



# Studebaker-Packard Mulls Buy on Two Hot Diskeries

## Imperial and Cadence Labels In Auto Moguls' Headlights

CHICAGO — The Studebaker-Packard Corporation will become a heavy investor in the entertainment business and will probably purchase two currently hot record companies if S-P stockholders approve a refinancing program October 15, The Billboard learned this week. Approval of the refinancing plan is considered a foregone conclusion by vet financial observers.

The company regarded as likely to become a subsidiary of the auto firm is Imperial Records. Negotiations are reportedly also under way with Archie Bleyer of Cadence Records. Part of the Studebaker plan is to have a diskery on each coast.

Studebaker's show business interests, according to present plans, would be headed by Lew Chudd, present owner of Imperial. Chudd's publishing interests also would be taken over and he would be charged with developing Studebaker ventures into every phase of show business. The deal, however, cannot be consummated until Studebaker stockholders approve the over-all Studebaker plan to acquire diversified interests in October.

### Weird Marriage

Matchmaker in this weird marriage is A. M. Sonnabend, inventor of a financial formula that has made him one of the astonishing successes in recent business history. His formula, briefly, is that Sonnabend buys fast profit-making companies and hangs them under the shingle of corporations that are losing money and have acquired a big tax-loss carry-forward. Stude-

baker, losing money heavily, recently brought Sonnabend into its tent to convert its losses into a tax-loss advantage.

Sonnabend already runs more than 100 corporations. One of these, Botany Mills, a former money loser, is now producing an \$8 million profit on a net worth of \$14 million, mostly thru its subsidiaries. He controls a string of hotels, including the Plaza in New York which, in turn, owns companies producing Easter egg colors, shoe polish, prune juice and minced clams. He saved a sagging girdle-making company by furnishing it with a subsidiary that sold airplane parts.

Use of tax losses is a widely employed gimmick in assembling corporate empires, but the Sonnabend formula contains one feature

of special charm. The companies he buys usually don't cost him anything. According to the current issue of Fortune magazine, he seeks companies that have large cash assets, and buys them for an amount about equal to their cash on hand. Thus, the seller is able to extract a bundle from his business under a capital gains deal. Imperial Records is reported to have liquid assets of about \$2 million, chiefly from hits by Ricky Nelson and Fats Domino. Chudd reportedly has placed a higher tag on the label.

In confirming the pending deal, Sonnabend told The Billboard that he believes the entertainment field promises great gross potential in the coming years. He said he regards Chudd as one of the most able minds in the field and considers Chudd's services to be the chief asset he would be buying. (Continued on page 56)

## Imperial Bows Knight Subsid

HOLLYWOOD—Imperial Records will unveil its subsidiary label, Knight Records, on Wednesday (17). Initial release will consist of two singles, the Robins doing "A Quarter to 12" backed with "Pretty Little Dolly," and the Popsicles recording "Thumb Print" backed by "This Is the End."

Lew Cudd, Imperial prexy, told The Billboard that a separate artists' stable is being built for the new label with no interchanging of artists between the two disk firms contemplated.

Chudd is also launching Knight's product thru a new distribution network apart from that handling (Continued on page 56)

## Dot Subsid to Deb Next Month

HOLLYWOOD—Dot Record's president, Randy Woods, this week confirmed The Billboard report (August 18) that his firm will start a subsidiary label. The new company will be known as Hamilton Records, with its initial six singles release scheduled for debut October 1. The same management team now running Dot will also operate the Hamilton label. The sole operational difference between Dot and its sister firm will be at the distributor level. Even there, Dot's sales veepee, Mrs. Chris Hamilton, plans to use a number of Dot's existing distribs for the new label's product to be supplemented with non-Dot distribs in other markets.

The Hamilton firm was purchased by Dot from Robert Hamilton. (Continued on page 10)

## Metro Label, Newest M-G-M Baby, Debuts

NEW YORK — M-G-M Records announced still another subsidiary label in the firm's roster this week, to be titled Metro Records. The Metro line, to be debuted today (15) will focus on pop singles while Metro-Jazz, the swinging wing of the firm, will be introduced during October. The new labels come in the wake of the recently established Cub and Lion low-price labels as subsidiaries.

Initial releases on Metro will be Dick Lee's "Have Guitar, Will Travel," and "My Love for You" (Continued on page 56)

## Col. Appoints Two to Exec Mgr. Posts

NEW YORK — Columbia Records has announced the appointment of Joan Tietjen and Joseph Lawrence to the posts of sales promotion manager and advertising manager, respectively.

Art Schwartz, advertising director of the firm, under whose wing both managers will operate, explained the realignment as a functional division, designed to increase the efficiency of the department.

Miss Tietjen was formerly administrative assistant in the ad and sales promotion set-up while Lawrence was formerly with the C. L. Miller agency and most recently was ad manager of the Bourjois Company.

## FIVE NEW LABELS HERALD GROWING SUBSID TREND

NEW YORK—A trend which has been gathering steam for a number of months—the establishment of subsidiary labels by diskeries—came into sharp focus this week. Five new subsidiaries were announced here and on the West Coast, by a group of top indie disk firms.

Separate stories outline the details of the start of the Freedom label, by Liberty Records; the Knight label by Imperial; Bandstand by Dot; Metro by M-G-M, and Richmond by London. In the case of two of these, M-G-M and London, the newly announced labels come as follow-ups to previously established subsidiaries.

Trend appears to have a two-fold explanation. One source of cause for subsidiary labels has been to tap the low-priced market. This is the case with the London Richmond line which sells for \$1.98. This comes in the wake of the establishment during the past year of low-priced lines by other majors—in order to cash in on a thriving market that was for a time dominated by indie firms. Others see this as an attempt to develop the low-price market for the time when, as some traders have predicted, all monaural products will move into the \$1.98 and \$2.98 class, with stereo occupying the higher price brackets.

As far as singles are concerned, subsidiary labels are being seen as a method of getting additional exposure and exploitation for product in a day when more sides are being pumped onto the market by more artists than ever before.

With distributors, it's reasoned that it's better to spread the product around—to avoid overloading one distrib with a flock of disks on the same label. In this instance out of a dozen releases, a distrib might select one or two to work on. However, if the dozen releases were spread on two or three labels, with different distrib networks, there would be a better chance to get more disks pushed.

The same theory holds true with regard to getting attention paid to records by jocks. It's believed that a jock will work on at least some records from each label. Thus, the more labels, the more exposure for the disks.

## HOT 100 ADDS 11 ENTRIES

NEW YORK—There are 11 new arrivals on The Billboard's Hot 100 chart this week. Titles, labels, numbers, artists and their positions on the chart are:

- 59. The Ten Commandments of Love—The Moonglows, Chess 1705.
- 61. There Goes My Heart—Joni James, M-G-M 12706
- 65. It's Only Make Believe—Conway Twitty, M-G-M 12677.
- 70. The Secret—Gordon MacRae, Capitol 4033.
- 72. Baby Face—Little Richard, Specialty 645.
- 76. Mexican Hat Rock—Applejacks, Cameo 149.
- 84. Big Brown Eyes—Redjacks, Apt 25006.
- 86. The End—Earl Grant, Decca 30719.
- 91. Topsy I—Cozy Cole, Love 50034.
- 100. This Little Girl's Gone Rockin'—Ruth Brown, Atlantic 1197.

## SOMAC, New Cleffer Org, 'Open to All'

NEW YORK — A new organization of cleffers, predicted several months ago in The Billboard, has taken shape. At a meeting Thursday (11) at the Overseas Press Club, the title, Society of Music Authors and Composers (SOMAC) was adopted, officers were elected and Articles of Association were agreed upon.

Charter members elected officers were as follows: president, Larry Coleman; vice-president, Dick Wold; secretary, Frank Slay; treasurer, Paul Klein. Elected to the board of directors were Clint Ballard, Luther Dixon, Ulpio Minucci, Noel Sherman, Marvin Moore, Johnny Lehman, Stan Lohowsky and Fred Ebb. Phil Landwehr was named executive secretary and Charles B. Seton is counsel.

Membership in SOMAC, it was noted, is open to "all music composers, lyricists, arrangers and librettists, whether professional or amateur, whether or not they are members of the American Guild of Authors and Composers (formerly SPA) and whether or not they are affiliated with ASCAP, BMI, SESAC or are not affiliated with any licensing organization."

Tho the articles of association make no direct reference to writer contracts with publishers, it was learned that at a future date a suggested form of contract between BMI writers and publishers will be

drawn up. (The membership is stated as open to all, charter membership is predominantly BMI-affiliated.)

One of the primary beefs known to irritate many writers today is that there is no way for BMI and ASCAP writers to collaborate on work. It is believed that one of the long-range projects of the new group will be to investigate ways

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## C. G. Conn Launches New Record Label

ELKHART, Ind.—Conn Corporation, largest band instrument manufacturer in the world, last week announced the formation of a new record label, Conn-Stellation.

The first long-play album will be released in two weeks by C. G. Conn, Ltd., on Conn-Stellation and will be called "Have Conn; Will Travel," an instrumental.

On one, Jacoby is backed by the Chicago Symphonic Band; in the other Jacoby is backed by his own 14-piece pop and swing band.

Early distribution will be handled thru Music-Aide, a separate corporation set up by Conn, Ltd., in Elkhart.

It is known that Conn has a large number of other masters available, both on monaural and stereo, for recording purposes. This is not Conn's first effort in the recording field, for recently the firm sold masters by Bill Page, a musician with Lawrence Welk's orchestra to Dot Records. These masters have already been released on the Dot label in the first LP effort by Page.

The first Conn-Stellation LP will retail for \$3.98 monaurally, with plans for a concurrent serial LP release in the near future.

As Conn packs a mighty wallop in the music field with its national and international representation, label is being watched closely.

## Salkin Named Decca Veepee

NEW YORK — Martin P. Salkin has been elected vice-president and director of Decca Records, Inc. Milton R. Rackmil, Decca prexy, announced the appointment this week. Salkin's election increases the membership of the board to six. Salkin joined the firm in 1950 and has worked since in numerous executive capacities. In addition to his new appointment, he will continue to serve as director of the firm's publicity and promotion department.

## Maltby to Col. Banner

NEW YORK — Columbia Records has inked ork leader Richard Maltby to a long-term contract. Deal is for both singles and albums.

Maltby, formerly under contract to Vik, is cutting his first sides with Mitch Miller this week. Miller said he is working with Maltby to "develop a new sound" for the band on wax. Maltby's Columbia deal was set by Dick Linke.

## FREY TO ENGLAND FOR CLASSICAL RECORDINGS

NEW YORK — "The classical stuff we're going to record in England will put us on a par with all labels, no matter how big." So says Sid Frey, Audio Fidelity mahooff and enfant terrible of 11th Avenue, on the eve of departure for a five-week recording stint overseas.

By way of clarification, Frey told The Billboard that he's going to produce 12 classical albums, all "warhorses" and all stereo and monaural.

"It's very simple," Frey explained. "The future is stereo. Right? Maybe there are 30 monaural versions of Beethoven's

## HAPPY 1965 FOR R. & R.

WASHINGTON — Unless the newer crop of teeners inexorably pushing out of primary grades takes to some other form of music, rock and roll will have new impetus of an additional 4.1 million teenagers predicted for U. S. population by 1965. The grand total — for those who can face it — will be 14.3 million kids between 14 and 17 in that year, according to Labor Department figures.

## London Intros New Low-Price Album Line

NEW YORK — London Records has introduced its first low-price line of LP's. The new label will be called Richmond Records. Disks will carry a \$1.98 retail tag and have been selected for their special appeal to legit record dealers.

Leo Hartstone, London sales chief, said that the company was attempting to make the line of particular appeal to regular dealers by discouraging rack operations. "Normally," said Hartstone, "we absorb 3 per cent of any extra discount over 5 per cent which our distributors offer rack jobbers. With Richmond, we will not absorb any of the extra discount, nor

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## Teen-Age Thrush To New Kaye Show

NEW YORK — Teen-aged thrush Susan Silo has been signed to appear as a regular on Sammy Kaye's new ABC-TV show.

The Kaye show starts September 20, in the 10-10:30 p.m. time period. Pact was set by the young canary's manager, Bill Smith, ex-nitery editor of The Billboard.

## BEAT AIN'T ALL

## Sholes Stresses Need For Fresh Disk Ideas

NEW YORK — Rock and roll is becoming increasingly selective, according to Steve Sholes, RCA Victor pop a.&r. chief. Sholes states that it is now pointless to record merely a song with a beat. "The basic material must have an interesting twist, and the arrangement — as well as the song — is more carefully crafted."

Sholes added: "Fresh ideas are the thing today — a trick musical figure, a different instrumental effect, a multiple rhythm — all this plus sound is required."

Sholes noted that integration of

# Diskery Lack of EP Interest Not Reflected by Dealers

## Demand Increasing; Better Buy For Dollars, Say Retailers

By REN GREVATT

NEW YORK — The some record companies have shown signs of decreased interest in EP's in recent weeks, dealers appear to regard the EP product as a proved money-maker, according to a cross section of retail opinion tapped this week. Some store men, in fact, took the occasion to add what was called an unrealistic EP policy to the growing list of retail beefs against manufacturers.

One interesting point brought out by dealers is the strange paradox which exists with regard to prices of EP's in comparison not only to singles but to LP's as well.

According to one, the EP is often a better buy than an LP and certainly is always a better buy than the single. Compared to the sin-

gle, it's pointed out, for 31 cents more—or about 30 per cent more money, you get 100 per cent more listening, in other words, four sides instead of two on an EP. By the same token, in the case of some sound tracks and cast albums, EP versions do exist and are being sold. In this case, the LP edition goes for \$4.98 list. Yet the same thing in the form of three EP's will go for \$3.87 or three times \$1.29. Thus, dealers who want to sell on the basis of dollar for dollar value have no trouble in moving EP's.

Yet another dealer expressed the point that EP's have never been subjected to the same desperation price-cutting that has hit the LP field in many markets. "If we sell an EP counterpart of an LP set,

we can come much closer to making our legitimate margin," he said.

### Fine EP Business

Stewart Glassman, of Radio Doctor's in Milwaukee, reports excellent business with EP's. "The market for them has increased substantially," Glassman opined. "Out here the juke boxes are still on nickel plays but the operators don't worry about that. They place a lot of EP's on the machines even if they only bring a nickel. How much difference is there between two minutes, 50 seconds and five minutes anyway. They figure if it's something the boy players want, the record will get more plays and everybody makes more. The record fans see the EP's in the machines and they come to the store and ask for them. So business is good.

"With EP's, the most important thing is careful selection of material," Glassman continued. "Capitol and Columbia have been especially good with things like Sinatra, Cole, Mitch Miller, Johnny Mathis and a flock of others. Decca has done well and MGM has done great with only sound tracks and Hank Williams."

Glassman listed the Everly Brothers, Ricky Nelson, Glenn Miller, Presley, together with the aforementioned artists on Columbia. (Continued on page 12)

## Coral Housecleans For New Talent

NEW YORK — Coral Records is on a major housecleaning and weeding-out process of unproductive artists and will focus heavy attention on a raft of new talent coming into the fold in the coming months. Veteran music man Paul Cohen, named chief of a.&r. of the label late last spring, has been busy in recent weeks on the new artist kick.

Cohen told The Billboard this week that he has signed Al Alberts, until recently the lead voice in the Four Aces. Alberts left the group to go out as a single after a 13-year association.

The label has also set various deals with a number of others, some names and some new, reflecting Cohen's belief that no facet of the pop market should be overlooked today. According to Cohen: "There are many, many influences being absorbed into the mainstream of pop music today. There's a softer rock trend that's a better element in itself. But there are others, too. Jazz is important. Foreign material is important. And even the polkas are getting to be good sellers. We're going to do a series of polka albums and try to build the label's identification with foreign material in that way and in other ways. The songs themselves are also important. Record men have to take a long look at publisher's catalogs today. Many old-time tunes are being revived successfully. We've just cut, for example, a real oldie, 'Apple Blossom Time,' with the Rhythmettes and we have high hopes for the record."

Cohen said that Coral has signed Neal Hefti for albums and singles on the jazz and pop kick. Hefti will work on arrangements for pop artists as well. Rosemary Clooney, a free agent since her departure from the Columbia fold, has made an album for Coral with Buddy Cole at the organ. Others signed include Jane Turzy of "Pretty-Eyed Baby" fame, Danny Costello, Moon Mullican, Mick Noble, Burt Keyes and Lee Stone. Re-

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## Kramer Heads Atlantic's Foreign Dept.

NEW YORK — Atlantic Records' foreign operations have been consolidated into one department headed up by Cary Kramer. Kramer will handle the new assignment in addition to his functions as director of advertising and publicity.

Heretofore, the label's foreign singles sales (and foreign album sales have been handled respectively by the singles and package divisions. The consolidation points up increased emphasis on the foreign field as a whole. Mrs. Miriam Binestock, Atlantic exec who recently returned from a European tour, states that interest in jazz and rock and roll overseas is tremendous. Atlantic's foreign sales in these categories are already profitable; but this is believed to be only an augury of the full potential.

Atlantic currently is distributed on all continents over the world, and has a British publishing set-up via Progressive Music in London.

## Planning for Disk Industry Meet Starts

NEW YORK — Plans for a disk industry convention of manufacturers and distributors, projected during an informal meeting at the NAMM convention in Chicago last July, were put in motion last week by Ewart Abner, Vee Jay Records exec and chairman of the planning committee.

In a letter to more than 2,000 record companies and distributors, Abner announced that his Temporary Organizing Committee will meet at the Ambassador East Hotel, Chicago, September 26. At that time they (the committee) will gather data to present and solicit proposals on where, when and how best to defray the cost of such a convention.

## BLUEBIRD PREEMS FIRST MOPPET STEREO ALBUM

NEW YORK — Bluebird Records, RCA Victor's kiddie line, has as highlights of its fall program a release of seven albums and three singles, plus the first children's record ever released in stereo. A heavy promotion campaign covering ads, point of sale material, etc., will support the release, according to Ray Clark, planning and merchandising manager.

The stereo disk, "The Adventures in Sound," "Bye Bye Old Girl" and "The Top of the World" scored by Chicago's "The Untouchables" pop a.&r. group, will be available for \$2.98. The album also features "The N.Y. Philharmonic's 'The Sound of Music' by Rodgers and Hammerstein."

"Mother Goose for the Sing Set," edited by jazz critic George Simon and intended to introduce youngsters to jazz; "Major Classics for Minors," an educational-type package with music of the masters played and explained by duo pianists Whittemore and Lowe; a Humpty Dumpty album of songs and games by Bud Collyer; Bible stories told by Joseph Cotten and Robert Preston; a package of great children's songs by Bob Hastings with booklet, and a version of "Rudolph the Red-Nosed Reindeer" by For One of the Stars of the Year. The N.Y. Philharmonic's "The Sound of Music" by Rodgers and Hammerstein. The album also features "The Sound of Music" by Rodgers and Hammerstein.

# Record Upsurge of License Demands Swamps Fox Office

## Activity Covers All Fields; Cue Further Upswing in Wax Production

NEW YORK—The quantity of recorded product — already at a peak—will go even higher. This is indicated by the activity of the office of Harry Fox, publishers' agent and trustee, which is issuing licenses at an unprecedented rate.

Al Berman, of the Fox office, states that never before in the history of the music business has there been such fantastic activity. Additional equipment has been installed in order to keep up with the demand for licenses. Current licensing activity, according to Berman, is at least 50 per cent greater than it has ever been. Berman pointed out that the Fox office represents

more publishers than ever—roughly some 500; but even taking cognizance of this there's no denying the record-breaking activity.

Burst of the activity is not traceable to any segment of the business and is spread generally over the singles field, albums and EP's. Berman stated that a lot of licensing for stereo disks is evident, but this alone does not explain the upsurge. An important factor, he noted, is the rush of licensing by low-priced package labels which are finding it increasingly necessary to fill out their lines. Another factor, he adds, is the fact that making an album is no longer a complicated venture — what with tapes being made readily available by producers.

Interesting aspect of the heightened activity is that it follows upon

one of the worst summers—from the standpoint of sales—ever to hit the business. Berman states that despite the lag in summer sales, manufacturers were stepping up their licensing activity as early as August.

The upcoming massive disk production, of course, has many aspects. It is indicative of growing business and heightened consumer interest; it augurs well for publisher and writer interests; but it also poses inventory problems. Disk production has already reached staggering levels — with some 70 LP's issued weekly during the first six months of 1958—and in some weeks reaching an output of 120. This is only 25 per cent less, numerically, than the quantity of singles released (The Billboard, August 11).

## YOU, TOO, CAN BREAK A LEASE

NEW YORK — B&C Recording, which helped sow the first seeds of the stereo disk harvest, has some firm ideas about how the thousands of stereo platters they've already pressed for stereo should be recorded and played.

"A.&r. men sometimes forget stereo has to be heard in living room," says one B&C exec. "Speakers should be six feet apart and angled in about 20 degrees. The listener should sit, ideally, between them about 12 feet away."

B&C has one theory that will delight audiophiles and make landlords shudder. "Stereo disks should be played LOUD," says B&C, which itself monitors playbacks on two 15-inch Tannoy coaxials mounted in rock-solid enclosures and powered by two 70-watt Heath amplifiers — a combo that can practically flatten a listener at a mere 12 feet if you crank up the volume.

## NEWS REVIEW

### Riverside Clicks With Stereo Jazz

An interesting blend of basic Dixie plus modern fills out a release by Riverside of four stereo jazz sets all of which have been out as monaurals for a considerable spell.

Possibly the most salable, in terms of names and driving performances is one called "Monk's Music," with Thelonious Monk surrounded by such cats as Coleman Hawkins, John Coltrane, Art Blakey, Wilbur Ware, Gigi Gryce and Ray Copeland. This is a swinging set and it becomes quite a gasser in the dual track medium.

Carl Halen's Gin Bottle Seven perform at the "Whoopee Makers' Ball," a happy, unfettered set of

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## Dot to Distribute For Masque, Coin Labels

NEW YORK — Dot Records this week concluded one-year distributing deals with two separate labels, Masque and Coin Records. The Coin deal is strictly a term affair, with no definite number of disks to be released during the period. Outfit is owned by Frank McNulty of Chicago and the initial disk features Sonny Williams, a new artist, doing "Bye Bye Baby, Goodbye."

Masque is a wing of Mask Productions, operated by Bill Buchanan in Cleveland. Deal calls for a disk a month. Initial effort is called the disk scene's first three-sided record, an effort by Francesco Vittoria. Tunes, "Musetta," "The Little Clock" and "La Cicorcia," were all clefted by the great Domenico Modugno.

The initial effort on Masque was to have been a novelty takeoff by the Volare Brothers of "Bird Dog." This disk was made by the Buchanan group. Due to a last minute hassle, however, arising over a disagreement as to the layout for the Masque label, and the delay occasioned thereof, the group decided the record was too hot to wait and rushed it out on Dot.

## Somerset Taps LP's to Enter Singles Field

NEW YORK — Somerset Records, heretofore strictly an album firm, is moving into the singles business on a regular basis. An unusual aspect of the move is that Somerset will only release singles taken from its albums, rather than recording specifically for the singles market.

First Somerset single — released this week — spotlights the label's 101 Strings Ork on two sides —

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## WALLERSTEIN JOINS KAPP

NEW YORK — Edward Wallerstein, retired prexy of Columbia Records, and former head of the RCA Victor Record Division, has joined Kapp Records as consultant. The Dave Kapp, Wallerstein in special

## BOOM AT B&C

# Master Tape Migraines Plague Stereo Experts

By CHARLES SINCLAIR

NEW YORK — The headlong rush into stereo disks is spelling out new headaches—as well as a healthy boom in new business—for specialized audio firms handling transfer of sound from stereo tapes onto 12-inch platters because of "wide differences of opinions on

the part of label a.&r. men and engineers on what is, and what is not, true stereo."

So says B&C Recording, the New York custom firm which mastered and pressed the first Westrex-system stereo LP (Sid Frey's test platter for Audio Fidelity last December); mastered and

pressed the first stereo 45 single releases (a set of four for Bel Canto); and has already turned out over 1,000 disk masters and carloads of pressings in stereo for its growing list of indie label customers — a figure that's "about twice what we figured, at the outside, to do in stereo so far this year," according to B&C.

"For one thing, stereo tape masters we've processed vary widely in the amount of 'separation' of channels, and we have virtually been forced to set our own 'industry standard' on how far apart the two main mikes should appear to be when you play back the finished record," says John Quinn, engineering supervisor, who admits that B&C has had to resort to much dial-twiddling and channel - balancing in processing stereo.

"We've found, however, that too much spread on the mikes is better than too little," he adds. "We can always bring the channels 'together' by inter-mixing, but you can't get proper separation if they're overly mixed to begin with."

Other common faults in stereo tape masters brought to them include, according to Quinn, Recording Engineer Grant Ilerbeck, Production Plant Supervisor Hank Pearson, and others:

1. Incorrect position of recording

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## PLASTIC TO VINYL

# Music Fraternity Hooping It Up

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cutting "The Hula Hoop Song" for the label, is out in front TV plug-wise. She introduced her Roulette platter on Ed Sullivan's show September 6, and plugged it again on Dick Clark's ABC-TV "American Bandstand" the following Tuesday (9).

Miss Gibbs cut her record last Friday (5), and Roulette had dubs in the hands of deejays the next day and stock to distributors and dealers by Monday (8). The thrush, who didn't sing her Roulette contract until after the Friday date, is now re-united with Roulette's artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, who cut some of her biggest hits when she was with Mercury.

Teresa Brewer also cut her "The Hula Hoop Song" disk last Friday (5) morning and New York deejays were playing it late that same afternoon. Coral is concentrating on merchandising the disk (thru local distributors) with key chain stores across the country (Montgomery-Ward, etc.) via joint sales displays featuring hoops and Miss Brewer's platter.

Dot's campaign on the Steve Allen "Hula Hoop" (same title as the record, but not the show) off Sunday afternoon. The show. The equally the cut

According to The New York Times, the hoop fad, in a matter of weeks, has rolled up an estimated sales volume of 20,000,000 units, representing approximately \$30,000,000 at retail. The craze, which started in California, originally caught on with the kids, but adults soon took it up, and today, at least 40 more novelty makers are readying hoop products. Prices vary from about 79 cents to \$2.50. One manufacturer is working on a giant-sized hoop, (six feet in diameter) which will sell for \$4.95 and is designed as a tandem toy "for couples at cocktail parties."

## NEW MUZAK SERVICE CAN PACK D.J. THREAT

NEW YORK—Robot disk jockeys may offer live spinners heavy competition next year if the Muzak Corporation's new fully-automatic radio programming service catches on across the country.

Muzak, last week, introduced a "push - button broadcasting service" (via its newly formed Programmatic Broadcasting Service, Inc.) whereby stations may purchase a unit which plays up to eight hours of taped music (specially recorded and packaged by Programmatic) a day, unattended.

The new service may eventually herald Muzak's re-entry into the record business.

gotiating to buy one or more record companies (see The Billboard last week) may be premature, it seems unlikely that Muzak will have to expand its recording activities on a sizable scale in the future to provide enough material for its new service, since it is described as bearing "no resemblance to functional background music" — heretofore Muzak's forte and the mainstay of its catalog. Programmatic programs, according to Muzak will be made up of attention-getting entertainment music.

In line with this, Muzak's programming director, Don O'Niell, is

(Continued on page 49)

## Rondo Preems 12 Stereo LP's; 10 Rondolettes

NEW YORK — Rondo Records is shipping an additional 12 stereo disks to distributors, plus 10 more Rondolette LP's, the latter selling for \$1.98. Rondo has shipped a total of 30 stereo disks.

New stereo packages include "The Music of Gigi and Music Man" by Suzanne Auber and ork; "Flamenco Holiday" by Carlos Montoya; "Basin Street Blues" by Lizzie Miles with Tony Americo's band; "Unfinished Symphony" and Beethoven's "Bagatelles" by Leonid Hambro and the Boston Orchestra, etc.

The Rondolette package includes disks by Frankie Laine, Percy Faith, Louis Prima, Jan Peerce, Martyn Green, a Sidney Bechet-Muggsy Spanier jam session, etc.

## DISK SWEEPS ADDS 15 LABELS

NEW YORK — Fifteen more labels joined the disk sweepstakes this week. Records for review were received from the following new companies: Flame Records, 6164 St. Claude Ave., New Orleans; Kangaroo Records, 7902 Dewey Ave., San Gabriel, Calif.; Four Winds Records, Room 12, 4707 Broadway, Chicago; Hi-Q Records, care of Fortune Records, 3942 Third, Detroit; Agenda Records, 1944 Michigan Ave., Miami; Jam Records, care of Gone Records, 1650 Broadway, New York; Chime Record Company, 6547 Montgomery Road, Cincinnati; Madison Records, care of Monument Music Company, 1650 Broadway, New York; M-R-C Records, 1527 Sixth St., West Portsmouth, O.; Stanson Records, 413 East Long St., Columbus O.; Decanter Records, care of Fargo Records, 224 West 49th St., New York; Major Record Company, P. O. Box 6205, Houston; Warner Bros. Records, 4000 Warner Blvd., Burbank, Calif.; Knight Records, 6425 Hollywood Blvd., Hollywood and Wagner Records, care of C & M Records, 439 Pennington St., Elizabeth, N. J.

The address for Lanier Records was listed incorrectly in a previous issue of The Billboard. Correct address for the new diskery is 847 E. Spring St., Gainesville, Ga.

MOTION PICTURE

'The Blob' Does Fine Job for the Mob

Stars, Steve McQueen, Aneta Corseaut. Director, Irvin Yeaworth Jr. Producer, Jack H. Harris. Title song, Mack David and Burt Bacharach. Musical score, Jean YVES. Distributor, Paramount Pictures. Running time: 85 minutes.

Between the solid teen angles of the plot and the heavy promotion campaign, "The Blob" ought to engulf today's biggest film audience with the same ease that it swallows half the cast. With Columbia, Dot, MGM and Era waxing the title tune, the

teen mob should be really with it from the opening credits, where one is told to "beware of a splotch, a blotch" that is the colorful, disgusting gelatinous mass of the title.

What juve audiences will surely dig is the science fiction story of The Blob's nibble on a town where teen-agers' pranks are in bad repute. When a wholesome pair of kids report the menace, parents and police scoff. In the end, the youth of the town save all and even have the principal heaving a rock thru the school

window to help. Steve McQueen, tho of the pause - and - mumble technique, is the attractive, sincere lead, with Aneta Corseaut beguilingly innocent as his girl. Olin Howlin has a strong bit as The Blob's first victim, with Jasper Deeter, Robert Fields, Anthony Franke and James Bonnett offering good support.

The score features some fresh ideas as well as a number of treatments (Latin, blues, ballad, etc.) of the title tune. The Blob indulges in some dance movements along its horrific way, the color is vivid and the direction intelligent, but chief attraction is the kids' triumph in the face of grown-up density.

Bob Bernstein.

NIGHT CLUB

Sparks Joins Stars in Great Angel Bill

The Blue Angel (New York) is currently featuring its most varied and interesting program in quite a spell. Included on the bill are Verve recording artist Randy Sparks, comedy duo Elaine May and Mike Nichols, pantomimist Shai K. Ophir and Mark James, a magician whose specialty is impressions with cigarettes.

Sparks' numbers are folk songs. He accompanies himself on guitar. He has a relaxed informal style, and his material includes

many seldom - performed selections. He scored best in this first Gotham outing with "Jamaica Fisherman," "Catfish Hole" and a rousing "Rosie's House of Sin." His chatter and introductions to his tunes are witty.

May and Nichols are still hilarious. Their situations remain original, fresh and highly entertaining. Highpoint of their act is the ad lib routine in which they ask for two lines of dialog from the audience. What they accom-

plished with "Why Do People Like Zombies So Much?" and "Where Are the Snows of Yesterday?" a la Shakespeare was intriguing.

Shai K. Ophir is a master mime. His sketches include an American seeking directions from a Frenchman, a take-off on a bespectacled Flamenco dancer and three types of French gentlemen in a bistro. James' feats and impressions with cigarettes are completely absorbing and in some cases stunning. He's deft and clever. Listenable piano music is provided by Jimmy Lyons in between the acts.

Howard Cook.

NIGHT CLUB

Four Acts Bring Depths New Heights

Down in the Depths, New York, reopened Wednesday (10) with a most attractive bill for cave dwellers. Jo Marsh displayed beautiful diction and assured vocal command of her warm but limited voice. Betty Lou's will appear on a record sponsored by deejay Herb Knight of WONE in Dayton, O., on October 17. The Tyrones have been set to appear in the new rock and roll flick "Let's Rock." Group recently played at the Michigan State Fair in Detroit. Agent Jolly Joyce set a deal for Olsen and Johnson's "Yok & Roll" show for the State Theater in Hartford September 28 and 29. Jan and Arnie are now on the road plugging their new Arwin release "I Love Linda" and "The Beat That Can't Be Beat." Roy Acuff and his Smoky Mountain Gang will tour Europe starting October 13. Group will be overseas about six weeks. Arnie Goland, busy Sunbeam a.&r. chief, returned from Texas last week after a flying trip to audition new talent for the label. Sunbeam just signed Barbara Carroll and Gene Harris.

preserve of gentle spoofs like "Brooklyn Love Song" and "Going for a Ride in the Car, Car."

Comic Bob Keefe, in his initial cafe date, started slow but displayed real promise. The Jankv

CBS chanter David Allen closed with ingratiating ballads like "The Way You Look Tonight," employing the relaxed manner, artful shading and smooth unbroken quality of his radio series and World Pacific diskings. His platters are a good bet for adult deejay programming.

Supporting the vocals and beat "We record Hal a way enough Clint Twins' hit tune by Frank new thou

"Just a few weeks after that,

WHEELING

The current success of the tab version of "Li'l Abner" at the Riviera, Las Vegas, has owners of the larger bistros hot again for legit productions. It's been tried a few times and mostly for good coin. Another source that sees a rash of musicals on club floors a-coming is Actors Equity, which just adopted a new contract with hefty minimum salary demands for such productions. "Abner" stars Peter Palmer, Stubby Kaye, and Joe E. Marks of the Broadway cast, uses about half the original score.

NITERIES: Despite hotly fine talization in France, Wooley

Piaf is expected to m Bernstein.

Waldorf - Asotria, N.

ing this week Hamilton IV

French Hospit

Bridgeport, my Dean show became

ated Ritorge Hamilton IV show

me mber 6, 12-1 p.m., EDT,

and fans should have been

delighted. It was a bright, varied

hour well handled by the young

chaunter, who spun out "Gimmie a Little Kiss," "Your Cheating Heart" and others for top impact and hosted graciously. Regulars Jo Davis and Jan Crockett sang neatly, while an "interview" with Elva Preslesky, "Russia's r.&r. star, proved amusing. The Four Aces made visually dull guests. Bernstein.

'Goldilocks' Could Play If Everyone Works Hard

By JUNE BUNDY

Stars: Elaine Stritch, Barry Sullivan with Russell Nye, Pat Stanley, Nathaniel Frey, Margaret Hamilton. Producers, Robert Whitehead—Producers Theater. Director, Walter Kerr. Book, Walter and Jean Kerr. Music, Leroy Anderson. Lyrics, Joan Ford, Walter and Jean Kerr. Dances and musical numbers, Agnes De Mille. Musical director, Lehman Engel. Erlanger Theater, Philadelphia, September 9.

"Goldilocks" is badly in need of a new bleach job, and a mere touch-up won't do. If the gal expects to attract the right kind of notices in New York, she'll need a complete production redo. The authors have written a basically funny book about the movie industry's salad days in 1914. However, so many of the musical sequences are disappointing and/or poorly integrated that the show never really achieves an over-all personality.

Primary responsibility rests with Walter Kerr's direction which sets an uneven, flat pace, making an almost-three-hour show seem even longer. Only the hilarious cowboy-and-Indian filming scenes are without fault, but their exuberant impact often makes what follows seem even duller. Leroy Anderson's score (Columbia has original cast album rights) is fairly routine; but the cast, with the exception of Russel Nye, is low on vocal quality, so it's hard to tell where their deficiencies stop and Anderson's begin.

"Lady in Waiting," a melodic waltz, and the wistful ballad "My Last Spring" have the best pop potential. Barry Sullivan handles his acting chores acceptably but is woefully lacking in song-savvy. It's doubtful if he is heard beyond the first few rows. Elaine Stritch, fem lead, is a good music-comedy showman, scoring solidly on the ditty "The Beat in You" and a charming song and dance, "Who's Been Sitting in My Chair," with Donald Barton in a bear suit.

The outstanding performance is contributed by pert Pat Stanley, who dances with grace and projects an elfin sense of humor. Nye registers strongest vocally in a thankless role and teams up nicely with Miss Stanley on the lovely "Lady in Waiting." Agnes de Mille's choreography is striking but seems mostly out of step, character-wise, with the rest of the show.

Welk's Bubbly New Season Gets Smashing Stereo Start

By CHARLES SINCLAIR

The Plymouth Show starring Lawrence Welk. Producer, Ed Sobol. Director, James Hobson. September 10, 7:30-8:30 p.m. ABC-TV. Stereo sound in New York, Los Angeles, San Francisco, Chicago and Detroit; Monaural elsewhere.

Stereophonic sound got one of its biggest public promotions so far on the season opener of ABC-TV's Lawrence Welk show in its new time slot. Viewers in five big cities—accounting for about a fifth of the nation's TV families—could use their radios along with their TV sets to dial a stereo-voiced version of Welk's fast-paced, folksy line-up of young talent.

Welk and ABC thus neatly intercepted RCA and NBC-TV's forthcoming publicity pass due on the October 21st George Gobel show—even the sponsor Plymouth has no direct interest in stereo disks or equipment.

The bright, bubbly brand of musical fare served up by Welk proved to be first-rate stereo material, suggesting strongly that if ABC expands the stereo coverage nationally the show's already-sizable audience may undergo yet another increase. And, if the musical level of what may prove an historic event was on the light side, it was well-paced from a production standpoint and made for an effective demonstration of the potentialities of stereo.

The show covered a lot of musical ground in a short time, following an intro by songstress Alice Lon on how to set up for the stereocast. A highlight feature, in addition to the Welk regulars, was the "Little Band," a talented group of teenagers who turned out some very professional ensemble Dixieland, altho the individual youngster guests were sometimes too cute to be enjoyable.

'Damn Yankees' Transferred Intact to Screen With Charm

By SAM CHASE

Stars: Tab Hunter, Gwen Verdon, Ray Walston. Produced and directed by George Abbott and Stanley Donen. Screenplay by George Abbott. Music and lyrics by Richard Adler and Jerry Ross. Distributor, Warner Bros. Running time: 110 minutes. Reviewed at trade screening, New York, September 8.

With relatively few changes from its legit presentation, "Damn Yankees" has made the transition to the screen as a product nicely suited for family entertainment. Daddy and the boys will go for the baseball aspects of the story, while mother and the girls can enjoy Tab Hunter and the music. Among the principals, the cast of the legit production was impressed almost intact, major substitution being Hunter for Stephen Douglass in the lead role of Joe Hardy. RCA Victor, which brought out the original cast album, now is readying a sound track album.

One new song has been added: "There's Something About an Empty Chair" which cannot be considered hit potential, while three numbers from the original production have been deleted: "A Man Doesn't Know," "Near to You" and "The Game." The last is heard instrumentally, but the lyrics were too rough for family consumption. The other two were sung by the male lead in the legit version. Their elimination cut down drastically the amount of warbling left to Tab Hunter, who was left with one chorus of "Goodbye Old Girl" and the song "Two Lost Souls."

Hunter... For One... The N. Y. P... handsome if slightly... lot, S... and Ray Walston as... camera is not too... on the... Sou...

The Tommy Dorsey ork under Warren Covington is out on the road on a series of one-nighter tours thru the Midwest. K. C. Records, new diskery, is located in Myrtle Beach, S. C. Ted Black is vacationing on the Cape in Massachusetts, resting up after a strenuous summer. Joni James will play four weeks of Army callations in the Far East starting October 16. Jimmy Carter... waxing for Hanover Records. Joey Michaels was signed of antileade label in Philadelphia. throbbing p woodwinds, in'scant, veteran cleffer ("Crazy Little Tune") who wide-screen producer surgery, is home recuperating. Bob Black and the Tiger an Ed Sullivan veepee, becomes associ-Century-Fox. In addition, w "Your Hit Parade." Ralph E. a lyrical, Raahmahinoff "Secret Records and Talent Man- fluenced score by Clifton Park, a Grange, Ga. The Broad- and record buyers will find both in a sound track waxing shortly. It's a top-notch, if familiar, action-adventure film. Stewart Granger is cast in the classic mold of Great White Hunter who's too nice to hurt Anthony Steel, charming and cowardly, tho Granger loves Barbara Rush, Steel's wife. There are stunning shots of a Bengal tiger stalking, like Destiny, thru the story. Sinclair.

Steve Allen Returns

Steve Allen... in fine satirical

The Westinghouse special "Music U.S.A." starred Johnny Green as cleffer, pianist, conductor and emcee. It was too big a load to carry. Benny Goodman sparkled in two medleys but can't deliver dialog; he even goofed

# Smathers Hassle In Laps of JD, FCC

By MILDRED HALL

WASHINGTON — What ever became of the Smathers thing? For those in the industry still following the aftermath of the dead Smathers bill to divorce broadcasters from ownership of music interests, any further developments will depend on what Justice Department and the FCC report to the Pastore Communications Subcommittee which held hearings on the bill.

The printed record of the hearings, now nearing completion, will go to Justice and the FCC as per Pastore's (D., R. I.) promise. They will examine the record for any possibility that new legislation is needed along the broadcaster - music divorce lines, for antitrust or public interest reasons.

If neither government arm recommends further action, the bill will remain dead, and it is unlikely that the subcommittee will even issue a report on the highly controversial bill. Pastore himself found no virtue in the bill, and no evidence of "conspiracy" against ASCAP music on the airwaves, as songwriters claimed. The bill roused much wrath among other committee members for its possible penalties on small regional broadcaster and music interests.

If Justice finds any fire under the smoky accusations, it will advise Pastore, who will in turn give the issue over to the proper Congressional committee. If Justice finds no basis for further action on the BMI - ASCAP song-

writer feud interest will again focus on the songwriters' \$150 million private suit against BMI, which is slowly grinding toward action in the New York courts.

It would seem even more unlikely that the harrassed Federal Communications Commission will get into this particular hornets' nest — the agency has a horror of mix- (Continued on page 10)

## Chess Adds To Personnel

CHICAGO — Based upon the first nine-month period, which exceeded by 70 per cent the similar period in 1957 (the biggest previous year in the firm's history), the Chess brothers, Leonard and Phil, this week announced major additions of personnel. Max Cooperstein, who joined the firm a year ago as Eastern sales rep, has been elevated to director of sales and promotions nationally. Dave Usher, veteran jazz a.&r. man, who joined Argo, Chess jazz subsid, has been made over-all director of all album programming and production on all three Chess labels, adding Checker and Chess LP's to his duties. Paul Gayten, former band leader who joined Chess six months ago, will enlarge his duties in the artists and repertoire field, working the important Southern territory. He will also continue to promote thru the Eastern Seaboard and South.

## STAND-UP SEG FOR VIEWERS

WASHINGTON — Baltimore TV station WJZ set the record straight on the "Star Spangled Banner," yesterday (14), in a program entitled "The Birth of Our Anthem," in celebration of Defender's Day.

For the occasion, Broadcast Music, Inc., loaned the station one of the eight known copies of the first edition of the "Star Spangled Banner," and one of the two known American Library copies of "The Anacreontic Song," from which the anthem's melody was taken.

The half - hour program, scheduled to be moderated by Wilbur Hunter, Director of the Peal Museum, told the story of events leading up to the writing of the anthem by Francis Scott Key. Changes made in text and music since the original composition were pointed out by Hunter. He also discussed attempts to pass a Congressional resolution to adopt a standard version.

## Feather Sets Jazz-in-Tent Weekend Date

WALLINGFORD, Conn. — Leonard Feather's Jazz Encyclopedia, Erroll Garner, Gerry Mulligan and Lionel Hampton, will be the highlight attractions Friday thru Sunday (26-28) here when the Oakdale Musical (tent) Theater presents a weekend of jazz. During the summer months, the theater presents revivals of Broadway musicals and symphonies (last December); mastered and

## DISTRIBUTOR NEWS

By HOWARD COOK

Phil Katzenstein of Allied Record Distributors in East Hartford, Conn., reports heavy action on "My Lucky Love" by Doug Franklin on Colonial. "The Deacon's Walk" by Billy Hope on Savoy is also moving strongly. "Crazy Cave" by Danny & the Juniors on ABC-Paramount is hot. Other fast-moving ABC-Paramount disks are "Just Young" by Paul Anka and "Open the Door" by the Royal Teens. "Break-Up" by Jerry Lee Lewis on Sun is getting a lot of action. "To Know Him Is to Love Him" by the Teddy Bears on Dore is showing well. Strongest EP at the moment is "Johnny Cash Sings Hank Williams" on Sun. Top LP's are "Johnny Cash" and "Eydie in Love" by Eydie Gorme on ABC-Paramount, "The Fabulous Mr. D" by Fats Domino on Imperial and "Slim Whitman Sings" on Imperial. Katzenstein reports that his stereo disks are moving well, especially the Grand Award line. The Prestige and Blue Note jazz albums are also big items.

Lou Simon of Supreme Distributing Company in Cincinnati lists "Fibbin'" by Patti Page on Mercury as his top new platter. "I Wish" by the Platters also on Mercury has started moving well.

"Chantilly Lace" by Big Bopper on Mercury is still a big record in the area. Simon states that Supreme was the first to break the disk. "You Cheated" by the Del Vikings is also doing well. "With Your Love" by Jack Scott on Carlton looks like a smash follow-up to "My True Love." Carlton is also hot with "Everyone Was There" by Bob Kayil. Hottest albums are "Great Songs From Films" by Herman Clebanov and "Re-Percussion" by David Carroll on Mercury. Strongest classical and LP's are Saint-Saens "Symphony No. 3" by Marcel Dupree and "An American in Paris" by Antal Dorati and the Minneapolis Symphony Orch. on Mercury. Bill Berger has been added to Supreme's sales staff.

Joe Sinsheimer of Allen Distributing Company in Richmond, Va., reports that business is good, and the prospects for the fall are bright. Strongest disks at the moment include "Fried Onions" by Lord Rockingham's XI on London, "Young School Girl" by Fats Domino on Imperial and "Gee, But It's Lonely" by Pat Boone on Dot. "The Lord Made a Woman" by Doug Powell on Tip Top is a big territorial hit. Allen has moved over 8,000 in the area. "Susie Darlin'" by Robin Luke and "Near You" by Francis Craig are stepping out. "The Hula Hoop Song" by Georgia Gibbs on Roulette has gotten a strong initial reaction. "The Day I Died" by the Playmates on Roulette is moving well. Strongest ABC-Paramount records are "Just Young" by Paul Anka, "Sneaky Alligator" by the Ellis Brothers and "Open the Door" by the Royal Teens. Apt is strong with "Love's Your Way" by Davey Jones. "Falling Star" by Rosa Linda on Challenge is starting. "Mexican Hat Rock" by the Applejacks on Cameo looks like a sure thing. Biggest LP's are "Johnny Cash" on Sun, "Stardust" by Pat Boone on Dot and "Billy Vaughn Plays the Million Sellers" on Dot. Stereo packages are going well with London's releases tops.

## Liberty's New Subsid Titled Freedom

HOLLYWOOD — Liberty Records will launch a subsidiary label, Freedom Records, within two weeks and will inaugurate a novel distribution policy for indie subsidis. According to Liberty's veepee Al Bennett, Freedom's product will be handled by the same distribs who now carry Liberty's disks. This runs contrary to the usual pattern followed by indies who assign their subsid line to competitive distribs. Bennett said the purpose of the Freedom Label is to allow the parent firm to acquire more artists and issue additional product without increasing the size of Liberty's releases. Contractual releasing commitments with specific artists has placed a ceiling on Liberty's (Continued on page 10)

## Granz Maps Fitzgerald, Ellington Tre

NEW YORK — Norman Granz has set whirlwind concert tour for Ella Fitzgerald and Duke Ellington. Ella, with Oscar Peterson Trio, launched her one-night Thursday (11) and will play cities in 23 days in the U. S. Canada. Ellington, with a troupe of 20, essays Europe for the first time in 10 years. Granz has re-plugged J. Arthur Rank theaters for three weeks in England, begin Sep-October 5, followed by Paris, Amsterdam, Berlin, Viterbian Oslo, Copenhagen and 11 Tuesday Continental cities.

## Fourth 'Jazz With Washing

WASHINGTON — A concert atmosphere of sustained musicianship made a September Sunday afternoon jazz recital at Washington's Sheraton-Park Hotel something to remember. The highgrade program featured the eerie perfection of the Modern Jazz Quartet, with an amiable warm-up by the Charlie Byrd Sextet and the Mose Allison Trio. Completing a perfect blend were

## NYL Fraternity ng It Up

According to The New York Times, the hoop fad, in a matter of weeks, has rolled up an estimated sales volume of 20,000,000 units, representing approximately \$30,000,000 at retail. The craze, which started in California, originally caught on with the kids, but adults soon took it up, and today, at least 40 more novelty makers are readying hoop products. Prices vary from about 79 cents to \$2.50. One manufacturer is working on a giant-sized hoop, (six feet in diameter) which will sell for \$4.95 and is designed as a tandem toy "for couples at cocktail parties."

## NEW MUZAK SERVICE IN PACK D.J. THREAT

Robot disk jockey for this "Jazz" are sponsored by Robot disk jockey in his two live spinners Spotlight and Show next year if the schmaltz and no pyroting service this white - tie - and - country presentation. Byrd's sextet, in into the first half of the program with a kind of reined in gusto that was lively and exciting, but never out of hand. Buck Hill's good tenor sax was featured, but the audience seemed more caught up when guitar and bass matched wits on strings.

Moving toward the moderns, brass disappeared when the Mose Allison Trio drifted down the Mississippi, with Mose piloting. Allison

what we figured, at the outside, to do in stereo so far this year," according to B&C.

"For one thing, stereo tape masters we've processed vary widely in the amount of 'separation' of channels, and we have virtually been forced to set our own 'industry standard' on how far apart the two main mikes should appear to be when you play back the finished record," says John Quinn, engineering supervisor, who admits that B&C has had to resort to much dial-twiddling and channel - balancing in processing stereo.

"We've found, however, that too much spread on the mikes is better than too little," he adds. "We can always bring the channels 'together' by inter-mixing, but you can't get proper separation if they're overly mixed to begin with." Other common faults in stereo tape masters brought to them include, according to Quinn, Recording Engineer Grant Ilerbeck, Production Plant Supervisor Hank Pearson, and others:

- 1. Incorrect position of recording

(Continued on page 20)

Records awards a set of gold Hambro and the B... etc.

The Rondolette package includes disks by Frankie Laine, Percy Faith, Louis Prima, Jan Peerce, Martyn Green, a Sidney Bechet-Muggsy Spanier jam session, etc.

## DISK SWEEPS ADDS 15 LABELS

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The address for Lanier Records was listed incorrectly in a previous issue of The Billboard. Correct address for the new diskery is 847 E. Spring St., Gainesville, Ga.

## Rainwater to Rejoin 'Jubilee'

SPRINGFIELD, Mo. — Marvin Rainwater, country and western singer-composer who racked up a million-seller for himself in the 1957 hit, "Gonna Find Me a Bluebird," and who last year left Red Foley's Saturday night ABC-TVer, now titled "Jubilee U. S. A." to (Continued on page 10)

You don't have to be longhair to learn how to buy and sell classical records. All the information you need will be wrapped up in THE BILLBOARD'S SPOTLIGHT ON... special press

# MUSIC AS WRITTEN

By BOB ROLONTZ

## GEORGE WEIN STRIKES BACK

George Wein, jazz impresario, singer of songs and honky-tonk pianist, struck back last week at his new bete noir, critic Howard Taubman of the New York Times. Taubman had clobbered the jazz week last month at the Brussels World's Fair, which was under Wein's direction. In an article in last Sunday's (31) Boston Herald, Wein said "Mr. Taubman's review made me mad." Wein said that the jazz week in Brussels was both happy and successful, and that everyone, from officials to the public, raved about it except Taubman. Then Wein went on "To say that Taubman is unqualified, irresponsible and dishonest as a critic of jazz is an understatement. I'm not concerned here with his reputation as a critic of classical music, which I understand is quite good. I do know that he has little background in jazz, even less knowledge of its performers and... little liking for the music itself. It would have been more fair had he prefaced his review with the statement 'I don't like jazz.'"

## HUROK RIDES AGAIN

Sol Hurok, world's premier impresario will present a slew of musical attractions at various playhouses and concert halls in New York City starting next week in addition to his many other imported attractions. Hurok starts his season off with the Grenadier Guards and the Scots Guards and their regimental band, pipers and dancers at Madison Square Garden on September 20. Other acts during the Hurok season include: The Chicago Symphony Orchestra under Fritz Reiner, the Pittsburgh Symphony under William Steinberg, Victoria De Los Angeles, Vladimir Ashkenazy, Julian Bream, Isaac Stern, the Vienna Choir Boys, Erroll Garner, Andres Segovia, Artur Schnabel, Nathan Milstein, Igor Stravinsky, Zara Doloukhanova, Marian Anderson, and Cesare Valletti. The other attractions that will play New York under the Hurok aegis include the Bolshoi Ballet, Ballet Espagnol Roberto Iglesias, the French Theater National Populaire, The Beyozka Company, the Old Vic, and Emlyn Williams.

## SULLIVAN DIGS MODUGNO

Ed Sullivan has signed Decca's singing gypsy sensation Domenico Modugno to three more appearances on his CBS-TV show, bringing the total number of appearances for the latter on the Sullivan show to five. Modugno appeared on the Sullivan show a month ago and was a smash, and appeared on the show last Sunday (14) singing his Decca waxing "resta Cum Me."

## New York

Thrush Terri Stevens, last on RCA Victor records, has been signed by Felsted, the London subsidiary. First release should be out by the end of this week. Bobby Freeman, who is still singing about those new shoes of Betty Lou's will appear on a record hop sponsored by deejay Herb Knight of WONE in Dayton, O., on October 17. The Tyrone's have been set to appear in the new rock and roll flick "Let's Rock." Group recently played at the Michigan State Fair in Detroit. Agent Jolly Joyce set a deal for Olsen and Johnson's "Yok & Roll" show for the State Theater in Hartford September 28 and 29. Jan and Arnie are now on the road plugging their new Arwin release "I Love Linda" and "The Beat That Can't Be Beat." Roy Acuff and his Smoky Mountain Gang will tour Europe starting October 13. Group will be overseas about six weeks. Arnie Coland, busy Sunbeam a.&r. chief, returned from Texas last week after a flying trip to audition new talent for the label. Sunbeam just signed Barbara Carroll and Gene Harris.

Jack Mills of Mills Music left for a European business trip last week. He will visit the firm's London office and will also go to Madrid and Milan. Mills will also attend the Congress of International Confederation of the Society of Authors and Composers Convention in Brussels. Eartha Kitt will play the Americana Hotel in Miami starting December 5. Evelyn Knight is now at the Ritz Carlton in Montreal. Mort Sahl will play the Casino Royale in Washington starting October 13. Betty Hutton will be at the Boulevard in Queens for three days starting September 19. The McGuire Sisters will be on the Pat Boone TV show on October 2.

The Tommy Dorsey orchestra under Warren Covington is out on the road on a series of one-nighter tours thru the Midwest. K. C. Records, new diskery, is located in Myrtle Beach, S. C. Ted Black is vacationing on the Cape in Massachusetts, resting up after a strenuous summer. Joni James will play four weeks of Army Gallations in the Far East starting October 16. Jimmy Carter Mo waxing for Hanover Records. Joey Michaels was signed of authentic label in Philadelphia.

woodwinds, inscant, veteran clarinet ("Crazy Little Tune") who wide-screen producer surgery, is home recuperating. Bob Black and the Tiger an Ed Sullivan veepce, becomes associate-Century-Fox. In addition new "You're Hit Parade." Ralph E. a lyrical, Rachmaninoff Records and Talent, Manfluenced score by Clifton Park, Grange, Ga. The Broadand record buyers will find both in a sound track waxing shortly. It's a top-notch, if familiar, action-adventure film. Stewart Granger is cast in the classic mold of Great White Hunter who's too nice to hurt Anthony Steel, charming and cowardly, the Granger loves Barbara Rush, Steel's wife. There are stunning shots of a Bengal tiger stalking, like Destiny, thru the story. Sinclair.

## Steve Allen Returns

Steve Allen as in fine satirical

# VOX JOX

By JUNE BUNDY

**WHAT IS ROCK?** Some confusion seems to exist in U. S. government circles as to what exactly constitutes a rock and roll record. When 10 deejays (representing the National Council of Disk Jockeys for Public Service, Inc.) toured Europe last month to present record hop shows at U. S. Army installations, the USO and the jocks jointly stated that rock and roll records would not be played on the overseas disk programs.

However, a member of the tour, Art Pallan, KDKA, Pittsburgh, said that of the new crop of records he and his fellow spinners took with them, Bobby Darin's "Splish Splash," the Everly Brothers' "Bird Dog" and Peggy Lee's "Fever" drew "the biggest response from the G.I.'s who insisted on hearing them in their entirety rather than in ex-

cerpts as they were scheduled for the live shows."

The Dagen disk, of course, is out and out rock and roll, while the Everly's are rockabilly, and Miss Lee's platter is a blend of blues and r.&r. flavor. "Fever" was originally a rock and roll hit by Little Willie John.

G.I.'s abroad, according to Pallan, "are running about two months behind this country" record-wise, with Mitch Miller's "The Bridge on the River Kwai" currently a big hit over there, and the Platters (also a rock and roll oriented group) among the most popular artists. Pallan taped interviews with many G.I.'s who hailed from Pittsburgh during the trip for later airing over KDKA. The 10 deejays presented nearly 24 performances during their

three-week trek—spinning segments of new records, telling jokes, reporting on news at home, etc. The tour began August 8 in Frankfurt, Germany and wound up at Verdun, France.

In addition to Pallan, the tour-party included Elliot Fields, KFWB, Los Angeles; Paul Berlin, KNUZ, Houston; Tom O'Brien, WINS, New York; Eddie Clark, WHB, Kansas City, Mo.; Phil Mod-Lean, WERE, Cleveland; Clark Reid, WJBK, Detroit; Larry Fisher, KTSA, San Antonio; Lad-Carlton, WKBR, Manchester, N. H., and Buddy Deane, WJZ-TV, Baltimore.

**LANIN ON BLOCK:** Some lucky listener to WBZ, Boston, is going to "win" Lester Lanin. The bandleader and his entire orchestra will make a gratis appearance (in the (Continued on page 49)

# ON THE BEAT

By REN GREVATT

The Kalin Twins, hit Decca artists, are the latest in a long series of American pop acts to be signed for a British tour. On the strength of one record—somewhat unusual these days—the boys go to England Saturday (20) for a four-week trek, including appearances on top London TV airings.

Last November, the pair from Port Jervis, N. Y. were working in a Washington night club. They scraped a pittance of loot together, made a demo and came forthwith to New York with the record. "We were pretty discouraged," says Hal Kalin, "because every indie record label we went to turned us down. What could we do? Things were tough. We got back to Washington, took up daytime jobs and worked club dates whenever we could."

"Just a few weeks after that,

we met a songwriter named Clint Ballard who said he would try to help us and back to New York we went," brother Herbie continued. "We got an appointment with the Decca people and Jack Pleis signed us up. We had a record session fight away but the first record was a bomb and it seemed like an awful long time till the next. In April, we cut "When" but even then it wasn't a hit right away. It took a lot of plugging on the road to put it over."

How did the boys plan to beat the one-shot jinx? "We've heard a lot of terrific records that never made it," Hal avers. "There's no sure way to beat it. It's hard enough to get one hit."

Clint Ballard, now the Kalin Twins' manager and writer of the hit tune "Gingerbread," recorded by Frankie Avalon, interjected a new thought. "We've looked over

close to 500 pieces of material since they made "When" trying to find the best possible follow-up. There's no easy road to the hit, but if you really work at finding the right song and arrangement, you stand a better chance."

Strangely enough, the boys do not consider themselves a rock and roll act, nor do they go for rock and roll records themselves. "Johnnie Ray and Frankie Laine and some of the other artists who were really popular as long as five years ago, are my favorites," Herb concluded.

The Kalin Twins are working feverishly to polish their act. They don't intend to drop by the wayside for the lack of ability to sell themselves in person. "Mr. Maksik who has the Town and Country night club out in Brooklyn says he wants us for November and (Continued on page 55)

# WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

The current success of the tab version of "Lil' Abner" at the Riviera, Las Vegas, has owners of the larger bistros hot again for legit productions. It's been tried a few times and mostly for good coin. Another source that sees a rash of musicals on club floors a-coming is Actors Equity, which just adopted a new contract with hefty minimum salary demands for such productions. "Abner" stars Peter Palmer, Stubby Kaye, and Joe E. Marks of the Broadway cast, uses about half the original score.

**NITIERIES:** Despite hospitalization in France, Edith Piaf is expected to make her Waldorf-Astoria, N. Y., opening this week for the annual French Hospital benefit. Bridgeport, Conn.'s redecorated Ritz Ballroom starts a name-band policy with the current Stan Kenton Orchestra. Julius Monk's "Demi-Dozen" opens October 2 with John Heawood directing. Alice Chostley continues as a single at his new Upstairs-Downstairs, N. Y. The Village Vanguard's jazz schedule will bend September 30 to make room for comic Irwin Corey.

**CINEMATERS:** Atlantis

Films will release "A Woman of No Importance," starring chanteuse Francoise Arnoul. S. Hurok's import "Tosca" debuts in N. Y. at the Normandie late next month. The Roxy Tehater, N. Y., reverts to stagelike policy September 26, signing Robert Boucher as music director and Ray Frost and Kenny Springer as choreographers. Ava Gardner's dances in "Naked Maja" will dominate the United Artists sound track album. Paramount is releasing as a double bill "The Party Crashers" and "As Young As We Are," two teen-age plots with incidental tunes.

Hatched, Matched and Snatched: It's a girl, Stacy Donna, for Gerald F. Phillips of United Artists and wife Francine. Thrush Anne Jeffreys and actor Bob Sterling have another boy. A son to chantress Caterina Valente and husband Erik van Arco. Joe Ryan and frau of NBC-TV trade press welcomed a boy. Sarah Vaughan wed taxi fleet owner Clyde Atkins in Chicago. Actors Diane Peter Brown and Vegas last week. Furst of Boobers died in Brooklyn.

**LONGHAIR:** French pianist Samson Francois returns to the U. S. next year. Gunther Schuller, first horn player at the Met-opera, is being touted by BMI for his compositions, both jazz and symphonic. Two new Schuller albums were waxed last month. National Artists Corporation has signed Met soprano Marcella Pobbe, Russian dance duo Zina and Kolya and Mexican keyboarder Angelica von Sauer. Michale Elman will be toasted for 50 years on the concert stage on Patti Page's ABC-TV show October 22.

**RADIO - TV:** That Victor Herbert spectacular they're talking about for ABC-TV October 6 is just a 30-minute regular "Voice of Firestone" telecast. The web still plans to confine its specials to the Bing Crosby pair this season. Milton Berle has signed Billy May as composer-conductor - arranger for his NBC series. Bob Haymes' new WRCA, N. Y., nighttime show will be titled "Dinner For One Please, Haymes." The N. Y. Philharmonic gets a lot, Saturdays, 8:30 Leonard Bernstein

The Billboard Weekly Index  
**RECORD SALES  
IN RETAIL STORES**

As Measured Against Average Weekly Sales,  
June-November, 1957  
Based on The Billboard-NYU School of Retailing  
Continuing National Study of Retail Record Sales



Unit sales for 78 and 45 r.p.m. speeds both showed increases for the period ending August 30. The rise in 45 r.p.m. brought this speed to its second highest peak since the end of May.

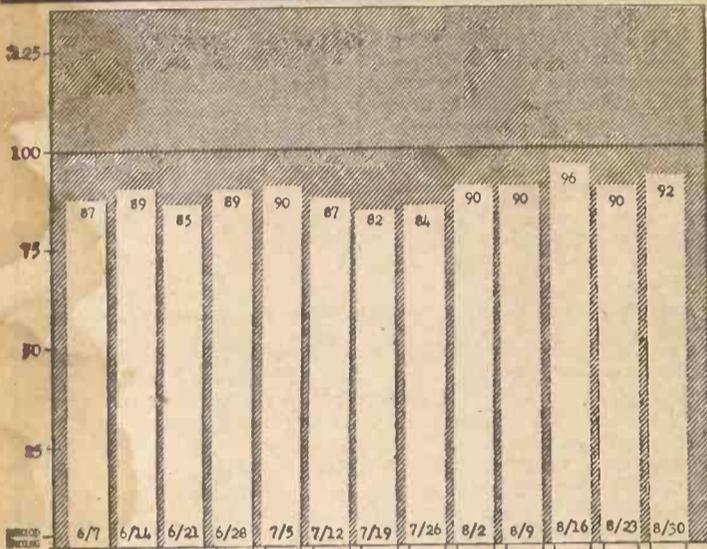
Sales for other speeds remained close to the previous week's position, bringing total record unit sales to a slight increase over

the August 23 period and to the second highest level for the summer.

The increase in 45 r.p.m. unit sales is due in part to heavy gains in sales strength registered by the top disks on the best-selling singles chart. The over-all picture for total record unit sales continues to appear encouraging.

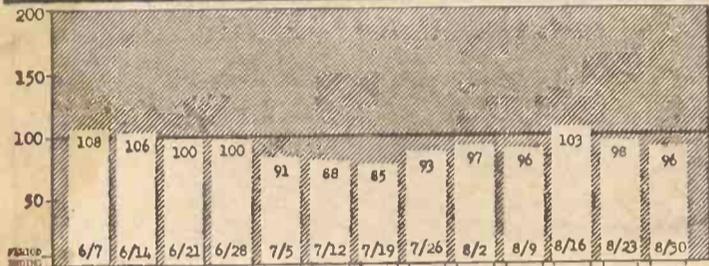
**TOTAL UNIT RECORD SALES**

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



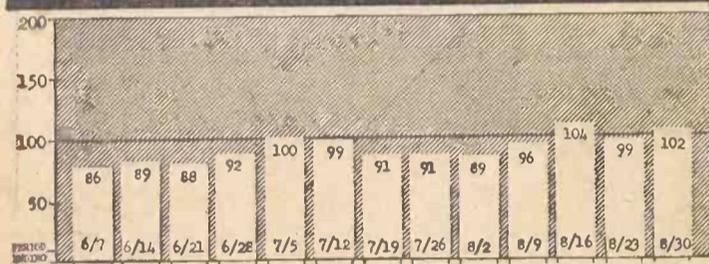
**33 1/3 - 12" UNIT SALES**

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



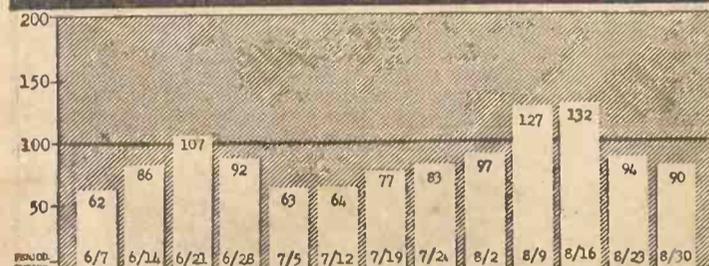
**45 SINGLES UNIT SALES**

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



**45 EP UNIT SALES**

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



**78 SINGLE UNIT SALES**

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



TAKE 'EM AWAY, OFFICER, OR—

**What Disk Dealers Should Do Before the Police Arrive**

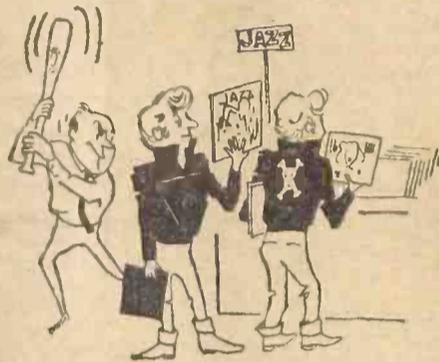
By FRED PERNITZ

**The Scene** An average record store on an average afternoon with average customers buying spectacular records.

**4:30 p.m.** Complaining about the large amount of browsers and the small amount of cash sales.

**4:32** Blaming the usual culprits—the weather, the international situation, the weather, the stereo entry, the weather.

**4:35** Discover 30 LP records missing from Jazz Section and 30 LP records missing from Broadway Show Section.



**4:37** Warn co-workers to be on lookout for professional thieves. Arrange set of signals and plan defense even tho there are no clues as to the identity of the thieves.

(Four Days Later)

**12:08 p.m.** Three tough looking leather jacket youths fingering the records in the Jazz Section.

**12:10** Run out to nearest sporting goods store. Buy baseball bat for possible defensive weapon. Get bawled out by boss for paying list price for bat.

**12:12** Two of the youths stand in back of the third, who is impossible to watch from that angle.

**12:13** Reach for baseball bat, get splinter in finger.

**12:14** All three youths bring records to counter and pay cash for them.

**12:16** Put bat back, wipe sweat off face, apply iodine to splintered finger.

**12:17** Two suspicious characters enter store.

**12:30** Whistle "Dixie," otherwise known as "Be on the Alert" signal.

**12:35** Hear "California, Here I Come" being whistled by other employees, meaning that they are on the alert.

**12:36** See shifty eyes on one of the two suspects. Whistle "Chinatown, My Chinatown" letting co-workers know that plan No. 717 "window system" going into effect.

**12:50** Watching suspects from outside store window. It is starting to rain. Suspect No. 1 holding two records.

**1:06** Suspect No. 1 now holding six records.

**1:20** Suspect No. 1 brings nine records to the counter, pays for them, leaves store and is now no longer suspect No. 1.

**1:23** Re-enter store, wet from rain, flushed with self indignation. (Three hours later. All employees now have bloodshot eyes from looking for possible thieves. Store is crowded with shoppers, browsers and rain evaders.)

**4:10 p.m.** Two men lingering by the Broadway Show bin. Both have similar extra large briefcases. One doesn't look the type, arousing suspicion. Whistle "Dixie."

**4:12** Hear "California, Here I Come." Suspicion increase. Whistle "Colonel Bogey," which means suspicions increase.

**4:13** Whistle "Chinatown, My Chinatown." Go outside.

**4:23** Employees turn backs, giving suspects time to pull job.

**4:25** See suspect No. 1 put about 25 LP records into briefcase.

**4:27** Signal to inside employees that this time the guess was right!

**4:28** Thieves leave store, get accosted and pushed back inside store where other employees lend helping hand.

**4:31** All other customers asked to leave until police arrive.

**4:32** Large crowd gathers outside. Competitor down street thinks original cast "Fair Lady" is being sold at \$1.98.

**4:33** Police arrive, complaint is registered.

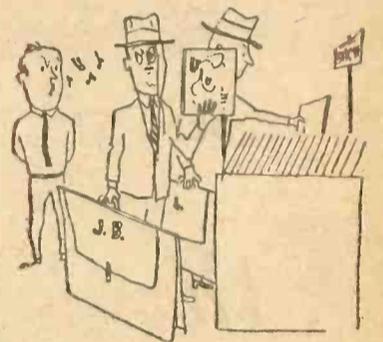
**4:36** Customers clamoring to get into store. They are told to wait a few minutes.

**4:38** One customer shouts thru transom that he wants to buy two copies of "Any Lawrence Welk Album" at list price. He gets in immediately.

**4:39** Patrol Wagon arrives.

**4:42** Desk sergeant asks for complainant's name and address. Give name of competitor figuring if reprisals come, there'll be one less competitor.

**4:44** Back in store. Ready for evening rush hour.



**New Jersey Gets New Distrib Firm**

NEW YORK — Al Levine of Ideal Record Products, Inc., record distributors, has opened a new firm, Ideal Record Products of New Jersey. The new firm will be located in Newark, N. J.

Jack Kosloff, former branch manager of Decca's New Jersey operation, will helm the new outfit. The new distributors are currently handling Aamco, Walco Needles, Lyric Cases and Rainbow Records. They are currently negotiating with several manufacturers for additional record and accessory lines.

**Promenade to Issue 8 LP's**

NEW YORK — Promenade Records, low-priced indie, headed by Henry LaPidas, will release eight new LP's in October.

The LP's to be released by the label include an album of "Gay Nineties" tunes with Freddy Hall, "Organ Reveries," a set with vocalist Bill St. Clair; another titled "Holiday in Rome," a set featuring Johnny Kay, a "Honky Tonk" piano set, a classical set with "Scherzade" and a collection of "Children's Songs of Reverie."

**Col. Inks Soprano Eileen Farrell**

NEW YORK — Columbia Records has signed dramatic soprano Eileen Farrell. Signing was accomplished by classical a&r chief, David Oppenheim, head of the firm's Masterworks division. The singer will record Cheubini's "Medea" this week, the opera she has performed in concert version for the past three years to steady acclaim. On September 12 she will open the season of the San Francisco Opera Company in the first American performance of "Medea."

One in a Series of Industry Personality Statements



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**Riverside Clicks**  
• Continued from page 4

Dixie readings of such traditionals as "Beale Street Blues," "King Porter Stomp," "Copenhagen," etc. This is a good one for the dancers and the stereo again makes it all come alive.

Balance of the group is rounded out "Jazz Contrasts," with Kenny Dorham, Sonny Rollins, Hank Jones, Oscar Pettiford and Max Roach, with the extra added sound of Betty Galman on the harp, and Gigi Gryce with the Jazz Lab Quintet. Neither of these are particularly spellbinding as stereo entities, but both feature good modern jazz workmanship which as monaural efforts alone are worth the hearing. Covers of all four sets are done with taste and imagination and figure to help sales.

"Monk's Music," Thelonious Monk Septet (1-12"), Riverside 1102; "Whoopie Makers' Jazz," Carl Halen's Gin Bottle Seven, (1-12") Riverside 1103; "Jazz Contrasts," Kenny Dorham, (1-12") Riverside 1105; "Gigi Gryce and the Jazz Lab Quintet," (1-12") Riverside 1110. Ren Grevatt.

**Somerset Tops**  
• Continued from page 4

"Maleguena" and "Sunday in Seville" — from the new Somerset LP "Soul of Spain." Singles will retail at 98 cents and no 78 disks will be pressed. Regular distributor and dealer discounts will prevail.

Somerset prexy Dave Miller decided to adopt his new singles policy, following a test made four months ago in limited markets. At that time, the label issued "Basin Street Blues" (from the LP "101 Strings Play the Blues") as a single in a few markets, including Cleveland and Los Angeles. The disk was a success as a single in those areas, according to Miller, and sales on the "Blues" LP, which hit the lower rungs of best-selling album charts, also stepped up in those markets.

**Marv Rainwater**  
• Continued from page 6

headquarter in New York, returned home last week.

He made his first return appearance on the "Jubilee" last Saturday night (13), billed as a special guest. He'll again be spotted as a visitor when he comes back to the show September 29, first night that the program makes its four-to-six week switch to Mondays, and when Foley will announce Marvin's permanent affiliation with the "Crossroads of Country Music" crew.

During his year-and-a-half New York residency, Rainwater made numerous big-time guest shots, including an Ed Sullivan date. "While records play an important part in the continuing exploitation of an act, the insurance of regular TV exposure is equally important," Rainwater said upon his return to "Jubilee U. S. A."

**Jazz-in-Tent**  
• Continued from page 6

Don Lamond, Willie (the Lion) Smith, Maxine Sullivan and blues cat Brownie McChae. Co-producing the scene with Feather will be Dick Hyman, who will also perform.

The Saturday (27) concert will be Garner's only appearance within easy reach of New York, until his January Carnegie Hall concert. It's reported that the announcement of Garner's Oakdale appearance had immediate repercussions 15 miles south of here in New Haven where Yale University students promptly stampeded ticket brokers for ducats to the tent bash.

Meanwhile shortly after his Connecticut appearance on the 26th, Feather will be ready to hit the road as emcee of a three-and-a-half-week jazz concert tour set by promoter Ed Sorkesian of Detroit to feature the Dave Brubeck Quartet, the Sonny Rollins Trio, Maynard Ferguson's band and the Four Freshmen. The tour opens October 31 at Symphony Hall, Boston, plays Carnegie Hall on November 7 and winds up November 23 at Philadelphia's Academy of Music. The tour will also reach various locations in the Midwest.

**Liberty's Subsid**  
• Continued from page 6

ability to handle additional artists or to release as many disks as its management would prefer. By establishing the Freedom label, additional artists can be brought into the fold and more disks issued without overloading the Liberty releases.

Liberty's reason for turning the Freedom line over to its present distributors rather than build a new and competitive distribution network is twofold. Bennett feels he has the strongest distributors handling Liberty and if a distrib is good enough to handle the present line he'll be good for the new label. By sticking to its existing distributors, it strengthens its position with the firms handling its product who also take on its subsid line. The combination of the two, he feels, make an indie that much more important to its distributors.

Jerry Capehart will handle artist-repertoire for the Freedom label. He will work with Sy Warner, Liberty prexy and a.&c. chief. Capehart, who has been handling free-lance sessions around town, will now concentrate his a.&c. efforts on behalf of the new label. He will also continue to serve as personal manager of Eddie Cochran, Johnny Burnette and John Asley. Aside from Capehart, no additional hands will be added to the staff. All members of the Liberty crew will also work on the new label. Freedom will issue singles at the outset, adding albums at a later date. Artists are being lined up currently for the Freedom fold with roster to be announced at a later date along with the disclosure of the first release's contents.

**'Jazz Recital'**  
• Continued from page 6

vibes of Milt Jackson. Also very strange, serious and lovely were the sounds in "The Golden Striker," and "Midsummer."

From the classic tone tapestries, the group changed pace with "Now's the Time," fanned to a whisper on strings and brushes, then "Yardbird Suite," and Dizzie Gillespie's "A Night in Tunisia." A demand encore brought, perhaps prophetically for this group, the more melodic and thematic "One Never Knows," also from the Venice movie track.

Of all jazz artists, it must be said that no one has truly heard them play—until they have also seen them in live interplay with each other and with an audience.

Ironically, and typically Washingtonian, was the sad announcement that Felix Grant's jazz half hour was to be dropped, that very week, from WMAL's evening schedule. The prophet, jazz or any kind, has rough going in his own land.

**Smathers Hassle**  
• Continued from page 6

ing into programming issues. However, if they decide from the record that any abuses of the public interest exist, they could ask for legislation to cover whatever angle of this nebulous issue can be pinned down in legislative terms.

The bill introduced and quietly dropped by Senator Smathers (D., Fla.), would have forbidden broadcasters to own any interests in music publishing or record manufacture or distribution. Altho obviously aimed at Broadcast Music, Inc. and the networks (which ironically emerged as principal ASCAP music promoters on the airwaves), the bill's inept language would have let BMI off the legal hook with the disposal of its single owned, and presently shrinking, publishing interest.

Networks could not have been reached per se, and the chief sufferers under the bill would have been small business - type stations, deejays, record and publishing companies with cross-ties. The movie interests would have had to divest of broadcast and/or music connections—with the added irony that the closest ties between movies and music performance are with ASCAP.

**Coral Housecleans**  
• Continued from page 3

flecting his unbreakable roots in Nashville, Cohen has also arranged great country-sacred clefter and chanter, Stuart Hamblen.

Cohen said the label would continue heavy on the package side, with 25 new releases set for October. "New talent is important to us and we will highlight new talent in this release," he stated. Cohen took bitter exception to stories which have appeared in the press indicating that other labels are sapping Coral of its prime talent. "Most of those who've left were question marks on our list anyway," said Cohen. "We don't feel we've lost any really valuable properties. Our main interest now is to weed out the chaff and focus on building solid new talent."

**London Intros**  
• Continued from page 3

are we offering any guarantees. We feel the product is ideal for record-stores and is not designed for rack sales per se."

Hartstone also noted that: "We are a friend of the dealer. We have no club and we have never dealt direct with any rack jobbers. It's all done thru our distributors, if at all." Hartstone added that in the case of the new line, the price to dealers will be \$1.23 per record

**'Goldilocks' Tune Rights to Mills**

NEW YORK—Mills Music has acquired publishing rights to the music of "Goldilocks," new Walter and Jean Kerr musical, now in its pre-Broadway run in Philadelphia. Music for the show was written by Leroy Anderson, a pactee of the Mills firm. Columbia Records has the original cast recording rights to the show.

**New Dot Label**  
• Continued from page 2

ton, Indianapolis. Deal consisted only in the rights to the name with the seller retaining ownership of artists and his publishing firm, Hamilton Music.

Wood tressed that the same artist - repertoire execs which have created Dot's releases — this includes Wood himself and album a.&c. head Tom Mack in Hollywood and Bob Thiele in New York — will be in charge of creating the new label's product. Wood also said new recording talent will be acquired in building an artist roster for Hamilton apart from that now appearing under the Dot banner. He does not plan to switch artists from one label to the other. Thus, if an artist becomes a top-seller on Hamilton, he will remain on the new label and continue to add his sales strength to the label rather than have the artist switched to Dot once he's proved his potential.

When the label is unveiled, Wood said it will follow a regular releasing schedule of both singles and packages. By comparison to Dot the size of the releases will be smaller, at least during its fledgling period. However, Wood said Hamilton's expansion will not be purposely restricted or confined. He foresees in Hamilton a healthy sister operation to the Dot label.

Chris Hamilton, serving as sales veepee of the new label in addition to her similar post at Dot, indicated that the diskery's distributors will be set in the immediate future and will be announced shortly. Mrs. Hamilton will be assisted by Mary Brewer in supervising the national sales operation.

**Beat Ain't All**  
• Continued from page 3

out of 19 were cut in Nashville by Chet Atkins. These are such disks as Don Gibson's "Blue Blue Day," Jim Reeves' "Blue Boy," Hank Locklin's "Upper Room" and "Send Me the Pillow You Dream On, Johnny and Jack's "Leave Our Moon Alone," Hank Snow's "My Lucky Friend," Gibson's "Look Who's Blue," etc.

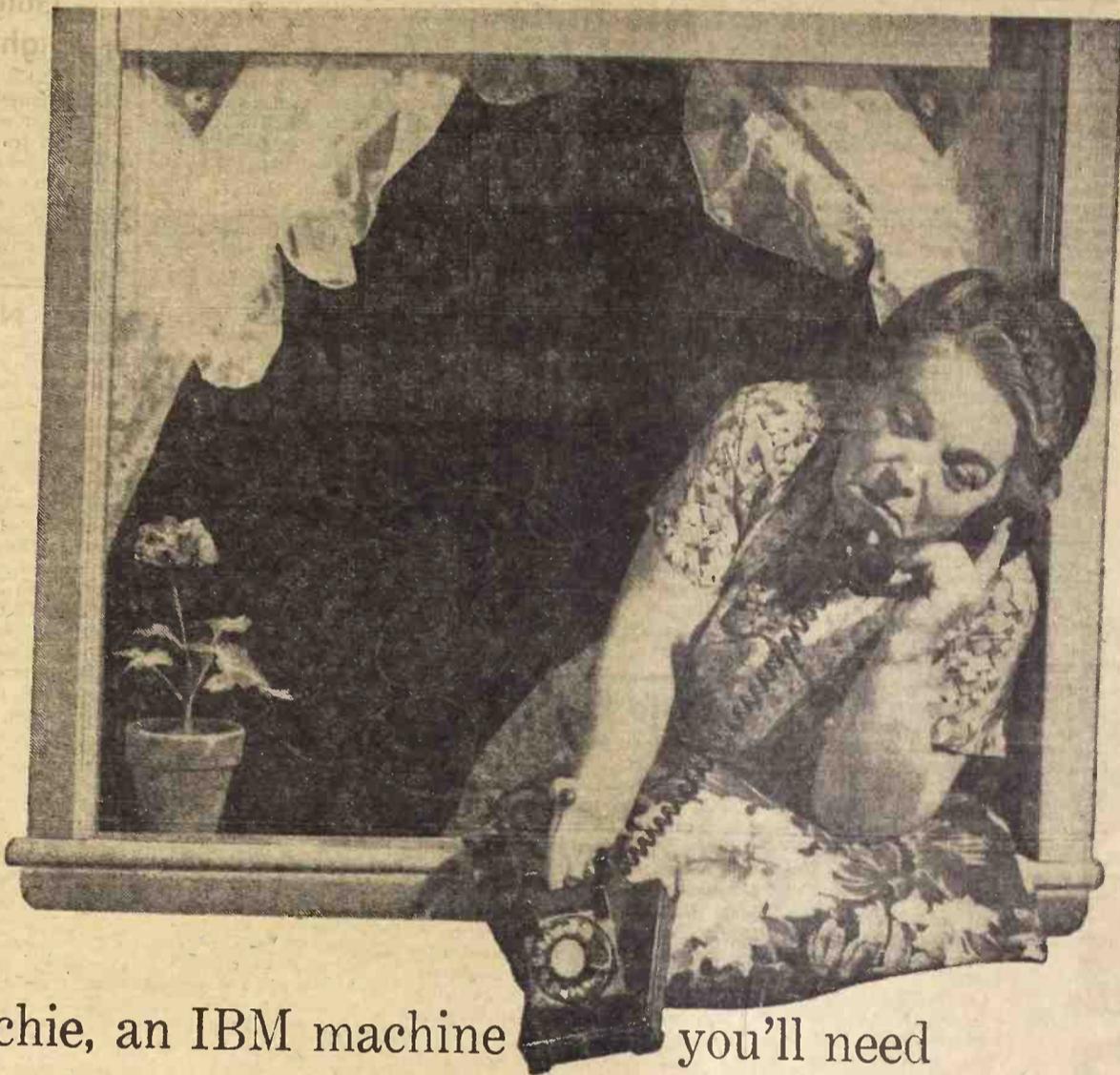
It is observed that an outstanding "pure" c.&w. record can still strike a good sale in the country market. Sholes states such a disk can still hit a sale of between 75,000 and 150,000 — "but it must be an outstanding side," he added. A mediocre c.&w. side will have a very poor sale, according to Sholes.

At the peak of the c.&w. field, outstanding disks hit 350,000 to 400,000, excluding pop sales.

Much credit is due to Chet Atkins, who heads up Victor's Nashville a.&c. operation, who keeps turning out strong pop disks with virtually unknown or little-known artists.

and extended billing will be employed, with one-third each payable on the 10th of November, December and January. Dealers adhering to this schedule will still get the benefit of the regular 2 per cent discount.

Initial Richmond release, already shipped to distributors, contains 18 classical sets and 16 pop sets, all out of the London catalog. The classical release has a number of symphony sets including one by Ansermet, while the pop sets include such names as Robert Farnon, Stanley Black, Monia Litter and Will Glaze.



Archie, an IBM machine you'll need  
with those GOLDEN RECORD BOYS.

A million here—a million there, what a business!

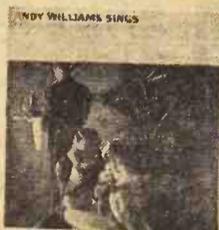
the **EVERLY BROTHERS'** fourth

gold record! **BIRD DOG** and

**DEVOTED TO YOU** Cadence #1350

Also you shouldn't forget **ANDY WILLIAMS** is swingin'

with **PROMISE ME LOVE** Cadence #1351



CLP-3005 \$3.98



CLP-1018 \$3.98



CLP-3002 \$3.98



EP-103 \$1.29



EP-106 \$1.29

CADENCE RECORDS, INC., 119 West 57th Street, New York.

## Lack of Interest Not Reflected

Continued from page 3

bia and Capitol and Johnny Cash as being among his best EP sellers. "The new Johnny Cash EP of Hank Williams tunes is one of our best sellers," he added. Speaking in general terms, Glassman said business was great right now. "If this is a recession I hope it continues."

### NEWS REVIEW

## Husky's TV Versatility Impressive

NEW YORK — Ferlin Husky's stint as Arthur Godfrey's replacement for two weeks displayed his versatility and served as a fine showcase for his TV possibilities. CBS-TV brass eyeing the rugged c.&w. chanter for future chores should be impressed. He delivered "When I Told You" and "Sittin' on Top of the World" with mellow grace and chatted with charm.

Alan Copeland, late of "Hit Parade," proved a stunner with a brilliant song chorus in which he impersonated (and perfectly) a different celeb on every line. He and Husky joined in an amusing Everly Brothers take-off and the latter also had a funny bit imitating Roy Acuff singing "Hound Dog." Also helpful on the last stanza (12) were Louise O'Brien's vocals and the Honeydreamers. Husky's Madison Avenue garb looked comfortable and he should have no trouble mixing his country style with city video. Bob Bernstein.

And we can thank EP's for at least part of our success. About one-third of our package dollar volume is in EP merchandise."

Howard Hancock of the Song Shop, Cincinnati, described business now as "only fair but getting better." With reference to EP's, Hancock was very high, however. "They are a very important element of our business," he said. Hancock went on to score some record companies for discontinuing older EP catalog items, like Como, Crosby, Al Jolson, etc. "Those are staples and they always sell well," he said. "The record business is something like the ice cream business," he added, "You can make a living by just selling vanilla. But you can do a lot more business by offering customers a flock of different flavors. So why just offer a very few sure-fire hit items on EP's? You can stock catalog with them and make a lot more loot."

#### Price Angle Stressed

A spokesman for Jim Landay's Eclipse Music Shop, Paterson, N. J., described business as "picking up" after a slow summer. EP's were reported as good steady sellers with increases in EP demand being noted. The value of the price angle and the fact that better mark-ups could be realized with EP's were stressed as important reasons behind Landay's push on the extended play sets.

Other dealers indicated the belief that they didn't mind inventory problems posed by numerous types of disks at different prices, as long as they would sell. They expressed the hope that diskeries wouldn't be too quick to "put all their eggs in one basket, because they got the idea somewhere that EP's had had it.

## Business Must Back Longhair Appreciation

Continued from page 1

The albums contain 56 popular works played by a half dozen orks plus soloists. The reproduction quality is superior, as are the liner notes, with the Grieg Piano Concerto, Beethoven's Symphony No. 3 and Tchaikovsky's "Pathetique" Symphony especially notable. Boxed attractively, the disks should do well on racks.

"The mass audience for music has yet to be developed as it has for sports, movies or even books," said Sigmund Spaeth at the Waldorf-Astoria dinner which marked the New York opening. "Now people who never go into music shops will find it convenient to buy longhair music at inviting places. The supermarkets will develop that mass audience," Dr. Spaeth declared.

## Frey to England

Continued from page 3

exactly what you'd call a 'pick-up band.' We're using the top people from two different orchestras — the Philharmonia and the Royal Philharmonic."

Baton chores will be shared by Alfred Wallenstein and Arthur Winograd and the recordings will be made in the Walthamstow Town Hall which was personally chosen by Frey because of its "bright" sound. Two projected series of recordings marks the label's entry into the classical disk field. The disks are scheduled for release around the first of next year.

### RONTY REPLIES

## Terms Leads Music Charges Mis-statements

NORWALK, Conn. — Bruno Ronty, record man of this city, has replied to charges leveled against him by Leeds Music, as reported in last week's Billboard. In a statement, Ronty referred to the article as having carried "mis-statements and errors," which he called "serious and libelous."

Ronty referred to a statement in regard to an injunction which was said to have been granted against his Colosseum Records firm against the issuance of recordings of various Czech symphonies and artists in a suit brought on behalf of a Czech firm. "Please be advised," Ronty said, "that no injunction was ever granted by any court against any of the Colosseum recordings. Furthermore, Colosseum has never gone out of business and is doing business this very day. Bruno Records is a product of Musicart International, Ltd., and is organized separately and apart from Colosseum Records."

"The vicious attack made by the Leeds Music Corporation," Ronty continued, "is an obvious and deliberate attempt to put Bruno Records out of business for its own devious reasons."

Concluding his statement, Ronty declared: "I have always been available to your publication and the reason you had not heard from me is because you did not contact me. I was not aware of this vicious

## Themes Fete Band Music

Continued from page 1

Bros. - Barnum & Bailey band. Again, 18 Conn employees worked in the sawdust band. Of the approximately 750 employees in Conn band instrument wing, 202 are qualified musicians.

During the next seven days, the city will present a 1,000-person pageant, a primary part of which will be a general history of the band instrument segment of Elkhart's growth. On Saturday (13), 36 bands and approximately 20 of the 79 floats will stress Elkhart's band instrument importance. On closing day, Saturday (20) in a water parade down the Elkhart and St. Joe rivers, band instruments will again be features. In the final Saturday parade, Conn, for instance, has lined up 12 water bicycles and will have a 12-piece marching band aboard the cycles.

Gooding Amusement Company has the carnival rides and concessions at the Elkhart Centennial during this week.

The Friday (12) pageant was taped professionally on Ampex 350 recorder and it is hoped that it can be made into a one-or-two pocket Long Play disking which would be bankrolled and distributed by Conn Corporation.

attack until I got your publication thru the mail on September 9."

(Edit. note: Last week a telephone call was placed to Ronty in the Connecticut hills. When it was learned that his only address there was a post office box number, the telephone operator said it was impossible to locate a phone number for the man.)

Rollin' Out of the Smash Hit Album . . . "Jumpin' With Jonah"

# A BRAND NEW SMASH HIT SINGLE RECORD!!

## THE JONAH JONES QUARTET on . . .



and

# LOTS OF LUCK CHARLEY

record no. 4057



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ONLY ON  
DECCA!

FIRST RECORDING  
MADE IN U.S.A.  
Aug. 25, 1958

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DIPINTO  
DI BLU

# DOMENICO MODUGNO



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HERE  
WITH  
ME**

RESTE CU'MME

*Sing in English and Italian*

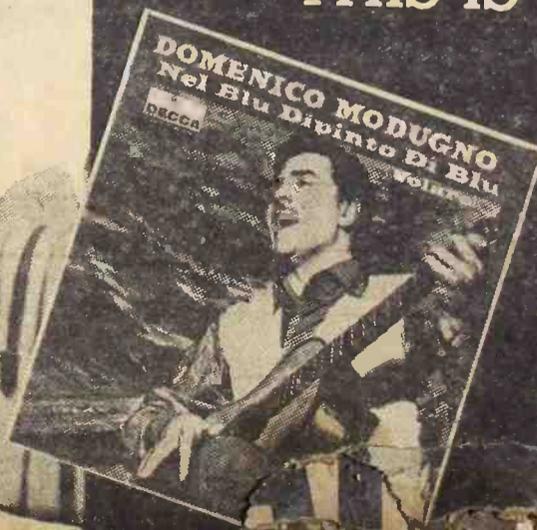
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**Io**

pronounced  
(EE-O)

9-30747

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*the* **HIT  
ALBUM  
OF THE  
YEAR**

DL 8806  
EP 2633

**DECCA**  
RECORDS



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Special Preview

*Dot's*

# PARADE of BEST SELLERS

- 15781 **SUSIE DARLIN**—Robin Luke
- 15805 **YOU CHEATED**—The Shields
- 15825 **FOR MY GOOD FORTUNE—GEE, BUT IT'S LONELY**—Pat Boone
- 15795 **LA PALOMA**—Billy Vaughn
- 15798 **LOVE IS A FUNNY LITTLE GAME**—The Vogues
- 15807 **NEAR YOU—BEG YOUR PARDON**—Francis Craig
- 15809 **SO IN NEED OF YOU—KING OF CLOWNS**—Billy Myles
- 15814 **PEGGY'S SISTER—SIGNORINA**—The Hilltoppers
- 15815 **ADVICE TO YOUNG LOVERS—IT CAME FROM OUTER SPACE**  
—Buddy Hackett
- 15823 **TOY TELEPHONE**—Dicky Pano
- 15796 **A PROMISE OF THINGS TO COME—THINKIN' ABOUT YOU**—Mac Wiseman
- 15774 **HONOLULU**—Milton DeLugg

### DOT NEW RELEASES

- 15824 **BIRD-A-DOG—TOY GUITAR**—The Volare Brothers
- 15826 **THE WAITING GAME—I LOVE YOU BECAUSE**—Margaret Whiting
- 15827 **MUSIC, MAESTRO, PLEASE!—ME AND MY SHADOW**—The Mills Bros.
- 15830 **YOUNG TRIALS, GREAT TRIBULATIONS—WARM ARMS, SWEET LIPS**  
—Hank Edwards

### DOT BEST SELLING LP'S

- DLP-3118 **STAR DUST**—Pat Boone
- DLP-3119 **BILLY VAUGHN PLAYS THE MILLION SELLERS**
- DLP-3100 **SAIL ALONG SILV'RY MOON**—Billy Vaughn
- DLP-3071 **PAT'S GREAT HITS**—Pat Boone
- DLP-3098 **GALE'S GREAT HITS**—Gale Storm
- DLP-3104 **SING SING SING!**—The Clark Sisters
- DLP-3103 **Mmmm**—The Mills Brothers
- DLP-3122 **JOHNNY MADDOX PLAYS THE MILLION SELLERS**

### DOT BEST SELLING EP'S

DEP-1069	<b>STAR DUST</b> —Pat Boone	DEP-1056	<b>A CLOSER WALK WITH THEE</b> —Pat Boone
DEP-1068	<b>THE LORD'S PRAYER</b> —Pat Boone	DEP-1021	<b>MELODIES OF LOVE—Volume I</b> —Billy Vaughn
DEP-1066	<b>FOUR BY BILLY VAUGHN</b>	DEP-1022	<b>MELODIES OF LOVE—Volume II</b> —Billy Vaughn

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(From the Paramount Picture "Houseboat")

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THE NATION'S BEST SELLING RECORDS

# McIntosh Lab Finds Market For Its 'Rolls-Royce' Audio

## A Two-Part Report on Foremost 'Quality' Component Hi-Fi Firm

By CHARLES SINCLAIR  
BINGHAMTON, N. Y. — If there's been a "recession softening" of equipment sales, it isn't being felt at McIntosh Laboratories, whose balance sheets are proving that there's an important audio market for premium-quality, premium-priced components.

The 12-year-old firm's sales were about 25 per cent higher last year than the year before (\$1,299,998 as against \$1,065,309), with the gain being scored with a deliberately tighter dealer line-up (about 600 dealers as against the previous 700).

"We have a vigorous franchise and fair trade policy," says Gordon Gow, who's the v.-p. in charge of the firm's smart new Binghamton plant, where amplifiers, preamps and tuners are turned out with all the care and precision of Rolls-Royces. "If a dealer is handling our line as a convenience, he's not doing McIntosh or himself any real good. If dealers won't take their full and just profit, we don't want to do business with them."

Also this may sound like the stuffiest of company policies, McIntosh Laboratory is about as un-stuffy a place as you'll find this side of Birdland.

Gow is proud of the fact that the general atmosphere of the ex-

ecutive offices and the plant itself is one of brisk informality, with shirtsleeve sessions the rule rather than the exception. "We don't even put executives' names on their office doors," the veteran audio exec says.

One result of this is a free interchange of ideas between departments, with sales execs huddling with design groups, and plant officials holding bull sessions with advertising brass. In practice, McIntosh rarely makes a move, or

launches a new product, without all factors having been viewed from many different angles well in advance.

McIntosh execs have also evolved a smooth method of handling the flow of 30-watt and 60-watt amplifiers, C-8 and C-8-S preamps, the firm's new AM-FM tuner, and various professional electronic items to the dealer, and then to buyers.

"We feel that a prime fault in  
(Continued on page 36)

# LACK OF STANDARDS IS 2-TRACK HURDLE

## New York's B&C Recording Enjoys Big Stereo Boom and Some Big Headaches

• Continued from page 4

talent for stereo effect. "Singers should be clearly on one channel or the other," says Quinn. "The 'presence' is lost if you try to split a voice down the middle. However, you should 'center' most solo instruments in front of the band, and percussion in the back. You should avoid bunching up the members."

2. Non-dramatic disk orchestrations. "Not enough arrangers are taking full advantage of stereo. This does not mean that music should sound like ping-pong games, but it should not be muddled," Quinn points out.

3. Audio technical shortcomings. "We're running into variances in everything from tape equalization and mike separations in stereo to hum problems and tape speed problems. The industry should certainly agree as soon as possible on recording standards," says B&C.

The stereo boom, however, is bringing plenty of custom business to B&C's doors, according to Peter M. Rogers, the ex-RCA Victor exec recently appointed director of sales for B&C by firm Prexy Walter Colquitt.

Rogers' list now shows that B&C is manufacturing 12-inch stereo platters for such U. S. labels as Audio Fidelity, Vanguard, Esoteric, Stereo Fidelity, Stereocraft, Counterpoint, Bel Canto and Concert Hall. Monaural platters are also handled for many of these labels, as well as for two big Mexican diskeries, Gamma and Histonovox, and a Venezuelan wax firm, Gramco. No stereo disks have been cut for the Latin-American firms as yet, altho Rogers admits that "plans are in the works."

B&C is about to move into a brand-new 18-press plant in Westbury, Long Island, which will up the manufacturing capacity of the

firm to some 500,000 platters per month—of which about 50 per cent will be stereo LP's by Rogers' estimate. First pressings from the new plant are expected this week.

With the first surge of the stereo boom still in effect, B&C—in addition to its straight manufacturing  
(Continued on page 37)

## STEREO A-COMIN'

# Danish Merchants Unload Present Phono-Radio Stock

By TED WOLFRAM  
COPENHAGEN — Stereo is looming large on the phono and radio horizon of dealers in this important European city, with practically all retail outlets appearing to be busy clearing their floors of all present stock in preparation for various new developments.

Already, a "private" exhibit of new radio and TV sets and other mechanized music items is making the round of large cities in Den-

## HOW TO TEST A PREMIUM TUNER

BINGHAMTON, N. Y. — The McIntosh Laboratory policy of "spare-no-expense" when it comes to quality levels of the audio equipment the firm manufactures causes odd problems.

In the case of the MR-55 tuner, a de luxe AM-FM unit priced at \$249, McIntosh units coming down the production line proved to be more precise than the usual test instruments used to check them, which have a leeway of plus-or-minus 2 per cent. Thus, McIntosh execs were stuck for an accurate test yardstick.

Problem of testing and aligning the tuners was solved finally when McIntosh bought a 1,000-watt FM transmitter (which has 3-10th of 1 per cent error) and started running closed circuit FM tests with it. Each MR-55, incidentally, gets five hours of checking before it's shipped.

## Webcor Sets New Minnesota Jobbers

Webcor, Inc., announces the appointment of the Harold N. Lieberman Company, 257 Plymouth Avenue, North, Minneapolis, as exclusive distributor for Webcor Stereofonic Fonographs and Tape Recorders in the State of Minnesota. This appointment was announced by H. R. Letzter, vice-president, sales.

## Republic's New Jet? No, It's Conversion Kit

FARMINGDALE, N. Y. — One of the lowest priced stereo conversion kits to reach the market is being launched, on a mail-order basis primarily, by Republic Electronic Industries, a company which so far has specialized in re-



search and development of military equipment.

Termed "Stereo 4," the Republic kit—which is manufactured, incidentally, not far from the huge Republic Aviation plant where jets for the Air Force are turned out—will sell for \$39.95. An acoustically designed cabinet for housing the audio section is available for \$8.95, and for a dollar more Republic will "assemble the audio section and mount it in the cabinet leaving nothing to be done except changing the cartridge."

Only 12 connections are required in converting a standard phono to stereo with the kit. According to Republic, the conversion can be done "in less than half an hour by following the simple instructions."

The kit has four main parts: (1) A 4-watt, printed-circuit prewired amplifier; (2) a stereo cartridge (which appears to be the Ronette) with leads already attached; (3) an isolation transformer to prevent shock hazard if the hook-up is used with a "hot" chassis, (4) and a small coax speaker. In addition, there are various connectors, cables and hardware (see cut).

"The new kit" says Republic Electronic, "is well constructed and well thought out and is an excellent buy."

## U. S. STYLE

# Stereo Show Newest Hit In Brussels

BRUSSELS, Belgium — Three young American stereocats have successfully invaded the Brussels World's Fair, and are flipping visitors with their own version of a typical U. S.-style audio show.

The trio — Don Davis, William Bell and George Petry—are holding forth in the 1,100-seat theater of the American pavilion, where they are playing both monaural and stereo tapes and disks. They paid their own air fare to Europe, altho component manufacturers quickly aided the project by paying air freight charges for equipment used.

The line-up of the rig used by the boys includes: Ampex tape recorder utilizing Irish-brand tape; H. S. Scott stereo AM-FM tuner; Marantz amplifiers and Audio Console, and a pair of Klipschorn speakers. Mercury disks and tapes are used in the demonstrations.

The capsule audio show, first reported by Al Hughes of the Christian Science Monitor, has been drawing large and enthusiastic audiences.

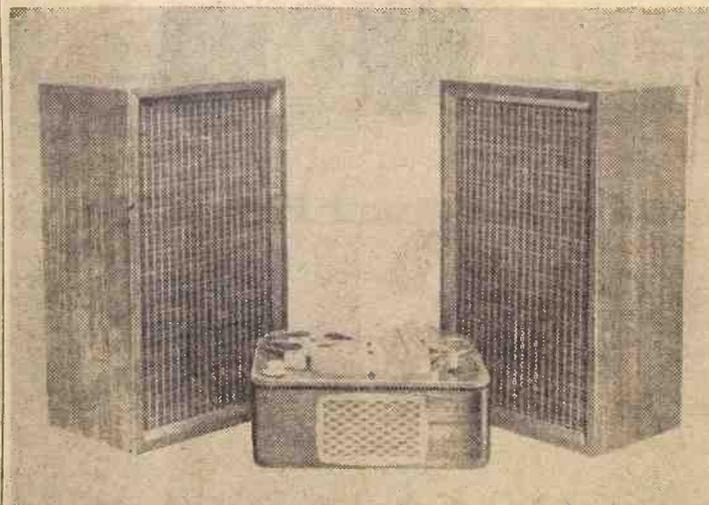
## Capitol Debut For Satellite Stereo Model

HOLLYWOOD — Capitol will unveil a new stereo speaker - amplifier unit engineered to operate with Capitol's portable phono Model 828 on October 1. The unit, to retail at \$49.95, is aimed at providing stereo reproduction at a popular price.

Speaker-amplifier will be known as Model 1828 and its styling, color and performance specifications will be identical to the portable phono it was designed to complement (Model 828). The amplifier is a four-watt push-pull using three tubes and a selenium rectifier. It employs a feedback output circuit and has two six-inch speakers with mechanical tweeters.

## New Product:

### Dual-Channel, Four-Track Unit



STEREO FACILITIES: Telectrosonic has launched a new tape recorder, Model 300, that offers a three-speed recorder-reproducer with a four-track head, priced at \$189.95. Push-button controls allow for stop, record, rewind, wind, play and pause to provide for ease of operation. Unit has a separate eight-watt preamp and amp for each channel, and the four-track head allows for playback of both dual-track and quadruple-channel stereo tapes, with special input jacks provided for connection of stereo phono. Weight is only 29

Learn how many dealers found new avenues of profit by stocking and selling classical records. It's coming in

THE BILLBOARD'S SPOTLIGHT ON

CLASSICAL RECORDS ISSUE

dated September 29.

## AUDITION

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PEREZ  
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**GUAGLIIONE c/w  
PARIS**

 **RCA VICTOR**   
THE RCA RADIO CORPORATION OF AMERICA

47/20-7337

**NEW**

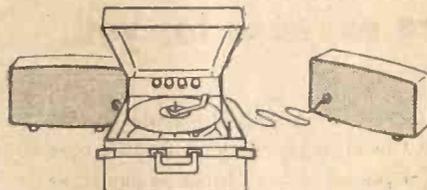
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**MOTOROLA'S NEWEST SALESMAN—so versatile  
it demonstrates new Stereo records ANYWHERE!**



Demonstrates as a Single-Unit Stereo Hi-Fi—speakers attached to Control unit and opened outward.



Demonstrates as a Twin-Unit Stereo Hi-Fi—either speaker detached from cabinet and placed up to 10 feet away from Control unit.



**Sell this Motorola Stereo Hi-Fi complete for only**

**ALL THIS In One Compact Unit**

- Deluxe, 4-speed Automatic Record Changer
- 16 watts of power (8 for each channel)
- 4 Golden Voice\* speakers (one 4" and one 6" in each detachable speaker)
- Separate Loudness, Bass, Treble, and Balance Controls.
- Stereo High Fidelity (plays both stereo and hi-fi records)

# \$159<sup>95</sup>\*

suggested retail price

\*Slightly higher South and West. Price and subject to change without notice.

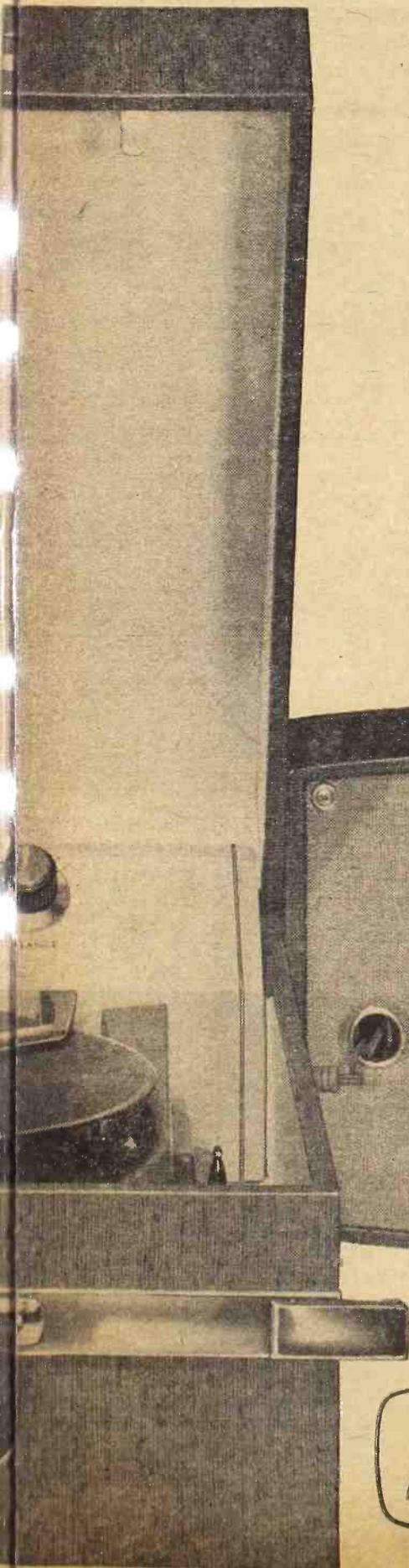
# Portable Stereo Hi-Fi

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  - 2. STEREO HI-FI** at minimum investment...an excellent "loaner" for customer home demonstration at extremely low cost-risk.
  - 3. STEREO HI-FI** you can economically lend to your customers to let them hear stereo sound in their own homes.
  - 4. STEREO HI-FI** you can sell. With a sweet mark-up to supplement your record income. All with no fuss or extra expense for you.

Talk about versatility . . . this new Motorola Stereo Portable has it! To get the sound quality of much larger Stereo consoles out of a portable that totes as easily as an overnight bag is something short of a miracle. But Motorola SH12 does just that. And it's ready *today* to help you open an entirely new and profitable field of Stereo records. You can do it without costly store remodeling, without a major investment on your part.

Remember, nobody else has anything like it. So you can sell it . . . make a handsome profit doing it . . . while building a loyal clientele in the fast growing and competitive Stereo record market.

Call your Motorola distributor for a demonstration today. Bring along your favorite Stereo record when you come. Listen to it on this new Portable Stereo Hi-Fi. Be convinced that it is everything that we say it is.



**Don't Wait! Call your Motorola distributor today!**



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# Coffee Table Rig Cues Hi-Fi Sales

Many Buyers Don't Like Components Out in the Open, Dealer Discovers

By BOB LATIMER  
CLAYTON, Mo. — Converting ordinary coffee tables into high-fidelity phonographs and installing them in three listening booths is a stunt which helped sell a lot of hi-fi equipment for John Marshall, owner of the High Fidelity Room. Carrying a \$15,000 inventory of records, all dedicated to "good music" and using this department as a focal point for sales of some \$300,000 worth of high fidelity equipment per year, Marshall resolved to create "something out of the ordinary" in building his listening booths. Since he was already concentrating on high fidelity at every opportunity, he wanted to impress every customer who stopped in to listen to a record how easily custom high fidelity equipment could be fitted into their existing homes. So, instead of using ordinary record players in the listening booths, Marshall went out and bought a half dozen inex-

pensive coffee tables, all impressive pieces of furniture in their own right, and converted each one into a record player. They resembled nothing more than a coffee table with a record turntable and player arm set at the right end, and a row of controls for treble and bass, volume, and start-stop, set into the rear heads of the table. Mounted beneath the coffee table are a Bogen DB-110C amplifier, a Components Jr. turntable, and an Intersearch viscous-damped player arm. In combination with a Fenton cartridge and a D1-30 JL speaker mounted in the wall, the \$25 coffee table has thus become a \$200 piece of player equipment.

All share the distinction of looking like anything but a high fidelity record player. When the record customer exclaims with surprise at seeing the tables for the first time, Marshall, of course, has his cue to point out that he spe-

## AUDIO FIDELITY HAS A SLEEPER

NEW YORK — The most accurate classification would be an "audio by-product" for Audio Fidelity's latest activity.

The diskery has set a tie-in with the Pleetway Company for a promotion that will involve both firms' products. Pleetway is a leading manufacturer of pajamas for men and women.

The promotion shapes up like this: Pleetway is launching a new specialty item in its field, consisting of a "Mr. and Mrs." pair of pajamas decorated with charging bulls, matadors, etc. In the windows of some 500 retail outlets and specialty shops, the night togs will be shown in displays featuring album covers from the various Audio Fidelity platters of Torero-type music. Sid Frey, of AF, however, will not model the pajamas.

cializes in design and installation of custom high fidelity systems for music lover's homes, a point which always is actively demonstrated by the coffee table player in front of the prospect.

"About 19 out of 20 of the customers want to know how much it costs to rig up a coffee table to produce the quality and sound which they hear in our listening booth," Marshall says. "This amounts to approximately \$200. Our experience has been that people who will pay no attention at all to expensive hi-fi equipment in neighboring showrooms will invariably become interested in the coffee table device. We can trace a lot of profitable built-in custom-system sales entirely to the fact that playing a record on top of a coffee table got the prospect started in terms of a similar installation at home."

Marshall does the entire job of design and installation himself, and has sold each of the players at a profit, as he gets ready to create another.

## See 25% Boom In Exhibits at '58 Hi-Fi Show

NEW YORK — Advance indications are that the 1958 New York High Fidelity Music Show will be the biggest and most talked about of the annual Shows sponsored here by the Institute of High Fidelity Manufacturers. Even the September 29 "dealers only" preview is expected to draw record attendance, according to Abraham Schwartzman, exec secretary of the Institute.

As of last week, 108 exhibitors had signed for the six-day event at the New York Trade Show Building. This tops the total 1957 show exhibitor roster by 25 per cent. Besides the increase in number, many exhibitors will occupy additional space.

One big attraction at the show for both dealers and the public is the emphasis on stereo. Show theme this year is "The Age of Stereo" due to be featured in individual exhibits and highlighted in special program events.

Prominently featured will be the recording display and continuous demonstration by Audio Fidelity, Inc. Audio Fidelity will have a complete studio at the show with a seating capacity of 200. Daily sessions will demonstrate recording and mastering facilities, including the processing of masters, mothers, matrices, stampers, to the finished

(Continued on page 37)

# Audio Feedback

By CHARLES SINCLAIR

## WEATHER CLEAR, TRACK FAST

"It isn't 'monaural' — it's 'monophonic,'" says Abraham Schwartzman, exec secretary of the Institute of High Fidelity Manufacturers. The latter term, he says, is the correct one to use when discussing one-track hi-fi sound, and represents the viewpoint of "leading component high fidelity manufacturers and editorial authorities in the field."

There's a need, he adds, for "uniform terms" because of the current boom in stereophonic sound, and to minimize confusion. Ordinary hi-fi reproduction is heard by both ears, even if it's only a single sound track, and is not "monaural," i.e. "one-eared," points out the industry exec.

While clearing up the monophonic-monaural point, Schwartzman also adds that "the temptation to equate—which derives from the Greek word for "solid"—is correct, altho binaural is generally felt in the industry to be an O.K. term for two-track sound heard via headphones.

Schwartzman's point is well taken, we feel. A few manufacturers started calling their stereo phonos "binaural" in the earliest days of the stereo boom, a few short months ago. But, almost everybody now calls a stereo phono, a stereo phono. The monaural problem is something else; already, it's become deeply rooted as an industry term in everything from saloon conversation to headlines in The Billboard. Changing over is going to be something of a hassle, and we wish Abe Schwartzman the best of luck in what will undoubtedly be an uphill, monophonic fight.

## STEREO COMES TO TV

Last Wednesday night (10), ABC-TV—which represents something of an audio dark horse among the top networks—broke thru with the first multi-city stereo TV show, and is talking of more. NBC Radio, first to set a network stereo hookup with "Bandstand," plans further excursions in stereo, and NBC-TV will have a one-shot stereocast of the George Goble show in October. CBS tried it with a stereo pick-up of the Newport Jazz Festival and is looking for more two-channel opportunities.

"Problem with the TV-radio brand of stereo is more difficult than merely feeding a signal down two audio lines," says Bob Sadoff, NBC's "Bandstand" production topper, who's involved in stereo planning. "TV sound is fed on a so-called 'fast line' in networking. An ordinary radio network line slows up the electrical transmission just enough to cause a delay in the sound reaching from, say, New York to San Francisco. So Special 'fast lines' for the radio linkage must be set up in a TV-radio stereocast so that the sound is simultaneous across the country."

## VIDEO SOUND GETTING BETTER?

Meanwhile, with all the stereo fuss a-brewin' in TV, manufacturers are edging in on something that's been sadly neglected for many seasons: the sound quality of TV sets. Mostly, it's awful, with \$500 sets often carrying about \$10 worth of amplifier and speakers. But things may be looking up.

Sylvania, for example, is launching a new 21-inch console unit featuring three front-mounted speakers, one of them an 8-inch. Philco has a new "Miss America" model with 5 speakers. Zenith's better TV sets feature—wonder of wonders!—a sound system with a fairly hefty front speaker and separate bass and treble controls on a push-pull amplifier. And Admiral has a "Stereo Theater" model geared to play stereo records and monophonic TV sound which the firm may yet adapt (via an added radio tuner) to play stereo-voiced TV, if the programming becomes widespread.

## DOWN WITH THE BRAVES!

In a timely campaign to stir up excitement among distributor salesmen, Motorola is launching a "Beat-the-Braves" sales campaign. No, the fast-moving Motorola salesmen won't be handed a bat and told to clobber the Milwaukee club. Salesmen will collect "hits" and "runs" for selling Motorola phonos, stereo units and hi-fi sets, with the general idea, according to Marketing Veep S. R. Herkes, "to make more 'runs' per week than the Milwaukee Braves." Top-bating salesmen will receive a choice of merchandise prizes — and a gold baseball.

## DIAMONDS ARE A GAL'S BEST FRIEND

First-rate audio equipment deserves a slick packaging job — and this is exactly what Chicago's Shure Bros., Inc. is giving to its new Dynetic stereo cartridge. It's actually the kind of package an audio fan could give as a present to his wife (provided, of course, she wasn't expecting a mink stole). The cartridge is contained in a blue velour, gold-trimmed jewel box which opens up to reveal it sitting in all its diamond-tipped glory on padded white satin. The smooth-sounding, blue-chip (\$45) unit will probably be a favored item for dealer displays this fall after its launching.

## AUDIO JOTTINGS

PREVIEW: Date for the press preview of the 1958 New York Hi Fi Music Show is Tuesday, September 30, with a record number of stereo-minded editors expected. . . . NEW TALENT: Edwin Cornfield has joined British Industries, New York, as Sales Manager for divisions that include Wharfedale speakers, River Edge Cabinets, Genalex tubes, and Widney-Dorlec Scientific Cabinet Components. He's a real veteran of the business, as well as being a knowledgeable and likable guy. . . . NEW DEAL: Westinghouse is now offering a 90-day warranty on labor as well as parts on "all Westinghouse TV and high fidelity products." Distributors will administer the deal locally. . . . NEW OUTLOOK: Dun & Bradstreet, the financial CIA, reports that during last month, "consumers increased appliance buying, with high fidelity, television and laundry equipment moving well."



# EXTRA PROFITS

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**HIGH FIDELITY** brings readers the best record reviews available plus hi-fi equipment reports . . . new stereo section . . . entertaining articles . . . and much more. Already sells 100,000 copies a month!

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Please send me each month \_\_\_\_\_ copies of HIGH FIDELITY (retail price 60c; I pay 36c) and \_\_\_\_\_ copies of AUDIOCRAFT (retail price 35c; I pay 21c). Minimum order on each is \$ . I understand I may return covers of unsold copies for full credit within 90 days after receipt and can cancel at any time on 30 days' notice.

Store \_\_\_\_\_

Address \_\_\_\_\_

Order authorized by \_\_\_\_\_

Dealers will learn how to inventory classical records for greater sales and profits in THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE dated September \_\_\_\_\_



TO DATE, THERE HAVE BEEN MORE STEREO RECORDS SOLD OF THIS ORCHESTRA THAN ANY MUSICAL ORGANIZATION IN THE WORLD (*will publicly verify*). THIS IS REGARDLESS OF RETAIL PRICE. THE REASON?

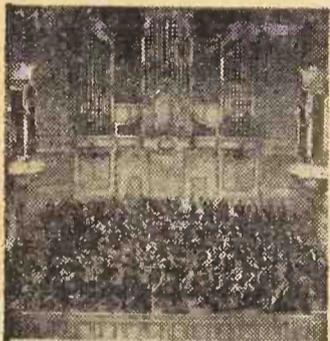


IS THE WORLD'S FIRST STEREO-SCORED ORCHESTRA

Nearly three years of music arranging and stereo engineering experiments guarantee you and your customers the highest level of recorded entertainment ever offered at any price.

Twenty one manufacturers of quality Stereo sets and components use these discs in their labs and sales rooms. Regardless of program taste or level of audio discernment

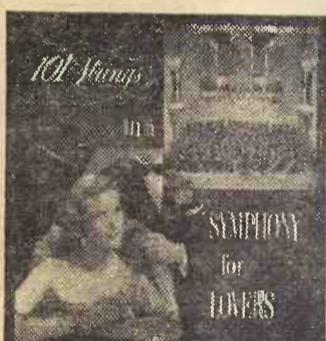
THERE'S A "101" STRINGS LP IN YOUR STEREO FUTURE



SF-4300 WORLD'S GREAT STANDARDS



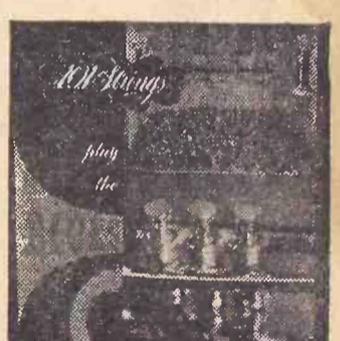
SF-7000 HITS FROM THE SILVER SCREEN



SF-4500 SYMPHONY FOR LOVERS



SF-5000 PAL JOEY



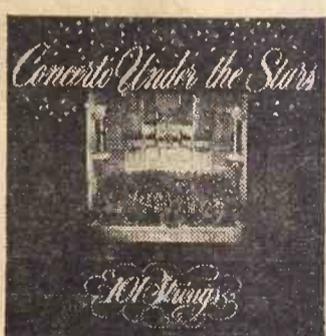
SF-5800 PLAY THE BLUES



SF-6200 AMERICAN WALTZES



SF-6400 BRIDAL BOUQUET



SF-6700 CONCERTO UNDER THE STARS



SF-6600 SOUL OF SPAIN



SF-6800 NIGHT IN VIENNA



SF-4400 NIGHT IN THE TROPICS



ALL THE EAR CAN SENSE AND HEAR



SF-7100 GLORY OF CHRISTMAS

STEREO FIDELITY RECORDS ARE MANUFACTURED BY MILLER INTERNATIONAL RECORDS, PHILADELPHIA, PA., U.S.A.

# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING SEPTEMBER 6

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week		Last Week	Weeks on Chart
1.	<b>South Pacific</b> Sound Track, RCA Victor LQC 1032	3	25
2.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . Van Cliburn, RCA Victor LM 2252	1	7
3.	<b>Johnny's Greatest Hits</b> . . . . . Johnny Mathis, Columbia CL 1133	2	23
4.	<b>Sing Along With Mitch</b> . . . . . Mitch Miller, Columbia CL 1160	6	10
5.	<b>The Music Man</b> . . . . . Original Cast, Capitol WAO 990	4	29
6.	<b>Swing Softly</b> . . . . . Johnny Mathis, Columbia CL 1165	19	2
7.	<b>South Pacific</b> . . . . . Original Cast, Columbia OL 4180	8	233
8.	<b>Stardust</b> . . . . . Pat Boone, Dot DLP 3118	5	8
9.	<b>My Fair Lady</b> . . . . . Original Cast, Columbia CL 5090	9	128
10.	<b>Come Fly With Me</b> . . . . . Frank Sinatra, Capitol W 920	13	31
11.	<b>King Creole</b> . . . . . Elvis Presley, RCA Victor LPM	—	1
12.	<b>Gigi</b> . . . . . Sound Track, M-G-M E 3641 ST	7	13
13.	<b>Warm</b> . . . . . Johnny Mathis, Columbia CL 1078	17	39
14.	<b>Around the World in 80 Days</b> . . . . . Sound Track, Decca DL 9046	18	75
15.	<b>Sail Along Silvery Moon</b> . . . . . Billy Vaughn, Dot DLP 3100	10	20
16.	<b>The King and I</b> . . . . . Sound Track, Capitol W 740	11	110
17.	<b>The Late, Late Show</b> . . . . . Dakota Staton, Capitol T 876	16	27
18.	<b>Love Is the Thing</b> . . . . . Nat King Cole, Capitol W 824	—	38
19.	<b>Nel Blu Dipinto Di Blu</b> . . . . . Domenico Modugno, Decca DL 8808	—	1
20.	<b>Jumpin' With Jonah</b> . . . . . Jonah Jones, Capitol T 1039	14	2
21.	<b>Elvis' Golden Records</b> . . . . . Elvis Presley, RCA Victor LPM 1707	12	20
22.	<b>Hymns</b> . . . . . Tennessee Ernie Ford, Capitol T 756	21	87
23.	<b>Taboo in Hi-Fi</b> . . . . . Arthur Lyman, Hi Fi Record 808	—	10
24.	<b>Oklahoma!</b> . . . . . Sound Track, Capitol SAO 590	15	154
25.	<b>Ricky Nelson</b> . . . . . Imperial IM 501	25	8



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Pop Albums

#### BELAFONTE SINGS THE BLUES

Harry Belafonte—RCA Victor LOP 1006

The singer's fans will find an interesting new Belafonte sound in this album. His performances on new and older blues tunes are relaxed, intimate and earthy. Ork backing is excellent. "Hallelujah, I Love Her So," "One for My Baby" and "God Bless the Child" are standout selections. This is one of his best. Good cover sketch of the artist.



#### TOUCHDOWN

Percy Faith Ork—Columbia CL 1182

A timely package, well-produced. This is a collection of 16 college tunes—football songs—done in rousing fashion by Percy Faith's ork and chorus. With fall and the football season at hand, this package merits good dealer display. The songs are chosen so as to give representation to colleges in every geographical segment of the country. The performances are excellent.



### Pop Talent Albums

#### CHIPPER AT THE SUGAR BOWL

Chip Fisher—RCA Victor LPM 1797

Fisher has a fine debut album of rockabilly styled tunes. Excellent ork backing by Leroy Kirkland complements effectively. Set can appeal to both adults and teens. The lad has a warm, attractive style. He's a talent worth watching, and if the set is exposed, it could catch on. Tunes include "Did You Ever See a Dream Walking," "Sugar Bowl Rock" and "I Want You to Be My Own."



### Classical Albums

#### MENDELSSOHN: ITALIAN & REFORMATION SYMPHONIES

Boston Symphony Orch. (Munch)—  
RCA Victor LSC 2221  
STEREO & MONAURAL

These are among the first stereo recordings available of these works and interest should run high, due particularly to the special popularity of the first of the two symphonies performed. Stereo quality achieved is likely to please most any connoisseur. This, plus name value of the performers and an excellent cover shot of the ruins of Rome should account for brisk activity at counters.



### Chamber Music

#### VIVALDI: FIVE VIOLIN CONCERTI

I Musici—Epic LC 3486

In the latest addition to the "Monuments of Italian Music" series, the distinguished chamber group once again displays the refinement of their unified musical conception. "Il favorito," "L'amoroso" and "L'inquietudine" are new acquisitions for the catalog. Felix Ayo's playing of "Il favorito" alone is worth the entry price. I Musici's projected concert tour thru U. S. this season should help push sales beyond usual limited market.



The fastest, most complete and most authoritative evaluation of packaged records

-----Classical Special Merit Albums-----

**BEETHOVEN: SONATAS NOS. 2, 3 & 8 FOR VIOLIN AND PIANO**

Arthur Grumiaux, Violin with Clara Haskil, Piano—  
Epic LC 3188

With this disk, there are Grumiaux-Haskil readings of all 10 of Beethoven's violin and piano sonatas. It's a joyous romp for pianist Haskil, who really catches fire. Grumiaux's small, Kogan-like tone is great in Sonatas No. 2 and 3. The man has the fastest fingers in the business. Many may prefer a larger tone in No. 8, however, such as the Milstein or Heifetz versions. Record sound exceptionally good.



**ENGLISH LUTE SONGS**

Alfred Deller, Counter-Tenor with Desmond Dupre, Lute & the In Nomine Players—  
Vanguard BG 576

The leading exponent of the English counter-tenor tradition displays his remarkable voice with its beautiful head-tones in Elizabethan and Jacobean songs by Pilkington, Dowland, Campian and Morely. And the In Nomine Players perform six of the short chamber works from which they derive their name. Entire album is an incomparable combination of musical scholarship and virtuosity, packaged attractively with jacket design by Rockwell Kent. For the connoisseur.



-----Specialty Albums-----

**ROBESON**

Paul Robeson with Various Artists—  
Vanguard VRS 9037

Robeson's voice retains much of its youthful vigor and surety. The program is made up of folk songs and spirituals. Excellent accompaniment by pianist Harriet Wingreen and a mixed chorus provide support for Mr. Robeson, whose renditions are spirited and sincere. Cover photo and readable liner notes add to over-all appeal. It should prove a strong item, if exposed.



-----International Albums-----

**SONGS OF KURT WEILL**

Catherine Sauvage, Christiane Legrand, Les Quatre Barbus, Yves Robert with Franck Aussman Orch.—  
Epic LC 3489

This one's an absolute "must" for the growing ranks of Kurt Weill fanciers, and might have been entitled "Kurt Weill Goes to Paris." A fine selection of songs from the late composer's "Threepenny Opera," "Mahagonny," "Happy End," and "Marie Galante" are given just the right "world weary" orchestral and vocal treatment, particularly by throaty-voiced Catherine Sauvage, with all the original German lyrics skillfully translated to biting, idiomatic French. The entire production is genuinely first-rate on all counts.



-----Low-Price Albums-----

**A CHILD'S INTRODUCTION TO JAZZ**

Bob Keeshan and the Honeydreamers—  
Golden GLP 29

Keeshan (Capt. Kangaroo) asks the questions and the Honeydreamers supply the versatile musical and spoken answers in this attractive simplification of the evolution of jazz. Written with warmth, backed by strong arrangements, kids and non-jazz-fan adults will love it. Colorful cover.



-----Sound Albums-----

**BWANA A**

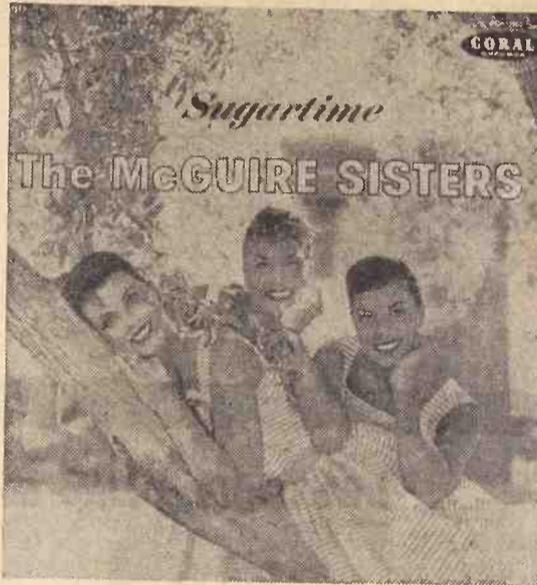
Arthur Lyman Group—HiFi R 108

The excitement of sound used in untried ways creates the unusual in a manner similar to that employed by the Lyman group in its highly successful "Taboo" album. The recording itself is in sharp focus, providing the hi-fi fan an excellent vehicle to show off his equipment to best advantage. On the strength of "Taboo's" sales success and the appeal of this package on its own merit, this should prove to be a very strong seller.



(Continued on page 32)

**ALBUM COVER OF THE WEEK**



SUGARTIME, Coral 57217. Lovely cover photo of the McGuire Sisters is by Garrett-Howard. It's an eye-catcher, and should spark sales.

**• Most Played by Jockeys** FOR SURVEY WEEK ENDING SEPTEMBER 6

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

1. SWING SOFTLY..... Johnny Mathis  
Columbia CL 1165
2. STARDUST..... Pat Boone  
Dot DLP 3118
3. BAUBLES, BANGLES AND BEADS..... Kirby Stone Four  
Columbia CL 1211
4. BILLY VAUGHN PLAYS THE MILLION SELLERS  
..... Billy Vaughn  
Dot DLP 3119
5. LESTER LANIN GOES TO COLLEGE..... Lester Lanin  
Epic LN 3474
6. COME FLY WITH ME..... Frank Sinatra  
Capitol W 920
7. SOUNDS OF THE GREAT BANDS  
..... Glenn Gray and the Casa Loma Ork  
Capitol W 1022
8. MUSIC MAN..... Original Cast  
Capitol WAO 990
9. EYDIE GORME VAMPS THE ROARING TWENTIES  
..... Eydie Gorme  
ABC-Paramount ABC 218
10. JOHNNY'S GREATEST HITS..... Johnny Mathis  
Columbia CL 1133



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING SEPTEMBER 6

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1. KING CREOLE, VOL. 1..Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2...Elvis Presley, RCA Victor EPA 4321
3. UNCHAINED MELODY..... Ricky Nelson, Imperial EP 158
4. HYMNS..... Tennessee Ernie Ford, Capitol EAP 1-756
5. SING ALONG WITH MITCH  
..... Columbia EP B-11601
6. JAILHOUSE ROCK..... RCA Victor EPA 4114
7. EVERLY BROTHERS..... Cadence CEP 105
8. LOVING YOU..... RCA Victor EPA 1-1515
9. ELVIS..... Presley, RCA Victor EPA 992
10. SPIRIT..... Ford, Capitol EAP 1-818

Another *LIBERTY* Hit!!

# Patience and Prudence

## 'ALL I DO IS DREAM OF YOU'

#55154

LP's Selling Like Singles

**"PRIMITIVA"**

MARTIN DENNY 3087

★

**"JULIE IS HER NAME" VOL. II**

JULIE LONDON 3100

New Releases

**"CALIENTE"**

LEO QUICA 55150

★

**"GUILTY" — "SUMMER RAIN"**

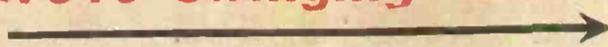
JOHN LESLIE 55152

Best Sellers

Eddie Cochran - **"SUMMERTIME BLUES"** 55144

Duke Mitchell **"WHEN I GROW TOO OLD TO DREAM"** 55158

*We're Swinging With*



*The Highest in Fi*

**DEMON**

**"WESTERN MOVIES"** - - - The Olympics #1508

**"FIRE OF LOVE"** - - - Jody Reynolds #1509

**"ENDLESS SLEEP"** - - - Jody Reynolds #1507

Stol SAO 59

*LIBERTY* RECORDS Inc.

1556 No. La Brea, Hollywood, Calif.

*LIBERTY'S NEW SMASH HIT!*

*Duke*  
**MITCHELL**

**"WHEN I GROW  
TOO OLD  
TO DREAM"**

**#55158**

*LIBERTY'S NEW SMASH HIT!*

*LIBERTY'S NEW SMASH HIT!*

**LIBERTY RECORDS Inc.**  
1556 No. La Brea, Hollywood, Calif.

# Reviews and Ratings of New Popular Albums

# Review Spotlight on Albums . . .

Continued from page 29

## EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

**SPOTLIGHT**—Sure-Fire Merchandise—Top Demand  
**★★★★**—Very Strong Sales Potential—Essential Inventory

**★★★**—Good Potential—Will Sell  
**★★**—Moderate Potential—Saleable Qualities  
**★**—For dealers who stock all merchandise.

### POPULAR ★★★★★

**LET'S GET AWAY FROM IT ALL**  
 Patti Page. Mercury MG 20387  
 Here's a tasteful package of standards with a solid chatter-angle for jocks. Patti Page wraps up a group of nostalgic themes—some swingy, others dreamy—in her usual creamy vocal style. Selections include "Autumn in Rome," "Basin Street Blues" and "April in Paris."

**LISBON AT TWILIGHT**  
 The Melachrino Ork. RCA Victor LPM 1762  
 The noted British maestro plays a dozen Portuguese ballads—called fado—creating a colorful package. The instrumentation and sound are in the lush, brilliant Melachrino tradition. The material includes "Lisbon at Twilight," "April in Portugal" and "A Small Cafe." Cover art enhances the package.

**MOMENTS LIKE THESE**  
 Dinah Shore. RCA Victor LPM 1719  
 This new album contains a collection of tunes that Dinah Shore has performed on her television show during the past year. Many of these songs, such as "Deep Purple," "When the World Was Young," the title song and "These Foolish Things" are favorites of her fans, and the thrush sings them sweetly. The backings on the tunes are quiet and unobtrusive, with the large orchestra conducted by Harry Zimmerman. A listenable package for Dinah's fans.

**MUSIC OF LEROY ANDERSON, VOL. 2**  
 Eastman-Rochester "Pops" Ork. (Fennell). Mercury MG 50043  
 Another brilliant sound offering in the

label's "Olympian" series, the disk features the well-known Eastman ork in light classical, but rhythmical ork interpretations of a group of equally well-known Leroy Anderson songs. Examples: "Syncopated Clock," "The Waltzing Cat," etc. Strong merchandise from the standpoint of sound as well as background material. Disk can sell.

### POPULAR ★★★

**POP GOES THE CONCERT**  
 Skitch Henderson, Piano. RCA Victor LPM 1772  
 Themes from the classics are given sparkling, pop piano arrangements by Henderson with fine ork or rhythm support. Selections include a first recording of Gershwin's "Blue Monday Blues," Ravel's "Pavane" and Grieg's "Anitra's Dance." It's a powerful programming set. Strong sales potential.

**THE FLIRTY 30'S**  
 Various Artists. Grand Award 33-377  
 A nice album for the nostalgic adult buyer. Maestro Enoch Light leads a crew of top sidemen and various vocal artists like Lois Winter and Gene Steek thru a round-up of tunes from the 1930's—and mostly the years around 1933-1934. Tunes like "Million Dollar Baby," "Little White Lies," "You Oughta be in Pictures" have an authentic, bouncy beat to them.

**PERCUSSION**  
 David Carroll Ork. Mercury MG 20389  
 This is the second "sound" album for David Carroll; his first was "Percussion in Hi-Fi" issued a while back. Like his first set, this album features percussion instruments, such as xylophone, temple

## Children's Albums

### TV JAMBOREE—TEN TOP CHILDREN'S FAVORITE SHOWS

Musical Direction by Mitch Miller, With Various Artists—Golden GLP 27

With its strong link to a flock of strong video shows, this package is top-flight moppet merchandise. Mitch Miller directs the org and singers (some are show stars) in full-length versions of the theme songs from "Popeye," "Wells Fargo," "Wyatt Earp," and "Lassie," among others. It should be no trick to register strong sales on the album with parents hunting gift item for the youngsters. Production and recordings are well-handled.



blocks, cymbals, tom toms, chimes, etc., tastefully blended in arrangements for such standards as "Chinatown, My Chinatown," "La Paloma," "Dizzy Fingers," etc. Cymbalism, an original, features 13 sets of cymbals. It's all good fun and it should prove even more fun to the hi-fi fan who can use the record for listening or demonstrating his equipment. Cover is good, too.

### POPULAR ★★

**YOU'RE MY GIRL**  
 Jack Webb with Billy May Ork. Warner Bros. 1207  
 This features "Mr. Dragnet" (Jack Webb) in a different mood. Here he waxes romantic as he speaks the lyrics of a number of excellent standards, to the backings scored by Billy May. Tunes like "Try a Little Tenderness," "Stranger in Town," and "Nancy," get a soft, deep, intimate reading by Webb which some of his female fans may go for. A new approach to mood material, which could catch some interest.

**GISELLE**  
 Giselle MacKenzie. RCA Victor LPM 1796  
 A package of 12 exceptionally well-chosen tunes—ranging from "Stranger in Paradise" to "Song From Moulin Rouge" to such country-derived pieces as "Half as Much" and "Slow Poke." Thrush MacKenzie and Axel Stordahl's ork combine to give the material skilled performances and arrangements.

**CONCHETTA**  
 Connie Stevens. Warner Bros. 1208  
 Seekers of fresh, new voices have one here. The thrush, a Warner's starlet, has a piquant vocal quality. Deejays looking for new voices will find the package an interesting piece of programming, with the thrush abetted by tasteful arrangements. Songs are delightful standards such as "The Trolley Song," "Blame It on My Youth," "Polka Dots and Moonbeams."

**DIZZY FINGERS**  
 Bernie Leighton, Piano. Cameo 1005

**STEREO & MONAURAL**  
 An eye-catching puppet couple set off the cover of this new set, which ties into one of the tunes, "Doll Dance." Other finger twisters performed include "Nola" and "Klitten on the Keys." Leighton has a light, sure, almost staccato touch on these tunes which gives the whole production a crisp sound. Separation is the keynote of the stereo quality. Well-recorded set includes seven man combo. Sales activity indicated.

**BETTER LAYTON THAN NEVER**  
 Eddie Layton with Rhythm Section. Mercury MG 20377  
 Ace organist with rhythm section has a listenable collection of sparkling arrangements in his latest package. He evokes interesting and colorful effects from the organ that are nicely enhanced by guitar, bass and drum support. It's a good programming set for late hour listening. Tunes include "Summertime," "Tenderly," and "All of Me." Good potential.

**LAWRENCE WELK PRESENTS DICK KESNER**  
 Brunswick DL 54044  
 Violinist Kesner uses a Strad in this selection of 12 waltz favorites. The sweet, relaxed style Kesner maintains is enhanced by the even tone of his instrument, complementing the well-known Welk style. "Zigeuner," "Play Fiddle Play," "Silver Moon" and other old-timers are all taken at a slow tempo in the Ray Austin arrangements. For listening and dancing.

**HANK**  
 Hank Fort. Epic LN 3500  
 Hank Fort—and it's Miss, by the way—is showcased here in an album of her own cleffings, of which the bouncy "Save Your Confederate Money, Boys" is perhaps the best known. She has a warm, friendly approach, and the songs are good clean fun. An off-beat novelty item for deejays, and likely to be a seller in the national Capitol, where Miss Fort usually holds forth.

**THE KING AND I**  
 Warren Barker Ork. Warner Bros. 1205  
 Lovely settings of the tunes from Rodgers and Hammerstein's "The King and I," by orkster Warren Barker. Set faces heavy competition from the many other treatments as well as the still best-selling sound track score. Jocks may find this an interesting new source for programming. Lovely color photo of Siamese children in court should help hypo sales.

**BERNADINE**  
 Bernadine Read. Epic LN 3497  
 In her first album showcasing on the Epic label, the thrush registers nicely in an album whose tunes—"Hi-Lili, Hi-Lo," "Gypsy in My Soul," "Stanley Steamer," etc.—are well-selected for her clear, in-tune, no-nonsense voice. She's well worth hearing in both romantic and swinging tempos, and could develop a worth while adult following. Cover shot of the green-eyed blonde singer is attractive.

**THE HARMONICATS IN THE LAND OF HI-FI**  
 Mercury MG 20362  
 The Harmonicats work with rhythm backing on this group of old-timers ("Bye Bye Blues," "Diane," "You Made Me Love You," etc.) and the result makes for easy listening or pleasant dancing fare. A well-made record which captures the full range of sound of which the harmonica is capable. Fans of the group will find this one of its classiest efforts.

**MY HAPPINESS**  
 The Mulcays and Their Harmonicas. GNP 1001  
 Take well-known performers, give them 16 well-known tunes, frame them in commercial arrangements, stir well and record them with the fi so hi even dogs won't miss a chorus and you have the Mulcays' formula of their most recent release. Jimmy and Mildred Mulcays' harmonicas dish out a brand of music which Welk has long proved sales-worthy.

**HARPO AT WORK**  
 Harpo Marx. Mercury MG 20363  
 The talented ex-comedian, devoting himself more and more to music, has cut an imaginative package here. The harp is used in an uncommon way—the arrangements stressing modern chords and unusual rhythms. Songs are great standards such as "Laura," "My Blue Heaven," "Solitude."

Dealers will learn how to tie in with personal appearances of classical artists and increase sales of classical records. The subject will be covered in detail in **THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE** dated September 29.



**HAWAIIAN SUNSET**  
 Arthur Lyman Group. HIFI R807  
 The accent here is on sound—the same shimmering, sharp, off-beat type of sound which moved "Taboo" into the sales front. This package offers more than sound for sheer sound's sake, but reveals an interesting measure of musicianship, both in arrangements and performance, to make this a strong sales contender to the earlier Lyman issues.

**ON THE ROCKS**  
 The Surfers. HIFI R 408  
 One of the rare times when there's muscle in Hawaiian music. This refreshing result is achieved by a male quartet blending its voices in straightforward chord progressions. The island favorites are voiced in authentic style free of the stereotyped gimmicks which mar many pineapple platters.

**LOW PRICE-POPULAR ★★★★★**  
**CONNIE BOSWELL SINGS IRVING BERLIN**  
 Design DLP 68  
 This is a good buy for low price LP fans. It features Connie Boswell singing 10 well-known Irving Berlin tunes over listenable big ork support. And Miss Boswell handles such items as "Check to Check" and "All By Myself" like the pro she is, selling them with feeling and warmth. Good rack item here.

**FOLK ★★★**  
**PAT**  
 Pat Harrington. Epic LN 3494  
 Pat Harrington, who's been in the business of socking out Irish comic songs since he was five years old, will be the delight here of all the O'Record buyers who trace their ancestry back to dear old Erin's shore. Album features round-up of numbers like "Paddy McGinty's Goat" and "Tread on the Tail o' Me Coat" in Harrington's genial, rollicking style. Nice item for deejays to have hand for St. Patrick's Day.

**BLUES AND FOLK SONGS**  
 Brother John Sellers. Vanguard VRS 9036  
 A most interesting package to aficionados of folk, blues, gospel and related material. Sellers has the authentic touch. On primitive material here he is accompanied by harmonica artist Sonny Terry, and on other sides the accompanists are Sir Charles Thompson, piano; Ruby Braff, trumpet; Walter Page, bass; Freddie Greene, guitar and Jo Jones, drums. Combination of the folk and jazz elements makes the backing extremely listenable. Discerning buyers and deejays will like this wax. Cover is a honey, too.

**THE MINSTREL BOY: GEOFFREY MOORE SINGS THE MELODIES OF THOMAS MOORE**  
 Judson J 3021  
 This new album serves to introduce the tenor voice of Geoffrey Moore, New Zealand born, but whose family came from Ireland. He does very well with a collection of fine songs by Thomas Moore, including the wonderful "Believe Me If All Those Endearing Young Charms," "The Harp That Once Thru Tara's Halls" and "Tis the Last Rose of Summer" and the charming "Oh 'Tis Sweet to Think." This will interest many fanciers of folk tunes and folk singers.

**FOLK ★★**  
**IRELAND MY HOMETLAND**  
 Songs By Anne Greely. Avoca 33-AV 107  
 A fine package for the Irish field. (Continued on page 34)

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### POPULAR

 B 20002	 B 20001	 B 20003	 B 20004	 B 20005	 B 20006	 B 20007	 B 20008
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in Canada

# Reviews and Ratings of New Popular Albums

# Reviews and Ratings of New Jazz Albums

# Reviews and Ratings of New Classical Albums

Continued from page 32

Vocalist Anne Greehy has big single sellers in that market, and this wax is likely to find favor. Arrangements are authentic. Material includes "Doona-ree," "My Dublin Bay," "Connemara Lullaby."

## RELIGIOUS ★★★★★

**A FESTIVAL OF PRAISE**  
The Moody Chorale (Husted). Word W 3048-LP  
The Moody Chorale, directed by Don Husted, is one of the better religious choral groups performing today, and they have come up with an excellent new release here both vocally and sound-wise. The large chorus of over 70 voices sings a group of lesser known hymns such as the sweet Swedish hymn "Tryggare kan ingen vara," Bach's "Jesu, Priceless Treasure," and two more contemporary items, "He's Got the Whole World in His Hands," and measure of sales in the market.

**COUNT YOUR BLESSINGS**  
The White Sisters with Harold DeCou. Word W 3053-LP  
The girls offer a pop sound in the McGuire Sisters' style on lovely gospel tunes like "After," "Now I Belong to Jesus," and "Wonderful." Helpful organ-piano backing, arrangements by DeCou.

## RELIGIOUS ★★★

**SWEDISH BARITONE**  
Carl Olivebring. Word W 3044-LP  
Olivebring offers a rich baritone interpretation of a collection of spirituals, hymns and gospel songs. The singer is Swedish and the recording was made in Sweden, the performances are all in English and with near perfect mastery of the tongue. Good, satisfying inspirational readings can account for a "Blessed Assurance," with much reverence. An excellent set for religious fans.

## INTERNATIONAL ★★

**AN EVENING IN MOSCOW**  
Wal-Berg Ork. Mercury MG 20386  
A fiery and bright collection of semi-classical, folk and pop selections are given stirring and colorful ork settings by Wal-Berg. It contains familiar and obscure selections. Sound is excellent. Fine colorful photo of snow-capped rooftops will add to appeal. Selections include "Dark Eyes," "Meadowlands" and "Volga Boatman." It can have wide appeal.

## SPOKEN WORD ★★★★★

**SHAKESPEARE: AS YOU LIKE IT**  
Dublin Gate Theater. (3-12") Spoken Word SW A 4  
A spacious, uncut reading with fine sound effects and music giving the feel of full production. Repertory cast is headed by Michael MacLiammoir, Patrick Bedford and charmer Finola O'Shannon. Chris Casson sings his own song settings neatly. Shakespeare fans will be delighted.

**SHAKESPEARE: TWELFTH NIGHT**  
Dublin Gate Theater (3-12") Spoken Word SW A 3  
The repertory group stresses charm and warmth in this first complete waxing of the comedy. Hilton Edwards is a stand-out as Sir Toby and directed with variety. Finola O'Shannon is a limped Viola, Michael MacLiammoir a proper Malvolio, Patrick Bedford a manly Sebastian. A strong entry for lovers of the Bard.

## SPOKEN WORD ★★

**TIME OF DESIRE**  
Rod McKuen, HIPI R 407  
Album represents a threefold creative effort on the part of actor Rod McKuen—reader, writer and composer—with the monotony of mediocrity maintained in all three media. His shallow writing is too blunt to create the illusion of "desire," and his glaring spotlight on naked sex lacks even the allure of a good striptease. This album's sole sales appeal rests on the fact that it may be banned in Boston.

## CHILDREN'S ★★★★★

**SONGS AMERICA SINGS**  
Win Stracke. Golden GLP 31  
Parents will enjoy these folk songs as much as their offspring. Stracke, backed up by chorus and ork, uses his earthy, natural baritone with a great deal of gaiety and gusto. While the presentation of such tunes as "Go Tell Aunt Rhody" and "John Henry" is deliberately unsophisticated, Stracke doesn't sing down to the kiddies. A whale of a package.

## CHILDREN'S ★★★

**I LOVE A MARCHING BAND**  
Golden GLP 28  
Songs with lyrics in a rousing but repetitious album. Good work by unbilled choral group and the infectious tempo should delight moppets.

## JAZZ ★★★★★

**AFRO-CUBAN INFLUENCE**  
Shorty Rogers' Big Band. RCA Victor LPM 1763  
Big band, Afro-Cuban arrangements by top-flight West Coast jazz man Rogers provide many exciting moments. Personnel includes a flock of well-known Coast musicians with an expanded percussion section. Side one is a new selection, "Wuayacanjanga (Suite)," which is excellently executed. It's a fiery, rhythmic work that is given colorful and interesting ork effects. Side two includes "Manteca" and "Un Poco Loco." Strong potential.

**THE ROARING 20'S, VOL. 3**  
Enoch Light & the Charleston City All Stars. Grand Award 33-378  
Grand Award came up with a good idea with its first "Roaring Twenties" set a long time ago and this fifth volume in the series proves the idea is still sound. It is like the other sets, containing songs of the 1920's played and sung with the pep and vim and style of that era, making them good for listening, dancing or background music at parties. Enoch Light is in charge of the ork, and the songs range from "The Best Things in Life Are Free" to "A Cup of Coffee a Sandwich and You." The cover is attractive.

## JAZZ ★★★

**ALLEN'S ALL STARS**  
Terry Gibbs, Vibes; Steve Allen, Piano; Gus Bivona, Clarinet. Mercury MG 36138  
A mildly swinging package with a jazz approach in spots. Most of it, however, is a hybrid of jazz styles that never quite seems to find direction. Tunes are by the three principals. Set will probably receive jockey attention due to Allen's name. Good potential, but strictly for pop-jazz enthusiasts.

**THELONIOUS MONK PLAYS DUKE ELLINGTON**  
Riverside RLP 12-201  
Monk handles the Duke Ellington numbers in excellent fashion. Support from Oscar Pettiford on bass and Kenny Clarke helps the pianist on his distinctive and thoughtful interpretations. Set includes both swingers and slow approaches. Tunes are "Sophisticated Lady," "Mood Indigo," "Solitude," etc. Excellent cover sketch. His fans will like.

## RIVERSIDE DRIVE

Various Artists. Riverside 12-267  
This is essentially a jazz sampler from the label's many jazz albums. It features selections by names such as Thelonious Monk, Kenny Lonham, Don Byrd, Johnny Griffin, and others, playing their swiftest sides. For those jazz fans who dig up-tempo items, the set contains eight, including Monk's "Liza," Randy Weston's "The Man I Love" and Gigi Gryce's "Wake Up."

## HOORAY FOR BIX!

Marty Gross and His Honors Causa Jazz Band. Riverside RLP 12-268  
The young group of musicians present an attractive revivalist Dixie set of tunes associated with the late Bix Beiderbecke. Carl Halen on cornet has a sound that suggests Beiderbecke's. Dixie fans should flock to this. It's a nicely programmed set. Cover shot of custom and sports cars is also a lure.

## JAZZ ★★

**DOODLIN'**  
Eddie Chamblee Ork. Mercury MG 36131  
Here's some down-to-earth funky blowing by Eddie Chamblee, who can handle both blues and modern jazz with equal facility. He blows his way thru such items as "Long Gone," "Solitude" and "Robbins Nest" and "Lester, Leaps Again." It's all good fun and so is the picture of Dinah Washington (Eddie's wife) on the cover.

## CLASSICAL ★★★★★

**MENDELSSOHN: EXCERPTS FROM A MIDSUMMER NIGHT'S DREAM**; **SCHUBERT: ROSAMUNDE** — Vienna Philharmonic Ork. (Monteux). RCA Victor LHM 2223  
A lot of music for the money. Monteux's batoning of the orchestra brings to shimmering realization the fairy-like beauty of "A Midsummer Night's Dream," and the Schubertian melodies of Rosamunde. The horns in the Nocturne ("Dream") the "Wedding March" ("Dream") are typical of the fine touches.

**BARTOK: SUITE FROM THE MIRACULOUS MANDARIN, HUNGARIAN SKETCHES, ROUMANIAN DANCES** — Minneapolis Symphony Ork. (Dorati). Mercury MG 50151  
The suite from the "Mandarin" ballet is given an exciting reading, matched nicely by the pulsating dances. This is a new coupling of previously released sides. Striking cover. Sound is a feature.

**TCHAIKOVSKY: CAPRICCIO ITALIEN; RIMSKY - KORSAKOV: CAPRICCIO SPANOL; BORODIN: POLOVTSIAN DANCES FROM "PRINCE IGOR"; MOUSSORGSKY: DAWN ON THE MOSKVA RIVER FROM "KHIVANTHINA" (PRELUDE TO ACT I)** — The Cleveland Ork. (Szell). Epic LC 3483  
The Cleveland Orchestra, under George Szell, offers good, competent performances of three well-recorded pieces by Tchaikovsky, Rimsky - Korsakov and Borodin, in this musical potpourri. Only the Moussorgsky prelude is a rarity on LP. Set may interest new collectors or younger classical fans.

## CLASSICAL ★★★

**SMETANA: MA VLAST; DVORAK: SLAVONIC RHAPSODIES** — Concertgebouw Ork. of Amsterdam (Dorati). Epic SC 6026  
It's good to have the complete cycle comprising Smetana's tone poem, "My Country." Performance of the long work has its dull lapses, however, and conductor has trouble maintaining interest and attractiveness throughout. Much of the sweep and gusto is lost in an unsubtle interpretation. The Dvorak rhapsodies are handled phlegmatically. Concertgebouw sound is wonderfully resonant. Material, attractive packaging and Dorati name will pull sales.

**MOZART: QUINTETS IN G & C MINOR** — Griller String Quartet with William Primrose, Viola. Vanguard VRS 1029  
A cool, flowing, delightful reading of two of Mozart's most popular chamber works for strings with the rich viola tone of guest star William Primrose blending smoothly with the Griller group. Should register nicely with chamber enthusiasts. Cover, in simple grays and showing a Rodin head of Mozart, is similar to recent Vanguard covers on Beethoven symphonies and could be eye-catching in displays.

## CLASSICAL ★★

**WAGNER: EXCERPTS FROM THE FLYING DUTCHMAN, TRISTAN & ISOLDE, DIE MEISTERSINGER & TANNHAUSER** — Symphony Ork. of the Bavarian Radio (Jochum). Epic LC 3485  
A relaxed performance highlighting the welchmertz and mellowness of the 19th century German composer, but sacrificing his storminess and essential passion. First-rate sound with good delineation of instruments can attract hi-fi fans, the virtuosity of ork falters in several spots. Jochum's individually lush treatment could draw Wagner initiates. Lovely cover shot.

**BACH: MASS IN B MINOR (2-12")** — Various Artists with Chorus & Symphony of the Bavarian Radio (Jochum). Epic SC 6027  
Eugen Jochum's Bach is distinctive, with a stress on the sensuous, feminine elements, especially in the Kyrie and Agnus Dei. The virile part of the Mass—the Credo, Sanctus and Hosanna—suffer somewhat from this sweet conception. Soloists are mediocre but the chorus excels. Interpretation has great deal of clarity, but disk faces formidable competition.

**DVORAK: QUARTETS NOS. 3 & 6** — Netherlands String Quartet. Epic LC 3490  
In this careful, somewhat studied reading, the Dutchmen follow the scores to the letter, with fine phrasing and musicianship. However, the group loses the fluidity and spontaneity which is all-important in Dvorak. Coupling of same works by the Budapest, and performance of No. 6 (American) by the Hollywood String Quartet, makes for formidable competition.

**FASTES ET DIVERTISSEMENTS DE VERSAILLES, VOL. 1** — Various Artists with Orchestre De Chambre Maurice Hewitt (Hewitt). Epic LC 3487  
First in projected series released under patronage of French Secretariat of Arts and Letters offers "The Fountain of Versailles," a secular work by the 19th century religious composer Lalande, and a "Coffee Cantata" by little-known Nicolas Bernier. Tasteful performance fully measures up to requirements of courtly music of Louis XIV. Singers of exceptionally high caliber. For specialists.

**THE VIRTUOSO OBOE** — Andre Lardrot, Oboe with the Chamber Ork. of the Vienna State Opera (Prohaska). Vanguard VRS 1025  
Cimarosa, Handel, Haydn and Albinoni are represented by concert which are standards of the oboe repertoire, but performance is far from standard. Lardrot does a lovely job, with controlled small tone, elegant style and a technique far above requirements of the 18th century composers. Prohaska has perfect rapport with his soloist and the Vienna Chamber Ork. Limited sales.

## SEMI-CLASSICAL ★★★★★

**THROUGH THE YEARS**  
George Beverly Shea. RCA Victor LPM 1642  
George Beverly Shea somewhat leaves his niche as a gospel singer to sing this collection of songs that include such items as "Through the Years," and "O Perfect Love," to "Because," and "Smile Through." It also contains hymns, including "God Is Ever Beside Me" and "The Prayer Perfect." Shea's many fans will enjoy this album and it may appeal to older record buyers.

## SEMI-CLASSICAL ★★★

**GROFE: GRAND CANYON SUITE, MISSISSIPPI SUITE**  
Eastman - Rochester Symphony Ork. (Hanson). Mercury MG 50049  
A first-rate reading by the Eastman Rochester Orchestra of the well-known Ferde Grofe western epic, the "Grand Canyon Suite" and the "Mississippi Suite." The orchestra performs the two pieces with drive and fire and the sound is good. The set faces strong competition from the other fine recordings of the "Grand Canyon Suite" already on the market. Attractive cover could help sales.

**STRAUSS WALTZES**  
The Melachirno Ork. RCA Victor LPM 1751  
The greatest of the compositions by the waltz king, Johann Strauss Jr., are here in shimmering sound. Included are "Roses From the South," "Wine, Women and Song," "Blue Danube," "Die Fledermaus" and "Winer Blut." Arrangements and performance are in the Melachirno tradition. Cover is exceptionally attractive and in keeping with the mood.

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# Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

## POPULAR ★★★

**SPANISH SPECTACULAR**  
Charles Magnante, Accordion & Ork. Grand Award 212 SD  
A bright, happy, extremely listenable

stereo production. In the company of others, including Dick Hyman, piano; George Barnes, guitar; and Bobby Haggart, bass, Magnante offers a virtuoso accordion performance of familiar Spanish tunes like "La Cumparsita," "Andaluca," "Valencia," etc. A most entertaining and salable package.

**WALT DISNEY! LEOPOLD STOKOWSKI!  
PHILADELPHIA ORCHESTRA!**

**FIRST IN STEREO!  
STILL THE FINEST IN STEREO!**

**"FANTASIA"**

STER 101

Entire Stereo score in package  
with 24-page full-color book

Suggested retail price \$14.50

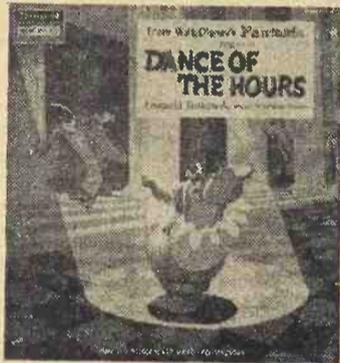


*Also*

For the first time  
on single Stereo records!



**STER 101A**  
Toccata and Fugue  
in D Minor (Bach)  
Rite of Spring  
(Stravinsky)



**STER 101B**  
Dance of the Hours  
(Ponchielli)  
Nutteracker Suite  
(Tchaikovsky)

Suggested retail price \$4.98



**STER 101C**  
Night on Bald Mountain  
(Moussorgsky)  
Pastoral Symphony  
(Beethoven)  
Ave Maria (Schubert)

**The Best In Classics ..... and the Best In Pops!**

**TUTTI'S TRUMPETS**

in Stereo

STER 3011

A Classic in the Pop Music field

Including

- Tenderly • What's New • Boy Meets Horn
- Bugle Blues and others

Suggested retail price \$4.98



**DISNEYLAND RECORDS**

Burbank, California

**SPARTON RECORDS**

in Canada

# Johnny and Jonie

are

## "Still Going Steady"

with

# SOME OF THEM BONES ARE MINE



challenge #59024

The Billboard PICKS



Cash Box PICKS



**CHALLENGE**  
Sparton Records • Canada

## McIntosh Lab Finds Market

• Continued from page 20

the component field is the practice of forcing dealers to overstock on items," explains Dirk J. Roos, the advertising and p.r. chief of the firm. "We therefore operate thru a series of 'stock points' in or near major cities, stretching from Redbank, N. J., to Dallas, and from Seattle to Cleveland.

"Dealers can thus do a large business in McIntosh equipment without having to carry a large stock, since we can make overnight delivery. In fact, one of our strongest dealers did over \$10,000 in McIntosh products last year with an average inventory of less than \$500," Roos points out.

### Stereo Progress

Just as McIntosh looks out for the good and welfare of its dealers—and vigorously cracks down on those who try to stage bargain sales on McIntosh products, including "demonstrator" units—the firm also takes a fatherly interest in its customers.

This has been accentuated particularly by the advent of stereo, by all indications.

"We don't believe in the theory of 'forced obsolescence,'" Gow explains. "We build our equipment carefully, and design it for the long haul. Therefore, when stereo came along, we felt that our first obligation is to the customer who already owns our equipment. Usually, he has 'traded up' to McIntosh, and the last thing he intends to do is to get rid of it."

Indicative of this kind of stereo planning is McIntosh's recently launched (first shipments: last July) C-8-S preamp, a unit which matches the 20,000 C-8's already sold but also combines the primary switching and control functions demanded by stereo.

"Naturally, we're working ahead on new stereo units," Gow admits. "We have a stereo preamp in the works that will be a genuine gasser, with enough control function to please any male but with a front-end layout arrangement that won't frighten your wife."

"But rather than make our present customers' equipment obsolete, we designed a 'stereo facility' preamp to match it. Our customers will thus be right in step with the people who will buy our new preamp when we launch it this winter."

Other McIntosh items present no stereo problem.

The justly famed powerhouse amplifiers—which look and weigh as if they could power a nuclear submarine, much less a mere loudspeaker—are now being widely bought in pairs, and the recently introduced AM-FM tuner is geared for the forthcoming FM stereo multiplexing.

### Planned Future

"We were criticized by some people for not making a tuner that had simultaneous feeds from the AM and FM section," says Gow. "However, we believe that AM-FM stereo is a makeshift expedient because of the wide difference in channel tonal values. FM multiplexing is where the future of stereo broadcasting really lies, and we're planning to move primarily in that direction."

McIntosh, the first licensee of Murray Crosby, the indie lab chief who has done the pioneer work in

multiplexing, plans soon to have a \$50 class as an auxiliary item.

"We have to keep looking ahead," says the McIntosh top v-p. "We consider that we are in the 'replacement equipment' business far more than in the 'original equipment' business. People—and about one-third of them are professional men like doctors and architects—seldom start off with McIntosh. They work up to it the way camera owners work from a simple Kodak to the latest model Leica or Canon."

"We know we are selling the audio equivalent of a Rolls-Royce," he adds, "but we feel there will be a growing market for it."

With a predicted sales increase of some 30 per cent already being realized this year, there seems to be every indication that Gow's forecast is busily coming true.

(Part One of two parts. Next Week: A pictorial look inside the new McIntosh Laboratory plant.)

## Stereo A-Comin'!

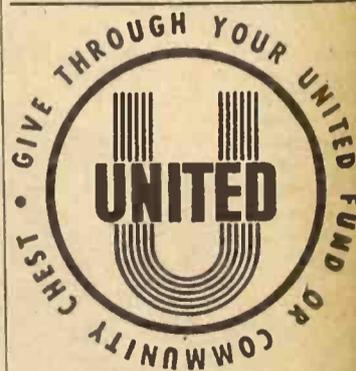
• Continued from page 20

tedly worried about the rapidly expanding efforts of German manufacturers to gain an upper hand in everything from TV to juke boxes in Denmark. A modern combo of TV, phono and tape recorder from Germany is currently occupying an entire window of a Copenhagen dealer—to the annoyance of Danish cabinet makers, who have held a leading place in the creation of "modern" furniture and cabinets for musical items.

Of parallel interest are the efforts of Mercur Radio, a firm that—so far—has balked efforts of the Danish National Radio-TV Department to prevent it from sending out commercial broadcasts from a ship anchored in "international" waters off Denmark's coast.

Fona Radio, a leading manufacturer, is already plugging special aeriels and gadgets to "convert" existing radios to pick up the Mercur Radio signal, and recently sponsored a special one-shot show with Victor Borge. Program was originated, not on the boat, but in Copenhagen's Odd Fellows Palace before an audience of 1,200 listeners who had gotten their free tickets in a special lottery drawing held by Fona.

German coin-operated phonos are already taking over a large share of the Danish market in the amusement park field, where German firms have already cut in with rides and park equipment. This musical invasion is clearly seen in Copenhagen's famed Tivoli amusement park, visited last week by groups of American park operators.



Last year, 746 classical albums were submitted to The Billboard for review. Many of these made extra sales and extra profits for dealers who bought and sold wisely.

**THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE,** coming September 29

will tell you how to increase your sales and profits with classical records.





Real estate I don't know, Archie, but a hot property

it looks like you got with **JOHNNY TILLOTSON**

his first record **WELL, I'M YOUR MAN** and **DREAMY EYES** both on Cadence #1353

PS: You should pardon me please.. a reminder



**THE CHORDETTES**  
CLP-3001 \$3.98



**DON SHIRLEY SOLOS**  
CLP-3007 \$3.98



**THE BARRY SISTERS SING**  
CLP-4001 \$4.98



**DON SHIRLEY WITH 2 BASSES**  
CLP-3008 \$3.98

# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
SEPTEMBER 21

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	1	4	1		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	7
3	3	3	2		BIRD DOG	Everly Brothers, Cadence 1350	7
1	2	2	3		LITTLE STAR	Elegants, Apt 25005	7
40	22	11	4		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	4
4	4	4	5		JUST A DREAM	Jimmy Clanton, Ace 546	7
25	17	8	6		ROCK-IN' ROBIN	Bobby Day, Class 229	7
8	11	14	7		BORN TOO LATE	Poni Talls, ABC-Paramount 9934	7
13	14	10	8		WESTERN MOVIES	Olympics, Demon 1508	7
26	24	13	9		TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	6
23	29	28	10	★	SUSIE DARLIN'	Robin Luke, Dot 15781	6
7	6	5	11		PATRICIA	Perez Prado, RCA Victor 7245	7
5	7	7	12		MY TRUE LOVE	Jack Scott, Carlton 462	7
6	5	6	13		POOR LITTLE FOOL	Ricky Nelson, Imperial 8528	7
15	21	22	14		DEVOTED TO YOU	Everly Brothers, Cadence 1350	6
20	10	16	15		ARE YOU REALLY MINE?	Jimmie Rodgers, Roulette 4090	7
24	20	31	16	★	SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	7
17	9	9	17		GINGER BREAD	Frankie Avalon, Chancellor 1021	7
22	25	20	18		STUPID CUPID	Connie Francis, M-G-M 12683	7
14	19	18	19		EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	7
87	43	23	20		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	5
19	15	15	21		VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	7
8	12	12	22		FEVER	Peggy Lee, Capitol 3998	7
44	38	27	23		LAZY SUMMER NIGHT	Four Preps, Capitol 4023	5
62	58	30	24		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	4
49	50	58	25	★	HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	5
88	55	25	26		NEAR YOU	Roger Williams, Kapp 233	5
38	39	39	27		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	7
91	53	51	28	★	RAMROD	Duane Eddy, Jamie 1109	4
57	56	52	29	★	CAROL	Chuck Berry, Chess 1700	4
61	57	48	30	★	SUMMERTIME, SUMMERTIME	Jagjags, Epic 9281	5

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	74	44	31	★	TEA FOR TWO CHA CHA	Tommy Dorsey Ork, Decca 30704	3
12	16	17	32		WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol 3966	7
94	69	46	33		YOU CHEATED	Shields, Dot 15805	4
68	62	42	34		DANCE, EVERYONE, DANCE	Betty Madigan, Coral 62007	5
30	40	34	35		CHANTILLY LACE	Big Bopper, Mercury 71343	7
28	28	33	36		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	7
95	84	43	37		NO ONE KNOWS	Dion and the Belmonts, Laurie 3015	4
59	49	40	38		PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	5
45	41	35	39		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	7
10	8	21	40		WHEN	Katin Twins, Decca 30642	7
11	13	19	41		REBEL-ROUSER	Duane Eddy, Jamie 1104	7
39	31	26	42		LA PALOMA	Billy Vaughn, Dot 15795	6
27	35	32	43		ONE SUMMER NIGHT	Danceers, Mercury 71322	7
—	—	88	44	★	FIREFLY	Tooy Bennett, Columbia 41237	2
51	45	54	45		WIZARD	Jimmie Rodgers, Roulette 4090	6
36	30	29	46		MOON TALK	Perry Como, RCA Victor 7274	7
42	32	36	47		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	7
78	60	59	48		THE GREEN MOSQUITO	Tone-Rockers, United Artists 139	4
—	79	68	49	★	PROMISE ME, LOVE	Andy Williams, Cadence 1351	3
82	81	66	50	★	TOPSY II	Cozy Cole, Love 50034	4
56	46	41	51		COME CLOSER TO ME	Nat King Cole, Capitol 4004	7
32	36	47	52		EARLY IN THE MORNING	Buddy Holly, Coral 62006	7
34	34	37	53		A CERTAIN SMILE	Johnny Mathis, Columbia 41193	7
100	86	69	54		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	4
18	23	24	55		IF DREAMS CAME TRUE	Pat Boone, Dot 15785	7
89	65	61	56		MY LIFE	Chuck Willis, Atlantic 1192	5
37	44	50	57		BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	7
16	18	45	58		SPLISH SPLASH	Bobby Darin, Atco 6117	7
—	—	—	59	★	THE TEN COMMANDMENTS OF LOVE	Moonglows, Chess 1705	1
41	47	53	60		OVER AND OVER	Bobby Day, Class 229	7

**THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE**

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the

United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	61	★	THERE GOES MY HEART	Joel James, M-G-M 12706	1
—	93	87	62	★	OVER THE WEEKEND	Playboys, Cameo 142	3
—	98	70	63		LA-DO-DADA	Dale Harkins, Checker 900	3
43	52	49	64		BLUE BLUE DAY	Don Gibson, RCA Victor 7010	7
—	—	—	65	★	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	1
67	63	62	66		CERVEZA	Boots Brown, RCA Victor 7269	6
52	59	65	67		BY THE LIGHT OF THE SILVERY MOON	Jimmy Bowen, Roulette 4083	4
31	42	60	68		THINK IT OVER	Crickets, Brunswick 55072	7
29	33	38	69		EARLY IN THE MORNING	Bobby Darin and the Rinky Dinks, Atoe 6121	7
—	—	—	70	★	THE SECRET	Gordon MacRae, Capitol 4033	1
33	27	55	71		LEFT RIGHT OUT OF YOUR HEART	Patti Page, Mercury 71331	7
—	—	—	72	★	BABY FACE	Little Richard, Specialty 645	1
—	—	—	73	★	BREAKUP	Jerry Lee Lewis, Sun 303	1
—	94	89	74	★	BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	3
—	—	96	75	★	MY LUCKY LOVE	Doug Franklin, Colonial 7777	2
—	—	—	76	★	MEXICAN HAT ROCK	Applejacks, Cameo 149	1
74	73	82	77		COUNT EVERY STAR	Rivieras, Coed 503	4
21	—	—	—		SWAN # 4014		7

b/w  
"WILD PARTY"

*From The Hot 100:*

**THE BILLBOARD'S BEST BUYS**

These records, of all those listed on The Billboard Hot 100, have shown the greatest national SALES-BREAK-OUT potential this week for the first time. Action sides are listed in capital letters.

**FIREFLY** ..... Tony Bennett  
(Marks, BMI) The Night That Heaven Fell  
(Shapiro-Bernstein, ASCAP) Columbia 41237

**BABY FACE** ..... Little Richard  
(Remick, ASCAP) I'll Never Let You Go (Venice, BMI) Specialty 645

**THE END** ..... Earl Grant  
(Criterion, ASCAP) Hunky Dinky Doo (Criterion, ASCAP) Decca 30719

The above are The Billboard Spotlight picks

**HOW THE TIME FLIES** ..... Jerry Wallace  
(Music Productions, ASCAP) With This Ring (Sun-Crest & Jat, BMI)  
Challenge 59013

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	—		SWAN # 4016		—

**TEENAGE HIT!**

Thanks For The

**"SUMMER SOUVENIR"**

b/w

"Little Boy, Little Boy"

**Keefer Sisters**

SWAN # 4015

**SWAN RECORDS**



# BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR  
SURVEY WEEK  
ENDING  
SEPTEMBER 6, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno . . . . . 1	7		18. DOWN THE AISLE OF LOVE (BMI)—The Quin-Tones . . . . . 25	2		35. YOU CHEATED (BMI)—Shields . . . . . —	1	
Marti In Citta (BMI)—Dec 30677			Please, Dear (BMI)—Hunt 321			That's the Way It's Gonna Be (BMI)—Dot 15805		
2. BIRD DOG (BMI)—Everly Brothers . . . . . 2	6		19. WILLIE AND THE HAND JIVE Johnny Otis Show . . . . . 18	12		36. YAKETY YAK (BMI)—Coasters . . . . . 29	13	
DEVOTED TO YOU (BMI)—Cadence 1350			Ring-a-Ling (BMI)—Cap 3966			Zing! Went the Strings of My Heart (ASCAP)—Alco 6116		
3. LITTLE STAR (BMI)—Elegants . . . . . 3	8		20. FEVER (BMI)—Peggy Lee . . . . . 14	9		37. A CERTAIN SMILE (ASCAP)—Johnny Mathis . . . . . 30	11	
Gettling Dizzy (BMI)—Apt 25005			You Don't Know (BMI)—Cap 3998			Let It Rain (ASCAP)—Col 41193		
4. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards . . . . . 9	4		21. LA PALOMA (ASCAP)—Billy Vaughn . . . . . 27	5		38. CERVEZA (BMI)—Boots Brown . . . . . 42	3	
Please Love Me Forever (BMI)—M-G-M 12688			Here Is My Love (ASCAP)—Dot 15795			Juicy (BMI)—Vic 7269		
5. JUST A DREAM (BMI)—Jimmy Clanton 4	10		22. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke . . . . . 35	2		39. ONE SUMMER NIGHT (BMI)—Danleers 32	11	
You Aim to Please (BMI)—Ace 546			Love Song From "Houseboat" (ASCAP)—Keen 32006			Wheelin' and A-Dealin' (BMI)—Mercury 71322		
6. ROCK-IN' ROBIN (BMI)—Bobby Day . . . . . 8	6		23. STUPID CUPID (BMI)—Connie Francis 20	8		40. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks . . . . . 38	3	
OVER AND OVER (BMI)—Class 229			Carolina Moon (ASCAP)—M-G-M 12683			A Thousand Dreams (BMI)—Sue 706		
7. PATRICIA (ASCAP)—Perez Prado . . . . . 5	13		24. SUMMERTIME BLUES (BMI)—Eddie Cochran . . . . . 40	4		41. BETTY LOU GOT A NEW PAIR OF SHOES (BMI)—Bobby Freeman . . . . . 43	4	
Why Wait? (BMI)—Vic 7245			Love Again (BMI)—Liberty 55144			Starlight (BMI)—Josie 841		
8. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials . . . . . 10	5		25. NEAR YOU (ASCAP)—Roger Williams . . . . . 26	2		42. SUMMERTIME, SUMMERTIME (ASCAP)—The Jamies . . . . . 47	2	
Two People in the World (BMI)—End 1027			Merry Widow Waltz (ASCAP)—Kapp 233			Searching for You (ASCAP)—Epic 9281		
9. MY TRUE LOVE (BMI)—Jack Scott . . . . . 7	14		26. HARD HEADED WOMAN (ASCAP)—Elvis Presley . . . . . 21	12		43. HOW THE TIME FLIES (ASCAP)—Jerry Wallace . . . . . —	1	
LEROY (BMI)—Carlton 462			DON'T ASK ME WHY (ASCAP)—Vic 7280			With This Ring (BMI)—Challenge 59013		
10. POOR LITTLE FOOL (BMI)—Ricky Nelson . . . . . 6	11		27. RAMROD (BMI)—Duane Eddy . . . . . 41	3		44. LAZY SUMMER NIGHT (ASOAP)—Four Props . . . . . 34	3	
Don't Leave Me This Way (BMI)—Imperial 5528			The Walker (BMI)—Jamie 1109			SUMMERTIME LIES (ASCAP)—Cap 4023		
11. WESTERN MOVIES (BMI)—Olympics 13	8		28. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash . . . . . 31	3		45. TOPSY I (BMI)—Cozy Cole . . . . . —	1	
We'll (BMI)—Demon 1508			YOU'RE THE NEAREST THING TO HEAVEN (BMI)—Sun 302			Topsy II (BMI)—Love 50034		
12. BORN TOO LATE (ASCAP)—Poni Tails . . . . . 15	8		29. REBEL-ROUSER (BMI)—Duane Eddy . . . . . 17	11		46. MY LIFE (BMI)—Chuck Willis . . . . . —	1	
Come On, Joey, Dance With Me (BMI)—ABC-Paramount 9934			Stalkin' (BMI)—Jamie 1104			Thunder and Lightning (BMI)—Atlantic 1192		
13. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin . . . . . 12	6		30. WHEN (ASCAP)—Kalin Twins . . . . . 23	12		46. TEA FOR TWO CHA CHA (ASCAP)—Tommy Dorsey Ork. . . . . —	1	
Outta My Mind (ASCAP)—Cap 4028			Three o'Clock Thrill (BMI)—Dec 30642			My Baby Just Cares for Me (ASCAP)—Decca 30704		
14. GINGER BREAD (BMI)—Frankie Avalon 11	9		31. DANCE, EVERYONE, DANCE (ASCAP)—Betty Madigan . . . . . 33	2		48. MOON TALK (ASCAP)—Perry Como . . . . . 28	7	
Blue Betty (ASCAP)—Chancellor 1021			My Symphony of Love (ASCAP)—Coral 62007			Heart So True (BMI)—Vic 7242		
15. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers . . . . . 16	6		32. NO ONE KNOWS (ASCAP)—Dion and the Belmonts . . . . . 50	2				
THE WIZARD (ASCAP)—Roulette 4090			I Can't Go On (Rosalie) (BMI)—Laurie 3015					
16. SUSIE DARLIN' (ASCAP)—Robin Luke 39	5		33. SPLISH SPLASH (BMI)—Bobby Darin . . . . . 19	13				
Living's Loving You (ASCAP)—Dot 15781			Judy, Don't Be Moody (BMI)—Atco 6117					
17. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day . . . . . 87	43	20	34. IF DREAMS . . . . . 7			THE GREEN MOSQUITO . . . . . —	10	
Instant Love (ASCAP)—Columbia 41195			Doris Day, Columbia 41195			Tune-Rockers, United Artists 139		
87 43 23 20 DOWN THE AISLE OF LOVE . . . . . 5			Quin-Tones, Hunt 321			— 79 68 49 ★ PROMISE ME, LOVE . . . . . 3		
19 15 15 21 VOLARE (Nel Blu Dipinto Di Blu) . . . . . 7			Dean Martin, Capitol 4028			Andy Williams, Cadence 1351		
8 12 12 22 FEVER . . . . . 7			Peggy Lee, Capitol 3998			82 81 66 50 ★ TOPSY II . . . . . 4		
44 38 27 23 LAZY SUMMER NIGHT . . . . . 5			Four Props, Capitol 4023			Cozy Cole, Love 50034		
62 58 30 24 THE WAYS OF A WOMAN IN LOVE . . . . . 4			Johnny Cash, Sun 302			56 46 41 51 COME CLOSER TO ME . . . . . 7		
49 50 58 25 ★ HOW THE TIME FLIES . . . . . 5			Jerry Wallace, Challenge 59013			Nat King Cole, Capitol 4004		
88 55 25 26 NEAR YOU . . . . . 5			Roger Williams, Kapp 233			32 36 47 52 EARLY IN THE MORNING . . . . . 7		
38 39 39 27 SHE WAS ONLY SEVENTEEN . . . . . 7			Marty Robbins, Columbia 41208			34 34 37 53 A CERTAIN SMILE . . . . . 7		
91 53 51 28 ★ RAMROD . . . . . 4			Duane Eddy, Jamie 1109			100 86 69 54 TREASURE OF YOUR LOVE . . . . . 4		
57 56 52 29 ★ CAROL . . . . . 4			Chuck Berry, Chess 1700			18 23 24 55 IF DREAMS CAME TRUE . . . . . 7		
61 57 48 30 ★ SUMMERTIME, SUMMERTIME . . . . . 5			Jamies, Epic 9281			89 65 61 56 MY LIFE . . . . . 5		
						37 44 50 57 BETTY LOU GOT A NEW PAIR OF SHOES . . . . . 7		
						16 18 45 58 SPLISH SPLASH . . . . . 7		
						— — — 59 ★ THE TEN COMMANDMENTS OF LOVE . . . . . 1		
						Moonglows, Chess 1705		
						41 47 53 60 OVER AND OVER . . . . . 7		
						Robby Day, Class 229		

# SWAN

## BIGGEST HARVEST of HITS

**WOW!**

**3rd SMASH IN A ROW**

**"LEAVE  
ME  
ALONE"**

(LET ME CRY)

**Dicky Doo & The Don'ts**

SWAN # 4014

b/w

"WILD PARTY"

**INSTANT SALES**

**"SCRATCH  
MY BACK"**

**The Echoes**

SWAN # 4013

**GREAT PERFORMANCE  
BY A GREAT NEW STAR**

**"MY HEART  
BELONGS TO  
ONLY YOU"**

**Mary Swan**

SWAN # 4016

**TEENAGE HIT!**

Thanks For The

**"SUMMER SOUVENIR"**

b/w

"Little Boy, Little Boy"

**Keefer Sisters**

SWAN # 4015



# CHART SMASHERS

**JONI JAMES**

**THERE GOES MY HEART**

K12706

Picked by  
Cash Box,  
Variety  
and  
Music  
Vendor

**TOMMY EDWARDS**

**IT'S ALL IN THE GAME**

K12688

**ROSEMARY CLOONEY**

**THE LOUDENBOOMER BIRD**

(Early Ev'ry Morning)  
K12705

**CONWAY TWITTY**

**IT'S ONLY MAKE BELIEVE**

K12677

**JOHNNY DESMOND**

**THE HOT CHA CHA**

K12695

**MGM Records**



## Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 6

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

### BOSTON

Devoted to You/Bird Dog  
Everly Brothers, Cdc.  
It's All in the Game  
Tommy Edwards, M-G-M  
La Paloma, Billy Vaughn, Dot  
Little Star, Elegants, Apt  
Tea for Two Cha Cha  
Tommy Dorsey Ork, Dec.  
Tears on My Pillow  
Little Anthony & the Imperials, End  
Topsy II, Cozy Cole, Love  
Volare (Nel Blu Dipinto Di Blu)  
Dean Martin, Cap.  
Domenico Modugno, Dec.

### CHICAGO

Devoted to You/Bird Dog  
Everly Brothers, Cdc.  
Just a Dream, Jimmy Clanton, Ace  
La Paloma, Billy Vaughn, Dot  
Little Star, Elegants, Apt.  
Near You, Roger Williams, Kapp  
Patricia, Perez Prado, Vic.  
Ramrod, Duane Eddy, Jam.  
Volare (Nel Blu Dipinto Di Blu)  
Dean Martin, Cap.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

### DETROIT

Devoted to You/Bird Dog  
Everly Brothers, Cdc.  
It's All in the Game  
Tommy Edwards, M-G-M  
Little Star, Elegants, Apt.  
Patricia, Perez Prado, Vic.  
Poor Little Fool, Ricky Nelson, Imp.  
Rock-In' Robin, Bobby Day, Cls.  
Volare (Nel Blu Dipinto Di Blu)  
Dean Martin, Cap.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.  
Willie and the Hand Jive  
Johnny Otis Show, Cap.

### EAST TEXAS

Chantilly Lace, Big Bopper, Mer.  
Devoted to You/Bird Dog  
Everly Brothers, Cdc.  
Fever, Peggy Lee, Cap.

It's All in the Game  
Tommy Edwards, M-G-M  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
No One Knows, Dion & the Belmonts, Lau.  
Volare (Nel Blu Dipinto Di Blu)  
Dean Martin, Cap.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

### NORTHERN OHIO

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
It's All in the Game  
Tommy Edwards, M-G-M  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
My True Love, Jack Scott, Car.  
Patricia, Perez Prado, Vic.  
Rock-In' Robin/Over and Over  
Bobby Day, Cls.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

### NORTHWEST

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Blue Blue Day, Don Gibson, Vic.  
Fever, Peggy Lee, Cap.  
Just a Dream, Jimmy Clanton, Ace  
Left Right Out of Your Heart  
Patti Page, Mer.  
Little Star, Elegants, Apt  
My True Love/Leroy, Jack Scott, Car.  
Willie and the Hand Jive  
Johnny Otis Show, Cap.

### PHILADELPHIA

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Dance, Everyone, Dance  
Betty Madigan, Cor.  
Hard Headed Woman, Elvis Presley, Vic.  
It's All in the Game  
Tommy Edwards, M-G-M  
Little Star, Elegants, Apt  
Patricia, Perez Prado, Vic.  
Poor Little Fool, Ricky Nelson, Imp.  
Ramrod, Duane Eddy, Jam.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

## ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

How Time Flies, Jerry Wallace, Chal.  
Little Star, Elegants, Apt.  
My True Love/Leroy, Jack Scott, Car.  
Patricia, Perez Prado, Vic.  
Rock-In' Robin, Bobby Day, Cls.

### FLORIDA

Bird Dog, Everly Brothers, Cdc.  
Little Star, Elegants, Apt.  
My True Love, Jack Scott, Car.  
Patricia, Perez Prado, Vic.  
Poor Little Fool, Ricky Nelson, Imp.  
Stupid Cupid, Connie Francis, M-G-M  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.  
When, Kalin Twins, Dec.

### LOS ANGELES

Are You Really Mine?/Wizard  
Jimmie Rodgers, Rit.  
Bobby Freeman, Jos.  
Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Everybody Loves a Lover, Doris Day, Col.  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
Rock-In' Robin/Over and Over  
Bobby Day, Cls.  
Summertime Blues, Eddie Cochran, Lib.

### NEW YORK AND NEWARK

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Ginger Bread, Frankie Avalon, Clr.  
It's All in the Game  
Tommy Edwards, M-G-M  
Little Star, Elegants, Apt  
Patricia, Perez Prado, Vic.  
Poor Little Fool, Ricky Nelson, Imp.  
Tears on My Pillow  
Little Anthony & the Imperials, End  
Volare (Nel Blu Dipinto Di Blu)  
Dean Martin, Cap.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

### NORTHERN NEW YORK STATE

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Ginger Bread, Frankie Avalon, Clr.

### ST. LOUIS AND KANSAS CITY

Bird Dog, Everly Brothers, Cdc.  
Born Too Late, Poni Tails, ABC-Para.  
Hard Headed Woman, Elvis Presley, Vic.  
It's All in the Game  
Tommy Edwards, M-G-M  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.  
Willie and the Hand Jive  
Johnny Otis Show, Cap.

### SAN FRANCISCO AND OAKLAND

Bird Dog, Everly Brothers, Cdc.  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
My True Love, Jack Scott, Car.  
Susie Darlin', Robin Luke, Dot  
Topsy II, Cozy Cole, Love  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.  
Win Your Love, Sam Cooke, Keen

### SOUTHERN OHIO

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
Born Too Late, Poni Tails, ABC-Para.  
Just a Dream, Jimmy Clanton, Ace  
Little Star, Elegants, Apt  
My True Love, Jack Scott, Car.  
Poor Little Fool, Ricky Nelson, Imp.  
Rock-In' Robin, Bobby Day, Cls.  
Stupid Cupid, Connie Francis, M-G-M  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.

### WASHINGTON AND BALTIMORE

Bird Dog/Devoted to You  
Everly Brothers, Cdc.  
It's All in the Game  
Tommy Edwards, M-G-M  
Just a Dream, Jimmy Clanton, Ace  
Patricia, Perez Prado, Vic.  
Rock-In' Robin, Bobby Day, Cls.  
Volare (Nel Blu Dipinto Di Blu)  
Domenico Modugno, Dec.  
Western Movies, Olympics, Dem.  
Win Your Love, Sam Cooke, Keen

## Plans, Work Move Into High Gear On Biggest Halls

### Long-Discussed Projects Get Rolling; Large, Medium Cities Act on Arenas

CHICAGO—This looks to be the year of action and delivery on some of the biggest promises in the building business.

For several years every completion of new auditorium-arena construction has included mention of big things to come at Boston, Detroit, San Francisco, Los Angeles, Chicago, Pittsburgh, Miami and several other big centers.

Now 1958-'59 has all the earmarks of being the time these projects are carried out or implemented.

And coming along with these will be completion dates on another hefty string of modern multi-purpose buildings in many cities of small and moderate size.

More new auditoriums-arenas are being planned in additional cities. This month and again in November, voters in several locations will pass judgment on bond issues with which arena construction would be financed.

In all, it appears that the boom in big-capacity public buildings is going along in full power. If there has been a let-up it is not apparent.

Moreover, much advanced thought is going into the architecture of these buildings. Unique outward appearance, greater expanses of unobstructed areas, and other new engineering and architectural features turn up repeatedly in the auditorium-arena field.

#### The Big Ones

At Detroit the steel framework of the new convention hall is completed and roofing is under way. Name of the new building will be Cobo Hall. It is to have 400,000 square feet of exhibit space, putting it up among the nation's major buildings in this category. Exhibit space is contained in a 715 by 440-foot rectangular building. Adjoining it at one corner is the circular auditorium that will seat 10,000 persons. And to give it an extra

## FEW CHANGES

### New Model Auto Shows Keep Buildings Busy

CHICAGO — Auditoriums and arenas around the country now are deep into the season for model introduction shows staged by the automobile manufacturers.

This business, counted as choice by the building managers, constitutes the announcement events by which the makers introduce new models to their dealers. Full-blown stagings and musicals are produced for the purpose and in many cases these shows go on the road just like commercial shows.

Building managers report few changes in the set-up. Some noted

twist, a six-lane expressway tunnels under the exhibit area.

Spectacular in design is the Pittsburgh Auditorium, which is under construction and will have a retractable roof, thus making it a convertible, offering either indoor or outdoor set-up. It will cost \$16,000,000, seat 14,000.

The big Portland, Ore., Recreation Center, under consideration for several years, now is well along in construction and is expected to open in 1960, with 12,500 seats  
(Continued on page 82)

## EAST-WEST, INDOOR-OUT

### Entertainment Opposites Meet In Multi-Purpose Buildings

By TOM PARKINSON

CHICAGO — Modern arenas and auditoriums have come of age as substantial citizens of show business.

Pointing this up as the big-building business launches another season is an East-meets-West situation that has been developing for some time.

From the West is coming a much greater number of indoor rodeos. What used to be outdoor sport or show, now is found to be moving indoors.

And from the East comes Broadway. More road companies of Broadway shows are finding their ways into auditoriums and arenas over the nation. What used to be a phase of the business strictly

limited to ranks of traditional theaters now finds itself in auditoriums-arenas.

The West's move to buildings is peaked by the current campaign by the Rodeo Cowboys' Association to establish a rodeo world series. This is virtually certain to be awarded to a city which will provide indoor arena facilities. And East will meet it there in a greater number of musicals being put on the arena route by Broadway Theater Alliance. This expansion comes after the firm's initial success last year with its new ideas in routing and staging musicals on the road.

The meeting place of these show business opposites is the burgeoning roster of auditoriums and arenas. The pace of building holds

up and more new buildings are added to the lists. This, of course, has the effect of adding new territory for any attraction playing buildings; it enlarges the map.

In addition, this year's arena troupers will find remodeling of older facilities has updated many structures in key cities. Never before have the buildings had so much to offer show business, and never before have they been in such tip-top shape. The cities that build auditoriums some decades ago now usually have reworked that basic structure to get the most out of it for modern shows. Remodeling jobs have been undertaken at dozens of buildings over the country.

#### Multi-Purpose Name

Still working against the auditorium-arena field is its very name. The word arena, for example, means one thing in one city, another thing in the next town. It's the same with individuals: the word may sound like just the place for one man's show and quite unsatisfactory for the next man's show.

The fact is that multi-purpose, a term seen more and more often, best describes many of the present-day buildings better than a word like coliseum or auditorium.

Indeed, buildings must be multi-purpose units if they are to win the full measure of attention from today's varied line-up of attractions looking for buildings.

And when more showmen realize that it is the name that is obsolete while the building probably can accommodate their shows, there  
(Continued on page 72)

## PROFESSIONALS MOVE UP

### New Faces at Managers' Desks In Many Auditoriums, Arenas

CHICAGO—Managers are on the move in the auditorium-arena profession. When showmen arrive at several of their stands this year they will find new faces.

In a number of cases building managers have stepped up to better jobs at different buildings. Some have moved to managerial tasks at all-new structures. In many cases, local conditions have dictated changes that put new people at the helm of municipal buildings.

Not infrequently, newly appointed managers are chosen from the ranks of staff people previously at the building in other capacities. In a rising proportion of cases, managers acquire a professional or expert status and move from city to city as new positions become available in the auditorium-arena field.

And while there are numerous changes in management, there remains a steady nucleus of veteran

managers who have devoted years to their work at the buildings they operate, many staying in command of single buildings for decades.

#### Detroit Making Change

Latest change to be announced is that at Detroit's Henry and Edsel Ford Auditorium. Rufus H. Shepherd is resigning as manager, effective September 20. Before coming to Ford Auditorium, he opened and managed the building at Sturgeon, Mich., two years and earlier was in Detroit theaters. Shepherd succeeded Weld S. Mabee at Ford Auditorium.

It is understood that a publicity director will be appointed to handle both Ford Auditorium and the big Cobo convention hall, now under construction at Detroit. There is to be no house manager as such; limited managerial duties at each building will be handled thru civil service appointments.

#### Dees at Montgomery

In another development, Arthur L. Dees replaces Thomas C. Reid as director of the Alabama State Coliseum, Montgomery.

Among other changes and appointments of the past several months are these:

Don Jewell, formerly of Shrine Auditorium, Billings, Mont., and currently manager of the Pershing Auditorium, Lincoln, Neb., has resigned that position to become manager of the new Portland, Ore., Exposition-Recreation Center.

Herman J. Penn, formerly at the Armory, Louisville, and Duquesne Gardens, Pittsburgh, left a position with the Harlem Globetrotters to become manager of the new Greenville, S. C., Memorial Auditorium.

Cal Smith has been named to succeed Alberta Chance as manager of the Mayo Civic Auditorium, Rochester, Minn.

Francis Vickers, formerly with

Interstate Theaters, is the manager of Austin, Tex., Municipal Auditorium.

#### Maxwell, Braley

M. Clifton Maxwell has succeeded Francis Deering as manager of the Sam Houston Coliseum and other public buildings at Houston.

Jocho Braley, former hockey player and recent manager of an ice rink in Memphis, was appointed manager of the new Green Bay,  
(Continued on page 82)

## Six Cities, Halls Drive For Political Conclaves

CHICAGO — Selection of the site or sites for the 1960 conventions of the two major political parties looms large on the horizon on major convention facilities in the nation.

The Republican Party has revealed names of nine cities which have indicated they want to be counted in the running for the political world series.

These, and the facilities which would be involved, are:

New York, with Madison Square Garden and the New York Coliseum.

Chicago, where the International Amphitheater, which had both conventions in 1952 and one in 1956, will be in competition with the proposed Lakefront convention hall, which backers claim will be ready by convention time. Chicago Stadium and Chicago Coliseum also are in the Windy City.

Miami Beach, where the new Miami Beach Exhibition Hall is the focal point of a drive to book the political conclaves.

San Francisco, home of the Cow Palace, which had the Republicans in 1956 and which is actively seeking both for 1960.

Louisville, site of the Kentucky State Fair and Exposition Center, giant multi-purpose facility which has been seeking all kinds of major shows, conventions and other clients.

Philadelphia, location of the Convention Hall is available to conventions of major proportions.

Los Angeles, where some facilities are available and new construction is under way.

St. Louis, where the St. Louis Arena and the Keil Municipal Auditorium would be available to house the sessions.

The GOP has named a committee of six persons which will visit these cities in coming weeks. National chairmen of the parties are in touch with each other about possibilities of agreeing on locating both conventions in a single city so that high costs of preparing, staging and covering the meetings can be minimized.

# Long Islander Hustles To Build Island Garden

By IRWIN KIRBY  
**NEW YORK**—Show business is full of the unlikely, and a prime example of unlikely success stands at the intersection of Cherry Valley Road and Hempstead Turnpike, just outside of New York in West Hempstead, Long Island. The big, Quonset-styled arena there, the Mayflower restaurant on the corner, the factory buildings nearby, the car lot across the street, the

entire development of new construction, involving well over \$2,500,000 of investment, is the symbol of a 34-year-old fellow known to thousands as just plain Whitey.  
 How Arnold Carlson developed the property and established himself, seemingly overnight, in the arena and real estate fields, is a story of hustle. Whitey Carlson has always hustled to make a buck

and has never hesitated to take a risk. Combined with these characteristics is the fact that breaks have gone his way.

**One-Man Job**  
 Carlson's Island Garden arena shows what a man can do virtually single-handed, for its owner enjoys pointing out that while other ventures have floundered while seeking funds from public subscription or multiple partnerships, he has forged his way alone.

Carlson's hustling to make a buck has not impelled any impulsive spending on his part and, as a result, Island Garden's impressive hall still has plenty of finishing touches to come. The structure

is finished, as is its entrance lobby. But a two-story attached administrative building is merely a block shell waiting for completion. So is the cocktail lounge which opens onto the street as well as the arena. So is a portion of the arena which will house basement bowling alleys roofed by a permanent grandstand serving the arena. So is the skating rink, for which tubing is in the floor but refrigeration equipment has just been acquired.

No hurry, Whitey says.  
**Began in 1950**  
 Carlson acquired some 18 acres in 1950, when he was only 27 years old. Long Island has mushroomed in population and his

corner now is dead in the center of a fabulous concentration of residents. Where the money came from is not difficult to detail, since Whitey holds few secrets. And where the business sense came from is obvious: he was born with it. Carlson, a native Long Islander, dabbled in real estate and used car dealings, shuttling cars to Southern auctions and maintained his own lot in Nassau County.

First thing to go up on the new property was a vast used car lot. Then came two factories, an appliance store, and the restaurant. With rentals coming in, he set about materializing the biggest task of all, a sports coliseum able to cater to the tastes of a county which has tripled in population, to 1,500,000, since pre-World War II days.

Island Garden's prime feature is its laminated timber arches which support a roof 70 feet high. The half has completely free vision. Seating will be available for 10,000 on a permanent basis when the bowling alleys and grandstand are completed, plus another 2,000 for small-area presentations like wrestling. Right now there are 5,000 folding chairs acquired from American Seating Company, plus a couple of thousand seating spaces in bleachers gotten from Aqueduct race track.

Refrigeration equipment for the rink, which will bring "Holiday on Ice" to Long Island this winter, originally belonged to Iceland in Memphis. A Zamboni rink refresher was picked up in Georgia.

The building, 250 feet wide and 270 long, opened in October with a stamp show. Then came a boat show, flower show, used car sale, Oral Roberts revival, Wirth circus, Boy Scout Exposition, home and food show, Ward Beam rodeo, and three jazz shows. Five wrestling programs have been worked into the schedule and have produced the best grosses and profits thus far.

Carlson is always wide open for suggestions, and his disarming frankness has caught many show salesmen off balance. "I'm new in this business," he has a habit of saying, "I'm new, explain it to me." Explain it, and if he thinks it will go, the deal is on, with no fooling around. But whatever the promotion is, Carlson has to be cut in, as a partner, and he is becoming a darling of the percentage operators.

But sometimes the showmen are caught off guard before he even talks, for their first view of him is apt to be of a fellow with hammer or shovel, working with the other tradesmen around the arena. The polo shirt, leather jacket and crewcut are more the sign of a cab driver than a man with a couple of million bucks riding on realty and show operations. What has happened to Carlson is that his empire grew up around him so rapidly that he hasn't had time to change.

It is this last characteristic, that of being the same fellow the county knew 10 years ago, that has won him strong civic support. To call him anything but Whitey will make him raise his guard suspiciously. And he is called Whitey by thousands of storekeepers and patrons. There is scarcely a knocker, and countless boosters. The arena field has won a valuable addition in Island Garden of West Hempstead, N. Y.



- Five huge interconnected buildings, permitting variable arrangements; spectacular events can be held simultaneously with conventions, meetings, exhibits. Only 8 minutes from center city hotels.
- 315,000 square feet of indoor exhibit space, 215,000 feet constituting one of the nation's largest unbroken expanses, with unlimited floor load. Provision for 1,770 exhibit booths.
- Convention Hall, America's finest, Air-conditioned throughout, including Auditorium seating 14,000 with unobstructed view, Exhibit floor, luxurious Ballroom, and Restaurant equipped to serve 5,000 meals daily. 45 Meeting Rooms of capacity varying up to 1,500 persons.
- Convenient freight handling facilities; special loading platforms for trucks and floor-level railroad unloading; 14 freight doors from 9' x 10' to 24' x 28'.
- Located in the center of the country's heaviest concentration of population and industry—22,000,000 people, and 26% of all U.S. industrial production, within a 100-mile radius. Easy to reach by plane, train or car.

**ALL THIS... PLUS**  
 Philadelphia's unique advantages as a convention and trade show city—the famed historic shrines—traditional Quaker-City hospitality—modern hotels with 5,000 rooms—year 'round recreation and entertainment.

For reservations or full information, write to—

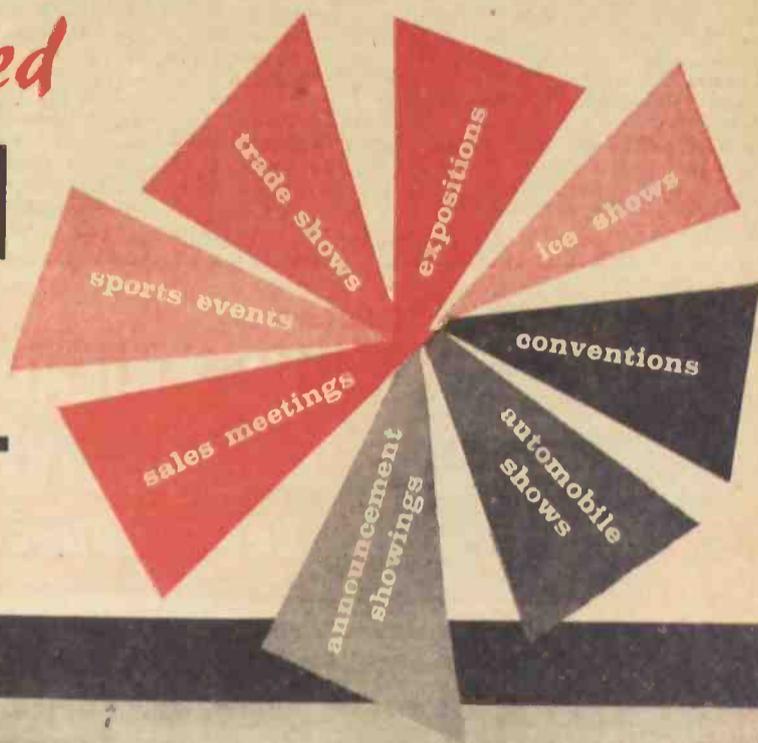
HARRY FERLEGER, EXECUTIVE DIRECTOR  
**THE TRADE AND CONVENTION CENTER**  
 of the City of Philadelphia  
 34th Street and Convention Avenue, Philadelphia 4, Pa.

---

JAMES A. MORRISON, EXECUTIVE DIRECTOR  
**THE CONVENTION AND VISITORS BUREAU**  
 of the Chamber of Commerce of Greater Philadelphia  
 Penn Square Building, Juniper and Filbert Streets, Philadelphia 7

**Pittsburgh Stadium Site Chosen, Told**  
 PITTSBURGH—A decision has been reached here for locating the proposed municipal stadium. It would be near Point Park and across the Allegheny River on the north side of the city. The backers of the same area had sought the new civic arena that is being built elsewhere in the city.  
 The open-air stadium, as is suggested, would seat about 50,000 people, park 12,000 cars, and cost from \$7,000,000 to \$10,000,000.

# Completely Air-Conditioned NEW MIAMI BEACH EXHIBITION HALL



covering nearly five acres!



**LARGEST IN THE SOUTH**

This magnificently designed structure will have an overall floor area of 200,000 square feet and will seat 15,000 people at one time! Its planned versatility and flexibility make it ideal for a wide variety of entertainment events, trade shows and conventions. It will be ranked as one of the most serviceable public buildings in the United States and will make Miami Beach one of the truly great convention and show cities of the world.

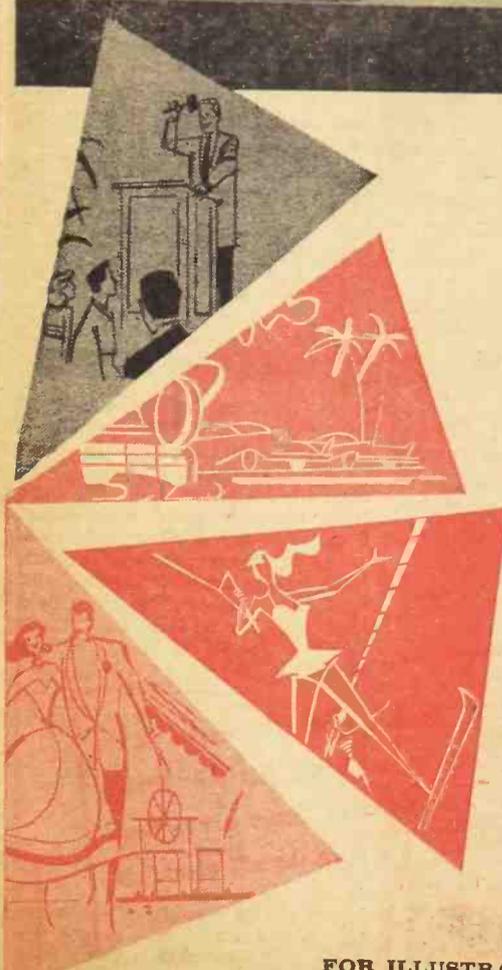
- 10 meeting rooms with seating capacities up to 825 people in addition to main exhibition area
- Modern catering facilities to serve dining functions with attendances up to 8000
- Parking area will accommodate 3,500 automobiles
- Well-equipped offices for press and management personnel

**THE MIAMI BEACH AUDITORIUM,**

with a seating capacity of 3,534, is south and adjacent to the Exhibition Hall. Together the two buildings will provide 173,105 square feet of exhibit space and accommodate 1,039 booths.

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DETAILS AND FLOOR PLANS  
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"THE SHOW PLACE OF THE SOUTH"  
**OVENS AUDITORIUM**

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**CHARLOTTE COLISEUM**

CHARLOTTE, NORTH CAROLINA

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TWO completely separate buildings, each equipped, built and designed specifically for its own type of events . . . with a 2,000-car parking area.

★ OVENS AUDITORIUM

Seats 2,500, air conditioned, acoustically perfect. Stage 100 ft. wide by 80 ft. deep, 60 ft. proscenium. Dressing rooms for stars, performers and chorus. Large areas for equipment and scenery. Perfect for Dramas, Concerts, Operas, Ballets, Radio and TV Shows and virtually every type of Indoor Attraction.

★ CHARLOTTE COLISEUM

Permanent seating for 10,000, additional seating for 3,500. Complete Ice Rink facilities. Carefully designed and planned to handle a wide variety of attractions, such as Basketball, Circuses, Ice Shows, Sport Events, Horse Shows, Rodeos, Conventions, Exhibitions, etc.

● LOCATED IN AN AREA OF 2,500,000 PEOPLE WITHIN A 60-MILE RADIUS

For information contact  
 PAUL BUCK, Manager

**AUDITORIUM-COLISEUM**  
 Charlotte, N. C.

**CENTURY 21**

**Seattle to Improve  
 Auditorium for Fair**

the designation of an exposition and world trade fair to be held here in 1961. The Seattle Civic Auditorium will be revamped and the Civic Ice Arena will be restyled to form a nucleus of the exposition.

Bond issues have been voted by both the city and State. Federal participation is anticipated.

Ewen Dingwall heads up the organization now preparing for the exposition. Headquarters are in the Civic Auditorium building. The group has contacted the international body that certifies world's fairs and will operate under its "B" classification.

Idea for the exposition halls is to place them close together, with patios and courtyards between. The interlocking set of buildings will require less acreage than if each hall were separated from the others.

Civic Auditorium is a multi-purpose building now with a large permanent stage, a level arena floor and permanent seats in elevations at the sides and end. Plans call for the interior to be reconstructed. In effect, a modern theater or opera house will be built within the shell of the present building.

**MERCHANTS EAGER**

**Telephone Ticket Agencies  
 Described by Herman Penn**

GREENVILLE, S. C.—Operation of telephone ticket agencies has been described by Herman J. Penn, manager of the Greenville Memorial Auditorium, new building soon to open here.

Under the system, phones with unlisted numbers are installed at the building ticket box office. Then various merchants around the city and trade area are designated as telephone ticket agencies. These usually are in types of merchandising that desire walk-in trade, but they also include manufacturing plants and others.

The merchants advertise their own operations as usual and in the same ads they point out that

they are ticket agencies. Buyers then come to the store for tickets to specified events at the auditorium. The store has no actual tickets, thus avoiding the complications of multiple box offices, but the attendant telephones an unlisted number at the auditorium. There the auditorium ticket personnel sets aside the tickets purchased.

The buyer in the store pays cash at the time of the phone call, and he also pays the price of the call itself. He receives a receipt which is to be presented at the auditorium for the actual tickets. The merchant operating the telephone

(Continued on page 72)

**SHELLY (BUD) SNYDER**

PRESENTS

**THE TONY LAVELLI SHOW**

starring

**TONY LAVELLI**

**ACT 1**

**"A VARIETY  
 OF MUSIC"**

The Billboard: "Lavelli plays accordion, the piano, sings, dances, does comedy, has the crowd hysterical with audience participation, performs trick novelty basketball on stage, writes and arranges all his material! Can he COOK, too?"



TONY LAVELLI OFFICE

SHELLY SNYDER, Gen. Mgr.

Suite 4-F

13 East 55th Street, New York 22, N. Y.

PL 5-7436

**ACT 2**

**"SONGS, DANCE AND  
 COMEDY!" (With Audience Participation)**

Variety: "Tony Lavelli, handsome 6'4" former All-American basketball star turned entertainer, gave the customers a two hour show. Audience ate it up. Lavelli gives 'em a fast-moving, lively show. The Police realized over \$30,000 from sale of ads in a thick program."

*Introducing*  
**CANADA'S**  
**SPECTACULAR**  
**NEW THEATRE**

THE *NEW* HEART OF  
**CANADIAN**  
**"SHOW BUSINESS"!**

**O'KEEFE**  
**AUDITORIUM**

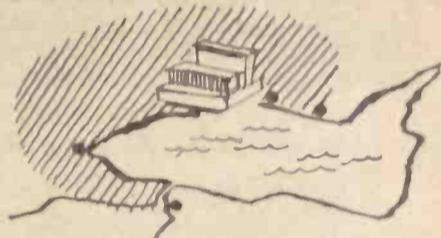
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**PLAN NOW FOR  
 BIGGER AUDIENCES!  
 TOP PUBLICITY!**

Make the new O'Keefe Auditorium part of your theatrical plans for 1960! Construction is now well under way on this fabulous new theatre in the hub of booming, prosperous Ontario! It's destined to be one of the great showplaces of North America.



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Toronto is the 6th largest market in North America . . . one of the continent's most "show-minded" cities . . . with a hungry appetite for drama, musical comedy, variety, music, opera and all forms of live entertainment! This is truly CANADA'S HEART OF SHOW BUSINESS.



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When O'Keefe Auditorium opens in early 1960, it will offer a 3,200 seat theatre, with no seat more than 124 feet from the stage! All seats will be specially designed for the utmost comfort and visibility—many will be equipped with hearing aids. Acoustical facilities will be unexcelled anywhere in North America—to provide the finest production of every form of entertainment, from musical comedy to opera.



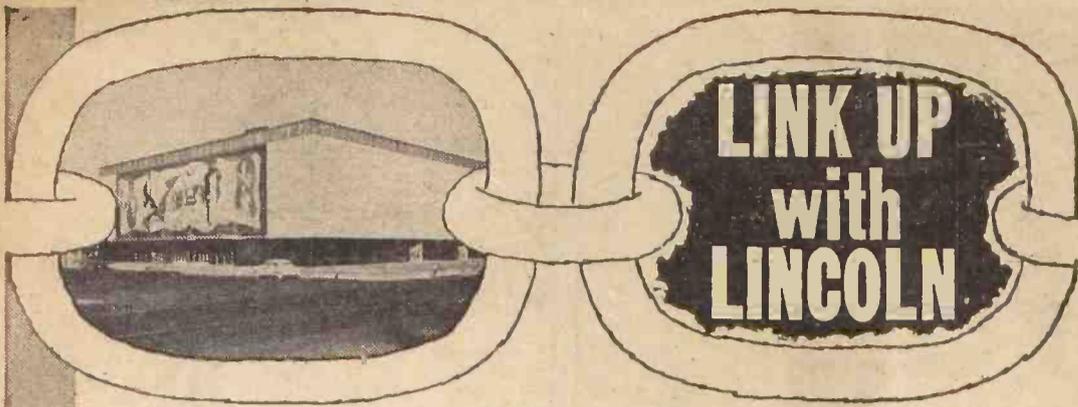
**LARGEST STAGE IN CANADA!**

The stage floor will be across 128' of the building. Acting area framed by the proscenium can be reduced from 60' width to 36' when needed. Proscenium is adjustable to these same widths, with a maximum opening 30' high. Mechanically-elevated 50-piece orchestra pit . . . radio and TV control rooms . . . stage-size rehearsal studio . . . largest lounge areas in North America. There will be 8 star dressing rooms, other rooms to accommodate up to 100 people!

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the man who's Managing Director of the spectacular new O'Keefe Auditorium. Contact him now, to book for shows, concerts, conventions, lectures, TV and Radio broadcasts—for the 1960 season. Write or phone: Hugh P. Walker, Managing Director, O'Keefe Auditorium, Toronto, Canada. Telephone: Em 6-7211.





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**PERSHING MUNICIPAL AUDITORIUM  
 LINCOLN, NEBRASKA**

**ARENAS & AUDITORIUMS**

**Birmingham Introduces Drive-In Ticket Window**

By TOM PARKINSON

**T**HE MUNICIPAL AUDITORIUM at Birmingham has been refurbished and updated to such an extent that Manager Fred McCallum declares only the old steel and old walls remain of the original building. And the wall has been disguised.

But there is something among the new portions that stands out as unique among buildings of this type. Birmingham has a drive-in box office.

The idea, of course, stems from the similar set-up at banks, and the Auditorium box office caters to motorists in the same way. In fact, the same type of equipment was installed for this.

**MOTORISTS WANTING TO** buy tickets for an event at the Municipal Auditorium drive into an L-shaped alley to reach the special box office. There they find a curb located to keep cars at the proper distance. An electrically operated drawer shoots out from the box office to transmit the tickets and money between car and office. There is a speaker system so that the attendant and the buyer can converse. And there is bullet-proof glass like banks have. Beyond that, all the equipment is that of a standard box office. As a matter of fact, the same office has windows on another of its walls, and these open out onto the regular lobby of the Auditorium. This allows the same personnel to offer tickets to both drivers and pedestrians. This office handles only advance sales, and other windows in the lobby serve gate sales for current events.

McCallum reasons that it will take some publicity on the drive-in ticket window in order to get the public to use it. However, since all banks in Birmingham have drive-in cashier windows, it seemed to McCallum that the message would be an easy one to put across.

**REDEDICATION** of the building was September 7 and a special newspaper section was part of the observance then. There is much to see and talk about in the \$1,781,500 project.

For example, there are \$85,000 worth of new red American seats that include upholstered arm rests. A new proscenium is red to match. A new counter weight system, one of the largest, has been put in. Also new are a Frank Adams board and a Carrier 435-ton air-conditioning system. McCallum is adding to the hi-fi RCA public address system. The stage floor is new. And on the outside, even the old wall of the original building has been changed. The red bricks have been painted with a limestone application to match the limestone construction of the new entrance lobby and front portion of the building and to match the rest of the Birmingham civic center.

*Our Thanks to . . . Messrs.*

**RUSSELL V. DOWNING  
 LEON LEONIDOFF** and  
*all your wonderful  
 staff and personnel*

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*for the 5<sup>th</sup> time in 5 years*

*to the world famous*

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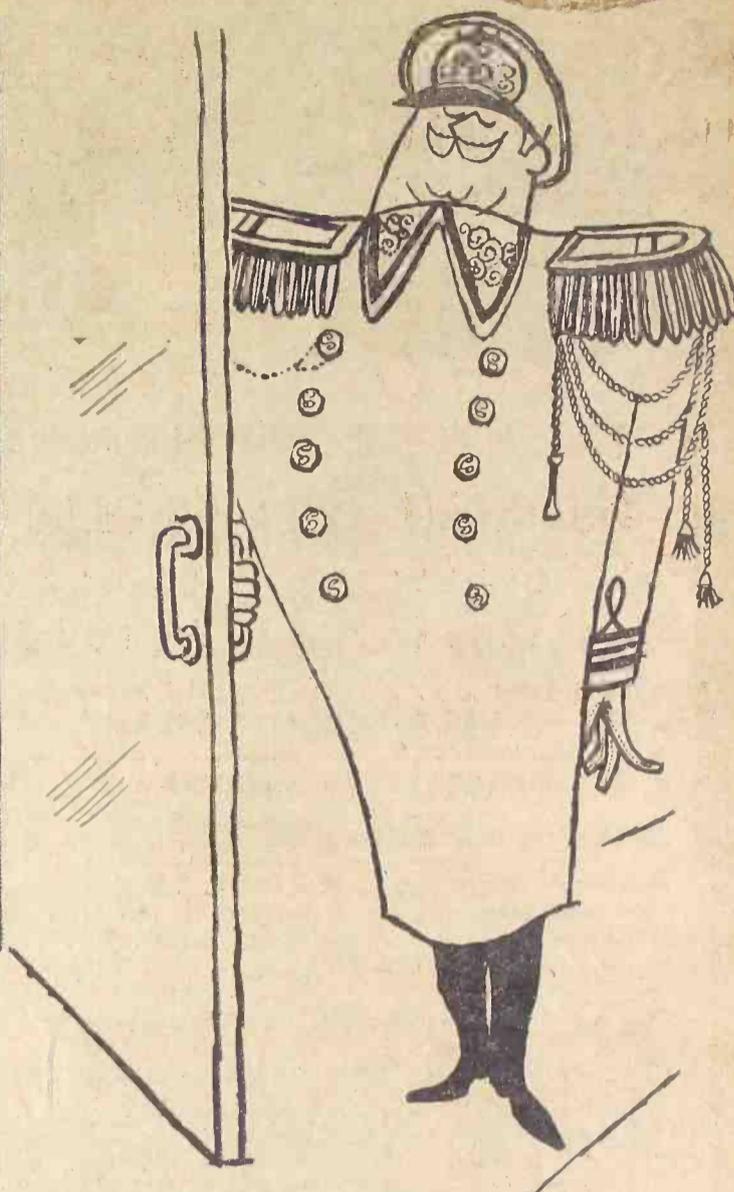
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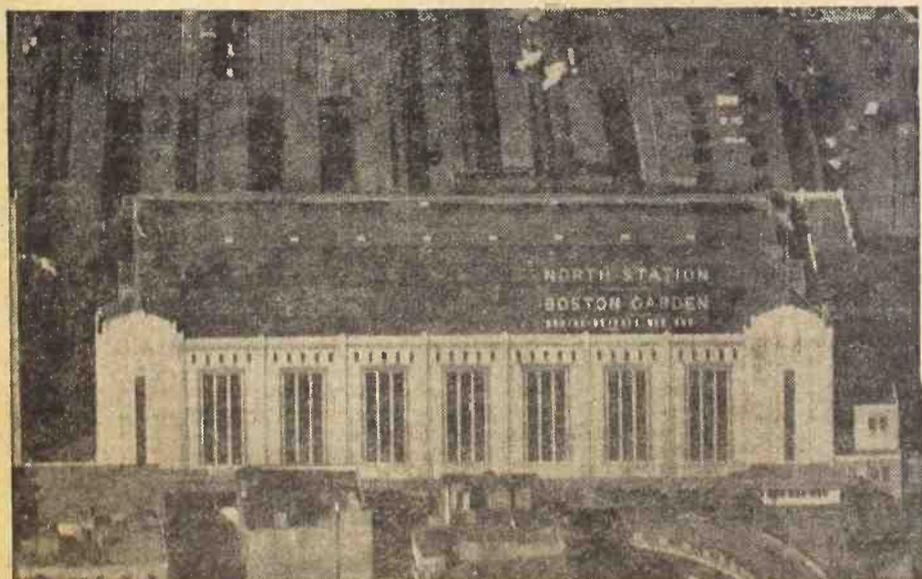
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for any show or event.
- ★ OUTSTANDING RECORD OF SUCCESSES

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## Haynes Cagers Open 6th Tour October 15

LAS VEGAS — Marques Haynes', Harlem, Magicians will launch their sixth season October 15 in Vancouver, B. C., Haynes announces. The tour will begin in that Canadian city and will run well over seven months in a trek that will take it into 41 States, as well as north of the border.

Some 220 dates have already been signed and there is a possibility that the cage troupe will later go south of the border into Mexico.

The traveling hoop artists, in addition to Haynes, will again feature Sam (Boom) Wheeler and Josh Grider, who were instrumental in winning the team's last 781 games. In the first five years on tour the Haynes aggregation has racked up 1,046 wins against only five losses, and noted dribbler says they will play any team along the circuit.

## Thayer Group Sees Europe

CHICAGO — M. E. Thayer, manager of the International Amphitheater, headed a party on a trip to the Brussels fair and other exhibitions and trade fairs in Europe.

They left from New York September 2 and expected to be overseas about 10 days. Thayer said they would visit the Brussels fair and the exposition at Ghent, Belgium. After that, it was expected the party would divide into several parts and participants would visit trade fairs in various parts of Europe.

## Pasadena Tabs 1958 Increase

PASADENA, Calif.—Pasadena Civic Auditorium here has been running about \$16,000 ahead on the year, according to Manager Edward J. Allen, who also handles management of the Rose Bowl.

Allen said the increase is largely attributable to the booking of a revivalist on a weekly schedule. Lectures also have been numerous. Community dances continue strong but off somewhat from recent years.

## PAPER, ASPHALT PROTECT GRASS

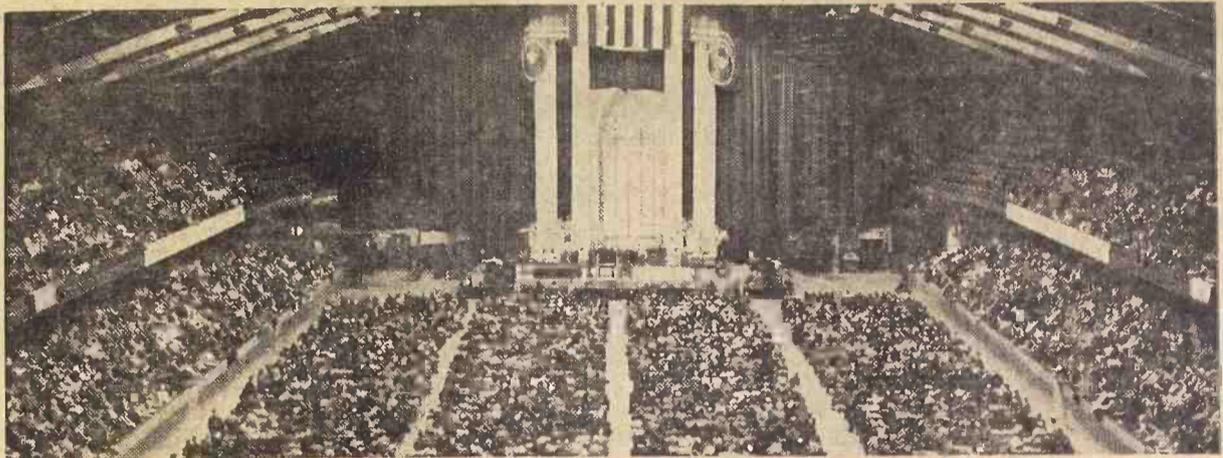
CHICAGO—Tip for trade shows — and others — who use outdoor grassy areas has been creating much comment since M. E. Thayer, manager of the International Amphitheater here, advanced it at the IAAM convention.

Thayer said in Europe last year he observed a technique by which building paper was spread over grass and then coated with three inches of hot asphalt. This surface, he said, takes weight of heavy exhibits. Yet, according to Europeans, the grass underneath is not damaged.

# COMPARE AND YOU, TOO, WILL BE CONVINCED THE INTERNATIONAL AMPHITHEATRE

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Is the Greatest Convention and Exposition Building Under One Roof



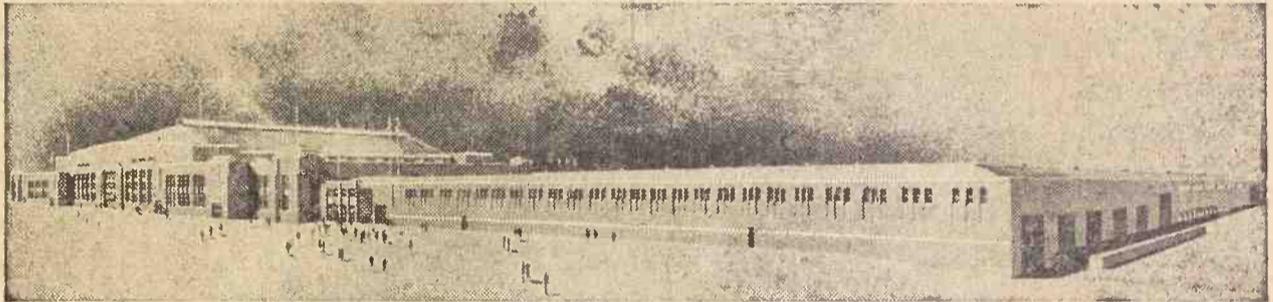
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- Dinner seating capacity 6,000.
- Public address system, radio studios and 3,700 pairs of phone lines.
- Protected parking for 7,500 cars.
- Individual halls seating 2,000-15,000 persons.

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- MACHINE TOOL SHOW
- BOAT SHOW
- INTERNATIONAL LIVESTOCK EXPOSITION
- INTERNATIONAL DAIRY SHOW & 'GOLDEN SPURS' RODEO
- ... and many, many others



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M. E. THAYER, Manager, INTERNATIONAL AMPHITHEATRE, Chicago, Illinois

Phone: YArds 7-5580

# ALBUQUERQUE CIVIC AUDITORIUM

EASY  
TO  
TAKE  
FACTS

### SIZE

Auditorium has 15,000 sq. ft. of exhibit space in the main arena alone, with an additional 6,500 sq. ft. in the lobby and 2,100 sq. ft. in the main meeting room, providing a total of 33,000 sq. ft. for trade exhibits, etc.

### SEATING CAPACITY

The arena area holds 5,500 seats, of which 3,700 are permanent, the remainder portable. Additional meeting rooms of varying capacities (20 to 500 seats) are available, making the new auditorium highly adaptable for conventions and conferences of all types. All seating facilities are designed, using theater-type seats, for maximum comfort and ease.

### LOCATION

Conveniently located on a 26-acre tract only 10 blocks from the downtown business district. Easily accessible by car, bus or taxi service.

### PARKING

Area for over 1,000 cars adjacent to auditorium.

### SOUND SYSTEM

Excellent acoustics and superior sound system for perfect listening. Auditorium is also equipped to handle remote telecasts and radio broadcasts.

### STAGE

Work area of 84'x64', portable stage equipment available. Ideally adapted for concerts, theatricals, etc.

### DINING

Complete catering service for banquets, offering excellent food and service.

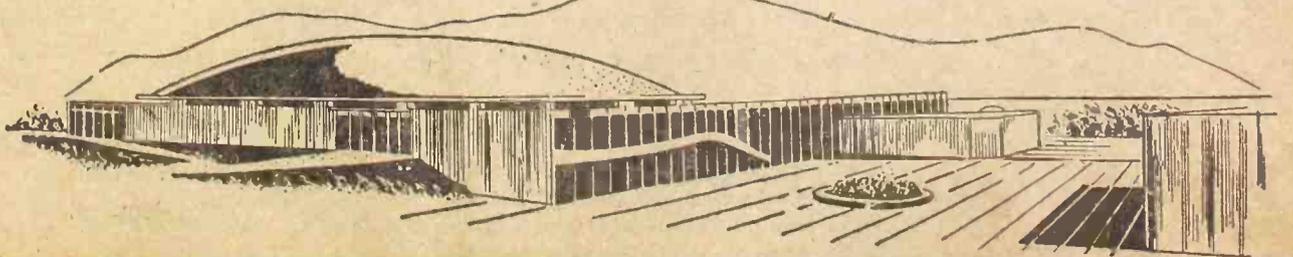
### MISCELLANEOUS

Completely air conditioned by refrigeration. Door clearance to arena is 22 ft. wide and 12 ft. high, enabling trucks to move equipment onto reinforced concrete of arena. Door clearance to main lobby area is 10 ft. high, 10 ft. wide to accommodate auto shows.

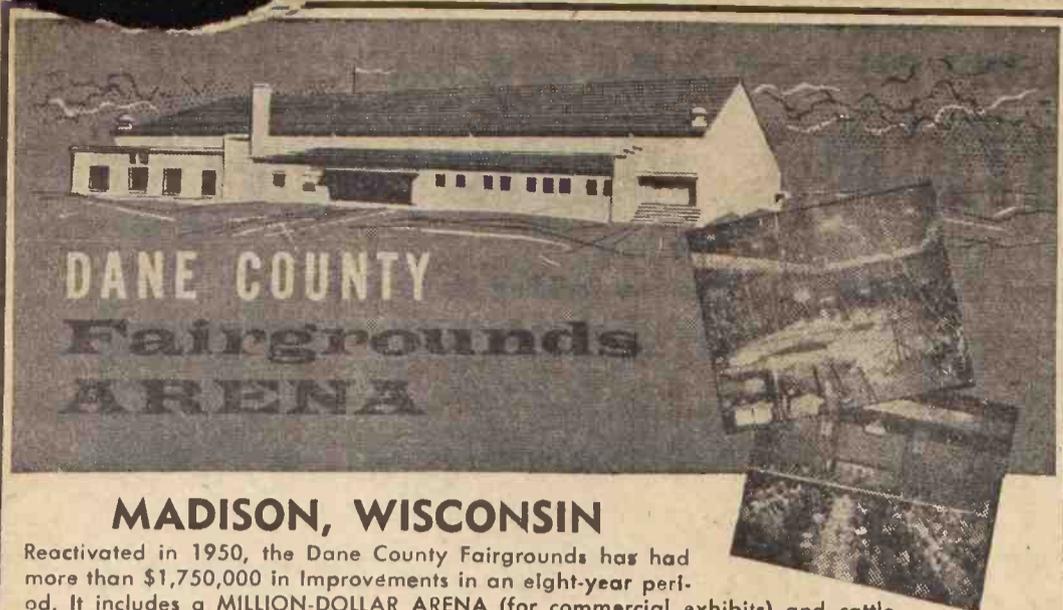
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# DANE COUNTY Fairgrounds ARENA

## MADISON, WISCONSIN

Reactivated in 1950, the Dane County Fairgrounds has had more than \$1,750,000 in Improvements in an eight-year period. It includes a MILLION-DOLLAR ARENA (for commercial exhibits) and cattle barns, complete dormitory and dining facilities, parking for more than a thousand cars, an improved midway area, modern washrooms and six renovated non-commercial exhibit buildings. Each year many top-flight Sports Events, Exhibitions, Carnivals, Fairs, etc., are held at the Fairgrounds.

### FACILITIES

There's free, lighted parking for more than a thousand cars. A mile and one-eighth race track. Complete dining and dormitory facilities for men and women with bedding and full shower and rest-room provisions.

Warehouse facilities are available. A large arena seating 4,000 persons is equipped to handle all types of exhibitions and gatherings.

### ARENA

A million-dollar arena is ideal for sports shows, home and church suppers, livestock exhibitions, etc. There's plenty of room for carnivals and circuses. The seating capacity is 4,000 persons, including modern folding bleachers and 800 chairs, and it's fully equipped with a large 30 by 50-foot portable stage with backdrop, footlights and spot lights.

### LOCATION

The Dane County Fairgrounds is ideally located in the Heart of America's rich dairyland and vacation land. Only three miles from the State Capitol building in beautiful Madison—the hub of government for Wisconsin. Conveniently situated—all major highways in the area hook into the major beltline systems which lead into the fairgrounds.

### EVENTS

The Dane County Fairgrounds has weekly sporting events all year round. Wrestling and dog shows weekly attract people from throughout the southern part of the State.

### DINING HALL

The dining area is a modern, State inspected dining hall with qualified personnel staffing it. Six hundred persons can be served cafeteria style. A stage area is situated at one end of the hall for entertainment purposes. And the dining hall is one of three facilities open all year round.

Contact ROY H. GUMTOW, Manager

## DANE COUNTY FAIRGROUNDS ARENA

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

## Baby Buggy Building Built By Wilding

CHICAGO — A portable auditorium called the Portatorium, which can be erected in a few hours and seat 1,000 persons, is being introduced by Wilding Picture Productions.

Wilding, a producer of business motion pictures and industrial stagelights, designed the Portatorium for use by clients and others as an all-weather enclosure for traveling shows.

The Portatorium is for other events calling for temporary quarters such as expositions, fairs, conventions and festivals, according to Wilding.

A Portatorium for seating 1,000 persons would be 180 feet long, 50 feet wide, and 22 feet high, and would cost approximately \$20,000. The Portatorium is custom-produced and can be made to various specifications.

According to its designer, A. J. Bradford, director of Wilding's Customer Services Department, the Portatorium will prove easier to air condition or heat. He says the Portatorium will tend to squat down rather than blow over in high winds.

It consists of a series of ribs or arches, covered with canvas or other material to form two giant canopies. Like the collapsible top of a baby buggy, the canopies swing upward from opposite ends and meet in the middle to complete the enclosure.

The individual ribs, made of aluminum, are hinged to an aluminum channel which is secured to the ground by long stakes or by bolts sunk in concrete. In dismantling, the ribs come apart like sections of the long handle of a vacuum cleaner.

For air conditioning or heating, a smaller but similar shell is erected inside the Portatorium, in order to provide a dead air space for insulation.

Actual shape of the Portatorium is dependent upon the shape of the ribs, which may be semi-circular, elliptical or other shape.

In the erection operation, one canopy is raised at a time, using a winch or truck pulling a cable

## POSTS OPEN AT BUILDINGS

CHICAGO — A number of arenas and auditoriums are without managers at this time. Some new buildings, like those at Fargo, N. D., and Greensboro, N. C., are seeking managers while construction is under way. Acting managers are awaiting either formal appointment or new personnel at such buildings as Albuquerque, N. M., and Spartanburg, S. C. And some big buildings, among them Ford Auditorium, Detroit, and Pershing Auditorium, Lincoln, Neb., are expecting to announce new appointments momentarily.

## Charleston, S. C. Studies Plans

CHARLESTON, S. C. — According to Chairman Thomas C. Stevenson, the Greater Charleston Auditorium Commission is studying sketches and floor plans of the new public auditorium.

Stevenson said that no formal plans would be released until the group has given its final approval. He described the style of architecture used in the sketches now under study as traditional.

He added that the commission, charged with planning and selecting a site for the proposed auditorium, has tentatively chosen an eight-acre plot of city land near Johnson Hagood Stadium as the best location. Negotiations are still under way on securing adequate parking space nearby.

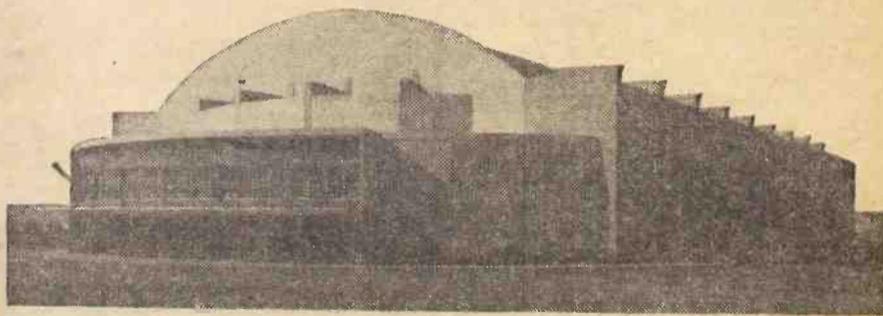
Stevenson said the commission has decided to ask that the city reserve parking space for 2,500 cars near the stadium and auditorium sites. The parking area would be used jointly by both facilities.

attached to the foremost rib. The Portatorium, including a generator and lighting fixtures, is designed so that it can be transported in a trailer truck with a second truck for hauling heating or air conditioning equipment.

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# SPOKANE COLISEUM



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- Reaching more than 3/4 million responsive-proven population.
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- SHOWS Designed to handle all type trade shows and conventions. Spokane is focal point, drawing from population of one million.
- SPORTS Complete facilities for hockey, basketball, boxing and rodeo. Fully equipped for radio and TV broadcasting.
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- AUTO SHOW, ICE CAPEDES, INT. HOME SHOW, OPERA SERIES, SPORTS SHOW, SHRINE CIRCUS, BOXING, SYMPHONY, CONCERTS
- OPEN FOR BOOKING

For Information, Rates and Literature **BEN MOORE, Manager** SPOKANE COLISEUM, SPOKANE, WASH.

## 'Music Man' Plans Long Road Tour

LOS ANGELES—"Music Man," the season's top musical, is destined for a long road tour that will take it to many of the nation's legit houses and undoubtedly some theaters in conjunction with multi-purpose auditorium-arenas.

The national company was launched August 18 at the Philharmonic Auditorium here. The New York company still is the top ticket there. The producer, Kermit Bloomgarden, said most of the country will have a chance to see it live before it is made into a film.

Numerous shows that make money standing still on Broadway lose their bankrolls on a lengthy tour where transportation and other road expense mitigate against large grosses that by the standards

of the old days would be profitable. "The Music Man" is calculated to operate in the championship climate and to be a road money-winner despite its heavy production and its big company, numbering 77, or one more than the total of trombones.

Bloomgarden's general manager, Max Allentuck, announced here an immediate itinerary. After the Los Angeles engagement, limited to six-and-a-half weeks, "The Music Man" plays the State Fair of Texas before entraining for San Francisco. It follows "My Fair Lady" into the Shubert Theater in Chicago, possibly stopping at Denver and Des Moines en route. Dates in numerous theaters of the United States and Canada are to follow.

Bloomgarden echoed the satisfaction of his author-composer, Meredith Willson, at the public's reception of a show so clean that only the circus, the ice extravaganzas and the major sports events are its natural competitors for the family trade.

Also, he recalled here the philosophy of his director, Morton Da Costa, on record as feeling that "the theater should send people home light-hearted instead of depressed." Da Costa's impressive record in bringing in such happy hits as "No Time for Sergeants," "Plain and Fancy" and "Auntie Mame" supports his contention.

## Long Beach Votes on Bonds For Auditorium

LONG BEACH, Calif.—A bond issue will be proposed at a November 4 referendum here. If approved, the bond money will be used for the Long Beach Auditorium. Win Hanssen is manager of the Long Beach building.

## IAAM Member Plans Survey Of Salaries

LONG BEACH, Calif.—Win F. Hanssen, manager of the Long Beach Auditorium, has announced he will make another survey of the amount and terms of salaries paid to auditorium-arena managers throught the country. He made an earlier survey for the International Association of Auditorium Managers and arranged at the recent Seattle convention of the IAAM to undertake a second survey among the members.

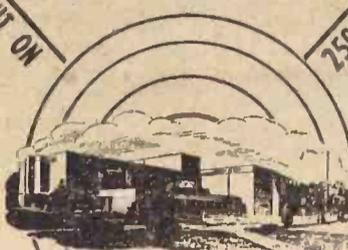
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\$6,000,000 setting for Conventions, Exhibitions, Sales Meetings, Sport and Stage Shows, Banquets.

AUDITORIUM has 6,000 capacity, fully equipped stage with proscenium 50x30, chair riser system and stage lift available. Ample power and outlets. Space and practical dressing rooms.

EXHIBITION HALL is 50,000 square feet with adequate storage, new booth equipment and ramp drive. Ample power and water. Sign service available.

SMALL AUDITORIUM seats 850 persons. Has separate lounge with modernistic furniture. Can be divided by three sets of heavy folding doors. Air conditioned.

DINING ROOM is air conditioned and seats 450 persons at banquet tables. Beautiful lighting. Sunken garden adjacent.

KITCHEN with complete equipment is valued over \$125,000.00. Serving rooms are located in basement and first floor.

COMMITTEE ROOMS (6) each complete with black-out drapes, wall-mounted blackboards, easels and lecterns. Perfect for caucuses of conventions and sales meetings.

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- Auditorium seating 10,439
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- Air Conditioned thruout
- Exhibit Area, 110,000 Sq. Ft. Plus
- Theatre seating 1,770
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There's good Reason Why In Just One Year We Have Already Accommodated the Needs of the Following Renowned Events:

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Write or Call Today for Further Information

**W. W. Vanderslice, Auditorium Director**

717 South Akard Street, Dallas, Texas Phone: RI 1-9711, STA. 1234-1235-1236

## Two Brand New Auditoriums In ALBERTA



This artist's sketch shows a perspective of the Provincial Auditorium built at Calgary and Edmonton to provide social and cultural facilities for Alberta people. The sketch shows an auditorium as it appears from the main entrance. Seating capacity of each auditorium is 2,700.

### ONE IN EDMONTON—ONE IN CALGARY

- ★ Both Auditoriums are theatre-type with sloping floor and balconies.
- ★ Main Auditoriums in each are fan-shaped, measuring 80 feet wide at stage to 160 feet wide at the back wall.
- ★ Each has four lower-level auxiliary rooms, one with a stage capable of accommodating 500 persons, three seating 250 persons.
- ★ Each has kitchens capable of easily serving 2,000 people.
- ★ Each is equipped with closed circuit TV lines, transmitting to other parts of the building.
- ★ Each has the most modern lighting control panels.
- ★ Each has stage 120 feet wide and 48 feet deep.
- ★ Each modern stage has 50 sets of lines.
- ★ Each Auditorium serves a wide area, Edmonton with a population of 226,002 and Calgary with population of 181,780.

For Reservations and Information Contact

J. E. Plewes, Mgr.  
Northern Alberta Jubilee Auditorium  
Edmonton, Alberta

R. M. Aikenhead, Mgr.  
Southern Alberta Jubilee Auditorium  
Calgary, Alberta

### ICER REVIEW

## 19th Ice Capades Rates One of Best

NEW YORK — More plaudits will be heaped on the new edition of "Ice Capades" than even John Harris, a veteran at producing these ice extravaganzas, is accustomed to getting. It becomes an annual chore to determine whether anyone in the ice show fraternity can improve on a form of show business which has seemingly tried everything.

The good points in Harris' 19th edition greatly outnumber the poor ones as to make constructive criticism a virtually impossible task. Ice shows, being of necessity quite inventive, there is much here which has been done before: however these tried and true elements are presented in refreshing fashion.

The production which had its major debut in Madison Square Garden, following the Atlantic City break-in, owes its success to one performer above others and to the staff team of Loring Stewart and Dench. Ronnie Robertson, the whirling dervish on ice, holds audiences spellbound with disbelief at his leaps and spins, and two years of maturity since his professional debut have endowed him with a high degree of showmanship to enhance his presentation.

Outstanding this year is the element which sets this edition apart from others—the choreography displayed in those routines which bring the Ice Cadets and "Pete" to the arena floor en masse. This is not, however, a slight to the outstanding costuming and property execution and many fine individual performances. But if there are any parties who have clearly outdone themselves they are Eugene Loring, who as choreographer worked out many novel patterns for the line boys and girls, and Rosemary Stewart and Robert Dench, who transformed these concepts to visual pleasures.

#### Pipers Score

The Dagenham Girl Pipers provided an air of authenticity to the final number, "Salute to the Black Watch," which serves the double purpose of closing the show on a vigorous note and planting a public relations seed for the Hurok import, the Grenadier Guards which also tours a route of arenas this fall and winter. This obvious tie-in does not distract from the appeal of a Scotch-costumed cast and inventive skating patterns. Paul Castle, the four-foot-high jumper, returns after several years for a brief solo in clown guise. Also new is a chandelier of "Kaleidoscopic Crystals" which change in color and intensity during the show overture.

Featured are Robertson, Bobby Specht, Cathy Machado, The Old Smoothies, Phil Romaine and Cathy Steele, whose athletics are shown to their best advantage yet;

Jimmy Grogan, Helga, Freddie Trenkler, Forgie and Larsen, Castle, Labreque and Gray, Eric Waite and Sandy Culbertson. Jerry Mayhall, satisfied merely with identification in the past, comes on this time to a formal concert introduction prior to the overture.

Costuming continues outstanding, particularly in the "Snow White and the Seven Dwarfs" production in which 18 line girls in rabbit suits wander thru the audience. Four operas have segments skated to in "Operama." Other major numbers are "Anchors Away" and "Cavalcade of Hits."

Only on one or two notes is there any cause for discomfort, and most certainly, what is distracting to one will not draw dissenting comments from all. But the opening "Les Sylphides" production gets the show off to a languid start which is not erased until Johnny Labreque and Johnny Gray come on with a Western monkeyshine segment. From them on, however, the show sparkles with comedy action and color in what is probably the most outstanding effort yet concocted by Producer Harris.

## Globetrotters Spring Oct. 17

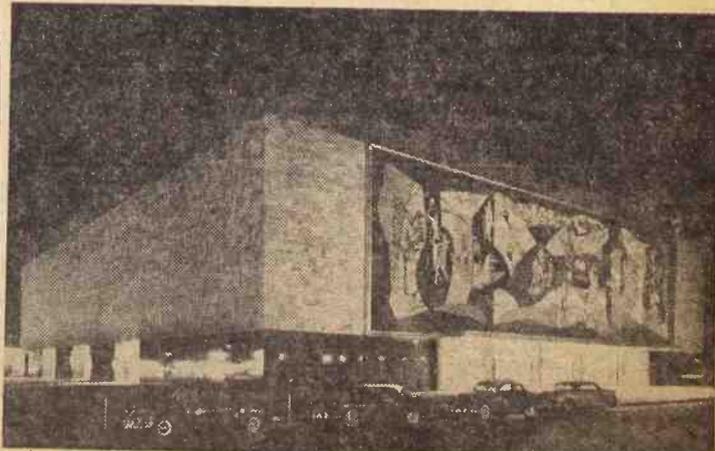
CHICAGO — Abe Saperstein's Harlem Globetrotters will kick off its annual winter tour October 17 in the Chicago Stadium, Bill Margolis, team official, announced last week.

The aggregation will fly to New York immediately following the Windy City opener where they are scheduled to play October 18 in Madison Square Garden and appear on the Steve Allen TV network show October 19.

Three units will be in the field this season, which ends April 1. One will tour South America, another in the Far East and the third in the United States.

## RINGLING GOING TO MEXICO CITY

MEXICO CITY—Ringling Bros. and Barnum & Bailey Circus is scheduled to repeat its winter stand here. Show will enter Mexico from Texas and play in Mexico City about a month, it is understood. There is a chance the show will go later in the winter to Venezuela, but this is still tentative.



LOCATED IN NEBRASKA'S capital, the Pershing Memorial Auditorium, above, is the latest addition to the amusement picture in Lincoln. The building has 4,500 permanent seats and 2,250 portables. The arena floor measures 90 by 181 feet.

**BACK IN U. S.**

**Carver Reports Few Ice Rinks in Europe**

NEW YORK—Ice rink consultant Pete Carver returned to New York last week after a six-week tour of Europe, with "many dollars spent and many seeds planted," he said.

Carver and wife, Paula, had scheduled their junket for four

weeks, but incurred a delay in Moscow over return flight reservations. The Carvers eliminated Venice, London and Amsterdam

and still had to stay over longer than anticipated.

Carver's observations bear out his earlier reports of a dearth of rink consultants on the Continent. Bidding on jobs is done by manufacturers rather than specialists in design engineering and installation.

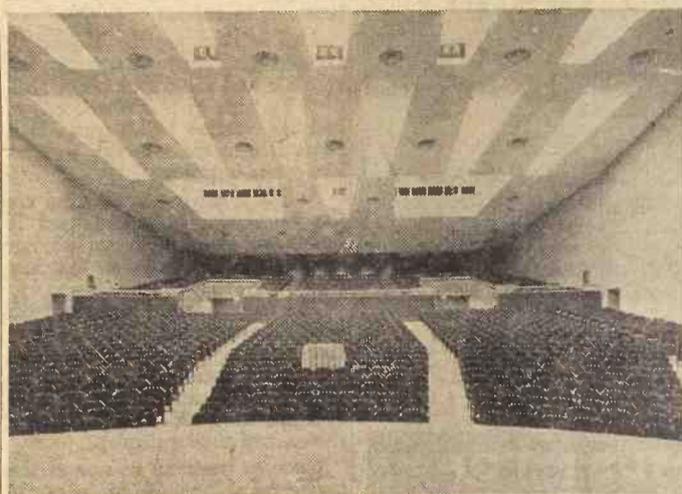
There is an apparent trend toward indoor construction in most of Europe except France and Germany, with most work being done in Scandinavia where more than 20 rinks will be installed this year. (Continued on page 82)

**Cincy Gardens Adding Space**

CINCINNATI—An addition to the Cincinnati Gardens here will double the size of its floor space. Construction is getting started this fall.

The new addition will include a 90 by 200 ice sheet and a practice floor for basketball. A principal benefit will be in the form of added exhibit space.

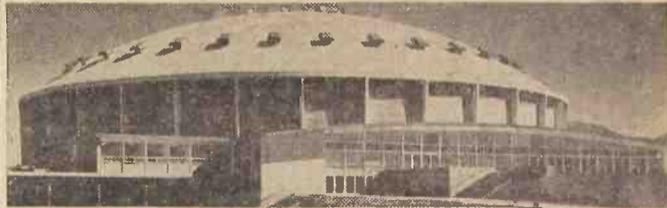
Cost of the addition is estimated at \$500,000. It will be on the south side of the present building.



THE LAVISH THEATER part of the War Memorial Auditorium in Dallas, shown above, has a seating capacity of 1,773. In addition, the building has a 10,411-seat arena.

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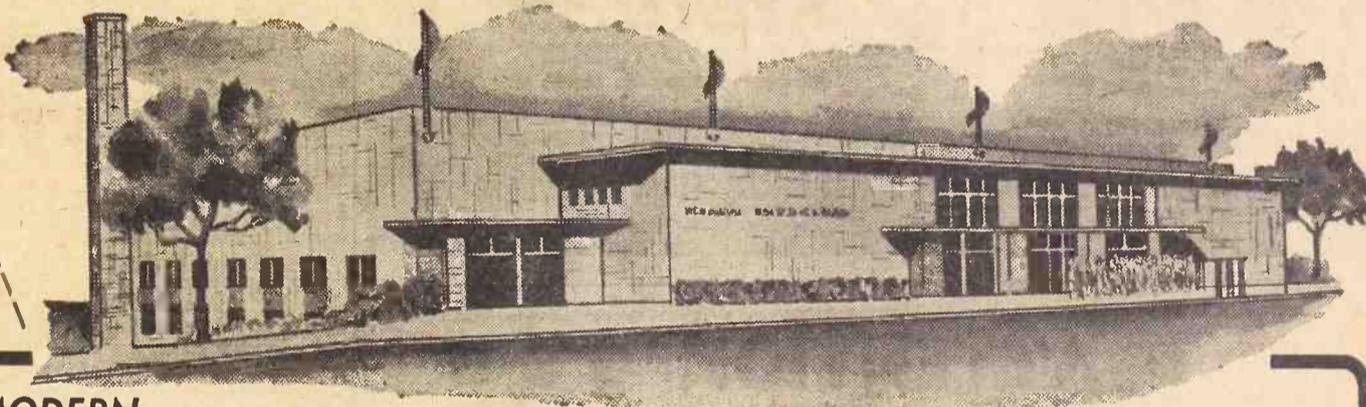
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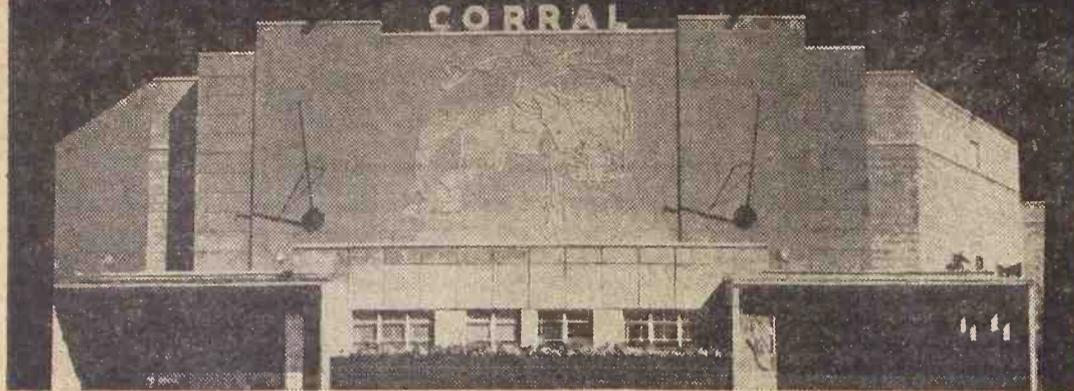
North Dakota Championship Indoor Rodeo—Grand Ole Opry—Wrestling and Boxing—Ice Shows—Convention Center of North Dakota Trade Shows—Auto Show — Exposition — Home of State Basketball Tournaments.

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- Duke Ellington
- Better Home Show
- General Motor Show
- Hippodrome of 1955
- Gene Autry Show
- Sportsman Show
- Minneapolis Symphony
- Elton Britt Show
- Holiday on Ice (Sonja Henie)
- Annie Get Your Gun
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GREEN BAY, WISCONSIN

## East-West & Indoor-Out

• Continued from page 57

will be even more show business under these roofs.

### Cover Spectrum

Already, of course, the array of attractions in auditoriums - arenas cover the show business spectrum. The line-up of Broadway musicals on arena routes is augmented by more frequent auditorium usage by the major national companies of top current hits. This trend promises to build.

Also on deck are the Metropolitan and other opera companies, the concerts and recitals of talent handled by such as the Huron office, and the various ballet companies. None is a stranger to the auditorium-arena business.

And in another classification are the ice shows, born and bred in buildings, along with such other arena floor spectacles as the Scot Guards.

The rodeos, world series to bush league, are arena favorites and fast become one of the standard attractions each manager likes to have on an annual basis. There also are livestock expositions, dog shows, and similar displays.

Circuses continue as one of the mainstays of the arena business and can be used to trace the growth of importance of buildings. Time was that indoor circuses were looked upon as suitcase promotions that put up for a time in a high school gym or armory. They didn't compare with the summer circuses under canvas. Now established indoor circuses enjoy top reputations and play as one of the standards in typical new auditorium-arenas. In many cities summer has given away to winter as circus season because of this.

### Walk-Arounds, Space

Similarly, the walk-around shows have come to the fore. These are the home shows, sport shows, vacation shows, and scores of like combinations of interesting commercial exhibits and entertaining professional talent. Boat shows in particular have been enjoying phenomenal growth and prosperity. The whole walk-around business has blossomed into something highly important to all of show business, and it has done it in auditoriums and arenas.

Walk-around turn the stress from stage and rink and floor to square footage. Exhibit space is all important to an increasing portion of the roofers. Older buildings with inadequate footage to pair with their large seating capacity and adequate stage, are constructing additions in the form of exhibit halls. Among these buildings are those at Memphis and Birmingham.

Exhibit space, now just as much of modern show business as are those seats and stages, also is used by industrial shows, those shows open only to persons qualified as members of a particular business or industry. It doesn't stop there; the industrial shows not infrequently include stage productions aimed at a specific industry or to dealers and salesmen of a certain manufacturer.

And from there it is one step over to convention business. Many conventions use show talent and certainly show methods, but all of them are hard sought by the auditoriums and arenas. Cities and Chambers of Commerce are convinced conventions are prime money sources and they solicit them actively as tenants for the arenas and auditoriums.

These include the trade affairs, hardware dealers, for example; the organizations, such as service clubs and veteran groups, and in the auditorium managers' foreseeable future, another round of the political conventions.

Where many municipal buildings, as well as the college auditorium-arenas, were built with emphasis on sports, the modern buildings continue with athletic events ranging from hockey schedules to basketball tournaments, pro tennis and back to public ice skating. With even a greater flare for show business are the Harlem Globetrotters, which again will be working their way around the country with the comic dribbles and trick shots.

Rounding out the auditorium-arena picture are the bookings of boxing and wrestling on the one hand, revivals and the Passion Play on the other hand. Virtually every type of amusement, entertainment, cultural event and show is represented in the schedule of events at auditoriums and arenas.

In this vast and growing field—where East meets West, where longhair meets rock and roll, where you see acrobats and hear arias—the march toward universal recognition as the home of modern show business is continuing.

## Merchants Eager

• Continued from page 60

agency gets no commission; he benefits from the added traffic in his store.

Penn said that merchants are usually pleased with the operation and eager to sign up. In Pittsburgh, he operated with 86 telephone ticket stations. In Greenville, 20 applications have been received.

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# Auditorium-Arena Directory

## Alabama

**ANNISTON**, Municipal Auditorium SEATS: 16,000.

**BIRMINGHAM**, Masonic Temple

**BIRMINGHAM**, Municipal Auditorium MANAGER: Fred McCallum. PERMANENT SEATS: 2,920, plus 2,180 portable seats. ARENA FLOOR: 100 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 31,000 sq. ft. MEMBER: IAAM. Remodeling added exhibit hall, air conditioning, new seats, new lights, new stage, dressing rooms.

**DECATUR**, H. S. Auditorium SEATS: 1,321

**DEMOPOLIS**, Cattlemen's Coliseum

**GADSDEN**, City Auditorium MANAGER: H. Lee Smith. PERMANENT SEATS: 700, plus 1,200 portable seats. ARENA FLOOR: 100 by 80 feet. EXHIBIT SPACE: 8,000 sq. ft.

**MOBILE**, Fort Whiting Auditorium MANAGER: Lt. Col. C. H. Jones. PORTABLE SEATS: 2,800. ARENA FLOOR: 100 by 125 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,500 sq. ft.

**MOBILE**, Murphy Auditorium

**MONTGOMERY**, Municipal Auditorium SEATS: 3,000.

**MONTGOMERY**, State Coliseum MANAGER: Arthur L. Dees. PERMANENT SEATS: 8,528 plus 4,300 portable seats. ARENA FLOOR: 130 by 260 feet.

**SELMA**, Parrish H. S. Auditorium

**SHEFFIELD**, Community Center SEATS: 1,500.

**TUSCALOOSA**, Foster Auditorium

**TUSCALOOSA**, University of Alabama Auditorium

## Arizona

**DOUGLAS**, H. S. Auditorium SEATS: 1,699.

**PHOENIX**, H. S. Auditorium SEATS: 2,200.

**PHOENIX**, Phoenix Coliseum MANAGER: Weldon Girard. EXHIBIT SPACE: 26,000 sq. ft.

**TUCSON**, Sports Center Auditorium

**TUCSON**, Temple of Music & Art

**TUCSON**, Univ. of Ariz. Auditorium

**YUMA**, Mary Elizabeth Auditorium

## Arkansas

**BLYTEVILLE**, War Memorial Building MANAGER: James Nierstheimer. PERMANENT SEATS: 2,000, plus 500 portable seats. ARENA FLOOR: 60 by 60 feet. EXHIBIT SPACE: 3,600 sq. ft. Air conditioned.

**CAMDEN**, Municipal Auditorium SEATS: 1,600.

**EL DORADO**, H. S. Auditorium SEATS: 1,200.

**FAYETTEVILLE**, Razorback Field House University of Arkansas. Permanent seats, 6,500.

**HOPE**, City Hall Auditorium

**HOT SPRINGS**, Boy's Club MANAGER: Ira Lollis. PERMANENT SEATS: 2,000, plus 1,200 portable seats. ARENA FLOOR: 70 by 112 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 3,000 sq. ft.

**JONESBORO**, Community Center

**LITTLE ROCK**, Barton Coliseum MANAGER: Clyde Byrd. PERMANENT SEATS: 6,500, plus 3,000 portable seats. ARENA FLOOR: 120 by 240 feet. EXHIBIT SPACE: 26,000 sq. ft.

**LITTLE ROCK**, Robinson Memorial Auditorium MANAGER: A. W. Harville. PERMANENT SEATS: 2,986. ARENA FLOOR: 123 by 106 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. MEMBER: IAAM. Music Hall and Exhibit Hall air conditioned.

**PINE BLUFF**, H. S. Auditorium SEATS: 1,300.

**TEXARKANA**, Municipal Auditorium PERMANENT SEATS: 600, plus 300 portable seats.

## California

**ALAMEDA**, H. S. Auditorium SEATS: 2,700.

**BAKERSFIELD**, H. S. Auditorium SEATS: 1,772.

**BALBOA NEWPORT HARBOR**, H. S. Auditorium SEATS: 1,200.

**BERKELEY**, H. S. Community Theater SEATS: 3,500.

**BISHOP**, Charles Brown Auditorium & Exhibit Hall

Eastern Sierra Tri-County Fair. SEATS: 2,500.

**BRAWLEY**, Union H. S. Auditorium SEATS: 1,088.

**BURBANK**, Burroughs H. S. Auditorium

**BURBANK**, Olive Recreation Center SEATS: 2,000.

**BURBANK**, Starlight Theater SEATS: 2,860.

**CLAREMONT**, Bridges Auditorium

**CULVER CITY**, Veterans' Memorial Auditorium MANAGER: Arthur J. Lund. PERMANENT SEATS: 1,800. ARENA FLOOR:

100 by 75 feet. PERMANENT THEATER-TYPE STAGE MEMBER: IAAM. Air conditioned.

**EL CENTRO**, H. S. Auditorium

**EUREKA**, Municipal Auditorium MANAGER: Ralph M. Goldsmith. PERMANENT SEATS: 1,700. ARENA FLOOR: 70 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft.

**FRESNO**, Memorial Auditorium MANAGER: Gordon L. Hewson. PERMANENT SEATS: 3,000. ARENA FLOOR: 100 by 140 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 14,000 sq. ft. CONCESSIONS LEASED. MEMBER: IAAM.

**FULLERTON**, H. S. Auditorium SEATS: 1,700

**GLENDALE**, Civic Auditorium MANAGER: Donald Baurrette. PERMANENT SEATS: 2,000. ARENA FLOOR: 90 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 26,800 sq. ft.

**LONG BEACH**, Municipal Auditorium MANAGER: Win F. Hanssen. PERMANENT SEATS: 2,006, plus 2,102 portable seats in Convention Hall. ARENA FLOOR: 250 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft., Exhibit Hall, plus 15,000 sq. ft. in Convention Hall. MEMBER: IAAM. 12,500-seat Municipal Stadium in conjunction.

**LOS ANGELES**, Pan Pacific Auditorium MANAGER: Charles E. Cord. PERMANENT SEATS: 6,500. ARENA FLOOR: 250 by 400 feet. ICE RINK. MEMBER: IAAM, AMA.

**LOS ANGELES**, Shrine Civic Auditorium MANAGER: F. J. Tabery. PERMANENT SEATS: 6,700. ARENA FLOOR: 150 by 250 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 96,000 sq. ft. MEMBER: IAAM.

**LOS ANGELES**, University Auditorium

**MARYSVILLE**, Union H. S. Auditorium SEATS: 1,400.

**MARYSVILLE**, Yuba County Memorial Auditorium SEATS: 2,000.

**MERCED**, Fairgrounds Pavilion

**MONROVIA**, Union H. S. Auditorium SEATS: 1,800.

**NEWHALL**, Hart H. S. Auditorium SEATS: 1,200.

**OAKLAND**, Municipal Auditorium MANAGER: L. C. Lueddeke. PERMANENT SEATS: 3,800, plus 2,830 portable seats. ARENA FLOOR: 84 by 213 feet. MOVABLE THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. MEMBER: IAAM. The Auditorium also has 1,951-seat Theater, 400-seat Ballroom, 47,000 sq. ft. Exposition Building.

**OCEANSIDE**, H. S. Auditorium SEATS: 1,200.

**ONTARIO**, Chaffet College Auditorium SEATS: 2,360.

**PACIFIC GROVE**, H. S. Auditorium SEATS: 1,000.

**PASADENA**, Pasadena Civic Auditorium MANAGER: Edward J. Allen. PERMANENT SEATS: 2,972. ARENA FLOOR: 109 by 156 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. MEMBER: IAAM.

**RICHMOND**, Memorial Auditorium MANAGER: B. W. Richardson. PERMANENT SEATS: 2,224, plus 1,544 portable seats. ARENA FLOOR: 87 by 122 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 16,614 sq. ft. MEMBER: IAAM. Tilting floor, removable section of stage floor.

**RIVERSIDE**, Memorial Auditorium SEATS: 2,000.

**SACRAMENTO**, Jr. College Auditorium SEATS: 1,000.

**SACRAMENTO**, Memorial Auditorium MANAGER: Bert E. Geisreiter. PERMANENT SEATS: 4,444. MEMBER: IAAM.

**SALINAS**, Union H. S. Auditorium SEATS: 1,800.

**SAN BERNARDINO**, Civic Auditorium

**SAN DIEGO**, Pantheon MANAGER: Jim Wilson. 7,000 SEATS. 45,000 sq. ft. EXHIBIT SPACE.

**SAN FRANCISCO**, War Memorial Opera House

**SAN FRANCISCO**, Winterland Arena

**SAN LUIS OBISPO**, H. S. Auditorium SEATS: 1,200.

**SANTA ANA**, H. S. Auditorium SEATS: 2,500.

**SANTA BARBARA**, National Guard Armory SEATS: 2,600.

**SEAS.**

**SAN MATEO**, Co. Fair Fiesta Building

**SAN BERNARDINO**, Swing Auditorium MANAGER: H. H. Bailey. PERMANENT SEATS: 10,000. ARENA FLOOR: 180 by 80 feet. PERMANENT THEATER-TYPE STAGE.

**SAN FRANCISCO**, Civic Auditorium MANAGER: JAMES T. Graham. PERMANENT SEATS: 4,500, plus 4,400 portable seats. ARENA FLOOR: 187 by 200 feet. EXHIBIT SPACE: 90,000 sq. ft. MEMBER: IAAM. New Plaza Exhibit Hall completed, with 110,000 sq. ft. exhibit space.

**SAN FRANCISCO**, Cow Palace MANAGER: Nye Wilson. PERMANENT SEATS: 10,960, plus 5,874 portable seats. ARENA FLOOR: 142 by 229 feet. PORTABLE THEATER-TYPE STAGE. EXHIBIT SPACE: 298,006 sq. ft. MEMBER: IAAM.

**SAN JOSE**, Civic Auditorium MANAGER: Francis F. Heney. PERMANENT SEATS: 2,000, plus 1,330 portable seats. ARENA FLOOR: 80 by 116 feet. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM.

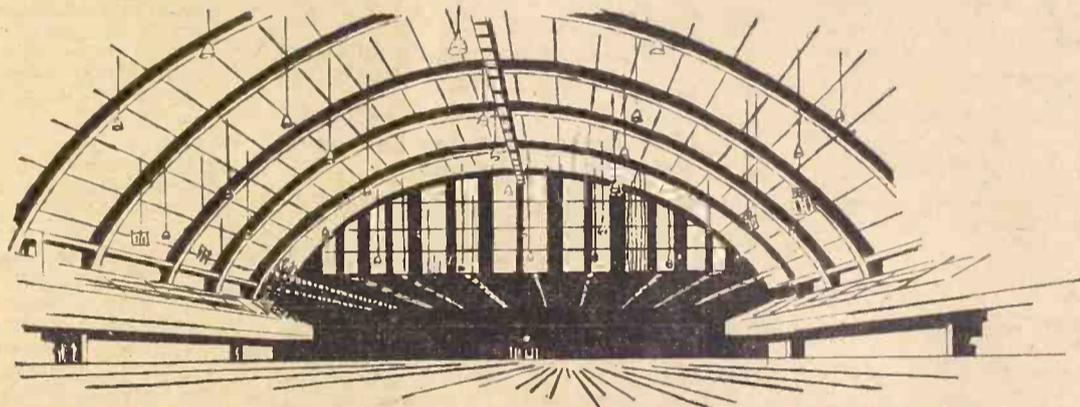
**SANTA MONICA**, AUDITORIUM MANAGER: John T. Webb. PERMANENT SEATS: 3,700 SEATS. IAAM.

**SANTA MONICA**, Municipal Auditorium MANAGER: John T. Webb. PERMANENT SEATS: 3,700. MEMBER: IAAM.

**SANTA CRUZ**, Civic Auditorium MANAGER: H. R. Judah. PERMANENT SEATS: 1,160, plus 900 portable seats. ARENA FLOOR: 64 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 825 sq. ft.

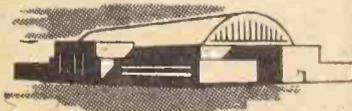
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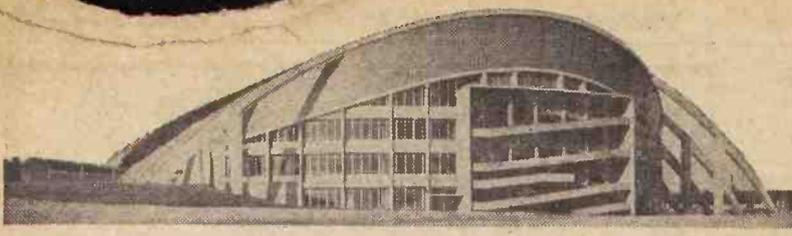
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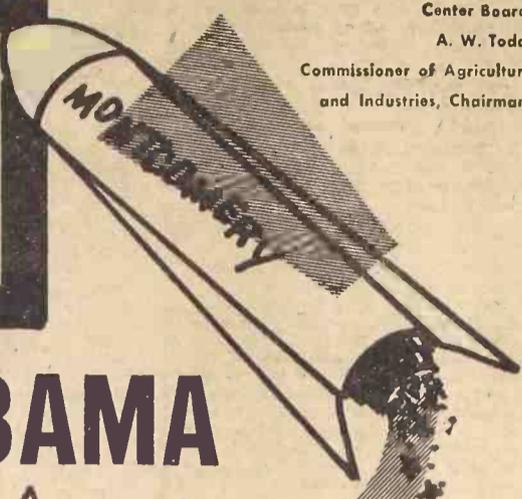
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SOUTH GATE, Civic Auditorium SEATS: 1,200. STOCKTON, Civic Memorial Auditorium MANAGER: Claude Russell, IAAM. 3,630 PERMANENT SEATS plus 2,016 PORTABLE SEATS. 120x100 ARENA FLOOR. 16,000 sq. ft. EXHIBIT SPACE. PERMANENT STAGE. KITCHEN. STOCKTON, Memorial Auditorium MANAGER: Claud Russell, PERMANENT SEATS: 2,016, plus 1,614 portable seats. ARENA FLOOR: 114 by 100. PERMANENT THEATER-TYPE STAGE: 48 by 30. EXHIBIT SPACE: 15,300 sq. ft. STOCKTON, College of Pacific Auditorium TORRANCE, Civic Auditorium SEATS: 1,000. UPLAND, Civic Auditorium SEATS: 3,000. VALLEJO, H. S. & College Auditorium VALLEJO, Veterans Memorial Building VENTURA, Jr. College Auditorium SEATS: 1,600. VISALIA, Civic Auditorium SEATS: 1,500. WATSONVILLE, Civic Auditorium SEATS: 1,000. WHITTIER, Union H. S. Auditorium SEATS: 2,400.

Colorado

BOULDER, Mackey Auditorium SEATS: 2,700. BOULDER, Univ. of Colo. Memorial Center COLORADO SPRINGS, City Auditorium MANAGER: Ted Conklin. PERMANENT SEATS: 3,000. ARENA FLOOR: 111 by 70 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 8,000 sq. ft. DENVER, Denver Coliseum MANAGER: Michael Livota. PERMANENT SEATS: 10,000. ARENA FLOOR: 232 by 112 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. MEMBER: IAAM, AMA. DENVER, Mammoth Garden SEATS: 6,000. GRAND JUNCTION, Mesa College Auditorium SEATS: 1,200. GRAND JUNCTION, Municipal Auditorium GREELEY, University Auditorium PUEBLO, Memorial Hall SEATS: 1,963. PUEBLO, Sports Arena SEATS: 3,000. TRINIDAD, H. S. Auditorium

Connecticut

ANSONIA, City Hall Auditorium BRIDGEPORT, Klein Memorial Auditorium HARTFORD, Bushnell Memorial Auditorium MANAGER: W. H. Mortensen. PERMANENT SEATS: 3,277. PERMANENT THEATER-TYPE STAGE. MERIDEN, City Hall Auditorium NEW BRITAIN, Stanley Arena NEW HAVEN, New Haven Arena MANAGER: Nathan Podoloff. PERMANENT SEATS: 4,000, plus 2,400 portable seats. ARENA FLOOR: 80 by 200 feet. ICE RINK. EXHIBIT SPACE: 24,000 sq. ft. MEMBER: IAAM, AMA. NEW LONDON, Conn. College Auditorium SEATS: 1,353. NORWALK, H. S. Auditorium SEATS: 1,100. STAMFORD, H. S. Auditorium STAMFORD, Power Co. Auditorium WATERBURY, H. S. Auditorium SEATS: 1,500.

Delaware

WILMINGTON, Fournier Hall WILMINGTON, The Playhouse WILMINGTON, Du Pont H. S. Auditorium

District of Columbia

WASHINGTON, Carter Barron Auditorium MANAGEMENT: Feld Brothers. WASHINGTON, National Guard Armory MANAGER: A. J. Bergman. PERMANENT SEATS: 3,234, plus 2,076 portable seats. EXHIBIT SPACE: 140,000 sq. ft. MEMBER: IAAM. WASHINGTON, Turners Arena SEATS: 2,500. WASHINGTON, Ullne Auditorium MANAGER: Paul B. Rothgeb. PERMANENT SEATS: 5,500, plus 3,000 portable seats. ARENA FLOOR: 195 by 87 feet. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. MEMBER: IAAM, AMA.

Florida

BARTOW, City Auditorium CLEARWATER, Municipal Auditorium SEATS: 2,000. CORAL GABLES, The Coliseum DAYTONA BEACH, Peabody Auditorium MANAGER: Henry DeVernar. PERMANENT SEATS: 2,560. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,000 sq. ft. MEMBER: IAAM, National Concert Managers Association. FORT LAUDERDALE, War Memorial Auditorium MANAGER: W. J. Eastman. PERMANENT SEATS: 2,472. PERMANENT THEATER-TYPE STAGE. FORT MYERS, Exhibition Hall FORT MYERS, H. S. Auditorium SEATS: 1,405. JACKSONVILLE, Friday Musical Auditorium JACKSONVILLE, National Guard Armory MANAGER: G. H. Poppell. PERMANENT SEATS: 2,700. ARENA FLOOR: 82 by 138 feet. PERMANENT THEATER-TYPE STAGE. JACKSONVILLE, Washington Hotel Auditorium KEY WEST, H. S. Auditorium LAKE WORTH, American Legion Arena LAKE WORTH, Civic Auditorium LAKELAND, Mayhall Auditorium SEATS: 1,545. MIAMI BEACH, Auditorium & Exhibition Hall MANAGER: Claude D. Ritter. PERMANENT SEATS: 3,534. PORTABLE SEATS: 15,000. ARENA FLOOR: 100 by 132 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. in Auditorium plus 195,000 sq. ft. in Exhibition Hall. Air conditioned. MEMBER: IAAM. MIAMI, Dade County Auditorium MANAGER: Ralph Gilman. PERMANENT SEATS: 2,500. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM. MIAMI, Dinner Key Exposition Building MANAGER: Walter Clewis. PORTABLE SEATING: 12,000. EXHIBIT SPACE: 96,000 sq. ft. MEMBER: IAAM. OCALA, MUNICIPAL AUDITORIUM SEATS: 15,000. ORLANDO, Municipal Auditorium MANAGER: Thomas Starling. SEATS: 3,300. PANAMA CITY, County H. S. Auditorium MANAGER: J. M. Johnson.

GEORGIA'S NEW MILLION DOLLAR AUDITORIUM COLUMBUS, GEORGIA



Columbus Metropolitan Population Over 236,000. EXHIBIT AREA: Main Floor 16,000 sq. Ft. Arena Floor 171x92 SEATING: 3,000 Permanent 2,500 Folding Portable Stage and Bandstand. Available for ALL TYPES OF EVENTS, including ★ Ice Shows ★ Horse Shows ★ Home Shows ★ Water Shows ★ Dances ★ Folk Music ★ Concerts ★ Basketball ★ Expositions ★ Conventions ★ FOR OUTSIDE EVENTS, COLUMBUS MEMORIAL STADIUM. Total Seating 30,000. FOR BOOKING INFORMATION CONTACT: Hubert P. Stubbs, Mgr., Municipal Auditorium, 4th Ave. & Victory Drive, Columbus, Georgia. Phone: FA 3-5927

**PENSACOLA, H. S. Auditorium**  
**PENSACOLA, Municipal Auditorium**  
 MANAGER: Walter E. Wicks. PERMA-  
 NENT SEATS: 578, plus 2,236 temporary.  
 EXHIBIT SPACE: 14,190 sq. ft. MEMBER:  
 IAAM.

**SANFORD, Seminole H. S. Auditorium**  
**ST. AUGUSTINE, Lyceum Auditorium**  
**ST. PETERSBURG, H. S. Auditorium**  
 SEATS: 1,750.

**SARASOTA, Municipal Auditorium**  
 MANAGER: Mason Baldwin. PERMA-  
 NENT SEATS: 400, plus 1,300 portable  
 seats. ARENA FLOOR: 93 by 96 feet.  
 PERMANENT THEATER-TYPE STAGE.  
 EXHIBIT SPACE: 93 by 96 sq. ft. CON-  
 CESSIONS open. MEMBER: IAAM. Air  
 conditioned.

**TALLAHASSEE, Legion Auditorium**  
**TAMPA, Fort Hesterly Armory**  
 MANAGER: Edward V. Chassee. PERMA-  
 NENT SEATS: 1,800, plus 3,200 port-  
 able seats. ARENA FLOOR: 120 by 220  
 feet. EXHIBIT SPACE: 32,000 sq. ft.  
 MEMBER: IAAM.

**TAMPA, Municipal Auditorium**  
 SEATS: 1,300.

**Georgia**

**ALBANY, City Auditorium**  
 MANAGER: C. C. Burnett. AUDI-  
 TORIUM SEATS: 1,450, plus 6,500 stadium  
 seats. PERMANENT THEATER-TYPE  
 STAGE.

**ATHENS, Univ. of Georgia Auditorium**  
**ATLANTA, Municipal Auditorium**  
 MANAGER: H. H. Niebrugge. PERMA-  
 NENT SEATS: 5,000. ARENA FLOOR:  
 95 by 140 feet. PERMANENT THEATER-  
 TYPE STAGE. EXHIBIT SPACE: 37,500  
 sq. ft. MEMBER: IAAM.

**AUGUSTA, Bell Memorial Auditorium**  
 MANAGER: J. D. Bedingfield. MEM-  
 BER: IAAM.

**COLUMBUS, Comer Auditorium**  
**COLUMBUS, Jordan H. S. Auditorium**  
**COLUMBUS, Municipal Auditorium**  
 MANAGER: Hubert F. Stubbs. 3,000  
 PERMANENT SEATS, plus 2,200 PORT-  
 ABLE SEATS: 171x92 ARENA FLOOR.  
 16,000 sq. ft. EXHIBIT SPACE. PORT-  
 ABLE STAGE. IAAM.

**DALTON, H. S. Auditorium**  
**EAST POINT, City Auditorium**  
 SEATS: 1,200.

**FITZGERALD, H. S. Auditorium**  
**GAINESVILLE, Civic Building**  
**GRIFFIN, H. S. Auditorium**  
 SEATS: 1,500.

**LA GRANGE, Callaway Auditorium**  
 SEATS: 1,700

**MACON, Municipal Auditorium**  
 MANAGER: Harry Willis Sr. PERMA-  
 NENT SEATS: 1,080, plus 2,000 portable  
 seats. ARENA FLOOR: 65 by 100 feet.  
 PERMANENT THEATER-TYPE STAGE.  
 EXHIBIT SPACE: 7,500 sq. ft.

**MOULTRIE, Jr. H. S. Auditorium**  
**ROME, City Auditorium**  
 SEATS: 2,000.

**SAVANNAH, Municipal Auditorium**  
 MANAGER: Sol Passink. SEATS: 2,186.  
 MEMBER: IAAM.

**SWAINSBORO, Nancy Auditorium**  
**THOMASVILLE, Municipal Auditorium**  
 SEATS: 1,750.

**TIFTON, H. S. Auditorium**  
**WAYCROSS, City Auditorium**  
 SEATS: 2,500.

**Idaho**

**BOISE, H. S. Auditorium**  
 SEATS: 1,470.

**COCUR D'ALENE, Junior College**  
**Auditorium**  
 PERMANENT SEATS: 1,800, plus 2,200  
 portable seats. ARENA FLOOR: 114 by  
 70 feet. PERMANENT THEATER-TYPE  
 STAGE. EXHIBIT SPACE: 8,000 sq. ft.

**POCATELLO, H. S. Auditorium**  
 SEATS: 2,200.

**TWIN FALLS, H. S. Auditorium**

**Illinois**

**ALTON, H. S. Auditorium**  
 SEATS: 1,200.

**BELLEVILLE, H. S. Auditorium**  
 SEATS: 1,000.

**BLOOMINGTON, Scottish Rite Temple**  
**Auditorium**  
 SEATS: 1,300.

**CHAMPAIGN, Jr. H. S. Auditorium**  
 SEATS: 3,000.

**CHICAGO, Chicago Stadium**  
 MANAGER: Arthur Wirtz. SEATS: 20,  
 000. PERMANENT THEATER-TYPE  
 STAGE. ICE RINK.

**CHICAGO, Coliseum**  
 MANAGER: Kenneth Watson. PERMA-  
 NENT SEATS: 8,000. ARENA FLOOR:  
 480 by 170. ICE RINK. EXHIBIT SPACE:  
 90,000 sq. ft.

**CHICAGO, International Amphitheater**  
 MANAGER: M. E. Thayer. SEATS:  
 13,500. ARENA FLOOR: 123 by 238 feet.  
 EXHIBIT SPACE: 528,000 sq. ft. MEM-  
 BER: IAAM. Air conditioned. TV Coaxial  
 Cables.

**CHICAGO, Navy Pier**  
 MANAGER: John T. Manley. EXHIBIT  
 SPACE: 350,000 sq. ft.

**DANVILLE, H. S. Auditorium**  
 SEATS: 2,000.

**DECATUR, Masonic Temple**  
 MANAGER: George F. Hirst. PERMA-  
 NENT SEATS: 1,234. PERMANENT THE-  
 ATER-TYPE STAGE.

**DIXON, H. S. Auditorium**  
 SEATS: 1,100.

**EAST ST. LOUIS, Shrine Temple**  
 MANAGER: Robert P. Miller. PERMA-

NENT SEATS: 1,600, plus 1,400 portable  
 seats. ARENA FLOOR: 90 by 95 feet.

**FREEPORT, Shrine Theater**  
**HARRISBURG, H. S. Auditorium**  
**HARRISBURG, Outdoor Auditorium**  
 SEATS: 3,500.

**MATTOON, City Auditorium**  
**MOLINE, Wharton Field House**  
 MANAGER: C. W. Holmgren. PERMA-  
 NENT SEATS: 6,000.

**PEKIN, H. S. Auditorium**  
 SEATS: 1,100.

**PEORIA, Bradley Field House**  
**PEORIA, H. S. Auditorium**  
**PEORIA, Shrine Mosque**  
 MANAGER: Leonard B. Potter. PERMA-  
 NENT SEATS: 1,828. STAGE FLOOR:  
 75 by 45 feet. PERMANENT THEATER-  
 TYPE STAGE. EXHIBIT SPACE: 2,200  
 sq. ft.

**QUINCY, H. S. Auditorium**  
**ROCK FALLS, H. S. Auditorium**  
 SEATS: 1,000.

**ROCK ISLAND, Armory**  
 SEATS: 8,000.

**ROCKFORD, Auditorium**  
**ROCKFORD, Shrine Temple**  
**SPRINGFIELD, Illinois State Armory**  
 SEATS: 5,500.

**STERLING, Coliseum**  
 SEATS: 1,500

**QUINCY, Quincy College Gym**  
 MANAGER: L. E. Shaw. SEATING:  
 2,800 to 4,500.

**Indiana**

**BLOOMINGTON, Indiana University**  
**Auditorium**  
 MANAGER: L. L. Davis. SEATS:  
 3,788. PERMANENT THEATER-TYPE  
 STAGE. MEMBER: National Association  
 Concert Managers. Air conditioned.

**CONNERSVILLE, H. S. Auditorium**  
 SEATS: 1,200.

**EVANSVILLE, Coliseum**  
 PERMANENT SEATS: 1,200, plus 1,100  
 portable seats. PERMANENT THEATER-  
 TYPE STAGE. CIRCUS: Shrine, Firemen.

**ELKHART, Northside Gym**  
 SEATS: 8,400.

**EVANSVILLE, Mesker Memorial**  
**Amphitheater**  
 MANAGER: James R. Newcom.

**EVANSVILLE, Roberts Municipal Stadium**  
 MANAGER: Paul E. Padgett. PERMA-  
 NENT SEATS: 8,500, plus 3,500 tempo-  
 rary. MEMBER: IAAM.

**FORT WAYNE, Allen County Coliseum**  
 MANAGER: Don Myers. PERMANENT  
 SEATS: 7,200, plus 2,800 portable seats.  
 ARENA FLOOR: 223 by 108 feet. EXHIB-  
 IT SPACE: 50,000 sq. ft. MEMBER:  
 IAAM.

**FORT WAYNE, Quimby Auditorium**  
 SEATS: 2,176.

**GARY, Memorial Auditorium**  
**GOSHEN, H. S. Auditorium**  
 SEATS: 1,200.

**HUNTINGTON, H. S. Auditorium**  
 SEATS: 1,000.

**LOGANSPORT, H. S. Auditorium**  
**HAMMOND, Civic Center**  
 PERMANENT SEATS: 4,000, plus 3,000  
 portable seats. ARENA FLOOR: 140 by  
 62 feet. EXHIBIT SPACE: 14,600 sq. ft.

**INDIANAPOLIS, Butler Univ. Field House**  
 MANAGER: P. D. Hinkle. PERMA-  
 NENT SEATS: 9,000, plus 6,000 portable  
 seats. ARENA FLOOR: 250 by 175 feet.

**INDIANAPOLIS, Indiana Coliseum**  
 MANAGER: Melvin T. Ross. PERMA-  
 NENT SEATS: 8,839 plus 3,000 portable  
 seats. ARENA FLOOR: 120 by 300 feet.  
 MEMBER: IAAM. Retailed by Indiana  
 State Fair. May to October.

**KOKOMO, Armory**  
**KOKOMO, H. S. Auditorium**  
**LA PORTE, Civic Auditorium**  
 SEATS: 3,500.

**MARION, Memorial Coliseum**  
 SEATS: 6,000.

**MICHIGAN CITY, Civic Auditorium**  
 SEATS: 3,500.

**MUNCIE, Masonic Temple**  
 SEATS: 1,000.

**MUNCIE, Field House**

**RICHMOND, Civic Hall—Sr. H. S.**  
 SEATS: 4,000.



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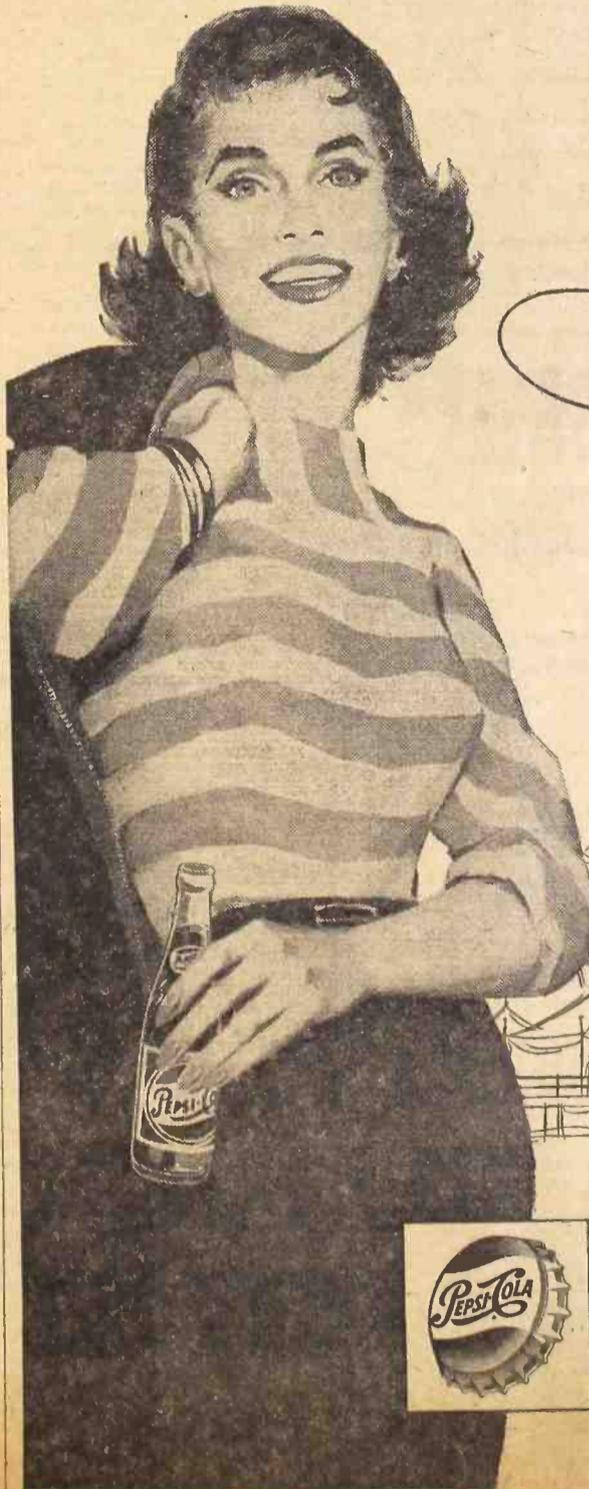


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**RICHMOND, McGraw Hall**  
SOUTH BEND, Adams B. & Auditorium  
MANAGER: Russell Rothenel. PER-  
MANENT SEATS: 1,000, plus 1,000 port-  
able seats. ARENA FLOOR: 88 by 77 ft.  
TERRE HAUTE, College Union Building  
SEATS: 1,732.

TERRE HAUTE, Field House  
TERRE HAUTE, Knights of Columbus  
Auditorium  
TERRE HAUTE, Shrine Auditorium  
VINCENNES, H. S. Auditorium  
VINCENNES, Coliseum  
SEATS: 7,500.

**Iowa**

AMES, H. S. Auditorium  
BOONE, Community Building  
BURLINGTON, Memorial Auditorium  
MANAGER: B. L. Wyborny. PERMA-  
NENT SEATS: 2,600. MEMBER: IAAM.  
CEDAR RAPIDS, Memorial Coliseum  
MANAGER: Barney McPartland. PER-  
MANENT SEATS: 1,200 plus 1,900 portable  
seats. ARENA FLOOR: 143 by 77 feet.  
PERMANENT THEATER-TYPE STAGE.  
EXHIBIT SPACE: 2,300 sq. ft.  
COUNCIL BLUFFS, Moose Auditorium  
SEATS: 2,000.  
DAVENPORT, Masonic Auditorium  
MANAGER: A. D. Peirce. SEATS:  
2,700. PERMANENT THEATER-TYPE  
STAGE. EXHIBIT SPACE: 20,000 sq. ft.  
DES MOINES, KENT Theater  
MANAGER: Henry J. Wiemann. SEATS:  
4,139. PERMANENT THEATER-TYPE  
STAGE. MEMBER: IAAM.  
DES MOINES, Veterans' Memorial  
Auditorium  
MANAGER: Horace S. Strong. PERMA-  
NENT SEATS: 7,262, plus 8,000 portable  
seats. ICE RINK. EXHIBIT SPACE: 46,000 sq. ft.  
MEMBER: IAAM.  
DES MOINES, Hoyt Sherman Auditorium  
DES MOINES, Shrine Auditorium  
DUBUQUE, H. S. Auditorium  
DUBUQUE, Loras College Gyn  
SEATS: 2,500.  
FORT DODGE, H. S. Auditorium  
SEATS: 1,190.  
MARSHALLTOWN, Memorial Coliseum  
MASON CITY, H. S. Auditorium  
MASON CITY, Roosevelt Fieldhouse  
MUSCATINE, H. S. Auditorium  
SEATS: 1,500.  
OSKALOOSA, H. S. Auditorium  
SEATS: 1,200.  
OTTUMWA, Ottumwa Coliseum  
MANAGER: K. M. Pennington. PERMA-  
NENT SEATS: 688, plus 1,284 portable  
seats. ARENA FLOOR: 80 by 120 feet.  
PERMANENT THEATER-TYPE STAGE.  
EXHIBIT SPACE: 18,000 sq. ft.  
SIOUX CITY, Municipal Auditorium  
MANAGER: Robert D. Hinchman. PER-  
MANENT SEATS: 2,600, plus 1,900 port-  
able seats. ARENA FLOOR: 84 by 180  
feet. PERMANENT THEATER-TYPE  
STAGE. ICE RINK. EXHIBIT SPACE:  
17,000 sq. ft. Air conditioned. Rail Side-  
track. MEMBER: IAAM.

**Waterloo, Missedrons**  
MANAGER: Nicholas George. PERMA-  
NENT SEATS: 7,469, plus 500 portable  
seats. ARENA FLOOR: 100 by 200 feet.  
EXHIBIT SPACE: 20,000 sq. ft. MEM-  
BER: IAAM.

**Kansas**

ARKANSAS CITY, H. S. Auditorium  
SEATS: 2,500.  
ATCHISON, Memorial Hall  
SEATS: 2,500.  
CHANUTE, Memorial Auditorium  
DODGE CITY, St. H. S. Auditorium  
SEATS: 1,300.  
COFFEYVILLE, Memorial Auditorium  
MANAGER: George A. Hayden. PER-  
MANENT SEATS: 1,992, plus 150 portable  
seats. ARENA FLOOR: 75 by 50 feet.  
PERMANENT THEATER-TYPE STAGE.  
EXHIBIT SPACE: Approx. 600 sq. ft.  
DODGE CITY, Municipal Auditorium  
MANAGER: Ray H. Smith. PERMA-  
NENT SEATS: 3,222. ARENA FLOOR:  
75 by 150 feet. PERMANENT THEATER-  
TYPE STAGE.  
EMPORIA, Civic Auditorium  
SEATS: 4,000.  
ED DORADO, Jr. College Auditorium  
SEATS: 1,300.  
FORT SCOTT, Memorial Hall  
SEATS: 2,500.  
GREAT BEND, City Auditorium  
HUTCHINSON, H. S. Auditorium  
HUTCHINSON, Arena & Convention Hall  
MANAGER: Paul W. Neff. SEATING:  
Sports Arena has 4,050 permanent and  
2,000 temporary seats; Convention Hall  
has 1,663 permanent and 868 temporary  
seats. ARENA FLOOR: 138 by 160 and  
56 by 100. PERMANENT THEATER-  
TYPE STAGE. MEMBER: IAAM.  
INDEPENDENCE, Memorial Hall  
SEATS: 2,400.  
IOLA, Memorial Hall  
LAWRENCE, Community Building  
SEATS: 1,200.  
MANHATTAN, Memorial Auditorium  
NEWTON, City Auditorium  
SEATS: 1,200.  
PARSONS, Municipal Auditorium  
SEATS: 2,100.  
PITTSBURG, Memorial Auditorium  
PRATT, Municipal Auditorium  
SALINA, Agriculture Hall, Kenwood  
Fairgrounds  
SALINA, Memorial Hall  
SEATS: 3,000.  
TOPEKA, Municipal Auditorium  
MANAGER: Roy G. Saunders. PERMA-  
NENT SEATS: 4,200. ARENA FLOOR:  
100 by 130 feet. PERMANENT THEATER-  
TYPE STAGE. EXHIBIT SPACE: 13,000  
sq. ft. MEMBER: IAAM.  
WICHITA, Forum  
MANAGER: C. A. Johnson. PERMA-  
NENT SEATS: 3,940. ARENA FLOOR:  
80 by 135 feet. PERMANENT THEATER-  
TYPE STAGE. EXHIBIT SPACE: 112,915  
sq. ft. MEMBER: IAAM.  
WICHITA, U. of Wichita Field House  
10,235 SEATS.  
WICHITA, Univ. Field House  
SEATS: 10,235.

MANAGER: Clyde Reeves. PERMA-  
NENT SEATING: 14,532, plus 2,000 port-  
able seats in Coliseum. 21,595 seats in  
stadium. ARENA FLOOR: 116 by 280.  
EXHIBIT SPACE: 407,000 sq. ft. ICE  
RINK. Meeting rooms, and dining rooms.  
MEMBER: IAAM.

LOUISVILLE, Memorial Auditorium  
SEATS: 2,350. PERMANENT THEATER-  
TYPE STAGE.

MIDDELBORO, Central School Auditorium  
OWENSBORO, Memorial Recreation Center  
SEATS: 7,100.

PADUCAN, The Arena  
PADUCAN, H. S. Auditorium

**Louisiana**

BATON ROUGE, H. S. Auditorium  
BOGALUEA, Jr. H. S. Auditorium  
COVINGTON, School Auditorium  
HAMMOND, H. S. Auditorium  
HAMMOND, Southeastern Coliseum  
MANAGER: Robert Farris. IAAM.  
LAFAYETTE, Blackham Coliseum  
MANAGER: Burl C. Logan. PERMA-  
NENT SEATS: 2,600, plus 2,600 portable  
seats. ARENA FLOOR: 230 by 140 feet.  
ICE RINK. MEMBER: IAAM.  
LAKE CHARLES, McNeese State College  
Auditorium  
SEATS: 2,250.  
MONROE, H. S. Auditorium  
SEATS: 2,300.  
NEW IBERIA, H. S. Auditorium  
NEW ORLEANS, International Trade Mart  
Exhibition space.  
NEW ORLEANS, Loyola University  
Fieldhouse  
MANAGER: Thomas Preston. IAAM.  
NEW ORLEANS, Municipal Auditorium  
MANAGER: Ray Schueering. PERMA-  
NENT SEATS: 3,000, small hall; 5,000,  
large hall; may be combined. ARENA  
FLOOR: 130 by 261 feet. PERMANENT  
THEATER-TYPE STAGE. ARENA: 32,250  
sq. ft. ANNEX, 26,408 sq. ft., plus 10,000  
sq. ft. annex.  
SHREVEPORT, Municipal Auditorium  
MANAGER: E. P. Allison. PERMA-  
NENT SEATS: 3,740, plus portable seats.  
ARENA FLOOR: 76 by 90 feet. PERMA-  
NENT THEATER-TYPE STAGE. MEMBER:  
IAAM.  
SHREVEPORT, State Fair Youth Center  
MANAGER: Joseph Mansout. PERMA-  
NENT SEATING: 9,000, plus portable seats.  
ARENA FLOOR: 240 by 120. MEMBER:  
IAAM.  
SLIDELL, Municipal Auditorium

**Maine**

BANGOR, Municipal Auditorium  
MANAGER: Paul V. Brown. PERMA-  
NENT SEATS: 7,000. ICE RINK. EX-  
HIBIT SPACE: 13,000 sq. ft. MEMBER:  
IAAM.  
BATH, H. S. Auditorium  
SEATS: 1,000.  
BREWER, Municipal Auditorium  
SEATS: 2,000.  
LEWISTON, Armory  
SEATS: 6,000.  
PORTLAND, Exposition Building  
SEATS: 4,200.  
PORTLAND, City Hall Auditorium  
SACO, City Hall Auditorium  
WATERVILLE, American Legion Hall  
SEATS: 2,000.

**Massachusetts**

AMESBURY, Town Hall Auditorium  
ATHOL, Memorial Hall  
BEVERLY, H. S. Auditorium  
BOSTON, Boston Garden  
MANAGER: Walter Brown. SEATS:  
13,750. ARENA FLOOR: 100 by 225 ft.  
ICE RINK. MEMBER: IAAM, AMA.

**Kentucky**

BOWLING GREEN, H. S. Auditorium  
HAZARD, Memorial Gymnasium  
MANAGER: James Caudill. PERMA-  
NENT SEATS: 2,700. ARENA FLOOR:  
100 by 60 feet. EXHIBIT SPACE: 10,000  
sq. ft.  
LEXINGTON, Woodland Auditorium  
SEATS: 4,800.  
LEXINGTON, Univ. of Ky. Coliseum  
LOUISVILLE, Armory  
MANAGER: Charles F. Gravas.  
LOUISVILLE, Kentucky Coliseum and  
Exposition Center

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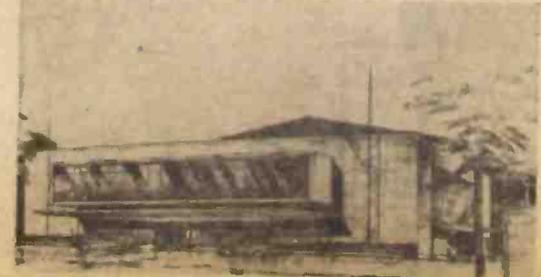
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Appealing to 969,139 Population

- NEW SEATING Main Auditorium, 5,090 Exhibit Hall, 1,500
- MODERN LIGHTING
- EXHIBIT AREA TOTAL, 30,000 Sq. Ft. Main Auditorium, 19,000 Sq. Ft. Exhibit Hall, 11,000 Sq. Ft.
- NEW COMMITTEE ROOMS SEATING 50, 150-300

For Complete Details Contact  
**FRED McCALLUM, MGR.**  
Municipal Auditorium  
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**FACILITIES:**

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- ★ Ice Rink—190 ft. x 85 ft.
- ★ Basketball and Stage Shows—6,500 Seats
- ★ Boxing and Wrestling Shows—8,000 Seats

**IT'S A FACT:** Your event can be a Winner, just as these shows have been:

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Home of the Troy Bruins, members of the International Hockey League.

Contact: **KEN WILSON; Troy Hockey Club, Inc.**  
**HOBART ARENA**  
TROY, OHIO  
PHONE: (TROY) FEDERAL 2-7294

**BOSTON**, Mechanics Building To be razed. **MANAGER:** George Lang. **IAAM.**

**BROOKLINE**, Whitney Hall SEATS: 2,000.

**CHELSEA**, H. S. Auditorium SEATS: 1,600.

**FRAMINGHAM**, Memorial Building SEATS: 1,970.

**GLOUCESTER**, H. S. Auditorium SEATS: 1,492.

**GREENFIELD**, Washington Hall

**HOLYOKE**, Soldiers' Memorial Auditorium SEATS: 1,100.

**LEOMINSTER**, City Hall Auditorium SEATS: 1,245.

**LEXINGTON**, Cary Memorial Hall

**LOWELL**, Memorial Auditorium SEATS: 4,000.

**LOWELL**, Rex Arena SEATS: 2,000.

**LYNN**, North Shore Sports Center **MANAGERS:** Patrick J. Goggin Jr., John Knight. **PERMANENT SEATS:** 2,500, plus 1,500 portable seats. **ARENA FLOOR:** 82 by 190 ft. **ICE RINK.** **EXHIBIT SPACE:** 34,400 sq. ft.

**LYNN**, City Hall Auditorium SEATS: 2,073.

**MALDEN**, H. S. Auditorium SEATS: 1,700.

**MEDFORD**, H. S. Auditorium SEATS: 1,500.

**MILFORD**, Lynch Auditorium SEATS: 1,200.

**PITTSFIELD**, H. S. Auditorium SEATS: 1,440.

**PLYMOUTH**, Memorial Building

**SOUTHBRIDGE**, Town Hall SEATS: 1,200.

**SPRINGFIELD**, Coliseum

**PERMANENT SEATS:** 6,000, plus portable seats. **ARENA FLOOR:** 115 by 200 ft. **ICE RINK.** **CONCESSIONS LEASED.**

**SPRINGFIELD**, Municipal Auditorium SEATS: 3,218.

**WALTHAM**, Hovey Memorial Building SEATS: 1,106.

**WORCESTER**, Worcester Arena

**WORCESTER**, Memorial Auditorium **MANAGER:** F. G. Kronoff. **PERMANENT SEATS:** 3,446, plus portable seats. **ARENA FLOOR:** 157 by 116 ft. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 28,000 sq. ft.

**Michigan**

**ADRIAN**, Civic Auditorium SEATS: 2,200.

**ALLEGAN**, Griswold Auditorium

**ANN ARBOR**, Hill Auditorium

**BATTLE CREEK**, W. K. Kellogg Auditorium SEATS: 2,483.

**BENTON HARBOR**, H. S. Auditorium SEATS: 1,000.

**DETROIT**, Henry & Edsel Ford Auditorium **MANAGER:** R. H. Shepherd. **PERMANENT SEATS:** 2,920. **THEATER-TYPE STAGE.** Social room, 7,500 sq. ft., plus kitchen. **CONVENTION-EXHIBIT HALL** is under construction adjacent to the auditorium and will have 10,000 permanent seats, 4,000 temporary seats, plus 400,000 square feet of exhibit space. **MEMBER:** IAAM.

**DETROIT**, Motor City Arena

**DETROIT**, State Fair Coliseum

**DETROIT**, Univ. of Detroit Memorial Building **MANAGER:** Lloyd F. Brazil.

**DETROIT**, Masonic Temple Auditorium **MANAGER:** C. W. Van Lopik. **SEATS:** 5,000, plus 1,600. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 50,000 sq. ft. **MEMBER:** IAAM.

**ESCANABA**, Oliver Memorial Auditorium SEATS: 1,000.

**FLINT**, IMA Auditorium

**MANAGER:** Paul Rewey. **PERMANENT SEATS:** 3,700, plus 2,300 portable seats. **ARENA FLOOR:** 90 by 165 ft. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 30,000 sq. ft. **MEMBER:** IAAM.

**GRAND RAPIDS**, Civic Auditorium **MANAGER:** Fred J. Barr Jr. **SEATS:** 5,000. **ARENA FLOOR:** 150 by 110 ft. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 66,500 sq. ft. **Air Conditioned.** **MEMBER:** IAAM.

**HOLLAND**, Civic Center **MANAGER:** Earl F. Price. **SEATS:** 2,244, plus portable seats. **ARENA FLOOR:** 104 by 90 ft. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 11,000 sq. ft.

**IRONWOOD**, Memorial Building SEATS: 1,000.

**JACKSON**, Municipal Auditorium

**KALAMAZOO**, H. S. Auditorium

**LANSING**, Lansing Civic Center **MANAGER:** Charles A. Zlogas. **PERMANENT SEATS:** 6,100. **EXHIBIT SPACE:** 50,000 sq. ft. **ARENA FLOOR:** 200 by 100. **PERMANENT THEATER-TYPE STAGE.** **MEMBER:** IAAM.

**LANSING**, Prudden Auditorium SEATS: 2,300.

**MARQUETTE**, Palestra Ice Palace SEATS: 1,500.

**MENOMINEE**, H. S. Auditorium SEATS: 1,103.

**MIDLAND**, H. S. Auditorium SEATS: 1,200.

**MUSKEGAN**, H. S. Auditorium SEATS: 1,800.

**NEGAUNEE**, Sports and Recreation Center SEATS: 2,800.

**NILES**, H. S. Auditorium

**FORT HURON**, St. Stephens Auditorium SEATS: 2,500.

**SAGINAW**, Saginaw Auditorium **MANAGER:** Kenneth Forbes. **SEATS:** 2,750. **ARENA FLOOR:** 85 by 75 ft.

**SAULT STE. MARIE**, Ritchie Auditorium SEATS: 1,200.

**TRAVERSE CITY**, H. S. Auditorium SEATS: 1,200.

**Minnesota**

**ALBERT LEA**, H. S. Auditorium SEATS: 1,950.

**AUSTIN**, H. S. Auditorium SEATS: 2,087.

**BRAINERD**, Armory SEATS: 1,200.

**COLUMBIA HEIGHTS**, Field House

**DULUTH**, National Guard Armory SEATS: 3,600.

**EVELETH**, Hippodrome **MANAGER:** Frank Urbha. **PERMANENT SEATS:** 3,080, plus 2,500 portable seats. **ICE RINK.** **EXHIBIT SPACE:** 18,000 sq. ft.

**FARIBAULT**, H. S. Auditorium SEATS: 1,200.

**HIBBING**, Memorial Arena **MANAGER:** John G. Saylor. **PERMANENT SEATS:** 5,000, plus 500 portable seats. **ARENA FLOOR:** 100 by 200 feet. **EXHIBIT SPACE:** 20,000 sq. ft.

**HIBBING**, H. S. Auditorium SEATS: 1,800.

**MINNEAPOLIS**, Municipal Auditorium **CO-MANAGERS:** Atwood Olson and Melvin Dahl. **PERMANENT SEATS:** 5,677, plus 3,824 portable seats. **ARENA FLOOR:** 120 by 210 feet. **PERMANENT THEATER-TYPE STAGE.** **EXHIBIT SPACE:** 80,000 sq. ft. **MEMBER:** IAAM.

**MINNEAPOLIS**, Minneapolis Arena **MANAGER:** Lyle Wright. **IAAM.** 5,500 **PERMANENT SEATS.** 195x85 **ICE RINK.** 16,575 sq. ft. **EXHIBIT SPACE.**

**ROCHESTER**, Mayo Civic Auditorium **MANAGER:** Cal Smith. **ARENA SEATS:** 3,700. **THEATER SEATS:** 1,480. **ARENA FLOOR:** 101 by 155. **ICE RINK.** **MEMBER:** IAAM.

**ST. CLOUD**, H. S. Auditorium SEATS: 1,800.

**ST. PAUL**, Auditorium **MANAGER:** Edward A. Furni. **SEATS:** 15,000. **ARENA FLOOR:** 100 by 200 ft. **ICE RINK.**

**WILLMAR**, War Memorial Auditorium

**Mississippi**

**BILOXI**, Service Mens Center SEATS: 4,500.

**CLARKSDALE**, City Auditorium

**COLUMBUS**, City Auditorium **PERMANENT SEATS:** 2,500. **ARENA FLOOR:** 60 by 90 ft.

**GREENWOOD**, H. S. Auditorium SEATS: 1,320.

**GULFPORT**, H. S. Auditorium

**JACKSON**, City Auditorium **MANAGER:** George T. Kurts. **PERMANENT SEATS:** 3,500. **MEMBER:** IAAM.

**HATTIESBURG**, Community Center

**HATTIESBURG**, Mississippi Southern College Auditorium SEATS: 1,500.

**LAUREL**, Civic Center Auditorium SEATS: 2,500.

**MCCOMB**, H. S. Auditorium

**MERIDIAN**, Jr. College Auditorium SEATS: 3,000.

**NATCHEZ**, Municipal Auditorium SEATS: 2,200.

**VICKSBURG**, Vicksburg Auditorium **MANAGER:** A. C. Strickland. **PERMANENT SEATS:** 2,288. **PERMANENT THEATER-TYPE STAGE.**

**Missouri**

**CAPE GIRARDEAU**, Arena **PERMANENT SEATS:** 2,200, plus 1,000 portable seats. **ARENA FLOOR:** 60 by 120 feet.

**CAPE GIRARDEAU**, College Field House SEATS: 3,400.

**CAPE GIRARDEAU**, College Auditorium SEATS: 1,430.

**COLUMBIA**, Stephens College Auditorium SEATS: 3,000.

**HANNIBAL**, Admiral Coontz Armory SEATS: 1,500.

**HANNIBAL**, H. S. Auditorium SEATS: 1,200.

**JEFFERSON CITY**, College Auditorium SEATS: 1,400.

**JOPLIN**, Memorial Hall **PERMANENT SEATS:** 3,000, plus portable seats. **ARENA FLOOR:** 84 by 96 ft. **PERMANENT THEATER-TYPE STAGE.**

**KANSAS CITY**, Municipal Auditorium **MANAGER:** C. B. Hoff. **PERMANENT SEATS:** 8,200, plus 2,500 portable seats. **ARENA FLOOR:** 110 by 220 ft. **EXHIBIT SPACE:** 90,000 sq. ft. **Air-Conditioned.** **MEMBER:** IAAM.

**KIRKSVILLE**, Teachers' College Auditorium SEATS: 1,500.

**MOBERLY**, Municipal Auditorium **MANAGER:** R. W. Daly. **PERMANENT SEATS:** 518, plus 752 portable seats. **ARENA FLOOR:** 70 by 70 ft. **EXHIBIT SPACE:** 9,698 sq. ft.

**NEOSHO**, Municipal Auditorium

**POPLAR BLUFF**, H. S. Gym & Auditorium SEATS: 2,500.

**SEDALIA**, Convention Hall SEATS: 2,100.

**SPRINGFIELD**, Shrine Mosque **PERMANENT SEATS:** 1,200, plus 2,800 portable seats. **ARENA FLOOR:** 60 by 100 feet.

**SPRINGFIELD**, H. S. Auditorium

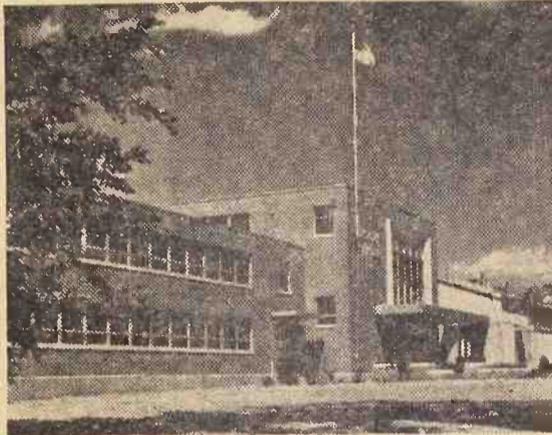
**SPRINGFIELD**, College Field House

**SPRINGFIELD**, Star Roll Arena

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**NEW ARTS AND CRAFTS BUILDING**

A \$460,000 building, part of a long-range Fairgrounds expansion program, will be completed late in 1958. This Arts & Crafts Building will offer excellent facilities for your meetings. It extends the versatility of the Fairgrounds.



**BUCKEYE BUILDING** — a large, modern building, all on one floor, comprising 75,000 square feet of floor space. Particularly adaptable for trade shows, industrial and commercial exhibitions and equipment demonstrations. Readily subdivided — you need rent only amount of space you require.

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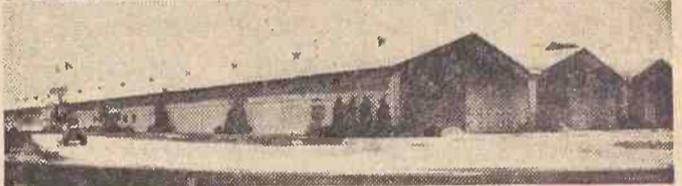
public expositions • dramatic events • industrial and trade exhibits sales, dealer, employee, stockholder convention and other groups • racing and track events • youth activities

**ALL-OHIO YOUTH CENTER**

Nation's largest youth convention facility... also the country's most modern... for many types of conventions, meetings, industrial exhibits, dramatic shows, private shows and parties and other social events. Has banquet facilities for up to 2,000 guests in the spacious auditorium. Folding partitions make it possible to divide the area for dual-purpose use, or for serving smaller groups. A modern, well-lighted and professionally-equipped stage has comfortable dressing rooms. Dormitory facilities are provided for nearly 1,200 boys and girls in separate wings.

**NEW FOOTBALL FIELD**

A 25,000 seat stadium has been constructed on the grounds. The Chicago Bears defeated the Philadelphia Eagles 3-0 in the dedication game at the 1958 Ohio State Fair.



**COLISEUM** — Permanent seating for 5,500 persons for year-round use in staging special shows, wrestling and boxing matches. Public address system. Adequate free parking.

**GRANDSTAND AND RACE TRACK** — A 1/2 mile oval track for harness racing, other track events, and various outdoor exhibitions. Grandstand seats 10,000 persons, and

track can be lighted for evening events.

**STATE FAIR LITTLE THEATRE** — Seating capacity for 500. Completely modern.

**FOUR LIVESTOCK ARENAS** — With adequate housing for largest livestock shows.

**PLUS** — three additional, spacious exhibit buildings.

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FOR AVAILABLE DATES AND FULL INFORMATION CONCERNING YOUR SPECIFIC NEEDS, WRITE OR PHONE D. ROBERT JONES, MANAGER, OHIO STATE FAIR, FAIRGROUNDS, COLUMBUS, OHIO

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All-Star Show of 1959

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★ Full 2 1/2-Hour Show ★

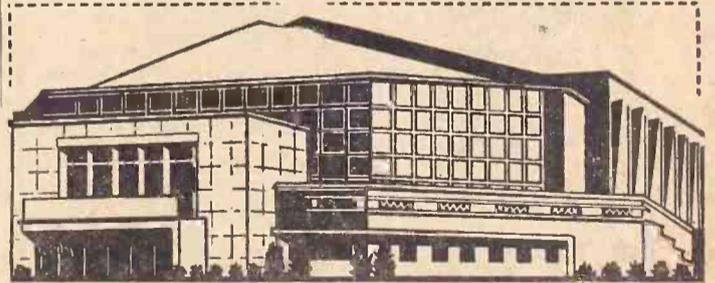
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- 7,500 Permanent
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- Floor: 200'x85'
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- Ice Floor: 200'x85'
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**Marques Haynes**

"World's Greatest Dribbler"

**Sam "Boom" Wheeler**

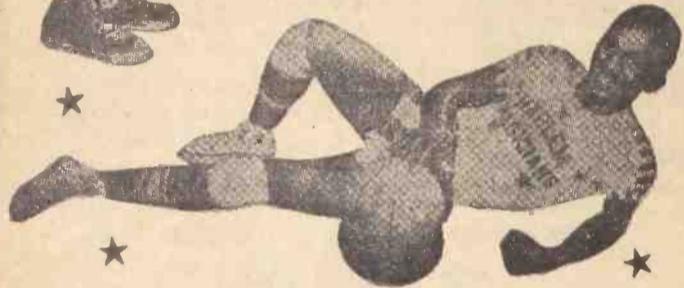
"The Clown Prince of Basketball" and

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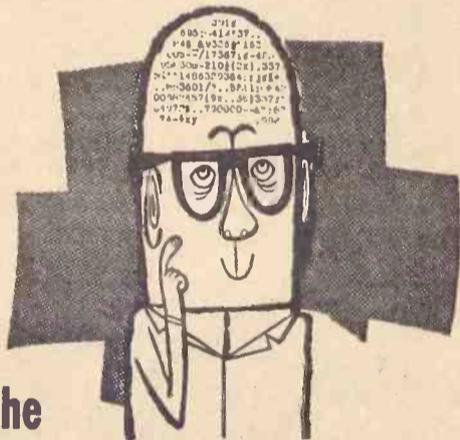
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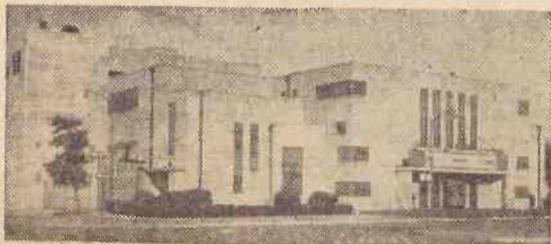


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ONE OF THE FASTEST GROWING CITIES IN THE SOUTH. LARGEST NAVAL ACTIVITY IN THE COUNTRY

METROPOLITAN POPULATION—650,000



- ARENA STAGE—63 ft. by 27 ft.
- SEATING—3326
- EXHIBIT SPACE—12,356 sq. ft.
- CITY OWNED
- AIR CONDITIONED

- THEATRE STAGE—75 ft. by 30 ft.
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- AIR CONDITIONED
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Phone No. MA 5-1608

**SPRINGFIELD, Fair Coliseum**  
ST. CHARLES, H. S. Auditorium  
ST. LOUIS, Arena  
MANAGER: Emory D. Jones. SEATS: 16,500. ARENA FLOOR: 254 by 100 ft. ICE RINK. MEMBER: IAAM.  
ST. LOUIS, Kiel Municipal Auditorium  
MANAGER: Louis J. Gualdoni. PERMANENT SEATS: 7,707, plus 2,832 portable seats. ARENA FLOOR: 114 by 169 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 100,000 sq. ft. MEMBER: IAAM.  
ST. JOSEPH, Municipal Auditorium  
PERMANENT SEATS: 3,200, plus 1,200 portable seats. ARENA FLOOR: 200 by 100 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 40,000 sq. ft.

### Montana

**ANACONDA, Jr. H. S. Auditorium**  
GREAT FALLS, Civic Center  
SEATS: 1,880.  
BILLINGS, Shrine Temple  
MANAGER: Harold Weston. PERMANENT SEATS: 1,700, plus 1,500 portable seats. ARENA FLOOR: 70 by 120 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 31,200 sq. ft. MEMBER: IAAM.  
BOZEMAN, Mont. State College Field House  
MANAGER: R. P. (Bud) Purdy. SEATS: 8,000.  
BUTTE, Civic Center  
MANAGER: Rene O. Rouleau. PERMANENT SEATS: 4,200, plus 3,000 portable seats. ARENA FLOOR: 210 by 94 feet. ICE RINK. EXHIBIT SPACE: 25,000 sq. ft. Air conditioned. MEMBER: IAAM.  
HELENA, Civic Center  
MANAGER: W. J. Leary. SEATS: 2,100.  
MISSOULA, Mont. State Univ. Field House  
MANAGER: Earl W. Martell. PERMANENT SEATS: 1,500, plus 5,125 portable seats. ARENA FLOOR: 140 by 200 ft. PORTABLE STAGE. OUTDOOR ICE RINK.  
BOZEMAN, MSU Field House  
MANAGER: Bud Purdy. 8,000 PERMANENT SEATS, 5,000 PORTABLE SEATS. 300x160 ARENA FLOOR. PORTABLE STAGE. 28,000 sq. ft. EXHIBIT SPACE. IAAM.

### Nebraska

Alliance, Municipal Auditorium  
BEATRICE, Municipal Auditorium  
SEATS: 2,500.  
COLUMBUS, City Auditorium  
FALLS CITY, Prichard Memorial Auditorium  
GRAND ISLAND, Municipal Gym  
PERMANENT SEATS: 3,500.  
HASTINGS, City Auditorium  
SEATS: 2,300.  
LINCOLN, Coliseum  
MANAGER: Edwin Schultz. PERMANENT SEATS: 6,000, plus 3,000 portable seats. ARENA FLOOR: 85 by 200 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 28,000 sq. ft.  
LINCOLN, Pershing Memorial Auditorium  
PERMANENT SEATS: 4,570, plus 2,250 portable seats. ARENA FLOOR: 90 by 181. ICE RINK. EXHIBIT SPACE: 38,000 sq. ft.  
McCOOK, Memorial Auditorium  
PERMANENT SEATS: 900, plus 900 portable seats. ARENA FLOOR: 92 by 54 ft.  
NORFOLK, Municipal Auditorium  
SEATS: 3,000.  
OMAHA, Ak-Sar-Ben Coliseum  
MANAGER: J. J. Isaacson. SEATS: 10,000, plus portable seats. ARENA FLOOR: 100 by 240 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. MEMBER: IAAM.  
OMAHA, Omaha Civic Auditorium  
MANAGER: Charles Mancuso. PERMANENT SEATS: 6,300, plus 4,000 portable seats. EXHIBIT SPACE: 45,000 sq. ft. MEMBER: IAAM.  
SCOTTSBLUFF, H. S. Auditorium  
SCOTTSBLUFF, Terry's Arena  
SEATS: 2,000.

### Nevada

LAS VEGAS, War Memorial Building  
SEATS: 1,100.  
RENO, Civic Auditorium

### New Hampshire

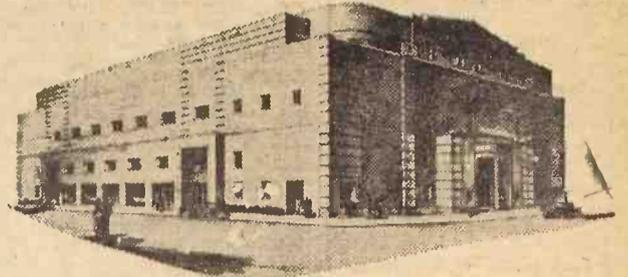
BERLIN, H. S. Auditorium  
DOVER, Municipal Auditorium  
FRANKLIN, Opera House  
KEENE, H. S. Auditorium  
SEATS: 1,100.  
MANCHESTER, Practical Arts Building  
SEATS: 1,500.  
NASHUA, City Auditorium  
PORTSMOUTH, Jr. H. S. Auditorium

### New Jersey

ASBURY PARK, Convention Hall  
MANAGER: George Zuckerman. PERMANENT SEATS: 1,850, plus 1,600 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,000 sq. ft.  
ATLANTIC CITY, Auditorium & Convention Hall  
MANAGER: P. E. M. Thompson. PERMANENT SEATS: 5,000, plus 30,000 portable seats. ARENA FLOOR: 488 by 288 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 250,000 sq. ft. MEMBER: IAAM.  
BRIDGETON, H. S. Auditorium  
ELIZABETH, Twin City Arena  
FLORHAM PARK, Arena

## SOUTH CAROLINA'S New GREENVILLE All-Purpose Air-Conditioned MEMORIAL AUDITORIUM

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DESIGNED FOR CONVENTIONS—SPORTS—ENTERTAINMENT

Serving 1,582,451 people within a 75-mile radius. 4,000 permanent theater seats 3,000 portable seats, 40x70 stage with ultra-modern lighting effects. Exhibit Hall, 32,000 sq. ft. Main Floor, 16,000 sq. ft. Adjacent Assembly Rooms, 6,000 sq. ft. Exhibit Space, 54,000 sq. ft. Committee Rooms, 2,800 sq. ft.

TOTAL AVAILABLE SPACE 86,800 SQ. FT.

We can accommodate and will accept BOOKINGS for Basketball, Boxing, Wrestling, Ice Shows, Horse Shows, Roller Derbies, Conventions, Trade Shows, Meetings for Civic Organizations, Stage Shows, Circuses, Rodeos, Auto Shows, Dancing, Office Celebrations, Musicals, Lectures, Beauty Contests, Manufacturers' Shows, Operas, Hobby Shows, Wedding or Christmas Parties, Sport Shows, School Events. Basketball seating capacity, 6,500 fans. . . . Boxing, 7,500 . . . Wrestling, 7,500 . . . Ice Shows, 5,000. Sloping floors for Conventions, Concerts, etc. Riser set-up for athletic events. Direct entrance to auditorium for trucks and heavy equipment.

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**HERMAN J. PENN, Manager**

Greenville Memorial Auditorium, P. O. Box 788, Greenville, S. C.

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**MORRISTOWN, H. S. Auditorium**  
**NEWARK, Mosque Terrace Room**  
SEATS: 2,200.  
**PERTH AMBOY, H. S. Auditorium**  
SEATS: 1,500.  
**PLAINFIELD, H. S. Auditorium**  
SEATS: 1,500.  
**RIDGEWOOD, H. S. Auditorium**  
**TEANECK, Bergen Jr. College Auditorium**  
SEATS: 1,500. (Temporary).  
**TRENTON, War Memorial Building**  
SEATS: 2,500.  
**TRENTON, Auditorium**

**New Mexico**

**ALBUQUERQUE, Civic Auditorium**  
MANAGER: Paul Villella. PERMANENT SEATS: 3,500, plus 2,500 temporary seats. ARENA FLOOR: 142-foot diameter. EXHIBIT SPACE: 23,000 sq. ft. MEMBER: IAAM.  
**ALBUQUERQUE, Ice Arena**  
SEATS: 5,000.  
**ALBUQUERQUE, H. S. Auditorium**  
**ALBUQUERQUE, State Fair Coliseum**  
MANAGER: Leon H. Harms. PERMANENT SEATING: 12,000, plus 4,000 portable seats.

**CLOVIS, H. S. Auditorium**  
**HOBBS, H. S. Gym**  
SEATS: 1,000.  
**LAS VEGAS, Highlands University Auditorium**  
SEATS: 1,100.

**New York**

**ALBANY, Chancellors Hall State Education Building**  
SEATS: 1,100.  
**AMSTERDAM, Jr. H. S. Auditorium**  
SEATS: 1,200.  
**BATAVIA, H. S. Auditorium**  
**BRONX, Kingsbridge Armory**  
**BROOKLYN, Eastern Parkway Arena**  
**BROOKLYN, Ice Palace**  
**FREEPORT, Municipal Stadium**  
SEATS: 8,500.  
**BUFFALO, Klehman's Music Hall**  
SEATS: 2,839. PERMANENT PLATFORM-TYPE STAGE.

**BUFFALO, Memorial Auditorium**  
MANAGER: Thomas A. Timlin. PERMANENT SEATS: 6,424, plus 1,500 portable seats. ARENA FLOOR: 137 by 248 ft. ICE RINK. EXHIBIT SPACE: 102,336 sq. ft. MEMBER: IAAM.  
**CLINTON, Clinton Arena**  
MANAGER: Edward W. Stanley. 2,000 PERMANENT SEATS, plus 1,380 PORTABLE SEATS. 190x85 ICE RINK. PORTABLE STAGE, 16,000 sq. ft. EXHIBIT AREA.  
**DUNKIRK, H. S. Auditorium**  
SEATS: 1,000.  
**HORNELL, H. S. Auditorium**

**ITHACA, James Lynah Hall Skating Rink**  
Cornell University. DIRECTOR: Paul E. Patten. SEATS: 4,200. RINK: 200 by 85 feet.  
**ITHACA, Loyal Hall**  
MANAGER: Paul E. Patten. 4,146 SEATS. 200x85 ICE RINK.  
**JAMESTOWN, H. S. Auditorium**  
SEATS: 1,630.  
**KINGSTON, Field House**  
**KINGSTON, Municipal Auditorium**  
SEATS: 2,000.  
**LACKAWANNA, American Legion Memorial Hall**  
SEATS: 1,500.  
**LAKE PLACID, Olympic Arena**  
SEATS: 5,900. EXHIBIT AREA: 20,000 square feet.  
**LOCKPORT, Belknap Auditorium**  
SEATS: 1,500.  
**MASSENA, Town Hall**  
**MIDDLETOWN, H. S. Auditorium**  
SEATS: 1,600.  
**MOUNT VERNON, Davis H. S. Auditorium**  
**MOUNT VERNON, Turn Hall**  
**MOUNT VERNON, Wood Auditorium**  
SEATS: 1,865.

**NEW YORK, Carnegie Hall**  
**NEW YORK, Madison Square Garden**  
**NEW YORK, New York Coliseum**  
MANAGER: Charles W. Strong. TEMPORARY SEATING: Up to 8,000. EXHIBIT SPACE: 300,000 sq. ft.  
**NEW YORK, St. Nicholas Sport Center**  
MANAGER: Lt. Col. Donald P. Sherman, IAAM.  
**NEW YORK, 71st Infantry Regiment Armory**

**OGDENSBURG, Academy Auditorium**  
SEATS: 1,500.  
**ONEIDA, H. S. Auditorium**  
**OSWEGO, Robinson Auditorium**  
SEATS: 1,500.  
**OSWEGO, St. Paul's Auditorium**  
**OLEAN, H. S. Auditorium**  
SEATS: 1,275.  
**POUGHKEEPSIE, H. S. Auditorium**  
SEATS: 1,200.  
**ROCHESTER, Auditorium Theatre**  
SEATS: 4,200.  
**ROCHESTER, Masonic Auditorium**

**ROCHESTER, War Memorial Auditorium**  
MANAGER: Harold S. Rand. PERMANENT SEATS: 8,500. ICE RINK. EXHIBIT SPACE: 55,000 sq. ft.  
**SARATOGA SPRINGS, Convention Hall**  
SEATS: 3,900.  
**SCHENECTADY, Armory**  
SEATS: 4,500.  
**SCHENECTADY, Mt. Pleasant H. S. Auditorium**

**SYRACUSE, Mills Building Auditorium**  
**WHITE PLAINS, Westchester Co. Center**  
MANAGER: John J. Brown. PERMANENT SEATS: 1,219, plus 3,000 portable. ARENA FLOOR: 90 by 146 ft.  
**SYRACUSE, Onondaga War Memorial**  
MANAGER: Wm. B. Stark. PERMANENT SEATS: 6,500, plus 2,500 portable seats. ARENA FLOOR: 250 by 138 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 488,000 sq. ft. MEMBER: IAAM.  
**TROY, RPI Field House**  
PERMANENT SEATS: 4,000, plus 5,000 portable seats. ARENA FLOOR: 100 by 217 ft. ICE RINK.  
**TROY, Troy Arena**  
MANAGER: Ted Bayly. PERMANENT SEATS: 2,000, plus 2,000 portable seats. ARENA FLOOR: 125 by 200 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft.  
**WATERTOWN, H. S. Auditorium**  
SEATS: 1,600.  
**WEST HEMPSTEAD, Island Garden**  
MANAGER: Arnold Carlson. 3,500 PERMANENT SEATS plus 8,000 PORTABLE. 50,000 sq. ft. EXHIBIT SPACE. 85x200 ICE RINK. PARKING. IAAM.

**North Carolina**

**ASHEVILLE, Municipal Auditorium**  
MANAGER: Ralph E. James. PERMANENT SEATS: 2,100, plus 900 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,761 sq. ft. MEMBER: IAAM.  
**CHARLOTTE, Park Center Auditorium**  
MANAGER: Charles L. Jordan. PERMANENT SEATS: 677, plus 2,500 portable. ARENA FLOOR: 100 by 200 ft. STAGE. EXHIBIT SPACE: 23,500 sq. ft. Air conditioned. MEMBER: IAAM. Also available: American Legion Stadium, 15,459 permanent seats.  
**CHARLOTTE, Owen Auditorium & Charlotte Coliseum**  
MANAGER: Paul Buck. COLISEUM SEATS: 13,500, plus 2,500 auditorium seats. MEMBER: IAAM.  
**CONCORD, Concord H. S. Auditorium**  
**DUNN, H. S. Auditorium**  
**FAYETTEVILLE, Graham Jr. H. S. Auditorium**

**GASTONIA, H. S. Auditorium**  
SEATS: 1,470.  
**GOLDSBORO, H. S. Auditorium**  
SEATS: 1,400.  
**GREENSBORO, Aycock Auditorium**  
Woman's College—U. of N. C. SEATS: 2,700.  
**GREENVILLE, Wright Auditorium**  
East Carolina Teachers College. SEATS: 3,500.  
**HENDERSON, H. S. Auditorium**  
**KINSTON, Grainger H. S. Auditorium**  
SEATS: 1,350.  
**LUMBERTON, H. S. Auditorium**  
**RALEIGH, Municipal Auditorium**  
SEATS: 3,766.  
**RALEIGH, State Fair Arena**  
MANAGER: Dr. J. S. Dorton. PERMANENT SEATS: 5,424 plus 4,000 portable seats. ARENA FLOOR: 221 by 127 at widest points, elliptical EXHIBIT SPACE: 25,000 sq. ft. plus arena floor.  
**REIDSVILLE, Municipal Auditorium**  
**ROCKY MOUNT, H. S. Auditorium**  
SEATS: 1,000  
**SALISBURY, Bayden H. S. Auditorium**  
**SHELBY, Community Center Building**  
SEATS: 2,000  
**THOMASVILLE, City Auditorium**  
**WILMINGTON, Thalian Hall**  
**WILSON, Coon H. S. Auditorium**  
SEATS: 1,500  
**WINSTON-SALEM, Coliseum**  
PERMANENT SEATS: 6,500, plus 2,000 temporary. MANAGEMENT: Feld Brothers' Super Attractions, Washington.  
**RALEIGH, Reynolds Coliseum**  
MANAGER: W. Z. Betts. PERMANENT SEATS, 12,700. ARENA FLOOR: 312 by 108 ft. ICE RINK. MEMBER: AMA.

**North Dakota**

**BISMARCK, Municipal Auditorium**  
SEATS: 1,000.  
**DEVILS LAKE, Memorial Building**  
MANAGER: F. J. Burckhard. PERMANENT SEATS: 1,200. ARENA FLOOR: 76 by 80 ft. PERMANENT THEATER-TYPE STAGE.  
**MANDAU, World War Memorial Auditorium**  
SEATS: 1,500  
**MINOT, Municipal Auditorium**  
MANAGER: Charles Stenersen. SEATS: 6,500. EXHIBIT SPACE: 22,500 sq. ft. ARENA FLOOR: 175 by 87. STAGE SIZE: 56 ft by 32 ft. Complete stage equipment. Conference rooms holding 50 to 500.  
**VALLEY CITY, Municipal Auditorium**  
PERMANENT SEATS: 2,400. ARENA FLOOR: 83 by 90 ft. PERMANENT THEATER-TYPE STAGE.

**Ohio**

**AKRON, Armory**  
PERMANENT SEATS: 2,510, plus portable seats. ARENA FLOOR: 75 by 150 ft. PERMANENT THEATER-TYPE STAGE.  
**ALLIANCE, H. S. Auditorium**  
SEATS: 2,100.  
**ASHLAND, Ashland H. S. Auditorium**  
SEATS: 1,350  
**BELLAIRE, H. S. Auditorium**  
SEATS: 1,500.

**CANTON, Canton Memorial Auditorium**  
MANAGER: Ralph D. Smith. PERMANENT SEATS: 3,600, plus 2,400 portable seats. ARENA FLOOR: 90 by 183 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. MEMBER: IAAM.  
**CINCINNATI, Cincinnati Garden**  
GENERAL MANAGER: Alex Sinclair. PERMANENT SEATS: 11,000, plus 2,500 portable seats. ARENA FLOOR: 85 by 200 feet. ICE RINK. EXHIBIT SPACE: 38,000 sq. ft.  
**CINCINNATI, Emery Auditorium**  
MANAGER: W. Norman Drewry. PERMANENT SEATS: 2,200. STAGE: 54 by 36 ft. PERMANENT THEATER-TYPE STAGE.  
**CINCINNATI, Music Hall**  
MANAGER: Charles D. Bauer Jr. PERMANENT SEATS: 11,500. ARENA FLOOR: 91 by 20 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 70,000 sq. ft. MEMBER: IAAM.  
**CINCINNATI, Taft Auditorium**  
MANAGER: Fred G. Flatt. PERMANENT SEATS: 2,500. PERMANENT THEATER-TYPE STAGE.  
**CLEVELAND, Arena**  
MANAGER: William Lavery. PERMANENT SEATS: 12,500. ARENA FLOOR: 85 by 190 ft. ICE RINK.  
**CLEVELAND, Public Auditorium**  
MANAGER: Paul J. Hurd. PERMANENT SEATS: 10,000. Air conditioned.  
**CLEVELAND, Veterans Memorial Building**  
**COLUMBUS, Youth Center**  
Ohio State Fairgrounds  
**COLUMBUS, State Fair Coliseum**  
**COLUMBUS, Veterans Memorial Auditorium**  
MANAGER: Harry Schreiber. PERMANENT SEATS: 4,000, plus 750 in second hall. COMPLETE PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 37,000 sq. ft. Meeting rooms for 50 to 200. MEMBER: IAAM.  
**DAYTON, Fair Coliseum**  
MANAGER: Goldie V. Scheible.  
**DAYTON, Memorial Hall**  
SEATS: 2,800.  
**DENNISON, H. S. Auditorium**  
SEATS: 1,000.  
**EAST LIVERPOOL, Memorial Auditorium**  
SEATS: 1,700

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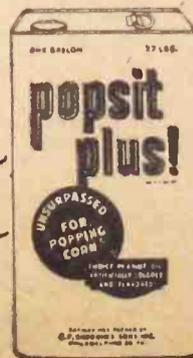
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**ELYRIA, H. S. Auditorium**  
**FINDLAY, H. S. Auditorium**  
SEATS: 1,500.  
**FOSTORIA, H. S. Auditorium**  
**FREMONT, H. S. Auditorium**  
**GREENVILLE, Darke Co., Fair Coliseum**  
MANAGER: Gilbert Lease. PERMA-  
NENT SEATS: 3,300. ARENA FLOOR:  
90 by 200.  
**HAMILTON, Moose Auditorium**  
**HAMILTON, H. S. Auditorium**  
SEATS: 1,234.  
**JACKSON, Memorial Building**  
SEATS: 1,200.  
**LANCASTER, Coliseum**  
SEATS: 5,000. EXHIBIT SPACE: 35,000  
sq. feet.  
**LIMA, Memorial Hall**  
**EAST LIVERPOOL, H. S. Auditorium**  
**LORAIN, H. S. Auditorium**  
SEATS: 1,400.  
**MARION, Veterans Memorial Coliseum**  
SEATS: 6,000.  
**MARIETTA, Marion Coliseum**  
**MIDDLETOWN, Armory**  
**MT. VERNON, Memorial Building**  
**NEWARK, Auditorium Theatre**  
SEATS: 1,000.  
**NEWARK, H. S. Auditorium**  
**PIQUA, Armory**  
**PIQUA, H. S. Auditorium**  
SEATS: 1,200.  
**SANDUSKY, Jr. H. S. Auditorium**  
SEATS: 2,200.  
**SPRINGFIELD, Memorial Hall**  
SEATS: 2,700.  
**STEUBENVILLE, H. S. Auditorium**  
**TOLEDO, Auditorium & Exhibit Hall**  
MANAGER: Charles A. Weber. PORT-  
ABLE SEATS: 2,700. PERMANENT  
THEATER-TYPE STAGE.  
**TOLEDO, Sports Arena**  
MANAGER: Andy Mulligan. PERMA-  
NENT SEATS: 5,500, plus 1,500 portable  
seats. ARENA FLOOR: 100 by 200 ft.  
ICE RINK. EXHIBIT SPACE: 20,000  
sq. ft. MEMBER: IAAM, AMA.  
**TROY, Hobart Arena**  
MANAGER: Ken Wilson. PERMANENT  
SEATS: 5,000, plus 4,000 portable seats.  
ARENA FLOOR: 190 by 85 ft. ICE  
WARREN, Packard Music Hall  
**WARREN, Konold Auditorium**  
SEATS: 2,000.  
**WASHINGTON C. H., Auditorium**  
**XENIA, Armory**  
**YOUNGSTOWN, Arena**  
MANAGER: Lou Iraff. PERMANENT  
SEATS: 2,500, plus 2,500 portable seats.  
ARENA FLOOR: 60 by 90 ft. PERMA-  
NENT THEATER-TYPE STAGE. EX-  
HIBIT SPACE: 122 by 166 sq. ft.  
**YOUNGSTOWN, Stanbath Auditorium**  
**ZANESVILLE, Municipal Auditorium**  
SEATS: 1,900.

**Oklahoma**

**ADA, Municipal Auditorium**  
**BARTLESVILLE, Civic Center Auditorium**  
SEATS: 1,700.  
**ARDMORE, Civic Auditorium**  
PERMANENT SEATS: 1,101, plus 1,000  
portable seats. ARENA FLOOR: 75 by  
200 ft. PERMANENT THEATER-TYPE  
STAGE.  
**ENID, Convention Hall**  
MANAGER: E. A. Burdick. PERMA-  
NENT SEATS: 2,000, plus 640 portable  
seats. ARENA FLOOR: 50 by 90 ft. PER-  
MANENT THEATER-TYPE STAGE. EX-  
HIBIT SPACE: 23,000 sq. ft. CONCES-  
SIONS: To renters. Air Conditioned.  
**DURANT, City Auditorium**  
**MIAMI, Auditorium and Gymnasium**  
**MUSKOGEE, Municipal Auditorium**  
SEATS: 3,000.  
**OKLAHOMA CITY, Municipal Auditorium**  
MANAGER: Dee Fuller. PERMANENT  
SEATS: 6,000. PERMANENT THEATER-  
TYPE STAGE. EXHIBIT SPACE: 57,000  
sq. ft. MEMBER: IAAM, Air Conditioned.  
**PONCA CITY, Civic Center**  
SEATS: 1,200.  
**SEMINOLE, Municipal Auditorium**  
SEATS: 1,200.  
**SHAWNEE, Municipal Auditorium**  
MANAGER: W. G. Becker. PERMA-  
NENT SEATS: 1,632, plus 849 portable  
seats. ARENA FLOOR: 100 by 54 ft.  
PERMANENT THEATER-TYPE STAGE.  
EXHIBIT SPACE: 10,092 sq. ft.  
**TULSA, Municipal Theatre**  
SEATS: 2,868.  
**TULSA, Convention Hall**  
SEATS: 2,854.  
**TULSA, State Fair Auditorium & Pavilion**  
MANAGER: Emil Watenburger. PA-  
VILION SEATS: 7,500, plus 3,500 audi-  
torium seats.  
**WEWOKA, H. S. Auditorium**  
SEATS: 1,500.  
**WOODWARD, Convention Hall**  
SEATS: 1,250.

**Oregon**

**CORVALIS, Oregon State College Coliseum**  
**KLAMATH FALLS, Armory**  
SEATS: 1,700.  
**EUGENE, MacArthur Court, University of Oregon**  
SEATS: 7,500.  
**PORTLAND, Public Auditorium**  
MANAGER: S. W. Isaacs. PERMA-  
NENT SEATS: 3,000, plus 1,500 portable  
seats. PERMANENT THEATER-TYPE  
STAGE.  
**SALEM, H. S. Auditorium**  
SEATS: 1,800.

**Pennsylvania**

**ALLENTOWN, Agriculture Building**  
Allentown Fair. No seats. Trade Shows.  
20,000 sq. ft. plus 6,400 sq. ft. annex.  
**ALLENTOWN, Rockne Hall**  
MANAGER: Rev. Francis J. Zavodny.  
SEATS: 3,930. ARENA FLOOR: 50 by 90  
ft.  
**ALTOONA, Jaffa Mosque**  
PERMANENT SEATS: 4,010. ARENA  
FLOOR: 75 by 82 ft. PERMANENT  
THEATER-TYPE STAGE.  
**AMBRIDGE, H. S. Auditorium**  
SEATS: 2,000.  
**BERWICK, Stenko's Auditorium**  
SEATS: 1,500.  
**BRADDOCK, Library Auditorium**  
SEATS: 1,000.  
**BRADFORD, H. S. Auditorium**  
SEATS: 1,200.  
**BUTLER, H. S. Auditorium**  
SEATS: 1,200.  
**CARBONDALE, Catholic Youth Center**  
SEATS: 2,000.  
**COATSVILLE, H. S. Auditorium**  
SEATS: 1,100.  
**HARRISBURG, Zembo Mosque**  
SEATS: 1,600.  
**HAZELTON, H. S. Auditorium**  
SEATS: 1,600.  
**HERSHEY, Hershey Sports Arena**  
MANAGER: G. W. Bartels. PERMA-  
NENT SEATS: 7,200, plus 1,800 portable  
seats. ARENA FLOOR: 200 by 85 ft.  
ICE RINK. EXHIBIT SPACE: 20,000 sq.  
ft. MEMBER: AMA.  
**HUNTINGTON, Oller Hall, Juniata College**  
SEATS: 1,200.  
**JEANETTE, H. S. Auditorium**  
SEATS: 1,500.  
**JOHNSTOWN, Cambria Co. War Memorial**  
MANAGER: Russell C. Bartle. PER-  
MANENT SEATS: 4,048, plus 2,000 port-  
able seats. ARENA FLOOR: 200 by 85  
feet ICE RINK. EXHIBIT SPACE: 17,000  
sq. ft.  
**KINGSTON, Armory**  
SEATS: 4,500.  
**LANCASTER, H. S. Auditorium**  
SEATS: 1,800.  
**LATROBE, H. S. Auditorium**  
SEATS: 1,200.  
**LEBANON, H. S. Auditorium**  
SEATS: 1,240.  
**McKEESPORT, H. S. Auditorium**  
SEATS: 1,000.  
**MIDDLETOWN, Municipal Building**  
SEATS: 1,200.  
**NEW CASTLE, Scottish Rite Cathedral**  
SEATS: 3,000.  
**NORRISTOWN, H. S. Auditorium**  
SEATS: 2,200.  
**PHILADELPHIA, Arena**  
MANAGER: Peter A. Tyrrell. SEATS:  
7,800. Member IAAM.  
**PHILADELPHIA, Convention Hall**  
MANAGER: Santo S. Panetta. PERMA-  
NENT SEATS: 6,700, plus 6,300 portable  
seats. ARENA FLOOR: 146 by 271 ft.  
PERMANENT THEATER-TYPE STAGE.  
EXHIBIT SPACE: 265,000 sq. ft. MEM-  
BER: IAAM, AMA, Air Conditioned.  
**PITTSBURGH, Syria Mosque**  
MANAGER: James A. Wieland. PER-  
MANENT SEATS: 3,750. PERMANENT

**THEATER-TYPE STAGE. EXHIBIT**  
SPACE: 15,000 sq. ft. Air Conditioned.  
**POTTSTOWN, H. S. Auditorium**  
SEATS: 1,000.  
**SCRANTON, Masonic Temple**  
SEATS: 2,000.  
**VANDERGRIFT, H. S. Auditorium**  
SEATS: 1,600.  
**WILKES-BARRE, State Armory**  
MANAGER: W. H. Smith. PERMA-  
NENT SEATS: 843, plus 4,000 temporary  
seats. ARENA FLOOR: 110 by 260 ft.  
EXHIBIT SPACE: 28,000 sq. ft.  
**YORK, Interstate Fair Coliseum**  
MANAGER: Samuel S. Lewis. PERMA-  
NENT SEATS: 3,000, plus 2,000 portable  
seats. ARENA FLOOR: 250 by 120 ft.  
**YORK, Penn H. S. Auditorium**  
SEATS: 1,850.

**Rhode Island**

**CRANSTON, Rhodes-on-the-Pawtuxet**  
MANAGER: Charles A. Swanton, IAAM.  
**PROVIDENCE, Rhode Island Auditorium**  
MANAGER: Louis Pieri. SEATS: 6,000.  
**PROVIDENCE, Veterans Memorial Auditorium**  
MANAGER: Raymond Baker. MEMBER:  
IAAM.

**South Carolina**

**AIKEN, Municipal Auditorium**  
**ANDERSON, City Auditorium**  
**CHARLESTON, Memminger Auditorium**  
SEATS: 1,040.  
**COLUMBIA, Township Auditorium**  
MANAGER: Charles O. Gobbel, IAAM.  
SEATS: 3,500.  
**FLORENCE, H. S. Auditorium**  
SEATS: 1,000.  
**GREENVILLE, Memorial Auditorium**  
MANAGER: Herman J. Penn. 4,000  
PERMANENT SEATS; 3,000 PORTABLE  
SEATS. AIR CONDITIONED. 54,000 sq.  
ft. EXHIBIT SPACE. STAGE. PARKING.  
(Opening November, 1958.)  
**GREENVILLE, Textile Hall**

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- BABY CORTEX
- LIBBY DEAN
- DAVE APPEL & Applejacks
- TOMMY REILLY & Tomcats
- JACKIE BROOKS & Trio
- THE CHARIOTEERS

and many others  
**WRITE • WIRE • PHONE**

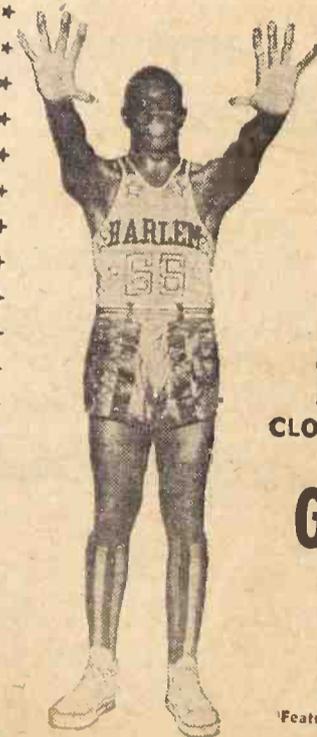
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Professional Basketball Team

Every City Gets the Same  
Great Show!  
**TWO BIG UNITS**  
With the Original—Widely  
Imitated—Never Equalled  
**CLOWN PRINCE OF BASKETBALL**

The Fabulous  
**GOOSE TATUM**  
and His  
**HARLEM STARS**

And The  
**NEW YORK HARLEM SATELLITES**  
Featuring: Rookie Brown and Billy Townsend  
of the Harlem Globetrotters Story.

Both groups now on tour overseas  
General Offices: 603 Jefferson, S. E., Grand Rapids, Mich.

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**TED RASBERRY**  
Phone: Glendale 2-6241

**GREENVILLE, Memorial Auditorium**  
MANAGER: Herman J. Penn.

**GREENWOOD, H. S. Auditorium**  
SEATS: 1,200.

**LAKE CITY, H. S. Auditorium**

**MULLINS, H. S. Auditorium**

**SPARTANBURG, Coopers College**  
SEATS: 2,500.

**MYRTLE BEACH, Pavilion Auditorium**  
MANAGER: Earl E. Husted. PERMANENT SEATS: 600, plus 1,200 portable seats. ARENA FLOOR: 85 by 85 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft.

**SPARTANBURG, Memorial Auditorium and Arena**  
PERMANENT AUDITORIUM SEATS: 1,406, plus 3,000 portable arena seats. ARENA FLOOR: 85 by 165 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 85 by 165 sq. ft.

**SUMTER, H. S. Auditorium**  
SEATS: 1,492.

**Tennessee**

**CHATTANOOGA, Memorial Auditorium**  
MANAGER: Tommy Thompson. PERMANENT SEATS: 3,500. MEMBER: IAAM.

**JOHNSON CITY, City Auditorium**  
SEATS: 1,160.

**KINGSFORD, Civic Auditorium**  
SEATS: 1,900.

**MEMPHIS, Ellis Auditorium**  
MANAGER: Chauncey Barbour. PERMANENT SEATS: 5,883. ARENA FLOOR: 15,000 sq. ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 93,000. MEMBER: IAAM. Expansion and modernization program completed.

**NASHVILLE, State Fairgrounds Coliseum**  
SEATS: 7,100.

**NASHVILLE, Ryman Auditorium**  
MANAGER: Harry Draper. PERMANENT SEATS: 3,200, plus portable seats. PERMANENT THEATER-TYPE STAGE. Home of "Grand Ole Opry."

**NASHVILLE, War Memorial Auditorium**  
SEATS: 2,000.

**NASHVILLE, Arena**  
SEATS: 2,500.

**PARIS, City Auditorium**  
SEATS: 1,500.

**South Dakota**

**BROOKINGS, Municipal Auditorium**  
SEATS: 1,100.

**HURON, Huron Arena**  
MANAGER: Merle W. Marshall. MEMBER: IAAM.

**MITCHELL, Corn Palace**  
PERMANENT SEATS: 3,500. ARENA FLOOR: 130 by 70 ft. PERMANENT THEATER-TYPE STAGE.

**SIoux FALLS, Coliseum**  
MANAGER: Allan P. Akers. PERMANENT SEATS: 2,300; 4,200. MEMBER: IAAM.

**WATERTOWN, City Auditorium**  
SEATS: 2,000.

**YANKTON, City Auditorium**  
SEATS: 1,700.

**Texas**

**ABILENE, Rose Field House, Hardin-Stimmons University**  
SEATS: 4,000.

**AMARILLO, Municipal Auditorium**  
MANAGER: David O. DeWald. PERMANENT SEATS: 2,553. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 7,000 sq. ft. MEMBER: IAAM.

**AUSTIN, City Coliseum**  
MANAGER: Francis Vickers. PERMANENT SEATS: 4,000. ARENA FLOOR: 100 by 140 ft.

**AUSTIN, Austin Municipal Auditorium**  
MANAGER: Francis W. Vickers. 4,400 SEATS. PERMANENT STAGE. MEETING ROOMS. 80,000 sq. ft. EXHIBIT SPACE.

**BEAUMONT, City Auditorium**  
SEATS: 2,370.

**BIG SPRING, Municipal Auditorium**  
SEATS: 1,500.

**BROWNSVILLE, Ft. Brown Memorial Center**  
MANAGER: Leo Huth. PERMANENT SEATS: 600, plus 1,900 portable seats. Air conditioned. MEMBER: IAAM.

**BROWNSVILLE, H. S. Auditorium**  
SEATS: 1,000.

**BROWNWOOD, Soldiers and Sailors Memorial Hall**  
SEATS: 3,500.

**CORPUS CHRISTI, Coliseum and Exposition Hall**  
MANAGER: Margery H. Brown. PERMANENT SEATS: 5,500, plus portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 75,000 sq. ft. MEMBER: IAAM.

**CORSICANA, H. S. Auditorium**  
SEATS: 1,500.

**DALLAS, War Memorial Auditorium**  
MANAGER: W. W. Vandiersee. SEATS: 10,411. EXHIBIT SPACE: 96,720 sq. ft. THEATER: 1,773 seats. MEMBER: IAAM.

**DALLAS, State Fair Auditorium**  
MANAGER: C. R. Meeker Jr. PERMANENT SEATS: 4,126. PERMANENT THEATER-TYPE STAGE.

**DENISON, H. S. Auditorium**  
SEATS: 1,500.

**EL PASO, Coliseum & Liberty Hall**  
MANAGER: Sam S. Cohen. PERMANENT SEATS: 6,300, plus 1,800 portable seats. ARENA FLOOR: 88 by 214 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 24,000 sq. ft. MEMBER: IAAM.

**FT. WORTH, North Side Coliseum**  
MANAGER: R. G. McElyea. 4,000 SEATS.

**FORT WORTH, Will Rogers Memorial Auditorium and Coliseum**  
MANAGER: Emmett M. Race. COLISEUM SEATS: 10,147, plus 2,993 auditorium seats. ARENA FLOOR: 250 by 125 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. MEMBER: IAAM.

**GALVESTON, City Auditorium**  
MANAGER: City Commission. PERMANENT SEATS: 3,600, plus 4,000 portable seats. ARENA FLOOR: 68 by 71 ft.

**GALVESTON, Moody Convention Center**  
MANAGER: Irving Ducoff. 3,500 SEATS. 20,000 sq. ft. EXHIBIT SPACE. DINING SPACE FOR 2,500. PERMANENT STAGE. AIR CONDITIONED. IAAM.

**GREENVILLE, Municipal Auditorium**  
SEATS: 1,950.

**HARLINGEN, Fair Park Auditorium**  
SEATS: 2,200.

**HOUSTON, Sam Houston Coliseum**  
MANAGER: M. Clifton Maxwell. PERMANENT SEATS: 9,000, plus 4,000 portable seats. ARENA FLOOR: 92 by 190 ft. ICE RINK. EXHIBIT SPACE: 130,000 sq. ft. MEMBER: IAAM. Air conditioning. escalators.

**LAREDO, H. S. Auditorium**  
SEATS: 1,500.

**LONGVIEW, Jr. H. S. Auditorium**  
SEATS: 2,500.

**LUBBOCK, Fair Park Coliseum**  
MANAGER: A. B. Davis. PERMANENT SEATS: 4,400, plus 1,100 portable seats. ARENA FLOOR: 75 by 147 ft. EXHIBIT SPACE: 4,000 sq. ft.

**LUBBOCK, H. S. Auditorium**  
SEATS: 1,500.

**LUBBOCK, Municipal Auditorium-Coliseum**  
MANAGER: David T. Blackburn. PERMANENT SEATS: 3,023 in auditorium, 7,509 in Coliseum; arena floor, 104 by 209. PERMANENT THEATER-TYPE STAGE. 50 by 100, 2,000-car parking arena.

**MEXIA, Municipal Auditorium**  
SEATS: 1,212.

**ODESSA, Fctor County Coliseum**  
MANAGER: Jerry Webb. PERMANENT SEATS: 5,313.

**PORT ARTHUR, Jr. H. S. Auditorium**  
SEATS: 2,001.

**SAN ANGELO, Municipal Auditorium**  
MANAGER: C. E. Starkie. PERMANENT SEATS: 1,860.

**SAN ANTONIO, Municipal Auditorium**  
MANAGER: Solomon Wolfe. PERMANENT SEATS: 4,800, plus 1,200 portable seats. ARENA FLOOR: 79 by 89 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. MEMBER: IAAM.

**SAN ANGELO, San Angelo Coliseum**  
MANAGER: Jerry Burns. 5,300 fixed SEATS, plus 2,000 PORTABLE CHAIRS. 100x200 ARENA FLOOR. 20,000 sq. ft. EXHIBIT SPACE.

**SAN ANTONIO, Joe Freeman**  
PERMANENT SEATS: 8,000. ARENA FLOOR: 125 by 250. EXHIBIT SPACE. Adjacent livestock barns. Parking area. Formerly Bexar Coliseum.

**SHERMAN, Municipal Auditorium**  
SEATS: 1,500.

**SWEETWATER, Municipal Auditorium**  
SEATS: 1,440.

**TEMPLE, Municipal Auditorium**  
SEATS: 1,179.

**TYLER, East Texas Oil Palace**  
Uncompleted.

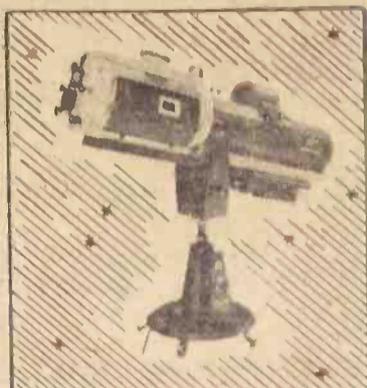
**TYLER, H. S. Auditorium**  
SEATS: 2,000.

**VERNON, Auditorium**  
SEATS: 2,000.

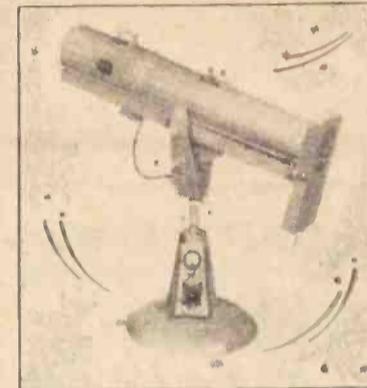
**WACO, Waco Hall, Baylor University**  
SEATS: 2,500.

**WACO, Heart O'Texas Coliseum**  
MANAGER: Leo B. Dollens Jr. PERMANENT SEATS: 7,600, plus 4,400 portable

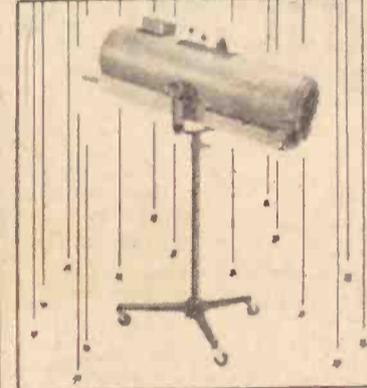
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**THE SUPER TROUPEUR**  
High Intensity D. C. Carbon Arc Spotlight. Designed for projection throws of over 200 feet or where greater brilliancy is desired on shorter throws in arenas, race tracks, stadiums, ice shows, circuses, large theatres and auditoriums. Delivers 2 1/2 times as much light as the most modern A.C. spotlight. Automatic arc control, built-in power conversion transformer and selenium rectifier. Costs only two-thirds as much as spots which require generator or rectifier. Extremely economical operation. None of the strong spotlights require heavy rotating equipment. Simply plug into convenience outlet. Ultra violet filter for black light effects. 220 and 110-volt A. C. models. All Strong spotlights are on stands which provide for height adjustment, horizontal sweep, vertical tilt and vertical tilt lock.

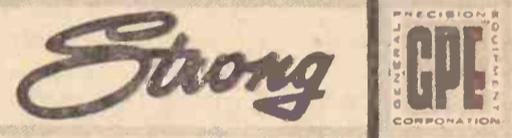


**THE TROUPEUR**  
Carbon Arc Spotlight. Designed for projection throws of 75 to 200 feet in theatres, hotels and school auditoriums. Carried by practically all traveling attractions. Projects up to 15 times more light than similar equipment which reduces spot size solely by iris. Fully automatic arc control. As with the Super Troupeur, the carbon trim burns for 80 minutes without retrimming. Adjustable, self regulating transformer in base supplies power for the arc. All strong arc spots are provided with a meter for checking line voltage and tap-changing switch for adjustment of power supply. Ultra-violet filter holder. Like all other Strong spotlights, the Troupeur has a fast operating 6-slide color boomerang. Is mounted on casters, and is easily disassembled for shipping.



**THE TROUPELETTE**  
1,000 Watt Incandescent Spotlight. Designed for schools, churches, lodge halls, small theatres and ballrooms. Projects up to 9 times more light than spotlights which employ the same light source, but which reduce spot size solely by iris. Like the other Strong spotlights, the Troupelette has a horizontal masking control which can be angled 45° in each direction from horizontal.

• Ordinary spotlights, to reduce spot size, must mask out or iris down part of the light beam, thus wasting much of the light for which you are paying. The resultant spot is usually fuzzy-edged and irregularly shaped. With the exclusive, single-control, two-element variable focal length objective lens system of Strong Spotlights, the brilliance of the spot actually increases as it is reduced in size, is sharp edged from head to flood, and continues perfectly round throughout the range.



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Presents  
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29 MEETING ROOMS—Seating Capacities Varying From 20 to 200 Each  
MAIN BALLROOM—Seating Capacity 900 for Meeting Purposes, Seating Capacity 600 for Banquet Purposes, Dancing—450 Couples, Exhibit Capacity—6300 sq. ft.  
BANQUET ROOM—Seating Capacity 450 for Meeting Purposes, Seating Capacity 300 for Banquet Purposes, Dancing—250 Couples, Exhibit Capacity 4200 sq. ft.  
PRIVATE DINING ROOM—Seating Capacity 175  
STAGES—3 Portable Stages Available: 2 (20' x 28'); 1 (16' x 24')  
COMPLETELY AIR CONDITIONED • PARKING FOR 300 CARS  
VETERANS MEMORIAL BUILDING M. J. MACALLA, Manager  
151 West Jefferson Avenue G. E. KOLB, Asst. Manager  
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EXHIBIT SECTION—400,000 gross sq. ft. (4 units of 100,000 sq. ft., each unit divisible into smaller units)  
ARENA SECTION—10,000 permanent seats; can be used in separate units of 4000 or 6000. Flat arena floor will accommodate 4000 temporary seats. Completely air conditioned and equipped for all uses. Parking for 3500 cars.  
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WITHIN 500 MILES OF TWO THIRDS OF THE POPULATION OF THE UNITED STATES

**MAIN AUDITORIUM**

- Seats 4,000 in Perm. Upholstered Seats.
- Latest Sound and Amplification Systems.
- Lighting: Most Modern Available, Completely Equipped With Spots, etc.
- Stage: 35 ft. deep. Proscenium opening 72 ft. x 26 ft. Completely Equipped. 41 Sets of lines, border lights, Spots.

**EXHIBITION HALL**

- 40,000 Sq. Ft. of Display Area, Ground Level on One Floor.
- May Be Divided Into Sections With Sound-proof Doors.
- Electric, Gas and Water Outlets for all types of Exhibits.
- 1200 Car Parking Lot Adjacent to Building.

9 Meeting Rooms.  
Also Assembly Hall Seating 750, with Stage.  
For Booking Information Contact:  
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COLUMBUS, OHIO  
Harry Schreiber, Manager

**SAN ANTONIO, Joe Freeman**  
PERMANENT SEATS: 8,000. ARENA FLOOR: 125 by 250. EXHIBIT SPACE. Adjacent livestock barns. Parking area. Formerly Bexar Coliseum.

**SHERMAN, Municipal Auditorium**  
SEATS: 1,500.

**SWEETWATER, Municipal Auditorium**  
SEATS: 1,440.

**TEMPLE, Municipal Auditorium**  
SEATS: 1,179.

**TYLER, East Texas Oil Palace**  
Uncompleted.

**TYLER, H. S. Auditorium**  
SEATS: 2,000.

**VERNON, Auditorium**  
SEATS: 2,000.

**WACO, Waco Hall, Baylor University**  
SEATS: 2,500.

**WACO, Heart O'Texas Coliseum**  
MANAGER: Leo B. Dollens Jr. PERMANENT SEATS: 7,600, plus 4,400 portable

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All types of Stage Attractions!  
Capacity 6,000 Drawing Power 45,000  
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Seats 2,000.  
Write MANAGER ORILLIA  
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We manufacture WHITE CHOCOLATE and would like to book space (120'x10') at any good indoor show for this and affiliated items. Contact:  
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COMPLETELY AIR-CONDITIONED

## MODERN THEATRE

Seats 2,970 persons.  
Stage, 100 feet by 40 feet.  
Proscenium Arch, 35 feet high, 60 feet wide.  
Gridiron, 74 feet above stage floor.  
Plenty of dressing room space.  
Hammond Organ in pit.

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12,000 square feet of floor space.  
Balcony seating 1,000 people.  
Small meeting room seating 350 people.

SUITABLE FOR ★ Indoor Circuses ★ Ice Shows ★ Musical and Dramatic Plays ★ Athletic Events ★ Dances ★ Commercial Exhibits ★ Banquets ★ Special Meetings, etc.

Contact **A. W. HARVILLE**  
Manager

# ROBINSON MEMORIAL AUDITORIUM

MARKHAM AND BROADWAY

LITTLE ROCK, ARKANSAS

# Plans, Work in High Gear

• Continued from page 57

and 52,000 square feet in a distinctive glass structure that will make novel use of lights.

Another of the giants now making progress is the Chicago Lakefront Convention Hall. With one court action in its favor, a State decision in favor of buying most of the bonds, and other gains, management of the building staff has asked for bids and launched a crash program to get the first phase of the work under way this fall. It probably will cost \$34,000,000 and will feature exhibit space in the 400,000-foot category.

San Francisco has built an underground Plaza Exhibit Hall to adjoin its Civic Auditorium. The new part boasts 207,000 square feet of exhibit space.

Boston's tremendous Prudential Insurance center is under construction and part of it is to be a convention hall offering 160,000 square feet of display space and seats for 6,000. It is to be ready in two years, and \$12,500,000 has been budgeted for it. The 75-year-old Mechanics Building is to be torn down to make way for this new one.

Miami Beach, Fla., is now ready to open its major Exhibition Hall. It is linked with the Miami Beach Auditorium. The Exhibition Hall has 200,000 square feet of gross space and seating for 15,000. Together the buildings will provide 173,105 net footage of display space, room for more than 1,000 booths.

Austin, Tex., is soon to open its 4,400-seat Auditorium. The building's equipment will include a portable 180-foot conveyor belt for such work as moving the sections of opera chairs on and off the main floor. There will be 80,000 feet of exhibit space.

In Toronto, the new O'Keefe Auditorium, seating 3,200 persons, is opening. It is a municipal build-

ing financed by the O'Keefe Brewery Company, and its fittings are first class.

Another theater-type auditorium in Canada will be the Vancouver, B. C., Auditorium, where construction has started. The opening is expected to be in the fall of 1959. Strikes delayed it.

Boise, Idaho, still proposes a \$2,000,000 Coliseum.

Fort Worth was to decide in a referendum Tuesday (9) whether to issue bonds for a new Civic Auditorium.

Charleston, S. C., has created an auditorium board, which is studying design.

Meanwhile, Dallas would have a Livestock Coliseum with 7,000 seats at its State fairgrounds if another proposal goes thru in the future.

Houston follows with a revival of the proposed new facilities for the Houston Fat Stock Show.

Montreal has awarded a contract for constructing a cultural center, with 3,100 seats in a concert hall plus two smaller theaters.

Yale University is building a 3,000-seat skating rink at New Haven, Conn. Bids are asked for a major skating rink in Newark, N. J.

In New York a vast project in the proposed class is Lincoln Center, which would include a new opera house for the Metropolitan, new concert hall, new dance theater and other important facilities.

Additional new construction is in the works at Harrisburg, Pa., fairgrounds; Lafayette, La.; University of Maine, at Orono; Covington, Ky.; Anaheim, Calif.; Akron, O.; Portland, Me., and Rockford, Ill.

Nashville, Tenn., has selected a site.

Greensboro, N. C., is far along with its \$4,000,000 Auditorium-Coliseum at the fairgrounds. The

arena section will have 6,720 seats, plus 3,000 portable chairs, while the auditorium unit will seat 2,500.

Bakersfield, Calif., will vote, November 4, on \$2,975,000 in bonds to finance building an auditorium.

Notre Dame University, at South Bend, Ind., plans a \$4,500,000 auditorium.

Port Arthur, Tex., plans a \$1,500,000 civic center.

Tallahassee, Fla., officials are studying plans for a civic center that would include an auditorium of advanced design with two sections that could be used together or individually.

Culver Academy, Culver, Ind., has started work on its \$3,600,000 auditorium-theater.

Under way is the Los Angeles Sports Coliseum, which will have up to 19,000 seats and 195,000 feet of display area. University of Bridgeport, in Connecticut, plans a stadium, and Hartford, Conn., still is thinking about a 10,000-seat arena.

At Washington, thinking includes a Cultural Center with a 4,400-seat auditorium, 1,600-seat theater and a 100,000-square-foot convention hall. A stadium to be operated under management of the National Guard Armory has been approved.

Jacksonville, Fla., has big plans under way. Included is a 3,800-seat auditorium to be completed this year, and a 9,500-seat Coliseum, with 117,000 square feet, to be completed in 1959.

Work is progressing on a 18,000-seat Field House at the University of Illinois in Champaign-Urbana. Completion is carded for 1960.

At Indianapolis there still are plans for a 10,000-seat building.

Greenville, S. C.'s Memorial Auditorium opens in November.

Fargo, N. D., is building a Civic Center Auditorium now.

## Carver Reports

• Continued from page 71

Eight alone are under way in Sweden.

Thruout Europe and in Russia Carver noted efficient operations with outmoded equipment with this being particularly true in the USSR. He was impressed with the recreation park in Moscow which gave him many ideas. It contains a 110,000-seat stadium, 6,000-seat pool, 6,000-seat court arena, 16,000-seat indoor rink arena and a myriad of outdoor recreational equipment.

Aslo impressive was a four-square-block auditorium in Vienna which contains an ice arena, separate rink for public skating, pools and all recreation equipment. There is reportedly one rink in Warsaw and that in antique condition, an 8,000-seater in Prague with others in various Czech states.

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- ★ "Everything in Entertainment" ★
- ★ Name Bands ★ Acts ★
- ★ Industrial Shows ★ Revues ★
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- ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# New Faces at Exec Desks

• Continued from page 57

Wis., County War Memorial Auditorium.

In Chicago, Edward J. Lee, formerly with the Fred Waring organization, heads up the staff for the proposed Lakefront convention hall. On his staff is Duane Peterson, former manager of KRNT Theater, Des Moines, and more recently with a Chicago booking agency.

Leo Huth is manager at the Fort Brown Memorial Center, Brownsville, Tex., succeeding Thomas P. Benson.

At Vancouver, B. C., the Forum and the Gardens buildings now are managed by John Evans, while David Dauphine continues active in other phases of management as the Pacific National Exhibition, owner of the two buildings.

Also in Vancouver, John Panrucker has been named manager of the new auditorium being constructed there.

Bud Purdy is manager of the Field House of Montana State University at Bozeman.

Van C. Ivey, manager of the Auditorium since its construction in 1951, was killed in an auto accident in July. His wife also died in the accident. Temporary manager is Mr. Hedrick.

C. W. (Chuck) Swan, retired after a stint as manager of the Albuquerque, N. M., Civic Auditorium. Earlier, he had managed the El Paso, Tex., Coliseum and Liberty Hall. He resides now in Orlando, Fla., and taking his place on a temporary basis at Albuquerque is Paul Vilella.

Appointed manager of the Pittsburgh building now under construction is Edward Fraher, formerly with the Internal Revenue Service.

At the Heart o'Texas Fair, Waco, Tex., Leon B. Dollens Jr., has been appointed to succeed Othel M. Neely.

Heading up the staff at the new San Angelo, Tex., Coliseum is Jerry Burns.

Robert Kent, formerly at Fayetteville, W. Va., Memorial Auditorium, has resigned as manager of the new Charleston, W. Va., Civic Center.

Hugh P. Walker is manager of the O'Keefe Auditorium now being built at Toronto.

At the Mary E. Sawyer Auditorium, La Crosse, Wis., present manager is Raymond E. Palmadore.

F. J. Tabery now is manager of the Shrine Civic Auditorium, Los Angeles.

John Webb is manager of the new Auditorium at Santa Monica, Calif. He formerly was associated with the building at Long Beach.

Richard Tully, formerly manager of the Sacramento, Calif., Memorial Auditorium, has switched over to the Las Vegas, Nev., convention hall.

Burt Geisreiter, former mayor, is manager at the Sacramento building, succeeding Tully.

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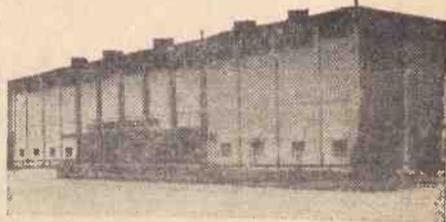
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SEPTEMBER 15, 1958

## Rain Slices Gate At Syracuse Fair

Setbacks Suffered on Two Days;  
497,134 Total Is 5,505 Behind 1957

SYRACUSE — Rain on important days curbed the record attendance aspirations of the New York State Fair. Bad weather set in on Sunday (31) and Thursday (4), the latter being especially harmful since the Governor's Day program was looked on as an attendance booster, Manager Bill Baker said.

Total gate count for the nine days was 497,134 or 5,505 (1 per cent) below last year's record. Comparisons are as follows:

	1958	1957
Friday (29)	33,824	27,115
Saturday	76,771	74,605
Sunday	68,545	86,414
Monday	88,412	90,337
Tuesday	48,510	44,836
Wednesday	43,339	41,689
Thursday	36,695	46,746
Friday	34,516	33,236
Saturday	66,522	57,631

Totals 497,134 502,639

Biggest crowd pullers were the Coliseum shows, in which the fair came out ahead slightly but credited with several of the daily attendance increases. Bob Hope headed a Frank Wirth production in for six shows, and drew as many strong houses, virtually all being

## San Jose Fair Tops '57 Gate

SAN JOSE, Calif.—The Santa Clara County Fair last week was running well ahead of last year's attendance figures, aided by a new record second day.

Thru Wednesday (10), third of the seven-day run, attendance totaled 65,916 as compared with 53,589 for the same period a year ago, William A. Straub, secretary-manager, said. Each day of this run has surpassed those of 1957, with Tuesday (9) mark hitting 29,517 as against 19,613 a year ago.

Straub credited good weather, a strong grandstand program and increased entries for the 12,327 backlog.

Television singer Molly Bee headlined the grandstand show for the first three nights, closing Wednesday (10).

Among those appearing during the summer at Irv Romig's Rickyard near Detroit were Carl and Elizabeth Romig, Grace McIntosh, George DeDeppo, Ronnie McIntosh, Ed and Pat Yurich and Ricky the Clown (Romig).

## Spencer, Ia., Fair Surges Ahead of '57

SPENCER, Ia. — The sturdy Clay County Fair, long recognized as one of the best county fairs in the nation, again demonstrated its strength thru Thursday (11), the fourth day of its six-day run.

The fair opened in the wake of a long, extremely hot stretch which had scorched a strip 25 miles wide and 100 miles long in the fair's immediate drawing area, but at the end of the first four days, attendance was running fully 10 per cent ahead of last year.

sellouts. Night performances fared better than the 4 p.m. matinees which broke up 6-7 p.m., a timing which was described as awkward.

For the final two days, GAC-Hamid provided a Johnny Mathis-headed unit, which also did well, officials said, drawing a younger age group than Hope. Supporting Hope were Novelle's Poodle Symphony, dog act; the Vikings with Betty Munro, vocal; Lacy Troupe, rolling globes; Bob Nelson's trained pigs; June Taylor dancers (16), and Clair Brenner's Spring Garden Band.

### Auto Races Packed

Ira Vail promoted big car racing on Saturday, with an overflow crowd attending the annual top outdoor attraction. Three performances by the Jack Kochman thrill show drew lightly, it was reported. Area stunt performances at county fairs and stock car tracks were said to have taken the edge off this season.

Also in front of the uncovered grandstand were Tommy Bartlett's water show in the lagoon, and the Cremer Rodeo starring Guy Madison. Rodeo had a washout on Sunday night and very light house in the rain on Thursday, just making the guarantee.

## TORONTO MULLS WORLD'S FAIR

TORONTO — A world's fair for Toronto in 1967 is being considered by the Canadian National Exhibition management. The event, as proposed, would celebrate Canada's centenary.

Site would be the CNE plant. It has 350 acres, 100 less than the site of the Brussel World's Fair. An additional 50 acres can be made available by filling in the area between the shoreline and the breakwaters.

## Saginaw, Mich., Races Ahead Of '57 by 5%

Betty Johnson, Mariners Score; Gooding Up 5%

SAGINAW, Mich.—The Saginaw Fair, aided by its name attraction grandstand show, went some 5 per cent ahead of '57 during its first five days. As of Friday morning both the gate and the Gooding midway was up that amount and, according to Clarence (Continued on page 92)

## GOOD RUN

## Gate Down, \$\$ Up At Ky. State Fair

LOUISVILLE — Gate receipts were up thru Thursday (11), seventh day of the nine-day Kentucky State Fair, but the event figured to close Saturday night (13) with attendance down from last year's count of 471,544.

Admission to the grounds was upped from 50 to 75 cents and a 10-cent admission was placed on children under 12, and this built up gate revenue. The fair's run, however, was changed, with a second Sunday eliminated and the opening advanced from Friday to Thursday night.

Going into Friday (12) attendance stood at about the same level as last year to the same point, but the fair faced the loss of 40,000 attendance racked up last year on the final Sunday.

Again, as in the past, the fair offered an assortment of names for varying periods and in two dif-

ferent facilities—its Coliseum and its Stadium. A mid-summer shift in advertising - publicity personnel compounded the problem of selling the attractions.

Roy Rogers and company, in for seven performances, grossed \$82,800, taxes included, starting opening night with two-a-day for fol- (Continued on page 92)

## Rain on 2 Big Days Curbs Rutland 10%

RUTLAND, Va.—Weather hit the flanks of the Rutland County Fair last week, slicing into attendance on opening day, Labor Day (1), and closing day, Saturday (6). A result was a gate decline of around 10 per cent, Secretary Arthur (Abe) Porter reported.

Most aspects of the event were more than satisfactory, and total attendance was given at 95,000 for the week. The fair generally draws 110,000-115,000.

On both days cited it threatened until evening. On Labor Day it started at 6 p.m., then let up and finally came down heavy when the night grandstand show broke. Rutland featured GAC-Hamid's No. 1 unit, "Satellite Revue." Saturday rain fell after midnight, but nasty skies during the day held down the attendance.

Weather is particularly vital here, Porter noted, since the fair pulls from a 100-mile radius and most visitors have a substantial journey before they get to the grounds.

Also before the grandstand were

## RECORDS TOPPLE AT KAN. FREE FAIR

Attendance Totals 407,000;  
RAS Up 30%; B-C Revue Does Big

TOPEKA, Kan.—The Kansas Free Fair, which Thursday (11) ended its six-day run, was the most successful in the event's 78 years.

Attendance and spending hit an all-time high, with credit going to the extremely high level of prosperity in the State and to perfect weather.

Estimates put total attendance at 407,000, the biggest ever. Ride and show receipts of the Royal American Shows on the midway hit an all-time high and in so doing topped last year's gross by 30 per cent.

Grandstand business was strong. A Barnes-Carruthers revue, plus the Chordettes, booked in by Eldred Stacy of the Music Corporation of America, turned in 15 per cent higher grandstand receipts than was registered by the night show last year.

Matinee grandstand receipts also were up. Auto races, staged by Al Sweeney the first two days were up over last year. So, too, were harness races, in for three afternoons. Modified stock car races, presented closing afternoon, were off only slightly from last year.

All concessions enjoyed excellent business, Maurice Fager, fair secretary, reported. Every inch of exhibit space was sold out prior to the opening, he said.

Ezra Taft Benson, U. S. Secretary of Agriculture, spent two hours at the fair and lauded its livestock show.

The high level of prosperity in Kansas stems from the best corn crop ever, a bumper wheat crop, and a good year for cattle. Rains this year were frequently spaced and of such duration that they boosted farm yields greatly.

Visitors to the fair, besides Benson, included Virgil Miller, secretary of the Kansas State Fair, Hutchinson, and Coley Irwin, secretary of the Missouri State Fair, Sedalia.

The night grandstand show,

Fager said, received more favorable comment from patrons than any night show offered in the seven years he has been manager. A new \$5,000 sound system, he pointed out, added to the favorable reaction.

## Calif. State Fair Winds Up With 817,002

SACRAMENTO, Calif. — If the California State Fair & Exposition, which closed its annual 12-day run Sunday (7), had counted attendance this year as it did in 1957, the fair would have set a whopping new record.

During the run, the fair clicked 817,002 people, which is claimed as a record despite the fact that last year the attendance was 818,202, and the record 823,887 set in 1956.

The twist comes in the fact that for this run Dudley T. Fortin, manager, ruled that badge holders would not be counted in the attendance figures. This would have boosted the final figures approximately 60,000 as it excluded working press, exhibitors, employees and others.

Business on the midway, for (Continued on page 92)

## Danny Cleary Joins MCA Fair Dept.

CHICAGO—In a move to expand its fair and allied events department, Music Corporation of America has transferred Danny Cleary to this department where he will be associated with Eldred Stacy.

Cleary has been with MCA for a number of years, handling a general line of booking that included special events and night clubs.

At the same time special events, such as auto shows and celebrations, will now be handled by the department. Additional personnel will also be named in the New York and California offices, Stacy disclosed.

## Reading Ahead 25% For First Four Days

READING, Pa.—A rip-roaring start by the Reading Fair saw the 107th edition pull 25 per cent ahead of last year's attendance thru midweek. For the four days starting Sunday (7), it attracted 119,902 patrons, well ahead of the 94,890 registered over the same period a year ago.

Weather was generally good except for Monday, which is traditionally a slow day here.

Two hours of rain fell around noontime on opening day but it cleared to permit the scheduled motorcycle racing, for which attendance was down 2 per cent. While the gate soared on Tuesday there was a sharp drop at the grandstand, where GAC-Hamid's Johnny Mathis unit pulled only 2,812 persons, or 40 per cent (Continued on page 92)

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# QUEBEC SCORES 401,347 RECORD

## Provincial Ex Triumphs Over Week's Spotty Weather; Pavilion Dedicated

QUEBEC CITY, Que.—A record paid attendance of 401,347 turned out for the 47th edition of the Provincial Exposition, which ended Sunday (7). The figure was achieved despite 10 days of alternating wet and cool weather, which was especially damaging over the big Labor Day weekend.

Another rainy period also hurt on the closing stretch. Emery Boucher, manager, said better-than-average crowds attended in midweek when weather was mild. Midweek night business was very good, he said. Directors set next year's dates at September 4-13.

Closing night drew a large crowd for awarding of an automobile, \$1,500 in cash, a \$500 fur coat, and a \$35,000 home sponsored by the local kinsmen. Features introduced in various departments drew favorable comments. The Conklin midway grossed about the same as last year.

Promotion tied the fair in with the city's 350th anniversary celebration, which began in May and ends at the close of the year.

"Fantasia '58" was the Coliseum show, produced by Nap Cote and combining ice, vaudeville and water features.

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# Wagner Stunters Set for Polo Grounds

NEW YORK—Buddy Wagner's Motor Capades unit, featuring the Joie Chitwood Auto Daredevils, will be the first thrill show to play the new speedway at the Polo Grounds, now operating twice weekly under NASCAR sanction and the promotional banner of Ed Otto.

Wagner's unit has been signed to appear at the former home of the New York Giants on Sunday afternoon, September 21, it was announced, the first time a stunt show has performed in the Bronx since the old Castle Hill Speedway

was in operation back in the '40's.

An extensive advertising campaign using all media has been planned by Otto and Press Director Nat Kleinfeld. Barbara (Bobbi) Collier, female star of the Wagner unit, as well as Joie Chitwood, have been set for a number of radio and TV interviews prior to the show's appearance, Wagner said. The show will move into the 65,000-seat Polo Grounds from a double-header program the previous night (20) at the Middletown (N. Y.) fairgrounds.

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# Fredericton Draws 84,000 For Top Mark in 131 Years

FREDERICTON, N. B. — The Fredericton Exhibition closed here Saturday (6), with an attendance of 84,000, the top figure in its 131-year history, according to Ray Crewdson, secretary - manager.

Economy marked the operation of many departments this year, the directors having an eye to an early beginning of work on the contemplated grandstand and exhibit hall.

Shorty and Smokey Warren and their Western music troupe, in front of the grandstand for the first half of the week, just did not score. Attendance was fair on the night of Labor Day, but negligible on Tuesday (2) and Wednesday (3).

Jack Joyce with his racing elephants and camels and mixed groups of jungle performers provided a change of grandstand fare for Friday (5) and Saturday (6). Their opening performance drew a good house and both shows of the double-header Saturday night were capacity.

Horse race fans had three sessions — Monday afternoon, Thursday night and Saturday afternoon.

Bill Lynch Shows of Halifax, Nova Scotia, again provided a hefty midway. Mike Berosini, high act, worked the midway for the carnival. Rides and shows did from fair to good, top money-getter of the shows being Monica Daye's Revue. Concession spending was reported away down.

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Jack Joyce

# Sun Players Get OK Biz

APPLETON CITY, Mo.—The Sun Players, currently on their tour of Missouri, have found business very good despite rain and windstorms. Show recently played the fair here.

Cast includes Eileen Piatt, David Piatt, Robert Hollis, C. Pork, Ralph Blackwell, Margie Sheeley, Gilbert Walters and Dot and Jess Sun.

5-Year Pact

By Wednesday night (3), Lynch had a new contract in his pocket for midway attractions for the next five years, with an option on a further five after that.

Rain dampened the final heat of the Thursday night race card, and a downpour knocked the final hour off the best crowd of the week on Saturday night.

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LEWISTON, Idaho — More than 21,000 attended the three-day 1958 Lewiston Roundup September 5-7. It was one of the best crowds in the show's history.

Bill Boag, Weiser, Idaho, won the all-around cowboy championship. His \$630 purse earnings and \$150 all-around prize gave him 780 points in Rodeo Cowboys association standings.

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 A-1 Am.: Charleston, Mo.; Gideon 22-27.  
 Amusements of America: (Fair) Statesville, N. C.; (Fair) Sanford 22-27.  
 B. & D. Am. Co.: Keosauqua, Ia., 15-16; New London 17-18; Russell 19-20.  
 Bee's Old Reliable: (Fair) Booneville, Ky.; (Fair) Beattyville 22-27.  
 Belle City: Reedsburg, Wis., 18-20.  
 Bernard & Barry: Hamilton, Ont.; Caledonia 22-27.  
 Big Four Amusements: (Shopping Center) Loves Park, Ill.; (Shopping Center) Melrose Park 24-28.  
 Big State: Bryan, Tex.  
 Blue Grass: (Fair) Columbus, Miss.; (Fair) Huntsville, Ala., 22-27.  
 Blue Valley: Chilhowee, Mo., 15; Stover 18-20. (Season ends).  
 Buck, O. C.: (Fair) Carthage, N. C.; (Fair) Rocky Mount 22-27.  
 Buckeye State: (Fair) Vanceburg, Ky., 17-20.  
 Burke, Harry: (Fair) Port Allen, La., 19-22.  
 Burkhart, No. 1: Villa Platte, La.; Jena 22-27.  
 Burkhart, No. 2: Lonoke, Ark., 17-20; Ruleville, Miss., 23-27.  
 Byers Bros.: (Fair) Coushatta, La.; (Fair) Natchitoches 22-27.  
 Capell Bros.: Wilcox, Ariz., 18-21.  
 Capital City: (Fair) Murphy, N. C.; (Fair) Hartwell, Ga., 22-27.  
 Central States: (Fair) Pawhuska, Okla., 15-18.  
 Cetlin & Wilson: (Fair) Richmond, Va., 18-27.  
 Chanos, Jimmie: Anderson, Ind.  
 Cherokee Am. Co.: (Fair) Shawnee, Okla., 15-18; Claremore 19-23; Girard, Kan., 25-27.  
 Coleman Bros.: Rochester, N. H.  
 Collins, Wm. T.: (Fair) Muskogee, Okla., 15-21; Tulsa 27-Oct. 3.  
 Conklin: (Fair) Lindsey, Ont.; Kingston 22-27.  
 Crafts Expo.: Tracy, Calif., 18-21; (Fair) Watsonville 24-28.  
 Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Dalton, Ga., 22-27.  
 Davis Am. Co.: John Day, Ore., 17-20.  
 DeLuxe: (Fair) Portland, Conn., 20-21; (Fair) Durham 26-28.  
 Dickson United: (Eight Mile & Gratiot) Detroit 15; (10 Miles & Kelly) Detroit 16-21; (Telegraph and Eureka Rd.) Detroit 23-28.  
 Dixie Am.: (Fair) Ozark, Ark.  
 Donovan Bros.: (Fair) La Grange, Tex., 17-20.  
 Drago, No. 1: (Fair) Shirley, Ind.; Frankfort 22-27.  
 Drew, James H.: (Fair) Monroe, Ga.; (Fair) Jasper, Ala., 22-27.  
 Dudley, D. S.: (Fair) Clovis, N. M.; (Fair) Portales 22-27.  
 Dyer's Greater: Savannah, Tenn.; Tunica, Miss., 22-27.  
 Eastern Am. Co.: Farmington, Me., 15-19.  
 Endy, David B.: (Fair) Alexandria, Va.  
 Evans United: Tipton, Mo.; Concordia 23-27.  
 Franklin, Don: Tyler, Tex.; Wharton 23-27.  
 Gala Expo.: Eudora, Ark.  
 Gem City: Tuscaloosa, Ala.; (Fair) Yazoo City, Miss., 22-27.  
 Georgia Am. Co.: (Fair) Fayetteville, Ga.; (Fair) Conyers 22-27.  
 Geren, W. R.: Brandenburg, Ky.; Versailles, Ind., 22-27.  
 Glades Am. Co.: Jackson, N. C.; Alberta, Va., 22-27.

Gladstone Expo.: Fayetteville, Ark.; Hope 22-27.  
 Gooding Am. Co., No. 1: (Fair) Delaware, O.  
 Gooding Am. Co., No. 2: (Fair) Adrian, Mich.  
 Gooding Am. Co., No. 3: (Fair) Nashville, Tenn.  
 Gooding Am. Co., No. 4: Jackson, O.  
 Gooding Am. Co., No. 5: (Fair) Centerville, Mich.  
 Gooding Am. Co., No. 6: (Fair) Bluffton, Ind.  
 Gooding Am. Co., No. 7: Elkhart, Ind.  
 Gooding Am. Co., No. 8: (Fair) Ottawa, O.  
 Gooding Am. Co., No. 9: (Fair) Albion, Pa.  
 Gooding Am. Co., No. 10: Columbus, Ind.  
 Gooding Am. Co., No. 11: Swanton, O.  
 Great Western: Sanger, Calif., 15-21; Selma 22-28.  
 Greater Dixieland Expo.: Forest Hill, La., 15-19; (Fair) Jonesboro, La., 22-27.  
 Green Tree: (Fair) Stanton, Ky.  
 Hales Shows of Tomorrow: Plattsmouth, Neb., 17-20. (Season ends).  
 Hames, Bill: (Fair) Abilene, Tex.; (Fair) Amarillo 22-27.  
 Hammond, Bob: Stillwell, Okla.; New Braunfels, Tex., 22-28.  
 Hartscock, Roy: La Plata, Mo., 17-20.  
 Heart of America: (Fair) Bristow, Okla.  
 Heth: (Fair) Carrollton, Ga.; (Fair) Tuscaloosa, Ala., 22-27.  
 Hoard & Mullis: (Fair) Lavonia, Ga.; (Fair) Sparta 22-27.  
 Holiday Am. Co.: (Fair) Nowata, Okla.; (Fair) Bentonville, Ark., 23-26.  
 Hottle, Buff, No. 1: Warren, Ark.; Pine Bluff 22-27.  
 Hottle, Buff, No. 2: Kenneth, Mo.  
 Hugo's Novelty Expo.: Caney, Kan.; Owosso, Okla., 22-28.  
 Ideal Rides: (Fair) Nashville, Ind., 16-20; Toledo, Ill., 24-27. (Season ends).  
 Inland Empire: Spokane, Wash.-Orofino, Idaho, 17-21.  
 I. T.: (Fair) Danbury, Conn., 27-Oct. 5.  
 Johnny's United: (Fair) Marietta, Ga.; (Fair) Cartersville 22-27.  
 Key City: (Fair) Decaturville, Tenn.; (Fair) Bolivar 22-27.  
 Kile, Floyd O.: Prescott, Ark.; Clarks, La., 22-27.  
 King Bros.: Boise City, Okla.; Clayton, N. M., 22-27.  
 Lee Am. Co.: Decatur, Ga.  
 Lone Star Am.: Dimmitt, Tex.; Fredonia 22-27.  
 McKenna Rides & Amusements: (Fair) Montello, Wis., 19-21.  
 Marks-Manning: (Fair) Albemarle, N. C.; (Fair) Monroe 22-27.  
 Marvel: Middletown, Ill., 15-18; East Peoria 19-21.  
 M. D.: (Fair) Gratz, Pa.; Philadelphia 22-27.  
 Meeker's: (Fair) Yakima, Wash., 22-27.  
 Merriam's Midway: Milford, Neb.,

15-16; Cozad 18-19; Othenburg 23-25.  
 Midway of Mirth: Ripley, Miss.; McCrory, Ark., 22-28.  
 Mighty Moosier State: (Fair) Brandenburg, Ky.; Versailles, Ind., 24-27.  
 Mighty Interstate: Calhoun, Ga.; Childersburg, Ala., 22-27.  
 Monarch Expo.: (Fair) Blytheville, Ark., 15-21; (Fair) Russellville 22-27.  
 Motor State Expo.: (Fair) Pontotoc, Ala.; West Point 22-27.  
 Mound City: East Prairie, Mo.  
 Murphy's Northern States: Dalton, Neb., 15-16; Chappel 17-18; Potter 19-20; Alliance 22-27.  
 New England Am. Co.: Athol, Mass.  
 North American: (Fair) Demopolis, Ala., 22-27.  
 Olson: (Fair) Chattanooga, Tenn.; (Fair) Tupelo, Miss., 23-27.  
 Orange Bros.: (Fair) Mulberry, Ark., 17-20; (Fair) Webb City, Mo., 24-27.  
 Page Bros.: (Fair) Linden, Tenn.  
 Page Combined: Bedford, Va.; Warrenton, N. C., 22-27.  
 Palmetto Expo.: (Fair) Pittsboro, N. C.; Zebulon 22-27.  
 Pan American: Gainesville, Ga.; Milledgeville 22-27.  
 Parada: Mount Ida, Ark., 16-20.  
 Penn Premier: Newport News, Va.  
 Peppers All States: Centerville, Ala.; Lucedale, Miss., 22-27.  
 Peter Paul Amusements: (Fair) Sparta, Tenn.; Moncks Corner 22-27.  
 Powelson Am., No. 1: Niles, O.  
 Powelson Am., No. 2: Reynoldsburg, O.  
 Prell's Broadway: (Fair) Goldsboro, N. C.; Salisbury 22-27.  
 Raines Am.: Paris, Ark.; Danville 22-27.  
 Reid's Golden Star: Hartsville, Tenn.; (Fair) Lexington 22-27.  
 Reid, King: (Fair) Springfield, Mass., 15-21.  
 Reithoffer: Dallas, Pa.; Bloomsburg 22-27.  
 Rock City: (Fair) Clarksville, Ark., 16-20; (Fair) Searey 23-27.  
 Rose City Rides: Ellington, Mo.; Sikeston 25-27.  
 Royal American: (Fair) Hutchinson, Kan., 15-18; (Fair) Oklahoma City, Okla., 20-27.  
 Royal United: Worthington, Minn., 16-17.  
 Rumble Greater: Boonville, Ind.; Hardinsburg, Ky., 25-27.  
 Schafer's 20th Century: (Fair) (Continued on page 86)

**1958 WINNERS**  
**BIG ELI FOURTH OF JULY CONTESTS**  
 (Contest No. 1 for BIG ELI WHEELS)  
 Rank, Owner or Operator, Wheel, State, Receipts

1st, Robert Choate, S. Ark., \$1004.00;  
 2nd O. & H. Smith, S. W. Va., \$944.50;  
 3rd, A. E. Forcier, S. Minn., \$774.75;  
 4th, Edw. Browning, S. Ore., \$701.25;  
 5th, James L. Reed, S. Iowa, \$617.50;  
 6th, Otto Stephen, S. Iowa, \$587.50.  
 Average Receipts per Wheel—\$771.58.  
 No. 5 BIG ELI has long been the leading profit earner. Read the BIG ELI Scrambler report in next week's issue. Full contest report in July-August BIG ELI NEWS. Ask for a Free Copy. Request full information and Price List #72 on BIG ELI WHEELS TODAY.  
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10 Rolls	8.25
25 Rolls	19.75
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**Frank A. Conway, Fireworks Vet, Dies in Dayton, O.**

DAYTON, O.—Frank A. (Gus) Conway, 77, former president of the Atlas Fireworks Company here and well known in outdoor show circles, died in Dayton September 2 after a lingering illness. Conway retired as Atlas prexy last January, due to ill health.

Prior to forming his own company, the veteran Conway had been affiliated with the Interstate Fireworks Company, Twinsboro, O., later becoming associated with the United Fireworks Manufacturing Company, Dayton, where he served from 1935-1949, at which time he joined Thearle-Duffield Fireworks Company, Chicago.

Surviving is his widow, who resides at 660 Brooklyn Avenue, this city.

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## Carnival Routes

• Continued from page 85

Texarkana, Tex.: (Fair) Fort Smith, Ark., 22-27.  
 Siebrand Bros., No. 1: Farmington, N. M.  
 Siebrand Bros., No. 2: Durango, Colo.  
 Skerbeck Am. Co.: Kinross, Mich.  
 Smiley's Am.: (Fair) Yanceyville, N. C.; (Fair) West Jefferson 22-27.  
 Smith, George Clyde: (Fair) Farmville, Va.; (Fair) Madison, N. C., 22-27.  
 Southern States: Ocilla, Ga., 15-19; Pelham 21-26.  
 Southland Am. Co.: Port St. Joe, Fla.; Blountstown 22-27.  
 Southland Expo.: Brewton, Ala., 18-19.  
 Stanley, Wm. D.: (Fair) Napoleon, N. D., 15-16; (Fair) Ashley 17-18.  
 Stephen's, Otto: Queen City, Mo., 15-16. (Season ends).  
 Stephens, C. A.: Bowman, S. C.; Ellmore 22-27.  
 Strates, James E.: Charlotte, N. C.  
 Strong's Am. Co.: Clinton, Okla., 15-18.  
 Stumbo's Tri-State: Huntsville, Ark., 18-20.  
 Sugar State: (Fair) Arnaudville, La., 19-21.  
 Sunset Am. Co.: (Fair) Dexter, Mo.; (Fair) Harrisburg, Ark., 22-27.  
 Tatham Bros.: Assumption, Ill., 18-20.  
 Tennessee Valley Am. Co.: (Fair) Leighton, Ala.  
 Thomas, Art B., No. 1: Sioux City, Ia.; Mitchell, S. D., 22-27.  
 Thomas, Art B., No. 2: Mitchell, S. D., 22-27.  
 Thomas Joyland: Leakville, N. C.  
 Tidwell, T. J.: (Fair) Dumas, Tex.  
 Tinsley, Johnny T.: (Fair) Lawrenceville, Ga.; (Fair) Newman 22-27.  
 Tip Top: Cumberland, Wis., 19-21; Menomonie 26-27.  
 Tivoli Expo.: (Fair) Bastrop, La.; (Fair) Magnolia, Ark., 22-27.  
 Uncle Joe's Am. Co.: Frederick, Okla.  
 United Expo.: (Fair) Arkadelphia, Ark.  
 United States: (Fair) Lebanon, Va.  
 Victory Expo.: Ardmore, Okla., 18-20; (Fair) Iowa Park, Tex., 22-27.

(Continued on page 92)

## Circus Routes

Beatty, Clyde: Odessa, Tex., 15; Midland 16; Sweetwater 17; Snyder 18; San Angelo 19; Brownswood 20; Temple 21; Bryan 22; Palestine 23; Marshall 24; Lufkin 25; Beaumont 26; Lafayette, La., 27; Morgan City 28; Mobile, Ala., 29; Pensacola, Fla., 30.  
 Benbro Bros.: Bentonville, Ark., 24-25.  
 Carson & Barnes: Berryville, Ark., 17.  
 Hagen Bros.: Falls Church, Va., 15; Louisa 16; Alta Vista 18; Chatham 19; Rocky Mount 20; Radford 22; Pulaski 23; Wytheville 24; Marion 25; Abingdon 26; Johnson City, Tenn., 27; Bristol 29; Greenville 30.  
 Kelly-Miller: Colusa, Calif., 17.  
 Mills Bros.: Bethesda, Md., 15; Alexandria, Va., 16; Mount Vernon 17; Fairfax 18; Warrenton 19; Winchester 20; Harrisonburg 22; Waynesboro 23; Staunton 24; Buchanan 25; Salem 26; Martinsville 27.  
 Polack Bros.: Eugene, Ore., 16-17; Camp Pendleton, Calif., 20-21; Odessa, Tex., 26-28; Oklahoma City, Okla., Oct. 1-4.  
 Ringling Bros. and Barnum & Bailey: (Fair) Pomona, Calif., 15-27; San Francisco 30-Oct. 5.  
 Strong, John A.: Mayward, Calif., 18-20; (Fair) Bakersfield 23-28; (Fair) Porterville 30.

## Miscellaneous

Fraker's Wild Life: Florence, Ala., 15-20; Lawrenceburg, Tenn., 22-27.  
 Griffin, Ken: Bowman, N. D., 15; Ekalaka, Mont., 16; Wibaux 17; Baker 18; Dickerson, N. D., 20; Devils Lake 22; Underwood 23; Stanton 24; New Town 25; Mott 26; Beach 27.  
 M. M. Grenadier Guards & Band & Scots Guards, Pipers & Dancers: (Fair) West Springfield, Mass., 15-16; Washington, D. C., 18; Philadelphia, Pa., 19; New York, 20-21; Troy, N. Y., 22; Toronto, Ont., 24; Buffalo, N. Y., 25; Rochester 26; Pittsburgh, Pa., 27; Cleveland, O., 28; Chicago, Ill., 29; St. Louis, Mo., 30.  
 Matchstick City: Richmond, Va., 17-27.  
 Popo Circus Productions: Salt Lake City, Utah, 15-21.

Scott, Tommy, Country Show: Rome, N. Y., 15; Utica 16; Norwich 17; Little Falls 18; Gloversville 19; Amsterdam 20; Schenectady 22; Saratoga Springs 23; Glen Falls 24; Poughkeepsie 25; Middletown 26; Newburgh 27; Allentown, Pa., 29; Leighton 30.  
 Sun Players: Higginsville, Mo., 15-21; Knob Noster 22-27.  
 Tobie and Susie Show: Green City, Mo., 15-21; Unionville 22-28.

## Thrill Shows

Aut Swenson Thrillcade: (Fair) Charlotte, N. C., 20; (Fair) Fort Smith, Ark., 22-23.  
 Jack Koochman Hell Drivers: (Fair) West Springfield, Mass., 15-17; (Fair) Detroit, Mich., 23.  
 Jack Koochman Intl. Auto Daredevils: (Fair) Gratz, Pa., 15.

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## THE FINAL CURTAIN

**CONWAY—Frank A.**, 77, former president of the Atlas Fireworks Company, Dayton, O., September 2 in Dayton. (Details in Outdoor section.)

**CRAWFORD—Red**, 52, Motordrome operator, September 11 in a Los Angeles hospital following a long illness. Born Crawford McLeister, he had resided on the West Coast for a number of years. Some years ago he was featured with the Tait & Churchill Shows in the Philippines. Survived by his widow. Funeral services pending.

**GREER—Casey**, 68, Irish comedian who got his start in a Georgia medicine show, September 6 in Dallas. Greer logged laughs on Dallas stages for more than 40 years. At one time he had his own tabloid show company, and in later years he switched to burlesque. Throat cancer forced him to retire several years ago. Survivors are his mother, Mrs. Lillian Greer, Waverly Hall, Ga.; two brothers, Kenneth, Houston, and N. L. Ligette, Atlanta, and a sister, Mrs. S. Young, Waverly Hall.

**HAAS—Oscar W.**, 71, long-time performer with many circuses, August 22 in Sedalia, Mo. He had been retired for a number of years but prior to that time had bar acts on a number of shows, including Ringling-Barnum and the Hagenbeck-Wallace circuses. His widow, Ida, survives.

**MacDOW—Thomas A.**, 69, shooting gallery concessionaire, September 7 in Vancouver, Wash., following a brief illness. A member of the Pacific Coast Showmen's Association, Los Angeles, for 25 years, he had trouped with West Coast Shows, Crafts Shows and was with Frank Robinson's Western Shows at the time of his death. Survived by a niece and nephew in New Hampshire. Burial in PCSA Showmen's Rest September 15.

**PEARCE—Walter B.**, 69, manager of the Arena roller skating and ice skating rink in Regina, Sask., since 1910, in Regina September 2. Survived

by his widow, two children and one brother. Burial was in Regina.

**PLACE—Clyde E.**, veteran pitchman and carnival trouper, suddenly at his home in Orlando, Fla., August 25. He had been suffering with a heart ailment the past year, but had apparently recovered and was planning a return to the road when death came. In his younger days, deceased worked with a high-pole act and later trouped with various carnivals. In recent years he had been associated with Charles and Mildred Courtot in the pitch field. Services at the Cary-Hand Funeral Home, Orlando, with the Rev. Edward Pendergrass officiating. Burial was in Greenwood Cemetery, Orlando. Surviving are his widow, Dorothy, and three daughters, Kathy, Susan and Candace.

**SALISBURY—Dr. Frederick G.**, 77, a director of the Saskatoon (Sask.) Exhibition board and a member of its racing committee for 16 years, in Saskatoon August 31 following a heart attack. He had been chairman of the racing committee since 1944. He was elected president of the Western Canada Association of Exhibitions in 1949 and was president of the Saskatoon Exhibition in 1951 and 1952. He did much to develop the present Western Canadian horse racing circuit and successfully fought to improve Saskatoon's race purses and stabling facilities. Survived by his widow, a daughter and two sons. Burial was in Saskatoon.

**SIEBRAND—John**, for many years electrician on the Klein Amusement Company, re-

cently in Osceola Hospital, Sibley, Ia., after a long illness. He got his start in the carnival field with the Siebrand brothers. Survived by his widow; a son, Larry, and brothers and sisters. Services September 12 at Gospel Tabernacle Church, George, Ia.

**SINGER—Dowell M.**, 46, owner of the Singer Calliope Company, Decatur, Ill., August 11 following a heart ailment. He had been building custom-built calliopes.

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Who left us in 1945:

Our hearts are full of grief,  
But it is comfort to know  
He is with those who loved him.

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**MRS. J. R. CARROLL**  
**MRS. HELEN JAMES**  
Brother **JOHN R. GRAVES**

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Sept. 19, 1955

You Will Never Be Forgotten

**BOB HASSON & FAMILY**

**IN MEMORY**  
Of A Grand Guy  
**ROBT. H. (BOB) MORTON**  
Who Passed Away  
September 16, 1956.  
**LEN HUMPHRIES & FAMILY**

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DECEASED SEPT. 16, 1956



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## IN MEMORY

**ROBERT H. (BOB) MORTON**

September 16, 1956

**HENRY ROBINSON**



**Robert H. (Bob) Morton**

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Deceased September 16, 1956

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## OTTAWA MARK SET BY WOM RIDES, SHOWS

**Extra Half-Day Big Boon; Set Additional Units**

BROCKTON, Mass. — The spruced-up World of Mirth Shows turned in a record gross for ride and show operators at the Central Canada Exhibition in Ottawa. Concessions trailed somewhat but were nevertheless profitable, as they are at the Canadian date, biggest of the railroader's spots. The extra half day on Friday, opening day at Ottawa, was credited for much of the increase.

Lewiston, Me., broke the move to Brockton. Business was so-so. Brockton opened slowly and ran into rain on Wednesday (10) following a very good kids' day on Tuesday. Sunday and Monday were off the pace slightly.

The Ottawa layout was World of Mirth's most powerful ever. There were 17 rides alone, in a newly located Kiddieland area. Elsewhere 15 show units and virtually every major ride was in operation except the Wild Mouse and Sky Wheels, the latter being expected to join for the remainder of the season. Units included three Ferris Wheels and two Roundups.

Leading the money - winners were Tirza's Wine Bath Revue, and the Scrambler and Twister. Roy  
(Continued on page 90)

## OLSON SETS NEW ONE-DAY GROSS MARK

LOUISVILLE — The Olson Shows racked up the biggest day in its history here Saturday (6) at the Kentucky State Fair. It also was the fair's biggest day for midway receipts.

The day's ride and show receipts not only set a new mark for the Olson Shows but also topped the highest single day's gross registered by the show, when it was titled Hennes Bros. Shows and headed by Harry Hennes, in the lush post-war years.

All segments of the Olson Shows shared in the record business, Paul Olson said. Sunday (7) also was a big day for the midway, and together these two days set up a substantial increase over last year's receipts.

Thru Thursday (11), with two more days to go before the fair's wind-up, the ride and show gross was about 18 per cent higher than at the same point last year, Olson said.

Among the shows, the leading money-getter was Lash LaRue's Western show, Olson added. Two office - owned shows, Space Girls and a posing show, both managed by Gene Vaughan, followed in that order.

The spectacular Velare brothers' Space Wheels led the rides. The Skooter was second and the Kiddieland was third.

## CONKLINS TOP \$700,000 AT TORONTO EXHIBITION

**Rides, Shows Gross Record \$707,515; Take \$83,866 on First Saturday**

TORONTO — A \$700,000 ride and show gross at the Canadian National Exhibition—the goal of the Conklins, Patty and Frank—was reached and surpassed at the wind-up of the 16-day event Saturday night (6).

The total take was \$707,515.70, which topped the previous high of about \$610,000, set last year when the CNE's run was two days shorter.

In setting the new record, the Conklin midway overcame spotty weather. Nights generally were cool to cold, and there was considerable rain. The final night was hard hit by rain which fell from

6 p.m., with only an hour's break, until closing time.

Biggest day of the run was the first Saturday, when Conklin rides and shows piled up a gross of \$83,866.70. Children's Day yielded a take of \$64,330.40. Both were new records for those days. On kids' day, kiddie rides carried 185,265 kids at reduced prices. The kid ride area grossed \$96,869.80, a new high for the full run.

The Conklins' Roller Coaster amassed \$80,415.30 gross. The Wild Mouse grossed \$44,322.25. The 12-car Hot Rod installation registered a \$26,243.70 take.

Other ride grosses included: the

Scrambler, \$21,443.20; Whiz Bang, \$18,108.10, and Twister, \$12,581.25.

**Likes Coaster**

The Norman Bartlett-invented Flying Coaster, in its first test run, impressed Patty Conklin, who said "It's going to be a real winner." The device grossed \$14,312.

A new German kiddie ride, imported by Conklin and as yet unnamed, rode 96,325 moppets, also showing up extremely well.

Patty Conklin was pleased with the performance of two other imported rides. Geister's Express, dark ride brought over from Switzerland, with only seven cars in operation, accounted for a \$24,879 gross. The German Carousel rode 79,217 youngsters.

The Satellite Jet, managed by Mickey Hughes, turned in a strong \$19,680.50 gross.

Commenting on other grosses, (Continued on page 90)

## Paydays Rolling in For Penn Premier

**Show Recouping After Dismal Start; Indiana, Warsaw Fairs Both Red Ones**

STAUNTON, Va. — Penn Premier Shows has been on the rebound following the worst still-date season it ever experienced. The description was given by Owner Lloyd Serfass as a compliment, he said, for the real evaluation was — worse than the worst. Until recent weeks there was

little to cheer about around the show, but a few good spots at fair dates have perked spirits and bank-rolls considerably, and it now heads into tobacco country with high hopes.

The fair in Indiana, Pa., a fixture on the Serfass route, broke all records for attendance and midway earnings. Serfass said Lou Stevens, president, did an excellent job, especially in promoting a children's day with the Indiana Gazette which packed the grandstand for a special before-noon talent show. Mike Wita, in charge of ticket sales, needed an extra force of workers to handle the crush.

Weather in Indiana was all but perfect, with only one night being disturbed, and that by an insignificant shower.

**Warsaw a Winner**

Culpepper, Va., got under way with the show mired in red clay mud. Wind-up was fair, with nobody being hurt much. Big surprise was the Labor Day fair date in Warsaw, Va., Serfass said. Records fell on Saturday night (6), when traffic backed up considerably and bottled the roads.

It was a far cry from pre-fair months, when rain clobbered the  
(Continued on page 90)

## Strates Opens With One-Day Record at York

YORK, Pa. — The James E. Strates Shows opened its five-day run at the York Inter-State Fair here Tuesday (9) with the biggest daily midway gross the carnival has ever pulled in at this event.

The fair's parking lot was filled by 2 p.m., altho pedestrians were pouring in during the remainder of the afternoon and evening.

All 38 rides and 18 shows reported brisk business, as the temperature stayed in the 70's and the sun shone brightly. Tuesday was school children's day, and the youngsters made up a good percentage of the crowd.

Wednesday (10) was another big one for Strates, altho the gross didn't hit the previous day's record.

This will be the third big date on successive weeks for Strates. Last week he played the New York State Fair in Syracuse, and the previous week he played the Erie County Fair in Hamburg, N. Y.

## Royal Up 30% As Kan. Fair Hits Records

TOPEKA, Kan. — The Royal American Shows scored a whopping 30 per cent increase in ride and show receipts at the six-day Kansas Free Fair, which closed Thursday (11).

All segments of the Royal's operations shared in the bumper business as the fair hit an all-time high in the attendance, with perfect weather and excellent conditions in Kansas in the fair's corner.

Mitzi paced the shows, with Leon Claxton's Harlem in Havana second and Dick Best's Side Show third. The Wild Mouse led the rides, with the Royal's large array of kiddie rides second, and the Rotor third.

## WADE DOWN 3% AT DETROIT FAIR

**Weather, Tighter Money Cuts Grosses; Dowis Sky Wheels Score Good Takes**

DETROIT — Despite a tight economy in the Detroit area and what approaches recession conditions, the W. C. Wade Shows demonstrated strong money-earning traits at the Michigan State Fair and its ride and show gross for the run was only 5 per cent below last year.

To this situation of the tighter buck was added six days on which rain fell, yet the big fun zone came up with a total ride and show gross of \$274,783.32, only slightly below the '57 figure of \$289,203.42.

One hopeful sign was the substantial increase in patronage on

kiddie rides, with one day actually showing a 50 per cent increase.

The Ricky Nelson show in the Coliseum the last three days drew a good patronage of teenagers who were lured by the thrill rides, and the Don Dowis Sky Wheels managed to creep ahead on each of the three days, compared to the corresponding date of 1957, in spite of a general decline in ride grosses. While no attractions appeared to set records, the total effect "could have been much worse."

Midway visitors included President Hamilton and Director Henry of the Central Canadian Exhibition, Ottawa; Allan Williams, general manager, Ionia (Mich.) Free Fair; Ray LaPorte, president, Upper Peninsula State Fair, Escanoba, Mich.; Harry Stahl, general manager, Jefferson Beach Park, and Mrs. Stahl.

## West Coast Shows Make Long Jumps to San Jose

SAN JOSE, Calif. — West Coast Shows, with its two units simultaneously playing the California State Fair & Exposition in Sacramento and the Oregon State Fair in Salem, made circus jumps to open on time at the Santa Clara County Fair here Monday (8).

West Coast's Oregon unit, managed by Ed Hellwig, moved its trucks 780 miles after closing at the Salem event on Saturday night. The California unit, after closing in Sacramento Sunday night (7), moved on schedule over the 140-mile course.

Only one ride, a Spitfire, was installed before the trucks arrived. An Octopus arrived on the fair-

grounds here Sunday afternoon after 30 hours on the road, having closed in Salem on Friday (5).

When the two state fairs were booked, plans to piggy-back the Oregon show on the Southern Pacific were studied. It was later decided to use extra drivers and bring the equipment overland.

For the local date, which closed Sunday (14), the show used 22 major and seven kid rides, 120 concessions, five shows and 24 light towers. Only rides not operating when the fair opened Monday night (8) at 7 were a Ferris Wheel, one of four, and a Tilt-a-Whirl. The Tilt truck broke down  
(Continued on page 90)



**You Can't Miss Finding Many Bargains in the Classified Section, this issue.**

## Racine Wins 5-Year Quebec Contract

**25-Year Conklin Reign Ended When City Council Votes for Local Show**

QUEBEC CITY, Que. — A five-year contract for the Provincial Exposition midway has been awarded to Jules Racine, local operator. His Racine Greater Shows plays still dates and celebrations in and around the city, and has no other substantial fair date.

Racine's appearance cuts off a stretch of 25 straight years over which Frank Conklin provided the attractions here. The fair has become accustomed to layouts of 25-30 rides, a dozen or more shows and a huge assemblage of concessions, and speculation has arisen over the source of this kind of spread for next season.

Racine placed a large deposit, it is reported. The fair is a municipal installation administered by a commission, which was over-ruled by the City Council in the matter of the midway contract.

It is understood that Conklin had discussed the installation of permanent rides on the grounds at the termination of his most recent contract. During his experience the fair has grown to where it topped the 400,000 mark in attendance this year. His midway not only presented Conklin Shows equipment but the entire World's Finest Shows unit of Jimmy Sullivan.

# WANTED FOR THE GREAT MADISON COUNTY FAIR

HUNTSVILLE, ALA., WEEK SEPT. 22 THRU 27

followed by a continuous route of bona fide fairs until Armistice week in Florida

CONCESSIONS: Hanky Panks, Prize-Every-Time Games of all kinds, Jewelry, Age & Scale, High Striker, Derby Racer, Name On Hats, French Fries, Glass Pitch, Lamp and Bears, Buckets and 6-Cats if you have Hanky Panks to go with same.

HELP: Foreman for Roll-o-Plane and Second Men for all major rides. All wires to

**C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS**  
Columbus, Miss., Fair all this week

# MIDWAY CONFAB

Mrs. William Bell, wife of the bingo operator on Drago Shows, was guest of honor August 27 at a birthday party given by her husband. Bell, assisted by Mrs. William Ross and daughter, Virginia, served ice cream and cake to about 50 guests. . . . Joseph Lehr, spot worker, worked for Bert Ibberson at the Flemington (N. J.) Fair and will continue for a couple more fairs. . . . Jimmie Estep has completed his new snake unit and plans to go South soon.

Personal guest of Bill Lynch at Fredericton Exhibition Saturday (8) was D. Leo Dolan, Canadian Consul General in Los Angeles. Dolan was a junior reporter on the Halifax Herald when Lynch was playing the back roads with a Merry-Go-Rounds and half a dozen concessions.

Colonel Seymour posts that he recently completed a 13-week stint at Storytown, Lake George, N. Y., and has headed south for school and club dates. . . . Teska Brothers jumped 1,800 miles from Miles City, Mont., to Camden, Ark., to join Byers Bros.' Shows with their mechanical farm.

Roy Carey, vet concessionaire, is ill in Lakeside Hospital, De

Funlak Springs, Fla., and would like to receive mail from friends. . . . Southern States Shows is getting good crowds on its route of fairs. Concessionaires John and Pearl Davis report having had a good season at Wayside Park, Panama City, Fla., where the show spent the summer. Rollin Boyer's newly framed glass pitch is doing well.

M. A. Boucke is in Veterans Hospital, Albany, N. Y., for a general check-up, and will return to Miami after his discharge from the hospital.

Frank Lee, long-time carnival and circus press agent, lost some \$2,000 in cash and jewels recently when his San Antonio home was visited by burglars. . . . W. A. (Bill) Stacy, bingo op, is in Hughes Hospital, Hamilton, O., where he expects to be confined for another six weeks. His two games, which are playing major fairs, are being operated by his veteran staffers.

Marcella and Nancy Rocca, who have the Globe of Death on Blue Grass, are driving a new 1958 Chevrolet and hauling a new Pathfinder house trailer. Gean and Gay Nadreau, also of the Globe staff, visited their son in Indianapolis en route to Tennessee.

Mr. and Mrs. Frank Kelly, of Tivoli Exposition, became the parents of a daughter, Liza Darlene, September 4 in a Greenville, Miss., hospital. . . . Many of the small fry on William T. Collins Shows are leaving for school. Marie Migrathy, daughter of Mr. and Mrs. Curly Migrathy, recently flew to Baton Rouge, La., where she was met by Mrs. Ralph R. Miller, who drove her to St. Scholastica Academy, Covington, La.

Charles and Rosie Lampkin now have their rides on Johnny's United Shows. Also with them are Lucille Lampkin, Arthur Lampkin, Norman and Corine Rady, Eddie Hendrix, Bernard Morgan, Carl Padget, Jack Otis, Paul Hendrix, Albert Bates, Bob Board, Shiko Winterhalter, James Hamlin Jr., and Jim Still. . . . Roy J. Carey, veteran concessionaire, is enjoying letters at Lake Side Hospital, De Funiak Springs, Fla.

Red and Joan Harrington, long-time concessionaires, have retired from the road and are making their home at Dicken's Trailer Park, Lake City, Fla., and have issued a welcome to all their friends in the business. . . . Happy Atwood, former trouper, and his daughter, Ruth, recently visited Jim and Mildred Flake at the Petoski, Mich., fair where Skerback Shows had the midway. Atwood, who now runs a gift shop in Cheboygan, Mich., plans to visit Happyland Shows and to catch Blue Grass in Florida this winter.

## Animal Showman Dies as Result of Truck Accident

EBENSBURG, Pa. — Carl Thompson, veteran freak animal showman, died last week here as the result of a truck accident. He was 53 years old.

This season he had been with Penn Premier Shows and Beam's Attractions, playing fairs in Western Pennsylvania. He had operated a freak animal show at the Cambria County Fair here with his wife, Jacqueline. For many years their two-headed cow had been a feature at various fairs.

According to police, Thompson had been driving a truck tractor without a trailer when the truck hit a ledge and then a culvert. He died within five hours. His wife, who was a passenger in the truck, is in Miners Hospital, where her condition is listed as fair.

## Three Shows Do Okay at Calif. Fair

SACRAMENTO — Business was okay for three West Coast shows—usually competitors—who teamed up for the second straight year at the California State Fair & Exposition here. Combine was in on a flat of \$165,000.

West Coast Shows, Crafts Shows and Foley & Burk Combined Shows were in the deal on a 40-40-20 per cent arrangement.

The shows brought in 34 major and 18 kid rides, five more than in 1957. While both Foley & Burk and Crafts have Scramblers, only one, that of the Crafts' organization, was used.

According to Harry Myers, West Coast Shows executive co-ordinator, business was on a par with 1957. He said that there were approximately 135 concessions, 35 less than last year. The lot layout featured rides down the center and only a few game and confection concessions were used on the center midway.

Myers said that the number of rides was increased and concessions decreased in an effort to give the State Fair a more attractive layout. Space was sold for \$30 and \$35 a foot with some concessionaires reporting prices of \$40.

## Montreal Club Meets Oct. 16

MONTREAL — The Canadian Showmen's Association, Inc., will hold its first meeting of the fall season October 16, R. Genest announced.

A number of new members were recently added to the rolls, including F. C. Gardner, B. Robar, B. Shank, L. Pareselli, R. K. Parker, J. Connell, B. Mallins, A. Pelletier, G. Kahsnikoff, B. Cooper, J. W. Daniels, L. Bojin, B. Walker, J. Jacobson, B. McMurtey, M. J. Guardalibeni, F. Harding, R. Thomas, G. Magid, J. Cousing, W. Scott, E. Krost, J. Backman, G. Lafarncs, M. Herman and G. B. Harris.

## WANT FOR HUNTSVILLE, ALA., FAIR—Sept. 22 thru 27

With Emporia, Va., White Fair to follow and six weeks of Georgia and Florida fairs, closing second week of November.

Agents for Count and Peek Stores and Percentage Agents.

CAN BOOK GIRL SHOW WITH OWN EQUIPMENT. MUST BE FIRST-CLASS, TO JOIN AT EMPORIA, VA., FAIR.

Note! Mickey Dales, Al Rinaldi and Harold Greenberg, contact at once.

All answers to

**DOLLY YOUNG**

Starting Sept. 16, RUSSEL ERSKINE HOTEL, Huntsville, Ala.

## MIGHTY INTERSTATE SHOWS

Want for Talladega County Fair, Childersburg, Ala., Sept. 22-27; Laurens County Fair, Dublin, Ga., Sept. 29-Oct. 4; and Fairs through November.

SHOWS—Good Grind Shows catering to women and children.

RIDE HELP—Want Foreman for twin Ferris Wheels, Spitfire, Roller Coaster, Tilt, Merry-Go-Round; Second Men all rides, must drive.

CONCESSIONS—Hanky Panks of all kinds, Short and Long Range Galleries, Photos, Age and Weight, Penny Arcade. Will book Bingo for balance of season.

HELP—Want A-1 Mechanic with own tools to join on wire. Want Man for front gate and light towers. Replies to

**H. B. ROSEN**

c/o Western Union or Fairgrounds, Calhoun, Ga., this week. No phone calls.

## GEO. CLYDE SMITH SHOWS

Madison, N. C., Fair, week Sept. 22

Want Pitch-Till-You-Win, Cork Gallery, Slum Spindle, 6-Cats, Buckets, Photos, Age and Scale, Glass Pitch, Bear Pitch, Fish and Duckponds, Hoopla, Basket Ball, String Game, Balloon Darts and Novelities. Also Grab, High Striker. Want Agents for office Hanky Panks. Want Sideshow, Monkey Show, Girl Show and Wildlife. Want Octopus and Spitfire. Need general Ride Help, Truck and Tractor Drivers and Truck Mechanic. All replies:

GEO. CLYDE SMITH SHOWS, Farmville, Va., Fair, this week; Madison, N. C., Fair, next week.

## PALMETTO EXPOSITION SHOWS

Want Photos, Mitt Camp, French Fries, High-Striker, Custard, Scales, Lead Gallery, Glass and Bear Pitches or any other Hanky Panks.

SHOWS: Want Snake and Animal Show. Especially need Girl Show for Zebulon, N. C. Fair, Sept. 22-27; King, N. C., Fair, Sept. 29-Oct. 4; Morganton, N. C., Fair, Oct. 6-11. Call Butler, Tracy's Midgets, contact.

All replies to MILTON MCNEACE  
Pittsboro, N. C., this week; then per route.

## PAN-AMERICAN SHOWS

Want for Gainesville, Ga., Fair and 5 other Fairs to follow.

CONCESSIONS OF ALL KINDS INCLUDING PHOTOS AND COOKHOUSE.

SHOWS: Will book Independent Shows with own equipment. Want Operators for Girl Show and Funhouse. Acts for Side Show and Performers for Minstrel Show.

HELP: Want Foreman for Tilt-a-Whirl, Wheel and Roll-o-Plane, Second Men on all rides. Also good Truck Mechanic. Want Man and Wife to operate Grab Joint.

Address: JOHN R. WARD, Mgr., Gainesville, Ga., this week; Milledgeville, Ga., next.

## WANT TO BUY OR LEASE

KIDDIE RIDES—Boat Ride (manufactured by Allan Herschell).

Helicopter or Flyoplane (manufactured by Allan Herschell).

Ferris Wheel—made by Schifff or Johnson.

Jr. Hot Rod—German make.

Any other appealing or popular Kiddie Rides, good condition and reasonable.

**HARRY BENNETT or SAUL RUBEL**

600 Davis St. Phone: BU 7-1343 Kingston, Pa.

## LAST CALL

### PETER PAUL AMUSEMENTS

Southern Colored Fairs—starting Sparta, Tenn., September 15-20. Want any Major Rides not conflicting with Wheel.

CONCESSIONS—All open. P.C. with Hanky Panks, Glass Pitch, Prize-Every-Time and Stock Concessions. Cookhouse open, also Popcorn, Sno, Candy Floss. Can use Grab.

Drivers who do not drink, also Alibi Agents.

SHOWS—Colored Girl Show, Minstrel and any other Show Attractions, Funhouse with own equipment. Get your winter's B.R. from now on.

Contact MANAGER, Sparta, Tenn., this week; Moncks Corner, N. C., next week.

## A-1 AMUSEMENT

Wants for Charleston, Mo., Sept. 15-20; followed by Gideon, New Madrid and Wardell, then Lepanto, Ark., and long string of Fairs and Celebrations.

Can place Bear Pitch, Glass Pitch, Bird Cage, Age and Weight, Milk Bottles, Roman Target and Pitch-Till-You-Win. Want Agents for 6-Cat and Pan Game. Also want Merry-Go-Round Foreman. Must be sober and drive Seml. Best of wages. Contact

JOHN HANSEN, Mgr., Charleston, Mo., this week.

## FAIR TIME

Still going good—Gaucho Punk Rack.

One Ball Bottle game, 3 and 6 lbs.

Six Cats—three styles.

Punks, 11" and 13".

Pitch-Till-You-Win, frame or blocks only.

Penny Pitch Boards.

Pop-Em-In Buckets.

Over 30—under 11 tables.

Jewelry Spindles.

Spot-the-Spot Boards.

Aluminum Huckley Buck Kegs.

Addem-Up Darts—Sponge and Beaver.

Sputnick—underhand—close-up.

Gammaline—ring the ball.

NOW NEW—Turn Around, Flat-top Six Cat.

Needs no G Roll or Gunner, just a solid p.c. Rail.

Write for free catalog

Terms: Cash with order or 25% deposit, balance C.O.D.

**RAY OAKES & SONS**

(Mae Oakes & Ray Oakes Jr.)

P. O. Box 4344, Tampa, Florida

Phones: Day—Redwood 6-9774

Night—Redwood 6-5467

## Drummer, Guitar Player and Chorus Girls

For Jig Show. Also Talker and Candy Man for same. Talker and Ticket Sellers for two Grind Shows. All replies:

**DICK PALMER**

c/o World of Pleasure Shows  
Florence, Ala., this week; then as per route.

## PLASTER

Best in South. 104-154-254 at shop—all round, no flatback. Sold by Phil & Opal. Also Slum and Novelities.

**PHIL'S STATUARY**

9861 New Hammond Hwy.

Baton Rouge, La.

Phone: WA 1-5504

## ATTENTION: MR. OUTDOOR SHOWMAN

Hardwood Tent Stakes, all sizes, banded and shapened for your Southern Fairs.

42-inch Tent Stakes, 70¢ ea. Write for price list. Can make deliveries by my truck on my way to Florida, October 1.

KENNETH VAN

Tent Poles and Stakes

Box 322, Northville, New York

Dial—Waverly 5-2405 or WA 5-2404 or Western Union.

## Junior Hot Rod Foreman Wanted

Year-round work. Major Ride salary.

To join immediately.

**Danny Dell**

Amusements of America

Stateville, North Carolina

LA 8-5342

## WANT AGENTS

Capable Bucket Agents. Those who worked for McCoy or Osak at Columbia, S. C., and Winston-Salem, come on.

Carthage, N. C., this week; Rocky Mount, N. C., next week; then per route O. C. Buck Shows.

**ANDY OSAK**

## Thank You GEORGE CLYDE SMITH

Owner

George Clyde Smith Shows

for your new SUPER BUICK purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

Phones: WI 3-0003 or WI 4-9347

Allatoona, Pa.

**WEISS NOTES:**

**MSA Shooting For Record Fund Season**

TIMONIUM, Md. — The Miami Showmen's Association should have one of its best fund-raising years ever, on the basis of reports to Ben Weiss, president. Weiss said ad sales for the annual journal are running very well in comparison with past years.

The club's committee heads were credited with doing an outstanding job to date, and Weiss said he had been assured of increased efforts in the home stretch to come.

Weiss and Dave Endy, midway director of the Maryland State Fair here, said negotiations have been started by Endy to acquire the adjoining property to the club, for parking. It measures 200 feet by 400 and should be a valuable addition.

The bingo business has been good this year, Weiss said. Timonium was excellent thru Wednesday (3). Ronceverte, W. Va., was reportedly at its best. Weiss made a fortunate purchase here, he reported, acquiring some \$10,000 worth of high-priced woolen sweaters at a factory disposal auction, for use as one-ticket prizes.

**I. T. Opens Very Good At Mineola**

WESTBURY, N. Y. — This year's Mineola Fair at midweek shaped up as expected, as two solid weekends and a good Friday night. The I. T. Shows, laid out on the huge Roosevelt Raceway parking lot, did very well for the first Saturday and Sunday (6-7), after which business trailed off at midweek.

Rain and threatening weather did their part on Monday and Tuesday, in addition to the competition of school being in session. It had been the biggest weekend of the season, and another was expected for the wind-up.

On the lot were the show's 19 rides plus a Roto Jet, Hot Rods and Scrambler. Also, Dave Rosen's Side Show, Fitzpatrick's Wild Life, Flager's animal show, and Willie Stein's circus model show. There were 75 concessions and 11 novelty stands by A. Hymes.

Ahead for the show is the closing date, the Great Danbury (Conn.) Fair.

**Paul Lance, Nealand Join Marks-Manning**

HICKORY, N. C. — Paul Lance, veteran concessions manager, has rejoined the Marks-Manning Shows, John Marks announced.

From 1931 thru 1956, Lance held that post with the John H. Marks Shows, but retired following the 1956 tour and had been operating a hotel in Hendersonville, N. C.

Also back on the Marks' midway is Walter Nealand, veteran outdoor press agent. Nealand had been with Blue Grass Shows the early part of this season.

**GOODING AMUSEMENT CO.**

MITCHELL, INDIANA, PERSIMMON FESTIVAL SEPT. 22-27 GAMES SOME DIRECT SALES

PIKEVILLE, KY. OCT. 9-11 SOME DIRECT SALES

KINGWOOD, W. VA., BUCKWHEAT FESTIVAL SEPT. 23-27 GAMES SOME DIRECT SALES

PAINTSVILLE, KY., JOHNSON CO. FAIR SEPT. 24-27 SOME DIRECT SALES

PRESTONSBURG, KY., FLOYD CO. FAIR OCT. 2-4 GAMES SOME DIRECT SALES

ADDRESS ALL INQUIRIES TO

**GOODING AMUSEMENT CO.**

CONCESSION DEPT.

1300 NORTON AVE.

Tel. AXminster 4-3717

COLUMBUS 8, OHIO

**CRAFTS 20 BIG SHOWS NOW BOOKING SHOWS AND CONCESSIONS**

FOR

**FRESNO FAIR**

OCTOBER 2-12 INCLUSIVE

LAST MAJOR FAIR IN CALIFORNIA

GET YOUR WINTER BANK ROLL HERE

WIRE—WRITE—OR PHONE

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire, North Hollywood, Calif.

Phones: POplar 5-0909, POplar 5-0320



**BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Rowan County Fair, Salisbury, N. C., Sept. 22 to 27; Great Frederick Fair, Frederick, Md., Sept. 29 to Oct. 4; Trenton Fair, Sept. 29 to Oct. 4; Wilson County Fair, Wilson, N. C., Oct. 6 to Oct. 11.

CONCESSIONS—Age & Scales, Novelties, Long & Short Range Gallery, Bear, Glass Pitch, Eating & Drinking Stands, Hanky Panks, Cat Racks, Buckets. RIDES—For Frederick, Md.: Octopus, Tilt, Kiddie Rides. Pete Joseph, answer or contact.

SHOWS—For Frederick, Md.: Jig Show, Snake Show, Grind Shows. For Trenton, N. C., Fair: two Girl Shows, Grind Shows.

HELP—For all Rides; Semi Drivers preferred. All answer

PRELL'S BROADWAY SHOWS, GOLDSBORO, N. C.

JOE PRELL WILL BE IN BLOOMSBURG, SEPTEMBER 17 and 18

**Sunset AMUSEMENT CO.**

**AMERICAN LEGION FAIR**

CARUTHERSVILLE, MO., SEPT. 30-OCT. 5

The Last Major Fair in the Mid-South

CAN PLACE Arcade, Derby, Motordrome, Sideshow, Monkey or Snake Show. No ding shows. WILL BOOK Photos, Long and Short Range, Nickel Pitches, Balloon Darts, Novelties, Break Record, Punk Rack, Milk Bottles, Bushels, Ice Cream, Pronto Pups, Custard, Derby, Coke Bottle, Dip, Hoopla, Pitchwin, Hi-Striker, Cork Gallery, String Game.

WANT Licensed Semi Drivers on Rides.

Dexter, Mo., this week; Harrisburg, Ark., next week.

P. S.: Can Place Bingo for Poinsett County Fair at Harrisburg; also any of above concessions.

K. H. GARMAN

**BENTONVILLE, ARKANSAS, DISTRICT FAIR**

Sept. 23 to 27

Going south? You will not regret playing this fair. Rides—Can use Scrambler, Wheel, Tilt, Coaster, Pony Ride, Chairplane or any Ride not conflicting. Shows — Two Grind Shows and Motordrome would do big here.

FIELDING GRAHAM HOLIDAY AMUSEMENT CO.

Nowata, Okla., until Sept. 19; then Bentonville, Ark.

**GEM CITY SHOWS**

Want for Yazoo County Fair, Yazoo City, Miss. Opening Monday, Sept. 22. Followed by the Great Miss-Lou Fair, Vicksburg, Miss. 2 Great Fairs—2 Great money winners.

WILL BOOK A FLASHY BINGO.

CONCESSIONS: Want Hanky Panks and Pitches and other Concessions that work for stock. (No flats or gypsies.) RIDES: Will book a few more major and Kid Rides not conflicting. SHOWS: Book any Grind Shows of merit. Torchy Lee wants Girls for Girl Show. HELP: Agents for Six Cats and Buckets, also Hanky Panks. Place Men on Rides who drive Semis. ALL REPLIES:

THOMAS D. HICKEY, Gen. Mgr.; DON GRECO, Bus. Mgr., Skyline Motel (PLaza 8-6771); SAM GRECO, Cog. Mgr., Stratford Hotel, Tuscaloosa, Ala., this week.

**WANTED**

MONEY DUE US FOR MERCHANDISE AND LOANS THAT ARE OVER 30 DAYS DUE.

Must be received by September 28, 1958, or we will be compelled to turn over to Dun & Bradstreet for collection.

PROTECT YOUR CREDIT RATING

WISCONSIN DE LUXE CO.

1902 N. Third St. Milwaukee, Wis.

**FOR SALE**

1950 half-ton Chevrolet Sound Truck, equipped with 110 x 6 volt sound system, \$300; 1951 Panel Truck, new tires, trailer hitch, 14,000 actual mileage, \$350; 14 ft. Pin Store, plenty of flash, \$300; 10 ft. Bucket Store, 3 buckets, plenty of flash, all new canvas, \$250; Cork Shooting Gallery, built on 12 ft. trailer, plenty of stock, \$350; 1949 Ford passenger car with new motor, \$125; Scale Concession with new sound system, plenty of stock, \$125; other miscellaneous equipment including House Trailer Equipment. RAY COOPER, c/o Mound City Shows, East Prairie, Mo., this week.

**AGENTS**

WANTED FOR PICTURE FRAME AND MOUSE GAME. ALSO GENERAL CONCESSION HELP.

Contact

HAROLD HESCH

c/o Biltmore Hotel Oklahoma City, Okla., from Sept. 18 on.

**BILL VENABLE & STEVE WINN**

Are being held in jail charged with murder. "Fellows, we need money for a lawyer." Trial will be held the last of this month (Sept.). Any help, with collections or donations, will be greatly appreciated. Anything at all will be of help.

Send to BILL VENABLE or STEVE WINN, c/o Madison County Jail, Edwardsville, Ill. Thanks.

**PAUL H. MILLER**

WANTS

Agents for Alibis and Hanky Panks. Girls for Bear Pitch.

Address Care of

BUFF HOTTLE SHOWS

Kennett, Mo., now; Pine Bluff, Ark., Sept. 22-27.

(John Pendergast, Duke Dillon, Pat Throbullo, contact.)

**AGENTS WANTED**

1 Razzle, 1 Rolldown, 2 for only Bucket Store on show. Several Louisiana Fairs. Opening Sept. 15 at Coushatta, La.

DUTCH WILSON

c/o Byers Bros. Shows

**WANTED TO BUY**

Greyhound or Rabbit Derby, must be in good condition and reasonably priced.

WALTER COX

a/o Strates Shows, Charlotte, N. C.

**FOR SALE—DARK RIDE**

On account of health have Dark Ride for sale with transportation. Ride can be seen in operation at Muskogee, Okla., Fair, Sept. 14 to 21, and Tulsa, Okla., Fair, Sept. 27 to Oct. 3. Answer to

AL WALLACE

As per route of Wm. T. Collins Shows

**WANT**

For Lonoke County Fair & Livestock Show, Lonoke, Ark., Sept. 17-20, and Ruleville, Miss., County Fair, Sept. 23-27.

Concessions of all kinds; open midway. Can use two Kiddie Bides and one Major Ride. Come on or call.

CARL BURKHART

Fairgrounds, Lonoke, Ark.

**DONOVAN BROS. SHOWS**

Want for 6 Texas Fairs, Concessions of all kinds. Can use one Major Ride not conflicting. Fayette County Fair, La Grange, Tex., this week.

### FRANKLIN COUNTY FAIR

Lewisburg, N. C.

Next week, Sept. 22

Place Grab, Honky Panks, Novelties, Glass and Bear Pitches, Arcade. Also want Rock-o-Plane, Kiddie Rides, Coasters, Scrambler, Girl Shows, Minstrel Shows. Followed by Lenore, N. C., Cherokee Indian Fair, Cherokee, N. C., Camden, S. C., Manning, S. C. All winter in Florida. Have for sale or want Operator—one complete Custard Easy Freeze outfit, ready to operate. All answer to

**DAVID B. ENDY**

Alexandria, Va.

### GIRLS WANTED

Clean, neat, capable Hostesses. Especially want feature. Real good money. Phone collect. Will supply transportation.

**CLUB 51**

Cairo Illinois  
Phone 806 or 1315

### FOR SALE

Side Show Top, Sidewall and Poles, \$300.00; also other large Tents; Bingo Tent, frame and stools, 14'x24', \$200.00; small Popcorn Trailer, \$100.00; large Popcorn Stand complete, ready for business, \$500.00; Milk Bottle Ball Game, complete, \$200.00.

**FLOYD R. HETH**

5533 S. Tenth Ave. Birmingham, Ala.  
Phone: LY 2-1434. No collect calls.

### WANTED for

**PINE BLUFF, ARKANSAS, FAIR AND RODEO**

Seat Butchers and Griddle Men, Novelty Man, Man to handle Candy Pitch. Contact **BILL SHELFORD**, Pine Bluff Fair Grounds after Sept. 17.

### WANTED

For Paris and Danville, Arkansas. Help for Cookhouse and Ride Help. Can book a few more non-conflicting Concessions.

**RAINES AMUSEMENTS**  
Paris, Arkansas, this week; Danville, Sept. 22-27.

### TIVOLI EXPOSITION SHOWS

Want for Bastrop, La.; Magnolia, Ark.; Leesville, Eunice and Abbeville, La.; all fairs.

CONCESSIONS: First class Bingo and Hunky Panks of all kinds. No Popcorn or Floss needed.

SHOWS: Side Shows of all kinds. RIDES: Want to book Scrambler and other Major Rides not conflicting. RIDE HELP: Competent Help for Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Wire or phone

**H. V. PETERSON**

Joplin, Mo., MAYfair 3-7040

### GOOD BIZ

## Calif. Fair Ops Report Okay Takes

SACRAMENTO — Concessionaires on the California State Fair and Exposition midway reported business ahead of last year, at least during the early part of the run. During the first six days the stands battled a heat wave with the temperature running above 100 degrees in the shade.

Alex Freedman, who had the novelties fence to fence for the sixth consecutive year, said that his business was running well ahead of the same period in 1957. One of his agents said that his particular increase was 20 per cent.

Ed Lang, who operates the Mom's Aid baby stroller and wheelchair service, added a third stand this year to take care of the demand. He reported that the added stand was up to expectations and increasing the trade at the other two.

Warren McManus, who with his wife, Flora, operates food concessions, reported his three stands were "more than holding their own."

Weather, however, was against William (Peanut Bill) Carter with his roasted peanuts at his stand near the Outdoor Theater where Rudy Bros. Circus was featured. Despite the fact that it was not peanut-eating time, Carter stated that he was well pleased with his gross.

### West Coast Shows

Continued from page 87

within 60 miles of the fairgrounds.

Business thru Wednesday (10), third of the seven-day run, was reported ahead of 1957. Fair attendance for the period as compared with last year was up 12,327.

West Coast Shows has held the midway contract here for 14 years.

## SLA Opening Meeting Set For Oct. 2

CHICAGO — The Showmen's League of America will open its fall season of meetings October 2, Hank Shelby, executive secretary, announced last week.

Shelby reported that four new additions to the plaque are Fred Potenza, Maurice Hartnett, Sam J. (Insurance) Solomon and Frank McDermott. He also requested that other pledged members send in their name as they want it on the plaque and they will receive a gilt card.

Otto Cinzel is house-cleaning the clubrooms for the opening meeting. John Criss is confined in Alexian Brothers Hospital here. Lou Leonard is back from Vancouver where he worked the fair.

## Midway Gross Up Sharply Over '57 At Rock Island

ROCK ISLAND, Ill.—Aided by good weather and large crowds, midway business at the recent Rock Island County Fair was up over 30 per cent, Michael Fix, midway director, disclosed. Fix also operates Star Lite Park, a permanent fun zone on the fairgrounds here.

All ride tickets were sold from one box office for the 13 permanent devices and the three rides brought in by Bob and Lois Reid of Wilson Famous Shows.

Concessionaires included Charles LaMasters, Wanda Fulk, Don Pairson, Cliff Wilson, Paul Miller, E. Sable, Charles B. Mack, Paul J. Dall, Chester Brooks, Betty M. Hicks, Pee-Wee Madison, Mrs. Les Day, E. M. Foster, John Wuetheric, Fast Moline-Silvis Amvets Post 145, Jake Merriam and Brown's grab.

### Penn Premier

Continued from page 87

show on three or four days every week but one.

The payout had grown to 28 rides by last week, including the Garbrick Merry Mixup owned by Dollman. Leaders in grosses at Warsaw were the show's Junior Hot Rods and Skooter.

Eleven back-end units included Larry Saunders, Topaz Show; Dempsey's Wild Life; Speedy Morgan, Motordrome; S. H. Dudley, Club Trinidad with 32 people; Preacher Monroe, Side Show; Billy Monroe, Las Vegas; Harry Fink, Two-Headed Baby; Larry Beale, Monkey Circus; Funhouse managed by Richard Nook, and Monkey Motordrome managed by Red Crawford.

A score of regulars make up the bulk of concession row, some of them being Buster Westbrook, Charley Allen, Harry Westbrook Jr., Woodrow Jones, Ely family, Johnson family, Red Mack, Tommy Auger with the bingo acquired from Al Boxall, Ralph Ryan's cookhouse, and grab, Larry MacNeill, Alfis Godley, Arky, and Mrs. Blease.

Buster Westbrook presided over a Miami Showmen's Association jamboree in Indiana, Pa. Program included an auction, kangaroo court and special entertainment in the Minstrel top. Show splits up for same-time dates in Roanoke Rapids and Newport News, Va., then heads to the fair in High Point, N. C.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY

### Ottawa Mark

Continued from page 87

Dean had a big week with his Fly-O-Plane.

#### Rides to Join

Several new faces are slated to join either at the New Jersey State Fair in Trenton, or at the Allentown (Pa.) Fair. Included are Freddy Cerbint with his Roto Jet and Hot Rods, Paul Dispensa's Scrambler and Rock-O-Plane, and the Dowis Sky Wheels.

Shows in Brockton included Fred Sindell's Fat Show and Siamese Twins, Dave Wile's Gay New Orleans, Tirza's Wine Bath, French Casino, Follies, Walter Wanous Side Show, Nate Eagle's Hollywood Midgets, Flash White with the Motordrome, McCarthy's Wild Life, Pat Razzano's Arcade; Ray Chambers with the Torture Show, Glass House and Monkey Speedway; Bill Fry's Snake Show, and Peter Sivich with the Hitler Car, Freak Zoo and Educational Exhibit. Bucky Allen, Johnny Miller and other standbys hold forth on the front end.

Jim Bergen was setting the lot at Allentown, where considerably more space is available this year due to razing of two old exhibit halls on the hill. New display space was created by extending the grandstand building.

One of the units for Allentown is an Indian Village consisting of units holding forth annually on the New York State Fair grounds. There will be 28 Indians taking part both in an under-canvas show and in a sidewalled compound for wigwams and totem poles. They will also participate in the fair's opening parade. The Indian unit and Sky Wheels were important considerations in regaining the fair contract this season.

Frank Bergen has not missed a week this year despite his hospitalization last winter.

### Conklins Top 700G

Continued from page 87

Conklin pointed out that the Caterpillar, "25 years old but maintained in good appearance and condition," grossed \$14,196.50; that Frank Hollingsworth's portable Funhouse, tho spotted only 75 feet from the Conklins' permanent, well-flashed Funhouse, grossed \$17,487.75, and that two No. 16 Eli wheels produced \$26,822.75.

The Chick Schloss-managed Serena, girl revue, was the leading grosser among the shows, garnering \$27,628. Lou Dufour's Side Show, with a \$25,001.85 gross, was a close second. Wild Cargo, managed by Mel Smith, registered a \$14,585.30 gross.

### PENNY ARCADE

In St. Louis, can offer splendid opportunity to operators of Photo Gallery, Shooting Gallery and Grab Joint. Good, steady income every week. Also have one of the best locations in the U. S. for Side Show. St. Louis is ripe for same right now.

**HARRY BLUE**

617 N. Broadway St. Louis, Mo.

### Motordrome Operator

WANTED

FOR COMPLETE MODERN DROME, for 4-State Fair, Texarkana, Ark., and 6 more fairs to follow. Contact **W. A. SCHAFFER** SCHAFFER'S 20TH CENTURY SHOWS Texarkana, Ark.

### SOUTHLAND EXPOSITION

South Flomaton, Fla., this week; Brewton, Ala., Sept. 22-25.

Want Ride Help for Wheel, Tilt and Merry-Go-Round. Will book sit down Grab, Darts, Long Range Gallery, and pitches.

P. O. Box 136, Jay, Fla., Phone 4600

### SCHAFFER'S 20TH CENTURY SHOWS

Want High Act for Ft. Smith, Ark., Sept. 22-27. Want Cookhouse for balance of season.

Address: **W. A. SCHAFFER**, Mgr. Texarkana, Ark., this week.

### FOR SALE

Not quitting business, am enlarging and replacing for 1959 season. Following equipment in A-1 shape: Late model Tilt-a-Whirl with new type Jack and practically new A.C. power unit, two trailers, less tractor, \$3,000.00; practically new A. H. Skyfighter with truck and trailer, \$4,750.00; Super Roll-o-Plane with latest safety belts and cables, truck and trailer equipped to haul; ride without removing either arm, both motors single phase; two 671 G.M.C. Diesel Light Plants, single phase, 60 kw. each, mounted on 24-ft. trailer, speed 1,200 R.P.M., low mileage, Diamond T tractor, \$9,500.00. Above equipment can be seen in operation. Plattsmouth, Nebr., Sept. 18-20 inclusive.

**W. T. HALE**

HALE'S SHOWS OF TOMORROW

### SCHAFFER 20TH CENTURY SHOWS

Want for Fairs at Texarkana and Fort Smith, Ark., with 5 more to follow.

SHOWS: Pickled Punk, Fat, Mechanical, Midget, Glass House, Athletic Show.

CONCESSIONS: Fish Pond, Bumper, Knife Rack, Hoop-La, String Game, Photos, Cookhouse, Frozen Custard, Pronto Pups. All Hunky Panks come on.

Contact

**W. A. SCHAFFER**, Mgr., per route.

### MOTOR STATE EXPOSITION

Wants for all fairs balance of season. Pontotoc, Miss., Sept. 16-20; West Point to follow; then Moulton, Ala., Sept. 29-Oct. 4; Kosciusko, Miss., and Charleston follow.

Want one major Ride, two or three Kiddie Rides. Shows: Family Lyle, Pua House, etc. These are all "red" ones. Will place Novelties, Bumper, String Game, Glass Pitch, Scales, Ice Cream, etc. Pop Corn, Floss, Apples sold. All replies as per route.

**J. J. FREDERICK**

### Canadian Showmen

Association, Inc.

P. O. Box 16, Station T, Montreal, Quebec, Canada

Join the club with 2 clubrooms—one in TORONTO, CANADA, and one in Montreal at 226 St. Catherine East. \$10.00 a year and \$10.00 initiation fees. Our annual Ball and Banquet will be held at the QUEEN'S HOTEL, MONTREAL, Que., Canada, November 11. Reserve your tickets, \$7.50 ea. Tables from 4 to 10 persons.

### BENTONVILLE, ARK., DISTRICT FAIR

September 23 to 27  
Can use Sit-Cat, Buckets, Balloon Darts, Coke Bottles, One Ball Cig. Gallery, Long and Short Range, Pan Joint, Bear Pitch. Ride Men, come on.  
**HOLIDAY AMUSEMENT COMPANY**  
FIELDING GRAHAM  
Nowata, Okla., until Sept. 29; then Bentonville, Ark.

### AGENTS WANTED

For Balloon Darts and games of skill.

**WALTER COX**

c/o Stratos Shows, Charlotte, N. C.

### WANT

**FERRIS WHEEL**

Will pay cash for No. 5 Ell Wheel. Send full particulars in first letter.

**Deluxe Ride Co.**

P. O. Box 308 Mt. Clemens, Mich.

### ROCK CITY SHOWS

Want Concessions for Clarksville, Ark., Fair; Searcy, Ark., Fair. Grab, Jewelry, Slum Spindle, Ball Games, String Game, Bear Pitch, Glass Pitch, Penny Pitch, Pin Ball, Watch-L, or what have you? Reasonable privileges. Ride Men in all departments. Clarksville, Ark., Sept. 16-20; Searcy, Ark., 22-27. "Darby" Smiley, if not working, come on. **GEO. ISENHOWER**, MGR.

### VOLUNTEER SHOWS

Bruce, Miss., Sept. 15-20; followed by Athens, Ala., Colored Fair, 22-27. Want Hunky Panks of all kinds. Need Agents for Pin Store, Razzle and Skilip. Place Colored Girl Show. Want any Ride, major or kiddie, not conflicting.

Contact

**C. R. LEONARD**

### BINGO FOR SALE

18x36 without middle section; full joint. 18x48. Canvas like new with sewed-in awning. Complete with counters, balls, light stringer, inside flash counters. Price \$750.00.

**J. D. STEINBECK**

CENTRAL STATES SHOWS

Pawhuska, Okla.

### ARKANSAS-OKLAHOMA DISTRICT FREE FAIR

Fort Smith, Arkansas, September 22 thru 27, 1958

Want Concessions for independent midway—Food, Custard, Novelties, all Hunky Panks, Straight Sales, Scales, Logo and Short Range and Photo. No Milt Camps.

**PAUL LATTURE**, Manager

Phone: SUNset 3-6118

### FLOYD O. KILE SHOWS

Want for Caldwell Parish Fair, Clark, Louisiana, Sept. 22-27; followed by Union Parish Fair, Farmerville, La., and others.

Want Cook House or Sit-Down Grab, Foot Longs, Custard, Photos, Scales, Jewelry, Buckets, Six Cats, Pitches of all kind, everything working for stock open. Shows: Grind Shows except Girl and Athletic. Foremen for Caterpillar and Merry-Go-Round; Semi Drivers as Second Men; also Wheel Foreman. All replies:

**FLOYD KILE**, FAIR GROUNDS, PRESCOTT, ARK., THIS WEEK.

# CIRCUS, INC.

Now Booking for Fall and Winter Tour of Shopping Centers

## CONCESSIONS

Agents for Bottles, Punk Racks, Tip-Over Coke, Short Range Gallery, Bear Pitch. Will give head of Stores to Jewelry Engraver and Age & Weight. Will book Lamp and Glass Pitch, Fish Pond, Target, Hi Striker, Cork Gallery or any other

Country Store, Photo, Roman non-conflicting Hanky Panks.

Ernie and Alice, come on in.

## RIDES

Will book Scrambler or Rotor. Need Ride-Help for Tilt-A-Whirl, Ferris Wheel and Merry-Go-Round. Must drive Semi.

## SHOWS

Need Fun House, Dark Ride, Side Show, Arcade, Motor Drome, Glass House, Fat Show or any Show of merit.

## FOR SALE

Two Evans Totalizers, \$200.00; used 3 months.

### Contact SWEDE OLIVER

Hillside Shopping Plaza, Hillside, Ill., Phone Linden 4-5500, Sept. 15-21; Attica, Ind., downtown street, week of Sept. 22-29.

## ALAMO EXPOSITION SHOWS

WANT WANT WANT

RIDES: Roll-o-Plane, Rock-o-Plane, Round-Up. SHOWS: Place Shows not conflicting, must have own equipment. Good route for Motordrome.

CONCESSIONS: Long and Short Range, Frozen Custard, Grab and Juice, Glass and Bear Pitch. (Richey wants Nall Store Agents.)

DU MACK WITH KID RIDES, CONTACT ME.

### All Replies: JACK RUBACK, Mgr.

Southern Hotel, Denton, Tex., this week; McKinney, Tex.; De Ridder, La.; Liberty, Tex.; Sulphur, La., and 2 more to follow. Closing November 1.

## JAMES H. DREW WORLD'S FAIR SHOWS

NORTHWEST ALABAMA FAIR, JASPER, ALA., SEPT. 22 TO 27  
NEWTON COUNTY FAIR, COVINGTON, GA., SEPT. 29 TO OCT. 4

WANTED—Legitimate Merchandise and Outright Sole Concessions of all kinds. Good opening for African Bobo, Long Range, Novelties, Scales, etc.

SHOWS—Will place family-type Shows with modern equipment.

HELP—Can place two experienced Ride Men who drive. All address

### JAMES H. DREW WORLD'S FAIR SHOWS

Via Western Union, Monroe, Ga., all this week.

## SOUTHLAND AMUSEMENTS

WANT—WANT—WANT—WANT

Two clean family Shows, also a Minstrel Show or Monkeys for all Fairs, including BLOUNTS TOWN, CRESTVIEW, FLA.; COLQUITT, DONALDSONVILLE AND BLAKEY, GA. No Shows at these spots for the past 7 years. Should get plenty money. Reasonable percentage.

One Major Ride and 3 Kid Rides. A few Prize-Every-Time Hanky Panks. No griff or Girl Shows. Loraine Workman (Bill Brown, of Dothan), set in touch with me.

All replies to

### E. J. (ED) GORDON

Port Saint Joe, Fla., this week; Blountstown, Fla., Fair next week.

## WANTED—WANTED—WANTED

For Nine Fairs & Celebrations in South Carolina and Georgia—starting at

BOWMAN, S. C., AGRICULTURAL FAIR

CONCESSIONS—Ball Games, Hanky Panks of all kinds, Sitdown Grab, have none on show. RIDES—Can use flat Ride. SHOWS—Of Family Type.

### C. A. STEPHENS SHOWS

Bowman, S. C., September 15-20; Elloree, S. C., 22-27.

## WANT CONCESSIONAIRES and OPERATORS

Interested in locating in million-dollar promotion, featuring "Old Ozark" type town. One hundred building exhibits, amusement park, etc. To be located in the heart of Central Missouri's Lake Region—on U. S. Highway 54. Inquiries to

### GEORGE M. MARTIN

c/o General Delivery, Grand Central Station, Chicago, Ill.

## EDDIE & GRACE LEMAY

Are back again at

### EDDIE'S HUT

In Gibsonton, Fla.

Cabins — Trailers — Restaurant & Bar

### CONCESSIONS WANTED

## 30th ANNUAL BRADFORD PUMPKIN SHOW

OCTOBER 7 to 11 Inclusive

BRADFORD COMMUNITY FESTIVAL ASSN., BRADFORD, OHIO

**STOCK TICKETS**  
1 Roll ..... \$ 1.50  
5 Rolls ..... 4.50  
10 Rolls ..... 8.25  
25 Rolls ..... 18.75  
50 Rolls ..... 34.00  
100 Rolls ..... 64.00  
Rolls 2,000 EACH  
Double Coupons  
Double Prices  
No C.O.D. Orders  
Size: Single Tkt., 1x2

## TICKETS

of every description.

Wheel tickets carried in

stock for immediate shipment.

THE TOLEDO TICKET CO.

Teledo 18, Ohio  
"Allied Trades Union Label  
Used"

Cash With Order Price  
**SPECIAL PRINTED**  
2,000 ..... \$ 4.70  
4,000 ..... 7.90  
6,000 ..... 8.70  
8,000 ..... 9.60  
10,000 ..... 10.40  
30,000 ..... 19.20  
100,000 ..... 33.00  
500,000 ..... 133.00  
1,000,000 ..... 258.00

Double Coupon  
Double Price

The Aristocrat of Show Business

# REITHOFFER

In Business Over 50 Years

## WANTED

for the ONE and ONLY bigger than ever

# BLOOMSBURG FAIR

SEPTEMBER 22-27. Followed by a month in downtown New York City.

CONCESSIONS of all kinds. Choice space on the pavement still available.

RIDES—Roundup, Rock-o-Plane, Caterpillar, Kiddie Rides not conflicting.

SHOWS—Sideshow, Grind Shows, Monkey—any not conflicting.

Joe Sciortino and Lou Alters—get in touch.

Contact PAT REITHOFFER, Shrine Acres, Dallas, Pa. Phone: Orchard 4-4686.

# Greater Dixieland Exposition

OPENING JONESBORO, LA., FAIR, SEPT. 22; THEN MARKSVILLE

CONCESSIONS: Want Cookhouse, also can place Glass and Bear Pitches, Long and Short Range, Eats and Drinks, Hanky Panks of all kinds.

RIDES: Can place Kid Rides except Ponies and Train. Will book any major Ride except Wheel, Merry-Go-Round, Tilt-a-Whirl or Octopus. Will place another Wheel for Marksville.

HELP: Want Wheel Foreman. Second Men on all Rides, must drive.

SHOWS: Can place Fun House and any clean Show with own equipment.

All replies to JIMMIE HENSON, Mgr., Forest Hill, La. (Phone: Pilgram 8-3813, 4 to 7 p.m.), until Sept. 19; then Jonesboro.

# VICTORY EXPOSITION SHOWS

SOUTHERN OKLAHOMA FAIR, ARDMORE, OKLA., SEPT. 16-20;

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEX., SEPT. 22-27

CONCESSIONS: Can place Photos, Age and Weight, Arcade, Long and Short Range, Hanky Panks of all kinds.

SHOWS: Can place Motordrome, Monkey, Crime, any outstanding Attraction.

Victory Exposition Shows and Great Western Shows will combine for the Odessa, Texas, Oil Show. Those joining now will be given preference.

Contact: MANAGER, Ardmore, Okla. (Fair), this week.

# BUFF HOTTLE SHOWS

WANT FOR PINE BLUFF, ARK., FAIR, SEPT. 22-27; WITH FAIRS AT DONALDSONVILLE, FRANKLINTON, CROWLEY AND JENNINGS, LA., TO FOLLOW.

CONCESSIONS: Hanky Panks that work for stock. Especially want Glass, Bird, and Bear Pitches. "No semis." All people contracted with us, please confirm and state footage.

SHOWS: Want Illusion, Side Show, Motordrome or any Shows not conflicting.

AGENTS: Want Hanky Pank Agents especially for Ball Games, Balloon Darts, Scales and Age. (Pete Sutton, Get in touch with me.) All replies to BUFF HOTTLE, Mgr., Warren, Ark., this week.

## PAGE COMBINED SHOW

Wants for Warrenton, N. C., Fair, September 22 thru September 27, and nine other fairs and military bases to follow and 12 Florida fairs beginning January 13, 1959.

CONCESSIONS: Concessions of all kinds that throw stock. Especially want Photos, Glass Pitch, Custard, Ice Cream and Lemonade Shake. Want Penny Arcade.

SHOWS: Family-type Shows that do not conflict. Want Motor or Monkey Drome, Mechanical, Wildlife and Big Snake. George and Flora Mae Jackson, will expect you in Warrenton, N. C.

RIDES: Scrambler, Scooter, Rock-o-Plane, Spinnaroo, Kiddie Tanks, Pony Cart, Sky Fighter or any factory-built Ride that does not conflict. Want Second Men on all Rides who have license to drive. Positively no cars.

All replies to BILL PAGE, BEDFORD, VA.

## RIDES FOR SALE

One 1955 Rock-o-Plane with Graham trailer, '52 F8 Ford tractor and power winch, \$12,500.00 cash. One 1956 Spinnaroo with '53 Ford tractor. Both rides in excellent condition. Can be seen in operation W. G. Wade Shows, Level Park, Battle Creek, Mich., thru Sept. 20. Rides to be sold complete with transportation; no deals. Contact

### H. L. ANDERSON

17108 Melrose Detroit 35, Mich.  
Phone: Elgin 4-1902

# Auditorium-Arena Directory

Continued from page 81

seats ARENA FLOOR: 125 by 270 ft. MEMBER: IAAM.

WICHITA FALLS, Memorial Auditorium  
MANAGER: G. A. Mobley. PERMANENT SEATS: 3,148.

## Utah

OGDEN, H. S. Auditorium  
SEATS: 1,989.

OGDEN, Coliseum  
PRICE, City Hall Auditorium  
SEATS: 1,052.

PROVO, Tabernacle  
SEATS: 2,000.

SALT LAKE CITY, State Fairgrounds  
Coliseum

SEATS: 3,000.

SALT LAKE CITY, Kingsbury Hall,  
University of Utah  
SEATS: 2,001.

## Vermont

BARRE, Municipal Auditorium  
SEATS: 2,400.

BURLINGTON, Municipal Auditorium  
SEATS: 4,000.

RUTLAND, Memorial Armory  
SEATS: 1,500.

## Virginia

ALEXANDRIA, Washington H. S.  
Auditorium

SEATS: 1,000.

DANVILLE, Municipal Auditorium  
SEATS: 2,060.

LYNCHBURG, City Armory  
SEATS: 3,500.

NEWPORT NEWS, H. S. Auditorium  
SEATS: 1,460.

NORFOLK, Municipal Auditorium  
MANAGER: E. M. French. PERMANENT SEATS: 3,400. ARENA FLOOR: 90 by 90 ft. MEMBER: IAAM.

RICHMOND, WRVA Theater  
SEATS: 4,676.

RICHMOND, Richmond Arena  
MANAGER: John E. Raine. PERMANENT SEATS: 7,000. EXHIBIT SPACE: 60,000 sq. ft. MEMBER: IAAM.

RICHMOND, Mosque  
MANAGER: A. G. Anthony. SEATS: 4,604. PERMANENT THEATER-TYPE STAGE.

ROANOKE, Legion Auditorium  
SEATS: 5,000.

WINCHESTER, School Auditorium  
SEATS: 1,600.

## Washington

ABERDEEN, Jr. H. S. Auditorium  
SEATS: 1,400.

BREMERTON, Civic Auditorium  
SEATS: 2,000.

EVERETT, Civic Auditorium  
SEATS: 2,200.

LONGVIEW, H. S. Auditorium  
SEATS: 1,016.

SEATTLE, Senator Auditorium  
SUMNER, Coliseum

SEATS: 3,000.

SEATTLE, Auditorium and Ice Arena  
MANAGER: D. L. Johnston. PERMANENT AUDITORIUM SEATS: 2,551, plus 3,500 portable seats. PERMANENT ARENA SEATS: 4,500, plus 2,000 portable seats. EXHIBIT SPACE: Auditorium, 70,000 sq. ft.; arena, 20,000 sq. ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. MEMBER: IAAM.

SPOKANE, Spokans Coliseum  
MANAGER: Benjamin C. Moore. SEATS: 8,500. ARENA FLOOR: 130 by 225 ft. ICE RINK. EXHIBIT SPACE: 44,000 sq. ft. Air conditioning. MEMBER: IAAM, AMA.

TACOMA, Memorial Fieldhouse  
MANAGER: Ted Droettboom. PERMANENT SEATS: 3,200, plus 2,500 portable seats. ARENA FLOOR: 200 by 80 ft.

EXHIBIT SPACE: 20,000 sq. ft. MEMBER: IAAM.

VANCOUVER, H. S. Auditorium  
SEATS: 1,699.

YAKIMA, Capitol Theater  
SEATS: 1,600.

## West Virginia

BECKLEY, Memorial Building  
BLUEFIELD, School Auditorium  
SEATS: 1,000.

CHARLESTOWN, Municipal Auditorium  
MANAGER: Frank R. Wilson. PERMANENT SEATS: 3,517. ARENA FLOOR: 65 by 80 ft. PERMANENT THEATER-TYPE STAGE.

CHARLOTTE, Civic Center  
CLARKSBURG, Carmichael Auditorium  
HUNTINGTON, City Auditorium  
SEATS: 2,575.

FAYETTEVILLE, Memorial Auditorium  
PERMANENT SEATS: 3,106. ARENA FLOOR: 80 by 103 ft.

HUNTINGTON, Memorial Field House  
MANAGER: Harry D. Keith. PERMANENT SEATS: 6,200, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. MEMBER: IAAM.

MARTINSBURG, H. S. Auditorium  
SEATS: 1,000.

## Wisconsin

APPLETON, H. S. Auditorium  
SEATS: 1,300.

BEAVER DAM, Beebe Auditorium  
FOND DU LAC, H. S. Auditorium  
SEATS: 2,000.

FORT ATKINSON, Municipal Auditorium  
SEATS: 1,200.

GREEN BAY, Brown County  
War Memorial Arena

MANAGER: Jocko Braly. PERMANENT SEATS: 3,844, plus 2,017 PORTABLE SEATS. ICE RINK. PORTABLE STAGE. 71,000 sq. ft. EXHIBIT SPACE. IAAM.

LA CROSSE, Mary E. Sawyer Auditorium  
MANAGER: Raymond E. Plamadore. PERMANENT SEATS: 4,000. EXHIBIT SPACE.

MADISON, Dane County Fairgrounds Arena  
MANAGER: Roy H. Gumtow.

MADISON, University of Wisconsin  
Auditorium

MILWAUKEE, Milwaukee Auditorium-  
Arena

MANAGER: Elmer A. Krahn. SEATS: 13,000. ARENA FLOOR: 105 by 226 ft. Auditorium Floor, 105 by 215; auditorium seats, 6,300. PERMANENT THEATER-TYPE STAGE. ICE RINK. MEMBER: IAAM.

RACINE, Memorial Hall  
MANAGER: William L. Peterson. PERMANENT SEATS: 1,700. ARENA FLOOR: 70 by 120 ft. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM.

SHEBOYGAN, Municipal Auditorium  
SEATS: 4,000. ARENA FLOOR: 89 by 97 ft. PERMANENT THEATER-TYPE STAGE.

SUPERIOR, State College Auditorium  
SEATS: 1,000.

WATERTOWN, Turner Hall  
MANAGER: Harley Lehmann. PERMANENT SEATS: 1,000. ARENA FLOOR: 75 by 125 ft. EXHIBIT SPACE.

WAUSAU, H. S. Auditorium  
SEATS: 1,800.

WISCONSIN RAPIDS, H. S. Field House  
SEATS: 5,000.

## Hawaii

HONOLULU, City Auditorium  
MANAGER: Al Karasick. PERMANENT SEATS: 9,500, plus 1,500 portable seats. EXHIBIT SPACE: 10,000 sq. ft.

HONOLULU, Waikiki Shell  
MANAGER: Jock Purinton.

WAIKIKI, Auditorium  
SEATS: 1,800.

## CANADA

### Alberta

BEAVER LODGE, Arena  
PERMANENT SEATS: 3,000. ICE RINK: 85 by 190.

CALGARY, Stampede Corral  
MANAGER: M. E. Hartnett. SEATS: 9,100. ARENA FLOOR: 200 by 85 ft. ICE RINK.

CALGARY, Southern Alberta Jubilee  
Auditorium  
MANAGER: Roy M. Aikenhead. PERMANENT SEATS: 2,700. EXHIBIT SPACE: 35,000 sq. ft. THEATER-TYPE STAGE. Meeting rooms for 150 and 500.

EDMONTON, Edmonton Gardens  
MANAGER: L. J. Rasmussen. PERMANENT SEATS: 6,800.

EDMONTON, Northern Alberta Jubilee  
Auditorium

MANAGER: J. E. Plewes. PERMANENT SEATS: 2,700. EXHIBIT SPACE: 35,000 sq. ft. THEATER STAGE. Meeting rooms for 150 and 500.

GRIMSHAW, Arena  
SEATS: 2,000.

### British Columbia

CRANBROOK, Memorial Centre Arena  
MANAGER: R. L. DeArmond. PERMANENT SEATS: 1,200, plus 375 portable seats. ICE RINK. EXHIBIT SPACE: 15,200 sq. ft.

KAMLOOPS, Memorial Arena  
SEATS: 2,368.

KELOWNA, District Memorial Arena  
MANAGER: Percy Dowton. PERMANENT SEATS: 2,400, plus 1,000 portable seats. ARENA FLOOR: 80 by 190 ft. ICE RINK. EXHIBIT SPACE: 16,000 sq. ft.

KIMBERLEY, Kimberley Arena  
MANAGER: William Heaton. PERMANENT SEATS: 2,200. ARENA FLOOR: 80 by 186 ft. ICE RINK. EXHIBIT SPACE: 14,880 sq. ft.

NANAIMO, Nanaimo Civic Arena  
MANAGER: Wm. S. Oliver. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft.

NELSON, Civic Center  
MANAGER: Jack Morgan. PERMANENT SEATS: 625, plus 1,000 portable seats. ARENA FLOOR: 80 by 40 feet. ICE RINK. EXHIBIT SPACE: 33,525 sq. ft.

NEW WESTMINSTER, Queen's Park  
Arena

MANAGER: W. J. Phillips. PERMANENT SEATS: 4,460, plus 1,200 portable seats. ARENA FLOOR: 180 by 80 feet.

PENTICTON, Memorial Arena  
MANAGER: L. E. Edwards. PERMANENT SEATS: 2,412. ARENA FLOOR: 80 by 180 feet.

TRAIL, Memorial Center  
MANAGER: Reg. Stone. PERMANENT SEATS: 2,661, plus 1,000 portable seats. ARENA FLOOR: 200 by 85 feet. ICE RINK.

VANCOUVER, Exhibition Forum,  
MANAGER: John Evans. PERMANENT SEATS: 5,000, plus 2,000 portable seats. ARENA FLOORS: 115 by 125 and 80 by 195 feet. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft.

VANCOUVER, Kerrisdale Memorial Arena  
SEATS: 4,365.

VANCOUVER, Georgia Auditorium  
MANAGER: Derek A. Inman. SEATS: 2,318. ARENA FLOOR: 150 by 170 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. Air conditioned.

VERNON, Civic Arena  
MANAGER: W. J. Phillips. SEATS: 3,100. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 7,200 sq. ft.

VICTORIA, Memorial Arena  
MANAGER: J. Dukowski. PERMANENT SEATS: 5,427, plus 2,000 portable seats. ARENA FLOOR: 85 by 200 ft. ICE RINK. EXHIBIT SPACE: 2,000 sq. ft. N. MEMBER: IAAM.

### Manitoba

BRANDON, Wheat City Arena  
MANAGER: P. C. Creurice. PERMANENT SEATS: 4,507, plus 1,000 portable. ARENA FLOOR: 180 by 85. ICE RINK. EXHIBIT AREA: 40,000 sq. ft.

WINNIPEG, Winnipeg Auditorium  
MANAGER: J. W. McNeill. PERMANENT SEATS: 4,100. ARENA FLOOR: 100 by 150 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. MEMBER: IAAM. Also Playhouse Theater, 1,475 seats.

WINNIPEG, Red River Exhibition Arena  
MANAGER: Stewart McPherson. PERMANENT SEATS: 8,793 plus 3,000 temporary seats. ICE RINK. STAGE. EXHIBIT SPACE.

(Continued on Page 108)

## Sacramento

Continued from page 83

which the contract was held for the second consecutive year by the carnival combination of West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows, was reported "about the same as last year" by Harry Myers, WCS executive who acted as the co-ordinator.

Grandstand attractions for the two Sundays did strong business, with Bill McCaw's Tournament of Thrills on August 31 pulling ap-

## Kentucky State

Continued from page 83

lowing three days. The horse show, with Arthur Godfrey as the added headliner, followed in the Coliseum, and Godfrey was credited with doubling the horse show turnouts the first four nights.

### Rock Crosses 12G

A Rock and Roll Show, featuring Clyde McPhatter and Billy Johnson's ork, grossed \$12,000 in the Stadium in performances Saturday and Sunday night. A country music show, staged by WKLO, Louisville, was presented free to a good crowd in the stadium Monday night.

Another free show, Chrysler's Autorama, in the Stadium the following night, featured Vaughn Monroe and the Mills Brothers, and played to more than 10,000 persons.

A variety show headed by Bob Crosby and his orchestra and Dagmar moved into the Stadium Wednesday night, played to a light crowd that night and again the following night and was in for two-a-day Friday.

A big closing night loomed, with the finals of the horse show, always a sellout, in the Coliseum, and a football game between the University of Kentucky and the University of Hawaii scheduled for the Stadium.

The fair offered several free shows in its buildings to soften the increase in outside gate prices.

Parking receipts were up sharply, with a check showing that the average car brought two patrons per car, as contrasted to 3½ persons last year.

Fair managers who visited included Lloyd Cunningham, Iowa State Fair, Des Moines, and J. C. Huskisson and M. E. Twedell, manager and assistant manager respectively of the Florida State Fair, Tampa.

## Carnival Routes

Continued from page 86

Virginia Greater: (Fair) Lumberton, N. C.; (Fair) Bennettsville, S. C., 22-27.

Volunteer: (Fair) Bruce, Miss.; Athens, Ala., 22-27.

Wade Greater: (Beech Rd. and Michigan) Detroit 16-21; (8 Mile Rd. and Gratiot) Detroit 23-28.

Wallace Bros.: Eldorado, Ark.; Aberdeen, Miss., 22-27.

West Coast, No. 1: (Fair) Bakersfield, Calif., 22-28.

West Coast, No. 2: Walnut Creek, Calif., 15-21; (Fair) Bakersfield 22-28.

Wilcox, Dick: (Fair) Cherryfield, Me., 17-20. (Season ends).

Williams Am. Co.: (Fair) Hillsville, Va.; Stuart 22-27.

Wilson Famous: Astoria, Ill., 17-18.

Wolfe Am. Co.: (Fair) Beaufort, N. C.; (Fair) Bishopville, S. C., 22-27.

Wonderland Expo.: (Fair) Livingston, N. M.; (Fair) Seminole, Tex., 22-27.

World of Mirth: Allentown, Pa.

World of Pleasure: (Fair) Florence, Ala.; Lawrenceburg, Tenn., 22-27.

World's Finest: Lindsay, Ont.; Kingston 22-27.

Young, Monte: (Fair) Salt Lake City, Utah, 15-21.

## Saginaw Fair

Continued from page 83

Harnden, veteran manager, good weather on Friday and Saturday could increase the lead.

The fair battled weather during the week. Rain on Sunday a 6 p.m. kept some patrons away and chased others home. As a result the night show was lightly attended. The next day, kids' day was a big one and put the fair back on top.

Betty Johnson, TV thrush, headed up the GAC-Hamid night show Sunday thru Wednesday and not only did good business but, according to Harnden, scored big in the publicity department. For one thing, before coming here, she exposed a fair tack card on the Jack Paar video show. The Mariners opened Thursday evening for the final three nights and did two shows, one capacity, the other fair. Two more shows were scheduled for Friday and Saturday.

Acts included in the show were Victor Julian's dogs, Ladd Lyon, Matt Tuck and the Tuckers, George A. Hamid Sr., visited during the week.

## Reading Ahead

Continued from page 83

of the number who watched Pat Boone in the rain last year.

Tuesday was city school day. Wednesday's increase was attributed to shifting county school day up from Friday this year. That afternoon the 13 Granges of Berks County presented an agricultural pageant depicting the four seasons on the farm. Grandstand was full. Stock car racing on Wednesday exceeded last year's by 1,200 patrons, with identical weather.

Nick Todd was featured Thursday night, and Tony Marvin and a Godfrey talent winner unit on Friday and Saturday. Local resident Joie Chitwood was booked in with his thrill show for Saturday afternoon, and USAC spring races, always a heavy-drawing program, for closing Sunday (14).

## Spencer Fair

Continued from page 83

together, led by Karl King, veteran Iowa band leader, joined in playing two marches.

The band program was offered along with the Tournament of Thrills, managed by Leo Overland, and the combined offering yielded a thumping grandstand turnout.

Other afternoon attractions, auto races by Al Sweeney Monday and harness horse races the following two days, pulled crowds equal to those of last year. The night grandstand offering, a Barnes-Carruthers revue, turned in receipts more than 5 per cent higher than last year.

The Art B. Thomas Shows, on the midway, in the first four days returned 15 per cent higher yields than in the comparable period last year.

## Rutland Fair

Continued from page 83

affecting the slate and marble industries. The condition made itself known on the midway where King Reid Shows turned in a smaller ride and show gross. Concession earnings were reportedly behind last year's. The key location was occupied this year by Bernard (Bucky) Allen.

This year's cattle show and poultry and 4-H sections were improved in quality over the previous year. The fair is early in a repaint project for its 50-odd structures, about a half dozen of which were spruced up for last week's fair. Admission prices were unchanged. Gate is \$1 until evening, then 40 cents. Kids pay 20 cents all week. Gate price is taken off at 9:30 p.m. Parking is 50 cents.

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# Mich. State Paid Attendance Up 30%

New Dime Rate Policy for Kids Clicks; Ricky Nelson Show Grosses \$39,660

DETROIT—The 109th Michigan State Fair, which closed its 10-day run Sunday night (7), had a paid attendance of 507,953, an increase of about 30 per cent over last year's 388,253.

Most of this increase is accounted for by a new policy of charging 10 cents for children from 6 to 14 for the first time. The actual adult paid attendance at 75 cents was 389,990, or an increase of about one-half per cent.

Total attendance, paid and free, was 807,318, including children admitted free—all under six—and 36,160 under 14 admitted on Children's Day.

The gross paid admission figure is the fourth highest in the history of 10-day fairs in Michigan, being exceeded only in 1947, 1949 and 1950.

Parking showed a healthy increase of about 6 per cent—86,965 cars for a gross of \$43,482.50, compared to \$40,282.50 last year. The Ricky Nelson Show in the

Coliseum drew 33,028 people for a gross of \$39,660.90 in the last three days in five performances, compared to 16,426 people with a gross of \$21,287.58 in nine performances for a music show with several headliners in the last three days of 1957. Including the previously reported figures for the Ernie Ford show for three days earlier in the fair, the Coliseum grossed \$85,853.59 with 58,274 people this year, showing increases over last year's \$56,442.82 and 43,936 people. The Nelson Show, booked by Kay Falk of the Mike Falk Agency, included Somethin' Smith and the Redheads, Tyrones, the Petticoats, Johnny Bachemin, Pat McCaffrie as emcee, and the Herschel Lieb orchestra.

The Val Campbell-Gus Sun show  
(Continued on page 95)

# CNE Records 2,960,000 New Gate High

Conklins Gross Top 700G Mark; Grandstand Off

TORONTO — The Canadian National Exhibition Saturday (8) closed its 16-day run, two days longer than in the past, with an all-time high attendance of 2,960,000.

The count eclipsed the old mark of 2,832,000, established in '56, but fell short by 40,000 of the goal of 3,000,000 which had been set up prior to the opening.

Unusually cool to cold night weather, together with considerable rain, was the major factor in holding the gate below the 3,000,000 goal. Another factor was economic conditions in the Toronto  
(Continued on page 95)

# NEBRASKA STATE DRAWS 338,000

Attendance Sets All-Time High Mark; Roy Rogers, Collins, Races Score Big

LINCOLN, Neb. — Rains in the stretch run of the seven-day Nebraska State Fair, which closed Friday (5), failed to keep the event from setting a new all-time attendance high.

Final gate count was 338,000, Ed Schultz, fair secretary, reported. Previous high was 305,000, set last year.

Given good weather in the early part of the run, the fair was clobbered by the elements at the wind-up. Auto races the final two afternoons and a thrill show the final night were washed out. The rains also served to slim Thursday night's attendance, but the turnout for the grandstand appearance of the Andrews Sisters, the Mariners, the Manhattan Rockets and Shep Fields and his orchestra was good. This talent package, booked in by GAC-Hamid, played to what Schultz termed a good grandstand crowd on Wednesday night in the first of its two shows.

Roy Rogers and his company, in for two matinees and four night shows, grossed a whopping take of over \$92,000, playing to a turn-away at one show, when about 20,000 persons, many of whom sat

on canvas placed on the race track paid to see the performance.

Rogers appearance and a thrilling turnout for auto races on Friday gave the fair the biggest day in its history, with about 124,000 passing thru the outside gates, old mark was 85,000, established last year.

The William T. Collins Show registered an all-time high and show gross for the fair, for the full run and for a single day.

Concessionaires generally reported business up from last year. Food and drink concessionaires enjoyed record business on the record-shattering Sunday, with many running out of items and restocking several times before the day was over.

Excellent conditions in Nebraska and Rogers' powerful pull were given major credit by Schultz for the strong run.

# South Dakota Sets Gate, \$\$ Records

Total Attendance Hits 144,100; Takes \$146,413 in Six-Day Run

HURON, S. D. — The 1958 South Dakota State Fair set new records in attendance and gross receipts during its six-day run which concluded Saturday (6).

State Fair Manager Ken Balgeman announced the 1958 attendance at 144,100, topping the previous high of 131,500 set in 1957. In 1954 an attendance of 191,000 was announced, but this was an estimate based on gross receipts, which that year were some \$18,000 below this year's, and will not stand as an official high.

Gross receipts for the 1958 fair hit \$146,413.81, some \$5,000 up from the previous high of \$141,365.37 in 1951. Last year's gross was \$122,028. Actually, the increase in gross receipts over the previous high is even more substantial, Balgeman pointed out. When the 1954 high was attained, about \$3,000 in 4-H Club fees were included. Since then these funds have been channeled directly thru the 4-H Club office. These fees in 1958 approximated \$10,000.

Labor Day's opening was the biggest inaugural in the fair's history, with 38,300 persons entering the grounds.

A revised entertainment format, which included the Rex Allen Western show the first three nights

and the first rodeo in the fair's history, were attributed by Balgeman to a substantial hike in grandstand receipts. The grandstand gross was \$83,000, about \$2,000 over the previous high of 1954. The rodeo was responsible for some \$21,500 of this, with the  
(Continued on page 95)

## FOUR POINTS

# Indiana State Plans Vast Plant Program

INDIANAPOLIS — Officials of the Indiana State Fair have announced plans for a four-point plant improvement program that will entail major changes in its big fairgrounds here.

Phares L. White, of the fair board, announced that the proposed building program would include:

1. A new exposition hall and international building to combine several smaller buildings now scattered about the grounds.
2. A new women's building.
3. A new horse barn.
4. Modernization of the youth buildings.

No estimate of cost was made, but White said the new exposition hall and international building could be built in a manner that would make use of present buildings. He said the manufacturers' hall could be extended westward until the extension is lined up with the west side of the international building. Then the latter could be extended east to the sidewalk near the main entrance.

The open area between the two structures could then be roofed and partitions set up to house various sized exhibits.

In pointing out the need for the program, White said the women's building has long been out-dated and overcrowded. The youth buildings are in need of air conditioning, new plumbing and im-

## Bristow, Okla., Adds New Director

BRISTOW, Okla. — Claude Bates Jr. has been named to the board of directors of the Creek County Fair to replace A. E. Gurley, resigned.

Bob Sanford will serve as manager for this year's fair, September 16-19.

## Denton, Tex., Re-Titles

DENTON, Tex. — A new name and larger premiums for livestock exhibitors await participants fall in what was once the annual Denton County Fair.

Opening September 17 for a four-day run will be the first annual North Texas State Fair here. Expansion of the 50-year-old into a Statewide event was made by directors in keeping with promises for a top flight fair every year.

## Gainesville, Tex., Pulls 16,500 Gate, Circus, Rodeo Wins

GAINESVILLE, Tex. — Crockett County Fair pulled a total attendance of 16,500 during its six-day run here, Le Roy Robinson, secretary, announced.

The Gainesville Community Circus, in as the night attraction three nights, played to 7,000. Eddie Curtis Rodeo, in for another three nights, drew a reported 6,000 people.

## Allegan, Mich., Tops '57 Despite Bad Weather

ALLEGAN, Mich. — The Allegan County Fair last week demonstrated its strong pulling power in a broad area of Southern Michigan.

Despite inclement weather the first three days of its seven-day run, the fair, grandstand and midway was ahead of last year for the initial four days. Rain struck the fair early on Tuesday and came back around suppertime, yet no show was lost. Some rain also fell on Wednesday but again did not wash out any scheduled shows.

A GAC-Hamid night grandstand show, featuring the Mariners the first three days, set an all-time grandstand mark on Wednesday evening in 50-degree weather when customers swarmed over the stand. Betty Johnson, recording and TV star came in Thursday night to headline the show for the balance of the week and was expected to draw strong. This year the fair switched name acts with the Saginaw, Mich. event, the Mariners and Miss Johnson splitting the week between the two fairs.

The Aut Swenson thrill show was in Monday for two performances and did business even with last year which was considered good in the face of tighter money. The stunt troupe was here in the first year of a two-year contract. Harness racing drew its usual good afternoon crowds.

The fair received network television mention Wednesday evening on the Gary Moore show. Betty Palmer, regular on the video show mentioned that her father was flower exhibitor at Allegan and Moore took it from there.

John Reid's Happyland Show longtime midway attraction he started off slow due to the weather but picked up and for the first three days, rides and shows were ahead of '57.

Acts in the night show included Peggy Klein, Yokoi Troupe, John D'Arco, Parker Gee, Tulara L. Aldino, Waldorf Beers and the Manhattan Rockets. Charles E. Sile's band cut the show.

## JACK LINDAHL DEVISES NYLON STAGE COVER

CHICAGO — Jack Lindahl, of Boyle-Woolfolk agency here, has come up with what's a pretty good answer to rain on a fair grandstand stage.

This year the Boyle-Woolfolk grandstand shows have, in many cases, been presented from a white nylon bandshell that covers a stage area 40 feet wide by 36 feet deep. The roof is eight feet high at the rear and 20 feet high at the front with the entire shell made of a vinyl-coated, waterproof nylon cloth.

Standard oil-painted wings and banner-lines are used and the entire shell is lighted by revolving colored lights.

Acoustically the shell is excellent and, according to Lindahl, they operate without microphones in front of the band when the latter is seated on the stage. The shell was used to good advantage at fairs in Oshkosh, Wis.; Freeport, Ill., and Black River Falls, Wis., in varied degrees of rain. The shell, which has a steel framework, has withstood winds up to 50 miles per hour and it can be erected in two hours and taken down in half that time, Lindahl reports.

## Timonium Beats '57 Gate, May Return to 13 Days

TIMONIUM, Md. — The shortened Maryland State Fair closed on a rousing high note Saturday (6) with attendance well into six figures for the week, and John Heil, manager, said in advance of any release of attendance figures that the previous year was exceeded.

Excellent weather graced most of the run which was coincidental with the 13-day pari-mutuel meet. The new steel and concrete grandstand was unveiled on opening day. Heil said the fair would probably return to its extended run in 1959.

While it drew as many people in eight days as it had previously in 13, as was expected the deluge of entries was called much too great for the capacity of the grounds. There were more than 1,700 head of dairy cattle alone. Heil commented, as well as 800 head of swine and 400 in sheep classes.

It's a case of too many exhibitors and not enough space, he said.

The Dave Endy Shows, in for the first time, were credited with providing the fair's best midway ever.

## MONEY GRAB SET FOR KIDS AT ROCKY MT.

ROCKY MOUNT, N. C.—Norman Chambliss, never at a loss for a promotional gimmick for his Rocky Mount Agricultural Fair, has a "money grab garden" for kids at this year's event. In recent years he has had patrons guess the weight of a hog and dig up a muddy area planted with money. The 1958 stunt has \$500 in silver dumped in a pile. Kids with lucky numbers will win all the money they can scoop up in their two hands.

## AT RACEWAY

# No Canvas This Time For Mineola

WESTBURY, N. Y.—For the first time in memory there is no canvas in use by the Mineola Fair. Absence of tented exhibits is far from common for a major fair, and is occasioned here by the availability of the multi-million-dollar Roosevelt Raceway grandstand building.

Outside of a commercial display of Clydesdale horses, all exhibits are housed in the paddocks and beneath the grandstand. The track's vast parking lot is occupied by the I. T. Shows.

The 115th edition of the fair started a nine-day run on Saturday (6). Weather was excellent for much of the opening weekend, and crowds estimated at 125,000 turned out over the two days. Many admittedly were just as attracted by the country's biggest race plant as by the fair, which has become more and more industrial and commercial in keeping with Long Island's changing complexion.

Publicity this year was the best since World War II, a lot of it stemming from the fair presenting Governor Harriman and his Republican opponent, Nelson Rockefeller, on the same day. All newspapers, radio and TV stations in the metropolitan area gave the event intense coverage.

At the grandstand there was a free rodeo show starring Guy Mitchell and booked thru GAC-Hamid.

HANCOCK, Mass.—The Berkshire County Fair, which runs here September 25-28, will use wood buildings this year as high winds knocked a number of its tents over last year, Francis Mongue, director, announced.

Attractions, in addition to Gillett Shows on the midway, will include horse and oxen drawing, fireworks, band concerts and possibly a rodeo.

## CUFFO PATRON PAYS UP DEBT

LEWISTON, Me.—Conscience got the better of a Haverhill, Mass., man last week and he admitted that 24 years ago he had entered the Maine State Fair, here without paying.

Fair President John T. Bourisk said Earl Trask told him of his action and also sent along a dollar to compensate for the error. Bourisk said he has sent Trask a season pass to the fair and an honorary membership in the St. Jude Hospital, now under construction at Memphis, Tenn.

## CHATTER ON

# Fem Talkathon Is Featured By Chambliss

ROCKY MOUNT, N. C.—In addition to hypnotist Joan Brandon, Jack Kochman's thrill show and the O. C. Buck Shows midway, the Rocky Mount Agricultural Fair is offering a female talkathon as an attraction.

Fair dates are September 22-27. In addition to the elements listed, the Hawkshaw Hawkins country music unit is booked in for the final three days, Manager Chambliss reports. The local miss has a record of 72 hours of talking under her chemise, which was broken recently by a woman in Kansas who went 96 hours of gab with no more relief than the hourly two and a half minutes permitted in the competitions. The local girl will be displayed on the grounds in a glassed-in trailer during her effort to beat the 96 hours, and her progress will be broadcast hourly.

It is Chambliss' 39th year as manager, and he now owns and operates the events and its property which has multiplied in value as a realty holding. Prospects look excellent, he notes, with tobacco prices at record levels as the Southern fair season gets under way.

## South Dakota

• Continued from page 94

Rex Allen show contributing another \$19,500.

### Races Big

Afternoon grandstand patronage was heavy, and four days of auto racing under Frank Winkley's Auto Racing, Inc., proved the four-day dosage was not too heavy for followers of that sport. Auto races drew an overflow attendance on Monday and attracted strong patronage again on Thursday, Friday and Saturday. Friday's race program was held up for about two hours by rain, and showers Saturday again tended to discourage many prospective customers. Otherwise the week's weather was near perfection.

A fine mid-week turnout greeted Trans-World Auto Daredevils Wednesday afternoon. The stunters joined with Rex Allen in staging a Wednesday morning free show for kids which attracted about 3,000.

The Art B. Thomas Shows grossed \$39,000 this year, some \$6,000 over last year's receipts on the midway. Monday was reported by Owner-Manager Bernard Thomas as the biggest single day in the carnival's history.

The fair this year dedicated a \$200,000 women's activities building as part of a long-range development program. Planning for 1959 will await action by the 1959 State Legislature in providing funds for the fair. Under present law, \$175,000 is obanneled into the State fair each year from the State's share of pari-mutuel betting revenue. That law expires this year and must be renewed or a new one passed to provide future revenue for construction.

## Cleveland, Miss., Events Join Forces

CLEVELAND, Miss.—The Bolivar County Junior Livestock Fair and the Delta Valley Fair have merged and will operate together here September 29-October 4.

The latter, which owns a 20-acre fairgrounds, has turned over three acres to the junior show. The Delta Valley Association will bring in the entertainment and midway attractions.

## HAP YOUNG DOESN'T WANT FOR VISITORS

SACRAMENTO — One spot on the California State Fair and Exposition grounds, in the rear of sit-down food concession across from the grandstand entrance, had a lot of visitors despite the fact there was a sign advertising: "This is not an exhibit."

Thruout the 12-day fair which closed Sunday (7), the visitors from morning until late at night included Dudley T. Fortin, fair manager; Ed Paine, assistant fair manager; Ted Rosequist, co-ordinator of the new fairgrounds; Irene McSwayne, concessionaire cashier, and even Phil Shepherd and Taxis Paine, of the Los Angeles County Fair. They knew that the trailer, parked here since March, 1957, was no longer part of the food concession which adjoins it.

But, like the other visitors, they were friends and not customers. They all had to visit and cut up jackpots with Basil (Hap) Young, who sold the concession earlier this year after operating at the State fair for nearly 50 years.

## Anderson Off To Brussels

EDMONTON, Alta. — A. J. Anderson, general manager of the Edmonton Exhibition Association, and Mrs. Anderson, have left on an extended tour of Europe and the British Isles. They will join S. A. MacEachern, general manager of the Saskatoon Exhibition, and Mrs. MacEachern, in Paris, and the group will attend the World's Fair in Brussels.

During his stay in Brussels, Anderson will study the construction of the exhibit buildings and will look for ideas that might be adapted to Edmonton. He will also be joined in Brussels by K. C. Stanley, whose firm has been appointed architects for the new Industrial Building to be built on the Edmonton fairgrounds.

## Mich. Paid Gate Up 30%

• Continued from page 94

in the grandstand drew an estimated 63,000 people with free admission, compared to a show which drew 19,995 people last year for a gross of \$19,147.50. It was figured by Fair Manager Donald Swanson that the fair would partially make up the loss on grandstand admissions during nine days by the new 10-cent charge for youngsters, which netted \$11,796.30.

A 250-mile stock car race Sunday afternoon with a scale of \$2.20 to \$6.60 drew 12,333 people and a gross of \$34,718—a figure that stands up well against last year's total of three auto races on three different days for a total of 15,137 people and \$40,077.30.

The fair had the usual trouble drawing people into the grandstand on Sunday night, with Joie Chitwood's thrill show drawing 790 people for a gross of \$1,014.20. Adding up, the grandstand drew 76,123 people this year compared to 36,905 last year, providing a lot more pleased customers thru the free show policy for nine days, even tho the gross dropped from \$61,211.32 to \$35,732.20 this year.

The fair will make a net profit of about \$15,000, Swanson estimated for The Billboard. The weather was about the worst in many years, with rain on six days, often at strategic hours. The fair had a difficult send-off when the

# Topsfield, Mass., Hits 175,000 for New Record

TOPSFIELD, Mass. — The Topsfield Fair finished its seven-day run Saturday (6) with a new record for the event which has been in existence since 1818. There were nearly 175,000 paid admissions, according to Manager Paul Corson, about 15,000 more than last year.

Good weather prevailed all thru the event with only the opening Sunday being light because of oppressive heat. New day records for attendance were established on Labor Day, Tuesday (2), Wednesday (3) and closing Saturday (6). Corson said the variety of attractions this year probably accounted for the increase in patronage.

The handle also topped other years at the greyhound racing

pari-mutuels which went over the \$1 million mark for the first time. Total for the six-night meet under Tommy Maren's guidance was \$1,012,000, some \$40,000 higher than the 1957 figure.

Adhering to the fair's traditional policy of stressing agricultural exhibits, this year saw the largest number of entries, which ran 20 per cent above last year with good response from 4-H Clubs and Young Farmers of America.

The 50-cent grandstand again featured Danny White's "Agnarapa," and Marion Rankin's Marionettes booked by Henry Cogart of Boston. They attracted patronage on about the same level as last year which saw a total of \$17,000. "Beantown Matinee," drew well for free shows every afternoon, with a paid revue-type entertainment, "Tropicana," doing good business.

Gene Dean and Jack Flynn again had the midway with E. W. Burr of Playtime Amusement Company providing 20 rides. They reported that business was up 15 per cent over last year and were pleased with the level of spending.

General admission was 75 cents and 50 cents for parking. The European Diving Horses has been booked thru Cogart for next year and Corson said that improvements will shortly be underway. There will be two new 4-H Club buildings and new rest rooms for the 1959 event which will be held September 6-12.

## CNE Records

• Continued from page 94

area and in industrial U. S. cities, from which the expo normally exerts a strong pull.

A day-by-day comparison with '57 attendance follows:

	1957	1958
Wed.	103,000	103,000
Thurs.	102,500	102,500
Fri.	116,000	134,500
Sat.	272,500	332,000
Mon.	186,000	168,500
Tues.	193,000	181,000
Wed.	233,500	235,000
Thurs.	191,500	193,000
Fri.	178,000x	177,500
Sat.	307,500	263,500
Mon.	262,500	253,500
Tues.	136,000	133,000
Wed.	142,500	134,500
Thurs.	148,000	127,000
Fri.	155,500	154,000
Sat.	282,000	267,500
Total	2,804,000	2,960,000

The Conklin midway, despite cool to cold nights and rain which made inroads on the potential, chalked up a new high in ride and show receipts of \$707,515.70. This surpassed the old mark of about \$610,000, set last year, by more than \$97,000.

The cool to cold nights pruned attendance at the Jack Arthur-produced night grandstand headed by Danny Kaye. The movie star received a \$100,000 guarantee for the 16 performances.

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## Season's Biz Down At Wildwood, N. J.

WILDWOOD, N. J.—Boardwalk business appeared to be far down from last year's banner season, it was revealed last week. In a survey taken of 11 business establishments in the lower end of the area, response ranged from "barely breaking even" to "one of my worst seasons."

A bright note, tho, was the response of Hunt's Amusement Pier which reported business as "pretty good."

The main reasons given for the poor season were the heavy amount of rain, especially in June and July, and the lack of spending money available in the pockets of vacationers. One businessman estimated that at least one whole month was cut from the 10-week season because of rain.

Misery and Hajek Linen and Gift Shop, reported that they "were very disappointed in business in general." They added that this was their first year here, coming from Sea Isle City, and they ex-

pected "better things." Franky Amusements called it "one of my worst in 10 years on the boards."

Jay's Variety said July was a good month, but June and August were bad, while Howard Johnson Ice Cream, opened for the first time this season, reported "business was not nearly as good as we were made to expect. We were disappointed." The Auctioneer, 23d and the Boardwalk, claimed they "barely broke even." Mary Cross Candies estimated sales were off at least 25 per cent from last year on all their Boardwalk stores.

The Ocean Center Arcade stated "things are considerably off compared to last year. We lost our adult trade because we had nothing to offer them as far as games were concerned. In general the season was one of our worst."

The biggest percentage drop reported was by Carl's Arcades at 26th and the Boardwalk and Oak and the Boardwalk. They estimated business as being 40 per cent off from last year. Leo's Beach Service at 25th and the Boardwalk, estimated bad weather cost his business some 30 per cent in revenue.

One merchant claimed "there was nothing to hold people on the Boardwalk. All they could do was walk and talk. They would eat and visit the novelty stores and by 10 p.m. they had walked themselves out."

## Harry Beach Closes Okay S. C. Season

MYRTLE BEACH, S. C.—Harry Beach closed a very successful season with his rides and concessions Sunday (7).

He and Mrs. Beach are sailing September 18 on the U.S.S. United States for Europe, going first to Munich for the annual October fest, to Brussels for the World's Fair and then will tour Europe for two months. As a result Beach will miss the conclaves in Chicago for the first time, but will be back in time to see many of his friends in the outdoor show business at the Tampa fair.

## Weekends Only For Tweetsie During Winter

BLOWING ROCK, N. C.—Tweetsie Railroad, a narrow-gauge railroad operation on a three-mile track, switches to weekend operation this month. It operated daily during the summer.

It was formerly the East Tennessee & Western North Carolina Railway and discontinued regular operation in 1940. Since then several owners have had it, among them Gene Autry. He sold to North Carolinians, who restored the equipment and built a new track which circles Roundhouse Mountain. Unit uses a steam locomotive and three cars.

## Skooters Take Owners Around Canobie Lake

SALEM DEPOT, N. H.—New owners of Canobie Lake Park here used motor skooters for transportation around the park this summer.

They are Anthony Berni, Kas Ulaky and Louis Captell, who have two Italian and one German skooter for taking them around the 50-acre site.

The park has a newly decorated ballroom for 4,000 people. It had fireworks on Thursdays and kiddies' days on Tuesdays. Free acts were used.

NORFOLK—Altho most activities at Ocean View Amusement Park here ended the season Sunday (7), the ballroom, fishing pier and boat rentals will continue.

The ballroom will remain open every afternoon and evening, with live music on Friday and Saturday nights.

## Natatorium Season Beats '57 by 20%

SPOKANE, Wash.—Natatorium Park wound up its 1958 season over the weekend, and Manager Lloyd Vogel reported business 20 per cent better than in 1957. Expenses also were higher however, he said.

He credits the improved patronage to the best summer weather since 1938. The weather was sunny and dry, with a record number of days registering temperatures above 90 degrees.

Management lost money on three name bands brought to the Nat pavilion but Friday night "record hops" paid their way, perhaps because two free rides were given with dance tickets. The rides were good, especially the Jack Rabbit and Merry-Go-Round. Picnics drew well, the Kaiser Aluminum and Chemical Corporation picnic bringing 5,000 to the park.

The regular season ended Labor Day but rides and concessions operated on two additional weekends. Labor Day business was good but hurt somewhat by opening of the Playfair horse racing season. Reroofing and other im-

provements are planned for this fall and winter in preparation for a 1959 Easter opening.

## Atlantic City Tax \$\$ Down

ATLANTIC CITY—Luxury tax collections up until September 1 trailed those of the previous year by \$71,243.61, according to the month-end reports. The collections thru August amounted to \$899,477.46. For the corresponding eight months in 1957 they amounted to \$970,721.07.

Luxury tax collections during August, reflecting for the most part business done in July, amounted to \$304,553.01 as compared with \$323,268.99 for August of last year. Because the tax is collected on rooms, amusements, liquor and cigarettes it is considered a barometer of visitor business done in the resort.

## ROLLER RUMBLINGS

S. Central RSROA Group Elects C. W. Robinson . . .

DALLAS, Tex.—Members of the South Central Chapter of the Roller Skating Rink Operators of America, representing 35 rinks in Texas, Oklahoma, Louisiana, New Mexico and Arkansas, elected new officers at their recent two-day business meeting at the Hotel Adolphus here.

C. W. Robinson, Houston, is the new chairman, and T. T. Johnson, Oklahoma City, was elected secretary. Named vice-presidents were L. H. Oldfield, Houston; Leonard Pemberton, Fort Worth, and J. P. Meagher, Shreveport, La.

At the meeting retiring Chairman Joe Spearman, operator of North St. Mary's Roller Rink, San Antonio, cited some new trends among the estimated 21,000,000 Americans who roller skate. "They're not satisfied with just going round and round these days," he said. "They've got to have sports and competition—something different."

In San Antonio the "something different" is roller hockey, a variation of the ice sport and played with a rubber ball. "That's a national sport in Portugal," Spearman said. "They're converting bull rings into rinks for big matches. I read that 17,000 people attended one big game between Portugal and Argentina."

Skating is no longer a land-bound sport, Spearman also pointed out. "The British Navy says it is great exercise, so now skates are standard equipment on British battleships."

Chapter members also heard news of a new tile-rink surface at the meeting. Spearman, in describing the product which is to be manufactured by a Tulsa firm, said that the product eliminates the splinters and dust, and reduces the noise that are by-products of maple flooring. The flooring is already being tested by several Oklahoma rinks, it was said.

America on Wheels Sets Racing Schedule . . .

ELIZABETH, N. J.—The America on Wheels chain has announced the schedule for its inter-rink racing program in the Northern and Southern divisions.

In the North competitions get under way October 11 at Twin

City Arena here, and succeeding contests will be held October 25 at Boulevard Arena, Bayonne, N. J.; November 8, Mount Vernon (N. Y.) Arena; 22, Capitol Arena, Trenton, N. J.; December 6, Hackensack (N. J.) Arena; 20, Levittown (N. Y.) Arena; January 3, Florham Park (N. J.) Rink; 17, Twin City; 31, Boulevard; February 14, Mount Vernon; 28, Capitol; March 14, Hackensack; April 11, Florham Park; 25, Levittown, and May 9, Boulevard.

In the South contests start October 18 at Alexandria (Va.) Arena, and are scheduled for November 1 at Bladensburg (Md.) Arena; 15, National Arena, Washington; 29, Alexandria; December 13, Bladensburg; 27, National; January 10, Alexandria; 24, Bladensburg; February 7, National; 21, Alexandria; March 7, Bladensburg; 21, National; May 2, Alexandria; 16, Bladensburg, and 30, National.

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shortened. Located New York, Mid-Atlantic or Southeast. Will closed on a route. Rides except Train, Coaster, Carousel. Photos urday (6) with into six figures for the John Heil, manager, said vance of any release of atten- GE WEISS  
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Excellent weather graced most of the run which was coincidental with the 13-day pari-mutuel meet. The new steel and concrete grandstand was unveiled on opening day. Heil said the fair would probably return to its extended run in 1959.  
and The **OHIO** the first in Ohio providing the fair's best ever.

**Trade Stamp Firm Uses MGR**

LUBBOCK, Tex.—A savings stamp company here has purchased a 22-horse Allan Herschell Merry-Go-Round to use in connection with the promotion of its stamps and the shopping centers that give the stamps.  
It is Frontier Saving Stamps, Inc., which sets up the MGR at stamp redemption centers, at grand openings of new supermarkets, and at the shopping centers the firm operates. President Preston Johnston said that experience with the MGR so far has been "most gratifying."

## Circle L Ranch Season Off

CAROCA LAKE, N. Y.—The 1958 season at Circle L Ranch here was below expectations, according to A. Fishbein. He said rainy weather and unemployment were the reasons.

Only 25 per cent of the employees attended a Remington-Rand outing at the park, he pointed out. Fishbein said he plans to add a roller rink for next season.

You Can't Miss Finding Many Bargains in the Classified Section, this issue.



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**PIPES FOR PITCHMEN**

**MILDRED COURTOT**... wife of the well-known pitch lad, Charlie Courtot, is still taking treatments in Miami for neck injuries and traumatic injuries sustained June 12 last when their station wagon was struck in the rear by another car while they were waiting at an intersection for a light to change. Mildred for two months wore a neck brace. Charlie escaped with a few minor chest bruises. Their wagon was damaged to the tune of \$678. They have placed their case in the hands of a leading Miami attorney, with final settlement still pending. Mildred and Charlie, who recently announced their retirement from the pitch business, are still residing on the Tamiami Trail, on the outskirts of Miami.

**FUNERAL SERVICES**... for the veteran pitchman and carnival trowper, Clyde E. Place, who died recently at his home in Orlando, Fla., were held at the Cary-Hand Funeral Home, that city, August 27. Pallbearers at the services were Bert Pettus, Warren Carlson, Richard Sizmore, John Sager-son, Mathan Swickard, and Tom Kearney, manager of the S. H. Press store in Orlando. Place, who in recent years had been associated

on occasion with the veteran pitch-folk, Charlie and Mildred Courtot, had been ill for more than a year with a heart ailment. Further details on his passing in Final Curtain, this issue.

**BOZO CLARKE**... former carnival man and Coney Island, N. Y., pitchman, is back in action as road circulation man for The Bowery News, New York.

**RALPH E. STEVENS**... former pitchman, has started his own phonograph record label, Ridgecrest Records & Talent Management System, at La Grange, Ga. Stevens put in the 1957 season as demonstrator of grills and other outdoor wares for Sears, Roebuck Company.

**"WORKING**... off a trailer on the highway for eight weeks, I got some fast bucks with tomatoes, getting 50 cents for a two-quart box and an ace for the next size," writes W. A. Boland from Falls Church, Va. "Now I'm back on the streets with magic in D. C., Virginia and Maryland. I recently received a swell letter from Jack Scharding, of Long Beach, Calif. Would sure love to read some pipes from Rocco Maralletti and Frankie Dinato."

**COMING EVENTS**

**Arkansas**  
DeWitt—Ark. Co. Livestock Show, Sept. 24-27. Harold Kendall.  
El Dorado—Union Co. Livestock & Poultry Show, Sept. 15-21. Emil W. Weiss.  
Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4.  
Pine Bluff—S. Ark. Livestock Show, Sept. 22-27. Harvey Hewitt.

**California**  
Arvin—Cotton Carnival, Sept. 24-28.  
San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Oct. 21-Nov. 9. Nye Wilson.  
Santa Maria—Blue Ribbon Horse Show & Horsemen's Convention, Oct. 2-5. Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.  
Santa Monica—Better Homes & Garden Show (Olivé Aud.), Sept. 17-21.  
Yuba City—Golden Jubilee, Sept. 26-28. Robert Clark.

**Florida**  
Tampa—Greater Tampa Better Living Expo. (Fort Hesterly Armory), Oct. 28-Nov. 1. Lew Nachman, 1704 Florida Ave.  
West Palm Beach—Home Show of the Palm Beaches, Oct. 22-26. Lew Nachman, P. O. Box 2886.

**Illinois**  
Assumption—Homecoming, Sept. 18-20. H. J. Harpold.  
Chicago—Intl. Dairy Show, Oct. 6-11. W. E. Ogilvie.  
East Peoria—Fall Festival, Sept. 20-21.

**Indiana**  
Berne—Harvest Jubilee, Oct. 16-18. Jaycees.  
Boonville—Centennial, Sept. 14-20. Albert C. Derr, 711 S. Fifth St.  
Elkhart—Centennial, Sept. 11-20.  
Evansville—Tri-State Oil Show, Oct. 10-12.  
Evansville—West Side Nat'l Club Fall Festival, Oct. 8-11. Ed Claiborne, 263 S. Sonntag Ave.  
Milton—Milton Street Fair, Sept. 17-20. J. Bohlander.  
Mitchell—Perlimmon Festival, Sept. 22-27.  
Versailles—Pumpkin Show, Sept. 24-27.

**Iowa**  
Waterloo—Iowa 4-H Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel.

**Kansas**  
Wichita—Sergwich Co. Nat'l Jr. Livestock Show, Oct. 1-3. Conlee Smith.

**Louisiana**  
Abbeville—La. Dairy Festival, Oct. 24-26. Roy R. Theriot.  
Crowley—Intl. Rice Festival, Oct. 16-17. R. P. Olisco.  
Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermil J. Ducote.  
Natchitoches—La. Broiler Festival, Sept. 25-27. Jim Mike.  
Opelousas—La. Yambilee, Oct. 3-4. Billy M. Smith.  
Villa Platte—La. Cotton Festival, Sept. 19-21. Dallas Deville.  
Winnfield—La. Forest Festival, Oct. 1-4. L. L. Brewton.

**Maryland**  
Princess Anne—Princess Anne Livestock Show, Oct. 3-4. Howard H. Anderson.

**Michigan**  
Detroit—Engles Harvest Festival (Ten Mile & Kelly), Sept. 16-21.  
Detroit—Democratic Club Taylor Township

Harvest Festival (Telegraph & Eureka), Sept. 23-28.  
Ecoise—VFW Harvest Festival, Sept. 30-Oct. 5.  
Port Huron—Thumb Dist. Plowing Match, Oct. 2. Simo Pynnonen.

**Missouri**  
Aurora—Tri-Co. Jr. Livestock Show, Oct. 4. John R. Buckley.  
Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodward.  
Milan—4-H & FFA Livestock Show, Sept. 19. Mrs. P. N. Marr.  
Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilks.  
St. Joseph—Interstate Home Economics Show, Sept. 15-18. Webb Embrey.  
South St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 16-18. H. M. Garlock.  
Wardell—Rotary Club Cotton Festival, Sept. 22-27. Don Waggoner.  
Waverly—Waverly Apple Jubilee, Sept. 25-27. R. W. Bricken.

**Nebraska**  
Omaha—Ak-Sar-Ben Livestock Show, Sept. 19-27.

**Nevada**  
Carson City—Admission Day Celebration, Oct. 31.

**New Mexico**  
Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club.

**New York**  
New York—Intl. Aviation Show (Coliseum), Sept. 10-23.  
New York—National Horse Show (Garden), Nov. 4-11.

**Ohio**  
Bradford—Pumpkin Show, Oct. 7-11. community Festival Assn.  
Cincinnati—Fourth Annual Original Food Show (Garden), Sept. 20-28.  
Jackson—Jackson Co. Apple Festival, Sept. 17-20.  
Laurelville—Street Fair, Sept. 29-Oct. 4.  
Somerset—Pumpkin Show, Sept. 24-27.  
Utica—Homecoming, Oct. 2-4. Stewart Anderson, 29 E. Fifth St., London.

**Oklahoma**  
Tulsa—Progress Days Celebration, Sept. 15-20.

**Oregon**  
Portland—Sports Show (Masonic Temple), Nov. 5-9. Jack Matlack.

**Pennsylvania**  
Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18.  
Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19.  
Harrisburg—Holstein Cattle Sale (Farm Show Bldg.), Oct. 18.  
Harrisburg—Pa. Jr. Dairy Show, Sept. 18. Rex Carter.  
Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 18-25.  
Harrisburg—Nat'l Livestock Expo., Rodeo & Trunk Show (Farm Show Bldg.), Nov. 10-14.  
Philadelphia—Lighthouse Fair, Sept. 22-27. Samuel Moonblatt, 1420 Walnut.  
Pittsburgh—Pittsburgh Livestock Show.

**South Dakota**  
Mitchell—Corn Palace, Sept. 22-27.  
Oct. 21-23. N. L. Claiborne.

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Necklace, Earring Sets, boxed, 6.50 dz.  
Necklace, Bracelet & Earring Sets, boxed, 11.00 dz.  
5-Piece Sets, beautifully boxed 1.75 ea.  
**MANUFACTURERS CATALOG & SAMPLES PUT YOU IN BUSINESS!**  
Sell from our beautifully illustrated catalog. You'll find more than 250 large pictures of Men's and Ladies' jewelry sets, watches and watch sets, earrings, scatter pins, bracelets, rings and religious items. Take advantage of this terrific money making opportunity. Write today for selling information.  
25% Deposit on C.O.D.'s.  
**Packard Jewelry Co.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

(Continued on page 99)



Coming Soon...  
the biggest buy in years!

Not One—But TWO  
Powerful Forces to Sell Your Merchandise...

# THE 1958 CHRISTMAS MERCHANDISE SPECIAL

AND

## The Christmas Merchandise Reprint

BOTH DATED AND ISSUED MONDAY, OCTOBER 13

**FINAL CLOSING DATE — — — WEDNESDAY, OCTOBER 8**

OVER \* **60,000** SALESMEN

● ● ● WAGON JOBBERS — INDEPENDENT SALESMEN — VARIETY STORES — CONCESSIONAIRES —  
JEWELRY STORES — DEMONSTRATORS — DRUGSTORES — PITCHMEN — PREMIUM BUYERS —  
AND MANY OTHERS.

● ● ● READY TO DO THE BIGGEST CHRISTMAS MERCHANDISE  
SELLING JOB YOU'VE EVER KNOWN ! ! !

● ● ● AT LAST, A COMPLETE SELLING PACKAGE FOR TOP  
CHRISTMAS MERCHANDISE SALES, COMPRISING . . .

- 1—Your powerful individual Christmas advertising sales message in the regular issue of The Billboard.
- 2—Your powerful individual Christmas advertising sales message in the "Christmas Merchandise Reprint."
- 3—Special feature editorial on merchandise . . .

- |                             |                    |                         |
|-----------------------------|--------------------|-------------------------|
| a—Jewelry, Rebuilt Watches  | b—Small Appliances | c—Leather Goods         |
| d—Holiday Party Merchandise | e—Religious Goods  | f—Christmas Merchandise |

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**MERCHANDISE MANUFACTURERS—WHOLESALEERS—JOBBER—DISTRIBUTORS—**

**FINAL CLOSING DATE—WEDNESDAY, OCTOBER 8**

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Hollywood 9-5831

New York 36, N. Y.  
1564 Broadway  
Plaza 7-2800

Chicago, Ill.  
188 W. Randolph St.  
Central 6-9818

\*50,000 BILLBOARD CIRCULATION — 10,000 CHRISTMAS MERCHANDISE REPRINTS

**this week's**

# BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

THE BILLBOARD

MERCHANDISE

99

SEPTEMBER 15, 1958

## Coming Events

Continued from page 97

**Tennessee**  
Bomerville—Payette Co. Livestock Show, Oct. 17. C. W. Stroup.

**Texas**  
Beville—Centennial, Oct. 19-26.  
Port Worth—Fort Worth Food Fair (Goll-seum), Sept. 25-28.  
Kountze—Homecoming, Sept. 27.  
Odessa—Permian Basin Oil Show, Oct. 16-23.  
Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough.

**Washington**  
Seattle—Wash. Jr. Poultry Show, Oct. 6-8. John G. Wilson, 814 2d Ave. Bldg.  
Seattle—National Boat Show (Nat'l Guard Army), Nov. 28-Dec. 7. Hal Hamper.

**West Virginia**  
Elkins—Mountain State Forest Festival, Oct. 1-4. C. Wood, Crawford.  
Kingwood—Preston Co. Buckwheat Festival, Sept. 25-27. Mrs. Betty Tennant.  
Spencer—W. Va. State Black Walnut Festival, Oct. 19-21. W. B. Reed Jr.

**Wisconsin**  
Reedsburg—Dairy Days, Sept. 18-20. Earl T. Skinner.

**CANADA**  
**Ontario**  
Crysler—Intl. Plowing Match & Farm Machinery Demonstration, Oct. 7-10. F. A. Lashley, Dept. of Agriculture, Parliament Bldg., Toronto.  
Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.

**Saskatchewan**  
Saskatoon—Dairy Cattle Show & Sale, Oct. 18.  
Saskatoon—Swine Show & Sale, Oct. 17. S. N. MacEachern.

## UNDER THE MARQUEE

Johnny Fulghum writes that Art Bitters and others of the Beatty advance, including Fulghum, caught the Gil Gray Show at Albuquerque.

Gaston Auger booked acts for a set of Quebec fairs. Included in the show were Allen's Bears; Cycling Kirks; DuVal's balancing; Pete and Bob, Canadian clowns; and Will Hill's dogs, ponies and elephants. Charley and Beverly Allen returned to the States for more dates under Al Martin's booking. At Rocky Hill Fair in Rhode Island they appeared with Cimse's Collies, Sils Sisters, Widaman's Elephants, and the Deisler flying act.

William J. Bailey, Macon, Ga., Shrine circus leader and former investor in other Macon shows, suffered a stroke and will be hospitalized for some time. Paul Conaway will follow thru on plans for the Shrine show. Bailey's condition is reported improving. While he can not yet have visitors, he would appreciate mail.

Harry Amderson of the Enquirer Show Printing Company, Cincinnati, is planning a stay of several days in Chicago. Hubert Castle, wire walker, played the Ohio State Fair and was visited by Henry Varner.

Si Ruben has completed the Beatty show's promotion at Pensacola, Fla., for September 30. Helen Dunn and Mike C. Piccolo visited the Jack Joyces, the Dime Wilson Family and the Dick Slaytons at the Indiana, Pa., fair recently.

Aurelio Atayde, of the Circo Atayde of Mexico, was with Wilson Storey, booking agent of Sarasota, Fla., on a trip that took them to Chicago for the summer Shrine convention.

Dusty Rhodes, old John Robinson trouper, caught Hagen Bros. at Madison, Wis., and visited with Bob Stevens and Jimmy Cole.

## Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
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**ATTENTION CONCESSIONAIRES**

A large selection of Stuffed Plush Toys ready for immediate delivery at prices to meet all competition. Best plush used. A new lightweight cotton used for stuffing to cut your freight cost in half. (Bears come in assorted colors.) A sample order of one case will convince you.

Free Catalog on request.

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29" — \$22.00 doz.      16x13" — \$18.00 doz.  
Terms: 25% deposit with all orders, balance C.O.D.

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### HOLA HOOPS

Sensational seller everywhere

36" x 3/4" — \$14.00 doz.

36" x 5/8" — \$12.00 doz.

Assorted colors—plastic.  
25% Dep. C.O.D. Orders.  
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All phones: SEeley 8-1320  
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ON READING GLASSES

3 PAIRS FOR THE PRICE OF ONE:

A family kit: one pair for close reading, one pair for normal use, one pair for distant viewing. Handsome frames, OPTICALLY ground and precision polished magnifying lenses. Each pair has a different strength. Distant aligns with ease. Fits every head. STATE AGE. Absolutely guaranteed or money back in 10 days. SEND NO MONEY—Pay postman \$3.00 plus postage or send cash, money order or check and have postage. ATTENTION, AGENTS—One dozen pairs cost you \$10.00. (Complete assortment of strengths to fit all.) You can sell with ease for \$36.00... nearly 300% profit. Order today—we pay postage. C.O.D. postage extra. KLEEN SALES, 20 W. Jackson, Dept. A-1, Chicago 4, Ill.

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WANTS JOBBERS ONLY!

"We Manufacture the Finest Line of Ball Pens and Packaged Pens."  
Compare Our Prices Now.  
876 Broadway, New York, N. Y.



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

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to: UNITED FUNDS COMMUNITY CHESTS

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Prices F.O.B. Tipp City, O. 25% dep. Bal. C.O.D. Complete samples 50c ppd.

2" Plastic Foam Dice Assorted colors to the dozen. Each set in cellophane bag. \$18.00 per gross sets. \$1.65 per dozen sets.

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Tipp City, Ohio

## Proven Moneymakers

Men's Deluxe Watch Set. Ea. \$5.50  
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Scatter Plins, boxed. Doz. 3.50  
Christmas Cards, 21 to box.

Doz. 6.00  
9-Pc. Steak Set. Ea. 3.00  
Men's Leather Billfolds. Doz. 7.20  
25% deposit C.O.D. orders  
**W & J Wholesale Corp.**

222 East Third Street  
Dayton 2, Ohio

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Stuffed—Available in ALL College Colors!

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Send 25¢ for samples of both. Either style: 90¢ dozen, \$6.70 per 100. \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.



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Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

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Special set-up for Jobbers and Wholesalers.  
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## THE SENSATIONAL CAROUSEL Flexi-Hoop

THE CRAZE OF ALL NATIONS BIG SIZE

33" to 35" diameter.

Pkd. 3 doz. to carton.

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Check with order. The hoop with a memory! It Flexes—very durable. Asst. beautiful colors.

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Phone: WAterfall 8-8855 for 24-hour service.

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## PARPAULINS

1 Oz. Water Proofed, 8 (48 Sq. Ft.), Ea. \$ 3.10  
12 (120 Sq. Ft.), Ea. 7.80  
16 (192 Sq. Ft.), Ea. 12.50  
Individually Poly Bagged.  
Dep. With Order, Bal. C.O.D., B. Chicago. Same Day Delivery. Cashier's Check or Money Order.

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AMERICA'S "BEST" JOBBER TO THE TRADE, OPERATED & MANAGED BY N & NAT COOK, OUR ONLY LOCATION.

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SAME DAY SHIPMENT!  
BLE BLOWING ELEPHANT \$28.80 dz.  
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CLOSEOUTS—All First-Class Stock  
Taffeta Doll, bagged... \$12.00 dz.  
Plush Plaid Bear 5.00 dz.  
Shaggy Plush Poodle 24.00 dz.  
Dressed Indian Dolls 7.20 dz.

No Extra Charge for Samples  
160 Pcs.—\$20.60 F.O.B.  
each of all large toys plus dz. 11" Bears and 1 gr. Dolls)

**REPRESENTATION WANTED**  
deposit balance C.O.D. If not  
FREE 3-Color Catalog of  
items. Full line of plush low  
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8719—3 lb Bottle 55.00 ea.  
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26" BEAR All Colors  
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Special prices on Bears, Poodles, Tiger  
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SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gogfies, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. ae29

23,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. ae29

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ASSORTED FILIGREE, PEARL, STONE Earrings, gross \$18.75; 3 dozen sample deal, \$6.90 postpaid. Free catalog. Jacob, 1715 E. Mercer, Seattle 2, Wash. se15

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

EARRINGS, ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots, New England, Dept. B, 124 Empire St., Providence, R. I. ae29

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Assorted Stoned Brooches ..... \$1.75 ds.  
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Engraving Charm Bracelets ..... 3.00 ds.  
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Cultured Pearl Tie Tack/Display ..... 4.00 ds.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminister St., Providence, R. I.

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REAL DIAMOND RINGS, NATIONALLY advertised. Sell direct; make big middle-man's profit; no investment; experience unnecessary. Free catalog, details. Gleam-light, 111-P8 N. Columbus, Mt. Vernon, N. Y. ap

SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra, religious, piano, etc. Free samples. Williams Cards, 19 Hudson St., New York 13. se15

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You can buy this space to profitably buy or sell used show equipment.

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TOP ACTION BALL POINT PENS, 9 FOR \$1. Refills, 20 for \$1. We sell wholesale. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. oc13

WHIRL-A-HOOPS MAKE \$100 A DAY. Mail \$2 for sample prepaid and jobbers' prices. Ph. TE 8-3194, Moody Supply, 3026 Mesquite Rd., Fort Worth, Texas.

## JEWELRY CLOSEOUTS

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O1—Odd Lot Neck & Braces Gr. 15.00  
S20—Snapshot Camera, Boxed, Dz. 16.20  
W1—Men's 5-Piece Watch Set ..... 5.15  
W2—Ladies 5-Piece Watch Set ..... 6.25  
9987—2 Hunting Knives & Sheath, Dz. 12.00  
R3—Gent's Stone Rings, Asst. Dz. 2.50  
1165—Tri-Color Flashlites, Bxd. Dz. 4.00  
R-164—Religious Medallions Bxd Dz 5.75  
259—Fancy Brandy Glasses, Bxd Dz 1.35  
B2—Boutiques, Boxed, Asst. Dz. 3.00  
2256—3-Piece Pearl Set, Dxd. Dz. 3.00  
L-2—Ronson-Type Lighter Dz. Cd. 4.50  
G10M—M or W Sunglasses Bxd Dz 7.20  
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices

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FOR SALE—ORGAN GRINDER'S MONKEY, well trained, reasonable. B. Maeser, 3223 Mt. Ephraim Ave., #G-6, Camden 4, N. J.

JAGUARUNDI, \$40; RACCOONS, \$10; AL-gators (3 ft.), \$5; Rattlesnakes (large), \$3; deodorized Skunk, \$17; Great Horned Owl, \$8; Red Fox, \$10; Badger, \$35; Coati-mundi, \$40; Agouti, \$30. Animaland, Box 43, Wellboro, Pa.

LLAMAS, GUANACOS, DEER, ETC., wanted. Selling year old Nilgal, \$350, excellent specimen; Antelope, \$250; 4 Mangabeys Monkeys, \$80; 2 African Lion Cubs, bottle fed, \$100; Black Bear Cub, \$35; rare white Siberian Wolf Cub, \$75; 2 Karacul Black Lambs, \$50. Lot, \$750. Box C-386, c/o The Billboard, Cincinnati 22, O.

SPECIAL—KODIAK BEAR (MALE), 350 dollars; Bears, Deer, Raccoon, Foxes, Dingo Dogs, Alligators, Coati Mundi, acclimated Monkeys and Pit Snakes. Tote-Em-In-Zoo, Rt. 2, Box 368, Wilmington, N. C.

TAME BABY CHIMPANZEES, \$500; Hundreds Monkeys from \$15 up; leadeable adult Bears, \$75; tame baby Pumas, \$175; baby Gibbons, tame, \$200; baby Tapirs, tame, \$185; Capybaras, \$50; Sloth, \$75; hundreds Birds, Animals, write for list. Rare Bird Farm, Kendall, Fla.

WINTER YOUR ANIMALS AT MAGIC Glenn Zoo. Open for winter boarding again. 20 acres of trees, protected, heated snake house. Contact for season price. Downtown Office, 640 9th St. North, St. Petersburg, Fla. Ph. 53-6361. se15

## Business Opportunities

AMUSEMENT PARK AND/OR RESORT, 14 acres, near Philadelphia, Valley Forge area. Beautiful wide stream, boating, swimming, fishing, picnics, amusement rides. Large stone house, bungalows, barn, century old mill, refreshment bldgs., etc. \$236,000. Cash \$70,000, mtg. balance. Box C-390, c/o The Billboard, Cincinnati 22, O.

WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX. Levee, Dallas 7, Tex. ch-1n

FOR SALE—PET SHOP DOING GOOD BUSINESS. Low overhead. Good opportunity. Small down payment. Retiring. Phone: Juniper 22286, 138 E. Market St., Louisville, Kentucky. se15

I MADE A FORTUNE—CAN BE DONE ON the road or at home. Fast money maker. Details 25¢. Straley, 408 So. Western, Springfield, Ohio.

JAPAN DIRECTORY — 143 JAPANESE manufacturing exporters, Japanese trade journal information, Asia opportunities. \$1 today. Nippon Annal, Box 6286-A, Spokane 28, Wash. oc6

NIGHT CLUB—LOCATED IN NORTHERN Kentucky. Modern fixtures, all licenses, large eating capacity, large parking area, long lease. Box C-387, c/o The Billboard, Cincinnati 22, O.

RSROA SKATING RINK WITH PROFESSIONAL teacher. Building, 80'-200'; skating area, 70'-140'; beginners' area, 25'-60'. Fully equipped. All new shoe skates. Operation 3 1/2 years. Only thing needed promotion. Domestic difficulties reason for selling. Skipper's Skating Rink, Charleston, S. C.

WILL LEASE PORTABLE ROLLER RINK to responsible party in warm climate or will lease floor and equipment. Floor size, 45x100. George Halstead, 2424 Evergreen Dr., Bloomington, Ind.

## Costumes, Uniforms, Wardrobes

USED OSTRICH FANS, \$20 PR. UP; Cotton Ties, Impersonator Wigs, Plumes. Girl Show, Strip, Bailly, Clown Costumes. Free list. Leroy Carpenter, 4818 Park Ave., Weehawken, N. J. Phone Union 3-9509.

## Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. se29

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH Rule border permitted when using two inches or more.

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. se29

TOAST SLICED BREAD AROUND FRANK-furters with Wee-Nea Toast Griddle. New commercial electric model available. Ipeco Products, 461 14th Ave., Newark 6, N. J. se22

## For Sale—Secondhand Show Property

BUILD MAJOR MERRY-GO-ROUND—complete detailed plans, \$25; all cast parts and animals in finished or pattern form. Brill, Box 875, Peoria, Ill.

FOR SALE OR TRADE—SPIT FIRE WITH transportation, in good condition. Bottom loader. Harry Murphy, 1003 North Fourth, Mankato, Minn.

FOR SALE, TRADE OR LEASE—EACH ride individually or as going business, established 12 years. Xlint condition. 36' 2-abreast Herschell Carousel, \$9,000; #12 Big 2 1/2 Wheel, \$6,000; Schiff Hi Park Coaster, \$6,000; Buley the Whale, \$3,900; Cadillac Ride, \$4,500; Midge-O-Racer, \$3,500; Car and Track, \$3,000; Pony Cart, \$2,000; Car Ride, \$1,000; Airplane Ride, \$2,000; Hand Cars, \$1,500; Boat Ride, \$2,500; Little Ferris Wheel, \$2,000; Street Car (not in operation), \$450. M. Kaplan, 5658 Coliseum St., Los Angeles 16, Calif.

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FOR SALE—7 CAR TILT-A-WHIRL, PRICE \$3,500. Can be seen in operation in amusement park. Box C-389, c/o The Billboard, Cincinnati 22, Ohio. se29

KING FIRE ENGINE RIDE, KING PONY and Buggy Ride. Both rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Road, Springfield, Pa. Kingswood 3-7017. se22

MERRY-MIXUP, 30 CHAIR, 20-FT. TOWER with power and lights; new drive; \$1,600. R. B. Eyerly, 2741 N. River Rd., Salem, Ore. se22

POPCORN CONCESSION TRUCK, NICE condition, \$795; 7x20 ft. Popcorn trailer, very clean, \$1,500; nearly new Grill cost \$100, sell \$50. Food Supply Co., Winona, Minn.

3,000 FOLDING CHAIRS, 4,000 STADIUM Chairs, Theater Chairs, Lockers, Bleachers, Tents, Tables, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

## Help Wanted

CLEAN-CUT YOUNG MAN FOR ASSISTANT Magic Show, 8 months' work. Wire or write as per route. Ken Griffin Show.

PROMOTER WANTED—MAN AND WIFE team, known as the Musical Taylors, have one of the largest collections of musical novelties (25) on the road today. Enough to fill a large school platform presenting sacred musical concerts in schools, churches and civic groups. Instruments include the RCA Victor Theremin, Dulcimer, organ, glasses, cowbells, saw, zitar, vibes, etc. Looking for promoter who can book and organize telephone crews or sell program advertising in small towns as a fund-raising plan for organizations, using our one-night concerts. Must be able to finance yourself until started. \$0.50 to interested party. No drunks. This is a clean family program and we want a clean deal sold. At present we are working in North Carolina en route to New England. Go anywhere but prefer the South in winter. You can start now for programs to be presented in Nov., Dec. and Jan. Address all mail to Musical Taylors, Bethune, S. C. Allow time for mail forwarding.

WANTED—GIRL WILLING TO LEARN TO teach Rock and Roll strip school. Box C-388, c/o The Billboard, Cincinnati 22, O. se29

ZELL BROS INDOOR CIRCUS WANTS Teams or Family doing two or more; Animal Acts, Clowns. Opening Oct. 25. State salary first letter. General Delivery, Hutchinson, Kan.

\$84-\$168 WEEKLY ADDRESSING ADVERTISING matter. Work home. Mail \$04 for samples, instructions; refundable. Kenedexco, B.B. 2441 Patton, Philadelphia 32, Pa. oc6

## Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. oc13

## Locations Wanted

STEADY CONCESSION FOR 1950, NOVELTY Stands, Games, etc. in Parks, Beaches, Fairs, Carnivals. Reasonable rent. Box NY-164, Billboard, 1564 Broadway, New York, N. Y.

## Magical Supplies

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog \$04. Nelson Company, 338 South High, Columbus, Ohio. oc6

## Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

BINGO TIME U.S.A. PRINTERS OF PERSONALIZED Bingo Game Sheets for radio and television programs, etc. P. O. Box 1871, Hollywood 28, Calif. P. O. Box 713, Omaha, Nebr.

BLEACHERS, FOLDING CHAIRS, TABLES, large warehouse of stock must be sold now. Write, phone, wire: U. S. Seating Co., 570 7th Ave., New York 18, N. Y. LO 4-3524.

TENT STAKES "FORD AXLES," \$1 EA., f.o.b. Dallas, Tex. G. B. Willard, 1321 Second Ave., Dallas, Tex. se15

## Motion Picture Films and Accessories

16MM. MOVIE FIRM SOLD, BOUGHT, EXchanged. Westerns, Mysteries, Comedies, Adventures. Charles Posey Film Service, 937 W. Eastwood Ave., Chicago 40, Ill.

## Musical Instruments and Accessories

WURLITZER PIPE ORGAN, IN EXCEL-lent condition. For particulars write: The Village Lanes, 4750 35th N. E., Seattle 5, Washington.

## Personals

CHARLOTTE STIMMEL, CALL ME at home immediately. Have information regarding Bertha, your sister. It's important. Love, Harry.

## NOTICE! JACK VINSON

or anyone knowing his present whereabouts please phone collect at once. B. A. SCHIFF & ASSOCIATES Miami, Florida

WHEREABOUTS OF HAL TOBIN, Junior or Whitey, urgently desired. Deal-merly with Morris Hannum. Contact: Hal Tobin, Vineyard Haven, Mass. Reward.

## Photo Supplies and Developing

DIRECT POSITIVE PHOTOS—COMPLETE equipment, 4x8 booth, dark room, good condition, for store or road. John Bohner, R. #1, Okemos, Mich.

HASSAN PHOTO BOOTH MAKES TWO sizes. F.3.5 lenses. Complete, good condition, ready to operate. Bargain. Ray Meyers, Centerville, Mich., Sept. 15-20. Auburn, Ind., Sept. 23-27.

PHOTO BOOTHS, CAMERAS, D.P. PAPERS, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 32, Ill. ch-1n

QUALITY ENLARGEMENTS, SEVEN 8x10 or four 8x10's from negatives, \$1 postpaid. Lake Photo-Tronics, Box 337A, Buffalo 1, New York.

## Printing

ALWAYS FASTEST SERVICE—QUALITY non-bonding 3-color posters! 14x22 Window Cards, copy limit 50 words, \$8 hundred; 17x26 size, \$11.50 hundred. Red Day, C/O Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. se28

ARENA SPECIAL ON RUBBER STAMPS, knob handle, cushion mounted. Three or four lines, \$1.25 postpaid and guaranteed. J. D. Maleno, 281 E. 31st St., Erie, Pa.

ATTRACTIVE BUSINESS CARDS—500 FOR \$2; \$3.25 per 1,000 postpaid. Taylor, 3703 Upphur St., Brentwood, Md. se28

FAST SERVICE! 100 8 1/2 X 11 LETTERHEAD, \$2 postpaid. Samples better printing, done. Refunded. R. Cook (BB) 818 West 6th, Peoria, Ill. se28

## Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeat. Start with experience; men; women; full part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-205, Chicago 32, Ill. se28

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 32B, 307 North Michigan, Chicago 1, Illinois. ch-oc17

IF YOU LIKE TO SELL TO FARMERS GET details of big money making opportunity selling subscriptions to America's leading poultry magazines. Liberal commissions, expense allowance, bonus. Sales helps furnished. Write Poultry Tribune, Box C-86, Mount Morris, Ill. np

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NOTICE—OWEN JENSEN HAS SOLD ENTIRE Tattoo Supply Business to Spaulding & Rogers, Court St., Jacksonville, N. C. Orders filled promptly. Free catalog. se15

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32-FT. ALUMINUM CONCESSION TRAILER. Tandem, electric brakes, \$400. 15 Panoram Gummy Trainers, new, bargain. H. E. Zimmer, 3116 Logan Blvd., Chicago, Ill.

## COIN MACHINES

## Used Equipment

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new folders, direct factory prices. USP Co., 100 Grand Waterbury 5, Conn. se28

WATLING SCALES—SCALES—WATLING 500 Guesser, Watling Fortune, \$35 ea.; Watling 500 Fortune, A.B.T. Kirk Hillyer Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, ball-sight draft. Gayconin Distributors, 4668 Woodward, Detroit 1, Mich.

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Bands and Orchestras

NAME BAND, HEADQUARTERING... Opening September. Piano bass, tenor. Write Orchestra Leader, Box 166, Chester, Va.

Hypnotists

WOTIST DESIRES JOB-NIGHT CLUBS... Also interested in telepathy. 1228 33rd St., Zion, Ill.

Miscellaneous

AVAILABLE! NO PRECEDENT IN SHOW... Miracle-made woman, singing, figure, personality! Unbelievable! Age, 79; by miracle, 20. Does she know the secret of youth? Recognized by city, federal authorities. Want reliable personal manager, man or woman. available, my \$25,000 motorized theater. Marita Delores, Capitol Hotel, Richmond, Va. Will fill personal appearance hotels, conventions, or will feature orchestra or A-1 show.

Musicians

RHYTHM DRUMMER-20 YEARS' COME and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Louisville, Ky.

COMMERCIAL LEAD, ALTO OR TENOR. double flute, ad lib; clarinet, bass clarinet; read shows well; name experience; consider combo or hotel work only. Want work in Central or South America or Cuba, etc. Write, phone or wire Eddie Beau, Taycheedah, Wisconsin.

DRUMMER - BONGOS, VIBIST, SOLID Drums, Latin Rhythms, solo Vibes on standards. Beautiful new Drums, Deagan Imperial Vibes. Strictly sober, reliable. Member 47. Carl Dean, Gen. Delivery, Oklahoma City.

ELECTRIC FENDER BASS MAN, DOUBLE others, vocals. Fourteen years' experience in country, western field. Go anywhere for right deal. Jimmie Mattis, 710 Garland Ave., Waco, Tex.

FINE ELECTRIC GUITARIST, DOUBLING great trombone and Hackett type cornet. Vocals, ballad and sell out. Good arranger, read and fake anything. 15 years' experience. State top price. Charlie Gillum, 777 S.E. Eighth St., Evansville, Ind.

LEAD TROMBONE-AVAILABLE NOW FOR circus band. Jim Pursley, 1523 Arkansas Ave., Norfolk 3, Va. UL 3-6813.

PIANO MAN AVAILABLE IMMEDIATELY for small commercial unit. Jimmy Moore, 631 Mobile St., Montgomery, Ala. Tel: AM 3-5467.

TENOR CLARINET-ALL STYLES. Commercial, jazz, read, fake tons. Address: Musician, 1314 S. 25th St., Omaha, Neb. Location preferred. Ellis Lee, Omar Louisville, Ky.

STRING BASSIST-AVAILABLE SEPT. 15. All-around man with name background. Will contact with group working Eastern area. Big sound, personable, dependable. Local 802 card. Musician, 48 Ashford St., East New York 7, N. Y.

TRUMPET-JAZZ, DIXIE, COMMERCIAL. Kenny Buckles, Windsor Hotel, 3005 Main, Kansas City, Mo. Phone: Westport 1-5699, se22

Outdoor Acts and Attractions

A NEW SENSATIONAL GORILLA PARODY now available for your shows. Novel, exciting act. Honey Bear Farm, Rt. 7, Olney, Ill. se29

AN OUTSTANDING DISPLAY OF TRICK and Daring Dogs for any event. Honey Bear Farm, Rt. 7, Olney, Ill. se29

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HIGH FIRE DIVE SOMERSAULT-SHARP spurs, blazing gasoline, smallest tank in the world. Riggins illuminated and visible from far off. A Fox Movietone feature. Address: Mae Productions, 456 Lamphier N.E., Warren, Ohio. Tel: MA 91479. se15

IT PAYS TO ADVERTISE RAY'S CIRCUS Revue. Will fill your fondest expectation as a Free Act Magnolia, Ohio. Route #1. oc20

MAN BURIED ALIVE WITH RATTLE-snakes, Copperhead and Cotton Mouth Moccasins. Only one of the kind in U.S.A. Contact L. Nunn, Glasgow, Ky. se29

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAY'S CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bozo Clown with Tintie the Mule, Magnolia, Ohio. Route No. 1. Phone UNION 62010. oc20

ROYER'S WESTERN REVUE - PERFORMING Horses, Clown Mules, Dogs, Monkeys, Trick Riding, Roping, Sharpshooting, Bull Whip, Chariot Races, Bucking Ford. Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. oc20

Vaudeville Artists

EXPERIENCED DANCER, COMEDIAN, harmonica player, vaudeville performer, formerly Jamb & Honey Act, WSM and Grand Ole Opry, Trained Dog Act, wants bookings. Jimmy Brown, 188 Eastman, Memphis, Tenn. se15

Vocalists

A-1 ROCKABILLY DUO AVAILABLE WITH or without band for Radio & TV work. Willing to tour with package shows. Write or wire Garden State Productions, P. O. Box 122, Newark, N. J. se15

UNDER THE MARQUEE

While Carson-Barnes Circus was in the Puget Sound area, Tim McCoy's trailer was damaged on one jump. Port Townsend and Shelton were banner days. Wayne Newman joined with a pony ride. This along with Norman Anderson's hippo and Jack Knight's snakes were doing well. Visitors from the Tacoma tent of CFA included Dan and Gwen Miller, Charlie and Bertha Milroy, Jack Vincent, Bud and Bonnie Nesbit, Bill Barrett, the Edwin Carboneaus, Gene and Doris McDonald and the Jack Bells. More visitors were Ernie Jensen, Charlie Decker, Buryl and Bea Hunter, and D. R. Miller. . . Dick Loter is working full time with Tim McCoy. Jack Lewis joined Carson-Barnes as purchasing agent.

From Polack Bros., Kitty Kelly Ronstrom writes that Mrs. Mohammed Wazzan visited her children on the show, Antar and Fatima. The second Wazzan Troupe, which she manages, was playing in Oregon at the time Polack was in Alberta. . . Maria Palacio celebrated her third birthday with a party. . . Manfred Fritsch, Irma Palacio, Vickie Hanneford, Ethel Jennier, Carol Brent and Ronnie Lewis were among those spotting a sputnik at Missoula. . . Many Polack people vacationed at Glacier National Park and other spots near Canada.

The Great Wallendas, now with Clyde Bros. Circus, will be making the Houston and Kansas City Shrine shows this fall.

Harry Shell has been at Saugatuck, Mich., most of the summer with his steam calliope. Shell worked calliope for the showboat celebration, making a lot of Michigan cities and doubling in the Dixieland band. In September he'll be playing at Elkhart, Ind., where Merle Evans is to head up a local band aboard a Ringling bandwagon.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

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J. & Mrs.; Haley, Peggy; Hall, Ward; Hangsterfer, Allen; Hansen, B. W. & Mrs.; Hardman, Dolores E.; Harmon, Mrs.; Harris, Sun (10c due); Harwick, Doc; Hazelwood, Mrs.; Heaton, A. P. & Mrs.; Heiser, Paul; Hendrix, Mrs. C. W.; Hennessey, J. A.; Henry, Clifford P.; Hepe, Harold; Hitchcock, Clyde; Holiday, W. W.; Hooker, Rayman; Hos, Leland; Hunter, Charles; Hunter, James; Hunt Art & E.; Hyman, Harry J.; Ivey, Jack E.; Ivey, James W.; Jack, Barbara; Jacobl, Rudy; Jacobsen, Chas; Jameson, Patricia; Johnson, Mrs. Harry Lee; Johnson, Mr. Marion (Rudy); Johnson, Johnny J.; Jones, John T.; Johnson, Meari N.; Kahn, Jack J.; Kellin Sr., Mose; Keller, Geo. J.; Kelley, Jack; Kellow, Jack; Kelly, Kitty; Ken's Smoke Shop; Kendall, Eddie; Knight, R. B.; LaBrake, Kenneth & Mrs.; LaBreeche, Mrs.; Lagacy, Fred; Lake, Circus (Mgr.); Lamont, Harry; Lane, Eugene V.; Lane, William; Lankford, Mrs.; Landford, Lester; Law, Booker T.; Lawson, Ernest A.; Lee, Gloria; Lee, T. Tona; Ceerlight, J. R.; Leib, Roderick H.; Leno, Tony; Lesiowski, Raymond; Levine, Robert; Lieberknecht, George; Lines, Rev. & Mrs.; Linton, Alex.; Little, Al & Martha; Livingston, Earl; Long, Leon; Love, Lester R.; Lovell, Buddle; Lowery, Joseph W.; McAlister, Kate; McClure, Charles O.; McClure, Charlie; (Beers & Barnes); McIntyre, Ernest M.; McNamee, Danny; McNeill, Scotty; Mack, LeRoy; Maddox, Orrie W.; Magid, Charles; Malcott, Barbara; Malman, Marnie; Malone, Ernest; Manginello, Mrs.; Mapes, Thomas O.; Marcys, Robert; Martens, Mrs. Alma; Massey, Hub; Mathis, Clifford; Metzer, Clarence; Metzger, Bert; Mikloche, Joe; Miller, Donald S.; Miller, John; Mitchell, Pete; Mitchell, Peter; Lawrence; Montello, James T.; Moore, William J.; Moran, Ed (Minstrel's); Morehead, Martha; Moreno, Tito; Morgan, F. A.; Motola, Julia; Motola, Louis; Mott, Sandy; Murphy, Bob; Murphy, Charles J.; Murphy, E. J.; Murphy, James E. (Spud); (Hobbittie Hob Job); Murphy, Joe T.; Murray, Edward & Norma; Murtha, Philip; Myers, Fred E.; Napier, Sirm; Nazarechuk, Nicholas & Catherine; Nealand, Walter; Nedwash, Daniel; Nichols, W. A.; O'Hara, Fred; O'Hara, Frederick; O'Neil, Theodore; O'Neil, Jimmie; Oklahoma, Bob; Palmattier, G.; Palmer, Kitty; Parson, P.; Piccigrati, Ernest L.; Pinell, Sebastian J.; Pinkleton, Earl; Pittman, W. G.; Price, Dorothy; Elizabeth; Price, Rugus H.; Puckett, George; Puzlumpski, Chester & Mrs.; Randi, Bob (R. J.); Ray, Jimmy; Ray, Jimmy (Wrestler); Reardon, Dennis; Reichert, Fritz; Reid, Elmer; Remington, Richard S.; Remington, Les; Richmond, Barbara; Riggs, R. J. & Mrs.; Roberts, John; Edwards; Roberts, Nick; Robinson, Betty; Rogers, M. E. (Red); Rouse, R. W.; Russell, Maxine; Ryan, Ralph; Sakobis, James; Schnepel, E. W.; Schuch, Clarence J.; Schuch, Clarence (Pete); Schwartz, Morris H.; Seavers, Lewis & Mrs.; Seavers, Terry; Shay, Phyllis M.; Shelton, Pat; Simons, Leonard; Simpson, C. T.; Simpson, Mrs. Ethel; Sinclair, Charles; Slater, Jack; Smith, Lee T.; Smith, Jala; Smith, Leo Smitty; Smith, Walter; Snodgrass Jr., Wayne G.; Snyder, Mrs. Norma; Sonner, Bob; Soret, Joseph A.; Spain, F. E.; Sparkman, Robert; Spencer, Buck & Mrs.; Star, Hedy Jo; Stenger, Irving; Stern, Louis; Stevenson, Miller; Stotler, Harry; Stout, Slm; Strand, C. C. & Mrs.; Sullivan, William H.; Sykes, Vernon Earl; Tamina, Henry; Terrell, T. C.; Tetz Jr., W. F.; Thomas, Clark; Thomson, Carlos; Thorpe, Matt & Mrs.; Todd, James H.; Tombs, Doc; Torrence, E. I.; Turner, Jack; Turner, Louis; Tuttle, Robert V.; Vandavber, Berie; Van Hooser, M. B.; Vanteen-Magician; Vick, A. M.; Vinicky, Antonia & Ingeborg; Vogt, Robert; Wade, Roscoe T.; Walters, Sue & Eddie; Webb, Mary; Weekley, Elizabeth; West, Julien & Mrs.; Western, John; George Western; White, Ernie & Ida; White, Joseph T.; Whitley, Robert; Wilder, Dan; Williams, Albert; Williams G; Willis, Polly; Wilton, Ted & Mrs.; Wilton, Jerry; Winters, Lester J.; Woodfin Sr.; Wright, Robert; Edward Chester; Wyckoff, Charles; Young, C. A.; Young, Edley; Yovanovich, John; Zaccini, T. O.; Zitowsky, Mrs. Shirley; Zuckerman, Mrs. Joan

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390 Arcade Bldg. St. Louis 1, Mo.

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## HEED DIFFERENCES

### Type of Chain Is Important to Op

CHICAGO—Bulk vending operators would do well to determine the type of grocery chain they are dealing with before planning a sales presentation. Because of the organizational set-up of some chains, it is not possible for the central office to issue a policy regarding vending machine operations that would be binding upon individual stores. Consequently, in scouting grocery chain stores for possible locations, it would be wise for an operator to make a simple inquiry concerning the type of chain under consideration.

Grocery chains fall into three general classifications: Stores owned by a single company, voluntary chains and retailer co-operatives. A chain owned by a single firm employs managers in individual stores who follow general directives issuing from the central office. Safeway, A & P, Kroger and Food Fair are examples of typical large chains of this type. If a central or regional office of such a chain decides that bulk vending machines are worthwhile, it is only under exceptional conditions that an individual store manager can refuse to provide space for bulk venders.

#### Voluntary and Retailer

However, this is not true in the case of voluntary and retailer chains. Altho the two types have an internal organization that differs in many respects, the stores of

both of these types of chains are owned independently. The voluntary chains are sponsored by a wholesaler, while the retailer co-operatives band together to act as their own wholesalers. Both types of chains receive many benefits from acting as a group. Commodities are purchased cheaper, advertising and promotional allowances are received, and many book-keeping and administrative procedures are handled by the central office.

But since stores of these chains are individually owned, they are not obliged to follow policies of the central office. According to a representative of Chain Store Age, a trade magazine serving the industry, an individual store owner can refuse to participate in a promotional scheme, for example, if he doesn't think it will help his business. He is, of course, also free to adapt general policies in any way he thinks appropriate to his individual operation.

#### Heed Structure

This structure of the voluntary and retailer chains should be kept in mind by bulk vending operators. As a group, there are a great many differences between one such chain and another. Some are much more efficient and follow general policies more closely than others. Bulk vending operators are often advised to go straight to the gen-

(Continued on page 103)

### Cite Need for Better Sales Talk in Supers

MEMPHIS — Operator confusion on the proper sales presentation is chiefly responsible for failures to obtain supermarket locations, said Russ Thomas, southern distributor, last week.

Often an operator will approach a supermarket with the general idea that he would like to have it for a location, but often be ill-prepared to answer specific questions, said Thomas. Too often he doesn't furnish positive ideas on either how many machines he thinks a super will support or where they would best be located in the store.

Realizing that it is often not advisable to carry a machine along with him to a super's administration offices, he fails to furnish an alternative. Thomas thinks an operator should carry a folio with him, in which color photographs, cost and profit analyses and the like are contained.

Sometimes the structure of a supermarket chain confuses an operator to the extent that he shies away from making an approach to the proper person. In voluntary chains Thomas recommends operating machines in a few of them for a period of time and then using sales results as an aid in obtaining the rest of the stores. (See separate story on different types of chains.)

Thomas said there is considerable room for expansion into supermarkets in the territory he serves.

## BULK BANTER

REPORT FROM ST. LOUIS  
By JOHN HICKS

Machines that emptied in a month five years ago now take several months to empty, said Joseph Hoedel, J & H Vending Company. He reports that altho he has been increasing the size of his route the past three years, he has actually been working fewer hours because the machines are emptying so much more slowly. Two-cent vending he considers a possible solution to the problem. Biggest complication in any switch, he thinks, is that the public is conditioned to paying a penny for most bulk vending products. To determine how successful a change to 2-cent vending might be, Hoedel is considering using conversion kits that can be mounted in existing machines.

Louis Rohman Jr., Penny Vending Machines, is looking forward to an upswing in business this fall. "Things should start picking up soon because they are about as far down as they can go," he said. He has a diversified route made up primarily of nut and ball gum-charm machines. . . . Ace Case, who began a bulk vending route last July, reports that his business is doing nicely. A former employee of Roy Becker, he commended that "This is the best opportunity I have had." Primarily an operator of gum machines, he also has a small number of nickel cashew venders.

## PROFILE OF WEEK

### Supplemented A Salary



ROGER FOLZ

NINE years ago, a young Wall Street clerk with \$22 to invest decided that he would operate a few bulk vending machines on part-time basis in order to supplement his meager salary. A year later when he had 500 machines on location, he talked his brother into quitting his job in the printing business and joining him in the operation.

Today the bank clerk, Roger Folz, and his brother, Harold, operate what is probably one of the largest bulk vending routes in the East, with an estimated 12,000 machines on location all over the East.

#### Both Married

Headquarters for the operation is Oceanside, L. I., N. Y., where the two brothers make their homes. Both are married, with Roger the father of one and another due shortly, and Harold the father of a boy and girl.

The original Folz investment was spent for five bags of pistachios and a bulk vender to dispense them. Roger Folz got by the first year because he was willing to work 70 hours a week and was a bachelor living at home. By the end of the year, brother Harold stepped into the picture, and the operation really began to roll. Two years later the brothers had 2,000 machines on location.

When the Folz brothers began operating, the most common location for a bulk vending machine was the neighborhood variety or candy store.

However, most of the Folz locations were in suburban Long Island where the supermarket rather than the neighborhood independent grocery was the big factor in retail sales. So the partners began placing their machines in supermarkets and began racking up location averages far in excess of their competitors.

#### Friendly Relations

Great care is taken in keeping location relations friendly. When a location owner phones for service, he is repaid the cost of the call. A supply of postal cards is given each location. The cards are pre-addressed to the home office, list the office phone numbers, and have blanks for the name of the store and its address. The location owner checks boxes which read "Please refill machine" or "Machine out of order."

While outdoor locations will often gross more than indoor ones, the Folz brothers place the machines indoors whenever possible. They feel that the possibilities of theft and weather damage more than cancel out the profit advantage.

The Folz brothers still put in long hours, but they have time left for outside activities. Roger is president of the New York Bulk Vendors Association and on the board of the National Vendors Association. Harold is president of his local temple congregation.

## Chain Superettes May Help Highway Vending

CHICAGO—A special kind of chain superette that could be ideal for bulk vending is gradually making an appearance in the U. S. Located primarily along main arteries in cities and suburban areas, they have high traffic and are easily accessible.

Their growth can be attributed mainly to two factors. The great concentrations of people living in suburbia have become accustomed to making a wide variety of purchases outside of metropolitan areas. Chain superettes are following in the wake of specialty stores, discount houses and shopping centers that are now commonplace along arterial roads.

The small grocery has also suffered in metropolitan areas. Whether chain or independent, the bigger supermarkets too often offer a price and variety in a pleasant atmosphere that the corner store finds hard to meet. On the other side of the coin, however, people often want to make small purchases in a minimum amount of time. It is this customer that the chain superettes are aiming at,

and they intend to sell to him on the larger roads leading to metropolitan areas and thru suburbs.

#### Patron Types

Husbands returning from work, families visiting friends, housewives in need of a few items quickly—such are the prospective types of patrons in these superettes. They can pull off the road into a small parking lot, make their purchases in a few minutes in the self-service superettes, and continue on their way. It is too early to determine to what extent children are present in these superettes.

The Speedy-Mart in San Diego and "7-11" in Dallas are typical of these superettes, according to a representative of Chain Store Age, trade magazine serving the industry. Supermarket chains such as Safeway, Grand Union, and Milgram's have been testing superettes as well, said the representative. Last week Supermarket News, another trade publication, announced the incorporation of Convenient Food Mart, Inc., which is planning

(Continued on page 104)

## DISTRIB SPEAKS

### \$\$ Saved in Direct Buying Are Illusory

ATLANTA, Ga. — Operators that buy charms in large lots direct from manufacturers in order to realize quantity discounts often lose money in the long run, said H. B. Hutchinson, Southeastern Distributor, last week. The reason is that savings they make are more than offset by an indirect loss in revenue that is caused by buying in large lots, he said.

An operator buying feature charms in large lots will often keep an inventory of them on hand, he said. Money tied up in inventory could be better used by investing in new machines and increasing revenue, he stated. On the other hand, an operator may put as much of the entire lot as possible in his machines. This alternative generally loses sales because the charm's popularity decreases long before all are dispensed thru the machines, he said.

#### Cites Example

Hutchinson cited as an example a feature charm selling for \$15 per thousand. If the operator buys a lot of 5,000 he can generally save himself \$12.50. If 100 feature charms are put into a machine, it means that an operator can fill 50 machines with the new feature charm. Hutchinson said that an operator is doing good business if his machines are from one-half to two-thirds empty when serviced every seven or eight weeks. This means that the first time the 50 machines are serviced, there are enough charms left to refill 25 more machines, the next time about 12 machines more, and so forth. However, the typical feature charm's popularity has begun to wane long before the process is completed, he said. The loss of sales caused by attempting to force an unpopular charm on the public will more than offset the original saving of \$12.50, Hutchinson feels.

The bigger an operator becomes, the less acute is this problem, said Hutchinson. However, all of

(Continued on page 103)

## CAVA Confab Set for Nov.

CULVER CITY, Calif.—Both registration and admission to the exhibit section will be free at the second annual convention and show of the California Automatic Vendors Association to be held at the Ambassador Hotel, November 22-23, B. J. (Bob) Grenier, association president, announced. He also said that all of the exhibit space had been sold.

Forty-five booths in the Sunset Room will be devoted to the display of new equipment and supplies. This room will open at 10 a.m. on Saturday (22) but be closed from 7 to 9 p.m., during the annual dinner in the Ambassador Ballroom. On Sunday the exhibits will be shown from 10 a.m. to 5 p.m. All operators, whether CAVA members or not, are invited to attend with their routemen.

A conference-luncheon will be held at Saturday noon (22) for which a \$3.50 charge will be made.

(Continued on page 104)

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Cashew Butts	.42
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Spanish	.32
Mixed Nuts	.30
Baby Chicks	.32
Rainbow Peanuts	.32
Roston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.55
Hershey's	.47
Rain-Blo Gum, 60 ct.	.28
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200 lb. minimum, prepaid on all	
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THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



**\$\$ Saved in Direct Buying**

Continued from page 102

an operator's machines are not immediately filled with a new feature charm, and to the extent that an operator keeps an inventory of charms on his shelves he is tying up funds that could better be used for investment in new equipment.

Hutchinson feels that the practice of direct sales to operators is holding back the expansion of the bulk vending industry. Distributors

are in a position to build the industry, and the loss of customers thru direct sales is responsible for less initiative on the part of many distributors, he said. Many distributors find it necessary to set up routes of their own which they can rely upon as a source of steady income, he said. Distributors do not like this alternative, he said. They must divide their energies between two different businesses, where they would be more efficiently concentrated on distributing alone.

Hutchinson cited reasons why he believes distributors are in an ideal position to build bulk vending. They are intimately acquainted with local conditions and are aware of the pitfalls that beginning operators are apt to fall into, he said. They know best how an operator can finance new equipment, are aware of sanitation, taxation, and gaming ordinances in their areas, and know what types of products and equipment are likely to be successful in their areas he said.

In return for a higher price, the operator receives these services from the distributor and further is able to expand his route by keeping the maximum amount of capital invested in new equipment rather than inventory, said Hutchinson. He stated in conclusion that the bulk vending industry could triple in size within the next five years if distributors were in a position to devote their entire energies to a distributorship alone.



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Chicle Chicks, 320 & 520 ct.	36c lb.
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**Heed Differences**

Continued from page 102

eral office with their sales presentation. However, in the case of the voluntary and retailer chains, a brief talk with the owner of one store in the chain can tell a lot about the probability of locating machines in all the stores.

The very fact that individual store owners band together means that they have found it profitable to follow general policies of the central office that offer them various buying and operating advantages. Approval of bulk vending from the central office would, of course, be helpful. Nevertheless, it is not binding on individual stores, and a bulk vending operator can save himself a lot of time in many instances by determining as best he can the extent to which individual stores in the chain follow recommendations and policies of the central office.

These voluntary and co-operative chains are quite common in the country. Typical examples are the Piggly-Wiggly, Super Valu, I.C.A., Red & White and AC Stores chains. In the New York area there are around 1,000 grocery stores centrally owned compared to about 500 stores of the voluntary and retailer groups. In Pittsburgh there only about 200 of the former compared to more than 3,000 stores in voluntary chains. Other leading cities have equally wide numbers of the two types of chains. Whereas Detroit is composed almost entirely of centrally owned chains, Los Angeles has a great number of the voluntary and retailer co-operative groups.

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# MUST CATER TO SPECIAL RURAL VENDING NEEDS

GOODLAND, Kan. — Rural vending is successful to the extent that an operator knows the special preferences of his potential patron, finds Royall Schweitzer, who has a route in Western Kansas border towns.

Since both the number of locations and potential customers are sharply limited, Schweitzer makes a practice of maximum diversification whenever feasible. Like many rural operators, he puts both major and bulk vending equipment in the same location. Added sales arising from diversification are found to be the best way of compensating for the relative scarcity of locations.

However, cigarette, candy, soft drink and bulk venders cannot be automatically put on location in spots where farmers, motorists, or teenagers tend to congregate, finds Schweitzer. A good deal of revenue depends upon repeat sales, which can only be accomplished if the operator is well acquainted with the specific needs of each location.

"Fill which sells at one location is not necessarily the right thing for another," says Schweitzer. "The only way in which the operator can determine why volume is light at one point and profitable at another, is to study the situation personally over an extended period of time. This is particularly true where traffic is about the same at two separate locations but one outsells the other sharply."

A billiard parlor in a small Kansas grain distribution center some 15 miles from Goodland serves as an example of how Schweitzer studies a location that he thinks ought to produce high sales. Scores of wheat growers gather daily to check market prices, consign their crops and make financial arrangements at the town's large co-op. Many spent a good deal of time in the billiard parlor, but although cigarette sales were good, Schweitzer found that gum and confections hardly moved.

He decided that the only way to determine what was wrong was

to spend some time observing the location himself. Schweitzer simply sat down one day and watched people as they approached his machines and left without spending any money. He noted that almost every person was an elderly farmer and tried to find some connection. A few overheard comments gave the clue. These elderly men either had no teeth or wore plates. "I was offering hard confections containing nuts, quite a bit of chewy items, hard gum balls, and so forth," said Schweitzer. When he changed over to other items sales more than tripled during the following week.

Schweitzer also has a number of locations in filling stations located on the flat, dry plains. He eventually discovered that candy bars containing fruit were the best sellers. Apparently people in these areas have little opportunity to eat fruit, and bars containing cherries, glazed fruit, pineapple and even coconut were apparently an acceptable substitute at the price.

"The wisest course is never to take anything for granted," observes Schweitzer. "There is a future in vending out in the isolated areas which we serve, but only if every machine is tailored to the tastes of the limited number of customers available."

## Chain Superettes

to build 1,000 superettes throught the country.

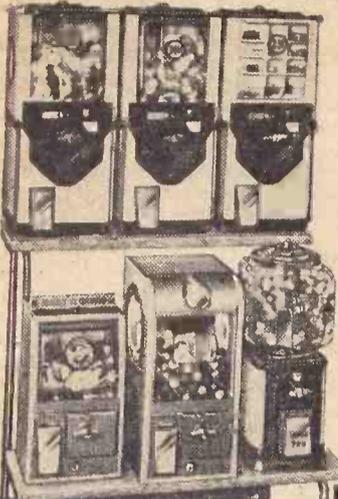
Organized by two dairies and a wholesaler, independently-owned stores will be franchised by the parent organization. Almost everything except stocking and selling of goods will be handled for store owners. According to Roy Miner, vice-president of H. S. Davies, which is the participating wholesaler firm, competition is such that individual store owners cannot handle the multitude of operations involved.

When questioned last week on vending machine operations, he said that approval from him personally would be necessary. While he thinks that bulk vending machines are a possibility, his decision would depend upon specific proposals from operators. The H. S. Davies, Inc. firm is headquartered in Chicago.

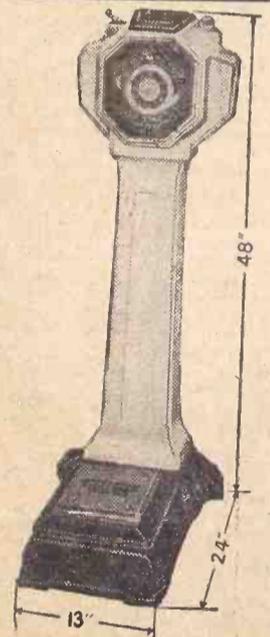
Initial plans are for a rapid build-up in Chicago. A total of 200 superettes are slated for the metropolitan Chicago area, and 30 to 50 planned for completion within a year. Plans are also under way to set up franchises in Florida and California, said Miner.

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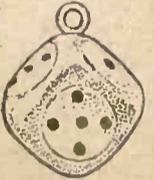
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## CAVA Confab

Continued from page 102

Tickets for the banquet that evening will be \$10 each. Reservations for both the luncheon and dinner are required.

Exhibiting at the show will be Apco, Inc.; Continental Vending Machine Company, Vendo Company, Bally Vending Corporation, Cole Products, Operators Vending Machine Supply Company (Oak Manufacturing Company), Schroeder Coffee, I. V. I. Machines, Nestle Company, Inc.; Dariomatic, Inc.; Weymouth Distributing Company, Tenco, Inc.; Automatic Vendors Supply, Pepsi-Cola Company, Stoner Manufacturing Company, Coca-Cola Company, Sweetheart Cup Company, M. & R. Dietetic Laboratories, Robertshaw-Fulton Controls, Rudd-Melikian Company, National Vendors, Inc.; Bert Mills Corporation, Rowe Manufacturing Company, Fearn Foods, Barvend, Inc.; Wittenborg, Cup-O-Matic, and DuGrenier, Inc.

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THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

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

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 8, 1958)

MUSIC MACHINES			GOTTLIBS			SHUFFLE GAMES			PINBALL GAMES			BALLY			CHICAGO COIN			GENCO					
High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Mean Avg.			
<b>AMT</b>			Arabian Knights (11-53) \$100 \$100 \$100			Rainbow 5 Ball (11-48) \$175 \$165 \$175			<b>BALLY</b>			<b>CHICAGO COIN</b>			<b>GENCO</b>								
Model C-40	\$150	\$150	\$150	Auto Race (9-56)	210	125	185	Regatta (10-55)	125	75	85	Basketball Champ (10-49)	175	175	175	Home Run (10-49)	95	95	95	1920 Golden Nugget (2-53)	35	35	35
Model D-30	325	245	225	Basketball (10-49)	175	175	175	Screamo (4-54)	75	75	75	Tahiti (10-49)	80	80	80	Invader (3-54)	75	75	75	Model C-40	150	150	150
Model E-40	225	225	225	Bowlette (2-50)	245	245	245	Sea Jockeys (11-51)	225	225	225	Model E-40 (53) 40 sel.	325	295	295	Model D-30 (51) 40 sel.	325	245	225	Model E-40 (53) 40 sel.	225	225	225
Model F-80	325	295	295	Chinatown (10-52)	75	50	75	Silver Skates (2-53)	50	50	50	Model F-80 (54) 80 sel.	485	485	485	Model F-80 (54) 80 sel.	485	485	485	Model F-120	375	295	335
Model F-120	375	295	335	Cinderella (3-48)	25	25	25	Singapore (10-54)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	375	295	335
Model F-120	485	485	485	Classy Bowler (7-56)	200	150	165	Sky Way (9-54)	65	65	65	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	485	485	485
Model F-120	495	389	389	College Daze (8-49)	135	135	135	Spark Plug (10-51)	30	30	30	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Coronation (11-52)	45	45	45	Spiffire (2-55)	75	65	65	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Crossroads (5-52)	70	70	70	Star Pool (10-54)	95	95	95	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Cyclone (4-51)	25	25	25	Shuffle Alley Deluxe	85	45	55	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Daisy Mae (7-54)	110	110	110	6 Player (U) (10-51)	85	30	60	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Derby Day (4-56)	175	135	155	Shuffle Alley	95	50	60	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Diamond Lil (12-54)	120	75	75	10 Player (K)	95	50	60	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Dragonette (6-54)	125	110	110	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Duetto (3-55)	165	145	150	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Duetto Deluxe (4-55)	165	165	165	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Flying High (2-53)	65	65	65	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Four Belles (10-54)	125	90	125	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Four Stars (6-52)	65	50	50	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Frontiersman (11-55)	145	110	125	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Gold Star (8-54)	125	110	110	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Grand Slam (4-53)	45	45	45	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Green Pastures (11-54)	84	60	60	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Guys & Dolls (5-53)	50	50	50	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Gypsy Queen (2-55)	170	95	110	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Harbor Lites	160	125	150	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Hawaiian Beauty (5-54)	75	50	75	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Jockey Club (4-54)	110	75	75	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Jubilee (5-55)	225	215	215	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Jumbo (10-54)	250	225	245	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Marathon (10-55)	195	175	195	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Lady Luck (9-54)	120	120	120	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Lovely Lucy (2-54)	165	105	105	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Marble Queen (6-53)	69	69	69	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Miss America (1-47)	575	225	495	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Mystic Marvel (3-54)	135	115	120	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Niagara (12-51)	35	35	35	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Pin Wheel (10-53)	85	69	85	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Poker Face (8-53)	75	75	75	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Queenette (2-52)	95	95	95	Shuffle Pool (Go) (11-53)	50	50	50	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Quart of Hearts (12-52)	95	65	95	11th Frame (U)	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Rose Bowl (10-51)	50	50	50	Shuffle Alley Deluxe	325	175	255	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389	Model F-120 (54) 120 sel.	495	389	389
Model F-120	495	389	389	Score Board (3-56)	195	175	175	11th Frame (U)	325														

# Music Collections Holding Own in Phil.

## Near-Solid Dime Play and Minimums Cushion Effects of Business Recession

PHILADELPHIA — Despite a business recession which has hurt game collections here, juke box takes are holding up fairly well, according to Nat Solow and Bill Adair of the Eastern Music Systems, the local Seeburg distributor.

Two factors have been responsible for the cushioning of the recession as far as music operators are concerned—they are near solid dime play and weekly minimums.

On new equipment, operators are getting the first \$20, with the location getting the second \$20 and all revenue above that split down the middle. On used equipment, the weekly minimum generally runs about 2 per cent of the value of the equipment.

### No Guarantees

Adair pointed out that while many locations are amenable to minimums, the minimum guarantee is apt to rub the location owner the wrong way. If a minimum is not reached, the operator takes just what is in the coin box. But if the guarantee is not met, the location must make up the difference between the money in the coin box and the agreed guarantee.

He explained that with the guar-

antee in force, the location owner is asked to take part of the risk. Most location owners, Adair continued will balk at such a proposal.

As in most other areas, location loans is a problem to Philadelphia operators. Interest-free loans are sometimes given to location owners when they are first signed up to a long-term contract. Any subsequent loans are at 6 per cent discounted interest.

### Loan Danger

Solow and Adair pointed out that one of the dangers in lending money to locations is a psychological one on the part of the operator. When a location owes an operator money, the operator may be reluctant to give the location new equipment or to upgrade the juke box.

The operator may feel that he has enough money tied up in the location and that any new equipment investment in the stop may not be warranted by the revenue the location produces.

This argument, of course, has one basic flaw. It's that failure to place on a location the equipment it warrants will result in lower takes, and the operator will be that much further away from collecting his advance commissions.

### Aids Good Will

Some of the more astute operators here are upgrading equipment at regular intervals without being prompted by the location owner. This not only builds up a reservoir of good will for the operator, but it builds up profits too.

The 100-odd music operators in the area operate about 5,500 juke boxes, about 90 per cent of which are on dime play. Virtually all machines in the downtown area are set for 10 cents. About the only nickel stops left are on teen-age locations.

## Colo. Ops Plan Meet Sept. 22

DENVER — The Colorado Music Merchants Association will meet September 22 at the Kearney Hotel here for the annual election of officers, a review of the by-laws and a resume of the year's important events.

Jack Arnold, of American Amusement Company, Aurora, is retiring president and will moderate the proceedings.

The association announced its membership now constitutes about 70 per cent of the operators in Colorado.

## MUSIC MEN DO CARNIE ACT FOR BOYS TOWN

MEMPHIS — A pair of Memphis music men donned eye shades and garter-sleeves and worked a full day and night in the interest of the Memphis Boys Town, which was holding a carnival to raise needed funds.

George Sammons, head of the local Seeburg distributorship, and Drew Canale, large operator and Wurlitzer distributor, each started at 10 a.m. and didn't stop until midnight, when the carnival for the community fund raising ended.

Sammons operated a doll booth with a wheel, while Canale was impresario of a chuck-a-luck game.

According to Sammons, the carnival raised \$10,000 last year and was expected to top that figure this year (after the full accounting of the "take" was made).

## MAKES CENTS

# Tickler File A Profitable Program Trick

ST. LOUIS — Phonograph operators who do not carry a handy pocket memo file around with them to remind them from season to season of "sleepers" for seasonal ditties which have proved unexpectedly profitable are making a serious mistake, according to A. H. (Harve) Brown, who operates a string of 70 phonographs and 100 amusement machines in the St. Louis County suburbs.

Like most busy operators, Brown until a few years ago was loath to go into "extra book work." Merely keeping records of collections and expenses for tax purposes, plus, of course, payments on new equipment, was enough to use up all of his spare time.

However, Brown is now one of the most detail-minded operators in the middle west. The reason is simply that during 1955, when there was a large variation in musical taste from one location to another, his wife jotted down a list of numbers which had shown surprisingly good returns during the Easter season.

The next year, she found the list in a drawer, near the end of January, and suggested that Brown put the same numbers out again on as many locations as possible. The busy operator, who might other-

(Continued on page 108)

## MID-SOUTH REPORT

# Cigs Attractive to Juke, Game Ops

The question of operating juke boxes and vending machines was recently spotlighted in a talk by G. R. Schreiber, editor and publisher of Vend, when he addressed a group of vending machine operators in Greensboro, N. C., August 16. Schreiber cautioned vending operators against adding music to their routes. However, he said, if the two should be combined under the same management, they should be kept separate and distinct from the operating standpoint. An editorial appearing in the August 25 issue of The Billboard, along with Schreiber's remarks, discussed at length the many problems inherent in operating the two types of equipment.

Last week, September 8, a report from New York indicated that juke box operators were generally cautious about entering the merchandising medium. This week a report from Memphis shows a somewhat different attitude, with music operators indicating a definite interest in the cigarette vending field. A full report follows.

MEMPHIS — There is a growing trend among music operators locally as well as in adjoining Eastern Arkansas and Northern Mississippi to establish cigarette vending routes.

A survey by The Billboard last week disclosed that juke box and amusement game operators here find cigarette vending an attractive challenge.

### Multi-Operations

There is a strong possibility that the future will bring a multi-operation among most rural operators. Whereas in the past it has usually been music and games, the indication now is that it might well be music, games and cigarettes.

Reasons for it vary, however, they seem to boil down to local recession factors, with operators groping for new revenue. Last year was a poor one in the Mid-South. Floods and crop failures added to a national economic recession, combined to cut revenues substantially for the Dixie music and games industry.

The lure of a somewhat slimmer—tho steady—profit from the cigarette vending route, is proving attractive to many operators.

Added to this is the fact that taxes on cigarette machines are not high, compared to music and game machines; sales turnover is steady and comparatively high and obsolescence on machines is small.

### New Diversification

Whether the cigarette business will become part and parcel of music and games operating is a question not readily answered. Most operators are too new in the business to give more than a casual opinion. Most regard it as a new diversification step, that while attractive, has nevertheless to prove itself for the long pull.

And the long pull is a ways off. Whether cigarette vending, if and when it comes to juke box and game operators, will be combined or separated from the existing games and music routes is a problem to be determined. As yet there

is no answer. Most operators now experimenting are doing so under one roof. But this is solely for convenience. There is a reluctance to set up separate companies for a business that may never pan out.

And what of the many different problems encountered in cigarettes as opposed to games and music? Most operators regard these as hurdles they will jump when they have to and as they have to. Thus far they haven't been insurmountable—what the future holds, no one is predicting. But meanwhile the trend to cigarettes continues, slowly but surely.

Here is a list of operators known to have started cigarette routes within the past 18 months, some very recently, with the approximate number of machines they have on location:

Eddie Boyce, Boyce Amusement Company, Bald Knob, Ark., 73 machines, started three months ago.

Sam Torjusen, B & T Amusement Company, Blytheville, Ark., 150 machines, started 18 months ago.

Ernie Tolen, Tolen Amusement Company, DeWitt, Ark., 25 machines, started in recent months.

C. O. Temple, Hope Novelty Company, Hope, Ark., 75 machines, started four months ago.

Phil Marks, Phil Marks Amusement Company, Hot Springs, Ark., 50 machines, started 10 months ago.

J. Earl Gill, Gill Amusement Company, Hot Springs, Ark., 150 machines, started one year ago.

(Continued on page 108)

## DIME JUKE TALK GROWS IN BALTIMORE

BALTIMORE — Recession factors in Baltimore, which have crippled music and games collections, may have the left-handed advantage of helping operators convert to dime juke box play.

Since both music and games are usually operated by one firm, operators up to now have been content to leave their music at a nickel, as long as their in-line and other types of games were pulling top coin. Music was seldom looked upon other than as a concession to a lucrative location.

Now however, with game takes nosediving, operators are taking a second look at their revenues, and talk of switching to dime play is gaining increased popularity.

For a full report of the music, games and cigarette vending situation in Baltimore see story in the amusement games section, this issue.

## Records Keep Ops Bustling To Keep Pace

By ALLEN M. WIDEM

HARTFORD, Conn. — Ebullient James Tolisano, president of MOC (Music Operators of Connecticut), a burgeoning trade unit with 75 members, and head of Superior Music Company, Hartford juke box firm, has a basic business premise: "Get the disks in the juke boxes—and get them in quickly!"

Tolisano observes that the record business has converted what once was a part-time job—music operating—into a constant, daily occupation. On a full-time basis, he notes, the modern music operator must not only install, service, repair and replace equipment, but, equally important, keep abreast of the constant degree of change as regards record tune popularity.

Tolisano's 1958 route covers 150 stops.

"The juke box business," he continues, "keeps bustling because of TV record hops, plus increased programming on radio of top disk-jockey shows."

"Today, juke boxes are in many more public places, the operator

(Continued on page 108)

## MOA Nears Minimum Enrollment On \$10,000 Life Insurance Plan

400 of Required 600 Applications Received; 'Will Go Over Top by October 1,' Says Miller

OAKLAND, Calif. — Prospects appear excellent that a national life insurance plan negotiated by Music Operators of America for its membership will go into effect as scheduled, October 1, according to MOA chief, George Miller.

MOA has received over 400 applications at press time, and is confident it will come up with the required 600 needed for initiation of the program.

The life insurance plan, long an objective of the association, is being underwritten by the California Life Insurance Company, thru A. R. Perkel & Company, Inc., San Francisco insurance advisors.

### No Physical

Basically, the plan provides \$10,000 life insurance for an annual \$126 premium. No physical or other type examination is need-

ed, with MOA membership the only requirement.

The \$10,000 policy is available until age 61 for \$10.50 per month, after which coverage is reduced to \$5,000 at \$5.50 per month. While MOA membership is a starting requirement, any operator leaving or retiring from the operating business and the association, may convert the policy to an individual life insurance plan.



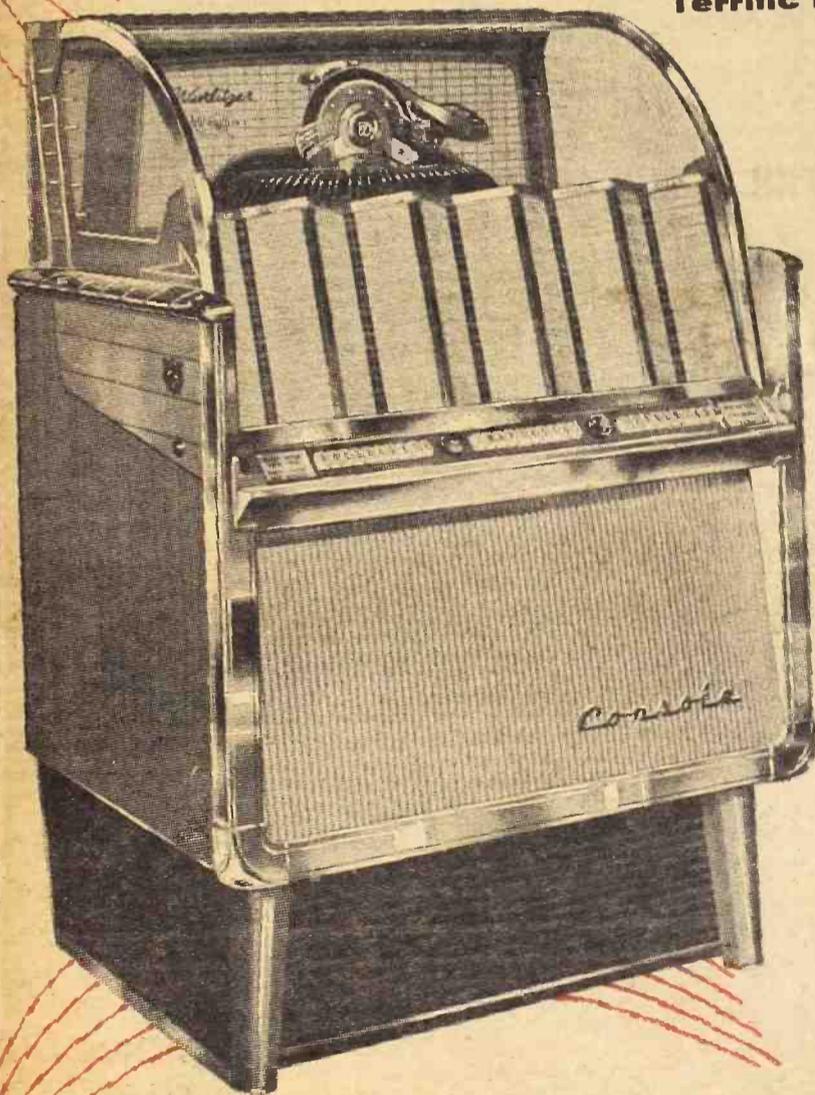
You Can't Miss Finding Many Bargains in the Classified Section, this issue.

This Is "MONEY MUSIC" for YOU

# WURLITZER

## Stereophonic Sound

Wonderful for Landing New Locations -  
Terrific for Expanding Present Location Earnings

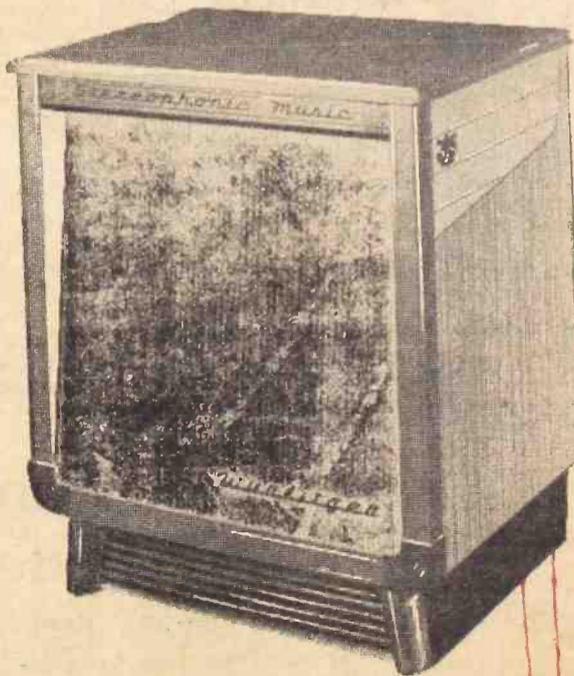


All you have to do is HEAR Wurlitzer STEREOPHONIC SOUND to know its sheer, money-making magic. Demonstrate it to a location and you're IN. Have it on location and, overnight, your earnings rocket up to new levels.

This is sound in DEPTH. A NEW DIMENSION in MUSIC that makes a tremendous hit with patrons. And its appeal will pick up even more amazing momentum as more and more stereo pop singles become available.

### DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer Coin System accepts coins of five to fifty cents in combination to allow selective dual pricing at the phonograph.



### THE WURLITZER STEREOPHONIC MUSIC SYSTEM OFFERS YOU

1. **SIMPLICITY** — Only two main components. Any current Wurlitzer Phonograph — plus — a stereophonic companion unit with comparable speaker output.
2. **COMPATIBILITY** — Plays both Stereophonic and Monaural records to the full range of their recorded performance.
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THE WURLITZER COMPANY • Established 1856 • NORTH TONAWANDA, NEW YORK

# DISK BUYS THIS WEEK



... Picked by M. R. (Mert) Lindsey

FIBBIN'

PATTI PAGE (MERCURY)

"We buy Patti Page regularly. It's strictly a matter of her name—it's sure-fire on any disk. Almost everyone of all ages likes either her singing voice, the multiple-voice recordings, or the novelty approach she uses. Our locations are no exception. We can usually count on better than average play—right down the line—on any of her tunes, whether brand-new or old standards. In this case, this record was bought before it was even heard, by the name alone."

FOR MY GOOD FORTUNE

PAT BOONE (DOT)

"Here's another so-called 'name' disk. You can't go wrong with Boone, usually. In this case, it was particularly good, because it has two good sides. We've found that all ages seem to like Boone's style, as well as the ballad-type thing he usually does. The slow, dreamy stuff is particularly popular in taverns and restaurants, which make up most of our locations. On top of that, we seem to have a lot of 'older' people, and surprisingly or not, Boone is a hit with them."

MORE THAN 30 years of experience in every aspect of phonograph operation guides M. R. (Mert) Lindsey of American Amusement Company, Aurora, Colo., in selecting each week's menu change for upward of 120 phonographs in Denver and its suburbs.

Lindsey is the dean of Denver operators from a length-of-service standpoint, having first gone into the coin machine field as a mechanic in 1924, when he was 14 years old. Most of his experience was gained in Nebraska, where he served as an operator, then as a distributor's salesman, went back into coveralls as a mechanic for several years, and, after a dozen years, returned to operating again. Most of his operating experience was on the payroll of large operating firms in Nebraska, all the way from Omaha to Hastings in the Western end of the State. "It's a business that is difficult to get away from," Lindsey grinned.

He moved to Denver five years ago and almost immediately afterward joined Jack Arnold, president of American Amusement Company, as well as prexy of the Colorado Music Merchants Association. Lindsey buys his records in collaboration with Arnold, with route collectors and a study of location owner requests, which is carried out every day.

"Disk Buys This Week" is a special feature for juke box operators. Each week, The Billboard interviews a different operator-record buyer to find out what records he is putting on his route that week, and why.

## Tickler File

Continued from page 106

wise have completely forgotten the selections involved, did so and was pleased to find that in every case returns were from 2½ to 5 times as great in every spot.

Brown not only listed these same numbers for next year's Easter season but began the same practice in connection with all seasons, including Valentine's Day, Fourth of July, patriotic holidays, the Christmas season, New Year's, etc. "One thing led to another," Brown said. "To the point that I was keeping a sheet on each location, in a small pocket file, and inserting all information which I thought might be helpful later on. For example, in a location largely populated by teen-agers, a particular type of beat took in an exceptionally large amount of play, I would make a notation of it, and then, whenever another beat number came up, of the same general nature, I could flip thru the book, determine what the location was and try the same beat in a different ent number. It has been working out well, to the point that 19 out of 20 records which I spot after studying the notebook, show a better response."

Brown points out that the "sleepers" which have scored heavily in one year, usually novelty numbers or lesser known selections given an unusual recordment, are all too likely to be forgotten. Without a written reminder, the operator is likely to simply remember that he had an excellent return from a particular location during the Christmas season of last year, but will forget exactly what numbers were responsible. With Brown's tickler file checked every week thru the year, and constantly reminding him of profitable changes, there is very little opportunity that the St. Louis operator will let a "sleeper" stay asleep.

## Records Keep

Continued from page 106

deals with a multi-unit installation (with complex crossroads of wiring) at each restaurant, grill and soda shop. At a single location, in conjunction with the juke box, there's often several counter or booth coin selectors plus one or two or even three speakers to be installed.

"Such a complete unit costs us about \$2,000, with the juke box alone listing at about \$1,200. Improvements have made the juke box completely electrically-operated (slug-alert magnets reject everything but the real McCoin!), as compared to the old partially-mechanical juke boxes.

"Thus operational trouble is reduced to a minimum. And with research improving sound reproduction (high-fidelity and the forthcoming stereophonic sound), the records hold a steady if not increasing appeal to the public.

"Much as the casual customer in a restaurant may feel that the busy juke box must take in a mountain of coins daily, it just isn't the case. At a medium-sized location, the box absorbs on the average of \$15 a week. Extremes range from \$3 to \$40 weekly. Gross take, generally, is divided 40 per cent for location owner, 60 per cent for operator."

## TEXT OF BILL LIFTING 20% 'MILK BAR' LEVY

WASHINGTON—The 20 per cent federal tax levied on milk bars and other soft drink parlors, was revoked by the Forand (D., R. I.) Excise Tax Technical Change Act, signed into law by President Eisenhower September 2. The bill was expected to lead to a greater demand for juke boxes in teenage gathering places (The Billboard, September 8). Text of the bill pertaining to the milk bar levy follows:

"Application of Cabaret Tax to Milk Bars—Section 4232 (b) (defining the term 'roof garden, cabaret, or other similar place') is amended by adding at the end thereof the following new sentence: 'Such term does not include any place if—

"(1) No beverage subject to tax under chapter 51 (distilled spirits, wines and beer) is served or permitted to be consumed;

"(2) Only light refreshment is served;

"(3) Where space is provided for dancing, no charge is made for dancing; and

"(4) Where music is provided or permitted, such music is (A) instrumental or other music which is supplied without any charge to the owner, lessee, or operator of such place (or to any concessionaire), or (B) mechanical music."

The revision refers to section 4232 of the Internal Revenue Code of 1954, page 498. Copies are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is \$2.50.

## Cigs for Jukes, Game Ops

Continued from page 106

W. E. Lewis, Lewis Novelty Company, Hot Springs, Ark., 50 machines, started on year ago.

R. C. Jennings, R. C. Jennings Coin Machine Company, Hot Springs, Ark., 30 machines, started one year ago.

Nathan Wheelless, Service Amusement Company, Jonesboro, Ark., 125 machines, started one year ago.

Andrew Cassinelli, Little Rock Amusement Company, Little Rock, Ark., 50 machines, started one year ago.

Robert J. Kirspe, Kirspe-Hollenberg Music Company, North Little Rock, Ark., 90 machines, started one year ago.

John Bruener, John & Frank, Inc., Marked Tree, Ark., 150 machines, started one year ago.

Mrs. R. L. Eblin, Paragould Music Company, Paragould, Ark., 175 machines, started one year ago.

Ernest Vathis, Twin City Amusement Company, Texarkana, Ark., 200 machines, started one year ago.

Abe Malouf, Malouf Music Company, Greenwood, Miss., 75 machines, started nine months ago.

John Haley, Canton Amusement Company, 165 machines, started one year ago.

Joe Tierce, Tierce Amusement Company, Greenwood, Miss., 140 machines, started 18 months ago.

Carlton Collins and Lexie Howard, partners in Crystal Amusement Company, 125 machines, started one year ago.

Vernon C. Vandervander, Red's Music Company, Booneville, Miss., 25 machines, started six months ago.

Frank Steed, Steed & Hearn Music Company, Clarksdale, Miss., 35 machines, started in recent months.

D. C. Johnson, Johnson Bros. Amusement Company, Corinth, Miss., 55 machines, started seven months ago.

Paul Maucelli, Paul's Novelty Company, Greenville, Miss., 35 machines, started one year ago.

James L. Kyle, Kyle Cigarette Service, Houston, Miss., sold his interest in music route with another operator, Pat Harrington, and went into cigarette vending. He has 150 machines.

## Auditorium-Arena Directory

Continued from page 92

### Ontario

AURORA, Aurora Arena

AYLMER, Aylmer Arena

BARRIE, Municipal Arena

MANAGER: W. H. Ailsopp. SEATS: 4,000. ICE RINK. EXHIBIT SPACE: 14,000 sq. ft.

BELLEVILLE, Belleville Arena

SEATS: 2,400.

BLIND RIVER, Memorial Arena

SEATS: 1,500.

BOLTON, Bolton Arena

BOURGET, Bourget Recreation Arena

BRAMPTON, Brampton Memorial Arena

MANAGER: J. C. Riesberry. PERMANENT SEATS: 1,546, plus 200 portable seats. ARENA FLOOR: 195 by 85 feet. ICE RINK. EXHIBIT SPACE: 16,500 sq. ft.

BURLINGTON, Recreation Center

MANAGER: I. V. Lambert. PERMANENT SEATS: 1,200, plus 2,000 portable seats. ARENA FLOOR: 80 by 40 feet. EXHIBIT SPACE: 10,000 sq. ft.

BRACEBRIDGE, Memorial Arena

SEATS: 1,800.

BRIGHTON, Brighton Arena

BROCKVILLE, Memorial Civic Centre

MANAGER: Arch Miller. PERMANENT SEATS: 2,033, plus 1,000 portable seats. ARENA FLOOR: 190 by 90 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK.

BURLINGTON, Burlington Arena

CHATHAM, Memorial Arena

SEATS: 2,400.

COLLINGWOOD, Memorial Arena

SEATS: 1,600.

CORNWALL, Cornwall Community Arena

MANAGER: R. Ray Miron. PERMANENT SEATS: 1,809, plus 500 portable seats. ARENA FLOOR: 180 by 80 ft. ICE RINK. EXHIBIT SPACE: 15,000 sq. feet.

COBURG, Coburg Arena

DIXIE, Dixie Arena Gardens

SEATS: 1,500.

DUNDAS, Dundas Arena

MANAGER: Frank Westoby. PERMANENT SEATS: 1,500, plus 1,500. ARENA FLOOR: 190 by 85 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 8,000 sq. ft.

DUNNVILLE, Dunnville Arena

DUNNVILLE, Auditorium

ELMIRA, Memorial Arena Gardens

SEATS: 3,500.

FERGUS, Fergus Arena

FOREST, Forest Arena

FORT ERIE, Memorial Arena

SEATS: 2,000.

FORT FRANCIS, Memorial Committee

GALT, Galt Arena Gardens

MANAGER: A. E. Lamond. PERMANENT SEATS: 2,614, plus 600 portable seats. ARENA FLOOR: 185 by 85 ft. ICE RINK. EXHIBIT SPACE: 15,725 sq. feet.

GEORGETOWN, Georgetown Arena

SEATS: 2,500.

GODERICH, Goderich Arena

SEATS: 1,000.

GUELPH, Memorial Gardens

SEATS: 4,248.

HAMILTON, Hamilton Arena

HESPELER, Memorial Arena

SEATS: 2,378.

INGERSOLL, Community Center

SEATS: 1,500.

KITCHENER, Memorial Auditorium

MANAGER: H. M. (Bob) Crosby. PERMANENT SEATS: 6,269, plus 1,250 portable seats. ARENA FLOOR: 190 by 85 ft. ICE RINK. EXHIBIT SPACE: 29,000 sq. feet.

KINGSTON, Community Memorial Centre

MANAGER: Jas. B. McCormick. PERMANENT SEATS: 3,343. ARENA FLOOR: 200 by 90 ft. ICE RINK. EXHIBIT SPACE: 25,840 sq. ft.

(Continued on page 115)

50 120 200  
SELECTION MODELS  
A  
ROCK-OLA  
FOR  
EVERY LOCATION

Now at your AMI distributor's!

Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

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Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

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Remember, nobody beats Musical Sales' prices and nobody beats Musical Sales' service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

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be a woman of the world!

GIVE TO DAMON RUNYON CANCER FUND

# COINMEN YOU KNOW

Waukee

BENN OLLMAN

Hirt Jr., son of one of the veteran coinmen, in last week at the St. eminary for another year. According to Anthony coin machine business in the boygan area is holding strong. "The Kohler plumb- never really hurt us very e claims. Tess Blanchette, ce gal at the Lieberman ing Company, Inc., is a brief stay in her Twin ne.

the Cutter, routeman for Coin Machine, is g the birth of his fifth d in mid-September. He o boys and two girls Games receipts are con- to falter, according to eck, Mitchell Novelty p any. Sam Hastings, asgs Distributing Com- claims business will im- rove when the baseball sea- inds up and the vaca- in factories are over.

to-school days have begun traffic in the Avenue Ar- according to Ken Kulow. the better golfers in this wlow voices the hope that ournament for coinmen in e can be formed for next Woody Johnson, Inc., was called last week rviews regarding his pos- ection for jury duty.

he phone has been ring- all week about the new reo phonograph," said y Jacobs Jr., head of ed, Inc. Calls have come as far away as Escanaba, in quest of more facts

about the equipment. Samples are due to arrive this week, and operators will be given a chance to see the new stereo equipment as soon as it comes in, says Jacobs.

Street construction work in front of the Paster Distributing Company is nearing completion following a summer long tie-up. According to Jerry Groll, in charge of music and games sales, "it hasn't cut into our operator traffic, but the premium goods side has felt it." The Laz Glassmans, Radio Doctors, have taken off for a two-week motoring vacation thru Michi- gan.

## St. Louis

By JOHN HICKS

The William C. Geigers were literally at home at the Du Quoin (Ill.) State Fair. Geiger, president of Amusement Supply Company, and his wife have their permanent residence in Du Quoin and spend weekends in the city. Mondays thru Fridays they are apartment dwellers in East St. Louis, where their company is located.

Sidney Morris' elder son Gary was married in St. Louis to the former Barbara Weisman. A juror in the Washington University School of Law, Gary said he will continue his law studies when the term opens September 22. His father is president of J. S. Morris & Sons Novelty Com- pany here.

Art Wood, of W. B. Distributors, plans on going on a fishing trip to Southeast Missouri during his week's vacation, starting September 7. When he returns, he will be

loading some, but there are still a couple of projects he intends to finish around the house before re- turning to work.

Tony Koupal, sales manager for Central Distributors, re- turned recently from a two- week business trip that ex- tended thru Southeast Mis- souri to Blytheville, Ark. Confident that business will gain momentum soon, he re- ports: "Business is out there if you go and get it."

## Boston

By CAMERON DEWAR

New arrivals and holiday trips are taking the spotlight these days in the music industry. While busi- ness generally is a bit off, there are signs that it is on the upgrade. Mark Shaevel, who has moved from Mattapan to Brockton, is the proud father of his first child, a boy. Mark, who is a Boy Scout leader, is looking forward to hav- ing another recruit.

A girl was born to Paul O'Brien and his wife of Globe Vending Company, Quincy. She has been named Paula. A sad event followed the birth when Paul's father died after a long illness. . . . Mel Oren- stein, head shipper at Jerry Flatto's Boston Record Dis- tributors, welcomed a daugh- ter to the household. Her name is Jeanne.

David J. Baker, of Melo-Tone Vending Company, Arlington, finds it more convenient in the hot weather to be without his beard, which was getting to a fine stage. Dave, who is president of the Mu- sic Operators' Association of Massa- chusetts, announced that Monday, November 10, is the date for the third annual MMOA banquet and dance. Top talent is being secured for the event, which will be held

# COIN CALENDAR

Association meetings scheduled. Check for changes.

- September 15—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- September 17—Automatic Equipment & Owners Associa- tion of Indiana, monthly meeting, 550 Broadway, Gary.
- September 17—New York State Operators Guild, monthly meeting, Gov. Clinton Hotel, Kingston.
- September 17—Eastern Pennsylvania Amusement Machine Association, 2519 DeKalb Street, Norristown, Pa.
- September 18—Phonograph Merchants Association, monthly meeting, Hollenden Hotel, Cleveland, O.
- September 18—Eastern Ohio Phonograph Operators Association, 4404 Rush Boulevard, Youngstown, O. Executive Board meeting.
- September 20—Music Operators of New York, Inc., annual Banquet & Show, Town & Country Club, Flatbush Avenue & Avenue U, Brooklyn.
- September 29—Central States Phonograph Operators Associ- ation, monthly meeting, 805 Main Street, Peoria, Ill.
- October 1—Springfield Phonograph Operators Association, monthly meeting, association headquarters, Springfield, Ill.
- October 1—Music Operators Association of St. Joseph Val- ley, monthly meeting, offices of Carl Zimmer, 130 N. Ironwood Drive, Mishawaka, Ind.
- October 1—Summit County Music Operators Association, monthly meeting, Akron, O.
- October 2—California Music Merchants Association, Sacra- mento Division, monthly meeting, association headquarters, Sacramento.
- October 6—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
- October 7—Washington Music Merchants Association, monthly meeting, Seattle.
- October 7—Anthracite Music Operators Association, month- ly meeting, Wilkes-Barre, Pa.
- October 8—Tri-Country Juke Box Operators, monthly meet- ing, offices of Elum Music Company, Massillon, O.
- October 9—Massachusetts Music Operators Association, monthly meeting, Beaconsfield Hotel, Boston.

this year at the Sheraton Plaza Hotel. MMOA's next meeting is set for September 11.

Richard Mandell, of Asso- ciated Amusements, Inc., is spending a couple of weeks at Hyannis, Cape Cod, with his wife. . . . Edward Ravreby

is busy lining up new business and visiting operators in the Western Massachusetts and Connecticut areas. . . . Bob Jones, of Redd Distributors, enjoyed a long Labor Day weekend on Cape Cod and is anxiously waiting details on (Continued on page 116)

You'll love the way it plays and pays!

UNITED PHONOGRAPH MODEL UPB-100

Styled by RAYMOND LOEWY

Mechanically correct . . . beautifully styled . . . in colors that blend into every decor . . . delivering richest high-fidelity sound . . . the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

For long-lasting harmony between operator and location . . . for continuous profits year after year, cover your territory with Music by United. Write for details.

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# Baltimore Game Collections Running 50% Behind Last Year

## Recession Hits Operators Hard; Some Turn to Cigarettes to Bolster Gross

BALTIMORE — Game collections here are at one of their lowest ebbs in the last decade, and prospects for any great improvement this fall seem slight. One coin machine executive said they are running about 50 per cent behind last year.

The diversification which marks most coin machine operators in major cities is somewhat lacking here, as in-line games have accounted for the great bulk of the collections in recent years. Shuffle alleys, pool games, gun games and straight pins have always taken a back seat to the in-lines.

This emphasis on in-lines has always worked out well in normal times, and location collections here have been generally higher than in most other cities.

### Recession

But that was before the recession. During the past year, layoffs in shipyards and factories and the virtual elimination of overtime pay has cut heavily into tavern patronage, and the game collections have suffered accordingly.

Altho some 6,000 juke boxes are in operation in the Baltimore area, music has often been treated as a stepchild here. The reason for this treatment has been the lucrative grosses on in-lines, grosses that juke boxes have never been able to approach.

As a result, many operators have been placing juke boxes on locations as an accommodation to keep the location owner happy, with not sufficient regard to their potentialities as revenue producers. Hence, a new 200-selection machine set at

5-cent play in a top downtown location is the rule rather than the exception.

### Dime Play

The location owner will generally balk at dime play, feeling that dime play will hurt bar business. And the operator, mindful of the in-line revenues, will go along.

There are only a handful of straight music operators in the city. Most operators handle games and music, and many of them fail to break down revenues between the two. When the money is being counted for commission purposes, coins from both types of equipment are often lumped together, and the commission is paid on the total.

While music machine collections may be off somewhat, they haven't slumped nearly as much as game revenues. Any additional decrease in game collections may spur Baltimore operators to seek dime play for music. Until recently, operators weren't too concerned with getting the extra nickel. They felt that as long as the location was making money, there was no point in looking for trouble.

### Experiment Flops

An attempt to go to dime juke box play was made about three years ago, and it flopped. Some operators converted, but a few began offering a single selection for a

(Continued on page 113)

# What Types Equipment Go Into Today's Modern Amusement Machine Arcade?

## Penny Parlors Once Built Around Pins; Now Offer Wider Choice of Diversions

CHICAGO — The Amusement Arcade, once the home of nickel movies (early 1900's) and later the emporium of pinballs (1930's), today gives no one attraction top billing, but rather depends on a wide variety of amusements for its pull.

One type of game—the pinball—was the main focus of the Arcades of the 1930's. Penny and nickel pins were centered in the Arcade in batteries for mass play. Supplemental to the pins, and grouped along the sides of the Arcade were coin-operated movie viewers, cranes, a fortune-teller unit or two, photo machine and perhaps some type of shooting gallery attraction.

What goes into today's Arcade? Pinball games are more often than not excluded, mainly because of legal restrictions. However, pins still hold the spotlight in European Arcades. Not so in the U. S., with the exception of a few areas where pins are approved for Arcade use.

The photo machine still rates as a top draw, and most successful Arcades include at least one, altho this is easily the most expensive machine to spot. Often the photo unit is grouped with a voice recorder machine, but this also runs into money investment-wise. Few major Arcades get by without one or the other, or both.

### Target Shooting Tops

Target shooting is still high on the Arcade billing. Nowadays this most often takes the form of several to half a dozen compact rifle and pistol units, where years ago it might more often take the form of a single lead shot or electrical shooting gallery. Favorite among

the gun games is the .22 rifle unit operating on direct electrical contact. More than 20 different models featuring a big variety of targets—from polar bears to spacemen—have been produced over the past three years. Often these are set up in line, as a battery, the players moving from one to the other for fresh target set-ups. Targets are both stationary and mobile, and drop or flash when hit. A few smaller-size pistol games, also on electrical operation, are a good supplement to the rifles, and usually favored by the small fry among the patrons.

Games featuring sports themes, particularly baseball and hockey, have been favorite Arcade pieces in recent years. Baseball games, introduced annually by manufacturers during the spring season, are good year-round pieces for Arcades, while rated as "seasonal" equipment for regular location use. New models have player pressing a button to pitch a ball and another to bat ball into score holes and over playfield fence for home runs. Several new hockey games are currently on the market with fresh play features.

### Sit-Down Play

A relatively new twist on the Arcade scene are games in which the player seats himself and tests his aptitude as an auto driver or pilot. Recent models of such games are equipped with miniature movie screen showing actual driving or flying situations. Player is scored on his ability to follow verbal directions and guide his "auto" or "plane."

Where shuffle bowling games, highly popular on regular tavern and restaurant locations, did not always prove an Arcade attraction, the new, bigger ball bowling games are now an Arcade favorite in many cases. Arcade operators usually set these games up in batteries along one wall. They are going into amusement park Arcades in increasingly large numbers. Where these games are sometimes limited on regular locations because of floor space involved, they are very much at home in Arcade spots.

Fortune teller machines, always an Arcade highlight, still hold down a spot in most Arcades. They are particularly valuable as an eye-catcher, serving to pull in the patron from the midway or street.

# SUGGESTS OPS TRY SHUFFLEB'D AS 'NEW' GAME

UNION CITY, N. J. — Shuffleboard may be the "new game" that coin machine operators are seeking, says Sol Lipkin, American Shuffleboard's traveling sales executive.

Lipkin reports that where new shuffleboard equipment is located, it does business comparable to that of any other coin game. He said that the new boards were doing exceptionally well on the East and West Coasts and in the State of Ohio.

Lipkin said that where shuffleboards aren't profitable, it is usually because of worn, outdated equipment. He is making an effort to have operators replace old boards with new as well as to establish the game in areas which don't currently favor it.

# GUSHER 5-BALL

## Williams Pin Intros New Bumper Idea

CHICAGO—Gusher, new Williams Manufacturing Co. single-player five-ball pin shipped to distributors last week introduced a new idea in play ball-bumper play—the "disappearing bumper."

The "disappearing bumper," located at mid-playfield, has its motor mechanism and pops or pulls down, depending on action on playfield.

When in "up" position, it blocks balls from entrance to a scoring lane. When in "down" position, it opens lane for scores and replays.

Bumper is popped up when player shoots ball into a side lane or a bottom pocket of playfield.

According to Sam Lewis, Williams director of sales, the bumper play feature has received unusually high reaction from distributors and as a result, initial domestic orders are far above average.

# Brussels Fair Coin Machines Fare Poorly

PHILADELPHIA — Abe Witsen, head of International Scott Crosse Company, game exporter and distributor, reports that the Brussels World's Fair had been a flop as far as the coin machine industry is concerned.

Witsen, who operates two arcades on the exposition grounds, says the venture is losing money and chances of recouping it before the fair closes are remote. He said that attendance has been below expectations and that those who are coming aren't spending as much money as was anticipated.

The export market for European games, he added, is running con-

(Continued on page 117)

# Bally Ships Spook Gun, Kiddie Game

CHICAGO—Spook Gun, a six-shooter pistol game designed for moppet play, was shipped to distributors last week by Bally Manufacturing Company.

Operating on direct electrical contact, the gun and cabinet target set-up fills just one and one-half foot by three foot floor space. Pistol is swivel-mounted and a replica of a frontier model revolver familiar to youngsters in Western movies and TV shows.

Hits register when trigger is pulled and aimed direct at "spook" figures, including ghosts, skeletons, owls and other "shock show" characters. Stationary targets fall back when hit directly in center.

Spook Gun gives player 10 shots per dime, and 10 bonus shots if first 10 targets are hit. In latter case, targets spring up for added play. All hits are registered on light-up scoreglass.

Kiddie gunner gets rating based on score at end of each game. Depending on score he can qualify as "marksman," "sharpshooter" and "expert."

The game features sound effects with every shot, the gun's report strong enough to create illusion of shooting but not loud enough to disturb adult patrons in location. Hits are indicated by pleasant bell-tone. Cabinet has built-in step for smaller tots.

# Phil. Ops Plan Fete Nov. 16

PHILADELPHIA — The annual banquet of the Amusement Machine Operators of Philadelphia will be held in the Latin Casino November 16 instead of November 2 as originally planned.

Joe Silverman, AMOP business manager, explained that the date had been changed to avoid conflict with the annual convention of the National Automatic Merchandising Association, which will be held in St. Louis the first week of November.

# Pa. Game Ops Await Decision on Bingo

PHILADELPHIA — Game operators here are sweating out an appeal scheduled to be heard before the Pennsylvania Supreme Court November 10 dealing with the legality of bingo machines in the State.

A lower court had previously ruled that such games may not be operated. The decision had been appealed, but the games are still operating pending the result of the appeal.

Abe Witsen, International Scott Crosse Company, feels that the lower court decision will be upset because no legislation exists covering the operation of bingo machines. He reports that this confidence is shared by many operators who are continuing to buy bingos for their routes.

### Await Decision

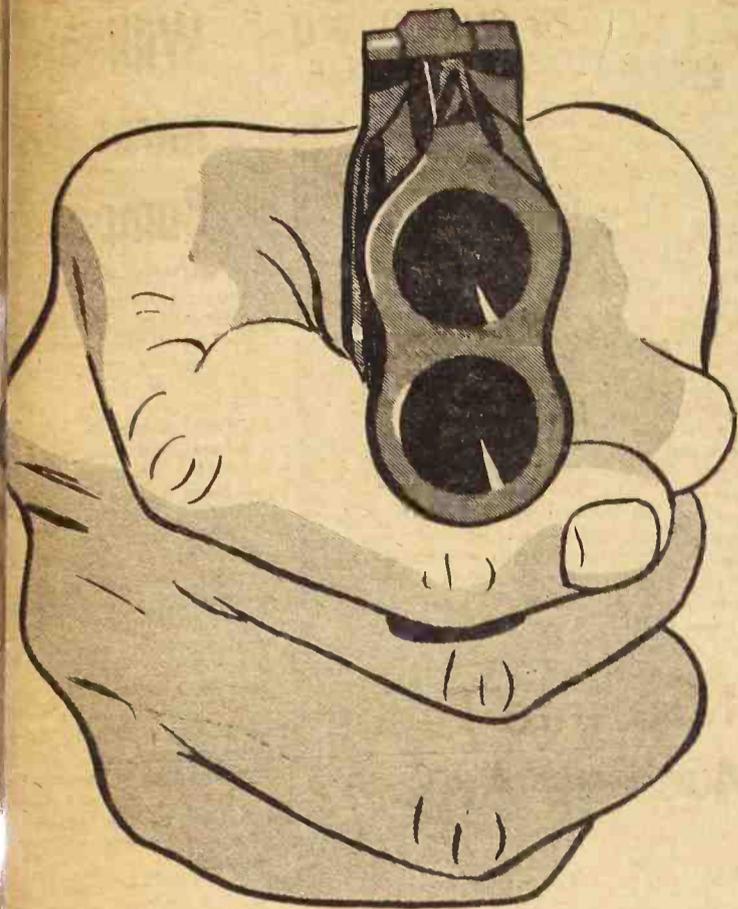
Other coin machine figures here are not that optimistic. They report that operators are holding off

on all purchases, awaiting the court decision.

No matter which way the decision goes, a wave of buying should follow. If the appeal is successful, operators will buy bingos to make up for the purchases they have delayed for the last two months. If the lower court decision is sustained, they will buy shuffle alleys, straight pins, pool games and gun games to take up the slack.

While most operators here naturally hope that the Supreme Court upsets the lower court decision, an unfavorable decision won't cause them to throw in the sponge.

In New York City, for example, game operators were dealt a sharp blow when pinball machines were outlawed in the administration of Fiorello LaGuardia. But the shuffle alley stepped into the breach, as did pool tables and long bowlers later on. The operators remained in business and continued to make money.



FALL COIN MACHINE MARKET REPORT ISSUE

It's  
The Billboard's  
1958  
Fall  
Coin Machine  
Market Report Issue  
dated: October 6  
advertising deadline:  
October 1

*In The Billboard you get maximum results from every advertising dollar you spend. Manufacturers, Distributors, and Suppliers, tell the operators about your new and current products thru smart selling advertising copy in an issue jam-packed with reader interest . . . an issue geared to put operators in a "Buying Mood."*

WIRE  
WRITE  
OR PHONE

Hollywood 28, Calif.  
1520 North Gower  
Hollywood 9-5831  
Sam Abbott

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443  
Frank Joerling

Your  
Nearest  
Billboard Office

Chicago 1, Ill.  
188 West Randolph St.  
CEntral 6-9818  
Dick Ford, Jack Sloan, Dick Wilson

New York 36, N. Y.  
1564 Broadway  
PLoza 7-2800  
Murray Dorf

# IT'S LOADED

WITH BUYING POWER . . .  
AND SALES POWER . . .  
to get fast action . . .  
to sell equipment and services . . .

•  
Yep, it's a double-barreled opportunity for sales-minded advertisers.

•  
When competition is tough, as it is today, remember you always get more for your money in The Billboard.

Week after week, month after month, year after year, coin machine distributors choose to place the bulk of their trade-paper advertising in the columns of The Billboard. In 1957, coin machine distributors placed 78.8% of their advertising in The Billboard and only 21.2% in other trade publications.

Why? Results!

•  
REGULAR  
ADVERTISING RATES  
APPLY

•  
Your  
Nearest  
Billboard Office

**JOE ASH SAYS:**



**Question:**  
WHY DOES ACTIVE HAVE THE LARGEST SELECTION OF GOTTLIEB GAMES IN THE U.S.A.???

**Answer:**  
**ACTIVE IS THE LARGEST GOTTLIEB DISTRIBUTOR IN THE U.S.A.!**

Exclusive Distributors for Wurlitzer, D. Gottlieb and Irving Kaye Co. in So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penna.

**ACTIVE**

**AMUSEMENT MACHINES CO.**

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila., Pa. • POpular 9-4495  
Write or wire for prices

**WAREHOUSE CLEARANCE**

Rock-Ola 18-Ft. Shuffleboard \$ 99.00	Wall-Type Scoreboard \$59.50
Rock-Ola 22-Ft. Shuffleboard 129.00	Keeney 4-Way Bowler for Shuffleboards 79.50 (plus crating)
American 12-Ft. Bankboards 150.00	
American 9-Ft. Bankboards 185.00	

**SHUFFLEBOARD SUPPLIES**

12 Cans Shuffleboard Wax \$ 4.50	Shuffleboard Sheets (1,000) \$ 7.50
1 Set 8 (Precision) Pucks 15.00	Shuffleboard Lights, Pair 27.50

**PURVEYOR**  
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

**PHONOGRAPHS**

Seeburg 100A ..... \$ 95.00  
Seeburg 100R ..... \$ 95.00  
AMI 200 JAH ..... 795.00

United 14 Ft. Bowling Alley ..... \$449.00  
Bally Jet Bowler ..... 139.00  
Bally Showtime ..... 369.00  
C.C. Hollywood ..... 229.00  
Seeburg Coonhant ..... 139.00

Better Tone at Less Cost!  
**NEW CoMco HI-FI SPEAKERS**

The Only True Low-Priced High Fidelity Speaker!  
HI FI Wall Model \$19.95 | HI FI Corner Model \$23.95

**CoMco Extended Range SPEAKERS**

Wall \$11.95 • Corner \$15.95 • Ceiling \$11.95

**WANTED:**

BINGOS, FIVE BALLS, BOWLERS, SHUFFLES, PHONOS. CASH PAID.

**COVEN MUSIC CORPORATION**

3181 North Elston Avenue, Chicago, Ill. Phone: IN 3-2210  
Cable Address: COVENMUSIK—1, Deposit, Balance C.O.D.

**WANTED!**

Chicoin **ROCKETS & BATTER-UP**  
**SHUFFLE ALLEYS**  
**SEEBURG B-C-G-R-J**  
**AMI E-F-G-H**

**Empire COIN MACHINE EXCHANGE**

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL. Phon: EVERGLADE 4-2620  
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

**Specials on USED EQUIPMENT**

Completely Reconditioned

- |                          |           |
|--------------------------|-----------|
| 10 Williams Shortstops   | \$395 ea. |
| 8 Williams Ten Strikes   | 375 ea.   |
| 7 Gottlieb Rocket Ships  | 300 ea.   |
| 4 Gottlieb Picnics       | 375 ea.   |
| 5 Williams Satellites    | 285 ea.   |
| 2 Gottlieb World Champs  | 225 ea.   |
| 5 Gottlieb Bright Stars  | 350 ea.   |
| 3 Williams Jig Saws      | 235 ea.   |
| 4 Gottlieb Royal Flushes | 200 ea.   |

Hundreds of other Arcade Pieces and Phonographs also available. Write for complete lists.

Exclusive Gottlieb, Williams and Seeburg Distributors  
**TRIMOUNT**

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

**WORLD SERVICE**

**Parts Firm Handles 150 Orders Daily**

CHICAGO—Quick shipment of up to 10,000 different types of coin game and juke box parts yearly to points throughout the world is the role of the Wico Corporation's service department here. The firm handles from 150 to 200 orders daily, the average order calling for eight to 10 types of items.

Key to this unique service is the fact that operator or distributor can obtain any part for any coin machine quickly without hopping from one source to another. The firm handles parts for all major game lines and most lines of juke boxes.

With thousands of different types of parts available, most calls center on a group consisting of about 40 per cent of the total. These are listed in Wico's parts catalog. According to Ed Ruber, Wico sales staff, certain basic parts are most often called for.

What kind of parts are most frequently in demand? Ruber can break down the list generally, game-by-game:

**Pin Game Requirements**

Calls for pin game parts center on rubber rings, coils, locks, step-up arms, re-set arms, bulbs and fuses.

Bowling games call for replacement of bowling pins, plastic shields, rubber balls, motors, back-glasses, in addition to many of the same basic parts called for on pin games. Bowling games utilize more individual motors than pin-balls, and calls come in for bowling

pin reset motors, ball lift motors and score motors.

Gun games draw calls for coils, bulbs, gun stocks, backglasses and large solenoids.

Baseball games require replacement of backglass, bulbs, coils, bat apparatus and motors.

Pool game parts most called for are cue sticks, pool balls, cue balls, cue tips, slate tops, cue tip cement, table cloth, pea shakers and numbered peas.

Juke box service parts needed most are needles, pick-ups, all types of wires, decals, fluorescents, tubes, speakers and fuses.

Wico also manufactures a number of kits and accessories designed to aid the operator on the route. Included are kits of rivets, contact points, washers, hair clip springs, wipers, relays, assorted springs. Also produced are conversion kits, plastic pilasters, lift trucks, wrap-around guards for bowling game

**Brussels Fair**

Continued from page 110

siderably behind 1957 for pin games. Witsen feels that the Continent has been saturated with pin games and that it will be some time before the demand recurs.

**Shuffle Exports**

On the other hand, Witsen says that shuffle alleys are still very much in demand and he is exporting them in large numbers.

While export sales have fallen off, Witsen says that his domestic sales have held up very well. He added that bingo sales are still strong, despite a pending court case which could knock them out in the State (see separate story).

**Arcade Equipment**

Continued from page 110

machines, while not accounting for a major portion of Arcade receipts, is, in itself, often amazing. Large numbers of surplus cards and different categories of cards can be stocked in seasonal quantities.

Miniature movie machines are still big grossers in city Arcades, while getting less emphasis at outdoor Arcades and modern establishments in outlying areas. These, in the modern Arcades, feature comic movies and adventure films. Peep show movies still are big attractions in some city spots, but are generally frowned on at Arcades catering to the family trade. Movie machines have shown decreasing favor in today's Arcades, but most still spot at least a row of such machines.

**Rides Included Too**

Most modern Arcade operators spot a few coin-operated kiddie rides scattered among the games. These, of course, are for the benefit of the moppets. A horse ride is the standard piece, and often flanked by a novelty ride such as a rocket ship, boat, motorcycle, train and other types.

These are the basic pieces in today's Arcade. But significant is the fact that these basic pieces most often make up the minority of total equipment. The rest consists of a wide variety of novelty games, new and old. Some Arcade operators include a handful of coin machine antiques — dated gun games, music machines and fortune tellers—as a special attraction. Other machines in wide use on the Arcade scene include construction games featuring cranes, bulldozers, and steam shovels housed in glass cabinets and guided by the player, musical clowns, rocket launchers, coin inscribers, golf putters, roll-down games, racing games, grip testers, scales, oharm and ball gum venders, air-operated guns and football games, basketball units, Skee Balls, boxing games and machine guns.

**BEST RECONDITIONED EQUIPMENT**

**MUSIC**

- |                |       |
|----------------|-------|
| AMI F120       | \$475 |
| SEEBURG 100G   | 550   |
| WURLITZER 1800 | 495   |
| WURLITZER 2000 | 625   |
| WURLITZER 2150 | 775   |

**GAMES**

- |                       |       |
|-----------------------|-------|
| SEEBURG BEAR GUN      | \$150 |
| GENCO BASKETBALL      | 150   |
| MUTOSCOPE K. O. CHAMP | 195   |

Distributors for  
**AMI—AUTO BELL FISCHER POOL**

**THE HUB ENTERPRISES**

2216 Division St., Baltimore 17, Md. LAFayette 3-3528

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

pins, backglass guards and door shields.

The firm does steady export as well as domestic business, serving distributors and operators throughout Europe as well as South America. A specially set-up foreign department at the Wico plant expedites orders overseas.

**Yes! Earnings Go UP**

UP WITH **Williams GUSHER**  
ASK ABOUT THE "DISAPPEARING JET BUMPER"  
Williams MANUFACTURING CO.  
4242 W. Fullerton, Chicago 24, Ill.

**CASH IN ON THE MAGIC OF**

**WURLITZER Stereophonic SOUND**

IN YOUR LOCATIONS

The first sound system now available for use with current Wurlitzer phonographs.

Enhances . . . Does not obsolete your present phonograph equipment.

**HURRY AND HEAR IT!**

**NEW ENGLAND OPERATORS:**

Now Delivering The New **BALLY GOLF CHAMP**

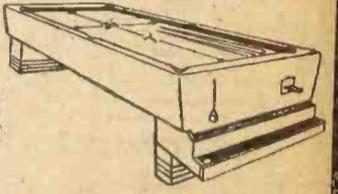
- Attracts NEW PLAYERS . . . people who have never played a game before.
- They STAND IN LINE for this one!

**WANTED—WILL PAY CASH \$\$\$\$ for:**

Every Make—Every Model  
Bingos—Shuffle Alleys  
Will ship prepaid cartons

**ALSO WANT—WURLITZER 1400's, 1250's**

**BIG! IMPERIAL VII by Fischer**



**BIGGEST 6-POCKET with LARGEST PLAYFIELD in COIN POOL TABLES!**

**REDD** Distributing Co.

298 Lincoln St., Allston 34, Mass. AL 4-4040  
Exclusive Distributors of WURLITZER—BALLY—CHI. COIN GENCO—FISCHER

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

CHILDREN'S RIDES!

**SPECIAL THIS WEEK**  
**1c MILLS TAB GUM VENDORS**  
 Complete, \$5.00 ea. Not Refurbished.  
 F.O.B. Chicago.

per Jet	\$250.00
per Jet	100.00
per Saw	125.00
per Saw	150.00
per Ship Rides	200.00
per Rides	225.00
per Type (Standard)	125.00
per Williams Crane	125.00
per Bronco	Write
per Boy	Write
per Norfolk (moving target)	Write
per Gallery, excellent condition	100.00

Good condition — operating order — parts complete.  
 Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

NEW RIDES

per Animal Ride	Write
per Engine Ride	Write
per Train Ride	Write

Write for complete price list

**Carousels**  
*industries inc.*  
 2645-47 W. Lawrence Ave.  
 Chicago 25, Illinois  
 Phone UPTown 8-1369

**FOR ANY MACHINES YOU NEED...**  
 Check the **HIGH**  
 Check the **LOW**  
**THEN SEND YOUR BIDS TO US TODAY**

**DAVID ROSEN**  
 Exclusive AMI Dist. Ea. Pa.  
 15 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

NATIONAL GIVES YOU VALUE!

**Gottlieb Reconditioned Single Player 5-BALLS**

ROCKET SHIP	\$275
CROSS CROSS	245
STRAIGHT FLUSH	250
SILVER	235
ROYAL FLUSH	200
ACE HIGH	185
RAINBOW	165
CLASSY BOWLER	150
DERBY DAY	135

**Gottlieb Reconditioned Multiple Player 5-BALLS**

2-PI. WHIRLWIND	\$350
2-PI. SUPER CIRCUS	340
2-PI. CONTINENTAL CAFE	280
2-PI. SEA BELLES	210
2-PI. TOURNAMENT	175
2-PI. GLADIATOR	175
4-PI. REGISTER	210

**NEW GAMES**  
 Gottlieb GONDOLIER  
 Valley 6-POCKET POOL  
 Chicago Coin 2-Player  
 ROCKET SHUFFLE  
 Bally GOLF CHAMP

All Equipment — Reconditioned and New — for Immediate Delivery!

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-19 Diversey, Chicago 14, Ill.  
 Buckingham 1-8211

YOUR TICKET TO **SALES RESULTS** —  
 THE ADVERTISING COLUMNS OF **THE BILLBOARD!**

Baltimore Game Collections

Continued from page 110

dime, with four or five selections for a quarter. The operators were back to 5 cents in short order.

With game collections dipping, several operators have turned to cigarettes in an attempt to keep the location revenue up. Hy Lesnick of Musical Sales, the local Seeburg distributor, reports that about a dozen game and music operators have begun placing cigarette machines on their locations in the last few months, and that they appear satisfied with the results.

Lesnick said that while the game operators would like to buy existing cigarette routes, few are up for sale, and the only way a game operator can get into the business is to place cigarette machines on his own locations.

Small Margin

Lesnick feels that game operators who fail to keep their game-music business separate from their cigarette business might be making a mistake. He pointed out that the margin on cigarettes is small and hence offers less play on commissions than does games or music. He also pointed out that the inventory and merchandising problems in a cigarette operation have few parallels in games and music.

Lou Wilner of Hub Enterprises, AMI distributor, pointed out that game and music operators are able to begin with a small cigarette operation, with the same collector handling all types of equipment. He added that an operator with 40 cigarette machines can get a wholesaler's license.

Cigarettes are vending for 30 cents across the board here, with little pennyng of packs. The tax of cigarettes in Baltimore is one of the steepest in the nation — 3 cents a pack State and another 3 cents a pack city.

Location Loans

One of the blessings of the recession is that operators are tightening up on location loans. When the money was flowing in, the operators had a tendency to go overboard on these loans. But with collections low and money tight, they're thinking twice before shelling out the money.

With play down on in-line games, operators here are beginning to think in terms of shuffle alleys and long bowlers. It is not uncommon for a new shuffle, coming from the factory set at 10 cents to be converted to nickel play in locations where in-line games were doing well. The recession may slow down this process, as the game must pay for itself, and it's tough for the operator to get his money back at nickel play.

Nearby Washington and Northern Virginia haven't been hit nearly as hard as Baltimore by the recession. As government workers comprise a large percentage of the Greater Washington population, the income of the family head is fairly stable and the entertainment industries are a lot more predictable.

Rough on Games

Washington, which is covered by Baltimore distributors, is a good music town but it's rough on games. The reason for this situation is that games are not permitted in places where liquor is sold, and this ruling automatically eliminates most of the better locations.

Hence, most of the games are in drugstores, restaurants and lunch-ettes, where the play is not nearly what it would be in taverns. Most of the Washington games are pins, with a smattering of shuffle alleys.

Dime juke box play predominates in Washington, as it does in Richmond and Norfolk. Only rural Virginia is still on nickel play.

Washington juke box play is hurt somewhat by the ordinances which prohibit the sale of liquor on Sundays and which also ban the serving of drinks at the bar. Bar patrons are generally better juke box customers than table sitters.

Baltimore distributors report that the market for shuffles, long bowlers and pool tables — both new and used — is holding up in Northern Virginia and parts of Maryland, and that collections, outside of Baltimore, haven't fallen off too sharply.

Praise Gottlieb for Hospital Fund Work

CHICAGO — David Gottlieb, president of D. Gottlieb & Company here was praised last week for his work as chairman of the fund-raising committee for the proposed new Gottlieb Memorial Hospital.

Louis Zahn, president of the West Towns Hospital Association, said of Gottlieb, who is the outgoing fund chairman, "We all know of the untiring effort that Mr. Gottlieb has given to our hospital project in addition to financial aid of over one-half million dollars, made by the Gottlieb Foundation."

Edwin J. Sabath was named the new chairman of the fund-raising committee, and Gottlieb will remain as vice-president and life member of the board.

Stein, Medbane Die

PHILADELPHIA — Robert Stein and Joe Medbane, both local operators who had been in the coin machine business for 25 years, died here recently. Both men were active in the Amusement Machine Operators of Philadelphia.

MIKE MUNVES

CORPORATION  
 BRYant 9-6677  
 577 Tenth Ave., New York 36, N. Y.

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STEADY WORK!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois



Rock-Ola Distributor

ROYAL

DISTRIBUTING INC.

Gott. Slugging Champ	\$135 ea.	Gott. Sharpshooter	\$ 35 ea.
Gott. Shindig	40 ea.	Gott. Register	225 ea.
C. C. Capri	75 ea.	Bally Ballsappin'	110 ea.
Wms. Race-the-Clock	75 ea.	Genco Rifle Alley	115 ea.
Gott. Auto Race	165 ea.	Genco Big Top Rifle	195 ea.

Ohio, Southern Indiana and Northern Kentucky Distributors for CIRCUS.

ASK FOR BEN MACKIE or HAROLD HOFFMAN  
 3726 Kessen Ave., Cincinnati, O. MONTana 1-5004

ATLAS for TOP VALUES!

MUSIC

SEEBURG L-100	\$845
SEEBURG 100R	595
SEEBURG 100C	445
SEEBURG 100B	375
SEEBURG VI (Converted)	665
ROCK-OLA 1442	275
WURLITZER 1700	475
WURLITZER 2000	595

Reconditioned—Refinished

New Calcoin 45 RPM  
 Conversion for M-100A  
 with fast-moving carriage gear!  
**\$49.50**  
 Also Conversions for All Machines.

SPEED-READ

All Visible, No Drum  
**PROGRAM HOLDER**  
 For V-200 & VI-200, \$34.50

SEEBURG

CIGARETTE VENDOR  
 814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

Exclusive Seeburg Distributors

**V-200 .. \$595**  
 LIKE NEW ... GUARANTEED!



A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

NEW EQUIPMENT

CC CROQUET  
 CC ROCKET SHUFFLE 2 PLAYER  
 VALLEY SIX POCKET POOL

MAYE COMPETITOR SIX POCKET POOL  
 GENCO FLYING ACES  
 KEENEY 22-COL. RIVERIA DE LUXE  
 CIG. VENDOR

BOWLERS

Bally Deluxe ABC	\$345.00
Bally ABC	295.00
United Regulation	295.00
CC Blinker Bowler	275.00
United Leader	110.00
United Royal	95.00
Bally Rocket	110.00
Bally Jet	115.00
CC Starlite	125.00
CC Super Frame	125.00
CC Bowling League	425.00
Bally Bowling	425.00
CC Classic Bowling	595.00
CC League	595.00
CC Deluxe Ski Ball	225.00
CC Tournament Ski Bowl	129.50
Genco 2-Player Skill Ball	99.50
Bally Strike Bowler, 11 or 14 ft.	595.00

BOWLERS

Bally All Star Bowler	\$225.00
CC TV Bowling League	850.00
United Bowling Lanes	425.00
Genco Deluxe Skill Ball	169.50
Genco 6-Player Skill Ball	149.50

NEW CLOSE OUTS

WRITE FOR SPECIAL PRICES

Wms. Ten Strike Exhibit Pop Gun	
Genco Gun Club	
CC Batter Up	
Genco Horoscope	
Bally Skill Roll	

SPECIALS

Muto. Voice-o-Graph with Music (like new)	Write
Walling 400 Fortune Scale (like new)	\$129.50
PX 8-Col. Cig. Vendor, 25¢ or 30¢ King Size	45.00
Genco Lucky Seven or Sweet Twenty-One	150.00

WANTED TO BUY

AMI E-80, E-120, F-80, F-120, G-80, G-120  
 Seeburg C-W-G-R  
**HIGHEST PRICES PAID**

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUPERior 1-4600

NOW DELIVERING

WRITE or CALL for Prices

- BALLY TROPHY BOWLER, CYPRESS GARDEN, BIG INNING, SPACE GUNNER, U. S. A. GOLF CHAMP, LUCKY ALLEY, BEACH TIME
- BALLY BIKE, THE CHAMPION, MODEL T and TOOMERVILLE TROLLEY SPEED QUEEN
- ROCK-OLA PHONES—50-120-200 SELECTION
- GENCO FLYING ACES

SPECIAL

1442 Rock-Ola, 50 Sel.	\$395.00
1446 Rock-Ola, 120 Sel.	445.00
1448 Rock-Ola, 120 Sel.	545.00
All Star Deluxe Bowler, new	295.00
Like New A.B.C. Bally Bowling Lanes, 11 ft. or 14 ft.	395.00
Like New Strike Bally Bowling Lanes, 14 ft.	575.00
Bally Champion Bowling Lanes, 14 ft.	645.00
Skill Rolls, new used	245.00 195.00
Seeburg Chrome Wall Boxes	45.00

5 BALLS

Balls-a-Poppin'	\$195.00
Genco Fun Fale (like new)	295.00
Bally Circus, new 2 player	295.00
Chi Coin Blondie	95.00
Gott. Stago Coach	130.00

BINGO GAMES

Miss America	\$445.00
Beauty	55.00
Dude Ranch	45.00
United Pixie	75.00
United Tropics	45.00

ARCADE

Bally Bull's Eye Kiddie Gun	\$225.00
Irving Kaye Jumbo Hockey Game	195.00
Genco Motorama	395.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MELrose 4-8468 Indianapolis, Indiana

**BUY! METAL TYPER**  
**VENDING ALUMINUM IDENTIFICATION DISC**  
**WHY!**  
 1. LIFE-TIME INCOME  
 2. TROUBLE-FREE OPERATION  
 3. ONLY 18"x18"

**STANDARD HARVARD**  
**METAL TYPER, Inc.**

1318 N. WESTERN AVE.  
 CHICAGO 22, ILL.  
 EV 4-3120



## Rosen Is Host On Cruise for Pa. Coin Trade

PHILADELPHIA — More than 1,000 members of the coin machine industry and allied fields were guests of Dave Rosen, local AMI and game distributor, at a moonlight cruise up the Delaware River, Sunday (7).

Rosen's guests aboard the S. S. Pennsylvania included game and juke box operators, recording people, disk jockeys and their families. Entertainment was provided by Chancellor artists Jody Sands and Fabian, with the Revels and Tod Richards among the other performers.

Attending were the area's top disk jockeys, including Larry Brown, Bill Camperson, Bernie Thompson, Kae Williams, Red Benson, Red Schwartz, Jack Lamarr.

Door prizes were awarded to the guests, and the new AMI on the boat was set on free play.

The banking profession was represented on the cruise by Ray Erfle, vice-president of the Broad Street Trust Company.

## A. J. Rechtshafer, Veteran Hartford Coinman, Succumbs

HARTFORD, Conn. — Abraham J. Rechtshafer, 70, one of the pioneers of the Connecticut coin machine industry, died here Sunday (7) after a long illness. He was president and founder of the Reliable Coin Machine Company here.

A native of Austria, Rechtshafer was a resident of Hartford for 42 years. His only son, Herbert, was killed in action in Belgium during World War II.

Surviving are his widow, Mrs. Molly Barasch Rechtshafer; three daughters, Mrs. Jacob Roth, Mrs. Louis Alpert and Miss Frances Rechtshafer; a brother, Israel Rechtshafer, and four grandchildren.

Funeral Services were held at the chapel of the Weinstein Mortuary, with burial at the Aaron Welfare Society Cemetery.

## Paul Rechtshafer, Toby Berger Wed

HARTFORD, Conn. — Paul Rechtshafer, vice-president of the Music Operators of Connecticut and an executive of the Reliable Coin Machine Company here, was married to the former Miss Toby Berger of Hartford. The wedding took place in Boston.

Rechtshafer has long been active in the Music Operators of Connecticut. The couple is on a Canadian honeymoon.

## Student Union Top Location

BOULDER, Colo. — A dozen five-ball pin games in the huge Student Union at Colorado University here, have become operator Elton Deines' prime location set-up.

Deines, whose territory includes the big university, with 14,000 students, ran into an unusual problem last year when the school insisted on owning its own phonographs in the Student Union, which includes two large restaurants and most of the college's indoor recreational facilities. While Deines would have preferred to keep the machine, he sold a new 200-play Wurlitzer phonograph in accordance with the regents' wishes—but with the understanding that he be allowed to keep the games.

The veteran Colorado operator thought at first that the location, because of practically unlimited space, would be an ideal spot for 16-foot bowlers. Actually, however, as things turned out, college undergraduates "stayed away from the bowlers in droves," and it has been five-ball, single-player pinball games which show consistently best results. Deines reports the heaviest play in his operating history being returned from the campus center. Play is so heavy, as a matter of fact, with students getting plenty of "breaks" and free time between classes, that most of the pinballs must be replaced in less than half of the usual depreciation time.

## N. Y. State Assn. Meets on Oct. 2

ALBANY, N. Y. — The second annual general meeting of the New York State Coin Machine Association will be held in the South Room of the DeWitt Clinton Hotel here, 3 p.m., October 2.

On the agenda is the election of officers, amendments to the by-laws, a discussion of ASCAP legislation and local and State tax problems.

## Groenteman, Polak To Return in Oct.

PHILADELPHIA — Sal Groenteman and Al Polak, partners in the International Amusement Company here, will be back from Europe in October. Both men had spent several months in the company's Belgian office supervising the European end of the business.

Hank Grant, International Amusement executive, reports that the firm's export sales to Europe and North Africa are running substantially ahead of 1957 and that pinball games are still the biggest export item.

Grant said that local collections had slumped during August, but business has been improving this month.

Last week, Mrs. Grant gave birth to her first child, Brian David Grant.

## SHUFFLE ALLEYS

Clean—Checked—Crated

### UNITED

- 14 Ft. Bowling Alley.....\$345
- 1 Clipper S. A. .... 155
- 1 Lightning S. A. .... 145
- 1 Speedy S. A. .... 125
- 2 Chief Shuffle Alleys. Ea... 95

### CHICAGO COIN

- 14 Ft. Bowling League.....\$345
- 1 Feature Shuffle Alley.... 95
- 1 Advance Shuffle Alley... 95
- 6 Super Frame Shuffle Alleys. Ea. .... 95

### BALLY

- 14 Ft. A.B.C. Bowling Lane, 3 piece.....\$345
- 2 Blue Ribbon Shuffle Alleys. Ea. .... 165
- 1 Mystic Shuffle Alley.... 115

### CENTRAL OHIO COIN MACHINE EXCHANGE, Inc.

854 N. High St. Columbus 8, Ohio  
 TEL: AXminster 9-6900.

## SLATE TOPS

REG. PRICE \$69.50 **NOW** BUMPER POOL, 32"x48" \$44.50 4 or more \$42.50  
 REG. PRICE \$90.00 6 POCKET 35"x67 1/4".... 69.50 2 or more. 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

## MARVEL Billiard Supply Company

1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOntrose 6-8855

## IT'S CIRCUS TIME!



### OUTSTANDING FEATURES:

- LOCATION TESTED
- ESPECIALLY DESIGNED FOR LOCATIONS DEMANDING LIBERAL PLAY
- NEW STREAMLINED CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLES
- TROUBLE-FREE ELECTRICAL MECHANISM
- LARGE CASH BOX
- NATIONAL SLUG REJECTOR
- APPROVED EVERYWHERE!

SINGLES & DOUBLES. COMPACT UNIT. REMOTE CONTROL AVAILABLE.

Wire—Write—or Phone for Prices!

## EMPIRE COIN MACHINE EXCHANGE

1012-14 Milwaukee Ave., Chicago 22, Ill. Phone: EVERGLADE 4-2600  
 DETROIT BRANCH: 14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

## AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS



ICE CREAM MACHINE  
 HEBEL 10c

5 Col. .... \$395  
 3 Col. .... 325



WELCH  
 2 FLAVOR 10c  
 JUICE VENDOR,  
 \$235

SPACARB 3 SEL.  
 COLD DRINK,  
 \$325



### ARCADE EQUIPMENT

Wms. Jet Fiter.....\$150	Pitch'm & Bat'm.....\$195	Gen. Rifle Gallery.....\$175
Wms. Crane.....150	Periscope.....95	Gen. Quarterback.....125
Voiceograph.....325	Peppy.....195	Flip Pictures.....35
Undersea Raider.....125	Midget Movies.....125	Ex. Vitalizers.....75
Spear the Dragon.....100	Lord's Prayer.....195	Ex. Vibrators.....95
Sidewalk Engineer.....150	Hole in One.....395	Ex. Pop Gun.....395
Set Shot.....250	Hi Ball.....65	Date Gun.....50
Rock 'N' Roll.....75	Gen. Gypsy Grandma.....295	Drivemobile.....150

### COUNTER GAMES

Advance Shockers.....\$19.50	Donald Duck.....\$275
ABT Challengers.....25.00	Elsie.....275
Gott. 3-Way Grippers.....25.00	Ex. Small Horse.....225
Merc. Grippers.....25.00	Space Ship.....295
Kickers & Catchers, new.....52.50	Small Car Ride.....195
Kickers & Catchers.....20.00	Scientific Boat.....250
Pop Up.....25.00	2-Horse Carousel.....325
Pop Up.....18.00	Crusader Horse.....295
2 of a Kind.....20.00	Round World Trainer.....350

### CIGARETTE VENDORS

Lehigh 10 column.....\$110
National 9 M.....125
National 11 col.....165
Kaeney 9 col.....110
Mercury 9 col.....135

### SPECIAL

HUNTERS.....\$225
POINTMAKERS.....450

"Wurlitzer Distributors"

## CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)  
 2029 Prospect Ave. Cleveland 15, Ohio  
 All Phones: Tower 1-6715

## BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH.....\$110.00	VARIETY.....\$70.00
BIG TIME.....100.00	GAYETY.....60.00
GAY TIME.....90.00	SURF CLUB.....50.00

Immediate Delivery. 1/2 Deposit.  
 FRANK MILLS, Mgr., Dept. R-6

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago 84 Airport 1-1616

## Now Delivering



The New

# Valley

DELUXE

### 6-POCKET POOL

- Valley's "Cadillac Quality" and exclusive features protect your investment!
- Modern Styling—Beautiful Mahogany Finish with Formica Rail Protectors, Gold-Trimmed Pockets, Genuine Billiard Cushions.
- Separate, Fast, No-Stoop Cue Ball Return.
- Exclusive Easy-Count Scorer.
- Exclusive Plexiglas Viewer—Accurate Record of Balls Played—Speedy Play.
- Cheat-Proof, Burglar-Proof. Composition of Slate Beds, Double Dime or 2 1/2 Chute.

See Your Distributor or Write

## VALLEY SALES CO.

(Sales Affiliate of Valley Mfg. Co.)  
 338 Morton St. Bay City, Mich.  
 TWinbrook 5-8587

## FINEST RECONDITIONED EQUIPMENT

### BINGOS

Tropics.....\$ 35.00
Starlet.....95.00
Pixie.....70.00
Brazil.....135.00
Caravan.....105.00
Balls-a-Poppin'.....125.00

### ARCADE

Telequiz.....\$ 65.00
6 Pocket Slate Pool Table... 165.00
C.C. Croquet Pool.....235.00
C.C. 11-Ft. Bowler.....355.00
C.C. 14-Ft. Bowler.....365.00
C.C. 16-Ft. T.V. Bowler... 395.00

### WURLITZER

1800's.....\$525.00
1900's.....\$95.00
2100's.....Write

1/4 down, balance C.O.D.

**Lew Jones** Distributing Co.  
 Exclusive Wurlitzer Distributor  
 1301 North Capitol Avenue  
 Indianapolis, Indiana  
 Phone: MElrose 5-1593

# Auditorium-Arena Directory

Continued from page 108

**KIRKLAND LAKE, Arena**  
SEATS: 1,300.

**LRAMINGTON, Arena**  
LINDSAY, Kiwanis Community Arena  
SEATS: 1,600.

**LISTOWELL, Memorial Arena**  
LONDON, Ontario Arena  
MANAGER: E. D. McGugan, ICE RINK.

**MIDLAND, Midland Arena**  
SEATS: 1,800.

**MILTON, Milton Arena**  
SEATS: 2,500.

**MILVERTON, Milverton Arena**  
NEW TORONTO, Lakeshore War Memorial Arena  
SEATS: 3,200.

**NEW LISKARD, New Liskard Arena**  
SEATS: 1,000.

**NEWMARKET, Memorial Arena**  
SEATS: 1,200.

**NIAGARA FALLS, Memorial Arena**  
MANAGER: N. R. Tustin, PERMANENT SEATS: 3,052, ARENA FLOOR: 190 by 80 ft. ICE RINK.

**NORTH BAY, New Memorial Gardens**  
MANAGER: M. G. Snider, SEATING CAPACITY: 6,000, ICE RINK.

MANAGER: Oscar H. Lee, PERMANENT SEATS: 11,600, plus 1,000 portable seats, ARENA FLOOR: 187 by 80 ft. PERMANENT THEATER-TYPE STAGE, ICE RINK, EXHIBIT SPACE: 15,000 sq. ft.

**TORONTO, CNE Convention Hall**  
MANAGER: Lynn M. Brodie, 63,000 sq. ft. EXHIBIT SPACE.

**TORONTO, Liou Memorial Arena**  
SEATS: 1,800.

**TORONTO, Varsity Arena**  
SEATS: 7,000.

**TORONTO, Ravin Gardens**  
**TORONTO, Coliseum**  
**TORONTO, Mutual Arena**  
SEATS: 6,500.

**TORONTO, Maple Leaf Gardens**  
MANAGER: H. F. Bolton, PERMANENT SEATS: 12,586, plus 1,200 portable seats, ARENA FLOOR: 200 by 85 ft. PERMANENT THEATER-TYPE STAGE, ICE RINK, EXHIBIT SPACE: 35,000 sq. ft.

**WALLACERBURG, Community Memorial Arena**  
MANAGER: Frank A. Mabey, PERMANENT SEATS: 1,200, plus 800 portable seats, ARENA FLOOR: 180 by 80 ft. PERMANENT THEATER-TYPE STAGE, ICE RINK, EXHIBIT SPACE: 14,000 sq. feet.

**OAKVILLE, Oakville Arena**  
ORILLIA, Community Center Auditorium  
MANAGER: James Webb, PERMANENT SEATS: 2,000, ICE RINK, sports show, circus, trade show.

**OTTAWA, Ottawa Auditorium**  
SEATS: 7,000.

**OWEN SOUND, Civic Auditorium**  
MANAGER: Ted Steadman, PERMANENT SEATS: 2,200, plus 300 portable seats, ARENA FLOOR: 80 by 185 ft. ICE RINK, EXHIBIT SPACE: 15,300 sq. ft.

**PARIS, Paris Arena**  
**PORT ARTHUR, Port Arthur Arena**  
MANAGER: Edgal Laprade, PERMANENT SEATS: 2,000, plus 1,500 portable seats, ARENA FLOOR: 85 by 185 ft. ICE RINK.

**WALKERTON, Walkerton Arena**  
SEATS: 1,535.

**WATERLOO, Memorial Arena**  
SEATS: 3,000.

**WELLAND, Welland-Crowland Arena**  
MANAGER: W. J. Dahmer, PERMANENT SEATS: 2,400, plus 300 portable seats, ARENA FLOOR: 85 by 190 ft. ICE RINK.

**WESTON, Weston Arena**  
**WINDSOR, Windsor Arena**  
SEATS: 4,500.

**WOODSTOCK, Community Arena**  
MANAGER: J. J. Iannarelli, PERMANENT SEATS: 1,532, plus 1,000 portable seats, ARENA FLOOR: 179 by 79 ft. ICE RINK.

**WOODBRIDGE, Community Arena**  
SEATS: 1,600.

## Quebec

**MONTREAL, Exhibition Hall**  
**MONTREAL, Forum**  
MANAGER: Frank J. Selke, PERMANENT SEATS: 13,531, ARENA FLOOR: 200 by 185 ft. ICE RINK, MEMBER: AMA

**NORANDA MINES, Noranda Arena**  
MANAGER: E. M. Odick, PERMANENT SEATS: 2,500 plus 2,500 portable seats, Ice Rink, EXHIBIT SPACE: 50,000 sq. feet.

**QUEBEC CITY, Collee-Coliseum**  
MANAGER: Emery Boucher, PERMANENT SEATS: 10,000, plus 2,000 portable seats, ARENA FLOOR: 200 by 85 ft. ICE RINK, EXHIBIT SPACE: 17,000 sq. ft. MEMBER: IAAM.

**QUEBEC CITY, Palais Montcalm**  
MANAGER: Theo. Genest, PERMANENT SEATS: 1,389, PERMANENT THEATER-TYPE STAGE, MEMBER: IAAM.

**ROUYN, Civic Arena**  
SEATS: 3,000.

## Saskatchewan

**MOOSE JAW, Moose Jaw Exhibition Coliseum**  
SEATING CAPACITY: 4,500, ARENA FLOOR: 85 by 200.

**REGINA, Auditorium-Fairgrounds**  
SASKATOON, Arena

## United Sales Reps In East, West, South

CHICAGO — United Manufacturing Company road sales representatives are covering three different sections of the country this week, according to Bill Deselm, sales manager.

Ralph Sheffield, in New York City, leaves for Elmira, Binghamton and the Catskill Mountains area of New York State.

Al Thoeke is en route to San Francisco and Los Angeles. John Casola, in New Orleans, is heading for Florida and Georgia.

# HAFFER BUYS

SEEBURG

RD 200 H Like New \$795.00

10 R ..... \$595.00

10 G ..... 495.00

WURLITZER

..... \$425.00

..... 369.50

ROCK-OLA

Comet ..... \$295.00

AMI

0 ..... \$495.00

0 ..... 295.00

20 Wall Box 45.00

SEEBURG 3W1

100 WALL BOX

ame Covers, New Buttons, reconditioned Like New.

10 ..... \$49.50

10 or more .. 39.50

CORSAIR CIGARETTE VENDOR

Column ..... \$175.00

GUARANTEED BY

# HAFFER MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street  
Columbus 8, Ohio  
Phone AX 4-4614

## AS WE EXPECTED

September brought about a tremendous increase in our inventory on Pins, Bingos, Guns, Music, Kiddie Rides and Arcade Equipment.

## AS YOU EXPECTED

the prices on all of this equipment are absolutely the lowest prices you will find. We are ready to fill all orders.



International Scott Crosse Company

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 4-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

# NEW FALL PRICES!

## DAVIS GUARANTEED PHONOGRAPHS

Mechanisms steam cleaned  
—new decals—  
look and operate like new

**SEEBURG**  
M100C ..... \$395.00  
HF100G ..... 495.00  
HF100R ..... 595.00  
100JL ..... 695.00  
V-200-VL type with Speed-Read Program ..... 695.00  
VL-200 with Speed-Read Program ..... 750.00

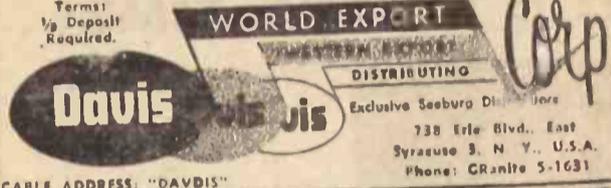
**WURLITZER**  
1700 ..... \$375.00  
1800 ..... 425.00

**AMI**  
G-200 ..... \$485.00

**SEEBURG WALLBOXES**  
3W1-100 selection wall-box, chrome covers, new buttons ..... \$49.50

Terms: 1/3 Deposit Required.

WORLD EXPORT



## WORLD WIDE Solves Operators' Equipment Problems!

### 200-SELECTION PHONOGRAPHS

A.M.I. JAH	\$795	ROCK-OLA 1450-B	\$648
SEEBURG KD	775	A.M.I. G-200	575
ROCK-OLA 1495-D	695	SEEBURG V-200	525

### Gottlieb Single Player 5-BALLS

ROCKET SHIP	\$275	ACE HIGH	\$185
CRISS CROSS	265	AUTO RACES	175
STRAIGHT FLUSH	255	RAINBOW	165
SILVER	235	CLASSY BOWLER	155
WORLD CHAMP	195	DERBY DAY	145
ROYAL FLUSH	195	HARBOR LITES	135

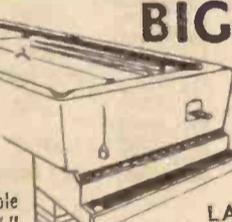
### Gottlieb Multiple Player 5-BALLS

4-PI. FALSTAFF	\$395	2-PI. CONTINENTAL CAFE	\$275
4-PI. MAJESTIC	365	2-PI. FLAGSHIP	245
4-PI. REGISTER	245	2-PI. SEA BELLES	210
4-PI. SCOREBOARD	175	2-PI. FAIR LADY	210
4-PI. SUPER JUMBO	225	2-PI. TOREADOR	195
2-PI. WHITE STAR	375	2-PI. GLADIATOR	175
2-PI. WHIRLWIND	245	2-PI. DUETTE	145
2-PI. SUPER CIRCUS	225		

## BIG! IMPERIAL VII

by Fischer

- Imperial Cabinet Styling
- "VISIBALL" Feature
- Only Coin Pool Table using Full Size 2 1/4" Balls and 56" Cues!



BIGGEST 6-POCKET with LARGEST PLAYFIELD in COIN POOL TABLES!

### S-P-E-C-I-A-L-S!

Bally U.S.A.—Floor Model—WRITE	
Wms. JIG SAW	\$225
ALL-STAR BOWLERS	225
United MIDGET ALLEY	\$375
Gen. OFFICIAL SKILL BALL	95

### United BINGOS

BRAZIL	\$145
MONACO	125
SOUTH SEAS	125
STARBUST	110
STARLET	95
PIXIES	75

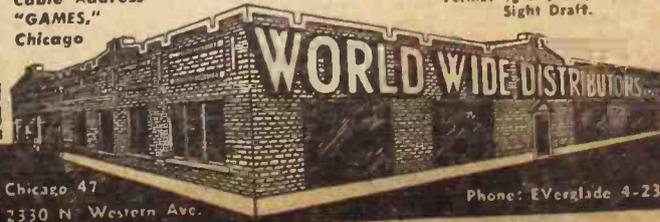
### NEW GAMES

Bally B' LUCKY SHUFFLE ALLEY  
Bally BEACH TIME  
Games' DOUBLE SHOT  
Fischer 6-POCKET POOLS  
Gott. GONDOLIER  
C. C. CRISS CROSS HOCKEY

All Equipment in Stock—Prompt Shipment!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EYerglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

**BUY! METAL TYPER**  
**VENDING ALUMINUM IDENTIFICATION DISC**  
 WHY!  
 1. LIFE-TIME INCOME  
 2. TROUBLE-FREE OPERATION  
 3. ONLY 18"x18"

**STANDARD HARVARD**  
**METAL TYPER, Inc.**

1318 N. WESTERN AVE.  
 CHICAGO 22, ILL.  
 EV 4-3120



## Rosen Is Host On Cruise for Pa. Coin Trade

PHILADELPHIA — More than 1,000 members of the coin machine industry and allied fields were guests of Dave Rosen, local AMI and game distributor, at a moonlight cruise up the Delaware River, Sunday (7).

Rosen's guests aboard the S. S. Pennsylvania included game and juke box operators, recording people, disk jockeys and their families. Entertainment was provided by Chancellor artists Jody Sands and Fabian, with the Revels and Tod Richards among the other performers.

Attending were the area's top disk jockeys, including Larry Brown, Bill Camperson, Bernie Thompson, Kae Williams, Red Benson, Red Schwartz, Jack Lamarr.

Door prizes were awarded to the guests, and the new AMI on the boat was set on free play.

The banking profession was represented on the cruise by Ray Erfle, vice-president of the Broad Street Trust Company.

## A. J. Rechtshafer, Veteran Hartford Coinman, Succumbs

HARTFORD, Conn. — Abraham J. Rechtshafer, 70, one of the pioneers of the Connecticut coin machine industry, died here Sunday (7) after a long illness. He was president and founder of the Reliable Coin Machine Company here.

A native of Austria, Rechtshafer was a resident of Hartford for 42 years. His only son, Herbert, was killed in action in Belgium during World War II.

Surviving are his widow, Mrs. Molly Barasch Rechtshafer; three daughters, Mrs. Jacob Roth, Mrs. Louis Alpert and Miss Frances Rechtshafer; a brother, Israel Rechtshafer, and four grandchildren.

Funeral Services were held at the chapel of the Weinstein Mortuary, with burial at the Aaron Welfare Society Cemetery.

## Paul Rechtshafer, Toby Berger Wed

HARTFORD, Conn. — Paul Rechtshafer, vice-president of the Music Operators of Connecticut and an executive of the Reliable Coin Machine Company here, was married to the former Miss Toby Berger of Hartford. The wedding took place in Boston.

Rechtshafer has long been active in the Music Operators of Connecticut. The couple is on a Canadian honeymoon.

## Student Union Top Location

BOULDER, Colo. — A dozen five-ball pin games in the huge Student Union at Colorado University here, have become operator Elton Deines' prime location set-up.

Deines, whose territory includes the big university, with 14,000 students, ran into an unusual problem last year when the school insisted on owning its own phonographs in the Student Union, which includes two large restaurants and most of the college's indoor recreational facilities. While Deines would have preferred to keep the machine, he sold a new 200-play Wurlitzer phonograph in accordance with the regents' wishes—but with the understanding that he be allowed to keep the games.

The veteran Colorado operator thought at first that the location, because of practically unlimited space, would be an ideal spot for 16-foot bowlers. Actually, however, as things turned out, college undergraduates "stayed away from the bowlers in droves," and it has been five-ball, single-player pinball games which show consistently best results. Deines reports the heaviest play in his operating history being returned from the campus center. Play is so heavy, as a matter of fact, with students getting plenty of "breaks" and free time between classes, that most of the pinballs must be replaced in less than half of the usual depreciation time.

## N. Y. State Assn. Meets on Oct. 2

ALBANY, N. Y. — The second annual general meeting of the New York State Coin Machine Association will be held in the South Room of the DeWitt Clinton Hotel here, 3 p.m., October 2.

On the agenda is the election of officers, amendments to the by-laws, a discussion of ASCAP legislation and local and State tax problems.

## Groenteman, Polak To Return in Oct.

PHILADELPHIA — Sal Groenteman and Al Polak, partners in the International Amusement Company here, will be back from Europe in October. Both men had spent several months in the company's Belgian office supervising the European end of the business.

Hank Grant, International Amusement executive, reports that the firm's export sales to Europe and North Africa are running substantially ahead of 1957 and that pinball games are still the biggest export item.

Grant said that local collections had slumped during August, but business has been improving this month.

Last week, Mrs. Grant gave birth to her first child, Brian David Grant.

## SHUFFLE ALLEYS

Clean—Checked—Crated

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- 14 Ft. Bowling Alley.....\$345
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 854 N. High St. Columbus 8, Ohio  
 TEL: AXminster 9-6900.

## SLATE TOPS

REG. PRICE \$69.50 **NOW BUMPER POOL, 32" x 48" \$44.50 4 or more \$42.50**  
 REG. PRICE \$90.00 **6 POCKET 35" x 67 1/4" 69.50 2 or more 65.00**

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ESPECIALLY DESIGNED FOR LOCATIONS DEMANDING LIBERAL PLAY

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TROUBLE-FREE ELECTRICAL MECHANISM

LARGE CASH BOX

NATIONAL SLUG REJECTOR

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 DETROIT BRANCH: 14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

## AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS



ICE CREAM MACHINE  
 HEBEL 10c

5 Col. ....\$395  
 3 Col. .... 325



WELCH  
 2 FLAVOR 10c  
 JUICE VENDOR,  
 \$235

SPACARB 3 SEL.  
 COLD DRINK,  
 \$325



### ARCADE EQUIPMENT

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Voicegraph..... 325	Peppy..... 195	Flip Pictures..... 35
Undersea Raider..... 125	Midjet Movies..... 125	Ex. Vitalizers..... 75
Spear the Dragon..... 100	Lord's Prayer..... 195	Ex. Vibrators..... 95
Sidewalk Engineer..... 150	Hole in One..... 395	Ex. Pop Gun..... 395
Sat Shot..... 250	Hi Ball..... 65	Dale Gun..... 50
Rock 'N' Roll..... 75	Gen. Gypsy Grandma..... 295	Drivemobile..... 150

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Peak Show..... 25.00	2-Horse Carousel..... 325
Pop Up..... 18.00	Crusader Horse..... 295
3 of a Kind..... 20.00	Round World Trainer..... 350

### CIGARETTE VENDORS

Lahish 10 column.....\$110	U-Select-It, 54 bar.....\$4.50
National 9 M..... 125	U-Select-It, 72 bar..... 69.50
National 11 col..... 165	Mills 5 col., 5c..... 65.00
Keeney 9 col..... 110	Mills 8 col., 5c & 10c..... 110.00
Mercury 9 col..... 135	Ship. Gum & Mint, 5c..... 15.00

### SPECIAL

HUNTERS.....\$225	Vendall, 6 col., new..... 165.00
POINTMAKERS..... 450	National 6 col., 5c..... 85.00
	National 9 col., 5c..... 69.50
	N.W. Sweet Sixteen, 16 col..... 295.00

"Wurlitzer Distributors"

## CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)  
 2029 Prospect Ave. Cleveland 15, Ohio  
 All Phones: Tower 1-6715

## BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH.....\$110.00	VARIETY.....\$70.00
BIG TIME..... 100.00	GAYETY..... 60.00
GAY TIME..... 90.00	SURF CLUB..... 50.00

Immediate Delivery. 1/2 Deposit.  
 FRANK MILLS, Mgr., Dept. R-6

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

## Now Delivering



The New

# Valley

DELUXE

### 6-POCKET POOL

- Valley's "Cadillac Quality" and exclusive features protect your investment!
- Modern Styling—Beautiful Mahogany Finish with Formica Roll Protectors, Gold-Trimmed Pockets, Genuine Billiard Cushions.
- Separate, Fast, No-Stoop Cue Ball Return.
- Exclusive Easy-Count Scorer.
- Exclusive Plexiglas Viewer—Accurate Record of Balls Played—Speed Play.
- Chest-Proof, Burglar-Proof. Composition or Slate Beds. Double Dime or 25¢ Chute.

See Your Distributor or Write

## VALLEY SALES CO.

(Sales Affiliate of Valley Mfg. Co.)  
 333 Morton St. Bay City, Mich.  
 TWinbrook 5-8587

## FINEST RECONDITIONED EQUIPMENT

### BINGOS

- Tropics.....\$ 35.00
- Starlet..... 95.00
- Pixie..... 70.00
- Brazil..... 135.00
- Caravan..... 105.00
- Balls-a-Poppin'..... 125.00

### ARCADE

- Telequiz.....\$ 65.00
- 6 Pocket Slate Pool Table... 165.00
- C.C. Croquet Pool..... 235.00
- C.C. 11-Ft. Bowler..... 355.00
- C.C. 14-Ft. Bowler..... 365.00
- C.C. 16-Ft. T.V. Bowler... 395.00

### WURLITZER

- 1800's.....\$525.00
- 1900's.....\$95.00
- 2100's..... Write

1/4 down, balance C.O.D.

**Lew Jones** Distributing Co.  
 Exclusive Wurlitzer Distributor  
 1301 North Capitol Avenue  
 Indianapolis, Indiana  
 Phone: MEltrose 5-1593

# Auditorium-Arena Directory

Continued from page 108

**KIRKLAND LAKE, Arena**  
SEATS: 4,300.

**LEAMINGTON, Arena**  
**LINDSAY, Kivants Community Arena**  
SEATS: 1,600.

**LISTOWELL, Memorial Arena**  
**LONDON, Ontario Arena**  
MANAGER: E. D. McGugan. ICE RINK.

**MIDLAND, Midland Arena**  
SEATS: 1,800.

**MILTON, Milton Arena**  
SEATS: 2,500.

**MILVERTON, Milverton Arena**  
**NEW TORONTO, Lakeshore War Memorial Arena**  
SEATS: 3,200.

**NEW LISKEARD, New Liskeard Arena**  
SEATS: 1,000.

**NEWMARKET, Memorial Arena**  
SEATS: 1,200.

**NIAGARA FALLS, Memorial Arena**  
MANAGER: N. R. Tustin. PERMANENT SEATS: 3,052. ARENA FLOOR: 190 by 80 ft. ICE RINK.

**NORTH BAY, New Memorial Gardens**  
MANAGER: M. G. Snider. SEATING CAPACITY: 6,000. ICE RINK.

**OKAVILLE, Oakville Arena**  
**ORILLIA, Community Center Auditorium**  
MANAGER: James Webb. PERMANENT SEATS: 2,000. ICE RINK. Sports show, circus, trade show.

**OTTAWA, Ottawa Auditorium**  
SEATS: 7,000.

**OWEN SOUND, Civic Auditorium**  
MANAGER: Ted Steadman. PERMANENT SEATS: 2,200, plus 300 portable seats. ARENA FLOOR: 80 by 185 ft. ICE RINK. EXHIBIT SPACE: 15,300 sq. ft.

**PARIS, Paris Arena**  
**PORT ARTHUR, Port Arthur Arena**  
MANAGER: Edgal Laprade. PERMANENT SEATS: 2,000, plus 1,500 portable seats. ARENA FLOOR: 85 by 185 ft. ICE RINK.

**PENBROKE, Memorial Arena**  
SEATS: 2,800.

**PETERBOROUGH, Memorial Community Centre**  
MANAGER: Howard Radford, IAAM. SEATS: 3,200.

**PORT COLBORNE, Arena**  
**PORT HOPE, Trinity College Arena**  
**ROCKVILLE, Civic Centre**

**SARNIA, Sarnia Arena**  
MANAGER: J. Walter Smillie. SEATS: 2,400. ARENA FLOOR: 190 by 80 ft. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft.

**SAULT STE. MARIE, Memorial Building**  
MANAGER: H. W. J. Barnett. PERMANENT SEATS: 3,800, plus 1,500 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. feet.

**ST. CATHERINE, Garden City Arena**  
SEATS: 2,913.

**ST. THOMAS, St. Thomas-Elgin Arena**  
MANAGER: H. W. McLeod. PERMANENT SEATS: 2,500, plus 2,000 portable seats. ARENA FLOOR: 80 by 185 ft. ICE RINK. PORTABLE THEATER-TYPE STAGE. ARENA FLOOR: 80 by 185 ft. Also Auditorium with 800 seats and permanent stage.

**SEAFORTH, Seaforth Arena**  
SEATS: 1,800.

**SCHUMACHER-TIMMINS, McIntyre Arena**  
SEATS: 3,600.

**SIMCOE, Memorial Arena**  
SEATS: 3,145.

**SMITH FALLS, Memorial Community Centre**  
MANAGER: G. W. Garbutt. PERMANENT SEATS: 2,000, plus 600 portable seats. ARENA FLOOR: 180 by 80 ft. ICE RINK.

**STANFORD, Memorial Arena**  
SEATS: 2,000.

**STOUFFVILLE, Arena**  
**STRATFORD, Classic City Arena**  
SEATS: 2,913.

**STRATFORD, Auditorium**  
SEATS: 2,200.

**SUDBURY, Sudbury Arena**  
MANAGER: Guy J. Lemieux. PERMANENT SEATS: 5,500, plus 1,000 portable seats. ARENA FLOOR: 196 by 85 ft. ICE RINK. EXHIBIT SPACE: 50,000 sq. ft.

**THOROLD, Thorold Arena**  
**TILLSONBURG, Tillsonburg Memorial Arena**

MANAGER: Oscar H. Lee. PERMANENT SEATS: 1,600, plus 1,000 portable seats. ARENA FLOOR: 187 by 80 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft.

**TORONTO, CNE Convention Hall**  
MANAGER: Lynn M. Brodie. 63,000 sq. ft. EXHIBIT SPACE.

**TORONTO, Lions Memorial Arena**  
SEATS: 1,800.

**TORONTO, Varsity Arena**  
SEATS: 7,000.

**TORONTO, Ravina Gardens**  
**TORONTO, Coliseum**  
**TORONTO, Mutual Arena**  
SEATS: 6,500.

**TORONTO, Maple Leaf Gardens**  
MANAGER: H. P. Bolton. PERMANENT SEATS: 12,586, plus 1,200 portable seats. ARENA FLOOR: 200 by 85 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 35,000 sq. ft.

**WALLACEBURG, Community Memorial Arena**  
MANAGER: Frank A. Mabey. PERMANENT SEATS: 1,200, plus 800 portable seats. ARENA FLOOR: 180 by 80 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 14,000 sq. feet.

**WALKERTON, Walkerton Arena**  
SEATS: 1,535.

**WATERLOO, Memorial Arena**  
SEATS: 3,000.

**WELLAND, Welland-Crowland Arena**  
MANAGER: W. J. Dahmer. PERMANENT SEATS: 2,400, plus 300 portable seats. ARENA FLOOR: 85 by 190 ft. ICE RINK.

**WESTON, Weston Arena**  
**WINDSOR, Windsor Arena**  
SEATS: 4,500.

**WOODSTOCK, Community Arena**  
MANAGER: J. J. Iannicelli. PERMANENT SEATS: 1,532, plus 1,000 portable seats. ARENA FLOOR: 179 by 79 ft. ICE RINK.

**WOODBRIDGE, Community Arena**  
SEATS: 1,600.

## Quebec

**MONTREAL, Exhibition Hall**  
**MONTREAL, Forum**  
MANAGER: Frank J. Selke. PERMANENT SEATS: 13,531. ARENA FLOOR: 200 by 185 ft. ICE RINK. MEMBER: AMA

**NORANDA MINES, Noranda Arena**  
MANAGER: E. M. Orlick. PERMANENT SEATS: 2,500, plus 2,500 portable seats. Ice Rink. EXHIBIT SPACE: 50,000 sq. feet.

**QUEBEC CITY, Colisee-Coliseum**  
MANAGER: Emery Boucher. PERMANENT SEATS: 10,000, plus 2,000 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. MEMBER: IAAM.

**QUEBEC CITY, Palais Montcalm**  
MANAGER: Theo. Genest. PERMANENT SEATS: 1,389. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM.

**ROUYN, Civic Arena**  
SEATS: 3,000.

## Saskatchewan

**MOOSE JAW, Moose Jaw Exhibition Coliseum**  
SEATING CAPACITY: 4,500. ARENA FLOOR: 85 by 200.

**REGINA, Auditorium-Fairgrounds**  
**SASKATOON, Arena**

## United Sales Reps In East, West, South

CHICAGO — United Manufacturing Company road sales representatives are covering three different sections of the country this week, according to Bill DeSelm, sales manager.

Ralph Sheffield, in New York City, leaves for Elmira, Binghamton and the Catskill Mountains area of New York State.

Al Thoeke is en route to San Francisco and Los Angeles. John Casola, in New Orleans, is heading for Florida and Georgia.

## AS WE EXPECTED

September brought about a tremendous increase in our inventory on Pins, Bingos, Guns, Music, Kiddie Rides and Arcade Equipment.

## AS YOU EXPECTED

the prices on all of this equipment are absolutely the lowest prices you will find. We are ready to fill all orders.



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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

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Mechanisms steam cleaned  
—new decals—  
look and operate like new

SEEBURG	
M100C	\$395.00
HF100G	495.00
HF100R	595.00
100JL	695.00
V-200-VL type with Speed-Read Program	695.00
VL-200 with Speed-Read Program	750.00

WURLITZER	
1700	\$375.00
1800	425.00
AMI	
G-200	\$485.00

**SEEBURG WALLBOXES**  
3W1-100 selection wall-box, chrome covers, new buttons. **\$49.50**

Terms: 1/2 Deposit Required.

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## WORLD WIDE Solves Operators' Equipment Problems!

### 200-SELECTION PHONOGRAPHS

A.M.I. JAH	\$795	ROCK-OLA 1459-S	\$649
SEEBURG KD	775	A.M.I. G-200	578
ROCK-OLA 1455-D	695	SEEBURG V-200	528

### Gottlieb Single Player 5-BALLS

ROCKET SHIP	\$275	ACE HIGH	\$185
CRISS CROSS	265	AUTO RACES	175
STRAIGHT FLUSH	255	RAINBOW	165
SILVER	235	CLASSY BOWLER	155
WORLD CHAMP	195	DERBY DAY	145
ROYAL FLUSH	195	HARBOR LITES	135

### Gottlieb Multiple Player 5-BALLS

4-PI. FALSTAFF	\$395	2-PI. CONTINENTAL CAFE	\$275
4-PI. MAJESTIC	365	2-PI. FLAGSHIP	245
4-PI. REGISTER	245	2-PI. SEA BELLES	210
4-PI. SCOREBOARD	175	2-PI. FAIR LADY	210
4-PI. SUPER JUMBO	225	2-PI. TOREADOR	195
2-PI. BRITISH STAR	375	2-PI. GLADIATOR	175
2-PI. WHIRLWIND	345	2-PI. DUETTE	145
2-PI. SUPER CIRCUS	325		

## BIG! IMPERIAL VII

by Fischer

- Imperial Cabinet Styling
- "VISIBALL" Feature
- Only Coin Pool Table using Full Size 2 1/4" Balls and 56" Cues!



BIGGEST 6-POCKET with LARGEST PLAYFIELD in COIN POOL TABLES!

### S-P-E-C-I-A-L-S!

Wms. JIG SAW	\$225	United MIDGET ALLEY	\$375
ALL-STAR BOWLERS	225	Gen. OFFICIAL SKILL BALL	95

### United BINGOS

BRAZIL	\$145
MONACO	125
SOUTH SEAS	125
STARDUST	110
STARLET	95
PIXIES	75

### NEW GAMES

Bally 8' LUCKY SHUFFLE ALLEY  
Bally BEACH TIME  
Games' DOUBLE SHOT  
Fischer 6-POCKET POOLS  
Gott. GONDOLIER  
C. C. CRISS CROSS HOCKEY

All Equipment in Stock—Prompt Shipment!

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Model 200 H Like New \$795.00

Model R ..... \$595.00

Model G ..... 495.00

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Model ..... \$425.00

Model ..... 369.50

### ROCK-OLA

Model Comet ..... \$295.00

### AMI

Model 0 ..... \$495.00

Model 10 ..... 295.00

Model 20 Wall Box 45.00

### SEEBURG 3W1

Model 100 WALL BOX

Some Covers, New Buttons, Reconditioned Like New.

Model 10 ..... \$49.50

Model 10 or more .. 39.50

### CORSAIR CIGARETTE VENDOR

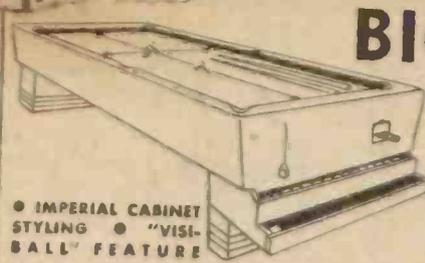
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**BIG IS THE WORD!**  
**IMPERIAL VII** by Fischer  
**BIGGEST 6-POCKET**  
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 in COIN POOL TABLES!

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- ONLY COIN POOL TABLE USING FULL SIZE 2 1/4" BALLS AND 56" CUES!

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**FIRST-CLASS**  
 Equipment from  
**FIRST!**

JUDGE FOR YOURSELF!

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Chicago Coin,  
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**8-FOOT SHUFFLE ALLEYS**

Cash or Trade

**WILL TAKE ANY QUANTITY!**

NOW DELIVERING  
 Chicago Coin's New  
**CROQUET POOL TABLE**

**GUNS**

Genco CIRCUS GUN	3350
Exh. JUNGLE HUNT	295
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

LIMITED QUANTITY  
 Genco **GYPSY GRANDMAS**  
 BRAND NEW  
 Write for Special Price!

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Joe Kline & Wally Fink

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 1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500

**COINMEN YOU KNOW**

Continued from Page 109

Wurlitzer's new stereophonic unit.  
 Adolph Dugas, of Webster, had a wonderful time on his vacation in Canada and came back full of enthusiasm for the country.  
 Ruth Connor, of Redd's, came back to work on her birthday following a honeymoon trip. . . . Jack Sager, of One Stop, Inc., staged a highly successful cookout at his home over the Labor Day weekend.  
 Marshall Caras, of Trimount Auto-

matic Sales Corporation, spent the long weekend holiday catching up on his rest and enjoying his chief hobby—his garden—where he has readied the soil for bulb planting.

Tony Wilkas, Hartford, Conn., was in town shopping for music, as was Pal Scalvi, who is looking fit after a recent illness. . . . Also around town from Maine were Joe Glaser, Bangor; Bernard Michaud, Waterville, and Charles Stillman, Augusta. From Rhode Island were Tom Zerolli and John Clemens, Providence, and Domenic Delricci, Pawtucket.

**Charlotte, N. C.**

The "500 auto races" in Darlington attracted some 80,000 fans over the Labor Day weekend, boosting coin collections in taverns and restaurants alike, according to G. M. Harrison, Darlington Music Com-

**United Names Hawaii Distrib**

CHICAGO — United facturing Company last named Charley W. Tashima, matic Vending Machine Co. Wahiawa, Oahu, Hawaii, tributor of United games, Hawaii area.

Tashima visited the United last week and placed initial city orders, according to DeSelin, sales manager. Another new games in shipment to will be the new United Shuffle Alley and Jupiter scoring puck game.

pany. . . L. F. LeSturgeon, distributing firm bearing his has been out of the office week with summer flu. . . expected back soon tho.

W. R. Hollingsworth, formerly Charlotte Music Company, here, is seriously ill Presbyterian Hospital, Charlotte, and would appreciate any correspondence from friends.

**BINGOS**

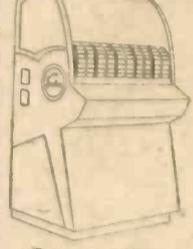
MISS AMERICA	5475
KEY WEST	295
SHOW TIME	375
MIAMI BEACH	105
GAYETY	95
PARADE	205
BIG TIME	105

**NEW GAMES**

Chicago 2-PI. ROCKET SHUFFLE	
Chicago BATTER UP	
Bally 14' LUCKY ALLEY	
Bally U.S.A.	
Bally GOLF CHAMP	
Williams GUSHER	
Williams CASINO	
Williams TURF CHAMP	
United 14' PLAYTIME	
Bally 8' INNING	
Bally BEACH TIME	
VALLEY 6-POCKET POOL	
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 for V-200 and VL-200

**\$34.50**

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Now! A Multiple Player Game With **4** Flippers...

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Full Playfield Action Attracts More Players, More Profit!

- 3 bulls-eye targets score 10 and 100 times indicated value of Mystery Circle
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- 7 rollovers spin lites in Mystery Circle—score 50 points when lit
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- 3 or 5 ball play
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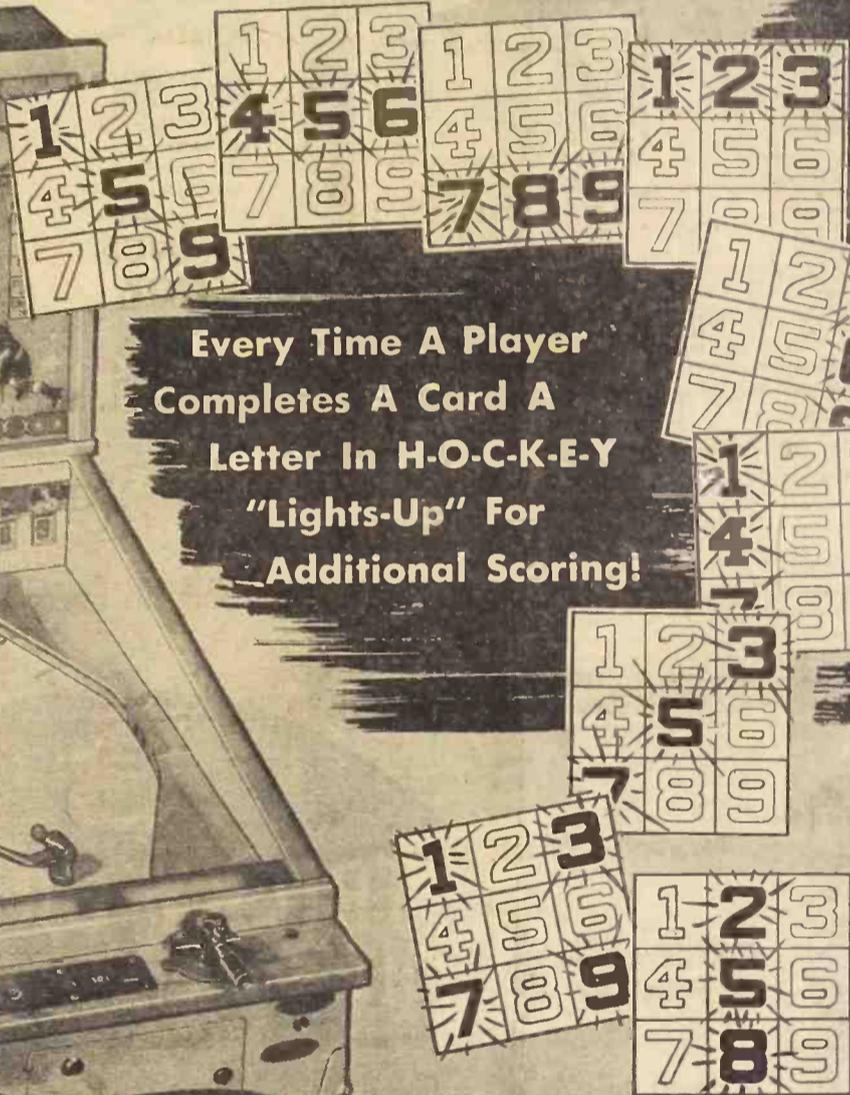
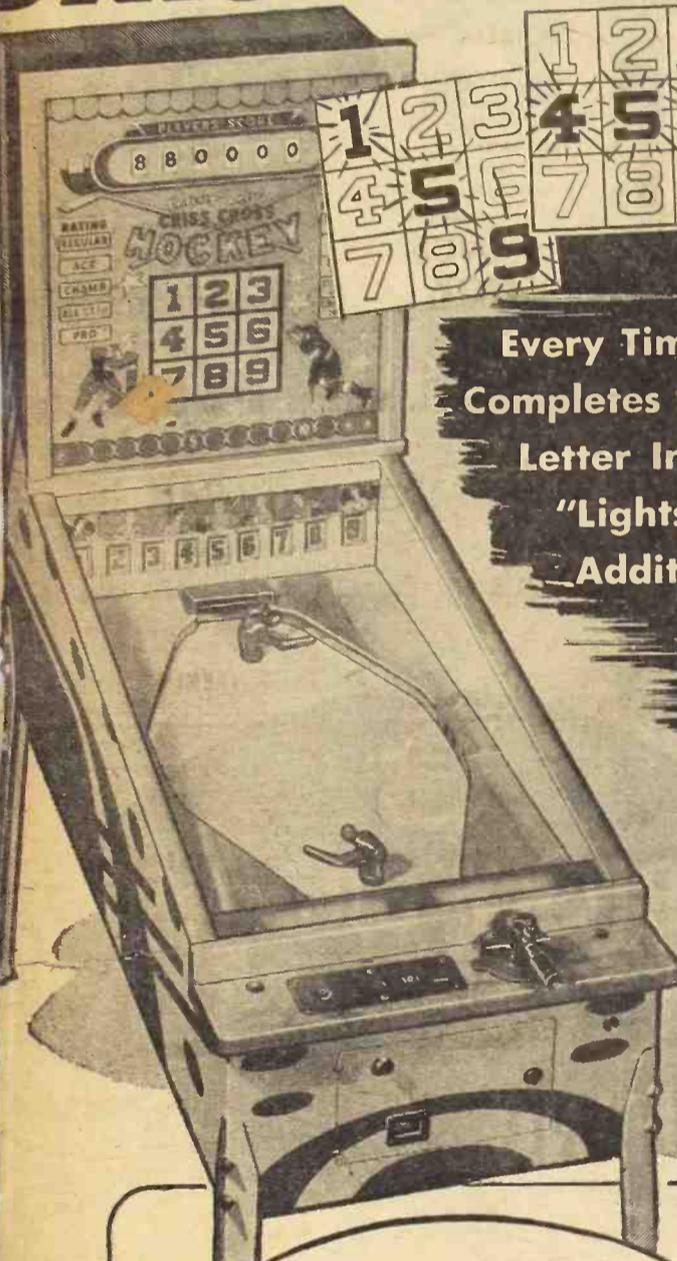
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 as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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Exciting New Scoring Game With  
**FAST ACTION** and **FAST PLAY!!**

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with 9  
BONUS SCORING  
COMBINATIONS . . .

Every Time A Player  
Completes A Card A  
Letter In H-O-C-K-E-Y  
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Additional Scoring!

Available In Replay or  
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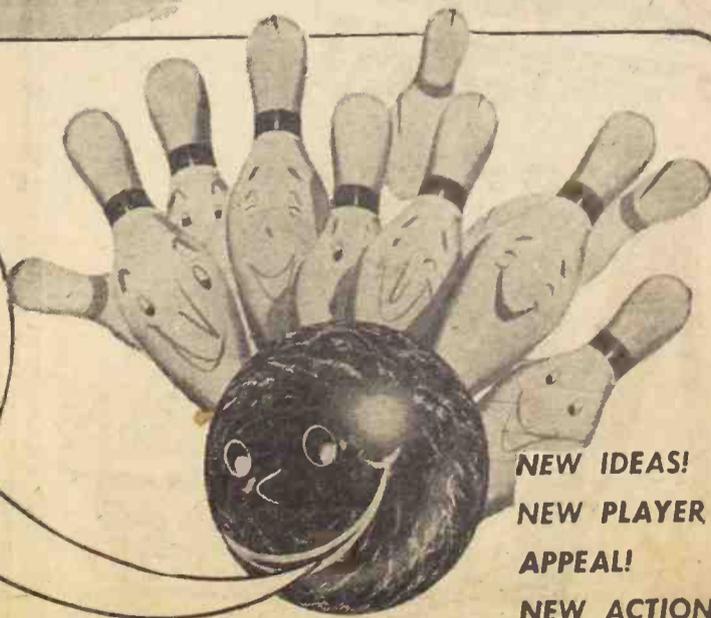
Fits Any Type Location . . .  
Size 5 ft. x 2 ft.

Adjustable 10 to 15 Balls  
Per Game!

**MORE EXCITEMENT  
COMING YOUR WAY!!**

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Has A Complete New Series  
Of BOWLING GAMES  
On The Way!!



NEW IDEAS!  
NEW PLAYER  
APPEAL!  
NEW ACTION!

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PRODUCT

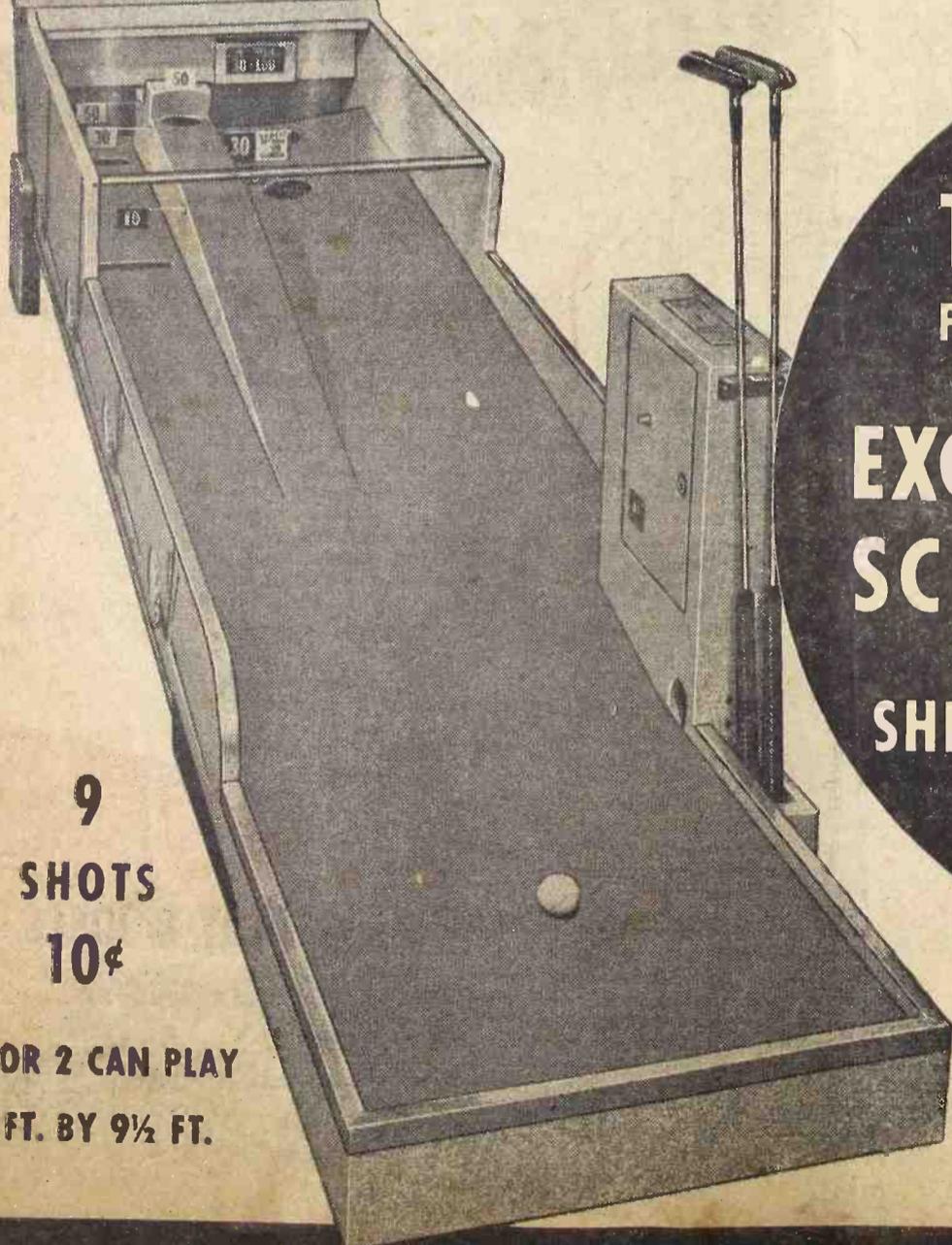
**Chicago Dynamic Industries, Inc.**

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GOLF CHAMP combines the smooth-shooting skill-appeal of official golf with the trick-shot appeal of miniature golf . . . attracts all types of players. Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.



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 FLAT • UP-HILL • SIDE-SLOPE

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**EXCITING "19TH" HOLE**  
**SCORES UP TO 200**

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**FREE SHOTS**

**9**  
**SHOTS**  
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**1 OR 2 CAN PLAY**  
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# NEW REPLAY GAME!

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## SHUFFLE ALLEY

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**SCORES IN MILLIONS**

Bouncing Rubber Balls Score Replays  
**3, 4 OR 5 IN-A-ROW - ALSO 4 CORNERS**

VERY QUIET  
VERY FAST

**LITE-A-NAME FEATURE**

**ADJUSTABLE**

5 OR 10 FRAME SINGLE PLAYER GAME  
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DROP-CHUTE COIN MECHANISM  
WITH  
NATIONAL REJECTOR ON PULL-OUT DRAWER  
LARGE CASH BOX

**REGULAR AND REPLAY MODELS**



APPROXIMATE  
SIZE:

**7½ FT. LONG**  
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Shipping Weight (Crated)  
370 lbs.

EASY TO SERVICE  
MECHANISM  
LOCATED IN  
BACK-BOX

10¢  
PLAY

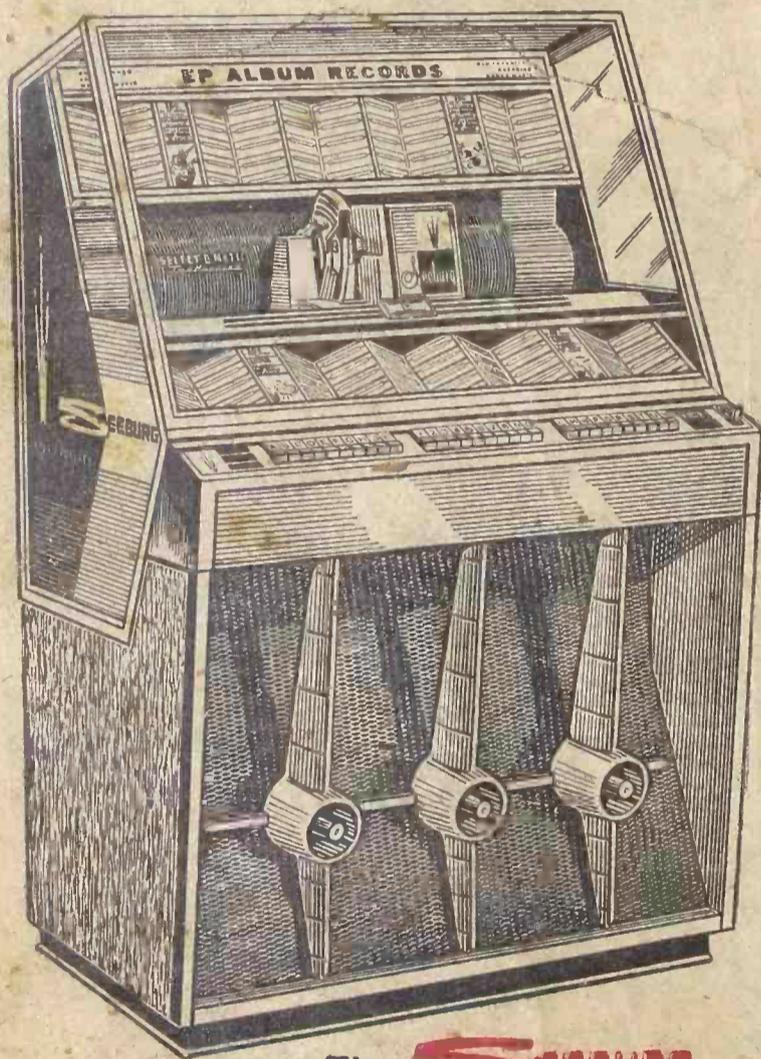
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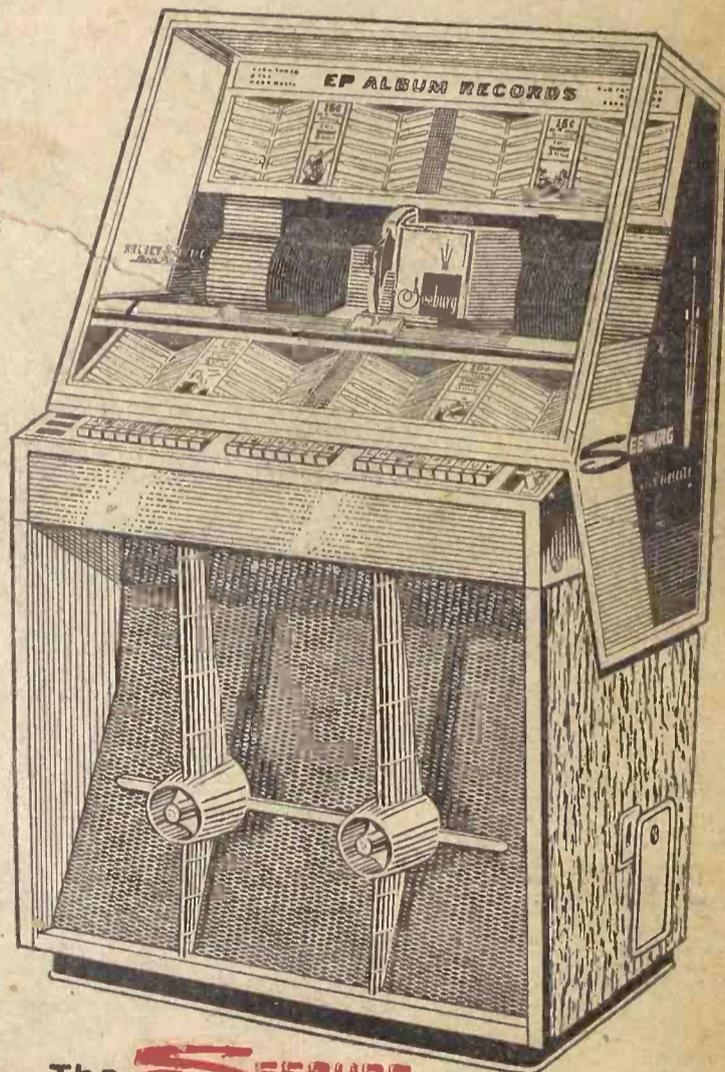
Current releases on singles are programmed under appropriate classifications in the lower display panel. Show tunes, standards, jazz and classics are programmed in the brilliantly illuminated upper display panel.



The **SEEBURG**  
"201"

## DUAL PRICING MEANS INCREASED EARNINGS

Dual pricing compensates the operator for the additional time required to play EP albums. With Seeburg Music Systems singles are programmed at one price and EP album records (two tunes per side) at a proportionately higher price.



The **SEEBURG**  
"161"

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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