Seeburg to Sell for $10 Million
Fort Pitt to Buy Family-Owned Mfr.; Move Not to Affect Personnel, Policy

PIZZBURGH—The J. P. Seeburg Corporation, a wholly owned family corporation since its founding 85 years ago, will become a new division of Fort Pitt Industries in the largest financial transaction in the history of the Fort Pitt family.

Fort Pitt's president, J. L. Berardino, announced Friday (9) that preliminary work is being prepared to acquire Seeburg for an amount reported to be in the "excess of $10 million." Under terms of the transaction, the Seeburg family will retain "a substantial financial inter-
stake in Fort Pitt Industries," Berardino stated.

Seeburg's annual net earnings have averaged about $2.5 million before federal income taxes for the five-year period from 1952 thru the close of the firm's fiscal year on September 30.

For these details, see "What's New?" in the "Seeburg Movers, Tters Tini-Totter Titer of Fort Pitt. Who Runs Fort Pitt? What Do Fort Pitt Divisions Do?"

Seeburg, which does an annual sales volume of over $10 million, is expected to retain over 50 percent of its personnel in the new division. In addition to a block of Fort Pitt Industries stock, the transaction is expected to be completed before the end of the year. Financing for the acquisition was arranged through one of the General Telephone Company's pension funds, the First National Bank of Pittsburgh.

Kraft Protection Plan by NBC-TV
May Be Blueprint for Others...

NBC-TV outlines new plan for Kraft protecting the sponsor's product from rival advertising on shows adjacent to it which may be a blue-print for giants with similar products to market...

Ratings on Syndicated TV Shows
In N.Y. Down From Spring

Syndicated film shows sponsored by Kraft and other products have declined in the New York area with their ratings generally down from last April. WFAA-TV's 7:30 p.m., strip declined every week. Most of the others followed suit. 

Goody Even-Cut-Price Disk
Homes on WorldWide Basis...

"Distinguish" Sam Goody, who has been evolving a series of programs to be seen in various parts of the country, is now contemplating similar sets-up through the world. Present plans call for stocking foreign depots with disks pressed in the U.S.A. Goody representative leaves for Europe...

B.M.T.'s D.C. Subscriptions Refute Monopolistic, Boycott Claims

Broadcast Music, Inc., last week in Washington, D.C., submitted figures refuting monopolistic and boycott claims made against them during the recent Celler Committee antitrust hearings, investigating alleged monopolistic practices of the music industries.

Two Shows Planned on Amateur Writers' Real Life Experiences

By LION MOISHE

NEW YORK—A new very serious wave of story riches for TV audiences seems to be coming. It is valuable written by the readers of four magazines published by Macfadden Publications. Called the "behavior group," these magazines are "True Story," "True Romance," "True Love" and "True Experience.

The stories in these magazines are based on the factual experiences of their readers. They are submitted to the magazines as entries in two contests which pay big prizes. So far this year 25,000 entries have already been received in the contests.

Moral Trends

The unusual aspect of this material is that it mirrors the experiences of the writers who are all non-professional. It is actually material in contrast to the created stories submitted by professional writers. And it reflects, as professional stories do, the problems, hopes and dreams of its non-professional writers.

The results of these magazines are 95 per cent women and 5 per cent men. They earn an average of $8500 a year, according to re-search studies. Are the stories actually different from those received from every section of the country.

The published stories furnish plentiful material for studies by sociologists, since there are many correctly the problem of society change, the stories change and are affected by the social change. This is how the material does not fade.

Money Problems

For example, the current crop of stories is one on the problems facing a large group of people during the past, a reflection of the state of the prosperity in the country. There are other stories that deal with differences between hundreds of men and women on the one hand, with the issues that go on in the minds of men and women and with the hard times they have gone through the last several years.

From Independence

Women are also showing a leaning towards economic independence. They are not only taking them away from the home, but furnish them with enough money to meet other needs. Women generally think about the things that are averted, more preoccupied with mental health and finding a rational solution to their problems. For instance, children once were hidden away by many mothers are now accepted without the same sense of shame.

Soldiers who have been drafted and have returned home remain more than half have been leaving to meet other needs. Women generally think about the things that are averted, more preoccupied with mental health and finding a rational solution to their problems. For instance, children once were hidden away by many mothers are now accepted without the same sense of shame.

In 1929 the firm entered the automatic phonograph field. It also had, recording equipment, parking meters, home record players, recorders and other similar items.
**TELEVISION PROGRAMMING**

**NOVEMBER 17, 1956**

**THE BILLBOARD**

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

**$1,900,000 DAY BUY**

**NBC, Kraft Settle Complex Products Protection Plan**

**NEW YORK—** A trial-blazing step in resolving some of the most complex problems that the FM Sullivan Theory TV has been beset with by NBC. It has just led to an agreement with Kraft Foods to settle the $1,900,000 worth of products protection plan for the FM Sullivan Theory TV. The agreement was announced by the NBC legal department.

The agreement follows a week-long trial in which NBC was seeking to resolve the problem of products protection plan which has plagued the company for several years. NBC had been unable to settle the problem with Kraft Foods, one of the largest companies in the country, and the two parties decided to resolve the issue through arbitration.

The agreement provides for a settlement amount of $1,900,000, which will be paid to NBC over a period of three years. NBC will also receive an unspecified amount of advertising time in return for agreeing to the settlement.

**Olds’ Revues First for ABC-TV Team**

**NEW YORK—** The three networks will be offered next week a half hour of TV shows from ABC-TV as the first Network Rehearsal for revues. The shows will be broadcast live from ABC Studios in New York City and will feature many of the top artists in the country.

The Network Rehearsal for revues is a new concept in television and is being sponsored by the American Broadcasting Company (ABC). The aim of the Rehearsal is to give TV viewers a preview of the coming revues season and to introduce new talent to the audience.

**ADMEN SAY**

**Situation Comedy Crop Lays an Egg**

**NEW YORK—** The new crop of situation comedies have, in general, been a disappointment. A few exceptions have made it to the top, but the majority have been unable to capture the attention of the viewers.

The situation comedies have been a popular genre for many years, but recent years have seen a decline in their popularity. The reasons for this decline include the increasing competition from other genres and the lack of originality in the scripts.

**Plan Drastic Format Change For ‘Tonight’**

**NEW YORK—** "Tonight" is expected to undergo a major format change in order to attract more viewers. The changes will include the addition of new segments and the removal of some of the older ones.

The format changes are part of a broader strategy by the network to revitalize "Tonight" and make it more relevant to today’s audience. The network is looking to attract younger viewers and is hoping that the changes will help achieve this goal.

**MONEY-SAVING SUBSCRIPTION ORDER**

**Enter your subscription to The Billboard for a full year ($52 less than the regular price) by sending a single copy rate.**

**Foreign rate $24.**

**Order airmail delivery for $15 each.**

**Name**

**Occupation or Title**

**Company**

**Address**

**City**

**State**

**Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.**
The article discusses the importance of research and techniques in TV programming.

The main points are:

1. **Research on TV-Film Costs:**
   - HOLLYWOOD—Can anything be done to cut TV film production costs, or will they remain at the present level and eventually begin to climb again? The answer seems to be that costs can be cut, if all agencies and sponsors are willing to accept certain techniques which so far have been regarded queerly by the industry.
   - Perhaps the best demonstration of how costs can be cut is presently being put on by Albert Mc Cleary, NBC executive producer of "Matterhorn Theater," now in the prosess of filming 13-hour-long color shows on a budget of $30,000 (actually, the films are coming in slightly higher, at about $32,500).
   - The most expensive item in production, as Mc Cleary points out, is time. The production shed has been speeded up, therefore, to the point where an average matterine is completed in one week—three days of rehearsal, and two of actual shooting (most half-hour televistion are before the cameras from two to three days).
   - The tight shooting schedule is made possible by the use of camera foils, and is therefore familiar with speeded-up production. Some technical personnel have not been able to adapt themselves to the fast pace. Mc Cleary admits, but, in general, once they caught on, the crews have fitted right into the pattern. Sets are all lighted ahead. Details can be obtained from Mc Cleary.

2. **Spier's Camera Parade**
   - NEW YORK — ABC-TV's "Cheeyenne" was toppped by its own dominance of the Tuesday TV schedule, according to the latest Trendex figures, which showed the "Cheeyenne" parade out of the 10-30-11 p.m. slot. In that first half hour slot, the "Cheeyenne" hit a level with "Hit Parade," according to the October Telepollize, where the Warner Bros. movie really paid off after 11 p.m. The station's rating also came precociously after 11 p.m., but it held quite steady on the feature film right thru to midnight.
   - "Cheeyenne" got an average 22.3 during the first hour slot, 23.0 during the second and 20.3 during the third, for an over-all average of 21.9, the highest rating the station has ever pulled on a feature film.

3. **Spier as Producer-Director**
   - NEW YORK — William Spier joined Ziv-TV last week as producer-director, to work on a new property still undisclosed.
   - Spier's past TV credits include "Suspense" and " Omnibus." He was also with the March of Time for seven years, and in radio worked on "San Spade" and "Phil Mark" Playhouse of the Air.

4. **Situation Comedy**
   - Continued from page 2
   - 9.3 rating and a 17.1 share against the "Ramona" competition, which included " Drums of Peace," "Hit Parade,
   - and "Arthur Godfrey. The situation comedies have been "Cheery" and "Sunnah," which respectively received a 22.2 and "Jeannie," which received a 22.2.

5. **Yankee Division**
   - NEW YORK INC. — RKO TELEVISION PICTURES, INC. is proud to announce the appointment of the noted author, composer, and recording artist,
   - FRANK LUTHER (whose 3,000 records have sold 65,000,000 copies)
   - as full-time consultant
   - for Children's Programs—Public Affairs
   - at WNBC—WNAC-TV
   - BOSTON
   - On November 21, on the full CBS-TV network, The Theater Guild will present its first original TV musical, an adaptation of the immortal "Tom Sawyer" with book, music, and lyrics by Frank Luther. All of Frank's new associates at WNAC and WNBC-TV warmly congratulate him for this creative achievement.
Look at these results: **POPEYE QUADRUPLES RATINGS ON KTLA!**

**KTLA**

Paramount Television Productions, Inc.

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

November 6, 1956

Dear Bob:

That Sailor Man of yours certainly has the kind of muscle-power it takes to beat the competition in the Los Angeles area. Our ratings quadrupled when POPEYE took over.

Our AAB average for 7 to 7:30 p.m., Monday-Friday, last month, before POPEYE took over, was 1.6. In October, thanks to POPEYE, the AAB average rocketed to 8.4 — more than four and one-half times as high! On Wednesday, for instance, POPEYE drew a rating of 11.3, topping all six competing Channels, and beating "Rockford Files" to Danger", "Garrett Wells", "Elk Carson", "Man Called X", "Public Defender", and "Vagabond".

And check this — POPEYE'S non-duplicated cumulative rating for the week is 20.5 — the highest of all programs (both national and local) in "competition-tough" Southern California, from sign-on to 7:30 p.m., Monday through Friday...and equally important, POPEYE reached the whole family — nearly 40% AVL!!

We're so jubilant over these ratings that we wanted to pass the happy word on to you. And needless to say, our sponsors are wearing big grins, too. They include Gold Seal, American Character, Dolls and Farmer John.

Yours for continued success with POPEYE!

Sincerely,

Jerry Arnold

P.S. Incidentally, our Warner Brothers Movie program on Sunday, 7:30-9:30 p.m., drew a very exciting 11.3 average against the best the networks have to offer.

Capture the Audience in YOUR MARKET with POPEYE cartoons.

Call or wire today

**a.a.p.**

Associated Artists Productions, Inc.
345 Madison Ave., N. Y. C.
Murray Hill 6-2323

CHICAGO
345 Madison Ave., N. Y. C.
Murray Hill 6-2323

DALLAS
345 Madison Ave., N. Y. C.
Murray Hill 6-2323

LOS ANGELES
345 Madison Ave., N. Y. C.
Murray Hill 6-2323

76 E. Wacker Drive • Dearborn 2-4040
1511 Bryan Street • Riverside 7-2033
9110 Sunset Boulevard • Sunsetview 7-5086
## A.R.B. NETWORK RATINGS for October

<table>
<thead>
<tr>
<th>Network</th>
<th>Rank</th>
<th>Average</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<tr>
<td>CBS</td>
<td>1</td>
<td>102.0</td>
<td>95.6</td>
<td>103.5</td>
<td>84.2</td>
<td>103.5</td>
<td>106.5</td>
<td>104.0</td>
<td>91.2</td>
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<tr>
<td>ABC</td>
<td>2</td>
<td>100.5</td>
<td>104.0</td>
<td>98.5</td>
<td>96.2</td>
<td>97.3</td>
<td>97.3</td>
<td>99.7</td>
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</tr>
<tr>
<td>NBC</td>
<td>3</td>
<td>101.0</td>
<td>101.0</td>
<td>95.2</td>
<td>94.7</td>
<td>85.7</td>
<td>85.7</td>
<td>92.0</td>
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<tr>
<td>Mutual</td>
<td>4</td>
<td>94.4</td>
<td>95.5</td>
<td>90.7</td>
<td>93.2</td>
<td>81.9</td>
<td>81.9</td>
<td>88.5</td>
<td>78.9</td>
</tr>
</tbody>
</table>

### Top 20 Network Shows

- *Daytime Soaps: Scarlett O'Hara, Gentlemen Prefer Blondes* (CBS) 38.0
- *Daytime Shows: My Father & Me* (CBS) 35.2
- *Daytime Shows: The Hub* (CBS) 34.4
- *Daytime Shows: Our Miss Brooks* (CBS) 33.6
- *Daytime Shows: The Spirit* (CBS) 32.8
- *Daytime Shows: Young & Middle Aged* (CBS) 32.0
- *Daytime Shows: The John Abbott Show* (CBS) 31.2
- *Daytime Shows: The Adventures of Don Diego* (CBS) 30.4
- *Daytime Shows: The Bradys* (CBS) 29.6
- *Daytime Shows: The Johnston Family* (CBS) 28.8
- *Daytime Shows: The Bigelow Family* (CBS) 28.0
- *Daytime Shows: The Brown Family* (CBS) 27.2
- *Daytime Shows: The Kent Family* (CBS) 26.4
- *Daytime Shows: The Green Family* (CBS) 25.6
- *Daytime Shows: The Robinson Family* (CBS) 24.8
- *Daytime Shows: The Sanborn Family* (CBS) 24.0
- *Daytime Shows: The Wilson Family* (CBS) 23.2
- *Daytime Shows: The Sullivan Family* (CBS) 22.4
- *Daytime Shows: The Taylor Family* (CBS) 21.6
- *Daytime Shows: The Greer Family* (CBS) 20.8

### Top Network Shows Among Women

- *Prime Time Shows: The Big Valley* (CBS) 29.4
- *Prime Time Shows: The Bold and the Beautiful* (CBS) 35.2
- *Prime Time Shows: The Young and the Restless* (CBS) 37.3
- *Prime Time Shows: The Love Boat* (CBS) 42.2
- *Prime Time Shows: The Jeffersons* (CBS) 43.0
- *Prime Time Shows: Days of Our Lives* (NBC) 45.2
- *Prime Time Shows: The Bionic Woman* (ABC) 47.3
- *Prime Time Shows: The Six Million Dollar Man* (ABC) 49.4
- *Prime Time Shows: The Waltons* (CBS) 51.5
- *Prime Time Shows: The Wonder Woman* (CBS) 53.6

### Top Network Shows Among Kids

- *Children's Shows: The Brady Bunch* (CBS) 30.4
- *Children's Shows: The Partridge Family* (ABC) 32.6
- *Children's Shows: The Monkees* (ABC) 34.8
- *Children's Shows: The Incredible Hulk* (ABC) 37.0
- *Children's Shows: The Smurfs* (CBS) 39.2
- *Children's Shows: The Famous Flames* (CBS) 41.4
- *Children's Shows: The Brady Bunch* (CBS) 43.6
- *Children's Shows: The Jetsons* (ABC) 45.8
- *Children's Shows: The 101 Dalmatians* (ABC) 48.0
- *Children's Shows: The Walt Disney Half Hour* (NBC) 50.2

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### Comedians Eye Anthology

**Hollywood**—Jan and Martial, Thursday at 9:30 on CBS. 

**Johnny Carson**—Monday at 11 p.m. on NBC.

**David Letterman**—Tuesday at 11 p.m. and 12:30 a.m. on NBC.

**Regis Philbin**—Monday and Tuesday at 4 p.m. and 5 p.m. on ABC.

**Bob Hope**—Monday at 10:30 p.m. on NBC.

**Richard Pryor**—Monday at 11 p.m. on NBC.

**Robin Williams**—Monday at 11 p.m. on NBC.

**12 Co-Op Buys Made On Bishop Sheen TV**

- **Morning Shows**
  - C of Cs for: $7,000,000
  - **Afternoon Shows**
  - C of Cs for: $9,000,000
  - **Children's Shows**
  - C of Cs for: $11,000,000

**Standard Into 'Queen'**

**New York**—Standard Brands has purchased a quarter-hour of air time on *Queen for a Day*, Tuesday, 4:15-4:30 p.m., over NBC-TV. The purchase gives the company continuity with its current quarter-hour of the Tennessee Ernie show, Tuesdays, 2:45-3 p.m.

**Haste Slowly**

**Robinson Says Time is Essence of Success**

**New York**—Time is the best guarantee to ensure that a company be bought to the success of TV programs, according to Hubbell Robinson, executive vice president of CBS-TV network. The web program director said that the judicious use of time spent in the preparation of video series for the wane seasons, and in the selection and production problems, produces results that are essential to the difficulties which are certain to crop up.

**McFadyen**

**Give Public the Blast!**

**Says Robt McFadyen**

**New Orleans**—Blat the fact that the networks now McFadyen, manager of sales and sales to sales, said that he in an address before the Advertising Club of New Orleans, here, that the networks are advertising, McFadyen told local advertisers, that the way to way is to create impact on these "suffered and sophisticated" types, who are not likely to be swayed by the advertising of advertising.

**Lower Film Costs?**

**Continued from page 3**

The lower-cost film lighting is not the only reason there has been no difficulty facing into the back but this is the Western feature. As many as 75 different settings cost for 120,000 market, or, on the basis of 20 hours shooting, one almost every 15 minutes.

**100m Film Used**

The programs are shot on 100m film now, being used if 100m, footage were used, every three weeks of a particular show. If the price were cut to approximately 50,000 because of its labor costs and other factors.

Again, McClery contends that, while the same technique, no quality is sacrificed when shooting lighting, that the fact that no long shots, in which 10m, tends to take on a fuzzy look was one of the chief errors in the exacting exposure.

**Two More Difficult Production**

**Continued from page 2**

The two most difficult productions his current series are the script, Script budget is $10,000, and final acting budget is $2,600, which is, once again, considerably below average, but 75% of the cost of the exacting exposure money.

Every type of show is capable of being shot using the same techniques because, as on the basis tight the pocketbook begins to pinch.

---

### NBC-Kraft Plan

**Continued from page 2**

The differences in the two networks in 1957 will be a policy of presenting only spectaculars when |&| they fitted the required ratings. It has been a policy, and probably will be a policy, in the future.

**Nbc's Problem During Negotiations**

Two commercial networks were being practiced to so many different products. The resolu-

tion, however, has now been to give the sponsor its vertical protection of 15 minutes before the next station and 12 minutes for all of 1957. In re-

**Sweets Company Sponsorship**

On the other hand, some of these sweet for commercials, although they may not be harmful to the commercial.

**Discrimination is a lack of horizontal protection and allows sponsors on other days to use the same program for different commercial.

**News Into 'Zoo Parade'**

**New York**—Mutual of Omaha will launch "Zoo Parade," a half-hour TV show which will be cut by 20 minutes from NBC's TV network. The report by Bob Considine, Mutual of Omaha, was made on a regular weekly basis.

---

For live daytime shows,

- **Caldwell, mailing a newswise, a 7:15 a.m. July 15, 7:15-7:30 p.m. nightly commentary as a test run.**
ZIV GIVES YOU A C

MEN OF 'Annapolis'

ZIV'S NEW STAR-SPANGLED RATING WINNER


Produced with the full cooperation of THE DEPARTMENT OF DEFENSE AND THE DEPARTMENT OF THE NAVY.

SPINE-TINGLING! SURGING WITH EXCITEMENT, SENTIMENT and HEROISM! Nothing on tv can compare! Week after week your viewers thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen.

SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS! BIG AND LAVISH... with Hollywood stars and thousands of U.S. Midshipmen, Navy planes, ships and equipment... "Men of Annapolis" is a program people recommend.
<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
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<tbody>
<tr>
<td>Fuller Paint</td>
<td>IN 18 WESTERN MARKETS!</td>
</tr>
<tr>
<td>Quality Bakers</td>
<td>OF AMERICA IN 21 MARKETS!</td>
</tr>
<tr>
<td>Ohio Oil Co.</td>
<td>IN 13 MIDWEST MARKETS!</td>
</tr>
<tr>
<td>Safeway Stores</td>
<td>IN OKLAHOMA CITY!</td>
</tr>
<tr>
<td>Carnation Co.</td>
<td>IN 20 PACIFIC COAST MARKETS!</td>
</tr>
<tr>
<td>Syracuse Savings Bank</td>
<td>IN SYRACUSE, N.Y.</td>
</tr>
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<td>WGN-TV</td>
<td>CHICAGO</td>
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<td>WNAC-TV</td>
<td>BOSTON</td>
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<td>NASHVILLE</td>
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<tr>
<td>KATV</td>
<td>LITTLE ROCK</td>
</tr>
</tbody>
</table>

**ZIV Television**

**MEN OF ANNAPOLIS**

*Already Snapped Up by*:

- Fuller Paint
- Quality Bakers of America
- Ohio Oil Co.
- Safeway Stores
- Carnation Co.
- Syracuse Savings Bank

**Move Fast**

Before some other smart advertiser ties up your market. Wire or phone collect today for an audition presentation.
FALL RATINGS OFF

SYNDICATED PROGRAMMING:
In N. Y. Down From Spring

NEW YORK—Syndicated programing started the new season in this big congestion market with ratings generally down from last spring.

The 7:30 p.m. strip on NBC flagship, WNBC-TV, which has been a conversion of first-run syndication here, was down every night. Its Monday-Friday average in the October Telepol was 7.8, compared with 12.1 in April. On Monday, "Highway Patrol" was down from 15.8 to 12.5. On Thursday, Guy Lombardo was down from 10.4 to 6.7. On Friday, "Science Fiction Theater" was down from 10.2 to 8.1.

The syndicated audiences were also generally down on WPIX and WABD, the two independent stations that carry the bulk of the syndicated shows in this market. Of the 33 adult shows that these two stations have on the air, 17 were down last season, 24 had declined from last April.

On WPIX, 24 adult shows were carried over from last spring. In the April Telepol there were 14 adult shows that had ratings over 6.0, but in October only three of them exceeded the 6.0 mark. The shows being "Dick Powell Theater," "Bud and Terri's," "Flash Gordon," "Walter Pate & "Budge." Powell

Walter Pate & "Budge." Powell

Russell of the 38 shows the station carried in evening periods, there were altogether four that exceeded 4.0 in April. By contrast, the other three being "Dick Powell Theater"

Desilu to Make 6; NTA to Sell

NEW YORK—Desilu Productions will make at least six new TV shows for independent television stations. Associated with the shows is the possible formation of a new Telecvision Productions (as the re- sult of the former's recent deal with 20th Century-Fox, will give NTA a total of 10 new pro- gramming rights for sale next spring.

NTA will undoubtedly use these new properties to lure sponsors to the NTA Network, which they will not be restricted to these fa- cilities alone. Furthermore, they are expected to filter down to syndication.

The new Desilu-NТА deal is a pick-up of their option of last week, when producers of the upcoming "Lillie of Columbo," the Reasons for NTA's downward trend is to be expected down to syndica-

The new Desilu-NТА deal is a pick-up of their option of last week, when producers of the upcoming "Lillie of Columbo," the Reasons for NTA's downward trend is to be expected down to syndica-

Western Clicks Cuck Rush of New Pilots

HOLLYWOOD—The continued success of the Western on television this year following its initial impact last season, is resulting in the development of more new pilots of the Western type.

This follows after several years of scant activity in which ad agencies regarded the Western a dead-in-12 trade. "Gunsmoke" and "Wyatt Earp" shut up shop that theory

other pilots have been developed. The Western is one of the few genres in which new pilot shows have been developed. The Western is one of the few genres in which new pilot shows have been developed.
**NATIONAL TV NIELSEN RATINGS**

First Report for October, 1956

<table>
<thead>
<tr>
<th>Slot</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy</td>
<td>48.7</td>
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<tr>
<td>2</td>
<td>Ed Sullivan Show</td>
<td>37.8</td>
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<tr>
<td>3</td>
<td>World Series-1956-Sat.</td>
<td>36.3</td>
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<tr>
<td>4</td>
<td>$64,000 Question</td>
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<td>5</td>
<td>GE Theatre</td>
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<tr>
<td>6</td>
<td>$64,000 Challenge</td>
<td>31.6</td>
</tr>
<tr>
<td>7</td>
<td>I've Got a Secret</td>
<td>31.4</td>
</tr>
<tr>
<td>8</td>
<td>Lineup</td>
<td>31.0</td>
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<tr>
<td>9</td>
<td>Climax</td>
<td>30.6</td>
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<tr>
<td>10</td>
<td>Jackie Gleason Show</td>
<td>29.9</td>
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</tbody>
</table>

**TOP TEN TRENDEX RATING**

<table>
<thead>
<tr>
<th>Slot</th>
<th>Program</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy</td>
<td>47.2</td>
</tr>
<tr>
<td>2</td>
<td>Ed Sullivan Show</td>
<td>36.3</td>
</tr>
<tr>
<td>3</td>
<td>Climax</td>
<td>29.6</td>
</tr>
<tr>
<td>4</td>
<td>The Red Skelton Show</td>
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</tr>
<tr>
<td>5</td>
<td>The Lineup</td>
<td>28.0</td>
</tr>
<tr>
<td>6</td>
<td>The Jackie Gleason Show</td>
<td>27.8</td>
</tr>
<tr>
<td>7</td>
<td>Robert Montgomery Presents</td>
<td>27.8</td>
</tr>
<tr>
<td>8</td>
<td>$64,000 Question</td>
<td>27.6</td>
</tr>
<tr>
<td>9</td>
<td>What's My Line?</td>
<td>27.2</td>
</tr>
<tr>
<td>10</td>
<td>GE Theatre</td>
<td>27.1</td>
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**ARB**

For October, 1956

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<th>Slot</th>
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<th>Rating</th>
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<tr>
<td>1</td>
<td>I Love Lucy</td>
<td>54.4</td>
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<tr>
<td>2</td>
<td>$64,000 Question</td>
<td>42.6</td>
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<tr>
<td>3</td>
<td>Ed Sullivan</td>
<td>41.6</td>
</tr>
<tr>
<td>4</td>
<td>What's My Line?</td>
<td>35.6</td>
</tr>
<tr>
<td>5</td>
<td>GE Theatre</td>
<td>35.4</td>
</tr>
<tr>
<td>6</td>
<td>I've Got a Secret</td>
<td>35.4</td>
</tr>
<tr>
<td>7</td>
<td>Alfred Hitchcock</td>
<td>35.3</td>
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<tr>
<td>8</td>
<td>Red Skelton</td>
<td>34.8</td>
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<tr>
<td>9</td>
<td>You Bet Your Life</td>
<td>34.3</td>
</tr>
<tr>
<td>10</td>
<td>Jackie Gleason</td>
<td>33.8</td>
</tr>
</tbody>
</table>

**6th Straight Year**

Desilu Productions, Inc.
MADE FOR CANADA

Some of the biggest products in both the U.S. and Canada are selling out extra doghouse to make adaptations possible, point executives of Animo, Inc. For instance, differences in government regulations of commercials can make extra work necessary to make adaptations. Many prominent TV shows produced in the U.S. have been sold to Canada, but the Canadian shows have been adapted for use on Canadian television and cable networks. Instructors will be Lucille Mason, of the Compton Agency, Marge Kever, Ray Brandl and Chuck Redfield, of the agencies of Ambrose Clifton, Doherty, Stevens and Shifrin, and Roger Brackett, Grey Agency.

CLOSERS FOR COMMERCIALS

Included in the American Theater Wing's schedule of radio-TV commercials to be produced for the agency are Fremont Brodsky, who has been the general sales manager, Peter Barger as chief executive and general manager, and Will Longer in charge of production. The National Association Board is taking a survey of the success in the effectiveness and good taste of commercials. The survey will be taken from November 28 to December 2. Comm-TVI has completed three-minute color spots for the National Association Board commercials. Co-worker in charge at work: Joa Walker for Dash, Marie Worsham for Seattle and an independant film, Virginia Kelly stars in a series of bullshit 'Blind Films' which has been signed to do for Taint.

• TV Commercials in Production

A Guide to TV Spot & Program Plans of Competing Suppliers by Industries

(Listed are TV commercials not yet airing with the names of their agencies and the broadcast stations where they will appear. Most yet to be produced and will not appear on the list until they are actually on the air. All will be shown during the time stated.

(Continued from last week)

<table>
<thead>
<tr>
<th>Sponsor/Agency (Show, if any)</th>
<th>No. (Second)</th>
<th>Type Commercial/Producer</th>
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<td>C-A &quot;Commercial&quot;</td>
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</tbody>
</table>

COMMERICAL CUES

HOLLYWOOD — The Seven Stones Guilds is in the process of tightening its reins further on television advertising. At the same time, the entire concept of trying pay seems headed for a change as well, according to the producer of 'Cowboy C-M-r,' disclosed many of the practices in Superior Court here.

Keith Thompson, SAC's TV advertising manager, said Friday (9) that he is arranging for a distribution for and the round of complete quarterly statements giving the status of every episode in every series. At the same time, SAC plans to require all new signatories to sign an agreement stating that a producer becomes delinquent in payments, the guilds interest in the production is removed and the studio is-holder of all the producer's share of the receipts.

This change was necessary, it was said, because of the problems encountered in collecting payments from marginal producers. Thus, of course, would not affect the present percentage rate, at least 20 percent, of the agreement of TV Film Producers, which has been in effect for some time.

Resolution among TV producers is that this will have little or no effect on the sales of the films, but that it might well drive the small producer out of the syndication business.

Danzigers to Start 'Safari'

NEW YORK—Edward J. and Harry Lee Danziger are starting up a new series of serial adventure dramas. They are also producers of the 'Studebaker.' They will have background shots of their own sets, and the studio will work at their new Edith Studios in London. The Danzigers, principal in the series, and in the studio ownership is Nicholas Dale Balke.

NTA Doubles Sales Volume

NEW YORK—National Television Film Associates, Inc., has doubled its sales volume during the first quarter of the year as compared with the previous year. The company's sales in the year ended December 31, 1955, amounted to $5,891,919, an increase of 16%, as compared with the previous year's total of $4,907,880. This represents a sales volume of $1,986,199 for the quarter ended March 31, 1956, as compared with $1,824,947 for the quarter ended March 31, 1955, an increase of 8.3%.

The list of two books had nothing extraordinary. A. 3,961,961 to the $5,971,809; B. $1,028,000 to the year 1956. The Danzigers' series is in full swing.

NTA's total assets were listed at $13,092,043.

On Eastern Stations

On Southern Stations

On Midwestern Stations

On Western Stations

On Southeastern Stations

(Continued on page 4)
Proving the fantastic Los Angeles and Denver ratings were no fluke, it happened again in Seattle – this time on KING-TV’s across-the-board presentation of MGM’s Command Performance.

The October A.R.B. ratings show a fabulous 30.5 rating at 11 P.M. – Saturday night – a heretofore unheard of figure so late at night in a four station market.

The average MGM Seattle ratings for the 10:45 to 12:15 time-slots for FRIDAY were 23.6, for SATURDAY they were 26.2 and for SUNDAY they were 16.1

Averaged out for the entire week the MGM programming out-rated the combined total for the three other stations by a margin of nearly two to one.

Have you inquired about the availability of the MGM-TV library in your area? Do it now!
Western Clicks

Continued from page 8

Cere" is tops in its time period, and "Gossmache" is about even with George Coleb.

Under such stimuli, new Wester-
s are sprouting from behind every
rock. Fine-Thomas has al-
ready editor its "Outpost" plot. Flying A Productions is launching "The Winning of the West," an
thology series, at the end of this
month. Warner Bros. is coming up
with another Lone Western.
"Celt 45."

Gordon-Toddman is projecting "The Gun and the Quill," about a
Western newspaper
editor, and has an early frontier series, "Ethian Allen," in the works. CBS-TV, go-
ging for the off-beat, intends
to place Kathryn Grayson in a West-
ern titled "The Lone Woman."

TGA, filming in Canada, is
already shooting "Last of the Me-
ches," and has another, "Marcha-
ol of Manitoba," skedded. A Pony
Express series is in the works at all
World Productions.

In case this isn't enough of a
choice for sponsors, there are such
plotters as "Cavaler Patrol" and "Fremont," with the latter produced too late for the last selling season.

TOP RATING IN CINCINNATI!

By the
ELLERY QUEEN
series
HUGH MARLOWE

The most highly-rated syndicated program in Cincinnati! America's greatest mystery/ adventure series attracts 64,000,000 questions. Expects.
Jackie Gleason and other too repent forgotten! Get the facts for your market.

*"July 24: Page 72*.

488 Madison Ave.
New York 22
Plaza 5-2100

Bakersfield, Calif.

2 TV Stations - $1,640 TV Homes
Popularity - 226,000 homes.
Wednesday night 4:9-5:30 p.m.
Tuesday night 6:30-7:30 p.m.
For sale-$51,000,000 (156)
Retail Sales -$51,000,000 (156)
Jas. Curtis, KERO, T. 8, 2.2.
2. Ed Dille, KERO, T. 8, 2.2.
3. Joe Polaski (Ott), KRAB, T. 14, .9.
5. Myra Cottrell, KRAB, T. 14, .9.
7. Joe Polaski (Gill), KRAB, T. 14, .9.
8. Ted Davis, KRAB, T. 14, .9.

BELLINGHAM, Wash.

4 TV Stations - $2,648 TV Homes
Popularity - 70,000 homes.
Wednesday night 4:9-5:30 p.m.
Tuesday night 6:30-7:30 p.m.
For sale-$90,000,000 (156)
Retail Sales -$90,000,000 (156)
Jas. Curtis, KERO, T. 8, 2.2.
2. Ed Dille, KERO, T. 8, 2.2.
3. Joe Polaski (Ott), KRAB, T. 14, .9.
5. Myra Cottrell, KRAB, T. 14, .9.
7. Joe Polaski (Gill), KRAB, T. 14, .9.
8. Ted Davis, KRAB, T. 14, .9.

Colorado Springs, Colo.

2 TV Stations - $2,648 TV Homes
Popularity - 70,000 homes.
Wednesday night 4:9-5:30 p.m.
Tuesday night 6:30-7:30 p.m.
For sale-$90,000,000 (156)
Retail Sales -$90,000,000 (156)
Jas. Curtis, KERO, T. 8, 2.2.
2. Ed Dille, KERO, T. 8, 2.2.
3. Joe Polaski (Ott), KRAB, T. 14, .9.
5. Myra Cottrell, KRAB, T. 14, .9.
7. Joe Polaski (Gill), KRAB, T. 14, .9.
8. Ted Davis, KRAB, T. 14, .9.

Newly launched "Fibber" to TV

by

H. M. Loeb

NEW YORK—On the heels of "Fibber" bringing "Easy Aces" to TV comes news of the web reviving plans to trans-
form another radio property, its "Fibber" daily show.

Jim and Marian Jordan, who
created the celebrated characters,
attended to prepare the series, but
NBC is seeking two semi-stars to play their roles. Live half-hour
would be a 2057 fall entry.

New TV Spot Campaigns—

Continued from page 10

On Rocky Mountain & West Coast Stations

Bueno Ojito, Grove Lake, Lodo Ben-
net & Bannock, (Fort., Part.)

Colorado Springs, Colo.

Continued from page 8

Bueno Ojito, Grove Lake, Lodo Ben-
net & Bannock, (Fort., Part.)

Colorado Springs, Colo.

Continued from page 8

Bueno Ojito, Grove Lake, Lodo Ben-
net & Bannock, (Fort., Part.)

Colorado Springs, Colo.

Continued from page 8

Bueno Ojito, Grove Lake, Lodo Ben-
net & Bannock, (Fort., Part.)

Colorado Springs, Colo.
Lexington, Ky.- 6 TV Stations-24,000 TV houses-Population 111,500.

Lexington Herald-Leader, 315 West Main St., Lexington, Ky. (502) 228-4000. Drug Sales $4,884,000 (956). Operating Income $1,150,000. Average Age: 12.4 years.

1. WLEX-TV, M-F 5:00-11:00 midnight: 41.1 13.6
   2. WLEX-TV, M-F 5:00-11:00 midnight: 41.6 13.8
   3. WLW-T. M-F 5:00-11:00 midnight: 41.6 13.8
   4. WKRG, M-F 5:00-11:00 midnight: 39.6 13.0
   5. WAVE, M-F 5:00-11:00 midnight: 39.6 13.0
   6. WAVE, M-F 5:00-11:00 midnight: 39.6 13.0
   7. WAVE, M-F 5:00-11:00 midnight: 39.6 13.0
   8. WKRN, M-F 5:00-11:00 midnight: 39.6 13.0
   9. WAVE, M-F 5:00-11:00 midnight: 39.6 13.0

Top Multi-Weekly Shows
1. Superman, WLEX, M-F 6:30-7:00 p.m.: 43.8 14.6
2. The Man From UNCLE, WLEX, M-F 7:00-8:00 p.m.: 43.8 14.6
3. The Andy Griffith Show, WLEX, M-F 8:00-9:00 p.m.: 43.8 14.6
4. Star Trek, WLEX, M-F 9:00-10:00 p.m.: 43.8 14.6
5. The Beverly Hillbillies, WLEX, M-F 10:00-11:00 p.m.: 43.8 14.6
6. The Dick Van Dyke Show, WLEX, M-F 11:00 p.m.-12:00 midnight: 43.8 14.6

Top Syndicated Films
1. Mr. Ed, M-F 7:30-8:00 p.m. (NBC):
2. WAVE, M-F 8:00-9:00 p.m. (NBC):
3. WAVE, M-F 9:00-10:00 p.m. (NBC):
4. WAVE, M-F 10:00-11:00 p.m. (NBC):
5. WAVE, M-F 11:00 p.m.-12:00 midnight (NBC):

Top Syndicated Series
1. The Brady Bunch, WAVE, M-F 7:30-8:00 p.m. (ABC):
2. The Love Boat, WAVE, M-F 8:00-9:00 p.m. (ABC):
3. MASH, WAVE, M-F 9:00-10:00 p.m. (ABC):
4. The Joe Franklin Show, WAVE, M-F 10:00-11:00 p.m. (ABC):
5. The Bob Newhart Show, WAVE, M-F 11:00 p.m.-12:00 midnight (ABC):

For an agreement. There is also a credit agreement, in the line with the Robert L. Lippert Co., 301 W. 42nd St., New York, becoming economically profitable to both stations and TV. Lippert for the past two years has been releasing 2-4 hours a week for his first theater shows and 20 hours after their first theater shows are over.

One of the primary problems in theatrical films is that of the tremendous differential in salary from star to bit player, as well as the large number of actors used. Any formula, therefore, will probably be based upon the gross of the picture rather than original salary. It also means that the average budget of a film is the topbillion dollars, which is more than double the entire budget of a network series. Since an SAG settlement has been reached, screen directors and writers are almost certain to fall in line with the SAG pact in some form, and it is hoped that the pact will undoubtedly have considerable effect on the industry, especially if backed by continuous production and a film network or networks along the lines of NTA. The Pact may even be considerable distance off. It is pertinent to recall that it

Nehi in 2-Market Test via ‘Tracer’

NEW YORK--Nehi Corp., which owns the Nehi Corp., has bought the Tracer brand of soft drinks, and a 2-month market test by both companies starting in Baltimore and Louis

The two bookends are under the Tracer name, and the Tracer market test is the result of much of NTA marketing effort. Neither will be on display in 200 markets, but the agency itself will be in New York.

It was only a year ago that the makers were in court battling not to release any of their product to TV.
C.W. Field Lauds BMI for Promotion of Rural Music

Tennessee's Governor Clement Strong for Folk Biz in Keynote Address

By PAUL ACKERMAN

NASHVILLE — The country music field, in convention here last week at WSM's fifth annual National Disc Jockey Festival, acclaimed Broadcast Music Inc., Inc., for its role in fostering the growth and prosperity of musical Americans. Hundreds of disk jockeys, artists, publishers and songwriters enthusiastically applauded Tennessee Gov. Frank G. Clement as he delivered the convention's key speech on what he termed the "least heat of America." Calling country mu-

C.W., Coming Into Town

The Governor led up to his attack by outlining the development of the country field and relating its association to the American way of life. He mentioned enor-

The Country Music Museum

mous country songs and artists, ranging from the era of Jimmie Rodgers to the present, and he re-

C.W. Collects

marked that thousands in the C.W. field were today enjoying the fruits of their labors.

He added: "This was not always so. ... Prior to 1941 almost all of

the economic rewards for the writing, publishing and singing of some of the best country performers in New York and Holly-

Wood. This situation was due to the fact that the major labels had no interest in country music whatever had existed for new writers, new publishers and new artists other than that small group that installed on tin pan alley in New York. Since 1941 the birth of BMI, this situation has changed radically.

Since 1941, Clement stated, BMI had paid more than $1 million a year business, which

(Music-Herald)
Jazztone Ad
Irks Vanguard, C-C Blushes

NEW YORK — There were some red faces around town last week over the announcement of the cover of the Saturday Review.

An article that appeared on page 31 was in question. According to a source familiar with the situation, a group of people at the Vanguard magazine had decided to drop the magazine because of the way it handled a jazz issue.

The issue, which featured a cover story on jazz, was scheduled to be released last week. However, the magazine was forced to cancel the issue due to the controversy.

The group of people that made the decision to drop the magazine was unhappy with the way the issue handled jazz. They felt that the magazine did not give enough attention to the music and that it was not fair to the musicians.

The source said that the group was working on finding another outlet for the jazz material. They were also considering the possibility of starting a new jazz magazine.

Stein Opera to Be Discontinued by Subscription


The recordings will be distributed by Columbia Records, and subscribers will be able to order them through local record stores. The subscription price is $35 per year, and the first issue will be mailed in January.

The recordings will be produced by the New York Philharmonic, and the orchestra will be conducted by Leonard Bernstein. The soprano will be Marina Mahler, and the tenor will be Thomas Schippers.

There were 2,500 subscriptions taken, 1,500 of which are in New York, and 1,000 in other parts of the country. Subscription copies are advisable in all parts of the country.

This unique approach to disk recording has been initiated by Composers' Recordings, Inc., and will be distributed by the Alliance, which has been putting out works by other composers.

There is a big demand for a long list of music patrons last week, according to the mail order to the opportunity to be billed direct or as a dealer to the consumer's club.

The performance is that which took place at the Phoenix Theater last week, which included "The Streetcar Named Desire," by Tennessee Williams.

Te Groen to Run for Prexy Of Local 47

HOLLYWOOD — Officially an
pronouncing his candidacy for the presidency of AFM Local 47, in
c, Te Groen, after last week's vote
blasted the anti-Filipino administra-
tion and proposed a program for the next four years.

The resolution that the opposition is con-
trolled by noted leader CECIL REID

New York — Executive director Maury
Paul, recording secretary, Composers
(Continued on page 23)

Robertson Wins 'Whistler' Suit

HOLLYWOOD — Robert
Robertson, former president of Song
Music, has been awarded a permanent injunctive and the name of the suit was Harrison v. Robertson.

Harrison and Robertson had a dispute over the use of the "Whistler" theme in a film, "Whistler's Tail." Harrison claimed that Robertson had used the theme without permission, and Robertson claimed that Harrison had used it without permission.

A federal court in Los Angeles ruled in favor of Harrison, awarding him $25,000 in damages. Robertson has agreed to settle the case for $5,000.

D. A. Clinch Hears Record Firm Execs

TALKS ENCOMPASS 'TOP 40' PROGRAMMING. FREE DISKS, IMPORTANCE OF TEEN-AGERS:

NASHVILLE — Attendance at the WSM fifth annual Disk Jockey meeting, last week, was slightly off the usual high, with an estimated 1,500 on hand to attend the sessions. Among the highlights of the event was the presentation of the "Record of the Year" award to the late Frank Sinatra. The award was presented to Sinatra's widow, the late Nancy Sinatra, by the late Frank Sinatra, during a ceremony held in the Hermitage Hotel, where jockeys, broadcasters and executives of record companies were present.

The problem of free records was aired - but without the bitterness of past years. A panel of executives hit the all-time high, with an estimated 1,500 on hand to attend the various sessions. Among the highlights of the event was the presentation of the "Record of the Year" award to the late Frank Sinatra. The award was presented to Sinatra's widow, the late Nancy Sinatra, by the late Frank Sinatra, during a ceremony held in the Hermitage Hotel, where jockeys, broadcasters and executives of record companies were present.

One of the chief items discussed was the matter of free records, which has been a major item of discussion for several years. It was pointed out that the element of free records is an important part of the industry's strategy and is an important element in the relationship between the pop and c.d.e. fields.

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**C&W Deejays Vote To Go Independent**

**NASHVILLE** — The Country Music Disk Jockey Association, meeting here last week in conjunction with WSM's 55th annual National Convention, voted to hold future meetings independently of the yearly WSM event.

Beginning in 1957, the country music disk jockeys have held a mid-year meeting, rotating the convention site each year. Dates set for this year were Buffalo, a Midwestern city still to be selected. Although the convention official stated; the reason the switch was not an impossible one — the continued economic vitality of the deejay organization and WSM.

They expressed the belief that the organization has grown sufficiently in stature in recent years to be able to hold its conventions on its own in the future. Association members said it would still continue to attend future WSM deejay events as individuals.

What made the victory of the music industry would be invited to attend future association meetings as individual members, and various clinics operated in conjunction with the meetings will be held for and by association members.

President Nelson told the gathering:

*Map. Net Spectacular*

In conclusion, in place for an independent convention, the association announced a proposal to stage the 1960 convention in one of the major networks on the Sunday prior to the annual convention.

Negotiations are already under way under one of the music industry figures interested in the idea. President Nelson stated. A major New York booking agency also has signified its willingness to co-operate on the project to stage the event.

The spectacular would stress music, of course, and would feature top artists in the field, all of whom would be paid.

Bud Stadler, general manager, AM and FM, handling arrangements for the spectacle, assisted by Cracker Jack, Inc., the AM and FM association members. The proceeds derived from the spectacular would be directed to the association's treasury.

**Annual Awards**

At the Saturday meeting, association members also voted to take two awards annually, one for the top country and western artist of the year and a second to determine the person contributing the most to country and western music.

It was also decided to permit members to their own country and music field, other than deejays, to join the association as associate members.

The committee also voted that plans for associate members would be presented to the board of directors. Regular association dues are $5.

The association officers, Nelson, president; Tommy Sutton, secretary; and Bud Stadler, treasurer, for a three year term. New board members are John Broker, chairman; C. B. Gay, secretary; and Tom Smith, John Bous, Tom Fermainty, Bill Price, Bob Ross and Don January.

**Coral Awards Sales Prizes**

**NEW YORK** — Coral Records has announced winners of the sales contest conducted in conjunction with its fall album program. According to sales chief, Norm Weinstein, the year's contest was one of the most successful in the company's history.

First price, an out-of-town trip for two to a Midwestern city, was won by Ed Lyman, of Melody Distributors, Buffalo, N. Y.

Second, a $1,000 order to be shipped within 90 days by the Buffalo Firm received a polar-bear camera. Other prizes awarded included a phonograph, a watching set, a $100 order of a new release, and a $25 gift certificate for any release.

At the end of the October 21,敞开的 beach of Grant Award, handled the recording sessions.敞开的 membership card. (**NYET SET FALL FORUM**

**NEW YORK** — The board of governors of the New York Associated Records, which met Thursday (8) to discuss topics such as the upcoming meeting of dealers scheduled for December 13 (14). The place of the dealers' meeting was erroneously reported by the Associated Records. The Board of Directors will be held at the Associated Records. The board of governors hopes that the dealers' organization can develop a forum for dealers to discuss group buying and other cooperative suggestions for the betterment of the industry, manufacturers and distributors.

All retailers in the New York area are invited to attend.
Grand Award Records proudly presents

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50th Anniversary

THE GREATEST ALBUM OF POPULAR MUSIC EVER RECORDED!
In Brilliant New High Fidelity!

The album contains two newly recorded 12"—33 1/3 rpm Long Play records—

Beautifully packaged with a special illustrated Booklet showing pictures and stories of "Pop" Whiteman and the stars appearing in this album.

FIRST EDITION:
All First Edition copies will be imprinted with Paul Whiteman's signature. These copies will become much sought-after "Collectors Items"—

Order now from your Grand Award Distributor and be sure to get First Edition copies!

Price: $9.95

Grand Award Record Corporation • KINGSLAND AVENUE, HARRISON, NEW JERSEY
C&W. Field Lauds BMI Push

Continued from page 10

...this from the author of such gems as "Does the Specimen Look Its Flavor on the Bedpost Over Night." This silly brought much laughter.

Clement stated the attack on BMI was no laughing matter, but rather an "insidious and insulting attack.

He concluded: "We need ASCAP, just as we need BMI, but I won't sit back. I want an opportunity to be heard. . . . You publishers, writers, entertainers, agents, broadcasters . . . you can count on me."

Clement Talk

Continued from page 10

...possible to make "mediocre" deals in most foreign countries, while the statutory rate of 3 cents usually prevails in the U.S. For example, one album—recorded abroad and released here this month—features more than 75 tunes—many of them copyrighted by American publishers. It is speculated in the trade that many of the tunes have never been covered here by notice-of-use forms.

Gallico on C&W.

Continued from page 10

Stein, an ASCAP board member, has nothing against BMI. He added that Bernstein has always stressed that BMI was not an enemy of ASCAP, but there was a group of writers, not ASCAP, that had asked the BMI for a "fair shake." Gallico added that BMI was "thoroughly investigating its activities in C&W, and would add to its great prestige further proof in that field, which includes "Last Roundup," "Trail of the Lonesome Pine," "Wagen Wheels" and "The Prisoner's Song."

London's Demo

Continued from page 10

A figure slightly under 100,000 copies, and will sell the set until the supply is exhausted. However, it is believed that this pack-

age will be re-issued next year at the regular $3.65 suggested tag.

During the same week, London will ship its complete cutting of Wagner's "The Flying Dutchman," starring Astrid Varnay, and re-

corded with the Bayreuth Festival cast. Also due is Thaddeus's "Eugénie Grandet," by the National Opera Company of Burladic, Yugoslavia. To follow in a couple of weeks will be a new complete "Trovatore," starring Mario Del Monaco.

Vox Specials

Continued from page 10

Vienna, Jacob Horenstein conducting. Then, for more discriminating Hi-Fi collectors, Vox has spread the same reading of the Beethoven over three sides, and filled out the fourth face with its older taping of the Beethoven Choral Fantasy, with pianist Friedrich Wehner and the Vienna Symphony, the latter Clemens Krauss conducting. This is a de luxe album also, listing ordinarily for $12.95, the "Vor-

prize" price will be $7.05 list.

DYNAMITE!!!

WHEN MY LOVE SMILES

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N.Y., N.Y.

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Experienced in sales, promotion and merchandising, wants position with record company. Would con-


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d to the Billboards, Cincinnati 9, O.
It’ll rock the industry!
It’ll roll up new “Victrola” profits for you!

ELVIS PRESLEY

AUTOGRAPH “VICTROLA” BY RCA VICTOR

Give your customers a record album of top Presley hits — when they buy one of these new "VICTROLAS"

New Elvis Presley helps you sell more RCA Victor record players than ever before! Give his fans what they want — one of these "Victrolas" bearing Elvis’s signature stamped in gold. When they buy the 4-speed model you can give them an album of 8 sensational Presley hits. Or give them an album of 12 songs with the Fabulous "45" model. These are songs that have been proved successful! Some have even sold over a million copies! Included are "Blue Suede Shoes," "Hound Dog," "Don't Be Cruel," "I Want You, I Need You, I Love You."

Both models are lightweight and portable. Each has superb "Golden Throat" tone. Each is finished in rugged simulated blue denim. But hurry! Supplies are limited. Contact your RCA Victor distributor immediately.

AUTOGRAPH SPECIAL NO. 1

$32.95

AUTOGRAPH SPECIAL NO. 2
Portable Automatic 45 "Victrola." Plays almost 2 hours of music with one loading of "45" EP's. Easy to operate, trouble-free. Luggage-style case in rugged simulated blue denim. Model "TP45.

$44.95
Discount plans. ...
We continue to point with pride to the striking fact that, today, nearly 50% of the nation's hit albums are produced by Capitol.

We continue, also, to add exciting new albums to the Capitol catalogue at every opportunity, and to implement our new product with smart packaging, merchandising, and promotion.

Here, then, is a bright array of brand-new album releases, neatly timed for Christmas selling, and destined to push Capitol's hit average even higher!
NEW HIT ALBUMS

**Popular**

- **This Is Sinatra!** ... at his very best with his big single-record hits of the past three years. Selections include "I've Had The World On A String," "Rags," "Young-At-Heart," and "Lover." The Blues"
- **Giant**
- **Lonely Night** "Eddie Calvert. The man with the golden trumpet, England's Eddie Calvert, presents soulful trumpet solos against the rich orchestra of Norrie Paramor on all-time standards.
- **Love Story** "Vladis and His Orchestra. A series of twelve original selections that tell the love story of a young couple... in the glistening strings of the Vladis orchestra.

**Classical**

- **Italia** A vivid program of ten orchestral favorites that reflect all the color and warmth of Italy, land of song. The composers include Tchaikovsky, Mussorgsky, Rossini, Paganini, Offenbach, and others.
- **Buckner** Symphony No. 4. The most popular symphony by Anton Bruckner—his "Romantic" Symphony—is a magnificently sonorous work, and this superbly recorded Steinberg interpretation reveals its full beauty of sound.

**Children's**

- **Jack Benny Plays the Bee**
- **Polka Songs for Children**

**THE ROGER WAGNER CHORAL**

In 3 colorful albums of a new series, the superb Wagner chorale sings children's favorite selections taken from the group's successful full-length recordings. Available on 78 and 45 r.p.m.

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**Les Brown's in Town**

*Here's a bright new collection of the great standards most requested by dancers every time the Band of Remsen goes into action.*

---

**The Tender Touch**

*The band leader of Nelson Riddle with an unusual, warm and sensuous musical album of all-time standards like "Love Letters," "Body and Soul," and "The Touch of Your Lips."*
BY CAPITOL!

YOUR GUY LOMBARDO MEDLEY - Guy Lombardo and His Royal Canadians. For the first time a continuous medley of forty great Lombardo standards - programmed just as Lombardo does on his in-person dates. T-739

SLOW BOAT TO CAPRI - Giuseppe Sodola. His Songs and Guitar. A modern-day troubadour sings the old Neapolitan ballads that he performs in person on the tourist boat between Naples and Capri. T-10011

JOY TO THE WORLD - The Roger Wagner Chorale. The great inspirational Christmas songs incomparably sung by the world's most famous chorale. Selections include "Silent Night," "The First Nowell," "Deck the Halls," "Adeste Fideles." P-8333

JEANNE MARIE DARRE, piano with LOUIS FOURNIER conducting the ORCHESTRE NATIONAL DE LA RADIODIFFUSION FRANCAISE SAINT-SAENS, Piano Concertos Nos. 2 and 4. Two are a delightful variety of modern gay, pensive, triumphant. Mme. Darre captures the concertos' wide range of feeling. T-8038

CHRISTIAN HAGLUND Classical Mexican Waltzes. Recorded in Mexico City: the delightful waltzes of Castro, Villalobos, Rome, and Ponce - Mexico's most popular classical composers - beautifully performed by their country's foremost concert pianist. F-18037

SPANISH GUITAR - David Moreno. Spanish guitar virtuoso Moreno presents a versatile collection of both popular and classical multiple guitar sounds unique in today's market. T-10045

COOL AND SPARKLING - Paul Smith. The "Liquid Sounds" man is back with another set of jazz listening sides sure to keep things cool and joyful. T-729

MERRY CHRISTMAS - Jackie Gleason presents MERRY CHRISTMAS. An exciting collection of Christmas songs featuring a vocal choir with the unforgettable strings of Jackie Gleason. Selections include "White Christmas" and "Jingle Bells." W-758

SLOW BOAT TO CAPRI - Giuseppe Sodola. His Songs and Guitar. A modern-day troubadour sings the old Neapolitan ballads that he performs in person on the tourist boat between Naples and Capri. T-10011

THE STREETS OF PARIS - Luis Mariano and Gloria Lasso. Two of Paris' most popular entertainers sing romantic, novel, and funny songs that have recently been big hits over there. T-56284

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Nearly 50% of the nation's hit albums are produced by Capitol Records.
THE BILLBOARD'S WEEKLY STRONG

Packaged Records Buying Guide

• 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 market areas.

1. CALIFORNIA—Harvey Belafonte — RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY—Sound Track...-Decca DL 8289
3. MY FAIR LADY—Original Cast...-Columbia OL 5900
4. THE KING AND I—Sound Track...-Capitol W 740
5. HIGH SOCIETY—Sound Track...-Capitol W 750
6. ELVIS PRESLEY...-RCA Victor LPM 1254
7. ELVIS—Elvis Presley...-RCA Victor LPM 1382
8. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...-Capitol W 653
9. BELAFONTE—Harvey Belafonte — RCA Victor LPM 1150
10. OKLAHOMA—Sound Track...-Capitol SAD 805
11. SAY IT WITH MUSIC—Lawrence Welk...-Coral CR 7041
12. THE FLATTERS...-Menny Mey 9128
13. FRESHMEN FAVORITES—Four Freshmen...-Capitol T 742
14. THE ELEKTRAC TOUCH—Les Elgart...-Columbia CL 874
15. CAROUSEL—Sound Track...Capitol W 694

• Pop Albums Coming Up Strong

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

1. Ella and Louis.......Ella Fitzgerald and Louis Armstrong Verve MG Y 4003
2. Manchester Tower....Gordon Jenkins Capitol T 706
3. Judy....Judy Garland Capitol T 734
4. Champagne Pops Parade...Lawrence Welk Coral CR 70708
5. Rockin' and Rollin'...Fat Domino Imperial 9099

• Most Played by Jockeys

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

1. HIGH SOCIETY—Sound Track...-Capitol W 750
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...-Capitol W 653
3. THE ELEKTRAC TOUCH—Les Elgart...-Columbia OL 5900
4. ON THE SUNNY SIDE—Four Lads...-Columbia OL 912
5. CALIFOSO—Harry Belafonte...-RCA Victor LPM 1248
6. THAT TOWERING FEELING—Vee Danson...-Capitol OL 912
7. HOWDY—Roy Boone...-Decca DL 8286
8. MISTY MISS CHRISTIE—June Christy...-Capitol T 725
9. WHAT MAKES SAMMY SWING (A SWAY?)—Sammy Kaye Columbia CL 891
10. SWINGIN' FOR TWO—Don Cherry...-Capitol OL 903

• Review Spotlight on...Popular Albums

MOONLIGHT BECOMES YOU (1-132) — Paul Weston Orch. Columbia OL 903

This two-week-olddisk package has been enjoying a steady increase in sales-wise with its last two jazz-styled mood music packages, and it is the only conventional type of music album in the field. This package, which highlights lushly instrumental sentimental treatments of 13 songs, both single and duet, from the picture "Swinging with the Count," contains three selections—the title theme, "But Not for Me," and the much-coveted music from old Spanish musicals. Excellent wax sources for deejays. Eye-catching cover.

Classical Albums

KIACHATURIAN: GAYNE BALLET SUITE, KINABALU, ETC., (1-112) — Philadelphia Orchestra; Eugene Ormandy, Conductor, RCA Victor LPM 1191

Solid sales returns are assured for this package, featuring, as it does, the big name power of Ormandy and the Philadelphia Orchestra and two such popular works. Fine performance on exciting material, with strong appeal to beginning collectors. Colorful cover photo gives good display value.

Jazz Albums

JAZZ AT THE PHILHARMONIC, VOL. 11 — (1-120) — Tony Sclafani, Conductor, RCA Victor LPM 1192

On-staging recordings of the highlights of the 1955 JATP package, complete with appropriate and the von Besses The Boys. The ingredients therefore are familiar to most and this set is "pre-old" to a large extent. The opening "Blues" gives a solo to each of the members of the orchestra, F. Peterson, C. Phillips, L. Young, E. Riz, D. Ellis, D. Gillespie, and L. Jacquet. Following a "Modest Set" (Gagnon and Young) and a "Swing Set" (Jacquet, E. Riz, D. Ellis, Phillips), a ballad medley and an "Esplosione" by Buddy Rich, a side each is given over to Petrenio's trio and to the G. Krupa Quartet. Dealers can order in depth.

THE PAUL DESMOND QUARTET, FEATURING DON ELLIOTT (1-114) — Fantasy 3255

Don Desmond's featured treasured is heard sans Bebop and sans piano. rhythm is limited to bass and drums. Desmond's pure, alvery tone are heard against the velvet background of Don Elliott's mellolono (except for several numbers where he plays trumpet). In this new context, Desmond's horn gives some unexpected colors. In "Sacred Blues," for example, he is unhischated enough to make the whole sound of a solo, and he has used it to good effect. Desmond's is only performance, however. The LP ought to sell to all Beboppers plus some who will be glad to find someone who can throw away. "Primitives" and "smallest" art work cover will prove customers eyes open.

Semi-Classic Albums

WAGZEE BY THE STRAND FAMILY (1-127) — Boston Four on the Strand, Conductor, RCA Victor LPM 2924

When all-time discs are passed around, Straw's always wins in a walk, and this LP is a particularly strong entry in the field. Arthur Finder assumes the leadership of the group and solo by Arthur, Gaynor, Gatewood, and Page. The ingenuity and the idea of packaging selection by the group is more than meets the eye. And three most—Jr., Edwards, and Jones—add a new lease for the listener. An excellent holiday gift item, with wax sale appeal.

• Reviews and Ratings of New Albums

Popular

HEJ, DIG THAT CRAZY BAND....Sun Records (1-121)

This record is a 45-rpm single, with the original song, "Blues," and "Jambalaya." The record is released on Sun Records' label, and is available in both wax and record form. The package is attractively designed, with a black-and-white cover featuring a picture of the band members.

ALBINO: 3 IN 1 (1-122) — Allegro Mino, Conductor, Jazz Impact (or London) Records

This record features three songs by Albinoni: "Aria," "Adagio," and "Capriccio." The recording is made in a classical style, with an orchestra and choir. The record is available in both wax and record form, and is distributed by Allegro Mino Records.

Classical

LYDIA EUBIE: "SINGING WITH THE COUNT" (1-112) — Les Elgart, Conductor, RCA Victor LPM 1191

This record features selective themes from the movie "Swinging with the Count," arranged by Lydia Eubie. The recording is made in a sophisticated style, with a symphony orchestra and choir. The record is available in both wax and record form, and is distributed by the RCA Victor label.

Jazz

JAM SESSION AT THE TOWER...Tower Records (1-127)

This record features a jazz session at the Tower Records store, with various jazz musicians performing. The recording is made in a lively style, with a focus on improvisation. The record is available in both wax and record form, and is distributed by Tower Records.

SOUTH SHORE BLUES (1-121) — Queen Latifah, Conductor, Queen Latifah Records

This record features the hit single "South Shore Blues," performed by Queen Latifah. The recording is made in a soulful style, with Queen Latifah's powerful vocals. The record is available in both wax and record form, and is distributed by Queen Latifah Records.

• Most Played by Jockeys

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

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10. SWINGIN' FOR TWO—Don Cherry...-Capitol OL 903

(Continued on page 29)

(Continued on page 29)
First Album Release

Can't We Be Friends?
Jane Powell
Orchestra conducted by Buddy Bregman

My Baby Just Cares For Me
For Every Man There's A Woman
Imagination • Hooray For Love
I Got It Bad And That Ain't Good
Ev'ry Time • Comes Love
Let's Face The Music And Dance
In Love In Vain
How Come You Do Me Like You Do
Can't We Be Friends
The Things We Did Last Summer

MG V-2023

Verve Records
451 North Canon Drive, Beverly Hills, California
• Reviews and Ratings of New Popular Albums

- Continued from page 26

KINGING. Carey Kelly Smith, sister to music legend James Brown also registers success. "The Killing Floor," a cover version of a classic soul track, is expected to be a hit with DJ's across the country.

NEW YORK TIMES

RAY COMIS (K-127)

"Cincinnati" is an interesting selection of tapes that includes soul, rock, and jazz. The band's talent is evident in their ability to create a unique sound that appeals to a wide audience.

TICKET

High Quality

TICKET

Thursday's Child

"Galileo, Galileo," written by Elizabethan poet John Dowland, is a timeless piece that remains popular in today's music world. The melody is simple yet effective, evoking emotions of wonder and curiosity.

MILLION STORIES

Hilbert Zacharias, Werner Mariar (Rec. 12/3)

"White Lines," the latest LP from "The Million Stories,' features a blend of soul, pop, and jazz. Zacharias's voice is clear and concise, delivering a powerful message through the instrumentals.

MUSIC FOR THE BOY FRIEND

Bill Bailey, "A Day in the Life of A Gentleman," serves as a perfect example of pop music's evolution. The song tells a story that's both relatable and timeless, making it a favorite among fans.

MUSIC FOR THE GIRL FRIEND

"I'll Be There," composed by Artie Shaw (Rec. 4/27)

"I'll Be There," written by Hal David and Burt Bacharach, is a timeless love song that has stood the test of time. The melody is memorable, and the harmonies are perfect.

MUSIC FOR THE BOY FRIEND

"The Commanders, Memphis Tapes (Rec. 12/21)

"Memphis Tapes" is another classic that's sure to be a hit. The band's energy and enthusiasm are infectious, creating a lively atmosphere that's perfect for dance nights.

MUSIC FOR THE GIRL FRIEND

"Dreams," composed by Phoebe Snow (Rec. 12/11)

"Dreams" is a beautiful ballad that's sure to be a hit with fans of all ages. The melody is simple yet soothing, and the lyrics are heartwarming.

LINDA STANFORD

"Our Love is like a flower, it grows and grows until it reaches its full height.

RACKET

More and more, the world of music is becoming a reflection of our own experiences. From the raw energy of rock music to the soothing melodies of classical, there's something for everyone to enjoy.

RECORDS

Everything for complete listening and pleasure.
THE #1 ALBUM FOR THIS HOLIDAY SEASON

MERRY CHRISTMAS
from LAWRENCE WELK
and his champagne music

Selections include:
LET IT SNOW! LET IT SNOW! LET IT SNOW!
I WANNA DO MORE THAN WHISTLE WHITE CHRISTMAS
CHRISTMAS ISLAND
THE CHRISTMAS TOY
SANTA CLAUS IS COMIN' TO TOWN
WINTER WONDERLAND
CHRISTMAS DREAMING
CHRISTMAS COMES BUT ONCE A YEAR
THANKS FOR CHRISTMAS
TWELVE GIFTS OF CHRISTMAS HIGH ON THE HOUSETOP

CRL 57093 EC 82032

FAST SELLING LAWRENCE WELK ALBUMS:

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CRL 57066 • EC 82030
CRL 57068 • EC 82029
CRL 57025 • EC 82019
CRL 57037 • EC 82026
CRL 57041 • EC 82012 • EC 81101

More Fast Selling EXTENDED PLAY SETS:

CRL 57044 • EC 82027 • EC 81134

DEALERS
MAIL THIS ORDER FORM TO YOUR CORAL DISTRIBUTOR

Please rush quantities of LAWRENCE WELK albums:

LP  EP  Selections:
57093 82032 MERRY CHRISTMAS
57011 82020 SPARKLING STRINGS
57023 81101 THE GIRL FRIENDS
57012 8112 THE GIRL FRIENDS
57025 82019 T.V. FAVORITES
57094 82026 SHAMROCKS AND CHAMPAGNE
57088 BUBBLES IN THE WINE
57081 82027 SAY IT WITH MUSIC
57064 81134 SAY IT WITH MUSIC
57066 82020 MADISON SQUARE GARDEN
57067 82004 PICK A POLKA
57068 82029 MOMENTS TO REMEMBER
57078 CHAMPAGNE POPS PARADE

61097 DANCE TIME
61099 T.V.'S TOP SONGS
61109 WALTZES
61110 WALTZES
61120 YOURS FOR DANCING
61128 CHAMPAGNE POPS
61133 MY FAIR LADY
61505 CHAMPAGNE MUSIC
61502 CHAMPAGNE MUSIC
62001 SOUVENIR ALBUM
62005 NIMBLE FINGERS
62014 ON MOONLIGHT BAY

Name __________________________
Address _________________________
City _______ Zone _______
State ___________________________
Goody Plots Worldwide Move

Continued from page 16

made to work out a plan wherein various types of merchandise, such as oranges and other products of the kind, would be sold in the stores instead of the usual cash and carry outlets. Their reason is that the district is the best in the city for wholesale business.

Brotherly Love

Meanwhile, back in the States, Goody disclosed: "We were approached by Philadelphia department stores which was taken to mean that a new outlet might soon be opened here. We add the idea that the people have been quite well received in this city, "were overtaken with a small hemorrhage" when he walked in their stores. In another city go the close scrutiny by Goody reps, it was disclosed.

two other outlets, in the meanwhile, have quietly been opened in

nearby Hackensack and Paramus, N. J. Operated under the banner of the MAS (appel it backwards) and in addition to the Sales Corp., their operations are actually separate departments of the company.

Open only two weeks, the two reportedly have sold a solid material and an additional 50.

Meanwhile, Sam Goodie, of Pittsburgh, Pa., which set off a wave of ambitions for the sale of the company's products, made its first move into the Frog valley metropolitan several weeks ago, is already being hailed as a "model" plan.

On the local scene, according to Goodie, the New York Annex store, seems to have the greatest "strange" in the potential of the new outlet, 'strictly on the basis of the Machine at 1000 a day, of which nearly 40 per cent it is audio equipment.

Freed's Thrill Threat Move

Continued from page 16

December 5th through December 8, and if union regulations permit we will present a live show at the same time in the same house. Albo the film was independently produced by Godfrey Wilson, and 20th Century-Fox, at a cost of $50,000. The film was released by 20th Century-Fox, and 20th Century-Fox, in the late summer and early fall.

In addition to the sales released featuring all 12 player numbers, and 25 minute film to make the films, producer Sobolovsky notes that by policy each record number was presented in its entirety in the picture.

Snapper Music songs, especially written for the film, include "Tra La La La," by Einar Johnson, which became the title theme by Cavallo. "You Can't Catch Me," by<br/>

Modern Joints

Continued from page 16 make up a portion of records of successful performers under exclusive contract with the plaintiffs and others. Undoubtedly some considerable value attaches to the records which have been adopted by the court that the defendants' acts have offended the plaintiff's sales to Metro-Goldwyn-Mayer Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, Inc., the plaintiff's agent, and others, including Wagnall-McGee, In
IT SOUNDS LIKE A MILLION

GOODNIGHT MY LOVE, PLEASANT DREAMS

MOMMY

The McGuire Sisters

CORAL 61748  9-61748

www.americanradiohistory.com
1. Love Me Tender  
By Elvis Presley, Vera Waters—Published by Elvis Presley Music (BMI)  
BEST SELLING RECORDS: E. Prezley, Vic 20-6653.

2. Green Door  
By Doris & Morris—Published by Trinity (BMI)  
BEST SELLING RECORD: J. Lowe, Dec 9660.

3. Just Walking In the Rain  
By Gregg Al Ray—Published by Golden West Method (BMI)  

4. Don’t Be Cruel  
By Oris Rockwell—Published by Elvis Presley & Shailer (BMI)  
BEST SELLING RECORD: E. Prezley, Vic 20-6648.

5. True Love  
By Carl Porter—Published by Boston Hill (ASCAP)  
BEST SELLING RECORDS: Reg Coronel-Gusto Katz, Cap 2355; Vera 3516.

Second Ten  

11. Friendly Persuasion  
By Walser-Tyson—Published by Leo Feist (ASCAP)  

12. Cindy, Oh, Cindy  
By Barrett-Long—Published by E. R. Martin (BMI)  
BEST SELLING RECORDS: V. Martin, Carey 347; E. Feist, Vic 20-6675.

13. Whatever Will Be, Will Be  
(Que Sera Sera)  
By tumbleweed—Published by Artistic Music (ASCAP)  
BEST SELLING RECORD: D. Day, Cap 4706.

14. Hey! Jealous Lover  
By Erlein-Wallace-Wynne—Published by Boston Music (ASCAP)  
BEST SELLING RECORD: E. Smuts, Cap 2352.

15. Allegheny Moon  
By Hoffman-Manning—Published by Ogden (ASCAP)  
BEST SELLING RECORD: P. Page, Mercury 78034.

Third Ten  

21. My Prayer  
By Rowan & Kennedy—Published by Sielmore (ASCAP)  
RECORDS AVAILABLE: P. Ring, Cap 47057; Int. Spero, Dec 24991; M. Lepas, Vic 20-6680.

22. Night Lights  
By Herman-Geisler-Custer-Cross—Published by Burgman, Voss & Cross (ASCAP)  

23. Hound Dog  
By J. Lehrer and M. Sauber—Published by Elvis Presley Music & Lisa Music (BMI)  
RECORDS AVAILABLE: P. Bell-Bellbey, Mercury 79959; E. Prezley, Vic 20-6604; W. Thomas, Parrot 1622.

24. Mama From the Train  
By Irving Gordon—Published by Remick (ASCAP)  
RECORDS AVAILABLE: P. Page, Mercury 78031.

25. Rose and a Baby Ruth  
By Maberry—Published by Stanley (BMI)  
RECORDS AVAILABLE: Carmenty Gristmore, Vic 20-6709; Win. Presley, Vic 20-6709; E. Parton, Dec 3150; G. Hamilton IV, ASCAP-Paramount 7976.

HONOR ROLL OF HITS  
THE NATION'S TOP TUNES  
for survey week ending November 7

HORIZONTAL ROLL OF HITS is a registered trademark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be addressed in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 54, N. Y.

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26. Petticoat of Portugal  
By Michael Dumes-Mel-Michael-Mike Klein—Published by Christopher (BMI)  
RECORDS AVAILABLE: W. Cimarron, Dec 3160; C. Silvani; Barry 3161; P. Privo, Vic 20-6604; R. Vaughs, Dec 1566; D. Jacobs, Coral 61700; F. Eischel, Mercury 79752.

27. It Isn’t Right  
By Robert Meltin—Published by Melody Music (BMI)  
RECORD AVAILABLE: Primo, Mercury 79846.

28. When the White Lilacs Bloom Again  
By Emile-Pearson—Published by Hams, Inc. (ASCAP)  

29. Miracle of Love  
By Rosett—Published by Ryno (ASCAP)  
RECORDS AVAILABLE: G. Gibson, ASCAP-Paramount 7975; W. E. Baker, Dec 3048; D. Rogers, Coral 61708.

30. Any Way You Want Me  
By Artistic-Bemko-Owen—Published by Ross Jangian (ASCAP)  
RECORD AVAILABLE: E. Prezley, Vic 20-6663.

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

www.americanradiohistory.com
RAY ANTHONY
and His Orchestra
DANCING LOVERS
(Theme from The Ray Anthony Plymouth TV Show)
LOVE IS JUST AROUND THE CORNER
Record No. 3593

THE KING SISTERS
WHILE THE LIGHTS ARE LOW
IN HAMBURG
(When The Nights Are Long)
Record No. 3594

KAY CARSON
THERE’S A SHADOW BETWEEN US
THE FELLOW OVER THERE
Record No. 3595

TEX RITTER
GREEN GROW THE LILACS
(From the Walt Disney Picture “Rebecca of Sunnybrook Farm”)
HE IS THERE
Record No. 3599

THE FIVE KEYS
WISDOM OF A FOOL
NOW DON’T THAT PROVE I LOVE YOU
Record No. 3597

TOMMY LEONETTI
TEARS FOR SOUVENIRS
WHEN LOVE GETS A HOLD OF YOU
Record No. 3590

BOB ROUBIAN
COME ON HOME
PAULINE, PAULINE, PAULINE
Record No. 3584

THE JODIMARS
CLARABELLA
MIDNIGHT
Record No. 3588

THE CUES
WHY
PRINCE OR PAUPER
Record No. 3582
WAKE TO MUSIC PROMOTION
SPARKS TIME SALES ON
DISK JOCKEY PROGRAMS
Wake to Music Month has mushroomed into a sales bonanza for disk jockeys and radio stations

Disk Jockeys
Keep the Cash
Register Ringing
Radio stations are finding sponsors to tie-in with the Wake to Music promotion on every business street in town—appliance stores, department stores, music stores, hardware stores, public utilities, everyone who sells clock-radios. Co-op money from clock-radio manufacturers and distributors, plus store money from store advertising budgets are boosting time sales to new highs. The Wake to Music activities are building listening audiences, too.

Wake to Music Proved Success in Similar Promotions

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

20-25 Sponsors for Each 2-hour Show
WDWT, Ashland, Wisconsin, reports they built to approximately 20-25 sponsors for their 6-8 a.m. show, featuring Wake Up Idea.

240 Sponsored Spots in One Month
Using 20,000 lines of newspaper advertising to introduce "Wake Up New England to Music on Clock-Radio," WWDH, 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.

The More Clock-Radios, the More Listeners
KLBS, Mountain Grove, Mo., plugs the line "Give a Clock-Radio for Christmas and Wake Up Every Morning with KLBS..." reasons that "the more clock-radios, the more listeners."

LATE FLASH...
Wake to Music Month Huge Success
Day-to-day reports indicate that hundreds of radio stations from New York to California are cashing in on Wake to Music. Sponsored spots for some stations will be close to 5000 for the month. Sustaining radio spots are running from 3 to 28 a day.

WAKE sells 75 Spots a Day
WAKE, Atlanta, has sold a complete Wake to Music promotion to a local clock-radio distributor. Sponsor picks up the clock for 75 spots daily. Promotion includes banners across principal streets, selecting Miss Wake to Music, and WAKE disk jockey stunt, such as giving away records on street corners while dressed in pajamas and nightcaps.

Telechron Timers
Push Wake to Music Month
Many clock-radio manufacturers use Telechron Timers. These turn on the radios that wakes listeners to disk jockey music. The makers of Telechron Timers are publicizing Wake to Music Month in their advertising.

Columbia recording artists are featured in the Telechron Timer Nov. 17 Post ad promoting "Wake to the Music of the Stars with a Clock-Radio."

FREE
Merchandising Helps
Write, wire or phone for details and full information on Wake to Music Month. Telechron Timers, Clock and Timer Department, General Electric Co., 18 Homer Ave., Ashland, Mass.
15486 — THE GREEN DOOR — JIM LOWE
15490 — FRIENDLY PERSUASION — CHAINS OF LOVE — PAT BOONE
15507 — CONFIDENTIAL — JAIL BIRD — SONNY KNIGHT
15503 — AUCTIONEER
I FELL IN LOVE WITH A PONY TAIL — LE ROY VAN DYKE
15509 — SOLITUDE — NICKELODEON TANGO — JOHNNY MADDOX
15511 — NO REGRETS — UNTIL YOU'RE MINE — THE HILLTOPPERS
15501 — PLEASE DON'T LEAVE ME — STILL — THE FONTANE SISTERS
15481 — THE FOOL — SANFORD CLARK
15497 — ONE MINT JULEP
I'M WAITING FOR SHIPS THAT NEVER COME IN — MAC WISEMAN
1286 — HONKY TONK TEARS
LET THE WHOLE WORLD TALK — JIMMY NEWMAN
15489 — KA-DING-DONG
INTO EACH LIFE SOME RAIN MUST FALL — THE HILLTOPPERS

JUST RELEASED—ALREADY HITTING
15513 — ROCKY MOUNTAIN ROSE
NOW YOU'RE IN MY ARMS — SHOOKY LANSON
15514 — CREOLE LOVE CALL — SWEET LEILANI — BILLY VAUGHN
15515 — MY HEART BELONGS TO YOU — ORANGE BLOSSOMS — GALE STORM
15516 — A CHEAT — USTA BE MY BABY — SANFORD CLARK

BRAND NEW RELEASES
15512 — LOVE A LA MODE — NO STONE UNTUNED — RAY JOHNSON
15517 — SINCE I MET YOU BABY — I'LL BE WAITING FOR YOU — MOLLY BEE
15518 — THE PINK PANTHER — YOUR REASON — THE TADS
15519 — THE POOR LITTLE DOOGIE
IF YOU LISTEN WITH YOUR HEART — THE SCHOLARS
15520 — ONCE UPON A SUMMERTIME
LET THERE BE PEACE ON EARTH — CHAMP BUTLER

BEST SELLING ALBUMS
DLP-3030 — "HOWDY" — PAT BOONE
DLP-110 — EDDIE PEABODY
DLP-3012 — PAT BOONE
DLP-3023 — "THE BANJO WIZARDRY OF EDDIE PEABODY"
DEP-1053 — "PAT ON MIKE" — PAT BOONE
DEP-1054 — "FRIENDLY PERSUASION" — PAT BOONE

Dot Records, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO 3-4181
The Nation's Best Selling Records
"CREOLE LOVE CALL"

"SWEET LEILANI"

Billy Vaughn

#15514
NOVEMBER 17, 1956
THE BILLBOARD
MUSIC-RADIO 37

GALE STORM
MY HEART BELONGS TO YOU
ORANGE BLOSSOMS
#15515
Watch the New Gale Storm Show
"OH! SUSANNA"
every Sat. night • 9 p.m. EST • CBS-TV

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

www.americanradiohistory.com
**Best Sellers in Stores**

For survey week ending November 7

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LOVE ME TENDER (BMI)</td>
<td>Elvis Presley</td>
<td>Liberty</td>
<td>1</td>
</tr>
<tr>
<td>2. BABY IT'S YOU (ASA)</td>
<td>Frank Sinatra</td>
<td>RCA</td>
<td>2</td>
</tr>
<tr>
<td>3. I'LL BE GOOD TO YOU</td>
<td>Tony Bennett</td>
<td>RCA</td>
<td>3</td>
</tr>
<tr>
<td>4. TONIGHT YOU BELONG TO ME</td>
<td>Bing Crosby</td>
<td>Columbia</td>
<td>4</td>
</tr>
<tr>
<td>5. LILACS IN THE DOONIN</td>
<td>Billie Holiday</td>
<td>RCA</td>
<td>5</td>
</tr>
</tbody>
</table>

**Most Played in Jake Boxes**

For survey week ending November 7

<table>
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<th>Label</th>
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<tbody>
<tr>
<td>1. GREEN DOOR (BMI)</td>
<td>Elvis Presley</td>
<td>Liberty</td>
<td>1</td>
</tr>
<tr>
<td>2. BLUE SUEDE CANVAS</td>
<td>Gordon MacRae</td>
<td>RCA</td>
<td>2</td>
</tr>
<tr>
<td>3. JUST WALKING IN THE RAIN (ASCAP)</td>
<td>Ray Price</td>
<td>RCA</td>
<td>3</td>
</tr>
<tr>
<td>4. HONKY TONK (Parts I &amp; II)</td>
<td>Buddy Doggett</td>
<td>Columbia</td>
<td>4</td>
</tr>
<tr>
<td>5. CANADIAN SUNSET (BMI)</td>
<td>Hank Snow</td>
<td>RCA</td>
<td>5</td>
</tr>
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</table>

**Most Played by Jockeys**

For survey week ending November 7

<table>
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<td>Elvis Presley</td>
<td>Liberty</td>
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</tr>
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<td>4</td>
</tr>
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<td>5. CANADIAN SUNSET (BMI)</td>
<td>Hank Snow</td>
<td>RCA</td>
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</tbody>
</table>

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**Noel's Week Chart**

Week of November 7

<table>
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<td>RCA</td>
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**Billboard's Music Popularity Charts**

November 17, 1956

<table>
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<td>CANADIAN SUNSET (BMI)</td>
<td>Hank Snow</td>
<td>RCA</td>
</tr>
</tbody>
</table>
It's Another Big Hit For

GEORGIA GIBBS

'TRA LA LA'

MERCURY 70998

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS
THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS

NOVEMBER 17, 1956

THE TOP 100

For survey week ending November 7

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

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested Information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
Over 1 million — going strong

"BLUEBERRY HILL"

"I'M IN LOVE AGAIN"

Over 1 million

"WHEN MY DREAMBOAT COMES HOME"

"PLEASE DON'T LEAVE ME"

Over 1 million

A Winner in all Polls!

My most sincere thanks to all the guys and gals — the DJ's who have made all of this possible

Fats Domino

Exclusive on

Imperial Records

 Appearing in 2 Great Motion Pictures
American International Production
"SHAKE, RATTLE & ROCK"
and
the 20th Century Fox Picture
"THE GIRL CAN'T HELP IT"

Tour Direction
Jack Archer
Shaw Artists Corporation
565 Fifth Ave., New York City
Public Relations
Marvin Drager
**Territorial Best Sellers**

For survey week ending November 7

**Cities and Songs**

- **Atlanta**
  - Love Me Tender, E. Presley, Vic.
  - Singing in the Rain, G. Mitchell, Col.
  - Connie Stevens
  - Elvis Presley, R. Crooks & Kelly, Cap.
  - Tonight You Belong to Me
  - Cindy, Oh, Cindy, E. Fisher, Vic.

- **Baltimore**
  - Love Me Tender, E. Presley, Vic.
  - Singing in the Rain, G. Mitchell, Col.
  - Just Walking in the Rain, J. Ray, Col.
  - Green Door, J. Love, Dot
  - Rose and a Baby Ruth
  - Cindy, Oh, Cindy, V. Martin, G.
  - True Love, R. Crooks & Kelly, Cap.
  - Blackberry Hill, F. Domino, Imp.

- **Boston**
  - Love Me Tender, E. Presley, Vic.
  - True Love, R. Crooks & Kelly, Cap.
  - Rose And A Baby Ruth
  - G. Harrison, Dot
  - Green Door, J. Love, Dot
  - Cindy, Oh, Cindy, V. Martin, G.
  - Patience
  - Blackberry Hill, F. Domino, Imp.

- **Buffalo**
  - Love Me Tender, E. Presley, Vic.
  - Green Door, J. Love, Dot
  - Friendly Persuasion
  - R. Crooks & Kelly, Cap.
  - Blackberry Hill, F. Domino, Imp.

- **Chicago**
  - Green Door, J. Love, Dot
  - Love Me Tender, E. Presley, Vic.
  - Just Walking in the Rain, J. Ray, Col.
  - Hunsey Tool, R. Daggs, Kay
  - City of Angels, Highlights, N.
  - Cindy, Oh, Cindy, V. Martin, G.
  - True Love, J. Powell, Vic.
  - Blueberry Hill, G. Mitchell, Col.

- **Cincinnati**
  - Green Door, J. Love, Dot
  - Love Me Tender, E. Presley, Vic.
  - Don’t Be Cruel, E. Presley, Vic.
  - True Love, R. Crooks & Kelly, Cap.
  - Connie Stevens
  - Hunsey Tool, R. Daggs, Kay
  - Garden of Eden, J. Vinton, Vic.

- **Cleveland**
  - Love Me Tender, E. Presley, Vic.
  - Singing in the Rain, G. Mitchell, Col.
  - Don’t Be Cruel, E. Presley, Vic.
  - True Love, R. Crooks & Kelly, Cap.
  - Connie Stevens
  - Hunsey Tool, R. Daggs, Kay
  - Garden of Eden, J. Vinton, Vic.

- **Dallas-Fort Worth**
  - Green Door, J. Love, Dot
  - Love Me Tender, E. Presley, Vic.
  - Don’t Be Cruel, E. Presley, Vic.
  - Hunsey Tool, R. Daggs, Kay
  - Just Walking in the Rain, J. Ray, Col.
  - True Love, J. Powell, Vic.
  - True Love, E. Crooks & Kelly, Cap.

- **Denver**
  - Love Me Tender, E. Presley, Vic.
  - Don’t Be Cruel, E. Presley, Vic.
  - Singing in the Rain, G. Mitchell, Col.
  - Hunsey Tool, R. Daggs, Kay
  - Just Walking in the Rain, J. Ray, Col.
  - True Love, E. Crooks & Kelly, Cap.

- **Detroit**
  - Green Door, J. Love, Dot
  - Stayin’ in the Rain, G. Mitchell, Col.
  - Love Me Tender, E. Presley, Vic.
  - Blueberry Hill, F. Domino, Imp.
  - Tonight You Belong to Me
  - True Love, E. Crooks & Kelly, Cap.

- **Kansas City**
  - Love Me Tender, E. Presley, Vic.
  - Singing in the Rain, G. Mitchell, Col.

---

(Continued on page 44)
BARRY GORDON

Sings

I LIKE CHRISTMAS

(I LIKE IT! I LIKE IT!)

Orchestra and Chorus Conducted by ART MOONEY

MGM 12367
K12367

M·G·M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
score a direct hit... with
your record label!

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most of the independent-label discs
that hit... yet it costs no more.

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Victor line you up with the target
at no extra cost:

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  fifty years' experience!
• vast facilities— newest equipment
to service every need!
• individual attention for all
  clients — big or small!
• a strategically located plants—
  East, Midwest, and West—assuring
fast, on-time deliveries plus
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sure! Call RCA Victor Custom
Record Sales — today!

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125 East 56th Street, New York 10, N.Y. — (FAX) 682-6700 • 415 E. Lake Shore Drive,
Chicago 11, Ill. — (FAX) 312-313-3131 • 1311 N. Beverley Avenue, Hollywood 38, Calif.
(LOCATION 6160) • 1353 McCarren Street, Montreal 3, Que. — (LOCATION 5-6451) • In
Canada, call Record Department, RCA Victor Company, Ltd., 1410 Lincoln Street,
Montreal, Quebec. For information concerning other foreign countries, write to those
RCA International Offices, 28 Rockefeller Plaza, New York 20, N.Y. — (LOCATION 6-8404)

• Tunes With Greatest Radio-TV Audience

Texas, listed alphabetically, have the greatest audiences on network
station programs in New York, Chicago and Los Angeles. Lists are
based on the show G. Passmore's copyrighted Audience Coverage Index.

Radio
Television

A House With Love In It (7-E) — ASCAP
"to the Top 10"

A House With Love In It (7-E) — ASCAP

American Theatre (O) — Bruce—ASCAP
Baby Doll (1) — Funky—ASCAP
Blueberry Hill (1) — Chappel—ASCAP
Canadian Sunset (1) — Merill—BMI
Cindy, Oh, Cindy (1) — E. B. Marks—BMI
SFM

Berliner, Peer (1) — Funky—ASCAP
Girl (1) — Williamson—ASCAP
Gross Door (1) — Funky—ASCAP
I Could Have Danced All Night (4) — Smart—ASCAP
1 Can't Envy Anyone About You (1) — Forgie—BMI
P.S.—Chappel—ASCAP
But in Tone (1) — Strein—ASCAP
Just Walking in the Rain (1) — BMI
1 la Colombe (1) — Critter—ASCAP
Love You Later (1) — Forgie—BMI
Margaret From the Train (1) — Forgie—BMI
Never Leave Me (1) — Lewis—BMI
Night Light (1) — Brennan, Vokes & Co.—BMI
One Note Where Tea Lies (1) — Chappel—ASCAP
Pretoria of Portugal (1) — Christopher—BMI
Turn Me to the Rugby (1) — Vokes & Co.—ASCAP
True Love (1) — Rogers—BMI
When the White Elephants Are Again (R) — BMI
You Can't Run Away From It (1) — Forgie—ASCAP
Cynthia Flor—ASCAP

Montreal, Canada—New World (Canada)
in the Middle of the House—John Fields (Chappel—ASCAP)
You Are My Love—Gourvish (Canada)
When Mexico Gave Up the Rattles— Pete (Canada)
Serenade—Brom—BMI
If You Are My Baby (Television) (BMI)
For The Benefit of Two Millionaires (BMI)
The Fountain—Brom—BMI
The Green Door—Francis Day (Television)
Mr. Lucky—Frank (BMI)
Until They Gave Us the House—BMI
In the Land of the Empty—BMI
It's the Only Way—BMI

• Best Selling Sheet Music in Britain

[For Week Ending November 31]
A charted report from the Music Publishers' Association, Ltd.,
London. It is based upon their weekly survey of England's
music dealers. American publishers in parentheses.

Week

1. WOMAN IN LOVE—Frankie Laine (Philips)...
2. HOUND DOG—Elvis Presley, etc.
3. JUST WALKING IN THE RAIN—Jimmie Rodgers (Phil)
4. MY PRAYER—The Parrots (Remick)
5. ROCKING THROUGH THE EYE—Bill Haley Combos (Brunswick)
6. MORE—Henry Young (Sonora)
7. WITHOUT A STRUGGLE—Billie Holiday (Brunswick)
8. GIDDY UP—Dion—Don (Phil)
9. I'M SICK OF...—Paul Anka (Brunswick)
10. MAKE IT A PARTY—Winifred Atwell (Decca)
11. WALK ME OR THE THREE WIVES NO TERROR—Robby (Rhythm)

Week

1. WOMAN IN LOVE—Philip (Philips)...
2. HOUND DOG—Elvis Presley, etc.
3. JUST WALKING IN THE RAIN—Jimmie Rodgers (Phil)
4. MY PRAYER—The Parrots (Remick)
5. ROCKING THROUGH THE EYE—Bill Haley Combos (Brunswick)
6. MORE—Henry Young (Sonora)
7. WITHOUT A STRUGGLE—Billie Holiday (Brunswick)
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9. I'M SICK OF...—Paul Anka (Brunswick)
10. MAKE IT A PARTY—Winifred Atwell (Decca)
11. WALK ME OR THE THREE WIVES NO TERROR—Robby (Rhythm)

• Best Selling Pop Records in Britain

[For Week Ending November 31]

Week

1. WOMAN IN LOVE—Frankie Laine (Philips)...
2. HOUND DOG—Elvis Presley, etc.
3. JUST WALKING IN THE RAIN—Jimmie Rodgers (Phil)
4. MY PRAYER—The Parrots (Remick)
5. ROCKING THROUGH THE EYE—Bill Haley Combos (Brunswick)
6. MORE—Henry Young (Sonora)
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Week

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9. I'M SICK OF...—Paul Anka (Brunswick)
10. MAKE IT A PARTY—Winifred Atwell (Decca)
11. WALK ME OR THE THREE WIVES NO TERROR—Robby (Rhythm)

• Territorial Best Sellers

Seattle
1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Love, Det
5. Don't Be Cruel, E. Presley, Vic.
6. I Walk the Line, J. Cash, Sun

Toronto
1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Love, Det
3. The Time of My Life, R. Stevie, Col.
4. Don't Be Cruel, E. Presley, Imp.
7. Cindy, Oh, Cindy, V. Martha, Clp.
9. Twelve Little Boys Belong to Me, J. Patrice & Partners, Ltd.

• Continued from page 42
### CURRENT AND BIG!

<table>
<thead>
<tr>
<th>9748</th>
<th>9751</th>
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<tbody>
<tr>
<td>NEVER LEAVE ME</td>
<td>JUST KISS ME</td>
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<tr>
<td>c/w</td>
<td>c/w</td>
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<td>Comme Ca</td>
<td>Don’t You Remember</td>
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<tr>
<td>DICK ROMAN</td>
<td>JOAN SHAW</td>
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<tr>
<td>CHAPERONE</td>
<td>I’VE GOT A RIGHT TO CRY</td>
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<td>and</td>
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<td>IF’N</td>
<td>SODA POP HOP</td>
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<td>RICHARD HAYES</td>
<td>EYDIE GORMÉ</td>
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<td>THE PIANO TUNER</td>
<td>A ROSE AND A BABY RUTH</td>
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<td>c/w</td>
<td>c/w</td>
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<td>Hoop Doodly Baby</td>
<td>If You Don’t Know</td>
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<td>THE ROVER BOYS</td>
<td>GEORGE HAMILTON IV</td>
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<tbody>
<tr>
<td>AROUND THE WORLD</td>
<td>ROCKIN’ and ROLLIN’ ITS WAY THROUGH THE ROOF!</td>
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<tr>
<td>From the Motion Picture in Todd A-O “Around The World In 80 Days” c/w</td>
<td>It’s My Way and ALL I CAN DO IS CRY</td>
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<tr>
<td>Everybody Loves Pierre</td>
<td>WAYNE WALKER</td>
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<tr>
<td>DON COSTA</td>
<td>His Orchestra and Chorus</td>
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### FOUR NEW ONES TO WATCH!

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<tr>
<th>9749</th>
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<tr>
<td>DON’T TRADE YOUR LOVE FOR GOLD</td>
<td>WRITE TO ME</td>
<td>BROKEN PIN and LONELY WINTER</td>
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<tr>
<td>c/w</td>
<td>and</td>
<td>c/w</td>
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<tr>
<td>All That Is Left Of Your Love</td>
<td>THE GAUCHO SERENADE</td>
<td>DAMITA JO</td>
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<tr>
<td>JOHN LESLIE</td>
<td>STEVE GIBSON and the REDCAPS</td>
<td>FREDDIE MONTELL</td>
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<td>BROKEN PIN</td>
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<td>MARACAIBO</td>
<td>LONELY WINTER</td>
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<td>BERNIE WAYNE</td>
<td>FREDDIE MONTELL</td>
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**Recent Pop Releases**

**Coming Up Strong**

The Billboard's weekly survey of top music dealers' sales indicates these recent releases are paving sales strength and have the best chance of hitting Billboard's best-seller chart.

1. **Mama From the Train**  
   **Patti Page**  
   (ASCAP) Mercury 70971

2. **Two Different Worlds**  
   **Don Rondo**  
   (ASCAP) Jubilee 5256

3. **Mutual Admiration Society**  
   **Teresa Brewer**  
   (ASCAP) Coral 82757

4. **Slow Walk**  
   **Silt Austin**  
   (BMI) Mercury 70963

5. **Petticoats of Portugal**  
   **Dick Jacobs**  
   (BMI) Coral 61724

6. **Moonlight Love**  
   **Perry Como**  
   (ASCAP) RCA Victor 6670

7. **Jamaica Farewell**  
   **Harry Belafonte**  
   (ASCAP) RCA Victor 6683

8. **Just in Time**  
   **Tony Bennett**  
   (ASCAP) Columbia 46770

9. **Since I Met You, Baby**  
   **Irvy Joe Hunter**  
   (BMI) Atlantic 1111

10. **Rock-a-Bye Your Baby**  
    **Jerry Lewis**  
    (ASCAP) Decca 30124

---

**This Week's Best Buys**

Special notices report a few hot record releases that have broken out in one or more key areas. They do not yet have widely enough sales strength to show in Billboard's national survey and therefore do not now a "Coming Up Strong" listing.

**Since I Met You, Baby**  
(Progressive, BMI—Irvy Joe Hunter—Atlantic 1111) — This disk has been amazing solid pop and z.d.b. support in the past two weeks and now looks like a sure thing in the national market. It is strong in both categories in Los Angeles, New York, Boston, Pittsburgh, Cleveland, Detroit, Nashville, Durham and other cities. Flips are "You Can't Stop This Rocking and Rolling." (Progressive, BMI). A previous Billboard "Spotlight" pick.

**Rock-a-Bye Your Baby**  
(Mills, ASCAP)—Jerry Lewis—Decca 30124—Lewis’s first Decca release has been a surprisingly fast mover from the time of its release. It is now selling well enough in a majority of the important sales areas to give it good chart potential. Flips are "(Come Rains or) Come Shine" (Dolly/Massey, Brown & Henderson, ASCAP).

**Jamaica Farewell**  
(Shant, ASCAP)—Harry Belafonte—RCA Victor 6683—For Belafonte this is his first big single hit in sometime, his brilliant performance on the LP charts notwithstanding. Boston, Providence, New York, Chicago, Los Angeles, Indianapolis, and St. Louis are representative cities that indicate a swelling tide of orders. It is possible, and even likely, that it could attain the top 25. Flips are "Once Was" (Shant, ASCAP). A Billboard "Disk Jockey Programming" pick.

**I'm Free**  
(Vereenique, ASCAP)—Al Hibbler—Decca 30100—With Hibbler's last hit still fresh in memory, "I'm Free" has had easy shedding. Consumer interest has been reported to be unusually high in the eastern seaboard areas (Boston, Providence, New York, Philadelphia, Baltimore) and it is also piling up good sales reports in Minneapolis, St. Louis, Pittsburgh and other Middle Western cities. Flips is "Nightfall" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

---

**Tips on Coming Tops**

**Review Spotlight on...**

**Pop Records**

**11. THE McGUIRE SISTERS**  
*Goodnight, My Love, Pleasant Dreams*  
(Quintel, BMI)

**12. THE SISTER TRIO**  
*The Fool Smooch Has This Side in a Similar Way, with the Second Amendment Forces in Back of His Talk*  
(ASCAP)

**13. THE MONEY TREE**  
*Bye Baby*  
(Kob, BMI)

---

**Reviews and Ratings**

**Sanford Clark**

**A Chest**  
(DOT 1957—Non-charting)

**Johnny Maddox**

**Solitude**  
(ASCAP)

---

**Catchy theme, smartly produced for a most spriitfuly side. (Berlinua, BMI)**

**Judy Costo**

**Around the World**  
(ASCAP)

---

**Everybody Loves a Parrot**  
(ASCAP)

---

**Eddie Fontaine**

**I'm Sure**  
(ASCAP)

---

**Continued on page 40**
8 single reasons for solid sales from RCA Victor

THE AMES BROTHERS
I SAW ESAU
c/w
THE GAME OF LOVE
(from the Broadway production, "Happy Hunting")
with Hugo Winterhalter's Orchestra and Chorus
20/47.6720

MITCHELL AYRES
GUAGLIONE
c/w
THE AWAKENING OF PEDRO
20/47.6729

JIM EDWARD, MAXINE & BONNIE BROWN
A MAN WITH A PLAN
c/w
JUST-A-LOT OF SWEET TALK
20/47.6730

MARTHA CARSON
GET THAT GOLDEN KEY
c/w
HE WAS THERE
20/47.6724

STUART HAMBLEN'S ORCHESTRA
DESERT SUNRISE
c/w
THE WHISTLER'S DREAM
20/47.6714

TONY MARTIN
THIS MUCH I KNOW
(from the Broadway production, "Happy Hunting")
c/w
LONELY WINTER
20/47.6731

HENRI RENÉ
LOVE ME TENDER
c/w
THE LITTLE WHITE HORSE
20/47.6728

HANK SNOW,
The Singing Ranger and his Rainbow Ranch Boys
STOLEN MOMENTS
c/w
TWO WON'T CARE
20/47.6715

Your customers will hear these New Orthophonie High Fidelity recordings best on an RCA Victor New Orthophonie High Fidelity "Victrola"®

America's favorite speed... 45 RPM

Copyrighted material
• Reviews of New Pop Records

M-G-M: 1272.50 cash arranged permit of a highly illuminating piece of pop material. Should get a strong response reception (Annenberg, ASCAP). Holiday for Teemstance, 79. Looks like a chance to step into the perfume. Holiday for Stringers, 79, with a very similar flavor and sound. "Stress" by Elektra, 79, and Jacks will do well over the whole country. (Rose, ASCAP)

THE ROVER BOYS
Whapit Down. Rosy Side
ABC-PARAMOUNT: 945. — Another is the department. SBnachs: "One Song" aboard that's just right. Almost enough to be dangerous. Despite material, the singer's pretty easy to spot. Should be watched. (Chawness, ASCAP)

The Piano Tunes, 73
This is all about tuning the piano. "Piano Tunes" are designed to have just enough of something else that was not popular earlier this year. (Belle, BMI)

JOAN SHAW
Don't You Remember
ABC-PARAMOUNT: 945. — Here's a powerful singer with an excellent chord back up his backing. Girl really sells this with all sorts of offers which are plenty. Should be quite a hit. (Fay, BMI)

Vera Lee
I Cried, 77
A lot of the material is just too sad. Kitchen's enthusiasm is more than enough. The stock and roll backing is heavy. (Chawness, BMI)

BELLE VAUGHEN ORK
Sweet Love Story
D.O.T: 4508. — Vaughn makes a strong bid for an "Old Fashion" song on the nation's notice boards with this bright-weather theme. Featuring voices, piano, guitar, etc. (Jablonsky)

Crewe Love Call, 77
The very simple "Elders" opens up with a note of urgency, but will work more of a note and roll beat that could appeal to many jocks and dancers. (Mills, ASCAP)

THE NATURALS
When River Street Is Free
Filling Fairly in Brazil, 76
M-G-M: 1272.50. — The mixture off a study arranged song version of the same tune, also would by suitable for radio. "Breakfast Sausage" by eleven singer can this get a good start. (Chawness, ASCAP)

Eve's.., 78
A special plan on the country disc.

• continued from page 48

Climbing to No. 1
DON RONDO
TWO DIFFERENT WORLDS
Jubilee 5216
JUBILEE RECORDS
1000 Broadway, New York City

55. JUBILEE'S NEWEST
AND MOST COMPLETE
ONE STOP
45's... 60c
78's... 85c
E & P's... 2.98
L.P.'s... 9.98
JUBILEE'S MUSIC CENTER
1000 Broadway, New York City
OPEN 7 DAYS A WEEK

A SMASH!
R. B. KING
"ON MY WORD OF HONOR"
479
PM RECORDS
82 W. 43rd. N.Y. 19

RECORD PRESSINGS
33's-1/2-3/4-PCS.
10"-12"-16"-12"-16"-16"-16"-16"-16"-16"
SONGCRAFT, INC.
145 Broadway, New York 3, N. Y.

SINGER ONE-STOP
1131 WEST CHICAGO AVE., CHICAGO, ILL.
(AALL PHONES: Humboldt 6-5254)
MIDWEST'S LARGEST ONE-STOP
54 ABOVE COST
FREE TITLE STEPS TO OPERATORS

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1351 March 79th Street
Chicago 13, Illinois
(Aarons 4-5000)

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Postpaid to any subscriber in the U.S. or to the Billboard for the full year ($2.00). I enclose $12 payment (except $1 an single copy rates). □ payment enclosed □ 18 mo. □ 6 mo. □
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The Billboard's Music Popularity Charts... POP RECORDS

BREAKING BIG IN MARKET
AFTER MARKET
ACROSS THE NATION

14
Year Old Sensation

Breaking Big in Market
After Market
Across the Nation

b/w DON'T EVEN CHEAT

Candlelight #1005

Candlelight Records
1650 Broadway
New York, N. Y.
SALEM HAS A HIT

"...IN THE MOOD FOR A SONG?"

featuring

CORKY SHAYNE

with the

Johnnie Pale Quartet

Salem SLP #1

(A swinging LP)

Salem 64 W. Randolph St.

RECORDS INC.

Chicago 1, Illinois

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DEALERS!

Increase Profits...

Increase Sales...

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

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK, TWICE A MONTH OR MONTHLY

It's a colorful 4-page folder (6½x8½") per page that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Jazz and Calendar long play albums. It also lists best selling Country & Western and Rhythm & Blues records.

Each tune name, address and telephone number will be imprinted free on such a copy of today's top tunes.

They are ready to be mailed to your customers and bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your下回送信する予定です

MERCHANDISING DIVISION

The Billboard

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Trial order

Send me:

50 copies, $1

Every other week

100 copies, 2

Monthly

250 copies, 3.50

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

Store Name:

Address:

City & State:

Phone:

(Continued from page 49)

JACKIE PARKER

Don't Hurt the Child

Don't Hurt the Child

MERCURY '901-A rather unpretentious but

diatonic ballad which has a nice enough tune, but

may not be enough to hold a listener. (Elsewhere: 

Brockwood, E
g

Tell Me She's Mine

Tell Me She's Mine

Another soft, easy-going melodic ballad with

some warmth and feeling by Paris. (Random, B
g

BOB THOMPSON ORK

Smile the First, Cry the Last

Smile the First, Cry the Last

Hello! from the Western film of the same name means the

ostensibly the theme of the film's opening sequence and a

plaguer of Western music. "Half a Mind" (Gong, UK) also

Covers, Old Guy...78

The interesting nature of "Darrin Vanber" as a musical, sensitive re

For details, (Fresh, King, E)

I GET A SAVAGE

I GET A SAVAGE

T'VE been a sage of sorts. I've had a heart which has

been cold to the boys. Finally get my emotions stirred up,

behave myself better. (Checkick, B
g

FANNY JACKSON

Frankie-78

Frankie-78

Melba's Frankie, a girl who is not the type. A fine, suave, sweet

and sensitive girl which should be popular. (Checkick, B
g

WILLIAM LEWIS

Tell the Lady With Me-

Tell the Lady With Me-

SET 02411 - An innocent-looking tune. It's

a pretty ballad that has given Jones enough of his own

This tune is a little too "cute" and

It has a gentle, pretty quality that

March 13th, (Humphrey, A
g

THE BLACKWOOD BROTHERS

The Rose, the Sun, the Sea

The Rose, the Sun, the Sea

A simple, pensive song. It is not a


day of pettiness and innocence. (Humphrey, A
g

A Place of...
**C&W Best Sellers in Stores**

For survey week ending November 7

**Most Played C&W in Juke Boxes**

For survey week ending November 7

**Most Played C&W by Jockeys**

For survey week ending November 7

**Reviews of New C&W Records**

For survey week ending November 7

**FOLK TALENT AND TUNES**

BY BILL SACHS

**Around the Horn**

Boy Adley starred on the Prince Albert portion of "Grand Ole Opry" over the WEIR radio network Saturday (10), with Johnny and Jack and Kitty Wells as special guests. "Grand Ole Opry" is being published Company, Nashville, reports that it has sold during the first 15 tunes on the November 7 PMU Film Sheet. The title is "Are You Old Enough to Be a Woman Man?" by Johnny Horton and Red Foley. Pete Sue Carter (Montana Slim), who spent the summer in Canada, is now at his home in Winter Park, Fla., recuperating from an operation which he recently underwent in New York. . . . The second c.e. show of the season at the Amory, Alabama, October 29, attracted 5,200 paid admission, making the "Folks' Folly" folk of Wheeling, W. Va., supplying the entertainment. Pete Sue Carter and Roy Stewart were among the added attractions. Pete Sue Carter and Red Foley will be at the Fairgrounds Coliseum, Louisville, November 18, when the c.e. show features an 13-tune "Grand Ole Opry" package. Johnny Horton and Jim Reeves, new Western swing combo, are currently holding forth at Chris Bohan's "Memorial Ranch". Chris Bohan's credits the Western Swing Trio with giving him the new club its best business since its opening. . . .

The Blackwood Brothers' Quartet's new RCA Victor release is "The Good Lord." The song was written by Steve White, the Arthur Godfrey "Talent Scouts" sensation. The song is a second release, the Blackwoods were permitted to go on the Godfrey program. . . .

(Continued on page 59)
This Week's Music Popularity Charts...BLACK AND WHITE NOVEMBER 17, 1954

**R&B Territory Best Sellers**

For survey week ending November 7

<table>
<thead>
<tr>
<th>Location</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Hanky Tank, R. Duquette</td>
<td>King</td>
<td>/-</td>
</tr>
<tr>
<td>Baltimore</td>
<td>The Kentons</td>
<td>King</td>
<td>/-</td>
</tr>
<tr>
<td>Chicago</td>
<td>Hanky Tank, R. Duquette</td>
<td>King</td>
<td>/-</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Hanky Tank, R. Duquette</td>
<td>King</td>
<td>/-</td>
</tr>
<tr>
<td>Detroit</td>
<td>Island of Love + Brown</td>
<td>Motown</td>
<td>/-</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Hanky Tank, R. Duquette</td>
<td>King</td>
<td>/-</td>
</tr>
<tr>
<td>San Francisco</td>
<td>The Kentons</td>
<td>King</td>
<td>/-</td>
</tr>
</tbody>
</table>

**Reviews of New C&W Records**

**Continued from page 51**

- with verse and a good beat. (Mercury, BMI)
- with a countrified story. (Musicor, BMI)

**FOLK TALENT & TUNES**

| Continued from page 51 |

because the group was reorganized after an airplane accident eliminated the lives of two members. On the program's renewal, the first show is "Give Us This Day," a new title and a new staff. During the outdoor season just ended, Anderson was advance promoter for the Western unit.

**FOOTNOTE**

- a casual, appealing new wiggler from the瞥视 of a group. (Columbia, BMI)

**BLACK AND WHITE RECORDS**

**Black and White magazine**

**FOLK TALENT & TUNES**

- a good all-time fan. (Musicor, BMI)

**R&B DISK JOCKEY PROGRAMMING**

**LINCOLN CHASE**

- She Walked Me By (Raleigh, BMI) - Donn 221 - The design hungry for material out of the common run will have a ball with this. The clever, trickly paced lyric and imaginative arrangement of the backing features a dual launching of Foster and Clark, as vocalist and clincher, deserves a double crown of kudos. (Sung by "The Love I Have for You" (Raleigh, BMI), another fine Classic composition; a pop-type ballad.

**FOLK TALENT & TUNES**

- a good time, a real show. (Musicor, BMI)

**R&B DISK JOCKEY PROGRAMMING**

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**FOLK TALENT & TUNES**

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**Rhythm & Blues Best Sellers in Stores**

For survey week ending November 7

<table>
<thead>
<tr>
<th>Artists</th>
<th>Songs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candy Clark</td>
<td>Are You Satisfied</td>
</tr>
<tr>
<td>The Latinaires</td>
<td>_how Long</td>
</tr>
<tr>
<td>Bobby Freeman</td>
<td><em>That's All Right</em></td>
</tr>
<tr>
<td>The Platters</td>
<td><em>When A Train Leaves</em></td>
</tr>
<tr>
<td>The Coasters</td>
<td><em>Glasses</em></td>
</tr>
<tr>
<td>The Marvelettes</td>
<td><em>Please Don't Be负</em></td>
</tr>
<tr>
<td>The Dominoes</td>
<td><em>Take Five</em></td>
</tr>
<tr>
<td>The Drifters</td>
<td><em>Behind The Same Door</em></td>
</tr>
<tr>
<td>The Maytals</td>
<td><em>A Long Time</em></td>
</tr>
</tbody>
</table>

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

Most of the records named in this chart were heard in juke boxes along the principal streets of the country, according to reports made by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. These reports are the result of personal observations made by our own correspondents and reports received from juke box operators in the various cities. The week's list is only a sample of the many records being played, and space limitations prevent the listing of all the records receiving heavy play.

**Most Played R&B by Jockeys**

For survey week ending November 7

<table>
<thead>
<tr>
<th>Artists</th>
<th>Songs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clyde McPhatter</td>
<td><em>I Don't Need No Loving</em></td>
</tr>
<tr>
<td>The Isley Brothers</td>
<td><em>Let's Do It</em></td>
</tr>
<tr>
<td>The Drifters</td>
<td><em>Every Day</em></td>
</tr>
<tr>
<td>The Coasters</td>
<td><em>Three Days And Three Nights</em></td>
</tr>
<tr>
<td>The Platters</td>
<td><em>Don't Call Me Baby</em></td>
</tr>
<tr>
<td>The Isley Brothers</td>
<td><em>Every Day</em></td>
</tr>
<tr>
<td>The Isley Brothers</td>
<td><em>I Don't Need No Loving</em></td>
</tr>
<tr>
<td>The Isley Brothers</td>
<td><em>Let's Do It</em></td>
</tr>
</tbody>
</table>

This survey is conducted weekly in order to give the industry according to the Billboard's weekly survey of top disc jockey shows in all key markets.
FOLK TALENT AND TUNES

Continued from page 52

Liaton man, Dan Richardson, ... The Sons of the Pioneers' starring comic, Shug Fisher, of 'Mr. Bump' and special guest on "Ozarz Jubilee" Thursday (3), with 14.75 was slated to occupy that slot later in the month.

Rusty and Doug, following a two-week tour of Canada get their rep, Uncle George Feather- ball, and Mrs. Doug Young, of W. Va., Saturday (3) for a slot on "WWA Jamboree." From there they are scheduled to arrive in Nashville for the deejay idol. The week of November 10, Rusty and Doug play thus Western Kentucky, following with a week of return dates in Canada. They worked the week of November 6 in Pennsylvania, and split the December 3 week between Canadian and Michigan dates. On December 7, the lads begin a swing through the Carolinas. Their newest on the Hickory label is "Mr. Love."
Saskatoon Annual Slices Record

SASKATOON, Sask.—An operating deficit of $7,500 for the fiscal year, the highest on record, was reported at the annual shareholders meeting of the Cooperative Industrial Exhibition, Ltd.

The deficit was slightly higher than last year’s record $7,210, which was regarded as surprising because of favorable weather during exhibition week, reflected in lower gate receipts and operating costs. In the last eight full weeks, all attendance records were established.

Capital expenditures undertaken during the year totaled $4,8729.00. These included payment for three new food concession booths, cattle washing facilities, re-bounding equipment, drainage, re-stuccoing and painting of the stadium.

Capital expenditures already approved by the board for the next year include a new roof costing $4,000, greenhouses costing $2,000, drainage costing $950. Contingency of the policies re-placing depleted equity reserves was kept up to $25,000, and operating capital out of $15,000.

Indication was that a further capital outlay will be required for improvements to the buildings and grounds committees as that next year’s capital program could run as high as $75,000 to $100,000.

A new sale of stock will be offered to shareholders. This was requested by the board of directors and approved by the shareholders last week.

Barnes-Carruthers to Push For Fairs in East, Canada

CHICAGO—Barnes-Carruthers Theatrical Enterprises, Inc. announced the opening of a new sales office in the East, New York City.

The move was made possible by the recent addition of several new sales and administrative staff in that region. The new office will be headed by F. Levy, who has been with the company for three years.

The new office is expected to bring increased sales in the East and contribute to the growth of the company’s business.

Groscurth Plans Circus For Carnival Still Dates

Takes Page From Siebrand; Maps 100G Outlay for Frides, Equipment

TAMPA — The Blue Giant Sickles Circus, with 50 million in new rides and show equipment and a new administrative setup, is expected to perform as a free attraction due to the purchase of $100 G outlay by the Blue Giant Sickles Circus, which is in the process of being organized and reconditioned.

Special Title Paper

Groscurth emphasized the need for the circus to be offered as a free attraction. While the exact date of the circus opening is not yet known, it is expected to be in operation by late April. The circus will perform at various locations throughout the state, providing entertainment for people of all ages.

Groscurth further discussed the importance of circus entertainment in today’s society, emphasizing the need for such events to continue. He highlighted the unique experiences and family-friendly atmosphere that circuses offer, making them a beloved tradition for many.

The circus will feature a variety of rides and attractions, providing a fun-filled day for visitors of all ages. With its impressive equipment and experienced staff, the circus is poised to deliver an exciting and memorable experience for everyone.

The opening of the circus will mark a significant milestone in the community, offering a much-needed boost to local businesses and the economy. The circus is expected to attract thousands of visitors, generating a substantial economic impact.

Groscurth concluded by expressing his excitement for the upcoming circus season, emphasizing the importance ofSupport from the community in making these events a success. He encouraged local residents to support the circus and to participate in the festivities, ensuring a memorable and enjoyable experience for all.

In conclusion, the opening of the circus is a major highlight for the community, offering a unique and entertaining event that is sure to captivate and engage visitors. With its impressive lineup of rides and attractions, the circus is expected to provide a thrilling and enjoyable experience for all, solidifying its place as a cherished tradition in the community.
**Arizona State Fair Starts Out Strong**

PHOENIX—The Arizona State Fair steadied up with an attendance of 88,553 thru Wednesday (7), fifth day of the 10-day run which ends here Monday (12). While the figures were described as "most satisfactory," comparison with the same period last year was difficult. The fair opened on Friday in 1955 and this year got under way on Saturday (3).

George N. Goodman, executive secretary, and Ralph Walrafen, jr., assistant executive secretary, both serving their first year in their posts, were shooting to beat the 1954 record of 223,937. The attendance last year was 238,343. In 1955, some trouble was encountered in acquiring the final figure because of a front gate admission stub that was sold attached to tickets for "Ice Capades," which plagued its second year then. The final operation was changed for the current run with the Siebrand Bros.' Circus & Carnival featured on the midway for the first time. Contract called for the "traveling" to present the free show on the Plaza stage. For the past four years this has been produced by the Hollywood (Calif.) Theatrical Agency. 

Change Format

The Siebrands changed the show's format from a vaudeville to a circus type. The basic show, produced by Frank E. Roche, the director of the fair's second-hand and circus, included Lois Edilies, trampoline; the Ambrosa, dog act; Maris (Continued on page 65)

**IMCA Skeds**

**Banquet, Annual Meet**

**SIOUX FALLS -** The International Market Center Association will hold its annual awards banquet in Kansas City and its annual business meeting in Chicago this year, Joe T. Monsour, association president, announced. The dinner meeting and awards banquet will be held December 1 (Continued on page 65)

**YAM PIES VIA AIR TO IKE AND GOVERNOR**

FLORENCE, S. C.—Culminating in the association with a well-known name has always been a top publicity writer, and the Eastern Carolina Agricultural Fair did well in this regard in October. Winning potato pies were shown by Eastern Airlines to both President Eisenhower and Governor Strom Thurmond. Pupils only noted that the winning pies were made by one of 106 participating yams, judged earlier in the day on which they were baked.

**ON 100% COVERAGE Thru The Billboard's Outdoor Convention SPECIAL OUT NEXT WEEK**

RUSH copy instructions to reach us by 

**THURSDAY, NOV. 15**

or wire us to repeat one of your previous ads.

**THE BILLBOARD**

2160 Patterson St. 
Cincinnati 22, Ohio

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**Arizona Glass Fair Opens Saturday**

**MATACHIA, N. M.**—The 21st annual Glass Fair opens Saturday (10). According to Leon Conlon, owner of Conlon's Glass, the event will be his most successful in the history of the fair. There will be picturesque stands set up in the main building and on the grounds. Tracks and coins will be sold and some of the best visitors from around the country will be on hand. Complete information can be had at the office of the Western Glass Association in Phoenix. 

**COTTON CANDY & SMOKE KONES & POPCORN**

Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it. The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

**GOLD MEDAL PRODUCTS CO.**

318 N. Third Street 
Cincinnati 2, Ohio
Heart Attack Is Fatal to Ken Warfield

MIAMI—Kenworth Wardfield, 65, had a heart attack on Dec. 31, 1955, and died from it. The cause of his death was a heart attack. The accident occurred on Jan. 31, 1955. He was a well-known soldier who had been in the service during World War II. He was also a member of the Miami Fire Department. He leaves a wife, Mrs. Mary Wardfield, and a daughter, Mary White.

Three Arena Bond Issues Win Approval; Two Fail

CHICAGO—Voters in Baltimore, Seattle, and Greensboro, N. C., gave them Tuesday for bond issues which will finance construction of civic centers and auditoriums in those cities. But similar proposals were rejected by balloters in San Diego, Calif., and Boise, Idaho.

The Baltimore referendum for $8,000,000 in bonds gives the green light to the project for a civic center that would have 10,000 permanent and 3,000 portable seats. The mayor's current proposal is to use the site of the old Curtiss Amusement Park for this building. (See separate story in Park Section.)

Seattle, Greensboro

Approval of $3,000,000 bond issue at Seattle puts $7,500,000 in the works for a civic center to be built in the area that includes the present Civic Auditorium. And that bond issue includes $525,000 for auditorium improvements. (See separate story.)

The Greensboro voters approved a $3,000,000 bond issue by a margin of five to one. That plan calls for a municipal memorial auditorium.

While approval came in some cities, voters were turning down similar requests. At San Diego, a referendum for $8,000,000 in bonds to pay for a convention hall and civic center was turned down. And Boise, Idaho, voters turned down a $1,900,000 bond issue for a proposed public auditorium.

'Holiday on Ice'

Units Showing 10-12% Increase

MINNEAPOLIS—Business for units at 'Holiday on Ice' has been up between 10 and 12 per cent so far this season, it was reported at Holiday on Ice, Inc., offices here last week.

An exception was Columbus, O., a regular "Holiday" stand, where this year's business was off about 18 per cent because "IceCapades" plans to go out of business. The event will run from Monday, Aug. 19, to Saturday, Aug. 24.

Dedicate Stadium At Live Oak, Fla.

LIVE OAK, Fla.—Dedication was held Friday (6) for the new $5,000,000 Coliseum here at a future opening celebration also featuring a large-scale football game. The coliseum was erected at a cost of $3,000,000 and will be of the area that includes the present football, touring shows, and other activity.

The structure was formally presented to the people of the county by Lord L. A. Franchi, chairman of the Orange County Commission, and Louis C. Wadsworth, president of the Commission.

Medicine Hat Org

Re-Elects Higdon

MEDICINE HAT, Alta.—For the 11th straight year, shareholders of the Medicine Hat Exhibition and Stampede Company have returned Mark Higdon as president and Dick Schellen at managing director.

Vice-presidents are Henry Gavan and Leon Thompson. Ed Elliott was returned as secretary-treasurer.

The biggest profits come from the best rides

..."NATIONAL" RIDES ACCLAIMED FOR REPEAT BUSINESS...
'In Person'
Tabs $9,800
At Kitchener
KITCHENER, Ont.—The "Big
gest in Person Shows" grossed
10,000,000 with an attendance of
9,989 at the Kitchener Memorial
Auditorium and the Valentine Hotel
there. It was reported by Building
Manager H. R. (Bob) George.
Coming up on the building the
Canadian National on November 22
and the Val Rabbit Group's Passion
Play on November 23. Two Monday nights of
bouquets totaling 1,030 each. Rock
and art events are going okay.
Character pointed out that the
building's annual industrial exhibit
in September ($29.25) drove
a new record, a 37,000.

N. C. to Ark.
To Fla. Date
ROCKY MOUNT, N. C.—Tight
scheduling for hypnotist Joan
Brando, resulting in a
remarkable return of the Rocky Mount Fair, had her closing at the fair
in Jacksonville, Nov. 17. At 7:37
p.m. the next day, by air, arriving
at 3:50 p.m. in Fort Smith, Ark.
which made a single long trip
Home. Next stop is Miami, where
pirate Sunday (14) in the
Science Show.

Circus Routes
Send to
1650 Patterson St.
Cleveland, O.

The Final Curtain
BECK—Chris H.,
51 president of the fair board of
the Smyth County, Va. Fair, will be
in airline touch next Wiltaston.
(See Fair and Ex-
positions for details)

BASSO—Louis,
32 veteran food and drink con-
cessions at the Someon County
Fair, Santa Fe, N. M., a Group
her in an airplane crash near Wiltaston.
(See Fair and Ex-
positions for details)

BEDINI—Gene,
81, old-time cornet juggler, was
November in Russia. He was raised in Paris and appeared earlier in the U. S.
with Harry Houdini. He appears with Al Green's "Carnival Show" and has
been injured. An old-time walk
fully seconded compensated his condition. He lived with a
cousin, Bertie Clifford, New York,
and his sister, Milla Clifford's sister. Dolly Eckels and Margaret in California.
Dinie Sydell Phillips,
Services in Riverside Memorial
Church.

CARR—Mrs. Lavinia,
79, widow of the former circus
manager. All presidents to be
there Oct. 13. Survived by
four sons, Abert, Ernest, Fredy
and Hiram (Rim). He was a
home musician. The Cora
dragan was paid a public well-known
in Holland and France.

CARPENTER—Kenneth,
37, secretary-manager of the
Chicago Winter Carnival, rose from
the fair in Chicago, Nov. 1 in an
airplane crash near Wiltaston.
(See Fair and Ex-
positions for details)

DAVIE—Dan,
63, at one time business manager
of the T. A. Wolfe and K. C.
Backed show, died in Hollywood,
1947, of a heart attack. Dave
also toured musical review,
playing both under canvas and in
theaters. Survived by a son,
Dean, 31; a daughter, Carolee,
Carr Dovol, of California;
Zella Davis, of Fort Wayne,
Ind.; two brothers; two sisters
and three grandchildren. Inter-
ment at Washington Park Minus
Memorial Home, Indianapolis.

MATTHEWS—Harry C.,
59, little dog operator, October
26, 1947; was a nice, kind man, a
time candidate for mayor. He was active in civic affairs. He
held an 18-o'clock with Spastic
Champion Foundation and Spastic
Children's Foundation. After ten
years, he operated the Tier Tent Fair
for most of that time. Survived by
his widow, Beatrice; two daugh-
ters, a son and seven grand-
children.

MILLER—James,
32, tagger and number of a
circus family which traces its
lineage to El Refugio in Los An-
geles November 7 following a
heart attack. Dad also toured musical
review, playing both under canvas and in
theaters. Survived by a son,
David, 32; a daughter, Carolee,
Carr Dovol, of California;
Zella Davis, of Fort Wayne,
Ind.; two brothers; two sisters
and three grandchildren. Inter-
ment at Washington Park Minus
Memorial Home, Indianapolis.

MILITARY—Frank R.,
37, veteran of war and naval
man, who retired nine years ago
after 40 years in outdoor show
business, Wednesday (7) in St.
Petersburg, Florida, following
a heart attack. He was associated
with Ringling Bros. "Circus
World," he was one of the first
of his active career, with the
shows as cook and handy man for
them. At one time he left the
show to work with carnivals for
several years before returning
to the Big One. During the war
when the show was in quarter-
backing with and his wife,
Mrs. Eliza, worked as carnal
concessions in the South. Bes-
sides his widow, she is survived
by a daughter, Mrs. Melita Bagley,
cousins in recent years nurses and
rearmed, high, max-sat.

In Loving Memory

Fred C. Miller
(Art Editor)
Nov. 12, 1951

EMILY MILLER
ELLEN BURLINGTON
AND MARY JANE BURRION

In Loving Memory

MATTHEW J. (GORDY) RILEY
Died November 23, 1948.
"Always in our hearts."

LILLIAN & MARK

Due to a regrettable over
the above expression of
copy not received from the
issue of Nov. 3

In Memoriam

FRANK R. JONES

Who passed away December 7, 1944.
FRED WAITE

3 FEATHERS

Copyrighted material
Three Calif. ExeC. Die in Airplane Crash

SANTA ROSA, Calif.—Funeral services for the Sonoma County Fair officials who were killed when their plane crashed and burned Thursday (1) in Arizona, were held here and in Petaluma, Calif., yesterday.

Killed when their plane went down were four members of the board: Carter, 57, fair manager; Chris Beck, 32, fair president; and Louis Bass, 52, long-time fair con-

The fatal crash occurred at the private plane, owned and piloted by Beck was taken off an airdort on a farm. An eyewitness was the farm owner, former Sonoma County Supervisor Richard C. Miller with whom the four men had visited before taking off after June 30. Cause of the crash was not immediately known.

Carter had lived here for ap-

approximately 25 years and was associated with the fair in various capacities, including that of horse show manager, before he was ap-

pointed manager and was elected to succeed the late H. J. Beck. Carter became the fair's first full-

time manager last year.

Beck, a Petaluma ranch-hand stock-

man, had been a member of the fair's board for five years and was named board president two years ago following the death of Joseph T. Groves, who headed the group for years.

Burke, a native of Italy and a local resident for 50 years, had food and drink references.

available. For entertainment.

Cigars, a new, Donald P. (Ron-

key) Carter, both of this city, a bantam, Vincent, and a sister, Mrs. Carl W. Carter, both of Albany

On the small road, a songbird, Beck leaves

village; and a son, Chris

of

II. Beck Jr., both of Petaluma,

Bass is survived by his

mother, Mrs. Mamie Bass; a

sister, Mrs. Helen Brown; a

brother, Fred J. Carter, the last

residing in Sacramento.

Calgary to Spend 200G On Stage, Added Seats

CALGARY, Alta.—A new strea-

ments platform, additional seats and a performers' tunnel will be

completed by the end of June. The Calgary Exposition and Stampede have decided. Work is ex-

pected to be completed well before the spring of 1957.

The project will provide some

1,000 spectators for the new movable 500 by 100 foot tent. The expansion will allow the race track each evening following the chuck wagon races and

will replace the present permanent platform in the exshore.

A tunnel will be built from the underground livestock building to the platform. A sloping paved walk will connect the platform and the race track will have a three-foot
tunnel.

Also discussed was a proposal for a new exhibits building which will be built immediately in front of the winter. Consideration was also given to a large-scale program of improvements and renovations to grand

meetings.
Carlin's Top Spot For Balto. Project

Voters Approve Civic Center Which Would Replace Park Started in 1919

BALTIMORE - Baltimore voters have approved a $16,000.00 bond issue for a civic center here, for which the Carlin's Amusement Park location has been strongly urged as a site. The vote was 105,205 for, and 34,079 against.

The city administration in September, after which the Carlin's site (The Baltimore Sun, Sept. 22), if this plan goes through and the prospects are favorable, it will mark the end of another old landmark among the nation's amusement parks. Carlin's history dates back to 1919.

Business and civic groups have opposed the location and until now sought ways to move the colonnade and other elements. Mayor D'Allesandro said he will keep the questions open until January 15, by which time a site would be proposed.

'35 Last Season

It was in 1919 that John J. Carlin Sr. opened a dance hall in a wooded area in the suburbs, the first element in what was to develop into a full-scale fun spot. Long before that, there had been a steady clamor at the park, to where 1935 was the last full season.

Since then practically all of the rides and attractions had been closed, and for the entire last year, the ride stands and other features had been kept dark and quiet, in an effort to save some money. The closing of the park last year, depriving Baltimore of a large number of its beaches, was one of the major events which had been the home of the Baltimore Battery of the Eastern Hockey League, the team finished its season at the new Coliseum in Chicago.

Last November a three-alarm fire swept through the amusement stands and other midway properties.

'Dry' Voting Shows Spots At Salisbury

Frolics, Bowery Altars Others Lose Liquor Licenses

SALISBURY, Md. - For the first time since the repeal of prohibition, this resort town, with its high-toned reputation, has voted in favor of the prohibition amendment. The surprise election result means that the town will establish a dry district, including Driggs Mahulsky's 1,200-seat Frolics, automatically lose his liquor license on the last day of November.

Occupied employees of bar, cafe and liquor stores are in a turmoil, and some citizens have expressed concern for the town's future. Adjacent Harcourt Beach, over which it has no jurisdiction, will probably remain a prohibition zone, as will many customers for the Salisbury bars.

With the dry vote there will be no more parades and fireworks next season who will makes their customary stands from Hampton, also dry, in order to visit package stores. The town council will meet next week and will sanction the town to be dry in 1937.

What the effect will be on the Frolics and the Bowery is unknown (Continued on page 65)

Houston Firm Plans Building 3 Kiddielands

HOUStON - A new firm has announced plans to build a local chain of three Kiddielands, it has leased part of the land for the first one.

Organized as the Peppermint Park, Inc., the corporation has been formed by William J. Watson, president and general manager, and John M. Shelley, vice-president and treasurer.

A plan in the form of a giant peppermint stick will identify each of the three parks. The first location is at Post Oak and Westheimer, and consists of about five acres.

More space will be added and the other two parks will be the Matterhorn, Train, Merry-Go-Round, Ferris Wheel, White, Skyrocket and lion. A $200,000 investment is contemplated.

The first spot is expected to be in operation by Christmas time. Locations for the others are being sought in the neighborhoods picked up by the company.

KIDDIELAND BONANZA
Summer in November Brings Joe to East

NEW YORK - An unheralded celebration is expected and found money to fiddle into the pockets of thousands of kiddieland enthusiasts across the country. The bonanza began for the week prior to Election Day, and on the border itself, was surprising and rewarding.

In the metropolitan area, Kiddielands were given a patron workout almost like a midsummer day. In small towns, glittering with confections of eyes, the beechwood beaches scoreboard as Coney Island and the Rockaways, where city groups flocked to the back, and, while there were few falloff in weather, conditions to be enjoyed by the summer strollers and Kiddielands on the island took in fair money, and the fairways played likewise did.

Long stretches of peak crowds were experienced by New York's many neighborhood Kiddielands. The sport was doubly appreciated since it was one of the East's poorer summer amusement scenes, with rainfall appearing on a good number of weekends like clockwork.

All operators concerned would have had the weather-clear, bright sunspots and temperatures in the high 80s at a high peak of the year. With no inclement weather, the budget will increase the image was still on weather break, and they could start.

NAAPPB Completes Convention Plans

The secretary also said that the tables at the banquet were being prepared on a first come first served basis.

Final draft of the convention program was completed last week. It was to show a schedule that differed from that detailed in The Billboard last week.

Several booths spaces remain unreserved, and will be auctioned to the highest bidder. There are about seven locations unreserved, and it was reported.

30G FROM TV

Miss America 17G Revenue Nets $4,613

ATLANTIC CITY - The 1935 Miss America Pageant showed a profit of $3,044.00 according to the financial statement presented to the board of directors. Board President Hugh Warten reported that income received totaled $4,613.14, while expenses were amounted to $3,007.05.

The net for the first day of pageant convention in Hallway netted $1,701.00, according to the statement. Board President Hugh Warten reported that income received totaled $4,613.14, while expenses were amounted to $3,007.05.

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By C. V. (Cali) SEFFERINO
Picke Hill Roller Rink
Cincinnati

Last week I received a circular announcing the opening of the RUFBA, the first Roller Skating Foundation of American operators, formed by the Chicago Roller Skating Com-
pany and dedicated to a nationwide effort to promote and improve the roller skating business. For the past 33 years, RUFBA has been publishing a small volume, the ASTRA, and has done some good work. I was pleased to see that the new organization is now being supported by the industry.

RUFBA is composed of a group of highly respected and successful individuals who are dedicated to the advancement of the roller skating industry. Their efforts are focused on improving the safety, quality, and enjoyment of the sport for all participants.

The RUFBA logo, which features a stylized roller skate, symbolizes the commitment of its members to promoting the growth and growth of the industry.

As a member of RUFBA, I am excited to be part of an organization that is dedicated to the success of the roller skating industry. I am committed to supporting the initiatives and programs that will help to further the cause of the sport.

Thank you for your support of RUFBA and the roller skating industry. Together, we can continue to build a better future for our sport.
HOLLYWOOD, Fla. — Clyde Beatty Circus played to two straw houses here Thursday (9) and then moved on Miami, where it had a three-day-weekend stand act. The Miami stand promised to be one of the high points of a successful tour. 

The show plays nine more towns in Florida before the final one being Sarasota, where it closes its season on Tuesday (20). The show is expected to call at every town once, but no announcement has been made about exact shows at each point. The winning tour of Florida followed the Beatty show's route thus far. 

Rail Gown Quiet 

The Atlanta show has stood up with a score of four large crowds, it was reported. It made a 126-mile journey from Mobile to reach Columbus, Ga., at about 10 a.m. Oct. 11. That afternoon the show started at about 4:30 p.m. and pulled one-third of capacity. The night show had half of capacity. Miss Beatty was present and said the shows were a success, and the date was a break-even affair.

During the day in Columbus, the Central of Georgia Railroad notes that the show was given on the railroad's main line and all rail unions were pending but that no trouble occurred. The show was run on time and without incident. The show was to move 100 miles to Albany via Vicksburg.

At 10 p.m. that night (31) the show was called and trains were left. The show was laid and ready to move on schedule but it was 15 minutes before confusion and the strike and in conjunction was straightened out and the train was moved.

Concello, Valdo Seek 

Houston for Ringling's 

HOUSTON — Booking efforts by Ringling Bros. and Barnum & Bailey Circus are continuing, and they have leased the city this week from New York to Houston.

Concello, executive director of the show, and Pat Valdo, director of personnel, arrived here Monday morning with the officials about that organization sponsoring and operating the show in Houston for next year. The Shrine's 1930 show is in progress now at the Colston Auditorium.

The pitch for Houston and Shreveport has been made, but in Ringling's new approach. In most other places where the show is in operation, it was reported, before the show was not using local talent. 

Louis Goebel 

Buys Five Bulls 

Of Packs Act 

THOUSAND OAKS, Calif. — Louis Goebel, operator of a well-known local horse and bull pack, has purchased the Tom Packs Elephant and Box of five bulls here, sold by Mack McDonald and later worked by Silverman Madison while packs had it. A special truck was included in the purchase.

It was understood here that the Tom Packs show would use the Nunn-Devonport Crystal Elephants at its coming date in New Orleans.

Page Opens 

Henson Show 

SPRINGFIELD, Tenn. — The Henson five-ring show (2) has been begun at McKinese, Tennessee and Alabama. Page has been carrying on the same operations during the summer. 

Acts with the show include E. R. Leonard's degus and chinchillas, Beryl Hazelwood, trapeze artist, a troupe of circus animals, Henry and Freddye Vanderwood, Wild Fonseca, a rooster, and the famous baby elephant, Dave, was turned over to the National Zoo at Washington.

James Haley Re-Elected 

SARASOTA, Fla. — James A. Haley, former president and director of Ringling Bros. and Barnum & Bailey Circus, Inc. in the state of Florida, has been re-elected to the U. S. House of Representatives in breaking on Tuesday (6).

FLORIDA STRONG 

FOR BEATTY SHOW 

Railroad Strike Threatens in Georgia; Show Nearing End of 12-Week Season 

CHICAGO — Howard Sours' circus operations have wound up a highly successful year and he is saying 1957 plans for both his own management and Ringling Bros. under-circus canvas.

Clyde Bros. fall mute was a big winner for the circus during the recent week. Special mention is made of the new Shreveport with superior business, the Pittsburgh show being at Dove City and Salinas, Kan. Others stands also were very good, with the Monticello, 3,000 miles by rail, the show just broke even there.

The circus this week reported that their business was a whit wider, that they cemented relations to the fans, and they were always represented at the public relations conferences about booking the program for the new version of Ringling Circus.

3 Animal Acts 

At Chimp Farm 

DANIA, Fla. — Animal attractions from three are gathered at the Chimp Farm here. They are the Beans-Bears elephants, David Bar's Lion and Ralph Cristiani's pig act. Bill McElroy, Ringling Bros. and Barnum & Bailey circus inspector said the show here is in concert with the Associated Press. 

Special mention is made of two of the performers, which are with the visitors arriving on the Chimp Farm. They are Dolly Ash and family. 

Beans-Bears elephants also are here for the last time this year. They worked several days daily. The show has now made the second and last show and the third show and the last. 

Dolly Ash are farm operators. Beans-Bears elephants also are for the last time this year. They worked several days daily. The show has now made the second and last show and the third show and the last.

For the first time the show will be a circus band. Phillip Doss, who has the band with the Cristi circus, will bring a large and small drum bands. 

Acts Announced 

For Macou Shrine 

MACON, Ga. — The Cerol Shrine Circus, scheduled to be contracted for the Macou Shrine, has announced that the show will be a special circus. 

Bill Bailey, elixir chairman, announced the wire act will close the show. It will be a street ring. 

For the first time the show will have a circus band. Phillip Doss, who has the band with the Cristi circus, will bring a large and small drum bands. 

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For the first time the show will be a circus band. Phillip Doss, who has the band with the Cristi circus, will bring a large and small drum bands. 

Raffle recently bought a half interest in the Hinton Steer Company. He and members of the Kriel family are operating the barn and have the show to sell next season, with Raffle offering his pig act there.

Tex Carson 

Cancels Out 

Final Stand 

CULINA, Tex. — This stand was canceled by the Tex Carson Circus Tuesday (2) when it was reordered because of a heavy rain day before had made the lot too soft. The town is too small to contract for the dates.

The circus went into the 1956 season, being a great success to Harris. 

Hirlanden Pleased 

Polack Western 

HARLINGEN, Tex. — Polack Bros. Circus pulled good business in southern Texas. They were under auspices of the Shrine Club. Three-day stand averaged $5,000 a day. 

Hirlanden pleased with the roll call and got ready to be expected in the next few days.

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Four stitches were taken to close a wound in the side of Katherine Geoghegan, in addition to the whip-ciscing she got and her husband had with the Cristiani Circus. The couple fainted, but made the eight show.

Vanda Cristiani and Chester Coe, well known recently in Panagotau, Minn., and Jack Cristiani, another member of the troupe, and Edward Stoh, were musicians in the band of the Cristiani Circus, last week at St. Louis, and will live in California. She is Miss Sarasota of 1955. Her father represented the Bandini Medicine show.

Wally Alhberg, John Hartwig and Roy Alhberg are doing for the Bros. at Rochester, Minn., and recently Ted Thorp's Nursing Home, Bristol, Ind., had a circus, and at the county fair, Hilltop, Ill., calliope player, was piano accompanist for her husband, a violinist, when he offered his original "Dickensville Blues" at a Ted Mack amateur contest in St. Louis.

Dan Roy reports that he and Jimmy Gold provided the movie for the American Royal Horse Show in Kansas City, and that they were in the program with Gene Autry, Annie Oakley and the Brownie Bunch of circuses. Gene Autry used one of his walk-on-shop sketches, and that was rather the riding act, was injured when accidently struck by a revolving roof.

Leo McKenzie, Wichita, Kan., fan, was a visitor in Chicago last week. Mickey Markwood writes from New Orleans that he recalls he and his wife spent the summer like that of Emmett Kelly's many years ago, "...only in Texas we'd trap clown ideas from an early comic strip, "Hogey's Alley.""

Prof. George J. Keller writes that he has returned from the west, and several west Coast fairs as well as some others, and that he will be with Orrin Davenport's show at Wichita and Kansas City in the Continental Hotel, Kansas City. Drivers and car owners will need a new edition of the "The American Round-Up" in the coming week's edition, and the show will be held in Chicago but was not held in Kansas City for many other activities during the Winter.

Monsieur said that the point fund will be distributed among the leading Trained Elephants. The fund will be raised by a special committee consisting of 10 leading car owners and car owners and car owners and car owners and car owners.

The latter meeting will be held in Chicago's Hotel Sherman on November 1. There will be a committee to report, and include reports, recommendations for regulations, and reports of officers for 1957. Additional rules change recommendations will be made at this meeting. Full action on all proposed rules change recommendations and officers at a Kansas City meeting on December 1.

A report that the increasing money in the point fund was increased by $4,500 which was disbursed last year to the leading drivers in the United States. The sum should be between $4,500 and $6,000, and be set at the Chicago meeting of officials in November.

The following officers are in the Continental Hotel, Kansas City:

Saulties, St. Marie - Continued from page 56

Gals' Basketball Team once again the Harlem Globetrotters' equals. A hypnotist, Garrett, played one night. A top Canadian TV show, with Cliff McKee and Mc- Nally appears at the St. Louis Krueger, Snow, Dow's Owens and Ernest Tubb were among the appearances in their "Crazy Ole Ope" which played the building.

Nearly 5,000 people saw the full fair sponsored by the arena. "Tasha" was sold and "Bonnie" was sold. Event included a night fashion show, an afternoon dog show and an afternoon and evening horse show.

The annual Rotary Club dance was held at the arena and an estimated 40,000 people saw the parade that preceded the show. The dance was held at the arena parking lot.

Hockey has been doing well, and negotiations were under way for an ice show.

Then Keller will make the Evansville, Ind., Shrine Circus, followed by an appearance on "Big Top TV," which goes to Hawaii for E. K. Farnum. at the headquarters of the circus in Disneyland, Keller bought a ranch at Lake Mead in Southern California and has been in the business since 1917.

Turnaround crowd for the Harry Allen Lumber Club Tuesday night "Circus for the Children". Bartlow, Statton, Alvin Teix, Dave Friend, Carl Friend, Boudinot, Boudino, Nat Green, Dwight Peppercorn, George Green, Homer Baldauf, and Marion W. Org and Harry Best, as others.

Dean Cutts' Operetta-Band is playing Texas towns. Six members of the Treasury, N. J., Clover Circus were scheduled to be in on the TV show, "Strike It Rich," Tuesday night.

Charles Campbell visited with F. S. Walker, former owner of the Rabbit Foot Barns, at Port Arthur. Edna Campbell, his wife, handled one of his walk-on-shop shows called "Hogey's Alley," but received a head injury from the agents in the area who are looking for Ben Davenport. Gene Christian returned home to Bennington.

TV show "Walt Disney World for Sunday" (11) was to have a circus section which would include the Sandy's house in the circus, the Two Headed Horse of France and Ringling and Ringling exhibit.

Forrest E. Wilson, attorney for the Barker Circus, which is operated by Orso Davenport, is entering St. Louis at the University of Missouri (10) for a master's degree and would like small contribution.

Catching the Clyde Bros. show at Crown, Wis., were CAFE's Frank Van Epps, Robert Sherwood and Herman L. Beck.

S. C. Primos, long time circus contracting agent, entered Oak Park Hospital, Oak Park, Ill., for a few days last week. He would expect to leave.

John (Chubba) Collyer, retired circus manager, from Brownsville, Tex., visited Palack Western at Hurtington. Photos of Ian Tom and Moor and Sansom were included on TV in Hurtington. Pictures of the Sandy's house in General were included on TV while at Hurtington. On Thursday, John Smith, fan and pro photographer of San Antonio, has completed his book on the Texas...
WOM Ends Season, Returns to Quarters
Building, Weather Problems Overcome
And Season Builds at Fairs

RICHMOND, Va.—The World of Mirth Shows returned to the quarter midway week after closing Monday (5) at the Augusta (Ga.) County Fair. A number of obstacles, including the weather, and a strange week in the rain, the season was termed a highly successful one.

The show was moved to the grounds of the Virginia State Fair and stored in the principal exhibitor buildings. The stock shows will remain on a side in downtown Richmond, several miles away.

Augusta gave the show a strong closing week as good weather prevailed. Concessions ran well all last week and the crowd deserted the ground. A final day, Mon-
day (5), was added for the colored population. Business was fair.

Early Problems
Difficult problems faced the show in the early part of the season occasioned by the need to rebuild and replace a number of units which had been bought in the south ern Republic where they had been in use throughout the winter at the World's Fair at Cincin-
tappin. Some of the equipment was returned to the country only a few days in advance of the se-
ason's opening Day Week at Fieldland, N. J.

Rides were bought as replace-
ments and new cars and buildings were constructed on the lot with the accounts being settled just before the show entered its first fair. By the time it arrived in October for the National Canada Exhibition the show was back to full strength.

Partly to ease the job of rebuild-
ing, the show played a tight area for the remainder of the season and was little less than its full time date. Only aver-
age business resulted. The remaining por-
tion of the season was somewhat apathy.

Fair Time
Fairs Good
Business at fairs was good, also was bad weather experienced at virtually all of these events. It is little doubt that the grosses at some would have been well ahead of former years except for

Arizona State Fair
Okay for Siebrand

PHOENIX—Siebrand Bros. Circus & Carnival reported business upset due to weather in the state of Arizona. Many thousands of dollars were lost to the rain that beat down on the Great West Exhibit and the fair at Broo
ton, Mass., Trenton, N. J., and Anderson, S. C. The remainder of the Siebrand business at fairs this year resulted in a loss of about 10% of normal sales in the last year even in the face of so much rain.

Lawrence Bergen, general manager and Bernard (Bucky) Allen, con-
cession manager, will attend an annual meeting of the Central Can-
ada Exhibits in Ottawa prior to
attending the National Showmen's Association Baroquet and Ball in New York on Wednesday (21).

Al Sweeney
Heads League
Officer Slate

PHOENIX—Al Sweeney, presi-
dent of National Speedway Inc., was named general superintendent of Fair Time Shows, Inc., by the car-
ny at the annual meeting of the exhibitors, held in the Siebrand Bros. Circus & Carnival midway.

This was the 1930 tour of 19 weeks here and will winter in California.

Mr. Waldron said that the show had three major rides on the Sie-
brand. Pictures of all of them were under away to add to the entertainment of the devices to the line-up of 14.

Prior to joining Fair Time early this year, Sweeney was with the Frank W. Balbrock United Shows for several years.
CLUB ACTIVITIES

SHOWWOMEN'S LEAGUE OF AMERICA

Ladies' Auxiliary

The regular Thursday (3) meet-
ing was called to order by Presi-
dent Dorothy Kennedy. Mem-
erent were Mrs. Frieda Rosten, first vice-
President; Mrs. Dorothy Carman, sec-
ondly, second vice-president; Eva-
lyn Hooch, treasurer, and Mrs. Elvi-
Milner, secretary.

A moment of silent prayer was observed for the memory of the late presi-
dent, who was sitting at the table and subsequently passed away.

Nominated for 27 officers were Mrs. Frieda Rosten, president; Mrs. Dorothy Komey, Secretary; Phoebe Ccmpany, first vice-
President; Tony Weisman, second vice-
President; Lyla Zabulon, treasurer; and Mrs. Elvira Milner, secretary.

Midway Confab

Jimmie Travis, dance-name, is execut-
ing the National Juvenile Ho-

pital in Denver, following surgery. . . .  D. D. (Tex) Wilson, who plays violin and the saxophone, will be back at their Winter Haven, Fla., home, after a quick trip to Anamosa, Iowa, where he was recovering from injuries suffered in an auto accident. . . . A night of music will be held at the Royalty Club, tonight, with the Billy Eden Orchestra playing. . . . The Fox is open for the winter's run and will be kept busy through the winter months. . . . John E. Irwin, owner of the Fox, and his staff have opened the clock with Johnny Dan as the manager. . . . The newspaper office is in full swing with new and old members.

James L. Reed, who closed Sept terns of wintering in Denver. . . . Mrs. For-
Carnival Shows

MO-ARK SHOWS

Want to buy to Octopus

 Senator McCollor's audience is the boys in uniform, the boys in casual attire, and the boys in their best suits. It was a gala day when the Senate passed the bill to make the 6th of July a national holiday.

The Jack of Hearts and the Jokers of Clubs, who are the official card players of the Senate, were the stars of the show. They performed their usual tricks and amusements, and were received with enthusiasm by the audience.

The Senate also passed a resolution making July 4th a national holiday. This was greeted with cheers and applause.

The highlight of the day was the presentation of the Congressional Medal of Honor to Captain John Doe, a decorated war hero.

The day ended with a grand parade, with the Senate members leading the way. They were followed by the city’s finest, the police and fire departments. The spectators were treated to a display of fireworks, which added to the festive atmosphere.

The Senate adjourned for the summer session, with the promise of more exciting events in the future.

SOUTHERN SHOW BUSINESS

D'RY' VOTE SHOCKS

Continued from page 60

by which some political music has been banned. In July, 1957, 15,000,000 copies of this music were sold, and it is estimated that the estimated sales for the month of October are in excess of 20,000,000 copies. This music has been a huge hit, and it is expected to remain so for the foreseeable future.

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Phoenix Party
Nets $1,000 For Two Clubs

PHOENIX - Approximately $1,000 was raised by the Phoenix Showmen’s Association at its pre-Christmas bazaar, held Thursday night (1). The net was divided equally between the ASA and the Phoenix Showmen’s Association, Los Angeles.

A committee for the event was headed by Mrs. A. H. Siebrand, member of both organizations. Several hundred attended, including Mr. Frank Bonn, Steve Blaken, Mrs. Marilyn Frank, Mr. Dennis DeLeau, Clara Anderson and Mary Gary, among others.

Members and guests were welcomed by P. W. Siebrand, ASA president. A telegram from Al Flint, PCA executive secretary, wished Phoenix Showmen’s Association members success for the party and for their activities at the Arizona State Fair this year.

President Siebrand introduced several of the members and guests. They included P. W. Siebrand, ASA past president; H. W. Siebrand, ASA president; Mrs. Joe (Penny) Siebrand, Time Fair Shows, Inc.; Sandy Lang, the Kala-wood, and Bob Stevens, Tom Puck Circus. The Los Angeles clubs were represented by two better past presidents of the PCA Alumni.

WANTED

FOR SALE

May Hull, 15-A; condition, $3,858.00; business.

NATIONALS

MIDWAY CONFAB

continued from page 65

feared serious injuries last week when one of the chimpanzees attacked him in Tampa, biting him in the face. Another worker drove a programme out of control, and a deputy sheriff later shot and killed the chimp. . . . Bill Roben, electrician and closed operator on Blue Grass Shows, is wintering at 100, Box 78, St. Mary, Ga. . . . Reh this year will be back with Blue Grass in the spring.

Gerald Snellens, World of Mirth and Wonder, and his wife, the Beautiful Beauty Sisters at their Columbus, Ga., showing, an old circus troup, was entertained last week in Savannah, and that he was interested with the Hagenbeck-Wallace Circus. . . . Edward M. B. Comstock, 411-425 E. St. Paul, Los Angeles, Calif., has been reported the session on banquet matters. The executive committee, including Arnold Dendy, Bob Buick and Peanut Biermann served refreshments.

Bob Morrisey, secretary; Harry F. Steffen, business manager; Wm. M. Chapple, Sidney Lewis, Joseph C. Cooper, in Chicago preparing for an indoor circus.

LEONARD DENTON

1208 F St. NW., Washington, DC

For further information contact Mr. Denton at the phone number listed above, or write to him at 1208 F St. NW., Washington, DC.

Letter List

Letters and packages addressed to people in care of The Billboard will be forwarded to the member's home address. If you change your present mailing address, please send notice at least 4 weeks in advance, giving your new address, care of The Billboard.

MAIL ON HAND AT CINCINNATI OFFICE

[Address details]

THERE IS NO WAY TO FREEZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1954-1957, unless you comply with all of the State law, including the license fee. A license in the State of Florida (not a license in any other state) for the cream mix must be purchased from an approved mix manufacturer in Florida. Canners of the Florida Prance Dessert Base with this receipt must not have the mix when they arrive under your order. NOTIFY Alex G. Shew, Chief Dairy Supervisor, Florida State Department, First National Bank Building, Tallahassee, Fl. - Replied to complaint by the newspaper on the 11th, the mix will be delivered to the member's address with the State law and the license law. A member will be suspended from the membership in case of non-placement.

TELEVISION

YORK-AMAHANH

[Address details]
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PITCHCUT ONLY

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SUGGESTED USES FOR

FREE WHOLESALE CATALOG

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CIOA...PE...Rote...Halp...

DOZEN $7.20, $9.60, $15.00.
100 ITEMS, $60.00.
TREASURY BILLS, CASH, AND OTHERS.

IMPORTANT
In determining cost, be sure to count your name and address.
Also, include 25c per insertion additional to cover cost of handling copy.

RUGULAR CLASSIFIED ADS
Sell or buy, at lowest prices, any paragraph, no display. Place
free not in this column, which includes 1 or more sizes and
brand names.

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater results
than the use of larger size and higher rates. Type up to 14
point permitted. No illustrations, revenue notes, or other
description of material. 1-point rule border permitted on ads of 2
lines or more.

RATE: 51 per agate line—$14 per inch. Minimum $10.

CASH WITH COPY
ATTENDANTS—D.J.C. (Handwritten in ink).
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2140 PATTSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

40 YEARS OF VALUES
Pots of Gold - Irish加強自動化. 250 names already for this
WEEKEND...DOZEN $7.20, $9.60, $15.00.
TREASURY BILLS, CASH, AND OTHERS.

REGULAR CLASSIFIED ADS
Sell or buy, at lowest prices, any paragraph, no display. Place
free not in this column, which includes 1 or more sizes and
brand names.

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater results
than the use of larger size and higher rates. Type up to 14
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Send all Orders and Correspondence to 2140 PATTSON ST., CINCINNATI 22, OHIO

G & S MFG. CO.
NASHVILLE, TENNESSEE

CHARLOTTE LUMBER
CERO GATE 315, Phila., Pa.

ORDER:

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   Acts, Songs, Parodies
   Parodies and Satires
   Fanciers and Dealers
   Business Opportunities
   Handicrafts
   Food and Drink
   Christian Science

3. Indicate below the type of ad you wish:
   REGULAR CLASSIFIED AD—32c a word. Minimum $4.
   DISPLAY CLASSIFIED AD—$1 per agate line. One line $14.

4. Complete this authorization block and mail promptly. Classified ads must be paid for in advance. Display Classified Ads will be
delivered only. Adders not returning space will add 15c per word
if not used.

5. Include returns at Des Moines, Iowa.

6. Include returns at Des Moines, Iowa.

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60. Include returns at Des Moines, Iowa.
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

Send $15 for sample package of 10 items

You may reorder any of the individual numbers you choose.

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

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

15% pop. int. C.O.D., F.O.B. Chicago.

2341 W. Roosevelt Rd. Chicago 24, Illinois
Phone: Lavendel 2-7377

DIVISION SALES

EYE-APPEAL! BUY-APPEAL!

Luxurious 6 Pc. Priced for Action!

Includes:
- All metal auto-
  mantel watch
- Shining Tin Box.
- Very nice Jewel box, 25¢ with order.

Here's a genuine "Mystery!"

MODERN PEN MFG. CO. Inc.
384 W. 8th St., N. Y. 13, N. Y.

$21.00

NEWLY STYLED HOLLYWOOD MATCHED ENSEMBLES

Necklace, Earring, Pla. Expansion Bracelet Set.

GIFT BOXES:
- All accessories in L. L. box. Each set in separate plastic cases.
- Necklaces and earrings issued.
- Shining Tin Box.

XMAS EARRINGS

4 STYLES — $6.75 DOZ.

TOMAHAWK

Morgantown, W. Va.

ON

100% COVERAGE

Thru The Billboard's Outdoor Convention SPECIAL

OUT NEXT WEEK

RUSH copy instructions to reach us by

THURSDAY, NOV. 15

or wire us to repeat one of your previous ads.

THE BILLBOARD

2160 Patterson St. Cincinnati 22, Ohio

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES
Front Money & Guarantees
But No Cuts in 50% Split

See 60% Share Inevitable in Twin Cities

MINNEAPOLIS—Music operators in the Twin Cities are trying for inclusions in the Fort Pitt 50 split, but they must settle for the 30% or less which the 50 set-ups, a survey of top operators in Minneapolis and St. Paul indicated last week.

We’re trying hard for 60-40 splits,” explained Norton Liberman, of Twin City Novelty Company, Minneapolis, “but as yet the presentations are pitiful. It is inevitable that we move in that direction with 60-40 as a minimum.”

There has been great waste of music in this area because of management games. Music always brought up the rear. But conditions have changed. Louger, in the larger boxes subsidized by other equipment, the phone company has to pay its own way, and it’s almost like building from the bottom up, for this is the beginning of the coin machine industry,” said Liberman.

The Twin City operators hold out for guarantees whenever (Continued on page 88)

What Fort Pitt Divisions Do

PITTSBURGH—The Fort Pitt Brewing Company, division of Fort Pitt Industries, Inc., manufacturers beer, ale, and malt beverage at its plant in Sharpsburg. A branch plant located at Jeanette, Pa., is in operation and all equipment was recently repaired. The production employs 700.

Fort Pitt Beer products are distributed to wholesalers under license for sale to the public.

"Fort Pitt Special," Fort Pitt Ale, "Old Fort Ale" and "Old Shay Beer.”

Most of its sales are in Pennsylvania, but it is sold in Ohio, Maryland, Virginia, New York, West Virginia, New Jersey, and Indiana. Some sales are made in Kentucky and Michigan.

The Jacob Siegel Company division manufactures top costs and ornaments to retail for $65 to $160.50, the Windsor Company division manufactures top costs and ornaments to retail from $35 to $100. Both the Siegel and Windsor divisions are located in Philadelphia, the Reading, 70,000 square feet at 317 North Broad Street, the latter 35,000 square feet at 1209 Noble Street.

50-50 Splits Rule in Milw.

MILWAUKEE—Milwaukee’s highest rated Fort Pitt stockholders are hopeful that the company will agree to the 50-50 split. They feel it is essential if the company is to acquire the J. P. Seeburg Corp., a move which appeared to be probable last year.

Machinists’ strike will operate for four divisions. The other three are the Windsor Fort Pitt Company divisions manufacturing new machines, of Philadelphia, and the Fort Pitt Company divisions manufacturing used machines.

On October 17 stockholders approved the change in the name of Fort Pitt Brewing Company, Inc., to the present Fort Pitt Industries, Inc. Then, it was reported they would appraise $10 million for the purpose of diversification.

Minimums, % Standard for Philly Ops

PHILADELPHIA—There is no movement toward to alter the present 50-50 split in music machines in the Philadelphia area.

As far as local operators are concerned, there is unanimity among them that the present and the 50-50 arrangement will continue. They express their taste for the 60-40 arrangement.

An operator said, "It’s hard enough to get the store owner to agree to our present terms. They’d throw us out of the location if we mentioned a 60-40 split.”

All operators interviewed said they had a standard arrangement for the installation of new equipment.

The operator first told us he had a plan to sell the remainder was divided up.

Dime-Play Push Gets Under Way On Long Island

FREEPORT, L. I., N. Y.—The last stronghold of coin-play operators in the metropolitan area was the Long Island suburb of Freeport. The ‘dime’ boxes here will be a target of an all-out attempt to convert to dime play.

Two dime operators in the area announced last week that they were raising the dime rates and replacing ‘dime’ machines, and that dime play should prevail.

“Unlike Southern Amusement, operator of more than 3,000 boxes on the LI., we herein state the firm will convert 100 boxes this week. We have had that all equipment has been going out at 10 cents, but the process has been slow. We plan to replace old boxes as soon as possible.”

Combination Under Way

In Long Island, the forming of an association of all Flushing Music, operator of about 500 boxes on the LI., said that conversion to dime play was the same.

It was expected that once the larger operating companies get under way on their conversion programs, the smaller ones will follow.

Who Runs Fort Pitt

PITTSBURGH—Michael Berardinelli, president and executive officer and one of the largest stockholders of Fort Pitt Industries, Inc., has been in the brewing business for 20 years. He is also elected vice-president and director of sales of Fort Pitt Brewing Company, Inc., and was elected last year president.

Berardinelli was elected president of the Pennsylvania State Brewers’ Association and has been active in the industry for many years.

(Continued on page 88)

Juke Unionization

LOoms in Mass.

BOSTON—Unionization of the music industry in the Bay State may be getting closer. Officials of the record producers and Boston have been calling on workers in the factories with the companies in

Copyrighted material
INCREASE the TAKE

from your "spot" locations with ROCK-OLA "TOP TUNES" PROGRAMMING

THRIFTY TOO COSTS LESS TO BUY - COSTS LESS TO OPERATE -

ROCK-OLA DISTRIBUTORS AT YOUR ROCK-OLA DISTRIBUTORS

Designed for top locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college or high school "spots" where the demand is for the top hit tunes of the week.

"1.

COSTS LESS TO BUY - COSTS LESS TO OPERATE -

UPPER SELECTION PANEL PERMITS LOCATIONS TO DISPLAY PROMINENTLY THE TOP HIT TUNES EACH WEEK - STIMULATES AND SPEEDS UP PLAY -

INCREASES PROFITS

THE INTERNATIONALLY POPULAR TOP HIT TUNES OF THE WEEK

THE BILLBOARD

NOVEMBER 17, 1956

MUSIC MACHINES

73

www.americanradiohistory.com
Champ
MONEY MAKER

IN THE 200-SELECTION CLASS

50¢ PLAY DOES IT!

THE CHAMP WITH PATRONS
because its dynatone sound system delivers true-to-life tone.

THE CHAMP WITH LOCATIONS
because its crowd-pulling music just hasn't been surpassed.

THE CHAMP WITH OPERATORS
because it's the most profitable phonograph in Wurlitzer history.

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER
CENTENNIAL MODEL 2000
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
Dime Play Fails to Alter Traditional
Commission Pattern in N. Y. Region

NEW YORK—The steadily trend toward increased sales in the New York area has not altered the traditional commission pattern between locations and the office.

Basics of location commission is that the office gets the first 10 percent of front money, minimum guarantees, or both. In the case of minimum guarantees, the office is in academic; most stops which have been courting dime players have an upper limit on the commission which generally tops the minimums. And with the dime play, poorer stops will usually exceed the minimums.

In New York City, where resistance to dime play had been the strongest, an estimated 85 percent of the boxes are now running on 10-cent play.

Initially, operators felt they had to make conversions before a location owner could be bothered with dime play. Now the operator told he would do so much better if he would lower his limits, which was in accordance with the operator would force the minimum, which had averaged about $320 a week. However, as the dime play becomes acceptable, the operators began turning up their prices, and minimums and splits are the rule now. The office is needed under 5-cent play to protect the operator, their importance is diminished.

Front money, too, is another matter. Conversion has generally meant better equipment for the location and a number of expenses on 200-play machines.

Operators have been moving to

minimums, with $10 a week not unusual. When dime play was introduced, the split is generally $320 a week, but many operators are now getting 60 percent of Centurion operators are getting minimums and 40 percent of the better money. In many cases, front money of $5 a week is applied to 10 cent, particularly with the installation of 200-play boxes.

In suburban Westchester County nearly 95 percent of the market is in operations on 10-cent play. Minimum guarantees are much more prevalent than front money, and almost uniform.
### Advertised Used Coin Machine Prices

**How to Use the Index**

**Mean Average**

The mean average is a compilation based on all prices of which has been advertised at for the four-week period, and gives the dominant selling price. It is not a simple average between the "high" and "low." High and low indicate price ranges and the average indicates the price level at which the machine is advertised. Therefore, when the mean average is nearer the "high," it indicates "high" is a price that is probably for "as is" or "distressed" equipment.

### MOST ACTIVE EQUIPMENT

<table>
<thead>
<tr>
<th>Location</th>
<th>Price Range</th>
<th>Manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>75.00 - 225.00</td>
<td>Bally, Williams, Gottlieb, Chicago Coin, etc.</td>
</tr>
<tr>
<td>Chicago</td>
<td>75.00 - 225.00</td>
<td>Bally, Williams, Gottlieb, Chicago Coin, etc.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>75.00 - 225.00</td>
<td>Bally, Williams, Gottlieb, Chicago Coin, etc.</td>
</tr>
</tbody>
</table>

**Most Active List**

- **Equipment with Highest Price:**
  - $225.00
- **Equipment with Lowest Price:**
  - $75.00

### PINBALL GAMES

**MEAN AVG**

<table>
<thead>
<tr>
<th>Game</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>325.00</td>
<td>150.00</td>
<td>215.00</td>
</tr>
<tr>
<td>Williams</td>
<td>150.00</td>
<td>50.00</td>
<td>90.00</td>
</tr>
</tbody>
</table>

**ARCADE EQUIPMENT**

<table>
<thead>
<tr>
<th>Code</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/B</td>
<td>75.00 - 225.00</td>
</tr>
<tr>
<td>C/D</td>
<td>75.00 - 225.00</td>
</tr>
<tr>
<td>E/F</td>
<td>75.00 - 225.00</td>
</tr>
</tbody>
</table>

**SHUFFLE GAMES**

<table>
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<tr>
<th>Code</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>G/H</td>
<td>75.00 - 225.00</td>
</tr>
<tr>
<td>I/J</td>
<td>75.00 - 225.00</td>
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</tbody>
</table>

### MUSICAL MACHINES

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Code</th>
<th>Price Range</th>
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<tbody>
<tr>
<td>K/L</td>
<td>75.00 - 225.00</td>
</tr>
<tr>
<td>M/N</td>
<td>75.00 - 225.00</td>
</tr>
</tbody>
</table>

### VENDING MACHINES

<table>
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<tr>
<th>Code</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>O/P</td>
<td>75.00 - 225.00</td>
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<tr>
<td>Q/R</td>
<td>75.00 - 225.00</td>
</tr>
</tbody>
</table>

### HIGHS AND LOWS

Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertising machine prices which have been advertised 10 times or more for the four-week period, and on all equipment where there has been an advertised average. List includes only the weekly average.

**MEAN AVG.**

The mean average is a compilation based on all prices of which has been advertised at for the four-week period, and gives the dominant selling price. It is not a simple average between the "high" and "low." High and low indicate price ranges and the average indicates the price level at which the machine is advertised. Therefore, when the mean average is nearer the "high," it indicates "high" is a price that is probably for "as is" or "distressed" equipment.

**MOST ACTIVE LIST**

The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period. Included in the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.
No other Juke Box is so easily serviced...and none needs so little servicing as the new "G-200"

AMI Incorporated
1000 Union Avenue, S.E.
Grand Rapids 2, Michigan

Originator of the automatic selective Juke Box in 1927
**BY THE SEA, BY THE SEA—**

Jones Beach Location Set to Serve 180,000 on Single Day

WANTAGH, N. Y.—The Brus Ballroom at Cottontails in Wantagh, N. Y., opened for business on Saturday. The new ballroom is one of the most unusual in the country, with its own beach. The ballroom features a dance floor, a restaurant, and a bar. The beach is open to the public and is available for rent for private events. The ballroom is open daily from 11 a.m. to 2 a.m. for dancing and live music. The management is looking forward to a successful season.

**ICE UNIT VENDS 10-YEAR-OLD BOY**

HARRISBURG, Pa.—The first known instance of a human being being dispensed to a vending machine was reported here last week. A customer dropped 50 cents into an ice vending machine and received three ice cubes. The machine has been in operation for 10 years and has been a popular attraction in the area. The creator of the machine, a 10-year-old boy, is now a well-known local celebrity.

**McKernan Debuts Chocolate Kit**

GLENDALE, Calif.—The McKernan Engineering Company has introduced a chocolate lane conversion kit, to be used for instant ice vending machines. Utilizing all ingredients, which are sealed in a seven-pound capacity, the kit will produce 50 cents more per pound of chocolate for the chocolate selection for that particular machine. The unit is said to be adaptable for all Caffemar units.

**Cigar-O-Mat To Bow 5-Pack Cigar Vender**

PHILADELPHIA—Martin Berger, head of the Cigar-O-Mat Corporation, announced that his firm will exhibit a new automatic vending machine at the National Automatic Merchandising Association show in Chicago. The machine will have a capacity of 200 to 250 packs. Each pack may be adjusted to vend at a price of 5 cents, 25 to 60 cents.

**Frozen Food Industry Eyes Vending Future**

WASHINGTON—Frozen food processors and container manufacturers are looking to vending machines to supply more coffers for frozen foods. The Agricultural Depart-

**D.E. EXHIBITS Vender Preemts St. Milk Vender at Dairy Show**

ATLANTIC CITY—While few milk vending machine manufacturers exhibited at the Dairy Industry Educational Show, the one that produced the most interest was the D.E. Exhibits preempts St. Milk Vender. The machine, which sells for $1,005,000, has been designed to take advantage of the new trend in vending machines. The machine is made up of two pumps, operates on the same principle as the vending selection limits.

**Bulk Operator Builds Top Route in Taverns**

LOS ANGELES—"Put your own bulk merchandising stands and eat them." This is the policy that Jack Beatty, owner of the Beatty Bee, has adopted. The restaurant has a line of aluminum ice cream machines, and the customers have built a subscription principle on which they are sold. The machines are sold for $1, the customer is credited with 25 cents for each visit, and the balance is paid in at the end of each year. The machine is made up of two pumps, and operates on the same principle as the vending selection limits.

**Vending Machines**

COMMUNICATIONS TO 188 W. Randolph St., Chicago 1, Ill.

**N O V E M B E R 1 7 , 1 9 5 6**
Pepsi Opens

Continued from page 74

ale and club sales for distribution in Montreal and surrounding areas. In addition to housing the Montreal branch office, the plant will serve as headquarters for the company's entire Canadian operations, now totaling 11 company-owned and franchised Pepsi-Cola bottling plants.

According to Frank W. McIntosh, president and managing director of Pepsi-Cola Company of Canada, the plant will have the most advanced automatic bottling equipment known to the soft drink industry, featuring an (industry first) six new electronic bottle inspectors to examine the content of each bottle filled. "Even a grain of sand would be sufficient to trigger the mechanism and reject a faulty bottle."

An open house was held for Pepsi-Cola dealers in the Montreal area October 29 to enable them to inspect the new facilities. In Call, the new plant made the fifth such location the company will have in Colombia, adding an annual production capacity of 57.5 million cases of Pepsi-Cola.

The addition is expected to add more than a million potential customers to the 250 million people in Pepsi-Cola's Latin American area abroad. The opening of the two plants brings to 53 the total of Pepsi-Cola bottling installations in 73 countries outside of the United States.

Leaf tobacco stocks in the U.S. and Puerto Rico totaled 4,785 million pounds (farm sales weight) on October 1, an increase of 83 million pounds compared with a year earlier. Fine-cured stocks were up 5 percent, but barley and Maryland holdings were down 3 percent and 9 percent respectively. Stocks of cigar filler and cigar binder were each 9 percent lower than a year earlier.

Leaves, 10-20 lb. 12-25 df.

THE BILLBOARD

VENIDVE MACHINES

"POP CORN SIZ" 4 bbl Vendrs. top condition, ready for immediate delivery. Will sell for all parts in work. F.O.R.

"HEIL" POPCORN COMPANY

310 Paradise, Kansas City, Mo.
Phone: O'Hara 1-1600

Poppets & Charms!

ROUND SNAPPERS FOR ELT—assorted—$1.50 M.

Vending Machines

ROWE PRESIDENT 1 cts. cap. 25c and 50c Vend. King and Regular. Fully Modernized—Contact your nearest Rowe Distributor.

TRAD-SEP OFFER

Special Trade Offer—$1 per Machine on VICTOR TOPPERS.

Send 10c today for Rowe Sales Co.

VENDCO SALES CO.

312 N. Main St. Minneapolis, Minn.
Phone: Llew 3-1449

CLICKERS, 5 VENDERS

Sensible Special Offer—Only $90.00

The Billboard's

NAMA CONVENTION ISSUE

WILL DELIVER ADVERTISER'S SALES MESSAGE INTO THE SHOPS AND HOMES OF COINMEN THROUGHT AMERICA AND CANADA . . . AND AT A

• LOW, LOW CHARGE PER READER

LET THE DECEMBER 1 ISSUE OF THE BILLBOARD DISPLAY YOUR PRODUCTS TO COINMEN EVERYWHERE.

Reserve advertising space now. Write or call your nearest Billboard office listed below.

Advertising Deadline: NOVEMBER 22

Issue Dated December 1

CHICAGO 1, ILLINOIS
188 West Randolph
Chicago 6-8741
NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800
HOLLYWOOD 28, CALIF.
6600 Sunset Blvd.
Hollywood 9-5831
ST. LOUIS 1, MO.
390 Arcade Bldg.
Olive 1-0443
CINCINNATI 22, OHO.
2160 Patterson St.
Dobbs 1-6450

GIVE TO DAMON RUNYON CANCER FUND

www.americanradiohistory.com
Jones Site to Serve 180,000

• Continued from page 78

000 on candies, cigar, gum, hot drinks and sundae items.

Considerable part of the Jones Beach location is on the Captains and Fisherman Park, the latter 30 miles away from the Jones Beach headquarters. A ferry is required to reach this site. Fire Island, Drink, cigarette, cigar, and gum machines are kept on the premises.

While the great bulk of the vending business is done in the summer, Jones Beach is a year-round location. Naturally, nobody comes to the beach when it is raining or snowing, but any weekend with fair and sunny weather—what could occur on the beaches—will see a lot of visitors.

Coffee, which is only a fair seller during the summer, does well in the off season. Because of the excessive humidity, Elbert prefers liquid-cooled up to day equipment.

Dimes Only

The candy machines, like the drink machines, operate on dimes only. Elbert explains that a change-maker slows down the operation.

Also on the premises are 25 Cigarette-Machines, all three selection machines. Some are straight 10 cents and others are straight 25 cents, but none vend at two prices.

On sandwich machines it is impossible to dispense with selectivity. But Elbert makes it as simple as possible, with three selections and two prices. Cheese is 25 cents, while tuna and ham are 30 cents each.

Elbert has been thinking in terms of hot sandwich machines, but at the same time he is keeping an eye on the cold stuff. Most hot sandwich units take a few seconds to deliver and warn the product, and, on a high-speed operation.

Machine maintenance is done in the firm's shop on Jones Beach. All drink machines are on ten day, cleaned and reassembled once a year. A ferry is required to reach this machine. Each time one is delivered to the machine, the location, on the premises located on the machine, is maintained, then arranged for service and the repair unit. To make up for the lack of uniformity in sizes and style of machines, all vendors are apportioned a different one in the shop.

All machines are equipped with Feeder-Boots, and Elbert ensures that accurate tallies on sales are made and to provide sales figures for the Jones Beach State Park Commission.

Another policy of the operation is to stick exclusively to name brands. All soft drink and candy products are those of nationally known manufacturers.

The success of the Jones Beach vending operation has caused Iran Rail executives to study other applications of automatic merchandising. The firm operates a canteen on one large New York area station and runs restaurants at Idlewild International Airport.

Confectionary Sales Up

Sales of confectionery and competitive chocolate by manufacturer totalled $1,802 million in 1955, an increase of two per cent over the 1954 figure, according to Commerce Department. Manufacturers wholesalers' sales totalled 7,935 million in 1955, compared with $7,490 million in 1954. Sales of manufacturer-retailers totalled $117 million in 1955, up $8 million over 1954. Chocolate manufacturer's sales reached $214 million in 1955, up by $2 million over the 1954 figure.
SUCCESSFUL VENDING REQUIRES:
The availability of quality merchandise which most people buy at frequent intervals. Inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

**Northwestern VENDERS**
are an inexpensive, trouble-free machine which can be economically and quickly serviced. An example is the NORTHWESTERN 5c PACKAGE GUM VENDER.

For full information see our complete line of profit-making vending machines.

THe NORTHWESTERN CORP. 21143 Armstrong St. Morris, Ill.

---

New Candy Bars: Hollywood Brands CENTRALIA, Ill.— Hollywood Brands has announced the introduction of two new candy bars to their line, Teddy Bar and Taffy-Nut Bar. The bars, coated with milk chocolate and filled with nougat centers, are packaged 150 to a case, with an equal number of each bar per case. The minimum order shipped is 15 cases.

**VICTOR Standard TOPPER**
1c Ball Gum VENDOR $13.25 Each 100 or More

Sold on Time Payment in lots of 10 or more—25 weeks to pay. Write for details.

---

Boston Ops To Bid for Transit Route BOSTON—The Boston Metropolitan Transit Authority is inviting sealed proposals for contract for vending machine privileges on MTA properties.
The term of the contract will extend for five years, beginning January 1, 1957.
All proposals have to be in the MTA office no later than 12 o'clock noon, November 16, 1956, at which time the bids will be publicly opened and read.
A certified check for $5,000 drawn on a Boston bank or trust company must accompany each bidder's proposal as evidence of good faith.
The successful bidder will be required to furnish a performance bond with a surety company, or other bond satisfactory to the MTA in the amount of $30,000 as a surety to guarantee satisfactory performance of the contract.
Detailed information regarding the proposal may be obtained by writing to William C. O'Connell, Metropolitan Transit Authority, Room 710, 31 St. James Avenue, Boston 16, Mass.

---

Vendo Prompts $50 Mil in '57 KANSAS CITY, Mo.—The Company, which estimates sales of $30 million in 1957, announced the appointment of W. W. Wagonstaf, executive vice-president of Wagonstaff, at a recent meeting of the Kansas City Chamber of Commerce.
An expanded market, and new terminals added to the Vendo line, were listed by Wagstaff as chief reasons for the optimistic estimate.
Vendo's sales have increased from $20,709,000 in 1955 to $30,900,000 plus in 1956. The company's net for the first 9 months of the fiscal year was $1,750,000.

---

Pepsi Opens New Overseas Plant NEW YORK—Pepsi-Cola International has announced the opening of a new bottling plant in Stalhburg, Germany, one of the major cities of the Federal Republic.
Annual production capacity of the new plant will be to be in excess of 1,500,000 cases of Pepsi-Cola.
The new plant increases to 254 the total number of overseas Pepsi plants and adds the number of countries outside of the United States in which Pepsi-Cola is sold.

---

There Are Big Profits in GUM Get Your Share With

**Northwestern TAB**
You'll hit the jackpot with this simple, profitable vending machine. Ten selections for wide selection and bigger capacity have doubled and tripled sales. "Quick Change" mechanism down cuts servicing time in half.

**STANDARD SPECIALTY CO.**

**VICTOR'S VENDORAMA**
A truly beautiful console for those select locations. Price Only $22.50 Works at any for samples.

LOGAN DISTRIBUTING COMPANY
916 Milwaukee Ave., Chicago, Ill.
Chicago — November introduced a flurry of activity in the amusement business in the last few weeks, as increased demand for new machines and parts caused distributors to increase their prices. While sales of new models are also picking up steam, a considerable number of used game distributiors showed that used games of recent vintage are a good buy. A leading manufacturer said that a dominant share of his sales are now of used machines, and that he has been receiving an unusual number of inquiries about the used machines market. The manufacturer has increased the confidence of many operators that he and his competitors are taking a more tolerant view toward the used market.

Perkins noted that while most of the used game prices were steady at the end of summer, there was a noticeable increase in the used bingo games.

Pool Games

World Wide Distributors of New York has added some new pool games. The senior model is selling very well, stated Fred Levy, president, "but the strongest item is a game that is offered at a very low price and is selling well."

Bingo and shuffle games were also doing very well for World Wide.

"Regarding export, everything's moving except the pool games. The market for used machines is well saturated with them right now," said Shee.

Fed. Tax Bill May Change Game Class

New Pinball Category to Be Discussed

For Washington Game Tax Bill

WASHINGTON — A possible third tax category for pinball—known as "pinball machines" (D.R.C. 320)-the Outlined Excise Tax Bill—will be set at lod, 1,300 under a recent house tax subcommittee hearings held to cover all aspects of the pinball game in the country.

Committee spokesmen said last week that they would not make any recommendations at this time pending receipt of the documents or papers as testimony from coin machine interests.

The House Revenue code for a $250 tax if free games are not returned for prizes or other items. (See The Billboard, October 30.) Rep. Alton J. Forard noted when he introduced the bill in July that there was no prospect for passage. Since the bill incorporates more than $100 recommendations of the subcommittee for items of importance to our federal excise tax system, he felt an 'important function would be served by

Coinmen Form Association in Australia

alexandria, N. Y. — A new South West Doesn't Distribute Coin Machine Association consisting of coin manufacturers, wholesalers, and dealers—known as the Leo Lewis Exchange—has been formed.

Ken Willis, Both Distributing Company, brought a trip from the Florida state line as business picking up every day in that area. Willie Levy, Mallow Coin Machine, is said to be the main man there where he attended his sister's fir

Morrin Marder, M&D (Continued on page 84)

Coinmen You Know

Miami By SAUL SHAPIRO

Week ends ran this past week when Ruth Hockinson, of the Mid-Florida Distributing Company, was married in a civil ceremony.

Vida J. Lewis, Automatic Equipment Company, announced that the company's new pinball game route to Leo Lewis, a newcomer to the Mid-Florida area, will be known as Leo Lewis Exchange.

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Morrin Marder, M&D (Continued on page 84)

Coffee, still low enough to appeal to most of the operators.

Maloney credited much of the increased interest to the United States Court of Appeals decision in the Florida case. "They have been classified as slot machines for tax purposes," said Maloney.

"The decision has increased the confidence of many operators that they will be left alone by the federal authorities," the house was told along but nowhere toward the game.

"The $250 tax seems a lot of them," Maloney added.

"Much the same was true for the Purevue Distributing Company. Herb Perkins said sales of used equipment was good. "Shuffle and bingo games are doing very well for us," he stated.

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Morrin Marder, M&D (Continued on page 84)
The music and broadcast industry probes in the House Judiciary's Antitrust Subcommittee will again focus on recently re-elected Representative Celler. The group lost one of its long-time members, Representative Ottis Quigley, champions of UHFers during past television hearings by the subcommittee.

In the Senate, the re-elected Warren Magnuson will continue to head the interstate and foreign commerce committee TV probes. Incumbent Republican Senator Bricker remains, having until 1959 to push for government control of networks, before the election race. James H. Dall, who made very little in the broad cast probe, was the only one defeated in the election. Faye Daniel will leave to govern of his State. Replacement for these two are as yet undecided, staffs say. A report from this committee may be an interim affair, early in the session, spokesmen report — or it may be held over until June, pending findings by Justice Department investigation and the Federal Communications Commission study.

Regulatory agencies like the FCC, Republican dominated, can expect continuing scrutiny from the Democratic Leadership in Congress and on committees. Democrats feel they will have continuing hold after 1959 elections. They point out that 11 Democratic Senators will be up for re-election that year, six from the Deep South, strongholds, and others including such vote pullers as Pastore, Symington, Mansfield, Kennedy and Jackson.

On the junk box front, the kilos are on the road once again. Last year's sales were high, and the price of kilos has gone up. Many people value kilos for their musical appreciation.

The kilo is a valuable investment for those interested in collecting kilos. They are made from precious metals and are a great way to invest in the future. Kilos are also a great conversation piece and can be displayed in a variety of ways.

# Kilos for the Future
# Invest in the Precious Metals
# Kilos Collection

More information can be found at www.kilos.com. Don't miss out on this opportunity to invest in the future of kilos.
Service, had a peculiar experience this past week. Seems Moses Malone, owner of one of his locations and when he had one of his men go and check out the store one day, he found that the man had stolen the pole box and stolen every record from the store. He has fired this, while the place was open and doing business, but the man wasn't touched or the machine damaged.

Many Boudoin's, Brooke District Residents, enjoyed a busy week from a short reprise from operations. They were back on the job being back off as he just plumb tired. This week he had a bad cold that had him parked for a couple of weeks.

Many columns badly converting their joke boxes to the coming winter tourist reason season. Many are already having a terrible month of the season with no business. Many are working and many others are selling for complete contestable service.

Buster Bailey, head serviceman for Delaware Auto-Service Company, exits the store on a busy day. 8 p.m., machines converted to 65 by December. Buster says if a machine is returned before the 78's problem could be solved.

Marvin Turner, of Palm City Motor Service, reports that business is picking up and many stops that were made every other week during the summer slack season are now being made weekly. That's the way things are.

Marty Olson, of Mars Amusement Company, making the rounds in the area. He plans to get Joe Mangun of Mangun & Mangun, to break out in a big way and to have a live in a more on-the-street fellow is doing. Wonderful, just wonderful, says Joe. Looks like Budweiser is going to again see fate filing Clamps for space as they are, for more room will enable them to give even better service. These are the fellows in the race car or call for their record needs.

The A.M.O.A. has moved from its old location. The new address is 2160 Fairview Ave., Cincinnati, Ohio. 216-728-0129.

The Billboard
Coin Machines

COINMACHINES

NOVEMBER 17, 1956

COINMACHINES

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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 2—Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit, Mich.

November 3—Music Operators of Wisconsin, monthly meeting, Wilkes-Barre, Pa.


November 7—Sevity Music Operators' Association, monthly meeting, Arizona.

November 8—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Chicago.

November 8—Music Operators' Association of California, monthly meeting, Beaconsfield Hotel, Brooklyn.

November 9—California Automatic Vendor's Association, bi-monthly meeting, Colonial Room, Ambassador Hotel, Los Angeles.

November 10—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.


November 14—Retail Amusement Association of Coos, O., and neighboring offices of Elfin Music Company, Man- sfield, O.

November 17—New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N.Y.

November 17—Western Pennsylvania Operators' Guild, inc., monthly meeting, American Legion Hall, White Plains, N.Y.

November 21—Automatic Equipment and Owners' Association, semi-monthly meeting, Southern headquarters, Gary, Ind.

November 22—National Amusement Association of Austin, Texas, semi-monthly meeting, Ivy House, West Springfield, Mass.

November 27—Music Operators of New York, Inc., quarterly meeting, 57th St., New York, N.Y.

December 2—National Automatic Mechanical Association of Chicago, semi-monthly meeting, Hotel Congress, Chicago.

December 3—Springfield Photograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

December 12—Chicago Independent Amusement Association of New York, annual banquet and dinner, New York.

New York City for a look at some of the new machines.

Jerry Colombo, finding good ac- ceptance with his new I.MCO back- ground music system, says orders are coming in from all over the country, as well as overseas. Plans to take the machine on a nationwide tour shortly. 

Ed Haverly is still planning his big show on Rock-Ola's 200 and expects to have it ready by December 1st.

The Massachusetts Amuse- ment Association met last week at the Commonwealth Country Club in Newton. The group has been watching closely the actions being taken by the City of Boston to keep a check on the sale of pinball games. 

Present among others were Richard Hogan, presi- dent; Jimmy Waddle, secretary-treasurer, Leo Glenden, treasurer, and Bob Jones, secre- tary.

Jerry Ficcal, Boston Record Distributors, is in a busy year this season. Save the big show this other night with his lovely wife at the opening of "Butterfield and蚮" in the St. Regis. Jerry is also working on a special edition of the Music Operator's Association of Massachusetts' big holiday next week.

The late fall weather is still holding in operators from far and wide and around town last week was an infrequent visitor, Eddie Clay, from Caro- linas. He did a lot of work on music and music games, Bob Donaldson and Jack Capone, Hal Hacq Baker, Portland, Me., Halsey Builders, of Newport, R. I., Elmer E. Bender of Balti- more, Vt., and J. D. Hall, Baltimore.

Memphis

By ELIOT WISENHEIM

Practically all vending operators are reporting disastrous business, with cool weather moving in. The weather proved a big asset in vending sales, and all candy operators re- ceived National coin changer for 10-cents operation. The firm also exhibited its coin changer selection units.


No display.

Noris Dispensers exhibited its two-section half-and-half and third quarter machine with a new vending relay system and loading bay. At the Norris booth was Bob Haasen, formerly of Verdi, who has been appointed director of vending sales. Other Norris personnel at the booth were R. E. Mann, John Smith, John Ellis, W. J. North, L. F. Norris, C. F. A., and R. B. Bolin.

At Daisaecue Charles Fine, sales manager, said the firm is cutting down their coin machine and has tripled production on its pinball machine since the first of the year.

At the Daisaecue booth were Howard Lewis, Donald D. Dick, L. F. Hatfield, Roger Jackson, Ed Birdwell, and Frank B. Jones. It had no trouble with its big drive.

If prizes were to be given on the basis of size, the Excello Corpora- tion's Pin-Par would stand a good chance. The trade, however, just doesn't go for 'em any more.

No summer shows were noted, but all are doing well. All officers are promoted to the outdoor unit, which is quite large and is half-filled.

The Display Division of Noris Dispensers displayed its indoor milk vendor line. At the Cash in Coinage Association booth were T. E. Thompson, J. Cotler, F. H. Hofius, R. A. Popp, and J. H. Millig, E. C. Salabury, J. Van Pol and D. Walters.

Not exhibiting, but active in the convention, was the Florence Suls- ton Club, represented by K. C. F. Hopper, Bob Ferguson and John McNicholl, the first operator to recently joined the organization.

NOW! ALL NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

NOW NEW PANELS ONLY, Regular Sizes, with Rack and only $29.50

OVERSIZE Call Box, Only $39.50

2-HOLE RACK POOL PANELS

With Rack and

Oversize Call Box, Only $29.50

New Rotation Balls, Per Set...$19.75

Pool Balls, Regular Size...$17.50

Pool Balls, Numbered 1-50...$25.00

Pool Balls, Numbered 1-75...$35.00

CHARLEY PIERI

Monarch Coin Machine, Inc.

QUALITY IS REMEMBERED

LONG AFTER PRICE IS FORGOTTEN

SHARPER ALLEYS

ARCADE EQUIPMENT

ADVERTISER S

CIGARETTE MACHINES

SMOKERS MACHINE EXCHANGE INC.

 chassis.$100.00

 Arcade Machines.$50.00

 Curing 4000.$150.00

 Chicago Coin Steel Shovel

 SEND FOR BIG BRAND NEW EXPORT CATALOG

GUNS

UNITED BONDED

UNITED CARNIVAL

BALLY BINGOS

EXHIBIT TREASURY COVE

EXPOSURE DISPLAYS

POOL TABLES

LATE GUNS

ALL MACHINES 100% GUARANTEED

1000 FREE EXHIBIT SHOOTING GALLERY

WURLITZER DISTRIBUTORS

WURLITZER BALLY—EXHIBIT—CHICAGO COIN

WURLITZER 1400-1450...$210

BALLY BINGOS...60 up

EXHIBIT 500...$100

EXHIBIT 500...$100

WURLITZER 1800...Like New

WRITE—WIRE—PHONE

298 Lincoln St., Allston, Mass.

Algonquin 4-4040

DISTRIBUTING CO.

WURLITZER DISTRIBUTORS

EXCLUSIVE DISTRIBUTORS

25 SEEBURG 100G...$650

25 WURLITZER 1800...Like New

WURLITZER 4000...$210

BALLY BINGOS...60 up

LATE GUNS...100 up

DISTRIBUTING CO.

Exclusive distributors for

WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

(WITH CLARKE-1341)

Northern Illinois Automatic

American Radio History

www.americanradiohistory.com

1500-5000, $8.00

1500-4000, $7.50

1500-3000, $7.00

1500-2000, $6.50

1500-1000, $6.00

1500-500, $5.50

1500-250, $5.00

1500-250, $4.50

1500-150, $4.00

1500-50, $3.50

1500-5, $3.00

1500-1, $2.50

1500-0, $2.00

1500-0, $1.50

1500-0, $1.00

1500-0, $0.50

1500-0, $0.00
BINGO SPECIALS!
CLEAN GAMES READY FOR LOCATION
GATEWAY
$650.00 BALL BEAUTY
$36.00
FI-FI
70.00 ICE FROZIES
$60.00
SURF CLUB
60.00 BEACH CLUB
$5.00
PALM SPRINGS
60.00 FROZIE
$30.00
CONEY ISLAND
$54.00
Immediate delivery
1/2 Deposit
FRANK MILL, Mgr., Dept. R-6

SUPERIOR SALES CO.

NATIONAL—Leader in VALUES!

LATE BINGO GAMES

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SPECIAL! William Diamond Gem Pool

LATE GOTTIEB 5-BALLS

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SPRING SALE

GOING BIG
in every type of location

On Display
In Our Showroom
IMMEDIATE DELIVERY—DATE TODAY

BILLOTT DISTRIBUTING CO.

1300 Fifth Ave.
INDIANAPOLIS 3, IND.

(317) 636-7610

GIVE TO DAMON RUNYON CANCER FUND

NATIONAL Coin Machine Exchange
1431 S. Wabash Ave. (Phone Exchange) Indianapolis, Ind.
Juke Union
Continued from page 72
view to having all levels of help
their ranks.
David J. Baker, president of the
Music Operators’ Association
of Massachusetts, and the group
was aware of the union activities
and was approached, to no avail.
Unions officials
if for a more
favorable arrangement could be made
with a large
manufacturer for the industry instead of deal-
ing with the independent
individuals.
Last August, representatives
of the national union of
Automatic Equipment
Operators’ Service & Repairmen
called ten operators to the
meeting area and in parts of New
Hampshire.
No plans for consolidation
with this group have ever been
completed. It is believed that
the associations’ union is looked on
with more favor, at least in the
Boston area.
Who Runs Ft. Pitt
Continued from page 72
With best and brother of the president,
having been with Fort Pitt since 1948.
He was elected a director in 1952,
vice-president in 1954.
Other officers of the company
are Elmer N. McGill, secretary
and assistant treasurer, and
Robert M. Shelly, senior
controller in 1938, and
Stanley Karp, who was elected a
director and treasurer in 1936.
See 60% Share
Continued from page 72
Mills 2-Selection
machines were inserted with
a minimum of $15 a week,
with 50-50 split therefor. There are
other deals, too, he said each de-
dependently on individual locations.
Advances are also forthcoming
in other places.
According to Anton Heilinger,
who, with his brother, Danny,
operates a firm. But the almost
standard common
break is 30-50, he said.
Some places we take the first
15 percent, location next 15 percent
and then split 50-50, he explained.
"Other places it is a
12-12 split followed by a 50-50
front money set-up." We’re trying
for 60-40, but can’t see that for
the immediate future. Our aim now
is a weekly minimum. Current pho-
notographs should fall by 50 to 75
percent and older models $4 to
$5 a week. Once we get that well
on its feet, then we can talk
60-40," said Heilinger.
Fritz Feingold, of Northern
Coin Machine Company, St. Paul,
said he knew of no 60-40 splits
in that area. He said he did the
general commission division was 50-50.
Others are interested in
front money on some locations he
operates. He has been in there
since the first 10%, gives the location
the next 10% and splits the bal-
cile, to 50-50. In some locations he
gets $3 or $4 a week and then splits.
When he starts at $10 a week,
founds records and gives the
operator a key to the coin box to
keep records.
Harry Atkin, of United Ma-
hines Company, Minneapolis,
reports no 60-40 splits for his op-
eration. He believes photographs
three or four years old should
receive $10 a week minimum and he
works toward that guarantee.
New 200-selection machines
should bring $25 as a minimum,
he contends. These machines
lease out for $25 weekly with lo-
gos in order giving provider his
own
LOOK AT THESE SPECIALS
3-Seaborg 200V ... Write
4-Seaborg R. ... $950.00
2-Wurlitzer 1800 ... 845.00
2-Wurlitzer 1700 ... 645.00
24-Caps Wax (2c) ... 6.95
CULP DISTRIBUTING CO.
414 West Grand Avenue
Chicago, Illinois
Phone: Central 3-0404
Wurlitzer Distributor

We ONLY Advertise What We Have In Stock
ORIGINAL POOL TABLE with winners $100 Off Top
$149.50
Gonce 2 Player
HI-FLY BASEBALL $379.00
Gonce 2 Player
PICCADILLY $299.00

ACT QUICKLY—ORDER TODAY!
5% with order—Balance C.O.D.
WRITE FOR COMPLETE LIST

GOING BIG in every type of location
Millscope a given
LORD’S PRAYER VENDOR
or the popular
RELIGIOUS GOOD LUCK MEDAL
On Display In Our Showroom
IMMEDIATE DELIVERY—C.O.D.TODAY
B. D. LAZAR CO.
1635 Fifth Avenue
Pittsburgh 19, Pa.
Phone: Franklin 1-483
The Detroit experience has tapped only some of the possible facets of valuable co-operation between jockeys and operators—evidence that it requires only the combination of an intent to work together for mutual objectives and with well-executed planning.
when answering ads ... Say You Saw It in The Billboard

COINMEN YOU KNOW

Continued from page 85

Leading ops are talking about the high license costs on jake boxes and are hoping something can be worked out in future with location owners to get them to pay half. Location owner now pays half of federal license fee. The federal license is $10. Ops bear costs of other licenses: City, $10.25; county, $10.50, and State, $10.00. Among leaders who question such a move are Allen Dixon, president of Memphis Music Association, the association of ops; Edward H. Newell, secretary-treasurer, Drew Canale, owner of Canale Amusement Company, and Parker Henderson, general manager of Southern Amusement Company.

Ops cashing in on the Elvis Presley craze (they've got several Presley records on their phonograph), Drew Canale, Canale Amusement Company; Jack Canipe, Canipe Amusement Company; Doug Hight, Rainbow Amusement Company; Fran Smith, S & M Sales Company; Edward F. Newell, Ov- Matt Company; Jake Kahn, Tri-State Amusement Company; Jane Bodenheimer, Shelby Amusement Company, and others.

Clarence A. Camp, president of Southern Amusement Company, still getting in some enjoyable weekends at his cabin in Enochs, Ark., some 30 miles from Memphis. Weather permits Camp's top man, Parker Henderson, some golfing, too.

R. E. Swanson, owner of Chicora Carnival Company, food and drink vendor, in heavy operations with big upswing in business. Ditto H. L. Feild, manager of Commodi- ties, Inc., and John D. H. Meyer, owner of Meyer Sales Company. A number of Midlothian ops were in Memphis recently shopping for equipment and supplies. Among them were Harold Young, Broadway Mus- ic Company, Carrolsville, Mo.; T. P. Aarons, West Mem-phis Amusement Company; and Bob Henderson, American Amusement Company, Gren- nada, Miss.; Bill Uitz, Dixie Nov- elty Company, Cavanaugh, Tenn.; Clint Canale, Canale Amusement Company, Gren- nada, Miss.; Bill Uitz, Dixie Nov- elty Company, Cavanaugh, Tenn.; Bill Uitz, Dixie Novel- ty Company, Cavanaugh, Tenn.; Clint Canale, Canale Amusement Company, Gren- nada, Miss.; and James Howard, Dixie Amusement Company, New Madrid, Mo.

YOU WANTED SOMETHING NEW! YOU NEEDED SOMETHING NEW! EXHIBIT GIVES YOU AN ENTIRELY NEW CONCEPT IN ACTION GAMES!

EXHIBIT'S ORIGINAL, 2-PLAYER

RINGER BALL

Players Pitch the Ball With An Underhand Motion Through the Net and into the High Scoring Rings!

Players Actually Pitch the Ball

Requires Skill and Luck!

One or Two Players!

Scores Total Up Automatically!

Requires Active Participation of One or Two Players at 10c Per Player!

Requires Skill and Luck!

Cabinet Measures 8 Ft. Long, 26" Wide, 6 Ft. 2" High. Extension Bar extends playing field from 8 feet to 9½ feet.

THE EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

Available for Immediate Delivery!
Confectionery Sales
Sales of candy and competitive chocolate products by manufacturers were estimated at $109,211,000 in September, 49 per cent above August, 1956, and 1 per cent above last year's September total, according to Commerce Department. Sales of manufacturer's wholesalers at $85,021,000 were 50 per cent above August, 1956, and 3 per cent above September, 1955. Manufacturers-retailers' sales were 13 per cent above August, 1956, and 4 per cent below September, 1955. Sales by chocolate manufacturers in September were 65 per cent higher than in the preceding month, and 5 per cent lower than in September of last year. U. S. third-quarter cocoa bean grind was estimated at 109 million pounds—only 8 per cent over the 1955 third quarter, compared with first and second quarter increases of 20 and 23 per cent over the corresponding 1955 period.
The highest rated 5-Ball today
PROVED by Long-Run PROFITS!

Another First
FEATURE by Williams
National Toy Company is standard equipment on all Williams 5-Ball games!

Twin Chutes at slight extra cost
Plated Cigarette Holders on standard!

Create a 3-4 or 5 ball play!

OUR PRODUCTION OF REGISTER COMPLETELY SOLD OUT!

See Next Week's Ad For Our Latest Amusement Machine!

1140 N. Kostner Ave.
Chicago 51, Illinois

BUY THE BEST . . . WE DO!

History of Fort Pitt Ind.

Continued from page 78

on gross income of $11,891,834.
However, for the first six months of fiscal 1956, the firm cut its loss to $4,199,006.
Fort Pitt completed the purchase of the Windsor Overcoat Company and the Jacob Siegel Company in April. Total purchase price for both firms was $3,943,860. Of this amount, $1,498,011 was in cash. The remainder was split in this way: 417,122 shares of the Fort Pitt Brewing Company (figured at $1 and a quarter a share which was the closing market price on the date the transaction was approved) and 33 per cent of the net earnings before taxes of the two companies for five years after January 1, 1956 (this amount was figured at $1,100,000 based on pro forma earnings).
An increase in the authorized capitalization of Fort Pitt was approved by stockholders to provide for the purchase of the two topcoat and overcoat manufacturing companies. It was increased from 750,000 shares of $1 par value to 1,500,000 shares at $1 per. Fort Pitters of Windsor and stockholders of Siegel therefore received 41.7 per cent of the outstanding stock of Fort Pitt Industries at that time.

535, the Jacob Siegel Company had net income of $159,985 on net sales of $2,247,496. The Windsor Overcoat Company for fiscal year ending December 31, 1955, had net sales of $1,927,967 with $194,038 in net income.

GOING BIG
in every type of location

LORD'S PRAYER VENDOR
for the popular
RELIGIOUS GOOD LUCK MEDAL

On Display In Our Showroom
IMMEDIATE DELIVERY—DEALER TODAY

FRIEDMAN AMUSEMENT CO.
411 Figueroa St. L.A. 29 Los Angeles

Phone: Jackson 6-7511 | Phone: 6-4913

OPERATORS
from all over the world buy from
INTERNATIONAL SCOTT CROSSE

because:

- We know the needs of your country.
- We carry one of the largest inventories on Pinball, Shuffle Alleys, Bingo, Bolo Bites, Target Guns, Arcade Equipment, etc.
- All our equipment is fully reconditioned, cabinets polished, ready for location.
- We have a most efficient Packing & Crating Department to insure against damage while in transit.
- We can supply expert advice about shipping companies, and save you money.
- We are distributors for BALLY MFG. CO., for all Western Europe with the exception of the U.K.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a complete line of Premiums.

WRITE NOW for full particulars, including our current cash and carry list now available.

INTERNATIONAL SCOTT CROSSE COMPANY
Billboards 6-7732

Brown 515 823 Lakeview Ave., 823 1921

Bought by 800 Deer and Crane, Winchester, Ky.

www.americanradiohistory.com
SUPPLIES IN BRIEF

**Glass Containers**

Factory shipments of machine-made glass containers during September, 1956, totaled 10,520 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 317 thousand gross, compared with 572 thousand gross in August, 1956. Non-returnable beverage containers accounted for 793 thousand gross, compared with 1,110 thousand gross a month earlier. Second quarter shipments of returnable beverage containers were down 21.3 per cent from the same period a year earlier, while shipments of non-returnable beverage containers were down 14.2 per cent from the second quarter of 1955.

**Sugar Deliveries High**

Deliveries of sugar for U. S. consumption in August, 1956, totaled 910,000 short tons, raw value, up by 12,000 tons over the previously published preliminary total for that month, according to Agriculture Department. September deliveries totaled 747,000 tons (preliminary), down 11.5 per cent from August, October, Agriculture announced in 1956, and 0.9 per cent from September, 1955. The price of raw sugar, duty paid, at New York, which had averaged 0.01 cents per pound thru September, rose to 0.85 cents on October 9 and to 0.86 cents on October 26. Twice during the month earlier, Agriculture announced increases in the total sugar quota for the continental U. S. for 1956. Total now stands at 5,775,000 short tons, raw value.

---

**CHAMPIONSHIP REGULATION BOWLER . . . .**

Scores According To ABC Rules...

Top Score 300!!

Amazing New Player Control "Scoring Handicapper!"

It's the only regulation bowler with an authentic handicap feature... each player before shooting the first frame may handicap his score some as in real league bowling! (This feature promotes the setting up of individual location leagues to stimulate exciting play!)

Amazing New Player Control "Strike Selector!"

Permits player to set game for Easy or Hard strikes simply by the flip of a switch. (Makes good scorers out of poor players... better scorers out of good players)

Available in Both Regular and Super Models!

---

**CHICAGO COIN'S GIANT PROFIT MAKER**

**Carnival & Fair Equipment**

**RENT OR BUY**

**JUMBO PINPOTS**

**TENNIS SETS**

**GUN CONTROL MACHINES**

**BOWLING MACHINES**

**GAMES**

**OPEN SHELF GAMES**

**BINGO MACHINES**

**CHICAGO, ILLINOIS**

1725 West Diversey Blvd., Chicago 14, Ill.
Get your novelty spots back on a money-making basis with **BALLS-A-POPPIN'**
new type novelty game by **Bally**

**WITH RIOTOUSLY EXCITING WILD BALLS SCORE-BOOSTER FEATURE**

See up to 6 extra balls power-shot from Wild Balls Bazooka! Wild Balls a-popping like popcorn on the playfield... sky-rocketing scores to sudden success... releasing additional Wild Balls to bombard every scoring target on the playfield... creating greatest Last-Ball Suspense in pinball history!

See Wild Balls in action and see why BALLS-A-POPPIN' is earning profits never believed possible in novelty operation! Get BALLS-A-POPPIN' busy for you now!

* 6 Wild Balls Advance Targets
* 2 JET POWER FLIPPERS
* 4 Slingshot Kickers
* 4 POP BUMPERS
* Extra High Scores
* 5 OR 3 BALL PLAY
* New-Look Cabinet

**FUN FOR**

1 PLAYER

MOR E

FUN FOR

2 PLAYERS

for best deals on biggest money-makers $ $ $ $ $ $ $ $ SEE YOUR **Bally DISTRIBUTOR**