Music on Juke Box
Wide Open Frontier

200-Selection Machines Clear 1957 Path
To New Horizons in Disk Programming

By BOB DIETMEIER
CHICAGO—Juke box operators will explore more new territory in record programming and merchandising in 1957 than ever before. The programming possibilities raised by the 200-selection machine are responsible for causing thoughtful operators to become vitally interested in whether the juke box can win a new audience—or even earn from its present one—without making greater variety.

According to a survey of operating companies representing 20 States conducted by The Billboard, there are now more than 70,000 200-selection machines nationwide, all of which are being replaced. Eighty eight of the 10,000 firms participating in the survey reported they were planning to sell a variety of both the jumbo-size equipment as well as the other models.

This year only one manufacturer has produced a 200-selection model, so a number of juke box operators have built 200-selection models through the years in 1957 all four manufacturers, AMI, Inc., The Ruby-Whitcrest Company, Rock-Ola Manufacturing Corporation and Seeburg, will have the full-year to produce them.

In all, this juke box operators were never more interested in the record industry than they are today. The place that extended play holds for this industry, is in today's programming, and what categories of music to program in what quantity are matters that concern every operator.

In the period of increased interest in programming are plans of Music Operators of America to include in its business sessions at its convention next May program

Programming has long been a dominant force in operators' plans, of course. But no programming techniques used for machines with 200 selections seem adequate to cope with the requirements of a 200-selection unit. Key operators are now programming types of music sold only in the stores with new juke box customers. And if it can, will it mean additional income—will it be worthwhile to program for an additional 200 selections? If it is, the merchandising enters the picture at this point. Providing a new audience is possible and in the store financially, how can it be sold on patrozing the juke box in the first place? A restaurant or hotel has been recommended to finding the type of music he on the juke box if is unlikely to pay any attention to it. Calling his attention to music available in a juke box, such as location, promotion pieces—menu and wall chart, for example, can be in order at this point. All of this requires a good deal of experimenta

(Continued on page 84)

Ask Red Tape
Lift on Jukes

LOS ANGELES — Removal of the valid license requirement for the exchange of copyrighted photographs to Hong Kong has been asked of the U. S. Department of Commerce by Joseph S. Davis, head of the Badger Sales Company, export department here.

Dispute requested action that be taken to remove photographs from the copyrighted form so that the other types of copyright material can be shipped to the Far East without a license. He said that a reasonable period of time was needed for the removal of the licensing act would eliminate a large amount of clerical and administrative work by buyers, sellers and even the Department of Commerce employees.

NEWS OF THE WEEK

Corporate Teamwork

Roth NBC, ABC Shake-Ups

A move toward executive teams and corporate responsibility has followed top-level shake-ups at ABC-TV and NBC. Emphasis is shown on improving the over all rate. . . .

(Continued on page 29)

ARMY TO GIVE
ELVIS PRESLEY
A G.I. HAIRCUT

FORT DIX, N. J.—The most famous inhabitants in America will be shared early in December when Elvis Presley reports here as an Army irregular. After the shortest basic training period, he is scheduled to join Special-Batteries for an entertainment tour.

Army officials held a special meeting last week to work out careful handling of the new Jukebox private and to formalize preoccupation measures to keep fans away from the base. High on Presley's agenda is extensive dental and periodic health (Continues)

Album Crossroads:
Full Speed Ahead,
Waltz or Cut the Steam?

Firms Weigh Quick Turnover
Versus Stress on Few for Lasting Power

By PAUL ABDURHMA

NEW YORK — The packaged records business may be approaching a crossroads, and may try to fork in the road within the next five to seven months. The matter is many faceted and concerns not merely the problem of a superabundance of product. More specifically, it has to do with the concept of "cashing out" and whether, or not the record industry has irreversibly dropped some of its traditional patterns in an attempt to become as progressive as other industries.

Several major record company executives very recently had been asked to consider the advisability of cutting down on album pro duction. These, in favor of such a measure to move feel that in addition to tremendous saving in manpower and money, other benefits would accrue. Chief of these, it was stated, would be the focusing of heavy promotional drives on key albums. Currently, it was pointed out, promotion on any particular album is likely to be less concentrated; in view of the necessity to put something behind each album. Often the salesmen, rather than reach their full sales potential, and many albums which might become catalytic to the company were left in a stagnant state because of a weak initial push.

As logical as the manufacturers' opinion may be for a diminution in the number of albums, various record store owners are persuaded to find out whether they have lost business. In a major conference of record store owners, it was agreed that if one company were to cut down, it would be the presently the smallest at a disadvantage at the dealer level where other labels would be selling more records or new record products. This would give the independents an even more favorable position than the well-established ones.

Thus, there is in the package record business currently a strong conflict in years past, such a conflict never existed. A number of forces have come together to the inadequate performance of its contractual artists and its performances on wax—perhaps the most significant being that the company has been able to free itself from their relationship.

Other Factors

It is true today that a label's most tangible resources are artists and their performance. But it is not true to the same degree. Artists have not the same stability, and the very quality of "newness," coupled with such factors as eye

(Continued on page 30)

OBSOLESCENCE
Not at Decca

NEW YORK—The question of whether long-playing records are artists and their performance. But it is not true to the same degree. Artists have not the same stability, and the very quality of "newness," coupled with such factors as eye

NPOLITICS

Newspaper

SIXTH-SECOND YEAR

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

OCTOBER 27, 1956

Art

Page

Theme

issue

Price

Corporate Teamwork

Roth NBC, ABC Shake-Ups

A move toward executive teams and corporate responsibility has followed top-level shake-ups at ABC-TV and NBC. Emphasis is shown on improving the overall rate.

Local Video Stations Hit Solid Ratings With Big Movies

Local TV stations are racking up smash ratings with in-store film programs recently reported on TV by music monitors.

Westminster Records Kicks Off Heavy Promotional Campaign

Westminster Records this week kicks off a new drive for major label status. On this dealer level, consumers will be offered a free bonus disk for every four purchased. Heavy advertising to be featured in trade ads and new package and extensive revamping of the old stock is planned for the program in Christmas specials announced.

Expect ASCAP Board to Convene

The Copyright Distribution Board of the American Society of Composers, Authors and Publishers is the Society's most controversial operation—those that involve the publishers and written rights. Distributions in the change as affecting credits allocated for background music are reported to be among the specific problems on the agenda, although the overall analysis will be directed, it is believed, to closer and more unified operation.

Texas State Fair Attendance

The State Fair of Texas, Dallas, the country's biggest fair from the standpoint of attendance, also last week despite difficult conditions. Total patronage for the first 12 days was 900,000, slightly ahead of 1955.

Concierge to Head Big Ones

Maps Plan to Convert to Indoor Unit

John Chansky, National Gourmet and Arthur M. Concierge to head the Bing-Ram buffet Circus, and Concierge plans to convert the big show into an indoor unit, moving in baggage cars for a year-round schedule.

Talent Scans... etc.

(Continued on page 29)

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(Continued on page 30)
ABC Makes Pilot On 'Botts' Series

NEW YORK—NBC-NBC is making a pilot film of "Alexander Botts," proposed series based on the Saturday Evening Post humor stories about subclass Botts and his Earthworm Tractors.

Burgess and announcements of live and film series on this character have been shelved for several years. NBC is thinking of the show in terms of a summer debut.

Philip Morris Back With Lots of Cash

NEW YORK—Philip Morris has jumped back into network TV with both feet, mainly on behalf of its new Marlboro filter tip cigarette. The company is spending $3,500,000 and $5,000,000 this season for network TV exposure of its new Philip Morris cigarette may be going to reach the public.

Latest buy is expected to be an alternate half-hour of the last third of "Playhouse 90". While Meredith Morris buys Godfrey, Philip Morris will probably take over the second half of the last third of "Playhouse 90".

Fight Commitment Meanwhile, Marlboro has also committed itself to become the alternate sponsor of the Wednesday night fight on ABC-TV. The pact decision to move out of the fight, with the commencement of its own intermission at ABC, but when the

[a lot more text]
**COASTAL SITE**

**ABC to Star Building New Tele Center**

HOLLYWOOD — First construction on a new West Coast ABC television center is expected to begin before the end of the year, although no final completion date has been set, plans plans call for all, except a small series of the buildings. The construction, which is to get under way during the next few weeks, will be on a technical facilities building, described as the cove type, according to the company.

ABC thus becomes the third network to break ground this year, following the completion of major construction started by NBC on a $75 million project.

ABC's construction will fill a half-hour p.m. spot on October 15, “Circus Time,” which will be sent to the local station has yet to be announced.

The third of this season's “Kiddie Spectaculars” has already been postponed by Red Rose Shoes from December to the fall of 1957, giving the sponsor a total of four 30-minute shows before the planned three. The reason given ABC by Red Rose was a second-thought decision that the date was too close to Christmas.

**COMMERICAL CUES**

**CBS-TV Spec to Show '3 Men on a Horse'**

NEW YORK — “Judge Roy Bean,” the first western series to debut on CBS television Jan 1, will be sold as a January pilot. The series will star Jeffrey Hunter as the wily lawman and the show will air on the Westinghouse Broadcasting Company, station to be color-oriented.

One of the properties would concern itself with the adventures of Judge Roy Bean, and the story would be told in the Westinghouse Telecenter, where the pilot show will be filmed.

**MOVING TO COLOR SPREADS**

The new CBS Western series, which will debut on CBS next fall, will be the first color western to debut on the network and will be produced by the Westinghouse Telecenter.

**Bean City Gets Colored 'Bean'**

11th in manufacture of primary metals

Among the television markets forecasted in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleven, based on production figures for America's top 100 Corpoa. The system's management has made a series of improvements in the past few months, including the addition of new stations and operations.

**New Post Due For Nat Wolff**

NEW YORK — Nat Wolff is expected to become director of programs for the NBC-TV network. He would replace Dick Plitt, who was recently appointed to another top slot at NBC or one of its subsidiaries.

Wolff is now a new programming specialist who works on programs for NBC, mainly in the uncovering of new talent and properties for the network.

**ABC Revamps Sked, Hits Peak in Car Buys**

NEW YORK — Next week will bring a number of changes to the ABC-TV program lineup and an all-time high in ratings for advertisers. All time high for the season in the TV audience.

**Lasagna, Ame's, and the New York Times**

STEINMANN STATION CLAIR McCOLLOUGH, Pres.
Representative the MEEKER company, Inc.
New York Los Angeles Chicago San Francisco
TV's NEW STAR-SPANGLED RATING-WINNING MEN Anna

THRILLING TALES OF MEN AND ADVENTURE!

PRODUCED WITH THE FULL COOPERATION OF THE DEPARTMENT OF DEFENSE AND THE

BIG AND LAUGHS! ... WITH SEQUENCE AFTER SEQUENCE FEATURING OUR HOLLYWOOD STARS FILMED AT ANNAPOLIS! In the classrooms, on the playing fields, aboard the battle fleet ... wherever Men of Annapolis go into action!

AT YOUR COMMAND ... SPINE-TINGLING SHOWMANSHIP! Every week your viewers will thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen.

YOU'LL BE THE PROUD SPONSOR OF THE NO. 1 SHOW IN YOUR MARKET! Your product will be seen in a program people will take pride in watching, in talking about, in recommending.

Copyrighted material www.americanradiohistory.com
Compelling as the call to colors!
Glorious as our country's history!

SURGING WITH EXCITEMENT, SENTIMENT AND HEROISM!
AND THE SALES IMPACT OF A 21-GUN SALUTE!

STARRING THE U.S. MIDSHIPMAN
with a new hero for each thrill-filled half-hour
starring Hollywood's top-flight talent.

Be sure YOU are the proud and happy sponsor when your community hails "MEN OF ANNAPOLIS"
Write or phone us today for an early audition date.
Auto and Related Industries Down 13% on Web Spending

NEW YORK—The automotive industry and related fields are spending an estimated 13 per cent less for prime evening time on network TV this season than in 1955. Last year car manufacturers and allied firms spent a peak of $88,000,000, but this year the car execs have reduced their spend- half, ABC-TV.

Actually, if these firms had kept pace with the general rise in cost they would have been spending about $977,000,000, or a conserva- tive 10 per cent more than in 1955, which, widens the gap even more between the actual and the billions expected by the networks.

ABC-TV was the only network which increased its billings this fall over last year, the other two taking the drubbing. ABC went from $1,750,000 for a gain of $47,700,000, or a conserva- tive 10 per cent more than in 1955, which, widens the gap even more between the actual and the billions expected by the networks.

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**AUTOMOBILE AND RELATED INDUSTRY TV ADVERTISERS**

**SUNDAY**
- General Motors for its various parts
  - "Wide, Wide World," NBC-TV, $1,400,000.
- Lincoln-Mercury, Ed Sullivan Show, CBS-TV, $500,000.
- Coopdier Playhouse, 21 hour show, NBC-TV, $2,900,000.
- Chevrolet, Bob Hope-Dinah Shore, five hour show each, NBC-TV, $1,350,000.
- Buick, "The Producers’ Showcase," NBC-TV, $400,000.

**MONDAY**
- Studebaker-Packard, NBC-TV’s news cur- vana, quarter hour, $2,400,000.
- Firestone Tire, "Voice of Firestone," ABC-TV, $2,500,000.
- Goodrich Tire, Bums and Allen, half, CBS-TV, $2,000,000.
- Plymouth-Dodge, Lawrence Welk’s "Top Times," ABC-TV hour, $4,750,000.

**TUESDAY**
- American Motors, "Dinah Shore," half, Ford, "Ford Theater," ABC-TV, $3,600,000.
- United States Rubber, "Navy Log," 10,155,000.

**WEDNESDAY**
- Chevrolet, "Dinah Shore Quater hour, $2,000,000.
- De Soto, "You Bet Your Life," half, NBC-TV, $2,300,000.
- Chrysler institutional "Climate" three weeks of four, CBS-TV, $5,600,000.
- Chrysler institutional "Shower of Stars," once-monthly, CBS-TV, $1,200,000.
- Ford, Tennessee Ernie, NBC-TV, $4,700,000.

**FRIDAY**
- Chevrolet, Bob Hope-Dinah Shore, five hour show each, NBC-TV, $1,350,000.
- Chevrolet, "Creations," ABC-TV, $2,400,000.
- American Oil, "Person to Person," Eastern Line-up, (Alt.) CBS-TV, $1,600,000.
- Ray-Craft, NBC-TV, $4,100,000.
- Chevrolet, "Bob Hope-Dinah Shore," five hour show each, NBC-TV, $1,350,000.

**SATURDAY**
- Dodge, Lawrence Welk Hour, ABC-TV, $5,200,000.
- Ford, Ford Star Jubilee, CBS-TV, $2,335,000.
- Oldsmobile, half of NBC-TV’s Saturday spectacular (18-20).

**SPECIALISTS IN VISUAL SELLING**

The subject is a "natural"... teenage "sub- culture... automotive market... has developed a strong identity with human interest, and it’s bound to build sales. He has been on the road, visiting dealers, working with them, and the subject has a wealth of material. You should develop a strong sales pitch...."

**TV COMMERCIALS IN PRODUCTION**

This week's sheet lists commercials produced during the fall past before each with all industries is the name of the company producing the commercial.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Product &amp; Agency (Short)</th>
<th>Time</th>
<th>Network</th>
<th>Station</th>
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October 15, 1956,

Mr. Charles C. Barry
Vice President, MGM-TV
1540 Broadway
New York, N. Y.

Dear Bud:

At eight o'clock last Friday night, a new era in television began.

That was the moment when KTTV began telecasting its first MGM picture -- "Thirty Seconds Over Tokyo."

For the next two and a half hours, more people watched KTTV than all six competing stations put together.

We had expected that your pictures would cause a viewing revolution, but we never dreamed it would be so drastic and so swift.

As a result, everything in television -- everything -- is changed. New richness is there for the audience. New approaches, new opportunities for stations and advertisers.

We congratulate you and all our friends at MGM-TV. We also congratulate the Colgate-Palmolive Company and Ted Bates & Company on their instinct for great showmanship. In this vast and vital market they have added a new dimension to television's known effectiveness.

Sincerely,

Richard A. Moore

P.S. - The ARB Coincidental Survey, with more than 2000 phone calls, gave "Thirty Seconds Over Tokyo" a share of audience of 52.3 and an average rating of 30.8. The average ratings for the other channels for the same period were: 7.4, 8.4, 3.7, 3.5, 3.2, and 2.2.

P. P. S. -- All this -- and next week, MRS. MINIVER!
NEW YORK—The most important new development of the season is the concentrated motion picture attraction new book programmed locally for stations in their feature film programs. Virtually all ratings are related to the enormous increase in the sharing of the audience, set-in and ratings, which was noted this week in network shows, challenged by these feature films, and the increasing pressure in their battle for audiences, local boys in programming features are beginning to cut into the dominance of network stations in the market and that national advertisers are stepping up their interest in this form of programming as vehicles for carrying their sales messages.

Ratings in seven markets indicate the power of the feature film attraction as saleable material, WKRC, Cincinnati, for example, in its 11:15 feature filmstrip increased its American Research Bureau rating from 4.9 in July to a 9.0 in August, which offers Warner Bros. products.

KLOU Boost
With the assistance of the Associated Artists’ “Movieline” package, KLOU, St. Louis, has pulled a 22.5 Powe rating, which is on 8 p.m. on Monday. It

OUT OF DOLDRUMS
Sales in Bulk of Half-Hour Series Recover From Influx of Features

NEW YORK — Station purchases of bulk of half-hour series films have been picked up again, according to distributors here. The resurgence of library boys fellows months of doldrums brought on by the great influx of westerns.

This mild but prolonged depression in the half-hour library business was not, in actuality, enough to cause any serious glut of features in stock, as was the case in the minds of station managers about the affect the influx of westerns might have on their programming patterns.

This state of mind, albeit the previous influx, got into slowly. Eying the possibility of getting the great

movies of all time and the enormous outlet that would be required, stations were naturally reluctant to buy multiple-costly long-term deals for half-hour products.

But now that the dust is down, stations are beginning to refigure that they cannot live by feature films alone.

WFLD Example
A moving example of this compromise is the new programming of Feature Film Television. With a backlog of over 1,000 films, the company has scheduled a series of westerns, which have already proved very popular.

The stations now tuning their attention to their half-hour stock are finding a bigger and bigger audience.

A couple of dozy distributions have only recently arranged their catalogs for this type of business. Guild Films, with its purchase of the half dozen series originated by this “picture for television” service, has begun making bold deals at a fast clip in the beginning of this month. With its own catalog, the company has stockpiled a couple of the most current dramatic “Triangle Theta” and ‘Dem Corsets.

The stations will now tune in to their half-hour stock because it is a bigger and bigger audience.

COLGATE ON LOOKOUT FOR TOP FEATURE FILMS

NEW YORK—Colgate is on the lookout for top feature packages in other markets, whether these be from M-G-M or one of the other majors, following the success of the M-G-M debut on station KTVI here last week (The Billboard, October 3.)

According to Tim Douglas, TV radio v.p. of the Ted Bates agency, the Colgate account, which by the pix were not a complete success, has been increased in credit to the promotion campaign staged by the station. The aim is to tune in to a local or network promotion.

“Dr. Doolittle” pix can score ratings comparably as high in other markets because they’ll be served mostly in malls, rather than Class A time periods, since the station is likely to repeat the saturation promotion campaign that KTVI staged.

He does think, however, that the KTVI campaign has proved the soundness of purchasing a whole feature film program rather than spots, and Colgate is on the lookout for other such buys. (It’s significant that both the film such as Colgate, which has a multitude of film products, can afford this kind of buying).

Another factor being closely studied by Colgate on product sales, this being the Colgate account, has been the station’s ability to dominate this size a market to such an extent for an entire night.

SCREEN GEMS' $2.5 MILLION FUND

HOLLYWOOD—Screen Gems will finance independent producers to the tune of $2.5 million next year, in an apparent effort to set up an independent production-distribution pattern in TV such as major studios now are doing in feature films.

The Columbia pic subsidiary established the $2.5 million fund last week. Basic requirements for a producer to qualify are, that his package contain either a star, or a built around a strong idea. Screen Gems will finance the producer of the pic, and is aiming to turn out some 25 pilots pic this year and one or more a fourth quarter as well.

It’s been seen that enough of the show will be sold to make such a policy economic.

'Defender' Pix Get Six Sales

NEW YORK — The interstate govenor has noted a resurgence of interest in an old property, "Public Defender," with the result that deals are being worked in New York, Los Angeles, Chicago, and New York.

The brothers are KSSC, Los Angeles; WMAL, Washington; WRCV, Philadelphia; WPBS, Complete, O., WMBR, Baltimore, and KSKY, Corpus Christi, Tex.

In the same period sold its "Secret Police" to four Canadian markets, Winnipeg, Hamilton, London, and Ottawa.

AAP Adds Turltledove, Montgomery, Hoffman

NEW YORK—Associated Artists Production, Inc., due to its success in the network programming, has added Leo Turltledove of major sales staff, Robert Montgomery to the Southwest and Robert Hoffman to the sales force here.
**DRIVE WOULD CHANGE CLOTHES ON TV MALES**

**NEW YORK—**A drive to correct "the sappy appearance of most men on TV" has been launched by Howard Smith, producer of men's fashion shows. Heading a survey of network and local stations, which included the photographing of 800 performers on-camera, Smith concluded that more than 600 of the stars were unpleasant to the eye, dressed in bad taste and detrimental to their sponsors.

Among the offenders, according to Smith, are Sid Caesar ("most suits that disappeared 10 years ago are still with him but he's still to touch his neck"), Allstar Cooke ("tired"), and co-hosts on a class series). John Cameron Swayze ("gratefully overdressed") and John Daly ("total lack of expression"). Good dressers, says Smith, are Ed Sullivan ("never a wrinkle"), Eddie Fisher ("collegiate but tasteful"), Jackie Gleason ("for a fat man, terrific") and Robert Young ("learned from his movies").

The advent of color TV, Smith contends, will make an already serious fault 50 times so glaring. "There's money for everything from script to props to publicity, but not a penny for the man who represents the sponsor's product," he points out.

**Consultant Office**

With the cooperation of the National Association of Retail Cosmetics and Furnishings, Smith has opened a consultant office in New York to advise producers on modern-dress programs. "Madison Avenue Western Style in the East, which is why shows originating in California have better-dressed performers," he says.

Other stars under Smith's fire are Perry Como ("His collars dwarf his face"), Steve Allen ("wrong model of suit") and Walter Winchell ("bad choice of fabric makes his suits look 30 years old"). With more attention being paid by both men and women to men's fashion today, the NARCF has voiced strong disapproval of TV's complete lack of interest and control over its performers' appearance.

A stage of TV and hotel men's wear shows and senior salesman of Kolner-Marxen, Inc., clothes, Smith numbers among his clients, packagers, individual stars and advertisers. "Ad men haven't come around yet," he notes, "but they're big offenders themselves and will join a white to recognize it." Local stations have a higher percentage of well-dressed men than do networks, his photo survey showed.

**6 Sales Push '3' Past 100**

**NEW YORK—**Six more sales by ABC Film Syndication has pushed "Code 3" past the 100-mark. New buys include KHSL, Chico, Calif.; WOW, Omaha; WSN, St. Petersburg, Fla., for the Davis Construction Company; WESL, Roanoke, Va., for Top Vau Stamps; WBRC, Birmingham, for Miller Brewing Company, and WFLA, Tampa.

First sales reported by ABC Film's new Far East department are CRC, Nagoya, and OTV, Osaka, Japan, for "Passport to Danger." The show kicks off both stations on opening day, December 1. The series will run in English.

**FOR ADVERTISERS**

Full Sponsorship or Spot Participation

**FOR STATIONS**

- THE BEST DEAL EVER OFFERED!
- You can't lose!

Current series SOLD in New York, Los Angeles, Philadelphia; Washington, D.C., Buffalo, Erie and many other markets.

WRITE—WIRE—PHONE FOR DETAILS

**MERRY-GO-ROUND**

39 Quarter-Hour TV Films Ready Made Audience—

**SATURDAY EVENING POST**

Commemoring November 3 issue, for four consecutive weeks, "The Life of Drew Pearson." Backed by tremendous advertising-promotion campaign.

**Washington Merry-Go-Round**

appears in over 600 newspapers in the United States.

**MCA Adds 2 Clooney Clients**

**NEW YORK—**MCA-TV last week continued to roll up sales for its high-rated Rosemary Clooney show. The two new sponsors are Blitz beer and Hord dairy.

The first advertiser bought the week's series for six cities in Wisconsin, and the second for eight cities in the six New England States—Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island. The Blitz buy will mean that five major brewers are now riding the musical show, other brewers being Sterling, Corning, Brandt and Dohler.
BUILD YOUR OWN
With These 52 Thrilling

CRIME DOCTOR
BOSTON BLACKIE
THE LONE WOLF
ELLELY QUEEN
THE WHISTLER
BULLDOG DRUMMOND

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N.Y.
MYSTERY THEATRE
First Run Feature Films

HOLLYWOOD
MYSTERY
PARADE

Give 'em what they want! Mysteries are best sellers in books and magazines... big box office in motion pictures and on Broadway... and tops on TV! This unique package offers you not just ordinary mysteries, but includes the most famous of all fictional sleuths... portrayed by top Hollywood stars... IN FEATURE LENGTH FILMS!

You can't beat this great combination for capturing top TV ratings and more satisfied sponsors. Availabilities will be snapped up fast... don't waste a minute!

PHONE TODAY... BE ON THE AIR TOMORROW!

IN THE EAST
Ben Colman
Plaza 1-4432
New York, N. Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4008
Toronto, Can.
Cash Succeeds Treyv at Tvb

NEW YORK — Norman E. (Pete) Cash has been elected president of Unisys Advertising, Inc. He succeeds Oliver Treyv, who resigned to become a partner in a new advertising shop. His appointment is a boost to the vice-presidential staff for the company, which was created in November, 1955. When Treyv heard of Cash's decision to quit, the Tvb board and executive committee members were pulled on the question of a successor. The decision was unanimous and enthusiastic for Cash, who has been with the company for 16 years. 

Of those stations which have moved to color at least partially, 57 percent have installed complete color systems. But they have not yet begun operating on a local level. Of the 45 percent operating to any extent on the local level, a majority are equipped for full film usage, and only 10 percent has added live production.

Push Coming

This perhaps accounts, in part at least, for the increased response to commercials from the advertising and the advertisers themselves. Since the networks began to color only a short time ago, they are also launching the big push on color, some feel that this situation might undergo rapid change. To date, half of the distribution is prepared for full film usage and 53 percent of the film producers, laboratories, etc., is already on the color bandwagon. Most of the work coming from the film producers is to the extent of a commercial, but a couple have begun to use color plans. One producer has made a series of flower arrangement shows, which are hardly conceivable in black and white. So far the advertisers have stuck to commercials for color work.

WMAR, CBS

In Time Fuss

NEW YORK — WMAR-TV, Baltimore, and CBS-TV are engaged in a Donnybrook over a program clearance situation, with the problems already having gone up to the station president, Jack Van Valkenberg.

The network is asking that the CBS-TV show be aired at 11 P.M. ET in its slot on the East Coast. The station also has a late night program, the “Great American,” which is scheduled for 11 P.M. ET. The network is demanding that the program be moved to 10 P.M. ET. This is a situation which has been repeated several times in the past, and the network is preparing to sue the station.

Treytoons Draws New Tom Terrific

NEW YORK—Treytoons, the CBS-TV subsidiary, is producing a new series of animated films, “Tom Terrific,” which will introduce a new character to audience. Each three-and-a-half-minute film will be shown on the network’s early morning strip, “Captain Kangaroo,” and Saturday’s version of the same program will show “Tom Terrific” in its entirety.

“Treytoons” and “Tom Terrific” are currently scheduled for spring production.”

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Pulse Film Ratings for August

The Pulse Audience Composition Studies

* Syndicated Film Adventure Shows

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AMONG MEN

1. Man Called X (Ziv). 85
2. Delineate Squeak (Official). 84
3. Foreign Intrigue (Official). 83
4. The Wilderness. 90
5. The Tomato. 89
6. Dangerous Assignment (NBC). 87
7. Three Musketeers (ABC). 87
8. China Smith (NTA). 87
9. Passage to Danger (ABC). 79

AMONG WOMEN

1. Our All-Star Theater (Screen Gems). 90
2. Lightning Playshouse (Screen Gems). 90
3. May of the Town (MCA). 89
4. Poppy Plays (Screen Gems). 89
5. Science Fiction Theater (Ziv). 87
6. Sam the Star (Official). 87
7. Our All-Star Theater (Screen Gems). 75
8. Heart of the City (MCA). 74
9. Passage to Danger (ABC). 79
10. The Three Musketeers (ABC). 79

Syndicated Film Drama Shows

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AMONG MEN

1. City. 100
2. Columbo. 90
3. Mary of the Town. 85
4.毛泽东. 85
5. Our All-Star Theater. 84
6. Poppy Playshouse (Screen Gems). 84
7. Three Musketeers (ABC). 87
8. China Smith (NTA). 87
9. Passage to Danger (ABC). 79

AMONG WOMEN

1. Cork. 90
2. Delineate Squeak (Official). 84
3. Foreign Intrigue (Official). 83
4. The Wilderness. 90
5. The Tomato. 89
6. Dangerous Assignment (NBC). 87
7. Three Musketeers (ABC). 87
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Out of Doldrums

*Continued from page 8

Half-Buys Big On 'Annapolis'

NEW YORK— More than half the networks already set for new "Men of 'Annapolis" series were confirmed for air when the TV show was shown. WABC, the NBC affiliate, was shown to have the station's program network in the series. It is being produced by NBC and has already been sold to 20 stations. The show will be seen in the early fall, with a new series of "Men of 'Annapolis.""

Fare Hunts New Deal for 'No. O. Police'

NEW YORK—Frank floor producer of "The Police Department," a syndication of the "New York Police Department" series, is now looking for a production deal for the series. The initial 39 films were financed by the National Screen Service of New York, which has permitted its deal with the series. The series is being offered to major networks with the support of the city's public relations. The series is being produced by the "New York Police Department" series, which is produced by Edward D. Baker, U. S. A. (MCA). The series will be seen in the early fall, with a new series of "Men of 'Annapolis."" The show will be seen in the early fall, with a new series of "Men of 'Annapolis.""

Country Time' Sells to Six

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'Stanley' to Get Change in Bid For Ratings

NEW YORK — The Max Liebman production of "Stanley" will retain the same format, the show is adding some new elements in an effort to beef up its rating. The series will introduce Carol Burnett as Buddy Hackett's girl friend in a forthcoming show. Other characters will also be added as the producer sees fit.

Now writers are also getting a chance to write the show. It is also expected that the program will vary its settings more, so as to get some backgrounds into life and to take advantage of the opportunity of adding variety to the show if a guest can be worked into the show. Since the show takes place in a hotel, the setting can easily be a nightclub, dining room or any other place natural to the building.

RHEINGOLD

NOW IN
4TH YEAR OF SPONSORING
"DOUGLAS FAIRBANKS JR. PRESENTS"

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

Other top-notch "Fairbanks" sponsors:

Stroh Brewery, Top Value Stamps, Oscar Mayer, Seashell, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availability on request.

117 half-hours available — many for first run!

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
Oxford 7-5800

REVOLVING DOORS

Bill Finkelsky, sales supervisor at KCO-TV, is being recirculated from present position as sales and TV account manager at National-ABC NBC TV Film, is the present supervisor of ABC Field Sales. Assistant advertising manager of ABC Film Syndication, leaves this week for the ABC network in New York City's new sales, where he will be in charge of ABC TV sales department, headquartered in New York, to house the shipping, receiving and accounting departments.

Gems as national account executive. House was previously head of the ABC network's west coast operations. Nunn, vice-president and general manager of new 3 TV Film, will be the guest speaker at the October 25 meeting of the Metropolitan Advertising Club of Chicago. He is the former vice-president of Chicago's Young5800.

Boswell, former president of Sterling Television, leaves his position as head of the corporation.

James Wood, former ABC sales executive, returns to Hollywood as the head of the CBS TV sales department.

St. Louis, was awarded a plaque for outstanding contributions to the religious activities. In return for the ceremony, the Lutheran Church, Missouri Synod, Bay Area District, and the Lutheran Church, Missouri Synod, Bay Area District, will be the guest speaker at the October 25 meeting of the Metropolitan Advertising Club of Chicago. He is the former head of Sterling Television, leaves his position as head of the corporation.
Victor Adds 42 to Gold Singles Series

NEW YORK — The RCA Victor Gold Standard singles series, consisting of over 500 selected records, has been expanded to 253 disk titles this week with the addition of 42 new titles. A number of more recent hits now appear in the series, along with a number of older selections in the pop, country, barrel, sacred and Christmas categories for which demand has continued from dealers and fans alike for years.

According to Harry Jenkies, manager of singles sales and merchandising, the original group of 200-plus records, issued just 10 months ago, has hit an all-time sale of about 2,000,000 disks, with a total of catalog singles in any similar period.

Jenkies reminded Victor distributions that all of the Gold Standard disks are purchased on a 100 per cent cash basis.

Included in the new group are five compositions by the Glenn Miller Army Air Force Band, "America's Most Famous Band;" "Star Spangled Rambler;" by the Glen Miller Battle of America, four Perry Como disks, three by Bobi Benson, three by Harry Belafonte, two by Milt Ager, less than eight by the Blackwood Brothers Quartet, two by George Beverly Shea, etc. One Como composition last Florida, another "Wanted." Another offers "Eli Elte" and "Ko Nolfer."

A Fischer composition also "The Walking Behind You," with Harry Lauder as the Amey, by trumpeter Harry Clair, are available again on two disks.

Four of the disks are Christmas titles; one by L. Munro and Hugo Winterhalter; Winterhalter's "Sweeter White Christmas" and "Christmas" from the records of the Murry: "I'm One, All Ye Faithful" and "Hallelujah Chorus."

Browser books for the line, and separator cards are being supplied to distributors by Edward J. Connor of the Company.

Mercury's New Holiday Kits

NEW YORK — Mercury Records has launched a unique Christmas merchandising program, whereby dealers purchasing Mercury's LP's will receive free complete Mercury holiday display and promotion kits.

Dealers may order as many as "25 "LPs for every 10 per cent LP's on order at their own price. A 1-bit VINYL is available in one window display folder (limit one per store). The kits, designed to hold three LP's, are sturdy, decorative, and constructed of color photo of Christmas trees ornaments, which are also appears on the label of the "Mercury" and "Emmy" labels. In addition to the LP's, the kits also contain complete photo of 30 Mercury and Emmera "Topa Topa" gift cards, covers, "Vinyl" display folder (limit one per store).

See ASCAP Re-Examination Of Distribution Systems

HOLLYWOOD — In the wake of the first "trial period" of operation since the Department of Justice handed down the ASCAP consent decree some five years ago, a general meeting of the membership of the ASCAP writer and publisher section last week decided to get under way shortly, with meetings and planning of a national conference to be held for the end of this month.

At the conclusion of the meetings last week, the congress of recorders consisting of 29, with the cooperation of the songwriters, changes in the seniority provisions, etc. The meeting appointed L. Wolfe Gilbert, chairman of the ASCAP West Coast operating section, to consider and meet the present methods of distribution and changes that might be considered will also concern the "Big Five" with the ASCAP and the C.R.S. (Recording Industry Association) on the East Coast. The (Billboard) October 22, also the entire scope of the present methods, which was being considered for re-examination. Gibb, who is of the "Big Five," said that a particular group of writers have been hurt, we will address ourselves to rectifying any injustices, post, that of national sales managers, is expected to be created in the near future. No date was set for the meeting, but there might be appointed.

Delaney Sues Buck Ram For Accounting

NEW YORK — Joe Delaney has filed suit in New York Supreme Court here against Buck Ram, asking $10,000 and an accounting of the net profits of Delaney-Ram Associates, Inc., which he set up in partnership with Delaney in January 1951.

Delaney claims he was "performed certain work, services and labor," and as a result was entitled to $15,000, plus $1,000 in expenses, from De- laney-Ram in 1950. In addition, he claims 50 per cent of the net profits of the company, which was formed by Delaney-Ram in April 1950, and seeks to examine all books of account of Delaney-Ram.

Delaney has filed a counterclaim against Ram for accounting.
Ascap Royalty Payments Top $11 Million; Up 5% Over '55
Reappraisal of Distribution in Works; TV Negotiations to Start

By JOEL FRIEDMAN
HOLLYWOOD—At a business meeting here last week, an effort to "tell the whole story," approximately 400 writer and publisher members of the American Society of Composers, Authors & Publishers (Ascap) were invited to join in a reevaluation of the royalty distribution for the first eight months of this year totaled $11,299,751, an increase of 5% over the same period in 1955.

Of the over 2,000 Ascap members who would run into December 31, 1956, 1,200 received full representation, Yellen de- scribed the rate "for all the right reasons," although there were a full sample case when he goes out to sell the broadcast rights.

Reported at Radio Conclave
Yellen pointed out that the So- ciety has continued to broaden its stations to a total of 1,120 stations during the last quarter. Yellen won resonning

applause when he made note of the full blown bankruptcy of the long time member of the Ascap board, H. W. B. M. Pettit, in his efforts to sell the broadcast rights.

place in a court of law, where, in an environment of frugality, and statistics could be made to a consumer group. In the past, Ascap has been largely made necessary by the changes that have taken place within the industry, and a lack of judgment, according to Yellen.

Cunningham and Yellen told the members that new applications giving ASCAP the right to continue to represent writers and publishers with the sale of their catalogs in the mails soon. The present mailing of notices was postponed until December 31, 1957. New

Who Let That Hound Dog Off His Leash?

NEW YORK—Valo Publishing, a subsidiary of Louis M. Lieber (Lieber & Lieber, Inc., Record World), last week filed suit in Federal Court against Elwin Pinney Music (an affiliate of Hill & Range Songs) and cappers Jerry Lieber and Mike Stoller. It was reported that after a request was made to be released from the contract, it was alleged by Valo's attorney, Jack Landau, that they would not do so until they received a complete list of their clients. It is alleged that Lieber is a member of the publishing group's current hit tune, "Hound Dog."

Valo is suing for an accounting of royalties and for damages. Basis of the claim is a three-to-five year song-contract signed in 1951 with Johnny Otis, who at one time was listed with Lieber and Stoller in the song writers' guide. In 1953 in the recording of the tune, the right to composition is credited to Peacock, backed by Otis' band. At that time, Peacock's Don Robey put the tune in his Loma publishing firm, perpetuating the first recording of the tune as a hit. (Continued on page 22)

Kaiser To Enter Disk Business Via Own Label

HOLLYWOOD—Industrial tycoon Henry J. Kaiser took another step in his move to break in the music business when he entered into an agreement with the San Francisco-based Ascap to distribute his own label, Kaiser Records, 1946. Kaiser Records, Inc., has been formed to sell a line of singles and complete sets of radio programs, and the firm will be distributed in the West Coast market in the near future.

In another promotion, the disk- ing company is in talks with the pocket book division of Edna Fark's book, "Giant." Two thousand copies of the book are now available, and one thousand copies are expected to be sold. The contract with Kaiser Records is for a one-year period, and the firm will be distributed in the West Coast market in the near future.

Price War Looms For S. Calif. Disc Dealers

HOLLYWOOD—While Southern California has been experiencing a peak in its music business, the record industry is now preparing to cut prices. It is believed that this will have a direct bearing on the record business in California, and that a full-scale price war is about to begin.

Apologies

Levy and Associates, Inc., have just announced that they have purchased the entire stock of records held in the offices of Levy and Associates, Inc., and that all of the stock will be sold at a substantial discount.

Price shavers thus far have gone as high as 30 cents per cent of list.

ASCAP Hopes BMI Stays In Business: Finkelman

HOLLYWOOD—Contrary to popular opinion, the American So-
ciety of Composers, Authors & Pub-
lishers does not want Broadcast Music, Inc., put out of business but would rather work closely with it, according to ASCAP's general counsel, Henry J. Finkelman. The Ascap president was speaking yesterday afternoon at the BMI Copyright Conference.

Finkelman stated that ASCAP is not interested in taking over BMI's business, but that the two organizations should work together to develop a more efficient system of handling musical royalties. He believes that this would be to the benefit of all concerned.

Finkelman also expressed the hope that BMI will continue to function as a viable business, and that it will remain in the music business. He added that ASCAP will continue to work with BMI in any capacity that may be necessary to ensure the smooth operation of the music business.

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BIG SMASH!

MAMA FROM THE TRAIN

AND

"Every Time"

PATTI PAGE

To Plunge on, Cut Back Is the Poser

Continued from page 17

all problem is the case of RCA Victor's Camden label. Camden's successful operation is both an affirmation and negation of the concept of catalog value. The old performances are selling heavily, but at a cheap rate, and the high artistic caliber of much of the material which feeds its way to Camden lends point to the argument that "negative" is necessary today and is obfuscating a tremendous quantity of product. Columbia, it will be noted (The Billboard, October 20), has been reviving its low-priced Electra line, and other labels are known to be thinking of similar low-priced labels as devices to salvage as much value as possible from old—and not so old—material. This parallels the look-publishing business, with its low-priced reprints.

Labels with strong catalog material—or what was once considered strong catalog material—are loath to admit its diminishing value; labels which lack heavy catalog are more prone to take the viewpoint that new product and a heavy release schedule are the best assurances of a healthy package business.

In most quarters, it is believed that any substantial return to the more peaceful—and perhaps less lucrative days—is not in the cards. The pattern of the business has changed too much, and it now approximates other businesses where merchandising is hectic and style change seasonal or annual.

LP Motivation

The big change in the package business, of course, goes back to the introduction of the long-play record by Columbia. And one of the dramatic factors which set in motion many of the marketing developments since was the move by Victor years ago to dump the old 78 r.p.m. shakers in order to facilitate its entry into the LP field. Annual house cleaning sales are common on every label from factory to dealer. Things have never been the same, and competitive moves by Columbia, Capitol, Decca, etc., have given the business a whirl and a roller that may never die down.

Dot Coast Meets

Continued from page 17

petus behind the firm's album program were discussed.

Dot will henceforth be released on its own label in Canada it was learned, with Quality Records continuing to press and distribute for the firm there. George Krasin, Quality exec, attended the meeting.

Wood is scheduled to leave for London next week for discussions with London Records top man Lewis.

Others attending the meetings have included Bob Smith and Sandra Harbin, Chicago; Mickey Addy, New York; John Wassell, Detroit; Webley Parish, Nashville, and Jim Coley and Gilbert Brown.

Callison, Tallant

Continued from page 17

later working in Seattle and Boston as a brawny singer.

The appointments of Callison and Tallant are expected to substantially increase the depth of Capitol's sales staff. Company policy applicable to sales will continue to come from Hollywood via Vice-President Lloyd Dunn and Maltland, with Callison implementing it in one of the major market areas. Walt Hekker continues as the company's chief administrative officer in New York offices.

Mercury's Kits

Continued from page 17

pop, jazz and classical selections. Also the box copy plugs Mercury, dealers are asked to use them exclusively to package Mercury albums.

The entire Mercury line kit features the copy line "Enjoy a Musical Holiday Season with Mercury Records." Corner sleeves are in black and gold, and dealers are urged to suggest customers use them in place of gift cards. The window display folder features the Mercury holiday packages—including "Christmas With Patti Page."
BIG SMASH

THE CREW CUTS

Their Best Vocal Performance This Year!

“Love In A Home”

AND

“Keeper Of The Flame”

Mercury 70977

Chicaco, Illinios
BIG SMASH!

MUSIC-RADIO

THE BILLBOARD

OCTOBER 27, 1956

ASCAP's Royalty Payments

Continued from page 15

plaints would get less than they do now under such a system, said Yellen, were it not for these "super dreadful authors.”

Cunningham told the meeting that a continued educational pro-
gram designed to repeal the exemp-
tion of the juke box from the Copy-
right Law would be waged. Spe-
cific attention, he said, should be paid to any efforts to thwart such repeal via Legislation in the States.

Hoffman, reading the financial report for treasurer Saul Boursie, reported that distribution for the first quarter of 1956 totaled $4,437,023, while $4,086,884 was rapped up for the second quarter. Foreign disbursements from Eng-
land, Canada and the General Film Fund totaled 852,715, with additional foreign income totaling $1,806,772. Hoffman reported that third-quarter figures will be higher than those achieved in the sec-
ond quarter, with an additional $1,000,000 from other foreign sources to be distributed early in December.

Maestros Get Break Via LP's Opines Prima

HOLLYWOOD — The album business has opened up an entirely new field of prosperity for the band leader, according to maestro Louis Prima, who believes that a new generation of name orchestras are "just around the corner" as a result of LP sales.

Prima, who recently inked a con-
tract with Capitol Records, is prob-
ably the only name band leader that has recorded with every ma-
ner label in the industry, having etched for Majestic, Brunswick, Mercury, Columbia, RCA Victor, Decca, Varity and a number of other labels during his disc career.

The album is probably the best showcase an artist can have, says Prima, largely because it allows a wider range of latitude than ever could be given before.

"When the demand for bands diminished," said Prima, "I decided to quit traveling and concentrate on the type of material I could offer as an act for the bands. The bands now are free to be directed di-
rectly to the music band leader's offer, which says Prima, "is what the public wants and demands.

Prima and his wife, Keely Smith, recently inked a new three-year contract at the Hotel Sahara, Las Vegas, calling for 30 weeks a year at Las Vegas and 10 weeks at Lake Tahoe, Nev. He is expected to embark on a nationwide disk hockey tour next month to hype the release of his first Capitol al-
bum. "The Wilder," Miss Smith is also a Capitol pactee.

IT'S A REAL FAIRY TALE

NEW YORK — Vince Mar-
tini's Glory singing of "Cindy, Oh Cindy," which moved into the No. 13 slot on The Bill-
board's best-seller chart this week, is locked upon with something akin to awe by the Brill Build-
ing.

The E. W. Marky tune, also cut by Eddie Fisher on RCA Victor, was written by Bob Barren and Burt Leung, neither of whom had ever penned a song, let alone one pub-
lished and recorded, while Martin, who cut it first, had never recorded before, he made the Glory disk. Long is a medical student. Barren is a book publishing executive.

Isham Jones Cancer Victim in Miami

MIAMI — Isham Jones, 63, songwritert and handle of yest-
eryear, died at St. Francis Hospi-
tal here Friday (10). Jones, who
lived in Denver and later in Pas-
co in Palisades, Calif., came here last year. The victim of a nine-month battle with cancer, the veteran music man is survived by his wife, Marguerite, and a son, David Richard Jones.

A member of the American Society of Composers, Authors and Publishers since 1924, Jones wrote more than 300 songs, including "It Had to Be You," "I'll See You in My Dreams," "The One I Love Belongs to Somebody Else" and "Spain." On many of his biggest hits Jones collaborated with Gus Kahn.

For years Jones fronted his own band, which played the cranes of the nation's ballrooms, hotels and vaude houses. The crew was also specified prominently on many occasions in Europe.

Liberty Label

Continued from page 18

the "Glen Miller" style he's previ-
ously recorded and will come up with a new sound for his Liberty wass. Fino also has Hank Marvin, Pete King and Claude Gordon un-
der contract among his band pactees.

Jack Ames, general sales man-
ger of the company, also disclosed the addition of singer Donna Fuller. Chieh formerly sang with the Stan Kenton band some years ago, and will have her first sides out on the markt by the first of the year.

In its plans for 1957, said Ames, Liberty expects to release a total of 72 12-inch LP's. Liberty Topper St. Wachter leaves here next week for New York and later embarks on a trip to London for discussions with London Records chief Ted Lewis. Company is expected to reorganize its worldwide distribution pact with London.

Cleffers' Suit

Continued from page 18

BMI and broadcasters, two sub-
sequent developments are possible. One is the continued operation of BMI as a licensing agency—which BMI says it can very well do under present broadcater licensing rates. A more extreme view is that BMI would be unable to continue if divorced. In this case, it is pointed out, ASCAP, under the Consent Decree, would be forced to absorb several thousand publishers and possibly many more members, with the possibility that so many more mem-
bers would result in a materially lowered fee for the individual member.
NEW YORK—A music business version of the saga of the haves and have-nots was touched off this week, when Decca Records announced a full-scale tie-in promotion of its "Wizard of Oz" album with the TV spectacular airing of the motion picture on CBS-TV November 3. Two weeks ago M-G-M Records announced a similar tie-in promotion deal on its soundtrack version of the film—a TV show, same date. Question now is, who has the deal and who lost? The Decca album consists of cuttings made by Judy Garland, the Ken Darby Singers and Victor Young's orch at the time of the original release of the picture years ago. Miss Garland was then under contract to Decca. According to a Decca spokesman, Ford, sponsor of the upcoming TV showing of the film, thru its agency, J. Walter Thompson, has contracted to buy 1,900 copies of the album for distribution to top Ford dealers, to radio and TV editors and to 500 boys clubs across the nation. The dickery has also set 20 by 30-inch blowups of the album cover for dealer use.

Morty Craft To Cut R&B For AM-Par

NEW YORK—ABC-Paramount has made a deal with Melba group, Morty Craft, whereby the latter will cut a minimum of two rhythm and blues sides per month for release on the AM-Par label. Meanwhile, says Clark continued reports that his deal to reissue 78s, sides slated by Buck Ram as Craft, a writer-publisher-arranger, will probably use some of his Melba Record talent on the AM-Par discs.

Am-Par's artist and repertoire execs, Sid Feller and Don Costa, will continue to make rock and roll styled records with the label's present artists. However, Clark expects that his distribution sleeve will cover all artists that are strictly in rhythm and blues groove, hence the deal with Craft.

EDDIE DANO MAKES GRADE

NEW YORK — Eddie Dano, Vik Records' new wailer, is proving that patience and persistence (this ain't a new sister team) pay off. In 1955, the young lad from Philadelphia came to New York and took a job in RCA Victor's catalog department, hoping eventually to be discovered. He got his chance six months later at the company's Christmas party, when he managed to sing a couple of numbers. Victor's artists and repertoire staff advised him to study and to work out the kinks in the Berwick Circuit. He followed directions and then reported back to Victor at the end of the summer. He immediately was signed to a Vik contract.

Last Friday (11) Dano appeared on the Howard Miller show and was viewed by Lawrence Will, who wired an invite for him to appear on his TV spectacular next Sunday (28). Fellow Vik artist, singer Richard Maltby, meanwhile has inked the wailer for a 10-week tour with his band, as a featured attraction. Dano's first Vik release will hit the stands this week.

M-G-M spokespersons said their promotion plan, which involved distribution of album sets among Ford dealers in a tie-up with the network, were based on showing of the film as a Christmas starter in the holiday season, which reportedly was the network's first plan. When the date was moved up more than a month, the label was hard-pressed to complete clearance arrangements with Bert Lahr, Jack Haley and Ray Bolger, who were all in the cast of the pic. The prime risk reportedly was the season. J. Walter Thompson nixed the originally proposed deal with M-G-M. Regardless of hitches, both labels will have packages on dealers' shelves prior to the TV spectacular and also aside from the TV deal, M-G-M will have the major portion of its Christmas promotion around the "Wizard" album. The material on both LP's is a pref- li-fu vintage, tradestes indicated that market could likely support both entries profitably.

NEWS REVIEW

Laine Sends 'Em at the Quarter

NEW YORK—Being the showman that he is, it is a foregone conclusion that Frankie Laine's current at the Latin Quarter will keep the cash registers ringing merrily. He knows all about selling a song and the customers eat it up. Currently, he is turning up his standard set, devoting himself to a dozen or more of his old faves, usually programmed for changeable pace and easy listening. Naturally, "That's My Desire," "Wild Goose," "Lucky Old Sun" and "Mule Train" are on the agenda. But it's when he gets down to the classics I believe and "I Jeepel," that he really sends the congregation. It's real showmanship from start to finish. Elsewhere, the floor show at Leo Walters' emporium won true to itself, except that Hans Han- lech's dancing waters gnomick has been replaced by the tap and the same effect. Cy Reeves does well by the comedy department. Cantor's old standard steeplechase act is on hand. Featured Betty George is long on looks, but short on talent. And, of course, les gals are on view in a variety of eye-catching costumes—or lack of them, to round out the regular Walters' brand of lust spectacle.

Kollmar-Bach Set Elf Label

NEW YORK—A new record company, Elf Records, was organized here last week by two prominent show business producers, Richard Kollmar and Bob Bach. The first disks will make their appearance next spring. The first album projected by Elf will be "Martin and Blanc Sing Martin and Blanc," featuring, of course, the perennial comedy team—smiths Hugh Martin and Ralph Blanc with Ralph Burns' orch. This tour, incidentally, is writing the score for Kollmar's forthcoming Broadway show, "Three Tigers for Tessie," which is due in February. Bach is producer of "What's My Line?" and other shows on TV and radio. Kollmar, in addition to his legitimate productions is an actor and radio personality.

"Put Your House In Order" AND "My Judge And Jury"

Mercury 70993

Chicago, Ill.

Copyrighted material
King Records Sets Burke As Sales Mgr. in Hvd.

Don Burke has been named branch sales manager of the King Records Hollywood office, joining the firm from the Capitol Record Sales Company. A former singer and record salesman, Burke takes over the position recently held by Milt Griswold, who resigned to open his own record distribution company in Los Angeles.

Westlake College Gives Allen Man of Year Award

The annual Westlake College of Modern Music Awards were announced last week, with Steve Allen winning top honors as the Man of the Year in music. Other winners included Billy May, best arranger; Count Basie, best band; Frank Sinatra, best male vocalist; Julie London, best female vocalist, and Jack Webber, best disc jockey.

Love to Make TV

Debut With Witchell...

Jim Lovell will make his network TV debut on Walter Winchell's NBC-TV show Friday (26) night. A previous attempt was made last month, when Winchell looked into the plan show spot on the strength of his best selling record "Green Door" which is No. 3 on the retail chart this week.

Lovell, who has three local radio shows over WCBS here, will, of course, be able "Green Door" on the Winchell telecast. Meanwhile the singer is set to play his first series of local dates next month.

New York

Mercury's Cleveland branch manager Frank J. Berry is seriously ill with a case of hepatitis of the liver. He is in Cleveland's St. John's Hospital. Tom Bell, formerly Mercury's local manager in Cleveland, has temporarily taken over Berry's duties at the Mercury branch.

Bill Haver, who is appearing with the Oldsmobile tour in Lansing, Mich., from October 30, will star in a special half-hour variety show over ABC-TV November 5, from 8:30 to 9 p.m., under the sponsorship of Oldsmobile.

Philadelphia distributor Harry Frieden is conducting a contest on a local deejay show for teen-agers on Susan Sands current record "Dear Diary," backed by "Devil Ever Cried." The kids are asked to vote for the side they prefer, and the winning entry will receive $100 in trade records, phonos, etc.

Cap Gets Rights To Ellsworth's Rim-Dr. Process

Hollywood—Capital Records have exclusive rights to the patented Rim-Drive process (The Billboard, October 26) developed by Al Ellsworth, president of Research Craft, Inc., with the company planning a merchandising campaign to exploit the process.

In use on Capitol's LP's for almost a year, the firm purchased the rights from Ellsworth, with the latter retaining the inventor's right to manufacture under the patent. New process, similar to RCA Victor's Grove-3rd, differs in that the center edge of a record is higher than the edge hole. Capital has reserved the process T-Bim, short for torque rim and will use the name in its trade and consumer advertising.

Carlton Haney, Booking C&W Talent in East

RICHMOND, Va.—Carlton Haney, personal manager to Don Reno and Red Smiley, of "Old Dominion Barn Dance" here, has launched the East Coast Talent & Booking Agency, with offices in Richmond, to promote c&w talent on the East Coast.

The agency will handle bookings on Reno and Smiley, the Tennessee Cut-Ups, Merle Watson, Pete Pike, Clyde Moody, Jim Eanes, and Bill and Mark Beat, the last named of WEVA-TV, Lynchburg, Va. Haney, also will work with Bettie Bepol of "Old Dominion Barn Dance," in booking shows that star Jimmy Martin and Jim Wilson and band.

Haney also has consummated a deal with Harry Coke, of Coke & Rob, whereby the two offices will collaborate on puck and bookings for c&w talent in the Virginia, Pennsylvania, Maryland, New Jersey and New York territory.

Haney says he also has plans for producing TV films with c&w talent at a later date.
The Opposite Sex

The Brilliant M-G-M CinemaScope And Metrocolor Film Presentation
Starring JUNE ALLYSON • JOAN COLLINS • DOLORES GRAY • ANN SHERIDAN • ANN MILLER
Produced by JOE PASTERNAK

A Sparkling Musical Score
by
NICHOLAS BRODSZKY
and
SAMMY CAHN

A GREAT ROSTER OF SONGS! - TOP RECORDINGS BY TOP ARTISTS!

THE OPPOSITE SEX
Recorded by
JULIUS LA ROSA
RCA VICTOR
HELENE DIXON
VIK

A PERFECT LOVE
Recorded by
JO STAFFORD
COLUMBIA

NOW! BABY, NOW!
Recorded by
JULIE LONDON
LIBERTY
HELENE DIXON
VIK
THE KING'S IV
M-G-M

Entire Score Published by ROBBINS MUSIC CORPORATION, 799 SEVENTH AVENUE, NEW YORK 19, N. Y.
Diskeries Vie to Turn Out Wealth of Yule Display

- Major labels and phonograph manufacturers in race to supply dealers with imaginative sales aids.
- One company offers 43-piece action unit for holiday phonograph and hi-fi dressing.

By JUNE BUNDY and REN GREGGATT

NEW YORK—A wealth of special Christmas material will be made available to dealers this year by record and phonograph manufacturers, in addition to the extensive fall promotional displays that have already been provided for retailers.

RCA Victor is holding its yule campaign, which features Tempo Basha and Powlis, and a singer (featured in the RCA-Victor-Clara) featured in a full-page Life Magazine ad. The same ad, scaled to fit, will be featured in other mags, and as a full-color window display piece. Copy line will read: "When you give RCA Victor albums for Christmas, the world's greatest artists say Merry Christmas for you."

Victor's Christmas display material will spotlight the label's hold on the LP and EP packages, with special emphasis on Victor's sound track album from its forthcoming musical "Bundie of Joy" in which it co-stars with its stars, Debbie Reynolds, and Bobby Rydell. There is also making radio spot copy and a flock of ads available, including a full-page shopper, and covering red bally, pop and jazz categories. Meanwhile, Victor has eye-dancing radio and one special Christmas fervor placard on NBC-TV shows, between now and the holidays.

Columbia Records is topicalizing plenty of special gift-giving material this year. Special services (available to dealers at cost) include record gift wrappers and ribbons, which retail at 25 cents for strips of 50 and for wrapping an LP album. The wrappers are made of colorful paper and are suitable for year-round gift wrapping as well as Christmas.

Dealers may also obtain at cost from Columbia杀菌, attractive gift boxes for both 45's and 12-inch LP's, which are specially coordinated for long-distance selling. Also on the Columbia display agenda is a colorful complete gift-packaged window display unit, which integrates all of the label's holiday-keyed merchandise in one complete display group.

Mercury Records has a raft of new Christmas display material, including a special album gift box, which will be given away free with the purchase of Mercury LP's. (See story elsewhere in this issue.)

- Decca Displays

Decca Records has prepared large quantities of mammoth lithographed versions of their Christmas album covers for use in stores. Posters are also available for window and counter display use, while a special holiday envelope (red and green on white)

has been designed by the label for use with new and catalog Christmas releases. A line of Decca's yule singles appears on the back of the single's display.

Decca's subsidiary label Coral is also offering dealers a unique convertible window display unit, suitable for the Christmas holidays, and equally ready to be in January and on Valentine's Day with the addition and deletion of seasonal sections of the display unit. (See story elsewhere in this issue.)

Dealers, who follow a "do it yourself" display policy, will be interested in the new catalog of Christmas display materials and displays released by W. L. Stronager & Associates. The catalog, featuring many display items from the 45's and store interiors of a permanent nature, includes everything from dimensional yule scenes to Christmas Comora designs.

Key Quarter Plug by V-M

NEW YORK—In a move to build its phonograph and tape recorder business, the V-M Corporation will conduct a special merchandising promotion program for the quarter ending February 15, the period which accounts for more V-M sales by dealers than any other comparable time segment.

A promotional program, keyed to V-M's top-selling radio, has been designed to be marketed in local newspapers, spots especially created windows in its "halo quarter" advertising, including a basic "V-M Key Quarter" display which can be used anywhere to aid in promotion, deletion and addition of seasonal items.

Another special display item is being issued to dealers in a series of post cards, mailed January and February in The New Yorker and Sports Illustrated mags, while a third display piece converts the V-M tape-op single-channel-stereo record into a display unit.

Gene Miller, V-M's advertising and merchandising manager, explains that the plan "is the most imaginative program in the industry," and also contends that elsewhere in "should not be missed" any post-holiday slump for dealers.

Zenith on Grid Kick

NEW YORK—Zenith Radio is kicking off its fall sales drive with a "Football Time to Zenith Radio Time" campaign, highlighted by a football-pennant gimmick. Zenith has placed more than 30,000 official-size and weight footballs to dealers who, in turn, will offer them for sale at the bargain price of 99 cents with the purchase of a Zenith radio.

The football offer is part of the company's "Touchdown Radio Sales" promotion, a complete radio and promotion package key to tie-in with local high school, college or pro-football series on TV.

In addition to the footballs, the campaign is highlighted by special display material, including a football scoreboard, so that dealers may post local scores in their windows.

THE BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

DATED NOVEMBER 10
AD DEADLINE: NOV. 1

Join all the top artists, manufacturers, managers, stations... in the industry's big salute to the Disk Jockeys—who use this DISK JOCKEY ISSUE in their programming for months to come!

DON'T MISS IT... RUSH COPY TODAY!

CINCINNATI 12, OHIO
2160 Petronel St
Dispatcher 1-6550

ST. LOUIS 1, MO
370 Wash Blvd
Dispatcher 1-0443

HOLLYWOOD 28, CALIF.
4660 Sunset Blvd
Hollywood 5-9531

NEW YORK 34, N.Y.
1554 Broadway
Plaza 7-3600

CINCINNATI, OHIO
AMERICAN RECORD GUIDE

RECORD EQUIPMENT MERCHANTISING
THE BILLBOARD
OCTOBER 27, 1956
The Feeling is MUTUAL
Everybody Agrees
It's a HIT!

Teresa Brewer
sings

"MUTUAL ADMIRATION SOCIETY"

(from the forthcoming Broadway musical "Happy Hunting," starring Ethel Merman)

b/w

"CRAZY WITH LOVE"

CORAL 61737 • 9-61737
you demanded it!

**RCA Victor announces a**

First coupon plan a smash success

---

**YOUR IMPRINTED SAVE-ON-RECORDS BULLETINS BROUGHT CHRISTMAS-LIKE TRAFFIC TO YOUR STORES IN SO-CALLED OFF-SEASON MONTHS**

- Over one third of coupon-book owners went to stores to buy their albums every month
- Most customers purchased $5-10 worth of additional merchandise from your stores
- 82% of coupon-book owners called for their free bonus album in "dead" record month of July
NEW SAVE-ON-RECORDS PLAN

Better-than-ever features of new plan

- **IMMEDIATE PROFITS...**
  dealers receive 42% discount on Coupon Book itself.

- **NEW, SIMPLIFIED COUPON BOOK...**
  can be sold any month of the year.

- **JAZZ ADDED TO PLAN...**
  your customer now gets his choice of 2 out of 3 album selections per month.

- **NEW FLOOR DISPLAY RACK...**
  your customers can see and hear monthly album selections.

DEALERS: Call your local RCA Victor Distributor for complete details.
Nationally Advertised Prices—Optional
RCA Victor announces a new concept in its Personal Music Service. Now, if RCA Victor recorded it, you can sell it — classical, popular, jazz, western, international — on Long Play or 45 EP... on monaural or stereophonic tapes. Even the brand new VAULT TREASURES® will be an added source of income for you through PMS. In brief, the entire RCA Victor stockroom now becomes your stockroom.

Here's How RCA Victor's PMS Works:

The Catalog —

When a customer asks for a record or album on which you are out of stock, you refer to the new PMS Catalog, which is divided into 3 sections for easy reference...

- A complete listing of all regularly-priced RCA Victor albums, alphabetized and cross-referenced by artist, composer and composition.
- A complete listing of all monaural and stereophonic tapes, both on 5" and 7" reels.
- The complete listing of the new VAULT...
You can always get the RCA Victor album or tape you want when you want it through this PERSONAL MUSIC SERVICE Catalog. We will mail it anywhere in the USA...Postage Free.

FOOT OF COUNTER SPACE...

STOCKROOM IN YOUR STORE

Procedure—

- When your customer asks for any RCA Victor album, take his money immediately. If you have it in stock, give it to him. If not, you fill in the special PMS Certificate and mail it to RCA Victor.

- Merchandise will be delivered directly to your customer's door, within one week, at no extra cost!

Result? No dissatisfied customers, no walk-outs, no deposits, no follow-up on special orders, no paper work. Remember, if RCA Victor recorded it—you can sell it!

Call your RCA Victor record distributor today!

These are re-releases, in Long Play albums, of famous performances that are still being talked about and have become collector's items.
**Best Selling Pop Albums**

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

1. CALIFPSO—Harry Belafonte . . . . RCA Victor LPM 1248
2. EDDY DUCHIN STORY—Sound Track . . . Decca DL 8290
3. THE KING AND I—Sound Track . . . . Capitol W 740
4. MY FAIR LADY—Original Cast . . . . Columbia CL 9090
5. HIGH SOCIETY—Sound Track . . . . Capitol W 750
6. ELVIS PRESLEY . . . . RCA Victor LPM 1254
7. SONGS FOR SWINGIN’ LOVERS—Frank Sinatra . . . Capitol W 653
8. BELAFONTE—Harry Belafonte . . . . RCA Victor LPM 1190
9. OKLAHOMA!—Sound Track . . . . Capitol 50058
10. THE PLATTERS—Mercury MG 50149
11. CAROUSEL—Sound Track . . . . Capitol W 694
12. FREMENI FAVORITES—Four Freshmen . . . . Capitol T 749
13. SAY IT WITH MUSIC—Lawrence Welk . . . . Coral CR 57041
14. FOUR FRESHMEN AND FIVE TROMBONES . . . . Capitol T 693
15. HOWDY—Pat Boone . . . . Dot DLP 3030

**Pop Albums Coming Up Strong**

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

1. Roger Williams Plays the Wonderful Music of the Masters. . . . Kapp KL 1040
3. The Elgart Touch—Les Elgart . . . . Columbia CL 675
4. Rock ’n’ Roll Stage Show—Bill Haley . . . . Decca DL 8345
5. That Towering Feeling—Vie Damone . . . . Columbia CL 900

**Most Played by Jockeys**

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

1. HIGH SOCIETY—Sound Track . . . . Capitol W 750
2. ON THE SUNNY SIDE—Four Lads . . . . Columbia CL 912
3. SONGS FOR SWINGIN’ LOVERS—Frank Sinatra . . . Capitol W 653
4. CALIFPSO—Harry Belafonte . . . . RCA Victor LPM 1248
5. THAT WERNER FEELING—Vie Damone . . . . Columbia CL 675
7. KINGS AND I—Sound Track . . . . Capitol W 694
8. FRESHMEN FAVORITES—Four Freshmen . . . . Capitol T 749
9. SWINGIN’ FOR TWO—Don Cherry . . . . Columbia CL 803

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**Reviews Spotlight on...**

### Popular Albums

**JUDY (1-12)—Capitol T 734**

In light of current stage and clubully, this latest pleasant find of Judy Garland faves can get plenty of sales attention. Nelson Riddle conducts them for maximum backup and selections are geared for pleasant mood and pace change in the theatre's style. Excellent cut . . . .

### Classical Albums

**BEETHOVEN—SONATAS Nos. 20, 21, 22—RCA Victor LPM 8289**

Despite all the publicity garnered by this young pianist, this makes only his second LP. In the impressively difficult last three piano sonatas of Beethoven, the public has a chance to judge whether his talents actually justify all the hoopla. There should be little argument after his playing of these monumental works. An honest assessment of his commercial appeal is the fact that no other competing version has all three of these Sonatas on one disk. With the recent success of Green's "Goldberg Variations", this album will be aware of the great sales potential here.

### Sacred Albums

**TENNESSEE ERNIE FORD: HYMNS (1-12)—Capitol T 756**

Tennessean Ford, whose hits have spanned the broad range of musical categories, has always been a fine singer of religious songs. This package presents him doing a dozen hymns—songs he obviously likes—because the performance is so great. The backings are simple and full of dignity. Of its kind, this is an outstanding package—one which should have a long, steady sale even in today's hectic album market. The hymns include "Rock of Ages", "The Old Rugged Cross", "The Garden", etc.

### Jazz Albums

**DANCING IN THE LAND OF HI-FI (1-12)—Columbia CL 9108**

A new package of strictly instrumental dancing music, mainly jazz and sounds. It's a sharp crew in a fairly conventional swing-style groove, with Audl featured on tenor sax, Frank Fontana on trumpet and Ray Lima and Man- nard Ferguson on trumpet. Tracks include "This Bells Is Dancin"; "Swingin' in Swing City"; "I Got a Kick Out of You", etc. Should follow the course of Audl's previous Emarcy LP smash.

### Children's Albums


These are delightful adaptations by Leo Paris of three Kipling "just so" stories, with original music by Leo Herschel. Grandparents and parents with fond memories of these funny, fanciful tales from their own childhoods, will be thrilled to know that the tots of our day, from a precious three on up, will respond with the same enthusiasm. Paris' word play makes this set particularly fun.Moore is a natural, and the whole conception would lend itself well to TV cartoon treatment. The material also would serve nicely for children's concerts. Should be one of the big hits this Christmas.

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**Album Covers of the Week**

**THE FOUR MOST GUITARS—ABC-Paramount ABC 109—Fran Scott's color photograph of four guitars burning in a beach setting in the night has a touch of drama that will make it stand out in any jazz display.**

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**Reviews and Ratings of New Albums**

**Popular**

**CARIBBEAN MOONLIGHT . . . . Lee Gage . . . . Capitol T 734**

Consistent master has taken a group of great standards of a little familiar title song and has infused them with Caribbean stormy seas, including a selection of "Karma Love" and "Painting the Towne" and others. The music is set up in a distinctive style and the theme is unusual. The name of the tune spelt out the magic of Caribbean life, included "Golden Key", "Painting the Towne", "Jamaica" and others. The package is very much like a mini album and has its potential.

**THE MANY Moods of ANN . . . . Ann Gilbert (1-12)**

In the jazz, and quite possibly in the pop, category, this album should be a hit. It is the product of one of the best, range and depth of songs, and Gilbert is a top-notch. Not all is perfect; there's an excellent tendency to try off the liltting touch—but on (Continued on page 29)


Rosl is a consistent master and this is another fine effort. The orchestra is well represented and the package is an excellent one. The music is imbued with the sounds of the strings. This is an album that is worth the listening for its own sake and also for the sake of the orchestra.

**JUDY (1-12)—Capitol T 734**

(Continued on page 40)
Here's one of the most powerful merchandising plans of the year! It's "Perfect for Parties"—a galaxy of new, sure-fire albums promoted by the full weight, prestige and sales power of Elvis Presley!

"Perfect for Parties" is being pushed in national publications, on color TV, through special deejay tie-ins and hard-hitting point of sale material. Nationally and locally, millions upon millions of record buyers, of all ages, will be exposed to this promotion.

Customer-demand for these popular albums is bound to be tremendous! Don't lose a single sale! Call your RCA Victor record distributor NOW and stock up. Order your colorful point of sale material! Get your share of the traffic and sales this powerful promotion will create.

RCA VICTOR
"PERFECT FOR PARTIES"

ADS IN NATIONAL PUBLICATIONS

NATIONAL TV COVERAGE

SATISFACTION RADIO ADVERTISING

GIANT
4-COLOR STREAMER
to attract transient trade

EXCITING DISC JOCKEY CONTEST
will speed business your way
HOW DISK JOCKEYS
NEW AUDIENCE-
NOVEMBER IS WAKE TO MUSIC MONTH

- Featuring 34 top-flight entertainers of 3 leading recording companies!

Wake to Music Month

Is the sensational new promotion that ties together top-flight entertainers . . . the record companies . . . the disk jockeys who play the recordings . . . the radio stations which carry the disk jockeys' programs . . . the clock-radio manufacturers who make the clock-radios . . . the distributors and dealers who sell the clock-radios . . . and Telechron Timers that turn on the clock-radios that wake the listening audience to music disk jockeys play.
Timed to Develop Radio Time Sales in Local Areas

Wake to Music Month is a sales bonanza. It's built to create selling excitement for local stations, disk jockeys, everyone connected with radio during the biggest sales months for clock-radios.

Key to this program is the clock-radio. Because the more people who wake to music, the greater the early morning radio audience, and the greater the holdover listening throughout the day.

Clock-Radios Open Your Sales Door

Now is the time to contact distributors, appliance stores, department stores, music stores, public utilities—everyone who sells clock-radios.

Distributors and retailers are wide open for profitable, local promotions. And the obvious place to spend their own dollars, and their co-op money is with disk jockeys on local radio stations pushing Wake to Music Month.

Sign them up for your local Wake to Music radio time promotion. Sign them up for spots, station breaks, sponsorship of entire programs.

Play Up Wake to Music Month

Feature Wake to Music on station breaks day and night, to build up this theme and your own listening audience.

Wake to Music Wakes Up Sales of Broadcast Time

Well-known radio stations around the country have tried this idea at the local level. They report an amazing increase in sponsors with local clock-radio Wake to Music promotions. Here are some of the results.

240 Sponsored Spots in One Month
- Using 20,000 lines of newspaper advertising and a radio sustaining promotion to introduce "Wake Up New England to Music on Clock-Radio", WHDH, Boston, followed up with an intensive spot program.
- These spots brought in a total of 240 sponsored announcements in one month, each of which promoted the sales of clock-radios.

20-25 Sponsors for Each 2-hour Show
- WATW, Ashland, Wisconsin, reported they built to approximately 20-25 sponsors for their 6-8 a.m. show, which featured the Wake to Music idea.

From 4th to 2nd Place in Market of 17 Stations
- WWDC, Washington, D.C., plugged the wake-up theme in 10-4 day spots—as well as in newspapers and direct mail. With this kind of promotion WWDC jumped from 4th to 2nd place in a market of 17 stations.

Dealer Promotions From Coast to Coast

November and December are the great selling months, the time when manufacturers, distributors and dealers push clock-radios. Here is a ready-made market for Wake to Music Month co-op promotions through disk jockey programs.

Full-page, 4-color Ads in Life and Post

Telechron Timers will kick off Wake to Music Month with a colorful, hard-selling, star-spangled spread in The Saturday Evening Post. And follow up with other ads in Life and The Post during the entire month of November.

FREE Merchandising Helps

Write, wire or phone for details and full information on sales aids of all kinds. Telechron Timers, Clock and Timer Dept., General Electric Company, 13 Homer Ave., Ashland, Mass.

You'll see this theme symbol in stores everywhere, during this Wake to Music Month promotion.
**Reviews and Ratings of New Popular Albums**

**Continued from page 32**

at this, the lively, fresh, tuneful, sprightly theme, including verses with imaginative musical interludes. The format is in keeping with the style of the album. The recording is excellent, and the material is perfectly suited to the format.

POETRY IN IVORY... 88

Carrie Cable on Oct. 3-25.

Carrie Cable's playing on the "Eddy Duchin Show" has made her a star. This new LP has brought her international fame, and is a great addition to the rapidly growing library of popular music. The recording is superb, and the material is fresh and exciting. This album is a must for any collection.

BRAHMS NEW FAVORITE FOR "UNCLE SAM"... 91

Bluesberry 71.25 for 4 albums, including 45 EP's (CAE-350.08/09). His second great release for RCA CAMDEN! Featuring on your counter — and watch it sell! Toscanini conducts the Philadelphia Orchestra of New York in 4 exciting performances that have become collectors' items! 12" Long Play (CAE-350.08).

BRAHMS ROSSINI MENDDELSON


DANCE WITH ME! PATRICK AND MURPHY

TOSCANINI PHILHARMONIC-SYMPHONY ORCH. OF NEW YORK

Order through your RCA Victor Record Distributor NOW!

BIG NAME RECORDINGS

AT ½ THE BIG NAME PRICE!

$1.98 for each 12" Long Play; 79c for each 45 EP

This music is fresh, tuneful, sprightly, energetic, and exciting. The format is in keeping with the style of the album. The recording is superb, and the material is perfectly suited to the format.

MILLER BAND-

Featuring on your counter — and watch it sell! A new addition to the Miller family. Featuring on your counter — and watch it sell! A new addition to the Miller family. Featuring on your counter — and watch it sell! A new addition to the Miller family. Featuring on your counter — and watch it sell! A new addition to the Miller family.
VM's gift Package for You:

THE GIFT THAT KEEPS ON GIVING THROUGHOUT YOUR 'KEY QUARTER'

V-M's gift to you is sales FOLLOW-THROUGH! Here's a planned-for-profit BIG DEAL for hefty pre-Christmas sales and a big FOLLOW-THROUGH for big post-holiday business, too! V-M helps you make plus-sales from Nov. 15 THROUGH Feb. 15—No first-of-the-year slump when you sell V-M. Make Nov. 15—Feb. 15 your "V-M KEY QUARTER"—the biggest selling season of the year!

Before and after Christmas, you get real help from V-M! Hard-hitting ads in national magazines throughout your "V-M KEY QUARTER!" Dramatic displays for use now through Christmas and (with easy-to-make changes) clear through 'till spring! On top of it all, V-M builds traffic and sales for you with outdoor signs, dealer decals, product banners, four-color postcard mailers, 24-sheet outdoor posters, recorded radio jingles and spots, radio scripts, TV films, movie trailers in color, effective publicity in all major media and the hottest product line on today's market!

V-M Gift Package

Get Set for Volume Business with these VM Phonographs

Get Set NOW for Key Quarter Profits! See Your V-M Distributor Today! Get the facts on the Big Deal Wrapped up for You in V-M's Gala Gift Package!
THIS CHRISTMAS—STOCK-UP, SELL-UP, CLEAN-UP WITH RCA VICTOR

STEP UP SALES! PILE UP PROFITS! SELL

Lowest priced "Victrola" 45 attachment. This Fabulous "45" plugs into the phono-jack of any radio or television set. It has the world's fastest, quietest automatic record-changer. A single loading of up to fourteen "45" EP's delivers almost two full hours of music. Finished in black, antique white or sycamore green. Model 6JY1. $19.95

Multi-speed portable "Victrola." A smart, lightweight traveling companion. Enjoy its rich "Golden Throat" tone wherever you go. Attractive case resists scuffs and scratches—wipes clean in a jiffy. In tan-and-brown; tan, or blue simulated leather finish. Plugs into any AC outlet. Model 7EMP2. $29.95


Lowest priced radio-45 "Victrola" combination. Exciting new "Slide-O-Matic." Slip a "45" record in the slot, flip the "Play Bar" and listen. Record automatically "pops" out when finished. "Golden Throat" tone in both radio and "Victrola." Black with gray or antique white with turquoise. Model 6EX5. $44.95


Battery-operated portable radio-45 "Victrola" combination. Really plays anywhere—even in a canoe! "Victrola" works on batteries also. Amazingly rich "Golden Throat" tone in both radio and "Victrola." Storage space for plenty of "45" records. Brightly finished in white with red or black with grey. Model 6BY4. $59.95 (less batteries).

www.americanradiohistory.com
-UP IS EASIER WITH NEW "VICTROLAS"

BY RCA VICTOR

At every price level, these NEW SENSATIONS IN SOUND have features your customers want!

Now you can make record player sales climb faster than ever with the new "Victrola" line by RCA Victor! No other line is so complete. You can offer customers 45 rpm or multi-speed "Victrolas"...portables or table models...anything they want! There's a wide variety of prices to fit any family budget!

If it's features they want—demonstrate the easy-to-load...easy-to-operate Fabulous "45"! Load 14 records at a time—tell them how it plays almost two whole hours of continuous music. There's the "Slide-O-Matic" way to play records—slip a "45" record into the slot, flip the bar, and listen! A child can do it! Show prospects new lightweight portable "Victrolas" in handsome luggage-style cases.

And RCA Victor's hard-hitting national advertising helps you by doing the spadework in national magazines...on big radio and television shows. You can't miss! Stock up now...be ready to sell—and sell-up—with new "Victrolas" by RCA Victor!

RCA VICTOR BACKS YOUR SELLING WITH NATIONAL ADVERTISING PLUS THE GREATEST MERCHANDISING SUPPORT IN THE INDUSTRY! For these RCA Victor sales aids to help increase your profits: Eye-Catching In-Store Displays and Banners: Colored Banners, Streamers and Merchandise Cards: Sales-Stimulating Direct Mail Pieces: Two-Fisted Co-Op Ads and Commercials for Radio and TV

Contact your RCA Victor distributor for details right now!

Sell the Fabulous "45"—world's most popular, most trouble-free record playing system!

Easy to play—even a child can do it! Load a whole stack of "45s" at a clip—without fuss or trouble. Starts at a finger-touch!

Almost two hours of music with one load of fourteen "45" EP records. Each "45" EP plays up to eight minutes per side!

Easy on records. Changing mechanism cannot scratch or mar grooves. Featherweight tone arm helps keep records like new.

RCA VICTOR

CAMDEN, N. J.

RADIO CORPORATION OF AMERICA

Supported nationally advertised at the prices shown, subject to change. Slightly higher in West and South. For the time in home entertainment, always support RCA Victor "Vocal Orthophonic" high fidelity recordings. RCA trademark for record players.
RCA VICTOR presses most independent-label discs that hit the top...yet it costs no more!

It's up to you whether your next disc strikes gold—or strikes out. Why take chances, when RCA Victor custom service gives you all these "bonus extras" at no extra cost!

- brilliant sound engineering—fifty years' experience!
- fast facilities—most equipment to service every need
- individual attention for all clients—big or small!
- 3 strategically located plants—East, Midwest, and West— to assure fast deliveries plus drop-shipping and warehousing.

Got a hit in the offing? Make it sure! Call RCA Victor Custom Record Sales—today!
The football season is here... **BUT**

**DICTOGRAPH TRUE HI-FI**

Will NOT be "Footballed"

- Fair traded to guarantee greater profits the year 'round
- Easy to sell with revolutionary Push-Button Selling Plan

Fall is here... with it comes football and the big fall "upsweep" in sales. Are you interested in making $54 to $122 profit on each easy-to-make sale... not only this Fall but also the year 'round? Dictograph is so easy to sell... you simply push a button and this packaged true hi-fidelity system, which is fair traded and nationally advertised, literally sells itself.

DICTOGRAPH HI-FI, a masterpiece of high fidelity equipment, is being sold to music lovers and Hi-Fi fans across the country by dealers who are using the revolutionary method of push button selling. These tens of thousands of users have bought DICTOGRAPH HI-FI from dealers who have reaped a tremendous profit margin because DICTOGRAPH HI-FI is fair traded... it is not, and never will be, "FOOTBALED". DICTOGRAPH is sold in the leading department stores and better record shops everywhere... it cannot be bought at a discount anywhere.

Get off the bench... get into action today... sell Dictograph true HI-FI via the push-button method. Remember... it's a fair-traded product to assure you greater profits the year 'round!

Dictograph has been a pioneer in sound for over half a century, manufacturing the world's famous Acousticon Hearing Aids... Dictograph Communication Systems and Dictograph Home Fire Detection Systems.

**EXTRA PROFITS FROM EXTRA SPEAKERS**

- MODEL D 10" Woofer Speaker 46 - $69.50
- MODEL E 12" Woofer Speaker 46 - $99.50
- MODEL C 15" Woofer Speaker 46 - $48.50

DICTOGRAPH PRODUCTS INC. 
1508 Broadway, New York, N. Y.

**CALL THE NEAREST DISTRIBUTOR TODAY OR MAIL COUPON**

**DICTOGRAPH PRODUCTS INC., JAMAICA 35, NEW YORK**

**Prices slightly higher for West Coast, South and Canada.**

**Prices slightly higher for West Coast, South and Canada.**
Reviews and Ratings of New Jazz Albums

Continued from page 22

OCTOBER 27, 1956

The TERRIFIC JONNY SMITH, Vol. 3
Jim Rivers, Gonga (12"")

This is the third album of straight-ahead jazz by the

Johnny Smith Trio. The first was an excellent disc

recorded in 1952, and the second was released in

1954. Smith is a highly respected and influential

jazz guitarist, and his playing is always smooth and
tuned to the mood of the songs.

The GREAT 16, Vol. 3
Joe Pass, Guitar (12"")

Joe Pass is one of the greatest jazz guitarists of all
time. This album features his unique style, which

combines technical skill with emotional expressiveness.

The REVIEW OF THE MONTH

The William Tell Overture

A tribute to the composer Rossini, this overture

is a highlight of many classical music concerts.

The REVIEW OF THE MONTH

The Jinx

A novella by William Faulkner, this story is set in

the American South and explores themes of

race, class, and social mobility.

The GREAT 16, Vol. 4
Joe Pass, Guitar (12"")

Joe Pass continues to impress with his virtuoso

playing on this album. His style is a perfect blend

of technical skill and emotional expressiveness.

The REVIEW OF THE MONTH

The Four Winds

A poem by Emily Dickinson, this work is known

for its simplicity and directness.

The REVIEW OF THE MONTH

The Joy of Music

A brief essay by Albert Einstein on the joy of

music and its role in human development.

The GREAT 16, Vol. 5
Joe Pass, Guitar (12"")

Joe Pass delivers another stunning performance on

this album, showcasing his mastery of the guitar.

The REVIEW OF THE MONTH

The Man with the Golden Arm

A novel by Charles Bukowski, this book is a

dark and gritty exploration of addiction and

recovery.

The GREAT 16, Vol. 6
Joe Pass, Guitar (12"")

Joe Pass rounds out his six-album series with this final

fascinatingly original jazz interpretation. His

playing is as impressive as ever, and the

songs he chooses are perfect complements to his style.

The REVIEW OF THE MONTH

The Great Gatsby

A novel by F. Scott Fitzgerald, this work is

considered a classic of American literature.

The GREAT 16, Vol. 7
Joe Pass, Guitar (12"")

Joe Pass concludes his series with this album. His

playing is as masterful as ever, and the

songs he chooses are perfectly matched to his style.

The REVIEW OF THE MONTH

The Sound of Music

A musical film based on the stage musical by

Richard Rodgers and Oscar Hammerstein II.

The GREAT 16, Vol. 8
Joe Pass, Guitar (12"")

Joe Pass begins a new phase of his career with this

album. His playing is as virtuosic as ever, and the

songs he chooses are perfectly suited to his

style.

The REVIEW OF THE MONTH

The Great Gatsby

A novel by F. Scott Fitzgerald, this work is

considered a classic of American literature.

The GREAT 16, Vol. 9
Joe Pass, Guitar (12"")

Joe Pass continues his series with this final

album. His playing is as impressive as ever, and

the songs he chooses are perfectly

matched to his style.

The REVIEW OF THE MONTH

The Great Gatsby

A novel by F. Scott Fitzgerald, this work is

considered a classic of American literature.

The GREAT 16, Vol. 10
Joe Pass, Guitar (12"")

Joe Pass concludes his series with this album. His

playing is as masterful as ever, and the

songs he chooses are perfectly matched to his style.
OCTOBER RELEASE

JOHNNY DESMOND • LAWRENCE WELK

A GIRL NAMED MARY
· BUENO

CORAL 61129 • 9-61129

JOHNNY BURNETTE TRIO

THE TRAIN KEPT A ROLLIN'
· HONEY HUSH

CORAL 61719 • 9-61719

RAY BLOCK

CANO CANOE
· BRAVE MARGOT

CORAL 61731 • 9-61731

BILLY WILLIAMS

DON'T CRY ON MY SHOULDER
· SHAME, SHAME, SHAME

CORAL 61730 • 9-61730

LYNN TAYLOR

ROCKROLEVILLE
· WOULDN'T IT BE LOVERLY

CORAL 61726 • 9-61726

JIMMY CAVELLO

and his HOUSE ROCKERS

ROCK, ROCK, ROCK
· THE BIG BEAT

CORAL 61728 • 9-61728

MARY SMALL

HERE'S WHERE I START
· DON'T COME CRYIN' TO ME

(Cracking My Heart Again) CORAL 61718 • 9-61718

INTRODUCING:

and then I wrote...

THE NEW CORAL COMPOSER SERIES

BOB MERRILL

IF I KNEW YOU WERE COMIN' I'D HAVE BAKED A CAKE • MY TRULY, TRULY RAIR • DOGGIE IN THE WINDOW • MAKE YOURSELF COMFORTABLE

and others

CORAL 57081

HAROLD ROME

FANNY • WISH YOU WERE HERE • SOUTH AMERICA, TAKE IT AWAY • CALL ME MISTER and others

CORAL 57082

IRVING CAESAR

TEA FOR TWO • IS IT TRUE WHAT THEY SAY ABOUT DIXIE • SWANEE

and others

CORAL 57083

J. FRED COOTS

YOU GO TO MY HEAD • LOVE LETTERS IN THE SAND • BEAUTIFUL LADY IN BLUE • I STILL GET A THRILL

and others

CORAL 57084

Hear these famous popular songwriters play, sing and narrate their own musical autobiographies.
**Horror Roll of Hits**

**The Nation's Top Tunes** For survey week ending October 17

**Weeks on Chart**

**This Week**

**Last Week**

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**1. Don't Be Cruel**

By Erich Heckner—Published by Erich Frenzly & Shalome (BMI)

**BEST SELLING RECORD:** E. Frenzly, Vibe 206646.

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**2. Canadian Sunset**

By Eddie Heywood & Norman Gimbel—Published by Memorial (BMI)

**BEST SELLING RECORD:** E. / Wintersworth E. Heywood, Vibe 205577; A. Williams, Camden 2059.

**RECORD AVAILABLE:** M. Lopez, Vibe 6619.

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**3. Love Me Tender**

By Erich Frenzly, Vera Warron—Published by Erich Frenzly Music (BMI)

**BEST SELLING RECORD:** E. Frenzly, Vibe 206643.

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**4. Tonight You Belong to Me**

By Billy Rose & Leo David—Published by Regnum, Vooce & Cem (ASCAP)

**BEST SELLING RECORD:** Paramount Records, Library 5032; Leonia E. L. Web, Coral 61706.

**RECORD AVAILABLE:** K. Chang & J. Walden, Date 205400; Tommara, Modern 3973; Tracy Twist, Reprise.

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**5. Green Door**

By Dave & Moore—Published by Trolley (BMI)

**BEST SELLING RECORD** J. Lown, Oct 21488.

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**6. Just Walking in the Rain**

By Bess Fine & Bess—Published by Golden West Melodies (BMI)

**BEST SELLING RECORD:** J. Bax, Col 40129.

**RECORD AVAILABLE:** Vee Jay, Albtob 2024; R. Richardson-E. Zuck, Col 2112; J. Wallace, Mercury 70358.

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**7. Whatever Will Be Will Be (Que Sera Sera)**

By Livingston—Evan—Published by Arista Music (ASCAP)

**BEST SELLING RECORD:** Dona Dos, Col 40706.

**RECORD AVAILABLE:** E. Howard, Mercury 70641.

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**8. Honky Tonk**

By Duane, Sherrill, Emt & Beelen—Published by Bimus (BMI)

**BEST SELLING RECORD** R. Draper, King 4906.

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**9. True Love**

By Carl Porter—Published by Capitol Hill (ASCAP)

**BEST SELLING RECORD** By Country-Steakey Rhy, Cap 20020; J. Fowle, Viva 1982.

**RECORD AVAILABLE:** K. Alwine, Date 20927; M. Whiting, Cap 2013.

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**10. My Prayer**

By Bonner & Kramer—Published by Rikermos (ASCAP)

**BEST SELLING RECORD** Passing, Mercury 70605.

**RECORD AVAILABLE:** P. Haps, Col 40777; Del Spak, Date 29955; M. Lopez, Vibe 206400.

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**Second Ten**

**11. Allegheny Moon**

By Hallman-Mansley—Published by Oxford (ASCAP)

**BEST SELLING RECORD** F. Peete, Date 20948.

**RECORD AVAILABLE:** M. Martin, Date 20933; H. Clark, Vibe 206531; L. Weil-Lazare, Decca 6196.

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**12. Hound Dog**

By J. Leiber & M. Stoller—Published by Elvis Presley Music & Laze Music (BMI)

**BEST SELLING RECORD** E. Frenzly, Vibe 205646.

**RECORD AVAILABLE:** B. Bel-Beltrum, Mercury 39552; W. M. Thornton, Pasco 8652.

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**13. Friendly Persuasion**

By Waton-Watson-Published by Leo Feist (ASCAP)

**BEST SELLING RECORD** F. Peete, Date 20948.

**RECORD AVAILABLE:** L. Scool, Vibe 206562; G. Cigal, Capitol 40706; Four Acas, Date 20904; M. Leppard, Col 40751; A. Perkins, Epi 3008; E. Rose, M-G-M 12234; B. Michels, Voca 20010.

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**14. Soft Summer Breeze**

By Eddie Heywood & Judy Spooner—Published by Regent (BMI)

**BEST SELLING RECORD** E. Heywood, Mercury 39583.

**RECORD AVAILABLE:** B. House, Col 40708; D. Brender, Mercury 39554.

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**15. Blueberry Hill**

By Louis Stock-Ros—Published by Crystal (BMI)

**BEST SELLING RECORD** P. Eslam, Imperial 5401.

**RECORD AVAILABLE:** L. Anmessing, Delta 8852.

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**Third Ten**

**21. Lay Down Your Arms**

By P. Berthe-L. Leet-A. Gerhard—Published by Ludlow (BMI)

**RECORD AVAILABLE:** Charlie & Calhoun, Catalog 1209; R. Morgan, Date 20709; A. Shelton, Col 40709.

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**22. You Don't Know Me**

By C. Walker & E. Arnold—Published by Hill & Range (BMI)

**RECORD AVAILABLE:** E. Arnold, Vibe 205327; C. McRae, Date 20984; J. Vale, Col 40710.

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**23. Miracle of Love**

By Bob Merrill—Published by Rite (ASCAP)

**RECORD AVAILABLE:** G. Gibson, ABC-Parkmouth 5777; B. Lake & Eeze, Date 20908; R. Redman, Col 40706.

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**24. After the Lights Go Down Low**

By Allen Welty & Leta Leamon—Published by Harvard (BMI)

**RECORD AVAILABLE:** A. Hiller, Date 20962; A. Waite, Original 1066.

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**25. Happiness Street**

By Marc White & Eddie White—Published by Planetary (ASCAP)

**RECORD AVAILABLE:** T. Bennett, Col 40728; G. Gibson, Mercury 39556.

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**26. Let the Good Times Roll**

By Leonard Lee—Published by Ardin Music (BMI)

**RECORD AVAILABLE:** Shelly & Lee, Aladdin 2262.

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**27. You'll Never, Never Know**

By Millard-Billings—Published by Fabrica Music (BMI)

**RECORD AVAILABLE:** Fee, Mercury 70648.

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**28. In the Still of the Night**

By F. Harris—Published by Anson (BMI)

**RECORD AVAILABLE:** J. Ester, Century 10626.

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**29. Wayward Wind**

By Sue Lecomber—S. Newman—Burlesque (BMI)

**RECORD AVAILABLE:** G. Grant, Era 1012; T. Peerie, Cap 2040; J. Valenti, M-G-M 12547.

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**30. It Isn't Right**

By Robert Martin—Published by Molin Music (BMI)

**RECORD AVAILABLE:** Passing, Mercury 70648.

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and jingle box performances as determined by The Billboard's weekly nationwide surveys.
LES PAUL
MARY FORD
BLOW THE SMOKE AWAY
RUNNIN' WILD
record no. 3570

LES BAXTER
(WHAT HAPPENS IN)
BUENOS AIRES
THE LEFT ARM OF
BUDDHA
record no. 3573

introducing 2 new great artists!

a double-sided smash hit
GAY BOUQUET
PUCKER-UPPA
record no. 3571

2 new sensational rockin' rollers
MY ONE DESIRE IS YOU
WHOO-EE BABY
record no. 3572
HOLLY JOLLY CHRISTMAS

We wish you a Merry Christmas

Christmas songs and carols for the entire family

Finest album is the We Sing series

This holiday season, let us sing together

Carol Songs and Hymns

We wish you a Merry Christmas
SPIKE JONES PRESENTS A SPECTACULAR XMAS

RECORDED IN HI-FI FOR THE ENTIRE FAMILY

www.americanradiohistory.com
This Week's Best Buys

GARDEN OF EDEN (Republic, BMI)—Joe Valino—Vik 0226—This disk, which metered Valino a Billboard Talent "Spotlight" pick, has recently been catapulting the young singer into the limelight. Buffalo and Cleveland are just a few of the cities that are racking up big sales. Its chart possibilities are excellent. Flip is "Caravan" (Mills, ASCAP).

Sure Shots

"GARDEN OF EDEN" The Coach Shoe Best Bet 9/8
Joe Valino Vik 0226; 4X-0226

ViK records

THE BILLBOARD
OCTOBER 20, 1956

THE DEALERS' PARADISE

GARDEN OF EDEN
8/4 CARAVAN X/4X-0226

Joe Valino

it's a hit!
**Territorial Best Sellers**

For survey week ending October 17

**Kansas City**
1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
5. Garden of Eden, J. Valino, Vic.

**Los Angeles**
1. Love Me Tender, E. Presley, Vic.
2. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.
5. True Love, J. Powell, Mer.

**Milwaukee**
2. Love Me Tender, E. Presley, Vic.
3. Love Me Tender, E. Presley, Vic.
5. True Love, J. Powell, Mer.

**New Orleans**
1. Don't Be Cruel, E. Presley, Vic.
2. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.
5. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.

**Philadelphia**
1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Presley, Mer.
3. Don't Be Cruel, E. Presley, Vic.
5. True Love, J. Powell, Mer.

**San Francisco**
5. True Love, J. Powell, Mer.

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**Atlanta**
2. Love Me Tender, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Whistling Time, E. Presley, Vic.

**Baltimore**
1. Love Me Tender, E. Presley, Vic.
5. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.

**Boston**
1. Handy Tack, B. Dougery, King.
2. Love Me Tender, E. Presley, Vic.
5. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.

**Chicago**
1. Don't Be Cruel, E. Presley, Vic.
2. Love Me Tender, E. Presley, Vic.
3. Handy Tack, B. Dougery, King.
4. Whatever Will Be, Will Be.

**Cincinnati**
1. Love Me Tender, E. Presley, Vic.
3. Handy Tack, B. Dougery, King.
4. Whatever Will Be, Will Be.

**Cleveland**
1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Presley, Mer.
4. Whatever Will Be, Will Be.
5. Can't Help Myself (S拍拍 the Rain), E. & the Foundations, Coll.

**Dallas-Fort Worth**
1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Handy Tack, B. Dougery, King.
4. Whatever Will Be, Will Be.
5. Blueberry Hill, F. Dennis, Imp.

**Denver**
1. Love Me Tender, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Whatever Will Be, Will Be.
5. Handy Tack, B. Dougery, King.

**Detroit**
2. Handy Tack, B. Dougery, King.
4. Whatever Will Be, Will Be.

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**Joni James**

**GIVE US THIS DAY**

AND NOW LUCKY YOU ARE

MGM 12328 • E4444 21 • E4444 51

**Why Fall in Love**

LOVE LETTERS

DON'T TAKE YOUR LOVE FROM ME

MGM 12355 • K1235

**The Maid of Novgorod**

**Eddie Heywood**

**Rain and Perdido**

**The Day That I Lost You**

**Hook Williams**

**Everything Needs Someone**

**The Wizard of Oz**

**The Biggest Sound Track Album of All Time!**

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

**OCTOBER 27, 1956**
Taking Off Like a Rocket
Dot's Newest HIT!

CONFIDENTIAL

SONNY KNIGHT

15507

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO 3-4181
THE NATION'S BEST SELLING RECORDS
JAYE P. MORGAN + EDDY ARNOLD
together and terrific!

IF’N / MUTUAL ADMIRATION SOCIETY
20/47-6708 (both from the coming Broadway Musical "Happy Hunting")

WATCH FOR THE ORIGINAL CAST ALBUM

Your customers will hear this New Orthophonic High Fidelity Recording best on an RCA Victor New Orthophonic High Fidelity "Victrola"
**Recent Pop Releases**

**Coming Up Strong**

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

1. Lay Down Your Arms — The Chordettes (BMI) Cadence 1299
2. Garden of Eden — Joe Volino (BMI) Vik 6226
3. Singing the Blues — Guy Mitchell (BMI) Columbia 4079
4. Hey! Jealous Lover — Frank Sinatra (ASCAP) Capitol 3552
5. Mama From the Train — Patti Page (ASCAP) Mercury 70971
7. Rudy's Rock — Bill Haley (ASCAP) Decca 30005
8. Petticoats of Portugal — Dick Jacobs (BMI) Coral 81724
9. A Rose and a Baby Ruth — George Hamilton IV (BMI) ABC-Paramount 9756

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**This Week's Best Buys**

Special telephone reports indicate these recent releases have broken out in noticeable volume sales in key areas. They do not yet have wide enough sales to be considered money makers, but the dates indicate sales strength and hold the best chances of hitting Billboard's best seller charts.

PETTICOATS OF PORTUGAL — (Christopher, BMI) — Dick Jacobs & the Vagabonds (Coral 81724) — "Sings the Blues" has been a hit around on many juke boxes with sales improving consistently. The record seems to be catching on with the young and is expected to become a hit.

BLUE JEAN BOP — (Aardvark, ASCAP) — Gene Vincent — Capitol 3553 — "Be-Bop-a-Lula" created a big market for "Vincent," and it is proving very receptive to hit new release. Boston, Providence, New York, Philadelphia, Pittsburgh, St. Louis, Nashville and Milwaukee are among the cities indicating excellent sales. As before, customers are as enthusiastic as pop buyers. Its chart potential in both areas is good.

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**Review Spotlight on...**

**POP RECORDS**

- FERRY COMO — RCA Victor 6870
- MOONLIGHT LOVE — (Elkan-Vogel, ASCAP)
- CHICHESTERCHIE — (Benjamin, ASCAP)
- "Moonlight Love" is the lyric version of DeBany's "Chair de Loupe," introduced by the singer on his TV show. A little more interesting than the original, but not quite as emotionally appealing.

- TONY BENNETT — Columbia 4079
- "Just in Time" — (Strassfeld, ASCAP)
- "The Autumn Waltz" — (Shapiro-Bernstein, ASCAP)
- From this forthcoming musical, "Bell's Are Ringing." Bennett has drawn a tune that seems tailor made for him. A spirited, upbeat tune, "Just in Time," gets a clever, catchy melody.mentor's intention, the flip is a little more three-quarter time thing of striking beauty. A ball for the jocks.

- LES BAXTER ORK — Capitol 3573
- "The Left Arm of Buddha" — (Bar-Crescit, ASCAP)
- Some unusual sound effects have been created to give this instrumental an exotic and rather glamorous make-up. A market opener on the alert for an intriguing off-beat piece of material has a good chance here. "Flip" is "(What Happens in) Buenos Aires" (Atlantic, BMI), a danceable Latin swing.

- LOUIS PRIMA — Capitol 3566
- "Five Months Two Days, Two Weeks" — (Goday, BMI)
- "Banana Split for My Baby" — (Enterprise, ASCAP)
- Louis Prima has always been a funny guy. He's been known to do anything from "Five Months Two Days, Two Weeks" to clever lyrics against the sound of voices. A good tune, the teen-age set has a ready-to-order novelty in the flip, also hilarious and well-styled.

- EDDIE COOLEY — (RCA Victor 621)
- "Priscilla" — (Forshay, BMI)
- The review copy of this engaging rhythm ditty was received after the initial field sales were already excellent. Covers are now coming out, but the "original" stands out as a charmer that is likely to stand up well against all challengers. Flip is "Cost a Little Woman" (Forshay, BMI).

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**Juke Box Programming**

**Some Reviews...**

- SOMETHIN' SMITH — Epic 9184
- "BANANA SPLIT FOR MY BABY" — (RCA Victor 621, BMI)
- "Two old favorites in bright, rhythmic stylings that ought to have special appeal for collegiate and barroom clientele. The banjo and drums back in the vocal, and the results are nothing short of spectacular. A good dance number, "Two Old Favorites.""

- WILL GLAHE — London 1060
- "BANANA SPLIT FOR MY BABY" — (RCA Victor 621, BMI)
- "A real novelty piece, "BANANA SPLIT FOR MY BABY.""

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**Reviews and Ratings**

**CATHERINE CARR**

- WALTZING WITH THE BLUES — 84
- FRATERNITY 760 — Mighty sweet, thrilling in a filling walk that could catch fire with proper exposure. (Frank, ASCAP)

- JULIUS LA ROSA
- P{id:1}
- PRISCILLA — 84
- "The Right Answer" — (RCA Victor 621, BMI)
- "Priscilla" is a good record, with a swing, which should do okay on all fronts. (Forshay, BMI)

- SAMMY DAVIS JR.,
- NEW YORK'S MY HOME — 83
- "Decca 3011 — Here's one of the singer's top performances on disk. It's a well-known job from "Manhattan Tower," and with plug value of the TV version of the Gordon Jenkins work, and the right side, the record should do well or go out. (Leeds, BMI)

- BOYD BENNETT
- ROCKET UP A STORM — 81
- KING 4965 — Big novelty in an excellent moderately-paced rock and roll dance side. This one could register with the teen crowd. Watch it.

(Continued on page 57)
MAYBE I LOVE HIM

MARGARET WHITING

orchestra conducted by BILLY MAY

record no. 3586

MONEY TREE:
published by FRANK MUSIC CORP.
MAYBE I LOVE HIM:
published by EMPRESS MUSIC, INC.
119 West 57th St., New York.
**Tunes With Greatest Radio-TV Audience**

Tunes trend statistically, have the greatest audiences on network music programs in New York, Chicago and Los Angeles. Lists are based on John M. Freeman's copyrighted Audience Coverage Index.

**Radio**

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<tr>
<th>Artist</th>
<th>Title</th>
<th>Network</th>
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<td>Blueberry Hill</td>
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<td>Red Souse Song</td>
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<td>In the Garden</td>
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<td>Cindy, Cindy</td>
<td>(R)—E. B. Marks—BMI</td>
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**Best Selling Sheet Music in Britain**

*For Week Ending October 13*


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<tr>
<td>Last Year's Arms—Tennant Day</td>
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<td>Light as a Feather—(R)</td>
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<td>Love Me or Leave Me—(R)</td>
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<td>Mexican Sunset—(R)</td>
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<td>New York, New York—(R)</td>
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<td>Scream—(R)</td>
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<td>The Best of You—(R)</td>
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<td>To You—(R)</td>
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<td>When the Walls Come Tumbling</td>
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<td>When You're My Woman—(R)</td>
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<td>Where You Are the One—(R)</td>
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<td>Who's Sorry Now?—(R)</td>
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<td>Your Heart's in Paradise—(R)</td>
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**Best Selling Pop Records in Britain**

*For Week Ending October 13*

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<th>Artist</th>
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<tbody>
<tr>
<td>1. Woman in Love—Frankie Laine (Philips)</td>
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<td>2. Just Lay Down Your Arms—Anna Stell (Philips)</td>
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<td>3. Hound Dog—Elvis Presley (HMV)</td>
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<td>4. Giddy-Up-A-Ding-Dong—Freddie Bell and the Bellboys (Mercury)</td>
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<td>5. Rockin' Through the Key—Bill Haley Comets (Brunswick)</td>
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<td>7. Whatever Will Be Will Be—Dusty Day (Philips)</td>
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<td>8. Great Pretender—Only You—Pilares (Mercury)</td>
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<td>9. You Are My Heart—Moonlight—Buck Owens &amp; Ac-Sar (Mercury)</td>
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<td>10. Rock Around the Clock—Bill Haley Comets (Brunswick)</td>
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<td>11. When I Met My Lady—Mirabeau—Mitchell Turk (Brunswick)</td>
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<td>12. Razzle Dazzle—Bill Haley Comets (Brunswick)</td>
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<td>13. See You Later, Alligator—Bill Haley Comets (Brunswick)</td>
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<td>15. More—Perry Como (HMV)</td>
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<td>16. More—Jimmie Young (Decca)</td>
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<td>17. Saints Rock and Roll—Bill Haley Comets (Brunswick)</td>
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<td>18. Autumn Concerto—George Melachrino (HMV)</td>
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<td>19. Woman in Love—Four Acors (Brunswick)</td>
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<td>20. Born to Be with You—Christie (London)</td>
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**Territorial Best Sellers**

*Continued from page 30*

**Seattle**

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<td>Losing You—(R)</td>
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<td>Sunset Sound—(R)</td>
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<td>Take the Floor—(R)</td>
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<td>Take the Floor—(R)</td>
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OCTOBER 27, 1956

The Oldest
ONE-STOP
Record Service
All Labels
All Hits

45 RPM 55c 78 RPM 60c
Single EP's 91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
No C.O.D.
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Just Released...
L'FLY WALLY L. P. Album - $101
L'FLY WALLY Polish L. P. - $102
L'FLY WALTZ Latest & Greatest
"JUST BECAUSE POLKA"
MIWULHAW FAVORITE WALTZ"
Jay Jay - $16
L'FLY WALTZ'S Same Hit
"SLEIGH BELL WALTZ"
vs. "JINGLE BELLS POLKA"
Jay Jay - $16
Polka All Stars...
"SUNSHINE POLKA"
Jay Jay - $16

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GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS

REVIEWS OF NEW POP RECORDS

1) REX ALLEN & VICTOR YOUNG

"Nothin' to Do"

Singles
- "Nothin' to Do" - Victor YOUNG
- "Home" - Rex Allen

2) LILLIAN BROOKS

"Run, Run, Run!"

King 4966 (45) - Lillian Brooks, doing her own, old-time rag.
- "Run, Run, Run!" - King 4566

3) JACQUIE BROOKS

"You Are an Outlaw"

DECCA 4026 - A wild, up-tempo tune in a dramatic scoring prod.
- "You Are an Outlaw" - Decca 4026

4) MANFORDI ORK

"I Know"

LONDON 1099 - Plenty of sex appeal in this one.
- "I Know" - London 1099

THE IMMIGRANTS

1) THE IMMIGRANTS

"Blondie"

DECCA 4039 - Humming words from the immigrant group. The reading by the Three Immigrants has a bold backing which somewhat sets it in the back.
- "Blondie" - Decca 4039

2) THE IMMIGRANTS

"Not for a Long, Long Time"

PHILIPS 7228 - Philips have a lot on their hands with this one.
- "Not for a Long, Long Time" - Philips 7228

ROSALIND PAGE

"The Star You Whipped Last Night"

EMI 1225 - A very interesting record with a chorus and an old-fashioned sound.
- "The Star You Whipped Last Night" - EMI 1225

5) JACOB HANNAFORD

"The Star You Whipped Last Night"

EMI 1225 - A very interesting record with a chorus and an old-fashioned sound.
- "The Star You Whipped Last Night" - EMI 1225

6) GALE ROBINSON

"The End of the Road"

FRA 0050 - The first film of film music to be released in a 45, giving it a lot of power. The slow backing is very effective in giving this record a powerful sound with good contrast. (Warner, BMI)
- "The End of the Road" - FRA 0050

RESIDENTS

1) ROBB ROBINSON

"Rocky Mountain Blues"

EMI 1227 - A very interesting record with a chorus and an old-fashioned sound.
- "Rocky Mountain Blues" - EMI 1227

2) GALE ROBINSON

"The End of the Road"

FRA 0050 - The first film of film music to be released in a 45, giving it a lot of power. The slow backing is very effective in giving this record a powerful sound with good contrast. (Warner, BMI)
- "The End of the Road" - FRA 0050

3) JOSEPH MANNING

"EAT"

EMI 1225 - A very interesting record with a chorus and an old-fashioned sound.
- "EAT" - EMI 1225

MAC CURTIS

"YOU AREN'T TREATING ME RIGHT"

THE LOW ROAD
KING 4965
- "YOU AREN'T TREATING ME RIGHT" - The Low Road, King 4965

OTIS WILLIAMS AND HIS CHARMS

"WHIRLWIND"

DE LUXE 6097
- "WHIRLWIND" - Otis Williams and His Charms, De Luxe 6097

OTIS WILLIAMS AND HIS CHARMS

"WHIRLWIND"

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OTIS WILLIAMS AND HIS CHARMS

"WHIRLWIND"

DE LUXE 6097
- "WHIRLWIND" - Otis Williams and His Charms, De Luxe 6097
Together Again... on GROOVE! 

JACK 

DUPREE

Mr. BEAR

VOX JOX

BY JUNE BUNDY

NEW EP SYSTEM A PROBLEM? RCA Victor’s new jockey service, wherein new singles are sent out in EP form—two different releases per EP plot—has aroused surprisingly little controversy. Last week Cool Records adopted a similar EP plan for jockey singles, and it’s likely that other major labels will follow suit soon. However, Lois Harlin, WAKL, Rome, N. Y., isn’t too happy over the new plan. He says that his system is pretty rough on the record librarians and it, too, is litigation prone. Wouldn’t it be much easier to put just one artist on two sides, and thereby conserve space and save the trouble of creating a new index system with the pre-pressed system? Since we haven’t heard from any other jocks, it would seem that some stations have solved the filing problems. If so, we’d like to hear how, and what, if any, effect it has had on your library operations.

PROGRAMMING A LA THE MARSHALL PLAN: Jerry Marshall, SVE, New York, Manhattan’s highest-rated deejay, has some interesting thoughts on current trends in the rock and roll field. He notes: “It becomes increasingly evident that outstanding rock and roll artists are attempting to get new releases to the pop idiosyncrasy. Quality material is being recorded; the laborious saxophone and trom-bom-fingered piano in the background have been toned down and there is an attempt to cut back on the croon, rather than sacrifice quality for quantity.

An Epics producer told me that each of his recording sessions is geared more and more to appeal to the pop field because he realizes that the long-term trend of rock and roll is leveling off and the teen-agers themselves are tiring of the monotony and sameness of beat groups. Pop is ‘a’ thing to be marked so many rock and roll records.

Want More Profits?

For as little as 25¢ a week Billboard’s new

SALES BOOSTER KITS

will help you sell more singles, more albums, more phonographs and more accessories

Methodology Notes. The Billboard, 1360 Patterson Street

St. Louis, Mo. 63112

□ Please send me the next 6 SALES BOOSTER KITS as a trial. I enclose S3 in full payment.

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

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Name of Store ___________________________

Address ___________________________

City ___________________________ Zone _______ State _______

SAVE $3.00 ON THIS SPECIAL INTRODUCTORY OFFER

FOR NEW WRITERS ONLY!

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

MAIL THIS MONEY-SAVING COUPON NOW!

YESTER YEAR’S TOPS—The nation’s top tunes on record as reported in The Billboard

* OCTOBER 26, 1946

1. To Each His Own

2. Runners Are Flying

3. Five Minutes More

4. South America, Take It Away

5. Ole Butterfield Sky

6. You Keep Coming Back Like a Song

7. You Vow the Only Girl

8. Surrounded

9. This Is Always

Blue Skies

□ OCTOBER 27, 1954

1. Because of You

2. It’s No Sin

3. Cold Heart

4. I Get Ideas

5. Down Tender

6. Would I Wait for the Sunrise

7. Loveliest Night of the Year

8. Too Young

9. Too Young

□ OCTOBER 28, 1955

□ OCTOBER 29, 1956

□ OCTOBER 30, 1957

□ OCTOBER 31, 1958

□ NOVEMBER 1, 1959

□ NOVEMBER 2, 1960

□ NOVEMBER 3, 1961

□ NOVEMBER 4, 1962

□ NOVEMBER 5, 1963

□ NOVEMBER 6, 1964

□ NOVEMBER 7, 1965

□ NOVEMBER 8, 1966

□ NOVEMBER 9, 1967

□ NOVEMBER 10, 1968

□ NOVEMBER 11, 1969

□ NOVEMBER 12, 1970

□ NOVEMBER 13, 1971

□ NOVEMBER 14, 1972

□ NOVEMBER 15, 1973

□ NOVEMBER 16, 1974

□ NOVEMBER 17, 1975

□ NOVEMBER 18, 1976

□ NOVEMBER 19, 1977

□ NOVEMBER 20, 1978

□ NOVEMBER 21, 1979

□ NOVEMBER 22, 1980

□ NOVEMBER 23, 1981

□ NOVEMBER 24, 1982

□ NOVEMBER 25, 1983

□ NOVEMBER 26, 1984

□ NOVEMBER 27, 1985

□ NOVEMBER 28, 1986

□ NOVEMBER 29, 1987

□ NOVEMBER 30, 1988

□ DECEMBER 1, 1989

□ DECEMBER 2, 1990

□ DECEMBER 3, 1991

□ DECEMBER 4, 1992

□ DECEMBER 5, 1993

□ DECEMBER 6, 1994

□ DECEMBER 7, 1995

□ DECEMBER 8, 1996

□ DECEMBER 9, 1997

□ DECEMBER 10, 1998

□ DECEMBER 11, 1999

□ DECEMBER 12, 2000

□ DECEMBER 13, 2001

□ DECEMBER 14, 2002

□ DECEMBER 15, 2003

□ DECEMBER 16, 2004

□ DECEMBER 17, 2005

□ DECEMBER 18, 2006

□ DECEMBER 19, 2007

□ DECEMBER 20, 2008

□ DECEMBER 21, 2009

□ DECEMBER 22, 2010

□ DECEMBER 23, 2011

□ DECEMBER 24, 2012

□ DECEMBER 25, 2013

□ DECEMBER 26, 2014

□ DECEMBER 27, 2015

□ DECEMBER 28, 2016

□ DECEMBER 29, 2017

□ DECEMBER 30, 2018
Congratulations

"D"

KILPATRICK

on your appointment as manager

WSM ARTIST'S SERVICE BUREAU

We certainly enjoyed working with you for the past five years at Mercury Records.

The Mercury "Boys"
**This Week's R&B Best Bys**

**KEEP IT TO YOURSELF** (Arc, B.M.I.) 一个是 Soul Boy Williamson. Checker Records is often at the forefront of new trends in the Southern scene, and this week's release is no exception. "Keep It To Yourself" has a smooth groove that's sure to please fans of the genre.

**Review Spotlight on...**

**R&B RECORDS**

**SHELDON AND LEE**

The Checker label has been producing some of the most exciting music in the South, and this week Sheldon and Lee continue to deliver. Their latest release, "I Can't Help Myself," is a soulful ballad that's sure to make the charts.

**R&B DISK Jockey Programming**

**EARL BOSTIC**

Earl Bostic's "Hatpin" is a hot track that's been gaining momentum on dance floors across the country. Make sure to check it out at your local jukebox.

**BUBBLE JOHNSON**

Bubble Johnson's "Let's Do It Again" is a classic R&B tune that's sure to get the crowd moving. Don't miss this one at your next party.

**THE FIVE SATINS**

The Five Satins continue to impress with their latest release, "I'll Be There." This soulful love ballad is sure to be a favorite among R&B fans.

**The Billboard's Music Popularity Charts...**

**RAY ADAMS**

The Checker (Kemp's Knoll) has released a new single that's sure to shake up the charts. "Where Am I Gonna Go" is a soulful tune that's bound to be a hit.

**JACK DURPEE**

Jack Durpee is back with another chart-topping hit, "Groove With It." This track has a smooth groove that's sure to get the dance floor moving.

**CLARENCE PENNY**

Clarence Penny's "I Can't Find Your Love" is a soulful ballad that's sure to tug at the heartstrings. Check it out at your local radio station.

**The Reviews of New R&B Records**

**GENE WENNERSKIRK ORK**

Gene Wennerskirck has released a new single that's a must-listen for fans of R&B. "Ike and Tina" is a soulful tune that's sure to be a hit.

**EDE JIMA ORK**

Ede Jima has brought us another soulful track with "Let's Do It Again." This tune is sure to be a favorite among R&B lovers.

**The Reviews of New Pop Records**

**GARY MARKS**

Gary Marks has released a new pop single that's sure to be a hit. "She's So Beautiful" is a smooth track that's perfect for a romantic night.

**J. W. JONES**

J. W. Jones has released a new pop single that's sure to be a hit. "She's So Beautiful" is a smooth track that's perfect for a romantic night.

**Lewis to Sing It Straight**

NEW YORK — Comic Jerry Lewis has been signed to an exclusive Decca disk pact. Lewis, who recently split with his partner Dean Martin, will sing straight on the upcoming Decca releases, leaving the comedy routines for his and Martin's upcoming show. This marks an extensive promotional campaign behind Lewis's new Decca series. First disk, released this week, comes "Come Back or Leave Me."
**R&B Best Sellers in Stores**

For survey week ending October 17

R&B records are ranked in order of their current national sales importance at the retail level. Sales trends are a measure of a record's popularity with young national urban listeners, and are based on high volumes of sales to radio stations. When significant percentages of records are sold through direct mail sales, charts are divided to determine position on the chart. In such a case, both counts are included in the total sales figure.

This Week

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Week No.</th>
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<tr>
<td>1. DON'T BE CRUEL (BMI)</td>
<td>E. Pierce</td>
<td>2</td>
</tr>
<tr>
<td>2. GREEN DOG (BMI)</td>
<td>Victor-60040</td>
<td>2</td>
</tr>
<tr>
<td>3. BLUEBERRY HILL (ASCAP)</td>
<td>E. Domino</td>
<td>2</td>
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<td>E. Pierce</td>
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</tr>
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<td>C. Berry</td>
<td>2</td>
</tr>
<tr>
<td>6. LONESOME        (BMI)</td>
<td>C. Berry</td>
<td>2</td>
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<tr>
<td>7. LONELY        (BMI)</td>
<td>B. Doggett</td>
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<td>8. DO THE CRUEL                   (BMI)</td>
<td>E. Pierce</td>
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<td>B. Doggett</td>
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<td>10. LONELY        (BMI)</td>
<td>B. Doggett</td>
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**Most Played R&B in Juke Boxes**

For survey week ending October 17

R&B records are ranked in order of the greatest number of plays at juke boxes throughout the nation according to a survey made by The Billboard's weekly survey of top disk jockey shows across the country. In the Billboard's weekly survey of top disk jockey shows in all market areas.

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**Rhythm & Blues Notes**

By CARY KRAMER

Harry A. Smith, owner of WABC, is currently at NBC television network's New York studios and is scheduled to return to his New York City offices next week. Smith's current assignment is the production of the series "Night Beat," a program designed to spotlight the talents of African American musicians. Smith is expected to return to his New York City office next week.

**Sensational Sales — The Original!**

"COPS AND ROBBERS" (b/w "CLOTHES LINE (Wrap It Up)"

by Boogaloo and His Gallant Crew

CREST RECORD #1030

ORDER TODAY FROM YOUR DISTRIBUTOR

**HOLLYWOOD RECORDS**

924 S. Berendo

**Duke Records**

2303 E. 50th St., Hawthorne, Calif.

**Real New—Real Big!!**

Vince '71

"THE TELEPHONE IS RINGING"

(b/w "A FROSTY NIGHT"

by FZEE DAYTON

"SOMEONE TO LOVE"

by SNOOKY FEYER

**Gospel Hi!!**

I SHALL NOT BE MOVED

Soul Revives #406

**Veri Red**

52 W. Superior St., Chicago, Ill.

**Run, Big Feet, Run**

"A Hop, Skip and a Jump"

Words and Music by Cal Palmer, George D. Harrell and Albin Charles

"Desirous"

Dorothy "Dee" Spaulding

Music by Robert Duerst

**Do the Records**

WEBSITE: www.americanradiohistory.com

**Gospel Hi!!**

I SHALL NOT BE MOVED

Soul Revives #406

**Do the Records**

WEBSITE: www.americanradiohistory.com

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Texas State Clings To Slim Lead Over 1955

Pulps 2,075,646 in Twelve Days;
Sets New One-Day Record of 325,741

DALLAS—Midway of its sec-
teenth season, the Dallas/m-
coming to a slim lead over last year’s record-breaking attendance, having been the highest in the na-
nal big weekend.

Friday was Year’s Day (13) at 2,075,646 for the first 12 days of the fair, as compared to 2,066,848 for the first 12 days plus one extra evening last year. The 1955 fair opened on a Friday night, but this year reverted to the usual Saturday morning opening time.

The fair set a new single-day at-
tendance record of 527,741 on middle Saturday (13), breaking its own record of 521,294 established on the first Sunday of last year. The middle weekend is always the biggest at the Dallas exposition, torrential me-
buming being generated by the first week.

Also at this mid-season fair on the Saturday this year was a sellout of the 500,122 seat in the Cotton Bowl, where the nation’s Press club, Olds-
home, waffled Texas 4-9 in their traditional classic.

The take is the biggest in all departments—from front gate to midway—that the Dallas Fair has ever had, 100 per cent more in crowds being noted from day to day.

Friday (12) and Sunday (14) were also very big.

Concello Returns To Ringling Helm, Tells Indoor Plan
Sees Moves on 15 Baggage Cars; Outlines Year-Round Schedule

SARASOTA, Fla.—John Ring-
lling North is sticking to his idea of annual shows at Sarasota. Con-
'lling and Bailey Circus was an indoor show and he has appointed Arthur M. Concillo to build.

The new Ringling-Barnum Con-
cillo added this Wednesday (17), will play buildings.

It will move on about 15 bu-
ldings top a long list of barns. Ring-
lling carriages plan an equal number of buildings. Barnum & Bailey circus was building, which conci-
lling to the Barnum's famous building and has been moved from the open to Sarasota a tourist attraction. National advertising will be di-
minated by newspapers in Sarasota.

Exide rides, a Miniature Train, an an electric in which the plants will swim and other fea-
tures are planned for the 2000- seat. Concillo pointed out that in the past the tourist trade at quartz.

(Continued on page 69)

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(Continued on page 69)
Lone Star Club
Sets Back Opening
Of New Club Bldg.

DALLAS—The new building and 
chairs of the Lone Star Club 
(originally opened November 3, 
instead of October 23, as originally 
scheduled, due to delays encoun-
tered by the contractors.)

A drawing for an automobile, 
which had been scheduled for Oc-
tober 23, has been re-scheduled 
for November 3, Charles (Chuck) 
Moss, club president said, because 
it was planned as a feature of 
the opening of the new building and 
chairs.
Our New "Perfection"

$4,000 JAMBOREE

Note Over-All Gains as Buck Tour Nears End

CAMDEN, S. C.—In the second year on a comeback trail, the O. C. Buck Shows are wrapping up a second season under management. In only complete month, a rainabout at the Stockton (N. C.) Fair a couple of weeks ago, will get a second try beginning Monday (29) at the conclusion of the regular season and as the show moves North for its winter quarters at OwY, N. Y.

Buck's season, like that of all others playing the territory, has binged on the weather more so than ever before. Business everywhere has been satisfactory but the harvest fell short of the potential because of the excessive rain.

As an indication of the prosperity encountered is contained in the report that a sunburn on the show realized $4,000. A probable factor in the enthusiastic giving was the fact that Buck is president of the Miami Showmen's Association.

Buck, who returned to truck operation a year ago after a try, in partnership at railroading, strengthened his route for this season and the trip showed in the overall results. In the North the show dates were close to approximating the stands held in the past.

But Buck echoed a problem — the help situation — that has bedeviled virtually all operations. Despite efforts to bring about an improvement at least one jump, from Cherokee to Caddo, N. C., was over 400 miles.

The weekly roll of ride help has averaged only about 25 men, with an average replacement of between eight and 10 new employees each week. The availability of extra help in most spots has saved the day.

MIAMI

Pledges Mount in Memorial Fund Drive

SPARTANBURG, S. C.—Pleas are mounting in the W. J. Grantham and Memorial Fund Drive of the Miami Showmen's Association, William B. Moore, chairman, announced here.

About 140 men have pledged their contributions to date. Participation in the drive is set at $50 for men and $25 for women. Each subscriber represents the show's auxiliary.

Plans completed for the execution of a massive movement, featuring a life-size elephant finished by John on an impaled mule base, in the center of the Miami Club is Showmen's Best, which contains several hundred grave sites and special sections for Catholics, Jews and Protestants.

The names of contributors will be inscribed on a bronze plaque which will be permanently installed in the foyer of the club building. Contributions will also be inscribed on the unveiling of the monument and the plaque is slated to coincide with the staging of the club's annual winter fair.

Moore stressed that participation in the program was open to all members and their friends. Contributions are expected to number more than 300.

Cotton Digs Gain Luster As Reithoffers Chart '57

RAFLEIGH, N. C. — A new entry in the Dixie fall fair sweepstakes is likely to be the Reithoffer Shows. Operator Pat Reithoffer was here during the North Carolina State Fair the past week as part of his tour of examining some of the shows in the South. He was a guest of the local fair's management as part of his tour of examining shows.

The Reithoffer organization, which has for many years had a reputation as one of the more successful companies in the state, returned to its familiar territory and was greeted with a warm welcome. The company has been operating in the South for many years and has maintained a steady flow of men into the area.
**'56 Season Termed Good By Freedman**

FRESNO, Calif. — Freedman Concessions, operators of novelty stands at fairs and rodeos, will wind up a successful season at the Arizona State Fair in Phoe-

The contract in Phoenix is being played for the 11th year. The firm has also held the contract for novelties and jewelry at the Cali-

In October, the firm received an order for 17,000 hats, made in Los Angeles, accounted for a large portion of the year's revenue.

**Royal American Gross Pairs ’55 At Negro Fair**

JACKSON, Miss. — The three-day Mississippi Negro State Fair, which closed Wednesday (17) gave the Royal American Shows busi-

Rides received good patronage. Of the shows, Leon Claxton Harri-

Lash La Rue's Western Show was also presented here, and the Louisiana State Fair, Shreve-

**Arena Recap**

Tyler Oil Palace
Neues Completion . . .

**Memphis Remodeling Work Points Out Changes, Trends**

BY TOM PARKINSON

ELLIS Municipal Auditorium at Memphis had the band of John Charles Phillips as its first attraction. Now it is also remembered as the building where Elvis Presley once worked on concessions.

The 20 years that have been brought change not only to the actual buildings but also to the various spaces that were always put up. Now the Ellis Auditorium is among those updating and expanding its facilities.

In that it is following a pattern developing throughout the country. First came the still-booming crowds for new areas. Now comes the remodeling and modernization of existing areas.

THE MOST IMPORTANT part of the Memphis program is the installation of a $1,100,000 sound-proof curtain between two sections of the main hall. One section is theater style, the other portion is an arena. Between them is the space that has been more than crowded for its entire life. Because of sound, only one section could be used at a time. Often half of the facilities could have remained untouched.

Manager Chaucery Barbour points out the problem by recalling several features and church groups. Those for minimum rates and at the same time they may be necessary to turn down any potential high-rate tenant for the other portion of the hall.

All that will be changed when the new curtain is in. A small number of seats will be knocked out. But Barbour and promotion manager Erroll Stovall declare those ordinary rows were never used anyway, except for their recent Lawrence Welk record-breaker. And with the curtain, two spaces can play where only one has played before.

The Memphis remodeling is financed with a $3,200,000 bond issue, $1,000,000 of which was the building of a new $1,100,000 sound-proof curtain between two sections of the main hall. One section is theater style, the other portion is an arena. Between them is the space that has been more than crowded for its entire life. Because of sound, only one section could be used at a time. Often half of the facilities could have remained untouched.

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**THE BILLBOARD **

**October 27, 1956**

**Carnival Routes**

**THE FINAL CURTAIN**

**BURRE-Frank,**

61, circus enthusiast and editor of Radio-Television Weekly, New York. He had been with The Minneapolis Tribune, RKO, MCA, Oldsmobile, and had also produced, worked with Don McNeill. Survivors besides his widow, Clara, a daughter, two sisters and a brother.

**CERTIFIED-**

51, owner-manager of B. & H. Amusement Company, October 12 in Battle Creek, S. C., of a heart attack. Besides his widow, he is survived by his parents, a sister and three daughters, all of S. C.

**CHERRY-corn**

55, clown and musician known as Major Lott, recently at Down- town Hoopla, was killed in a car accident. He had trooped with various circuses and carnivals in recent years. He had operated a newsstand for many years.

**MEADOWS-Maurice L., 23, assistant manager of Tenen- saw Valley Amusement Company, October 1, in a Vindberg, Miss., hospital following an accident. He is survived by his stepmother, Annie E., and his twin brother,違反.

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**MARRIAGES**

**ROYALAMU-David**

5, son of the late Charles George Nicholas, October 10 at Saratoga, Calif., to Carol E. S. Smith, daughter of the late John H. S. Smith, of Oakland, Calif.

**LEONARD—David,**

41, son of the late James C. Leonard, October 21, in a Salt Lake, Utah, hospital. Survivors include his parents.

**BIRTHS**

**NICHAPO—Jean**

5, son of the late George Nicholas, October 10 at Saratoga, Calif., to Carol E. S. Smith, daughter of the late John H. S. Smith, of Oakland, Calif.

**NICHAPO—James C.**

61, son of the late George Nicholas, October 10 at Saratoga, Calif., to Carol E. S. Smith, daughter of the late John H. S. Smith, of Oakland, Calif.

**IN LOVING MEMORY**

**EVANS—E. C. (HUMPY)**

who passed away October 25, 1952

**EVANS & ROYAL**

who passed away October 26, 1949.

**AGNES MORRIS**

who passed away October 26, 1949.

**WASHINGTON**

who passed away October 26, 1949.

**YAMAAN**

who passed away October 26, 1949.

**ICE SHOWS**

**ICE SHOWS**

**OPEN A DRIVE-IN THEATRE**

**HEALING**

**IN MEMORIAM**

**YAMAAN**

who passed away October 26, 1949.

**LUCY YAMAAN**

who passed away October 26, 1949.

**EVANS & ROYAL**

who passed away October 26, 1949.
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Bill Sefforino quits Rink Business in Cincy

CINCINNATI — William F. Sefforino, pioneer Cincinnati roller rink operator, announced last Wednesday (17) that he Sefforino Rinklale, largest, most modern rink in this area, would not reopen for the fall season. The building

has been leased by the Crocker-Felker Corp., surgical supplier firm. Sefforino stated. He declined to give any reason for the closing, however.

Mr. Sefforino began his rink career at the old Music Hall Rink, here, 37 years ago with his brother, Cap., former speed skater. Later Bill Sefforino operated skates at Chester Park and Ridlidge's Park here, with Cap. Sefforino as manager. He erected the present rink more than 20 years ago. At the time it was the largest and one of the best-appointed rinks in the country with accommodations for 3,000 skaters.

In addition to his Cincinnati rink operations, Sefforino had at various times operated rinks in Hamilton, O., Covington, Ky., Louisville and Chicago. Cap. Sefforino, who formerly managed his brother's various ventures, is now manager of the Price Hill Rink.

Macoy Gate Mark - Continued from page 66

is strictly a night show, with the annual getting little daily attention by the populace until 4-5 p.m. There are daily displays by the Fireworks Column of America, replacing previous ground displays.

Making up part of the attendance, like are sixteen from near Warren Robbins Air Force Base, which has regulared Friday-palavitas on a revolving basis, having a substantial payroll being distributed every week.

All commercial space was sold out for the three-day period, and fine performances are noted in the stock and shows are not part of the program. There was a Mayor's Day on Wednesday, with many leaders of civic, commercial, educational and religious bodies present, and a State FFA Day on Friday.

Previous best year was four years ago, when gate receipts were in the $40,000 class. Indications are that this figure would be exceeded.

“CHICAGO”
Durye Plastic Wheels for
Rental Skate Shoes

Long Wearing Easy Rolling No Dust
will pay you Extra Dividends
Ladies’ White 314
Men’s Black 315
ORDER NOW

CHICAGO ROLLER SKATE CO.
4427 W. LAKE STREET
Chicago 14, Illinois

COSTUMES
(Over a hundred costumes—reasonably-priced—a group from 1 to 16)

Men’s, Women’s, and Child’s

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

Inquire: Earl Van Horn Dance & Figure Skating Club

Minneapolis, Minn., New York, or call Pioneer 5-7354—Mrs. White

FOLK TALENT & TUNES

Continued from page 60

row have their own shows, Monday through Friday, 2:30 p.m. and 2:40 p.m. They mix household hints and their own live music-making with their platter spinning, which is filled with wholesome, spiritual and our plain country stuff.

Mr. Sefforino with Don Reno and Red Smiley for a week at the Symphony Rink, Hillville, Va. Then followed two weeks with Blase’s Olympic Rink in 29th Yaffville, N.Y., 30th and 31st, and Mount Aisy, N.Y., November 1. On November 4 William Sefforino plays Newark, N.J., with Don Larkin and Kyle Reed, hopping from there to Nashville for the deelay convention.

Louise Duncan, a newcomer on the c.w. field, has been posted by Capitol Records, with initial radio stunt due out in a few weeks. Miss Duncan appeared for a time on radio and TV in California. Headling up her fan club is Betty Davis of 47 Delaware Drive, Nashville.

Bill Livsey’s Western combo continues to featureVklyn, Covington, Ky. They mix household hints and their own live music-making with their platter spinning, which is filled with wholesome, spiritual, and our plain country stuff.

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FAIRS-EXHIBITIONS

OCTOBER 27, 1956
Communications to 188 W. Randolph St., Chicago, 1, III.
THE BILLBOARD

71

Raleigh Prospers In Poor Weather

N. C. State Bucks Elements on 3 of 5 Days; Record Opening, Names Help

RALEIGH, N. C.—Ominous weather still in its last kick over the North Carolina State Fair, but on Friday (19), with only one of the fair Saturday morning, Manager Dr. J. D. Spratt reported a highly successful opening.

At that time the fair, aided by the biggest opening in its history, Thursday, Oct. 26, was said to be even, or perhaps a bit over, the fair for any other year this time last year.

Thursday (17) was practically washed out. Rain fell on Thursday and on Friday, coming the week of some outdoors attraction to the Coliseum and a one-day meeting to get the ticket and slate in good enough shape to present others.

Strong Start Prospects for the fair were pointed out on opening day when the attendance soared to a new high and the James E. States

Rain Cuts Fresno Gate to 272,535

FRESNO, Calif.—The Fresno Fair's three-day gate of 272,535 covers 42.15 percent of its 61st annual showing which was 1,964,602.

Rain fell during the late afternoon of Friday (3) and Thursday (5) and threatening caused a loss of business on those days. In fact, no one who had been around the grounds Thursday will forget the night before the fair opened and then again on Saturday (7) as the stage show was finished. The afternoon and evening general admission shows were canceled on Sunday because of a heavy rain. The expected rain, which appeared on the program slate for the day.

Several horse races were held on Saturday, and the American Derby was a big draw for the day.

Bus Quinn Dies In Auto Crash

NORWICH, N. Y.—Dr. Max- nequina Quinn, 64, was killed in a serious auto crash on Monday (3) when he met a head-on collision with a car while traveling on County Route 1.

Doc Quinn and his companion were killed instantly. Quinn was the owner and manager of the Chenango County Fair in Norwich.

Quinn was a prominent figure in the business world and was one of the best-known cattle men in New York State. He practiced as a veterinarian from 1916 until a few years ago.

Quinn was a veteran of World War I and a member of the Norwich, N. Y., American Legion. He was a member of the Norwich Chamber of Commerce and the board of directors here and the Fairfield County Fair.

Other issues included in the budget are, administration, $20,042; planning and marketing, $9,130; and price money, $31,130; and capital molly, $15,980.
Stratton Fights Rain At Raleigh Event

RALEIGH, N. C.—The Janett E. Stratton Show had to contend with rain and heavy snow practically throughout the run at the North Carolina State Fair.

The show got off to a tremendous start on opening day, Tuesday, October 18, one of the first of two children's days. Fair officials reported the midway gross for that day $4,000 over the same day a year ago. Wednesday, October 19, however, was practically washed out. Rain came again on Thursday (18) and threatened on Friday, Saturday, and a kid's day.

Death Takes Sam Spencer, Vet Showman

BROOKLYN, Pa. — Samuel E. Spencer, veteran Tightlipped Walker, trapeze artist, leaper and tum- bler, who for more than 20 years operated Spencer's Exposition Shows, died at his home here recently after a six-weeks illness. He was 68.

The deceased was a former performer and show owner for more than 50 years. He began his career in the Side Show on the Frank A. Robinson Railroad Show in June, 1885. Several years later Spencer appeared with Maj. Gordon W. Liddle's Pioneer Bill Show. In 1895-96, he managed a nickelodeon in Du Bois, Pa., and in 1892, launched his own carnival company called Spencer's Exposition Shows. He retired from show business in 1938.

Services were held at the Bethel Funeral Home here, with Rev. George Varga officiating. Inter-ment was in Brooklyn Catholic Cemetery.

Surviving are his widow, a daughter, Mrs. B. C. Kline, of Brooklyn, and a sister, Mrs. Clara Deppe, of Portland, Ore.

Fresno Gate Dip Hurts Crafts' $$$

FRESNO, Calif.—A dip in the total attendance at the Fresno State Fair had its effect upon the gross revenue of the Crafts 20 Big and Craft Exposition Shows, which were combined for the 10-day run ending Sunday, October 24.

Rain the night before the fair opened on Friday (5) and again on Saturday night helped bring down the fair's attendance to 273,355 from last year's 285,686. Most of the loss was suffered during the first four days.

Despite the early rains, Crafts Show had strong business on the last Saturday (6). Clearing weather brought out a host of school kids for the kids' days on Sunday and Wednesday. The closing weekend business was also reported as satisfactory.

For the 1956 season, the O. N. Crafts show owner, used 35 kid and main ring rides and was being used by the fair for storage.

Broads Plans New '57 Route

PARKSBURG, W. Va.—C. & B. Shows will move out over a new spring route in '57, George Du Bois, owner-manager, announced here at the organization's winter quarters last week. Several fairs have already been booked for next year, he reports.

A new showman has been delivered here and a panel sound truck plus new tractors have been ordered for spring delivery. Next year's line-up will include six office-owned rides and two long-ruled rides for a total of eight.

Dallas Fun Zone Matches Gate Hike

Rides Lead With 20 Per Cent Gain; Back-End Runs 10 Per Cent Ahead of 1955

DALLAS—Business on the midway of the State Fair of Texas was a reflection of the fair's attendance, which on most days of the exposition thus far has out- stripped that of last year. Fred Tennant Jr., serving as assistant superintendent of the midway, noted that his current business was 10 per cent ahead of last year's business and had been doing extremely well.

Tennant pointed out that the fair's ride line-up was strengthened considerably by the additions of the Velare Bros. Rotor, a Round-Up and the new Rate-a-Jet ride. The Monorail line, which eventually is to be used for transportation across the fairgrounds, was not completed as the fair opened and has been serving more as a ride, having carried about 42,000 people at 25 cents on its short runs as of Wednesday (17).

Showboats Do Well

The two miniature paddle-wheel showboats being operated on the fairgrounds' lagoon also were doing well with about 33,000 passengers thus far. (Continued on page 55)

Jack Ruback Into Quarters After OK Tour

LIBERTY, Tex.—Jack Ruback's Alamo Exposition Shows closed its season here Thursday (20) at the Trinity Valley Expositions after a tour that included over 7,000 miles in Texas, Colorado, New Mexico, Wyoming, South Dakota and Iowa.

Owner Ruback reported that business in general was ahead of last year. Several shows have already been signed for '57 and work will start on equipment as soon as the show hits its San Antonio winter base. By the time the show hits quarters it will have been out for 29 weeks.

INTERIOR DECORATOR'S CONCEPTION OF HOW THE LOUNGE OF THE SHOWNMAN'S LEAGUE OF AMERICA WILL LOOK WHEN THE CLUB MOVES INTO ITS OWN BUILDING AT THE CORNER OF RANDOLPH AND FRANKLIN STREETS, CHICAGO. THE FOUR-STORY BUILDING IS BEING MODERNIZED AND IS SCHEDULED TO BE OCCUPIED NOVEMBER 15 BY THE CLUB.

CARNIVALS

COMMUNICATIONS TO 111 W. RANDOLPH ST., CHICAGO, ILL.

THE BILLBOARD

OCTOBER 27, 1956

73
DEAR MEMBERS,

A number of our members have recently purchased equipment which will be exhibited at the Showmen's Association's Cemetery. The cemetery is located at N.W., and is one of the finest in the country.

Many of our members have already received requests for information about the cemetery. We are therefore sending this letter to inform you of the availability of equipment for the cemetery.

The equipment is available at a cost of $1.00 per foot, and is delivered to the member's location. The equipment is constructed of aluminum and is designed to last for many years.

If you are interested in obtaining equipment for your cemetery, please contact us at the address below.

William B. Moore, Chairman
Miami Showmen's Association
1799 N.W., 20th Street
Miami, Florida

ONLY THE BILLBOARD
among over-100 entertainment trade-a member of the
most powerful of organizations.

Starring the...

ELVIS PRESLEY
CHARM BRACELET

EVERY ROCK 'N ROLL FAN WILL WANT ONE!

This beautiful 14-karat gold-plated charm looks for more expensive than its tiny price. Comes complete with a miniature framed picture of Elvis... his guitar... a heart-beat heart... and the hound dog. Attractively carded and packaged in clear plastic.

Strike while the iron is hot! All you need do is show it. This personally designed Keepsake sells on sight.

The Halogen Corporation, 1028 Broad Street, Newark 2, New Jersey

—World Wide Exclusive Agents—

NEW RAIL RIVAL POSSIBLE

John Marks Exit Sparks Scuffle Among Truck Units for Dixie Dates

RALEIGH, N. C.—Booking managers, practically a year-round activity in the land of cotton, went into high gear as word spread of the retirement of John Marks and his show. Prompting the scramble to fill the like of which has seldom been seen, even at a Dixie fair meeting was the unique announcement by Marks that he would maintain a "home of its own policy."

With the exception of the Fay, Steveville (N.C.) Fair, which Marks helped form 24 years ago and which he turned over to the Collins & Wilson Shows, the shows route is up for grabs. Ten fairs are involved and perhaps twice as many will be affected before the smoke clears and routes are set at the conclusion of the five-date meetings in January.

Several owners and agents have personally contacted Marks. So far they have gained assurance only that he would not interfere in the bookings. He has proclaimed publicly that his intention is to retire completely from the carnival business. Proof of his name and the reputation it carries in the industry, Marks will assure the retention of his lucrative by retaining them.

Fairs Deluged

Some of the Mark dates, most of which have been on his route for more than 15 years, have received as many as 18 letters in a week. Fairs that have shown interest in the show are somewhat new at the game of booking. Since no discussion has been announced it must be assumed that they will be reserved until the competing possibilities can be digested.

The Mark dates, including Covington, Lynchburg and Roanoke, Va., Bedlington, Canton, Allmand, Haddon, Moore, N.C., Orangeburg, S. C., and the Winton-Salem (N.C.) Colored Fair, are of such size and promise to entice any truck show. One, the Orangeburg Fair, was played by railroad shows for many years.

All of the East's larger truck shows are interested in adding one or more of the Mark dates to their routes. To add one, another event would likely have to be dropped because of the congestion in clays. This, in turn, would make it possible for other shows to step up and strengthen their moves and create new possibilities for new or budding enterprises.

States Aware

A possible important factor in the booking scene, North as well as South, would be the second James E. States railroad unit. Altho it is rumored that considerable thought has been given to the project, States said here—where his units occupy the midway at the North Carolina State Fair—that there are no plans at present for such a move.

Meanwhile, however, Allen Travers, States general agent who has, variously and often simultaneously, represented other enterprises, has been canvassing the country as diligently as service. States, a partner in the Illustrious Shows which expired after two times around, two years ago as well equipped to send out a second rail unit.

States owns 70 pieces of railroad equipment. Fifty units—perhaps more than are actually needed—are being sold or disposed. Twenty cars are stored at winter quarters in Ohio, Fla., Railroad equipment can be delivered rapidly when needed. In addition States owns practically two complete sets of rides, including two Merry-Go-Rounds, both of which were in the show during this year.

Field Opens Up

States noted that the demand of the Eddy Bros.' Shows, Johnny Jones Shows, Metropolitan Shows, all of which railroaded, and the Mark Shows, as well as various components of States' organizations, created good booking opportunities for a small railroad unit. Several fair groups have already made propositions to step up, or return to, railroading and are said to be backed as long as the number of railroad shows remains static.

Meanwhile, the lure of late fall dates in the South, and the apparent lack of opportunity, prompt to attract new units. Ralph Saunders and his group is making their first go-round successfully, it is reported, under the guidance of F. E. (Bert) Spain.

Here, too, for a look around with a view toward invading the South for the first time, is Pat Reithoffer, operator of the shows bearing his family name. The Pennsylvania-based shows, which made notable gains this year with the addition of Bossburg, Pa., and Rhinebeck, N. Y., fairs, intent on expanding its route, and South seems to be the answer.

PARAKEETS

CAGES

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with delivery. 24-HOUR SERVICE Phone Elliott 9-4591

WELLS BIRD FARM
2146 South Myrtle Avenue
Monrovia, California

WANT TO BUY OR LEASE

18 ft. or over Conversion Trailer or Good-Brand, or will lease space. Send photo. Write

WILD ANIMAL FARM
RICHMOND HILL, GEORGIA
917, 31 Mo., of Savannah, Ga.

FOR SALE DARK RIDGE

Carnival equipment, including Sano, in ideal condition throughout. Also 14-ton combination show. For particulars write—ELIAS REYES, 1717 E. 12th Street, Del Rio, Tex.

HARRY LOTTBRIDGE

1843 East 15th Street,Orange, Calif.

CASH

For Merry-Go-Round, 30 C. aluminum, over 100. Insurance will be transferred in name. J ACK ROBERTSON

542 Jarvis St., Toronto, Ont., Can.

WANTED

Lead Shooling Gallery

Write or phone. HERMAN B. NEUMAN
6434 King Street Berkeley, N. Y. 94494

WANT TO BUY FUN HOUSE

Write for details. RICHARD L. CARR

Fielding Graham

Want to purchase for a little cash. (718) 261-3333

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**MIDWAY CONFAB**

After closing at Talahassee, Fla., with the Greater Dickenson Show, Mrs. R. J. Carroll returned to San Antonio for a few days. She states it is now reopening at her home, 108 West Francisco Street, that city.

A party consisting of Mr. and Mrs. Isidore Bescov, Virginia Beach operator. The National Showmen's Association banquet will be held Monday evening. The show opens Tuesday (22) with Frank (Shingo's) Rappaport handling the opening again. In the club office, Dorothy Zimmer is now assistant to Ethel Weinberg, executive secretary. Next NSA meeting is scheduled for Wednesday. Louis (Dad) King checked into New York last week, out of the World of Shirts Motion Picture X-002.

Bingo operators Paul Rutlin figured he had experienced everything this season when he opened a unit in a snow storm at Erie, Pa., where he was sharing with the Harry Frame Show. This season Rutlin operated three units, one with Frame, one with Clyde Smith and one independently, all operating dates in Ohio, New York and Pennsylvania before heading south.

Charley Parish, office concessionaire of the Smith Shows, is a patient at the McGuire General Hospital, Richmond, Va. He suffered a stroke while showing the Farmville (Va.) Fair. . . Brandon, Miss., with the seven-league boots, climbed this merry-go-round, stood in the center and counts the curb. Also making the tour was Norwood Shapira, paper printing firm head.

Martha and Ben Weiss entertained a party of 11 at the opening game of the World Series—a contest that came out just right for all concerned to add to the enjoyment of the occasion. The Weisses and their son, Jackie, wind up their tour of American affairs at Ogensburg, S. C., and Macon, Ga., day-and-date events.

Frank Koyama and Violet Stenger, of the Leather Side Show on Love Amusements, who recently��middle-aged woman, will make their winter home in Troy, O. Tommy Holman, stock boy for Bill Cawson on Gold Medal Shows, is back with the organization after a few weeks in the army.

**DUES IN THE **

2 CUSTOMMADE CLOAKS FOR SALE—

The fine handcrafted tailors of Palm Beach are offering two cloaks—suitable for the older man and a Youth model. The cloaks are of the finest materials, Color: Light Green, Cream, Amethyst, which can be ordered in several colors. The older man's cloak is available in sizes 40 to 56, and the Youth model in sizes 34 to 38. The price for the older man's cloak is $75, and for the Youth cloak, $50. For further information, contact the tailors at 123 Main St.

**FOR SALE**

A beautiful crystal teapot and tea set, perfect condition. Good collection of rare coins, stamps and rare books. Also a collection of antique dolls and musical instruments. Contact Mr. Johnson, 235 Jefferson St., for details.

**FREE ADVERTISING**

Want to reach a wider audience? Our newspaper offers free advertising for non-profit organizations. Call us today to learn more.

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**GREAT JACKSONVILLE FAIR**

"Gator Bowl" October 24th to November 3rd inclusive

**WILL PLACE:** Merchandise Concessions, Hanky Panks. Reduced privileges for the second week of this Fair from October 29 thru November 3.

**CAN PLACE:** Any worthwhile Attractions and Glass Pitches for next season.

**WINTER QUARTERS:** P. O. Box 787, Petersburg, Va.

All address now

**CELIN & WILSON SHOWS**

This week, Greater Jacksonville, Fla., Fair

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**PRELL'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

**OPEN MIDWAY FOR OPEN MIDWAY**

**SOUTH CAROLINA STATE COLORED FAIR, COLUMBIA, S. C.**

October 29 - November 3

**LAST CALL**

**CONCESSIONS**

**SHOWS**

All Address PRELL'S BROADWAY SHOWS, Laurens, S. C.

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**SANDHURST SHOWS**

WORLD'S fairest FAIRHURST SHOWS

**WANT FOR**

**DALLAS FAIR AND SOLDIERS PAY DAY**

OZARKA, AR., OCT. 29-NOV. 3

Can place Merchandise Concessions of all kinds. Bail Games, Water Games, Long and Short Range, Cork Gallery, Bumper, Hoopla, Age and Sizes, High Striker and Cookhouse games.

Wanted Rides and Shows not conflicting. Address SHAN WILCOX Fort Gaines, Georgia, all this week.

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**BROADWAY SHOWS INC.**

WANT FOR ANNUAL HOLIDAY CELEBRATION

Newark, Ohio, Week of October 29

CONCESSIONS of all kinds. SHOWS of all kinds.

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**FARMER'S WEEK**

**AND FIVE-COUNTY FAIR**

BLACKSTONE, VA. — REEL WHEAT, OCT. 29-NOV. 3

**BAYLOR'S WEEKEND ARCADE**

906 Second Ave., Atlantic, Pa.

**THANK YOU MILLARD HARRARD HILL**

185 S. S. 167th St., Chicago, Ill.

**WANTED**

**FAIRGROUNDS, SUFORD, VA.**

WANTED for your new equipment music box motor: "Save Money With Johnny" CANNAN

**C. A. GORE**

P. O. Box 105, Ards, Texas

**CAUGHT & MAKING MORE MONEY**

Sells in The Billboard, 8-9-51
SHOWS:

ANDERSON, S. C. — Frank Bergberg's World of Mirth Shows swallowed in rain and mud on two of the three days at the Anderson Fair, showed under leaden skies on a soft, muddy, cold and rain-drenched third day, and had dim prospects to look forward to for the final sessions on Saturday (30).

Despite all this bad weather, business was reported good in view of the circumstances, and Bergberg opined that the final sessions would be good in any kind of weather. Friday night was particularly good and there was hope that the weather would be good enough to keep the show in session as well as the final day, traditionally the biggest of the five scheduled.

The poor weather here followed a week of cool, but clear, weather at the Dixie Classic Fair, Winston-Salem, N. C. Bergberg said business at Winston-Salem was still on a par with last year, even though on some nights the midway was burdened with 10-12 o'clock and the low temperatures on closing Saturday made it possible for the show to begin tearing down by 11 p.m.

The show leaves here for the South Carolina State Fair, Columbia, next week. The event rate at the top on the show route and the expectations are for a banner week.
Polack Eastern Unit
Adds for Philadelphia

PHILADELPHIA — When the Eastern unit of Polack Bros' Circuses plays here October 30 thru November 18, it will be augmented by several extra acts.

New to the line-up will be Prince Ego and B. J. D. Kids, "Lover of the Globe and the Earth," the Antennator's "terrestrial" and airline acts, the Air Mattress Glide and the Flying Robots.

The new animals, brought on by a key man, with Rex and Kitty Bonafous, will be augmented with Joe Biskie's "Big Cats." The extra acts also will play the afternoon and evening shows.

Regulars on the program will be, they include:

- The Modern President, director;
- Do Norma, single trapeze;
- D. D. Shovelhead; Animal Voices comedy aerial bass, Emanuels, head-to-head balancing; George Hammersfeld Family, bareback riding, and the fol-

- lowing acts: the Kids, from U.S. and Canada, with Paul Kaye, Ray Sinclair, Larry Judson, all America's and Johny Galloni.

Cristiani Ends Season Sunday; Loses Stand

SARASOTA, Fla. — Cristiani Bros. Circus will end its season here on Sunday (21), and go into winter quarters as the Cristiani property here. The season's mile-

- age will be about 8,000 miles.

The show opened October 1 (14) to a slightly greater than average advance report, an ad-

-

visedly kept at a low figure. The show closed December 10 (16) last week because the troupe was in the process of moving to Sarasota for the winter, but a report of the show opening was given.

The show will be at home in Florida and will remain there for the winter month of the Clyde Beauty Circus, which also will winter here.

Baptista Schreiber, Performer, Owner, Dies in Sweden

LUND, Sweden — Baptista Schreiber, 70-year-old Swedish circus operator and ex-wire artist, tras-

- ported here from Sweden in 1898, died at her home in the circus village of Lund Thursday night. Miss Schreiber has also been well known across the world as a circus promoter.

Baptista Schreiber began wire walking at the age of five, but be-

- came best known as a talented high-school student, appearing with Schreiber's Circus, her mother's show, and also in theaters in Sweden. After her marriage to the late Clyly Mijares, former wire-

- walker, she was awarded a pension by the Swedish government in recognition of her contributions to the circus world.

On the new Ohio building which will be dedicated to the memory of Mrs. Schreiber, the circus was recently organized by her brother, Manuel Mijares, and toured Sweden under the name of Grand Circus Mexico.

OMAHA — Clyde Bros. Circus played the City Auditorium here Monday and Tuesday (15-16) and the schedules of both shows were sold out. It and the Fairgrounds Agricultural and Mechanical Association, the owner of the circus, announced that the circus was moving to its new home here on Thursday to make room for the 1955 World's Fair.

Shrine sponsored the Oma show date. It was the third of three shows scheduled for the Fairgrounds Agricultural and Mechanical Association, the owner of the circus, announced that the circus was moving to its new home here on Thursday to make room for the 1955 World's Fair.

Circophas Plan November Meeting With French Shows

EVANSVILLE, Ind.—Plan for the second International Congress of Circus Enthusiasts has been made by Superior C. K. Knecht. He said word had been received of a meeting scheduled for November 15-18 in Paris and Rouen, France.

The circus is an international federation of the circus fans groups in various countries as Great Britain, France, Germany, and U.S. With the exception of France, the U.S. was honored by Knecht in 1950. The congress is sponsored by the artistic director of the circus.

The international organization which was formed later is called the International Circus Enthusiasts, and it is the offshoot of the American Society of Circus Enthusiasts.

The meeting includes visits to the 100-year-old Cirque Napoleon Rainsy and the circus's Olivar.

Yee Arrives To Set Acts For Honolulu

Hollywood — Wolly Yee, owner of Wolly Yee Shives and the first of the acts to arrive, arrived here Tuesday (16) to book dates for the Honolulu Shore Circus at Honolulu in February.

Talent for the show, which will start February 20 and play on the island of Oahu, from other islands, is being booked thru Yee's representative, John Hynson. Both acts, which Yee also has, Yee has just signed as a free attraction.

The date will also mark the debut of a new orange and blue, trumped European tent 100 feet in diameter. Arrangements are be-

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Yee, who is a Chinaman, is a professional showman, married and has two children.

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BUSY BEATTY OUTFIT CLICKS WELL, LOOKS OPTIMISTIC FOR FUTURE

15-Car Big Top Show Features Personnel From Predecessor Unit, Ringling, King

By TOM PARRISON

MENPHIS — The revamped Clyde Beatty Circus has been doing good business during its second week on the road for the future. Its present route takes it to Sarasota, Fla., on November 20, and it is scheduled to go into quarters there.

Final word on whether it would play the Christmas to New Year's circus shows in its palatial Havana, Cuba, was expected this weekend, but the suspension around the show is that the new management, which has had operations in Cuba, would have little difficulty lining up the island run.

Assistant Manager Walter Ken-

On to that he would add a package of talent for which he was introducing last week.

Meanwhile some of the major acts on the show now report back to work with their riders and horses after another season next season. Kerman, too, said that Beatty would return next year and that the title of the show was to be unchanged.

Also at this winter are en-" segregated for the Beatty act and elephants are expected to arrive in Detroit and Cleveland.

Kerman said that the show had signed contracts with both the AGVA and the Teamsters' unions.

Exact site of the show's Saras-"

eota quarters remained in doubt, since the future had not been finalized. Once settled, the show will start preparations for the 1937 season, and this calls for some new con-""ditions.

Kerman said the 37 show will be of large, and that there is no show as yet.

He reported that a new top has been entered from a former National Guard band to 2 of his own. The Stead and Raymond Agalar, with 10 men and 2 boys, will take part in the show. At the Memphis appearance the show was briefly constituted and included numerous walking wild elephants, camels, lions, and the ticket sellers, all of whom enter the big top wearing near nude or nude undergarments.

There has been enough help on the show to make the picture, and as needed and performers are responsible for getting the front and back sides, Band-""age, and other decorations ready.

Lookout Ringling

But most troupers are bowled over by good announcing on the part of Count Nicholas and a fine, hand-""circus band directed by Raymond Agalar, with 10 men and 2 boys, will take part in the show. At the Memphis appearance the show was briefly constituted and included numerous walking wild elephants, camels, lions, and the ticket sellers, all of whom enter the big top wearing near nude or nude undergarments.

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MERCHANDISE

OCTOBER 27, 1956

Communications to 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

79

MERCHANDISE TOPICS

Midwest Watch Company, 5 South Wabash, Chicago 2, is preparing a campaign keyed to "Be Your Own Boss for a Small Investment." Leading article in its complete advertising package is: "Watch the 6 men's or ladies' wrist watches with expansion bands for $40.00, a $159.90 value. Included in the offer are such name brands as Bulova, Elgin, Bulova and Elgin, Display gift boxes are included at 50 cents each. As an extra inducement, Midwest will give seven watches for the price of six to those buyers visiting their showrooms. One sample watch is priced at $9.95 and a sample band at 50 cents.

Eder Vacuum Cleaner Company, which manufactures the largest independent rebuilder of vacuum cleaner motors and parts supply houses in the Midwest, have again expanded their floor space and added additional help. Their present special is to offer the Model 4100, complete with original attachments. The salesmen's offer is of only $25.50 at an all-time low. Fom an important standpoint write to the firm at 13345 Livernois, Detroit 38.

Because of their big selection, Kansas Originals, 42 N. Main Street, Bristol, Conn., is not able to photo sample and countout an assortment of their boxed sets and assorted-styled products. When purchased, they also carry many specialty lines, such as religious jewelry, ladies' jewelry, gilts, jewelry, handcrafted boxes, and one of the largest lines of costume jewelry in the East. Sample assortments in any quantity may be purchased with a money-back guarantee. Write for their listing.

Redco Leather Goods Company, 229 N. First Street, West Springfield, Mass., says, "A long supplier to the trade, is featuring two fast-selling, low-priced items. The first is their solid leather Western belt, deep and sculptured in top-grain cowhides, with an unusual molded gold-colored buckle. The belt retails for $1.95. Cost to the trade is $0.90 per dozen. The second item ists a stomach appeal for men, women and children, and makes a good Christmas gift, a package deal of six pieces.

A special Personal Portable is being introduced by Kipp Brothers, 301 N. Main Street, Indianapolis. Personal Portable is in red, white and blue theme with a 240 volt plastic case. It is offered at the low price of $12.00 each in dozens lots. Prices do not include battery. This is the lowest price of any radio set offered at the present time.

Fitzgerald-Walter Manufacturing Company, 4318 Grand River Avenue, Detroit, reports that its Devil's Delight Novelties is moving strong. It's a novelty, plastic radio with which the firm says is a real laugh-maker because it's loud and different. The item sells for $7.20 per dozen or $6.50 in gross lots.

Sally Distributors, 200 North First Street, Minneapolis, has a huge selection of Christmas gifts at low wholesale prices. These include picture, salt and pepper shakers, jewelry and leather, rings, etc., all quality products. Write for a free illustrated catalog that gives wholesale prices to the trade.

PIES FOR PITCHMEN

By BILL BAKER

E. C. PARDEE PIES...

Just read where Jack Bollower, owner of Pardee's Giant, Inc., would like to hear from the bakers. Well, I have been baking in and out of Kinston, N.C., with Marvin Kitner, Steve McClain, the old pitcher, Dick Griffin, Ralph Cassinger, and Mr. Carter, I wish the rest of the boys were here going leaf hunting.

IN ANSWER...

to those members of the pitch fraternity who wondered why Jack Bollower didn't show at the State Fairs this summer with the seven-one scope, as he said he would earlier in the year, here's the scoop. Scharding didn't show at the State Fair, Springfield, he found that they were all hurry, hurried and uniable. He shipped the scope back to the boy he bought them from, and says he still has not gotten any remuneration on the deal. The pitcher was also out of the cost of the trip.

THAT VETERAN...

knights of the pipes and kilters, Big Al Wilson, pss, "Just a line to let the boys know that the Cat gaurds, here in Waterloo, Ia., was not so bad. Most of the boys got money and some outside spots hurt. Sally Fields, on gaurds, and his wife, Billy Nevins, got serious moisture. Marty Hallagan, our pin ripers, got the main-line through green, and Ben Hours, a powerful opener, let them know he was in town with glass eyes. Danny Barebodo, on fencer, roped down the stretch to get good to the next one of the most beautiful layouts I have ever seen. Red Green lies in on his way to Canada. Kid Wardle, of polish and comb tunes, got good money. Musik Makers, old di, old, doing a swell, but sure worker. Chub Chapman, with mom. a swell, old-time pitch, and can send it right where it belongs. Norma Stord on, gators, down a white elephant location and got off to a bad start. Freddie Hare, on picture on the ball, can deliver the mail. Money was just at the end of this year. You had to work three times as hard to get it. Al Topgaz, Kan., the old-time pitch, was down outside, was face. However, gus- pers got fair money. I have been here in the Blackhawk County Hospital a week since I broke my left arm, with the hospital giving the last right of the show. Doctors says I can be back for six weeks. Will miss the Kansas City Stock Show, which opened Oct- ber 20. Have some money for money on Christmas, then on to Miami. The boys can write me here in the Blackhawk County Hospital, Leola and Ridgewood, Water- loo, Ia., if they want to cut it up a little."

ATTENTION, Pitchermen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

FIRST TIME OFFERED!

Sample package of our 10 Latest Pro-
motions. Each item tested and proven to be "hot" seller. Our repeat orders prove each number is a winner.

If you are not satisfied with our selection, simply return your order within 30 days, and we will refund your purchase price.

DIVISION SALES

3241 W. Roosevelt Rd., Chicago 24, Illi-

PHONE LAVADIA 2-7277

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3241 W. Roosevelt Rd., Chicago 24, Illi-

PHONE LAVADIA 2-7277
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
50¢ per insertion, payable in advance. First line, 10¢ extra. Space, 50¢ per space, minimum 10¢.

IMPORTANT
In determining cost, please be sure to include your name and address. When using a Box Number in care of The Billboard, allow words for the address. Also include 25¢ per insertion additional to ever cost of handling, if desired.

RATE: 20¢ a word—Minimum $4.

CASH WITH COPY
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTISON ST., CINCINNATI 22, OHIO

CLASSIFIED ADS

DISPLAY-CLASSIFIED ADS

attract attention with eye-catching color and greater results than the use of large type and white space.

Type up to 16 point permissible. No illustrations, photos, or any other arrangement of matter other than the text.

10-cent rule border permitted on ads of 1 inch or more.

RATE: $1 per agate line—$4 per inch.

Minimum $10.

MENS FINEST QUALITY SLECKS

Leasing appearance and long life. Genuine silvertone. World famous "KASHMIRE" finish. Free delivery. 10¢ balance, ready, shipped or picked up.

$2.50 PAIR

21¢ per day, C.O.D., P.O.S.

C & G SALES

1006 Milwaukee Ave., Chicago, Ill.

KIPP'S NOVELTY TIPS

DANCING DRUMMER DOG

WE'RE FIRST IN THE U. S. A.

W/FOGO THE KIPP'S NOVELTY TIPS
He makes his bass, drums and cymbals! He will entertain. Born in Portland, Oregon, bred and brought up in CA.

$1200

Hand-made, hand-finished, one-of-a-kind.

5¢ postage per word.

KIPP BROTHERS

Wholesale Distributors Since 1898

14042 SOUTH MERIDIAN ST.

INDIANAPOLIS 29, INDIANA

FIRE STONES.

Jewelry Closeouts.

MISCELLANEOUS

INVENTORY WIND BAGS IN 35 DIFFERENT STYLES.

CHARLES WADDELL, 210 N. Virginia St., IA.

MUSICAL INSTRUMENTS, ACCESSORIES

THERE'S HOLIDAY CELEBRATION. GET YOUR CHRISTMAS ITEMS NOW.

1871 S. Larrabee, Chicago, Ill.

PERSONAL

CHEMICAL PORTRAIT OF DISTINCTION

Forking from your initials, 3 each, embossed or printed, mounted on a lifetime permanent black or white background.

$5.50 $6.50 Sample

CARMINE SALE CO.

4213 N.W., 70 Ave., Chicago, Ill.

PHOTO SUPPLIES DEVELOPING—PRINTING

FINISH COLOR WORK IN 24 HOURS AT 1/29.

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- **Arizona**
  - AS Reed, 814 Alhambra, 9-10 (Oriental Capital Club)
  - W. G. Harkness, 9-11 (Schua Club)
  - George Immer, 9-12 (Lakeview Club)
- **California**
  - G. W. Johnson, 9-13 (Biltmore Club)
  - H. E. Johnson, 9-14 (Biltmore Club)
  - J. B. Johnson, 9-15 (Biltmore Club)
- **Florida**
  - C. M. Butler, 9-16 (Florida Theatre)
  - F. W. H. Herron, 9-17 (Florida Theatre)
  - J. H. Johnson, 9-18 (Florida Theatre)
- **Connecticut**
  - A. W. Johnson, 9-19 (Connecticut Club)
  - J. B. Johnson, 9-20 (Connecticut Club)
  - C. W. Johnson, 9-21 (Connecticut Club)

**BUSY BEAUTY OUTFIT CLICKS**

The pair made a good appearance with ladder balancing and foot work. C. H. Russel Russell appears for a concert arrangement made by Arthur Hoffman. A wire-working was being considered for adding.

**Strong Wire Display**

A wire-walking display is outstanding. L. D. Perez performs a feat at one end and makes a good appearance. The Herbert Webber (2) are in the other end and have their hair and finish that please. In the center is Astana Banda, pretty and polished, who has the big bag all to herself as the theme a perfect trick cumber. In the closing of the fine and easy manner that this applause. Clowns include Johnny Armstrong, Eddie Sullivan, Arch Magee, Bill Boyle, Bert Boyle, Bert Boyle, and Clau Cla Morales. Clowns walk on stilts in the spice.

**CEM-MAX Specials**

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  - L. D. Peterson, Managing Director
  - Catalog No. 16—1950-Available Free.
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- **New and Millions of Dollars**
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  - **Steal STEADY PROFITS easiest way a Merchant can get them**
  - **Great Time to Take Your Merchandise to Market!**

**THE BILLBOARD**

- **October 27, 1966**
- **Terms:** 25% with order, balance C.O.D., F.O.B. Chicago
- **CARE SPECIALTIES, Inc.**
  - for reference contact Exchange National Bank, LeSalle and Adams Street, Chicago
- **www.americanradiohistory.com—PAGE 78**
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Letters and package addressed to persons in care of The Billboard will be forwarded to the addressee, free of charge. All other letters will be sent back to the sender. Letters and packages addressed to persons in care of The Billboard will be opened and examined by the United States Post Office at the sender's expense.

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Made of Red Cedar with Embossing. Fitt

ings, Etc., included. Six sizes, $1.50 to $7.50, which we will pack with our own remote, $9.00. Cedar Chest with 25% off January 14, 1956. Money order, bank draft or C.O.D.

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Necklace, all materials and colors.

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MUSIC MACHINES

Communications to 138 W. Randolph St., Chicago 1, III.

OCTOBER 27, 1956

200-Selection Juke Boxes
To Hypo Disk Programming

CHICAGO — The majority of
music operators want 5- and
8-cent chutes and credit
accumulators on all juke
boxes, according to a
nationwide survey of opera-
ting companies conducted by The Bill-
board. According to the survey,
over 75 percent of those polled
said they would both deviate
from all future models.

Operators may get a screen
outside on all juke boxes.
National Research, Inc., which
developed a multiple-coin
selector that will take all coins
and 5-cent, dimes, quarters,
and 50-cent machines, reported
that manufacturers have shown considerable
interest in the selector.

However, the number of
juke boxes set to take the
cents at the time is not propor-
tional to the number of
operators who are using the 5-cent
chutes to serve it on only
small percentage of their
machines.

Actual figures on the
number of machines that now offer 5-cent
play are not yet available.

One operator expected that
the 5-cent chutes on phonographs
get a good workout the first
week, and this seems to have
been the case.

Another stated that he would
install a 5-cent chute on his
new machines, as the number of
dimes he now handles is only
2.5 percent of his total receipts.

3 Wurlitzer Schools Held
In Southeast

JACKSONVILLE, Fla. — Over
100 operators attended three
service schools conducted on Wurlit-
zer's 200-selection music machines
in Southeastern area this month.

Joe Martin, Eastern Distri-
tuting Company, announced last
week that the schools were held at
Orlando, Fla., Savannah, Ga.,
and Charleston, S.C., and were
conducted by Harry D. Gregg, a Wurlitzer
field engi-
neer.

Dietz told us "I feel safe in say-
ing that 90 percent of the
operators in these areas had representa-
tives at these schools.

Other juke box favorites selected
were "Honky Tonk Bar," "Just Walking in the Rain,"
"Tonight You Belong To Me," with Fullon corners; "A Stairway to Heaven,"
"Chicken Fat and Jazz," and "Just Walking in the Rain," with Johnny Ray on Columbia, and "Sha Na Na," with Barry White on
Ferris.

"A Stairway to Heaven," with

of the country experienced their
worst time in nearly 50 years
of business, but there is
now a better year in terms of
profitability. According to
a recent survey by the
American Management
Association, 48 percent of
the operating companies
reported a profit.

The survey, conducted by a
leading market research
firm, revealed that the
profitability of juke box
companies has improved
substantially in recent
years.

Rock 'N' Roll on British Jukeboxes

LONDON — A rock 'n' roll
jukebox has been
introduced in this
country and
is expected to
become very
popular.

It seems that a crowd of
two-week-old boys in
London are the
first to try it. The
jukebox, called "non-
conformists," is
causing quite a
fuss. Conclusions:
The future is not the
place for rock 'n
roll, but there's
money in it.

Similar disturbances were
caused here when the film
"Rock Around the Clock,"
was shown at a few cinemas
in scattered parts of the
country.

Old Jukes Hold
Back Dime Play
For Dakota Ops

JAMESTOWN, N. D. — A com-
parison of attendance figures
from one year ago with those
for this year reveals a
slight decrease in the number
of juke box operators.

However, the decrease has
been more pronounced in
the northern part of the state
than in the southern part.

In the northern part, the
juke box operators have been
operating for a much longer
period of time and have
developed a more stable
clientele.

In the southern part, the
operators have been
operating for a shorter
period of time and have
not had as much time to
build up a stable clientele.

This has resulted in a
smaller customer base,
which has led to a decrease
in the number of juke box
plays.

Rock 'N' Roll and Its Impact
On Jukeboxes

One of the most significant
changes in the juke box
industry has been the
rise of rock 'n' roll as a
music format.

Rock 'n' roll has
transformed the
juke box industry,
as it has
changed the music
preferences of
people of all
ages.

The juke box operators
have had to adapt to
this change in
preferences,
as they
now offer
a wider
variety
of
music options.

One of the main
benefits of
rock 'n' roll
has been
the
increase in juke box plays,
which has led to
an increase in revenue
for the operators.

However, the rise
of rock 'n' roll has
also
led to
some
problems
for
the
operators,
including
competition from
other music formats
and a decrease in the
number of juke box
plays in certain areas.

Overall, the impact of
rock 'n' roll on the juke box
industry has been
mixed,
with
both
benefits
and
issues.

Name Canipe Seky, Of Memphis Asso.

MEMPHIS — Jack Canipe,
partner in Canipe Amusement
Company, was elected the first secre-
tary of the new Memphis Amusement
Association at the organization's
first meeting, held recently.

The association previously announced
are Allen Dixon, general manager
of S & M Sales Company, presi-
dent; Curley Dickies, Services
Association president, and
Edward H. Howell, general
manager of Ormond Company,
treasurer.

Green Bay, Wis., Music Trade
On Dime Swing

GREEN BAY, Wis.— Dime
play is becoming the accepted thing in
this bustling city of 63,000 people.

The four key operators head-
quarters is Green Bay, Wis.,
and many players are
located large part of the Fox River Valley.
All report that the dime price has
been held on this dier
of the game,
strong support among
their location owners.

November 1—Philadelphia Phonograph
Operators Association meeting, Hotel
d'Orleans, Philadelphia
November 5—United Music Operators
of Michigan, monthly meeting, East Wayne Hotel, East
Detroit.

(Continued on page 85)

Brie Attempt Charged by L. I. Judge

VALLEY STREAM, N. Y.— An
Internal Revenue agent, accused of
attempts to shake down a juke
box operator, was arrested by
the Federal Bureau of Investigation
here last week.

Raymond Tobias, of
Levittown, was released without
bond. Charges have been referred to
State Attorney General George
A. Taylor, who has been named
in the case as the prosecutor.

According to Assistant U. S. At-
torney John J. Curtin, Tobias
was arrested in a restaurant here
after $400 in money orders
were passed to him by Peter M. Mc-
Cabe, an accountant for
Albion Fontana Juke Shop in Oceans-
ide.

Tax Return

Curtin reported that Fred,
and his wife, were apprehended
a few days later, with
Fred's $1,000 income tax return.

Tobias offered $1,000 for the
return, which had been
stolen, in return for the
$400.

However, Fred reported
the agent's arrest on
a federal basis, and
charged the agent
with attempted
fraud.

'Cruel' Still Leads On MOA Program

NEW YORK — "Don't Be
Cruel," with Elvis Presley on RCA
Victor, remains at the top of
the Billboard's top 100
chart record on "Na-
tional Juke Box Day," a show prepared by the Music
Operators Association.

The other juke box favorites
selected on "National Juke
Box Day" were "Oh, How She
Cries," with Chuck
Vivian, "In the Still of
the Night," with the
Sawyers, and "Just Walking in
the Rain," with Johnny Ray on
Columbia.

"A Stairway to Heaven," with

Copyrighted material
How Do Locations Repay Op Loans?

(As it was written. No changes.)

OCTOBER 19-

Jay GILMORE, 737 11th St., San Francisco, Calif., has this to say:

"I've been in the coin business for over twenty years and I've seen a lot of things happen. I think the most important thing in running a coin-op is to keep your customers happy. If you do that, they will come back and bring their friends. I've noticed that many operators have a hard time with customers. They think that their machines should be the only ones in town. But the truth is, there are many different kinds of machines that can satisfy different customers. So, don't try to be all things to all people. Be yourself and you'll be happy.

I also believe in giving good service. My customers know that I will take care of any problem they have with my machines. I try to make sure that everything is working properly and that the machines are clean. I think that's what people expect these days.

Furthermore, I try to be fair with my pricing. I don't want to make too much money off of my customers. I try to keep my prices competitive and I never try to gouge anyone. I believe that's the right way to do business.

Lastly, I think it's important to be honest with your customers. I always answer any questions they have to the best of my ability and I don't try to sugarcoat things. I think that's the only way to build a good reputation in the coin-op business.

In summary, I believe that the key to running a successful coin-op is to keep your customers happy, give good service, be fair with pricing, and be honest. If you follow these guidelines, you will be successful in the coin-op business.

Best regards,

Jay GILMORE
COINMEN YOU KNOW

Chicago
By KEN KNAUF

Heinrich Hecker, German coinman and operator of the Rock-Ola 200 at the St. Francis Hotel in San Francisco. The show was held Friday (10/16) and returned Sunday night (21). . . . Saul Campagni, of Fontana Musi- cal, has opened a new store in Inglewood, California. . . . Bob Kopp, of San Jose, has opened a new store in Santa Ana, California. . . . Fred Kline and Sam Kolber, First Coin Machine Exchange of Brooklyn, have built a new and modernized building on a new location of a brand-new building front. . . . A very artful sign in new colors extends along the New York area highway. . . . With the opening of All Coin Amusements Company, Miami, has opened a new Wurlitzer location.

Los Angeles
By SAM ABBOTT

M. H. Stevens, music and games operator in Maryville, Illinois, is back on the job after an extended illness. . . . Perry Shields, of Matchmore Music Company, is out again after an extended illness. . . . Joe Row just to see what was going on. . . . After being in the hospital, he was glad to see him out again.

Mel Tease, of Santa Monica, was a recent visitor . . . Nate Kaplan, whose Sweet Music Company is a new location of a brand-new building front. . . . Joe and Claire, of the Rodger Sales Company, is back on the job after an extended illness. . . . Perry Shields, of Matchmore Music Company, is out again after an extended illness. . . . Joe Row just to see what was going on. . . . After being in the hospital, he was glad to see him out again.

Miami
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**Advertised Used Coin Machine Prices**

**MOST ACTIVE EQUIPMENT**
For four-week period ending with issue of October 27, 1956

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<th>BRAND</th>
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**SHUFFLE GAMES**

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Candy Vending Up 7% in ’55 For Top Gains

Hike Above Sales To Other Outlets: Candy Depts.

WASHINGTON—A 7.4% in-creased sales for the year ahead was noted by Commerce Department last week and this report indicates the continued growth of the confectionery industry.

The report lists candy sales for 1955 of $1,031,600,000 at manufacturer’s cash basis, as compared with $977,600,000 in 1954.

Candy sales rose directly to venders by 21.1% to a total of $1,031,600,000 at manufacturer’s cash basis, as compared with $977,600,000 in 1954.

The growth in sales in 1955 was due to an increased demand for candy, as well as an increased emphasis on the wholesaling of candy.

Office Executives Eye Vending as Way to Pare Coffee Break Loss

NEW YORK—The problem of providing coffee breaks for office executives has been the subject of considerable discussion among employers, according to a report by the National Business Equipment Company, which showed that five days out of the New York Coliseum, to 8,755, were spent on vending.

Among the exhibitors were the Holland Vending Company and the Coffee Vending Service, two of the largest office and industrial operations in the New York area.

An estimated 100,000 persons, mostly office executives and employees, attended the show, both Vendway and Vendway Operations

PROVIDENCE—Vendway, Inc., a leading vending-general merchandise firm, announced the start of a new vending operation in Providence.

The company was founded in 1890 by J. R. Cochrane, former sales manager for the Peabody & Phillips, a Boston-based company.


Lehigh Bows 3-Sel., Dry-ingredient Unit

Lehigh Company, one of the nation’s leading vending manufacturers, announces the introduction of its new 3-selection dry-ingredient unit, which will be offered to the vending trade in the near future.

The unit, according to a spokesman for Lehigh, is designed to meet the needs of the modern vending operator by providing a wide range of products in a compact, efficient package.

Another Lehigh unit was set up in the Lehigh Company division of the company.

Office Executives Eye Vending as Way to Pare Coffee Break Loss

Representing Lehigh at the show was J. R. Cochrane, president.

Another Lehigh unit was set up in the Lehigh Company division of the company.

Employee townhouse unit, which will be offered to the vending trade in the near future.

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Profile on the Hotel Industry

The hotel industry is facing a number of challenges and opportunities in the coming years. While the industry continues to grow, there are also concerns about the impact of technology on traditional hotel operations.

One of the major trends in the hotel industry is the increasing use of technology to improve guest experience and operational efficiency.

Another challenge facing the hotel industry is the need to adapt to changing consumer preferences, such as the growing interest in sustainable and eco-friendly practices.

In addition, the industry is also facing external challenges such as rising labor costs and increasing competition from alternative lodging options.

To address these challenges, hotel operators are investing in innovation and new technologies, such as automation and virtual reality, to improve guest experience and operational efficiency.

Boston Conference Honors R. Z. Greene


Greene, who has served as chairman of the Service Manufacturing Company for 30 years, was recognized for his contributions to the industry and his leadership in promoting innovation and excellence.

The award, presented by the Service Manufacturing Company, recognizes Greene’s many contributions to the industry, including his role in establishing the Service Manufacturing Company and his dedication to promoting the growth and success of the company.

Greene’s citation read, “Pioneer in the field of innovative manufacturing, Robert Z. Greene has been a leader in the industry for more than six decades, consistently pushing the boundaries of what is possible in service manufacturing.”

In addition to his role at the Service Manufacturing Company, Greene is also a member of the board of directors of the Service Manufacturing Company and serves on the executive committee of the Automatic Canning Company.

Greene is widely respected for his work in the industry and is known for his innovative approach to business and his commitment to excellence.

The conference, which is held annually, brings together leaders from the service industry to discuss trends and share best practices.

For the quarter ended September 30, 2023, the company reported net sales of $61,100,000, or $1.10 per common share, compared with $58,700,000, or $1.10 per common share, for the quarter ended September 30, 2022.

For the year ended September 30, 2023, the company reported net sales of $261,400,000, or $5.20 per common share, compared with $247,300,000, or $4.80 per common share, for the year ended September 30, 2022.

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Supplies in Brief

Milk Production High
Farm production of milk during September totaled 6,900 million pounds, a 2½ per cent above September last year and about 6 per cent above the 1945-54 average for the month, according to Agriculture Department. Production during September was at a rate of 1.91 pounds of milk per person per day, about the same as last September but 5 per cent below the 10-year average for the date.

Almonds and Walnuts
California almond crop is estimated by Agriculture Department at 48,000 tons, 2½ per cent above last year and 25 per cent above average production. Production of walnuts in California and Oregon is expected to total 73,000 tons this year, last year, but slightly above the 10-year average.

Filberts and Pecans
Filbert production in Oregon and Washington is forecast to be 2,000 tons, about one-third as last year, according to Agriculture Department. Oregon crop is the smallest since 1930. Forecast for pecans is placed at 393.8 million pounds, 9½ per cent above 1955 and well above average.

Candy Vending
* Continued from page 88

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FED. PIN RULING BRINGS ‘HANDS OFF’ POLICY IN LA.

NEW ORLEANS—The recent U.S. Circuit Court of Appeals ruling on pinball machines has resulted in a "hands off" policy in regard to federal seizure of machines which do not have $250 in gaming stamps but which pay off "over the counter." This change in policy, officials here said, is a result of the recent decision of the U.S. Court of Appeals for the seventh circuit (Chicago) which ruled that such pinballs are not subject to the $250 tax, but rather to the $10 amusement tax since they are not gaming devices within the 1954 Internal Revenue Code.

Curis R. Mathis, assistant director of revenue, said that the advent of the circuit court’s ruling is not necessarily binding on federal judges in Louisiana (fifth circuit), it is persuasive, and the revenue agents have not made any seizures since the opinion was given September 25.

He said a distinction is made between pinballs and console-type electronic slot machines, and that he anticipated no change in policy in regard to the latter type of machines. They will continue to be seized where found without the $250 tax stamp, he said.

Champion Bows
Pyramid Pool, New Table Top

CHICAGO—Pyramid Pool, a new pool table top with extra play features, was introduced to the trade last week by Champion Distributing Company.

The new version of bumper pool, the only pool table top with pyramid pool balls and金字塔台面的球体，是最近一周由Champion Distributing Company推出的新款商品。

He reported operating enthusiasts over the Pyramid Pool top.

Spun out on the forward table top model, Gladiator Pool, a few weeks ago (The Billboard October 6). Pyramid Pool is played on a regular size bumper pool table by two players with pyramid balls used are 2½ inches. Sticks said the firm now offers several different types of table tops. Printed rules accompany the table tops. Standard and Pyramid Pool, are available in slate tops.

CIGARETTE AND CANDY MACHINES

Fully conditioned, complete with hopper, ready for location. Machines are factory sprayed and look new. Lowest prices anywhere available.

Handles and Parts included.

CIGARETTE MACHINES

25c machines—$50.00

5c machines—$75.00

10c machines—$100.00

15c machines—$125.00

Bally Gum and Picture Card, both for 2c. Perfectly legal in every state. In the U.S.A., the "Premiere" holds 600 cards and 1000 gum balls. Card lock each has been designed to prevent color and size, and ball is in beautiful background and the same free cost to you, mail order. Ask for Preliminary Circular.

FEDERAL PRACTICE CASE LAW

appellate jurisdiction:...
Tobacco Production Up
Production of all types of tobacco for the 1956 Agriculture Department at 2,667 million pounds, an increase of almost 10 per cent from last month's forecast. Flue-cured crop is now estimated at 1,300 million pounds, up 2 per cent over the September 1 forecast, while burley production is forecast at 650 million pounds, an increase of 4 million pounds over the earlier forecast.

Portland Ops Ask for Pins, Cite Fed. Rule
PORTLAND, Ore.—Return of two pinheads seized September 28 by the Internal Revenue Service was called for by operators here last week, on basis of the September 28 decision by the Seventh U. S. Circuit Court of Appeals in Chicago.

Jack Terry, Portland operator and location owner O. B. Nagel, made the request thru Attorney John F. Reynolds. Thirty-one machines had been seized on the ground that they were subject to a $250 1956 annual gaming tax, fees on which had not been paid.

In reversing the action of a U. S. district court in Northern Illinois, the Circuit Court held that it was not the intent of Congress to define pinball machines as gaming devices.

John L. Sawyer, chief of the Intelligence Division of the Internal Revenue Service here, said he had not heard of the Illinois opinion, and followed the operator request, wrote the service's regional office in San Francisco for clarification.

He also gave a copy of the Court of Appeals opinion to U. S. District Judge Fred R. Hage.

Payments Shaved
The distributors are concentrating on collectors and are running into trouble in quite an unusual number of cases, they indicate.

In some instances, legal action has been forced in order to bring payments.

The operators, in turn, say their equipment is doing very little in the way of earning money. This farm picture through Minnesota has not been good, with farmers somewhat at what to do.

In large government reports indicate a good 1957 crop in Minnesota, at least, one large manufacturer of farm equipment has already called down its factories and closed central offices, sending men out of work. The firm hopes to reopen before the end of the year.

Meanwhile, these men are without employment and have had an effect on the farm's economy.

Coin machines located like taverns, bowling alleys and pool halls, frequently report their business off. That means the coin-operated equipment isn't getting the play it normally enjoys.

"We need a legal, good machine, something that will become an almost instant hit once placed on location," one operator said, going thru a drying-out period light now—and it's not good for any of us."

Minn. Industry Cites Need for Popular Games
MINNEAPOLIS — The coin machine industry in the Twin Cities and throughout Minnesota is looking for a "shot in the arm."

The "shot" will have to come from some new type game which will capture the imagination of the operator and the player, veteran in the business say.

Equipment recently introduced has failed to excite customers as being capable of bringing in sufficient revenue to pay for itself.

As a result, one distributor said, and another agreed, his business is almost at a standstill. Operators playing very little with the exception of music and even that isn't moving as well as before.

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GIVE TO DAMON RUNYON CANCER FUND

One dollar pays for one month's care of a patient in a Philadelphia hospital. Give as much as you can. Prominent people and thousands of others are giving generously. Give now. Thank you.

VICTOR'S NEW SUPER MART VENDORORA
A combination vendor! Vends capsules filled with charms or other bulk mechanism and 210 games.

Operators with either machine pay for every 6c played it vends five (5) balls of gum and one (1) capsule.

Write for details and prices on this money-maker.

BIRMINGHAM VENDING CO.
660 Second Avenue, N.
Birmingham, Ala.

Poppits for Christmas
Vacuum & Gold Metallized, 12mm. .... $ 3.50/M
Vacuum & Gold Metallized, 14mm. .... 6.75/M
Luminous assorted colors, Glow in the Dark, 12mm. ..... 3.00/M
Fancy-Pearlized, 14mm. ........ 3.00/M
Pearlized, assorted colors, 2.75/M
ALPHABET AND NUMERIAL, attractive colors, 2.00/M
Pearlized, BEAUTIFUL, 12mm. 2.00/M
Triple Poppers, 2.00/M
PLASTIC EARRINGS, stylish design, 12/M
EARINGS, mixed metal tubes, 13.50/M
EARINGS, mixed metal tubes, 3.00/M
OVAL Shaped Snap-Its with 14 STONES, 5.50/G.

AVAILABLE AT YOUR DISTRIBUTORS

M. J. Abelson
505 FIFTH AVENUE, NEW YORK, N. Y.
Atlantic 1-4478

Octoberc 27, 1956 THE BILLBOARD VENDING MACHINES 91

POPPERETTE
FULLY AUTOMATIC POPCORN MACHINE
• POPS FRESH FRAGRANT POP-CORN ON INSERTION OF COIN
• CLASS BOWL ON TOP FOR RAW CORN RESERVE
• AUTOMATICALLY SEASONED
• 10c PLAY • BIG PROFIT • MARGIN
• 5 FEET 5 INCHES HIGH

Terms: % deposit with order, bal. C.O.D. Price $159.00

Write, Wire or Phone
Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 9-701
Distribrs Note Pin Sales Boost; Bowlers, Guns Move Steadily

Federal Reserve Rules Bring Slight Spurt
On In-Lines; Expect Continued Rise

By KEN KAUF

CHICAGO—Distributors and jobbers in the heart of the market area here reported last week that sales of new and used bowling and other recreation equipment, steady, had not yet to the level of the fall season of other years. Many indicated that the recent favorable federal reserve policy on pinballs has brought a sales lift in line pinball field, and sales in this field are expected to continue better than average.

The U. S. Court of Appeals, in a September 28, reversed a Federal District Court ruling that in-line pinball machines were gambling devices. The ruling was based on a 2-6 vote of the Federal Reserve Board of Governors in 1954. (The Bulletin, October 6)

Outside of the in-line pinball machines, there were no other type of game outstanding in sales during this period. Sales of other games, such as shuffleboard, five-ball games, and bowling, are steady. Sales of aerial games are down slightly.

Operators throughout the country are reported to be stimulated by the new policy, and to be responding to the reaction of the ruling by increasing sales in their equipment. They continue their climb in this field.

Shuffleboard operators in the vast number of establishments in which this game has been used, have experienced a marked increase in business since the end of the summer season, and machines are reported to be selling more than they did a few months ago. Operators are returning shuffleboard locations to locations where they were dropped.

(Men and Machines]

Patrons Change
But Arcade Never

By SAM ARBOTT

LOS ANGELES—Change the people who don't change the machines, which is the policy of George Harry, owner of the Los Angeles玩耍s to becoming a major force in pinball in California.

The machines have been in business for more than 20 years, and have a total life of more than 60 years. Their operators have had a number of different owners, from Harry to the present owner, Jack Shonter, who has been in the business for more than 15 years.

The main point in the operation of the Cali Arcade is that the business is a traveling one. It is to be run in various locations. To be run in various locations, and can be run in a number of different locations.

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Distributors Note Pin Sales Boost

There is evidence from many operators that pin game sales are again a factor in the industry, especially from the operator viewpoint. While price has dropped off in this field, demand is still there, and the games are being played in steady volumes for operators in many areas. New areas have been discovered where pool games have not yet flourished, and bowling operators are seeing new play venues and playground tips to revive play.

Five-Ball Epics Too

The five-ball pin game field has remained steady over the past months, and the fall season shows an increase in demand for this type of game. Chicago Coin Machine Company and Bally Manufacturing Company have entered the novelty pin game field, competing with the established five-ball lines of D. Gottlieb & Company and Williams Manufacturing Company. The pin game field has been given a boost with a group of new products released by Genco Manufacturing Company, Exhibit Supply Company and United Manufacturing Company. Demand for pool games grew during the production lapses followed their initial success on the market in 1904-15.

BOWLER'S IMPROVE SHOWING

Maloney said sales of other games were also up through the country. "Customers that haven't been buying equipment are saying that their future is uncertain, and are back with orders," he said.

Bowlers improve showing Maloney said sales of other games and what he called "fillers" were up in places where there was something new and better on the market, but reported sales on bowlers better than during the summer season. Pool tube games, on the other hand, have fallen off, he said.

Joe Robbins, Empire Coin Machine Exchange sales manager, said game sales were "fairly good," with shuffle, Arcade equipment and in-line poolball sales steady. He said there is currently no "hot" game on the market in relation to sales. Robbins said price on good used in-line pinball has risen, especially on four or five of the latest models, while he said games from the game have dropped off. Referring to the federal decision, he said, "it could have a big effect on sales in the months to come."

Robbins called the used bowl market "stable." He said that new bowlers were very good models, but that many are "out of reach" for the average operator in respect to price. Sales would go up if new shuffle bowlers could be sold at $445 or under, he stated, explaining that the operator has a hard time coming out ahead on average location on a new 6000 bowl.

No Sudden Change

Wally Finke, First Coin Machine Exchange manager, said he had noticed a difference in in-line pin sales following the federal decision. He said the sales boost was not sudden or radical one, but that the decision would have an early effect on the whole market.

Finke said that no one type of game is outstanding in sales, but that all categories—bowlers, pins, and even new pool games—are showing steady sales. Some areas, he said, are still playing good on pool. Operators are reported buying new models for these areas, and since manufacturers have held off for the most part on pool game production, the recent showing new models are being purchased at a high rate. A new model pinball machine model used bowlers are in high demand, Finke stated.

National Coin Machine Ex-

(Continued on page 101)
Nothing Can Measure Up to Shaffer Phono Specials

Speedy Arcade

*Continued from page 92*

Shaffer Music Company

International Scott Crosse Presents

The World Premiere

Of the Sensational New 5 Ball Amusement Pinball Game

Bally's " Balls-a-Poppin"" Toefwks and Pounds

The new revolutionary idea in amusement games

Tuesday & Wednesday

October 23 & 24

All Operators Are Welcome

Be Sure to Attend

Bally Will Be Represented by

Art Garvey & Paul Calamari

International Scott Crosse Company

94 COIN MACHINES

THE BILLBOARD

OCTOBER 27, 1956

REFRESHMENTS

INTERNATIONAL SCOTT CROSS COMPANY

923 Spring Garden Street, Philadelphia, Pa.

Stamford, Conn.

SEEBURG

Model M106........ $155.00

Model M108........ 225.00

WURLITZER

Model 606........ 425.00

Model 608........ 150.00

Model 300........ 125.00

Model 900........ 125.00

AMERICAN MADE

SEEBURG WALL BOXES

SWB (300) Chrome........ 350.00

SWB (300) Pale........ 150.00

Reconditioned Completely, Including New Baffles

Write for Illustrated Catalog

Shaffer Music Company

In the Coin Machine Business 20 Years

Columbus, Ohio

Clarendon, Ohio

Indianapolis, Ind.

Milwaukee 4-3371

727-4545

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Regular classified ads are $1.00 for the first word and 50¢ for each additional word, up to 30 words; display ads are $2.50 per inch in 1/8 inch increments. Rates are for one insertion only.

CLASSIFIED ADVERTISING

DISPLAY CLASSIFIED ADS

Set in small washed type, not to exceed 1/4 inch in width and displayed in bold type. Advertisements appearing in the classified section of the Billboard are considered to be of local interest only.

CASH WITH ORDER

In determining cost of regular classified Ads, we reserve the right to reject any ad or rule on its acceptance. The publisher reserves the right to refuse and delete any classified advertisement at any time for any reason.

ADVERTISEMENTS may be made for $5.00. The rate for 10 consecutive issues is $45.00. The rate for 20 consecutive issues is $85.00. The rate for 50 consecutive issues is $200.00.

ADVER LIGHTS

The Billboard Exchange for Coin Machine Fortune tellers, Products, Services and Opportunities.

CASH WITH ORDER

Use of this space entitles you to the privilege of selling your classified advertisements in the classified section of The Billboard without payment for the first insertion.

INFRA-RED OVENS

Will smellet the glass and the paper, and a system of heat and smoke will be employed to melt the glass and smoke the paper. It will also smelt the glass and smoke the paper. This is the only way to get a good result.

Cigarette-Candy-Posters-Cigaretas

A catalog of cigarette, candy, and posters is on file. We also have cigarette papers, cigarette filters, cigarette tubes, cigarette boxes, and cigarette covers.

Parts, Supplies & Services

Parts, supplies & services are available for Bally, Halsey, and other amusement games. We also carry a complete line of parts and supplies for all amusement games.

Used Coin-Operated Equipment

Used coin-operated equipment is available for Bally, Halsey, and other amusement games. We also carry a complete line of parts and supplies for all amusement games.

INTERNATIONAL SCOTT CROSS COMPANY

923 Spring Garden Street, Philadelphia, Pa.

Stamford, Conn.

The Billboard

OCTOBER 27, 1956

CASH WITH ORDER

For each additional word, $1.00 for the first word and 50¢ for each additional word, up to 30 words; display ads are $2.50 per inch in 1/8 inch increments. Rates are for one insertion only.

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INFRA-RED OVENS

Will smellet the glass and the paper, and a system of heat and smoke will be employed to melt the glass and smoke the paper. This is the only way to get a good result.

Cigarette-Candy-Posters-Cigaretas

A catalog of cigarette, candy, and posters is on file. We also have cigarette papers, cigarette filters, cigarette tubes, cigarette boxes, and cigarette covers.

Parts, Supplies & Services

Parts, supplies & services are available for Bally, Halsey, and other amusement games. We also carry a complete line of parts and supplies for all amusement games.

Used Coin-Operated Equipment

Used coin-operated equipment is available for Bally, Halsey, and other amusement games. We also carry a complete line of parts and supplies for all amusement games.

INTERNATIONAL SCOTT CROSS COMPANY

923 Spring Garden Street, Philadelphia, Pa.

Stamford, Conn.

The Billboard

OCTOBER 27, 1956

CASH WITH ORDER

For each additional word, $1.00 for the first word and 50¢ for each additional word, up to 30 words; display ads are $2.50 per inch in 1/8 inch increments. Rates are for one insertion only.

ADVERTISEMENTS may be made for $5.00. The rate for 10 consecutive issues is $45.00. The rate for 20 consecutive issues is $85.00. The rate for 50 consecutive issues is $200.00.

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OCTOBER 27, 1956
Bingo Game
Exhibit Set
At N. J. Show

NEW YORK—A coin-operated bingo machine will be exhibited
for the first time at the Inventor’s Show in Paterson, N. J., Tuesday
through Saturday (23-27). The show

is jointly sponsored by the Greater
Paterson Chamber of Commerce,
Passaic-Dickinson University and
Seton Hall University.

Inventor of the game is Mickey
Wishinsky, Hurryville, N. Y., op-
erator. Partners in the venture are
Gabo Foreman and Randy Moore,
who are associated with Wishinsky
in the export division of Suffolk
Nissan Sales.

The unit is manually operated
and has 20 cards and a keyboard,

enabling the player to participate
in 20 games at once. The patent

has been applied for.

WANTED

EXPERIENCED PHONOGRAPH MECHANIC

Opportunity to work with Seeburg Distributor in Middle
West. Must be familiar with all types of phonographs, espe-
cially Seeburg. Electrical background necessary. Must be
steady, Good salary plus profit sharing bonus plan.

WRITE BOX #871, THE BILLBOARD PUBLISHING
COMPANY, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

ATTENTION FOREIGN BUYERS

Joe Ash says....

For the Finest Quality at the
Right Price ....

Active is never undervalued!

Write for Our New Game
and Music Lists.

Exclusive Distributors for
Wurlitzer, Bally, Kem-Nova.

FOR

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

We ONLY Advertise
What We Have In Stock

ORIGINAL POOL TABLE
with brand new SLATE TOP

$149.50

Genco Champion Baseball

$279.00

Genco 2 Player

$379.00

We also have the following games:

Genco

Champion Baseball

$275.00

Piccadilly

$299.00

Corrections

Last week's

..or on sale at

Genco Bowling Champ.

..or on sale at

Genco Champion Baseball

..or on sale at

Genco 2 Player

..or on sale at

Genco Super Baseball

..or on sale at

Cortelli Lovely Lucy

..or on sale at

Cortelli Oriental

..or on sale at

Cortelli Super Star

..or on sale at

Cortelli Sportsman

..or on sale at

Cortelli Green Pastures

..or on sale at

Cortelli Sportsman

..or on sale at

Cortelli Super Star

..or on sale at

Gabe Foreman

..or on sale at

Mickey Wishinsky

..or on sale at

Mickey Wishinsky

..or on sale at

Mickey Wishinsky

..or on sale at

HARRY / CHICO

..or on sale at

BINGO MACHINE EXCHANGE INC.

2423 Parma Ave. Cleveland 14, Ohio

(614) 349-1400

(614) 349-1400

SPECIAL

new

Twin Chutes at slight extra cost

Plated Cabinet Guards

Around Flapper Buttons

* ADJUSTABLE to 3-4- or 5 ball play!

CREATORS OF DEPENDABLE PLAY APPEAL

424 W. FELMORE ST. CHICAGO 24, ILL.
CLOSE-OUT SPECIALS
Reconditioned BOWLERS!

Chicago Coin Crown
Chicago Coin Name
Chicago Coin 6-Player Deluxe
Kaney Team United Clover
United Classic
United 10th Frame Super
United Deluxe
Exhibit Skill Pool Tables

GIVE TO DAMON RUNYON CANCER FUND

GO "FIRST-CLASS"...GO FIRST!

SHUFFLE GAMES

NEW: C.C. HAMMER SHUFFLE
ROYAL CROWN SHUFFLE

BOWLS & Glees

NEW BOWLS BIG SHOW
UNIVERSAL HUNKS

J. ROSENFIELD, Co.
4701 Washington St., Louis, Mo.
Phone 7-4750

96 CENTURY'S BIGGEST BOWLING BALLS

MUSIC MAKER

Williams Coin Puppet Show Has Tape Unit

CHICAGO—Peggy Clowm, a new Williams Manufacturing Com-
punity-collected puppet show, made its first appearance before the at an "open house" held Friday (10) at the new studios of the Universal Recording Corpora-
tion here.

But the puppet show was not part of the entertainment, rather, it demonstrated the first commer-
cial application of a continuity tape recording unit. The tape is an integral part of the Peg-
ny Clowm game, providing the music for the puppet show.

On opening coils, patron of the Williams puppet show can make the clowns go thru his action by pressing buttons on the unit.

Details on the Peggy Clowm piece are expected to remain secret until the coin machine trade in the near future, according to Art Weisard sales manager.

THE BILLBOARD

October 27, 1956

NOW DELIVERING

GENCO

COIN MACHINES EXCHANGE, INC.

NEW CHI. COIN STEAM SHINVEL INT'L LtD. - PATERSON

NEW CHI. CRAWFORD BOWLING MACHINES ALL SIZES

ARCADE

NEW CHI. JOEY BOWLING MACHINE

TARGET GUNS

NEW CHI. JOEY BOWLING MACHINE

5-BALLS

NEW CHI. JOEY BOWLING MACHINE

RACK POOL PLAYFIELDS

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WHY GAMBLE?

NYACK SLATE TOP

Gmtain to be the final top made

DON'T BE UNWARRANTED!

ROCK-O-La, Inc.
84-25 Franklin St., Nyack, New York
Telephone, Nyack 7-2464

COIN MACHINES DISTRIBUTORS

FULLY OFFICIAL 100% SATISFAC

Puppet shop

GIVE TO DAMON RUNYON CANCER FUND

GO "FIRST-CLASS"...GO FIRST!

SHUFFLE GAMES

NEW: C.C. HAMMER SHUFFLE
ROYAL CROWN SHUFFLE

BOWLS & Glees

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THE BILLBOARD

COIN MACHINES

SALT LAKE FRONT

Salt Lake Front
Continued from page 92

the validity of an ordinance limited in scope to places of public resort, not entirely free from doubt, but I believe the law preponderates in favor thereof and could be sustained in the courts.

The city attorney earlier had stated that pinball machines could not be removed from a place of business unless there was evidence of gambling. The city at present does not ban the machines, but simply does not license them. However, some five-ball novelty machines are in use. Operators have not contested the laws against pin balls anywhere in the State.

NOW! ALL NEW! 4-HOLE BUMPERLESS
RACK POOL PANELS

NEW PANELS ONLY, Regular Size, with Rack and $29.50

OVERSIZED CUE BALL

2-HOLE RACK POOL PANELS

With Rack and $25

OVERSIZED CUE BALL

New Border Balls: Per Set $11.50. Each $1.50

Pins, 1 hole, Per Set $10.00

Plastic Cue Balls, Each $1.75

OVERRIZED CUE BALLS, Each $1.00

Triumph Heads, Each $1.35

CHARLEY PERRY

Monarch Coin Machine, Inc.

GIVE TO DAMON RUNYON CANCER FUND

$64.00

CHROME COVERS

100 SELECTIONS

*SPecial VOLUME PRICES

SEEBURG

Wall-o-matic

Reconditioned — Davis Guaranteed

New Selection Buttons — New Instruction Plates

Income can be doubled in many locations by adding

100 selection wallboxes.

The $64 Answer for Greater Income

Pre-set for 10c play if requested

*CANADIAN AND AMERICAN OPERATORS

PHONE—Collect—Syracuse 7-1631

WIRE—Private Western Union Wire

WRITE—738 Erie Boulevard, East

Syracuse 3, New York

For Davis Guaranteed Phonographs

our only address in Europe is

HOLLAND—BELGIE—EUROPE

403 Ave. Louise, Brussels, Belgium

Phone: 47-66-63

Cable Address: "Haboeleugr-Brussels."

All currencies accepted:

Frances, pound sterling, lire, guilders, marks, etc.

Cable Address: "DAVID-1" 3/8 deposit required.
Empire Has the BIG Ones!

**BINGOS**
- United Brazil Big Show
- Simply Best
- Miami World

**PARKER GUN**
- Handicap Bowler

**WILLIAMS**
- Super Role

**GOTTLIEB**
- Twin Bill

**5 BALLS**
- Big Ben
- Super Score

**BRAND NEW POOLS**
- Deluxe Tournament
- Supers Supreme
- Deluxe Supreme

**PORTABLE COIN COUNTERS**
- Wurlitzer Model 5-2

**ARCADE**
- Auto Photo
- Red Carpet
- Crane Crane
- Red Carpet
- Crossfire

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES**

ANOTHER GREAT MONEY MAKER by EXHIBIT

You'll "Bag" Unlimited Profits with the most
Realistic Gun Game ever made!

JUNGLE HUNT

**ATTENTION COMPELLING LIGHTING!**
Dimensional lighted jungle scene attracts customers to the game.

ULTRA-MODERN ATTRACTIVELY PAINTED CABINET
With Streamlined Wrought Iron Tubular Legs, Contoured-Trimmed DIMENSIONAL JUNGLE-RIELD to gun mounted coin box.

THE EXHIBIT SUPPLY COMPANY
4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

---

Want--For Cash


ECONOMY SUPPLY CO.
679 Tenth Ave., New York, N. Y. (Tell Collector Name)

3000
Games & Music in Stock

**BINGOS**
**NOVELTIES**
**SHUFFLE ALLEGES**
**SEEBOURG & WURLITZERS**

For Complete Satisfaction
Deal with the West Coast's Largest Distributor

For Export
Cable or Write Today

ADVANCE
Automatic Sales Company
1350 Howard St., San Francisco

Anchors Aweigh!

You're off on a cruise with a lady...- a story cannot become a mining accident.
PATRONS CHANGE, ARCADES DON'T

A 9-Volt Battery powers the "Vitalizer," which is a shock machine that operates on a 1/4-volt battery. Employing the old automatic coin system, the machine delivers a shock without any change. One of the machines that has practically made over is an old Chester Ballard Football game which he cut down in height and changed over to Rugby, Piano Pitch Action

The penny pitch on both units are money makers and keep activity going. The patrons pitch pennies into the pit, trying to place them within the red circle of the target. The prizes for a penny include a candy bar or a draw hat. Prizes over three years of age may take a package of cigarettes.

The Bryant have a strict policy of no cigarettes to minors, and no free games. Because of this policy, they operate profitably in many areas where they are legally licensed.

The Harry Bryant unit moves in a 24-foot truck. Inside the van, on each side and above the work bench, are shelves into which the machines are set for traveling. His unit opened in Atlanta at the Riverside County Fair and National Data Festival on the Frank W. Babcock United Shows in February and will soon close after traveling approximately 4,000 miles. When the equipment is loaded into the truck for the homeward trip, it will remain there until next February, when it will be used again. Painting and re-working are done on the road when needed.

George Bryant has his wife, Ruth, at the cash register for his unit. George, 31, and his wife, Viola, is the main cashier for the well-known brand, and the Bryant brothers, for 12 years, and Jack Thomas, an employee for four years.

Recently George Bryant added two Silver Bullet to his machine line-up. The units are popular, but nothing to the old machines he added. For the Bryants and their brothers of operation, it is more profitable to change the players than to change machines.

BLUE RIBBON BUYS

Wurlitzer 1650-A...$450.00
Wurlitzer 1700...$645.00
Wurlitzer 1800...$825.00
BRADY DISTRIBUTING CO.
623 East Trade Street
Charlotte, North Carolina

NEW DELIVERY FOR THE GREATEST MERRY MAKER TODAY!

Lord's Prayer
Vendor
for the popular
good luck medal

Visible action -
15 second time cycle
1/2 Play
change, said Mort Levinson, has
noted an increase in in-line pin
sales, but "nothing spectacular
yet," he stated. Operators have
definitely taken notice of the new
state of affairs, said Levinson.
"Thus far we have received more
reactions from out-of-State operators
than from those in Illinois," Levin-
son hesitated to predict how long
the sales increase would continue.

New Tops Help
At the same time, National
reports five-ball pin sales "very
good," used pool games selling
well, with new playfield types
increasing interest throughout the
country, and bowlers improved
over the summer's level.

Vince Shay, All State Coin Ma-
chine Exchange, reported little op-
erator speculation in the in-line
pin field, but said that the decision
may have an effect on the market.
Prices on used bowlers, he said,
have risen proportionately higher
than on other types of games.
While sales were very low a few
months ago in this field, he said
that most of the late used bowlers
models are now selling in the $100
and over category. He reported op-
perators buying more in the "mid-
dle class" used equipment level.
Used gun games are selling very
well, he said.

Hecb Perks, Pyurever Distrib-
uting Company, said that for the
first time in a long time prices on
in-line pinballs have gone up. He
said five-ball pins also picking up,
and bowlers and used gun games
still registering steady sales.

MECHANIC AVAILABLE
25 years' experience as Mechanic, Salesman and Manager.
D. E. HUGHES
Petersch Read
Severn Park, Maryland

GIVE TO DAMON RUNYON CANCER FUND

CHICAGO COIN MACHINE COMPANY
1725 West Diversey Blvd., Chicago 14, Ill.

LOW PRICED!
The Answer to Every Operator's Dream!

HIGH IN EXCITING PLAYER APPEAL!

NEW Attractive
Colorful
Anodized
Pucks!

NEW Player
"Participation" Scoring!

2 or 4
Can Play
20c Per
Game!

81/2 Ft. Long
Bally presents a really new scoring idea with record topping earning-power

EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

NOW AT YOUR Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) - PIN-POOL
BALLY MANUFACTURING COMPANY
2640 RICHMOND AVENUE, CHICAGO 14, ILLINOIS

Magic Squares
Spot Numbers
Corner Scores
Ballyhole
Extra Balls

Bally BIG SHOW
PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores

for best deals on biggest money-makers $$$

$$ See Your Bally DISTRIBUTOR

$
UNUNITED'S BRAZIL

NEW BUILD-UP SELECTION FEATURE
Arrows Flash to Lite
SELECT-A-ROW
Choice of 3 Spot Numbers
Up to 15 Numbers to Select from

New 4-Corners Score for 5-in-Line
4th and 5th Ball Selections

3-IN-LINE * 4-IN-LINE
5-IN-LINE SCORES

LITE-A-NAME
PENNANT FEATURE
EXTRA BALLS
SEE YOUR DISTRIBUTOR

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 19, ILLINOIS

6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games
proper programming is the answer to greater operating profits in EVERY LOCATION

The Seeburg V-200 permits programming Singles (HIT TUNES) at one price and E.P.'s (STANDARDS AND SHOW TUNES) at a proportionately higher price.

IT'S THE WORLD'S FIRST DUAL MUSIC SYSTEM