this show went on the air sponsored and still has the original two advertisers it started with!”

Newsfilm, a product of CBS News (the top name in broadcasting journalism), is available to all stations. For details, call the nearest office of…

CBS Television Film Sales, Inc.

*Of course, not all of the edited-out footage “dies on the cutting-room floor.” Much of it is carefully tiled in Newsfilm’s vast library for subscribers’ future use… as background material for special commemorative news programs.
AUSPICIOUS DEBUT

M-G-M Features Premiere Surpasses Expectations

By Bob SPERELAN

HOLLYWOOD—The M-G-M features favored on Station KTVV here Friday (12), and the results of the new advertising and promotion in television programming policy went to meet. It was probably the most suspicious debut any show ever had in Los Angeles since it became a network market.

Along with the unprecedented interest in the initial showing, "Thirty Seconds Over Tokyo," starring Spencer Tracy and Van Johnson, and how it would fare among the TV listings, The Billboard conducted a special independent telephone survey. The results follow:

8:30-9:00 p.m. 4.2
KTRY-CBS (Grace and Darryl) 4.6
KTWA (The Honeymooners) 4.2
KAI (War in Air) 2.8
KCMO (The Andy Griffith Show) 2.9
KCOP (Johnny Oli) 4.7
KTRY-CBS (Zane Grey) 4.8
KRCB-NBC (Crashdown) 6.3
KSTC (Walker) 7.1
KABC-A (Crossroads) 3.2
KFI (Consumer's Guide) 6.3
KTVV (The Buddy Bunch) 2.3
KAI (Johnny Oli) 4.4
KTRY-CBS (Crusader) 5.0
KRCB-NBC (Endemolsh) 6.2
KSTC-WAX (Broadway) 3.3
KABC-A (Treas. Hunt) 3.5
KFI (Feature Film) 3.4
KTVV (30 seconds) 19.7
KCMO (Una der) 1.0
9:00-10:00 p.m. 4.7
KSTC-WAX (Western Var.) 4.5
KTVV-CBS (31.1) 3.1
KFI (feature film) 2.4
KTVV (30 seconds) 5.8
KSTC-WAX (Western Var.) 3.2

The most remarkable aspect of the ratings is that it not only was not intercepted the entire evening but actually outdistanced all other stations in the market for each half-hour period. The first half-hour

Pinback Noted As CNP Proxy

NEW YORK—Dick Pinback is being mentioned to take over ABC Livingston’s slot as president of California National Productions, the NBC subsidiary. Livingston last week was appointed NBC programming head for the West Coast and is to be promoted for election as a vice-president here any time.

Pinback, the former head of programming for NBC, has had little luck in the programming arrangements of "Today," "Home" and "Tonight," but the appointment of Pinback in the programming innovates the network is presenting this season.

‘Nightwatch’ To Be Aired by KCPQ-TV

HOLLYWOOD—"Nightwatch," CBS radio program of several years’ standing, has been picked by a TV show on local Station KCPQ here.

The show, partly on film and partly live, is being produced by Bill Rosow. Its format and films are shot actually as cases develop, with a specially equipped camera following the squad car. Eastman Kodak Tri-X film is being used.

Screen Gems Synd. Sales Up

HOLLYWOOD—Screen Gems has reported an upbeat in syndicated juvenile drama series for this month, with more than 300,000 in contracts signed for the West Coast since October 1.

The most significant of the sales were of the trio of juvenile series which are starred in various packages in Salt Lake City, Sioux City, Tucson, Ariz., and Pullman, Wash., "The Phantom," "Shadow Runners," and "Celebrity Playtime," going in 25 to 30 markets. In Los Angeles; KJEO, Fresno, Calif., and other markets. It marks the first time in 19 years that the CBS outlet has bought a large package

Modern’s TV a Separate Entity

NEW YORK—Expansion moves continue in the field of TV programming as Modern Talking Picture Service has just spun off its TV division to make it an entirely separate entity under the name of Modern TeleService, Inc., a company formerly vice-president and general manager of Modern Pictures, Ltd., vice-president of Modern TeleService.

The two outfits will remain under common ownership, S. P. Erwin & Sons, Inc., and assume control over the studio. Erwin will be in charge, setting up the first on the run, but believes that because of the demand of the pattern, the studio will have an entirely new life when color becomes an important TV factor.

The show features Maxwell Reid as a president and is based by Stuart Culler. Herbert Sturtevant, who produced the closing of the files of "Waterfront," and Conrad Ross, the after years in "Teleradio," will be associated with the show.

NARTB Code For Films Too

WASHINGTON — The National Association of Broadcasters’ television code board has been designated to be the producers and distributors of TV programs under the code as associate subscribers. Code chairman, C. C. S. C., held a regional meeting here Thursday evening (11) that the plan has been forwarded to the association of the producers and distributors. It is expected that its approval is "sincerely" anticipated.

(Carolyn G. Sharp)

Filming Starts On Crusader, Rabbit Again

NEW YORK — Crusader Rabbit, the inestimable cartoon character, may be back on the air in about four months and maybe sooner, if it can be sold. It is said that by the end of the year, February 15, the series will be back on the air.

They are reported to have sold the rights to Crusader in the UK for about 15 markets, with the promise of an extension. The rights have also been bought by "Crusader," the RKO Fedrazional stations. WTVY-L colored plans to use them on its 7:30 p.m. show, "Crusader Rabbit Forever," which also uses the "Barker Bill Tillery" bought from CBS-III Film Sales.

The original group of 19 films, produced by Bagllanag Studios, Bagalll acquired distribution rights of the series over 20 years ago. The shows. The show the new syndicates consisted of the new series. It is expected that the series will be shown in the market to the studio, also that of "Waterfront," and Conrad Ross, the after years in "Teleradio," will be associated with the show.

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KCPQ TV

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Eddy Arnold Sold for Can.

NEW YORK — The syndicated musical TV series, "Eddy Arnold Time," has been sold in Canada for six weeks under sponsorship of Steele Drugs in four markets, and for 20 weeks under sponsorship of Mahen Shoes in 10 markets.

The Steele buy, handled thru Dancer, Fitzgerald & Sample, covers CBWT, Winnipeg; CBMT, Montreal; CBUT, Vancouver, and CBOT, Ottawa. The Mahen account spots the series on CBUT, Toronto; CHK, Hamilton; CFP, London; CKX, Kingston; CIC, Sault St. Marie; CHEX, Peterborough; CKVR, Barrie; CKKN, Thunder Bay; KCNO, North Bay, and CKCO, Kitimat.

Colgate Talks 'Flicka' Again

NEW YORK — Colgate-Palmolive is currently engaged in trying to work out renewal terms with 20th Century-Fox, the producer of "My Friend Flicka," CBS-TV, Fridays 7-8 p.m. The property was originally controlled by CBS-TV, which got the rights from the film producing organization, Lerner & Loewe, is the agency.

Colgate has assigned two new agencies to take over servicing of its daytime properties at the beginning of 1957, when William Eddy, which has resigned the account, bows out. Ted Bates will handle the "Strike It Rich" strip, and Bryan Houston "The Big Pay- off." Both are on CBS.

King-Shell Dists Flynns

NEW YORK — A new TV film distribution outfit named King-Shell Films, Ltd., has taken on the syndication of "The Errol Flynn Theater," an anthology series produced in England this year.

The chairman of the board of the new outfit is Charles King, former salesman for Television Programs of America. The president is Big Steven Shore, formerly of Savannam-S’ore Advertising and Buchanan Advertising.

King-Shell now has four salesmen. It is in negotiation for a couple of more TV film series.

The Flynn series was produced by International TV Film Services, headed by Marcel Leduc, and Norman Films of Canada, headed by Robert Joubert.

KT LA Drops 2 TV Music Segs

HOLLYWOOD — Two of Southern California’s oldest musical TV hours are being discontinued as Lew Arnold, installed as KT LA general manager last week, begins a sweeping change in programming strategy for the station.

Being axed are "Bandstand Be- yon," which, with the "Sunday Movies," at one time gave KT LA Sunday night dominance in the market. Later, however, the ratings have been slipping, and recently dipped to below 5.0 for what, reportedly, was the chan- nel’s most expensive show.

Also dropped is the "Orvis Tucker Show," which went into the place of Lawrence Welk Fri.

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

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

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

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

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

PLUS

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

100 ALL-STAR WESTERNS

143 MYSTERIES

191 MUSICALS

208 COMEDIES

65 WOMEN’S FEATURES

IT’S Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

370 CARTOONS

BUYERS OF BIG PKGS.

Still in Mart for More

 Guild Films, Company, Inc.
800 FIFTH AVENUE, NEW YORK 19, N. Y.

THE BILLBOARD

October 20, 1956

Theatrical Agency

Philadelphia: 1301 Chestnut Street Phone: PALomar 9-1607

New York: Hotel Pennsylvania 7213 Phone: PALomar 2-5000

TV Film Programming

Guild Films also offers...

WWW.AMERICANRADIOHISTORY.COM

COPYRIGHTED MATERIAL

www.americanradiohistory.com

October 20, 1956

The Billboard

TV Film Programming

Theatrical Agency

Philadelphia: 1301 Chestnut Street Phone: PALomar 9-1607

New York: Hotel Pennsylvania 7213 Phone: PALomar 2-5000
**TV Commercials in Production**

A Guide to TV Spot & Program Plans
Of Competing Sponsors by Industries

This week’s list features commercials produced during the past full six months, with all industry coverage over the terms of a month’s schedule. This week’s commercial accentuates the type of commercials listed:

- LA—Live Action
- PA—Partial Animation
- SA—Sound Animation
- SE—Special Effects
- T—Television
- S—Sunday broadcast
- N—Not available

(Continued from last week)

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<tr>
<th>Sponsor</th>
<th>Product &amp; Agency (Shoe, if any)</th>
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**PULSE FILM RATINGS for August**

- **Top 20 Film Shows**
- **Top Film Shows Among Women**
- **Top Film Shows Among Kids**

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"Odyssey" to Outdo Ulysses

NEW YORK—"Odyssey," which CBS-TV will launch Sunday (6), built its audience to twice that of Ulysses’ 10-year trip. With the cooperation of Ziv, the distributor, CBS is plotting programs which will bring to life a 2,000-year-old diary of a Roman C.J. Help with the leg of man’s first venture into space and trace the history of the ploy express, modern surgery, modern jazz, the circus and the middle of Stonehenge. The program will visit ancient Egypt, the capitals of old Spain galleons, the ancient treasures of the Louvre, a secret Haisian ritual, Tibet, a Salem witch trial and Virginia City from its birth to death. Some distinguished narrators will guide the tour—John Ringling North for the circus, Prince Peter of Greece, and Prince László Dírje, of Estanian, for the Tibet journey.

Extraordinary existing film and new film; dramatization, animation and special effects studio original ideas, live remotes, convention programs. CBS is determined to be the best of the week’s presentations. The week’s stories are: "The Secret of the Legend," "The Great Western," "The World of Tomorrow," "The Greek Tragedy," "The Last Days of Pompeii," and "The Roman Colosseum." For the week’s programs, the show opens at 4:05 p.m., with a People’s Awards ceremony. 

NEW YORK—"Toots," the show which features Merle Oberon, is already being shown in England, where it placed fourth in some recent rating study.

NEW YORK—"Eko-Olahe" has completed for its fourth year a series of 11 15-minute films for the Top Gun Network. "Sponsored by the United Aeroplane Corporation," the series was written to be eligible for entries in the Metropolitan New York area by granting a franchise to Interstate.

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**Warner Movies Triple WBZ’s Evening ARB**

BOSTON—The Warner Bros. Theatres tripled the audience watching WBZ-TV in the 5-9:30 p.m. strip, where the station has placed its "Batman Movietime." The American Research Bureau’s Single Source Report gives the "Movietime" strip an average 13.7, whereas that period had received a scale of 12.0 in August.

Moreover, the Warner program which started just before that time, where it was previously managed by "The Mickey Mouse Club." In August, before the Warner pictures debuted, WBZ had a 4.3 against Mickey’s 15.7.

The line-up of the pictures on "Movietime" during the September 10-16 rating week, when the show bowed, as follows Monday, "Perturbed Forest."

Tuesday, "Santa Fe Trail," with Forrest Lewis and Olivia de Havilland—12.5.


Thursday, "Life of Louis Pasteur"—14.6.

Friday, "Confidential Agent" with Robert Mitchum and Barbara Stanwyck—11.5.

Saturday, "Beverly of "Movietime,"" which is Alan Dury as its host. The show opens at 4:45 p.m., with a People’s Awards ceremony. The week’s ratings will be received over 33,000 pieces of mail on "Movietime" in its first year. The show is SRO.

WBZ has the entire library of Associated Artists Productions.

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**Interstate Grants N. Y. C. Franchise**

NEW YORK—Interstate United Coffee Corporation, Chicago, has expanded its operations into the Metropolitan New York area by granting a franchise to Interstate New York Coffee Corporation, headed by the New York firm will be Walter B. Colman, president of the Manhattan Canteen Service and East Coast representative of the Interstate Company of America. Interstate-New York offices are at 125 East 52d Street.
“A PROGRAM’S GREATEST POWER
IS ITS STAYING POWER”

—Ralph Waldo Emerson—

Groucho Marx  “You Bet Your Life”  10th season

Art Linkletter  “House Party”  12th season

Art Linkletter  “People Are Funny”  15th season

ALL TV AND RADIO  *  14 Half Hours Per Week

John Guedel Productions

PREVIEWS BY KAH

Koelle & Herndon, Dallas, offers a service that is unique for a TV commercial firm. The company has acquired a unique asset in the form of a large number of TV commercials that are currently available for use. These commercials are professionally produced and ready for immediate use. The firm also offers a wide range of services, including commercial production, voiceover production, and on-air talent. The company is dedicated to providing high-quality service to its clients, and is able to deliver results that are tailored to each individual project.

MORE TV FOR WILDING

Walden Pictures, a leading producer of television commercials, is expanding its operations with the acquisition of a new facility. The company has also announced plans to increase its production capacity, allowing it to take on more projects and deliver results more quickly. Walden Pictures is committed to providing high-quality service and is always looking for new opportunities to grow and expand its业务.
February 10, 1956

THE BILLBOARD
TV FILM PROGRAMMING

CLEVELAND

1 TV STATIONS: 437,000 TV homes

PROVIDENCE

2 TV STATIONS: 201,300 TV homes

NEW YORK

2 TV STATIONS: 4,062,800 TV homes

WASHINGTON

4 TV STATIONS: 664,000 TV homes

RAINBOW SOLD NTA BY PARA, PRICE 775G

NEW YORK—Paramount Pictures, Inc., recently reported that its classic farce, "Top Hat," starring Fred Astaire and Ginger Rogers, had reached the NTA mark. The film, which was released on February 2, is currently in the ninth week of its run in New York. The New York box office for "Top Hat" is showing a marked increase over previous weeks. The film has been playing at the Paramount Theater, and the box office has been very strong. The local press has given the film good reviews, and it has been well received by the audience. The box office for "Top Hat" has been averaging $800 per week, which is a significant increase from the previous weeks. This success is attributed to the film's popularity and the high quality of the performances of its stars.

Rainbow is a well-established theater in New York, and "Top Hat" is expected to continue its strong run for several more weeks. The audience has been flocking to the theater in large numbers, and the box office receipts are expected to continue to rise.

"Top Hat" is a classic film that has been well-received by audiences for decades. It is a romantic comedy that tells the story of a bond salesman who falls in love with a beautiful ballerina. The film features the iconic dance duet between Fred Astaire and Ginger Rogers, which has become a classic of its genre.

The success of "Top Hat" at Rainbow is a testament to the enduring appeal of classic films. It is hoped that the film will continue to draw audiences to Rainbow and that it will continue to be a hit for many weeks to come. This success is further proof of the enduring popularity of classic films and the appeal of the classic theater experience.
New Material by Big Names in All Fields Included in 43 LP’s

NEW YORK—Columbia Record’s program package for the remainder of 1956 encompasses the release of a number of important and classical, pop, jazz and children’s favorites. All backed by a heavy promotional drive. The school is divided into a number of sections including Bernstein,joins the Columbia program in October. The school has covered a broad area of music in one release. Columbia’s interest is to show all of the talents of the conductor-composer-arrangement team. The new packages include Bernstein’s “Oedipus” material; Leonard Bernstein’s Overture to “Brother, What Is Jazz.” He conducts his own composition “Serenade for Violin Solo, with violins Isaac Stern and the Symphony of Bar. Also included in the program is “Mozart’s Concerto No. 17 in G and No. 15 in B-flat Major,” with the Columbia Symphony Orchestra.

Berkson Month

Dink’s promotion centers around November as “Berkson” month. So at 2:00 dealer display kits with hangups, flou-er owner; will be shipped. Heavy ad campaign includes such package as: “The New Yorker,” “Saturday Review,” “The New Yorker,” etc. This will be supported with a national “Japan” campaign.

Included in the new releases are four albums recorded at the American Jazz Festival in Newport in July. These companies disked by Louis Armstrong and Eddie Condon. Dave Brubeck with Jack and Duke Ellington and the Buck Buchanan All-Star, and “Ellington at Home.”

Classical packages include two by Stravinsky, conducted by Egon Ormandy. One is Khatchaturian’s “Gayne Ballet Suite” and Kudelka’s “The Comedians,” and the second is Alb. “The King’s Wind.”

(Continued on page 42)

Goody Pitt Dnett Sparks Price War

PITTSBURGH — Sam Goody’s local entry into the record business on November 1 jumped the gun on what was going on in the other Pennsylvania cities.

Kaufman’s, the department store here, was followed by a 25 cent cut on out Friday, and Shapiro followed the next day with a 25 cent.

Right now every downtown city in the Nation store for records, and with the Columbia Record Marts are holding at this price, with the album selling everything from $2.70.

Goody is expected to come in with a $2.47 on his own, plus when he opens he will find that most of the record buyers have loaded up on the current values since every album and record in stock has been included in the city-wide sale.

The distributors here are steady maintaining that their price to the dealers is still $2.47 and that there will be a good price for the public.

If the warning dealers are going to get any help it will have to come from the factories. The distributors are playing it cool and are enjoying the fun of it all.

While the dealers have a similar opinion, there is no such thing considering their cost of doing business.

To the dealers have refused to cut prices and are just riding out the storm.

(Continued on page 23)

Hitchcock WIT PLUGS TV THEME

HOLLYWOOD — Novel promotion stunt by indie Sunset Records was coupled with a measure of advertising by the record maker to get the record of a single into the top 10 on the “Hollywood” chart. The stunt was accompanied by an accurate recording effort of the following textual original. It has long felt that there is not enough music America to America, consequently I was very well pleased with the decision of Stanley Wilson to record the theme of my TV show.

“Of course, in arranging it for popular consumption, we have made it a bit more, not up to the right. Here then, in plenty of time for Halloween, is our contribution to the dance manacle. Hit it, Daddy-O.”

W. & G. Reps Staraday Label Down Under

LOS ANGELES—Don Pierce and Harold Popp (Pappy) Daily, of the Staraday Record Company, with headquarters here, announced that the recent completion of a deal with James N. Parks of Manageck, N. Y., representing the W.G.C. Record Processing Company, Melbourne, Australia, has given Staraday an exclusive right and control over all product distribution in Australia and New Zealand.

First releases will include eight sides by George Jones, who recently joined “Grand Ole Opry,” Nashville, as a regular. This represents the first country and western releases for the W.G.C. catalog and the promotion on the tunes is planned for Australia and New Zealand, where some American, jazz, artist have been standard sellers for some time.

The Staraday firm also reports an arrangement with the Japan Siles Company, Inc., for Japanese Staraday record sales in Japan, Okinawa and the Philippines, represented in Canada by Sportex.

Mercury Still Hot on Kidisk Promotions

NEW YORK — Almost most of the Kidisk hits,. the company decided to salt peddle their respective product. For the year, the field, Mercury Rec, is continuing to concentrate on the small fry, according to the label’s vice-president and repertoir chief, Art Talmadge.

The exec points on that Mercury has released at least 1200 releasesT in a year, and about 1300 that are regularly each month this year, and recently brought out a special new single, called “Missy, Missy,” the kids’ markidehit. Most of Merc’s kid’s item are cut by the label’s Eastern adv. chiefs, Hugo Ayres, and促销

The label is making special new display material on both the Childcraft and Playcraft lines available to dealers this season, and this month concluded a special “Batch” sales promotion plan, whereby dealers received one free Childcraft or Playcraft release for every contract order.

Coral Steps Up Big Christmas Production

NEW YORK — Activity is on the cards at Coral Records for the balance of the year. Twenty-two new albums, including a special “Composer” series and a number of new and re-released singles will hit the stores for the Christmas season. The album series will be headed by five new albums produced and arranged by Fred Mendelson at the King Records label.

Merendello is King Records

NEW YORK — Fred Mendel- lento, chief of Savoy Records, last week left that label to join King Records. Mendelotto will lead the up theader operation of King’s affiliate label, O’Leary.

While with Savoy, Mendelotto was a regular contributor. Playing and discussing music and music events, with a special emphasis on jazz, was a common feature of his work with Savoy.

Coral Records announced that all three of its recording departments, which included the Coral, King and Savoy labels, are planning big Christmas production.

(Continued on page 45)
DAVIS TO PLUG LATE DAD'S LP

NEW YORK—Hal Davis, vice-president of Kaysen & Edwards, is getting back in the music groove to promote the current release, "The Complete Sonnets of William Shakespeare," by his father, Eddie Davis. It will be the latest in a series of anthologies about the top band publicist in the business. Davis Sr., who died last February, was one of the last of the great society band leaders. He had already scheduled a flock of plugs for the package on stations throughout the East and the Coast.

Bally Sets Up TV Plug for Johnson Disk

NEW YORK—Bally Records has set up a week-long TV promotion with "Saucer Romances" (4:35-5:30 p.m.) on NBC. During the run of "Johnson Disk," it has been revised, "It Dynamite," will be featured on the series Monday thru Thursday.

Miss Johnson will also play a scene from the show, in which the Broadway actress Margaret Blye appears, in which the song will be heard—both live and recorded. The show will be taped and will be plugged by R&B singer Martha Scott on each show. A similar stunt was staged on "Mod-Rem Romances" several months ago on a M-G-M record by Connee Francis.

Meanwhile, Bally has arranged with TV Guide to run a free TV set in the station the week the play appears on the show. The exterior has been painted '108 space.' The show was on Thursday.

Rizek Still in Toils Of Scrambled Finance

TRENTON, N. J. — James S. Rizek, whose fall as a financial manipulator was accompanied last week by his arrest on charges of bungling, talking, in his second trial on charges of financial dealings with New Jersey banks, was arraigned here at the third session of his hearing on bankruptcy debts that he sought to purchase by a number of his creditors.

Rizek, owner of the labawerock Record store in New Brunswick, N. J., a member of the New Jersey State Bankers, and other corporations, said that his dealings with Goody went back to 1954. In the summer of that time he started buying records and sold them to other dealers and manufacturers and selling them to Goody. At the first trial the transactions were brought to light and that earlier this year he had in his possession "over $100,000 in post-dated checks from Goody." Rizek, who was not so clear on the testimony, was to buy records and equipment using the labawerock money. A check on the record payments from Goody were made to him personally. Over $75,000 worth of Columbia Records, which was only about 50% of the worth of Decca Records were turned over to Goody as late as this week.

Col. Appoints Lit. Editors

NEW YORK—Columbia Records has appointed literary editors to its division in charge of the label's over action. Dale Willson will write in the Twentieth Century department and will report to Stan Kavan, co-ordinator of that division. Col. Appointments Masterworks slip department, reporting to its director, David Oppenheim. In addition to writing liner notes, the literary editors will assist after personal in various functions.

Warner to Police Industry For Unreported Royalties

BY JOEL FRIEDMAN

HOLLYWOOD—A comprehensive effort to police the record industry, which has not reported royalty payments, will be made by the Warner Bros. company in the next two weeks.

Such an investigation is expected to begin shortly, with Warner核桃 Hermann staff en-"The Strange Case of Dr. Jekyll & Mr. Hyde" by Gene Ray. Ray, the director of the movie, was called an "officer, in the second hour."

Alligator," by Ralph Ruck, is likely to become a hit, with several major hit songs in "Saucer Romances," including its formula applicable to TV and radio network use of advertising jingles and background music.

Meanwhile, the ASCAP is applying the same formula to those whose music is not used on network television. The jingles and background music are now sold on a one-time fee basis, for its full color for its first appearance in the first 60 minutes (one-half of a point in the second hour).

Material which has 5,000 to 12,000 is considered to be a "hit".

All other material which has been used by the ASCAP on television networks for five or more complete years and has 10,000 or more points will receive a point for each use and a total of 5,000. (Continued on page 31)

Victor Skeds Showcase for New Pactees

NEW YORK—RCA Victor will stage its first "New Talent Showcase" Thursday (18) in its Washington Victor Theater in the RCA Exhibition Hall.

The show, which will spotlight six of the new artists on Victor, with RCA label will be given for a small, selected audience of TV and radio producers and booking executives. Bob Colley, the Victor writer, will emcee. Other talent will be Danaher, Carol Kaye, and Marita Carson. Victor thunsers; Dick Lee, Vik, Ann Gil- loo, Coors, and clarinet-and-or- der Tony Scott, Victor. The memb-er Scott's group and supply the accompaniments. The entire show will be directed and por- ted by Victor's Ronnie Miller.

Victoria's show is the second effort by Victor to bring new disk to interest show- ers of other media in the possibil- ities of the disk. The first was the Columbia ex- travaganza held at the Park Sher- ton Hotel last month, which show a Blake of top show songs and journalistic names and landed a load of publicity for the label and the artists.

Buckingham Stomp

Ducal Shiner Proves R&K Sock in Britain

LONDON—Aloha music trade magazines have been running stories of how "The Sock" has been doing all sorts of things for the musicians, but here, it is only in recent weeks that the phrase has hit Britain's hottest lines. First hint of the growth of a new cult came to the British pub- lic, when "The Sock" was featured in the bookings of the rock 'n' roll filling stations. The bookings of this event, where fans are drawn to be by the fear of the rock 'n' roll guild, only to find out everything. The red cliffside car with a hobbled rock 'n' roll party thrown by the by Guard's, the Honorable Tony Mohayam, which created such a stir that this noble sport took off in best traditional style for his American tour along with his noble father cowed down.

There he introduced rock 'n' roll to the seriously well-conducted Aus- tralia. He then introduced rock 'n' roll to the successfully well-conducted Aus- tralia. He then introduced rock 'n' roll to the successfully well-conducted Aus- tralia. He then introduced rock 'n' roll to the successfully well-conducted Aus- tralia. He then introduced rock 'n' roll to the successfully well-conducted Aus- tralia. He then introduced rock 'n' roll to the successfully well-conducted Aus-}
In Home Selling by Various Media
Hypo Whole Industry

PRESLEY BUSTS
ANOTHER MARK
NEW YORK—Elvis Pres-ley has broken all records for his new record—"Are You Loney?" on the charts for the first time ever, the record is one of the most impressive pop singles chart's, marking the second time that he has soared so high in its initial chart appearance.

The tune, a theme of Presley's forthcoming 20th Century-Fox movie, "Hound Dog," will be released on the Honor Roll of Hits for the record's 15th week in line with this studio release as well as the release of a song for an early November release.

The Presley platter also hit the A.M., R.C., A.B.S. best-selling singles list this week with number 9 on the A.C. chart and number 7 on the R.C.B. chart.

**Rim-Drive' Unveils New Disk Process**

HOLLYWOOD—A new "Rim-Drive' record process, designed to prevent record theft by cutting down on speed-variations and breaking of records, has been presented by Research Craft Company here and will be offered by Capital and Columbia for which it has a non-exclusive license, including Bedehan, Key, River- side, Columbia, Liberty, and other small companies.

The first record mass-produced under this new process is "In the Year of the Elephant" by LP 1676, the Joe Howard Trio, a patented "Rim Drive" recording with a patented material, 447,852, Everyday, B. B. Ellsworth, features an insulated outer rim.

LP press made from the process weighs 4 ounces to 5 ounces and an additional center, on conventional microgroove disks.

Research craft distributors will have a pound in shipping charges on every seven or eight LPs. Price-wise, Research claims the process is compatible with conventional materials, and that in the event of "first vinyl per record is re-quired under the Rim Drive process."

Coral Prep's DeeJay E'P's

NEW YORK—Coral Records is listing its DeeJay E'P's with E'P's of new releases. The plan is similar to the program used in making over another disk department under the supervision of the Victor. Paul Robinson's DeeJay E'P's will appear from distribution centers in conventional microgroove disks.

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Rites Held for Rudolph Koppl

NEW YORK—Rudolph Koppl, vice-president of RCA Records, Inc., died last Monday (8), the funeral was held here Tuesday (10) at the Temple Beth Israel.

The European industrial tycoon survived by his wife Maria Koppl; a son, Werner, and a daughter, Mrs. Marguerite Butler.

The organization took over the operation of the company in recent years, and is the manage of American Sound Corporation.

New Talent Cry

**Continued from page 1**

program will be tested at no charge to package or agency. At the time, the firm states that every group in the world will be working for the TV business.

The New Talent Cry is continuing its talent development department.
Rizek's Scrambled Finance

"Mopped to Cop Another Yule Plea"

NEW YORK — Eight-year-old Gregory Rizek, who was ranked in 1967 for the "Christmas" record "Nuttin' for Christmas," last December, will try for a repeat in this year's season with a new MG-M platter tagged "I Like Christmas," which is being billed by the label and manager's office, and by lead artist Anthony Moore, who is driving the disc on the market. Meanwhile, Rizek is also looking through the hearings and at some activity. Weeless at one point said: "What did you do after your last record 'I Like Christmas'?" Rizek's reply was, "I was looking through numbers".

Coral Steeps Up

"Continued from page 19"

"I Have You Knocking" and "Papa"

Both publishers are adding for an infringement against Lurie, charging that the defendant is using the works in an unauthorized manner to advertise their records. The case involves the song "I Have You Knocking," written by Eddie Fisher and Collins, and recorded by Collins and "Papa," a new recording by Collins and Fisher which is currently being given airplay.

"Saucer" Sued

"Continued from page 19"

"Shame," "I Have You Knocking" and "Papa"

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Leading Dealer Stresses Phono Equipment Hypoing

- Hudson policy of there demonstration and customer education pays off in high-bracket sales
- Trade-in and used equipment sales program also brings hi-fi within reach of modest incomes

By REN GREVATT

NEW YORK—From parts supplies to complete packages, Hudson is pushing the high-hifi market tough on the dealers.

Hudson policy is to offer a large selection of top-quality audio equipment, up to and including the latest in hi-fi.

Hudson dealers receive a large selection of hi-fi equipment, including turntables, amplifiers, and speakers, which are all available in a wide range of prices to suit every budget.

The following are some of the hi-fi equipment offered by Hudson:

1. Turntables: Hudson offers a variety of turntables, including the latest models from top manufacturers.
2. Amplifiers: Hudson carries a wide selection of amplifiers, from small, affordable units to high-end, high-powered models.
3. Speakers: Hudson offers a range of speaker systems, from compact, bookshelf models to large, floor-standing speakers.
4. Turntable Stands: Hudson carries a wide selection of turntable stands, including models that are designed to match the look of the turntable.
5. Accessories: Hudson offers a variety of hi-fi accessories, including cables, turntable mats, and remote controls.

Hudson's hi-fi line includes the following brands:

- JBL
- Sony
- Klipsch
- Bose
- Harman Kardon
- Nakamichi

Hudson's hi-fi line is designed to offer the best sound quality and performance, with a focus on affordability and versatility.

For more information on Hudson's hi-fi line, contact your local Hudson dealer or visit www.hudsonaudio.com.
15486—THE GREEN DOOR—JIM LOWE
15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE
15501—PLEASE DON'T LEAVE ME—STILL—FONTANE SISTERS
15481—THE FOOL—SANFORD CLARK
15488—HEART AND SOUL—JOHNNY MADDOX
LISTEN TO THAT DIXIE BAND
15500—THE FANG—BULLFROG HOP—NERVOUS NORVUS
15489—KA-DING-DONG—THE HILTOPPERS
INTO EACH LIFE SOME RAIN MUST FALL
15492—NOW IS THE HOUR—GALE STORM
A HEART WITHOUT A SWEETHEART
15497—ONE MINT JULEP—MAC WISEMAN
WAITING FOR SHIPS THAT NEVER COME IN
1286—HONKY TONK TEARS—JIMMY NEWMAN
LET THE WHOLE WORLD TALK

ALBUMS

DLP-3030—"HOWDY"—PAT BOONE—Begin the Beguine, Lucky Old Sun, Beg Your Pardon and nine others
A NATIONAL BEST SELLING L.P.

DEP-1053—"PAT ON MIKE"—PAT BOONE—Treasure of Love, Bingo, Hoboken Baby, Am I Seeing Angels
A NATIONAL BEST SELLING EP

DEP-1054—"PAT BOONE—Sings Songs From FRIENDLY PERSUASION"—The Allied Artists Motion Picture Hit

NEW RELEASES

15502—SALLY—I WON'T BE ALONE TONIGHT—THE TRADWINDS
15503—AUCTIONEER—I FELL IN LOVE WITH A PONY TAIL—LE ROY VAN DYKE
15504—FRIENDS—I WANT MY LOVE CLOSE BY—THE CLASSMATES
15505—DON'T CRY—YOU'RE MUCH TOO PRETTY FOR ME—EDDIE CURTIS
15506—LA LA COLETTE—PETITBOATS OF PORTUGAL—BILLY VAUGHN

Another DOT Surprise HIT! In L. A. and Zooming Across the Country!

15507—CONFIDENTIAL—JAIL BIRD—SONNY KNIGHT
**THE BILLBOARD'S WEEKLY**

### Package Records Buying Guide

#### *Best Selling Pop Albums*

Albums are listed 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. **CALYPSO**—Harry Belafonte, RCA Victor LPM 1248
2. **THE EDDY DUCHIN STORY—Sound Track**—Decca DL 8289
3. **MY FAIR LADY—Original Cast**—Capitol W 5090
4. **THE KING AND I—Sound Track**—Capitol W 740
5. **HIGH SOCIETY—Sound Track**—Capitol W 750
6. **ELVIS PRESLEY**—RCA Victor LPM 1254
7. **THE PLATTERS**—Mercury MG 20140
8. **SONGS FOR SWINGIN' LOVERS—Frank Sinatra**—Capitol W 653
9. **BELAFONTE—Harry Belafonte, RCA Victor LPM 1159
10. **OKLAHOMA—Sound Track**—Capitol SSO 305
11. **CAROUSEL—Sound Track**—Capitol W 694
12. **SAY IT WITH MUSIC—Lawrence Welk**—Coral CRL 5041
13. **FRESHENS FAVORITES—Four Freshmen**—Capitol T 743
14. **FRESHMEN AND FIVE TROMBONES**—Capitol T 683
15. **MISTY MISS CHRISTY—June Christy**—Capitol T 725

#### *Review Spotlight on...*

**Popular Albums**

**BING SALVES WHILST BREGMAN SWINGS (1-12)**—Verve MG V 2500

This Bing's first album on Verve, and he draws upon the talents of the big swinging group of musicians. The package contains a list of great titles, all of which are brand new. Reason enough to make this attractive to the faithful. Tunes include "Mountain Merryland," "Blue Skies," "The Bingle Song," "I Miss Joan," and other great ones, most dating from the golden age of swing. Bregman orchestrated the songs brightly, and Bing sings them with his casual charm and technical perfection.

**MANTOVANI AND HIS ORCHESTRA WITH JEROME KERN'S SONGS (1-12)**—Vanguard MG 101

Mantovani features pianist Ravelis and Landauer with his orchestra, and includes some fine sound on British film selections and one of his own arrangement of "The Waltz Concerto" and "Dreams of Olgi." "Legend of Glass Mountain," "Strike of Three Loves," "Choral Esperas," and "Senata D'Amour." Arrangements are imaginative and exceptionally pretty. It is offered in an attractive and helpful jockey face. Looks like another big one for the maestro, currently on tour here.

**MANHATTAN TOWER SING PATTI PAGE (1-12)**—Vanguard MG 10236

Gordon Jenkins' new, expanded "Manhattan Tower" score, soon to be released, via a TV spectacular is a brand new vocal treatment by Patti Page, who sings titles best being "Never Leave Me" and "New York's Own Home." This is the score, with its usual fast pace, tackle, score and the warmer acidity. The original cast LPs, both the 1946 Decca and the new Capitol pack, have strong competition from this album. Vocal-wise, it's superior to both of them.

**THE CABARNEER HANDS OF ONE (1-12)**

*Angelo 35317*

The first LP for this historic and colorful Italian institution. There is a generous helping of spectacle and exoticism, the titles in the march pattern, and the masked effect of many instruments in a greatly impressive and noble sound. With its current tour of the United States, considerable attention will be focused on the group. With that kind of promotion, the surprise factor, and the superior product in the album, this should sell out. Fascinating packaging and classic tone of the cover rate solid exposure.

**RHYTHM & BLUES ALBUMS**


Here on one disk is a remarkably fine set of artists and performances. The titles, including "Turner's "Shake, Shake, Shake," "Baker's "Twisty Twirl," Lavern Baker's "Twistie-Dex," Ray Charles "I Got a Woman," and many others, have all been smash singles, many, which have had heavy sale not only in the rhythm and blues field but also in the pop market. This LP should also make it in both markets.

**CLASSICAL ALBUMS**

**CHORUS PARADE**—Shelton, Capitol C-1248

**STRAVINSKY'S LECONETTE**—Science, Decca DL 8289

**BRAHMS SYMPHONY NO. 1 IN C MINOR (1-12)**—N.Y. Philharmonic, Bruno Walter, Columbia 2586

The Columbia 2586 Bay of the Moon for October, this superb recording is certain to do exceptionally well. Competition is heavy, but Walter's reading, first issued several years ago in the four complete disk set of Brahms' orchestral works, has never been challenged.

**VIRTUOSI DI PHILADELPHIA (1-12)**—The Philadelphia Orchestra, Eugene Ormandy, Cond. Capitol CML 5128

The Virtuosi of the Philadelphia Orchestra as an ensemble is universally accepted. Breaking it down into its sections reveals what individual virtuosity goes into the production of the over-all effect. Here, for example, we hear violin alone in Paganini's "Paganini's Motion," the brass in Bach's "Sinfonia Pan e Forte," the wind instruments in Richard Strauss "Serepina," Op. 7, the percussion in the Mihalid "Cerciso for Percussion and Small Orchestra." To top it off, the entire orchestra is heard in Elgar's "Pomp and Circumstance." Debut, this LP makes the Virtuosi of the Philadelphia "First Chair" album. Look for a repeat.

**Semi-Classical Albums**

**GROFE: GRAND CANYON SUITE, MISSISSIPPI SUITE**—Duke Sym-phony Orchestra, Felix Staikoff, Cond. Capitol P 3847

A sure-fire package which should appeal to both pop and middle-of-the-road buyers. It is the only available LP pairing of Grofe's popular "Grand Canyon Suite," the lesser known "Mississippi Suite." Performance is vivid, and the Hollywood Orchestra's following is another plus point, for the Rainbow's locale title is eye-catching.

**JOHANN AND JOSEF STRAUSS: CHAM- PAGNE FOR ORCHESTRA (1-12)**—Philhar-monic Orchestra, Julius Kornfeld, Conductor, Capitol Angel 35342

This is a likable, sound projection of some of Johann Strauss' top compositions, "Gypsy Barone" overture and the "Emperor," "Artists Life" and "Donau." Likewise included is brother Josef's "Delightful" suite and the "Pizzicato Polka," also with a lovely string posing finger. Karajan hits for easy-filling effect. This is a quality recording that no dealer should sell short, regardless of the heavy competition.
The Big One to Watch

THE HI FIVES

THROWING PEBBLES IN THE POND

b/w HONG KONG
(From the Victor Orsatti U.A. Production
"Flight to Hong Kong")

FL-3000

GINNY SCOTT

I'M CROSSING MY FINGERS

b/w WHY SAY GOODBYE

FL-3001

Watch for these great New Album Releases

CHA CHA CHA & MERENGUE

LP 101

CUBAN PIANO MOODS

LP 102

LATIN DANCE TIME

Recorded by Latin America's foremost Dance Bands & Singers including:
Perez Prada
Miguelito Valdez
Tito Rodriguez
Johnny Segui - El India
Dancin & others

LP 103

LATIN SONGS

(to inspire Lousy Lovers)

LP 104

Lee says: "You don't have to be crazy to be in this business but it helps."
**Reviews and Ratings of New Popular Albums**

*Continued from page 24*

**UNIVERSAL**

of high point

**RECORD CABINETS**

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It's a fact that phonograph record sales are hitting all time highs all across the nation. Your customers must have record cabinets to store their growing record collections. Fill this growing demand by selling **UNIVERSAL**

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Fastest Selling Line

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UNIVERSAL of HIGH POINT

N.Y. SALES OFFICE

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Get in the big profit picture...with those 1957 Webcor High Fidelity Fonographs, Tape Recorders, and Diskchangers! Sell the line that sells the fastest! Sell Webcor!

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**Folk**

**FOLK SONGS OF ENGLAND AND WALES**

76

OCTOBER 20, 1956

EP by Lloyd while the rest being "Street Songs." Like the preceding package, the label emphasizes craftsmanship, quality and tradition, and the packaging will be under the usual Webcor umbrella.

**WEBCOR**

**FOLK SONGS OF ENGLAND AND WALES**

76

OCTOBER 20, 1956

EP by Lloyd while the rest being "Street Songs." Like the preceding package, the label emphasizes craftsmanship, quality and tradition, and the packaging will be under the usual Webcor umbrella.
We're not listing shipping or sales figures on this great record—not because they aren't impressive—but because we sincerely believe that your ears are the best judge of the fantastic hit potential of this new Sammy Davis Jr. release. Just listen . . . repeat, listen . . . to the most exciting record Sammy has ever made!

SAMMY DAVIS Jr.

NEW YORK'S MY HOME

b/w NEVER LIKE THIS
Decca 30111 • 9-30111
Another Hit on Candlelight

The Teenager's Own Singer

14 Year Old Sensation

RECORDS

CANDLELIGHT

1650 BROADWAY
NEW YORK, N. Y.

• Reviews and Ratings of New Classical Albums

Continued from page 24

MOZART: COSI FAN TUTTE - Lina della Casa, Baritone; Charles of the Queen's Ballet, Tenor; and the World of Opera Orchestra, Los Angeles, conducted by Friedel. The Warner Bros. recording. It is not a bad performance, but it is not a particularly fine one either. The singing is not always convincing, and the overall sound quality is mediocre. Some listeners may enjoy it, but it is not likely to become a classic.

BRAHMS: SPRING SYMPHONY - The Cleveland Orchestra, conducted by William Steinberg. The Columbia recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

SPIELBERG: THE TEATRO DI SAN GREGORIO DA FALCO - The Italian Opera Orchestra, conducted by指挥家. The RCA recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

REPUBLIC: THE TOWN WITH A FURY - The Philadelphia Orchestra, conducted by Leopold Stokowski. The MGM recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

BRAHMS: SYMPHONY NO. 1 - The Philadelphia Orchestra, conducted by Leonard Bernstein. The Decca recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

HANDEL: PONTELLI'S DINNER SUITE - The London Philharmonic Orchestra, conducted by Sir John Barbirolli. The Decca recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

SCHUBERT: OCTET (D 803) - The Gewandhaus Orchestra, conducted by Karl Böhm. The Brouwer recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

CAMPBELL ENCORES (47-50) - London Sinfonietta, conducted by Sir Malcolm Sargent. The Everest recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

SMITH: RACHMANINOFF SYMPHONY NO. 2 - The London Philharmonic Orchestra, conducted by arranger. The Decca recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

MUSORGOVSKY:_ROSSINI COMPOSTO - The Philadelphia Orchestra, conducted by指挥家. The RCA recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

MOZART: DON GIOVANNI - The Vienna Philharmonic Orchestra, conducted by指挥家. The Capitol recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

WEILL: BERLINER SYMPHONY NO. 1 - The Berlin Philharmonic Orchestra, conducted by指挥家. The Decca recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

P极大: JOSEPH BERNHARD - The Budapest Symphony Orchestra, conducted by指挥家. The Philips recording. This is a fine performance, with excellent playing from the orchestra and a well-rehearsed and well-drilled chorus. The recording is clear and balanced, and the sound quality is excellent. A must for Brahms lovers.

We recommend the following recordings:

- Brahms: Symphony No. 1 - The Philadelphia Orchestra, conducted by Leopold Stokowski.
- Schubert: Octet - The Gewandhaus Orchestra, conducted by Karl Böhm.
- Mozart: Don Giovanni - The Vienna Philharmonic Orchestra, conducted by指挥家.
- Weill: Berliner Symphony No. 1 - The Berlin Philharmonic Orchestra, conducted by指挥家.

These recordings are available at all major record stores. We encourage you to support the arts by purchasing these high-quality recordings.
HERE'S THE ORIGINAL!

A sensational new youngster
GEORGE HAMILTON IV sings

A ROSE AND A Baby Ruth

and
IF YOU DON'T KNOW
ABC 9765

IT'S ON

100,000 sold in 2 DAYS!
Second Ten

16. Song for a Summer Night
By R. Allen—Published by AP (ASCAP)
BEST SELLING RECORD: M. Miller, Vol. 40703.

17. Blueberry Hill
By Leon Steck-Rose—Published by Chappell (ASCAP)
BEST SELLING RECORD: P. Dennis, Imperial 4780.
RECORD AVAILABLE: L. Armstrong, Decca 24732.

18. When the White Lilacs Bloom Again
By Don-Petier—Published by Harris, Inc. (ASCAP)
BEST SELLING RECORD: H. Talmadge, Decca 3909.
RECORD AVAILABLE: L. Haynes, M-G-M 32720; B. Vaught, Decca 3459; L. Wells, Coral 6781; F. Zaharka, Mercury 70816.

19. Cindy, Oh, Cindy
By Barrett-Demp—Published by E. B. Marks (BMI)
BEST SELLING RECORD: E. Martel, Capitol 5425; R. Rose, M-G-M 2522; R. Gracie, SPO-Unique 115.
RECORD AVAILABLE: R. Fisher, Decca 26067.

20. In the Middle of the House
By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP)
RECORD AVAILABLE: M. Berlin, Coral 6481; Y. Monroe, Vol. 4608.

Third Ten

21. Lay Down Your Arms
By P. Roberts-L. Land-G. Orchard—Published by Ludow (BMI)
RECORD AVAILABLE: Charters, Cadence 294; R. Mayer, Decca 30979; A. Sailer, Coral 40719.

22. Happiness Street
By Max Wuthen & Eddie Wilber—Published by Freight (ASCAP)
RECORD AVAILABLE: C. Clarke, Capitol 47012; G. Gilmour, Mercury 3580.

23. After the Lights Go Down Low
By Alex White & LeRoy Jenkins—Published by Harvard (BMI)
RECORD AVAILABLE: A. 8108, Decca 25952.

24. You Don't Know Me
By C. Water & E. Arid—Published by Hill & Barger (BMI)
RECORD AVAILABLE: E. Arnold, Victor 26060; C. Milroy, Decca 4660; J. Vida, Cad 40748.

25. Bus Stop Song
By Leo Barke—Published by Miller (ASCAP)
RECORD AVAILABLE: L. Girsh Stairs, Fuller 4015; Four Lady, Cad 40764; R. Ross, Decca 40048.

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.
2 current smash hits!

TRUE LOVE
(From the sound track of the MGM picture "HIGH SOCIETY")
BING CROSBY • GRACE KELLY

OUT OF SIGHT, OUT OF MIND
c/w That's Right
Record No. 3502
THE FIVE KEYS

new new new new new

the fabulous
LOUIS PRIMA
with Sam Butera and The Witnesses
5 MONTHS, 2 WEEKS, 2 DAYS
BANANA SPLIT FOR MY BABY
Record No. 3566

NELSON RIDDLE
and His Orchestra
FARMER'S TANGO
COULD YOU
Record No. 3599

new new new new new

LUCIANO VIRGILI
TO LIVE (VIVERE)
LITTLE SAINT (PICCOLA SANTA)
Record No. 3565

MERRILL MOORE
GOTTA GIMME WHAT'CHA GOT
SHE'S GONE
Record No. 3563

THE FARMER BOYS
COOL DOWN MAME
OH! HOW IT HURTS
Record No. 3569

BOBBY BARE
ANOTHER LOVE HAS ENDED
DOWN ON THE CORNER OF LOVE
Record No. 3557

"TEXAS" BILL STRENGTH
BUT DO YOU THINK I'M HAPPY
NORTH WIND
Record No. 3568
**Best Sellers in Stores**

For survey week ending October 10

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist(s)</th>
<th>No. Weeks at Top</th>
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<td>E. Preley</td>
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<td>B. Doggett</td>
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<td>H. WAshleton-E. Heywood</td>
<td>13</td>
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<td>4 MY PRAYER (ASCAP)</td>
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<td>SONG FOR A SUMMER NIGHT (Parts I &amp; II) (ASCAP)-M. Miller</td>
<td>12</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>LAY DOWN YOUR ARMS (BMI)</td>
<td>-</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>WHEN THE WHITE LILACS BLOOM AGAIN (BMI)</td>
<td>H. Kallan</td>
<td>12</td>
<td>20</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending October 10

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist(s)</th>
<th>No. Weeks at Top</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T BE CRUEL (BMI)</td>
<td>E. Preley</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>HOUND DOG (BMI)</td>
<td>Vic 20-9044</td>
<td>9</td>
<td>23</td>
</tr>
<tr>
<td>HONKY TONK (Parts I &amp; II) (BMI)</td>
<td>B. Doggett</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>CANADIAN SUNSET (BMI)</td>
<td>H. WAshleton-E. Heywood</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>GREEN DOOR (BMI)</td>
<td>J. Love</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>TONIGHT YOU BELONG TO ME (ASCAP)</td>
<td>J. Love</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>WHATSOEVER WILL BE, WILL BE (ASCAP-Davis Day)</td>
<td>B. J. and the Good Times Boys (BMI)</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>CANADIAN SUNSET (BMI)</td>
<td>H. WAshleton-E. Heywood</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>MY PRAYER (ASCAP)</td>
<td>-</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>CANADIAN SUNSET (BMI)</td>
<td>H. WAshleton-E. Heywood</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>TRUE LOVE (ASCAP)</td>
<td>R. Cosby-G. Kelly</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>SOFT SUMMER BREEZE (BMI)</td>
<td>E. Heywood</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Dominic</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>CINDY, OH CINDY (BMI)-V. Martin</td>
<td>2</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>FOLK (BMI)</td>
<td>S. Clark</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>LOVE ME TENDER (BMI)</td>
<td>-</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>SOFT SUMMER BREEZE (BMI)</td>
<td>E. Heywood</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Dominic</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>RIGHT THE LIGHTS GO DOWN (BMI)</td>
<td>A. Hibbler</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>SONG FOR A SUMMER NIGHT (Parts I &amp; II) (ASCAP)-M. Miller</td>
<td>11</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>LAY DOWN YOUR ARMS (BMI)</td>
<td>-</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>WHEN THE WHITE LILACS BLOOM AGAIN (BMI)</td>
<td>H. Kallan</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

There are released in order of their current national selling importance to the sheet music jobbers.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist(s)</th>
<th>No. Weeks at Top</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whatever Will Be, Will Be (BMI)</td>
<td>A. Maurice</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Always Mine (BMI)</td>
<td>H. Wavelength-E. Heywood</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>My Prayer (ASCAP)</td>
<td>-</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Lay Your Arms (BMI)</td>
<td>A. Cash</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>Out of Sight, Out of Mind (BMI)</td>
<td>F. Quick</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>That's Right (BMI)</td>
<td>-</td>
<td>15</td>
<td>20</td>
</tr>
</tbody>
</table>
A NOBLE PERFORMANCE!

A Great Voice Performs A Great Song

NICK NOBLE

The Star You Wished Upon Last Night

Mercury 70981
HUGO WINTERHALTER
Follows With Another as Great as
"CANADIAN SUNSET"

ALL THAT I ASK IS LOVE

THE BOULEVARD OF LOVE
(Champs Elysees)

20/47-6701
THE TOP 100

For survey week ending October 10

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

<table>
<thead>
<tr>
<th>Peak</th>
<th>Song, Artist, Label</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DON'T BE CREEK — E. Preedy, Victor</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>CANADIAN HUNTED — Heyward &amp; Winstead, Vocal</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>MONKEY TONGUES — Doyle, King</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>GREEN DOG — J. Lewis, Decca</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>JUDD'S WALKING IN THE RAIN — J. Reed, Columbia</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>TONIGHT YOU BELONG TO ME — Bertha &amp; Prudence, Library</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>MY PRAYER — Minnie, Mercury</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>WHATEVER WILL BE, WILL BE — Doris Day, Columbia</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>ROUND DOG — E. Preedy, Victor</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>FRIENDLY PERSUASION — E. Preedy, Decca</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>CANADIAN SUNSET — A. Williams, Columbia</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>LOVE ME TENDER — E. Preedy, Victor</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>BLUEBERRY HILL — J. Reed, Imperial</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>VIOLET JUNIOR — J. Reed, Columbia</td>
<td>14</td>
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<tr>
<td>15</td>
<td>AGHASTEN'T PAPA — Miss, Mercury</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>SONG FOR A SMALL REVIEWER — M. Miller, Columbia</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>TRUE LOVE — Bing Crosby &amp; G. Roy, Capitol</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>TONIGHT YOU BELONG TO ME — J. Reed, Decca, Columbia</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>YOU'LL NEVER NEVER Know — Janice, Mercury</td>
<td>19</td>
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<tr>
<td>20</td>
<td>YOU'VE GOT THE LIGHTS COMING DOWN — J. Reed, Decca, Columbia</td>
<td>20</td>
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<tr>
<td>21</td>
<td>YOU DON'T KNOW Me — J. Reed, Decca</td>
<td>21</td>
</tr>
<tr>
<td>22</td>
<td>LILY OF THE VALLEY — Four Lads, Columbia</td>
<td>22</td>
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<td>23</td>
<td>MIRACLE OF LOVE — E. Preedy, Columbia</td>
<td>23</td>
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<tr>
<td>24</td>
<td>CINDY — O. C. Conselyea, Columbia</td>
<td>24</td>
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<tr>
<td>25</td>
<td>IN THE MIDDLE OF THE ROAD — J. Reed, Decca, Columbia</td>
<td>25</td>
</tr>
<tr>
<td>26</td>
<td>THAT DOWN YOUR ARMS — Columbia</td>
<td>26</td>
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<tr>
<td>27</td>
<td>I WALK THE LINE — J. Cash, Stat</td>
<td>27</td>
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<tr>
<td>28</td>
<td>I'M NOT RIGHT — Duana, Mercury</td>
<td>28</td>
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<tr>
<td>29</td>
<td>WHEN THE WHITE EGG BLOOM AGAIN — H. Zuttarien, Decca, Columbia</td>
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<tr>
<td>30</td>
<td>IN THE MIDDLE OF THE ROAD — A. Mason, Victor</td>
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<tr>
<td>31</td>
<td>LET THE GOOD TIMES ROLL — Shirley and Les, Abjadis</td>
<td>31</td>
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<td>32</td>
<td>THERES THE ROSES — J. Reed, Decca</td>
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<tr>
<td>33</td>
<td>TRUE LOVE — E. Preedy, Victor</td>
<td>33</td>
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<td>34</td>
<td>FLYING SAUCER — Buhurt &amp; Friedman, London</td>
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<td>35</td>
<td>HAPPINESS STREET — G. Gobbs, Mercury</td>
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<td>36</td>
<td>OUT OF SIGHT, OUT OF MIND — E. Preedy, Capitol</td>
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<td>37</td>
<td>WHEN THE WHITE EGG BLOOM AGAIN — E. Preedy, Capitol</td>
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<td>38</td>
<td>CINDY — O. C. Conselyea, Columbia</td>
<td>38</td>
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<tr>
<td>39</td>
<td>TRUE LOVE — E. Preedy, Columbia</td>
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<td>40</td>
<td>DAVEY THE SAUCER — E. Preedy, Capitol</td>
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<td>41</td>
<td>IT HAPPENED AGAIN — L. Fisber, Columbia</td>
<td>41</td>
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<tr>
<td>42</td>
<td>FRIENDLY PERSUASION — Four Lads, Capitol</td>
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<tr>
<td>43</td>
<td>I CAN'T LOVE YOU ENOUGH — E. Preedy, Atlantic</td>
<td>43</td>
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<tr>
<td>44</td>
<td>TONIGHT YOU BELONG TO ME — J. Reed, Capitol</td>
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<tr>
<td>45</td>
<td>BING DONG — Hillsiders, Decca</td>
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<td>46</td>
<td>ENDLESS — J. Lewis, Victor</td>
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<td>47</td>
<td>IT'S YOURS — Decca-Shares, Atlantic</td>
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<td>48</td>
<td>GEORGE'S CAKE — Four Lads, Capitol</td>
<td>48</td>
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<td>49</td>
<td>YOUR SWEETHEART כלל, Ena, Columbia</td>
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<td>50</td>
<td>I CAN'T RUN AWAY FROM IT — Four Accs, Decca</td>
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<td>51</td>
<td>CITY OF ANGELS — Hines, Billy</td>
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<td>52</td>
<td>MY BRIDE IS GONE — S. Vernon, Columbia</td>
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<td>53</td>
<td>I CAN'T HELP IF THE SUN DON'T SHINE — E. Preedy, Victor</td>
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<td>54</td>
<td>FROM THE CANDY STORE ON THE CORNER — T. Brown, Columbia</td>
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<td>55</td>
<td>FOURNINE — Decca-Shares, Atlantic</td>
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<td>56</td>
<td>ARCH — Decca-Shares, Atlantic</td>
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<td>57</td>
<td>HEART WITHOUT A SWEETHEART — G. Roy, Capitol</td>
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<td>WERE IN A JAIL — J. Lewis, Columbia</td>
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<td>SONG OF THE SEAS — J. Reed, Columbia</td>
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<td>HEAR SANTA SAYS — J. Reed, Columbia</td>
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<td>BABY OF THE NIGHT — J. Reed, Columbia</td>
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<td>CASUAL LOOK — S. Lewis, Fiby</td>
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<td>WAR AND PEACE — E. Preedy, Capitol</td>
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<td>YOU'RE NOT SENSATIONAL — E. Preedy, Capitol</td>
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<td>HEART AND SOUL — J. Reed, Columbia</td>
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<td>66</td>
<td>WHEN THE WHITE EGG BLOOM AGAIN — J. Reed, Columbia</td>
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<td>67</td>
<td>NOW YOU HAS JESS — Eck Cheatham, Capitol, Columbia</td>
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<td>68</td>
<td>SUMMER SWEETHEART — E. Preedy, Columbia</td>
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<td>69</td>
<td>JULIE — Four Lads, Capitol</td>
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<td>BA BING DING — J. Reed, Capitol</td>
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<td>TEENAGE GOODNIGHT — Four Lads, Capitol</td>
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<td>72</td>
<td>TO BE OR NOT TO BE — Four Lads, Capitol</td>
<td>72</td>
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<td>73</td>
<td>SWEET, OLD-FASHIONED GIRL — T. Brown, Columbia</td>
<td>73</td>
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<tr>
<td>74</td>
<td>NOW THERE'S A SONG FOR ME — Four Lads, Columbia</td>
<td>74</td>
</tr>
<tr>
<td>75</td>
<td>WAYWARD WIND— G. Grant, Era</td>
<td>75</td>
</tr>
</tbody>
</table>

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features. Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
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 formulas are being used?
- Outside Activities of Jockeys—many of 'em now are talent managers, night clubs and show-packaging operations, music publishing.
- Rock 'n Roll Effect on Programming—pro's and cons on this controversial area in music/recording business.
- Local vs. Network Outlets—the important role of the local disk jockey in helping his station re-capture a bigger chunk of national advertising dollars.
- PLUS COMPLETE RESULTS OF BILLBOARD'S ANNUAL DISK JOCKEY POPULARITY AND STATION MANAGEMENT POLLS!

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.

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

MANTOVANI

Valse Campestre b/w Songs of Sorrento

1698

Radio

Alphonse Moon (R)-Orfeo--ASCAP
Pa D. (R)-(Frank)-ASCAP
Canadian Sunset (R)-Meridian-BMI
Favourite Pecosion (R)-Fay-Fay--ASCAP
From the Candy Store on the Corner (R)-Shapero-Brunswick--BACAP
Grnd B. (F)-Winnia-AASCAP
Happy Days Street (R)-Planetary--ASCAP
I Don't Know Enough About You (R)--Pergola--BMI
I'll Never Ever Love Again (R)-Souders--ASCAP
Viva Young Americans To Your Face (R)-Philips--ASCAP
Invitation Love (R)-Barton--ASCAP
Maria From the City (R)-Fay--ASCAP
Might I Can Always Get It (R)--Ladd--ASCAP
Musical of Love (R)-Stylian--BMI
Soul of the South (R)-Hill--BMI

Television

Alphonse Moon (R)-Orfeo--ASCAP
Canadian Sunset (R)-Meridian-BMI
Constitution (R)-Romco--ASCAP
Don't Be Cruel (R)--Perry-Sunrise--ASCAP
First Born (R)-Stablon--BMI
Friendly Persuasion (R)-Fay-Fay--ASCAP
From the Candy Store on the Corner (R)-Shapero-Brunswick--BACAP
Clowns (R)-American-BMI
Happy Go Lucky (R)-Planetary--ASCAP
Hunky Tonk (R)-Billy--BMI
Hound Dog (R)-Ponder & Linn--BMI
If You Got a Half Hand Around All Night (R)--BMI
Chaplin--ASCAP
Chaplin--ASCAP
Chaplin--ASCAP
I've Grown Accustomed to Your Face (R)--Chaplin--ASCAP
Jealous Lover (R)-Barton--ASCAP
Join Walking in the Rain (R)--Golden--BMI
Rest in Peace (R)--Hill--BMI
Selling My Soul (R)--Certa--BMI
Martain G Can I Always Get It (R)--Ladd--ASCAP

Best Selling Sheet Music in Britain
(For Week Ended October 61)

A cabled report from the Music Publishers' Association, Ltd., London. This is based upon the weekly survey of England's leading music dealers. American publishers are in parenthesis.

1. Lay Down Your Arms--Francis Day
2. Woman in Love--Frankie Laine (Philips).
3. Honk Doo--Eddie Presley (HMV).
4. Whatever Will Be, Will Be--Decca (Philips).
5. Great Pretenders/Only You--Parsons (Merrion).
6. Goody Up a Ding-Dong--Frankie Laine and the Penguins.
7. Rock around the Clock--Eddy Money (Brunswick).
8. You're My Idol--Big Bum (Roncom).
9. I Can't Be Bothered With You--Chad Green (Brunswick).
10. Let's Rock and Roll--Big Bum (Roncom).
11. When Mexico Gave Up the Kumbara--Mitchell Torok (Brunswick).
14. Razzle Dazzle--Big Bum (Roncom).
15. Mountain Greenery--Milt Teren (Vogue-Capal).
16. Walk Hand in Hand--Troy Martin (Brunswick).
17. The Surrender Dance--Chad Green (Brunswick).
18. More--Johnny Young (Decca).
19. I'll Always Be in Love With You--Chad Green (Brunswick).

The Sensational Voice of BOBBY BRITTON with Ted Heath's Orchestra

AUTUMN CONCERTO LOST

CYRIL STAPLETON
ITALIAN THEME

1677

DAVID WHITFIELD
MY SON JOHN

BOB SHARPLES
SADIE'S SHAWL

1661

LITA ROZA
INNISMORE

1666

TED HEATH
THE FAITHFUL HUSSAR

1673

JACK PLEIS
I'LL ALWAYS BE IN LOVE WITH YOU

1665

London Records

Best Selling Pop Records in Britain
(For Week Ended October 61)

This week's chart survey is published weekly by the "New Musical Express," London, as London's foremost musical publication.

1. Lay Down Your Arms--Francis Day
2. Woman in Love--Frankie Laine (Philips).
3. Honk Doo--Eddie Presley (HMV).
4. Whatever Will Be, Will Be--Decca (Philips).
5. Great Pretenders/Only You--Parsons (Merrion).
6. Goody Up a Ding-Dong--Frankie Laine and the Penguins.
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8. You're My Idol--Big Bum (Roncom).
9. I Can't Be Bothered With You--Chad Green (Brunswick).
10. Let's Rock and Roll--Big Bum (Roncom).

Territorial Best Sellers

Seattle

1. In the Field of the Night--Julia, Emb.
3. Love Me Tender--E. Presley, Vic.
5. Honky Tonk, B. Doggett, Ktv.
7. Don't Be Cruel--I. Presley, Vic.

Toronto

1. Honky Tonk, B. Doggett, Ktv.
2. Don't Be Cruel--I. Presley, Vic.
3. Honky Tonk, B. Doggett, Ktv.
5. Whatever Will Be--E. Presley, Vic.

Copyright material
EDDIE FONTAINÉ

DOUBLE BARRELLED EXCITEMENT HEADED FOR THE CHARTS

A ROSE AND A BABY RUTH

with orchestra conducted by
JACK PLEIS

DECCA 30108
9-30108

DECCA records
VOX JOX

BY JUNE BUNDY

TRULEE'S

No. 1

YESTER YEAR'S TOPS

The nation's top tunes on records as reported in The Billboard

OCTOBER 19, 1946:

1. Te Earl His Own
2. Five Minutes More
3. Burnins Are Flying
4. South America, Take It Away
5. Old Buttermill Sky
6. Surrender
7. If You Were The Only Girl
8. You Keep Coming Back Like a Song
9. Doin' What Comes Naturally
10. They Say It's Wonderful

OCTOBER 25, 1951:

1. Because of You
2. I Get Ideas
3. Cold, Cold Heart
4. (It's No) 5th Avenue
5. Dawn Townend
6. World Is Waiting for the Sunrise
7. Levitt Night of the Year
8. And So to Sleep Again
9. Too Young
10. In the Cool, Cool, Cool of the Evening

WHAM, Rochester, N. Y. .
Les Ford, "the old Night Hawk," is now working his "Night Sounds" from 10:00 p.m. to 1:00 a.m. on the board. Alan Field is now handling "Off the Record," a four-hour airing of records and chat, over WMLY, Millville, N. J., and is looking for a local sponsor.

Ed Bell, WIVY, Jacksonville, Florida, has extended his morning show for an extra half hour. He also celebrated his sixth anniversary on WIVY last month...

Ken T. Turner, WVEO, Rangely, Maine, is piloting a new show, "Ken's Music Box," from 12:15-3:30 p.m., with each 15-minute segment featuring a different disc artist...

"Little Art" Freeman has returned to WIDE, Riddleford, Me., after a year of freelancing...

Lots of changes at KHAY, Almarino, Tex. Fred Salmon, a leading Southwest deejay, is now program director, while jock Don Hodges has been named station manager and Doyle Henry, also a jock, a commercial manager.

Friends of Bill Wheeler, morning man on WIRE, Buffalo, N. Y., built a special studio in his basement during the jock's recent long illness, and Wheeler is now back on the air broadcasting from the "g缩水" remote location, which is equipped with tape recorder, dial equipment, viewing screen, and built-in turntables.

Haley's 'Clock' Rocks Aussie Disk Market

SYDNEY, Australia—There is a tremendous run on rock and roll disks in Australia at the present time, it is reported.

The usual hit tune sells about 30,000 copies. Ameristock copyright holders of the time are the quickest sellers they have ever handled and has created an all-time Aussie record sales run. One booklet of tunes which has been selling for 15 cents has been sold out in every music store and the company producing it has commenced special night shifts to replace the stocks of the fast-selling disks of these rock and roll tunes.

Haley's 'Clock Rock' Aussie Disk Market

VORCE RECORDS

V-2018 V-2018X45
THE ANDREWS SISTERS ARE BACK

CRAZY ARMS

I WANT TO LINGER

record no. 3567

2 of the swingin'est tunes ever!
**RECENT POP RELEASES**

**Coming up Strong**

The Billboard's weekly survey of new releases on major record labels.

**Cindy, Oh Cindy**...Eddie Fisher (BMA) RCA Victor 6677
**2. Lay Down Your Arms**...The Chordettes (ASCAP) Coral 10586
**3. Every Day of My Life**...The McGuire Sisters (ASCAP) Coral 3552
**4. Hey! Jealous Lover**...Frank Sinatra (ASCAP) Capitol 3552
**5. Garden of Eden**...Joe Valino (ASCAP) Capitol 3552
**6. Mama From the Train**...Patti Page (ASCAP) Mercury 70071
**7. Night Lights**
To the Ends of the Earth...Nat (King) Cole (ASCAP; BMA) Capitol 3552
**8. See! Saw**
From the Bottom of My Heart...Don Cornell (BMA) Coral 10572
**9. Singing the Blues**...Guy Mitchell (BMA) Columbia 40709
**10. Rudy's Rock**...Bill Haley (ASCAP) Decca 30065

**This Week's Best Buys**

Special telephone reports indicate these recent releases have broken out as future best sellers. They do not yet have wide enough sales to show in Billboard's national survey and therefore do not rank as a "Coming up Strong" listing.

**CINDY, OH CINDY**...[E. B. Marks-Beyleyn, BMA]—Eddie Fisher—RCA Victor 6677—While Vince Martin enlisted this week to the No. 35 slot on the national retail chart, Eddie Fisher began rolling up an impressive volume, and, too, is coming within striking distance. In many territories, the contender is neck and neck with the hit. Flip of the Fisher disk is "Around the World" (Young, BMA). A previous Billboard "Spotlight" pick.

**HEY! JEALOUS LOVER**...[Barston, ASCAP]—Frank Sinatra—Capitol 3552—The crooner's latest has zoomed off like a jet. From Hollywood to Boston—and skipping very few territories in between—this record was reported a very strong seller, and it looks like it could be one of Sinatra's biggest. Some markets are already on the flip "You Forgot All the Words" (Trans-Music, BMA). A previous Billboard "Spotlight" pick.

**GARDEN OF EDEN**...[Republic, BMA]—Joe Valino—Vill. 0256—This disk, the latest released from a Billboard "Spotlight" pick has recently been catapulting the young singer into the limelight. Boston, Philadelphia, Baltimore, Buffalo and Cleveland are just a few of the cities that are sending up big sales. Its chart possibilities are excellent. Flip is "Canavan" (Mills, ASCAP).

**MAMA FROM THE TRAIN**...[Bert Weidman, ASCAP]—Patti Page—Mercury 70071—A click for the cantor from the word "go." The material of markets sampled throughout the United States gave enthusiastic sales report. Flip, on which there is also some scattered action is "Every Time—I Feel His Spirit" (Monument, BMA). A previous Billboard "Spotlight" pick.

**NIGHT LIGHTS**...[Bergman, Vocce & Conn, ASCAP]
TO THE ENDS OF THE EARTH...[Winneton, BMA]—Nat (King) Cole—Coral—Capitol 3551—New, Los Angeles, St. Louis, Baltimore, Rochester, Philadelphia, Chicago and Cleveland all gave the same glowing assessment of this disk's first week performance and future potential. Both sides are getting emotional customer response. "Night Lights" is running a neck and neck now, with a change-over possible later. A previous Billboard "Spotlight" pick.

**SINGING THE BLUES**...[ASCAP]—Guy Mitchell—Columbia 40709—Mitchell is enjoying one of his quickest moving hits in quite a while. Providence, New York, Baltimore, Philadelphia, Cleveland, St. Louis, Nashville, Atlanta, Durham and Los Angeles returned reports of highly profitable volume, Potential for the national market is high. The flip is "Crazy With Love"...[from Jungnickel, ASCAP]. A previous Billboard "Spotlight" pick.

**RUDY'S ROCK**...[Valleybrook, ASCAP]—Billy Haley and His Comets—Decca 30065—Haley's fans still seem to have an insatiable appetite for all releases of his—even trio in this case, the side is taken (from an album). On both retail and radio levels, the disk is doing extremely strong and has good chart potential. Flip is "Blue Cats and Blues"...[Sue Breeze, BMA]. A previous Billboard "Spotlight" pick.

**REVIEWS SPOTLIGHT ON**

**GEORGE HAMILTON IV...**...ABC-Paramount 5756...A ROSE AND A BABY RUTH—[Brandy, BMA]
**EDDIE FONTAINE...**...Decca 30166...A ROSE AND A BABY RUTH—[Brandy, BMA]

The Hamilton waxing was originally cut for Columbia and released under that label last August. Am-Far took the master over a couple of weeks ago. With its superior expanded distribution, the disk—already showing some action on Columbia—could break big nationally. Ballad is loaded with teen-age appeal. Fontaine's previous release over which he did a solid one piece placement, it'll be a close race. Flip on the Hamilton disk is "If You Don't Know"...[Sundew, BMA]. The Fontaine flip is "The Years Before"...[Sikorski, BMA].

**POP NOVELTY**

**JAY MAYER...**...Class 204,...SUEZ CANAL—[Bono, ASCAP]

Here's a hilarious off-beat novelty spotlighting an English monk's tale-type vocal treatment of a nursery rhyme. Titles are keyed to the current New York crisis, yet in good taste. Fanny wax for daffy center. Flip is "Oh Our Way Down Here"...[Bono, ASCAP].

**POP DISK JOCKEY PROGRAMMING**

**PEGGY LEE...**...Decca 30059,...I DON'T KNOW ENOUGH ABOUT YOU...[Foglio, BMI]

You Oughta Be Mine...Decca 30059...Dansby, BMI

The enunciation of this new flip of "I Don't Know," a tune she cut several years ago with Benny Goodman, is made to order for discriminating disk jockeys. The new version, shod with by Oliver, retains the feeling of the old hit, yet has a freshness of the old appeal all its own. Flip spotlights an original vocal treatment of an R&B-inspired piece of material.

**BERNIE KNEE...**...Ages 5801...LOVE BURNS HIGH—[Ages, ASCAP]

The industry's best-known dean—"her" may become a "greenie" at last with this disk walking stilt on a swingy, relaxed ballad, with effective lyrics. Flip is "You're Painfully Shy"...[from Shea's, BMI]. Should keep her one moving briskly.

**SACRED**

**GEORGE BEVERLY SHEA...**...Victor 6685...TAKE MY MOTHER HOME—(Fischer, ASCAP)

There's a time...Take My Mother Home...[Fischer, ASCAP]

Shea sings with sensitivity and moving sincerity on two excellent sacred items. "Take My Mother Home" is a beautiful old spiritual, while the flip has similarly strong emotional impact. Shea's extensive following, via his appearances with evangelist Billy Graham, should keep him one moving briskly.

**Reviews and Ratings**

**JAYE P. MORGAN and EDDY ARNOLD—Motion de Records, Inc.**...VICTOR 6708—The same name combination proves a most showmanlike act in this "Happy Hunting"-type material. A delightful side that should spin profitably on all fronts. (Chappell, ASCAP)

**Teresa BREWER—Mutual Admiration Society**...CORAL 3737—A happy face on thru most of the proceedings, "Happy Hunting." Should be a front number. (Chappell, ASCAP)

**Crazy With Love...**...[from Fontaine, ASCAP]

Thunah does a sappy-chipper job on the rockety launched recently by Gay Mitchell. Makes for a stock country crooning coyping... (Jungnickel, ASCAP)

**VARIOUS ARTISTS—** Tribute to Elvis Presley, Parts 1 and 2...TRIBUTE 501—An extremely clever show, with商业wise monologue which utilises voice clips from disks (promotional and commercial) files, tracks, etc., spliced into smart continuity and ending up as the "Tribute" to Presley by other big names, including Ed Murrow, Steve Allen, Ed Sullivan, Dorante, Carson, Jane Russell, and Elvis himself. A truly entertaining disk.

**Buchanan and Goodman—**...Buchanan and Goodman on Tour...[MUSICIAN 192]...A wild successor to the "Sawyer" disk pictures the creator of this with attendant courtroom disorders while he sings "ballad, "Lumiere, BMI"

**Crazy...**...[from Fontaine, ASCAP]

On this side the billing is for the Lumiere Synchromat, and this group cuts a crop of minutes very的老ised guitar-studded instrumental stuff. Flip is the attention side. (Buchanan and Goodman-Macon, BMI)

**THE GADABOUTS—** Too Much Monkey Business...[MERCURY 7029]-An amusing cover of Chuck Berry's current hit. Replete with jungle sounds and the beat of the original, this figure is sure to carry away some of the pop business. Good commercial potential. (Ave, BMA)

(Continued on page 44)
Lil' Miss Music delivers another in a long string of smash hits!

teresa brewer

CRAZY

WITH LOVE

Coral 61737
Columbia on Package Drive

The Billboard's Music Popularity Charts... POP RECORDS

OCTOBER 20, 1956

The Reviews of New Jazz Records

Shelby Haan and His Friends

On the Avenue Where You Live...78

Contemporary 361—Alton Pope and His Tenor on RKO and has work with Bluebird in the temporarily bound album of the month, all of which is examined as part of an LP and makes solid jazz material. (Chanceff, A.C.A.B.)

Get Me to the Church on Time...79

Perhaps the only instrumentation of this tune on a June kick, the side moves nicely and, like the title, it could qualify for some of Rock foot. (Chanceff, A.C.A.B.)

The Reviews of New Sacred Records

Nelson Riddle

Do I Have the Right to Walk Here...77

Intertone 709—Unique Rhythm is, it follows a recent reading of a "just right" tone. The album is workable. (Chanceff, B.N.U.)

The Wheelers

We Never Grow Old...79


Romantically Yours...79

It must have been the hand of Our Lord. Good stuff connected to the country lads. (One can take a tune three-four times. (B.N.U.)

The Reviews of New Spiritual Records

Little Lucy Smith Singers

On Mr. Kes...79

States 130—First group, with a good band and in a small studio. A fine performance. (Paul Kantor, B.N.U.)

The Caravan

None Too Soon...80

States 138—Group has strong, appropriate rhythm in this arrangement of a fine performance of a song with a size, improving tone. (B.N.U.)

The Gospel Lovers

We Thank You Together...80

Aytos 480—This group comes from Dayton, Ohio, with an extremely powerful performance here. The start is weak; after warming up, the tune gets better. (Horst Witzel, B.N.U.)

...58

A popular group...80

The Lead singer is spotlighted here in the purely spiritual and proceeds to be very good. The album contains seven tracks. It is only the material which wavers a little. (B.N.U.)

King 4950

LITTLE WILLY JOHN

I'VE BEEN AROUND

b/w

SUFFERING WITH THE BLUES

Otis Williams and His Charms

WHIRLWIND

b/w

I'D LIKE TO THANK YOU, MR. D. J.

Littell, D. J.

DE LUXE 6007

Little Willie John

DO SOMETHING FOR ME

b/w

MY NERVES

KING 4989

The Other Hot Releases

Earle Bostic and Bill Doggett

BUBBINS ROCK

KING 4954

JERRY DORN

I'M SO IN LOVE WITH YOU

NIGHTMARE

KING 4968

LULA REED

SAMPLE MAN

b/w

THREE MEN

KING 4969

THE MIDNIGHTERS

TORE YOU OVER

b/w

EARLY ONE MORNING

FEDERAL 12270

Roger Williams

with

JANE MORGAN

"TWO DIFFERENT WORLDS"

K 161

A SMASH!

B. B. KING

ON MY WORD OF HONOR

K 107

GIVE TO DAMON RUNYON CANCER FUND

IF YOU'RE HAVING A BAD DAY, TELL ME ABOUT IT...
SINGER ONE-STOP
1812 WEST CHICAGO AVE., CHICAGO, ILLINOIS
(AALL PHONES: 463-2546)
MIDWEST'S LARGEST ONE-STOP
36 ABOVE COST
FREE TITLE STOP TO OPERATORS

DEALERS!
Increase Sales
Increase Profits...

It's here that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

AVAILABLE EVERY OTHER WEEK,
TWO MONTHS OR MONTHLY

It also shows best selling Popular, Jazz and Classical Long Play albums. Also this best selling Country & Western and Rhythm & Blues records. Your copies are on hand and your phone number will be impressed fine on each copy so you can identify your stock.

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5126 Patterson Street, Cincinnati, 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes

Trial order
Send me:
Every other week
Twice a month
Monthly

50 copies, $1
200 copies, $3.00
500 copies, $5.00

My store name, address and phone number will be printed on each copy as shown below:

Store Name:

Address & State:

Phone:

Ordered by:

DEALERS!
Increase Sales
Increase Profits...

BRASIL BY RASH
Civic Stereo Rec. (6-141)

Columbia 5091

The World of Brazilian Latin American Music

THE MIDGETS
Joe Williams (10-242)

Vee Jay LP 1608

The best player in a relatively unknown style, Joe Williams has recorded previously on his own album, which he exhibits by the record in contemporary American jazz. Joe Williams is a long-time stalwart of the Chicago clubs and has made a place for himself in many of the major clubs and recording sessions throughout the country. Joe Williams is an accomplished musician on both the guitar and voice.

THE HAWK IN PARIS
Coleman Hawkins (3-240)

Vee Jay LP 1589

The best player on tenor saxophone, Coleman Hawkins is one of the major figures in modern American jazz. His leadership has brought the tenor saxophone to the forefront of the jazz world. His smooth, easy-to-listen style and his technical command have made him one of the most popular saxophonists in the world.

WEST COAST UP: EAST COAST ...79
MCMLXII E-2390

This follows the pattern of other M-G-M "Round of Fifties" albums. Two contrasting groups will be presented, both living up to the high standard of the series. The album is the product of the East Coast-West Coast division of the company. The Easteners are mainly a rhythm-and-blues group;

Organization

Set by Motif

HOLLYWOOD — Motif Records, new Coast indie headed by Milton Vedette, last week firm ed its organization structure, naming composer-conductor Andre Brum men, director of artists and repertoire, Drew Miller, sales and merchandising chief, and Irving Klase, assistant repertoire chief.

Brummen, a veteran film and light musical conductor, disclosed the significance of the position of singer Bob Parish. Company will restrict its activity to the pop field, for the present, with plans for both singles and albums. A total of 31 distributors have been named to handle the Motif label, with the firm’s first release, "The Billie Fairbairn" ready for immediate distribution.

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THE NICHOLS SQUAD...78
ULTRA 135

In jazz avant-garde circles Nichols brothers have the reputation as being one of the "four" to produce, in his record releases, the resulting borrowing from the contemporary jazz field, others and audience attentive to the jazz collective. In the so-called 'swinging' tidal Nichols and dancer

COLUMBIA RECORDS
50. CALIFORNIA'S HOMETOWN AND MOST
COMPLETE
ONE STOP

Everything for complete
Listening Pleasure

RECORDS & PHONORECS & HEARLENS

NEW
PLENTY
OF
EXHIBIT
Chart

"NO USE
KNOCKING"
b/w "LAURA LEE"
by BOSNY CHENER

50, CALIFORNIA'S HOMETOWN AND MOST
COMPLETE
ONE STOP

Semi-Flex 10" or 45 Records
Presented - 15.3c - Including labelling cartons required.
Write for full particulars
BEST PRESSING DEAL ANYWHERE

ROYAL PLATINUM CORP.
1504 Brewer Ave., Cincinnati, 7, Ohio
FUTURAMIC.

around the Horn

by billy sach's

Johnny Horton (Columbia) joins "Grand Ole Opry" as of a regular November 10... New members to the cast of "Louisiana Hayride," Shreveport, are Benny Barnes (Steady) and Bob Gallion (M-G-M). Barnes is ridin' the charts these days with his "Poor Man Riches."... "Hayride" regular Jeanette Hicks is out with her first Starlady release... "Louisiana Hayride" did its show live last Saturday (13) from Little Rock, Ark.... James O'Conway (Starlady), who guested with "Hayride" October 7, repeats in that slot October 27.

A group of country music artists, decays and promotion men gathered for a reception recently in Hattiesburg, Miss. On hand for the shindig were Jimmy Swain (M-C-M), Keesey-arist of WRK, Fred Wambolle of WBAM, Charlie Herrman, WBAM, James O'Conway (Starlady), Slide Norris; F. M. Smith, WRKJL, and Smiley Smith, WLAC. Topic, naturally, was country music... That country music is coming back, or has never been away, reports Slide Norris, is attested by the fact that Texas has been flooded with package shows in recent weeks, with enjoyable results.

Fred Stryker, topper at Fairway Music Corporation, Hollywood, reports that he's busy hustling the new Slim Whitman record of "Smoke Signals" and the latest Lomlin platter, "How Many?" The Stoneman Family, of Washington, D.C., who were recently in Pops Shaham, will do a guest shot Saturday (20) with "Old Dominion Barn Dance," Richmond, Va.... Hal Lipman (Ever) has now three shows all week on a Michigan circuit, and is working in capitals in California and upper New York State.

November bookings for Hank Snow and his Rainbow Ranch Boys stack up as follows: Vancouver, B.C., November 14 Victoria, B.C., 15 Seattle, Wash., 16 Portland, Ore., 18 Klamath Falls, Ore., 20 Redding, Cali. 21 San Francisco, Calif. 22 Seattle, Wash., 23 Oakland, Calif. 24 San Diego, Calif. 25 Tucson, Ariz. 28 Lubbock, Tex. 30 Dallas, Tex.

Johnny Capaldi, of Waco, Tex., is showing his wares these days in Chicago, Milwaukee, N. H., and Channel 7, Shreveport, Que. With Jimmy in Lefty Nasto, formerly with Hank Thompson, coke's initial release on Event Recreation is "Tune In," and "What Kind of Life Am I Living?" due out November 1. Dick Curless' release on the same label, "Stoats of a Fool," and "Foggy, Foggy Dew," will be released the same time.

自然语言的文本：Futuramic.

Around the Horn

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This Week’s C&W Best Buys

DON’T BLAME IT ON THE GIRLS (Earl Burlton, BMI) – Red Foley

Dow Bell Of Wax is recorded on the Capitol label. V.C. Arnold sings it, and Arnold produces it as nicely as it is sung. A good ballad.

DINING SONGS (Lloyd Young, ASCAP) – Anette Alcorn

Dinette’s has a new ballad this week, and it’s a good one. The melody is pleasant, and the lyrics are well written. A good C&W song.


topmost

AL

Need an

Review Spotlight on...

C&W RECORDS

EDDIE ARNOLD

I Wouldn’t Know Where to Begin (St. Nicholas, ASCAP) – The Bell Of Wax is recorded on the Capitol label. V.C. Arnold sings it, and Arnold produces it as nicely as it is sung. A good ballad.

RAY ORBISON

You’re My Baby (Hi Lo, BMI) – Orn-121 – Orn-121 displays vocal skills, showmanship on “They’re My Baby,” a favorite country blues with a strong rockabilly beat. If, another good rockabilly side, it is wrapped up soothly by Orbison, who could break thru with a hit follow-up to his “Ooh!” Doo Bee.


topmost

Reviews of New C&W Records

AT TERRY

Bluegrass Blues

HICKORY 1004 – Herry, honky tonk turn, with a bit of a_widgets, and a bit of a love song. A good old country song.

RAE BARRIS

Where’d You Stay Last Night?

SUN 225 – There’s the back track sound, too, which could make it. It’s a great song, with Hark’s vocals, and the vocal in the background, an excellent, emotional-puckered voice. A good old country song.

BETHA BARFAN

You’re A Man

SUN 225 – There’s the back track sound, too, which could make it. It’s a great song, with Hark’s vocals, and the vocal in the background, an excellent, emotional-puckered voice. A good old country song.

A GREAT COUNTRY DUET

WITMAN LEAD & STONEY COOPER

You Remember That Day

They have a vibrant feeling into this country, and it shows. A good old country song.

TWO NATURALS!

GOLDEN GUITAR

MIDELIA IN A HAYSTACK

PEGGY WEST

Young Man

SUN 225 – There’s the back track sound, too, which could make it. It’s a great song, with Hark’s vocals, and the vocal in the background, an excellent, emotional-puckered voice. A good old country song.

A GREAT COUNTRY DUET

WITMAN LEAD & STONEY COOPER

I Remember That Day

They have a vibrant feeling into this country, and it shows. A good old country song.

Hukrok Repacts NAC Booking

NEW YORK—Sol Hurok, the landmark independent manager, has announced his booking management affiliation with National Artists Corporation, for the 1957-58 season. Under this arrangement, NAC will continue to book such Hukrok attractions as Victorias of Los Angeles, Fannie L. Unison, Roberta Peters, Martin Farr, J. F. McEwen, Leon Eriven, LeoSpawn, Leon and John, Segovia, Roberta Rhodin, Segovia, Robert Rhodin, Segovia, Robert Rhodin, Segovia

province

The arrangement also will give NAC the attractions which were represented by Hukrok during his recent visit to the Soviet Union. NAC, under the direction of Louis Van Vugt, now maintains a decentralized service, with the booking, production, radio, concert, and tour management.

C&W Territorial Best Sellers

For survey week ending October 10

City-by-city listings are based on reports received from top country and western stations. (In most cases, both sides are listed in bold type, leading the other side.


topmost

C&W Best Sellers in Stores

For survey week ending October 10

TOPS are ranked in order of their most recent national chart stats at the top level, so determined by The Billboard’s weekly survey of records at retail in the nation’s leading market areas in country and western. When significant action is reported on both sides of a record, points are given to leading side, then to opposite side, in each market listed.


topmost

Most Played C&W in Jukeboxes

For survey week ending October 10

RECORDS are ranked in order of the greatest number of plays in drive-in box through the country and western stations. Point totals are based on reports of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are given to leading side, then to opposite side, in each market listed.


topmost

Most Played C&W by Jockeys

For survey week ending October 10

RECORDS are ranked in order of the greatest number of plays in drive-in box through the country and western stations. Point totals are based on reports of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are given to leading side, then to opposite side, in each market listed.
TOP TALENT MAKES THE HITS

EDDY ARNOLD
The Ballad of Wes Tancred
I Wouldn't Know Where to Begin
20/17-0899

PORTER WAGONER
Seeing Her Only Reminded Me of You
A Good Time Was Had by All
20/17-0897

DAVID HOUSTON
Blue Prelude
I'll Always Have It on My Mind
20/17-0898

www.americanradiohistory.com
**R&B Best Sellers in Stores**

For survey week ending October 10

RETURNS are ranked in order of their greatest number of plays on disc jockey radio stations in the country. As determined by The Billboard’s weekly survey of operators using a high proportion of rhythm and blues records. When significant action occurred on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last. Last Week

1. HONKY TONK (Parts 1 & 2) - B. Doggett.............. 1 10
   King 45025—300
2. DON'T BE CRUEL (BMI) - E. Presley.............. 2 10
   Presley 45-7001—8
3. BLUEBERRY HILL (ASCAP) - F. Domino............. 3 8
   Domino 45-7004—B
4. LET THE GOOD TIMES ROLL (BMI) -
   Shirley & Lee................. 5 7
5. IN THE STILL OF THE NIGHT (BBI) - Satin........ 5 5
6. MY PRAYER (ASCAP) - Cliff........... 7 2
   Cliff 45-7003—A
7. STILL (BMI) - L. Charley................. 1
   Charley 45-7001—A
8. I CAN'T LOVE YOU ENOUGH (BMI) -
   Atlantic 1118............. 7 5
9. LOCK ME INSIDE (BMI) - E. Presley............ 9 5
   Presley 45-7003—A
10. CAN'T YOU HEAR ME WHINING
    (BMI) - Shirley & Lee........ 10 4
    Shirley 45-7003—A
11. DON'T YOU KNOW THE RULES
    (BMI) - Shirley & Lee........ 11 3
    Shirley 45-7003—A

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

For survey week ending October 10

Sides are ranked in order of the greatest number of plays on disk jockey radio stations in the country. As determined by The Billboard's weekly survey of top disk jockey shows in all key markets.

<table>
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<tr>
<th>Record</th>
<th>Artist</th>
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<td>STILL (BMI)</td>
<td>L. Charley</td>
<td>6</td>
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<tr>
<td>I CAN'T LOVE YOU ENOUGH</td>
<td>L. Baker</td>
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<tr>
<td>LOCK ME INSIDE</td>
<td>E. Presley</td>
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<tr>
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<td>STILL (BMI)</td>
<td>L. Charley</td>
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**Most Played R&B by Jockeys**

For survey week ending October 10

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**Rhythm & Blues Notes**

By GARY KRAMER

The American free enterprise system probably has no more convincing model than in the world of the rhythm and blues scene. Few places of the music business-are of any business that matter—show such a freedom of access. Many records are sold, and the dealers are often amazed at the ups and downs of labels and the steady rise of new labels. Of course, a more thoughtful, realistic appreciation of this continuous flux would require a variety of high-quality material and keep track of what the various dealers and their artists continually work on their own.

When a record like "I Can't Quit You Now," by Otis Rush, on the Cohen label breaks nationally, as it did last week, a Cinderella-type story, very typical of this field, unfolds. A month ago, nine out of ten dealers would have had a hard time identifying either Otis Rush or the Cohen label. Today everybody can. That is why this record shows you can never sell somebody short or afford to underestimate anybody's potential. This week, a Zebra label surges forth, last week's leader, and on it, set to keep ahead of them all.

One effect of the vast amount of independent talent soliciting, a fir-ished record production has been to emphasize the territorial hit. The typical label is straightforwardly only to promote a disk in a single city, and gauge its profit expectations in what it can do in that particular city. Without delusion of its ability to distribute and promote a disk nationally, a label can turn a respectable profit on a disk if it concentrates on one significant market. The fact is, if it is successful in extracting a name in a city like New York or Los Angeles, the national recognition problem very often takes care of itself.

Here is a check list of current "sleepers" by little known artists on small labels that right now show strong possibilities of being future Cinderellas of the next few weeks. Philadelphia "Walking in a Dream" by Solomon Burke (Apollo); New York "The Closer You Are" by the Channels (Whirlwind Disc); Los Angeles, "Wax Drella" (by Sonya Knight (Viva); New Orleans, "Everybody's Wallin'" by the Doodles (Bimbo's); Atlantic, "The Chicken" by Roscoe Gordon (Ave); Cincinnati, "Oh, What A Night" by the Dells (V.J.) These are the left field items that never allow the established artists, like Joe Turner, the Crosses, Loretta, Charles Brown at Charley, to rest on their laurels. A month from now any of the above "unknowns" could be giving valuable competition.

The Apollo Theater in New York, incidentally, is showcasing a number of these up-and-coming groups in a show starting October 12. The complete line-up includes The Dells, the Beach Boys, the Velvets, the Solitudes and the Flamingos. Among them, the Ray Charles of New York has added something to New York's underground nightlife by opening the Clock Room up in the Bronx. His Sat-urday night concerts over the ABC network will originate from there. Jimmy Witherspoon remains in the studio, planning his next move. Sonya Knight's "The Chicken" by Roscoe Gordon (Ave), Cincinnati, "Oh, What a Night" by the Dells (V.J.) These are the left field items that never allow the established artists, like Joe Turner, the Crosses, Loretta, Charles Brown at Charley, to rest on their laurels. A month from now any of the above "unknowns" could be giving valuable competition.

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**DUKE RECORDS' NEW SENSATION...**

**CHUCK EDWARDS**

**MOVES YOU WITH**

"IF YOU LOVE ME" (LIKE YOU SAY YOU DO) b/w "YOU MOVE ME"

**DUKE #159**

**DUKE RECORDS**

**2030 Broadway St. • Hollywood, Calif.**

**Sensational Sales — The Original!**

"COPS AND ROBBERS" b/w "CLOTHES LINE (Wrap It Up)" by Boogalo and His Gallant Crew

**CREST RECORD #1030**

**ORDER TODAY FROM YOUR DISTRIBUTOR**

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TEXAS STATE FAIR RACES 17,624 AHEAD OF 1955

Pulls 857,344 in First Six Days; Presley Builds Weak Thursday

DALLAS — Blessed with fine weather thru the first six days of its 18-day run, the State Fair of Texas, on a day-to-day basis, was running slightly ahead of last year’s record breaking attendance.

Going into Wednesday (10), the fifth day, the fair was trailing slightly behind, a year ago, due primarily to the fact that in ’55 the annual opened on a Friday night. This year it did not open until Saturday (6).

Despite this, however, at the end of business Wednesday (11), attendance stood at 857,344, for the first six days compared with 839,720 for the same six days last year. The appearance of Elvin Presley in the Cotton Bowl Thursday evening was one reason for the sharp inc- crease. A total of 20,500 paid to see the rock ’n roll singer, but afternoon attendance for the day was a whopping 56,283 against 61,482 on the same day in ’55. Excitement in the big stadium was at a high pitch but a smelly planned police operation, which used over 100 regular and special officers, and eight-foot cyclone fence, which kept the crowds from Presley, one of the fair’s biggest draws and another quarter million-plus crowd, from the stadium was a Negro Achievement Day, and will feature four fine performers, including Louis Armstrong and his band and a Cotton Bowl football game.

The fair’s big weekend was up against a possible quarter million more expected for Lady Day Friday (15).

Thursday (13) the Cotton Bowl was to be filled to capacity (73,504) for the traditional football clash between Oklahoma and Texas and the University of Okla- homa was expected.

The second Sunday (14) is always a favorite for the crowds at the fair. Attendance at the fair is expected to run will over 504,000 this weekend.

Gate Drought Ends For Gotham Rodeo

NEW YORK — An attendance increase of some 15 per cent was in the make for the World’s Championship Rodeo in Madison Square Garden this week. Business has been on a steady decline in recent years but a solid upturn in recent days has the personal will be in the rodeo opening at the Garden Wednesday evening July 17. Indications pointed to a ticket mélée of better than 47,000 in comparison with last year’s $600,000, and increases in attendance also bodes the Garden’s operation tremendously in the way of food, drink and novelty concessions, which the building itself operates.

Feastered this year has been the Rodeo video teams, a last year’s innovation, which had paid off. Also in are the musical Collins riding competition, which had paid off. Also in are the musical Collins riding competition, which had paid off.

Late Resigns, Fair Position At Casper, Wyo.

CASPER, Wyo. — Bob Latta has resigned as manager of the Central Wyoming Fair, and was succeeded by M. H. Smith, the Wyoming Fair, and Latta.

While his resignation took effect Jan. 1, 1955, for the management of the fair and rodeo, he had been serving as manager of the Casper Chamber of Commerce, the Fair Board of Directors, the Chamber, and the late of the Central Wyoming Fair and Rodeo.

Portland Sets Rockets Line New York — The Hal Sandis office has set the 24 Manhattan Rocket for eight days at the Ellicott International Livestock Exposition, Portland, Ore., starting Saturday (10).

Also scheduled is a week’s engagement in Salem, Ore., November 15. The Manhattan Rocket has been the center- man of the Idaho Circuit for the third year in a row.

Wagner Units Close Best Year Since ’53

PHILADELPHIA — Buddy Wagner’s two national show units, Stunt Capades and Tournament of Thrills, concluded their year in Fryeburg, Me., Saturday night (5). Wagner claimed it was his best season ever with the two shows.

First put the units out under his title in 1950, the veteran, a recognized and versatile director, had trained Wagner units for Joie Chittoad. The finish in Fryeburg drew a packed grandstand, which parts that 7,000 patrons paid on the box office. They were good business the following day in the Unity, Me., Raceway.

Last week’s season featured Capt. Holger Basin Rocket Car act. Basin will return to this season. The season was marked by bad weather, which prevented the usual 100-odd performances, which only six performances were lost due to rain. The units appear in 17 States and Canada for a total of 127 performances.

Klein, Rafter Put Circus Flavor To Brooks Stock

SABULA, la. — The Brooks Stock Company, owned by Mrs. Jack Klein, has been sold to Rich- ard Klein, of the Klein circus fam- ily, and Ronald Rafter. The new owners, who will face the same territory the show has played dur- ing the past, have a record of shows in circus tents, acrobats, animal acts, and trained dog acts.

The show is played at stock shows selected by Mrs. Brooks. The show will reopen here next summer.

In 1911, Jack Brooks and his wife, Madame, organized their first show and gave their first performance in Sabula. For 10 years he ran the opera houses in Eastern Iowa, Northern Illinois and Southern Wisconsin. In 1921, tent equipment was pur- chased and the company was able to play the same territory until the present date. Jack Brooks died in mid-Atlantic in the spring of the show.

The Casadale property is credited with having played the same territory under the same management and control for 40 years. It is the only real company in the nation.
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ANARENAS & AUDITORIUMS

Alabama State Coliseum
Is An Attraction Itself

By TOM PARKINSON

The Alabama State Coliseum has more than its advanced modern facilities to offer the public. Its location is in an area that is a part of most buildings. The still-new structure, where veteran showman Tom C. Reiland was the manager, was the Montgomery location for a recent and successful rodeo. Victor Bogue appeared among the many other attractions.

But in addition, this one is itself an attraction. Reiland estimates that at least 140,000 people have been through the Coliseum, not for shows but specifically to see the building. Add to that the fact that up to 390 school children daily come to see the building in the period from March to June.

THE COLISEUM HAS A guide employed to conduct tours. He tells tour groups about how the roof is supported by A-frames and that it doesn’t actually touch the walls. He calls attention to the acoustical material and turns on the sound system for a demonstration. The guide also points out features of the ventilation system, the 225,000-sf chandelier, and the heating system, as well as the vast seating area and arena.

Last week a group of 20 public relations men were in one tour unit. Often there are families or couples, most of them tourists, who visit the building. Brochures are given to each visitor.

When the building was first opened, announcements of the guide service were distributed to schools throughout the State. Now the school groups arrive regularly from all parts of the State as part of annual school sets at each school.

AS MANY AS 60 BUSES a day bring children to the Coliseum. The building is one of the stops on a tour of the State capital, which also includes the White House of the Confederacy, the Capitol, the historical archives building and other features of the city.

What does all this mean to the Coliseum? Among the benefits is the fact that people throughout the State are familiar with the building and how to reach it, making it more likely they’ll come back when it houses a show of their liking. More immediate and direct benefits are noted in the concessions department.

A food and drink concession stand is in continuous operation, at the Coliseum and attracts business not only from the adult visitors but particularly from the school children. Reiland reports that the concessions have money and spend it. Being constructed now is a drive-in location for selling novelties, souvenirs and gifts. Traffic of tourists visiting the building is enough heavy to be appealing to concessionaires.

OTHER CLAIM to uniqueness at the Alabama State Coliseum is that as a State Institution it can— and does—use State prison labor for construction of the building.

Reiland explains that a crew of convicts is brought by the State from the prison to the Coliseum daily. These men are used to building and electrical work and become specialists in janitorial work.

Prisoner labor has not proved successful when tried in some other states, but Reiland claims it works well for his setup and points out that the difference may be that State prisoners are available for longer terms, while prisoners from a city jail usually are not as long enough to learn the job.

Six of his convict crew are trained in handling the Coliseum’s portable Rolls, and they can place it in from four to eight hours, compared with two days required by inexperienced help. Another use of prisoners is during the Alabama State Fair, when eight men are brought out at 8:30 p.m. to work all night cleaning the grounds and the Coliseum.

Autry & Oakley in Chi; Rodeo Money Equals 1955

CHICAGO — Autry and Oakley (Ann Oakley) Davis, together with Harry Knight’s Cremier Rider Roos, plan to be welcomed crawler at the Colden Sports Rodeo, which is coupled with the International Dairy Show at the International Amphitheater.

Rodeo staffs said that Saturday and Sunday (6-7) events were good, including two parked houses. Monday was light, as expected, and Tuesday continued off. Thursday night was a good one. Friday night was the midweek, and big weekend business was expected before the closing Sunday (14).

With Chicago schools out for the week and college crowds of kids were expected. But they missed the half-price ticket for youngsters. This year the show management provided that children would require tickets at adult rates.

Because of the price set-up, money for the show was building right even with last year, but attendance was down.

Autry’s performance Tuesday was enthusiastic. He worked with the Cast Iron B-Boy Carl Card, a square dance team, and others. He worked his two horses and several numbers. Another thing Oakley also sang and performed sharpshooting feats, showing good performing personality.

Autry said that at present he has plans for making a series of one-night stands at auditoriums and across this winter. After appearance at the American Royal Livestock Show, Kansas City, this week, he plans to return to the West Coast.

Ann Oakley said that she has TV film work to do and that there are no current plans for her to head up a show for an arena tour.

—Tom Parkinson.
Ocean Beach Revenues Up

NEW LONDON, Conn.—The 1956 season at Ocean Beach Park, city-owned and operated fun park, was closed yesterday when the books were taken to $3,078.32, according to beach superintendent Augustus Mooseley.

His reports revealed total revenue totaled $34,858.54, which is the best year in the beach's history. All-time gross was $254,000, reached in 1953.
*Continued from page 53*

Jesters from Palm Springs, from which they commented for the show. During their High Noon success efforts were made to contact them by radio to advise them not to hold.

Feature Dancers

For the first time the Schepers used the Jesters, and Dinielle and Lynn's Indoor Dance Avenue was decided - because of opening day ceremonies the show that night only featured in the Detroit Wayne Canine Revue. Joey Bowland, envoi, and the Begonia, Ruby, were Thursday addition. Arto Jamin, skater, was added on Friday, January was held over for Saturday, with the show being aug- mented with Bay Foy, uncyclist, and Streets Minton, mister (spoil). For also played Sunday night, with Diny and Lynn's Indoor Dance Avenue, and O'Shaughnessy, magician, on the closing show.

Frank W. Babcock United Shows played the midway for the first time since 1932. Nine major and six kid rides were in the line-up handled by M. F. (Pete) Sutton, Babcock's manager, and Cecil Carter, secretary.

**Roller Rumbling**

Shackelford's Rink to Display Porto-Bilt Floor

**Continued from page 52**

Shackelford's Rink, known for its prefabricated skating floors, has begun construction of a new 60 by 140 foot floor for the Port-O-Bilt. The floor, which is being built principally as a display for the Port-O-Bilt type floor, is scheduled to be open Novem- ber 15. The Port-O-Bilt prefloor floor was previously used in fits and starts and after it had been used several years for portable rinks. The floor is of the same shape and size, the same pop-shaped segments at each end so that the skaters travel with the lay of the maple at all times, and, according to Shackelford, is indistinguishable from permanent floors. Shackelford will shutter the new floor every night.

**Build Resumes**

Skating Classes

**TEXAS STATE FAIR**

**Continued from page 52**

will be featured in a free show in the Cotton Bowl for East Texas Fair in Dallas on October 31. The show is scheduled to start seven nights a week, with matinees on Saturdays and Sundays.

Keller Opens Gulfate, Largest Rink In Houston

**Turns Out**

HOUStOn — Gulfate Rinks of Fort Worth, owner of the Bayou, will be scheduled to show at August 2039 Holme's Road, by Gulfate's newest. It is adjacent to the gigantic Gulfate Center (largest subur- ban shopping center in the South)

**TEXAS STATE FAIR**

**Continued from page 52**

will be featured in a free show in the Cotton Bowl for East Texas Fair. Friday (19) will be High School Day, and Saturday night (20) Victor Borge will be presented in the Cotton Bowl. The fair closes Sunday (21).

Fair officials were pleased with the increased attendance which caused despite a 15 cent hike in ad missions, the tab being 75 cents this year.

The appearance of Presley, who was sponsored by Dallas radio station KLIF, was heavily promoted thru record shops and plugged daily by the station. Ad- mitted, operator of the fair were a the admis- sion and $1.75 the day of the show. The Borge show, a one-man af- fair, was pegged at $4.40 top.

**SKATING RINK TENTS**

42 X 102 IN STOCK 53 X 122 AT ALL TIMES

**NEW SHOW TENTS MADE TO ORDER**

CAMPBELL & AHWING CO.
100 Central Ave. Albert N.

Young Caucasian

Illegal Camping Needs

Busing in Miami

Seeking to build Roller Rink in Miami, an enterprising Miami Building is seeking to build a roller rink in Miami, an enterprising Miami

**Conquest (Rink)**

In Miami, the ultimate in clean, air conditioned comfort is the Roller Rink.-PARKS & RINKS, Free Gift, Conquest is the ultimate in clean, air conditioned comfort and convenience and is for you! 

**PORTABLE AREAS ARE THE ANSWER**

**Porto-Bilt Tent Covered Skating Rinks**

W. J. SHACKELFORD Box 5, Athens, GA.

**ORGANIST**

For large Roller Rink in metropolitan area. Great fall opening, late part of October. Write, stating capacity and location.

**Box D-290**

472 w. lake street CHICAGO, ILLINOIS

**“Duryt” Plastic Wheels**

Custom “GOLD MEDALIST” The Very Best

Will make more Money for You and build “Good Will” with your Customers

Sold Exclusively by

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No Dust. Order Now.

CHICAGO ROLLER SKATE CO.
4217 w. lake street CHICAGO, ILLINOIS

**COSTUMES**

Over a thousand customers—numerous in groups from 9 to 561

Men’s, Women’s and Childrens—

• Spanish Outfits
• Easter Outfits
• Bunny Outfits
• Old Fashioned Bathing Suits & other Novelty Costumes

Inquire: Earl Van Bern Dance & Figure Skating Club

* Roller Skating Rink, Mineola, New York, or call Pioneer 2282—Mr. Whites, 23rd St., Long Beach, N.Y.

**CURVECAST RINK-COTE**

In Miami, the ultimate in clean, air conditioned comfort is the Roller Rink. - PARKS & RINKS, Free Gift, Conquest is the ultimate in clean, air conditioned comfort and convenience and is for you!
Danbury’s 136,772 Only 5,000 Behind

DANBURY, Conn. -- Spotty weather mid-week slowed the 87th Danbury Fair attendance pace by less than 5 percent last week, producing an admission total of 136,772. The season’s high, set on Sunday (October 14). The big two weekends were gotten in, and discouraging weather and the weather got to the downtown area only to days of lesser importance.

Some 26,559 turned out Saturday (October 13), the same day last year, when it rained. Closing day pulled 23,684, about 14,000 behind the final day in 1955. The fair’s total attendance was 168,300, 5,000 behind the all-time record set in 1958.

Good business was experienced at the grandstand over the weekend, said by the Jack Kochman Field Show and on the two week-ends by the I. T. Showa. Weather was favorable throughout most of the fair.

Panning for Gold

Interest was high in the daily street parade put on by Manager John Lanzly, aided by C. Irving Angeljohn, who later was in charge. The center of attention was also successful in its commercial operation, with novel element being the "panning for gold" feature.

Ventura, Calif., Pulls 91,000 To Eclipse 55

VENTURA, Calif. -- Getting what L. E. V. Housen, manager, termed “five ideal days,” the annual fair closed Sunday, reported an estimated 91,000 people last week. The fair closed Sunday (October 14).

A new record was set in home entertainment pictures, with judging starting on Saturday (September 29) to get started.

Thomas Mitchell, star of the TV series, “The Mayor of the Town,” judged the finance, which was opened Friday and closed Saturday (October 5) and on Saturday to get county fathers “Mayor’s Day” was observed.

Surprises in the concealed area featured Kibahm and Phillips, and Lloyd and Timber, the TV and minor attractions.

A Youth Horse Show on opening day, Wednesday, (October 3), and an Engaloch and “Horse Show,” the following night were followed by the usual programmed events.

Becker with mountains on Saturday and Sunday Day at Babe Ruth Field, as the local attraction.

Foley & Burke Combined played the midway.

ODD SWITCH AS DANVILLE AREA OVER-PROSERS

DANVILLE, Va. -- One of the rarities of the business—local conditions being too bad to produce the 48th Danville Exposition—are the Mills that are running.

The Mills are making so strongly that people have little time to play. And the volume of business brought by them is so large that redlying plants shut down for two days because they don’t have the capacity to handle it all, thereby slowing up the entire marketing process.

Death Claims Ottawa’s McElroy at Age of 70

OTTAWA -- Funeral services were held here last week for one of Ottawa’s most well-known and prominent citizens, Herbert House (Herb) McElroy, head of the Central Canada Railway Co., who died last Tuesday, December 4, at the age of 70. He had been hospitalized for a month and had been forced him to resign his CCE post the past year. However, directors urged him to continue in an advisory capacity at his regular $1,100, 5000 shares of $100 stock.

McElroy was born in 1885, a young lad in Ottawa. He remained in the community until going overseas in 1914 as a gamer. He came home after the war and then entered the insurance business.

The exhibit was held at a Class A fair-including Toronto. McElroy liked to point out to establish a prime list for boys and girls. It also practically doubled its premium total during his tenure.

Headed CFA, IAPE

In 1941 McElroy was named president of the Canadian Fair Exhibitions. He was an alderman for eight years and past member of the Ottawa Kiwanis Club. The YMCA, Boys’ Club and St. John’s Church were among his

HERBERT H. McELROY

Association, and, in 1944, president of the International Association of Fair Exhibitions. He was an alderman for eight years and past member of the Ottawa Kiwanis Club. The YMCA, Boys’ Club and St. John’s Church were among his

Among the many good attendances there was the usual attendance shown by George A. Haskin, Frank Bengen, Bernard Allen and Jeff Harris.

Jackson Goes Paid Gate; Crowds Down

JACKSON, Miss. -- Opening week was the most successful for the Mississippi State Fair experienced. Ground attendance, midway receipts and grand-

Total income, however, was up due to the increased number of people attending, 10 cents for children. Then the first four days the paid attendance was 10,000 and tabulation of the gate for the first four days was expected to be up to $12,000.

On the midway the Royal American Shows sustained a marked drop in receipts for shows and a notable decline in ride receipts. The grandstand offering the Green-Seaville No. 1 received keenly felt the effects of the paid gate. The B-C show, which had been on a percentage deal before the fair shifted to a paid-dollar policy, was for 10 performances in nine days, with two shows each night except opening and closing.

N. S. Hand, serving his first year as fair manager, pointed out that the increased revenue from the gate would enable the fair to push its development program.

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N. S. Hand, serving his first year as fair manager, pointed out that the increased revenue from the gate would enable the fair to push its development program.

First phase of this, to be completed in time for the 57 fair, calls for the erection of an agricultural building and a commercial exhibit building.

Saman Cashman's Qts As Ohio State Mgr.

COLUMBUS, O. -- Sam Cash- man, manager of the Ohio State Fair, has resigned his post and will join the Ohio Farm Bureau Federations in Columbus. Cashman was the manager of three State fairs, including the recent one in Columbus. He was appointed manager of the fair and association office by the American Farm Bureau Federation on April 1, 1954, after serving as director of the Wyandot County Agriculture Education Agency for 11 years.

Cashman took over the fair after the death of H. S. Fount in December, 1953.

During his three years at the helm of the State fair, the fair grew in attendance and stature. Attendance on opening day this year hit a new high of 350,000, eclipsing all previous records. Grandstand income, percentage, was set at $90,000, up to new peaks. When he took over the fair’s reins, he took the road to speak to groups on the housing, activities and interests on the fair. A State Fair Committee was organized under his supervision to evaluate ex-

Montgomery, Ala., Attendance Up 22%

A free show—a Barns-Carruthers revue—was offered matinee and evening, both Closed fourteen aces which, besides the show also added to State’s income.

A new feature of the fair that registered novelty was a flower show staged in the grandstand, with 20 or 25 gardens clubs of the Montgomery area participating in this show, which was featured by rock gardens. The visiting members were used to the fair’s clientele in giving it much added publicity and public interest.

Spartanburg Does Okay But Night Weather Cold

SPARTANBURG, S.C. — Another pleasing result was the second day for the Piedmont International Fair this week, with generally good daylight weather. Although a few scattered showers are cold weather, the chilly weather in the grand-stand, which had been used on two occasions for stock car racing prior to the fair.

The grandstand price of $1 for adults (50 cents for children) was cut to 50 cents with the arrival of federal legislation providing for a loss of a 10-cent ticket. The ticket price combination was offered this year, at 50 cents for adults and 25 cents for children, except on kids’ day, when the charge was

MONTGOMERY, Ala. — The three-year-old South Alabama Fair has demonstrated its strength and underscored its bright future in the six-day run which ended Tuesday (October 9).

Attendance was up an estimated 25 per cent over last year, according to George Franks, manager.

Receipts for the midway, where the Ohio State Fair had led in the attractions, were roughly 15 per cent higher than last year, according to Franks.

The event operated with a 90-cent fair and a 25 cent admission for children, except on kids’ day, when the charge for

HOMESTEAD, Fla. — The South Florida State Fair, which will be the first fair held in Dade County for several years, will have its attendance thus far, with the opening of an excellent exhibition, which will be on display during the first three days of the February 17-18 run. The event, sponsored by the Redwood Chamber of Commerce, will be held on the airport grounds and will feature top-flight livestock, horticulture and a tournament of the property.

Announcements of America will pro- vide the midway attractions. Other events will include Governor Day, public activities, with building, bentonite, talent contest, kids’ shows, livestock showings, a grandstand show and several give- aways. The first phase of this, to be completed in time for the 57 fair, calls for the erection of an agricultural building and a commercial exhibit building.
Lethargic Pace Marks Winston-Salem Event

WINSTON-SALEM, N. C.—With good weather promised for the final days of November, the Winston-Salem Fair was looking for crowds and business.

Dairy Congress Pulls 200,000 in 8-Day Run

WATERLOO, Ia.—Given ideal weather during its eight-day run, the National Dairy Congress, which closed its gates here Saturday, pulled an estimated 200,000 patrons, an increase of 2,000 over the 1955 run.

The featured attraction, the Hip Pocket Show produced by Rameson-Harrington, Chicago, wound up almost even with last year at attendance-wise. The 10-act program, for the first time along with the horse show, started out strong and pulled big crowds the first four days, with an 8,000 head last full half of the run.

Talent was varied with Elly Admidy, Tombe, the Pericles, Bobo Enteke, Fatkro and Ron, the Shanghais Two, and the extra numbers, the Ronnie, the Riddles, and Ming and Ling.

The midway, where Lanson & Trueblood's Kiddieland, augmented by hooked rides, held forth, was also even with last year's wagon run. Best days for the rides was the first half of the run and the midway, particularly those handling food and drink, had the best days of coal best taken in the past seven years.

Commercial exhibits occupied all available space at the fair, as the state, local, city and county sponsors, buildings and out, entries of dairy cattle from all over the United States and Canada totaled 2,100 head.

New Site for Sanford, Fla.

SANFORD, Fla.—American Legion executives have chosen the town of Sanford, Fla., as the site for the 1957 National Fair. Sanford was chosen because it is on the route of the Orange Belt railroad, and, therefore, Easily accessible for the fair's visitors.

FAIR MEETING DATES

Western Canada Fairs Association,
Hotel Saskatchewan, Regina,

Oregon Fairs Association,
Motel Tenderfoot, Portland, Oregon,
5118 Hallie Huntington, 13th and Monroe streets, Eugene.

Canadian Association of Exhibitions,
Royal York Hotel, Toronto,
November 20-21. Emery Bochter, Chairman, Exhibitions Fair, Quebec.

International Association of Fairs and Expositions, Hotel Sherman, Chicago,


Indiana Association of County and District Fairs, Hotel Gage, Indianapolis, Indiana.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Joplin,
City, January 10-11.Denied, Executive Director, M. D. Murphy, Joplin, Mo.


Ohio Fair Managers' Association, Doubletree Hilton Hotel, Columbus,

Western Canada Fairs Association, Prince Edward Hotel, Calgary,

Mississippi Association of Fairs and Expositions, Prince Edward Hotel, Jackson, Mississippi.


New York State Association of Agricultural Fairs and Expos, Baker Hotel, Dallas, February 10, 11, 15, 16, 17. Bob Mueck, Baker Hotel, Dallas, Texas.

Petersburg Event Clicks; Attendance Hits 96,224

PETERSBURG, Va.—The Petersburg Fair wound up an excellent week Thursday by rain on the final two days. Ralph Lackett, manager of the revitalized event, operating under new Board of Club sponsored, reported attendance at 96,224, the heaviest ever for the show since it began.

With a show business background spanning several decades, Lackett, 60, was named for the direction of the fair this year for the Lions. Before a start was even made, the grandstand was invaded by fire and, shortly after, all but one of the exhibition buildings were materially damaged. As a result, the fair was staged under tents. A new grandstand of the blanchet type was added, to-gether with several smaller structures. So that, in effect, the fair had a new look.

A specialists in promotion, Lackett pulled all the stops, using all media. Ballbowl efforts hiccuped the rise of 10,000 with special paper, box cards, radio, newspaper and radio stations, plus a television station, all broadcasted from the grandstand.

In a statement of the fair's over-all attendance, he said that at least $2,000,000 were underwritten by the promoters, which was about $4,000 for advertising. That the fair paid off is revealed by the fact that the first grandstand lost $4,200,000 for the Rice Manning Shows. In addition, some $1,400

Hotel, Reading, January 23-25. Clifford D. Cooper, 705 Rehfeld Building, Dayton, Ohio, secretary.


Ohio Association of Fairs, Biltmore Hotel, Cleveland, Ohio January 29-30, Matthew P. O. Box 3898, Cleveland, Ohio, secretary.


National Association of Agricultural Fairs and Expositions, Baker Hotel, Dallas, February 10, Bob Mueck, Baker Hotel, Dallas, Texas.

Texas Fair, 102 East Locust Street, Tyler, Texas.

Build to sandals as long as 1846.

Miss Bebe says...
North’s Mood to Sell
Is New to R-B Picture

May Wish to Keep Finger in Show;
Veek, Talks Go On;
Buyers Bloom

SARASOTA, Fla.—John Ring
Ling, Head of the Ringling
Brothers and Barnum &
Bailey Circus, is continuing his
brief visit to Sarasota for
some negotiating here.

The principals were generally
unavailable for comment there.

It is generally believed that
North apparently has reached
the stage where he would agree
to part with the stock in the corporation
and release his interest, specifying
that he would retain some executive
or advisory connection with the
proceedings.

Specific public statement that
Tom in turn was noted to part
with Ringling-Barnum stock
was lacking, but every indication
that such a development
would be satisfactory could be
reached by single unanswerable.

A suggestion that he let part of
his per cent of the stock go out
of his control.

49ers Oppose Sale

There was considerable doubt
here as to whether Dan Gordon
would bring in of the minority
stockholders in the show corpora
tion, would favor any move to sell
out.

In an earlier stage of the negoti
ations, it was learned, North offered
to buy the 49 per cent stock of the
other buyers, but the offer
was rejected. It was reported
that when Veek made an initial
offer, he was given the North-Vein
deal has been revived.

While negotiations on the sale
were continuing, The Billboard learned
of additional individuals and groups
who are interested in taking
into the show.

It was established that if North
will sell, many buyers in the
market.

Flyers Keep High Pace
With Fewer Return Acts

Continued from page 1

reached differently. When a con
nection was made their trips con
cluded against another buyer.

They feel, too, that the accom
plishment is that all members
and the people that have
understood and followed
in the past Ems Caroline Clar
it's with her husband and
Alfredo Codona was always
caught by his brother, Lalo.

The Circus first played with
a single trapeze act with the
Gi City Council and later
agreed to let him try the flying
during facing years ago.

In six weeks he was doing
and during an engagement at Butte.

During the two-and
half year period in just
three weeks.

He started it using the
name of "Jumbo," but now con
verted to "Great Jumbo" or
extended position.

Try First Trials

In November, 1955, the Malkos
tried their first trip. By that
time their regular routine featured
a dozen more acts, and which
calls for two or more trapezes from
a re
The Malkos called their
a hand trick over a stick held by
the catcher. That's fancy flying,
and trapeze work. The first time
it is similar to a "fluffit," except
that the performer is on the
forward side of the trapeze bar and
has his back to the catcher at
the moment of impact.

The Malkos called their
second trip the "Dancehall" plus a box
tower in practice at Evanston, Ill., next.
Center three for audiences at the
Circus Ring in Fort Worth, Tex.

Wilson called them to checked.

The Malkos followed two trips
in high fliers in a box tower in
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Flyers Maintain High Pace

Robsom people lived around this city after the show wintened on at the Biltmore last season. J. C. Williard, while the bear was with him, was killed early in the town. Rex N. Van Horn tells about the article.

Real Shipley is making school assembly after his show, but Museum, C. W., who once worked with the Williard show, is now in Kansas City. J. C. Willard, the circus director, tells the newspaper that they have left for the middle west, and the Bear Mort, is at the city of Des Moines, Iowa. A recent St. Paul Dispatch article told that he was a Buzzy per cent from Europe, where he is a script writer for movie work.

There are over $1,000 worth of gold cards, with a full color photo of Real American's restored band organ. The shipley show is being considered for shows and admirers, vaude and beautiful performances. At the city of Kansas, O. K., and would enjoy a large house on the ground.

Joe Shipley and Harry Sky jumped from New York to San Antonio to work the Exposition. They are making a big show and all the directors are considering a campaign to expand the city of the show.

At the North Alhambra, Flo, were Jack Joyce and his beautiful ship, with a favorite call.

Robinson, built such a "return act." They found that a safety device was needed. That while they went to an Illinois River Fisherman that helped them in a way. Other boats and a double; the fisherman, so they did their work in a way. These flying-act return made its initial show with the Cook & Ringling Circus in the 1900's. In 1904, in a Ringling Bros. press great called the Flying Fishers, and since then these acts have been flying return acts, and the people.

Another performer, Eddie Ward, has signed and built a large building in which flying return acts could practice. He trained many flyers and the number of acts is increased. These Wards and trainers of the Wards in the business today, and will receive they had the big house

One of the Ward trainers was George Roberts, who picked up the banner and began training new flyers and traveling in new acts. He bought the Ward building and also arranged to use the YMCA gym rooms for their acts in Bloomington and one source says that about 35 such troupes have been licensed for all acts and they are associated with many troupes and for some time operated in this area. The Flying Ringers and its subsidiary. In more recent times he owned three acts that appeared in the Ringling show.

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The Flying return acts of today, in addition to the Palace and the Odd Fellows' Circuses, include, the Flying Dealers, who featured a double; the Flying Lamas; acts of the three Valentine brothers, billed as the Flying Valen- tines; Flying Bros; the Flying Marbles, with Harry Shipley doing a double; and a double extra couple; the Japanese and a two-and-a-half; the Flying Siegrist, with Helen Alexander, the Fly- La-Forma, the Flying Zebras, the Flying Grasshoppers, and St. Louis, Mo., and finally the recently organized Flying Roberts. While there are about 10 of these acts now winter in Bloomington. The Ward-Cooke bloc has a number of stores and equipment and is not available to the public, but for a $500 tax on their acts. The new management has cleared out all the flying rigging that made the famous circus. It's difficult to re- connect newcomers to the public acts. And the acts are filling the bills and going great.
John Marks Sets Retirement
With End of Current Season

Scuffle for Dates Marks Ends
Of Title, Equipment as a Unit

MONROE, N. C.—John H. Marks, owner-operator of the shows being run here for the past 30 years, is calling it quits at the end of this season. Marks has run the biggest show in the industry, from use by any other person or group.

His feats, formidable in his territory, have been informed of his decision. As a result, all of those events, including those yet to be played, have been delayed by solicitation of organizations eager to take all or part of the Marks route.

Some men's homecoming, his estate was deluged with letters and telegrams of congratulations, the occasion being honored by both military and civic groups.

Among those writing to congratulate Marks were: the late Maj. Gen. Claude R. Faughn, Jr., who was associated with Marks in the fun business from 1949.

Some 100,000 lovers of good shows and good showsmen are expected to return in 1955.

Says Marks that he would retire his name with his equipment and that he would be in charge of any show seeking all or any part of his route.

The title and reputation that he has earned would be worth a good deal, but Marks will hold firmly to his name and will sell his equipment to interested individuals, providing that the equipment is used for shows and not as a unit, trucks, riders, and decorative units to his Richmond headquarters.

The rides will be kept, an indication that a park operation may be included in his plans for the future. The equipment will be sold piecemeal or as a whole, depending on the owner's and his ability to pay.

There have been prospective

Big Crowds Increase Dallas Midway $$$

Ride, Show Grosses Up 12 Per Cent;
Taylor Revue Leads Back-End Units

DALLAS—The midway at the State Fair of Texas in general was a success this year and the first five days were the greatest of all.

By William, who has the shows on the fun zone, said that shows were well ahead of last year, due primarily to the full attendance on the first Saturday, which damped up over 100,000 boys and girls from all over Texas on the fairgrounds for what is considered to be one of the midway's best days of the year.

Wilson's top show, as it has for the past six years, was a vintage one, with the fun zone and Midway Revue, the Girl Show in second place. In a tie for third were the Palace of Wonder, Miss Houston Show, and Miracle Fountain, Water Show.

The Midway Revue, in charge of midway superintendent for the fair, reported that rides and shows were up on the average of about 12 per cent at this point.

As far as the Shows Up Joe Murphy, the fair's biggest producer of shows, said that his rides were ahead at this time due to the big opening day, and games up at the same rate as last year.

The big hit as a novelty attraction appeared to be the two miniature middle-weight showboats being operated by the Shackleford Bros.

Page No. 1 Unit
Goes to Barn

SPRINGFIELD, Tenn.—Page Barn Shows has stored its No. 1 unit here in winter quarters while the No. 2 unit, managed by Colton Leonard, will remain out as long as the weather holds, W. E. Page, announcer.

Page also disclosed that he is framing an indoor circus here and will take it out in the near future.

The shows were both to be wintered at Mount Dora, Fla.

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Perennials of the first unit have managed to sustain their respective houses. Tex Roberts is in Mobile, while Howard Fawver is in Tampa. Leroy Crandall handed south; Mr. and Mrs. Royal Bowers, Miss Dorothy Huten, Jack Reader, Weaverly, Tenn.; Tommy Rude; J. E. Davis, Lufkin, Tex.; Claude Martin, Rogersville, Ala.; Johnny and Steve Johns, Monroe, Ala.; Tom Gibbs, Neville and Harry Smith, Caleo, Colo.; Norman Littlefield and Carl Weaver joined the No. 2 unit, while Howard Hardwood and Louise Dobson are here in quarters.

LITTLETON, N. C.—Take away the wind and cold and the shortages of helper, and you have the current tour of the George Clyde Smith Shows and that organization has had a good season. With only two fairs remaining, the show is certain to return the investment that was made.

The veteran showman, who has had to cope with every imaginable weather condition that has spanned 36 years, redacted this year set records both for food weather and turnover in helps. The weather sided him at the very start of the tour.

The show has been wintered at Mount Dora, Fla.

Babcock Shuttles After Longest Tour

RIDGECREST, Calif.—The Frank W. Babcock United Shows finished its longest season in 49 years of operation when it closed here Sunday. The shows have been a hit and the club was a new one.

The organization, according to F. Gerer, treasurers and past-presi-
dent, points out that the organization was formed in 1945.

Montreal Club Marks 7th Year

MONTREAL—In a recent story on the Canadian Showmen's Association, the Montreal Club was described as "the club was a new one."

It was the Montreal Club which was formed in 1945.

Fair Grosses Up Sharply
For Jim Drew

SWANSONBRO, Ga.—The James H. Drew Shows, moving closer to the first time in 1957, will wind up with increases at almost every fair and major celebration, James H. Drew, president-managing partner, announced. Some of the stands produced over $100,000 for the shows, which were considered a stronger line-up, including the new Scrambler, which was delivered in August.

Drew also said the shows' staff decided to reduce the prices of the rides to coincide with the new Scrambler, which was delivered in August.

The ride, along with the new Scrambler, will be used in the 1955 season.

Patty Conklin
Negotiates Buy Of Wild Mouse

TORONTO—J. W. (Patty) Conklin disclosed during Wednesday that his Wild Mouse Company has purchased control of a $100,000 travel agency in Germany, which will operate in the United States, Canada, and in some other European countries.

Conklin, who was accompanied on his trip to Germany by his son, Jim, and Mr. B. Stein, president of the company, said he had been in negotiations for the purchase after studying the ride in operation at that event.

The Wild Mouse has a capacity of 24 in and in movement bears a re-

1956 Season Ahead of '55, Says Mullins

BANGOR, Me.—Another season of improved business for Ringling Bros. and Barnum & Bailey is expected, according to F. O. Mullins, the general manager of the shows.

In 1955, the shows were able to operate in Canada for the first time, and the company is planning to use the Canadian coast-to-coast circuit on the line for its story of life as a showman.

Still a Winner

Weather, Help, Costs,
Problems for Smith

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M-G-R Best, Opines Marks
After 30 Years

MONROE, N. C.—Reining at the end of this season after 30 years of operating his own shows, John H. Marks is convinced that the Merry-Go-Round is still, and will be, the king of the midway despite the amusement riding devices. He owns two, a 30-year-old unit that has been on the road ever since the Monroe Fair, and a second stored in quarters. The strength of the ride, apart from its capacity, is the steady grind it earns even on the slowest day.

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Among those writing to congratulate Marks were: the late Maj. Gen. Claude R. Faughn, Jr., who was associated with Marks in the fun business from 1949.
MIDWAY

Matt Dawson, corner of the Acme Premium Supply Company in St. Louis, is back at his desk after a recent trip to Chicago, during which he recovered from a heart attack. He is looking forward expectantly to his next company’s new headquarters.

Mary and Teddy Texiera, who closed the season with game concessions on the Foley & Burk Cribbed Shows at the Ventura, Calif., County Fair, left Los Angeles Tuesday (16) for a trip East. They visited in Chicago before going south to Tallahassee, Fla., and New Orleans. They will be gone for three weeks and upon their return to New Orleans will spend a few weeks visiting in Los Angeles before coming to their home near San Francisco... Harold Harvey, electricity on Foley & Burk and The Billboard grand, purchased the cork gallery operated on the show from M. H. Oneil, Ellison. Harvey will winter in Santa Rosa, Calif., where the show maintains winter quarters on the fairgrounds.

Trey W. Hicks, bat boy at Thomas Jordan Shows the past season, is confined to his home with a serious ailment. He is expected to be confined for some weeks and when released will return to Warren, Ill... Carnival Joe Markuse posted that he “guessed your name” when doing okay on Peace Premier.

J. W. (Patty) Cooklin, Canadian midway bigwig, recently told the story of the Cooklin brother’s can- nival operations to a vast Canadian radio audience served by some 30 stations. Cooklin, who was on duty for a week, told the yarn against a background of midway sound effects.

Louis (Fрешer) Brown, concessionaire at Playland Park, Fair Bankway, N. Y., left recently for a European tour... Elmer Nagy, concessionaire for the Billiac-Franklin, Detroit, is hospitalized for observation.

Fall Shows Under Way for N. Y. Club

NEW YORK—National Showmen’s Association ushered in its new season Wednesday (10) with a meeting presided over by John W. Weisman, past president. Weisman spoke briefly on the negotiations for the new clashinghouse at 123 West 56th Street, recently opened when his firm moved over from route 6 at Elvira, N. Y., to 123 West 56th Street. This season will be held at the old address, 317 West 56th Street, at the Friars cannot vacate until February.

Recommending the Thanksgiving week festivities centered on the Mercury to be given November 25 in the park tropical room of the Park Sheraton Hotel, with receiving tickets at $1.25, emcees will be Gerald Sheinfeld, Weisman and Dr. Jacob Cohen.

Members have who died since the last meeting in April included Albert Burt, August Berti, Joseph Schubert, Raymond Young, Lee Brower, Robert H. Morton and Arthur E. Campfield.

On the sick list are John (Duke) DeNoia, St. Louis, Hotel New York, Joseph Bellinger, Veterans Administration Hospital, Ft. Dix, New Jersey, and Frank Meyer, City Hospital, Welfare Island.


Secretary Ethel Weisberg reported on tamales money as follows: $475.00, Coney Island; $273.00, Thompson Park; $138.00, Coney Island; $125.00, Williamsburg; $22.00 from John E. strains, and an additional pledge by Pull line for the I. T. T. Shows.

GREAT JACKSONVILLE FAIR

"Gator Bowl" October 24th thru November 3d
Jacksonville, Fla.

CAN PLACE: One large show to feature.

WILL PLACE: All Eating and Drinking stands located outside exhibit area. Will place legitimate Merchandise Concessions. All strictly Hanky Penn will operate.

Train will leave Jacksonville after closing of this fair for Petersburg, Va., winter quarters. All wishing to book for next season get aboard.

All Address

CETLIN & WILSON SHOWS
This week, Georgia State Fair, Macon, Ga.

CUBA

WANT FOR PALISADES PARK OF CUBA

... This is a new deal on the Island of Cuba... 3 MONTHS’ WORK

Also one more month’s work on a Northern Latin Country near by.

Sailing out of West Palm Beach, Fla., Nov. 20; back in the U. S. A. by April 15.

Your transportation will be paid both ways. This is handled by an American Showman with a representative of Cuba.

REDS—West Whip, Screamer, Scouter (Ike) Berga, wire and mail. Arranges Round, Hot Dots, Cooler, Kiddie Rider that do not conflict.

SHOWS—Huntingtons (Art Sponsor, wire me), Side Show or Big Wheel. Will pay or arrange for entire tour.

Will lease or buy 200-00, Light Plant. Want to hear from first-class Electrifiers who knows Diesels.

Address LEO BISTANY, Box 181, Tamiami Sta., Miami 44, Florida

TIDE WATER DISTRICT FAIR
SUFFOLK, VA., NEXT WEEK, OCT. 22-27
This Fair now under new and progressive management CONCESSIONS and SHOWS of all kinds will be booked, including Popcorn, Candy Apples, Foss, French Fries and other Eating Stands.

RIDE HELP can be placed. Contact

STEVE DECKER, BEAM’S ATTRACTIONS
Fairgrounds, Ahoskie, N. C.

WARREN COUNTY FAIR
WARRENTON, N. C., OCT. WED., OCT. 22-27

Peppers All Slate Shows

PAY DAYS—PAY DAYS
BIG NAVY PAY DAY, Ferrer, Tere, this week; another pay day besides call is to follow. Can send $100 a week who drive, can send $50 a week who ride. Contact: Pete Rusk, Box 215 A, H. E. T., West Coast and F. B. A., New York, T. E. E. or U. S. B., New York, N. Y., or T. E. E. M., New York, N. Y.

Unlimited Exhibition Shows
Ferrer, Tere, this week.

T. J. TIDWELL SHOW
WANTS FOR BALANCE OF SEASON—OIL AND COTTON BUILD

Copyrighted material
CARNIVALS
THE BILLBOARD
OCTOBER 20, 1956

Winston-Salem OK For World of Mirth

Winston-Salem, N.C. — Coney Island Shows were off slightly at the Winston-Salem Fair, now known as the Dixie Carnival, where a half million people were expected to visit the midway this past week. The dip in attendance was attributed to rain and the length of day. The fair is now in its second week with some 19 days remaining.

Switch to Paid Gate at Jackson Cuts RAS Gross

San Antonio, Texas — An estimated five to six percent of the gross receipts at the Jackson RAS was the result of a move to collect an admission fee at the door of the circus. The change in policy was noted by Jack Flash, manager of the RAS.

Union, S. C., Finishes Okay For Vivonias

LANCASTER, S. C.—Business continues okay for the Amusement Shows of America when weather permits. Last week in Union, S. C., started slowly due to threatening weather, but hit its stride Wednesday (10), Children's Day at Fair Park. Hydrick Ruby reported one of the best turnouts in the history of the fair.

Vivonias-operated midway fielded 15 rides and 12 shows. A number of people have returned recently, including Albert Lockner, of North Greene, S. C., who signed with Vivonias for four weeks. Vivonias for next year's Hustonville County Fair, near Rochester, N. Y., it will be the fourth straight year he has owned the show.

Top hand money last week went to Junior's "Hoppy the Horses." Lola Conkle did okay with the Side Show, as did Ralph Ryn who, with his cookhouse and pony ride.

Recent visitors to the Mobile Department of Walter B. Fox included S. A. Ruffin, billposter; Florence Adam, former concentration camp prisoner; and Frank W. Rogers, owner of the shows bearing his name.

CLUB ACTIVITIES

PACIFIC COAST SHOWMAN'S ASSOCIATION

LOS ANGELES—The Pacific Coast Showman's Association reports that its next meeting is scheduled for the week of Sept. 25-30 at the Hotel Huntington, Hollywood, Calif.

The meeting is expected to be well attended.

A special event is expected to be the installation of a new president, T. R. Cullin, of Los Angeles, and a new secretary, Robert Holcomb, of San Francisco.

Motor State Shows

RALLYNDS, Louisville, October 22–27—STREET CELEBRATION—AND OTHER LOUISIANA CELEBRATIONS TO FOLLOW

Want Hurty Facts only. Can place Pitch-Flip-You-Win, String Game, Glass Pitch, hands on or off. Get delivers. 30c or $1.00 per month. After 20 years in business. Contact POLICE DEPT., RALLYNDS, L. A.

Raley Bros. ’EXPO’

CLEANEST SHOW ON EARTH—NO GRIEF ANY TIME

Chesterfield, S. C., this week; Berkeley County Fair, Monticello, and Colleton County Fair, Walterboro, S. C., is this week. Write to ext. 4612 for more info. Check Raley Bros., Officers: R. H. Raley, Pres.; H. R. Raley, Sec.; R. H. Raley, Treas.

C. A. STEPHENS SHOWS

WANT FOR BRADFORD COUNTY FAIR AT TARKA, FLA., OCTOBER 27

Concessions working for stock, come in with show. Shows: Baby Dyke Show, Showboat, Magic Mirror, Family Amusement, 25 white-tailed deer. Ticket office closed hot days of the week.

FEGGERS, C A., THIS WEEK

ROLL TICKETS

PRICE

100,000

$32.00

10,000

$10.00

5,000

$5.00

2,500

$3.00

Per Thousand

$1.00

Price Per

$0.50

Color Ticket

$0.30

Color Ticket

$0.10

FOOD DEVELOPMENTS:

Two Electric Griddles
Boast Big Capacity

CHICAGO—Two new electric griddles, each said to be capable of cooking 1,000 hamburgers an hour, are being marketed here. Each features a layer of ooze of usable grid surface. The two differ only in that one is available with a strip of strong and rear drain opening, while the other features use of an electric furnace that is built both in front and behind the grid surface. Both have a grid surface of 30 by 25 feet, with grilling areas that include four independently controlled cooking areas, with four thermostats to maintain exact temperature ranging from 200 to 450 degrees. Each of the four grilling areas may be used alone or in any combination with the other three.

Commenting on the new grate capacity, General Electric, which makes the two griddles, said that over the long term the machine is expected to receive a 10 times the normal retail price to build its plant and additional for sterilization, and the food service department to be sterilized.

The electric griddles have an oven and range top with an electric grill that is built into the top.

A wedding Tuesday (9) which united a former Miss Oregon, and Jamie Davis, of this town, was followed by the highlights of the week. Sam Caldwell, who is the best man, Margaret Glackin was the matron of honor, and Bob Matthews, the best man.

Members paid silent tribute to Harry Scott, who is the owner of the Douglas Greater Shows.

R E M B E R S...Applications for franchises now can be had at the office of Mr. E. E. Benedict, President, Honest John, President, and Bob Matthews, secretary.

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R E M B E R S...Applications for franchises now can be had at the office of Mr. E. E. Benedict, President, Honest John, President, and Bob Matthews, secretary.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2102 Patterson Street, Cincinnati (22), O., for our records of circuses, carnival and tent shows in winter quarters.

Title of Show

Kind of Show

Manager

Winter Quarter Address

Office Address

Copyrighted material
20th Century Winds Up Strong at Waco, Tex., Fair

WACO, Tex.—The E. D. Mc-Cravy-Jack Lindsey-owned 20th Century Show wound up its week season at the Heart O' Texas Fair here Saturday (8) with big winnings in the cash register. Lindsey disclosed that ride and show takes for the week were up 19 per cent despite generally cold conditions and tornado temperatures that often went over the 100-degree mark.

A new Scrambler, which joined three days before the end of the fair, was the top money winner each of the three days. The partners also announced they would add an Allin-Hendricks Tilt-4 for next year.

Shoe has already signed contracts to play Buckeye Days at Corpus Christi, Tex., and Great Jones County Fair, Monticello, la.

Olson Gets Fez, Show Good Biz At Montgomery

MONTGOMERY, Ala.—The Olson Shows enjoyed excellent business at the South Alabama Fair for the six days ending Saturday (13). Ride and show grosses were up roughly 15 per cent over last year at the fair, which was given good weather throughout, closed up 25 per cent higher at attendance in '55.

Paul Olson, owner and show manager, had the Shriners degree conferred upon him Thursday (11) by the Alabama Temple here. Immediately after, Olson was given an initiation on the grounds, with all city commissioners, four past grandees of the local temple, and 10 Shriners from six different temples participating. As part of the initiation, Olson was placed in an African Dip. Also associated with the initiation, however, was that Olson did not fall into the drink.

Page Planning Indoor Circus

SPRINGFIELD, Tenn.—W. E. Page, owner of the Page circus, said here last week he will take an Indoor circus in about two weeks. Page said he planned to winter his elephant in Florida.

W. R. (Bill) Tumber, circus publicity man, is at the hospital in San Antonio, Tex., where he underwent surgery recently. He was general press agent for Tom Pails Western this summer and then was with the new Clyde Beauty Circus on advertising banner. He was to join the Hamil-Morton advance at Boston. Re leased once from the hospital, he started out but became ill again and returned.

There’s Good Reason Why MORE and MORE CARNIVALS Large and Small Advertise In The Billboard’s CAVALCADE OF FAIRS

Far-Reaching Readership

Distributed as Section II of the Big, Annual Outdoor Convention Special to the entire weekly circulation . . . and many additional copies sent to Newswards throughout the country.

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 Availability 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.

P.S. In case of lost or damaged copies, please write immediately to the address below.

JACK’S UNITED SHOWS

Opening Louisi-ana—Florida to to-day. Needs for October 22-27, St. Edwards Church Annual Fair in colored city park, New Norcia, la., and five more Louisi-ana “Red Days” to follow. Handy Park-Drive Concerts of all kinds. Siren-er Fun House, Illusion, Greek, Smokes, Mechanical, Circus Side-shows, Water-bag or any good Show. Our Athletic Shows need one more Wrestler and Saver. Call or phone us.
People’s Dug, Field & Neptune Sts., Phone A-4147, New Norcia, la.
JACK SETTLE and JACK O’BRYER

BARNEY TASSELL SHOWS

This WEEK, RAYFORD, N. C.

[Advertisement for Jack’s United Shows and Barney Tassell Shows]
CARNIVALS

FOR SALE
IN PART OR ENTIRE LOT
THE ENTIRE MARKS SHOWS EQUIPMENT
CONSISTING OF THE FOLLOWING:
30 Tractors and Trailers, 14 Rides, 5 GMC Diesel Light Plants mounted on factory-built samis, Show Fronts, Convoos, Banners, Electric Light Cables—all sizes, Light Towers and miscellaneous Carnival Equipment.
All in first-class condition and can be seen in operation this week at Orangeburg, S. C., Fairgrounds; next week at Winston-Salem, N. C., Fairgrounds.

O. C. BUCK SHOWS
Due to bad weather week of September 24
Rocky Mount, North Carolina, Fair
will be replaced
OCTOBER 29 TO NOVEMBER 3
CAN PLACE: Merchandising Concessions of all kinds, Photos, Novelties, Scales. Eating and Drinking Stands—reasonable rates.
WANT: Colored Show, Sid Show, Mechanical, Circus or any worthwhile attraction.
WANT FREE ACT FOR WEEK OF OCTOBER 22-27.
Address O. C. BUCK, Camden, S. C.

ROSS MANNING SHOWS
CARTHAGIE, N. C. OCT. 22-27
CONCESSIONS: Want Popcorn, Apples, Grab, Floss, Mitts, Photos and Hanky Ponys.
RIDES: Any Rides that doesn't conflict.
Contact ROSS MANNING
Georgian Hotel or Fair Grounds, Athens, Ga., this week.

WOLFE AMUSEMENT COMPANY
WANTS
for Greenville and Spartanburg, S. C., Colored Fairs
The last big Colored Fairs in the South this season
3 days of Horse racing—2 big Eid Days at Greenville, 3 monmouth Kid Shows, 1 Circus. Will pay top prices for all carnival material.
Will buy or trade—literally anything that will pay. Send list and we will offer a price
Wants attractive Rides for Colored Fairs and will pay.

BLUE GRASS SHOWS
WANT FOR JENNINGS, La., FAIR, WEEK OCT. 22
CONCESSIONS
Harley Parks, Prize-Eating Times Games of all kinds, Apple Bob, Water Bug, Doll House, Beirut, Carnival Tent, Dome Tents, Maze, Outhouse, Ice Cream on Stick, etc.
SHOWS
Will take one or two good Crand if Bally Show with John Williams, or other shows for localities and children.
RIDE HELP
Can ride help who have chauffeur licenses.
Wires: M. G. Stokes, Sec., Blue Grass Shows
Albana, La., at this week.

TIBBS & KEELER
BALEYX, GA., OCTOBER 22-27
Want Bingo, Age and Weight, all Hanky Ponys, Straight Sales, Agents and Ride Help, must drive. Any Show accept Girl and Snake. Will book Coaster, Octopus or Chairplane.

ROY TIBBS
/c/o Western Union or General Delivery, Jesup, Ga.
Herb Dotten
He Got Those Mounties

O’Reilly is off to Jack Reynolds, manager of the Eastern States Express Co.
In his quest for a new major attraction, something unusual with compelling box-office appeal and surefire entertainment value, Jack
hit upon the musical ride of the Royal Canadian Mounted Police.
More important, he succeeded in snaring the ride, a thing of beauty, color, thrill and inspiration, to be an added attraction at the
tightly scheduled show of the present national edition of the Royal Canadian Mounted Police.

The Mounties’ musical ride is one of the greatest attractions of our times. It is also probably the most effective instrument
by which Canada can sell itself, particularly as a vacationland, with in the U. S. and
Canada.

Unfortunately, the Mounties and their spectacular ride have made few appearances in the U. S. and the 1956 performances are the first in the
area. It is most fitting that Reynolds closed for this appearance at his own
facilities.

The Mounties’ musical ride is one of the greatest attractions of our times. It is also probably the most effective instrument
by which Canada can sell itself, particularly as a vacationland, with in the U. S. and
Canada.

October 20, 1956

The Billboard
Carnival-Center Outdoor 67

WHERE ARE YOU WINTERING?

Mass. Dates for Sullivan’s Band

Worcester, Mass.—Band

South of the river, Mike Sullivan has a semi-

This week’s weather and weather in the tables shows in winter quarters.

Title of Show

Kind of Show

Manager

Winter Quarters

Office Address

Bureau Raps Indianapolis Arena Delay

Indianapolis — Delay in planning an ancient amusement ride was described as a "local eco-

The show is a regular feature of the National Indiana State Fair and has been a favorite of adults and children for years.

Reynolds

It is the policy of the National Indiana State Fair to provide entertainment opportunities for all ages.

The ride was scheduled to open on October 1, 1956, but due to adverse weather conditions, it was postponed until October 2.

The show will now take place on October 3, 1956.

The postponed event will feature a variety of rides, including the classic "Indianapolis Rides," a roller coaster that has been a favorite of fairgoers for years.

The show is scheduled to run from October 3 to October 8, 1956.

Auditorium Job

At Lincoln Goes to Don Jewell

Lincoln, Neb.—Don Jewell, manager of the Shrine Auditorium at Billings, Mont., for five years, is now the manager of the Mutual Auditorium in Lincoln.

This move is part of a management change, with Tonry Jewell, a former Lincoln business owner, taking over at the Mutual Auditorium.

Jewell will manage the Lincoln location, which is under construction.

Jewell is slated to assume his new position on October 1, 1956.
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

**FIRST TIME OFFERED!**

Send $15 for sample package of 10 items

You may order any of the individual numbers you desire.

If you are not satisfied with our selection, we will refund your money.

**DIVISION SALES**

334 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAWRENCE 2-7777

**MERCHANDISE**

If you sell direct to the consumer and want to make big money out of that new do-it-yourself item, you are urged to send your name and address to Modern Products Manufacturing Corporation, 100 South King Street, Wilmington, Del. The firm will send full particulars without obligation.

New tinplate sets composed of needle case, thread spool, and two-circle expansion bracelet are being sold by Roy Noyes Company, 1735 Arapahoe Street, Denver. They come in a flashy box priced at $24 a dozen sets. Sample is $2.50. Prompt delivery is promised and a new brochure will be sent.

Christmas merchandise is stocked and ready for immediate shipment by American Radio History, 1404 Evers Street, Philadelphia, and has introduced Trello Cloud, a clear liquid which, when poured over any clean surface and allowed to dry, produces a lens against another surface. You may then pull the article off and press it in another position without applying more adhesive. It will stick to practically any surface, face or edge, and is nontoxic.

**catalogs**

Giant Book Packed with Nationally Advertised Merchandise at Lowest Wholesale Prices

By careful cataloging through thousands of horsecollar inventories, jewelry, electrical goods, household articles, houseware, books, etc., the firm's new catalog is ready and you are requested to write for a copy. The firm points out that they are in detail the type of business and your type of goods in which you are interested.

**Pipes for Pitchmen**

THAT WELL KNOWN... pitchmen, Red Davis, had the unusual experience of observing a新生儿's birth when he and his wife, Betty, were approached by a 11-inch-old, 111-inch-young, John-Patrick, the couple's third in three years. Mike Gunin and his wife, who were both adoring the new addition, reported that the newborn is the spitting image of the proud pappy.

HARRY WORTHY... clears that T. R. Garett, paper man and conscientious agent, is continuing to work. In the Hospital, armed DB, Rhine, Ga, Garrett would like to hear from friends.

MR. AND MRS. DAN DEFEO... well known on the fair circuit and connoisseurs of fine foods, recently staged their fifth annual dinner for the staff of Kim & Coif at their summer residence at Pine Hill, Delaware county, which was an epicurean delight and we are all looking forward to their next dinner," writes Kim.

10 YEARS AGO IN PITTSBURGH

Mary Bagge was reported working southwestern Ohio to click turns with Navy-King Products... Mrs. Herbert Snodgrass, discharged from the armed forces, was in Dallas framing a punch-hole layout. Rudolph Rock reported from Nashville that he was well on the road to recovery after a surgery in the hospital and that he had joined John Beck's inventory. Bill Weis was working the Lord's Prayer on a yellow surface except takes at Southern fairs... Benny Stone was reported to have rolled up some excellent scores at a two-day show in Long Beach, Calif... Al Freeman was doing well at dates along the West Coast.

R. F. (Blackie) Shifflett was operating a new sign service for Larr, in Cincinnati, N.. Pat Malone and Jack (Tinkle) Stuart were working Virginia stock sales to excellent returns... Doc (Mel) Hathaway, vest and tails, was closed with Cash's end copy in Bethesda, O., and did another good show at the pipes desk in Cincinnati, reported for a two-day show week stand at Whitesburg, Ky., to pitch Col-ton-Sa products. Hathaway said the Cash show had been 22 played in Ohio to good buzz. Roster of the show included Carla, Coreillford, Billy Williams, Mr. and Mrs. Howard Martin, Jimmy Stewart, Coyle Young, Mrs. Cash and Mrs. Williams.
**COMING EVENTS**

**Alabama**  

**Arizona**  
Tucson—48th Rodeo, Oct. 4-6.  
Yuma—C.C. Hudson’s Treasure Island Rodeo, Oct. 11-13.

**North Carolina**  
Charlotte—Festival, Oct. 27-29.

**Tennessee**  

**Mississippi**  

**Florida**  

**Special Events**  
**Helldorado**  

**South Dakota**  
Brookings—Brookings Auto Show, Nov. 2-3.

**Under the Marquee**  
*Continued from page 61*  
Engagement will be his 18th for the store.

*Pedro Morales writes that his set, the Missions, closed its fairs at South Falls, Okl., and returned home to Tampa for a week before going out with the Larry Elliott hand.*

*Doc (Scotty the Clown) Candler received circus dates at Washington and Philadelphia. He will play a return date at a Baltimore store this Christmas season.*

**SEND FOR YOUR FREE 1957 WHOLESALE CATALOG**

**ARCADE SALES COMPANY**  
410 N. CICERO AVE.  
CHICAGO 14, ILLINOIS

**COASTLINE PEN CO.**  
33 West 33rd St.  
New York 1, N. Y.

**FAMOUS GENEVA**

**275 W. PEIFFER**

**Over 3000 TERRIFIC VALUES!**

**GIVE TO DAMON RUNYON CANCER FUND**
CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual style of style, one paragraph, no display. First line, 10c per character; second and lower lines, 5c. For 5c, add 10c per character outside of these lines. All rates subject to change. No foreign or Alaska or Hawaii.

IMPORTANT
In determining cost of this class write to your name and address. When using a box number in care of The Billboard, write the number and your name and address. Also include 32c per insertion additional to cost of handling.

RATES: 20¢ a word—Minimum $4.
CASH WITH COPY
(Unless credit has been established)
FORMS CLEAR THURSDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTISON ST., CINCINNATI, OHIO

ACTS, SONGS & PARODIES

AMERICAN POLITICAL TONG—TERMPIC MONOPOLISTS. A full line of patented, exclusive of all others at $5.00. Letters, $1.00. 50 centers per card. Mention THE BILLBOARD in your order.

NEW MOUNTAIN MUSIC "DAISY DARLING"—A novel novelty that will make you laugh. The words are famous. The music is original. It will make a hit in your city. Price, 50 cents per set. AGENTS WANTED. Write for samples.

THE BILLBOARD, 2160 Pattison St., Cincinnati, Ohio, U. S. A.

MORE BUYERS Will Stop and Read
YOUR AD
if you use
DISPLAY CLASSIFIED AD
RATES: Only 14¢ per inch

PORTABLE HOUSERS ON RENT

NOW ABOUT THEM AGAIN...THE FINEST HOUSERS IN THE WORLD FOR ALL KINDS OF WORK. FROM 100 TO 1000 HOUSERS. 1000 TO 2500 HOUSERS. 2500 TO 5000 HOUSERS. 5000 TO 10,000 HOUSERS. 10,000 TO 20,000 HOUSERS. 20,000 TO 40,000 HOUSERS.

YOUNG CAUCASIAN BUSINESSMAN

Needs backing to build musical sales in his district of a northern industrial city, with a population of 500,000. Through cheek power a large volume of business available with a minimum of competition. Has one successful experience in amusement line.

Past Office Box 52, Lancaster, Ohio

COSTUMES, UNIFORMS, WRAPAROUNDS

NEW COSTUMES, UNIFORMS, WRAPAROUNDS, HATS, AND OTHERS. Complete the line. Write Your ideas and we will furnish you the line. Wholesale and retail. Free samples. Write for full catalog.

FOR SALE—SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARLA'

Fabulous line of new and used poppers. Write for sample list. Write for price list. Write for line. Write for full information. Write for samples. Write for samples.

NO. 500, Market St., Parkville, Mo.

FOR ENGRAVERS

BUILD KNOB BIRD FROM CENTRE l. LAWRENCE, CON. 100% FINEST JOBNER AND MACHINES. CALL FOR OUR SAMPLES.

WRIGHT, EDMONDS & CO., 110 E. 14th St., New York City.

FOR SALE—SECONDHAND SHOW PROPERTY

BUILD BIRD BIRD FROM CENTRE 1. LAWRENCE, CON. 100% FINEST JOBNER AND MACHINES. CALL FOR OUR SAMPLES.

WRIGHT, EDMONDS & CO., 110 E. 14th St., New York City.

This is a
DISPLAY CLASSIFIED AD
Your Advertisement displayed in a space this size will cost only $14 per insertion.

BUSINESS OPPORTUNITIES

WHACK AND PAINT MACHINES

NEW MOUNTAIN MUSIC "DAISY DARLING"—A novel novelty that will make you laugh. The words are famous. The music is original. It will make a hit in your city. Price, 50 cents per set. AGENTS WANTED. Write for samples.

The Billboard, 2160 Pattison St., Cincinnati, Ohio, U. S. A.

FREE LISTINGS
Manufacturers' and wholesalers' business card notices, for insertion in our issues. Agents and representatives of well-known firms are invited to place notices in this column. Free. For the next issue, please send your notices by Saturday, October 16th.

NEW ENGLAND JEWELRY

127 South St., Boston, Mass.

NECKLACES AND BRACELET

All styles, $3.00.

A. L. A. ALABER, 116 E. 14th St., New York City.

SUPER SALES CO.

20 East 17th Street

Copyrighted material
Tight Money Coming Slowly On Terms Not on Interest

Survey of Music Operators in 27 States: 6% Stays, 12-Mos. to Rule

CHICAGO — Tight money, richer in higher interest rates, dryer in lower rates or bigger down payments or a combination of those three, may mean a music business as fast as it has to U. S. business in the last few months.

That's based on a nation-wide survey of 100 music operators conducted by The Billboard in late September and completed this week.

Bank rates on the country's first advanced late August and early September, but to date, according to the survey, the majority of music operators have not felt the pinch.

For operators being financed directly through banks, of course, rates are higher than those of the bulk operators, who finance their equipment purchases from distributors. Interest rates remain the standard 6% in most cases. Of course, many distributors who have a carryover interest on their payments to operators areturn, finance, and new banks, financial houses. For these rates are higher and usually is reflected in operator's loans. But in some cases, distributors have kept charges down for some time according to operators reporting.

The overwhelming majority of operators polled polled opted for 12-month term contracts—say that the term are the same at securing a new loan. Of the 90% who agreed to the 12-month plan at the start of this year, with 20% per cent saying that they have stiffened. An operator reported earlier terms.

Rock-Ola Exec

Attend School

On 200 Model

CHICAGO — Rock-Ola Mana-
cipation is starting on the title of supervisory personnel numbering approximately 45 in an intensive three-week course on the nomenclature and functioning of the new Model 1435 automatic jukebox.

Sessions were being conducted by the engineering staff with Donald Rockola in charge. Instructors and lecturers include Harry Mastaler, chief engineer; Ralph Petrini, chief electronic engineer; Hầy Schweitz, chief machinist; S. M. Frank Schudak and Jack Barbasch, sales manager; John Toolin, Howard Sillifire; Edwin Olinan and Frank Rockola, the engineering staff.

Scheduled originally as a two-week program, the course has been extended with additional lecture and discussion periods. All electricians and technicians on the new model are being covered.

David G. Rockola, president, opened the program with a short talk. He explained that in the past specialized instruction and training had been conducted for foremen, mechanics, operators and service men. From his viewpoint, accumulated with profusion at the firm's 70th year.

Rockola said, "Now, stated Rockola, "as training personnel is a plant, no matter how remoteely with these manual, something can be, may be, function better and are more valuable to the firm when they are thoroughly familiar with their products."
"It's AMI 6 to 1 For Dependability"
Says Serviceman Buster Railey,
Deale Automatic Music Company, Miami, Florida

Railey should know! His company has been in the music business since 1928. He says:

"Less than 1 out of every 6 of our service calls is made because of an AMI juke box, and there's more to it than that. We know to the dollar how much each box costs to operate. Our figures prove that service costs are minor for AMI boxes.

"We have some pretty tough operating conditions down here and I guess the main reason I like AMI juke boxes is that they're dependable."

Why not ask your serviceman (and your bookkeeper) about how other juke boxes compare with AMI? You might check up on how much you have tied up in obsolete parts, too. AMI can save you a lot there, also. Ask your distributor!

Music that makes more money for you

AMI
1500 Union Avenue, S. E., Grand Rapids 2, Michigan
Originator of the automatic selective juke box in 1927—ahead then, ahead now.

Licensee: Jensen Music Abundums,
Building the 1500-AMI Juke Box sold through Oscar Siebye A/B,
& Palaisgade, Copenhagen X, Denmark.
We're Hearing it from Operators Everywhere

HALF-DOLLAR PLAY
Doubled My Take

When it comes to earnings, the Wurlitzer Model 2000 with half-dollar play heralded the dawn of a new day. Up to twice the take over former phonographs on the same location is a common occurrence. It's just one more Wurlitzer 1st for the benefit of Wurlitzer Operators.

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.
MUSIC OPERATOR FORUM

In 3 Not Repaid On Location Loans

(EDITOR'S NOTE: This is the record in a series of Music Operator Forums on operator loans to locations. In this series, music operators are encouraged to write in and tell of their experiences with the location loan problem in today's operating business. Its growth, its status today in various parts of the country, and the need for a systematic approach for making worthwhile loans and ways in which the location loan problem can be best handled.)

One out of every three operators who grant location loans is not fully repaid on the majority of them. That statistic, turned up in this series based upon reports from 90 participating operating companies, is one reason why loans constitute a big problem for operators today.

For every operator who does not make location loans, there is one who does, according to this week's Forum (see chart). This brings up another reason why operators loan to locations has become a serious problem.

From the basis of MOF operators' reports, it appears likely that the location loan problem is being handled under control. Over 80 percent of the operators polled who reported they make loans said that they are not increasing the number they make. Most important, all surveyed operators agreed that operators are exercising more care in giving location loans. They point out that they are still exercising conditions and terms to insure repayment.

The most competitive nature of the operating business, refusing a location a loan often means losing the location. It is therefore essential that every operator turn hims/herself to the location's request for a loan that he first carefully considers whether the location is sufficiently profitable to make a loan of the size requested worthwhile. At this point, most operators make a big distinction in their own locations they already have and new locations. In the former case—present locations—they make a further distinction between locations which are not changing hands and those which are. In the case of a new location, they distinguish between known and unknown ownership in considering risk involved. These categories and their general guidelines as loan prospects were uniformly agreed upon by participating operators. From operators' reports, a general pattern emerged which described a location loaning as a loan prospect:

The loan which is easiest for an operator to consider and usually the best loan risk is one for an established, known location whose ownership is known to him and which an operator already has, but which changes hands, is a loan more difficult to consider because the new ownership is not known as a good credit risk. In the case of a new location with ownership which is unknown as a credit risk, special caution is always necessary in granting a loan.

This general marking is based upon the experiences of Forum operators. But as point out, it is obvious not a rating system which by itself suggests whether an operator should grant a loan. Such a system does give a rule-of-thumb standard for meaning factors which will determine whether to grant a loan and for setting the terms of the loan. These factors are discussed in succeeding articles.

Once an operator has decided to loan a sum of money to a location, he is committed himself to a general policy which should allow every location to be gauge, outlined, paid out, and difficult to disallow him from entering into the first one. There are many suggestions that Forum operators offer for dealing with the same problem so that it can be controlled. In this week's book (see below) several of many which will be discussed are touched on. One operator suggests that the loan problem is tackled by local association, another suggests that in granting a new location a loan a contract for the term of the lease should be signed, the obtained, another says a note or mortgage should be obtained. One of the common comments made by operators participating who do not make loans is that a loan which cannot get a loan from a bank or loan company must be poor credit risks.

All or none...


"I'm an operator as that I'm not repaid on the majority of the loan. I would tell him to return the loan and tell the location to contact the bank. It's a loan and should be paid back. I think that a certain amount of money each week would be a better way to go."

HARLEY STEG, Kings King, Ridgefield, N. J.

"Location loans are bad for the operating business. It is almost better to close up a location than handle the loan. After an operator makes a loan to a location, the operator hates the operator because he doesn't care, and the operator is usually smart."

Know Your Customer...

IOWA OPERATOR (who asked not to use his name): "A note or a mortgage for the loan should always be stronged by an operator granting a location a loan. The loan should always be kept at the absolute minimum. Before making a loan, an operator should know his customer before even considering making him a loan.""TENNESSEE OPERATOR (asked not to use his name): "An operator should always place his own value on a location, his gross collections from machine and territory to machine operators, in general. If a loan will close a location for more than 15 months without the operator's wanting to sell and make a deal, it's all right. In 34 years we haven't made 10 loans."

Loans Bad...

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TOMI TRUCANO, Black Hills Novelty Company, Deadwood, S.D.: "We have not made a loan to a location for over 15 months. Our experience on location loans have been bad. The type of location that needs a loan and asks an operator for a note that cannot get credit from a bank or loan company Therefore, it must be necessary to be shrewd business-wise."

H. M. HALE, Haler Amusement Company, Miami: "Location loans are a cut-throat, unethical, unpredictable way of gaining and holding locations. Once a location is obtained in this way the operator is in position to give poorer shipment and service, and the most difficult industry as a whole suffers.

MUSIC MACHINES

New Seeburg
On Display
To L. A. Ops

LOS ANGELES—Showings of the new Seeburg 200 V. Direct
music by Minnowe Music is being done to small groups of operators here with displays being made in entertainingy regions by Hank Termick, manager of the distribution facilities, and Roy Prewence, salesman.

The first of a series of shows was held Tuesday night (3) at the Antlers Hotel in San Bernadino. Approximately 20 operators were present.

A showing on Baladski & Company Thursday (11) was reported to have also pulled a large group of operators.

No deadline has been placed on the displays in the local showrooms. From time to time, small groups of operators are being invited to see the new photographs.
Detroit Buying Set to Labor Situation: UMO

DETROIT — Operator pur- chasing equipment this fall depends on the fortunes of the workmen, George Schweigert, general manager of the United Music Operators of Michigan.

"Actual buying will depend upon what develops in the labor situation," Mr. Schweigert said. "If the pickers don't buy, there won't be any buying.

"Price is a deciding factor—as the machine becomes higher priced, it is going to cost us more to operate. Unless we pick up, operators will not buy."

It is reported that operators here are on strike against local because of overworked conditions of distributors' warehouses.

Detroit operators would prefer to operate if it could, Small said, but, since most are unable to do so, they prefer to turn in of 25 to 35 percent down, spread over 18 to 24 months.

Tavern Assn. Dir. Lauds Dime Play

NEW YORK—Speaking in the official publication of the State Restaurant Liquor Dealers’ Association, John C. McDermott, director, called dime juke box play "the greatest business opportunity in the Empire State."

"Inexperienced, who owns the New Bedford’s Tavern, Syracuse, said that on his location the weekly sales would, which of course, is the information to the Michigan Hit Parade, sponsored on radio by General Electric, and transmitted by the House of Representatives in April of $3,800,000,000 highway construction bill."

The main feature of the plan—a 70-mile interstate system—will join 42 State capitals and 90 percent of all cities, with populations of over 50,000. Obviously, in the next 15 years operators in all sections of the country will have an opportunity to benefit from the planned program. Construction of the 40-foot interstate system alone will cost $2 billion over a period of 13 years.

Turnpike for Op Expansion

Continued from page 72

Mexico Doubles

Mexico, the latest country to join the club of 200,000,000 youngster in the world, has doubled its population in the last century. It is estimated that the population is now around 13,000,000,000. The growth of this population has been rapid, with an average increase of about 1.5 percent per year.

UMO’s Small

Continued from page 72

just an average operator has in his business, Small figures that location owners gross approximately $60 per week, or about 50 cents per hour, or about $3 per day. The presentation has only the cost of electricity, which is about $2 a week.

ROCK-OLA ENGINEERING STAFF which is currently conducting three-week search for new firm’s top right: Frank Schultz, sales engineer; Howard Sifferman, chief mechanical engineer; Rory Moore, chief engineer; Jack Daisbach, sales engineer; John Fagan, Donald Richard, Don Oman, and Ralph Petri, chief electronic engineer. See story in this section.

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L’s Hypo French

Continued from page 72

$325 per month against the expansion of the cafe jule box.

L’s Build Sales

Both the jule box and record trades are being bolstered by the advent of the long-playing disk. The 78 r.p.m. record was a second-rate article, but the LP has created a new industry which gives employment to thousands of engineers, artists, workmen, printers and dealers and is, in fact, the real reason for the immense success of the after-war hit phonograph in the French cafes.

About 150,000,000 disks were sold in France in 1953, while in 1950 more than the same number were sold in LP’s alone. The 78 r.p.m. record took a little more, but the LP’s were not usually on the record market, but rather on the market for the French cafes.

The hundreds of record retailers in Paris are greatly interested in this latest plastics and vinyls 100-page catalogues in this respect, as well as to the other customer. Some of them are now taking up the new phonograph for the reason that the few dealers are left to them. By contrast, the hi-fi, jule box, the ever-popular little things, is carefully selected by experts.
How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed to be a handy pointer for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised more than 10 times in a six-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most accurate when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised less the four-week period and reflects the dominant advertised price. It is not a simple average between "high" and "low," and low indicate price range; mean average indicates the price level which most of the machines are advertised for. Therefore, when the mean listing is nearest the "high," it indicates the "low" is a unique price predicated for "as is" or "discontinued" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate positions.
FTC Hits L&M Cig Vending Allowances

Commission Charges Tobacco Firm Illegally Discriminates in Fees

NEW YORK — The Federal Trade Commission has scheduled hearings for December 4 in its case against the Liggett & Myers Tobacco Company. The firm was charged with discriminating against the Southern United States, resulting in lower prices for its cigarettes.

Vending machines are a common sight in the United States, and the FTC believes that L&M's actions are illegal. The commission will hear evidence from both sides over the coming weeks.

NBBB Cites Alco for False Advertising

MIAMI BEACH — Alco Sales Corporation, a division of Alco Film Distributors, has been cited by the Florida State Highway Patrol for false advertising.

The company has been accused of advertising its vending machines as being capable of producing a specific product, while in reality they cannot.

Production Begins On Hot-Dog Vender

Kasser Buys McCann's Rights; Redesigns Machine; 100-a-Week Output Scheduled

PHILADELPHIA — The United States Vending Machine Corporation has just announced the introduction of a new hot-dog machine, with initial deliveries set for early December. The machine is designed to handle hot dogs, relish, ketchup, and mustard, and is expected to be a hit with customers.

The machine is the result of a partnership between Kasser and McCann's, and is expected to be produced at a rate of 100 machines a week.

Interstate-N.Y. Gets Franchise On Coffee Unit

NEW YORK — The Interstate-Coffee Corporation, based in Chicago, has just announced the opening of a new coffee franchise in New York City.

The company has been operating in other parts of the country, but this is its first foray into the New York market. The franchise will be located on Broadway, and is expected to attract a large number of customers.

Universal Match To Hike '56 Net

ST. LOUIS — Universal-Match Corporation, which acquired an unspecified amount of National Match Corporation, has announced a significant rise in earnings for the year.

The company has seen a rise in sales and profits, and is expected to continue this trend in the future.

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Canteen Names
Wilson Gen'l Mgr.

CHICAGO — Automatic Canteen Company, a division of Canamco, has named Robert F. Wilson general manager. He succeeds William N. Gates, who died last June. With his promotion, Wilson was also elected president of Canteen. Formerly assistant general manager of Canteen, Wilson has been with the firm 21 years. He started in 1935 as a service man for the Barton operation.

Christmas Tree ORNAMENT CHARMS
$15.00 • 2 COLORED • MARGARITA FINISH

- Mix them with pop beads or kids can string them on trees.

AREAS AVAILABLE:
At your distributor or
Guggemine 33 UNION SQUARE
N.Y.C. 3, N.Y. • AL. 1-8332

The Hottest Machine in 25 Years!

OAK'S PREMIERE MINTED CARD MACHINE $24.95 each

Cards and machines on hand for Immediate Delivery.

Write or Phone Today!

Rake Coin Machine Exchange
801 A Spring Garden St.,
Philadelphia 29, Pa. Limit 2-2678

Cigarette and Candy Machines
Fully reconditioned, complete with base, ready for location. Machines are factory accepted and look new. Lowest prices anywhere—

TOM'S COLD CARDS, 100 capacities, pressed model $110.00
TOM'S COLD CARDS, 160 capacities, pressed model $115.00
TOM'S COLD CARDS, 160 capacities, pressed model $120.00
RANE STATIONARY PURE CIGARETTES $52.00
RANE STATIONARY TWEEDS, 160 capacities, pressed model $65.00
RANE STATIONARY, 160 capacities, pressed model $85.00
RANE STATIONARY, 160 capacities, pressed model $100.00
RANE STATIONARY, 160 capacities, pressed model $150.00
RANE STATIONARY, 160 capacities, pressed model $200.00

Penny Fortune Scale
No. S-211
Large Cash Box
$85.00 in Pennies
WATLING
Manufacturing Company
4650 W. Fulton St., Chicago 44, Ill.
Phone: Telephone Chicago 3-7272
Cable Address: WATLINGITE, Chicago

FCC Hits L&M Cig Allowances
Continued from page 79

stocking Cigarette regulars and kings and L&M filters.

On filters, the requirement is that if the machine carries any at all, one brand must be L&M. The L&M portion of the subsidy is $1.25 per machine per year. If the operator uses only Cigarette regulars and kings, the subsidy is 50 cents per filter.

Year Fact

In order to qualify for the subsidy, the operator must sign a one-year contract, with an option for a two-year extension. The operator must return the L&M imprint at regular trade prices and he must provide the Hornung Corporation with a list of locations. Payments to the operator are made quarterly.

Other L&M vending machine operators are made to manufacturers-Twenty and Continental. Rowe receives an allowance on its showroom, while Continental carries an L&M sign.

Several East Coast operators said they were approached directly by L&M representatives on a subsidy deal. One operator was asked if he would place an L&M machine. It was told that L&M has an arrangement whereby the operator gets matches free if he deals directly with the company.

Macke to Install In-Plant Service
In 2d G. E. Plant

WASHINGTON — The G. B. Macke Corporation, a major operating firm here, will install an automatic feeding service in the General Electric plant at Bridgeport, N. Y., within the next four weeks, it was announced this week.

Meyer Gellard, Macke spokesman, announced the installation will be the first of its kind in its Washington headquarters and will serve more than 1,000 employees.

Macke already has an in-plant feeding service in the General Electric plant in Wayneboro, Va., where approximately 800 are employed.

Hot Dog Vender
Continued from page 78

After insertion of the coin, the stern mechanism releases the blossoms and the box of the selector, and must be included in the container.

Beverage is provided by a standard, high-speed Ticonset unit. Suger and changekeeper are National. First public hearing will be in December at the convention of the National Automatic Merchandising Association.

Operators, however, cannot make deals with Harrouge and OAK'S.

One operator admitted that the reason he stocked certain brands was because of the subsidies. He added that if the subsidies were dropped and were passed on to the operator in the form of lower wholesale prices, he would probably pass up those brands.

His reasoning is that the subsidy repays him for the space in the machines, and the operators do not mind.

What effect the hearing will have on the vending industry is difficult to predict. It could very well cause the cigarette manufacturers to re-examine their subsidy programs.

-End-

Money Back Guarantee
Victoria's New Super Mart Vendoreno (Regd. U.S. Pat. Off.) is the greatest bulk vendor ever devised! It's a combination Vendor! It vends both cigarettes and candy! It's advertised and built like the finest in the world! It vends on 8x12X12 Inch box! It will operate with either pennies or nickels. For every $48 played it vends five balls of gum and 113 cigarettes. Super Mart Vendoreno is equipped with the new high-speed machine that makes sure every cigarette is delivered. You can sell cigarettes and gum at $1.35 for 100. It is the only cigarette vending machine filled with 500 ball-gum and capped chocolates. Takes in 5 cents, 10 cents, 15 cents, 25 cents, 50 cents, $1, $2, $5, $10 and $20 bills. You operate it for $12.00 a week or $120.00 a year. Don't lease. Pay for machine. Only $5.00 down payment. It's the best super-salesman you ever had on location, please return it. Super Mart Vendoreno is packed and sold to customers in the case; each case contains 20 complete units! Only $5.99 per unit. Also included is a three-drawer stock box. Cost of Special Deal Complete, ready to go on location, only $25.95. Try this deal today and be convinced. You will be back for more. Write the manufacturer and give him your city. We have this model available. No money paid until payment is made. Full credit extended, full credit anytime. Our CK-2500 with 200 ball-gum and 200 chocolate cases.
MIAMI

By R. OUL SHAFFER

Bernie Koganovsky, of K&B Music Company, became the father of a boy last week. . . Talking about babies, Joe Mangone, of Mangone & Mangone, was telling all and sundry about his firstborn. The young man scales 18 pounds, and is only three and a half months old. . . H. C. McCarty, of Key West Music Company, Key West, reports being feeling fine after that spell in the hospital. Oscar Garcia, of Key West, having a rough time of it these days with his arthritis.

Lenny Walf, of Bardway Music Company, in town checking up on the record situation. Lenny reports things still quiet up Fort Lauderdale way, but should improve rapidly, what with many places re-opening for the season. Cy Wolfe, of Wolfe Distributing Company, in town prepping for the Seeburg Service Co., which his band will conduct for the South Florida servicemen.

Bonny Shapiro, veteran for Mangone & Mangone, flew to New York last weekend to attend a party. The kid is actually up North three days ago. Another kid who has been up North and surely missed on this coast is Horace Garson, of Juke Box Company.

Buddy Cohen, of R&B Vendling, still away on vacation, the ord one this year, but should be back on the job soon.

WASHINGTON

By DELORES NEWCOMB

Phil Mason, vice-president of Hiash Music, celebrated his 24th birthday in the business last month. Business is on the up, he says, and the firm gets bigger every year. Mason reports no job opening.

Soft Drink Distributors Hit $166 Mil in '54

WASHINGTON -- Soft drink distributorschalked up sales totaling $166 million in 1954, some 20 per cent above the year's sales of 1953, according to figures compiled by the American Bottlers of Cane Sugar.

These figures show a substantial increase over the previous year's total of $138 million. The increase is attributed primarily to the expanded sales of cola drinks, which now account for over 50 per cent of the total sales volume.

The soft drink industry is one of the most competitive in the food industry, with a large number of companies vying for the same market. It is estimated that there are over 2,000 soft drink companies in the United States, ranging from large national manufacturers to small independent bottlers.

The industry is characterized by a steady growth in sales, as well as a high level of competition among manufacturers and distributors. Soft drinks are a popular beverage, and are enjoyed by people of all ages, making them a staple in homes and businesses across the country.

Joe Hal Reaves

Alfred H. Reaves, who has just taken over sole ownership of the Ray Music Company, was elected east to New Jersey by a death in the family. Pearl Reed, in charge of the Ray Music office, has returned from a vacation in New York.

The M. & C. Vend Company is being formed by Lester Green span and William E. Mackey as a wholesale food and soft drink distributor in New York City.

Detroit

Joseph Hamvory Jr. is establishing a small juke box operation in the East Side under the name of Hamvory Music Company, and plans a modest expansion later.

Evelyn T. Watson, who has just returned from sole ownership of the Ray Music Company, was elected east to New Jersey by a death in the family. Pearl Reed, in charge of the Ray Music office, has returned from a vacation in New York.

The M. & C. Vend Company is being formed by Lester Green span and William E. Mackey as a wholesale food and soft drink distributor in New York City.

A new juke box operating firm, Standard Music Company, has been organized, with offices downtown.

Principals are Benjamin F. Davis, who operates an insurance agency; Henry E. Anderson, a registered pharmacist, and William Fuller, who was formerly associated with the juke box operation, and is active manager of the firm.

Joseph A. Konopka, a long-time familiar in the area, is a partner in the Standard Vend Co., along with H. J. E. Vendling on the East Side.

Balloons and Vending Gum Don't Sell

Ball and Vending Gum, the products of the Eastside Balloon Company of Cleveland, Ohio, failed to catch on as expected.

The company was formed in 1952 with the goal of creating a balloon that could be sold as a toy and a vending gum that could be dispensed from a vending machine.

However, the balloons did not sell as well as expected, and the vending gum did not gain widespread popularity.

The company eventually folded, leaving behind a legacy of failed attempts at creating popular balloon and vending gum products.

The company's failure can be attributed to a number of factors, including a lack of marketing strategy, and a limited number of people in the market for such products.

Nevertheless, the company's efforts at creating new and innovative products provide a valuable lesson for future entrepreneurs.
NAMA to Meet

**Continued from page 75**

Vendor, will be for the purpose of selecting individuals from the NAMA group and the sales organizations involved to serve on the Sanitation Standards Committee. It will be between the NAMA group and representatives of the four major groups of associations, including NAMA and the U. S. Public Health Services. At the meeting, the first four public health agencies to act as evaluators for the military sanitation code are to be named.

The third meeting, to be held during the NAMA convention December 2-4, will be between NAMA representatives, sanitarians and representatives of the four health agencies that have accepted appointments as vendor evaluators. Purpose of the meeting will be to familiarize the agencies and their representatives with the vendor machines with which they will be working. They will also discuss the U. S. Public Health Service's sanitation code for vendors, which is scheduled to be ready for announcement and adoption in January.

Power House Bars To Get Sales Boost Thru TV Cartoons

**CHICAGO**—The Walter Johnson Company is launching a new series of one-minute animated TV cartoons to boost vending machine and counter sales of their Power House candy bar line.

The high-budget campaign has started in a series of test markets, coast to coast, and the campaign will extend thru the fall and winter months.

Commercialists will be based on an historical theme, with characters including a Roman emperor, Chris- topher Columbus and Paul Reveres.

Nehi Winners Back From Nassau Trip

MIAMI — Five Nehi national cooler-vendor sales contest winners and their wives returned on Friday (9) from a 10-day all-expenses paid vacation trip to Nassau.

The Nehi winners and their wives were Mottram P. E. Smith, Columbus, Ohio; Harrison F. Johnson, Terre Haute, Ind.; and Mrs. Brant Blanton, Tifton, Ga.; and Mrs. Mark D. Marshall, Los Angeles, California; and Mr. and Mrs. Jim Temple, Huntington Woods, Mich.; and Mrs. Ray McWilliams, Jr., St. Louis.

Reade to Install

**Continued from page 75**

Installations will probably be made in December or January.

Three-State Operation

The Readis organization, which engaged the food field a decade ago, now conducts a multi-million dollar annual entering business in New York, New Jersey and Connecticut.

Recently, it entered the industrial vending location and has the Emerson Radio and Phonograph plant in Jersey City. Other vending installations are in Fort Monmouth and the Eagle Ammunition Depot, both in New Jersey. The firm also operates vending equipment in the food market.

The Pacific coast award Readie covers 27 months.

**SNACK-O-MAT**

**Continued from page 75**

owned by William A. Starksen, an established vending company. Equipment used included: Mills Coffee Bar, Appo Automatic Soda Shoppe, Dial-A-Drink (for coffee, tea, soup and chocolate), Ice Box vending, and the famous Sheik three-selection milk vendor, Heine seven-selection candy vendor, and an ice cream vendor.

Daily Diners

Business has been very satisfactory in the Snack-O-Mat according to Wilson. It tends to be very busy for two three-hour periods—at lunch time, and at the near the end of the afternoon coffee breaks.

The spot averages—100 to 240 customers, far more than any of them twice. They are about 100 steady customers. Average spending is from $6.00 to $8.00 a person.

Most trade naturally comes directly from the building itself, which is a large enough office building to justify the installation—38 stories (including a three-story penthouse area), with about 1200 individuals tenants. It is estimated that about 5000 people work regularly in the building.

The Snack-O-Mat was introduced to its public thru an "open house" about the week after its regular opening. Announcements were made thru circulars sent to each office in the building when the center opened, followed up by distribution of free samples. Brochures also sent to each office. It is felt that promotion coverage over a wide area would not be justified.

**SUCCESSFUL VENDING REQUIRES:**

The availability of quality merchandise which meets basic human needs and looks good on the job, is an important issue for success. The vending machine operators are quick to learn, and able to differentiate between profit and no-profit.

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Chicagoland Gaming Industry News

10 Coin Mfrs. Sign For NAAPPB Show

Game Field Shows Keen Interest; Expect Wider Variety of Displays

Chicago—The coin-operated amusement industry is expected to make an impressive showing during the next few weeks at the National Association of Amusement Parks and Attractions conventions here November 25-28.

Ten coin game and Kiddle Ride manufacturers have been contracted for space, and more are expected to sign as conversion tones draw nearer. The NAAPPB show has been the annual exhibition for coin-op men who do business in this area.

Both in number of coin machines exhibits and in the numbers of different types of equipment, the 1959 show bids fair to top last year's meet, when a total of 106 machines was shown and a limited number of new products.


Last Friday, NAAPPB executive secretary, reported late last week that a total of 79 firms have already signed up to exhibit at this year's show. He said that space restriction is not going to prevent the potential number of exhibitors, but that he was not sure that price asked for booths will be enough to cover the show. A total of 6,000 individuals attended the show last year. (Continued on page 82)

Amusement Machines

CHICAGO—A kit of video electronic is an integral part of Exhibit Supply's new game gun, Juno. The target area has a realistic jungle background, consisting of vines in the jungle. Animal targets—elephants, tigers, monkeys and birds—appear in four colors.

Here's the trick. The multi-colored animal targets actually penetrate the four-color jungle background, appearing perfectly clear for a few seconds, enabling the player to actually take them and shoot them dead as fast as they appear. Animals appear only in the target area and will not pop up overnight. It must be designed, in no case, red-signaled and reset. Meanwhile the industry must depend on its stand and will to "keep the ball rolling."

New Shuffle Model

Neatest idea in the shuffle game line is incorporated into Chicago ant's newest product, an entirely different type of scoring. The shuffle game is played with the shuffle machines which remain on the playfield throughout the game, rather than being thrust into the gun, and only made of a single coin in the shuffle machine. The only catch was that he didn't have any place to put them. So being an old show business man, he made a trip to Chicago, parked up with the King Reid Shows and put his equipment on the game floor.

Caution Fair

On September 28th Razzano ended a seven-day run at the New Jersey State Fair Here, he has headed out to the country Fair dates at Greensboro, N. C.; Williamsburg, Va.; Salisbury, Md.; Columbia, S. C., and ending with Augusta, Ga., November 3rd.

The May 15th play at Plainfield, N. J., followed by slot dates at New Brunswick, N. J.; South River, N. J.; South Plainfield, N. J.; Elizabeth, N. J.; New Brunswick. (Continued on page 80)

Fall Coin Game Crop: Old Ideas, New Look

Chicago—New play features, rather than new types of games, are making the earmarks of the coin-operated amusement industry.

The nation's game operators, while most in need of some brand new amusement game pieces, are at last getting their pick of several of the real good variations of the standard equipment models.

Manufacturers of shuffle guns, game poles, pool games and pinballs are innovating in the way that should at least fill up the gap and eventually completely different aspect of location games makes its appearance. And there is still indication that many manufacturers are going to continue with such a creation before season's end.

The game does not pop up overnight. It must be designed, in no case, red-signaled and reset. Meanwhile the industry must depend on its stand and will to "keep the ball rolling."

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Williams Ships Fun House Pin, 4-Player Game

Chicago—Fun House, a new fun house with pin game, was shipped to distributors last week by Williams Manufacturing Company.

Special feature is three "trap doors" that lead to the next room, which score bonus points and "nag" previous players for landing balls in lugging bodies.

A four-type arrangement of 11 roll-over buttons is located just below the "trap door" and between the "trap doors" and roll-overs is a "special when lighted" score button.

Bull bumpers and switches cover the roll-over pins and trash the playfield borders. But two-operated flipper buttons at the bottom shoot balls back up playfield.

A multiple flipper feature permits player to continue playing in turn if one player hits the game. Scoring rules on the backglass record separate scores for up to four contestants.

The game is adaptable to 2, 3, 4 or 5-ball play. It is equipped with five small color switches and a large chrome cabinet guard and a National flag. The flipper buttons and switches are available at slight extra cost. Playfield and backglass are decorated with custom fun house scenes, including clowns, park rides and pretty girls.

Williams Names New Distributir For Western Europe

Chicago—Williams Manufacturing Company, currently expanding its distributor organization, also announced that a Belgian Amusement Company, Ltd., Amsterdam; the Holland Amusement Company, Belgium, the Netherlands and Luxembourg.

Belgian Amusement is headed by Sal Gnestman and Al Polak. Sam Strauss, former executive vice-president, made the announcement following the recent trip to Europe by Strauss and Scandinavian.

Earlier, Strauss announced appointments of three other new distributors to cover Italy, Switzerland and the Scandinavian countries. All the new Williams games and parts are now being shipped to the new distributors.

Ride Op Reaches New Locations Thru Display Ad

ST. LOUIS—After much excitement over the ad campaign of Barney Fericks, owner of Army and Navy Company here, has settled upon yellow page advertising which placed the firm in the most direct route to the Kiddle Ride prospects on the local level. Unlike many other advertising methods, the Army and Navy Company's potential location which are open to Kiddle Ride prospects in a city in big numbers, Fericks uses a large display advertisement in the trade paper which emphasizes, "We Specialize in Kid-" with the phone number.

Since he began running the ad, Fericks has more than tripled his Kiddle Ride streets, with locations in supermarkets, large chain drug stores, children's wear stores, toy stores, hobby shops and many similar locations.

The bill would place coin devices into three distinct tax categories: (a) $10, $25 and $50 per machine; (b) As the Internal Revenue Code now stands, it provides for two categories of tax—$10 or $25. The new $25 category would include the Kiddle pinball machines, which coin, with or without a prize, and many other pinball machines which are or become amusements, is worth at least $25. The $25 category would include the Kiddle pinball machines, which coin, with or without a prize, and many other pinball machines which are or become amusements, is worth more than $25.

The bill would make coin-operated amusement devices taxable by the state. (Continued on page 82)

Canada Pinball Trade Hit by Supreme Court

Toronto—A Montreal pinball operator lost his appeal to the Supreme Court of Canada against a conviction of operating a pinball machine illegally, thereby simultaneously invalidating the Criminal Code.

However, strict construction of the law of a pinball may be declared a "slot machine" within the meaning of the code.

The appeal to the highest court of Canada was the case of Arturo Fissoci, who took his case through the court system from Quebec to the top court in the country. Innsman was charged with keeping as a pinball machine in his house. The case was decided in Innsman's favor in Quebec courts, but Quebec law, as it relates to pinball machines, is different from Ontario law, which the Supreme Court of Canada considered in its appeal.

The case now goes back to Quebec courts for a new trial.
COINMEN YOU KNOW

Milwaukee
By BEN OLMANN

Dime play continues to take a strong hold in the Wisconsin Machine Company, according to David M. Kugler. At present, the firm has nearly 70 machines working at the dime price. Last week saw the Hill's new and improved plans take steps to the list of dime play locations.

Gerard Forman, operations manager for the Capitol Records branch office here, has moved his household to Milwaukee, he said. He is now living at the hotel. The office is now located at 371 North Water Street.

M. C. Miller, manager of the Wards Hardware Co., has moved his family to Milwaukee this week. The company is now located at 371 North Water Street.

Vending machine operator John L. Goddard of the Automatic Coffee Service, Inc., is passing out coins again. His wife just presented him with his seventh child, a girl. Claims he has finally caught up with all the girls.

Herb Geiger, who also has a fine family of seven youngsters, is busy with his vending machine business, which he has in several locations. He is working on a new machine, which he plans to install in a few weeks.

Barney Kramer, who is planning to open a new business here, is busy with the installation of his first machine.

Fred Kuehn, owner of the Distributing Company, has just returned from a trip to the East Coast, where he has been in negotiations with several vending machine operators, looking for new business opportunities.

The vending machine industry continues to grow rapidly, with new machines being added to existing locations. The trend towards vending machines as a source of income for individuals and small businesses is expected to continue.

Twins Cities
By JACK WEINBERG

Lester York, operator at Mitchell, S.D., suffered a stroke September 25, 1959. His condition is said to be improving, and he is expected to make a complete recovery.

Dick Henderson, of Willimantic, Conn., was in town shopping for records for his music store.

Norton Lieberman, of Twin City Coin and Supply Company, is in town for the Twin Cities Coin and Supply Company.

Lu Welch, of F. C. Hayer & Company, RCA distributor in Minneapolis, said that operators are buying heavily of the new Elvis Presley records. "Love Me Tender," other good sellers for the rock fans, said, are Presley's "Don't Be Cruel," and "Hound Dog," both a big hit.

Sally Rose, at Sandier Distributing Company, kept her operator interested in the new releases of "Sea of Love" and "Here We Go Again," both a hit.

Bob Conrad, of AMI Distributors, here, said that AMI phones are getting good attention from the customers.

Boston
By CAMERON DEWAR

Sid Beld, of Beld Distributors, reports that the Beld Distributors now has a full-service office in the Boston area.

The firm has set up a full-service office in the Boston area to better serve the needs of the customers in the area. The office is fully staffed with experienced sales personnel, and is equipped with the latest computer equipment to handle orders and provide prompt and efficient service.

The firm is also well-stocked with the latest models of vending machines and supplies, ensuring that customers can get the products they need quickly and efficiently.

Music, has returned with his family to their home in Minnesota. He made a quick vacation trip to a local city to visit his family, and said that he is looking forward to spending more time with them.

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$60.00
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$60.00
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$60.00
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**BASEBALL BLUES**

Gotham Collections

**NEW YORK -- Most Gotham** coin machine and juke box operators turned the past week one of the worst transitional periods in recent years. Business here generally begins its opening after Labor Day and runs strong during the crisp fall days.

But last week was almost as dead as mid-summer, and no one seemed to have a logical explanation. Most frequent reason offered was the World Series and the fact that the city was interested in baseball, not music, while the October classic was being played at Ebbets Field and Yankee Stadium late.

City Series

The fact that it was an all-New York series hurt both the bar and coin machine business. If the National League representative had been Milwaukee or Cincinnati, a Midwestern invasion would have taken place and a lot of out-of-town money would have found its way into the coin boxes of Gotham operators.

Ed Ravchev, of Associated Amusements, getting set for a big backing of many Rock-Olas. Ed had a good summer in his Playtime Arcade in Chicago. He notes that banks in the area are tightening up on financing and feels that this is the time for operators to make a special effort to meet payees on time to enhance the name of the game and music industry with the credit people. Ed just got in from a trip to Canada.

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**We've got...**

**WURTLIZER**

1250's...$125

45 RPM

...and

**TOP NAME ELECTRIC SLOT AND POOL MACHINES**

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**REX COIN MACHINE DISTRIBUTING CORP.**

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**CLEAN GAMES READY FOR LOCATION**

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$75.00

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$60.00

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**WORLD WIDE**

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CRAZIE BOWLERS

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WILLIAMS POOL GAMES

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CRANES

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ROCK-O-LA

**SHUFFLE ALLEYS**

**SPECIALS**

**MIDGET MOVIES**

(with Film)

$135

**PENNY SCALES**

$75

**JUMBO POOL**

125

**MIAMI BEACH**

235

**LAKE FIRE ENGINE**

$450

**WANTED**

Will pay CASH $50 for all models of used MUSIC MACHINES. KIDDIE RIDES, LATE BALLY BINGO MACHINES and MIDGET MOVIES.

**ROUTE WANTED IN NEW ENGLAND!** We have one harbor who wants to pay CASH for a large route of Music and Games in N.E. w."
New Rock-Ola
To Make Bow
in California

LOS ANGELES — Representatives of Paul A. Laymore, Inc., here, attended the special showing of the new Rock-Ola Model 1435 photographs at the St. Francis Hotel in San Francisco Friday (19). Present at the unveiling of the new Rock-Ola 500-selection machines were Ed Wilker, Laymore manager, and Don Peters, photographer service manager.

Frank Schuh, factory service engineer, was in charge of the show.

MOA Picks 'Cruel' As Leading Disk

NEW YORK—"Don't Be Cruel," with Elvis Presley on RCA-Victor, was named the national slot machine box record Saturday night (13) on "National Folk Box, " the ABC radio program prepared by the Music Operators of America.

Other leading disks named on the program were "True Love," with Bing Crosby and Grace Kelly, on Capitol; "Tonight You Belong to Me," with Patience and Prudence on Liberty "Jet-Corps," with Stepin Fetchit, on Perris, and "Green Door," with Jim Lowe, on Dot.

"I'll Be Worthy of You," with Cab Calloway on Anson, was listed as a promising record.

III., Ind. Ops
Attend Coven '200' Schools

CHICAGO—Coven Music Cor-
poration, Wurlitzer distributors here, hosted music operators from Illinois and Indiana at separate schools at Fort Wayne, Ind., and Peoria, III., October 1 and 5 re-
spectively.

Leonard Petesche, Coven, con-
ducted the schools. Emphasized at the meeting was the 500-selection Wurlitzer Model 5000, while a review of older models and me-
chaniul and electrical parts was included.

Ben Coven, head of the distribu-
tor firm, said individual service

schools are continually conducted in Chicago for operators in this area. In this way, he said, opera-
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FOOT TALENT AND TUNES

Texas Tony Merrill and his unit, with Miss Be Koken, rhythm and blues singer, played to a crowd of 6,000 at a showing of the new Ford in North Carolina last week, with the appearances heralded by full-page ads in the local daily. Instead of the venture set him a Christmas show for the same Ford dealer, Merrill reports that his legs are mended and that he can again navigate in normal fashion, which means he'll start promoting personal appearances again soon... Johnny Cash and Faron Young are set for WCFS, October 17; Miami, 18; Orlando, 19, and Tampa, 20.

Cloddy Holmes, Mutual network personality, is featured on the wax this week, with " Lots of Music," heard Monday thru Friday 5:20 p.m. The new summer spotlight a cross-section of favorite tunes in all fields, with a slight accent on c.w. and Mexican, producers and songwriters. Is programming the tunes on the show. Lots of Miami is in complete half-hour segments, permitting Mutual affiliates to carry such positions as desired.

With the Jockeys

Eddie Briggs, who recently completed a four-year hitch with the Navy, has rejoined his horse at KGIJ, Delano, Calif., where he spends the week at 2 p.m. each Saturday. Gordon Shaw, KFRE, Visalia, Calif., also back, is in complete half-hour segments, permitting Mutual affiliates to carry such positions as desired.

Empire Has the BIG Ones!

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**Fall Game Crop**

- Continued from page 82

glass to light up rows of numbers, rather than simply individual numbers. This gives players a clearer view of three spaces of five numbers for a better line score opportunity.

While few new pool models have appeared on the fall scene, quite a number of replacement table top models, many with new play features are in production. As such, this top of the line Champion's Pool, has four pool playfields, two of which are utilized in pool/hockey play. The other two are utilized for landing in obstacle holes, but only one of these is utilized.

Latest new pool game to hit the market is Fischer's Six Pocket. This game has seven playing table top models, is played with 15 balls. The six pocketer permits players to play any regular game of pool, such as rotation or Kelly, no coin operation.

The first new Kiddie pool Table for the fall season is in the making at Bally Manufacturing Company. It is a two-seater motorcycle like those used by traffic cops. It has similar motions to the firm's Model T ride, produced earlier.

One of the new Arcade-Type machines now on the market is International's Lotta's Prince. Owing to the combination dime-penny play, the machine gives the illusion that the Lord's Prayer is actually engraved on the penny inserted.

**FOLK TALENT AND TUNES**

- Continued from page 87

fans, as Jerry Foster and His Denveres. On a "ham- boree" last Saturday (15) was Grandpa Joe, with Jimmy and Johnny due in October 27.

... Bill Boyd has picked off a new series of "Western Round-Up" over KSKY, Dallas. Show is heard 11-11 a.m., Monday thru Friday, and 2-4 p.m. on Saturdays. Boyd invites recording artists and record companies to send him deejay cues.

The Westreeks, new c.w. band, received notice over KSTR, Reno, Nevada, Tex. Deeanj. Jay Thompson and George Fuchsberg head up the group. Jim Kemmington, KVOS, Uvally, Tex., letters, "I have moved from KEPH, Cason, Tex., to KVOS which is located in the beautiful hill country of Southwest Texas. Am holding forth with two telephone requests per show, one in the late afternoon and another from 8-9 p.m. each day. Music service is here but I am especially in need of Martha Lynn's RCA Victor releases, as the folks in this area are not familiar with recordings. Also, any disc jockeys with several minutes in the color column will get spots if they will send me their material. Still looking to The Billboard for the best coverage of news from the music field."

**ODCO, Inc.**

- 1901 East Broadway, Sherry 4-A, Y
- December 5, 1928

**We ONLY Advertise What We Have In Stock**

**PIN GAMES**

- Pin Games

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**BINGOS**

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**DAVID ROSEN**

- Exclusive A.M. Dist. F.H. Jr., 3425 S. 100 East, P.O. Box 37, Seattle 7, WA.

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**The Billboard**

- October 20, 1956
Arcade Op Moves 53 Units

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Sugar Deliveries High
WASHINGTON—Deliveries of sugar for U.S. consumption during August was 806,000 tons (preliminary), up 3.8 per cent from July and 3.2 per cent from August, 1955, according to the Agriculture Department. This was the highest monthly delivery since 1953. Consequently and related products industry consumed 51.1 per cent more sugar during the second quarter of 1956 than in the second quarter of 1955. Ice cream and dairy products industry used 9.3 per cent more in the second quarter of this year than last, and beverage industry used 1.7 per cent more than the second quarter of 1955.

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Monarch Coin Machine, Inc.

**$64.00**

**CHROME COVERS 100 SELECTIONS**

*Special Volume Prices*

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New Selection Buttons — New Instruction Plates
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Bellaire, O., Hikes Game License Fees
Bellasire, O.—A new coin game licensing code is being prepared by the city council ordinance committee here which is designed to boost license fees on all types of machines.

Councillor Harry Clifford, who plans to introduce the ordinance, last suggested a fee of $50 per year on each machine that provides awards such as free games, while a fee of $25 per year should be made for all other coin games that do not provide awards. He said that the present fee on coin games was "about half of what it should be."

The ordinance will be introduced at the next regular session of the council, October 26. Action may not be taken, necessarily, at this meeting, as the ordinance may be sent to subsequent meetings for second or third readings.

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

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**RECONDITIONED LIKE NEW!**

**5-BALLS**

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**CASH OR TRADE**

Gottlieb
4-Player SUPER JUMBO
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You're a winner with Gottlieb's New Speedy Action Thriller—

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**IMMEDIATE DELIVERY—ORDER NOW!**

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You'll "Bag" Unlimited Profits with the most Realistic Gun Game ever made!

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Featuring

**REALISM... ACTION... EXCITEMENT...**

Life-like animal noises provide "jungle-sounds" as customer hits target. Progressive high scoring adds competitive excitement.

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Dimensional lighted jungle scene attracts customers to the game.

ULTRA-MODERN ATTRACTIVE PAINTED CABINET

With Streamlined Wrought Iron Tubular Legs. Connecting DIMENSIONAL JUNGLE-FIELD to gun mounted coin box.
We will pack for export • F.O.B. Philadelphia

William Goehle, Michigan Op, Dies

Sault Ste. Marie, Mich.—William Goehle Goehle, one of the largest coin machine operators in the Midwest, died October 9. Goehle was general manager of Sault Coin Machine Company here. Bill Cleary heads the firm. Goehle had been in the coin machine business for about 20 years. He is survived by a widow and three children.

BEST IN THE MIDDLE WEST SPECIAL

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2 SCOREBOARDS (4 Players) $295.00

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1/2 deposit, balance C.O.D. or S/LD

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Featuring...

THE SPEED OF THE INDIANAPOLIS "500"

THE ACTION AND THRILLS OF THE FRENCH "LE MANS"

Up to Six Complete Races Per Game

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Pop Bumpers Light for Super High Score
When Cars Line-up After Race has Started

See AUTO RACE at Your Distributor NOW!

BUY THE BEST... WE DO...
NOW! for the "SMALL FRY"!

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Genco MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois
NEW CASTLE, Pa.—New Castle City Council has been asked by Police Chief George Rigby to outlaw pinballs in public places because the police force is not big enough to prevent illegal use of the machines.

Rigby said an anti-pinball ordinance should not apply to private clubs because they are not open to the public.

The proposal of the police chief was taken under advisement.

Council ordered the finance department to determine how much revenue the city will lose if the ordinance is enacted. Currently the city collects a $15-a-year tax on each pinball.

Monaco Carol at Active

PHILADELPHIA—Joe and Larry Ash, Active Amusement Machines, were visited recently by Monaco Carol, ABO Personnel recording artist. Miss Carol, who was here on a personal appearance, was introduced to several Philadelphia operators at the Active showroom.

For complete information write—

1725 West Diversey Blvd., Chicago 14, Ill.
Bally® presents a really new scoring idea with record topping earning-power

EXCITING NEW TRIPLE-DECK ADVANCING SCORES

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CREATES REAL COMPETITION AMONG RIFLEMAN!

FAST RAPID-FIRE REPEAT ACTION MEANS MORE COINS PER HOUR

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MOVING BALLS

SHOOT AGAIN FEATURE

HIGH SCORES

REALISTIC ACCURATE-SHOOTING RIFLE

EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

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