

Coral

# The Billboard

Starting on page 17

Special NATIONAL TV WEEK Section

highlighting COLOR TELEVISION



6th Annual AUDITORIUM-ARENA REVIEW

starting on page 81

SEPTEMBER 22, 1956 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

## Giant Halls Sprout Across the Country

### Arenas, Auditoriums Draw Big Backing For Building Boom, All Out to Get Shows

By TOM PARKINSON

CHICAGO—Arena and auditoriums constitute a two-headed giant with double-barrelled power. They are lunging along a two-way street with two-tone backing and a two-fold purpose.

Purpose is to win shows and influence expositions. Their backing comes from expansion plans of municipalities and fairs. The route to the goal is thru building either all-new facilities or expanding the old.

Building of the big-scale seat-and-space emporiums continues at a terrific pace. New buildings costing \$10 million, \$30 million and even \$50 million are debated, designed and detailed. Halls seating from 6,000 to 10,000 are now available in numerous moderate sized cities.

#### Add to Older Places

In addition, there is a parallel movement to construct new annexes or additions to existing buildings. Virtually all of these jobs are to add more exhibit space to that already provided by the auditorium or arena.

Behind both movements for new buildings and added space is the push by cities, Chambers of Commerce and convention bureaus to bring large crowds into the city.

Crowds for amusement enterprises are a major part of the goal. But the end result is the throngs that converge on a town with a strong schedule of conventions, trade shows and expositions. There are more and more such conclaves, and there are more locations seeking them. To compete in the market, a city must have a big arena or auditorium to offer.

#### Leisure Time Helps

While cities and fairs hustle to wall up as much booth space as possible, the number of booth buyers multiplies. Some see the increase in the number of shows and expositions as an expression of our

having more leisure time. That is, people have more time to play, so they have time for more shows, and they have time for expositions about travel, sports, vacations, hobbies, crafts and other ways to use more time.

Competition among the major cities has reached a white heat in the exhibition and trade show category. New York, Chicago and Detroit buildings are among those most deeply involved. More big league contestants are warming up.

Meanwhile, enough auditoriums and arenas have been opened in some regions that peppy competition has sprung up. Among these locations are the Carolinas and Texas. Buildings are competing with each other for trade shows and expositions plus amusement attractions.

While there are hundreds of space shows of various kinds to deal in, arenas and auditoriums still find themselves short on arena and stagshows.

#### Stress Show Need

Basic items are the circuses, ice shows, rodeos, country and western music groups, long-hair concerts and ballets and such public expositions as sport, home, travel, boat and auto shows.

There is adequate base on which to build a basic annual program of shows. But virtually every building manager declares he needs more shows.

Their problems are complicated and schedules are sometimes affected by cancellations of the relatively few projected shows. A couple of such deals recently have cut swatches thru arena bookings.

But countering these losses have  
*(Continued on page 81)*

## CELLER HEARING PROVIDES PROS WITH YOCKS!

WASHINGTON—TV network executives attending the Celler Subcommittee hearings last week had themselves a couple of big laughs midst the grayity of the subject under investigation. The chairman, Rep. Emanuel Celler and Rep. Kenneth Keating, in their frank naivete about the intricacies of TV business, asked questions and made remarks that to the pros represented the broadest type of humor.

During a discussion of network talent contracts, it was brought out that altho NBC has him under a long-term contract, Milton Berle now has no permanent show of his own. One of the congressmen then asked, "Now what do they do with Milton Berle (NBC)? Do they put him on spot shows like Ed Sullivan (CBS)?" The audience yocked.

Earlier, Celler read a statement attributed to former NBC President Sylvester (Pat) Weaver to the effect that the big advertisers' dominance of the best network time could literally drive smaller advertisers out of business. To this, Keating quipped, "Yeah, now he's out of business." Big roar.

The biggest shock wave took place 11:45 a.m. Thursday during testimony by Ralph Cohn, vice-president of Screen Gems. A man suddenly rose from the audience, identified himself as Harry Levin, a layman, and demanded to be heard. He cried, "There is conspiracy and collusion here." The audience buzzed. Celler quieted Levin and told him he'd have to give his name to the secretary and be heard in turn. Nobody could figure out whose side Levin was on.

## NTA Film Network Gives U. S. Unique 4th Television Web

### Huge Promotion to Awaken Public To New Type of 'Wireless' System

By GENE PLOTNIK

NEW YORK — The nation's fourth TV network, which was officially born on Monday (17) when the NTA Film Network's affiliation agreements with over 100 stations went into effect, is a different kind of network from any that has ever existed in the broadcasting industry before. But it is in fact a network, and it has allocated a huge promotion budget for the coming season to impress the fact of its existence on the minds of the public and sponsors.

It has already aroused the interest of a flock of advertisers and ad agencies. According to NTA executives, the announcement last week that it had so many affiliates signed drew a stack of inquiries from potential sponsors, large and small.

#### Fits Conditions

The NTA Network was conceived from and adjusted to the specific conditions of the industry that exist at this moment.

It will be the first all-film network. Hence, there will be no line charges involved. NTA is not basing its sales pitch on simultaneous airing, as the wire networks usually do.

It will be the first network to pay a commission to its affiliates' spot representatives. Further, any piece of the network program that is not sold by the network may be sold by the station locally. Hence, the sales effort for the NTA Network's shows may be carried out on three levels.

The NTA affiliation agreements

do not provide for network option time, a subject of intensive investigation in Washington at this moment. Instead, it contains a definite commitment for an hour and a half block weekly for 39 weeks, referred to in the agreements as "Program Time."

#### Starts Oct. 15

The NTA Film Network, a wholly owned subsidiary of National Telefilm Associates, a distributor of TV film, is on its part definitely committed to start running its first program in that "Program Time" the week of October 15, whether or not it has made a sale by that time. The affiliation agreement is for two years, cancelable with 45 days' notice after the first year.

The "Program Time" varies station by station. In general, according to Ray Nelson, vice-president and general manager of the network, it tends to be in the latter part of the evening, on Fridays or weekends. In those markets in which the NTA affiliate is the fourth station in the market, the "Program Time" may be earlier in the evening. The specific time designations were still being worked out at this writing for many of the major market affiliates.

#### Other Ties

Most of the NTA affiliates are, of course, also affiliates of one or more of the three existing wire networks. A rough breakdown shows 10 that are also affiliates of NBC-TV, 22 also affiliated with ABC-TV, 28 affiliated with CBS-TV and 14 that are independent stations not affiliated with any other network. The rest are affiliated with more than one of the existing networks.

There will be no "must-buy"  
*(Continued on page 6)*

## Rock 'n' Roll In Disfavor

CHICAGO — Arenas and auditoriums want shows, unless, that is, you're talking about rock 'n' roll affairs. Then the building men think twice before taking the offer. Some accept; some refuse.

With new experiences to their credit, such as calling riot squads, and with scars, such as damaged seats, for their buildings, some operators have turned thumbs down on any more rock 'n' roll. Some nix the whole idea. Some prohibit dancing but allow concerts. Some just hire the extra cops and let 'em go.

#### 41 Shows Flop or Fade Away

During Past Season on TV . . . A total of 41 nighttime network TV shows were canceled over the past season, and one carryover from last season will definitely get the axe at the end of this year. Of these, 16 were on the air more than the one season and consequently cannot be considered to have flopped but rather to have faded away. . . . page 2

#### Film Distributors Won't Blame

Networks, Despite Probing . . . Making its public debut, the Association of TV Film Distributors stubbornly refused to throw darts at the networks, despite incisive questioning by the House Antitrust Subcommittee. . . . page 6

#### Billy Rose, Harbach, Hammerstein

Attack BMI as "Conspiracy" . . . Billy Rose, Stanley Adams, Jack Lawrence summoned to Emanuel Celler probe of music licensing. Rose, Otto Harbach and Oscar Hammerstein II issue statements attacking

Broadcast Music, Inc., as a "conspiracy" detrimental to music. . . . page 41

Abeles, Harry Fox Will Not Condone Future "Saucer" Disks . . . Attorney Julian Abeles and Harry Fox, publishers' agent and trustee, ask record labels to recall latest disk of the "Flying Saucer" type. Publishers claim they will not issue reduced-rate licenses, and that the copyrights must be protected. . . . page 41

#### DEPARTMENTS AND FEATURES

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## NEWS OF THE WEEK

## First an Idea, Then Reality

NEW YORK—The new NTA Film Network has been sold to stations, and now to advertisers, purely as a concept, since up to this week NTA had made no definite program offer other than that it would have a series of top feature films.

NTA began pitching the concept of a fourth network to stations—first in an exploratory manner—back in February. The main load of rounding up affiliates has been carried by three men—Ray Nelson, general manager of the network, Vic Bikel and Tony Azzato.



## ALL IN A SEASON

# Show Deaths Total 41; Some Flop, Others Just Fade Out

NEW YORK—During the past season 41 nighttime shows have been canceled, plus one, "The Crusader," already set for the axe late this year. Sixteen of the total of 42, however, have gotten fairly long exposure and have lost their audiences thru the years. They are not flops, but faded shows.

Why do the majority of shows flop? Mainly because of the pressure of their competition whose audience attractiveness is greater. Both the "Colgate Variety Hour" and the "NBC Comedy Hour" are examples in point. It was their fate to tackle Ed Sullivan head-on and lose. And many other similar examples can be cited.

The CBS-TV network programmed the greatest number of flops, 11, but NBC-TV was not far behind with 10, and ABC-TV had only five. Among the faded shows NBC had six, CBS five and ABC five. ABC, of course, did not program as many shows last season as did the other two webs.

### No Crushers

Many of the programs which flopped were specifically designed to crush the competition and did not quite make it. "Medic" was NBC's answer to its Monday night "I Love Lucy" problem. While "Medic" received respectable ratings, "Lucy" remained as strong as ever. "Frontier" was to perform a similar job for the same network against the combination of Jack Benny and Ann Sothern, but it, too, wasn't quite strong enough. And the shoe was on CBS' foot with both "Brave Eagle" and "Champion," which failed to dent ABC's hold on the kiddies who watched "Disneyland" and "Rin Tin Tin" on Wednesday and Fridays, 7:30-8, respectively.

There were also a number of programs which had time periods to give them strong audience inheritances. "M-G-M Parade," which followed "Disneyland" on ABC, is a case in point, as is "It's a Great Life." This last show, however, evidently had no great impact on kid viewers, the largest group watching the Roy Rogers show, which preceded it.

### Good Chance

It cannot be said that the large majority of these programs did not get a chance to prove themselves.

## Ed Gardner Joins JWT Prod. Staff

NEW YORK — Ed Gardner, commonly known as Archie, the waiter, in "Duffy's Tavern," has joined the creative production staff at J. Walter Thompson.

Gardner was a well-established program creator-producer before he came up with "Duffy's Tavern."

In only about five cases did programs run less than a full season. Sponsors seemed disposed to give their properties every chance possible unless the immediate reaction of the audience was a bad one.

Among the list of flops, dramatic shows seem to predominate. They include "Playwrights '56," "Star Stage," "Wanted," "Stage Show" and many others. "Playwrights '56" is an interesting example of a failure, for the "Armstrong Circle Theater," which shared its time period, has been renewed. A factor in "Playwrights" failure may have been the cost, which ran about \$30,000 a week more than its more successful counterpart.

### Many Switches

Among the shows which faded, the evident pattern was frequent switching of time periods by the networks. Eleven of the 16 shows not only were switched from other time periods, but many were also switched from other networks. "Truth or Consequences" got its start on CBS. "My Favorite Husband" began its career Saturdays, 9:30, but closed it out Tuesdays, 10:30, a strong time period since it followed "The \$64,000 Question."

## Frigidaire Cut Of Bills Cause Of 'Wife' Axe

NEW YORK—Frigidaire's cut in its network TV advertising budget is reported to be the reason for its expected cancellation of "Do You Trust Your Wife?" CBS-TV Tuesdays 10:30-11, late in December. The axing has nothing to do with weakness of the property as a program vehicle as formerly reported (The Billboard, September 15).

An unusual aspect of the show's success is that in spite of being in station option time across the country it has still shown up consistently in the top 10 ratings.

Trade observers feel it is fruitless, in most cases, to try to pinpoint specific reactions for program failure, since so many factors are involved. But it is pretty obvious from the large list of flops and faded programs that the entertainment demands of the medium are heavy. Equally obvious is the fact they will become even stiffer as the audience continues to become more sophisticated.

## ABC 'Circus' Sets 3 Clients

NEW YORK—Three sponsors are now set for the ABC-TV "Circus" series, Thursdays, 8-9 p.m., leaving one quarter-hour to sell. Joining American Specialties Corporation, first to sign, are Remco Industries and Hartz Mountain Products. American Character Doll is no longer a possibility for the last quarter.

Among the programming wrinkles to be ironed out are some claims of infringement surrounding the show's title. ABC-TV looks upon "Circus" as a generic word which cannot be held exclusive. Among the variety acts will be many performers of the recently folded King Bros.' Circus.

## Mennen Sad Re 'Finance'

NEW YORK — The Mennen Company is reportedly unhappy with its sponsorship of "High Finance" over CBS-TV Saturdays, 10:30-11 p.m. Summer ratings have not been too impressive, with the quiz scoring an 11.1 in the American Research Bureau figures for August.

"Damon Runyon Theater," immediately preceding "High Finance" on the summer schedule, had a 15.8 for the same rating period.

## Top Level Exec Staff Begins to Jell at NBC

NEW YORK — NBC-TV last week continued to tighten up the shape and substance of its top level executive reorganization. Named veepee in charge of the network's owned and operated stations was Thomas B. McFadden. With NBC for the past 22 years, McFadden formerly was veepee in charge of

WRCA and WRCA-TV. He will report to Executive Vice-President Charles R. Denny.

The sales department shape-up now sees Billy R. Goodheart Jr., in charge of sales for the NBC-TV network. He is to be proposed for election as a veepee at NBC's next board of directors meeting. Reporting to Goodheart will be Mike Dann, newly named veepee in charge of TV program sales and Walter D. Scott, veepee and TV sales director. Carl M. Stanton has been appointed vice-president of TV programs and sales and business affairs, but will report to executive veepee Tom McAvity.

Still to be announced is the revamping of the NBC-TV program department. Reports are current that Nat Wolff will not be moved to the West Coast to take over Fred Wile's post, but will remain here in a top level programming slot. Also to be decided is the spot to be occupied by Dick Pinkham, with speculation that he may go to the West Coast.

## SHOWS THAT FAILED OR FADED DURING 1955-'56

The following is a virtually complete list of nighttime programs which have failed during the season of 1955-'56. They are divided into two classes—flops being those whose careers have not lasted two years, and faded programs, those whose careers have run more than two years but which have not been renewed. The list does not include summer replacement shows or those obviously designed as stopgap programming such as "Quiz Kids." Asterisks denote film shows.

### FLOPPED

- Appointment With Adventure: 4-3-55 CBS
- \*Brave Eagle: 9-28-55—CBS
- \*Champion: 9-30-55—CBS
- Colgate Variety Hour: 6-12-55—NBC
- Comedy Hour: 1-8-56—NBC
- \*Crusader: 10-7-55—CBS
- \*Damon Runyon Theater: 4-16-55—CBS
- \*Frontier: 9-25-55—NBC
- Gordon MacRae Show: 3-5-56—NBC
- Guy Lombardo Show: 3-20-56—CBS
- \*It's Always Jan: 9-10-55—CBS
- \*It's a Great Life: 9-7-54—NBC
- \*Joe and Mabel: 6-26-56—CBS
- Johnny Carson: 6-30-55—CBS
- Justice: 4-8-54—NBC
- Martha Raye: 9-28-45—NBC
- \*Medic: 9-13-54—NBC
- \*M-G-M Parade: 9-14-55—ABC
- Penny to a Million: 5-4-55—ABC
- Playwrights '56: 10-4-55—NBC
- \*Screen Director's Playhouse: 10-5-55 ABC
- Stage Show: 10-1-55—CBS
- \*Star Stage: 9-9-55—NBC
- Star Tonight: 2-3-55—ABC
- \*TV Reader's Digest: 1-17-55—ABC
- \*Wanted: 10-20-55—CBS

### FADED

- \*Amos 'n' Andy: 10-50—CBS
- Milton Berle: 5-27-48—NBC
- \*Big Town: 10-50—NBC
- Chance of a Lifetime: 9-50—ABC
- Dollar a Second: 9-20-53—ABC
- Down You Go: 4-30-51—ABC
- Ethel and Albert: 4-25-53—ABC
- \*Four Star Playhouse: 9-11-52—ABC
- Jimmy Durante: 10-2-54—NBC
- Meet Millie: 10-25-52—CBS
- Midwestern Hayride: 5-15-51—NBC
- \*My Favorite Husband: 9-12-53—CBS
- \*Our Miss Brooks: 10-3-52—CBS
- Stop the Music: 5-5-49—ABC
- Truth or Consequences: 9-7-50—NBC
- Two for the Money: 9-30-52—NBC

## NBC-TV CLOSER

# Nets Talk TV Right To Coward Works

NEW YORK—Noel Coward is reportedly negotiating with CBS-TV and NBC-TV for the television rights to a number of his own musical comedies. Indications are NBC may close the deal with Coward. Included in the list are "Ace of Clubs," "After the Ball" (adaptation of "Lady Windermere's Fan"), "Pacific 1861," "Conversation Piece" and "Operette," the first three never having been seen in any form in the U. S.

Chances are that the versatile author-composer-actor-director will confine his participation to the role of supervising producer, though he's mulling a co-star stint with opera diva Lily Pons for "Conversation Piece." They teamed on the LP record of it several years ago.

Dates and times for the colorcasts are undecided, though it's sure that NBC-TV will schedule them

as late in the evening as possible to make sure the kids are all asleep before the naughty Coward dialog and lyrics are aired. Coward's resistance to the blue pencil was well publicized in his CBS appearances last season.

Outspokenly delighted by television exposure, Coward has made what one friend describes as the first move toward televising of all his plays. To date, only excerpts from "Tonight at 8:30" and scattered songs have reached viewers.

## Rubber Buys 1/2 'Navy Log'

NEW YORK — The United States Rubber Company, thru Fletcher D. Richards, Inc., has bought alternate week sponsorship of "Navy Log" on ABC-TV Wednesdays, 8:30-9 p.m. It will share the series with Pall Mall.

A decision on "U. S. M. Almanac," which was kinescoped by ABC-TV for U. S. Rubber a few weeks ago, has been postponed until after January 1. U. S. Rubber had an option on the Friday 10-11 p.m. time period, which reportedly has now gone to the Plymouth Motor Corporation.

## Miss Booth Near Set for Ford Spec

NEW YORK—Shirley Booth is virtually set to appear on the "Ford Star Jubilee," the CBS-TV Saturday night spectacular, late this year or early next year in "A Tree Grows in Brooklyn," the musical version of the Betty Smith novel.

She appeared in the musical on Broadway several seasons ago. Miss Booth is also set for an appearance on "Playhouse 99."

## NBC Opens Up Sunday 5 Time

NEW YORK — NBC-TV has opened its Sunday 5-5:30 p.m. time period for alternate week advertisers with their own properties. It is willing to take clients who want to use reruns of vidfilm series or have other low-budgeted properties of their own.

The time period will follow the Ray Bolger show, which goes 4-5 on Sundays and will alternate with "Wide, Wide World," seen 4-5:30.

## Lewine to Be ABC Exec VP

NEW YORK—It is reliably reported that Robert Lewine, ABC-TV vice-president in charge of programming and talent, will soon be made executive veepee of American Broadcasting Company.

Lewine was upped to his present position last season from the post of director of television programs. Apart from his being second in command to President Robert Kinter, Lewine's new duties have not been defined.

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BOMBSHELL

Justice Dept. Compares TV With Movies

NEW YORK—The Justice Department dropped a bombshell at the Celler Committee hearing on Friday (14) when Victor Hansen, head of the antitrust division, in a 17-page statement, said that he saw a "striking similarity" between the networks' position in TV and the movie majors' position in exhibition before the famous Consent Decree. He stated, "the networks' control over the nation's TV stations dwarfs the majors' powers over theaters" as condemned in that industry's antitrust case. It is an old open industry secret that the Justice Department was investigating the networks. Hansen brought this out in the open, adding that altho its study is not completed, findings so far indicate that "the principal networks beyond doubt have power to dominate, if not control, major aspects of TV." He continued, "This power, it seems clear, spills over simple distribution of entertainment to engulf production of programs, building of scenery and tie-ups of talent."

NEW YORK—Off the increasing list of ABC-TV shows going co-op is "The Lone Ranger," which has been bought on alternate weeks by Swift & Company. Swift will share the Thursday 7:30-8 p.m. series with General Mills. Among the ABC-TV stanzas newly announced for co-op sales are Bishop Sheen, "Mickey Mouse Club," "It's Polka Time" and "Ozark Jubilee."

Philco Hunts New Agency, Quits Hutchins

NEW YORK—The Philco account, estimated at between \$2,500,000 and \$4,000,000 for TV alone in 1956, is now on the loose. The advertiser has discontinued its relationship with the Hutchins Advertising Company and is now on the prowl for a new advertising agency. Hutchins will close its local office on September 28 but maintain its Rochester, N. Y., headquarters where it services a large number of smaller accounts. Philco's primary TV expenditure this year has been for the conventions and election coverage on ABC-TV. It also sponsors the Miss America contest annually on ABC. Previously its most important show had been the "Philco TV Playhouse" which it sponsored for many years on NBC-TV. The account will probably go to an agency other than those which rank as the top four—J. Walter Thompson, Young & Rubicam, McCann-Erickson and Batten, Barton Durstine & Osborn—since they all have conflicting accounts.

CBS Offers 'Friends' Slot

NEW YORK—An alternate half hour of "Arthur Godfrey and His Friends" is now being offered by the CBS-TV network. It is the 8-8:30 portion of the show canceled by Toni, the other half being owned by Bristol-Myers. The network first submitted Godfrey to clients already using him with no takers. Godfrey then refused to accept sponsorship from a cosmetics firm.

9 Out of 12 Key-Item Sales Due to TV, ABC Survey Shows

HOLLYWOOD—Purchases of nine out of 12 key items are influenced primarily by television advertising, according to a survey just concluded here by ABC-TV. This appears to be the most significant item out of the second annual study conducted by the TV network of 1,381 families in the Los Angeles area. ABC-TV Veepee Earl Hudson, in releasing the results of the survey in a speech before the Hollywood Ad Club on Monday (17), listed purchases of these items as predominantly influenced by television: Automobiles, cosmetics, hard goods, beer (by 20 to 1), cigarettes (by a 15 to 1 ratio), gasoline, toothpaste and coffee. The question as to "who controls the TV set in your home" provided some interesting responses. This is

the breakdown, according to time periods: Before 12 a.m.—(1) Women; (2) children. 12-3 p.m.—Women. 3-6 p.m.—(1) Children; (2) women. 6-8 p.m.—(1) Men; (2) women. 8-midnight—(1) Men; (2) women. According to the survey the child dominance drops sharply after 6 p.m., with men the predominating factor in controlling the set thereafter (the fact that women filled out most of the questionnaires may have something to do with this.) Seventy per cent of the people said that they prepicked more than 50 per cent of their television programs, with about 15 per cent replying that they prepicked all shows. This seems to indicate that

a series which gets off the ground quickly early in the season has a strong advantage over others. Most of the other replies more or less confirm the results of last year's survey, which was less extensive. For instance, cartoon commercials were picked by a 5 to 1 majority over other types, with Ford, Rheingold, Hamm's Beer, Bank of America, and Lucky Strike heading the list. A total of 2,455 TV sets were reported in the 1,381 families, or nearly two per home, with some households having as many as four sets. Summer viewing on the average was reported down 10 per cent from that in winter. Asked as to what type of shows people would like to see more of, drama rated first, followed by on-the-spot news, and then travel programs and musicals.

Brown-Williamson Daytime Use Pays

NEW YORK—The sole cigarette advertiser to use network daytime TV, the Brown & Williamson company, is said to be getting excellent results. The major Brown & Williamson push is on behalf of its Raleigh brand. It now uses an alternate quarter hour on three NBC-TV daytime stanzas—"It Could Be You," "Queen for a Day" and Tennessee Ernie—and is reportedly buying another alternate quarter hour on the same web. The first Raleigh buy was made in January when it purchased an

alternate quarter hour of Ernie. At that time the brand was said to be in a sales decline. Reports are that the use of daytime TV has arrested that decline, an indication being the expansion of its NBC purchases. Raleigh, of course, uses a coupon premium offer which lends itself to advertising directed at the housewife, interested as she is in getting something out of her tobacco money. The coupon promotion has been exceptionally successful, according to trade reports. Russell M. Seeds is the agency. For its Viceroy brand, Brown & Williamson uses an alternate quarter hour of CBS-TV's the Bob Crosby show, in addition to half of "The Line-Up," Friday nights on the same network, and one-third of NBC's Sunday night Steve Allen show. Ted Bates is the Viceroy agency.



"SHEENA" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too. Los Angeles.—#1 show in its time period for months, audience share over 30% in this seven station market. Tulsa—60.7% share of audience in competition with two popular westerns. Memphis—First in time period, 45.9% share; 11.9 rating. Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE. Source: ARB. Write, wire, phone ABC FILM SYNDICATION, INC. 10 East 44th Street New York City Oxford 7-5880



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NIGHTS NEAR SRO

NBC Pinpoints Sales Push on Daytime TV

NEW YORK—NBC-TV intends to apply maximum concentration to the sales of daytime TV. The network's new sales head, Billy Goodheart Jr., after taking a look at some of the web's sales problems, has decided that daytime TV is the area which needs the greatest sales push, because the network is sold out at night except for small odd pieces of time and programming. This is not to say that NBC hasn't done well on sales during the day since the beginning of 1956. In January it had 42 quarter hours available between 2:30 and 5:30. At present there are only 13 such quarter hours for sale. This indicates that more than two thirds of its afternoon programming has been bought up by sponsors. Among the advertisers who have bought late afternoon time at NBC since the beginning of the year are Sterling Drugs, two quarter hours; Standard Brands the same amount; Brillo, Armour, Breck, Kentile and Sylvania, which have bought positions in "Matinee Theater"; American Home Products, Sunkist, Sandran, Van Camp and Corn Products, which have bought pieces of the successful "Queen for a Day." NBC has also excited sponsor interest in moving "It Could Be You," its new daytime quiz show.

Gillespie Midwest Mgr. NEW YORK—Henry Gillespie was mistakenly listed as Screen Gems' new Southeastern area manager in a recent issue of The Billboard. His correct title is Midwestern area manager.

Six new advertisers including General Foods, Pharmaco, Welch grape juice, Lehn & Fink and American Home Products have bought into that stanza. The network will undoubtedly begin to concentrate its sales power on "Tic Tac Dough," "Bandstand" and "Comedy Time," which are entirely unsponsored.

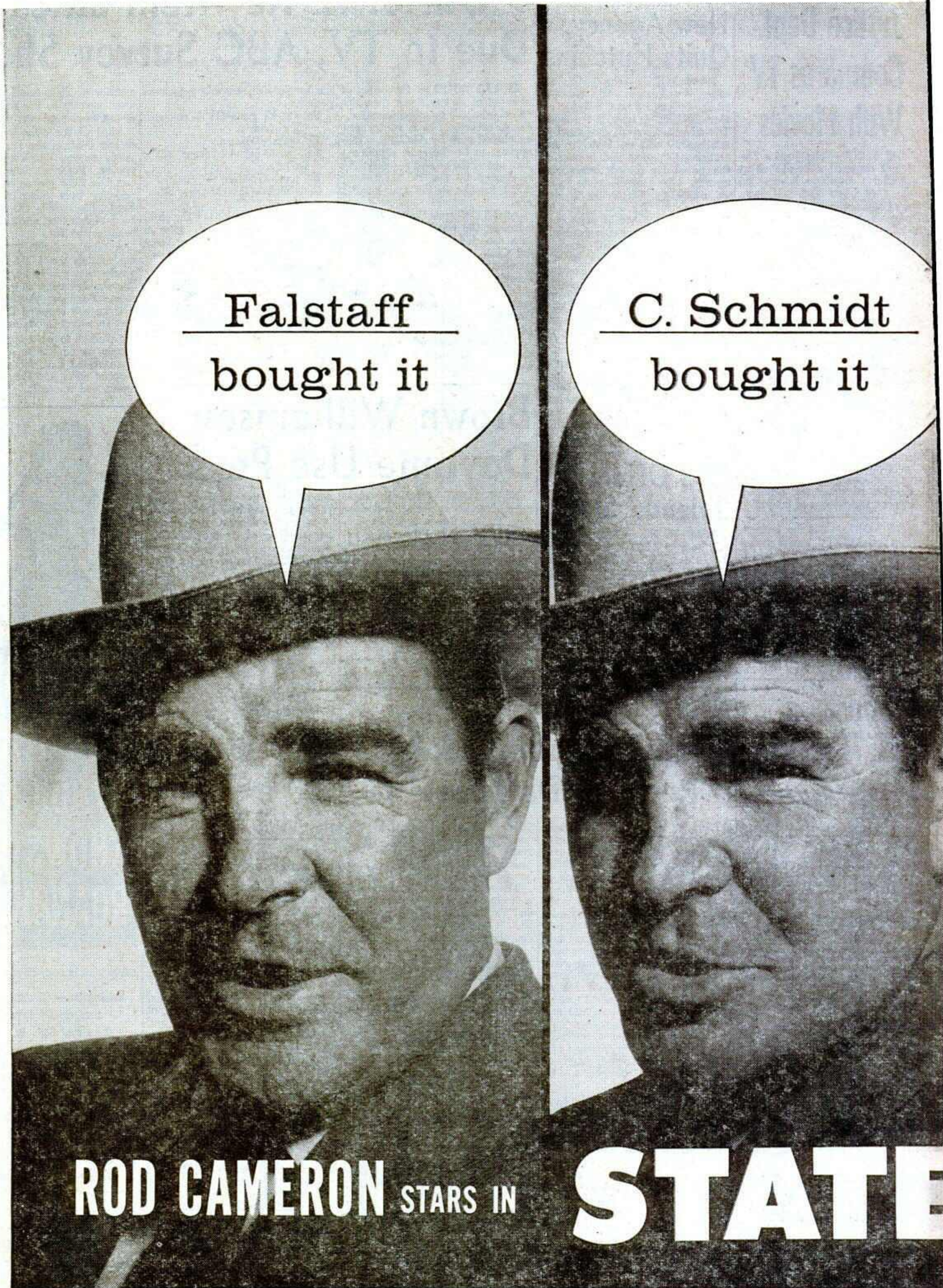
Pathe Rooster To Crow for Studio Films

NEW YORK—The Pathe News rooster has been given a new flock of enterprises, belonging to Studio Films, Inc., to watch over. His former owner, Warner News, Inc., sold him for \$500,000 to Studio Films, so he won't be seen around in movie newsreels where he's been since 1910. Studio Films hatched a new company known as Pathe Pictures, Inc., to supervise the bird. He'll be the trade-mark of the News Magazine of the Screen, which is distributed to 30,000,000 school kids, on TV shows, industrial films, commercial iflms and theatrical features. Field offices for Pathe Pictures have been set up in San Francisco and Birmingham. Chairman of the board will be Samuel A. Costello; president, Ben Frye, and vice-presidents Robert G. Youngson, Andrew L. Gold, John D. Le Vien and Dr. Laurence B. Tip-

RE-EVALUATION Lorillard Takes New Look at TV

NEW YORK—The P. Lorillard Company has begun a re-evaluation of its network TV properties and general use of the medium. The company has recently installed Emanuel Yellen as its director of advertising, merchandising and marketing, replacing Alden James, and it is he who is conducting the survey of the advertiser's TV operations. Among the programs that will be re-evaluated are "The \$64,000 Challenge," co-sponsored by the Kent division of the company, and the co-sponsorship of the Walter Winchell show and Jackie Gleason by Old Gold. There is little likelihood that any immediate decisions will be forthcoming since the last two properties are new and "Challenge" is now in the top 10. NEW YORK—Robert B. Hoag, president of the Hoag-Blair Company, rep for TV stations, resigned Wednesday (14). John Blair, president of John Blair & Company, national radio rep firm which holds controlling interest in Hoag-Blair, will assume the presidency of the latter firm. TV Reviews Appear On Page 36 This Week





Falstaff  
bought it

C. Schmidt  
bought it

**ROD CAMERON STARS IN**

**STATE**

39 all new half-hour action-packed motion pictures filmed on location with the full cooperation of Nevada's law enforcement agencies. Vivid scenes of Mojave desert, Virginia City, Lake Tahoe, Reno, Las Vegas offer backdrop for thrilling adventures.



for a total  
of 71 markets

How about  
you?

# TROOPER

Investigate...and  
Act Now for  
the Big '57 ahead

## MCA TV

FILM SYNDICATION

This One



422X-8QH-459D



CONCEPTION TO INCEPTION

NTA Film Web Gives U. S. Unique 'Wireless' 4th Net

Continued from page 1

stations in the NTA line-up, according to Nelson. There will, however, be a minimum dollar buy, which is yet to be determined.

The rates will be based on the stations' current published national spot card rates. After deduction of the ad agency's and spot rep's commissions, the split between the station and NTA will, on the average, be 40-60, according to Ely Landau, president of NTA.

This will give the average affiliate about 30 cents on the gross dollar, Nelson noted. He estimated that the average affiliate of one of the three wire networks gets no more than 22 cents on the gross dollar spent for time by the network sponsor. The time charge will, of course, be in addition to the charge for the "first-run feature motion picture film program" that NTA will place in the designated time.

Some stations will not be compensated in money but rather in film programming from the catalog of NTA, the distributor. This kind of deal has been made primarily in the smaller markets that network sponsors have not been buying too often, markets in which stations primarily were in need of programming to prop up their spot sales efforts. Nelson could not estimate how many affiliates were being compensated in this way.

Critical Moment

The birth of the NTA Film Network, the fourth operating TV network in the U. S., comes at a most critical moment in the history of networks in general, a moment when the three existing networks are being investigated by no less than four organs of the federal government for possible excessive control of the medium. The actual start of NTA's first network show next month is likely to open new perspectives in these investigations.

In the face of relentless pooping by many in the trade, and in the face of the failure of many previous attempts to form a film network, NTA executives appear confident that the start of their network program next month will make a marked impression on the public and the industry. It will be, they feel, the beginning of a permanent and growing business. (They plan 10 half-hour film series for the 1957-'58 season, and anticipate 10 or more hours of network programming per week by the 1959-'60 season.) The time for the start of such a venture is most propitious, say NTA execs.

According to the NTA command, the new network will immediately fill the following urgent industry needs: It will provide independent stations (which in the biggest markets have been at a disadvantage to the extent that some of their major program time rates are less than some station-break rates of competing network stations) with top-notch prestige programming that will enable them to draw greater spot revenue. It will give stations an additional central market place for their basic commodity, time. It will put each affiliated station in a stronger bargaining position in its day-to-day dealings with the wire network with which it is affiliated. It will make stations less dependent for

their programming blood on any one of the existing networks, since there will now be greater competition among networks themselves.

NTA execs believe their risk is not excessive. On the basis of the fact that they are offering national sponsors a fully pre-cleared line-up of stations, they feel confident of making a sale. Should they fail to do so, they can still recoup from sales made by the stations locally and the spot reps nationally. They feel their timing is right, since the imminent de-intermixture proceedings are likely to open additional outlets for them. And whenever the allocations problem eases — and they are sure it must eventually — they will be organized and ready to grow to full network stature.

TAILORED FOR TV

Screen Gem Bows 2 Columbia Skeins

HOLLYWOOD—Two specially tailored-for-TV series of Columbia pix are being released this week by Screen Gems. The distributor already has begun talks with stations here.

One of the shows consists of 52 mystery features made by Columbia from 1940 to 1948, and is titled "Hollywood Mystery Parade." The other, a kid program tentatively labeled "Surprise Package," has 75 one-hour programs. These have special openings and closings. The body of each is made up of a two-reel comedy, a cartoon, and a cliff-hanger serial.

The packages are unusual in the respect that both are being edited to one-hour formats, and thus can be easily fitted into a station's sked. The last program so tailored was the Autry-Rogers package put on the market by MCA-TV about 18 months ago, and this proved highly successful with TV outlets.

The mysteries consist of five different series of pix produced by Columbia. These are "Boston Blackie," "Bulldog Drummond," "Ellery Queen," "Lone Wolf" and "Crime Doctor." Intended as second features, most of them ran 60 to 70 minutes before being edited down.

Two-reelers in "Surprise Package" include such all-time comics as Buster Keaton, Harry Langdon,

and Smith and Dale. Some of the serials included are "Brenda Starr," "Deadwood Dick," "Kit Carson," "Secret of Treasure Island," "The Shadow" and "Son of the Guardsmen."

The thinking by Screen Gems is apparently that the market for Class A features is saturated now, but that there's still room for theatrical motion picture product which fills a specific station need.

PILOT POT PERKING

Scramble on Seeking Possible Replacement

HOLLYWOOD—A half dozen new pilots are scheduled to go before the cameras within the next couple of months in the scramble to come up with a possible January replacement. NBC heads the parade, with CBS a close second.

Al Simon and McCadden Productions will shoot two pilots in co-operation with the former web. One is a situation comedy, "The Delightful Imposter," in which the leading character will take on a new role each week. The second is "Experiment," scheduled to roll

in October, an anthology dramatizing various experiments. First episode will reportedly deal with a secret project conducted in the Los Angeles area several months ago.

Third pilot for NBC is "Naval Air Cadet," which Paul Harrison will produce for California National Productions, probably at Pensacola, Fla.

Sam Gallu, producer of "Navy Log," is scheduled to shoot two new series for CBS film division. "Border Patrol" deals with the U. S. Customs and Immigration Service. "Attorney" is a semi-documentary on the law practice, to which the L. A. Bar Association have given its nod of approval.

Pilot of the hour-long "Perry Mason" series will be filmed by TCF-TV the first week of October.

Bakers Sign For 'Donovan'

NEW YORK—Langendorf bakeries last week renewed its sponsorship of "Steve Donovan, Western Marshal," for the third year. The purchase was made from NBC-TV Films, the California National Productions subsidiary, and is for 13 markets in the Pacific Northwest and California.

There had been reports that Langendorf would buy "Johnny Moccasin," but the deal never eventuated.

104 TV STATIONS AFFILIATED WITH NTA FILM NETWORK

Following is a complete list of the 104 stations which had affiliated with the new NTA Film Network as of last week. Asterisk denotes final contract pending:

- Ada, Okla. .... KIEN
Albany, N. Y. .... \*
Ames-Des Moines .... WOI-TV
Anchorage, Alaska .... KTVA
Atlanta ....
Asheville, N. C. .... WLOS-TV
Austin, Minn. .... KMMT
Bakersfield, Calif. .... KERO
Baltimore ....
Bangor, Me. .... WABI-TV
Bay City-Saginaw, Mich. .... WNEM-TV
Birmingham .... WBRC-TV
Bismarck, N. D. .... KBMB-TV
Carlsbad, N. M. .... KAVE-TV
Charleston, S. C. .... WUSN-TV
Charleston, W. Va. .... WCHS-TV
Chattanooga .... WDEF-TV
Chicago .... WGN
Cincinnati .... WKRC-TV
Cleveland ....
Columbus, Ga. .... WDAK-TV
Columbus, Miss. .... WCBI-TV
Columbus, O. .... WTVN-TV
Dallas-Fort Worth .... KFJZ-TV
Decatur, Ala. .... WMSL-TV
Decatur, Ill. .... WTVP
Denver .... KTRV
Detroit .... CKLW-TV
Dothan, Ala. .... WTVY
Duluth, Minn. ....
Superior, Wis. .... KDAL-TV
Durham-Raleigh, N. C. .... WTVD
Easton, Pa. .... WGLV
Eau Claire, Wis. .... WEAU-TV
El Paso, Tex. .... KRQD-TV
Elkhart, Ind. .... WSIV
Enid-Oklahoma City .... KGEO-TV
Fairbanks, Alaska .... KTVF
Fargo-Valley City, N. D. .... KXJB-TV
Green Bay-Marquette, Wis. .... WBAY-TV
Harrisburg, Pa. .... WCMB-TV
Hattiesburg, Miss. .... WDAM-TV
Henderson-Las Vegas, Nev. .... KLRI-TV
Houston .... KTRK-TV
Indianapolis .... WFBM-TV
Jackson, Miss. .... WLBT
Jefferson City, Mo. .... KRGC
Johnstown, Pa. .... WARD-TV
Juneau, Alaska .... KINY-TV
Kansas City, Mo. .... KMBC-TV
Kearney, Neb. .... KHOL-TV
Knoxville .... WBIR-TV
La Fayette, Ind. .... WFAM-TV
Lafayette, La. .... KLFY-TV
Little Rock-Pine Bluff .... KATV-TV
Los Angeles .... KTTV
Lubbock, Tex. .... KDUB-TV
Madison, Wis. .... WISC-TV
Miami ....
Milwaukee .... WITI-TV
Minneapolis .... WTCN-TV
Minot, N. D. .... KCJB-TV
Mobile, Ala. .... WALA-TV
Monroe, La. .... KNOE-TV
Montgomery, Ala. .... WCOV-TV
Nashville .... WSIX-TV
New Haven, Conn. ....
New York City .... WPIX
Norfolk .... WVEC-TV
Oak Hill-Huntington, W. Va. ....
Peoria, Ill. .... WTVH
Philadelphia ....
Phoenix, Ariz. .... KPHO-TV
Portland, Ore. .... FLOR
Providence .... WJAR-TV
Richmond, Va. .... WTVR
Roanoke, Va. .... WDBJ-TV
Rockford, Ill. .... WREX-TV
Rock Island, Ill. .... WHBF-TV
Salt Lake City .... KSL-TV
San Angelo, Tex. .... KTXL-TV
San Antonio .... KENS-TV
San Diego, Calif. .... XETV
San Francisco ....
Savannah, Ga. .... WSAV-TV
Seattle-Tacoma .... KTNT-TV
Sioux City, Ia. .... KTVI
Springfield, Mass. .... WHYN-TV
St. Joseph, Mo. .... KFEQ-TV
St. Louis ....
St. Petersburg-Tampa ....
Stuebenville, O. .... WSTV-TV
Sweetwater, Tex. .... KPAR-TV
Tucson, Ariz. .... KVOA-TV
Tulsa, Okla. .... KOTV-TV
Washington .... WMAL-TV
Waterbury, Conn. .... WAIR
Waterloo-Cedar Rapids, Ia. ....
Waterloo-Fort Wayne, Ind. .... KWWL-TV
Watertown, N. Y. .... WIN-T
Wichita-Hutchinson, Kan. .... KTVH
Wichita Falls, Tex. .... KSYD-TV
Wilkes-Barre, Pa. .... WILK-TV
York, Pa. .... WNOW-TV
Youngstown, O. .... WFMJ-TV

Syndication for 'Millionaire'

NEW YORK — "The Millionaire," which was reported in these columns several months ago as verging on syndication, will finally be released thru MCA-TV in October. The new over-all title for the 39 half-hour dramas will be "If You Had a Million."

MCA-TV has high hopes for local and regional sales on this series, since the second July Nielsen report ranked "Millionaire" as the No. 2 dramatic series among all network shows and the Nielsen Average Audience rated it ninth among all shows. A 19-month American Research Bureau national report shows its audience composition to be 32 per cent men, 46 per cent women and 22 per cent children.

"Millionaire" just started its third season on CBS-TV for Colgate-Palmolive.

Four Star in Suit Against Former Execs

HOLLYWOOD — Four Star Films, Inc., last week filed suit in Superior Court here charging its former vice-president, Don Sharpe, and chief production exec, Warren Lewis, with "secretly conspiring to seize for themselves a corporate business opportunity belonging to Four Star Films."

Suit stems from the fact that Sharpe and Lewis, who several months ago formed their own production organization, recently were signed to film 16 Du Pont "Cavalcade Theater" shows for the coming season. Four Star filmed the program last year.

The suit asks for an injunction against the Sharpe-Lewis production of the shows, and for 500,000 damages.

Mr. DISTRICT ATTORNEY STARRING DAVID BRIAN



ZIV SHOWS RATE GREAT! 45.9 In 3-station NORFOLK beating Groucho Marx, Disneyland, Perry Como, Jackie Gleason, Person to Person, Lux Video Theatre and many others. ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

Four Star in Suit Against Former Execs HOLLYWOOD — Four Star Films, Inc., last week filed suit in Superior Court here charging its former vice-president, Don Sharpe, and chief production exec, Warren Lewis, with "secretly conspiring to seize for themselves a corporate business opportunity belonging to Four Star Films." Suit stems from the fact that Sharpe and Lewis, who several months ago formed their own production organization, recently were signed to film 16 Du Pont "Cavalcade Theater" shows for the coming season. Four Star filmed the program last year. The suit asks for an injunction against the Sharpe-Lewis production of the shows, and for 500,000 damages.





# BORN—a dynamic new TV network—NTA

## 4 good reasons for the 4 dimension network

The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

*To provide better entertainment for the public...*

*and to offer a significant new marketplace for the advertiser.*

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains... the birth of the NTA Film Network is a decidedly blessed event for everyone?

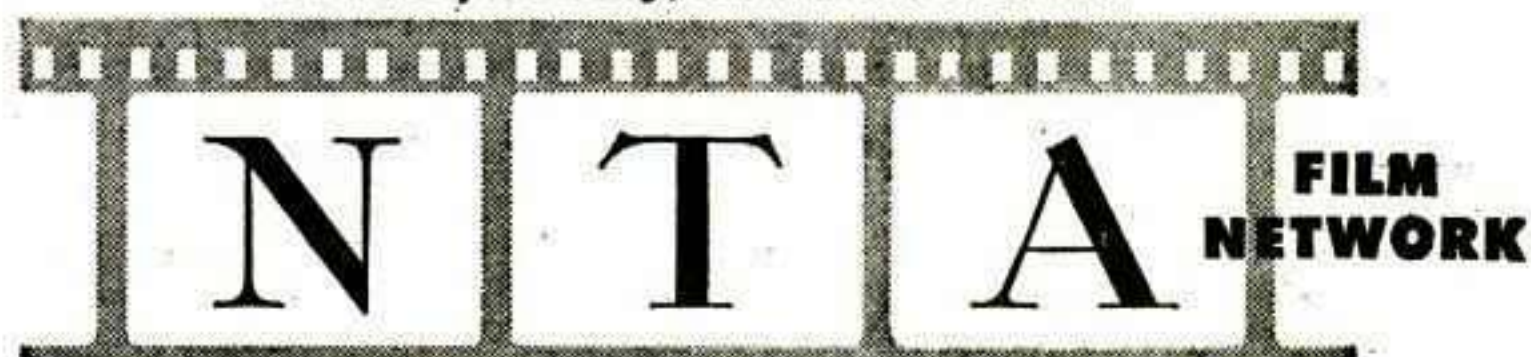
**1** 102 Stations Covering 82% of U. S. TV Homes. They offer access to the nation's top markets...where 38,173,100 families live...in 28,143,500 TV homes...with about \$21.4 billion dollars in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.

**2** At a Fantastically Low Cost Per Thousand. If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at an amazing low cost per thousand. Thanks to top talent far below the cost of the average TV show and no staggering coaxial cable costs.

**3** With the Greatest Flexibility in TV Network History. No costly "must-buys"...buy what you want...when you want...where you want it. One contract for everything—time and program...no worry about time differentials. You get the prestige of network plus the flexibility of spot purchase.

**4** And Guaranteed Clearance of Time and Programming. No waits or debates about station clearances. You can get the availabilities you want and need now...without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write:



a subsidiary of National Telefilm Associates, Inc.  
60 West 55th Street, New York, N. Y. • Phone: PLaza 7-2100



# TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Network Drama Shows

AUGUST RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	Lux Video Theater	32.2	1.	G. E. Theater	1.22
	Lever (NBC)			Gen'l Electric (CBS)	
2.	Robt. Montgomery Presents	26.3	2.	Climax	1.19
	Johnson's Wax, Schick (NBC)			Chrysler (CBS)	
2.	Climax	26.3	3.	The Millionaire	1.15
	Chrysler (CBS)			Colgate (CBS)	
2.	Ford Theater	26.3	3.	Alfred Hitchcock	1.15
	Ford (NBC)			Bristol-Myers (CBS)	
5.	The Millionaire	25.6	5.	Medic	1.14
	Colgate (CBS)			P&G, Gen'l Electric (NBC)	
6.	U. S. Steel Hour	24.7	6.	Crossroads	1.13
	U. S. Steel (CBS)			Chevrolet (ABC)	
7.	Medic	24.3	6.	Hollywood Summer Theater	1.13
	Gen'l Electric, P&G (NBC)			Gen'l Foods (CBS)	
8.	Navy Log	23.8	6.	Spotlight Playhouse	1.13
	Sheaffer, Maytag (CBS)			Pet, Johnson's Wax (CBS)	
9.	Playhouse of Stars	22.4	6.	Robt. Montgomery Presents	1.13
	Schlitz (CBS)			Johnson's Wax, Schick (NBC)	
10.	Alcoa Hour	22.0	10.	Star Tonight	1.12
	Alcoa (NBC)			Brillo (ABC)	

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Du Pont Cavalcade Theater	.91	1.	Alcoa Hour	.75
	Du Pont (ABC)			Alcoa (NBC)	
2.	Alfred Hitchcock	.88	2.	Undercurrent	.74
	Bristol-Myers (CBS)			Brown & Williamson, P&G (CBS)	
3.	Alcoa Hour	.87	3.	The Millionaire	.72
	Alcoa (NBC)			Colgate (CBS)	
3.	You Are There	.87	4.	Navy Log	.69
	Prudential (CBS)			Sheaffer, Maytag (CBS)	
3.	Navy Log	.87	5.	Playhouse of Stars	.66
	Sheaffer, Maytag (CBS)			Schlitz (CBS)	
6.	G. E. Theater	.86	6.	Festival of Stars	.64
	Gen'l Electric (CBS)			Purex, Whitehall (NBC)	
7.	Adventure Theater	.81	7.	Du Pont Cavalcade Theater	.63
	Amer. Tobacco, Hudnut (NBC)			Du Pont (ABC)	
8.	Lux Video Theater	.81	8.	Hollywood Summer Theater	.61
	Lever (NBC)			General Foods, (CBS)	
9.	Summer Originals	.79	8.	Medic	.61
	Gen'l Electric (ABC)			P&G, Gen'l Electric (NBC)	
10.	Undercurrent	.78	10.	Telephone Time	.56
	Brown & Williamson, P&G (CBS)			Bell (CBS)	
10.	Telephone Time	.78	10.	Encore Theater	.56
	Bell (CBS)			Pet, Armour (NBC)	
10.	Kraft Theater	.78			
	Kraft (NBC)				

#### FEATURE FILM RATINGS START IN THIS ISSUE

The Billboard, in association with The Pulse, inaugurates a new service in this issue on Pages 12 and 13 that will be a valuable addition to the city-by-city ratings of top programs that have been provided by this paper over the past several years.

The ratings of the top feature film programs in each market now take their place besides the ratings of top network shows, top multi-weekly shows and top syndicated shows that have heretofore appeared in The Billboard-Pulse charts.

At a time when stations are beginning to program motion pictures produced by RKO, Columbia, Warner Bros., 20th Century-Fox, M-G-M and other top movie makers, the interest in the audience appeal of feature film on TV is at an all-time peak.

The Billboard-Pulse charts show the average rating acquired by the top once-weekly movie programs and the top multi-weekly movie programs in each market. These averages will not embrace programs that play after midnight, since the Pulse survey does not cover those hours. Programs of which this is true will be apparent in most cases, since their running time will usually be less than an hour up to midnight.

#### • ARB Top Shows Among Men

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

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(\* Indicates Film)

Rank	Show, Sponsor & Web	Men Per Set	Avg. Aug. Rtg.
1.	Wednesday Night Fights, Pabst, Mennen (ABC)	1.23	18.1
2.	Cavalcade of Sports, Gillette (NBC)	1.22	21.9
3.	Ozark Jubilee, Antell, Amer. Home (ABC)	1.12	9.7
4.	Amateur Hour, Serutan (ABC)	1.07	12.7
5.	Ed Sullivan, Lincoln-Mercury (CBS)	1.01	33.5
6.	National Bowling, Gen'l Cigar (NBC)	1.00	11.3
7.	Frontier, Reynolds Metals (NBC)	.98	12.2
8.	Gunsmoke, L&M (CBS)	.97	25.8
9.	Man Against Crime, P&G, Lilt (NBC)	9.6	15.3
9.	You Asked for It, Skippy, Best Foods (ABC)	9.6	10.1
11.	Lawrence Welk, Dodge (ABC)	.95	29.0
11.	\$64,000 Challenge, Revlon, P. Lorillard (CBS)	.95	32.6
13.	Steve Allen, Avco, Jergens, Brown & Williamson (NBC)	.93	22.6
14.	Amazing Dunninger, Pearson, Amer. Tobacco (ABC)	.92	7.3
15.	Du Pont Cavalcade, Du Pont (ABC)	.91	10.0
16.	Two for the Money, Bulova, Schaeffer, P. Lorillard (CBS)	.89	13.4
17.	Alfred Hitchcock, Bristol-Myers (CBS)	.88	21.3
17.	Wyatt Earp, Parker Pen, Gen'l Mills (ABC)	.88	20.0
19.	You Are There, Prudential (CBS)	.87	11.8
19.	Alcoa Hour, Alcoa (NBC)	.87	22.0
19.	Phil Silvers, Amana, R. J. Reynolds (CBS)	.87	25.8
19.	Navy Log, Matag, Schaeffer (CBS)	.87	23.8
19.	\$64,000 Question, Revlon (CBS)	.87	43.6
19.	Best of Groucho, Plymouth-De Soto (NBC)	.87	30.2
25.	G. E. Theater, Gen'l Electric (CBS)	.86	19.5
25.	Honeymooners, Buick (CBS)	.86	22.9

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Drama Shows

JULY RATINGS			AMONG MEN			AMONG TEENS		
Rank	Show & Distrib.	Avg. July Rtg.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	16.2	1.	Science Fiction Theater (Ziv)	.79	1.	Science Fiction Theater (Ziv)	.26
2.	Dr. Hudson's Secret Journal (MCA)	14.6	2.	Dr. Hudson's Secret Journal (MCA)	.78	2.	Doug. Fairbanks Presents (ABC)	.24
3.	Mayor of the Town (MCA)	12.2	3.	Mayor of the Town (MCA)	.77	3.	Star and the Story (Official)	.21
4.	Star and the Story (Official)	11.9	4.	Heart of the City (MCA)	.76	4.	Mayor of the Town (MCA)	.19
5.	Science Fiction Theater (Ziv)	11.5	4.	Stage 7 (TPA)	.76	4.	Studio 57 (MCA)	.19
6.	Doug. Fairbanks Presents (ABC)	11.3	4.	Studio 57 (MCA)	.76	6.	Heart of the City (MCA)	.16
7.	Turning Point (General Electric)	9.5	4.	Turning Point (General Electric)	.76	6.	Stage 7 (TPA)	.16
8.	Studio 57 (MCA)	8.1	8.	Doug. Fairbanks Presents (ABC)	.75	9.	Your All Star Theater (Screen Gems)	.16
9.	Stage 7 (TPA)	7.6	9.	Celebrity Playhouse (Screen Gems)	.74	10.	The Playhouse (ABC)	.15
10.	Famous Playhouse (MCA)	6.9	9.	Headline (MCA)	.74	10.	Dr. Hudson's Secret Journal (MCA)	.14
						10.	Famous Playhouse (MCA)	.14

AMONG VIEWERS			AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	207	1.	Doug. Fairbanks Presents (ABC)	.94	1.	Your All Star Theater (Screen Gems)	.33
1.	Mayor of the Town (MCA)	207	2.	Celebrity Playhouse (Screen Gems)	.90	2.	Celebrity Playhouse (Screen Gems)	.30
3.	Doug. Fairbanks Presents (ABC)	206	3.	Famous Playhouse (MCA)	.86	3.	Mayor of the Town (MCA)	.26
4.	Studio 57 (MCA)	197	3.	Stage 7 (TPA)	.86	4.	Science Fiction Theater (Ziv)	.22
5.	Star and the Story (Official)	195	3.	Star and the Story (Official)	.86	5.	Studio 57 (MCA)	.21
6.	The Playhouse (ABC)	188	6.	Mayor of the Town (MCA)	.85	6.	Star and the Story (Official)	.19
7.	Dr. Hudson's Secret Journal (MCA)	187	7.	The Playhouse (ABC)	.84	6.	Star and the Story (Official)	.19
8.	Stage 7 (TPA)	186	8.	Turning Point (General Electric)	.81	8.	The Playhouse (ABC)	.19
9.	Headline (MCA)	185	8.	Your All Star Theater (Screen Gems)	.81	8.	Headline (MCA)	.17
10.	Famous Playhouse (MCA)	183	8.	Studio 57 (MCA)	.81	8.	Heart of the City (MCA)	.17
			8.	Headline (MCA)	.81	10.	Dr. Hudson's Secret Journal (MCA)	.15

#### • Pulse Top Pix Among Men

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

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title & Distributor	Men Per 100 Homes	Avg. July Rtg.
1.	Highway Patrol (Ziv)	.88	15.6
2.	Confidential File (Guild)	.86	10.6
3.	Man Called X (Ziv)	.85	11.0
4.	San Francisco Beat (CBS)	.84	9.1
4.	Baseball Hall of Fame (Flamingo)	.84	3.2
4.	Dateline Europe (Official)	.84	5.8
4.	Ellery Queen (TPA)	.84	7.9
8.	Foreign Intrigue (Official)	.83	5.6
8.	Gangbusters (General Teleradio)	.83	5.9
8.	Secret File U.S.A. (Official)	.83	4.1
8.	Waterfront (MCA)	.83	10.3
12.	The Whistler (CBS)	.82	5.8
12.	The Falcon (NBC)	.82	5.5
12.	I Led Three Lives (Ziv)	.82	11.6
15.	Death Valley Days (Pacific Borax)	.81	8.3
15.	Inspector Mark Saber (Thompson)	.81	6.0
15.	Lone Wolf (MCA)	.81	5.7
15.	Mr. & Mrs. North (Schubert)	.81	5.5
15.	Overseas Adventure (Official)	.81	6.7
15.	Public Defender (Interstate)	.81	8.7
15.	Racket Squad (ABC)	.81	8.6
22.	Boston Blackie (Ziv)	.80	3.6
22.	Crosscurrent (Official)	.80	10.6
22.	Dangerous Assignment (NBC)	.80	5.4
22.	The Hunter (Tafon)	.80	4.1
22.	Inner Sanctum (NBC)	.80	4.0
22.	Man Behind the Badge (MCA)	.80	10.6
22.	Mr. District Attorney (Ziv)	.80	14.4
22.	Sherlock Holmes (NTA)	.80	5.7

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.



# ATFD Won't Blame Networks Tho Celler Group Digs Deep

NEW YORK—The members of the Association of TV Film Distributors steadfastly refused to call the networks naughty boys in face of relentless leading questions by the Antitrust Subcommittee of the House Judiciary Committee at the opening of its hearings here last week.

Ralph Cohn, vice-president of Screen Gems and principal witness for ATFD, stuck hard by the position taken in the ATFD pronouncement of last May, when it attributed the industry's difficulties to the shortage of outlets and proposed as a purely interim remedy the mandatory reduction in network option time.

But the committee, which based most of its questions on the presentation ATFD made to the Network Study Committee of the Federal Communications Commission in May, strongly intimated that the ATFD was backing down on strong criticisms of the networks contained in its FCC presentation. The committee's chairman, Rep. Emanuel Celler, insisted that the presentation went far beyond the problem of station shortage. He suggested that something might have happened since last May to soften ATFD's attitude toward the networks.

### Two Specifics

Committee counsel did succeed in drawing from Cohn and other ATFD people at the witness table the specifics of a couple of incidents in which the networks might have exercised greater control over programming than their responsibilities required, and could possibly have shown preference to shows in which they had profit participations.

The first one brought up occurred in the spring of 1955 when Carter Products, asked by CBS to drop "Meet Millie," was interested in picking up Screen Gems' "You Can't Take It With You." Despite efforts at the highest level, according to the testimony, CBS insisted that the SG show was unacceptable for slotting on the network in the Tuesday, 9-9:30 p.m. period Carter had. At the same time CBS was asking Carter to take its own "Joe and Mabel." But someone connected with Carter described that show as "unfit for human consumption." Carter finally decided to stick with "Millie" for a while longer.

### Second Instance

The second incident occurred in July, 1955, when, according to the testimony, Whitehall Pharnacal was interested in buying "The Count of Monte Cristo" from Television Programs of America to place on CBS-TV, Tuesdays, 10:30-11 p.m. But CBS wanted Whitehall to take its own "Wanted." The network allegedly told the sponsor that if it insisted on "Monte" it would have to yank "Name That Tune" from Tuesday, 7:30-8 p.m. and put the new show there. But Whitehall refused to make such a switch.

Another incident, this one in syndication, happened in the fall of 1955, when Drewerys Beer bought "Susie" from TPA for a Midwest spread. In Chicago it picked a time period on WNBQ, the NBC o.&o. But the station informed the brewery that for that slot it would have to take "The Great Gildersleeve," which is distributed by NBC Television Films.

In the spring of 1956, ABC-TV asked Screen Gems if it would pro-

duce an hour-long film show to be slotted after "Disneyland." ABC wanted to finance production of the pilot (estimated by Cohn as 2½ per cent of the total cost of the series) in return for which it wanted 50 per cent of the profits and control of the show. But Screen Gems insisted on financing and controlling the show itself. It offered ABC a subsequent-year option on the show and a token participation, but the network refused and the deal fell thru.

### Details Asked

Celler ordered the ATFD members to supply the committee for the record details of all such cases they know of.

Earlier the ATFD people were told to go back to their offices during luncheon recesses and search their files for documentation of such cases. This was to support a statement in their FCC presentation, which, as read by counsel, said, "These would be idle statements if there were not many instances in our files to back this up." This seemed to cause the ATFD some trouble. The committee wanted it to produce the "many instances in its files," but Cohn indicated it was taking the word "files" too literally.

After luncheon, ATFD did not produce any additional papers on such instances.

# ABC Works On Plymouth Hour Show

NEW YORK — ABC-TV is working out the details of an hour-long show for the Plymouth Motor Corporation, to be slotted as soon as possible in the Friday 10-11 p.m. time period. Robert Lewine, vice-president in charge of programming for ABC-TV had developed the format.

Until it jells, Plymouth will be represented on the web thru co-sponsorship of the Lawrence Welk teen show Mondays. Co-sponsor is Dodge Motors, which also has Welk's entire Saturday night hour stanza.

# Rainbow Pix Go to NTA?

NEW YORK — The Rainbow Productions package of six feature films, including "The Bells of St. Mary's," was last week reported to have gone to National Telefilm Associates for airing on the new NTA Film Network. The week before an unconfirmed rumor had it going to Associated Artists Productions. The package also includes "Good Sam," "Trio" and "Encore."

It was also speculated last week that the NTA Film Network would have a few David O. Selznick productions on its first show. These would be in addition to the 11 Selznick pictures NTA acquired last December for distribution in its TNT package.

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

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

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143 MYSTERIES

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PARIS PRECINCT  
and  
CONFIDENTIAL FILE



208 COMEDIES and DRAMAS

MOLLY (The Goldbergs)  
DUFFY'S TAVERN (26 in color)  
LIFE WITH ELIZABETH  
JANET DEAN  
CONRAD NAGEL  
THEATER



370 CARTOONS

WALTER LANTZ CARTOONS  
with  
Oswald the Rabbit  
Poochie the Pup  
Meany, Miny and Moe  
and the  
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# KMGM Nears M-G-M Deal

MINNEAPOLIS — M-G-M TV is expected to close its deal this week with KMGM, here, (formerly KEYD-TV) for the 725 features in its library. Simultaneously M-G-M TV is expected to purchase a 25 per cent equity in the local station.

This will give M-G-M TV its third stake in a major market—25 per cent of KTTV, Los Angeles, and KTVR, Denver, having already been purchased. Other deals have already been racked up which were straight sales for cash. They include one with the CBS owned and operated stations, exclusive of KNXT, Los Angeles; the Triangle stations and KING-TV, Seattle, and for a sister station the King Broadcasting Company is building nearby.



**CODE 3**  
#1 SYNDICATED SHOW IN LOS ANGELES  
16.9 RATING,  
25.1% AUDIENCE SHARE

and in San Diego: 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5

Portland: 17.8

Seattle-Tacoma: 22.7

San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. Yours still available?

Rating source on request

Write, wire, phone

**ABC FILM SYNDICATION, INC.**  
10 East 44th Street  
New York City  
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# PULSE LOCAL RATINGS FOR AUGUST

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

## NEW ORLEANS

2 TV STATIONS—204,100 TV HOMES  
Population—797,000 (20th in U. S.)  
Buying Income—\$1,211,480,300 (30th)  
Retail Sales—\$805,253,000 (28th)  
Food Sales—\$155,853,000 (36th)  
Drug Sales—\$32,520,000 (25th)  
Automotive—\$129,261,000 (40th)  
Above figures include following counties: Jefferson, Orleans and St. Bernard Parishes

### TOP NETWORK SHOWS

1. Kraft TV Theater, WDSU, W. 47.5
2. Lux Video Theater, WDSU, Th. 46.3
3. Best of Groucho, WDSU, Th. 45.5
4. This Is Your Life, WDSU, W. 44.8
5. Boxing, WDSU, F. 44.5
6. R. Montgomery Summer Theater, WDSU, M. 43.6
7. Circle Theater, WDSU, T. 42.5
8. Ernie Kovacs, WDSU, M. 42.5
9. Ford Theater, WDSU, Th. 41.3
10. Star Stage, WDSU, F. 40.8

### TOP MULTI-WEEKLY SHOWS

1. Esso Reporter (6:45 p.m.), WDSU, M-F. 27.9
2. World-Sports, Weather (6:30 p.m.), WDSU, M-F. 27.5
3. News Caravan, WDSU, M-F. 27.1
4. Mrs. Muffin's Party, WDSU, T. 19.0
5. Susie, WDSU, M-F. 17.5
6. Starr Theater, WDSU, M-F. 17.1
7. Queen for a Day, WDSU, M-F. 17.0
8. Comedy Time, WDSU, M-F. 16.7
9. Modern Romances, WDSU, M-F. 16.7
10. Matinee Theater, WDSU, M-F. 13.0

### TOP ONCE-WEEKLY FEATURES

1. Sunday Matinee, WDSU, Su. 2:00-2:30 23.7
2. Cap'n Sam, WDSU, Su. 9:30-11:00 a.m. 11.5
3. Hollywood Focus, WJMR, S. 6:00-7:00 1.1

### TOP MULTI-WEEKLY FEATURES

- |   | Avg. Rating |
|---|-------------|
| 1. Midday Movie, WDSU, M., T., Th., F.-10:45-12:00 noon | 10.7        |
| 2. Late Show, WDSU, M.-Su.-11:15-12:00 noon             | 9.5         |
| 3. Million \$ Movie, WJMR, M.-Su.-10:00-11:15           | 3.5         |
| 4. Afternoon Preview, WJMR, M., W., Th., F.-3:00-4:15   | 1.1         |

### TOP SYNDICATED SHOWS

1. San Francisco Beat (Corradine), WDSU, W.-8:30 43.3
2. Man Called X (Ziv), WDSU, M.-8:30 41.8
3. Count of Monte Cristo (TPA), WDSU, T.-8:30 40.5
4. Man Behind the Badge (MCA), WDSU, S.-9:00 39.5
5. Amos 'n' Andy (CBS), WDSU, Su.-8:30 38.3
6. I Led Three Lives (Ziv), WDSU, Su.-8:30 38.3
7. Liberace (Guild), WDSU, S.-9:30 36.8
8. Your Star Showcase (TPA), WDSU, S.-8:00 36.0
9. Biff Baker, U.S.A. (MCA), WDSU, Su.-9:00 34.3
10. Great Gildersleeve (NBC), WDSU, Su.-9:30 32.8
11. Highway Patrol (Ziv), WDSU, F.-10:00 29.5
12. Celebrity Playhouse (Screen Gems), WDSU, T.-10:00 27.8
13. Little Rascals (Interstate), WDSU, F.-5:00 27.3
14. Range Rider (CBS), WDSU, Th.-5:00 26.3
15. Crunch and Des (NBC), WDSU, S.-10:00 25.0
16. Cisco Kid (Ziv), WDSU, T.-6:00-24.8
17. Stage 7 (TPA), WDSU, Th.-10:00 24.3
18. Jungle Jim (Screen Gems), WDSU, S.-10:30 a.m. 23.8
19. Superman (Flamingo), WDSU, W.-5:00 23.0
20. Death Valley Days (Pacific Borax), WDSU, S.-10:30 22.8

## DETROIT

4 TV STATIONS—957,600 TV HOMES  
Population—3,518,600 (5th in U. S.)  
Buying Income—\$7,386,946,000 (5th)  
Retail Sales—\$4,841,614,000 (4th)  
Food Sales—\$1,086,050,000 (4th)  
Drug Sales—\$193,768,000 (4th)  
Automotive—\$1,115,412,000 (4th)  
Above figures include following counties: Macomb, Oakland, Wayne

### TOP NETWORK SHOWS

1. \$64,000 Question, WJBK, T. 35.9
2. \$64,000 Challenge, WJBK, Su. 29.7
3. Ed Sullivan, WJBK, Su. 27.6
4. What's My Line? WJBK, Su. 25.0
5. Lawrence Welk, WXYZ, S. 22.7
6. I've Got a Secret, WJBK, W. 22.5
7. Lux Video Theater, WWJ, Th. 22.3
8. Jackie Gleason, WJBK, S. 22.0
9. Dragnet, WWJ, Th. 21.2
10. Alfred Hitchcock, WJBK, Su. 20.4

### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WXYZ, M.-F. 13.6
2. News (11 p.m.), WJBK, M.-F. 10.7
3. Guiding Light, WJBK, M.-F. 9.0
4. Search for Tomorrow, WJBK, M.-F. 8.9
5. Arthur Godfrey, WJBK, M.-Th. 8.8
6. 11 o'Clock News, WWJ, M.-F. 8.7
7. Love of Life, WJBK, M.-F. 8.6
8. Valiant Lady, WJBK, M.-F. 8.3
9. Strike It Rich, WJBK, M.-F. 8.2
10. Art Linkletter, WJBK, M.-F. 7.8

### TOP ONCE-WEEKLY FEATURES

1. Black Spider, WXYZ, T.-10:00-11:00 10.4
2. Sunday Showtime, WJBK, Su.-2:00-2:30 8.1
3. Movie Date, CKLW, S.-11:00-12:00 7.2
4. Motion Picture Academy, CKLW, Su.-8:00-10:00 6.6
5. G. M. Theater, CKLW, T.-7:00-8:00 6.3

### TOP MULTI-WEEKLY FEATURES

- |   | Avg. Rating |
|---|-------------|
| 1. Million \$ Movie, CKLW, M., W., Su.-6:30           | 8.4         |
| 2. Mystery Theater, CKLW, T., W., F.-9:00-10:00       | 6.1         |
| 3. Nightwatch Theater, WJBK, M.-Su.-11:30-12 midnight | 5.5         |
| 4. Justice Colt, CKLW, M.-F.-4:00-5:00                | 5.5         |
| 5. Early Show, WJBK, M.-F.-5:00-6:00                  | 5.0         |

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WJBK, T.-9:30 29.0
2. Studio 57 (MCA), WWJ, W.-9:30 17.5
3. Susie (TPA), WJBK, Th.-10:00 15.9
4. I Led Three Lives (Ziv), WJBK, F.-9:30 15.7
5. Dr. Hudson's Secret Journal (MCA), WWJ, M.-10:00 15.5
6. Annie Oakley (CBS), WXYZ, Su.-5:30 15.5
7. Filery Queen (TPA), WJBK, W.-10:00 15.2
8. Waterfront (MCA), WWJ, M.-9:30 14.9
9. Celebrity Playhouse (Screen Gems), WWJ, T.-10:00 14.0
10. Amos 'n' Andy (CBS), WWJ, W.-10:00 13.7
11. Badge 714 (NBC), WWJ, Su.-10:00 13.5
12. Man Called X (Ziv), WJBK, T.-10:00 13.2
13. Passport to Danger (ABC), WJBK, M.-10:00 13.2
14. Crunch and Des (NBC), WJBK, S.-9:30 13.0
15. Mr. District Attorney (Ziv), WJBK, W.-10:30 12.9
16. Racket Squad (ABC), WJBK, F.-10:00 12.7
17. Confidential File (Guild), WWJ, W.-10:30 11.4
18. Top Plays of 1956 (Screen Gems), WJBK, Th.-9:30 11.3
19. Long John Silver (CBS), WWJ, M.-10:30 11.2
20. San Francisco Beat (CBS), WJBK, M.-10:30 10.9

## DAYTON

2 TV STATIONS—125,000 TV HOMES  
Population—526,000 (144th in U. S.)  
Buying Income—\$1,072,359,000 (34th)  
Retail Sales—\$674,145,000 (39th)  
Food Sales—\$151,343,000 (38th)  
Drug Sales—\$21,540,000 (36th)  
Automotive—\$138,619,000 (35th)  
Above figures include following counties: Greene, Montgomery

### TOP NETWORK SHOWS

1. Ed Sullivan, WHIO, Su. 35.5
2. \$64,000 Question, WHIO, T. 35.3
3. Godfrey's Talent Scouts, WHIO, M. 32.5
4. Climax, WHIO, Th. 32.3
5. Lux Video Theater, WLW-D, Th. 31.3
6. \$64,000 Challenge, WHIO, Su. 31.3
7. Alfred Hitchcock, WHIO, Su. 30.5
8. Jackie Gleason, WHIO, S. 29.8
9. Robert Cummings, WHIO, Th. 29.8
10. G.E. Theater, WHIO, Su. 29.5

### TOP MULTI-WEEKLY SHOWS

1. Front Page News (10 p.m.), WHIO, M.-F. 26.1
2. Theater, Tonight, WHIO, M., Th. 20.5
3. Little Rascals, WHIO, M.-Th. 20.3
4. Promise Playhouse, WHIO, M.-F. 19.1
5. Mickey Mouse Club, WLW-D, M.-F. 15.4
6. Guiding Light, WHIO, M.-F. 14.2
7. Search for Tomorrow, WHIO, M.-F. 14.0
8. Reporter, Sports Desk (11 p.m.), WHIO, M.-F. 13.8
9. Love of Life, WHIO, M.-F. 13.3
10. Valiant Lady, WHIO, M.-F. 13.0

### TOP ONCE-WEEKLY FEATURES

1. Movie of the Week, WHIO, F.-11:15-12:00 midnight 13.7
2. Saturday Night Theater, WHIO, S.-11:45 11.5
3. Family Playhouse, WLW-D, S.-11:30 9.5
4. Saturday Night Theater, WLW-D, S.-11:45 8.0
5. Rainout Film, WLW-D, Su.-12:00-2:30 7.7

### TOP MULTI-WEEKLY FEATURES

- |  | Avg. Rating |
|--|-------------|
| 1. Evening Theater, WHIO, M.-Th.-11:15-12 midnight | 10.1        |
| 2. Movie Matinee, WHIO, M.-F.-3:00-4:00            | 8.4         |

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WHIO, T.-8:00 28.3
2. Man Called X (Ziv), WHIO, F.-9:30 25.5
3. Stories of the Century (Hollywood), WHIO, S.-9:30 25.0
4. The Whistler (CBS), WHIO, S.-10:00 24.0
5. Badge 714 (NBC), WHIO, S.-10:30 22.8
6. Passport to Danger (ABC), WLW-D, Su.-9:30 21.8
7. Amos 'n' Andy (CBS), WHIO, T.-10:30 20.8
8. Waterfront (MCA), WHIO, W.-10:30 20.5
9. Little Rascals (Interstate), WHIO, M.-6:00 20.3
10. I Led Three Lives (Ziv), WLW-D, F.-8:30 19.5
11. Jimmy Demaret (Award), WHIO, F.-10:15 18.5
12. Gene Autry (CBS), WHIO, W.-6:30 17.8
13. Life of Riley (NBC), WLW-D, F.-10:30 16.5
14. Annie Oakley (CBS), WLW-D, T.-7:30 14.3
15. Annie Oakley (CBS), WLW-D, S.-5:30 12.8
16. Wild Bill Hickok (Flamingo), WLW-D, S.-5:00 12.3
17. Science Fiction Theater (Ziv), WLW-D, Su.-10:30 11.0
18. I Am the Law (Sterling), WHIO, Th.-11:15 10.3
19. Counterpoint (Interstate), WHIO, S.-4:30 9.8
20. Superman (Flamingo), WLW-D, W.-7:00 9.0
21. Celebrity Playhouse (Screen Gems), WLW-D, S.-11:15 8.8

## HOUSTON-GALVESTON

3 TV STATIONS—323,300 TV HOMES  
Population—1,076,200 (15th in U. S.)  
Buying Income—\$1,937,585,000 (15th)  
Retail Sales—\$1,340,018,000 (16th)  
Food Sales—\$308,506,000 (15th)  
Drug Sales—\$40,807,000 (17th)  
Automotive—\$281,344,000 (14th)  
Above market statistics are for Houston only and include following counties: Harris

### TOP NETWORK SHOWS

1. Lux Video Theater, KPRC, Th. 30.5
1. \$64,000 Question, KGUL, T. 30.5
3. Godfrey's Talent Scouts, KGUL, M. 21.9
4. Ed Sullivan, KGUL, Su. 21.7
5. Lawrence Welk, KTRK, S. 21.5
5. \$64,000 Challenge, KGUL, Su. 21.5
7. Best of Groucho, KPRC, Th. 21.3
7. Burns and Allen, KGUL, M. 21.3
9. R. Montgomery Summer Theater, KPRC, M. 20.9
10. Boxing, KPRC, F. 20.4
10. Studio One Summer Theater, KGUL, M. 20.4

### TOP MULTI-WEEKLY SHOWS

1. My Little Margie, KGUL, M.-F. 14.8
2. Mickey Mouse Club, KTRK, M.-F. 11.8
3. Roy Rogers, KPRC, M.-F. 11.0
4. Newsreel, Weather (6:15 p.m.), KPRC, M.-F. 10.2
5. World Sports (6 p.m.), KPRC, M.-F. 10.1
6. Queen for a Day, KPRC, M.-F. 9.5
7. Late Show, KGUL, M.-Th. 8.5
8. Modern Romances, KPRC, M.-F. 8.1
9. News, Weather (10:30 p.m.), KPRC, M.-F. 7.9
10. Looney Tunes, KPRC, M.-F. 7.6

### TOP ONCE-WEEKLY FEATURES

1. Weekend Theater, KGUL, F.-10:30-12 midnight 9.0
2. Saturday Showtime, KPRC, S.-2:30-4:30 8.2
3. Saturday Special, KPRC, S.-1:00-2:30 7.8
4. Late Matinee, KGUL, S.-4:00-5:30 6.9
5. Black Cat Theater, KTRK, S.-10:15-12 midnight 4.5

### TOP MULTI-WEEKLY FEATURES

- |   | Avg. Rating |
|---|-------------|
| 1. Late Show, KGUL, M.-Th., S., Su.-10:30-12 midnight | 8.2         |
| 2. Late Matinee, KGUL, M.-F.-3:30-4:30                | 5.6         |
| 3. Movie Date, KPRC, M.-F.-11:00-12:30                | 5.4         |
| 4. Hollywood Theater, KTRK, M.-F.-9:30-11 a.m.        | 5.2         |
| 5. Midday Movie, KTRK, M.-F.-12:00-1:00 p.m.          | 3.5         |

### TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), KPRC, M.-8:30 18.3
2. I Led Three Lives (Ziv), KPRC, T.-8:30 16.8
2. Cisco Kid (Ziv), KPRC, Th.-7:00 16.8
4. Fairbanks Presents (ABC), KGUL, T.-9:30 16.7
5. Highway Patrol (Ziv), KPRC, Su.-9:30 16.2
6. Badge 714 (NBC), KPRC, T.-10:00 16.1
7. Annie Oakley (CBS), KPRC, S.-4:30 15.8
8. Man Called X (Ziv), KPRC, F.-9:30 15.6
8. Amos 'n' Andy (CBS), KPRC, Su.-9:00 15.6
10. Susie (TPA), KPRC, Su.-8:30 15.5
11. My Little Margie (Official), KGUL, M.-F.-6:00 14.8
12. Waterfront (MCA), KPRC, W.-7:00 14.6
12. Rosemary Clooney (MCA), KPRC, W.-8:30 14.6
14. Wild Bill Hickok (Flamingo), KTRK, T.-8:30 14.4
15. Great Gildersleeve (NBC), KPRC, W.-7:30 14.3
16. Sky King (Nabisco), KPRC, S.-11:30 a.m. 14.1

## Guild Acquires 179 Cartoons

NEW YORK—Guild Films has completed its deal to acquire 179 Walter Lantz cartoons for national distribution. The package, which will be offered as a library to stations for unlimited runs, features Oswald the Rabbit, Pochie the Pup, Meany, Miny and Moe and other comic characters.

The week previous Guild had acquired seven top-rated program series, and this, together with the Lantz deal, brings Guild's film catalog to nearly 1,500 films. Sales will follow the Looney Tunes pattern. The firm will also provide suggested program formats for the Lantz films.

## Colonial Chain Buys 'Christian'

NEW YORK—"Dr. Christian" has been sold to Colonial Stores, a chain of 432 supermarkets, for 15 Southeastern TV markets, beginning in October. Cities are Atlanta, Albany, N. Y.; Macan, Savannah and Augusta in Georgia; Columbia and Greenville in South Carolina; Norfolk, Roanoke and Richmond in Virginia; Birmingham, and Greensboro, Asheville, Raleigh and Greenville in North Carolina.

Other new clients for the Ziv Television series include Simmons Mattress in Springfield, Mo.; Royal

## Cinema-Vue Has 52 Pix

NEW YORK—Cinema-Vue has put 52 Westerns of the 1930's into TV distribution for the first time. It is calling them the "Old Round-Up" package. All indie productions, they star Buck Jones, Ken Maynard and Tim McCoy, among others.

This is Cinema-Vue's second Western package. It is also the distributor of the Vitapix package, which consists of 27 films, 21 of them with Johnny Mack Brown.

Bedding in Pittsburgh and Johnstown, Pa.; Sears Roebuck & Company in Fresno, Calif., and Top Value Stamps and Heckman Biscuits in Cleveland.

## Japan TV Activity Spurts; Atlantic in Pact, Falk Named

NEW YORK—Japanese TV is stepping up activity, as reflected in two more contracts this week. The first American deal for feature films was made this week between Atlantic Television Corporation and Nippon Hoso, government station in Tokyo. The pact includes 15 films of Atlantic's "Million Dollar Package."

In another development there, Raymond Falk, ABC-TV news correspondent in Tokyo, has been named Far East sales representative for ABC Film Syndication. This is the fifth extra-U.S. appointment under ABC Film's plan for a world-wide sales organization.



This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Buying statistics for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study.

COLUMBUS, O.

3 TV STATIONS—163,400 TV HOMES
Population—585,000 (35th in U. S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,831,000 (33d)
Above figures include following counties: Franklin

TOP NETWORK SHOWS

- 1. 564,000 Question, WBNS, T. ...36.3
2. 564,000 Challenge, WBNS, Su. ...30.3
3. I've Got a Secret, WBNS, W. ...28.5
4. Ed Sullivan, WBNS, Su. ...27.5
5. Gunsmoke, WBNS, S. ...27.5
6. What's My Line? WBNS, Su. ...26.0
7. High Finance, WBNS, S. ...25.4
8. Millionaire, WBNS, W. ...25.0
9. Lassic, WBNS, Su. ...24.9
10. Godfrey's Talent Scouts, WBNS, M. ...24.7

TOP MULTI-WEEKLY SHOWS

- 1. Chet Long (10 p.m.), WBNS, M.-F. ...17.0
2. CBS News, WBNS, M.-F. ...13.4
3. Western Roundup, WBNS, M.-F. ...12.9
4. Little Rascals, WBNS, M.-F. ...12.6
5. Aunt Fran, WBNS, M.-F. ...11.9
6. Mickey Mouse Club, WTVN, M.-F. ...11.6
7. Early Home Theater, WTVN, M.-F. ...11.1
8. Armchair Theater, WBNS, M.-F. ...10.5
9. Arthur Godfrey, WBNS, M.-Th. ...10.3
10. Guiding Light, WBNS, M.-F. ...10.1

TOP ONCE-WEEKLY FEATURES

- 1. Summer Playhouse, WTVN, S.-10:00-12 midnight ...10.1
2. Sunday Showboat, WTVN, Su.-10:30-12 noon & 12:30-4:00 ...9.0
3. 9 o'Clock Theater, WTVN, Su.-9:00-10:30 ...8.6
4. Million 5 Theater, WTVN, Su.-10:30-12:00 ...7.6
5. Saturday Showboat, WTVN, S.-1:30-3:00 ...6.1

TOP MULTI-WEEKLY FEATURES

- 1. Early Home Theater, WTVN, M.-F.-10:00-11:00 ...11.1
2. Armchair Theater, WBNS, M.-F.-10:45-12 midnight ...10.5
3. Middy Movie, WTVN, M.-F.-12:30-2:00 ...6.4
4. Ladies' Home Theater, WTVN, M.-F.-10:00-11:15 a.m. ...5.1
5. Home Theater, WTVN, M.-F.-11:15-12 midnight ...4.6

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WBNS, T.-9:30 ...28.5
2. Death Valley Days (Pacific Borax), WBNS, Su.-8:30 ...20.5
3. Man Called X (Ziv), WBNS, F.-8:30 ...18.5
4. Superman (Flamingo), WBNS, W.-6:00 ...14.5
5. Ann'e Oakley (CBS), WBNS, S.-6:00 ...14.5
6. Wild Bill Hickok (Flamingo), WBNS, T.-6:00 ...13.2
7. Little Rascals (Interstate), WBNS, M.-F.-4:15 ...12.6
8. Celebrity Playhouse (Screen Gems), WBNS, Su.-10:15 ...12.4
9. Judge Roy Bean (Screencraft), WTVN, Su.-5:00 ...12.2
10. Hopalong Cassidy (NBC), WTVN, M.-6:00 ...12.1
11. Victory at Sea (NBC), WTVN, T.-9:00 ...11.5
12. I Led Three Lives (Ziv), WLW-C, F.-8:30 ...11.2
13. Rocky Jones, Space Ranger (MCA), WTVN, W.-6:00 ...10.7
14. Public Defender (Interstate), WBNS, M.-10:15 ...10.5
15. Jungle Jim (Screen Gems), WBNS, M.-6:00 ...10.2
15. Laurel and Hardy (Governor), WBNS, Th.-6:00 ...10.2
17. Dr. Hudson's Secret Journal (MCA), WBNS, F.-10:15 ...10.0

WASHINGTON, D. C.

4 TV STATIONS—483,400 TV HOMES
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)
Retail Sales—\$2,246,024,000 (9th)
Food Sales—\$499,346,000 (11th)
Drug Sales—\$98,952,000 (8th)
Automotive—\$420,335,000 (10th)
Above figures include following counties: District of Columbia; Montgomery and Prince Georges, Md.; Arlington and Fairfax, Va.

TOP NETWORK SHOWS

- 1. 564,000 Question, WTOP, T. ...29.7
2. Ed Sullivan, WTOP, Su. ...29.3
3. 564,000 Challenge, WTOP, Su. ...25.4
4. Alfred Hitchcock, WTOP, Su. ...24.7
5. Lux Video Theater, WRC, Th. ...24.3
6. Burns and Allen, WTOP, M. ...24.2
6. G. E. Theater, WTOP, Su. ...24.2
6. Godfrey's Talent Scouts, WTOP, M. ...24.2
6. Medic, WRC, M. ...24.2
10. R. Montgomery Summer Theater, WRC, M. ...23.7
10. What's My Line? WTOP, Su. ...23.7

TOP MULTI-WEEKLY SHOWS

- 1. 11:00 p.m. Report, WTOP, M.-F. ...11.9
2. Cisco Kid, WTOP, M.-F. ...10.9
3. CBS News, WTOP, M.-F. ...10.2
4. Mickey Mouse Club, WMAL, M.-F. ...10.1
5. News (11 p.m.), WRC, M.-F. ...10.0
6. 6:30 Spotlight, WTOP, M.-F. ...9.5
7. Search for Tomorrow, WTOP, M.-F. ...9.4
8. Guiding Light, WTOP, M.-F. ...9.1
9. Love of Life, WTOP, M.-F. ...8.9
10. Valiant Lady, WTOP, M.-F. ...8.5

TOP ONCE-WEEKLY FEATURES

- 1. Safeway Theater, WRC, S.-10:30-12 midnight ...11.3
2. Saturday Matinee, WTOP, S.-1:30-4:00 ...7.7
3. Sunday Theater, WTOP, S.-1:30-4:30 ...6.9
4. Million 5 Movie, WMAL, F.-11:15-12 midnight ...6.8
5. Masterpiece Theater, WTTG, T.-9:30-11:00 ...6.5

TOP MULTI-WEEKLY FEATURES

- 1. Late Show, WTOP, M.-S.-11:15-12 midnight ...7.4
2. People's Playhouse, WRC, T., Th.-1:00-2:00 ...5.0
3. Evening Movie, WTTG, M.-Su.-8:00-9:30 ...4.9
4. Featuring Playhouse, WRC, M., W., F.-1:00-2:00 ...4.7
5. Night Show, WMAL, M.-Th., Su.-11:15-12 midnight ...2.3

TOP SYNDICATED FILMS

- 1. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 ...15.4
2. Range Rider (CBS), WTOP, M.-7:00 ...12.9
3. Ramar of the Jungle (TPA), WTOP, W.-7:00 ...12.4
4. Cisco Kid (Ziv), WTOP, S.-6:00 ...11.4
5. Baseball Hall of Fame (Flamingo), WTTG, M.-10:45 ...11.3
5. Baseball Hall of Fame (Flamingo), WMAL, W.-10:45 ...11.3
7. Cisco Kid (Ziv), WTOP, M.-F.-6:00 ...10.9
8. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 ...10.0
8. Science Fiction Theater (Ziv), WMAL, Su.-6:00 ...10.0
10. Superman (Flamingo), WRC, T.-7:00 ...9.9
10. Highway Patrol (Ziv), WTOP, F.-7:30 ...9.9
12. Boston Blackie (Ziv), WTOP, Th.-7:00 ...9.5
12. Stories of the Century (Hollywood), WTOP, S.-6:30 ...9.5
14. Public Defender (Interstate), WTOP, Th.-10:30 ...8.9
15. Man Called X (Ziv), WMAL, F.-9:00 ...8.5
16. New Orleans Police Dept. (NTA), WTTG, W.-9:30 ...8.0
17. My Little Margie (Official), WTOP, M.-F.-5:00 ...7.9
18. Badge 714 (NBC), WTTG, F.-7:00 ...7.5

PROVIDENCE

2 TV STATIONS—20,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,887,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence-Pawtucket and include following counties: Bristol, Kent, Providence

TOP NETWORK SHOWS

- 1. 564,000 Question, WPRO, T. ...35.0
2. Ed Sullivan, WPRO, Su. ...33.4
3. Navy Log, WPRO, T. ...28.8
4. Best of Groucho, WJAR, Th. ...28.5
5. Phil Silvers, WPRO, T. ...28.3
6. Climax, WPRO, Th. ...28.0
7. 564,000 Challenge, WPRO, Su. ...27.3
8. Four Star Playhouse, WPRO, Th. ...26.8
9. I've Got a Secret, WPRO, W. ...26.5
9. Millionaire, WPRO, W. ...26.5

TOP MULTI-WEEKLY SHOWS

- 1. Esso Reporter, Weather (11 p.m.), WJAR, M.-F. ...17.2
2. News Caravan, WJAR, M.-F. ...15.4
3. News, Weather, Sports (6:45 p.m.), WJAR, M.-F. ...13.4
4. CBS News, WPRO, M.-F. ...13.3
5. Super Cartoon, WJAR, M.-F. ...12.8
6. Million 5 Movie, Misc., WJAR, T.-F. ...12.7
7. Guiding Light, WPRO, M.-F. ...12.3
7. Looney Tunes, Misc., WJAR, M.-F. ...12.3
9. News, Sports, Weather (6:30 p.m.), WPRO, M.-F. ...12.2
10. Search for Tomorrow, WPRO, M.-F. ...11.9

TOP ONCE-WEEKLY FEATURES

- 1. Best of Million 5 Movie, WJAR, Su.-12 noon-1:15 ...10.3
2. Wild, Wild West, WJAR, S.-1:30-4:30 ...8.1

TOP MULTI-WEEKLY FEATURES

- 1. Million 5 Movie, WJAR, T.-F.-11:15-12 midnight ...12.3
2. Matinee, WJAR, M.-F.-1:00-2:30 ...7.0

TOP SYNDICATED FILMS

- 1. Liberate (Guild), WJAR, Th.-9:00 ...19.3
2. Waterfront (MCA), WPRO, S.-7:30 ...18.8
3. Star and the Story (Official), WJAR, F.-8:00 ...18.5
4. Highway Patrol (Ziv), WJAR, T.-10:30 ...18.0
5. Badge 714 (NBC), WJAR, Su.-10:30 ...17.0
6. Man Called X (Ziv), WJAR, W.-10:30 ...16.0
7. Wild Bill Hickok (Flamingo), WJAR, W.-6:00 ...15.3
7. Science Fiction Theater (Ziv), WPRO, W.-7:00 ...15.3
9. Steve Donovan, Western Marshal (NBC), WPRO, T.-7:00 ...15.0
9. Great Gildersleeve (NBC), WPRO, W.-7:30 ...15.0
11. Superman (Flamingo), WJAR, M.-6:00 ...14.3
12. Sherlock Holmes (NTA), WPRO, S.-11:00 ...13.8
13. Amos 'n' Andy (CBS), WPRO, Th.-7:00 ...13.5
14. Stage 7 (TPA), WPRO, M.-7:00 ...13.0
15. Sky King (Nabisco), WJAR, F.-6:00 ...13.0
16. Looney Tunes (Guild), WJAR, M.-F.-5:00 ...12.8
17. Annie Oakley (CBS), WJAR, T.-6:00 ...12.5
18. Looney Tunes (Guild), WJAR, M.-F.-6:30 ...12.3
19. Death Valley Days (Pacific Borax), WJAR, S.-6:30 ...11.5
20. My Little Margie (Official), WJAR, M.-F.-5:30 ...10.6
21. Dateline Europe (Official), WJAR, M.-11:45 ...10.0
22. Col. March of Scotland Yard (Official), WJAR, M.-11:15 ...9.8
22. Little Rascals (Interstate), WPRO, S.-9:00 a.m. ...9.8

SAN FRANCISCO

5 TV STATIONS—788,400 TV HOMES
Population—2,613,100 (7th in U. S.)
Buying Income—\$5,696,328,000 (6th)
Retail Sales—\$3,334,262,000 (7th)
Food Sales—\$815,868,000 (7th)
Drug Sales—\$102,169,000 (7th)
Automotive—\$580,360,000 (7th)
Above figures include following counties: Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano

TOP NETWORK SHOWS

- 1. 564,000 Question, KPIX, T. ...39.5
2. Boxing, KRON, F. ...35.0
3. Ed Sullivan, KPIX, Su. ...31.2
4. Best of Groucho, KRON, Th. ...26.0
5. Do You Trust Your Wife? KPIX, T. ...25.7
6. I've Got a Secret, KPIX, W. ...25.2
7. Boxing, KGO, W. ...24.2
7. 564,000 Challenge, KPIX, Su. ...24.2
9. Phil Silvers, KPIX, T. ...24.0
10. Disneyland, KGO, W. ...23.5

TOP MULTI-WEEKLY SHOWS

- 1. News Caravan, Misc., KRON, M.-F. ...14.1
2. Queen for a Day, KRON, M.-F. ...14.0
3. Mickey Mouse Club, KGO, M.-F. ...12.1
4. Modern Romances, KRON, M.-F. ...11.7
5. Big Movie, KPIX, M., Th. ...11.6
6. CBS News, KPIX, M.-F. ...10.4
7. Shell News (6 p.m.), KPIX, M.-F. ...9.4
8. Kit Carson, KRON, M.-Th. ...9.2
9. Art Linkletter, KPIX, M.-F. ...8.7
10. Golden Gate Playhouse, KRON, M.-F. ...8.1

TOP ONCE-WEEKLY FEATURES

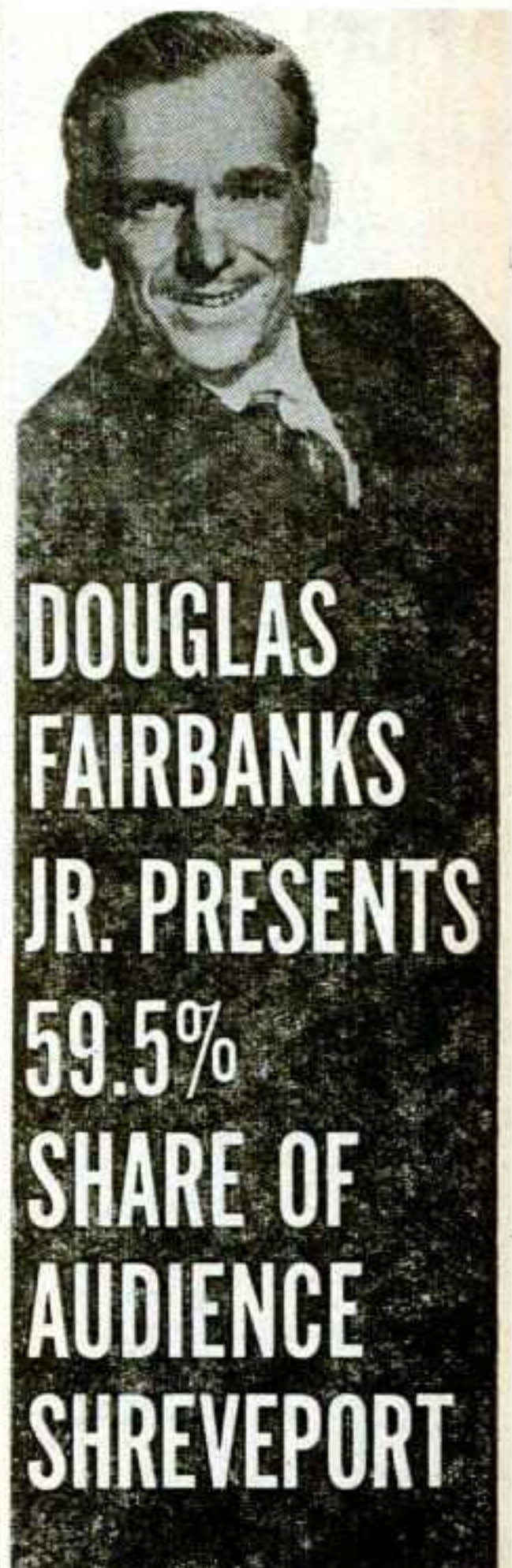
- 1. Movie Time, KRON, Su.-6:00-7:30 ...14.1
2. Fabulous Feature, KPIX, Su.-5:30-7:00 ...11.5
3. Two on the Aisle, KRON, Su.-4:30-6:00 ...11.3
3. Home Theater, KRON, S.-6:00-7:00 ...11.3
5. Movie Hits, KRON, S.-11:00-12:00 midnight ...8.0

TOP MULTI-WEEKLY FEATURES

- 1. Big Movie, KPIX, M.-Th.-10:00-12:00 midnight ...11.6
2. Golden Gate Playhouse, KRON, M.-F.-3:00-3:50 ...8.1
3. Jubilee Movie, KPIX, M., T., Th., F., Su.-11:30-12:00 midnight ...6.1
4. D. Courtney Movie, KPIX, M.-F.-1:45-3:00 ...4.2
5. Western Theater, KGO, M.-F.-4:00-5:00 ...3.8

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bagnall), KPIX, Th.-7:30 ...21.7
2. Badge 714 (NBC), KPIX, W.-9:00 ...21.4
3. Rosemary Clooney (MCA), KPIX, S.-9:30 ...18.7
4. Chevron Hall of Stars (TPA), KRON, F.-8:30 ...15.9
5. Science Fiction Theater (Ziv), KRON, S.-7:00 ...14.9
6. I Led Three Lives (Ziv), M.-10:30 ...13.5
7. Science in Action (TPA), KRON, M.-7:00 ...13.2
8. Waterfront (MCA), KPIX, S.-7:00 ...12.9
9. Steve Donovan, Western Marshal (NBC), KPIX, T.-6:30 ...12.5
10. Mr. District Attorney (Ziv), KRON, T.-10:30 ...11.5
11. Code 3 (ABC), KRON, W.-10:30 ...11.4
11. Stories of the Century (Hollywood), KPIX, F.-10:30 ...11.4
13. Highway Patrol (Ziv), KRON, T.-6:30 ...10.7
14. Mayor of the Town (MCA), KGO, M.-8:00 ...10.2
14. Confidential File (Guild), KGO, T.-10:00 ...10.2
16. Crunch and Des (NBC), KRON, Th.-7:00 ...9.9
17. Jungle Jim (Screen Gems), KGO, F.-6:30 ...9.7



First also in Cleveland with an 18.1 rating, 48.8% audience share, "Douglas Fairbanks, Jr. Presents" tops its competition in Los Angeles, Mobile and in many other markets, too. Rating histories available on request.

Write, wire, phone ABC FILM SYNDICATION, INC. 10 East 44th Street New York City Oxford 7-5880



The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE -from spot to spectacular

Best Foods in Carson Buy NEW YORK—Best Foods, Inc., which now has an alternate quarter hour of the Johnny Carson show, is expected to buy an alternate half hour in that show's replacement, the rerun of "Our Miss Brooks" over CBS-TV Monday thru Friday, 2:30 p.m. Best Foods was set to buy a number of Western markets for "Miss Brooks" and when the show went network, Best Foods decided to go along. TV Reviews Appear On Page 36 This Week

Gross-Krasne Adds Two to Sales Force HOLLYWOOD — Gross-Krasne last week rounded out its sales staff with the addition of two new execs to give the company representation in all areas of the country for its syndication of the "O. Henry Playhouse" series. Added were Ed Simmel to cover the Southern States, and Robert Hill in charge of the Western area. Mel Schlank heads the sales operation. Previous appointees were Robert Braham in New York and Irving Feld in Chicago.

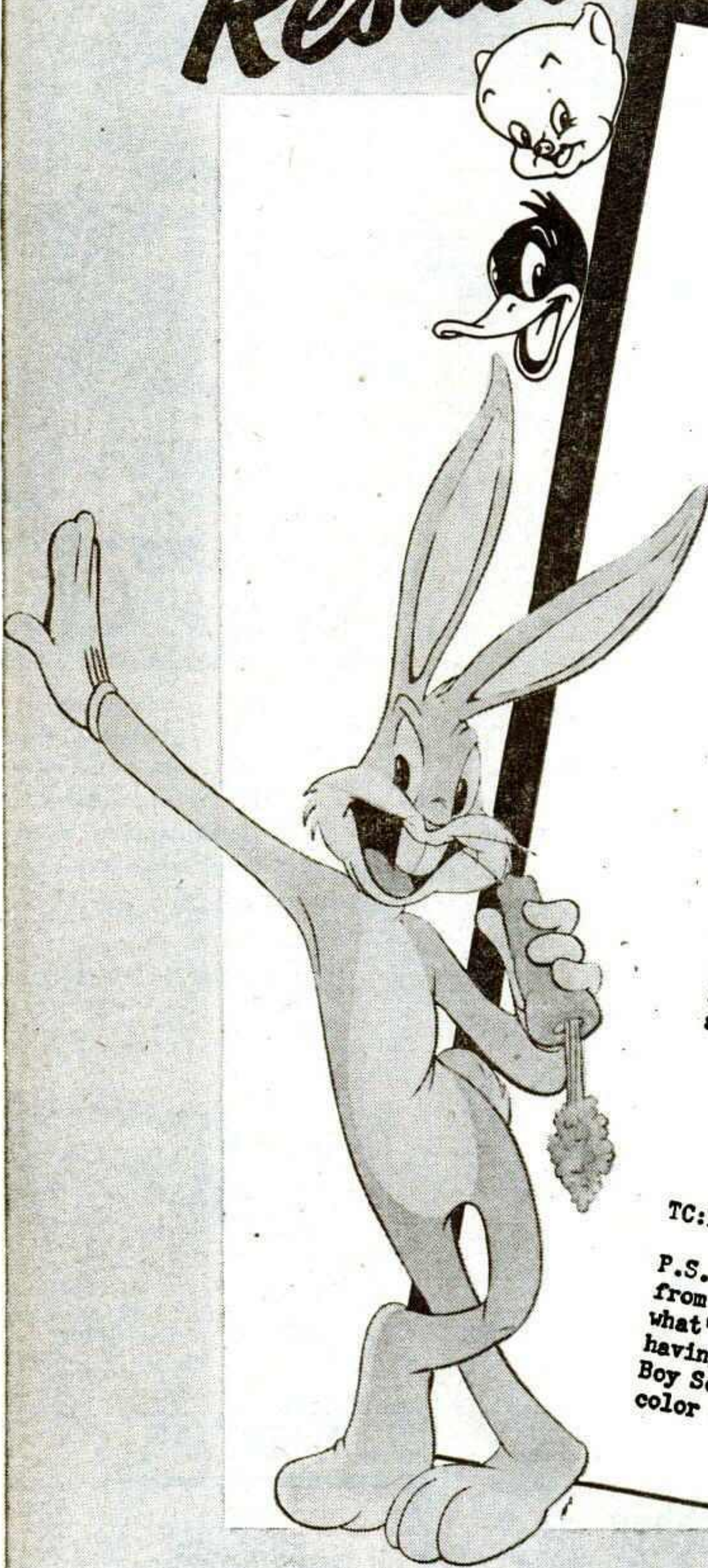
Roach Names Frank J. Shea HOLLYWOOD—Hal Roach Jr. last week named Frank J. Shea to the post of director of Eastern operations for the commercial division of the studio. Move was necessitated by the 67 per cent increase in commercial billings this year (Billboard, September 15), most of which is being placed out of the East and Midwest. Shea was previously a director of sales for the March of Time division of Time, Inc., director of TV and commercial film sales for John Sutherland Productions, and a v.p. of Pelican Films.

STAR PERFORMANCE JOANNE DRU "Slenderella International, you say, Pip!" "Right, bought the award winning series for 35 markets coast-to-coast! Solid sale, eh, Old Boy!" OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N. Y. Plaza 7-0100



# Sensational Results!

# WHEN a.a.p.'s CARTOONS



DU MONT BROADCASTING CORPORATION  
 205 EAST 67<sup>th</sup> STREET, NEW YORK 21, N. Y.

August 27, 1956

Mr. Elliot Hyman  
 Assoc. Artists' Prod., Inc.  
 345 Madison Avenue  
 New York 17, N.Y.

Dear Elliot:

You can't do better than first. And "Looney Tunes" is first -- the leading Monday through Friday children's show. In average ratings by Nielsen, from October '55 through May '56 (just to show you that it's not a flash in the pan) "Looney Tunes" averaged 12.5 with a certain mouse following at 10.8.

It is a real moneymaker. Naturally, when you released the 337 new Warner Brothers' cartoons, we were able to dress the show up for fall selling and this has resulted in current billings of \$12,000 a week.

But more than that, we have taken the Bugs Bunny cartoons from the Warner Brothers' cartoon package and are giving the Estimable Rabbit a half-hour program of his own on Fridays at 7:30 p.m. Twenty-four hours after we announced it, Bugs' favorite drink, 7-Up, bought it for every week sponsorship.

Gordially yours,

Ted Cott  
 Vice President

TC:km

P.S. Starting very soon, we get a second boost from this package -- running them in color. And what's more, we are giving color a real boost by having 200 kids a day from schools on field trips, Boy Scout Troops, etc., get their first taste of color TV watching color-sets in our studios.

**GET THE TOP MONEY-MAKING  
 337 NEW WARNER BROS. CARTOONS THAT GET  
 THE FABULOUS AUDIENCES AND THE BIG SPONSORS!**



# 337 NEW WARNER BROS. SHOW AT N.Y.'S WABD!

**PRE-SOLD BY PAST PERFORMANCE OF  
WARNER BROS. CARTOONS!**

**First in average ratings by Nielsen**

<b>Looney Tunes</b>	<b>12.5</b>
<b>Mickey Mouse Club</b>	<b>10.8</b>
<b>Clubhouse Gang</b>	<b>8.8</b>

**... and sold-out all year to major  
sponsors: Peter Paul, Coca Cola  
National Biscuit Co., etc.**

**NEW CARTOONS SCOOPED UP, BILLINGS  
SOAR TO \$12,000 PER WEEK!**

**BUGS BUNNY SO HOT, SPECIAL HALF-  
HOUR SOLD TO 7-UP 24 HOURS  
AFTER ANNOUNCED!**

**RUN IN COLOR AT NO EXTRA COST!**

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# when it's **Picture Tubes...it's RCA**

## Silverama

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the color tube  
that made Color TV  
a brilliant reality today!



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RADIO CORPORATION OF AMERICA, HARRISON, N. J.



★  
A SALUTE TO  
THE TELEVISION INDUSTRY  
PUBLISHED COINCIDENTAL WITH  
**National TV Week**  
SEPTEMBER 23-29, 1956  
★

# The Billboard

A Special Section of the  
September 22, 1956 Issue

★  
HIGHLIGHTING THE  
PAST, PRESENT AND FUTURE OF  
**Color Television**  
AS AN ENTERTAINMENT  
AND ADVERTISING MEDIUM  
★

**EDITORIAL**

## SALUTE TO ALL

Television's many-faceted impact on American life is truly one of the marvels of the 20th Century..

Not only has the medium provided a multi-billion dollar stimulus to the nation's economy, but it also has had—and continues to have—immeasurable influence on the culture and education of millions of people. The hours of entertainment telecast each day bring to the population, without charge, an almost constant flow of joy.

Scientists and engineers have been stimulated by the constant challenge presented by television developments.

Latest Census Bureau figures place at 37,277,000 the number of sets now in use. More than 13,000,000 homes are still without TV, a fact which gives graphic indication that a growth period still lies ahead, not only for color television, but black and white as well.

But it is the rainbow-hued promise of color that presents the entire industry with its greatest and golden opportunity. With the impetus of vastly expanding color programming—both from networks and local stations—and with the availability of budget-priced receivers beginning at \$495, it is obvious that the medium of television is entering an entire new era with vast promise of service to viewers and prosperity and satisfaction to the countless persons associated with the industry.

We deem it an honor and a privilege to salute the men and women—the writers, producers, artists, technicians, scientists, manufacturers, retailers and all others—who comprise the television industry on this, the occasion of the first observance of National TV Week.

## Baby Video Has Come Long Way; It Began Back in 1884

- Many milestones have been passed since 1928 when NBC got permit for W2XBS; CBS for W2XAB
- Programming goes from sports and Berle to drama, variety, comedies, quiz, specs and color

By LEON MORSE  
TV, the youngest of the mass entertainment media, is still rather a new phenomenon to the American scene. But it has been a long time in coming to fruition, much longer than most people realize.

Work actually originated back in 1884 when Germany's Paul Nipkow invented the scanning disk. A much more important development, however, took place in 1923 when Vladimir Zworykin, an RCA Victor research scientist, patented the Iconoscope tube, which made the TV camera possible.

On April 16, 1928, NBC received its first station construction permit for the experimental W2XBS, later changed to WNBT and finally WRCA-TV here. The CBS experimental station, W2XAB, got under way July 31, 1931. Experimentation mainly along technical lines proceeded all during the 1930's.

The commercial history of the medium dates from February 27, 1939. It was then the Campbell Soup Company presented TV's first commercial during the transmission of the "Amos 'n' Andy" show over W2XBS. It consisted of announcer

Bill Hays opening a can of beans and showing their appetizing look, a far cry from Piel's "Bert and Harry" commercials.

**1939 Milestone**  
Scheduled telecasting began on April 30, 1939, with a televised address from the New York World's Fair by Gen. David Sarnoff, RCA chief, in which he announced the birth of "a new art form so important in its implications that it is bound to affect all society." Other key TV pick-ups that year included the Max Baer-Lou Nova fight, a Brooklyn-Cincinnati baseball game, and a speech by President Roosevelt.

Another milestone took place on June 17, 1941, when the Federal Communications Commission granted the first commercial license for a video station to NBC's W2XBS. The declaration of war then drastically curtailed all progress in the medium.

But when V-E Day came on May 9, 1946, TV was ready and presented a five-hour show of the celebration that took place here.

During the next three years TV offered a great variety of drama,

quiz, panel and service shows, all the while perfecting its programming techniques both in the presentation and selection of material.

**Mass Production**  
Mass production of TV sets was inaugurated in 1948. It was then that the medium found a programming vehicle to sell TV sets to the country—Milton Berle's "Texaco Star Theater," which debuted over NBC-TV June 8. Prior to that on September 30, 1947, the first World Series was televised, another sports event which helped accelerate the demand for TV sets. Fight fans who had TV sets had been seeing their favorites since 1944 when "Gillette's Cavalcade of Fights" got under way.

The nation's reaction to TV can be measured by the phenomenal growth of set output from 975,000 in 1948 to 7,500,000 by 1951 when TV had emerged as a mass medium. And it was in late 1951 that the New York-to-Hollywood microwave relay linked the country, permitting the appearance on TV from the West Coast of the big movie names and throwing into the medium the few programming weapons that it had lacked.

**Freeze Lifted**  
Shortly afterward, when the FCC lifted the freeze, April 14, (Continued on page 19)

# TV's 10 Years of Progress

The dramatic growth of the TV industry over the past decade hardly needs documentation. But it nevertheless should be thrilling for anyone engaged in this industry to lay out the facts and figures, however familiar they are, and compare them.

Herewith is a comparative listing of some vital statistics at the opening of the current year, five years ago and 10 years ago. The figures were gathered from various sources and are the best estimates that could be made at this time.

The facts of the industry as it stood in 1946 are really so paltry as to make comparisons fantastic. The fact that set circulation, for instance, has grown 300,000 per cent since then staggers the imagination. The fact that the industry's gross annual revenue has grown 130,000 per cent is also beyond truly understandable bounds.

But even a comparison with TV's status five years ago should be a source of pride to industryites. In the past five years, set circulation and saturation more than tripled. The number of stations quadrupled. Total gross annual revenue quadrupled.

Today, TV broadcasting is a billion dollar industry, with a circulation of 37,000,000 sets, reaching close to 75 per cent of the nation's homes in a total of almost 270 communities, where the average family gives it six hours of its time per day. And it is still growing.

	1946	1951	1956
<b>TV SETS IN USE</b>	10,000	10,500,000	37,000,000
<b>PERSONS REACHED BY TV</b>	29,000	35,600,000	119,000,000
<b>PERCENTAGE U. S. HOMES REACHED BY TV</b>	—	24%	73%
<b>COMMERCIAL OPERATING TV STATIONS</b>	4	107	427
<b>MARKETS REACHED BY TV</b>	2	63	269
<b>AVERAGE DAILY VIEWING HOURS PER RADIO HOME</b>	—	1.37	4.33
<b>PER TV HOME</b>	—	5.49	6.02
<b>GROSS TV ADVERTISING EXPENDITURES</b>	\$1,000,000	\$332,000,000	\$1,300,000,000



# Public Has Best Chance Yet To Put Color TV Into Homes

- Manufacturers offer more models at lowest prices ever, hewing close to \$495 competitive line
- BB's listing shows 41 models from 14 firms with prices ranging upward to \$945 by Du Mont

The big push for color is on, and America's families now have the best opportunity ever to get color TV into their homes. During the current season more manufacturers are offering more models of color TV sets than ever before and at the lowest prices.

Herewith is a listing—as comprehensive as possible—of the industry's 1957 line of color receivers. Most of these models have made their debuts in trade shows over the past three months. Some of them had yet to make their debut at press time, in which cases the suggested prices and some other details were not available. But it was clear that almost all of them are trying to hew as close as possible to the \$495 competitive line drawn by RCA Victor this summer.

Actually the lowest price given was \$389 for a table model put out by Muntz. Three manufacturers are suggesting \$495 for their cheapest color sets. One is suggesting \$450. Three are suggesting \$595 for their cheapest

models. The highest price listed in this survey was \$945 by Du Mont.

The following list comprises the line of 14 manufacturers and a total of 41 different models. RCA Victor will have the most extensive line, 10 models, graduated up from \$495 to \$850.

This is certainly a far cry from RCA's first commercial color set of two years ago, the C-100, which had a 14-inch tube giving an effective 12½-inch picture, and it sold for around \$1,000.

The 1957 line is mostly in the 21-inch picture class, the size which has proven so popular in black and white. Most of them feature easier tuning. Some of them include high fidelity sound.

Color TV is now within the reach of the same families that burgeoned black-and-white set ownership five years ago.

## ADMIRAL CORPORATION 3800 Cortland St., Chicago 47

- MODEL: Regent 21**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde Oak  
Probable Prices: \$499.95-\$519.95
- MODEL: Ambassador 21**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde Oak  
Probable Prices: \$595-\$615
- MODEL: President 21**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde Oak  
Probable Prices: \$699.95-\$719.95



Admiral's Regent

- MODEL: Patrician 21**  
Screen: 21-inch  
Cabinet: Credenza  
Finishes: Sierra, Blonde Oak, Mahogany  
Probable Prices: \$799.95-\$819.95

## ALLEN B. DU MONT LABS., INC. 35 Market St., E. Paterson, N. J.

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Table Model  
Finish: Mahogany  
Probable Price: \$695

# Sales of Color Sets: \$150 Mil in 4 Mos.

- Installation, service coin to bring tally to \$500 mil.
- \$495 price tag to enable 1,000,000 to buy sets

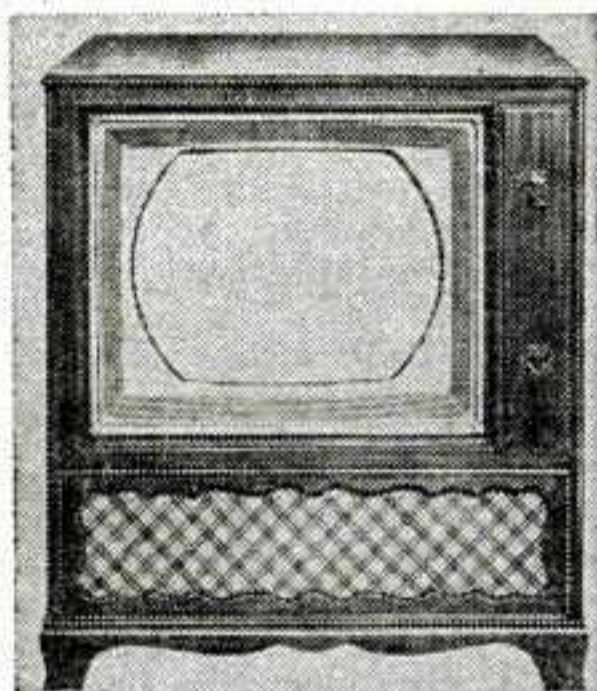
At least \$150,000,000!

This is the volume of color television business most experts agree that retailers will ring up on cash registers during the next four months.

Another hefty bundle of dollars can be expected from the installation and maintenance of color sets.

Based on nation-wide reaction to recently introduced big color receivers selling for as low as \$495, the figure represents merely a start of what, according to available estimates, will zoom to a whopping \$500,000,000 by the end of 1957.

There now is every likelihood that consumers will find color sets in short supply by Christmas.



Du Mont's Console

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Console  
Finish: Fruitwood  
Probable Price: \$945

## EMERSON RADIO & PHONOGRAPH CORP. 14th & Cole, Jersey City, N. J.

- MODEL: C508**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Walnut, Blonde  
Probable Price: \$678

## GENERAL ELECTRIC PRODUCTS, INC.

TV Receivers Department  
Electronics Park, Syracuse

- MODEL: 21T500**  
Screen: 21-inch  
Cabinet: Table Model  
Finish: Mahogany  
Probable Price: \$495

- MODEL: 21C700**  
Screen: 21-inch  
Cabinet: Console  
Finish: Mahogany  
Probable Price: \$740

- MODEL: 21C701**  
Screen: 21-inch  
Cabinet: Console  
Finish: Walnut  
Probable Price: Not Available

## HOFFMAN ELECTRONICS 7200 S. Avalon Blvd., Los Angeles

- MODEL: The Commodore—M2021**  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Mahogany, Blonde, Salem Maple  
Probable Prices: \$595-\$615



Hoffman's Commodore

- MODEL: M4041**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde, Salem Maple  
Probable Prices: \$695-\$715

- MODEL: The Ambassador—M4061**  
Screen: 21-inch  
Cabinet: Lowboy Credenza  
Finishes: Mahogany, Lined Oak, Salem Maple  
Probable Prices: \$775-\$795

for color television may very well mean that color receivers could be in short supply before Christmas.

### Dual Progress

Color television's long-time dual problem—more color programs and budget priced color sets—may now be a thing of the past.

With NBC-TV's announced plans of presenting at least one major color show each night of the week—plus spectaculars, special events and sports—network colorcasts will reach a new high this fall and winter. Other webs also have announced augmented color schedules and, at present, at least 200 stations are equipped to carry either network shows or originate local tint programs. And a number of distributors of syndicated TV films are heavily committed to color shows.

Downward trends in set prices by all manufacturers—small screen color receivers were selling for \$1,000 hardly two years ago—has been marked by vast increases in performance and reliability.

RCA Victor's new complete line of 10 different color set models, for instance, underwent the most extensive field tests and in-home checks before being placed on the

## PROMOTION ANGLE

# TV Week to Stress Import to Families

- Portables, color sets to highlight push
- RETMA, NARTB, others prepare material

Industry promotion of National Television Week will highlight portable TV sets, color telecasting and the importance of television to the American family.

Promotional material sent by the Radio Electronics Television Manufacturers' Association to member companies plays up the advantages of portable TV, calling it "the fastest selling set in the history of an always turbulent industry." Portable TV is the "consumer's answer to physically over-sized receivers," according to RETMA, because it "introduces a wholly new concept of TV viewing," making it

- MODEL: M4021**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak, Salem Maple  
Probably Prices: \$795-\$815

## MAGNAVOX COMPANY Fort Wayne, Ind.

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Not Available  
Probable Prices: Not Available

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Cherry  
Probable Prices: Not Available

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Console  
Finish: Oak  
Probable Prices: Not Available

## MOTOROLA, INC. 4545 W. Augusta Blvd., Chicago 41

- MODEL: Unnamed**  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Not Available  
Probable Prices: Not Available

- MODEL: 19CT1-1B**  
Screen: 19-inch  
Cabinet: Table Model  
Finishes: Mahogany, Blonde  
Probable Price: \$695

- MODEL: 19CK1-1B**  
Screen: 19-inch  
Cabinet: Console  
Finish: Mahogany  
Probable Price: \$795

(Continued on page 19)

possible to enjoy TV at any spot in the home, on vacation or just about anywhere. Industry spokesmen predict that portable sets may soon account for as much as 50 per cent of TV sales.

The National Association of Radio & TV Broadcasters observance of National Television Week will be slanted more toward family enjoyment of the medium, with a booklet outlining how a hypothetical family can "create new interests and promote family unity" thru TV.

### Color Year

"The fabulous color TV year ahead" will get its share of attention from RETMA, with particular emphasis on fall network programming. Television style trends, engineering and the move toward more automatic devices will also be featured. The group predicts that the "homes of tomorrow will provide communication centers as a vital part of the American's living habits" and that more architects and interior designers will see the need for "sound conditioning" homes.

The NARTB will supply stations with promotional kits containing slides, announcements, feature material, promotion and program ideas, and will join the industry in calling on civic and fraternal organizations to join the celebration.

One plan that fell by the wayside was NARTB's hope for a startler—possibly a trans-atlantic show or some other big "first."

Other sponsors of the celebration, in addition to RETMA and NARTB, are the National Appliance and Radio-TV Dealers' Association and the Television Bureau of Advertising, Inc.

# Color Tuning Easy as Pie

- RCA sets hue and color dials added to B&W
- Two steps to proper tones bring clear quality

Owners of color television sets—and their ranks are increasing daily—will tell you that it is as easy as pie to tune a color receiver.

RCA Victor color sets, for instance, have only two additional controls not found on black and white receivers—hue and color. Both are located on the panel containing the general adjustment controls.

With the receiver properly adjusted for the best black and white reception, tuning in color is a matter of two simple steps:

(1) Turn tuning control (on the outside of the channel selector) to the right, until harsh interference occurs and the picture starts to disappear. Then slowly turn back, stopping as soon as all interference disappears and color is in the picture.

(2) Adjust hue control (flesh tones or color of some familiar object) in conjunction with color control, to obtain desired color quality.

If hue control is turned too far left, flesh tones will be too purple. If hue control is turned too far right, flesh tones will be too green.

If color control is turned too far left, colors will appear "pale" and weak. If color control is turned too far right, colors will appear "flushed" and too brilliant.

market. Consumer reaction to operation of the receivers shows them to be relatively as service-free and reliable as comparable black and white sets.

Best available sources confidently predict that at least 12,000,000 color sets will be in homes by 1961.

### Golden Opportunity

Color TV's promising picture all adds up to golden opportunity for every segment of the industry—set manufacturers, retailers, networks, local stations, producers, film makers and distributors, advertisers and agencies.

However, the continued optimistic outlook for television is not restricted to color alone. Far-flung acceptance by the public of small, rugged and well-styled personal and portable receivers, which can easily be carried from room to room, apparently has opened up an entirely new market for black and white sets. The so-called "second set" market for table models and consoles also is showing expanding activity.

It all points to the industry's second greatest year—no small accomplishment measured by last year's record-breaking high in unit sales.



# Global Coverage on Wide Wide Screens

By ROBERT W. SARNOFF  
President of the National Broadcasting Company

Ten years from now you will have the world within push-button reach. Sitting in your living room and watching a color screen covering most of the wall, you will be able to visit the Moulin Rouge in Paris, join skin-divers below the waters of the Riviera, or take a tour of the Kremlin.

This glimpse of tomorrow's television is based on electronic



ROBERT W. SARNOFF

achievements in today's laboratories. Live television between this country and Europe is already technically feasible. Mural television, with a flat thin screen that hangs on the wall like a picture,

will soon be perfected thru the use of transistors and improvements in light amplification. And the television camera and transmitting equipment already reduced to the point where it can be carried by one man, can be made even more mobile and more effective.

These and other improvements will mean that television can go everywhere and do everything. To keep up with the wide-ranging cameras, we will have to make our programming even more flexible, more all-embracing than it is today.

In the past few years we have broken out of the strait-jacket imposed by the old half-hour patterns of broadcasting. In the next few years we will develop programming ideas that will take advantage of the growing scope, power and convenience of TV. We might, for example, develop an "electronic cover story," which would get a big news story by traveling live to see all the people and places that have a part in it. In another Suez crisis, for instance, we might go directly to the streets of Cairo to talk to the people there, we might board a ship sailing thru the canal, or we might fly over the British positions on Malta and Cyprus.

With this kind of television we will see events as they are happening and we will see them with our own eyes. And we will be in direct touch with the personalities who make the news. In all, we will have a far clearer picture of the world and all that is going on in it than has ever before been possible.

# Infant Video Has Come a Long Way

• Continued from page 17

1952, TV stations began to appear in markets which had previously been without service, filling the last major TV need of the country. The freeze, imposed in September, 1948, because of expected signal interference, had locked TV stations out of such important markets as Denver, and had restricted cities such as Pittsburgh to one station.

It was about 1948 that the programs began appearing—in addition to Berle—that began to make America a nation of living-room inhabitants. The "Kraft TV Theater" went on May, 1947, and has been on uninterruptedly since. It was followed on TV by the "Philco TV Playhouse," which began in October, 1948. In its more than six years under Fred Coe's production banner, the dramatic hour presented such major writing talents as Paddy Chayevsky, Horton Foote and J. P. Miller and set the pattern for a maturity in TV drama.

### Ed Sullivan

CBS and Ed Sullivan teamed up in 1948 to present his "Toast of the Town," which gave new depth and dimension to the vaudeville format. Still going strong, the program is a catch-all variety show which takes its material from every other entertainment media, including the theater and films.

The same network's Arthur Godfrey brought his radio show "Talent Scouts" to TV in September, 1949, and along with it his tremendous following. His "Friends" moved into the medium about a year later. Godfrey set the standard for the TV use of a nighttime personality.

Three of the more important NBC contributions teed-off in September, 1951. They were the Saturday "All-Star" Revue," 8-9 a.m.; Max Liebman's "Your Show

of Shows," which brought to video the fresh comedy of Imogene Coca and Sid Caesar, and Sunday night's "Colgate Comedy Hour." Both "Comedy Hour" and "All-Star Revue" used a big time, rotating comedian policy. Such stars as Eddie Cantor, Jimmy Durante, Martha Raye, Abbott and Costello, Jack Carson, and Dean Martin and Jerry Lewis kept TV viewers laughing for years.

### "Lucy" Bows

October, 1951, also saw the debut of "I Love Lucy," a TV pace-maker among situation comedies based on a differently titled radio show. The creation of Producer Jess Oppenheimer, the show featuring antics of Lucille Ball and Desi Arnaz gave the nation a good reason to stay home on Monday nights. It was the first show filmed before an audience. Another film stanza still on TV which set standards still to be equaled among shows of its kind is "Dragnet," a low-keyed, realistic, quasi-documentary treatment of mystery. It has been on TV since January, 1952.

October of the same year saw the debut of Ralph Edward's "This Is Your Life," scarcely a favorite among critics, but a show which has been a viewer's favorite thru the years. The program's importance lies in its intense handling of human interest material, never previously presented in this manner.

### Film Shows

The year 1953 was significant for the amount of filmed shows put out by the Hollywood TV makers. They moved into the medium, knocked off many of the live shows and substituted anthology films and situation-comedies, which, while not always of top

## COLOR TELEVISION SETS

# Mfrs. Offer More Models At Lowest Price-Tag Ever

• Continued from page 18

### MUNTZ TELEVISION

1000 Gray St., Evanston, Ill.

MODEL: Unnamed  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Mahogany, Lined Oak  
Probable Price: \$389

MODEL: Unnamed  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak  
Probable Price: \$499

### PACKARD-BELL

12333 W. Olympic Blvd., Los Angeles

MODEL: 21CT-1  
Screen: 21-inch  
Cabinet: Table Model  
Finish: Mahogany  
Probable Price: \$495

MODEL: 21CC-1  
Screen: 21-inch  
Finish: Mahogany  
Probable Price: \$595

### RCA VICTOR TV DIVISION, RADIO CORPORATION OF AMERICA

Camden, N. J.

MODEL: Aldrich-21CS7815-7  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Mahogany, Lined Oak  
Price: \$495



RCA Victor's Aldrich

MODEL: Stanwyck-21CT7835-7  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak  
Price: \$550

MODEL: Wescott-21CT7855-7  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak  
Price: \$595

quality, have provided programming sustenance to local stations after their network use.

The year 1954 brought the vital entertainment force of Sylvester (Pat) Weaver's dynamic programming concept to TV—the spectacular.

Previously offered on a one time basis by Ford and General Foods when they presented Mary Martin and Ethel Merman and the Rodgers and Hammerstein spectaculars, respectively, Weaver's regular series of such shows made TV history. The same year brought to TV the genius of Walt Disney, who projected ABC back into the network sweepstakes.

### Quiz Age

TV is now in the age of the revamped quiz show as exemplified by "The \$64,000 Question," which is only a little more than a year old. The program is remarkable not only for the amount of money which it offers, but also for its deft handling of suspense and human interest.

TV at the moment is at the brink of the age of color. Color set production has been accelerated, color programming has been increased tremendously and all the wheels have been set in motion to bring this new and exciting vision into the American home.



RCA Victor's Westcott

MODEL: Dartmouth-21CT7865-6-7  
Screen: 21-inch  
Cabinet: Lowboy Console  
Finishes: Mahogany, Walnut, Lined Oak  
Price: \$650

MODEL: Whitby-21CD7895-7  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde, Tropical Hardwood  
Price: \$695

MODEL: Asbury-21CD7915-6-7  
Screen: 21-inch  
Cabinet: Lowboy Console

Finishes: Mahogany, Natural Walnut, Blonde Tropical Hardwood  
Price: \$750

MODEL: Strathmore-21CD7956-8  
Screen: 21-inch  
Cabinet: Console  
Finishes: French Walnut, Bleached Birch  
Price: \$795

MODEL: Chandler-21CD793-5-6  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Natural Walnut  
Price: \$795

MODEL: Wingate-21CD7996-9  
Screen: 21-inch  
Cabinet: Console  
Finishes: French Walnut, Maple  
Price: \$850

MODEL: Arliss-21CD7975  
Screen: 21-inch  
Cabinet: Console  
Finish: Mahogany  
Price: \$850

### ROKAVILLE COMPANY

1099 S. Logan St., Denver

MODEL: Unnamed  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Not Available  
Probable Price: Not Available

MODEL: Unnamed  
Screen: 21-inch  
Cabinet: Console  
Finishes: Cherry, Mahogany  
Probable Price: Not Available

### SEARS, ROEBUCK & COMPANY-SILVERTONE

Chicago 7

MODEL: Unnamed  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak  
Probable Prices: \$595-\$615 (Chicago and Los Angeles only)

### SILVANIA ELECTRIC PRODUCTS, INC.

254 Rano St., Buffalo

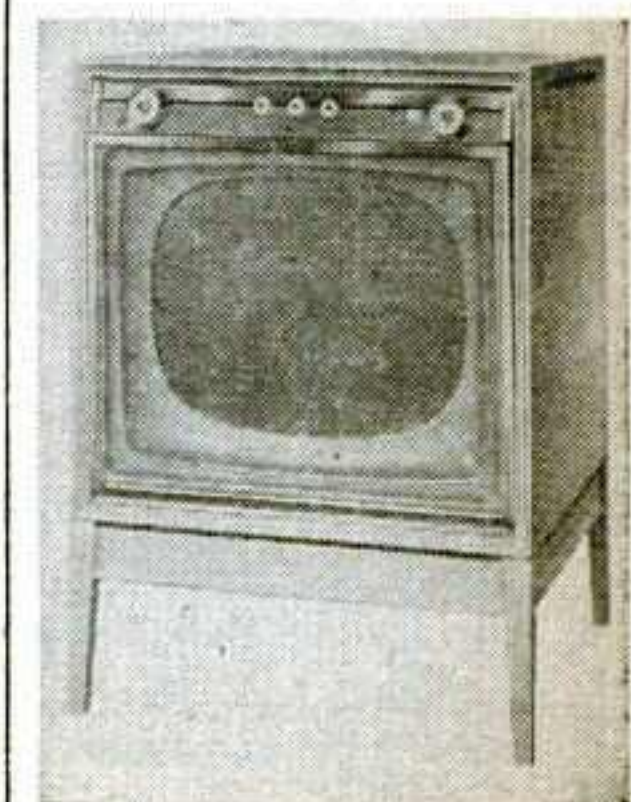
MODEL: Granada-31T304  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Mahogany, Blonde  
Probable Prices: \$595-\$605

MODEL: Saratoga-31C606  
Screen: 21-inch  
Cabinet: Console  
Finishes: Mahogany, Blonde Korina  
Probable Prices: \$695-\$715

### WESTINGHOUSE ELECTRIC CORP.

Television-Radio Division, Metuchen, N. J.

MODEL: 22T157  
Screen: 21-inch  
Cabinet: Table Model  
Finishes: Not Available  
Probable Price: \$495  
MODEL: Unnamed  
Screen: 22-inch  
Cabinet: Console  
Finishes: Mahogany, Lined Oak  
Probable Price: Not Available  
MODEL: Unnamed  
Screen: Not Available  
Cabinet: Table Model  
Finishes: Not Available  
Probable Price: Higher than 22T157



Westinghouse 22T157

## ON MARKS

# Color Boom In the Works

- All facets of the industry move toward big day
- Great push needed to sell public on advances

By ROBERT A. SEIDEL,  
executive vice-president,  
Consumer Products,  
Radio Corporation of America

Everything is in readiness for the television industry to reap fabulous rewards from color television.

Set manufacturers have succeeded in solving the technical and production problems required to market big color receivers for under \$500. Dealers across the country are enthusiastic about the outlook. They have learned, or are learning, how profitably to sell color. Networks and local stations are stepping up their schedules of colorcasts. The public wants to buy color sets and has the money to do it. Advertisers are learning that the added impact of color shows means more effectiveness and an added return on advertising dollars invested. The television service industry is set to install and maintain color sets to provide consumers with a maximum of viewing pleasure.

### Effort Needed

However, for the industry to attain the promise that is evident in color television, it requires that every segment of the industry work to the fullest to continue to sell the public on the fact that color has arrived, that it represents an outstanding value, that it provides something entirely new, that color programs are available.

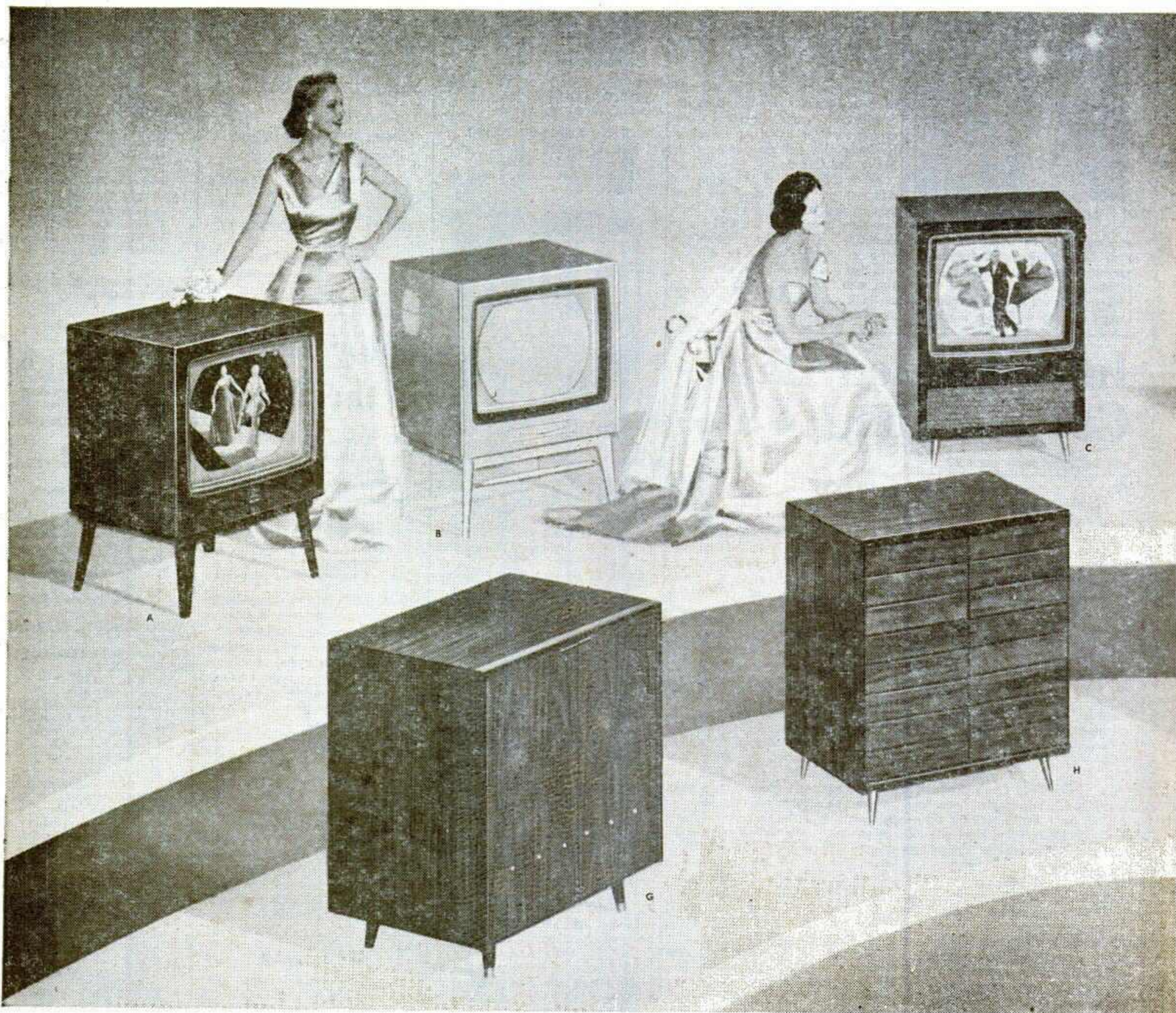
If these things are done in the spirit of competition and free enterprise, color will point the way to the greatest, most profitable and rewarding years television ever has known.



# RCA Victor celebrates with Big Color TV



See it at your RCA Victor dealer's—See



(A) Aldrich. Mahogany, limed oak-grained finishes. (21CS781) \$495. Stand, opt., ex. (B) Stanwyck. Limed oak, mahogany-grained finishes. (21CT783) \$550. (C) Westcott. Mahogany, limed oak-grained finishes. (21CT785) \$595. (D) Dartmouth. Walnut, mahogany, limed oak-grained finishes. (21CT786) \$650. Deluxe models: (E) Whitby. Blond tropical hardwood, mahogany veneers and solids. (21CD789) \$695. (F) Asbury. Natural walnut, mahogany, blond tropical hardwood finishes. (21CD791) \$750. (G) Strathmore. French walnut or bleached birch veneers and solids. (21CD793) \$795. (H) Chandler. Natural walnut

**BIG COLOR IS HERE!** Now RCA Victor brings you Big Color TV—at the lowest price in RCA Victor history. And just in time to see Color every night starting this fall! NBC-TV has planned a schedule of Spectaculars, comedies, dramas. See them all in "Living Color"... the most natural tones you've ever seen—on a big-as-life screen. With

"Color-Quick" tuning... cabinetry that rivals fine furniture... 3-speaker Panoramic Sound in Deluxe models, Balanced Fidelity Sound in all others—finest sound to go with the finest picture in Color TV. Make it your business to see show business on RCA Victor Big Color TV—at this new low price.



# National TV Week

(Sept. 23-29)

# - as low as \$495!

black-and-white TV Originals as low as \$125, too!



or mahogany veneers and solids. (I) **Artiss**. Mahogany veneers and solids. (2) **Wingate**. Maple or French walnut veneers and solids. Each Big Color set has 21-inch tube (overall diameter), 254 sq. in. viewable picture. Special 90-day Big Color RCA Victor Factory Service Contract available in most areas to RCA Victor owners, only \$39.95.

LIKE HAVING 2 SETS IN 1! RCA Victor Big Color TV brings you Color shows in "Living Color"—all regular programs in crisp, clear black-and-white—and at a price once paid for black-and-white alone!

Manufacturer's nationally advertised VHF list prices shown. Prices and specifications subject to change. Some models slightly higher in far West and South. Most models available in Canada. UHF optional, extra.

# RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



NOW...SUNDAY  
 TUESDAY WEDNESDAY  
 THURSDAY FRIDAY SATURDAY  
 SUNDAY MONDAY  
 TUESDAY THURSDAY  
 SATURDAY...BIG  
 SPONSOR NBC  
 EVERY NIGHT

**SUNDAY:** Goodyear Tire & Rubber — Goodyear Playhouse. Aluminum Company of America — The Alcoa Hour. Hall Bros. — Hallmark Hall of Fame. Chevrolet — The Chevy Show.

**MONDAY:** RCA, Whirlpool, Buick, John Hancock — Producers' Showcase. Johnson's Wax, Schick — Robert Montgomery Presents.

**TUESDAY:** Speidel, Purex — The Big Surprise. Liggett & Myers — Noah's Ark.



MONDAY T  
 WEDNESDAY THURS  
 SATURDAY SUN  
 TUESDAY WE  
 THURSDAY FRIDA  
 ADVERTISERS  
 BIG COLOR TV  
 OF THE WEEK!

WEDNESDAY: Kraft Foods — Kraft Television Theatre.  
 THURSDAY: Chevrolet — The Dinah Shore Show. Lever Brothers — Lux Video Theatre.  
 FRIDAY: Toni, P. Lorillard — The Walter Winchell Show. Chevrolet — The Chevy Show.  
 SATURDAY: Gold Seal, RCA, Sunbeam, Kleenex, Noxema, S & H Green Stamps — The Perry Como Show. RCA, Whirlpool, Oldsmobile — The Saturday Spectaculars.

Last year NBC's great Spectaculars paved the way for color's commercial maturity. Now the 1956-57 season provides the payoff with big name sponsors, big name shows *night after night*. This is the year when exciting things are happening, in color, on the...

**NBC** TELEVISION NETWORK  
 a service of 



## OPPORTUNITY KNOCKS

# Stations' Local Color Offers Chance to Test Effectiveness

- Most shows are daytime, aimed at the housewives with homemaking hints, general information
- Kiddie audiences get colorful morsels, with 'Romper Room' getting special attention

The many stations now equipped for the third stage of color (local live originations) offer spot advertisers an excellent opportunity to test right now the effectiveness of their TV messages in color. The local color shows now playing around the country, and those that are planned for this season, are largely daytime and mainly directed at the housewife audience.

There are numerous homemaking shows and a number of intimate variety shows.

A kiddie audience gets a few colorful morsels, especially the syndicated educational format, "Romper Room."

In the evening periods, many stations are colorcasting their local news and weather shows.

Herewith is an extensive listing

of the local color shows and plans for some of 26 of the nation's stations that are equipped for the third stage of colorcasting.

### CALIFORNIA

#### KJEO, Fresno

"Coffee Club": This program began as an "on-the-air" coffee break in 1954 and is now an hour-long color cast with fun and features for every woman's taste. It also has news and other public service features, and twice weekly a musical group, the Tom Fools, provide

music. Ray Jacobs hosts in an informal manner. Success stories range from real estate to home freezers. One spot from a local realtor resulted in 12 houses sold at \$120,000. A relatively unknown freezer plan has now expanded to four stores in the area. Cost: Class D time, one-minute participation, \$25 less frequency discounts. No extra charge for color.

**Del Gore Show:** There's no set format on this informal show. Host Del Gore began the show as a disk jockey type of program. It now runs an hour across the board at 2 p.m. It features name guests and some contests, with prizes up to \$500. Regular on the show is the Bruce Davis Quartet. Success stories follow the pattern of one steak knife manufacturer who bought 12 spots on the show, only to have to cancel after the first five because all 5,000 sets he had were sold.

"The Forty-Niner": Slim Andrews is the real, live Western idol

of thousands of kids in the area. He plays host to a studio full Monday thru Friday, spinning yarns, playing 87 musical instruments, many of his own concoction, and staging games for prizes. Featured on the show are cartoons and serial Westerns. One soft drink bottler reports a 60 per cent increase in business from using this show for nearly three years. Cost: One-minute participation, \$50 less frequency discounts. No extra cost for color.

"TV News Round-Up": Follows the "Wednesday Night Fights" and has earned up to 26.2 American Research Bureau ratings. A car dealer reports 10 direct inquiries on an auto pitched on this news show. Cost: \$125, less frequency discounts. No extra charge for color.

#### KRCA-TV, Hollywood

The station has received an allotment to purchase two color camera chains and one color film chain. These will be installed around December 1. Then they will do as many live and local programs in color as is feasible.

#### KTLA

This outlet has extensive plans for live color shows for the 1956-'57 season which are not yet available for publication.

#### KRON-TV, San Francisco

"Green Thumb": In co-operation with the California Nurserymen's Association, this garden program is offered from 11:30-12 noon. It gives gardening advice to urbanites.

"Santa's Workshop": To go on about November 27, this show will be seen 5:15 to 5:30 p.m., Tuesdays and Thursdays. It is the oldest Christmas program in the area, having been on since 1949. Thru a simulated electronic gadget, operated by Happy Holly, a puppet symbol of Christmas, kiddies visit Santa's workshop. Santa displays the usual gifts and pitches advice.

"Science in Action": Basically a science program designed to make science more intelligible and interesting to the average individual, host Dr. Earl Harold, of the California Academy of Sciences, appears Mondays, 7-7:30 p.m., to present the academy's productions for the American Trust Company in San Francisco and its branches thruout Northern California. The show has won many local and national awards.

"Sunday Supplement": Public service in nature, this package is presented by the station Sundays 3:30-4:30 p.m. It carries all types of material found in the Sunday supplement of a newspaper—fashion, news, sports, theater, music, etc. Marjorie Trumbull is the hostess.

### DISTRICT OF COLUMBIA

#### WRC-TV, Washington

NBC-TV will build a new color station plant, the first to be color-constructed from the ground up. It will be completed in the fall of 1957.

### FLORIDA

#### WTVJ, Miami

Began color March 21, 1956, on its seventh anniversary.

"At Jackie's House": This is a variety women's show with interviews and fashions, presided over by Jackie Pierce, across the board at 3 p.m. It has a maximum of one-minute film or live commercials at \$75. Miss Pierce does the commercial at no extra charge. There's also no extra charge for color.

**The Alec Gibson Show:** Alec Gibson presides over this general variety show across the board at 4 p.m. This likewise has a maximum of one-minute film or live commercials at \$75 base rate, subject to discount. Gibson does the

(Continued on page 25)



## ... NOT SEVENTEEN? YES... WBRE-TV does have a 17 County Coverage

WBRE-TV'S... NBC Fall and Winter show schedule is the greatest TV buy in "Hill Country", USA. That's the 17 county area covered by Channel 28... America's First Million Watt TV Station. With a projected audience potential of 2,000,000 busy people having an estimated buying power of \$1,650,000-000 you cut down your advertising costs per capita when you lodge your message on the WBRE-TV log.

AN **NBC** BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA  
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE  
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION  
SNYDER MONTOUR CARBON

WBRE-TV  
presents all  
NBC color shows  
now

Local and  
film color  
available  
approximately  
November 1

Without question, the best engineer in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transport them up or down stream by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands, has an intelligence akin to WBRE-TV's unique community service to the people of "Hill Country", U.S.A.

**WBRE**  
TV Channel 28  
WILKES-BARRE, PA.



**NOW AVAILABLE**

# Over 550 Hours Of Color TV Film

- List shows 183 features, 21 syndicated series
- Much color among latest cartoons and shorts

Approximately 60 TV stations in the U. S. are now equipped for the second stage of color, which means that they can telecast color film. But so far color-film airings have been sporadic. Only a few distributors have put any kind of determined promotion behind their color product. Most distributors have still not set a long-range color policy.

Nevertheless, the station that digs can certainly get itself a heavy schedule of color film. For there is now plenty of color product in the vaults of the distributors.

A survey of distributors turns up 16 with at least some color film on hand. The following list mentions 183 feature films in color and 21 syndicated series with at least one episode available in color. These features and series among them make possible about 450 hours of color film.

Possibly the most promising source of color material for color-minded stations right now is the vast supply of shorts and cartoons that has descended on TV this year. Altogether there are over 800 subjects of various sorts in color.

Add this to the features and series, and there are over 550 hours of color film available to stations.

**ABC FILM SYNDICATION**  
10 East 44 St., New York

**FEATURES:**  
part of "Anniversary" package—  
JASSY  
CHRISTOPHER COLUMBUS  
BLACK NARCISSUS

**ASSOCIATED ARTISTS PRODUCTIONS**  
345 Madison Ave., New York

**FEATURES:**  
MY DREAM IS YOURS  
THE STORY OF SEABISCUIT  
YOUNGER BROTHERS  
ADVENTURES OF DON JUAN  
IT'S A GREAT FEELING  
THE INSPECTOR GENERAL  
LOOK FOR A SILVER LINING  
UNDER CAPRICORN  
ONE SUNDAY AFTERNOON  
ROMANCE ON THE HIGH SEAS  
TWO GUYS FROM TEXAS  
MY WILD IRISH ROSE  
NIGHT AND DAY  
THE TIME, THE PLACE AND THE GIRL  
SAN ANTONIO  
DESERT SONG  
DIVE BOMBER  
DODGE CITY  
PRIVATE LIVES OF ELIZABETH AND ESSEX  
GOLD IS WHERE YOU FIND IT  
VALLEY OF THE GIANTS  
ADVENTURES OF ROBIN HOOD  
HEART OF THE NORTH  
GOD'S COUNTRY AND THE WOMAN  
FIGHTER SQUADRON  
CAPTAINS OF THE CLOUDS  
part of "Movieland" package—  
BABES IN BAGDAD  
THEY WHO DARE  
ANNAPURNA  
CONFLICT OF WINGS  
EMPEROR'S NIGHTINGALE  
OVER THE RAINBOW  
YELLOW SQUADRON

**SHORTS:**  
114 POPEYE CARTOONS  
311 WARNER CARTOONS

**ATLANTIC TELEVISION**  
130 West 46 St., New York

**FEATURES:**  
STALLION CANYON  
SUNSET CARSON RIDES AGAIN  
BORN TO THE SADDLE  
LOVE ISLAND  
JEEP HERDERS  
BATTLING MARSHAL  
JOHNNY THE GIANT KILLER  
(Feature-length animated cartoon)  
CAVALLERIA RUSTICANA  
LA TRAVIATA  
(Opera)

**C&C TELEVISION**  
270 Park Ave., New York

**FEATURES:**  
part of RKO library—  
AT SWORD'S POINT  
BEST OF THE BADMEN  
FANNY FOLEY HERSELF  
THE HALFBREED  
SAVAGE SPLENDOR  
TWO TICKETS TO BROADWAY  
THE WHITE TOWER  
BELOW THE SAHARA  
BLACKBEARD THE PIRATE  
THE BOY WITH THE GREEN HAIR  
DANGEROUS MISSION  
DEVIL'S CANYON  
FLYING LEATHERNECKS  
FRENCH LINE  
SEA AROUND US  
SECOND CHANCE  
SHE WORE A YELLOW RIBBON  
SINBAD THE SAILOR  
SPANISH MAIN  
UNDERWATER  
SLAUGHTER TRAIL  
AFRICAN ADVENTURE  
LOUISIANA TERRITORY  
MONTANA BELLE  
TYCOON  
**SHORTS:**  
BOY AND THE EAGLE  
HOLIDAY ISLAND

**CBS TELEVISION FILM SALES**  
545 Madison Ave., New York

**SERIES:**  
LONG JOHN SILVER—26 episodes  
GENE AUTRY—13 episodes

**FLAMINGO FILMS**  
509 Madison Ave., New York

**SERIES:**  
COWBOY G-MEN—39 episodes  
STARS OF THE GRAND OLE OPRY—  
39 episodes  
THE COUNTRY SHOW—26 episodes

**GUILD FILMS**  
460 Park Ave., New York

**SERIES:**  
DUFFY'S TAVERN—26 episodes  
JUNIOR SCIENCE—39 quarter-hour episodes  
KINGDOM OF THE SEA—39 half-hour documentaries

**HYGO TELEVISION FILMS**  
1501 Broadway, New York

**FEATURES:**  
TULSA  
BIG CAT  
SALOME, WHERE SHE DANCED  
MICKEY  
NIGHT IN PARADISE  
ISLE OF DESTINY

**M & A ALEXANDER**  
6040 Sunset Blvd., Hollywood

**FEATURES:**  
part of various packages—  
MAN ON THE EIFFEL TOWER  
SWORD OF MONTE CRISTO  
LAUGHING LADY  
CAPTAIN SCARLET

**NATIONAL TELEFILM ASSOCIATES**  
60 West 55 St., New York

**FEATURES:**  
part of 20th Century-Fox package—  
BLACK SWAN  
CENTENNIAL SUMMER  
HOMESTRETCH  
DRUMS ALONG THE MOHAWK  
THUNDER IN THE VALLEY  
part of "Fabulous Party" package—  
THE GREAT GILBERT AND SULLIVAN  
THE MAGIC BOX  
BLANCHE FURY  
SARABRAND  
part of "TNT" package—  
GARDEN OF ALLAH  
CONQUEST OF EVEREST  
KEY TO MURDER  
**SHORTS:**  
COLOR CRUISES—18  
CARTOON CARNIVAL—141  
LITTLE LULU—26  
UNUSUAL OCCUPATIONS—71  
SPECTACULAR REVIEWS—30

**RCA RECORDED PROGRAM SERVICES**  
155 East 24 St., New York

**SERIES:**  
JUNIOR SPORTS LEAGUE—half hour  
WORLD AROUND US—26 quarter hours  
TOWN AND COUNTRY TIME—51 quarter hours  
SAM SNEAD—39 five minutes  
FOY WILLING—100 musical shorts

# Opportunity Knocks With Color

Continued from page 24

commercials at no extra tab, and there's no extra charge for color.

"Menu Magic": Cooking is home economist Helen Ruth's specialty here at 1 p.m. across the board. Base rate is \$75, subject to discount. Nothing extra for color or Miss Ruth's pitches.

## ILLINOIS

**WGN-TV, Chicago**  
The station is just now installing color equipment. The commencement date for originations or regularly scheduled color shows has not been set.

## INDIANA

**WFBM-TV, Indianapolis**  
"The Romper Room": Miss Julie, the teacher, educates six youngsters in a kindergarten setting every Monday thru Friday from 9:30-10 a.m. Games and activities, tested and okayed by national educators, occupy the half hour. The show debuted in color on April 9. The present cost schedule ranges for participations from \$100 for one time to \$75 each for 260 times.

"Thru the Kitchen Window": Irene Lindgren, home economist, gives homemaking help, recipes, menus, kitchen shortcuts, etc., weekdays from 9-9:30 a.m. For the personal touch, guests are welcomed. The program started color-casting November 16, 1955. Participations range from \$100 for one time to \$75 each for 260.

## LOUISIANA

**WDSU-TV, New Orleans**  
Altho plans are not yet jelled for the fall, the station intends one station-owned program per day, plus whatever commercial shows are purchased. Color rates are the same as regular rates, with 10 per cent added for both film and live. Lack of engineers has postponed telecasts of "Midday," an across-the-board service show with Vera Massey.

## MARYLAND

**WBAL-TV, Baltimore**  
The outlet now has two color cameras and plans local color shows

**SCREENCRAFT PICTURES**  
15 W. 44 St., New York

**SERIES:**  
ADVENTURES OF JUDGE ROY BEAN—  
39 episodes  
**FEATURES:**  
RIDERS OF THE PONY EXPRESS

**SCREEN GEMS**  
233 W. 49 St., New York

**SERIES:**  
ALL STAR THEATER—14 episodes

**STERLING TELEVISION**  
205 E. 43 St., New York

**ANIMAL CRACKERS—about 45**  
**PLAYLAND—about 45**  
**MISCELLANEOUS JUNGLE SHORTS AND OTHERS**

**JULES WEILL'S COLORAMA FEATURES**  
1501 Broadway, New York

**FEATURES:**  
39 ITALIAN FEATURES, DUBBED IN ENGLISH

**ZIV TELEVISION PROGRAMS**  
488 Madison Ave., New York

**SERIES:**  
One to three episodes in color per series—  
BOSTON BLACKIE  
CISCO KID  
HIGHWAY PATROL  
FAVORITE STORY  
EDDIE CANTOR SHOW  
I LED THREE LIVES  
CORLISS ARCHER  
MR. DISTRICT ATTORNEY  
MAN CALLED X

on a rotating basis in the fall. Besides the following, WBAL plans to experiment with color on "Tonight's Newsreel." The line-up by next December will be:

"Country Camera": Conway Robinson, farm editor, across the board 7:25-7:30 a.m. on a participating basis.

"Today's Forecast": Maggie Lynn, 7:55-8 a.m., Monday thru Friday, on a participating basis.

"Today in Baltimore": Dick McCauley, weekdays 8:55-9 a.m., with "The Romper Room"; Miss participating sponsors. Nancy for Read's Drugstores, across the board, 9-10 a.m.

"In the Money": Bob Jones, for Acme Super Markets, Monday thru Friday, 10:30-10:45 a.m.

"The Homemakers": Mollie Martin, 10:45-11 a.m., across the board on a participating basis.

"Quiz Club": Brent Gunts and Jay Grayson, weekdays 1-2 p.m., with participating sponsors.

"Today's Castle": Arnold Wilkes' public service show, Mondays 5:30-6 p.m.

"Teen Canteen": John Bowman, with participating sponsors, Tuesdays 5:30-6 p.m.

"Smokey the Bear": Arnold Wilkes, Wednesdays, 5:30-6 p.m., in a public service show.

"Look at It This Way": Arnold Wilkes' public service, 5:45-6 p.m., on Fridays.

"Officer Happy" ("Little Rascals"): Richard Dix, with participations, 6-6:45 p.m., Monday and Wednesday; 6:15-6:45, Tuesday and Thursday, and 6-6:30 p.m. Friday.

"Paul's Puppets": Edith and Bernard Paul, 6-6:15, Tuesdays and Thursdays for Hutzlers Department Store.

"American Dateline": Galen Fromme and Nick Campofreda, across the board, 6:45-6:50, for American Brewery.

"Weather Report": Keith McBee, for Shell Oil, weekdays 6:50-6:55 p.m.

"Sports Page": Joe Croghan on a participating basis, across the board, 6:55-7 p.m.

"11th Hour Finals": Larry Clark for Gunther Brewing, 11-11:05 p.m. Monday thru Saturday.

"Weather Report": Al Herndon for Atlantic Refining, weekdays 11:05-11:10 p.m.

"Sports Final": Joe Croghan, 11-10-11:15 p.m., Monday thru Saturday, for El Producto Cigars, Felton Sibley Paints and Car City Auto Company.

## MICHIGAN

**WJBK-TV, Detroit**  
The station has not set its beginning date for regular color programming since the installation of its equipment is not yet complete. Plans will be announced when the station is closer to the completion date on the installation.

## MINNESOTA

**WCCO-TV, Minneapolis**  
Color facilities will be active in 1957 . . . they'll be more active than ever before. As for a regular schedule, however, right at the moment there is none, since the station is in the midst of a major remodeling, which will add two-and-a-half stories to the present studio facilities.

## NEBRASKA

**KMTV, Omaha**  
The outlet is the first in the area with network, live and film color productions, first with live cameras (two) and first in the nation to present live opera and boxing in color. Plans for the fall may see weather, news and sportscasts and

a variety show added to the following regular schedule.

"A World of Color": On the air since May, this program has no set format but is intended merely as a plug for color TV. It airs on Mondays, 6-6:30 p.m., and presents fashions, paintings and anything else enhanced by color. Mr. Skeptic appears frequently to have his doubts dispelled by demonstrations.

"Better Living": Ethel Dougherty, Marianne Peters and Marian MacDonald present exercises, interviews and homemaking in 10-minute segments from 4-4:30 p.m. weekdays. Debuting in November, 1955, there is no color rate card as yet, but response to color by clients "has been excellent."

"Over the Garden Fence": Sponsored by the May Seed Company, this Monday, Wednesday and Friday show from 11:45-12 noon offers helpful gardening hints and answers viewers' questions. Frank Field is featured on the show.

"Your TV Home": In its fourth year, this show turned to color in December and offers at 11-11:30, across the board, aids to women. Bettie Tolson gives practical ideas and suggestions about food. The program is participating.

## NEW YORK

**WBEN-TV, Buffalo**  
Color rates are the same as black and white. Both the following shows are participating and sold out.

"Marion Roberts Presents": This show is a cook-talk variety presentation offering helpful household hints, with Marion Roberts presiding weekdays, 9:30-10 a.m.

"Meet the Millers": Again the station offers household fare with cooking demonstrations, interviews and guests each afternoon, 2:30-3.

## WYOMING

**WRCA-TV**  
Color rates will be the same as for black and white. The station is installing a second color camera and color film chain. The fall line-up, beginning September 10, will be:

"Window": A shopping news program with Ostrid Lind for B. Altman & Company, department store, weekdays, 11:25-11:30 a.m.

"Tex and Jinx": The program will include Josephine McCarthy and offer women's features, entertainment, etc., on a participating basis, 1-2:05 p.m.

"11th Hour News": John K. M. McCaffery, for First National City Bank, weekdays, 11-11:10 p.m.

"Uncle Wethbee": Tex Antoine, for Con Edison, Monday thru Friday, 11-10-11:15 p.m.

"Jimmy Powers Sports": Jimmy Powers, for Block Drug, Wednesdays and Fridays, 11:15-11:20 p.m.

"Hy Gardner Calling": A Monday thru Friday show, 11:20-11:30 p.m.

## NORTH CAROLINA

**WBTV, Charlotte**  
Last New Year's Eve this station became the 18th in the country to colorcast a local live program. May 1 it started its first regular local color show, "Spectrum." The station's manager, Charles Crutchfield, says, "We will be doing more of our local shows in color in the next few months. Altho there are only some 300 color sets in our coverage area as compared to more than 500,000 regular receivers, we feel an obligation to our viewers to offer them local live colorcasts as well as color network and film programming. WBTV's current local color show:

"Spectrum": Aired Tuesday and Thursday, 1 p.m., it offers 30 minutes of music, travel tips, gardening tips and a variety of other topics. The show features petite, brown-

(Continued on page 32)

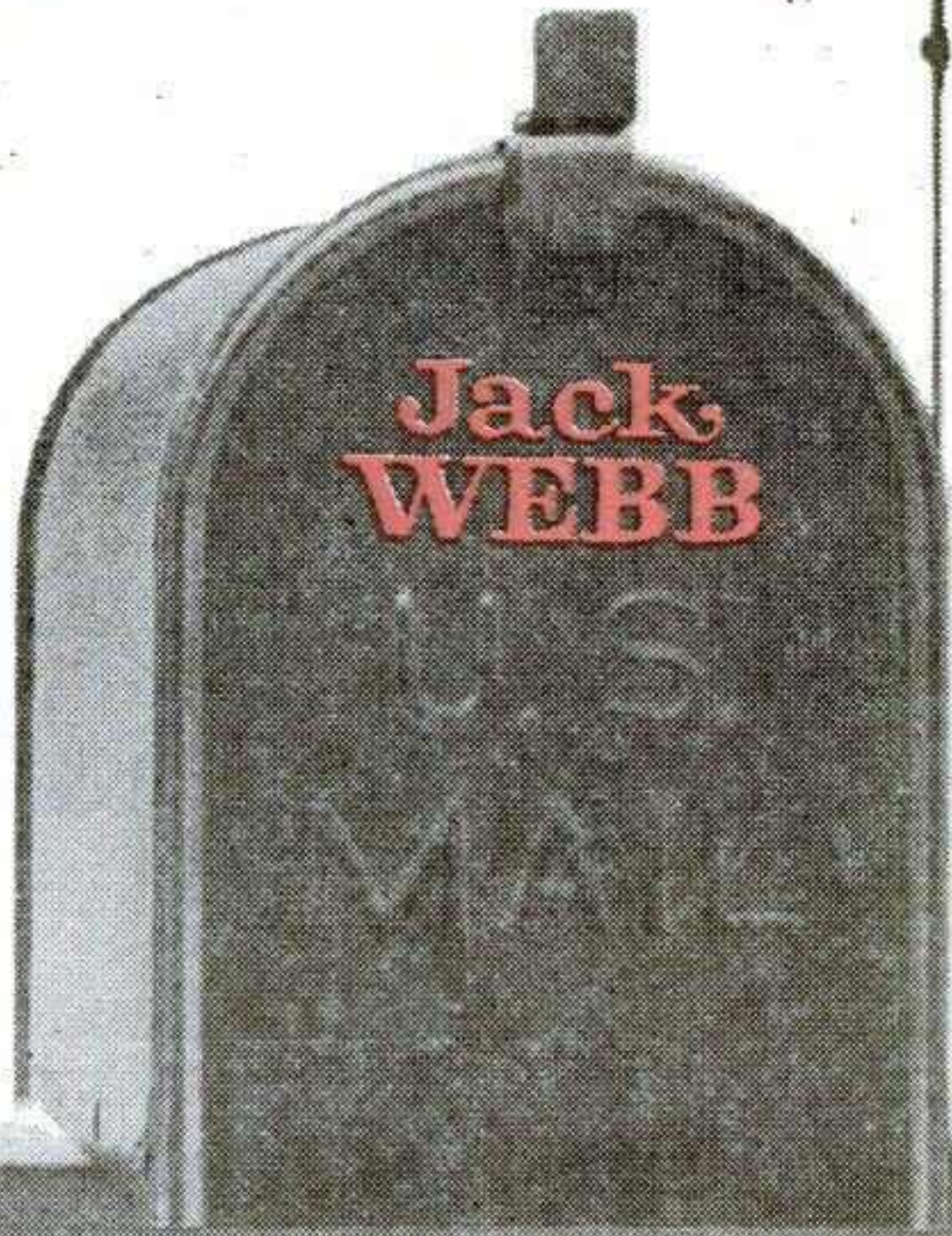




**WBUF, Channel 17, Buffalo, is sold by**



# NBC Television has a new address in Buffalo



On August 14, WBUF became *the* basic affiliate of the NBC Television Network in the nation's 14th market. Now, with *all* the big NBC-TV shows coming to Buffalo *exclusively* on WBUF, local and national spot advertisers are staking out prime availabilities next to top-rated stars like Perry Como, Bob Hope, George Gobel, Groucho Marx, Dinah Shore, Jack Webb, Steve Allen, Sid Caesar . . . next to top-drawer special events like the World Series, NCAA Football, NBC Spectaculars!

What's more, WBUF is upping its coverage area—increasing power to 500,000 watts and shifting transmission to a new 740-foot tower (1349 feet above sea level)—to bring additional Greater Buffalo counties within reach of the WBUF signal.

In the first seven months of this year, only a limited number of NBC-TV programs were aired by WBUF. Yet so strong was the appeal of those few network shows, coupled with WBUF's superior film programs, that UHF conversion in Buffalo's metropolitan area rose an impressive 52.5%—from 105,000 to 160,100!

Now is the time to join national spot advertisers like Bulova, Coca Cola, Lever Brothers, Liggett & Myers, P. Lorillard, Philip Morris, Simmons Mattress and Bell Telephone in discovering the selling power of NBC's newest basic affiliate.

With WBUF, Buffalo—as with each of the NBC Spot Sales Stations—it's the happy marriage between NBC quality programming and outstanding local shows that makes it the choicest buy in its market!

*There's always something extra on the stations represented by NBC Spot Sales.*

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**  
SCHENECTADY-  
ALBANY-TROY **WRGB**  
PHILADELPHIA **WRCV, WRCV-TV**  
WASHINGTON **WRC, WRC-TV**  
MIAMI **WCKT**

BUFFALO **WBUF**  
LOUISVILLE **WAVE, WAVE-TV**  
CHICAGO **WMAQ, WNBQ**  
ST. LOUIS **KSD, KSD-TV**  
DENVER **KOA, KOA-TV**

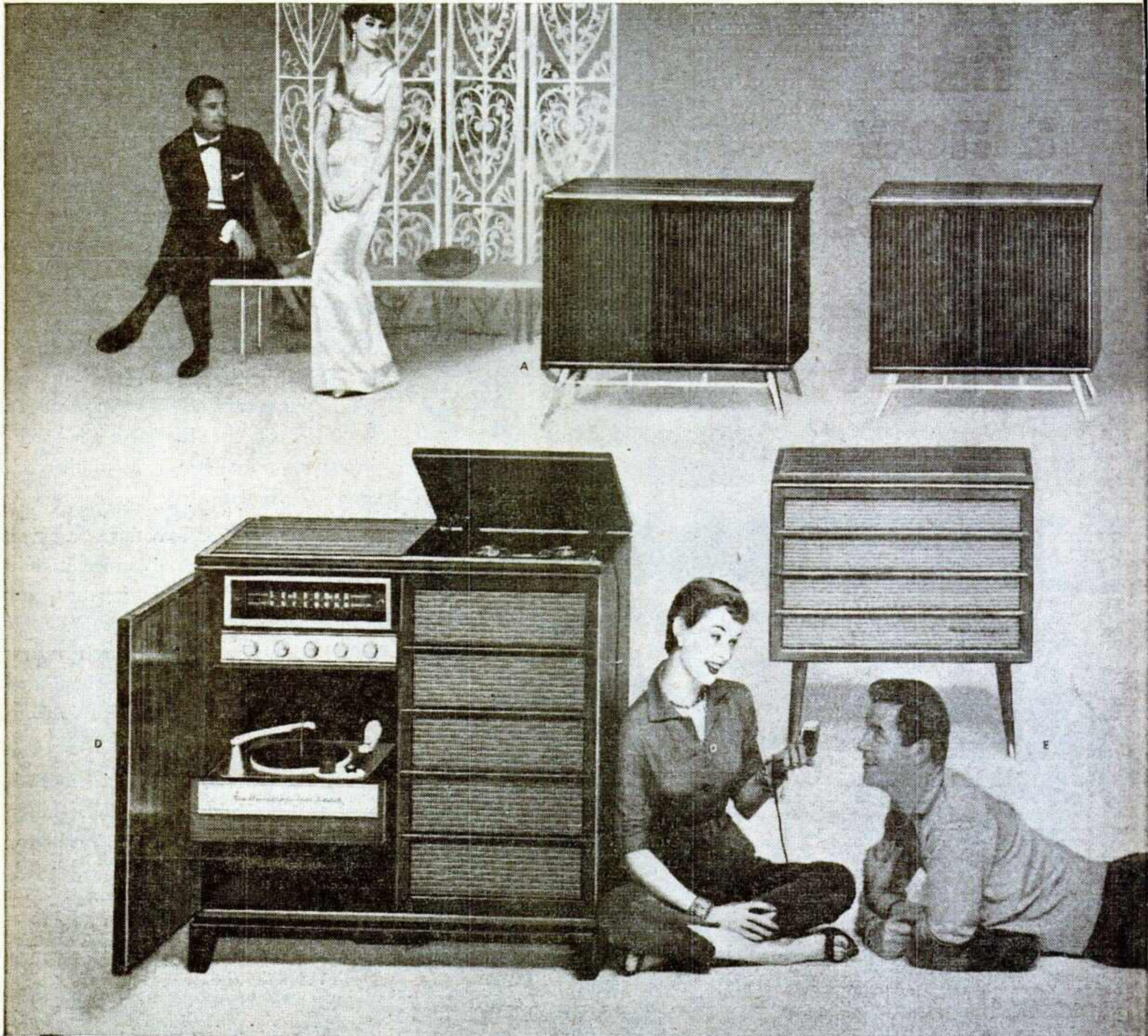
SEATTLE-TACOMA **KOMO, KOMO-TV**  
LOS ANGELES **KRCA**  
PORTLAND **KPTV**  
SAN FRANCISCO **KNBC**  
HONOLULU **KGU, KONA-TV**



**NBC SPOT SALES**



# New sensations in sound by complete line of New Orthophonic High with more new features—more new styles



(A) **The Mark I.** Twin console 3-speed phonograph-AM-FM radio-tape recorder. Natural walnut or mahogany finish. (71471) \$149.95. (B) **The Mark II.** 4-speed phonograph-AM-FM radio console. Provincial styling in cherry finish. Also Modern styling in light rift oak finish or natural wood. Traditional styling in mahogany finish. (71472) \$79.95. (C) **The Mark III.** 4-speed phonograph-AM-FM radio. Maple, mahogany or light rift oak finishes. (71153) \$325. (D) **The Mark III D.** 4-speed phonograph-AM-FM radio-tape recorder.

*RCA Victor—now selling more High Fidelity instruments than any other manufacturer—brings you 8 new models—priced from \$79.95 to \$1600. And every step-up in price adds extra features you can demonstrate—extra value you can prove!*

Now—whatever your prospects want—the finest in sound, the most beautiful cabinets, the most reliable name—they get them all in an RCA Victor New Orthophonic High Fidelity "Victrola."<sup>®</sup>

If they're looking for fine furniture—show your prospects the rich new cabinet designs—Traditionals, Moderns, a luxurious Provincial. They've never seen such exciting finishes, either. They can choose from cherry, walnut, light rift oak, maple, mahogany, new black mink!

If they're feature-conscious—demonstrate the features shown at the right, and the many others included with every model. But most important of all, let them hear—let them *feel*—the rich realistic sound that pours out of every model! Every set shown in the photograph above has the great Panoramic Speaker System that no other High Fidelity phonographs offer! The *Mark VIII* has a new, balanced multiple speaker system which also gives a response through 20,000 cycles per second.

All these features—all these styles and finishes and the name RCA Victor add up to just one thing—your biggest sales year ever, in High Fidelity!

Manufacturers nationally advertised list prices shown, subject to change. Slightly higher in far West and South.

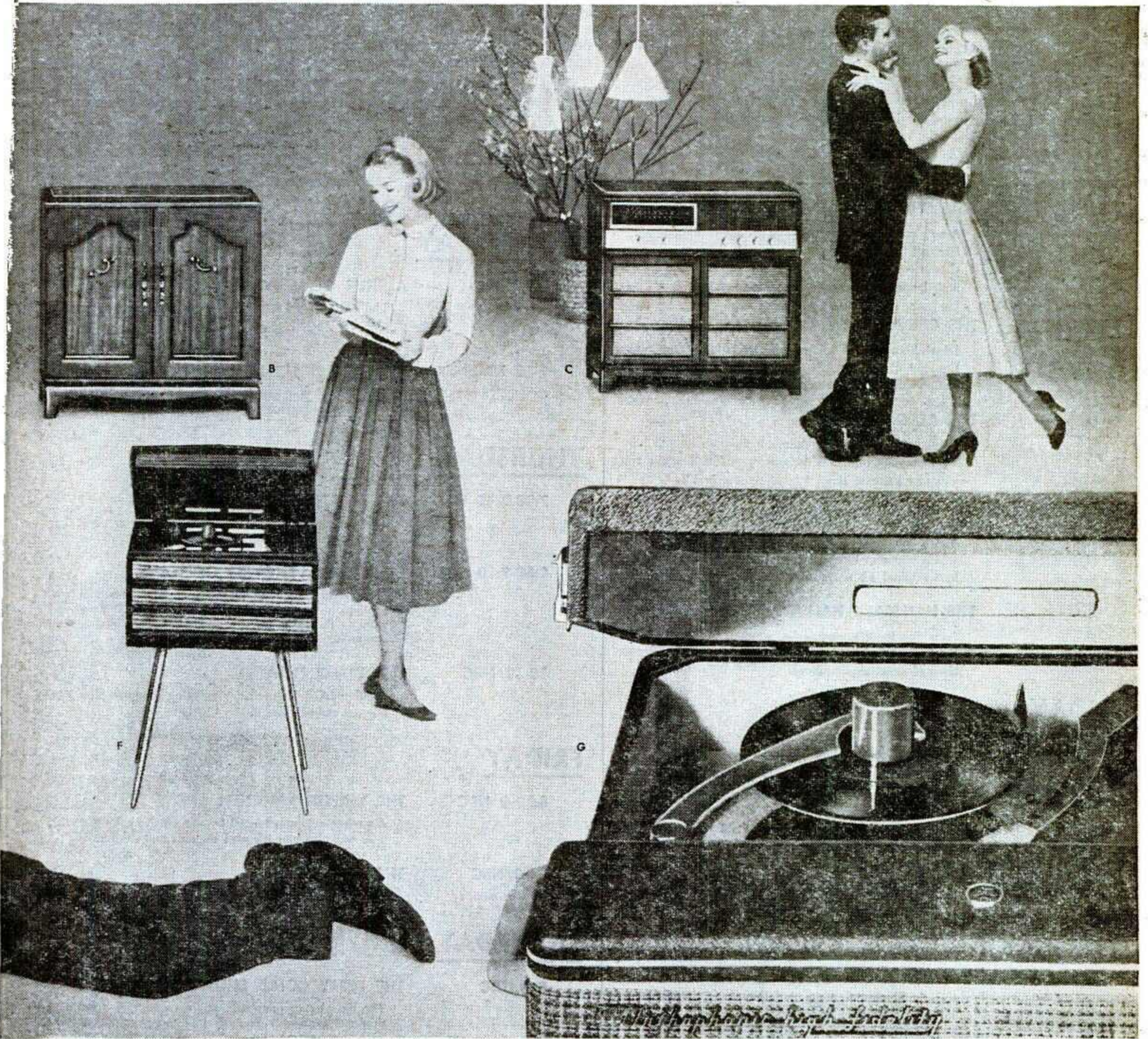


**RCA VICTOR**  
RADIO CORPORATION OF AMERICA

©RCA Trademark for record players. CAMDEN 8, NEW JERSEY

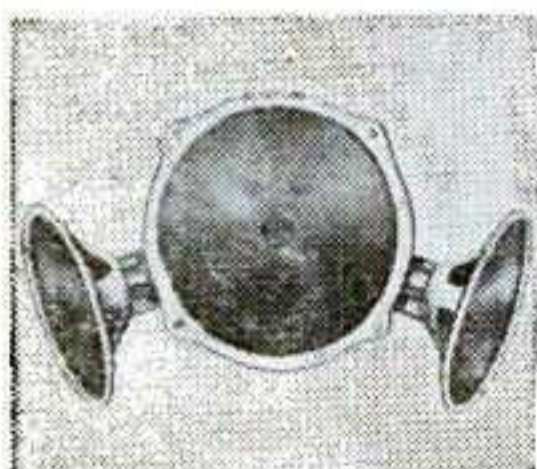


# RCA Victor! Announcing the most Fidelity "Victrolas" in history— and finishes— more sell-up than ever before.



Mahogany (shown) or light rift oak finishes (7HF1) \$595. (B) The Mark IV, 4-speed phonograph, Maple (shown). Also Mahogany or light rift oak finishes (7HF4) \$179.95. (C) The Mark VI, 4-speed phonograph console, Black milk (shown). Also mahogany, light rift oak or maple finishes. Complete with striking brass legs (7HF3) \$139.95. (G) The Mark VII, Portable 4-speed phonograph, Tan simulated leather (8HF1) \$129.95. All prices quoted are for mahogany finish only. Other finishes slightly higher except for the Mark I.

*Never before features like these in a ready-to-plug-in-and-play High Fidelity line!*



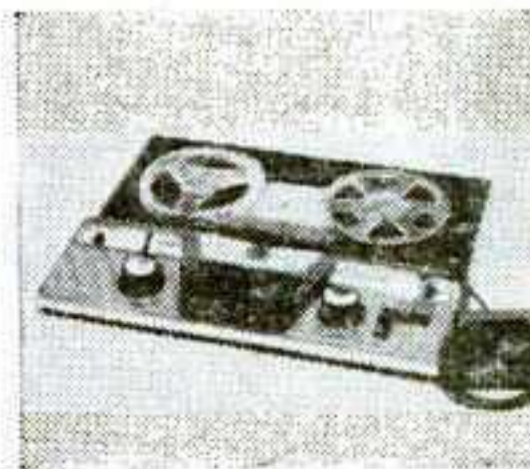
**Panoramic Speaker System** has a minimum of 3 speakers to diffuse lifelike sound throughout the room. Full tone range is heard wherever you sit.



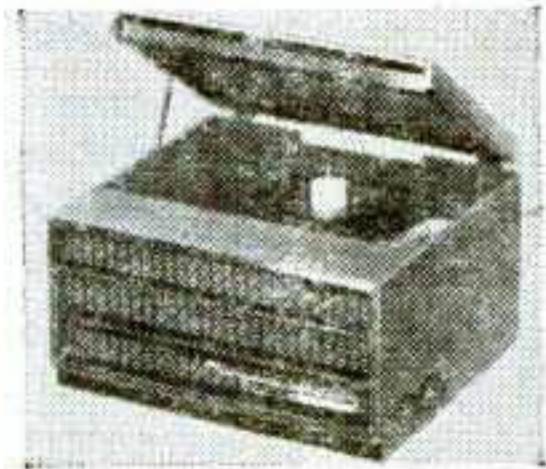
**New "Victrola"® High Fidelity record changer.** Plays all speeds. Slip-On "45" spindle. Tone arm has finger lift to permit easy manipulation for manual play.



**Stereophonic Sound.** Plug master unit of a "Victrola"® Stereotape Player into stereo-jack of the Mark IV, Mark VI or the Mark VII. It's an RCA Victor first!



**New High Fidelity Tape Recorder in Mark III.** Push-button controls. "Magic Eye" visual tuning for selection of proper tape recording level.



**High Fidelity for \$79.95.** The Mark VIII. New Automatic "45" "Victrola"®. Mahogany finish (maple or light rift oak finishes slightly higher). Model 7HF45.



# Color Programs Every Day On Two Television Networks

The greatest boon to the advancement of color television in the 1956-1957 season will be the programming of NBC and CBS. Between them they will present about 20 hours of color programming per week. There will be color shows every day and every night. There will be a varied and

interesting assortment of program types in color.

The two networks will really be staging a gigantic color drive this fall. CBS will have increased programming by 300 per cent. NBC will have increased its color programming by 500 per cent.

The selection of color programs on NBC and CBS will of itself constitute a large and tasteful program diet for those TV viewers fortunate enough to be able to see them.

On the rest of this page is the day-by-day color schedule planned by the two networks. In addition to the

shows listed here there will be a number of special attractions and special events, such as the World Series and football.

During National TV Week (September 23-29) set dealers running special color promotions will find it useful to post this schedule on counters and windows.

## SUNDAY

4-5 NBC

*Every other week*

### WASHINGTON SQUARE

A new comedy-variety program with a continuing story line set in New York's Greenwich Village. It stars dancer-comedian Ray Bolger and features Elaine Stritch and dancers Mata and Hari.

9-10 NBC

*Rotating*

### THE CHEVY SHOW

Dinah Shore and Bob Hope will again take turns in the top spot of this music-comedy-variety program, which last season was seen Tuesday evening, 8-9.

### THE ALCOA HOUR

The second year of this dramatic program. It will have an increased budget this season and will again run plays by some of the brightest writers in TV.

### THE GOODYEAR PLAYHOUSE

A continuation of the hour-long dramatic program, which will also have a bigger budget to spend for the best original TV plays available.

### THE HALLMARK HALL OF FAME

Seen Sunday afternoon's last season, in its new time the Hallmark show will continue to present TV adaptations of great masterpieces.

## MONDAY

8-9:30 NBC

*Once a month*

### PRODUCERS' SHOWCASE

In the 1956-1957 season this spectacular will present original musicals, long hair music, ballet, dramatic masterpieces and dramatic hits. The properties include "Jack and the Beanstalk," an original musical by the authors of "Lily"; "Mayerling" with Audrey Hepburn and Mel Ferrer; "Romeo and Juliet" done by the Old Vic; "Cinderella" by the Sadler's Wells Ballet, and "The Great Sebastians" with Alfret Lunt and Lynn Fontanne.

8-8:30 NBC

### THE ADVENTURES OF SIR LANCELOT

This new costume-adventure program will make its start in black and white and then burst into color in January. Filmed in England, it tells tales of knights in shiny armor, jousts and battles in Medieval times.

9:30-10:30 NBC ROBERT MONTGOMERY PRESENTS

This long running program will continue to present slick and interesting plays.

10-11 CBS

### STUDIO ONE

Another well-established dramatic hour. It has over the years explored new techniques in presenting TV plays and is expected to continue to do so when it starts broadcasting in color on September 24.

## TUESDAY

8-8:30 NBC

### THE BIG SURPRISE

The big giveaway quiz show in a new time period.

8:30-9 NBC

### NOAH'S ARK

A new filmed situation comedy about a veterinarian. It is produced by Jack Webb, the creator of "Dragnet."

9:30-10 CBS

### THE RED SKELTON SHOW

The zany comic will continue his antics in sketches and gags.

## WEDNESDAY

8-9 CBS

### ARTHUR GODFREY AND HIS FRIENDS

The old redhead will continue to host his own special brand of variety program. But now the public will be able to see the color of his hair.

9-10 NBC

### KRAFT TELEVISION THEATER

The longest running dramatic program on TV, it will also have an increased budget to work with this season.

## THURSDAY

7:30-7:45 NBC

### THE DINAH SHORE SHOW

The popular songstress will continue to conduct her intimate musical program.

8:30-9:30 CBS

### CLIMAX and SHOWER OF STARS

"Shower of Stars," the big music-variety show, will continue to be in color once a month. "Climax," the award winning dramatic program, will be in color about once a month.

10-11 NBC

### LUX VIDEO THEATER

Another full-hour drama, presenting Hollywood scripts, adaptations of movies.

## FRIDAY

8:30-9 NBC

### THE WALTER WINCHELL SHOW

A variety program hosted by the syndicated columnist, who will also give some of his dots and dashes.

9-10 NBC

*Once a month*

### THE CHEVY SHOW

Same as the Sunday night show of this title.

## SATURDAY

8-9 NBC

### THE PERRY COMO SHOW

The popular crooner will again emcee this parade of production number, comedy bits and guest stars.

8-9:30 NBC

*Once a month*

### COLOR CARNIVAL

Lavish musicals.

9:30-11 CBS

*Once a month*

### THE FORD STAR JUBILEE

Top dramatic and musical hits will again be presented on this spectacular.

10:30-11 NBC

### YOUR HIT PARADE

The top tunes of the week in original production numbers.

## MONDAY-FRIDAY

3-4 NBC

### NBC MATINEE THEATER

A full-hour drama every day.

3:30-4 CBS

*Occasionally*

### THE BOB CROSBY SHOW

Music and guest artists.





Whenever you turn on your television set, chances are good that you'll see an RCA Victor Records artist performing for you.

With the largest family of recording stars anywhere, it's only natural that RCA Victor should have the largest family of recording stars appearing on television.

Tune in a musical, variety or dramatic show and you'll see them—on their own programs, or as guest stars!

*That's the reason we feel so close to television, and why—*

# RCA VICTOR RECORDS SALUTES NATIONAL TELEVISION WEEK





# Opportunity Knocks With Color

Continued from page 25

eyed Barbara Bender as the singing hostess, Jim Patterson as the emcee, and Ziggy Hurwitz at the piano. "Spectrum" has had four sponsors to date: Dr. Caldwell's, Spic 'n' Span, Haley's Boosted Aspirin and Maybelline. One-minute spots sell for \$125, including the color premium.

### OKLAHOMA

**WKY-TV, Oklahoma City**

"Window": Inserted into NBC-TV's "Home," 9:25-9:30 a.m. weekdays. This five-minute shopping guide is femseed by DeLois. It is fully sponsored by Kerr's Department Store.

**Tom Paxton Show:** A daily variety show, 11:30 a.m.-noon. Emcee

Paxton is supported by Prissy Thomas, pianist Al Tell and vocalists Pat Cotter and Joe Webster. One-time rate for participations is \$60. It is currently carrying nine sponsors, including Merchants Biscuit, Hexol, Knox Oil, Hereford Heaven Steaks and Wonder Bread.

### PENNSYLVANIA

**WJAC-TV, Johnstown**

"Heaven Speaks": A non-commercial religious show, Sundays, 1:15-1:30 p.m. Rev. E. Lowell Martin, dressed as the prophet in robe and whiskers, narrates Bible stories, using colored slides.

"Romper Room": The kindergarten of the air, which here is scheduled 10:30-11 a.m. Monday-Friday.

Miss Sally (Sara McCrae of Johnstown) is the eather. Price of participation is \$60. It now has four sponsors, including 7-Up and Sanitary Dairy.

### WFIL-TV, Philadelphia

The station suddenly began originating local color on Monday, July 23, when it tinted its "Bandstand," 2:30-5 p.m. This was the first local colorcast in Philadelphia, altho network and film programs have appeared there in color. According to present plans, WFIL-TV will telecast at least one of its live local programs in color each week. It installed color film and slide and color transmitting equipment

(Continued on page 37)

# All Network Basics Beam Color Shows

Following is a list of the CBS-TV and NBC-TV basic affiliates, all of which were equipped to rebroadcast their networks' color programs as of the middle of 1956.

City	CBS-TV Station
Atlanta	WAGA-TV
Baltimore	WMAR-TV
Birmingham, Ala.	WBRC-TV
Boston	WNAC-TV
Buffalo	WBEN-TV
Charleston, W. Va.	WCHS-TV
Charlotte, N. C.	WBTW
Chicago	WBBM-TV
Cincinnati	WKRC-TV
Cleveland	WJW-TV

Columbus, O.	WBNS-TV
Dallas	KRLD-TV
Dayton, O.	WHIO-TV
Denver	KLZ-TV
Des Moines	KRNT-TV
Detroit	WJBL-TV
Fresno, Calif.	KFRE-TV
Galveston-Houston	KGUL-TV
Greensboro, N. C.	WFMY-TV
Hutchinson-Wichita, Kan.	KTVH
Indianapolis	WISH-TV
Jacksonville, Fla.	WMBR-TV
Kalamazoo, Mich.	WKZO-TV
Kansas City, Mo.	KCMO-TV
Los Angeles	KNXT
Louisville	WHAS-TV
Memphis	WREC-TV
Miami	WTVJ
Milwaukee	WXIX
Minneapolis	WCCO-TV
Nashville	WLAC-TV
New York	WCBS-TV
Norfolk, Va.	WTAR-TV
Oklahoma City	KWTV
Omaha	WOW-TV
Philadelphia	WCAU-TV
Pittsburgh	WTIC
Portland, Ore.	KOIN-TV
Providence	WPRO-TV
Richmond, Va.	WRVA-TV
Rochester, N. Y.	WHEC-TV
Rock Island, Ill.	WHBF-TV
St. Louis	KWK-TV
Sacramento, Cal.	KBET-TV
Salt Lake City	KSL-TV
San Antonio	KENS-TV
San Diego, Cal.	KFMB-TV
San Francisco	KPIX
Shreveport, La.	KSLA-TV
Syracuse	WHEN-TV
Tacoma-Seattle	KTNT-TV
Tampa	WTVT
Toledo	WSPD-TV
Tulsa, Okla.	KOTV
Washington	WTOP-TV

### NBC-TV

Atlanta	WSB-TV
Baltimore	WBAL-TV
Birmingham, Ala.	WABT
Boston	WBZ-TV
Buffalo	WBUF-TV
Chicago	WBQ-TV
Cincinnati	WLWT
Cleveland	KYW-TV
Columbus, O.	WLWC
Dallas	WFAA-TV
Davenport, Ia.	WOC-TV
Dayton, O.	WLWD
Denver	KOA-TV
Des Moines, Ia.	WHO-TV
Detroit	WWJ-TV
Fort Worth	WBAP-TV
Fresno, Calif.	KMJ-TV
Grand Rapids, Mich.	WOOD-TV
Hartford-New Britain, Conn.	WKNB-TV
Houston	KPRC-TV
Huntington, W. Va.	WSAZ-TV
Indianapolis	WFBM-TV
Johnstown, Pa.	WJAC-TV
Kansas City, Mo.	WDAF-TV
Lancaster, Pa.	WGAL-TV
Lansing, Mich.	WJIM-TV
Los Angeles	KRCA
Louisville	WAVE-TV
Memphis	WMCT
Milwaukee	WTMJ-TV
Minneapolis-St. Paul	KSTP-TV
Nashville	WSM-TV
New Orleans	WDSU-TV
New York	WRCA-TV
Norfolk, Va.	WVEC-TV
Oklahoma City	WKY-TV
Omaha	KMTV
Philadelphia	WRCV-TV
Portland, Ore.	KPTV
Providence	WJAR-TV
Richmond-Petersburg, Va.	WXEX-TV
Rochester, N. Y.	WHAM-TV
Sacramento, Calif.	KCRA-TV
Salt Lake City	KTVT
San Antonio	WOAI-TV
San Diego, Calif.	KFSD-TV

(Continued on page 37)

# COLOR-FULL WBAL-TV

## E-X-P-A-N-D-S

TO PROVIDE EVEN GREATER COLOR FACILITIES  
ENABLING US TO PRESENT HALF OF OUR  
LIVE LOCAL PROGRAMS IN COLOR

### WBAL-TV Color Facilities Include:

- 2 live color cameras
- 1 color slide projector
- 1 color film chain
- 1 color effects unit
- 1 "Color-Telop"

Over 600 individual colorcasts on WBAL-TV in the past 18 months. Soon—over 20 hours of color will be seen each week in Maryland through WBAL-TV

An exciting season coming up... on Maryland's COLOR-FULL channel

**WBAL-TV channel 11**  **BALTIMORE**

Get all the latest facts your nearest Petry office, or write to us in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



# WNBQ Fast on Progress

- 36 sponsors present 74 blurbs weekly
- Station telecasts 38 hours per week

In its first four months of operation as the first all-color television station, WNBQ, Chicago, reports "remarkable progress" in sales, programming, client-agency acceptance and public interest.

In a report by Jules Herbuveaux, NBC vice-president and general manager of the Chicago station, WNBQ lists 36 local and national spot advertisers who are currently presenting a total of 74 live, film and slide commercials in an average week. Spot sales for May, June and July show a 25 per cent increase over the same period of 1955.

As of July 31, some 29 agencies and 40 of their clients have used WNBQ's lab facilities to color-test products, and hundreds have attended the station's color orientation sessions. In addition, some 30,000 visitors have toured the WNBQ Hall of Color, with traffic now averaging 2,000 persons a day.

### 38 Hours a Week

WNBQ is now telecasting 38 hours of color each week, 30 of local live and film shows and eight of NBC-TV network. Fifteen more hours will be added to the schedule this fall, when network color increases from 40 to 80 hours a month.

Three color studios are in operation and a fourth will soon be converted. From a production point of view, says Herbuveaux, the sta-

tion has experienced fewer problems than anticipated.

Some of the specific lessons learned in the trail-blazing project were: Pre-testing of fabrics, furniture and painted sets to achieve proper contracts that are equally adaptable to black and white; tightening-up of production techniques and using two cameras instead of three and scaling down of the amount of light formerly thought necessary for top picture quality.

### Education Pays

Herbuveaux praises the educational campaign being elaborately conducted by WNBQ as the key to more advertising dollars, zooming color set circulation and more

local color programming for the public.

He says the station is paying particular attention to reactions from both monochrome and color set viewers. During the inaugural week of all-color last April, 30 complaints were received from black and white viewers, concerned largely with lighting problems. The lighting troubles were corrected, and there have been no complaints since.

Sponsors viewpoint is summed up by A. S. Gantner, advertising director of Peter Hand Brewing Company: "Beer never looked more appetizing and delicious as on WNBQ color."

## SO FAR

# 16.5 MIL VIEWERS

- 19.2 per cent of all family heads have seen color
- Mostly among men in big cities, upper brackets

With cheaper color sets and more color programs, more U. S. citizens are expected to see color TV in the 1956-1957 season than in the past two color seasons combined. But even up until now, the color initiated audience has been growing quietly but steadily.

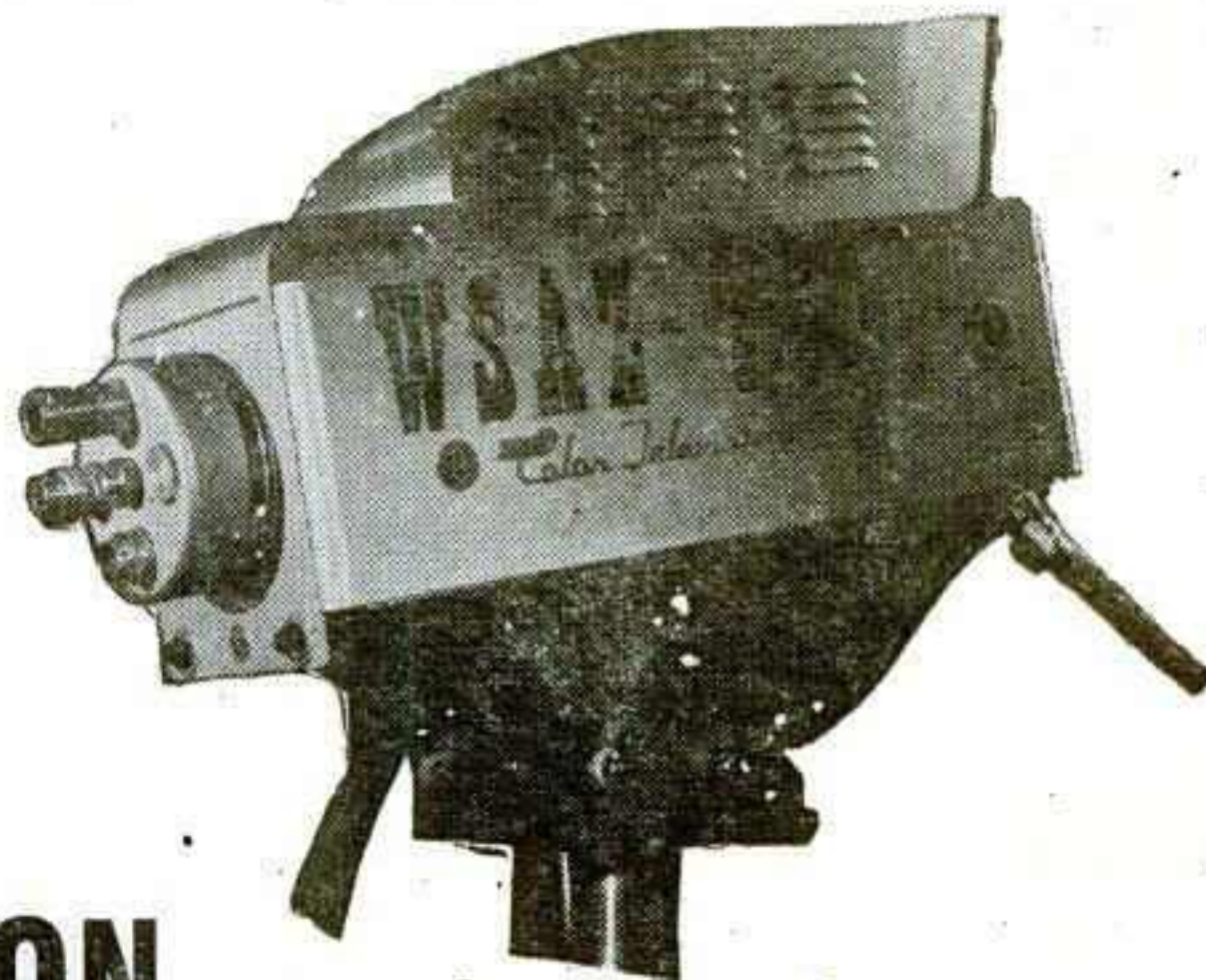
NBC has had the psychological Corporation make a periodic check on the growth of the color audience. As of May, 1956, it found that 19.2 per cent of all

urban household heads had seen at least one color TV program. This was a 50 per cent increase over the total of six months earlier, November, 1955, when the comparable figure stood at 12.3 per cent.

Projecting the latest figure to the total number of adults in the U. S. indicates that 16,500,000 adults have seen color TV.

The greatest amount of color TV viewing was among men, among those in the upper socio-economic categories, and among persons living in the Northeast and in the big cities and the suburbs of those cities. Two thirds of the color audience saw its last color show during the 1955-1956 season.

# 12~~th~~



IN THE NATION... with

# COLOR TV

**WSAZ-TV maintains its leadership!**

FIRST IN THE REGION

with . . .

**LOCAL LIVE COLOR**

**NBC NETWORK COLOR  
COLOR FILM PROGRAMS**

Huntington-  
Charleston,  
West Virginia  
Channel 3  
Maximum Power  
NBC BASIC  
NETWORK



TELEVISION  
also affiliated with Radio Station  
WSAZ, Huntington, & WGKY,  
Charleston  
Lawrence H. Rogers,  
Vice President and  
General Manager, WSAZ, Inc.  
represented nationally by  
The Katz Agency

**EVERY WEEKDAY**



12:30  
'til  
1:30 p.m.

**BOB and JAN CARR**

present

# CURRENT

in

**COLOR**

An exciting . . . adaptable, freshly imaginative Color Program, appealing to our vast regional audience . . . participations available.

## 216 Stations On Tint Nets

- CBS has 116, NBC 112; 12 color affils shared
- Net color soon to reach 95 per cent of TV homes

As of mid-1956 there were an estimated 216 TV stations in the U. S. equipped for the first-stage of color, that is the transmission of network color shows. CBS had 116 of these stations, NBC has 112. Twelve of these stations were affiliated with both CBS and NBC. ABC has been doing no colorcasting, and has no immediate plans to do any.

As color networks, then, CBS and NBC were running neck and neck. All of the basic affiliates of each network were color equipped. Most of the important optional affiliates of each were likewise color equipped.

Each, however, was able to colorcast in a few markets that the other was not. CBS but not NBC was tintable in Madison, Wis.; Terre Haute, Ind., and Saginaw, Mich. NBC—but not CBS—was tintable in Springfield, Mass.; Duluth, Minn.; Knoxville, Tenn.; Augusta, Ga., and Wheeling, W. Va.

NBC estimates that its color affiliates as of July 1, 1956, were in the aggregate, capable of reaching 93.6 per cent of all the TV homes in the U. S. and 90.6 per cent of all homes.

NBC further expects that its color affiliates will total 120 by October 1, 1956, and possibly 134 by January 1, 1957. At the latter date it will thus be capable of getting color programs into 95.5 of the nations TV homes.



## program for profit with these RCA syndicated

**JUNIOR SPORTS LEAGUE** is an exciting new departure in TV entertainment for sports-minded Young America, now available in color and black and white for local sponsorship. These weekly half-hour television "club-meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- *Sports lessons by such champions as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.*
- *Biographies of America's sports idols — for instance, Babe Ruth . . . Knute Rockne . . . Connie Mack.*
- *Quiz games — viewers match wits with the experts.*
- *Youth sees itself in action in a Weekly Newsreel of Sports Events.*
- *A complete package of fun and weekly surprises!*

Once they see **JUNIOR SPORTS LEAGUE**, boys and girls will return to it week after week, to follow every type of sport and game. And if they're enrolled in a recognized national or local club, they can become JSL members — complete with valuable membership card.

**JUNIOR SPORTS LEAGUE** puts sponsors in direct touch with the juvenile market. And JSL sponsorship provides unique merchandising and public relations opportunities.

## JUNIOR SPORTS LEAGUE



JUNIOR SPORTS LEAGUE SCOREBOARD								
1	2	3	4	5	6	7	8	9



# Color Opportunity Knocks

• Continued from page 32

in December, 1954, carrying the city's earliest local color commercials.

## WRCV

Beginning September 23, WRCV will telecast 15 hours of live local color each week, having just purchased two color cameras and a color film chain.

"Let Scott Do It": Alan Scott emcees a kid's show, Monday thru Friday, 9-10 a.m.

"Newsroom": Pat Landon gives late news Monday thru Friday, 2:15-2:20 p.m.

"Fun House": Pete Boyle hosts this variety show, Monday thru Friday, 6-6:25 p.m.

"News, Sports and Weather": A public service show with an open ten-minute segment at the close to be announced. Taylor Grant gives the news, Monday thru Friday, 11-11:10 p.m. Herb Carneal gives sports roundup, 11:10-11:15 p.m. Judy Lee gives the weather, 11:15-11:20 p.m.

"Midnight Jazz Festival": Beginning October 6, Saturday night, 12-12:30 a.m., featuring Henry Levine's Dixieland band.

"Color TV Digest": General variety show, Sundays, 12-12:15 p.m. W. Norman Brooks is host. Show has been on for three months in black and white.

## TEXAS

### WBAP-TV, Fort Worth

The second independent station in the country to begin local color transmission, WBAP has maintained a continuous schedule of live local color shows since May, 1954.

"Texas Living": A woman's show, Monday thru Friday, 11-11:45 a.m. Margaret McDonald presents foods, fashions and furnishing. Jimmy Livingston plays piano and demonstrates do-it-yourself handyman features. One-minute participation \$50, commissionable. Five minutes allowed on items of "unusual news appeal." No extra charge for color.

"Beauty School of the Air": Hair styling and its endless variations, as demonstrated by students and teachers of Isbell's University of Beauty Culture (sponsor), Tuesdays, 11:45-12 noon. Show made the change from black and white in November, 1954.

"Vernon's Hair Styles": Another hair styling show, Wednesdays, 11:45-12 noon, sponsored by Ver-

non Salons of Fort Worth-Dallas. Debuted in December, 1954.

"High Noon News": Tom Whalen presents on-camera news summaries and national and international newsfilm, Monday-Friday, 12-12:30 p.m. Gene Reynolds gives complete weather picture. Both emphasize the Texas picture. Participating sponsors.

## WASHINGTON

### KOMO-TV, Seattle

Present plans call for special color shows as public service, such as local election coverage, in addition to 11 regular series, totaling 15 color hours.

"Man About Town": Music and interviews with emcee Dean Buchanan, 2-2:30 p.m., Monday-Friday. Participating sponsors.

Cliff Carl Show: A children's Western show with live music and guests. Cliff Carl is host, Monday-Friday, 4-4:30 p.m.

"Secret Tower": Children's stories narrated by Alberta Beesson of Seattle University, Monday-Friday, 4:30-5 p.m. Public service program.

"Weather Break": Anita Busik gives weather round-up, Monday-Friday, 6:25-6:30 p.m. Sold outright or for participations. Present sponsor is Armstrong Rubber Company.

"Deadline": News analysis by Herb Robinson and Keith Jackson, Monday-Friday, 6-6:25 p.m. Color on Mondays, black and white rest of week, but will switch to all-color in mid-fall. Participating sponsors.

"Cookbook Quiz": Cooking show with audience participation, Monday-Friday, 1:30-2 p.m. Katherine Wise is recipe judge. Participating sponsors.

"Whatsup?": Public service interviews by Dean Buchanan, Monday-Friday, 4:45-5 p.m. Debut October 1.

"Quizdown": Public service educational quiz with schools emceed by Millard Ireland, once weekly at 5 p.m. Day of week rotates, as do color and black and white transmissions.

"Viewpoint": Round-table panel emceed by Herb Robinson, Mondays, 10-10:30 p.m. Sales policy not set. October premiere.

"Garden Digest": Live and film farm garden show emceed by Bill Moshier, once weekly at 4 p.m. Color debut mid-fall. For sale outright or participation.

"Color Fair": Musical variety

show with Cliff Carl as emcee, once monthly in Class A time. Premiere and sales policy not set. Was produced in color, sustaining, in May, June and July.

## KHQ-TV, Spokane

"Front Page": Local and regional news by John Fahey, Monday-Friday, 6:30-6:40 p.m.

"Alka-Seltzer Newspaper of the Air": National and international news by Dick Dailey, Monday-Friday, 6:40-6:45 p.m.

## WEST VIRGINIA

### WSAZ-TV, Huntington,

"Current": A magazine of the air, starring Bob and Jan Carr, Monday-Friday, 12:30-1:30 p.m. News, art, music, books, fashions, farm, flowers and guest interviews. Participating sponsors.

"Parson's Study": Public service program, Tuesdays and Thursdays, 12-12:30 p.m. Rev. Arthur Beckett answers personal and religious questions.

"Camera Goes to School": Public service program, Mondays, Wednesdays, Fridays, 12-12:30 p.m. Lectures and demonstrations by professors from Marshall and Morris Harvey colleges and teachers from the county school system.

## WISCONSIN

### WTMJ, Milwaukee

Since December, 1953, this station has carried live and film color programs from NBC-TV, as well as 10 or more hours per week of local live color programming.

"What's New in the Kitchen?": Recipes and meal planning by Breta Griem, Monday-Saturday, 11-11:45 a.m. Participating sponsor.

"Woman's World": A magazine of the air with Beulah Donahue, Monday-Friday, 3:30-4 p.m. Poet-

(Continued on page 40)

## Color Shows

• Continued from page 32

- San Francisco ..... KRON-TV
- Schenectady, N. Y. ... WRGB
- Seattle ..... KOMO-TV
- St. Louis ..... KSD-TV
- Syracuse ..... WSYR-TV
- Tampa ..... WFLA-TV
- Tulsa, Okla. .... KVOO-TV
- Washington ..... WRC-TV
- Wilkes-Barre, Pa. .... WBRE-TV
- Youngstown, O. .... WFMJ-TV

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TAILORED and PRODUCED  
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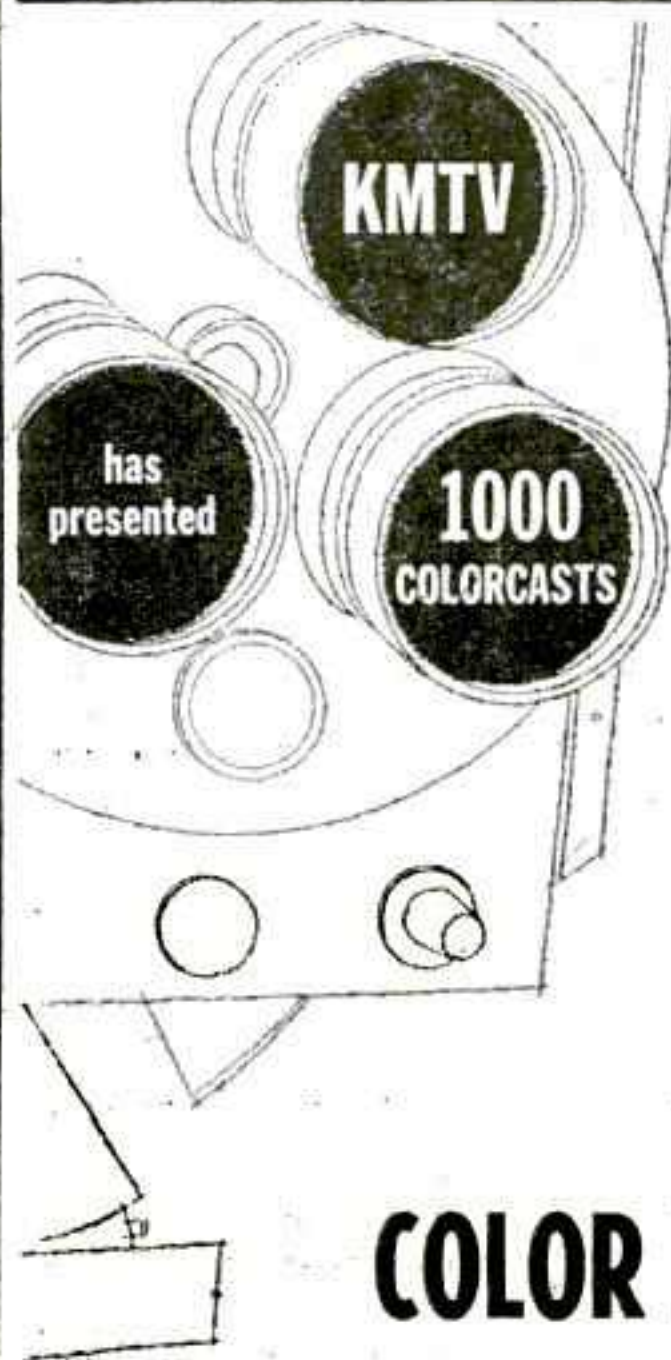
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"First Night"—Presenting the best of the Selznick and 20th Century-Fox features—Sundays at 11:00 P.M., beginning October 7!

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## KMTV COLOR FIRSTS!

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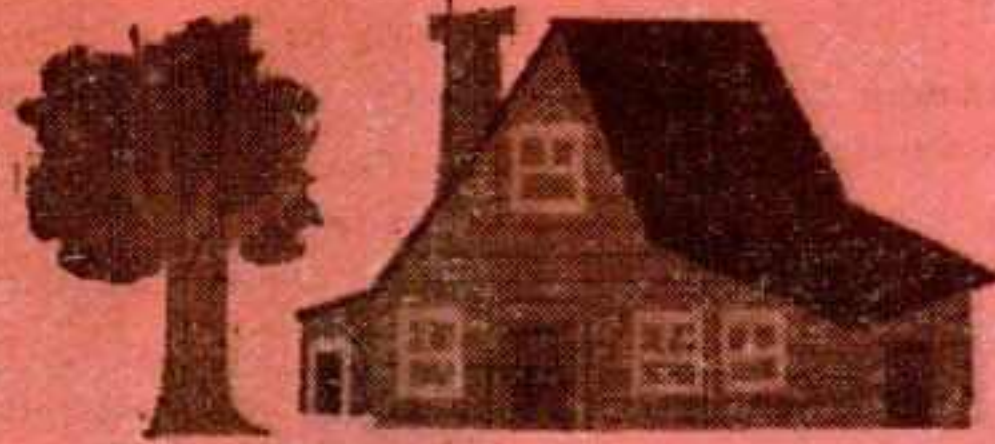


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The "call to colors" is sounding loud and clear these days. In Chicago, for example, 36 enthusiastic local and national advertisers are using WNBQ's color facilities every week! And at every one of the television stations represented by NBC Spot Sales, COLOR is making news!





**CHICAGO:** WNBQ, the world's first all-color television station, now transmits all live studio programs and commercials in full color. Including film, it now broadcasts 30 hours of *local color* weekly.

**WASHINGTON:** WRC-TV is now breaking ground for immediate construction of a \$4,000,000 plant, the first TV station in the nation designed from the ground up for color.

**PHILADELPHIA:** WRCV-TV starts broadcasting locally-originated color shows, complete with commercials, on a regular basis on Sept. 24th.

**NEW YORK:** WRCA-TV, is tripling its local color programming this month, increasing it to 65% of its local live schedule.

**LOS ANGELES:** KRCA, with its new color studios in Burbank, will double its local color schedule in December.

**SEATTLE:** KOMO-TV is now the only completely color-equipped television station in the Pacific Northwest.

And in Schenectady, Miami, Buffalo, Louisville, St. Louis, Denver and Portland (Oregon), the NBC Spot Sales represented television stations are transmitting an increased network color schedule every night . . . and are moving closer daily to full *local color* operation.

*There's always something extra on the stations represented by NBC Spot Sales!*

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 MIAMI **WCKT**

BUFFALO **WBUF**  
 LOUISVILLE **WAVE, WAVE-TV**  
 CHICAGO **WMAQ, WNBQ**  
 ST. LOUIS **KSD, KSD-TV**  
 DENVER **KOA, KOA-TV**

SEATTLE-TACOMA **KOMO, KOMO-TV**  
 LOS ANGELES **KRCA**  
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It's . . . **SOUTHERN RADIO**  
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### NBC COLOR

## 500 Stanzas Since Jan. '54

- Twelve continuous series tinted, 'Matinee' the biggest
- Highlights of long record of one-shot colorcasts

In the past two and three quarter years NBC-TV has colorcast well over 500 program stanzas. Twelve program series have been given continuous color runs of various durations. The most ambitious such effort to date is probably the "NBC Matinee Theater," which has colorcast a full hour play every weekday since October 31, 1955. The spectaculars bowed in color in the fall of 1954. The Milton Berle show, playing every third Tuesday last season, was completely in color.

Some of the one-shot highlights of NBC's color operations since January 1, 1954: The NBC Opera 1954. The Gillette Friday night boxing stanza of March 26, 1954, was in color. The Easter Parade was colorcast by NBC on April 18, 1954. A special Christmas film in "Dragnet" was aired in color on December 23, 1954.

The World Series, running from September 28 thru October 24, 1955, a total of 21 hours of TV, was aired in color. The great documentary film, "Assignment: India," was colorcast November 24, 1955: The Tournament of Roses Parade was seen in color on January 2, 1956. And on February 19 NBC-TV scored a scoop on Operation Deepfreeze when it aired the first part of its color film, "Anarctica: The Third World."

## Service Men Stand Ready

Most of the nation's 115,000 television service technicians are equipped—or rapidly becoming so—to install and maintain color sets expertly and efficiently.

"Service technicians everywhere have been quick to grasp the key role they must play in expanding color TV," said D. R. Creato, RCA Service Company vice-president.

"They have invested of their time and money to learn the techniques of color," he continued. Mr. Creato pointed out that the RCA Service Company, as part of a long-standing RCA policy to share its know-how with all segments of the industry, has held and continues to hold color TV service clinics in every part of the country.

### Opportunity

• Continued from page 37

ry, medicine, careers, guest interviews. Participating sponsors.

"Sports Picture": Sports, news and interviews, Monday-Saturday, 6-6:15 p.m. Lloyd Pettit interviews local and national athletes and introduces color films. Participating sponsors.

"Let's Look at the News": News and interviews by John Drury, Monday-Friday, 6:15-6:25 p.m. Sponsored by Standard Oil of Indiana.

"Weatherman": A meteorologist looks at the weather. Featuring Bill Carlsen, Monday-Friday, 6:25-6:30 p.m. Participating sponsors.

"Weatherman": Bill Carlsen in a nightly round-up, Monday-Saturday, 10-10:05 p.m. Sponsored by Butternut Coffee.

"Let's Look at the News": Newscast by Mike Walden, Monday-Saturday, 10:20-10:25 p.m. Participating sponsors.



For . . .

## RCA VICTOR COLOR TELEVISION SETS

In . . .

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ERIE, PA.**

It's . . .

**RCA VICTOR  
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RCA WHIRLPOOL  
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Plus

Other Leading Nationally  
Advertised Appliances

For . . .

## RCA VICTOR COLOR TELEVISION SETS

In . . . **HARRISBURG  
BALTIMORE  
ALTOONA**

It's . . . **D & H DISTRIBUTING CO., INC.**

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2025 Worcester Street, Baltimore, Md.

Also Distributors of . . .

RCA WHIRLPOOL WASHERS, DRYERS, RANGES, FREEZERS





## Vik & Groove Prep Fall LP Sales Pitch

NEW YORK—With RCA Victor's Best Buy album push successfully launched, the diskery's two subsidiary labels, Vik and Groove, will get into the fall sales tourney this week.

Starting Monday (17), execs and field men took off to conduct distributor meetings in 42 cities with special emphasis on Vik and Groove album lines. Meetings are scheduled to wind up on October 5.

Uniquely enough, Vik and Groove album sales fall under the direction of the Victor Singles Record department, headed by Bill Bullock. Joining Bullock in the push are Harry Jenkins, singles sales manager; Ben Rosner, Vik sales manager; Ray Clark, Groove sales chief, and field men Bill Baker, Brad McCuon, Dick Maxwell, Tom Moseley, Sal Peruggi, Lee Schapiro and Bob Krueger. Jack Burgess, who recently was appointed manager of Custom Records Administration, will make this final expedition with his old team.

## Liberty Set For Debut in Classics Field

HOLLYWOOD—Liberty Records will make its bow in the classical field shortly, with the signing of the Paganini String Quartet to an exclusive contract. Firm heretofore has restricted its repertoire to popular and jazz material only.

Additional classical artists are expected to join Liberty, with negotiations for a number of European names currently being handled by Conductor Leo Arnaud in Madrid. Arnaud is also a Liberty pactee.

According to General Manager Jack Ames, the firm expects to have a total of approximately 60 12-inch LP's in its catalog at year's end, with a new schedule of five LP's per month beginning this October. Company will also start a new de luxe album series, to be restricted to packages of unusual and experimental content, which will list at \$4.98.

New talent continues to swell the Liberty roster, with Hank Mancini, Maya Angelou, Robie Lester, Eddie Cochran, Benny Carter and the Johnny Mann Singers joining the label. Firm also made a number of distributor changes recently, adding M. S. Distributing Company, Chicago; Easter Distributors, Hartford, Conn.; Schwartz Bros., Washington; C & C, Seattle; United, Houston, and Hit Records in Cincinnati.

## August Sales Tops for Both Decca and Coral

NEW YORK — Decca Records racked up its biggest single month of sales in August since January, 1948, while the diskery's subsidiary Coral Records, during the same period, had the biggest month in its eight-year history.

Much of Decca's record-shattering August can be chalked up to the success of its album merchandise, which at the time included sound trackers from "The Eddy Duchin Story," "Picnic," "The Benny Goodman Story" and "The Man With the Golden Arm." Top

## BUCK-PASSING SPOTS ARTISTS IN 'SAUCER' ISSUE

NEW YORK — Apparent reluctance to test the nebulous legalities regarding use of another party's disk performance, arrangement and material, has resulted in several monumental instances of buck-passing. In fact, in at least one instance, this has led to eventual deterioration of any organized opposition to what some traders have termed as "piracy."

When the initial hubalaloo about "Flying Saucer" began, the record companies decided to sit it out and let the publishers carry the ball against the alleged infringer. Now, in the instance of the new Plus record, "Dear Elvis," in which a flock of top pop artists have dubbed, the companies apparently are endeavoring to goad their artists into taking the action. One top artist admitted to The Billboard that he had received a wire from his company advising him to have his lawyer look into the matter. Meanwhile, apparently, the companies themselves have instituted no proceedings against the so-called "pirates."

There are, however, indications that the publishers, represented by Harry Fox, are finally getting set for some militant opposition (see separate story).

## Fox Office Moves to Halt Future 'Saucer' Hassles

### Pubbers' Agents Tell Three Indie Labels To Take Disks Off Market—Or Else

NEW YORK—Altho the hassle centering around the first Flying Saucer record put out on the Luniverse label has been virtually settled, publishers are determined to prevent occurrences of similar situations and are taking strong action to protect their copyrights. Attorney Julian Abeles and the office of Harry Fox, publishers' agent and trustee, have notified three indie labels to take their flying saucers disks off the market. In the event they refuse, legal action will be taken immediately and followed thru "to the hilt," according to Abeles.

The records in question, Abeles

said, are "The Answer to the Flying Saucer," released on Cosmic; "Marty of Planet Mars," on Novelty, and "Dear Elvis," on Plus.

Abeles stated that each of the labels, upon receipt of the letter, applied for licenses, but the publishers refused. "Under no circumstances will we grant a license at a reduced rate," Abeles said. He added that he has also asked for an accounting of sales up to the present. In the event the disks are not removed from the market, he said infringement actions would be initiated in U. S. District Court in New York, California and Cleve-

land, the headquarters of the three labels in question.

The office of Harry Fox stated that in the case of the Luniverse disk there was some indication that the manufacturers had been ill advised, and the publishers decided to make a settlement out of court. But the Fox office states that it has no intention of condoning similar practices. "Many publishers feel the full statutory rate of 2 cents is not high enough, and we will not aid these rate-cutting tendencies," it was stated.

Record manufacturers, who stood on the sidelines during the Luniverse disk hassle, are understood to be co-operating with Julian Abeles and Harry Fox in their attempt to stop the release of disks using excerpts of hit records. Legal department of a major diskery said that "catalog is our life blood. These disks are really instances of pirating."

The diskers, however, feel the publishers have a strong case and are still loath to go to court on the matter (see separate story). It is no secret that two publishers

(Continued on page 69)

## Morris Pacts Weiss As European Rep

LONDON—Edwin H. Morris, in a major expansion of his music publishing operations, has appointed Robert B. Weiss as the managing director of the newly created international division of the various Morris publishing enter-

prises. Weiss has just resigned as European representative of Capitol Records, concluding a four-year contract with the label on October 15.

As Morris' foreign exec, Weiss will headquarter in Paris. He will be responsible for all Continental operations covering France, Belgium, Holland, Germany, Switzerland, Italy, Spain, Sweden, Norway, etc. It is stated that Morris thus becomes the first American publisher to have a full-time exec operating exclusively from Europe.

Weiss will acquire song material for American adaptation; he will direct the exploitation of Morris copyrights in the European market and establish liaison with foreign film producers on the use of Morris tunes.

He will also contact Continental record labels on waxing Morris' material for release in Europe and America and will act as liaison with Morris, Ltd., in London.

Morris also expects to be more active in arranging for the exploitation in America of the works of European publishers, composers and film companies.

Deal with Weiss was negotiated by Morris and his attorney, Lee Eastman, both of whom flew to London. Attorney Leonard Zissu in New York acted for Weiss and agreed to the terms with transatlantic phone. Weiss officially begins his new post October 16 and will return to the Morris home offices in New York in November for conferences.

## BMI Charged With B'dcast Monopoly

NEW YORK—Broadcast Music, Inc., was attacked this week as a conspiracy set up by broadcasters to control the songs of the nation. The charges were made in statements by showman Billy Rose, Stanley Adams, songwriter and president of the American Society of Composers, Authors and Publishers, and songwriter Jack Lawrence, all of whom were subpoenaed to testify before the Emanuel Celler Congressional Subcommittee hearing on alleged broadcasting monopoly. Rose, Adams and Lawrence called a press conference and were expected to be joined by Oscar Hammerstein II, Dorothy Fields, Otto Harbach and other noted showbusiness figures.

Carl Haverlin, BMI president, at press time stated he would make a voluntary appearance before the committee. A spokesman for the American Society of Composers, Authors and Publishers prior to

the sessions stated nobody from ASCAP would appear unless summoned.

Rose in his statement said he had heard music of ASCAP writers performed behind the Iron Curtain, but that these songs were not getting thru the "electronic curtain." He said a songwriter has little chance of having his music heard today unless the song is published by BMI. He accused BMI of controlling the music of the nation, and added his hope that Congressman Celler would smash this "un-American conspiracy to harness and control the creative talents of the American songwriter."

Oscar Hammerstein II said that broadcasting interests have the power to determine whose music shall be heard, that this power carries responsibility, and that "There is strong and alarming evidence that this responsibility is be-

(Continued on page 69)

## BANNER SUMMER FOR ALL LABELS

NEW YORK—Business is "the greatest" this summer, with all labels prospering, and the majors chalking up record sales grosses for the period.

Decca, Coral, Columbia, Capitol, RCA Victor, Decca, Mercury, Epic, M-G-M, and others report lucrative sales returns for the last couple of months (see stories elsewhere in this issue).

The future looks even brighter, since the industry soon will enter the peak disk sales season, so it seems reasonable to assume that the only way the current sales curve can go is up.

selling singles of "I Only Know I Love You," by the Four Aces; "Rip It-Up," by Bill Haley; "After the Lights Go Down Low," by Al Hibbler; "When the White Lilacs Grow Again," by Helmut Zacharias, and "Moonglow and Theme From Picnic" by Morris Stoloff, helped push up the ante even further.

Meanwhile, downstairs on the sixth floor of the air-conditioned, palatial 57th Street headquarters, Coral execs chalked up their own successes in no little measure to

(Continued on page 69)

## Top Month for Camden Sales

NEW YORK — Camden Records, utilizing for the first time a full line of top name album artists, has at mid-month, already declared September the biggest month in its three-year history. At press time, the RCA Victor subsidiary label had hit 192 per cent of its quota.

Reason for the rocketing sales is the issuance for the first time of leader albums at \$1.98, one-time Victor best sellers, by Toscanini and the New York Philharmonic, Paderewski, Freddy Martin, and the Boston "Pops" "Rhapsody in Blue."

## Nine-City Cap Campaign for 'Persuasion'

HOLLYWOOD — A nine-city promotion tour aimed at plugging the song "Friendly Persuasion," from the Allied Artists film of the same name, has been worked out by Capitol Records, the film studio and Leo Feist, Inc., publishers of the score from the picture penned by Dimitri Tiomkin and Paul Francis Webster.

Cap recording artist Lou Busch, who etched the tune, left here last week (11) for television and disk jockey appearances in St. Louis, Pittsburgh, Chicago, Detroit, Cleveland, Philadelphia, Boston and New York. Busch is one of several personalities who will tour the country during the next few weeks as part of the extensive promotion and advertising for the film.

Composer Dimitri Tiomkin leaves on a similar junket October 1, and will be joined by Dot Records' Pat Boone for appearances on a number of Eastern shows.

## Welk Registers Record Grosses

HOLLYWOOD—Maestro Lawrence Welk, who closed a string of nine concerts in Memphis last week (12), grossed more money during the tour than do 90 per cent of the currently active band leaders in a year. Welk added \$149,424 to the till in four dates last week to bring the total gross for the tour to \$344,587 and a total of 90,801 admissions.

Based on the success of the tour, additional plans for similar short-run concerts are being made by Welk's personal managers, Gabbe, Lutz & Heller. With two hour-long weekly television shows via ABC-TV, Welk recently cut his schedule at the Aragon Ballroom from five nights to three nights per week.



## DEALER HIGH FINANCE

Who's Holding Bag  
And for How Much?

NEW BRUNSWICK, N. J.—A touch of Broadway came to this once quiet New Jersey town last week when cut-rater Sam Goody made an appearance Friday (14) before Middlesex County Prosecutor Warren Wilentz, who is attempting to unravel the financial manipulations of James Rizek, former theological student who, it is alleged, has the abilities of a *Fonzi*. Rizek, the head of Magnetics Corporation of America, has also headed up the Hampshire Corporation, which latter controls a majority interest in The Jabberwock, cut-rate recording and hi-fi outlet here. Rizek is out on \$10,000 bail, and is charged with converting to his own use \$139,000 of the Hampshire Corporation's funds.

The full extent of Rizek's manipulations is not yet known. The Newark Star Ledger here estimated that the embezzling charge may involve as much as two million dollars, in view of Rizek's manifold enterprises which include—in addition to records and the corporations

already named—an outfit known as Colonial Electronics.

On Wednesday (12), business associates of Rizek attempted to force him into bankruptcy in an effort to salvage some of their money. Petitions for involuntary bankruptcy were filed in Federal District Court, Trenton, against Rizek and Colonial Electronics. Morris Spritzer, Rizek's attorney, said this action was regrettable, that his client's operations are "exaggerated," and that the action would reduce the money which could be recovered. It was stated the petitioners would ask that a receiver be appointed to seize all assets of Rizek.

At press time, details of Rizek's operations in the record business were not divulged, altho rumors were being bruited about. Prosecutor Wilentz, when queried, stated that Goody had come to New Brunswick and had made a voluntary statement. The investigation is proceeding, Wilentz stated, and added that Goody had been very co-operative in attempting to unravel the case. Wilentz said Goody stated that he had had business dealings with Rizek, but that cer-

(Continued on page 70)

Melcher's 25G  
Fund to Plug  
'Julie' Tune

HOLLYWOOD — Marty Melcher, head of Artists Music Corporation and Arwin Productions, last week set a \$25,000 promotion campaign aimed at plugging the song "Julie," title song from the new Doris Day picture for M-G-M.

Meetings with the firm's contact men and field staff were held here last week, with recorded open-end interviews by Miss Day to be distributed to approximately 1,700 disk jockeys thruout the nation. Special deejay screenings of the film, phone interviews and tie-ins with cosmetic and lingerie firms have been scheduled.

"Julie," penned by Leith Stevens and Tom Adair and aired by Miss Day in the film's main titles, will be the main exploitation peg of the film. Campaign, according to Melcher, will be an expanded projection of similar work done on the firm's "Whatever Will Be" hit, latter tune introduced by Miss Day in "The Man Who Knew Too Much."

Wood, Lewis in  
London Talks

HOLLYWOOD—Dot Records' President Randy Wood will leave for London early next month for a series of conferences with Ted Lewis, president of British Decca and London Records. Discussions will be held regarding foreign and domestic distribution of the Dot line, according to Wood.

London and Dot recently entered into a joint distribution agreement covering key areas in the United States, and also extended an existing contract for Dot's distribution abroad.

Wood also declared that he hopes to make a deal with European sources for the acquisition of a large catalog of classical music. Such a deal would mark the entry of Dot into the classical field.

Dot, meanwhile, revamped the artwork of its label, debuting with a new four-color process and the signature, "Ultra High Fidelity," on its releases.

TITLE CHANGE  
FOR HALEY PIC

PHILADELPHIA — Columbia Pictures' producer originally planned to call his new musical flicker which goes into Hollywood production Monday (17) "Hi Fi." But after clearing with Jolly Joyce, who booked Bill Haley and the Comets to star in the flicker and do the six tune titles that will go on the sound track, Katzman figured it's better to change the title of the movie. As a result, it will be titled "Rhythm and Blues."

The six Haley tunes, all of which have been recorded earlier for Victor, include "Teen-Ager's Mother," "Rip It Up"; "Hook, Line and Sink"; "The Comets Are Calling," "Hot Dog, Buddy, Buddy" and "Rockin' Thru the Rye."

Columbia Preps  
Musical 'Carol'

NEW YORK — Columbia Records is preparing an original cast album titled "The Happy Scrooge," based on Charles Dickens "Christmas Carol," with original music by Fred Spielman and book and lyrics by Janice Torre. NBC-TV will present "The Happy Scrooge" over the network December 12, 9-10:30 p.m. The stars, who are also doing the album, are Vic Damone, Johnny Desmond, Patrice Munsell, Basil Rathbone, Four Lads and Robert Weede. Martyn Green will be featured, along with others.

The Scrooge story, of course, is a network staple for the Christmas season, but heretofore it has never been done in a musical version. Columbia exec Irv Townsend is already well into production on the album, and is co-operating with Alcoa, sponsor of the TV show, in setting heavy fall promotion leading to the Christmas season. The package is expected to be in dealers stores in November.

"The Happy Scrooge" is a Theatrical Enterprises Production. Camarata is arranging and conducting.

Nat'l Trend to Disk  
Coverage by Press

NEW YORK—The New York Journal-American newspaper starting this Saturday (15) is running a weekly record page, thereby giving Manhattan its first regular full-page disk feature and pointing up the current national trend toward more and more coverage of the record industry by the consumer press.

Patterned after similar record pages, which have been carried by newspapers in other cities for some time now, the Journal-American feature will spotlight reviews of pop and rock and roll disks by Atra Baer (columnist Bugs Baer's daughter), jazz reviews by Eddie Condon, byline articles by disk artists and a round-up of "top 10" platter lists by a leading jockey from each local station. Miss Baer will also write a column of news and chatter aimed at the teen-age set.

Manhattan newspapers have carried more stories on the pop record industry in recent months (e.g. The New York Daily News' controversial series on rock and roll, etc.), but this is the first time the local press has devoted extensive space to the industry on a weekly basis, with the exception, of course, of long-standing Sunday supplement music sections for long-hairs.

The move is significant in that local jocks and the record industry, it is believed, will now be accorded a more constructive treatment by the local press, in contrast to the past, when deejays and platters were all too often attacked by newspaper stories in general indictments of juvenile delinquency. The

Long-Term Renewal  
Pact for Jodimars

NEW YORK — The Jodimars, group which formed a year ago from original members of the Bill Haley crew, have been signed to a long-term renewal pact by Capitol Records. The crew are currently on the market with "Eat Your Heart Out, Annie," fifth-ranking disk on the label's best selling chart.

'Home,' 'Opry'  
Team Sept. 25

NASHVILLE — Arlene Francis teams up with talent from "Grand Ole Opry" for the second half of her NBC-TV "Home" show next Tuesday morning (25), direct from the stage of Ryman Auditorium here.

Among the "Opry" talent who will appear with Miss Francis are Carl Smith, Martha Carson, Marty Robbins, the Jordanaires, Chet Atkins, June Carter and a group of square dancers.

Noel Digby, WSM's chief writer, is teaming with "Home" scribes on the script which will be woven around the idea to acquaint the general public with the various aspects of country music.

## TIN PAN ALLEY CAN DRY THOSE TEARS

Rock & Rollers on Standard Kick  
Reap Fat Loot for Pubbers

By REN GREVATT

NEW YORK—Time was, not so long ago, when a number of keen observers of the Tin Pan Alley scene, including some scions of the trade press, were deploring the fate of the great standard catalogs at the hands of rock and roll.

But now, by an ironical twist of fate, the rock and rollers have gone on a standard kick and, in the case of some songs cut by leading artists, are bringing in a windfall of performance benefits. In fact, some rock and roll versions of standards, now on The Billboard pop charts figure to bring in a lot more performance loot on the oldies than the pubbers could have ever expected from most other sources.

Top current example is New Orleans' high priest of r.&b., Fats Domino. Domino started his own personal parade of standards with "My Blue Heaven," which was later followed by "When My Dreamboat Comes Home," the latter of which is currently on both r.&b. and pop best selling charts. The singer's latest disk, just re-

leased, is another standard, "Blueberry Hill."

Big Maybelle, traditional blues singer, now on the Savoy label, has two recent entries in the standard field. Her slicing of "Candy" edged into the best selling charts several weeks ago. She has followed that side up with "Mean to Me," also released this week. Significantly, following a period of lukewarm activity on another label, the gal's first slicing on Savoy ("Candy") was a hit.

Presley's Standard Kick

Another and possibly the hottest current artist of them all, who started his disk career on largely his own material and has lately gotten on the standard kick, is Elvis Presley. Among the seven recent Presley singles issued by Victor, all of which are now reported over the 100,000 marks, are "Blue Moon" and "I Love You Because," both old favorites of the first magnitude.

Also, one of the most played tunes on Presley's biggest EP is "I Don't Care If the Sun Don't Shine," another time-honored tune.

Another old standby, "Linda," is now showing considerable action on a disk by the Sophomores, while the Platters' version of "My Prayer," the old tune originally a disk hit by Bob Eberle with Jimmy Dorsey's band, is a smash in both r.&b. and pop fields.

The Sensations, on the Atco label, have come thru with three recent standard waxings, "My Heart Cries for You"; "Yes, Sir, That's My Baby," and "Ain't She Sweet." On the parent label, Atlantic, Ruth Brown cut "I Wanna Be Loved," and the Drifters have a version of one of the classic standard copyrights, "White Christmas," which gets its share of attention each year along with other pop versions. The label has also just cut Ivory Joe Hunter on a standard tune, to be released later.

And it was only a few months ago that Chappell forced the Robbins' version of the Cole Porter tune, "I Love You" off the market. It was alleged that the side ridiculed the tune and tended to destroy the value of the copyright.

feature also gives local radio a better press break than it has had since TV first became big news.

Newspapers featuring one and two-page pop record sections on a regular basis, include The Los Angeles Mirror News, The Pittsburgh Post, The Pittsburgh Sun-Telegraph, The Milwaukee Sentinel, The Detroit Times, The Chicago Sun-Times, The San Francisco Chronicle and several others. Most of the pages feature record reviews, a news and chatter column about jockeys, artists and new releases, and record lists submitted by local jocks. At the same time, United Press and International News Service both offer at least two regular wire columns on records.

Victor to Disk  
Shaw's 'Joan'

NEW YORK—RCA Victor last week landed the original cast recording rights to the current edition of George Bernard Shaw's "St. Joan."

This version of the Shaw classic, starring the Irish actress, Siobhan McKenna, is playing locally at the Phoenix Theater, off Broadway, after opening to unqualified rave notices. Similar notices have attended the production in Dublin, London and this past summer at the Cambridge, Mass., Drama Festival. Miss McKenna last week made the covers of both Life magazine and the Saturday Review.

Recording was set to take place Monday (17) from 10 a.m. to 10 p.m. at Webster Hall. Featured with Miss McKenna will be Michael Wager and Kent Smith. Director is Albert Marre.

Victor expects the entire production to occupy three 12-inch LP's. It's likely that the package will be issued in the "Original Cast" series, which would mean a list price of \$4.98 per disk.

More Disk to  
Book Tie-Ins

NEW YORK—Book and record tie-ins are cropping up in the market at an increasingly brisk pace. Two such deals were set by RCA Victor this week.

First mutual set-up is with Duell, Sloan & Pierce, publisher of the forthcoming Eartha Kitt autobiography, titled "Thursday's Child." At the end of this month Victor will ship Miss Kitt's latest album, with the same title. Book and disk will be promoted mutually.

Second tome is "Guide to Jazz" (Continued on page 70)

August Boom  
On Epic LP's

NEW YORK — Epic Records' pop album sales in August represented an increase of 500 per cent over August of last year, according to the label's execs. Sales of Epic's classical albums in the same period represented an increase of 80 per cent, and pop singles in August were 100 per cent ahead of last year.

Album leaders were "Theater Organ in Hi-Fi" and "Somethin' Smith and the Redheads Come to Broadway."



## Seven Diskeries Exhibit In Nat'l Supermarket Show

NEW YORK — The National Supermarket Non-Food Exhibit held here this week at the Coliseum drew displays from seven different diskeries. The show, which wound up Thursday (13) occupied almost the entire third floor area of the giant Columbus Circle building.

Altho most major record companies have become active in one form or another of developing rack jobber outlets (The Billboard, September 15) only three of major status, RCA Victor, Mercury and ABC-Paramount, were represented at the show with exhibits. Other disk exhibitors included Remington, Waldorf Music Hall and EP-4 among the low-priced disk manufacturers and Cricket, in the kiddie line set.

Disk reps contacted at the show indicated that little writing of orders was being done but that there were many inquiries from

supermarket managers and jobbers about the handling of disk racks in the stores. One record man was especially impressed with the number of food brokers (independent sales agents who sell different food lines to stores) who indicated in-

(Continued on page 44)

## Pacific's Fall Jazz Issues Set '56 High

HOLLYWOOD — Pacific Jazz Records released its heaviest schedule of jazz packages of the year here last week, with 10 12-inch LP's included in the firm's September-October program.

Label, which recently completed its most successful summer sales plan, will offer album material by Gerry Mulligan, Chet Baker, Chico Hamilton, Bill Perkins, John Lewis and others. Also scheduled for early release is the first Hoagy Carmichael vocal album. Latter is currently in production, with arrangements and orchestra conducted by Johnny Mandel, and will feature Carmichael singing his own songs. Special dealer-distributor promotions will highlight the firm's fall releases.

## Nasatir Named To New Post

NEW YORK — Mort L. Nasatir has been named to the post of Director of Advertising and Merchandising for Decca Records.

Formerly Director of Advertising, Nasatir takes over the initiation and co-ordination of merchandising plans on the label's album releases in addition to his regular promotion duties. In his new post, which was created as a result of Decca's recent merchandising campaign on its "Holiday" album package, Nasatir will work closely with the label's recording staff on all projects.

A graduate of Northwestern and Columbia universities, Nasatir is a member of the Sales Executive Club and the American Institute of Management.

HOLLYWOOD — Milt Weiss, branch manager for King Records here, has resigned his post with the company to form an independent distributorship of his own. New firm will be known as Independent Records, Inc., with headquarters in the heart of coin row. Weiss will continue with King thru October 1, when his new company will officially open its doors.

## PRE-CHRISTMAS TRAFFIC TIP

KINGSTON, N. C.—In a unique traffic safety measure, local disk jockey Nick Reyes, WFTC, played Christmas records thruout the Labor Day weekend.

The gimmick, as explained by Reyes on the air, was that he was playing the out-of-season platters for "those of you who will not be with us next Christmas. I want you to enjoy some Christmas music in case you're one of those people who think accidents can't happen to you." Reye is also the station's promotion director.

## Abbott Asks That Indies Sell at 40c

HOLLYWOOD — Fabor Robison, president of Abbott-Fabor Records, Inc., last week expanded his direct sales program, welcoming other independent record manufacturers to join with him in selling to operators, dealers, one-stops and rack jobbers at 40 cents per disk.

To handle other diskery output, Robison has organized Abbott Sales Company, with the latter firm asking for a fee of 7 cents per record in return for sales, servicing and promotion. Indie diskeries will also allocate a prorated sum of money to be used for advertising and special exploitation projects of all participating firms. All manufacturers will also appoint salesmen who will work territories assigned by Robison, with the expectation that enough firms will join in the plan to blanket the country. Robison averred that he will also handle disk jockey service, shipping and, wherever possible, plan for joint pressing and plating to further effect a savings.

According to Robison, a number of independent diskeries are considering the plan.

## Presley Snags Pubbing Rights To His Pic 'Love Me Tender'

NEW YORK — Elvis Presley's latest coup is the acquisition of the publishing rights to the score of his first movie, 20th Century-Fox's "Love Me Tender."

Presley—with Vera Matson—also penned the four movie tunes, which are published by his Hill & Range Broadcast Music, Inc., firm, Presley Music. RCA Victor is rushing out the warbler's waxing

## Hefty Disk Coverage Of TV Specs in Fall

NEW YORK—Altho TV spectaculars have failed to pay off "spectacularly" in the record field to date, the Brill Building still has hopes, and the fall TV season will be marked by extensive platter coverage—both albums and singles—of TV Spec-scores.

The most recent deal involves the Leeds Music score of Gordon Jenkins' NBC-TV version of "Manhattan Tower," which will be presented October 27 (9-10:30 p.m.) with Helen O'Connell, Phil Harris, Ethel Waters and Cesar Romero in the cast. Capitol has recorded a new expanded (48 minutes) LP version of the score by Jenkins with virtually the same artists fea-

tured on the original Decca version 11 years ago.

At the same time, Decca is re-issuing Jenkins' original "Manhattan Tower" LP, and Mercury is making plans to bring out a Patti Page LP, tagged "Songs From Manhattan Tower." Jenkins' new "Manhattan Tower" spotlights more than seven new songs. The original Decca package sold more than 500,000 copies, altho Jenkins wouldn't allow it to be played on

(Continued on page 44)

## Nominations in For CLG Board

HOLLYWOOD — Nominations for election to membership on the executive board of the Composers & Lyricists' Guild of America, Western section, were announced here last week by President Leith Stevens.

Recommended to represent screen composers are Lou Maury, Lyn Murray, David Raksin and Walter Scharf; for radio and television composers, Jack Meakin, Mahlon Merrick, Irving Miller, Nathan G. Scott, Stanley Wilson and Al Woodbury; for song composers, Johnny Burke, Ray Evans, Ralph Freed and Jerry Livingston, and for specialized composition, Ivan Ditmars, Russell Garcia, Louis Palange and Ruby Raksin.

Continuing to serve on the board are Basil Adlam, Jeff Alexander, Alexander Courage, Mack David, Frank DeVol, Hugo Firedhofer, Harschel Burke Gilbert, Wilbur Hatch, Rex Koury, Walter Schumann, Marlin Skiles, Fred Steiner and Leith Stevens.

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ANOTHER **BMI**  
"PIN-UP"  
HIT  
TEENAGER'S  
MOTHER  
Recorded by  
BILL HALEY ... Decca  
Published by  
DANBY MUSIC  
COMPANY

"YOU DON'T  
KNOW ME"  
Recorded by  
EDDY ARNOLD—RCA-Victor  
KYLE KIMBRO—Camden  
CARMEN McRAE—Decca  
JERRY VALE—Columbia  
(Artist shown alphabetically by  
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THAT BIND**  
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FLORIAN ZABACH—Mercury  
LEROY HOLMES—MGM  
LAWRENCE WELK—Coral  
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The Billboard's TELEVISION DEPARTMENT      THIS ISSUE      Published coincidental with NATIONAL TV WEEK



MUSIC BOX

From Cellar to 100G Take Is Dealer's 3-Year Record

- Imagination the keynote of New Bedford store's sales strategy for solid pay-off
- Lifetime phono guarantees and free repairs is sock defense against cut-rate buying

By CAMERON DEWAR

NEW BEDFORD, Mass.—Promotion, personality and push are the three attributes that have literally raised Emanuel (Manny) Germaine's Music Box Store here from the cellar to a \$100,000 annual business in phonographs and records in the short space of three years.

Germaine, with his step-son partner, Frank Priess, originally opened in a small walk-down shop that cost him 80 cents a day in rent. Little more than a year later he moved to his present quarters, where after six months he tripled his business.

About one-third of the 30 by 60 floor space is given over to hi-fi phonos and radios. The self-service disk department occupies the main section from the door in. Sound-proof record booths are conveniently located along one side of the store.

Germaine uses the walls of his

window space cleverly for record displays, sprinkled with autographed pictures of recording artists who have paid visits. And in full view of the prospective customer are printed lists of the popular tunes.

Patrons are never allowed to forget phonographs, for the main window space is devoted to phonos and radios in a wide price range. When the customer works his way thru the record section he is confronted with the main display of record players.

Germaine thinks records and phonos go hand in hand and that any dealer who misses up on them is passing up a sure-fire profit. "When a customer is interested in good records," says Germaine, "it is only a short step to interest him in a good machine to play them on."

A few players and radios are also strategically placed among the record racks on overhead shelves. The staff is also urged to remind cus-

tomers about needles and cleaners. Once in a while, to spark interest, a sale is run on diamond points.

Phono Guarantees

One of the top gimmicks that help the Music Box garner a big share of the city's business is the unconditional guarantee on all phonographs sold. Repairs are free for the life of the player and any record customer can have his machine fixed free even tho it wasn't purchased at the Music Box. There is, of course, a charge for parts.

Along with lively and enterprising dealership, Germaine keeps one full-time and one spare-time mechanic going in the repair department in a sizeable room in the rear of the store. He figures the good will and satisfaction pay off in added business. "If the machine isn't playing, they can't buy records," is his slogan. But there is more than good will to the gesture. It has proved the best means of defense against the cut-rate houses.

Germaine is frank to say that he'd rather go out of business than cut prices. Everything is sold at regular list prices. He feels that standing behind his merchandise draws the steady trade that spells profit.

A man of expansive personality, he has earned for himself the name of "Mr. Music" here. Scarcely a local event is put on without Germaine either contributing records or helping in some way. He is well aware that the teen-agers purchase the bulk of today's records and he is quick to take advantage of this situation by sponsoring frequent record hops.

Keeping the name of the Music Box before the public is a passion with Germaine. An annual local tennis tournament trophy bears the store's name. He has made friends with local deejays who stop in often, and once ran a club for them in the store until the project got so big it practically forced him into the street.

Frequent radio advertising spots are high on his budget and his interest in charities and record hops keeps his name on the lips of deejays and radio personalities. The use of his store as a free ticket office for summer theaters in the vicinity attracts many. While he charges no fee, his name appears on theater programs and advertising, and patrons rarely come for tickets without being attracted to his merchandise.

Promotion Gimmicks

A gimmick that pays off well in pulling patrons is his use of name artists who are playing in nearby spots. Such stars as Fifi D'Orsay, Kitty Kallen, the Four Lads, Russell Arms, Les Elgart and others have visited the store to promote their records. Germaine even succeeds in bringing record artists from the Boston night spots, a round trip of nearly 60 miles.

Germaine offsets slack seasons with his favorite hobby—promotions. He has eagerly gone along with dealers in other fields in their drives and matches them dollar for dollar to put over any advertising campaign. He also went along with the various record clubs, which he feels stimulated interest and brought new patrons to the store.

Quick to sense the pulse of events, he air-expressed a package of records to President Eisenhower when he first was stricken in Denver. Germaine not only had the satisfaction of helping the President but also gained good publicity with a letter sent him from Mrs. Eisenhower.

He believes in a continually

Set Caravan Tour To Plug Hi-Fi Units

BUCHANAN, Mich.—Electro-Voice, Inc., long known as a top name in the speaker field, and now introducing a complete line of hi-fi component parts, will promote its entire line via an eight-month nation-wide tour of its Caravan on Wheels.

Five tons and \$20,000 worth of equipment will be transported by a Wells Fargo carrier and two panel trucks. The "road show" will display speaker enclosures, "do it yourself" speaker enclosure kits, speakers, amplifiers, tuners, complete systems and components.

The caravan will take part in 23 high fidelity shows between now and next May, most of them spon-

sored by Rigo Enterprises of Chicago. The caravan has already visited Cincinnati and Columbus, O., and Atlanta. Other stops include Portland and Salem, Ore.; Indianapolis, New York, Miami, New Orleans, Chicago, Dallas, St. Louis, Milwaukee, Minneapolis, Seattle; Kansas City, Mo.; Omaha, Denver, Salt Lake City, Pittsburgh and Detroit.

Howard Souther, the firm's marketing director, said that in each location, eight or nine complete performances will be put on each day, each show playing to as many as 150 people, for a total audience of as many as 1,000 a day.

Disk Coverage of TV Specs

Continued from page 43

the air for the first three or four years.

Other TV-scores, with heavy disk coverage, include the Kay Starr, Dick Haymes, Louis Armstrong "Producers' Showcase" program "The Lord Don't Play Favorites" (aired this Monday, 17, over NBC-TV), published by Stan-Star, which has lined up 14 singles on the score. Music Publishers Holding Company is publishing the score of the forthcoming NBC-TV musical version of "Scrooge" (starring Vic Damone, Patrice Munsel, and Basil Rathbone) and Columbia

has the original-cast album rights.

Chappell is publishing the score for NBC-TV's forthcoming musical adaptation of "Jack and the Beanstalk," and RCA Victor will probably bring out an original-cast LP on the show. The plum TV score, of course, is Rodgers and Hammerstein's original 90-minute musical version of "Cinderella" which will be aired over CBS-TV next February. The original-cast album rights are still unassigned but chances are Columbia will land the package.

Presley Snags

Continued from page 43

on the market, including his best selling "Hound Dog," six sides from his best selling LP (including "Blue Moon" a Billboard "Best Buy" this week) and a side from his best selling EP.

Victor last week gifted its new gold mine with his second gold disk for the same record. The first was for "Hound Dog," while the second is for the flip-side "Don't Be Cruel." The disk has gone over 2,000,000 in sales to date, while all of the six LP sides—released two weeks ago—have already gone over 100,000, with "Blue Moon," "Money Honey," and "One-Sided Love Affair," the most potent entries so far.

In addition to the title tune, "Love Me Tender," Presley's new movie spotlights three other songs, "Poor Boy," "You're Gonna Move" and "Let Me." The rock and roll idol, who recently branched out into the merchandising field with a line of Presley-endorsed products, starts his second movie, "Lonesome Cowboy," in December.

Seven Diskeries

Continued from page 43

terest in taking on a disk line to sell to their regular contacts.

Both the cut pricers (who market their own imitation versions of current hit disks) and the major labels showed an optimistic turn of mind as far as their own futures in the rack business were concerned. The former believe that they have the perfect impulse buying product, ideal for rack exposure, while the latter maintain that the public wants only what they hear on the air and in the juke boxes—the genuine article.

Meanwhile, a spokesman for another of the majors, and one not taking part in the show, admitted that altho his company has assigned personnel to the project of opening the rack market for its products, he still felt that the racks could not sell a catalog. Catalog material, according to the spokesman, was responsible for the great bulk of major diskery's sales.

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| (Theme)                     | Up a Lazy River |
| Hungarian Rhapsody          | Tea for Two     |
| Begin the Beguine           | Mama Inez       |
| My Blue Heaven              | Ragtime Medley  |
| Guadalajara                 |                 |

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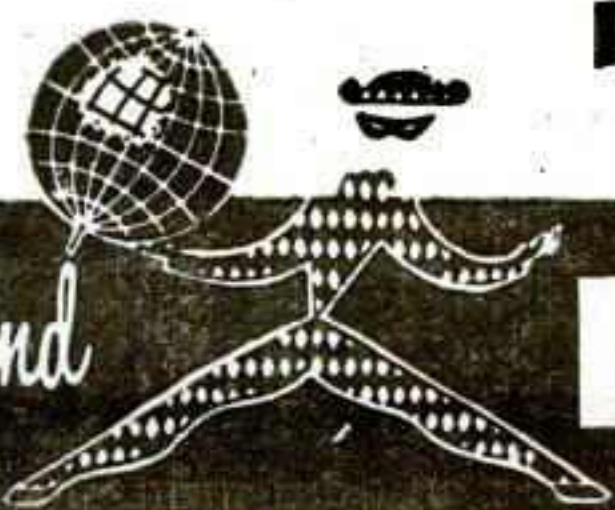


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THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. THE KING AND I—Sound Track.....Capitol W 740
3. MY FAIR LADY—Original Cast.....Columbia OL 5090
4. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
5. ELVIS PRESLEY.....RCA Victor LPM 1254
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
7. HIGH SOCIETY—Sound Track.....Capitol W 750
8. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. THE PLATTERS.....Mercury MG 20146
10. OKLAHOMA!—Sound Track.....Capitol SAO 595
11. CAROUSEL—Sound Track.....Capitol W 694
12. SOLO MOOD—Paul Weston.....Columbia CL 879
13. FOUR FRESHMEN AND FIVE TROMBONES....Capitol T 683
14. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
15. BUBBLES IN THE WINE—Lawrence Welk....Coral CRL 57038

## • Pop Albums Coming Up Strong

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

1. The Misty Miss Christy.....June Christy  
Capitol T 725
2. Lonely Girl.....Julie London  
Liberty LRP 3012
3. Pat Boone.....Pat Boone  
Dot DLP 3012
4. Dream Dancing.....Ray Anthony Ork  
Capitol T 723
5. In London, in Love.....Norrie Paramor Ork  
Capitol T 10025

## • Most Played by Jockeys

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. HIGH SOCIETY—Sound Track.....Capitol W 750
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
3. EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
4. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. SOLO MOOD—P. Weston.....Columbia CL 879
7. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
8. KING AND I—Sound Track.....Capitol W 740
9. SWINGIN' FOR TWO—Don Cherry.....Columbia CL 893
10. PLATTERS.....Mercury MG 20146

## • Review Spotlight on . . .

### Popular Albums

MOMENTS TO REMEMBER (1-12")—Lawrence Welk Ork. Coral CRL 57068

Welk, with two albums currently riding the charts and two top-rated TV network shows, packages 12 tunes for another sure-fire LP entry. This is a follow-up to his "Sparkling Strings" LP wherein he deviates from his Champagne Music and uses 20 strings. It's mood music for both dancing and listening in a highly compatible manner. Sides include: the title tune, "The Very Thought of You," "Stay As Sweet As You Are," "The Anniversary Waltz" and "You're My Everything."

### Classical Albums

LALO: SYMPHONIE ESPAGNOL; BRUCH: VIOLIN CONCERTO IN G MINOR—Isaac Stern and Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5097

OFFENBACH IN AMERICA—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1990

VERDI: LA TRAVIATA (Complete)—Rome Opera Orchestra and Chorus; Pierre Monteux, Cond. RCA Victor LM 6040

THE CONCERTO—Artur Rabinstein with Chicago and RCA Victor Symphony Orchestras; Fritz Reiner and Alfred Wallenstein, Conds. RCA Victor LM 6039

OFFENBACH: GAITE PARISIENNE (Complete) — Philadelphia Orchestra, Eugene Ormandy, Cond. Columbia ML 5069

PUCCINI: LA BOHEME (Complete)—Jussi Bjoerling, Victoria De Los Angeles, Robert Merrill; RCA Victor Symphony and Chorus; Sir Thomas Beecham, Cond. RCA Victor LM 6042

THE VIRTUOSO ORCHESTRA — Boston Symphony Orchestra, Charles Munch, Cond. RCA Victor LM 1984

THE TONE POEM—Various orchestras and conductors. RCA Victor LM 6129

BEETHOVEN: SYMPHONY NO. 7—Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 1991

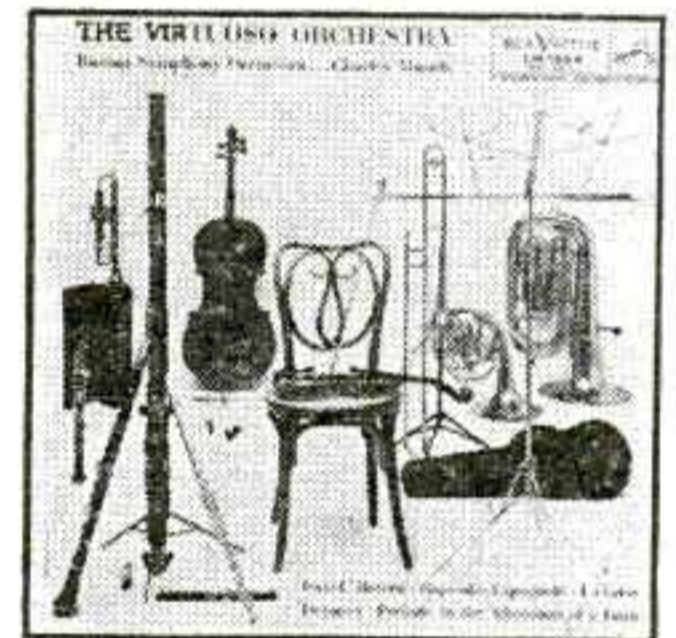
TOSCANINI AND THE PHILHARMONIC SYMPHONY ORCHESTRA OF NEW YORK — Camden CAL 309

DVORAK: SYMPHONY NO. 5 ("New World")—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5115

RICHARD STRAUSS: SCENES FROM ELEKTRA AND SALOME — Inge Borkh, Paul Schoeffler, Frances Yeend, Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 6047

(For reviews of the above, see regular review section.)

## Album Cover of the Week



THE VIRTUOSO ORCHESTRA—BOSTON SYMPHONY ORCHESTRA — CHARLES MUNCH—RCA Victor LM 1984. A few musical instruments, either actual or toys, and this week's cover selection gives any dealer a display that will stop 'em. The collection of instruments placed in a "take five" fashion, clearly photographed in color, should prove too tempting to pass by.

## • Reviews and Ratings of New Albums

### Popular

JUNGLE DRUMS ..... 86  
Morton Gould Ork (1-12")  
Victor LM 1994

High fidelity fans should welcome Morton Gould's new LP, spotlighting some effective hi-fi instrumental interpretations of such highly rhythmic selections as "Ritual Fire Dance," "Hawaiian War Chant," and "Caravan." Percussion instruments are featured thruout, and Gould's impressive arrangements consistently stress the beat. Interesting cover art should be a display plus.

MY TRUE LOVE SINGS ..... 86  
Robert Shaw Chorale; Robert Shaw, Cond. (1-12")  
Victor LM 1998

A delightful collection of traditional love songs from England, Ireland, Scotland, Germany, France, Spain, Italy and America, all of which have the strong appeal of simplicity, attractive melody and a happy poetic quality. The well-known mixed choral group is in top form on such offerings as "He's Gone Away," "A Red, Red Rose," "Gently Johnny, My Jingo," "Flow Gently, Sweet Afton" and "I Know My Love."

THOUGH NOT A WORD WAS SPOKEN ..... 85  
Voices of Walter Schumann (1-12")  
Victor LPM 1266

Another smart packing job of the Schumann group, this time on a brace of songs employing no lyrics. Rather, merely the sound of the voices is spotlighted, used in many cases like a battery of various instruments. In each case, the melody is carried by a specific instrument (trombone, tenor sax, piano, etc.), around which the voices weave fascinating patterns of sound. A most imaginative, attractive set.

THE BIG SOUND ..... 82  
Ray Bohr, Pipe Organ (1-12")  
Victor LPM 1306

Bohr, associate organist at New York's Radio City Music Hall and demonstrator for Wurlitzer, pipes out  
(Continued on page 48)

### Classical

OFFENBACH IN AMERICA (1-12")—Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1990 (Spotlight)

This handsomely packaged LP should move out briskly. A follow-up to the Pops' successful "Mr. Strauss Comes to Boston," the album was compiled by Fiedler from the actual programs and encores performed by Offenbach in this country during the 1880's, and as such is a fascinating collector's item. A 16-page booklet (bound into the album book) is a big sales plus for the package. Material includes selections from "La Belle Helene," "The Tales of Hoffman," "Orpheus in Hades," "Musette" and other Offenbach works.

THE TONE POEM (3-12") — Chicago Symphony Orchestra; Fritz Reiner, Cond.; Boston Symphony Orchestra; Charles Munch, Cond.; Boston Pops Orchestra; Arthur Fiedler, Cond.; Leopold Stokowski and his Symphony Orchestra. RCA Victor LM 6129 (Spotlight)

This interesting and delightful package of three disks is virtually an anthology, presenting notable examples of the tone poem from the period of Liszt to the present day. The contrasting moods represent the works of so many different composers. Included are Reiner's performance of the "Mephisto Waltz" and "Don Juan"; Munch, with "Romeo and Juliet" and "Francesca Da Rimini"; Ravel's "La Valse"; and Copland's "El Salon Mexico"; Monteux's Liszt's "Les Preludes" and Stokowski's "Debussy's "Noces" and Ibert's "Escales." The performances and engineering are of a high order. A.&R.-wise, the set is a very fetching concept with strong merchandising aspects. The packaging contains an informative booklet describing the different selections and illustrated with beautiful artwork.

LALO: SYMPHONIE ESPAGNOLE IN D MINOR; BRUCH: VIOLIN CONCERTO IN G MINOR (1-12")—Isaac Stern, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5097  
(Continued on page 48)

### Jazz

LUCKY THOMPSON (FEATURING OSCAR PETTIFORD) ..... 85  
Lucky Thompson, tenor sax; Jim Whatmynane, trombone; Hank Jones, piano; Oscar Pettiford, bass; Osie Johnson, drums; Skeeter Best, guitar (1-12")  
ABC Paramount 111

Shops who push this set should realize plenty of sales. Thompson, the world's most underrated tenorman, get his best disk showcasing to date, with superb support from Pettiford, Jim Cleveland, Jones, etc. There's a version of "Body and Soul," here called "A Lady's Vanity," that rates next to Hawkins' classic. The robust tone reminds one of Hawk and Byas, but the style is more flexible.

VELVET MOOD ..... 81  
Billie Holiday (1-12")  
Clef MG C 713

SOLITUDE ..... 78  
Billie Holiday (1-12")  
Clef MG C 690

The pair of packages represents good news for dealers and for Miss Holiday's fans. Both include classy interpretations of the kind of sophisticated blues material that shows her off best. The first listed package contains eight all-new slicings ("What's New," "Prelude to a Kiss," etc.) of five to six minutes each. That's because the fellows backing up (including "Sweets" Edison, Benny Carter, Jimmy Rowles, Barney Kessel, John Simmons and Larry Bunker) get their stylish, easy-going jazz licks in too. The "Solitude" disk is a conversion of earlier material ("East of the Sun," "Solitude," "Blue Moon," etc.), but the stylings are similar and the backing has Oscar Peterson, Alvin Stoller, Ray Brown, Flip Phillips, Charlie Shavers and again Barney Kessel. The mood, approach and quality of these two are very close. Both can be good counter items.

DIZZY GILLESPIE JAZZ RECITAL ... 80  
(1-12")  
Norgran MG N 1083  
Except for a couple of tunes issued  
(Continued on page 68)



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• **Reviews and Ratings of New Classical Albums**

• *Continued from page 46*

**Eugene Ormandy, Cond. Columbia ML 5097 (Spotlight)**  
Columbia's latest \$2.98 Buy-of-the-Month is another dealer boon. While there is no shortage of competition on either item, Stern's flawless fiddling and the excellent sound of the recording, plus the bargain price, insure sales action. The music itself is easily acceptable to a mass audience; romantic and melodious. Stock up while the price is right!

**THE CONCERTO (2-12")—Artur Schnabel, Piano; Chicago Symphony Orchestra, Fritz Reiner, Cond; RCA Victor Symphony Orchestra, Alfred Wallenstein, Cond. RCA Victor LM 6039 (Spotlight)**

Year-round, and especially in gift seasons, this has to be a smash. Schnabel has cut new versions of the Greig, Liszt First and Rachmaninoff Second Concerti, plus the Rachmaninoff-Paganini Variations, all top sellers for him in previous versions. His interpretations, if possible, surpass his earlier efforts; the recording is vastly up-dated, and the works have a bigger audience than ever. No problem here, even for a two-disk set at \$7.96.

**VERDI: LA TRAVIATA (3-12")—Rome Opera House Orchestra and Chorus; Pierre Monteux, Cond. RCA Victor LM 6040 (Spotlight)**

About as rewarding and handsome an operatic package as has come along. Its six sides are about all that meticulous recording of a top-flight cast (Rosanna Carteri, Cesare Valletti, Leonard Warren, backed by the Rome Opera House Orchestra and Chorus) can make them. Included with the set, along with a complete Italian-English libretto, is a handsomely

bound copy of Dumas' "Lady of the Camillias" with a background introduction by George Marek. It adds up to as complete a "Traviata" memorabilia as any music lover will want to cherish. This is a must for dealers in the long-hair division.

**OFFENBACH: GAITE PARISIENNE (THE PLEASURES OF PARIS) (1-12")—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5069 (Spotlight)**

Here's a potent sales entry, with particular appeal to beginning collectors and ballet music enthusiasts. Ormandy has one best-selling "Gaité Parisienne" LP out already, but this package contains the entire score and—as an added sales plus—an eye-catching cover and a truly beautiful 24-page booklet, compiled by Fred Grunfeld, featuring fascinating picture coverage of "The Pleasures of Paris." Performance is top-flight, and the provocative photo-art should give the LP a wider market appeal.

**PUCCHINI: LA BOHEME (2-12")—Jussi Björling, Tenor; Victoria de Los Angeles, Soprano; Robert Merrill, Baritone; RCA Victor Symphony Orchestra and Chorus; Sir Thomas Beecham, Bart., Cond. RCA Victor LM 6042 (Spotlight)**

This should be one of the highest powered items in the label's big guns for this fall. On name value alone, it's a top draw and with every artist turning in an exceptional performance, it seems destined for best selling potential. The deluxe complete opera package is the first by Beecham of a Puccini work. Other

*(Continued on page 71)*

• **Reviews and Ratings of New Popular Albums**

• *Continued from page 46*

12 melodies including "This Can't Be Love," "As Time Goes By" and other standards. Instrument is capable of many sounds which should prove interesting to hi-fi fans, particularly on "March of the Marionettes" and "Parade of the Wooden Soldiers."

**THE STEVE ALLEN SHOW (1-12")**  
Coral CRL 57070

This package is bound to grab off exploitation over Steve Allen's NBC-TV show "Tonight," featuring as it does that program's entire cast. Selections—many culled from past Coral singles—include melodic piping by the show's vocalists Pat Kirby, Eydie Gorme and Steve Lawrence; instrumentals by Skitch Henderson, Steve Allen and his orchestra; Allen as a piano-soloist (with George Cates' orchestra), narrator and warbler, and amusing liner notes by "Tonight" announcer Gene Rayburn.

**TIME TO LISTEN (1-12")**  
Richard Hayman Ork (1-12")  
Mercury MH 20103

Harmonica virtuoso and ork in a surprising variety of rhythms, with unique arrangements. Hayman has woven some standards and some tunes not so standard into a pattern for extremely pleasant listening. Plenty of stuff here worth Beejay attention, and platter should attract

interest from anyone familiar with Hayman's musicianship.

**ALLEN PLAYS ALLEN (1-12")**  
Coral CRL 57047

NBC-TV's versatile comedian Steve Allen displays his talent as a pianist on this LP, playing his own compositions backed by celeste, guitar, bass and drums. Altho Allen has written some commercial song successes (e.g., "Picnic") the selections here are mostly unknown works. Simple, straightforward brand of piano makes for pleasant listening.

**PARIS C'EST UNE BLONDE (1-12")**  
Patachou (1-12")  
Audio Fidelity AFLP 1814

Parisian thrush packs plenty of personality and charm into a variety of moods from her cafe rep. Chanteuse projects equally in English and in her native French, whether it's a piquant "Le Fiacre" or a Cole Porter ballad. Album should win her new friends over her nitery following, but most of material and the \$5.95 price put it in the sophisticated buyer bracket.

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TEDDI KING  
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THE DAVE PELL OCTET  
Long Play (LPM-1320) \$3.98; 45 EP versions: 2-record (EPB-1320); 1-record (EPA-880) \$1.49 ea. record



JAZZ IN FOUR COLORS  
Lou Levy Quartet  
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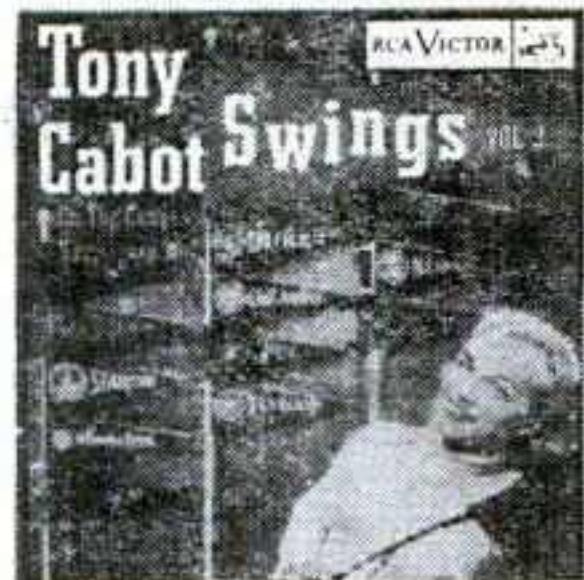
SUNNY and BLUE  
Sunny Gale  
Long Play (LPM-1277) \$3.98; 45 EP versions: 2-record (EPB-1277); 1-record (EPA-886) \$1.49 ea. record



Tony Cabot Swings  
Long Play (LPM-1308) \$3.98; 45 EP versions: 1-record (EPA-852, 853, 854) \$1.49 ea. record



Tony Cabot Swings VOL. 1  
Long Play (LPM-1309) \$3.98; 45 EP versions: 1-record (EPA-855, 856, 857) \$1.49 ea. record



Tony Cabot Swings VOL. 2  
Long Play (LPM-1310) \$3.98; 45 EP versions: 1-record (EPA-858, 859, 860) \$1.49 ea. record



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Long Play (LPM-1295) \$3.98.



THE VAGABOND KING  
ORESTE AND JEAN FENN  
Long Play (LM-2004) \$3.98; 45 EP version: 2-record (ERB-2004) \$2.98



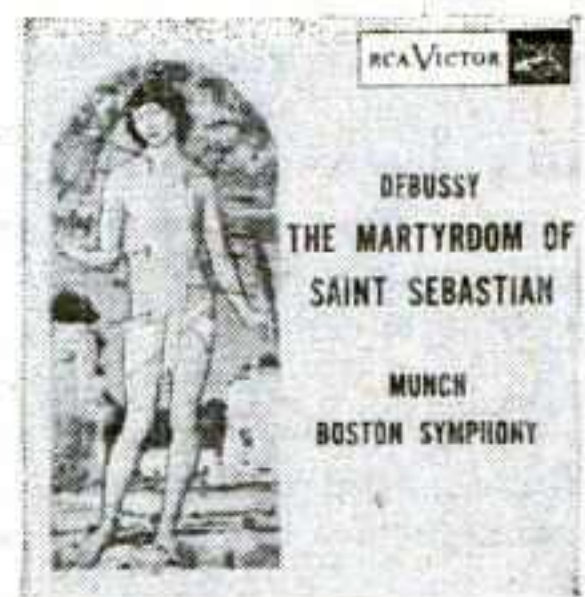
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SHOW BOAT  
Long Play (LM-2008) \$3.98; 45 EP 3-records (ERC-2008) \$3.98



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THE MARTYRDOM OF SAINT SEBASTIAN  
MUNCH  
BOSTON SYMPHONY  
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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

For survey week ending September 12

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. My Prayer</b> By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.		1	11		
<b>2. Don't Be Cruel</b> By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		2	7		
<b>3. Canadian Sunset</b> By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.		4	10		
<b>4. Whatever Will Be Will Be (Que Sera Sera)</b> By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.		3	12		
<b>5. Hound Dog</b> By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 28-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.		5	8		
<b>6. Allegheny Moon</b> By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.				6	13
<b>7. Tonight You Belong to Me</b> By Billy Rose & Lee David—Published by Mills (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters-L. Welk, Coral 6170; Tonettes, Modern 997.				7	5
<b>8. Song for a Summer Night</b> By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.				8	7
<b>9. Soft Summer Breeze</b> By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.				11	7
<b>10. Honky Tonk</b> By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.				13	4

### Second Ten

<b>11. Wayward Wind</b> By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.		9	21		
<b>12. Fool</b> By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.		14	6		
<b>13. I Almost Lost My Mind</b> By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.		12	16		
<b>14. When the White Lilies Bloom Again</b> By Doele-Potter—Published by Harms, Inc. (ASCAP) BEST SELLING RECORD: H. Zacharias, Dec 30039. RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBach, Mercury 70936.		23	3		
<b>15. Flying Saucer</b> By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.		10	7		
<b>16. I Want You, I Need You, I Love You</b> By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6540.				15	16
<b>17. You Don't Know Me</b> By C. Walker & E. Arnold—Published by Hill & Range (BMI) BEST SELLING RECORD: J. Vale, Col 40710. RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949.				16	9
<b>18. In the Middle of the House</b> By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: V. Monroe, Vic 20-6619. RECORDS AVAILABLE: M. Berle, Coral 61691; R. Draper, Mercury 70921.				19	2
<b>19. Happiness Street</b> By Mack Wolson & Eddie White—Published by Planetary (ASCAP) BEST SELLING RECORDS: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.				23	4
<b>19. Just Walking in the Rain</b> By Bragg & Riley—Published by Golden West Melodies (BMI) RECORDS AVAILABLE: J. Killen, Abbott 3024; J. Ray, Col 40729.				30	2

### Third Ten

<b>21. After the Lights Go Down Low</b> By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.		22	4		
<b>22. Be-Bop-a-Lula</b> By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) RECORD AVAILABLE: G. Vincent, Cap 3450.		18	13		
<b>23. On the Street Where You Live</b> By Lerner & F. Lowe—Published by Chappell (ASCAP) RECORDS AVAILABLE: V. Damone, Col 40654; A. Fielder, Vic 20-6569; E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		19	20		
<b>24. Sweet Old-Fashioned Girl</b> By Bob Merrill—Published by Valot (ASCAP) RECORD AVAILABLE: T. Brewer, Coral 61636.		16	14		
<b>25. That's All There Is to That</b> By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.		27	8		
<b>26. It Only Hurts for a Little While</b> By Mack David & Red Spielman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.				21	17
<b>27. St. Therese of the Roses</b> By Arthur Strauss-Remus Harris—Published by Dennis (BMI) RECORD AVAILABLE: B. Ward, Dec 29933.				-	1
<b>28. Friendly Persuasion</b> By Webster-Thiomkin—Published by Lee Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15490; L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336.				-	1
<b>28. Ka Ding Dong</b> By Gordon-McDermott—Published by Greta Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70934; G-Clefs, Pilgrim 715; Hilltoppers, Dot 15489.				-	1
<b>30. Rip It Up</b> By Blackwell & Marascalco—Published by Venice (BMI) RECORDS AVAILABLE: Little Richard, Specialty 579; B. Haley, Dec 30028.				26	5

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# Buyboard

## JOE "FINGERS" CARR

LA LA COLLETTE

I'M A LITTLE  
ECHO

record no. 3541



## THE FOUR FRESHMEN

YOU'RE SO FAR  
ABOVE ME

HE WHO LOVES  
AND RUNS AWAY

record no. 3532



## PEE WEE HUNT

I'LL SEE YOU IN CUBA

CANOODLIN'  
RAG

record no. 3534



## KEN ERRAIR

I WANT TO LOVE WHILE  
I'M YOUNG

I AIN'T GOIN'  
NOWHERE

record no. 3539



## TABBY with THE CALVIN-ROUNDERS

MAKE ME YOURS

YOU TURNED  
THE TABLES  
ON ME

record no. 3533



## LUCHO GATICA

SINCERIDAD (Sincerity)

AMOR  
SECRETO  
(SECRET LOVE)

record no. 3535



## SPEEDY WEST

with JIMMY BRYANT

WATER BABY  
BLUES

SAND CANYON  
SWING

record no. 3537



## SONNY JAMES

THE CAT CAME BACK

HELLO OLD  
BROKEN HEART

record no. 3542



## JIMMY HEAP

and THE MELODY MASTERS  
with PERK WILLIAMS

THIS SONG IS  
JUST FOR YOU

MINGLING

record no. 3543



**it's easy  
when you have  
hits!**

new rock'n roller!  
**GENE VINCENT**  
RACE WITH THE DEVIL  
GONNA BACK UP BABY  
record no. 3530

hilarious political satire  
**JOHNNY STANDLEY**  
GET OUT AND VOTE!  
Part 1 & 2  
record no. 3544

another sure-shot  
**LOU BUSCH**  
FRIENDLY  
PERSUASION  
(From the Allied Artists Picture  
"Friendly Persuasion")  
PORTOFINO  
record no. 3520

soundtrack release from "High Society"  
**BING CROSBY-GRACE KELLY**  
TRUE LOVE  
record no. 3507

sensational!  
**DEAN MARTIN**  
MISSISSIPPI DREAMBOAT  
record no. 3521



### Best Sellers in Stores

For survey week ending September 12

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
<b>1. DON'T BE CRUEL (BMI)—E. Presley..</b> Hound Dog (BMI)—Vic 20-6604	1	8	
<b>2. MY PRAYER (ASCAP)—Platters.....</b> Heaven on Earth (ASCAP)—Mercury 70893	2	11	
<b>3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day.....</b> I Gotta Sing Away These Blues (BMI)—Col 40704	3	12	
<b>4. CANADIAN SUNSET (BMI)—H. Winterhalter.....</b> This Is Real (ASCAP)—Vic 20-6537	4	9	
<b>5. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence.....</b> A Smile and a Ribbon (ASCAP)—Liberty 55022	5	5	
<b>6. HONKY TONK (PARTS I &amp; II)—B. Doggett.....</b> King 4950—BMI	7	5	
<b>7. FOOL (BMI)—S. Clark.....</b> Lonesome for a Letter (BMI)—Dot 15481	9	7	
<b>8. ALLEGHENY MOON (ASCAP)—P. Page.....</b> Strangest Romance (ASCAP)—Mercury 70878	8	12	
<b>9. FLYING SAUCER—Buchanan &amp; Goodman.....</b> Luniverse 101	6	7	
<b>10. JUST WALKING IN THE RAIN (BMI)—J. Ray.....</b> In the Candlelight (ASCAP)—Col 40729	15	3	
<b>11. CANADIAN SUNSET (BMI)—A. Williams.....</b> High Upon a Mountain (ASCAP)—Cadence 1297	10	4	
<b>12. SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller..</b> Col 40730—ASCAP	12	7	
<b>13. SOFT SUMMER BREEZE (BMI)—E. Heywood.....</b> Heywood's Bounce (BMI)—Mercury 70863	13	10	
<b>14. BE-BOP-A-LULA (BMI)—G. Vincent..</b> Woman Love (BMI)—Cap 3450	11	14	
<b>15. YOU DON'T KNOW ME (BMI)—J. Vale.....</b> Enchanted (ASCAP)—Col 40710	16	8	
<b>16. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....</b> My Baby Left Me (BMI)—Vic 20-6540	18	17	
<b>17. HOUSE WITH LOVE IN IT—Four Lads.....</b> BUS STOP SONG (ASCAP)—Col 40736	—	1	
<b>18. I ALMOST LOST MY MIND (BMI)—P. Boone.....</b> I'm in Love With You (BMI)—Dot 15472	14	15	
<b>19. WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zacharias.....</b> Blue Blues (BMI)—Dec 30039	21	2	
<b>20. AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler.....</b> I Was Telling Her About You (ASCAP)—Dec 29982	21	2	
<b>21. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole.....</b> My Dream Sonata (ASCAP)—Cap 3456	20	10	
<b>22. FRIENDLY PERSUASION (ASCAP)—P. Boone.....</b> CHAINS OF LOVE (BMI)—Dot 15490	—	1	
<b>23. ST. THERESE OF THE ROSES (BMI)—B. Ward.....</b> Home Is Where You Hang Your Heart (BMI)—Dec 29933	—	1	
<b>24. MIRACLE OF LOVE (ASCAP)—E. Rodgers.....</b> Unwanted Heart (ASCAP)—Col 40708	—	1	
<b>25. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers.....</b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	19	17	

### Most Played in Juke Boxes

For survey week ending September 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
<b>1. DON'T BE CRUEL (BMI)—E. Presley..</b> HOUND DOG (BMI)—Vic 20-6604	1	7	
<b>2. MY PRAYER (ASCAP)—Platters.....</b> Heaven on Earth (ASCAP)—Mercury 70893	2	10	
<b>3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day.....</b> I Gotta Sing Away These Blues (BMI)—Col 40704	3	9	
<b>4. CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood.....</b> This Is Real (ASCAP)—Vic 20-6537	5	6	
<b>5. ALLEGHENY MOON (ASCAP)—P. Page.....</b> Strangest Romance (ASCAP)—Mercury 70878	4	12	
<b>6. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence.....</b> A Smile and a Ribbon (ASCAP)—Liberty 55022	10	3	
<b>7. I ALMOST LOST MY MIND (BMI)—P. Boone.....</b> I'm in Love With You (BMI)—Dot 15472	6	15	
<b>8. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....</b> My Baby Left Me (BMI)—Vic 20-6540	7	16	
<b>8. FOOL (BMI)—S. Clark.....</b> Lonesome for a Letter (BMI)—Dot 15481	15	5	
<b>10. CANADIAN SUNSET (BMI)—A. Williams.....</b> High Upon the Mountain (ASCAP)—Cadence 1297	12	3	
<b>11. FLYING SAUCER (PARTS I &amp; II)—Buchanan &amp; Goodman.....</b> Luniverse 101	9	5	
<b>12. HONKY TONK (PARTS I &amp; II) (BMI)—B. Doggett.....</b> King 4950	17	2	
<b>13. SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller..</b> Columbia 40730	19	5	
<b>13. BE-BOP-A-LULA (BMI)—G. Vincent..</b> Woman Love (BMI)—Cap 3450	14	11	
<b>15. WAYWARD WIND (BMI)—G. Grant..</b> No More Than Forever (ASCAP)—Era 1013	8	17	
<b>15. SOFT SUMMER BREEZE (BMI)—E. Heywood.....</b> Heywood's Bounce (BMI)—Mercury 70863	20	3	
<b>17. IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... </b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481	11	14	
<b>18. YOU DON'T KNOW ME (BMI)—J. Vale.....</b> Enchanted (ASCAP)—Col 40710	20	3	
<b>18. JUST WALKING IN THE RAIN (BMI)—J. Ray.....</b> In the Candlelight (ASCAP)—Col 40729	—	1	
<b>20. SWEET, OLD-FASHIONED GIRL (ASCAP)—T. Brewer.....</b> Goodbye, John (BMI)—Coral 61636	13	11	
<b>20. AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler.....</b> I Was Telling Her About You (ASCAP)—Dec 29982	—	1	

### Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Weeks on Chart	Last Week	Chart
<b>1. Whatever Will Be, Will Be (Que Sera Sera) (Artists Music).....</b>	1	11	
<b>2. Allegheny Moon (Oxford).....</b>	2	13	
<b>3. Canadian Sunset (Meridian).....</b>	3	7	
<b>4. My Prayer (Shapiro-Bernstein).....</b>	4	10	
<b>5. Soft Summer Breeze (Regent).....</b>	5	4	
<b>6. Song for a Summer Night (April).....</b>	5	5	
<b>7. Wayward Wind (Warman).....</b>	7	7	
<b>8. Don't Be Cruel (Presley-Shalimar).....</b>	11	2	
<b>9. Tonight You Belong to Me (Mills).....</b>	9	3	
<b>10. Hound Dog (Presley-Lion).....</b>	8	5	
<b>11. On the Street Where You Live (Chappell).....</b>	9	10	
<b>12. I Almost Lost My Mind (Hill &amp; Range).....</b>	15	13	
<b>13. I Want You, I Need You, I Love You (Presley).....</b>	—	8	
<b>14. Walk Hand in Hand (Republic).....</b>	12	19	
<b>15. Happiness Street (Planetary).....</b>	—	1	

### Most Played by Jockeys

For survey week ending September 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. Last on the reverse side of each record is also listed.

This Week	Weeks on Chart	Last Week	Chart
<b>1. DON'T BE CRUEL (BMI)—E. Presley..</b> Hound Dog (BMI)—Vic 20-6604	1	7	
<b>2. MY PRAYER (ASCAP)—Platters.....</b> Heaven on Earth (ASCAP)—Mercury 70893	2	11	
<b>3. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day.....</b> I Gotta Sing Away These Blues (BMI)—Col 40704	3	12	
<b>4. CANADIAN SUNSET (BMI)—E. Heywood-H. Winterhalter.....</b> This Is Real (ASCAP)—Vic 20-6537	5	9	
<b>5. HOUND DOG (BMI)—E. Presley.....</b> Don't Be Cruel (BMI)—Vic 20-6604	4	8	
<b>6. ALLEGHENY MOON (ASCAP)—P. Page.....</b> Strangest Romance (ASCAP)—Mercury 70878	6	13	
<b>7. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence.....</b> A Smile and a Ribbon (ASCAP)—Liberty 55022	7	5	
<b>8. SONG FOR A SUMMER NIGHT (PARTS I &amp; II) (ASCAP)—M. Miller..</b> Col 40730	9	7	
<b>9. CANADIAN SUNSET (BMI)—A. Williams.....</b> High Upon a Mountain (ASCAP)—Cadence 1297	8	6	
<b>10. AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler.....</b> I Was Telling Her About You (ASCAP)—Decca 29982	12	4	
<b>11. IN THE MIDDLE OF THE HOUSE (ASCAP)—V. Monroe.....</b> Rollin' Heart (BMI)—Vic 20-6619	17	2	
<b>12. WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zacharias.....</b> Blue Blues—Dec 30039	—	2	
<b>13. HONKY TONK (PARTS I &amp; II) (BMI)—B. Doggett.....</b> King 4950	—	1	
<b>14. SOFT SUMMER BREEZE (BMI)—E. Heywood.....</b> Heywood's Bounce (BMI)—Mercury 70863	14	6	
<b>15. FROM THE CANDY STORE ON THE CORNER (ASCAP)—T. Bennett</b> Happiness Street (ASCAP)—Col 40726	11	2	
<b>16. FOOL (BMI)—S. Clark.....</b> Lonesome for a Letter (BMI)—Dot 15481	19	4	
<b>17. I ALMOST LOST MY MIND (BMI)—P. Boone.....</b> I'm in Love With You (BMI)—Dot 15472	18	15	
<b>18. ST. THERESE OF THE ROSES (BMI)—B. Ward.....</b> Home Is Where You Hang Your Heart (BMI)—Dec 29933	13	2	
<b>18. FRIENDLY PERSUASION (ASCAP)—P. Boone.....</b> Chains of Love (ASCAP)—Dot 15490	—	1	
<b>20. YOU DON'T KNOW ME (BMI)—J. Vale.....</b> Enchanted (ASCAP)—Col 40710	15	6	
<b>21. HAPPINESS STREET (ASCAP)—C. Gibbs.....</b> Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920	20	4	
<b>22. FLYING SAUCER (PARTS I &amp; II)—Buchanan &amp; Goodman.....</b> Luniverse 101	10	7	
<b>23. THAT'S ALL THERE IS TO THAT (BMI)—Nat (King) Cole.....</b> My Dream Sonata (ASCAP)—Cap 3456	24	7	
<b>24. ENGLISH MUFFINS AND IRISH STEW—S. Syms.....</b> Walk Sweet—Decca 29969	21	3	
<b>25. MORE (ASCAP)—P. Como.....</b> Glendora (BMI)—Vic 20-6554	23	13	



*Dot's HOT...*  
**..THE FONTANE SISTERS'**  
*Greatest!*

**PLEASE  
 DON'T  
 LEAVE  
 ME**

**S  
 T  
 I  
 L  
 L  
 L**

Orchestra and Chorus Conducted by  
**BILLY VAUGHN**

**#15501**



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



# MGM Records

## Singles that \$ell!

**BETTY MADIGAN**

### WHERE IN THE WORLD

and TEST OF TIME  
MGM 12318 • K12318

**LEROY HOLMES & His Orch.**

### WHEN THE WHITE LILACS BLOOM AGAIN

and THE LAST WAGON  
MGM 12317 • K12317

**DICK HYMAN & SAM TAYLOR** (The Man)

### I'm Left, With the BLUES IN MY HEART

and CHLO-E  
MGM 12325 • K12325

**DEAN JONES**

### THIS LAND

(From Producers' Showcase TV Prod. "The Lord Don't Play Favorites")  
and YOU CAN'T RUN AWAY FROM IT  
MGM 12323 • K12323

INTRODUCING **TONI CARROLL**

### THINK TWICE | GOODNIGHT, MY LOVE, GOODNIGHT

MGM 12322 • K12322

**OCIE SMITH**

### JUST KISS ME | AT LAST MY BABY'S COMIN' HOME

MGM 12321 • K12321

**JOHNNY OLIVER**

### I NEED YOU SO | THE THINGS I MIGHT HAVE BEEN

MGM 12319 • K12319

**CONNIE FRANCIS**

### MY SAILOR BOY | EVERYONE NEEDS SOMEONE

MGM 12335 • K12335

**MARVIN RAINWATER**

### WHY DID YOU HAVE TO GO AND LEAVE ME | WHAT AM I SUPPOSED TO DO

MGM 12313 • K12313

**SHEB WOOLEY**

### FIRST DAY OF SCHOOL

and THE LONELY MAN  
MGM 12328 • K12328

**THE OSBORNE BROS. & RED ALLEN**

### RUBY, ARE YOU MAD?

and MY ACHING HEART  
MGM 12308 • K12308

**JONI JAMES**

## GIVE US THIS DAY

and HOW LUCKY YOU ARE  
MGM 12288 • K12288

### TRIBUTE TO JAMES DEAN



Theme From "Rebel Without a Cause"  
Theme From "East of Eden"

featuring **ART MOONEY**  
Packaged in attractive sleeve. Featuring photo of James Dean and scenes from his films. and His Orch.  
MGM 12312 • K12312

**ART MOONEY**

## GIANT ROCK AND ROLL TUMBLEWEED

(From the Warner Bros. Film) (From the MGM Film "The Opposite Sex")  
MGM 12320 • K12320



EP EXTRA!  
SPECIAL SINGLE POCKET EXTENDED PLAY SET OF  
Music from "GIANT" x1342

**DAVID ROSE**

## FRIENDLY PERSUASION

(From Allied Artists Film)  
and THERE'S NEVER BEEN ANYONE ELSE BUT YOU  
MGM 12336 • K12336

NEXT BIG HIT!

**THE CLOVERLEAFS**

WITH PLENTY OF MONEY AND YOU | STEP RIGHT UP AND SAY HOWDY

MGM 12337 • K12337

## Territorial Best Sellers

For survey week ending September 12

Listings are based on late reports secured from top dealers in each of the markets listed.

### Atlanta

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic
2. My Prayer, Platters, Mer.
3. Don't Be Cruel, E. Presley, Vic.
4. Just Walking in the Rain, J. Ray, Col.
5. Whatever Will Be, Will Be Doris Day, Col.
6. Song for a Summer Night M. Miller, Col.

### Baltimore

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. Tonight You Belong to Me Patience & Prudence, Lbt.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. My Prayer, Platters, Mer.
6. St. Therese of the Roses, B. Ward, Dec.
7. Hound Dog, E. Presley, Vic.
8. Soft Summer Breeze, E. Heywood, Mer.
9. Whatever Will Be, Will Be Doris Day, Col.
10. From the Candy Store on the Corner Rover Boys, Pmt.

### Boston

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. My Prayer, Platters, Mer.
5. Hound Dog, E. Presley, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. After the Lights Go Down Low A. Hibbler, Dec.
8. St. Therese of the Roses, B. Ward, Dec.
9. Honky Tonk, B. Doggett, Kng.
10. Canadian Sunset, A. Williams, Cdc.

### Buffalo

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. Canadian Sunset, A. Williams, Cdc.
4. Don't Be Cruel, E. Presley, Vic.
5. Allegheny Moon, P. Page, Mer.
6. Chains of Love, P. Boone, Dot
7. Honky Tonk, B. Doggett, Kng.
8. Whatever Will Be, Will Be Doris Day, Col.
9. Just Walking in the Rain, J. Ray, Col.

### Chicago

1. Hound Dog, E. Presley, Vic.
2. Tonight You Belong to Me Patience & Prudence, Lbt.
3. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
4. Canadian Sunset, A. Williams, Cdc.
5. Flying Saucer Buchanan & Goodman, Lun.
6. Don't Be Cruel, E. Presley, Vic.
7. Whatever Will Be, Will Be Doris Day, Col.
8. My Prayer, Platters, Mer.
9. Soft Summer Breeze, E. Heywood, Mer.
10. Honky Tonk, B. Doggett, Kng.

### Cincinnati

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Honky Tonk, B. Doggett, Kng.
5. My Prayer, Platters, Mer.
6. Whatever Will Be, Will Be Doris Day, Col.
7. Tonight You Belong to Me Patience & Prudence, Lbt.
8. Tonight You Belong to Me Lennon Sisters-L. Welk, Cor.
9. True Love, B. Crosby-G. Kelly, Cap.
10. Soft Summer Breeze, E. Heywood, Mer.

### Cleveland

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. True Love, J. Powell, Vrv.
4. Whatever Will Be, Will Be Doris Day, Col.
5. You Don't Know Me, J. Vale, Col.
6. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
7. My Prayer, Platters, Mer.
8. See Saw, Moonglows, Chs.
9. I Walk the Line, J. Cash, Sun

### Dallas-Fort Worth

1. Don't Be Cruel, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Out of Sight, Out of Mind Five Keys, Cap.
6. That's All There Is to That N. (King) Cole, Cap.
7. Allegheny Moon, P. Page, Mer.
8. Let the Good Times Roll Shirley & Lee, Ala.
9. My Prayer, Platters, Mer.
10. Born to Be With You, Chordettes, Cdc.

### Denver

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. Fool, S. Clark, Dot
5. Song for a Summer Night M. Miller, Col.
6. Honky Tonk, B. Doggett, Kng.
7. Just Walking in the Rain, J. Ray, Col.
8. Hound Dog, E. Presley, Vic.

### Detroit

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Tonight You Belong to Me Patience & Prudence, Lbt.
4. When the White Lilacs Bloom Again H. Zacharias, Dec.
5. House With Love in It, Four Lads, Col.

6. Hound Dog, E. Presley, Vic.
7. Whatever Will Be, Will Be Doris Day, Col.
8. Just Walking in the Rain, J. Ray, Col.
9. Soft Summer Breeze, E. Heywood, Mer.
10. My Prayer, Platters, Mer.

### Kansas City

1. Just Walking in the Rain, J. Ray, Col.
2. Hound Dog, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. You Don't Know Me, J. Vale, Col.
5. Tonight You Belong to Me Patience & Prudence, Lbt.
6. Whatever Will Be, Will Be Doris Day, Col.
7. My Prayer, Platters, Mer.
8. Song for a Summer Night M. Miller, Col.
9. Miracle of Love, E. Rodgers, Col.
10. When the White Lilacs Bloom Again H. Zacharias, Dec.

### Los Angeles

1. Whatever Will Be, Will Be Doris Day, Col.
2. Hound Dog, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Allegheny Moon, P. Page, Mer.
7. Tonight You Belong to Me Patience & Prudence, Lbt.
8. Wayward Wind, G. Grant, Era
9. I Almost Lost My Mind, P. Boone, Dot

### Milwaukee

1. Don't Be Cruel, E. Presley, Vic.
2. Tonight You Belong to Me Patience & Prudence, Lbt.
3. Hound Dog, E. Presley, Vic.
4. Fool, S. Clark, Dot
5. Bus Stop Song, Four Lads, Col.
6. Whatever Will Be, Will Be Doris Day, Col.
7. Canadian Sunset, A. Williams, Cdc.

### Minneapolis-St. Paul

1. Don't Be Cruel, E. Presley, Vic.
2. Tonight You Belong to Me Patience & Prudence, Lbt.
3. Casual Look, Six Teens, Flp.
4. Honky Tonk, B. Doggett, Kng.
5. Hound Dog, E. Presley, Vic.
6. Fool, S. Clark, Dot
7. Rip It Up, B. Haley, Dec.
8. House With Love in It, Four Lads, Col.
9. When My Dreamboat Comes Home F. Domino, Imp.
10. Miracle of Love, E. Rodgers, Col.

### New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. My Prayer, Platters, Mer.
5. Fool, S. Clark, Dot
6. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
7. Just Walking in the Rain, J. Ray, Col.
8. I Want You, I Need You, I Love You E. Presley, Vic.
9. Honky Tonk, B. Doggett, Kng.
10. Tonight You Belong to Me Patience & Prudence, Lbt.

### New York

1. My Prayer, Platters, Mer.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Hound Dog, E. Presley, Vic.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Allegheny Moon, P. Page, Mer.
6. Flying Saucer Buchanan & Goodman, Lun.
7. Don't Be Cruel, E. Presley, Vic.
8. Tonight You Belong to Me Patience & Prudence, Lbt.

### Philadelphia

1. Whatever Will Be, Will Be Doris Day, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Tonight You Belong to Me Patience & Prudence, Lbt.
5. Canadian Sunset, A. Williams, Cdc.
6. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
7. Hound Dog, E. Presley, Vic.
8. Soft Summer Breeze, E. Heywood, Mer.

### Pittsburgh

1. Hound Dog, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. Don't Be Cruel, E. Presley, Vic.
4. Tonight You Belong to Me Patience & Prudence, Lbt.
5. See Saw, Moonglows, Chs.
6. Canadian Sunset, A. Williams, Cdc.
7. Just Walking in the Rain, J. Ray, Col.
8. From the Candy Store on the Corner T. Bennett, Col.
9. Friendly Persuasion, P. Boone, Dot
10. My Prayer, Platters, Mer.

### St. Louis

1. Hound Dog, E. Presley, Vic.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Fool, S. Clark, Dot
4. Don't Be Cruel, E. Presley, Vic.
5. Italian Theme, C. Stapleton, Lon.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. Tonight You Belong to Me Patience & Prudence, Lbt.
8. Song for a Summer Night M. Miller, Col.
9. Allegheny Moon, P. Page, Mer.
10. Canadian Sunset E. Heywood-H. Winterhalter, Vic.

(Continued on page 60)





*New Release By*

# LOLA DEE

## "WANDERING LOVER"

AND  
"YOU WERE MINE FOR AWHILE"

MERCURY 70961

### JUST RELEASED

*New Boy Vocalist*

**FRED MacKENZIE**

"TALK TO ME"  
AND  
"FROM THE BOTTOM OF MY HEART"  
MERCURY 70962

*Rockin' and Swingin'*

**SIL AUSTIN**

"SLOW WALK"  
AND  
"WILDWOOD"  
(Instrumental)  
MERCURY 70963

*New Singing Star*

**LILYANN CAROL**

With The Jan Raye Quartet  
"EVERYBODY"  
AND  
"OOO-POPPA-DOO"  
MERCURY 70958

**OSCAR McLOLLIE**

"THE PENALTY"  
AND  
"BLUE VELVET"  
MERCURY 70964

*Showing Action*

**SUGAR & SPICE**

"THERE WERE NO ANGELS"  
AND  
"DON'T BE A BUNNY"  
MERCURY 70960

*Beautiful Instrumental*

**D'ARTEGA**

And His Orchestra  
"IN THE BLUE OF EVENING"  
AND  
"WEDDING OF THE VIOLINS"  
MERCURY 70953

### STRONG CONTENDERS FOR TOP HONORS

**THE PLATTERS**

"IT ISN'T RIGHT"  
AND  
"YOU'LL NEVER NEVER KNOW"  
MERCURY 70948

**DAVID CARROLL**

And His Orchestra  
"THE FOUNTAINS OF ROME"  
AND  
Love Theme From "GIANT"  
MERCURY 70952

**SARAH VAUGHAN**

"IT HAPPENED AGAIN"  
AND  
"I WANNA PLAY HOUSE"  
MERCURY 70947

**NICK NOBLE**

"AUTUMN CONCERTO"  
AND  
"MOM OH MOM"  
MERCURY 70959

**EDDIE HEYWOOD**

"LET'S FALL IN LOVE"  
AND  
"SECRET LOVE"  
MERCURY 70950

**LONNIE DONEGAN**

"BRING A LITTLE WATER, SYLVIE"  
AND  
"DEAD OR ALIVE"  
MERCURY 70949

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS





**ON DJ'S TOP TEN!!**

**ON NATION'S TOP JUKE BOX TUNES!!**

**DEALER'S BEST SELLER!!**



singing Cole Porter's two top tunes from MGM's "High Society" . . .

**"TRUE LOVE"**

B/W

**"MIND IF I MAKE LOVE TO YOU"**

ORCHESTRAL ACCOMPANIMENT BY **BUDDY BREGMAN**  
V-2018 V-2018X45

**News**  
record excitement

451 NORTH CANON DRIVE,  
BEVERLY HILLS, CALIF.

**• COMING UP STRONG**

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. **In the Middle of the House . . . Vaughn Monroe**  
(ASCAP) RCA Victor 6619
2. **Rip It Up . . . Little Richard**  
(BMI) Specialty 579
3. **The Green Door . . . Jim Lowe**  
(BMI) Dot 15486
4. **Blue Moon . . . Elvis Presley**  
(ASCAP) RCA Victor 6640
5. **In the Middle of the House . . . Rusty Draper**  
(ASCAP) Mercury 70921
6. **You'll Never, Never Know . . . The Platters**  
(BMI) Mercury 70949
7. **I'll Remember (In the Still of the Night) . . . Five Satins**  
(BMI) Ember 1005
8. **Let the Good Times Roll . . . Shirley and Lee**  
(BMI) Aladdin 3325
9. **The Italian Theme . . . Cyril Stapleton**  
(ASCAP) London 1672
10. **Out of Sight . . . The Five Keys**  
(BMI) Capitol 3502

**• THIS WEEK'S BEST BUYS**

According to sales reports in key markets, the following recent releases are recommended for extra profits:

- YOU'LL NEVER, NEVER KNOW** (Personality, BMI)
- IT ISN'T RIGHT** (Mellin, BMI)—**The Platters**—Mercury 70949—This disk, with both sides pulling sales, has only been out a week but already is showing very strongly in such markets as Boston, Providence, Philadelphia, Pittsburgh, Cincinnati, Milwaukee and Durham. The boys hit hard and fast and if the pace continues for any length of time, they'll really have a big one. A previous Billboard "Spotlight" pick (last week's issue).
- BLUE MOON** (Robbins, ASCAP)
- JUST BECAUSE** (Leeds, ASCAP)—**Elvis Presley**—RCA Victor 6640—Of the seven singles released by Victor two weeks ago, all from artist's album, this disk, with emphasis on "Blue Moon," is stepping out and starting to move. All seven have been reported as good sellers and the strength is well distributed thruout the country. "Money Honey" and "I'll Never Let You Go" are two other sides reported as strong sellers. A previous Billboard "Spotlight" pick.
- THE GREEN DOOR** (Trinity, BMI)—**Jim Lowe**—Dot 15486—Lowe, with a bouncy tune and rock and roll vocal, has a side here that has taken a little time to catch on but is now rapidly moving toward the charts. Out over a month, reports have been fair to good in past weeks but have now changed to very strong. Philadelphia, Pittsburgh, Cincinnati, Cleveland, Milwaukee and Durham all reported glowing sales figures. It has not reached its full potential yet. Flip is "(The Story of) the Little Man in Chinatown" (Trinity, BMI).
- OUT OF SIGHT, OUT OF MIND** (Kahl, BMI)
- THAT'S RIGHT** (Rossevelt, BMI)—**The Five Keys**—Capitol 3502—Group, with two smart commercial sides, are making it in a hurry and show equal strength in all major markets. Out only a few weeks, the competitish from the Mills Brothers on "That's Right," seemingly the stronger side when released, has undoubtedly made its mark, with the flip now drawing the majority of calls. However, the coin seems to be plentiful and the "Keys" are just the ones to lock it up.



# THEIR FIRST FOR RCA VICTOR



## THE DE CASTRO SISTERS SINGING IT'S YOURS C/W DON'T CALL ME SWEETIE

20/47-8661

AND TWO NEW ONES BY

**MOON KIM**

**EAST OF MAKE BELIEVE**

(TONG CHOCK NA RA)

C/W

**KANDA KANDA**

(THE SINGY SANGY SONG)

20/47-6667

**THE MELACHRINO  
ORCHESTRA AND STRINGS**

**AUTUMN CONCERTO**


C/W

**IT COULD HAPPEN TO YOU**

(FROM THE PARAMOUNT FILM, "AND THE ANGELS SING")

20/47-6671

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

America's favorite speed...  45 RPM

**RCA VICTOR**





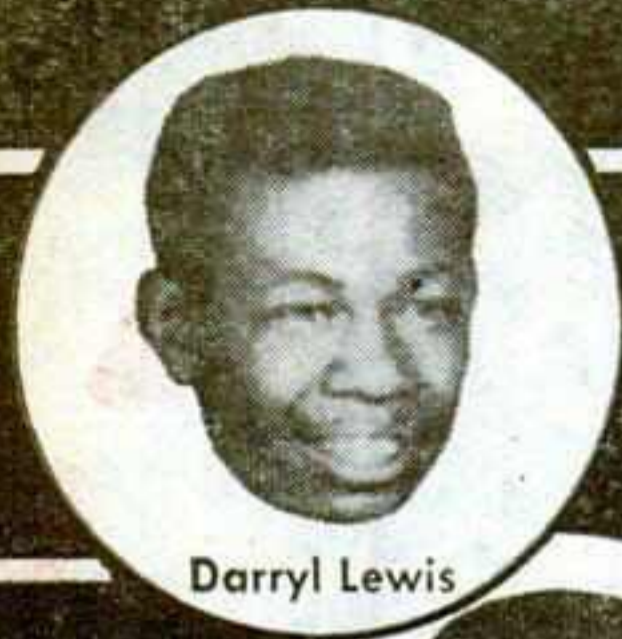
# THE TOP 100

For survey week ending September 12

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

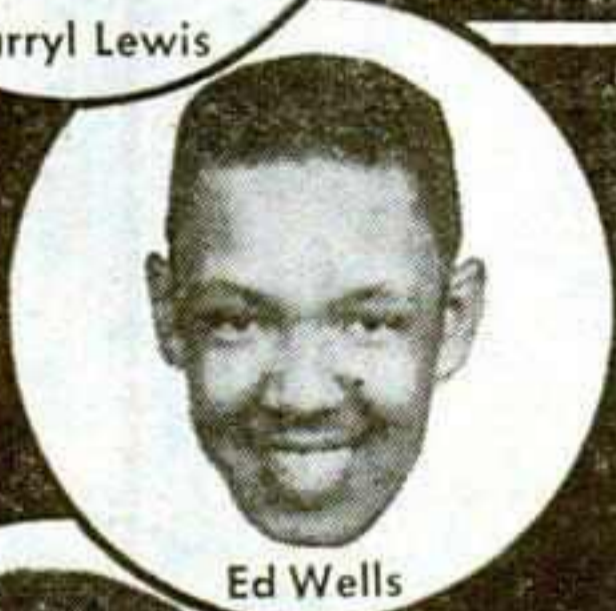
Pos.	Song, Artist, Label	Last Week
1.	DON'T BE CRUEL—E. Presley, Victor	1
2.	MY PRAYER—Platters, Mercury	1
3.	HOUND DOG—E. Presley, Victor	3
4.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	4
5.	CANADIAN SUNSET—H. Winterhalter-E. Heywood, Victor	5
6.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	7
7.	ALLEGHENY MOON—P. Page, Mercury	6
8.	CANADIAN SUNSET—A. Williams, Cadence	9
9.	FOOL—S. Clark, Dot	13
9.	HONKY TONK—B. Doggett, King	16
11.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	11
12.	I ALMOST LOST MY MIND—P. Boone, Dot	10
13.	FLYING SAUCER—Buchanan & Goodman, Luniverse	8
13.	SOFT SUMMER BREEZE—E. Heywood, Mercury	14
15.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	17
16.	YOU DON'T KNOW ME—J. Vale, Columbia	15
17.	JUST WALKING IN THE RAIN—J. Ray, Columbia	27
18.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	28
19.	THAT'S ALL THERE IS TO THAT—N. (King) Cole, Capitol	23
20.	IT ONLY HURTS FOR A LITTLE WHILE—Ames Brothers, Victor	32
21.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	25
22.	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley, Victor	20
23.	MORE—P. Como, Victor	21
24.	WAYWARD WIND—G. Grant, Era	12
25.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	26
26.	BE-BOP-A-LULA—G. Vincent, Capitol	19
27.	SWEET, OLD-FASHIONED GIRL—T. Brewer, Coral	18
28.	BUS STOP SONG—Four Lads, Columbia	29
28.	WAYWARD WIND—T. Ritter, Capitol	—
30.	BORN TO BE WITH YOU—Chordettes, Cadence	24
31.	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	43
32.	HAPPINESS STREET—G. Gibbs, Mercury	35
33.	MIRACLE OF LOVE—E. Rodgers, Columbia	35
34.	WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	40
35.	FROM THE CANDY STORE ON THE CORNER—T. Bennett, Columbia	33
35.	WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn, Dot	35
37.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	38
38.	GHOST TOWN—D. Cherry, Columbia	44
38.	ST. THERESE OF THE ROSES—B. Ward, Decca	42
40.	RIP IT UP—B. Haley, Decca	30
41.	HAPPINESS STREET—T. Bennett, Columbia	52
42.	FEVER—L. W. John, King	45
43.	ON THE STREET WHERE YOU LIVE—V. Damone, Columbia	34
44.	FRIENDLY PERSUASION—P. Boone, Dot	88
44.	ITALIAN THEME—C. Stapleton, London	51
44.	RIP IT UP—Little Richard, Specialty	40
47.	SOMEBODY UP THERE LIKES ME—P. Como, Victor	58
48.	FABULOUS CHARACTER—S. Vaughan, Mercury	30
49.	CHANGE OF LOVE—P. Boone, Dot	56
50.	KA DING DONG—Diamonds, Mercury	67
51.	HEAVEN ON EARTH—Platters, Mercury	46
52.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	55
53.	IN THE STILL OF THE NIGHT—Satin, Ember	60
54.	GREEN DOOR—J. Lowe, Dot	—
55.	TRUE LOVE—Bing Crosby-Grace Kelly, Capitol	54
56.	KA DING DONG—G-Clefs, Pilgrim	57
57.	SEE SAW—Moonglows, Chess	61
58.	KA DING DONG—Hilltoppers, Dot	71
59.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Holmes, M-G-M	83
60.	FRIENDLY PERSUASION—Four Aces, Decca	—
61.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	—
62.	MOONGLOW AND THEME FROM "PICNIC"—M. Stollhoff, Decca	39
63.	ENGLISH MUFFINS AND IRISH STEW—S. Syms, Decca	59
63.	I'M IN LOVE AGAIN—F. Domino, Imperial	73
65.	MAMA, TEACH ME TO DANCE—E. Gorme, ABC-Paramount	37
66.	SO-LONG—F. Domino, Imperial	47
66.	WHEN THE WHITE LILACS BLOOM AGAIN—F. ZaBach, Mercury	87
68.	EVERY DAY OF MY LIFE—McGuire Sisters, Coral	—
69.	SADIE'S SHAWL—B. Sharples, London	—
70.	TUMBLING TUMBLEWEED—R. Williams, Kapp	69
71.	TRUE LOVE—J. Powell, Verve	52
72.	OLD PHILOSOPHER—E. Lawrence, Coral	48
73.	STRANDED IN THE JUNGLE—Cadets, Modern	53
73.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Welk, Coral	93
73.	ONE KISS LED TO ANOTHER—Coasters, Atco	—
76.	CASUAL LOOK—Six Teens, Flip	50
77.	WHERE THERE'S LIFE—G. Cates, Coral	75
78.	HEARTACHES—S. Smith, Epic	75
79.	FROM THE CANDY STORE ON THE CORNER—Rover Boys, ABC-Paramount	—
80.	FORTY-NINE SHADES OF GREEN—Ames Brothers, Victor	66
81.	FOOL—Gallahads, Jubilee	62
81.	I WALK THE LINE—J. Cash, Sun	64
83.	DON'T CRY—F. Laine, Columbia	—
83.	I ONLY KNOW I LOVE YOU—Four Aces, Decca	98
83.	NOW IS THE HOUR—G. Storm, Dot	68
86.	WAR AND PEACE—V. Damone, Columbia	—
87.	GIVE US THIS DAY—J. James, M-G-M	49
87.	DEAR ELVIS—Audrey Plus	—
89.	EARTHBOUND—S. Davis Jr., Decca	81
89.	I LOVE MICKEY—T. Brewer, Coral	—
91.	LOVE, LOVE, LOVE—Diamonds, Mercury	100
92.	WELL, DID YOU EVAH?—Bing Crosby-F. Sinatra, Capitol	—
92.	SOFT SUMMER BREEZE—Diamonds, Mercury	—
94.	I DON'T WANT NOBODY—W. Herman, Capitol	79
95.	EARTHBOUND—M. Lanza, Victor	93
96.	ENDLESS—McGuire Sisters, Coral	—
97.	TEEN-AGER'S MOTHER—B. Haley, Decca	97
98.	GLENDORA—P. Como, Victor	69
99.	YOU'RE SENSATIONAL—F. Sinatra, Capitol	77
100.	AFE CALL—N. Norvus, Dot	65

If you liked . . .



Darryl Lewis

"A Casual Look"



Ed Wells

as sung by . . . the

SIX TEENS



Kenneth Sinclair

featuring . . . 13 yr. old

TRUDY WILLIAMS



Trudy Williams

You'll love . . .

"Send Me Flowers"

"Afar Into The Night"

FLIP 317



Louise Williams

The Biggest Record of 1956



Beverly Pecot



618 South Ridgeley Drive  
Los Angeles 36, California

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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



# Dot's Own Hit Parade

15481—THE FOOL—SANFORD CLARK

15486—THE GREEN DOOR—JIM LOWE

15490—FRIENDLY PERSUASION—PAT BOONE  
CHAINS OF LOVE

15492—NOW IS THE HOUR—GALE STORM  
A HEART WITHOUT A SWEETHEART

15489—KA-DING-DONG—THE HILLTOPPERS  
INTO EACH LIFE

15488—HEART AND SOUL—JOHNNY MADDOX  
DIXIELAND BAND

15491—WHEN THE WHITE LILACS BLOOM AGAIN  
BILLY VAUGHN

15485—APE CALL—NERVOUS NORVUS

MAC WISEMAN  
15497—ONE MINT JULEP—  
I'M WAITING FOR SHIPS THAT NEVER COME IN

## ALBUMS

DLP-3030—"HOWDY"—PAT BOONE • DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN  
DLP-3012—PAT BOONE • DEP-1053—"PAT ON MIKE"—PAT BOONE

## NEW RELEASES

15495—I'M LOOKING THROUGH YOUR WINDOW—BIG ROCK INN—DOLLY COOPER  
15496—COOL IT BABY—BALLROOM BABY—DICK LORY  
15498—SPIN THE WHEEL—ROCKY ROAD—THE SCHOLARS  
15499—YOU ARE THE LIGHT OF MY LIFE—CRAZY DREAMS—VOCAL BY DENA

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



**KING OUR BIGGEST HIT!**

Bill Doggett's **KING 4950**

**HONKY TONK**

LITTLE WILLIE JOHN

**FEVER**

KING 4935

DO SOMETHING FOR ME

b/w  
**MY NERVES**

KING 4960

EARL BOSTIC-BILL DOGGETT

**BUBBINS ROCK**

KING 4954

OTIS WILLIAMS and his CHARMS

**WHIRLWIND**

b/w

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

DE LUXE 6097

JAMES BROWN and the FAMOUS FLAMES

**HOLD MY BABY'S HAND**

FEDERAL 12277

**PLEASE, PLEASE, PLEASE**

FEDERAL 12258

**OTHER HOT RELEASES**

THE "5" ROYALES  
COME ON AND SAVE ME  
b/w  
GET SOMETHING OUT OF IT  
KING 4952

MAC CURTIS  
HALF HEARTED LOVE  
b/w  
GRANDDADDY'S ROCKIN'  
KING 4949

RUDY MOORE  
STEP IT UP AND GO  
b/w  
LET ME COME HOME  
FEDERAL 12276

BILLY GAYLES  
I'M TORE UP  
b/w  
IF I NEVER HAD KNOWN YOU  
FEDERAL 12265

BOB TEMPLE  
VIM VAM VAMOOSE  
b/w  
COME BACK, COME BACK  
KING 4958

LATTIE MOORE  
100,000 WOMEN CAN'T  
BE WRONG  
b/w  
LONESOME MAN BLUES  
KING 4955

THE MIDNIGHTERS  
TORE UP OVER YOU  
FEDERAL 12270

JERRY DORN  
WISHING WELL  
KING 4932

DISTRIBUTED BY  
**KING**  
RECORDS

**KING-FEDERAL-DE LUXE**

**Tunes With Greatest Radio-TV Audience**

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

**Radio**

- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Born to Be With You (R) — Mayfair—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cool Tango (R)—Ardmore—ASCAP
- Don't Get Caught (R)—Porgie—BMI
- Friendly Persuasion (R)—Feist—ASCAP
- Giant (R) (F)—Witmark—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Lay Down Your Arms (R)—Ludlow—BMI
- Maria Elena (R)—Peer—BMI
- Moonglow (R) (F)—Mills—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Sadie's Shawl (R)—Roncom—ASCAP
- Silent Treatment (R)—Kahn—ASCAP
- Song for a Summer Night (R)—Cromwell—ASCAP
- Tall Boy (R)—Saunders—ASCAP
- Test of Time (R)—Paramount—ASCAP
- That's All There Is to That (R)—Meridian—BMI
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- War and Peace (R) (F)—Famous—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- Where in the World (R)—Broadcast—BMI
- You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP
- You Don't Know Me (R)—Hill & Range—BMI
- You're Sensational (R) (F)—Buxton Hill—ASCAP

**Television**

- A Beautiful Friendship (R)—Kahn—ASCAP
- A House With Love In It (R)—Evans—ASCAP
- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Born to Be With You (R)—Mayfair—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Don't Be Cruel (R)—Sheldon—BMI
- From the Candy Store on the Corner (R)—Shapiro-Bernstein—ASCAP
- Heart Hideaway (R)—George—BMI
- Hound Dog (R)—Presley & Lion—BMI
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Joey, Joey, Joey (R) (M)—Frank—ASCAP
- Ka-Ding-Dong (R)—Greta—BMI
- Love Me Tender (R)—Beacon—BMI
- Mama, Teach Me to Dance (R)—Roncom—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Sadie's Shawl (R)—Roncom—ASCAP
- Silent Treatment (R)—Kahn—ASCAP
- Somebody Up There Likes Me (R) (F)—Feist—ASCAP
- That'll Be the Day (R) — Thunderbird—ASCAP
- That's All There Is to That (R)—Meridian—ASCAP
- Wait, Little Darling (R)—Mills—ASCAP
- Whatever Will Be, Will Be (R)—Artists—ASCAP
- Who Wants to Be a Millionaire (R) (F)—Buxton Hill—ASCAP
- You're in Love (R)—Thunderbird—ASCAP

**Best Selling Sheet Music in Britain**

(For Week Ending September 12)

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

- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- Walk Hand in Hand—Duchess (Republic)
- Mountain Greenery—New World (Harms)
- Who Are We?—Bourne (Thunderbird)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- The Birds and the Bees—Maddox (Famous)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)
- Hot Diggity—Peter Maurice (Roncom)
- Serenade—Blossom (Harms)
- By the Fountains of Rome—Sterling (Chappell)
- The Wayward Wind—Lafleur (Warman)
- You Are My First Love—Grossvenor (Kassner)
- My September Love—Bron
- Out of Town—Kassner (Kassner)
- Believe in Me—Macmelodies (France)
- Born to Be With You—Morris (Mayfair)
- Ivory Tower—E. H. Morris (E. H. Morris)
- No Other Love—Chappell (Williams)
- The Gal With the Yaller Shoes—Robbins (Feist)

**Best Selling Pop Records in Britain**

(For Week Ending September 12)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. WHATEVER WILL BE, WILL BE—Doris Day (Philips)	.....	1
2. LAY DOWN YOUR ARMS—Anne Shelton (Philips)	.....	5
3. WALK HAND IN HAND—Tony Martin (HMV)	.....	6
4. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	.....	3
5. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)	.....	2
6. ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)	.....	4
7. GREAT PRETENDER/ONLY YOU—The Platters (Mercury)	.....	13
8. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	.....	7
9. BLOODNOK'S ROCK 'N' ROLLYING SONG—The Goons (Decca)	.....	—
10. WOMAN IN LOVE—Frankie Laine (Philips)	.....	—
11. SERENADE—Slim Whitman (London)	.....	11
12. I WANT YOU, I NEED YOU, I LOVE YOU—Elvis Presley (HMV)	.....	14
13. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	.....	10
14. BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)	.....	—
15. BORN TO BE WITH YOU—Chordettes (London)	.....	8
16. I'LL BE HOME—Pat Boone (London)	.....	17
17. I ALMOST LOST MY MIND—Pat Boone (London)	.....	15
18. FOUNTAINS OF ROME—Edmund Hockridge (Pye-Nixa)	.....	20
19. HEARTBREAK HOTEL—Elvis Presley (HMV)	.....	9
20. I'M IN LOVE AGAIN—Fats Domino (London)	.....	12

**Territorial Best Sellers**

Continued from page 54

**San Francisco**

1. Hound Dog, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Whatever Will Be, Will Be Doris Day, Col.
6. Allegheny Moon, P. Page, Mer.
7. Flying Saucer Buchanan & Goodman, Lun.

**Seattle**

1. Honky Tonk, B. Doggett, King.
2. Tonight You Belong to Me Patience & Prudence, Lbt.
3. Don't Be Cruel, E. Presley, Vic.

**Toronto**

1. My Prayer, Platters, Mer.
2. Hound Dog, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Fool, S. Clark, Dot



# A BULLSEYE EVERY TIME

## NOW

**Their 4th  
smash  
in a row!**



# FRANKIE LYMON *and the* TEENAGERS

**THE  
ABC'S  
OF  
LOVE**

**SENSATIONAL  
SHARE**

FIRST OUTSTANDING LOVE  
BALLAD BY FRANKIE LYMON  
AND THE TEENAGERS

GEE 1022



**RECORDS**

220 W. 42nd St.  
New York 36, N. Y.



...and still the sales  
continue to **GROW**



## ella fitzgerald sings the cole porter song book

32 of his greatest  
compositions

orchestral accompaniment by  
buddy bregman

Verve MGV-4001

Package of Two Twelve-Inch Long-Playing Records

**Verve**  
record excitement

451 NORTH CANON DRIVE,  
BEVERLY HILLS, CALIF.

## VOX JOX

By JUNE BUNDY

**THIS 'N' THAT:** Jockeys are active in the talent management field these days. Lee Hazlewood, early morning jock at KTYL, Mesa, Ariz., is managing Sanford Clark, who is stationed at Williams Air Force Base, about 12 miles from the KTYL studios. Hazlewood is also co-owner of Debra Music, which published Clark's wax click "The Fool." . . . Larry Kane, KNUZ, Houston, is managing Jimmy Duncan, who records for RKO-Unique. . . . Jack Owens, owner of WEIC, Charleston, Ill., is backing up his hobby — jazz — with a regular jazz jockey show on his station, which he emcees himself.

### CHANGE OF THEME:

Earl Weakley, has returned to WSVB, Harrisonburg, Va., as record librarian and deejay, following a stint as music teacher in a public school. . . . John Dixon, WALA-TV, Mobile, Ala., has been upped to assistant program director at WALA and WALA-TV. . . . Sid Dickler, pioneer Pittsburgh deejay, is now freelancing in radio and has revived his record exploitation activities in the western Pennsylvania, eastern Ohio and West Virginia territories. . . . Jack Pyle, has joined WIP, Philadelphia, in the 12:30-4 p.m. time slot across the board.

Gene Condon, who has been doing a public service show for San Mateo College over KVSM, San Mateo, Calif., is now the station's program engineer on Sunday afternoons from 1 p.m. to 7 p.m. In his spare time, Condon sells records at Sherman & Clay Company in San Francisco. Condon,

### MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Elmira, N. Y.  
"My Prayer," Platters, Mercury.  
Pensacola, Fla.  
"Canadian Sunset," Andy Williams, Cadence.  
Chattanooga, Tenn.  
"Tonight You Belong to Me," Patience and Prudence, Liberty.  
Wakima, Wash.  
"Whatever Will Be, Will Be," Doris Day, Columbia.  
Baltimore  
"Song for a Summer Night," Mitch Miller, Columbia.  
San Diego  
"Hound Dog," Elvis Presley, Victor.  
Flint, Mich.  
"Honky Tonk," Bill Doggett, King.  
Roanoke, Va.  
"Love Theme From La Strada," Paul Weston, Columbia.  
Philadelphia  
"Alleghney Moon," Patti Page, Mercury.  
North Platte, Neb.  
"Don't Be Cruel," Elvis Presley, Victor.

incidentally, can use more pop platters. . . . Dick Gilbert is leaving KTYL, Mesa, Ariz., to open up a new station KPOK, Scottsdale, Ariz., at the end of this month. Saxie Dowell, WGN, Chicago, is a partner in KPOK and will join Gilbert in the operation of the station.

Eddie Newman, WIP, Philadelphia, disk jockey long identified with jazz, tries his hand as a jazz spot nitery host and producer at nearby Delair, N. J., in taking over the New Town Tavern. Newman opened this week with Illinois Jacquet, Coleman Hawkins

and Lester Young and their groups for a battle of saxes. He is currently heard on 29 separate programs on WIP, all sponsored by Muntz TV. He plays nothing but jazz on his shows and has given that type of music a terrific impetus in Philly since he began it several years ago on WDAS. Newman is now the second disk jockey in the area to front a jazz room. Harvey Husten, on WKDN, across the river at Camden, N. J., operates the Red Hill Inn in the vicinity of the New Town Tavern. Started as a weekend operation, Husten, with a big jazz following, put the Red Hill on a full week basis last week. Oddity has been the co-operation between Husten and Newman. They have been plugging each other's operation on their respective shows and even plan to guest on each other's programs as well.

### YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

SEPTEMBER 21, 1946

1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. The Gypsy
6. They Say It's Wonderful
7. Doin' What Comes Naturally
8. If You Were the Only Girl
9. I'd Be Lost Without You
10. I Don't Know Why (I Just Do)

SEPTEMBER 22, 1951

1. Because of You
2. Come On-a My House
3. Loveliest Night of the Year
4. Too Young
5. I Get Ideas
6. Shanghai
7. Sweet Violets
8. Cold, Cold Heart
9. The World Is Waiting for the Sunrise
10. My Truly, Truly Fair

Ray Perkins was hospitalized last week at St. Luke's Hospital in Denver. Perkins has been on the staff at Denver radio station KFEL, (now KIMN), the Mutual affiliate, since 1946. He also writes a weekly record column for The Denver Post, does music reviews and record rating surveys in the Denver area. His daily radio stint has been taken over by KIMN staffers and his weekly column by disk jockeys from other stations in the metropolitan area.

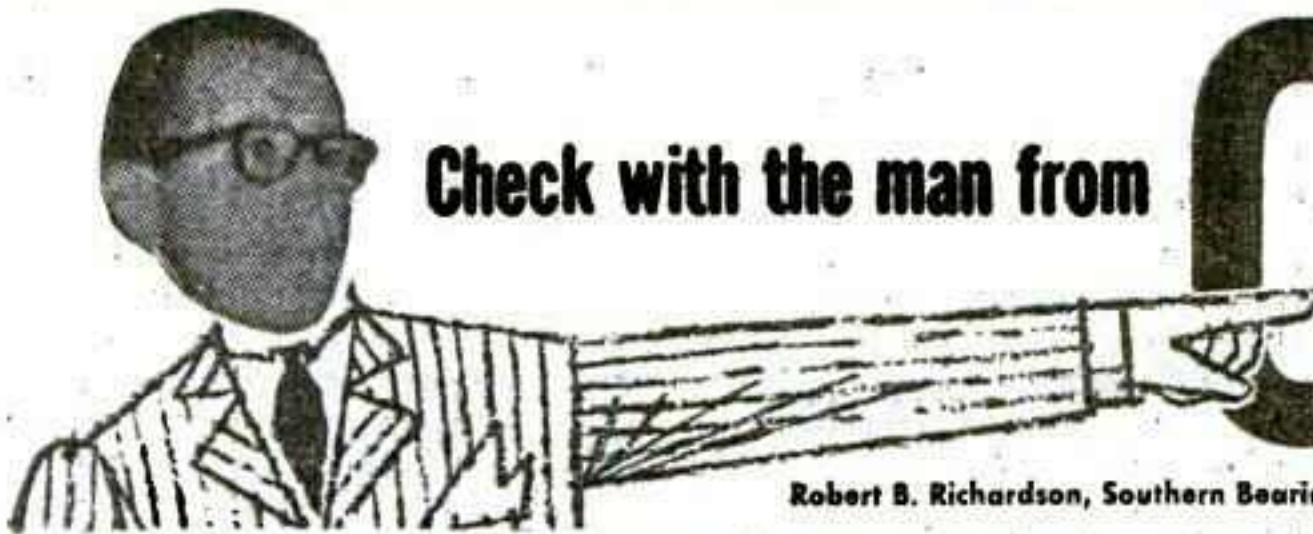
Bob Davies has ankleed his midnight to yawn post at KIMN, Denver, to move up the street to KVOD, the ABC radio outlet, where he shares the mike and disks with Dallas Boyd on the evening disk parade.

## Preps 4 New 'Mouse' Disks

NEW YORK—ABC-Paramount is readying four new Mickey Mouse Club disks for release within the next 30 days. At the same time, the label is set to sponsor another 26-week series of spots on Walt Disney's ABC-TV "Mickey Mouse Club" show, starting next month.

The four new "Mouse" platters, which will be performed live on the video show this season, include "Mouseke Thoughts," "More Mouseke Dances," "Mouseke Musicals," and "Safety First." Am-Par is also making plans to bring out a new Mickey Mouse Club LP later this fall.





Check with the man from

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## BEST SELLING POP SINGLES

JUST WALKING IN THE RAIN  
IN THE CANDLELIGHT  
Johnnie Ray ..... 40729.. 4-40729

- 1. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues..Doris Day..... 40704.. 4-40704
- 2. "Studio One" Theme:—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) Mitch Miller ..... 40730.. 4-40730
- 3. You Don't Know Me—Enchanted..Jerry Vale..... 40710.. 4-40710
- 4. The Bus Stop Song (A Paper of Pins)—A House With Love in It..The Four Lads..... 40736.. 4-40736
- 5. From the Candy Store on the Corner to the Chapel on the Hill—Happiness Street ..... 40726.. 4-40726
- 6. Miracle of Love—Unwanted Heart..Eileen Rodgers..... 40708.. 4-40708

## BEST SELLING POP ALBUMS

CONCERT BY THE SEA  
Erroll Garner  
CL-883

- 1. My Fair Lady..Rex Harrison, Julie Andrews, Original Cast...OL-5090.. A-5090
- 2. On the Sunny Side..The Four Lads with Claude Thornhill's Orchestra.....CL-912
- 3. Solo Mood..Paul Weston .....CL-879
- 4. Swingin' for Two..Don Cherry .....CL-893.. B-8931.. B-8932.. B-8933
- 5. My Fair Lady..Percy Faith and His Orchestra .....CL-895.. B-8951.. B-8952.. B-8953
- 6. Organ Moods in Hi-Fi..Buddy Cole.....CL-874.. B-8741.. B-8742.. B-8743

## BEST SELLING MASTERWORKS

LALO: SYMPHONIE ESPAGNOLE  
BRUCH: VIOLIN CONCERTO  
Isaac Stern, Ormandy-Philadelphia Orchestra .....ML-5097

- 1. The Most Happy Fella..Original Cast.....O3L-240..OL-5118.. A-5118
- 2. Puccini: Madame Butterfly..Andre Kostelanetz and His Orchestra.....CL-869
- 3. Rachmaninoff: Concerto No. 2..Istomin, Ormandy-Philadelphia Orchestra .....ML-5013
- 4. Beethoven: Symphony No. 5/Mozart: Symphony No. 40 Ormandy-Philadelphia Orchestra .....ML-5098
- 5. Mendelssohn: Violin Concerto/Mozart: Violin Concerto No. 4 Oistrakh-Philadelphia Orchestra .....ML-5085
- 6. Brahms: Double Concerto..Walter, Stern and Rose.....ML-5076

## BEST SELLING FOLK RECORDS

CRAZY ARMS  
YOU DONE ME WRONG  
Ray Price ..... 21510.. 4-21510

- 1. Singing the Blues—I Can't Quit..Marty Robbins..... 21545.. 4-21545
- 2. I'm a One-Woman Man—I Don't Like I Did Johnny Horton ..... 21538.. 4-21538
- 3. You Are the One-Doorstep to Heaven..Carl Smith..... 21522.. 4-21522
- 4. Onie's Bop—I Wanna Hold My Baby..Onie Wheeler..... 21523.. 4-21523
- 5. They're Still in Love—I'm in My Teens..The Collins Kids..... 21543.. 4-21543
- 6. Everybody's Rockin' But Me—Without Your Love Bobby Lord ..... 21539.. 4-21539
- 7. Before I Met You—Wicked Lies..Carl Smith..... 21552.. 4-21552

### NEW POP RELEASES

JULIE  
From the sound track of the Arwin Productions Picture "Julie"  
LOVE IN A HOME  
From the Broadway Production "L'I Abner"  
40758..... 4-40758

- 1. Lay Down Your Arms—The Madonna in Blue Anne Shelton ..... 40759.. 4-40759
- 2. Don't Forget to Say Your Prayers—Little Dog..Jimmy Boyd..... 4-40756
- 3. You Are My Sunshine..Carl Smith, Rosemary Clooney, Gene Autry, Don Cherry, The Collins Kids Nobody's Darling But Mine..Rosemary Clooney..... 4-40760
- 4. There's Never Been Anyone Else But You—Giant..From George Stevens Production "Giant"..Ray Heindorf and the Warner Bros.' Orchestra..... 4-40761
- 5. My Prayer—When My Dream Boat Comes Home..Porter Heaps..... 4-40757
- 6. Rock and Roll Mops—Hiccough Rock..Henry Cording..... 4-40762
- 7. The Lonely One—Mucho Merengue..Belmonte and His Orchestra.... 4-40763

### SPECIAL RECORDINGS OF UNUSUAL INTEREST

A TRIBUTE TO JAMES DEAN  
Music from Giant, East of Eden, Rebel Without a Cause  
CL-940

### NEW FOLK RELEASES

I'M A BOY LEFT ALONE  
HEART'S HIGHWAY  
Lefty Frizzell ..... 21554.. 4-21554

- 1. The Death of Rock and Roll—Paul Bunyan Love The Maddox Brothers and Rose..... 4-21559
- 2. Your Sweet Loving Man—I Love Him Too..Bill & Mary Reid..... 4-21557
- 3. I'm Worried—Unredeemed Diamonds..The Eddie Hill Trio..... 4-21556
- 4. I Never Thought It Would Happen to Me—Cornbread and Buttermilk.. "Little" Jimmy Dickens ..... 4-21555





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and SPREADING FAST**

**FOLLOW  
ME**



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AND CLIMBING**

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CAPONE  
MAYBE  
SOMEDAY**

b/w

**CLICK-I-DEE-CLICK-I-DEE**

Pilgrim #718

**THE 3 D's**

**TELL ME  
THAT YOU  
LOVE ME**

Pilgrim #719



**• Review Spotlight on . . .**

The Platters' Spotlight disk last week, "It Isn't Right" (Mellin, BMI) and "You'll Never Never Know" (Personality, BMI), was incorrectly listed. The correct number for this disk is Mercury 70948.

**POP RECORDS**

**EDDIE FISHER . . . RCA Victor 6677 . . . . . CINDY, OH! CINDY**  
(E. B. Marks-Bryden, BMI)

Fisher, with a big push by the label, should coast to the charts with this smartly arranged ballad. Tune was kicked off on Glory label by Vince Martin with Fisher just cutting it last Thursday. However, Coast jockeys had it Friday and N. Y. stores on Monday. Flip is "Around the World," from the flick of the same name (Victor Young, ASCAP).

**DORIS DAY . . . Columbia 40758 . . . . . JULIE**  
(Artists, ASCAP)

**LOVE IN A HOME . . . . . (Commander, ASCAP)**  
Miss Day, with two show tunes; "Julie" from the sound track of the flick of the same name, and flip from the forthcoming legit production "Li'l Abner." Artists has had great success in the past with this type of material and figures to continue.

**CARMEN CAVALLARO . . . Decca 30076 . . . . . AUTUMN CONCERTO**  
(Symphony House, ASCAP)

In his familiar and successful concerto fashion, Cavallaro takes this rich, rhapsodic Italian melody and gives it a stirring presentation. Artist, just off his success with the Duchin flick and the lucrative LP sound track, is in a position to capitalize via this disk. Flip is "La Gondola" (Leeds Music, ASCAP).

**ROGER WILLIAMS AND JANE MORGAN . . . Kapp . . . . . TWO DIFFERENT WORLDS**  
(Princess, ASCAP)

Williams, with his distinctive legit playing, forms a perfect backdrop for Miss Morgan's strong vocal of this formidable tune. The blending should foster sales and aid both jocks and operators in programming. Both artists are given ample opportunity to project and hit the top performance-wise. Flip is "Nights of Verona" (Pine-lawn, BMI).

**DON CORNELL . . . Coral 61721 . . . . . SEE SAW**  
(Arc Music, BMI)

**FROM THE BOTTOM OF MY HEART . . . . . (Rush Music, BMI)**  
A two-sided possibility that seems destined for quick action on all fronts (dealers, jockeys and ops). Cornell covers the Moonglows' r.&b. version of "See Saw" and zestfully maintains the fast pace necessary to put it over. On the flip he has another exciting tune which is very similar to the Clovers' r.&b. version (see r.&b. Spotlight).

**POP DISK JOCKEY PROGRAMMING**

**JULIE LONDON . . . Liberty 55032 . . . . . NOW, BABY, NOW**  
(Robbins, ASCAP)

**TALL BOY . . . . . (Saunders, ASCAP)**  
The sultry thrush sings an infectious rhythm tune "Now, Baby, Now," from the forthcoming movie "The Opposite Sex," in her usual provocative style. There is more sexy piping on the flip, an appealing ballad waxed by several others, for a two-sided best bet for jocks.

**HARRY BELAFONTE . . . RCA Victor 6663 . . . . . JAMAICA FAREWELL**  
(Shari, ASCAP)

Tune, a tender love story from Jamaica, is from Belafonte's best selling album "Calypso" and is now made available via this single release. Artist, at his best, sincerely warbles this very pretty melody and this waxing should focus more jockey attention than it did in the LP. Another slow intimate ballad is on the flip: "Once Was" (Shari, ASCAP).

**POP TALENT**

**JOE VALINO . . . Vik 0226 . . . . . GARDEN OF EDEN**  
(Republic, BMI)

**CARAVAN . . . . . (Mills, ASCAP)**  
Artist, with a terrific backing and arrangement, belts out a dynamic version of "Garden." The vocal, beat and ork build thruout for a powerful ending. On flip Valino takes the Ellington-Tizol tune and gives it strong vocalizing for a side with potential, but "Garden" is the side to watch along with this talent.

**LITTLE BRENDA LEE . . . Decca 30050 . . . . . BIGELOW 6-200**  
(Copar Music, BMI)

**JAMBALAYA . . . . . (Acuff-Rose, BMI)**  
This nine-year-old country chick has the projection, voice and sincerity that can skyrocket her to great heights, not only in the country field but in the pop field as well. On this strong two-sided disk she also has the material for a most impressive debut on wax. "Bigelow," with her bright-eyed rendition, is a tune that could catch, while on the flip she takes the Hank Williams oldie for a real ride.

**• Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 90-100, **Top**
- 80-89, **Excellent**
- 70-79, **Good**
- 60-69, **Satisfactory**
- 50-59, **Limited**
- 0-49, **Poor**

**VINCE MARTIN**  
Cindy, Oh! Cindy . . . . . 84

GLORY 247—This is the original recording of the tune spotlighted this week in the Eddie Fisher version. The competition of the big name and label cannot be minimized, but this version should do right well on its own. It's great. (Bryden-E. B. Marks, BMI)

Only If You Praise the Lord . . . 78  
Another excellent side. Tune has the

potential of an enduring standard, and the new warbler handles it with warmth and conviction. Merits attention. (Bryden, BMI)

**TERRI STEVENS**  
That's How I Cried Over You . . . . . 82

VICTOR 6633—Here's a solidly commercial offering with a simple, but catchy melody. Couples a waltz rhythm with

(Continued on page 66)



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A Distinguished Song

**“MY SON JOHN”**

COPYRIGHT BY JOHN L., LINDA L., LAURA L., AND LOUISE L. EASTMAN, JR.

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Lyrics by Carolyn Leigh

*Rendered Beautifully by*

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A Great Standard

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words and music by Jack Lawrence

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| <b>ST. LOUIS 1</b><br>390 Arcade Bldg.<br>CHestnut 1-0443 |  |

**• Reviews of New Pop Records**

• Continued from page 64

a somewhat r.&b. type backing. A strong entry for jocks, boxes and counters. (Charles K. Harris, ASCAP)

**Sweet World... 77**  
Here's a sweetly romantic bit of optimism which the gal handles in professional style. Tune is from NBC's upcoming "Jack and the Beanstalk" score, which should focus attention on it. Classy material. (Chappell, ASCAP)

**STEVE CLAYTON**  
**Two Different Worlds... 80**  
CORAL 61710—Clayton turns in extremely tasteful, tender reading on two very promising ballads. On this side he will have to overcome formidable competition from the Roger Williams-Jane Morgan slicing. (Princess, ASCAP)

**It Happened Again... 79**  
The tune coupling will help the quality warbler, but on this face he has Sarah Vaughan to contend with. Many jocks will prefer this one. (Princess, ASCAP)

**THE FOUR FRESHMEN**  
**You're So Far Above Me... 80**  
CAPITOL 15573—Group, with lush arrangement and stylish backing gives this smart ballad a tender reading. Should whet jocks palates and counter sales may reflect their promotion. (Movietown, BMI)

**He Who Loves and Runs Away... 77**  
Boys have a fair coupling with this upbeat tune that will set feet a-tapping and cats a-listening. (United, ASCAP)

**LOLA DEE**  
**You Were Mine for a While... 79**  
MERCURY 70961—The melody of this tune has strong appeal and the thrush gives it a mighty sincere reading. Song was waxed by Eddy Arnold, but this version has potential of its own. Multi-tracked harmony is especially pretty. (Trinity, BMI)

**Wandering Lover... 75**  
Lyrics here have a country flavor and Miss Dee gives them a solid ride. It's an attractive effort on its own, but the flip may have more staying power. (Pure, BMI)

**THE MELACHRINO ORK**  
**Autumn Concerto... 78**  
VICTOR 6671—This British slicing of the big European hit gets a stunning orking, but the sound of the recording isn't what it should be. The Cavallaro version could grab the big play. (Symphony, ASCAP)

**It Could Happen to You... 75**  
Lush, tasteful orking of the standard is fine for jock segs. (Famous, ASCAP)

**THE CLOVERLEAFS**  
**With Plenty of Money and You (Gold Digger's Lullaby)... 78**  
M-G-M 12337—Attractive community sing type vocal job on the bouncy depression-era oldie. Fine juke item. (Harms, ASCAP)

**Step Right Up and Say Howdy... 76**  
Happy group vocalizing in spontaneous-sounding mood on a relaxed rhythm-novelty with old-fashioned banjo, up-tempo backing. Good juke box material. (Village, BMI)

**BOBBY SCOTT**  
**White Line... 77**  
ABC-PARAMOUNT 9737—Exuberant chanting by Scott on a hard driving folk-ballad-styled ditty, with a safe driving theme, a la "Black Denim Trousers." Fine backing by Sid Feller's ork and chorus. (Pop Enterprises, ASCAP)

**Pity the Poor, Poor Man... 76**  
Scott wails a folksy blues in a moving manner. Effective backing by Don Costa's ork. (Songfest, ASCAP)

**LUCHO GATICA**  
**Amor Secreto... 76**  
CAPITOL 40022—There's charm here and to spare in the lush vocal and ork backing. Singer has style and great ear-appeal. Language and rhythm are Spanish, but appeal is general and not just for ole set. Jocks should certainly put it on spinning agendas. (Peer Int'l, BMI)

**Sinceridad... 76**  
Singer and ork continue in same strain, underplaying vocally and instrumentally for delightful listening. This side keeps pace with its flip. (Duchess, BMI)

**JIMMY WAKELY**  
**Giant... 76**  
CORAL 61706—There's no shortage of diskings of this tune from the forthcoming James Dean flick. Wakely's western tone can make this the big one in the southwest region. (Witmark, ASCAP)

**His Name Was Dean... 76**  
Cover of the Dean dirge originally kicked off on Forest label. Both sides are from Coral's Dean Memorial LP. This warble is loaded with gentle, warm feeling. Jocks who go along with the cult will like this one. (Scope, BMI)

**DANNY WALKER**  
**Have Mercy On a Fool Like Me... 76**  
CORAL 61698—Walker sings a pretty ballad with warmth, style and tasteful phrasing. (Moon Mist, BMI)

**How Would You Have Me?... 75**  
Same comment. (Moon Mist, BMI)

**TEDDI KING**  
**Traveling Down a Lonely Road... 76**  
VICTOR 6660—This is the "Love Theme" from "La Strada" set to an attractive lyric and Miss King gives it a warm and creamy thrushing job. Tune itself is a strong entry and jockeys will find this vocal effort a good programming item. (Leeds, ASCAP)

**Married I Can Always Get... 74**  
A saucy little opus about the advantages of staying single. Lyrics are above par and were written by Gordon Jenkins for the upcoming "Manhattan Tower" TV version. The gal does a commercial job. (Leeds, ASCAP)

**SONS OF THE PIONEERS**  
**Timmy's Tune... 76**  
VICTOR 6655 — A bright novelty, chanted by the Pioneer's with a fetching lilt accented by nice guitar and piano rhythm. Fine for the jocks. (Gaviota, BMI)

**For the Love of You... 74**  
A pretty ballad, sung by the Sons of the Pioneers with smoothness and taste. The performance is completely pop. (Bob Nolan, BMI)

**CARMEN McRAE**  
**Namely You... 76**  
DECCA 100558—Another version of the show tune from the forthcoming musical, "L'I Abner." Thrush warbles it pleasantly, if without particular impact. (Commander, ASCAP)

**I'm Putting All My Eggs in One Basket... 76**  
Heftier beat on the Berlin oldie with similar results. Good ork backing, and deejay fans of the thrush will spin it. (Berlin, ASCAP)

**JUNE VALLI**  
**Beauty Isn't Everything... 75**  
ABC-PARAMOUNT 6662—Appealing vocal on a pretty ballad with a philosophical lyric line. (Famous, ASCAP)

**Now... 74**  
Intense thrushing job on a moving ballad. (Porgie, BMI)

**PEE WEE HUNT**  
**Cuba... 75**  
CAPITOL 21112—The Irving Berlin song makes a fine instrumental as done by Hunt. The horns play the medley with great heart. Real nice side. (Berlin, ASCAP)

**Canoodlin' Rag... 73**  
For Dixieland fans. This standard is belted out in the familiar two-beat style, with plenty of beat, and a vocal by Pee Wee himself. (Leeds, ASCAP)

**DICK KALLMAN**  
**Two Different Worlds... 75**  
DECCA 30036—Strong vocal stint by Kallman on the lovely plug ballad with good lyrics. (Princess, ASCAP)

**Love Is a Dangerous Game... 71**  
A fast-moving rhythm-ballad is handed an okay reading by Kallman. (Marvin, ASCAP)

**RUSS ARNO**  
**Repeat After Me... 75**  
LIBERTY 55029 — Singer delivers waltz-tempoed ballad with highly pleasant results. Ork backing is solid and solo fem echo treatment adds novel touch. Good deejay candidate for quieter programming moments. (Fairway, BMI)

**Every Day of My Life... 72**  
Fem chorus is used on this side for less satisfying projection. Arno, however, puts the vocal across in nice form. Flip carries the over-all appeal. (Miller, ASCAP)

**BETTE ANNE STEELE**  
**A Penny's Worth of Music... 75**  
ABC-PARAMOUNT 9744 — Smart novelty, wherein the youngster asks mama to buy him a penny's worth of music. It's done with old-fashioned band-style styled rhythm. (Shapiro-Bernstein, ASCAP)

**Is This the Way?... 65**  
Backed by a Latin rhythm, the chick asks "Is this the way to hold you tight?" Not effective. (Pincus, ASCAP)

**POPPA JOHN GORDY**  
**Salty Dog Rag... 74**  
VICTOR 6656 — Old-school-tie-type ragtime pianistics. Gordy gets plenty of zest into an oldie with exemplary backing from alto sax and banjo in similar mood. This is a natural for the jukes and jocks should hop it for spins dedicated to squares with round corners. (Forrest, BMI)

**There'll Be No Teardrops Tonight... 72**  
Slowed down tempo gets similar treatment dedicated to same kind of audience. Not quite as sharp as the flip. (Acuff-Rose, BMI)

**LILYANN CAROL AND THE JAN RAYE QUARTET**  
**Everybody... 74**  
MERCURY 13591 — Winsome interpretation of a wistful theme with an interesting backing job. (Steinway, ASCAP)

**Ooo-Poppa-Doo... 72**  
Tasteful vocal stint by the canary on a smartly paced rhythm item showcased against swiny backing. (Kingsway, ASCAP)

(Continued on page 75)

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**'SPRING FEVER'**  
and  
**'Walkin' The Beat'**  
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**SMILEY LEWIS**  
**'DOWN YONDER WE GO BALLIN'**  
and  
**'Someday You'll Want Me'**  
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**The HONEY BEES**  
**ENDLESS**  
and  
**'Let's See What's Happening'**  
# 5400

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**THE SPIDERS**  
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and  
**'Good Bye'**  
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**Reviews and Ratings of  
New Jazz Albums**

Continued from page 46

on a single, these are fresh cuttings by big band and small unit. Two vocals ("Taking a Chance on Love" and "Play Me the Blues") are by Toni Harper. Two are by Gillespie. The other musicians are not identified, but it doesn't matter much, because Diz is the whole show instrumentally, and he's in great form, musically and commercially. This one can be sold.

**NOSTALGIC MEMORIES** .....79

Oscar Peterson, Piano (1-12")  
Clef MG C 695

Five of the 12 tunes are re-issued from C-155, and two were on a single. Five are new, including "Body and Soul," "Waterfront," and similar ultra-familiar standards, mostly slow, with one vocal. This is not one of Peterson's most inspired or distinctive programs, but the tunes, each of short duration, make for good deejay and cocktail fare.

**LES JAZZ MODES** .....78

Julius Watkins, Charlie Rouse, Gildo Mahones, Oscar Pettiford, Ron Jefferson, Paul Chambers (1-12")  
Dawn DLP-1108

Distinctive jazz package features Watkins' French horn and Rouse's brilliant Parker-inspired tenor sax. Most of the numbers swing, and several are "serious" experimental items for which harp and soprano voice are added. An absorbing program by an organized group that should go places. The cover is provocative.

**ELLIS IN WONDERLAND** .....75

Herb Ellis, Guitar (1-12")  
Norgran MG N-1081

Ellis' fans have been waiting for an album that gives him the out-and-out spotlight treatment. On the periphery here are Oscar Peterson, Jimmy Giuffre, Charlie Mariano and Harry Edison, but this is Ellis' show—and he gives a satisfying display. His approach is lyric and expressive, with a lot of appeal for the middle-of-the-road jazzophile. The title-piece, "Ellis in Wonderland," is a swing-rooted jump number that could serve as a good demo band.

**PAGE CAVANAUGH**

**CARRIES THE TORCH** .....74  
Page Cavanaugh, piano; Jack Smalley, bass; Rod Leftwich, guitar; Bob Stava, drums; Mel Pell, oboe and baritone (1-12")  
Era 20007

Lest the title mislead the dealer, this is not just another album of sticky pop love songs. Cavanaugh's vocals have a distinctive quality and a good jazz feel to them. This is abetted by the backing, which is played by musicians well-schooled in modern jazz. The material includes noted standards, such as "That Old Feelin," "Mood Indigo," etc., plus a group

**Spoken Word & Dramatic**

**THE GOLDEN TREASURY OF GREEK AND PROSE** .....70

A Reading in Greek by Pearl C. Wilson (1-12")  
Casdon IC 1034

The first recitation in ancient Greek to appear in the LP catalog presents selections from Homer, three lyric poets and Plato. Absolutely superlative job, read beautifully by a distinguished and well-beloved classical scholar. The 48-page accompanying booklet contains both Greek text and English translations in large, clear type. For dealers in college and university towns.

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**WELCOMING THE SABBATH** .....78

Richard Tucker, Tenor (1-12")  
Columbia ML 5119

Beautiful singing by the Metopera tenor, who also is a Jewish cantor. Settings of the prayers, leaning heavily on the traditional, are by Sholom Secunda. Tucker's operatic refinements may not please adherents of the older wailing, gut-busting school but to contemporary ears, he has sufficient pious feeling and a glorious sound. Should sell well in the category.

**March**

**BAND MARCHES OF EUROPE** .....75

(1-12")  
Decca DL 8317

A good collection of European band numbers by a variety of European bands. The tunes range from the spirited French "Sambre et Meuse" to the nostalgic Viennese "March of the Regiment Deutschmeister"—from England's "Wellington March" to "The March of the Dutch Cadets." The bands are well-known ensembles from England, France, Belgium, Holland, Germany and Austria. An enjoyable, well-chosen anthology that deserves special attention from band enthusiasts.

which can be classified as "material," such as Bobby Troup's "There She Goes." This is Cavanaugh's first album.

**CAL TJADER QUARTET** .....72

(1-12")

Fantasy 227

Tjader departs from his more familiar mambo routines to blow straightforward modern jazz. Program is tasteful and swinging, but not especially distinctive. Vibes addicts and Tjader's West Coast following will respond, but otherwise, sales figure to be moderate. "It Never Entered My Mind" is a good demo track.

**CONCEPTIONS** .....69

John La Porta Septet, Quartet and Duo (1-12")

Fantasy 228

The modernist clarinet-alto sax man plays mainly his own compositions. As a writer or as a soloist, he's interesting in small doses, but interest wanes with over exposure as he never catches fire. Avant-garde followers will support this favorite of the clique, but the market is limited to the cognoscenti.

**BLOWING UP A STORM** .....67

Jack Millman Quartet (1-12")

Era EL 20005

Millman is a clean, competent trumpeter in a fairly modern groove, but he has very little to say in this package. Men get maximum latitude and jam all the way, but nothing happens. Eastern sales prospects are slight, tho he may do better on home ground in California.

**THE SWINGIN' ST. VIDO MUSSO** ....66

(1-12")

Modern LMP 1207

Musso, one-time tenor sax star with several big bands in the Swing Era, plays here like an inferior rhythm and blues honker. Customers attracted by nostalgia will be disappointed by the coarse, uninventive blowing. They will be intrigued by some amazing double-talk in the liner notes, however.

**SOR Bonus Is  
'Nutcracker'**

NEW YORK — RCA Victor's next free bonus album, to holders of its Save-On-Records coupon books, will be available in the retail shops during October. The giveaway, designed as a traffic builder in a traditionally slow month, will be the two "Nutcracker Suites" by Tchaikowsky, performed by the Boston Pops orchestra under Arthur Fiedler. As with the July bonus, about 250,000 LP's will be distributed thru the dealers.

The regular Save-On-Records releases for October, available to coupon holders at \$2.98, will be, in the Red Seal category, a light concert program by the Chicago Symphony, Fritz Reiner conducting. Selections will include Tchaikowsky's "1812" Overture, Liszt's "Mephisto Waltz," Smetana's "Bartered Bride" overture and Weinberger's "Polka and Fugue" from "Schwanda."

In the pop category, the special will be "Bouquet of Blues" with thrush Dinah Shore.

The SOR disks are ordered in the retail shops via coupon, and are shipped directly to the customers from the Victor factory.

**Victor Recaps  
Vintage Grant**

NEW YORK—Now that Gogi Grant has become a hit disk property via Era Records, RCA Victor figures it has a chance to recoup some of the coin it blew on the then unknown thrush in '52 and '53.

During the artists and repertoire regime of Dave Kapp, Victor cut four sides with the thrush, and these have been put together in an EP, which will be in the stores this week. Tunes are "Secret Love," "Everyone Knows I Love You," "Forget Me Not" and "Where There's Smoke There's Fire."

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**Five Staffers  
Dropped by  
E. H. Morris**

NEW YORK — E. H. Morris this week dropped five staffers including contact men Moe Schulman here, Milton Stein in Hollywood, and educational department exec and arranger Phil Lang.

The move, according to the firm's general professional manager, Sidney Kornheiser, is part of a general streamlining operation in line with a forthcoming expansion by Morris into a new "global" set-up. Buddy Morris' who left for Europe last week with Attorney Lee Eastman will elaborate on these plans (see story elsewhere in this issue) when he returns to the U. S. in early October.

Meanwhile, "The Shoe String Revue," an off-broadway production angeled by Morris, opens here November 5. The revue features more than 35 sketches and tunes, and Kornheiser reports several labels are interested in original-cast album rights.

**BMI Charged**

• Continued from page 41

ing ignored . . ." He added that Broadcast-owned songs were being given preference. "Three thousand songwriters of works now owned by BMI want and are entitled to an equal chance to have their works heard . . . There must be freedom for music in America, not arbitrary control by a group which can dictate what the public is to hear. Hammerstein also welcomed the inquiry by the Committee.

Otto Harbach, noted librettist and one-time president of ASCAP, commented upon what he considered "the enormity of the conspiracy launched against good music." Claiming that the power of the broadcasters has been used to debase popular music, he said, "I fervently hope that this investigation . . . will bring to light the great injury sustained not only by the writers of good songs, but by the public which is not allowed to hear them."

**August Sales**

• Continued from page 41

the fabulous salability of maestro Lawrence Welk. With nine fast selling LP's now on the market, not to mention numerous EP's Welk has brought plenty of moola to the Coral fold. Albums by Steve Allen, Don Cornell, the McGuire Sisters, Teresa Brewer, Steve Lawrence, Bob Crosby, Alan Freed and Dick Jacobs and George Cates have also helped swell the kitty.

Miss Brewer's "Sweet Old-Fashioned Girl," the McGuire Sisters' "Picnic" and Eddie Lawrence's "The Old Philosopher" are the leading singles contributing to the top-ranking month since the diskery's formation in 1948.

**Fox Moves**

• Continued from page 41

have not accepted the general settlement of the Luniverse royalty situation as applicable to their material. These would be Gene Goodman, of Arc Music (affiliated with Chess and Checker Records), and Lew Chudd, of Commodore Music (affiliated with Imperial Records).

The most vocal of the indie diskers is Herman Lubinsky, of Savoy and Regent, who also is a publisher and who still has not settled with Luniverse for the latter's use of his copyright, "Open the Door." The Newark disk mahoff stated that "the sanctity of the disk business is in danger."

**COOL MAN?**

**He's Hot as  
A Dollar  
Pistol**

NEW YORK—The hottest arranger in town these days is Ray Ellis, also known as the "East Coast Buddy Bregman."

Young Ellis, practically unknown in the business a couple of years ago, apparently has a deft hand with pop as well as rhythm and blues, or rock and roll material. He has laid down the patterns for smash sides in all of these idioms.

A cursory look at the charts, Picks and Best Buys shows Ellis all over the place. His biggest smash, of course, has been the Four Lads' "Standing on the Corner" on Columbia. He clefted Clyde McPhatter's backing on "Treasure of Love," on Atlantic, which hit in both the pop and r.&b. charts. Among the recent Billboard Spotlights is the new McPhatter coupling, "I'm Lonely Tonight" and "Thirty Days" (in the current issue). Last week, Spotlights included Varetta Dillard's "I Miss You, Jimmy," on Groove, and the Sophomores' "Linda" and "I Get a Thrill" (DJ Programming Pick) on Dawn. In the same issue, Lavern Baker's "I Can't Love You Enough" and "Still" on Atlantic was picked as a Best Buy. All were arranged and conducted by Ellis.

Back to the pop category, Chris Connor's "I Miss You So," an Atlantic single picked as a DJ Programming Spotlight several weeks ago, is showing strength in several territories. It's another Ellis effort.

**8 Diskeries  
Repped in Show**

NEW YORK — Eight phonograph record and accessory firms, and The Billboard, are among the companies exhibiting this week at the National Super Market Non-Food Exhibit in the Coliseum. The show opened Monday and closes Thursday (13).

The eight exhibitors are Am-Par Record Corporation, Carl Cordover and Company, E. P. Records, Mercury Records Corporation, Paramount Enterprises, Inc., RCA Victor Record Division, Remington Records, Inc., and Waldorf Music Hall, Inc.

The sale of non-food items in supermarkets last year reached 4.5 billion dollars. It was also a year in which rack jobbers made considerable headway in placing phonograph records in such outlets. Similar activity has heightened this year and the presence of record and accessory manufacturers at the Coliseum indicates their interest in such outlets.

**Greeks Had  
A Word for It**

NEW YORK—Songwriter Mitzi Dallas Stefanidis, who returns here from a trip abroad this week, has acquired American rights to several Greek tunes, including several current European hits.

Miss Stefanidis, a member of the American Society of Composers, Authors and Publishers, will publish the material here herself. The imports include several cha cha by Nini Zaha and symphonic jazz concertos by Kostas Kapinissis, two leading Greek composers. She is also bringing in several tapes recorded from Greek radio broadcasts.

The fem opines the U. S. is virtually an untapped market for Greek material, since "Misirlou" is the only such hit tune-import of that country ever published here.



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## Who Holds Bag for How Much?

• Continued from page 42

tainly no charge of criminality was indicated. Wilentz said that he could not tell at this point whether Goody would be questioned again; that this would depend upon the course of the investigation. Questioned as to whether he (Wilentz) had any knowledge to the effect that large stocks of albums had been purchased by Rizek for Jabberwock and subsequently sold at very cheap rates to Goody, Wilentz replied that he had no such information.

Goody, contacted late Friday night, said that he had done business with Rizek, but he had no knowledge of the financial tangle Rizek found himself in.

At other sources, it was learned that "another New York man" would likely be questioned; and that Wilentz wanted to give thorough study to transcripts of material he and his investigators had acquired thus far.

### Unpaid Invoices Mullied

It was rumored that major record companies and distributors were worried about the possibility of losing a considerable sum of money as a result of unpaid invoices. Heavy album sellers at Jabberwock are reported to have

been Columbia's "My Fair Lady," Capitol's "Songs for Singing Lovers," Victor's Belafonte albums, various Decca Packages, etc. Jabberwock did so much business, it was stated, that one record salesman at Times-Columbia of New Jersey won a Thunderbird. Stan Morris, the lucky man, finally left the distributor to go with Jabberwock, in which operation he is reported to have invested some money which he subsequently lost. "At least he could take off in the Thunderbird," one source said sympathetically. Others said Morris, however, has sold the car to obtain funds to invest in Jabberwock. As for the major distributors, it was estimated that in one or two cases unpaid invoices might total \$100,000.

Times-Columbia, it is understood, had no idea that Rizek was selling album merchandise to others at below regular prices. The distributor sold merchandise to him for over a year, at the same price as its packages were sold to others. As for the salesman who won a Thunderbird, the merchandise for which this award was made had been paid for, it was learned.

Meanwhile, Jabberwock at press time reported it was doing great business. Dick Stewart, the manager, said the shop, which recently moved to a new location, was operating "full blast." It had opened Wednesday to big crowds, and Thursday was "fabulous" and also Friday. He said he thought the publicity attendant on the Rizek investigation might even be helping business. Rizek, he said, was a majority owner in the shop, but would likely be required to "transfer his holdings." He added that there is no sales tax in Jersey, and this, together with the cut-rate merchandise and the specials they

### Road Treks Keep Welker on the Go

Ed Welker, artists and repertoire director of RCA Victor's pop album department, is spending most of his time on the road these weeks. Last week he was in Chicago cutting a new Harry Belafonte LP. Next week, he flies to the Coast to see distributors and do some more recording as well as hold confabs with Dennis Farnon and Shorty Rogers of his West Coast staff. On his return, he'll take off for Europe.

### Sultan on Cross-Country Distributor Check-Up

Harry Sultan, national sales manager for Montilla Records, takes off this week on a flying trip to visit distributors. He plans to be out for about two weeks, making stops in Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Dallas, Houston and Atlanta.

### New Diskery Set-Up In Bridgeport, Conn.

Arrow Records Company has been formed in Bridgeport, Conn. Joe Sherman is musical director and Irene Carroll is the first artist signed. Herman Pollock, president, has lined up distributors in Boston, Hartford, Los Angeles and San Francisco and is now setting others. Singles and LP releases are planned.

have been running, have really kept things humming. He added that it would be to the advantage of Rizek's creditors to keep the store in operation. The audio department, with its wall-to-wall carpeting, was also racking up tremendous business, he added.

Meanwhile, newscasters and the dailies have been keeping this section of New Jersey in a tizzy. More developments will follow.

Magnetics Corporation of America, incidentally, includes many types of operations in the fields of tape, closed circuit TV, records, etc. Charles Rynd, of Audio Video Products, said that the recording end of Audio-Vido had been sold some months ago to the Audio Video Recording, now a part of the holdings of Magnetics Corporation of America. Another segment of Magnetics Corporation is Middlesex Trading Corporation, which recently issued two LP's, "Grand Old Party Songs" and "Ballads for Democrats."

### Disk, Book Tie-Ins

• Continued from page 42

by the French critic Hugues Panassie, to be published before the end of the year by Houghton-Mifflin. Victor's jazz department chief, Fred Reynolds, is preparing an album with the same title for release around the same time. It will consist of historic jazz sides culled from the archives, and which demonstrates the critic's traditionalist bias.

Last week Decca made a similar tie with Horizon Press, publisher of Leonard Feather's "Encyclopedia of Jazz" and "Encyclopedia Year Book," coming in October (The Billboard September 15), and Columbia will have a disk and promotion to parallel "Eddie Condon's Treasury of Jazz" from Dial Press, due this month (see same issue).

Recently, both Decca and Clef have issued new and converted Billie Holiday disks to tie in with Doubleday's publication of the thrush's bio, "Lady Sings the Blues," altho so far there has been no official joint promotion of the last-named work.

## MUSIC AS WRITTEN

### New York

Sonny Lester, formerly personal manager of Al (Jazzbo) Collins and bandleader Larry Sonn, has joined the recording department of Coral Records under Bob Thiele. . . . London Records' star, David Whitfield, is huddling with the Theater Guild on a role in an upcoming Broadway legiter. . . . Ted Heath, British batoneer, who has never worked under a contract with London Records, has inked a seven-year pact with the label.

Guy Mitchell opened a 10-day slotting at the Henry Grady Hotel, Atlanta, on September 13. . . . Onyx Records, a subsid of Mardi Gras Records, has just cut several sides with the Pearls, formerly on Atlantic Records. . . . Amru Sani, Indian thrush who is making her legit debut in "New Faces," has been pacted by RCA Victor Records.

## Ike's Faves a Victor Coup

WASHINGTON — RCA Victor scored a big publicity coup last week with its new disk album, "The President's Favorite Music." President Eisenhower, in accepting the first copy of the set, gave the diskery a good wedge into several major consumer publications.

The set, made up of nine of Ike's favorite selections, also features liner notes penned by the chief executive. Idea was worked out by Victor execs in conjunction with the Committee of Arts and Sciences for Eisenhower. Selections range from Bethoven's Coriolan Overture thru "High Noon."

The presentation, made by conductor Arthur Fiedler, was noted in Time, Newsweek and all of the Washington papers, along with many other lesser journals.

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# Reviews and Ratings of New Classical Albums

Continued from page 48

fine portrayals are given by Lucine Amara as Musetta, Giorgio Tozzi as Colline and Fernando Corena as Benoit. Set is a definite must for fall display and promotion.

**THE VIRTUOSO ORCHESTRA (1-12)**  
—Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 1984 (Spotlight)

The great demands upon the musician-ship and technical perfection of the modern symphony orchestra are illustrated by the four performances on this disk. The collections are Debussy's "Prelude to the Afternoon of a Faun," and Ravel's "Rapsodie Espagnole," "Bolero" and "La Valse," all of them selections written for the virtuoso orchestra. The performances conducted by Munch are technically superb. The cover is an eye-catcher, in a genteel way.

**BETHOVEN: SYMPHONY NO. 7 (1-12)**—Chicago Symphony Orchestra; Fritz Reiner, Cond. RCA Victor LM 1991 (Spotlight)

This magnificent performance of this great symphony is a credit to the recording art. The sound has such a quality of elation and grandeur that it scarcely seems to derive from the human hand or mind. Competition, of course, is intense, and catalogs list some 20 versions including several on Victor; Ormandy and Walter on Columbia etc. Yet, a new recording of such outstanding quality will undoubtedly take its place as "must" inventory and will do very well. This particular package is done up beautifully, with a picture of Botticelli's "La Primavera." There is an additional folding flap so that the entire masterpiece may be pictured. Liner notes on both the music and the art—with pertinent comments as to the relation between music and painting in this particular case—are engagingly written by George Marek.

**TOSCANINI AND THE PHILHARMONIC SYMPHONY ORCHESTRA OF NEW YORK (1-12)**—Camden CAL 309 (Spotlight)

This re-issue package should prove a very profitable item for dealers, and at the price it can be recommended to record buyers without reservation. The great maestro leads the orchestra thru such popular standard repertoire as "The Sorcerer's Apprentice," "Semiramide Overture," Preludes to Acts 1 and 3 of "La Traviata" and Wagner's "Siegfried Idyll." The surfaces are surprisingly good, and the performances by the Philharmonic are full of color and sensitivity. Outstanding inventory.

**DVORAK: SYMPHONY NO. 5 IN E MINOR (FROM THE NEW WORLD) (1-12)**—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5115 (Spotlight)

This is a superb new cutting of the work by Ormandy and the orchestra. It is decidedly a must inventory item for dealers, since practically flawless recording of a performance of virtuoso brilliance will give it an odds-on lead over most current competition. Artful cover, showing Manhattan skyline, also will offer a distinctive display assist.

**RICHARD STRAUSS: SCENES FROM ELEKTRA AND SALOME (2-12)**—Inge Borkh, Soprano; Paul Schoeffler, Bass; Frances Yeend, Soprano; Chicago Symphony Orchestra; Fritz Reiner, Cond. RCA Victor LM 6047 (Spotlight)

This set of two disks, which marks the debut of Inge Borkh on Victor, is an outstanding achievement of the recording art. Under Reiner's direction, the orchestra and vocalists project magnificently the drama, emotion and tragedy of scenes from these Strauss operas. This is must inventory for quality stores. The performances will be relished by lovers of German opera.

**MASSENET: MANON (4-12)**—Victoria De Los Angeles, Soprano; Henri Legay, Tenor; Chorus and Orchestra of the Theatre National de l'Opera-Comique; Pierre Monteux, Cond. RCA Victor LM 6402

Label comes up with another brilliant complete opera recording. Cast is excellent and Monteux reads the Massenet score to give the voices top projection. This production of the work is considerably more elaborate in detail (eight full sides) than either of its two competitive versions and could score accordingly sales-wise.

**BETHOVEN: PASTORAL SYMPHONY NO. 6 (1-12)**—Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 1997

One of the top diskings of the popular symphony, a cornerstone of the average collection. Competition is unusually keen, with connoisseurs having their special favorites, including Walter, Scherchen and Paray, and others preferring the popular name of Toscanini. Nevertheless, nobody is going to get stuck with Boston Symphony repertoire, and the texture of this work is at its refined best in this version. Good standard stock item.

**THE ART OF PADEREWSKI (1-12)**—Camden CAL 310

This is the first LP of recordings by the late great Polish pianist and states-

man. The quality of sound varies with different selections, but the average level of engineering is good, and the package must be considered a bargain at the price. Included are selections by Beethoven, Chopin, Couperin, Debussy, Liszt, Schubert, Schumann, Stojowski and Paderewski. A good sale is assured.

**THE ART OF HAROLD BAUER VOL. 1 (1-12)**—Camden CAL 311

This re-issue is the first Harold Bauer disk in years, and it is an altogether brilliant example of the art of the great pianist. Granting the fact that the engineering is not quite up to modern standards, it is nevertheless good enough to make this a disk which will be sought after by lovers of piano music in the great tradition. The performances in this package put to shame much of the piano music now selling at higher prices. Selections are Beethoven's "Apassionata" and "Moonlight" Sonatas; Liszt's "Etude in D Flat" and "Waldestrauchen." A great buy at the price.

**CARLOS SURINACH: MADRID, 1890. TALES FROM THE FLAMENCO KINGDOM, RITMO JONDO—FLAMENCO, HOLLYWOOD CARNIVAL, THREE SPANISH SONGS AND DANCES, DANZA ANDALUZA; M-G-M Chamber Orchestra. M-G-M E 3419**

This collection is an extremely pleasant surprise, and one that dealers can, if they try, turn into a brisk seller. The music of the modern Spanish composer is humorous, accessible and delightful, with just enough piquant modernism. Orchestration is skilled and colorful in a hi-fidelity manner. Radio spinners with longhair and even middle-brow shows will find several short pieces here that they can put to good use.

**BIZET: CARMEN (3-12)**—Chorus of the Opera-Comique, Paris; Piero Coppola, Cond. Camden CCL 100

Sound, either vocal or instrumental, is not comparable in quality to current hi fi grooving advances, but in its class the album stands up exceedingly well via a generally strong cast and good ork backing. This is not a package for hi-fi aficionados, but its bargain tag (\$5.98 for the complete set) can be a potent sales weapon for buyers with ears attuned to price sound.

**SCRIABIN: SONATA NO. 3 IN F SHARP MINOR; 16 PRELUDES (1-12)**—Vladimir Horowitz, Piano. RCA Victor LM 2005

Previously unrecorded piano repertoire, masterfully played, naturally, by Horowitz. The sometimes strange, interesting music is unlikely to hit the mass market, but should sell to pianists and other followers of Horowitz' art.

**BRAHMS: CONCERTO NO. 2 IN B FLAT MAJOR FOR PIANO AND ORCHESTRA (1-12)**—Rudolf Serkin, Piano; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5117

Altho well recorded, this version is unlikely to outstrip all of the competition. It's an often nervous performance that tugs and pulls when the music should soar. It's a new recording, superceding the earlier Serkin-Ormandy collaboration, which also fell short of being an unqualified artistic success.

**BRAHMS: CONCERTO IN D MAJOR FOR VIOLIN AND ORCHESTRA (1-12)**—Zino Francescatti, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5114

Despite excellent up-to-date sound, Francescatti falls short as an exponent of this demanding work. With well-recorded Heifetz (Victor) and Oistrakh (Decca) versions to contend with, this entry faces rough sledding. Most dealers will find that they can skip it.

**RESPIGHI: THE BIRDS; BOTTICELLIAN TRIPTYCH (1-12)**—Scarlatti Orchestra; Franco Caracciolo, Cond. Angel 35310

"The Birds," a suite of modern orchestrations (small ork) based on 17th and early 18th century airs, is lively, fresh, graceful fare in the manner of the composer's "Ancient Airs for Lute." The Triptych, original impressionistic work, is skilled, but hollow writing that benefits from masterful orchestration and recording. Best results will come from pushing "Birds," but potential is limited.

**BARTOK: FOR CHILDREN VOL. 2 (1-12)**—Geza Anda, Piano. Angel 35246

These 39 short piano pieces, 27 of them of less than one minute's duration, are simply styled miniature masterpieces of Bartok's early period. All are based on Slovakian folk tunes and have a rich variety of rhythms and moods. Piano students should be especially interested, for many of these pieces are being used pedagogically. A genuine treat for Bartok fans.

**BRUCKNER: SYMPHONY NO. 4 (ROMANTIC); SCHERZO FROM SYMPHONY NO. 9; OVERTURE IN G MINOR (2-12)**—Philharmonia Orchestra; Lovro Von Matasac, Cond. Angel 3548

It's likely that this will become the preferred version of this heavily romantic,

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Pee Wee King returned to his Louisville headquarters last Wednesday (12) from a trip to New York, where he ironed out details for his fall TV and personals season slated to get under way soon. . . . The Ernest Tubb and Hank Snow show at Whitesburg, Ky., Sunday, September 9, attracted an estimated 10,000 people, with several hundred turned away. It was the largest crowd ever to attend a single event in the town's history. Jimmie Rodgers Snow appeared with group, which also included the Rainbow Ranch Boys and the Texas Troubadours.

Larry Lee Memorial Night will be held at the Newton, N. J., High School, October 2, in memory of c.&w. entertainer Larry Lee, who lost his life last May while rescuing two small boys from a sinking rowboat. Bands and entertainers from the Pennsylvania, New York, Maryland and New Jersey sector will donate their services for the occasion. Money derived from the benefit will go toward educating Larry's twins, now a year old. The event is being sponsored by members of Larry's band, the Echo Valley Kinfolk.

Edythe B. Stringer, who has been handling publicity on "Cowtown Hoedown," Fort Worth, resigned that post effective September 10. . . . Mrs. Hank (Min) Snow is mending nicely at her Madison, Tenn., home from an ailment that put her in a Nashville hospital for three days recently. . . . Charlie Walker, Decca artist and disk jockey at KMCK-KISS, San Antonio, and Mrs. Walker are lullabying a new daughter, Carrie Lucinda, named after Mrs. Jimmie Rodgers and Cindy Walker. Charlie's latest release on the Decca label in "Stand Still" and "Remembering."

George L. Featherstone, who formerly served as an entertainer under the billing of Uncle George, the Crazy Hillbilly, has quit his post as division manager of Station CHVC, Niagara Falls, Ont., to take on the personal management of Rusty and Doug, of the "World's Original Jamboree," Wheeling, W. Va. The lads record under the Hickory label in the U. S. and on Sparton in Canada. Featherstone will continue with the operation of

Wagnerian symphony, as well as of the shorter pieces that round out the set. The interpretations are affectionate and the sound of the wonderful Philharmonia is captured in all of its glory. Not an item for the average store, but longhair specialists should be able to move a few.

**BACH: COMPLETE WORKS FOR ORGAN, VOL. 2 (1-12)**—Anton Heiller, Organ. Epic LC 3261

On this LP, the Passacaglia in C Minor, the Prelude and Fugue in C Major and the Variations on the chorale "Sei gegrueset, Jesu guetig." The latter, anticipating the resourcefulness of the "Goldberg Variations," is of special interest. All are brilliant concert vehicles. Heiller's scholarship and technical competence will assure him a hearing, even tho this repertory is available already in other fine readings.

**PEGGY GLANVILLE-HICKS: ETRUSCAN CONCERTO; VAGN HOLBOE: CONCERTO NO. 11 (1-12)**—Carlo Bussotti, Piano; Robert Nagel, Trumpet; M-G-M Chamber Orchestra; Carlos Surinach, Cond. M-G-M E 3357

Two contemporary works that skillfully place a solo instrument in a small chamber ensemble setting. In Miss Hicks' concerto, it is the piano in a brightly colored, vigorously rhythmic composition. Holboe, a leading Scandinavian composer, utilizes the trumpet in a more somber, harmonically complex work. The soloists expertly negotiate their difficult parts. For those with a taste for more advanced contemporary styles, there is much of interest here.

his Wonderland Ranch Ballroom, Runnville, Ont.

When "Ozark Jubilee" makes its shift from Saturdays to Thursdays on ABC-TV, October 4, Decca execs are slated to be on deck to present Red Foley with a gold record on the basis of his recording of "Peace in the Valley." Tex Ritter will be special guest on the same night. October 4 will also mark the beginning of a new 52-week sponsorship of "Ozark Jubilee" by the American Chic Company.

The Western Spotlighters, comprised of Chuck Secrest, Dave Linn and Rusty Stanley, of Canton, O., furnished the melodies for Uncle Denny's (Denny Dever) WCMW Fan Club outing in Canton September 1. The trio has a new release on Canton Records, "An Old-Fashioned Waltz," vocaled by Secrest, and "Dixieland Western Swing," by Linn, with the Spotlighters making the music. . . . Janis Martin, of "Old Dominion Barn Dance," Richmond, Va., took off on a 20-day tour Monday (17) with one of the A. V. Bamford units. . . . Gene Autry, the Cass County Boys and Joe Taylor and His Indiana Redbirds closed the entertainment season Sunday (16) at Buck Lake Ranch, Angola, Ind.

"Big D Jamboree," Dallas, has added Jerry Reed to its anniversary performance slated for September 22, when Johnny Cash heads up the show. Carl Perkins is set for "Big D" September 29, and Lefty Frizzell comes in the last Saturday in October, his first "Big D" date in years. Hank Thompson and his lads are set for a shot on "Big D" early in October during their engagement at the State Fair of Texas, Dallas. . . . Sonny James' newest on the Capitol label is "Cat Came Back."

Gene Vincent and the Blue Caps, Carl Perkins and Johnny Burnette were stranded atop Eagle Mountain in New York State recently for four hours, due to dense fog. However, Sheriff Tex Davis, Vincent's personal manager, came to the rescue by arming himself with a flashlight and walking down the mountainside ahead of the cars to point the way. Upon their arrival at Contoocock, N. H., they found more than 1,000 teen-agers on deck despite a pouring rain.

Kenny Roberts, on WHIO-TV, Dayton, O., the last five years with a daily kiddie show, left there recently when the station dropped all its live talent to adopt an all-film policy. He's shopping for a new TV connection. Kenny's initial Decca release is due out around September 20. Mr. and Mrs. Roberts, accompanied by their four sons, returned to Dayton early last week from Brattleboro, Vt., where they buried their five-month-old daughter, Regina Marie, who died August 21 following a sudden brain hemorrhage.

"The Grand Ole Opry" unit comprising Lonzo and Oscar, Judy Lynn, the Wilburn Brothers, Sugarfoot Collins and Ida Red and the Winston County Peapickers, who kept busy thru August on 27 engagements in Illinois, Pennsylvania, Minnesota, Indiana, Michigan and Missouri, are working a repeat thru the same territory. Unit will also invade Virginia, West Virginia, Arkansas, Louisiana and Florida before heading back to Nashville headquarters. Troupe has played numerous fair dates, including the Indiana State Fair, Indianapolis.

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STARDAY RECORDS

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Reviews of New C&W Records

HANK THOMPSON Taking My Chances . . . 83 CAPITOL 14573—Smart lyrics effectively turn love into a poker game in this song. (Texome, BMI) It Makes No Difference Now . . . 79 Thompson takes this oldie and gives it a smooth, sincere warbling that impresses. (Peer, BMI)

DON RENO AND RED SMILEY Ken Scratchin' Stomp . . . 79 KING 4962 — Fancy, brisk banjo-bustin' by the boys and their band. Instrumental can be used for square dancing. Jocks can use it. (Lols, BMI) Cruel Love . . . 79 Back-country harmony and banjo-picking on a subject of disappointment and disillusionment. Good chances in the territory. (Lols, BMI)

LITTLE JIMMY DICKENS I Never Thought It Would Happen to Me . . . 78 COLUMBIA 21555 — Another slow beat, country lament with singer getting plenty of heart into its delivery. Waxing packs a solid potential in its field. Sound and projection equally on beam. (Hank Snow, BMI) Cornbread and Buttermilk . . . 78 Singer in lighter vein and on sharper beat. There's good sound and canny delivery in this side, too. (Ernest Tubb, BMI)

SPEEDY WEST WITH JIMMY BRYANT Water Baby Blues . . . 75 CAPITOL 15740—This instrumental, with full ork and some poignant strumming on the electric guitar, has pop-ish appeal and is a strong programming piece. (Four Star, BMI) Sand Canyon Swing . . . 74 Another instrumental, more country-ish, with equivalent jockey appeal and polish. (Opal, BMI)

MARTHA LYNN I Can't Live Without Love . . . 75 VICTOR 6654—An effective weeper is accorded a moving reading by the plaintive-voiced thrush. (Valley, BMI) I'm Willing to Try . . . 74 Miss Lynn wraps up an attractive weeper with sincerity and heart. (Red River, BMI)

BILL WOODS Crazy Over You . . . 73 BAKERSFIELD 104 — "Her name ought to be in the Hall of Fame, great big star of the kissing game" as Woods tells her how he's crazy over her in this ditty that moves. (Chris, BMI) A Million Miles Between Us . . . 71 If he knew then what he knows now, he'd put "a million miles between her and his mate." Woods effectively warbles this catchy tune that should also bring loot. (Chris, BMI)

AL PARSONS Wait for Me, Baby . . . 73 SARG 140—"There'll be no parting ever, if she'll wait for him," warbles Parsons with feeling. Should stir some action. (Acuff-Rose, BMI) Memories of Yesterday . . . 71 "Remember, you were once just mine," Parsons reminds her in this weeper sincerely vocalized. Can help flip. (Acuff-Rose, BMI)

THE NETTLES SISTERS Beatle Um-Bum . . . 70 RODEO 116 — Girls harmonize a rockin' tune, "the rhythm of the congo drum," with good backing. A Southern market item. (Arnett, BMI) Why Should I . . . 68 "Why should I believe your lies," ask the Nettles with traditional tune that could help flip. (Arnett, BMI)

HAL (LONE PINE) Down by the Railroad Tracks . . . 68 EVENT 4257—Artist, formerly with RCA Victor, has a lot of fun singing this novelty where everything happens "down by the railroad tracks." A strong bow on his new label. (Southern, BMI) Prince Edward Island Is Heaven to Me . . . 68 "Lone Pine" revives his first hit (on Canadian Bluebird) of this tune revering "Spud Island," the smallest province in Canada. Should still be a big seller "down east." (Hill & Range, BMI)

JIMMY ALLAN Prison of Heartaches . . . 64 PIV 1002—A woeful fix he's in and the reading is complete with the sound of chains and clinking cell doors. Idea is okay but the result doesn't live up to expectations. (VIP, BMI) It's All Over and I'm Glad . . . 63 A typical traditional country theme gets an okay reading by Allan. Fiddles help give it the old-time feeling. (VIP, BMI)

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This Week's C&W Best Buys

I'M SORRY I'M NOT SORRY (Hi-Lo, BMI) DIXIE FRIED (Hi-Lo, BMI)—Carl Perkins—Sun 249—With this disk, his first release since his all-market smash "Blue Suede Shoes," Perkins' strength immediately comes into view in both the pop and the country markets. Strong reports from Boston, Philadelphia, Baltimore, Pittsburgh, Chicago, Milwaukee, Detroit, Durham, Gallatin, Atlanta and Richmond support his rapid climb to the charts. Disk has been out only several weeks. A previous Billboard "Spotlight" pick.

I'M REALLY GLAD YOU HURT ME (Cedarwood, BMI)—Webb Pierce—Decca 30045—Pierce packs his usual quick market wallop with this side, out only two weeks, and makes his reservation for the charts now. Strong reports flowed in from both country and pop markets. The flip, "Teen-age Boogie" (Cedarwood, BMI), is helping a little. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

RED FOLEY Don't Blame It on the Girl (Earl Barton Music, BMI) Rock 'n' Reelin' (Republic Music, BMI)—Decca 30067—Two contrasting faces here offer broad programming possibilities. Foley warbles a waltz-type tune with poignant lyrics informing all not to "Blame It on the Girl," while on flip he has a combination of square dance and country rock with rapid-fire lyrics. Exciting performance by artist on both will boost sales.

C&W Territorial Best Sellers

For survey week ending September 12

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. I Walk the Line, J. Cash, Sun
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. Searching, K. Wells, Dec.
6. You Were Mine for a While, E. Arnold, Vic.
7. My Lips Are Sealed, J. Reeves, Vic.

Charlotte

- 1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Sweet Dreams, F. Young, Cap.
5. Searching, K. Wells, Dec.
6. I Want You, I Need You, I Love You, E. Presley, Vic.
7. Hound Dog, E. Presley, Vic.
8. How Far Is Heaven, K. Wells, Dec.

Dallas-Fort Worth

- 1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Hound Dog, E. Presley, Vic.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. Honky Tonk Man, J. Horton, Col.
7. Sweet Dreams, F. Young, Cap.

Houston

- 1. Poor Man's Riches, B. Barnes, Sdy.
2. I'm a One-Woman Man, J. Horton, Col.
3. I Walk the Line, J. Cash, Sun
4. Without Your Love, B. Lord, Col.
5. Don't Be Cruel, E. Presley, Vic.
6. Hound Dog, E. Presley, Vic.
7. Crazy Arms, R. Price, Col.
8. Be-Bop-a-Lula, G. Vincent, C.p.
9. Best Years of Your Life, R. Sovine, Dec.
10. Singing the Blues, M. Robbins, Col.

Memphis

- 1. My Lips Are Sealed, J. Reeves, Vic.
2. Crazy Arms, R. Price, Col.
3. Conscience, I'm Gully, H. Snow, Vic.
4. I Walk the Line, J. Cash, Sun
5. Singing the Blues, M. Robbins, Col.
6. You Gotta Be My Baby, G. Jones, Sdy.
7. Red Headed Woman, S. Burgess, Sun

Nashville

- 1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Just As Long As You Love Me, J. E. & M. Brown, Vic.
6. According to Your Heart, J. Reeves, Vic.
7. Conscience, I'm Gully, H. Snow, Vic.
8. Sweet Dreams, F. Young, Cap.

New Orleans

- 1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. I'd Rather St. Home, K. Wells, Dec.
4. Searching, K. Wells, Dec.
5. Sweet Dreams, F. Young, Cap.

Richmond, Va.

- 1. Crazy Arms, R. Price, Col.
2. Hound Dog, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Be-Bop-a-Lula, G. Vincent, Cap.
5. Don't Be Cruel, E. Presley, Vic.

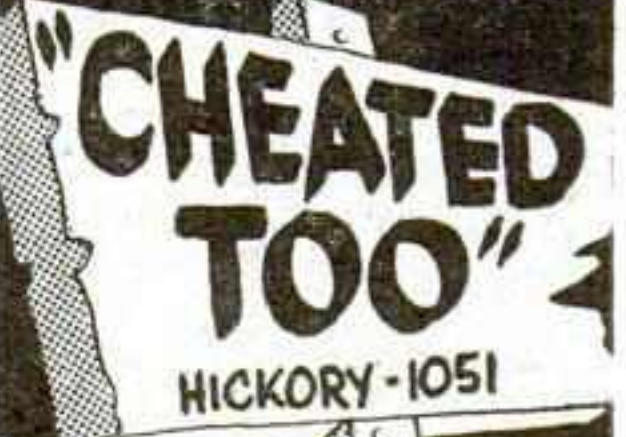
St. Louis

- 1. Hound Dog, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Crazy Arms, R. Price, Col.
4. I Walk the Line, J. Cash, Sun
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. You Gotta Be My Baby, G. Jones, Sdy.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts for the week.

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### • C&W Best Sellers in Stores

For survey week ending September 12

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throuout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price.....	1	16
You Done Me Wrong (BMI)—Col 21510		
2. HOUND DOG (BMI)—E. Presley.....	2	8
DON'T BE CRUEL (BMI)—Vic 20-6604		
3. I WALK THE LINE (BMI)—J. Cash.....	3	16
Get Rhythm (BMI)—Sun 241		
4. SEARCHING (BMI)—K. Wells.....	4	12
I'D RATHER STAY HOME (BMI)—Dec 29956		
5. SWEET DREAMS (BMI)—F. Young.....	7	14
Until I Met You (BMI)—Cap 3443		
6. YOU ARE THE ONE (BMI)—C. Smith.....	8	9
DOORSTEP TO HEAVEN (BMI)—Col 21522		
7. BE-BOP-A-LULA (BMI)—G. Vincent.....	5	12
Woman Love (BMI)—Cap 3450		
8. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	6	17
My Baby Left Me (BMI)—Vic 20-6540		
9. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.....	10	8
Hula Rock (BMI)—Vic 20-6578		
10. YOU DON'T KNOW ME (BMI)—E. Arnold.....	12	4
Rockin' Mockin' Bird (BMI)—Vic 20-6502		
11. SINGING THE BLUES (BMI)—M. Robbins.....	—	1
I Can't Quite (BMI)—Col 21545		
12. I TAKE THE CHANCE (BMI)—J. E. & M. Brown... 9	16	
Goo Goo Dada (BMI)—Vic 20-6480		
13. MY LIPS ARE SEALED (BMI)—J. Reeves.....	11	7
Pickin' a Chicken (BMI)—Vic 20-6517		
14. I'M A ONE-WOMAN MAN (BMI)—J. Horton.....	15	3
I Don't Like I Did (BMI)—Col 21538		
15. ANY OLD TIME (BMI)—W. Pierce.....	14	8
We'll Find a Way (BMI)—Dec 29974		

### • Most Played C&W in Juke Boxes

For survey week ending September 12

RECORDS are ranked in order of the greatest number of plays in juke boxes throuout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. HOUND DOG (BMI)—E. Presley.....	1	6
DON'T BE CRUEL (BMI)—Vic 20-6604		
2. I WALK THE LINE (BMI)—J. Cash.....	2	13
Get Rhythm (BMI)—Sun 241		
3. CRAZY ARMS (BMI)—R. Price.....	3	13
You Done Me Wrong (BMI)—Col 21510		
4. SEARCHING (BMI)—K. Wells.....	4	11
I'd Rather Stay Home (BMI)—Dec 29956		
5. BE-BOP-A-LULA (BMI)—G. Vincent.....	7	8
Woman Love (BMI)—Cap 3450		
6. SWEET DREAMS (BMI)—F. Young.....	5	9
Until I Met You (BMI)—Cap 3443		
7. YOU ARE THE ONE (BMI)—C. Smith.....	8	3
Doorstep to Heaven (BMI)—Col 21522		
8. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....	5	17
My Baby Left Me (BMI)—Vic 20-6540		
9. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.....	—	2
HULA ROCK (BMI)—Vic 20-6578		
10. MY LIPS ARE SEALED (BMI)—J. Reeves.....	—	2
Pickin' a Chicken (BMI)—Vic 20-6517		

### • Most Played C&W by Jockeys

For survey week ending September 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS—R. Price.....	1	18
Col 21510—BMI		
2. I WALK THE LINE—J. Cash.....	2	16
Sun 241—BMI		
3. DON'T BE CRUEL—E. Presley.....	5	6
Vic 20-6604—BMI		
4. YOU ARE THE ONE—C. Smith.....	6	12
Col 21522—BMI		
5. SEARCHING—K. Wells.....	4	11
Dec 29956—BMI		
6. SWEET DREAMS—F. Young.....	3	13
Cap 3443—BMI		
7. HOUND DOG—E. Presley.....	7	6
Vic 20-6604—BMI		
8. SINGING THE BLUES—M. Robbins.....	—	1
Col 21545—BMI		
9. CONSCIENCE, I'M GUILTY—H. Snow.....	13	4
Vic 20-6578—BMI		
10. YOU GOTTA BE MY BABY—G. Jones.....	14	4
Starday 247—BMI		
11. I'M SO IN LOVE WITH YOU—Wilburn Brothers... 10	7	
Dec 29887—BMI		
12. I'M A ONE-WOMAN MAN—J. Horton.....	11	3
Col 21538—BMI		
13. I'D RATHER STAY HOME—K. Wells.....	—	1
Dec 29956—BMI		
13. JUST AS LONG AS YOU LOVE ME—	—	1
J. E. & M. Brown.....		
Vic 20-6631—BMI		
15. WITHOUT YOUR LOVE—B. Lord.....	—	2
Col 21539—BMI		

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## • This Week's R&B Best Buys

**BROWN-EYED HANDSOME MAN** (Arc, BMI)  
**TOO MUCH MONKEY BUSINESS** (Arc, BMI)—Chuck Berry—Chess 1635—Berry, with this potent two-sided disk, is off to a fast getaway. With a novelty blues, "Brown-Eyed," on one side and a more traditional blues on the flip with novelty lyrics, Berry has brought in heavy sales reports with good distribution across the board. A previous Billboard "Spotlight" pick.

## • Reviews of New R&B Records

### EARL (CONNELLY) KING

**I Call on You** . . . . .85  
 KING 4959—King could have a big one in this gospel-inspired love opus. With only one or two word switches, this could be a religious song. Quality chanting. (Jay & Cee, BMI)  
**They Tell Me** . . . . .77  
 This one rocks at a brisker pace. Another effective side by the chanter, with robust orking in back. (Jay & Cee, BMI)

### SHIRLEY GUNTER AND THE FLAIRS

**I Just Got Rid of a Heartache** . . . . .82  
 MODERN 1001 — The Gunter gal pairs with the Flairs in a very strong effort. It's full of emotional tragedy and the wailing chick sells it all the way. Plenty of plays here. (Antler, BMI)  
**Fortune in Love** . . . . .79  
 This side swings. Interesting material plus solid reading, should mean plenty of jockey attention. A strong coupling. (Modern, BMI)

### THE CRESCENDOS

**Sweet Dreams** . . . . .80  
 ATLANTIC 1109—New group also has a good bass. Tricky, rhythmic conception of this tune makes it stand out. Good try for something different, and it could make noise. (Tiger, BMI)  
**Flinders Keepers** . . . . .80  
 New group benefits from production know-how in this "message" ballad. Tenor lead has a strong Bill Kenny quality, and there's an intriguing mandolin effect in back. Could click. (Tiger, BMI)

### JOHN LEE HOOKER

**Dimples** . . . . .80  
 VEE-JAY 205—Jaunty, swiny chant is a natural for Hooker. Figures to be a good Southern trade item. Good guitar and bass in back. (Tollie, BMI)  
**Baby Lee** . . . . .77  
 An okay blues chant, done in fine Southern style by Hooker, and aided considerably by the repetitious rhythm figure in back. (Tollie, BMI)

### THE SPIDERS

**That's the Way to Win My Heart** . . . . .79  
 IMPERIAL 5405—Lead man Chuck Carbo paces this classy effort and the Spiders keep things moving in colorful style. It's a smart job and jockeys and fans will give it good action. (Reeve, BMI)  
**Goodbye** . . . . .75  
 Here's a rhythm side with the same line-up belting out a top performance. Flip, however, has a little more schmaltz which should account for the action. (Commodore, BMI)

### YOUNG JESSIE

**Don't Happen No More** . . . . .77  
 MODERN 1002—Young Jessie sings with sock conviction on an up-tempo blues with amusing lyrics about how great it was before women got the vote. (Personality, BMI)  
**Hit, Git and Split** . . . . .76  
 Magnetic vocal rendition of a jaunty rhythm item with a bouncy beat, and funny lyrics. (Personality, BMI)

### EDDIE TAYLOR

**You'll Always Have a Home** . . . . .77  
 VEE-JAY 206 — Romping, brightly-

paced blues, sung with Southern flavor by Taylor, with strong, wailing instrumental support. Good one for the right regions. (Conrad, BMI)  
**Don't Knock at My Door** . . . . .75  
 Primitive, wailing instrumental blues at a medium tempo. Metallic guitar and harmonica featured. Fine for fanciers of the Deep South sound, and it's danceable, too. (Conrad, BMI)

### THE VIBRAHARPS

**Cosy With Rosy** . . . . .76  
 BEECH 713—Enthusiastic warbling on a bouncy rhythm ditty with a catchy beat. (Delstone, BMI)  
**Walk Beside Me** . . . . .75  
 Deep-voiced lead (Charles Hargro) sings moving ballad with effective lyrics. (Maggie, BMI)

### ARTIE WILKINS

**Darling Patricia** . . . . .76  
 STATES 157—Artist, with the Palms and strong instrumentation, shouts and mugs a rockin' blues that should rake in coin. (Frederick, BMI)  
**Please Come Back** . . . . .73  
 Wilkins effectively begs her "to come on home" on a side that rocks with a solid beat. (Pamlee, BMI)

### HARMONICA SLIM

**My Girl Won't Quit Me** . . . . .75  
 VITA 138—Slim walls on the harmonica and vocally on this blues job with a unique flavor. "Down South type lyrics are better than average and the side has a plenty persistent beat. Should reap some coin in the right territories. (High Society, BMI)  
**You Better Believe It** . . . . .73  
 More Deep South blues with a beat. Good territorial entry but the flip has an edge. (High Society, BMI)

### LEE ALLEN

**Shimmy** . . . . .75  
 ALADDIN 3334 — Here's a fine moderate-paced swingin' instrumental. Great for the "Lindy" kids who play the boxes and jockeys should go for the side as well. (Aladdin, BMI)  
**Rockin' at Cosmos** . . . . .72  
 This side moves at a faster pace. Good instrumental stuff with plenty of honking tenor work but the flip gets the first nod. (Aladdin, BMI)

### THE JEWELS

**She's a Flirt** . . . . .74  
 RPM 474—Exuberance and plenty of bounce is exhibited by the group on a catchy rhythm item. (Modern, BMI)  
**B. Bomb Baby** . . . . .74  
 Verveful warbling on a fast-paced rhythm ditty with an interesting lyric idea. (Modern, BMI)

### PAUL PERRYMAN

**I'm Crying No** . . . . .74  
 DUKE 3004—Emotion-packed vocalizing on a moving weeper-blues with an insistent beat. (Lion, BMI)  
**Just to Hold My Hand** . . . . .73  
 Same comment. (Lion, BMI)

### FAT CUPP

**Long Gone Daddy** . . . . .74  
 RPM 473—This is an up-tempo blues job. Backing is strictly r.&b. but Cupp has a distinct country sound on the vocal. Side has the excitement to rate juke plays. (Modern, BMI)  
**To Be the One** . . . . .69  
 Cupp quakes with emotion on this heartfelt plea. Backing group moans its support in okay style. Could be some limited air exposure for this. (Modern, BMI)

### THE FLAIRS

**Aladdin's Lamp** . . . . .73  
 ABC-PARAMOUNT 9740—He holds Aladdin's lamp when he's blue. This is an interesting switch, and it's sung in a high-flown style which is effective. (Panther, ASCAP)  
**Steppin' Out** . . . . .70  
 He's stepping out with a brand new sweetie tonight. Has the big beat, but lacks excitement nevertheless. (Personality, BMI)

### THE EBONAIRES

**(I Wish You) the Very Best Luck in the World** . . . . .72  
 MONEY 220A—A bluesy ballad, done with a slow beat. Effective vocals by members of the Ebonaires. Unlike the flip, this side is completely pop. (Hallmark, ASCAP)  
**Hey, Baby, Stop** . . . . .71  
 Up-tempo blues. Plenty of beat and a good lead singer. Material is routine. (Cash, BMI)

### THE CONCORDS

**Satisfied With Rock 'n' Roll** . . . . .72  
 EMBER 1007—Pacan to rock and roll gets a good beat and a hearty warble, but side isn't outstanding. (Angel, BMI)  
**I'll Always Say Please** . . . . .70  
 Material doesn't appeal, altho the sentiment is commendable. Performance is adequate. (Angel, BMI)

### MARVIN AND JOHNNY

**Hey, Chickens** . . . . .72  
 ALADDIN 3335—Seems the big red hen didn't show up for the date with the bantam rooster. A swinging blues-styled job with Marvin and Johnny indulging in the harmonies. Idea has some appeal as a novelty. (Aladdin, BMI)  
**My Dear, My Darlin'** . . . . .68  
 The guy lays himself on the altar of hopeless love. Whole job is a hymn of despair sung in that mood. Flip has considerably more punch. (Aladdin, BMI)

## • R&B Best Sellers in Stores

For survey week ending September 12  
 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. HONKY TONK (PARTS I & II)—B. Doggett . . . . .	1	6
King 4950—BMI		
2. MY PRAYER (ASCAP)—Platters . . . . .	2	11
Heaven on Earth (ASCAP)—Mercury 70893		
3. HOUND DOG (BMI)—E. Presley . . . . .	3	6
DON'T BE CRUEL (BMI)—Vic 20-6604		
4. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee . . . . .	4	8
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
5. IN THE STILL OF THE NIGHT (BMI)—Satins . . . . .	10	4
Jones Girl (BMI)—Ember 10005		
6. BAD LUCK (BMI)—B. B. King . . . . .	9	9
SWEET LITTLE ANGEL (BMI)—RPM 468		
7. SO-LONG (BMI)—F. Domino . . . . .	6	8
WHEN MY DREAMBOAT COMES HOME (ASCAP)—Imperial 5396		
8. FEVER (BMI)—Little Willie John . . . . .	5	19
Letter From My Darling (BMI)—King 4935		
9. RIP IT UP (BMI)—Little Richard . . . . .	7	13
Ready Teddy (BMI)—Specialty 579		
10. FLYING SAUCER (PARTS I & II)—Buchanan & Goodman . . . . .	8	7
Luniverse 101		
11. I GOTTA GET MYSELF A WOMAN (BMI)—Drifters . . . . .	14	2
SOLDIER OF FORTUNE (BMI)—Atlantic 1101		
12. IT'S TOO LATE (BMI)—C. Willis . . . . .	11	12
Kansas City Woman (BMI)—Atlantic 1098		
13. SEE SAW (BMI)—Moonglows . . . . .	15	2
When I'm With You (BMI)—Chess 1629		
14. CANADIAN SUNSET (BMI)—E. Heywood-H. Winterhalter . . . . .	—	1
This Is Real (ASCAP)—Vic 20-6537		
15. DON'T GO NO FARTHER (BMI)—M. Waters . . . . .	—	2
Diamonds at Your Feet (BMI)—Chess 1630		

## • Most Played R&B in Juke Boxes

For survey week ending September 12  
 RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. HOUND DOG (BMI)—E. Presley . . . . .	1	4
Don't Be Cruel (BMI)—Vic 20-6604		
2. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee . . . . .	3	5
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
3. MY PRAYER (ASCAP)—Platters . . . . .	2	9
Heaven on Earth (ASCAP)—Mercury 70893		
4. HONKY TONK (PARTS I & II)—B. Doggett . . . . .	4	3
King 4950—BMI		
5. IN THE STILL OF THE NIGHT (BMI)—Satins . . . . .	9	3
Jones Girl (BMI)—Ember 10005		
6. FEVER (BMI)—Little Willie John . . . . .	6	16
Letter From My Darling (BMI)—King 4935		
7. WHEN MY DREAMBOAT COMES HOME (ASCAP)—F. Domino . . . . .	7	7
SO-LONG (BMI)—Imperial 5396		
8. LIPSTICK, POWDER AND PAINT (BMI)—J. Turner . . . . .	—	1
Rock Awhile (BMI)—Atlantic 1100		
9. BAD LUCK (BMI)—B. B. King . . . . .	8	2
Sweet Little Angel (BMI)—RPM 468		
10. SEE SAW (BMI)—Moonglows . . . . .	10	2
When I'm With You (BMI)—Chess 1629		

## • Most Played R&B by Jockeys

For survey week ending September 12  
 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LET THE GOOD TIMES ROLL—Shirley & Lee . . . . .	1	9
Aladdin 3325—BMI		
2. DON'T BE CRUEL—E. Presley . . . . .	2	5
Vic 20-6604—BMI		
3. HONKY TONK—B. Doggett . . . . .	4	4
King 4950—BMI		
4. MY PRAYER—Platters . . . . .	3	11
Mercury 70893—ASCAP		
5. HOUND DOG—E. Presley . . . . .	11	7
Vic 20-6604—BMI		
6. FEVER—Little Willie John . . . . .	6	19
King 4935—BMI		
7. IT'S TOO LATE—C. Willis . . . . .	12	11
Atlantic 1098—BMI		
8. SO-LONG—F. Domino . . . . .	5	7
Imperial 5396—BMI		
9. WHEN MY DREAMBOAT COMES HOME—F. Domino . . . . .	10	7
Imperial 5386—ASCAP		
10. IN THE STILL OF THE NIGHT—Satins . . . . .	7	2
Ember 10005—BMI		
11. RIP IT UP—Little Richard . . . . .	9	12
Specialty 579—BMI		
12. FLYING SAUCER—Buchanan & Goodman . . . . .	13	6
Luniverse 101		
13. I LOVE YOU, BABY—J. Reed . . . . .	14	2
Vee Jay 203—BMI		
14. TIME WILL TELL—B. Charles . . . . .	—	3
Chess 1628—BMI		
15. FOOL—S. Clark . . . . .	—	1
Dot 15481—BMI		

THEY'RE GOING CRAZY OVER THIS ONE!!  
 (A TWO-SIDED SMASH)

PAUL PERRYMAN ROCKS AND ROLLS WITH  
 "JUST TO HOLD MY HAND"

AND  
 "I'M CRYING NO"

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AND  
 "I WAS A SINNER"

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# R&B Territorial Best Sellers

For survey week ending September 12

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

## Atlanta

1. Let the Good Times Roll Shirley & Lee, Ala.
2. Honky Tonk, B. Doggett, Kng.
3. Tore Up Over You, Midnighters, Fed.
4. Rip It Up, Little Richard, Spe.
5. My Prayer, Platters, Mer.
6. In the Still of the Night, Satins, Emb.
7. Bad Luck, B. B. King, RPM
8. I Asked for Water, H. Wolf, Chs.
9. See Saw, Moonglows, Chs.

## Charlotte

1. Let the Good Times Roll Shirley & Lee, Ala.
2. In the Still of the Night, Satins, Emb.
3. My Prayer, Platters, Mer.
4. Honky Tonk, B. Doggett, Kng.
5. I Gotta Get Myself a Woman Drifters, Atl.
6. It's Too Late, C. Willis, Atl.
7. Don't Be Cruel, E. Presley, Vic.

## Chicago

1. Honky Tonk, B. Doggett, Kng.
2. Flying Saucer Buchanan & Goodman, Lun.
3. Stranded in the Jungle, Jay Hawks, Fah.
4. Don't Go No Further, M. Waters, Chs.
5. My Prayer, Platters, Mer.

A SOLID HIT!  
THE TEEN QUEENS  
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JUBILEE #5256  
**THE FOOL**  
**THE GALLAHADS**  
JUBILEE #5552  
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The Clovers  
FROM THE BOTTOM  
OF MY HEART  
b/w  
**BRING ME LOVE**  
ATLANTIC #1107  
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## Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. In the Still of the Night, Satins, Emb.
4. That's All There Is to That N. (King) Cole, Cap.
5. Casual Look, Six Teens, Flp.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. My Prayer, Platters, Mer.
8. Don't Be Cruel, E. Presley, Vic.
9. Spring Fever, E. Freeman, Imp.
10. It's Too Late, C. Willis, Atl.

## Detroit

1. Honky Tonk, B. Doggett, Kng.
2. Bad Luck, B. B. King, RPM
3. Don't Go No Further, M. Waters, Chs.
4. I Gotta Get Myself a Woman Drifters, Atl.
5. Soft Winds, D. Washington, Mer.
6. Hound Dog, E. Presley, Vic.
7. I'm Going Through Rev. C. L. Franklin, Chs.
8. Don't Let It End This Way E. Morris, Pea.
9. That's All There Is to That N. (King) Cole, Cap.
10. Flying Saucer Buchanan & Goodman, Lun.

## Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. Hound Dog, E. Presley, Vic.
4. Bad Luck, B. B. King, RPM
5. Flying Saucer Buchanan & Goodman, Lun.
6. In the Still of the Night, Satins, Emb.
7. Spring Fever, E. Freeman, Imp.
8. Be-Bop-a-Lula, G. Vincent, Cap.
9. Don't Be Cruel, E. Presley, Vic.

## New Orleans

1. Honky Tonk, B. Doggett, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. So-Long, F. Domino, Imp.
6. Bad Luck, B. B. King, RPM
7. My Prayer, Platters, Mer.
8. Fool, S. Clark, Dot
9. It's Too Late, C. Willis, Atl.
10. When My Dreamboat Comes Home F. Domino, Imp.

## New York

1. My Prayer, Platters, Mer.
2. Honky Tonk, B. Doggett, Kng.
3. Don't Be Cruel, E. Presley, Vic.
4. Fever, L. W. John, Kng.
5. So-Long, F. Domino, Imp.
6. In the Still of the Night, Satins, Emb.

## Philadelphia

1. Honky Tonk, B. Doggett, Kng.
2. Fever, L. W. John, Kng.
3. Let the Good Times Roll Shirley & Lee, Ala.
4. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
5. It's Too Late, C. Willis, Atl.
6. My Prayer, Platters, Mer.

## St. Louis

1. Honky Tonk, B. Doggett, Kng.
2. In the Still of the Night, Satins, Emb.
3. Bad Luck, B. B. King, RPM
4. Pleadin' for Love, L. Birdsong, Exc.
5. I Asked for Water, H. Wolf, Chs.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. Casual Look, Six Teens, Flp.

# Reviews of New Pop Records

Continued from page 66

- TABBY CALVIN**  
Make Me Yours . . . . .73  
CAPITOL 15479 — The gal handles this romantic plea attractively with the Rounders offering some pleasing close harmony. Piano and drums are the sole instrumental backing. (Joy, ASCAP)
- You Turned the Table on Me . . . . .72  
Miss Calvin makes a nice impression with her reading of this oldie. Plenty of expression with a nice beat and the rounders offers a smart rhythmic vocal backing. (Movietime, ASCAP)
- LALA GUERRERO**  
Hey! Mabel . . . . .73  
REAL 1314—A bouncy ballad with an old-timey flavor and pleasant nostalgic appeal. Guerrero sings this with a lot of style, backed by a chorus. Nice for jocks. (Real-American, BMI)
- Rock 'n Roll Rita . . . . .70  
This is rock and roll presumably from Mexico, pronounced "Mehico" in the lyric. Maybe okay on the border. (Real-American, BMI)
- BILLY ALBERT**  
Black Jack . . . . .72  
CORAL 61696—Expressive reading by Albert on a dramatic theme about a guy who meets his true love at a black jack game. (E. B. Marks, BMI)
- The Golden Touch . . . . .72  
Effective warbling on a dramatic, fast-moving theme with an interesting lyric based on the Midas legend. (Vim, ASCAP)
- BEE JEE AND THE LIVING DOLLS**  
Too Young Blues . . . . .72  
VITA 139—The accompaniment

# Review Spotlight on . . .

## R&B RECORDS

### FATS DOMINO

Blueberry Hill (Chappell, ASCAP)  
Honey Chile (Reeve, BMI)—Imperial 5407—Domino, an artist who hits both the pop and r.&b. charts and holds his position there for a long run, should hit again with this two-sided entry. He warbles the attractive standard, "Blueberry," with his usual vitality while the flip is an upbeat blues shout. Both sides have the familiar infectious beat.

### FRANKIE LYMON AND THE TEENAGERS

The ABC's of Love (Kahl, BMI)—Gee 1022—Lymon, the 13-year-old soprano lead singer, has another tune that can repeat his former successes on both the pop and r.&b. charts. In his now familiar style, he belts across this solid piece of jump material with strong backing by the group and band. Flip is "Share" (Kahl, BMI).

### THE CLOVERS

From the Bottom of My Heart (Rush, BMI)  
Bring Me Love (Progressive, BMI)—Atlantic 1107—Group has both sides to work for them with "Bottom of My Heart," penned by Chuck Willis, a strong up-tempo church-inspired tune, with exciting vocal effects in back of the lead. "Bring Me Love" features echoes by high fem group in the backing with the ace group easily liting its way thru an above-average rock-ballad. Vocal quality and arrangements, as usual for the Clovers, are tops. Should be another big one.

## R&B DISK JOCKEY PROGRAMMING

### SOLOMON BURKE

Walk in a Dream (Bess, BMI)  
No Man Walks Alone (Bess, BMI)—Apollo 500—Burke, backed by vocal group on both sides, does a fine job here. "Walking," a good piece of song writing, is given strong production, with Burke's stylized vocal backed by chorus and uncommonly tasteful instrumental works, directed by Howard Biggs. On the flip, a religious song, Biggs again gives it outstanding production.

## R&B TALENT

### BOBBIE AND RONALD

You're Mine, Oh! Mine—(Jay & Gee, BMI)  
When, Oh! When (Jay & Gee, BMI)—King 4961—A fine young girl-boy duo gets all that can be gotten out of a routine r.&b. rock-ballad, with good clean beat in the background on "You're Mine." On flip they give another good performance on a pleasing ballad along very conventional r.&b. lines. The talent of the duo is the outstanding quality on the disk and should put them in the thick of this diversified field.

## SPIRITUALS

### PARAMOUNT SINGERS

Mother (Lion, BMI)  
Shall We Meet? (Lion, BMI)—Duke 4000—This fine group, in "Mother," tells the story of mother's passing in fervent religious phrases with great lead singing. On the flip the lead singer, A. Reynolds, is featured in a striding chant that manages to combine three-four and four-four rhythms. Both effective sides.

## Washington, D. C.

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. My Prayer, Platters, Mer.
4. Hound Dog, E. Presley, Vic.
5. Let the Good Times Roll Shirley & Lee, Ala.
6. So-Long, F. Domino, Imp.
7. In the Still of the Night, Satins, Emb.
8. Ka Ding Dong, G. Clefs, Pil.
9. Rip It Up, Little Richard, Spe.
10. Soft Summer Breeze, E. Heywood, Mer.

ever, to make the side stand out. (Rush, BMI)  
Talk to Me . . . . .69  
A romantic plea is voiced in agreeable style by the singer. (Cromwell, ASCAP)

### EILEEN BARTON

Then I'll Be Tired of You . . . . .70  
CORAL 61695—Thrush is more retrained than usual, but this wonderful old Schwartz-Harburg special requires more mature styling. Many jocks will go for the material. (Harms, ASCAP)

Dumayerry (A Bahama Love Song) . . . . .70  
Chirp, who has left the label, essays an elaborate, exotic wail. It's different, anyway. (Sherwin, ASCAP)

### DON SARGENT

His Name Was Dean . . . . .70  
MECCA 101—This latest offering to this odd cult achieves a ghoulish effect by use of echo and ghostly instrumental effects. Sargent's vocal is okay. (Scope, BMI)

The Rockin' Chair Roll . . . . .65  
Good vocal, poor material. (Scope, BMI)

### JERIL DEANE

Run Darlin', Don't Walk . . . . .70  
RRC 103—Miss Deane makes this entreaty to her love in a light-hearted waltz beat. Group known as the Choraleers lends bubbly backing to the new thrush on her initial disk. (TC, BMI)

Slippin' Away . . . . .67  
This is an easy-going, slow-paced rhythm tune by the thrush that makes pleasant enough listening. (TC, BMI)

### JAN WINTERS

So Naive . . . . .55  
PIV 1003—This entire effort, from the singing to the five trombone back-up, smacks of an amateur effort. (VIP, BMI)

When You're With the One You Love . . . . .55  
Same comment. (VIP, BMI)

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## KY. STATE FAIR MARKS TUMBLE AT NEW PLANT

### New Highs in Attendance, Midway Receipts Set; Rodeo Bags \$81,000

LOUISVILLE—Records galore were smashed by Kentucky State Fair in its initial run at the new (and fabulous) multi-million-dollar Kentucky State Fair and Exposition Center. Even before the nine-day fair drew to a close Saturday night (15) new records had been stowed away.

Chief among these were a new all-time attendance record for the full run (close to 485,000 as against the old 360,274 mark); a new one-day gate high (105,280 compared with the previous 65,794), and a record midway gross, up 22 per cent from the old record.

#### Ice Grosses 57C

These are just some of the records. Others include: The biggest football crowd in Louisville history (22,000 for a pro football game); an \$81,000 gross for four performances of Gene Autry with the Cremer Rodeo, and a \$57,000 gross for six performances of "Ice Capades."

Many other new highs also were set. The horse show, traditionally a highlight of the fair, had its best attendance ever, and Louisville Sunday (9) had the biggest one-day crowd in its history, one that paled those drawn for the Kentucky derbies.

The new multi-purpose plant lived up to its expectations, but it exerted a strength that surprised many, chiefly police officers who never expected that a crowd as big as 105,280 would be pulled in one day.

That many and more thronged out Sunday (9). Many who started out never made it. Still others heeded the plea aired over radio at the height of the traffic jam to delay their visit. Even H. Clyde Reeves, in charge of the over-all operation of the new facility, took a hand in directing the traffic.

The pro football game, the Baltimore Colts vs. the Philadelphia Eagles, which jammed the new stadium, caused the peak of the Sunday traffic jam. The fair found itself enwrapped in another jam-up Friday night (14) when throngs poured out to see Autry and the rodeo in the stadium.

The Friday night crush in the rain stunned officials more perhaps than the Sunday jam because it came in the rain and at night. More than 22,000 tried to get into the stadium, many were turned away and Autry and the rodeo went on in rain.

Friday's gate, hyped by strong turnouts for the rodeo, both in the afternoon and night, hit 72,467. Autry and the rodeo also were responsible for the next best day, Thursday (13), when the gate hit 64,440. In four performances the Autry-headed cowpoke show played to some 65,900 people.

#### 13C for 'Big Top'

Other attractions presented in the stadium were "Big Top," on a two-a-day basis the first two days of the fair, and the Barnes-Carruthers No. 1 revue, in three nights, Monday thru Wednesday. "Big Top" grossed about \$13,000 in four performances. The Barnes-Carruthers revue in three shows played to less than 2,000 people.

In prior years at the old fairgrounds, the grandstand show was

offered free to all and the old Coliseum was used chiefly for the horse show. The old front gate price was 60 cents, as against 50 cents this year.

The rain that hit between 7 and 9:30 p.m. Friday (14), followed by rain the following morning, mired the stadium infield to such an extent that the scheduled Saturday (15) matinee and night appearances of the Trans World Daredevils were canceled.

The skies cleared after the thrill show performances were called off and a good sized crowd was expected to throng out thru the remainder of the day, a strong possibility because of the many acres of hard-top available for parking.

#### Fair Execs Visit

The Olson Shows, spotted on black-top, expected to continue their record-breaking ride and show business. They were running 22 per cent ahead of the previous record set last year going into the final day.

The opening of the plant drew many fair officials and others con-

*(Continued on page 80)*

## \$16 MILLION KY. CENTER GUNS FOR HOTEL ROOMS

By HERB DOTTE

LOUISVILLE—H. Clyde Reeves, director of the new \$16,000,000 Kentucky State Fair and Exposition Center, is going gunning for increased hotel facilities in Louisville and for trade shows and conventions for the center.

Plugged as "the largest multi-purpose, public affairs facility in the world," the center has 22 acres under roof, a Coliseum which for arena-type shows seats 14,660, a stadium with 21,000 permanent seats, and parking facilities for up to 27,000 cars.

To obtain the full potential of the center, Reeves said, the prime necessity is increased hotel facilities in Louisville.

"We can handle the biggest conventions, and the largest of trade shows at the center, but we can not do this until a new hotel with at least 1,500 rooms is built so that we will have sufficient hotel rooms to accommodate all who would need rooms," Reeves declared here this week during the first State Fair at the new plant.

#### Plan Motor Hotel on Grounds

A Motor Hotel, with some 250 rooms, is planned for construction on the center grounds itself but this, Reeves observed would be "but a drop in the bucket."

While he works to bring about the construction of a 1,500-room hotel here, he will also try to book in such trade shows and conventions that can be handled with existing hotel facilities.

In the process, he will spread the word that the center will be available for the large confabs and shows when sufficient hotel space becomes available.

Initially, he will head up the drive for such conventions and shows but later will turn this phase of the operation over to someone else.

Reeves has built up part of his staff for the year-around operation of the plant but will complete the organizational structure within the next month.

J. Dan Baldwin, manager of the fair, is one of the key staffers. He held down that spot for five years on the old fairgrounds and is credited with having developed many departments of the fair on that site. For the first fair on the new grounds he came thru with a huge farm machinery show—huge by past standards here and good by any standards—a noteworthy feat in a year when some of the major fairs suffered a loss in the number and size of farm machinery exhibits.

#### Basketball Games, Shows Are Set

L. (Doc) Cassidy, publicity chief of the fair, is another key staffer and an old hand at the fair. Nationally known for his effectiveness as a stager of publicity-getting, attendance-building special events; Doc again contributed a succession of special events to the fair's first program on its new grounds.

Bill Henry is the newly appointed sports director for the center, and he already has carded some shows, Victor Borge September 28, Fred Waring and his Pennsylvanians December 3, and a number of sporting events, including a basketball game between the San Francisco Dons and Western Kentucky December 19, a Blue Grass Holiday Basketball Festival December 28 and 29, and the Olympic Boxing Trials September 17-20.

Billy Graham is scheduled to go into the Coliseum the first of October for a full month.

Besides a Motor Hotel, Reeves envisions a roller skating rink, dance pavilion, permanent kiddieland, and a swimming pool as among other elements to be added to existing facilities to give the plant the greatest possibility.

The center carries debt charges (interest on some \$6,000,000 in bonds) of about \$1,000 a day.

To make the center a success, it will take time, Reeves noted, with ultimate success contingent in a large measure upon the development of the Louisville area. There are, he added, about 600,000 people now living in the Louisville area and about 1,200,000 living within a five-mile radius of the city.

## Weather Favors Good Gate at Reading Event

READING, Pa.—Good weather and a flood of publicity in all media promised a banner wind-up for the Reading Fair Saturday (15), the final day of full operation, and Sunday (16) when big car automobile races will be staged.

Attendance was reported down slightly on the opening days. There was no apparent reason for the decline and fair officials were hopeful that the pace would quicken as the week progressed.

Interest was the greatest ever from the exhibitor and concessionaire viewpoint. Space was at a premium even though the Roller Rink and adjacent structures were added to the commercial footage this year.

As usual the event was loaded with show and entertainment features. There were two fair contests, including the annual and popular Miss Reading Fair competition. Three thrill shows, the Jack Kochman, Joie Chitwood and Bill McGaw units, Grand Circuit racing and auto races were track features.

The GAC-Hamid Stairway to the Stars revue was the night feature with Rock 'n' Roll added on Tuesday night. Attendance was generally light during the first part of the week.

Veteran Manager Charles W. Swoyer was unable to take an active part in the fair operation for the first time in his career. He suffered a slight stroke several weeks ago. Now convalescent, his activity was limited to brief visits to the grounds. Stanley Giles, president, absorbed many of the managerial duties and responsibilities.

Under the direction of Russ Moyer, the fair continues to score heavy publicity in all media covering a wide area. The service offered by Moyer and his assistants is excellent and constant, and the results are apparent in the excellent coverage.

## 2,832,000 GATE IS CNE RECORD

TORONTO — Canadian National Exhibition finished its 14-day run here Saturday (8) with an all-time record attendance of 2,832,000. Peak gate was registered despite considerable off-weather in the early days of the run. Previous high was 2,820,000 set in '54. Gate last year was 2,809,500.

New high in midway receipts was set by the Conklin operation, which turned in a ride and show gross of \$589,864. The previous record, set last year, was \$501,334.

## Quebec Tops Record With 390,303 Count

QUEBEC—The Provincial Exhibition wound up a record-breaking 10-day run here Sunday (9) after 390,303 patrons had come thru the big outside gates. This was an increase of 32,058 over '55 and solidly above the all-time 363,765 attendance chalked up in '52.

The big expo started off at a fast clip, was slowed down during the middle of the run by showers and then snapped back fast to end up with one of the biggest Sundays on record.

Weather was ideal the first two days of the run and the first Sunday started big but was slapped by rain late in the afternoon which washed out the race program. Another race program was lost to rain Thursday evening (6).

Fair executives had set the 400,000-mark as their '56 goal but ended slightly short of this figure with 390,303. Included were 182,563 strip tickets.

Featured GAC-Hamid attraction in the Coliseum, "Fantasies of '56," and "Ice Varieties," augmented by motion picture actress Dorothy Lamour, failed to live up to the expected minimum. The 11 harness race programs drew 29,283 fans and pari-mutuel wagering was unusually high, especially on Labor Day and the final Sunday.

Midway attractions, operated by Frank Conklin, just matched last year the first five days but picked up sharply on the home stretch.

The R. A. Hodges \$25,000 dream house was attributed with drawing some 20,000 people to the fair on the final day to participate in the giveaway of \$3,500 in merchandise. The photo contest, operated on a national basis this year, also proved popular. The fair's new Industrial Building, with 55 exhibits, was another spot that was well visited.

## Spencer Pulls 165,000 Despite Tight Dollars

SPENCER, Ia. — The Clay County Fair demonstrated its inherent strength by overcoming poor crop and economic conditions in this area to wind up its six-day run here Saturday (15) with only a slight deficit in attendance. Total outside gate count was close to the 165,000 mark, a mere 5,000 below last year's figure.

Altho agricultural conditions were far from good for the fair, weather was ideal. Another bright spot was the big Kids' Day Monday (10), when thousands of youngsters swarmed over the grounds and bought 23,000 ride tickets from the Art B. Thomas Shows. A second moppet day Saturday was good, but not up to Monday's standards.

Featured night show, a Barnes-Carruthers revue, felt the tighter spending and was off about 10 per

cent. Auto racing, with three programs brought in by Frank Winkley, produced receipts even with '55, and one performance of the Aut Swenson Thrillcade matched last year's business. Two programs of horse racing did good business.

The Thomas midway also felt the lack of spending and was down somewhat from last year's ride and show gross. Independent concessions were also off but not as much as they had anticipated. "Dancing Waters" had difficulty getting under way and did just fair business thruout the run.

The fair's machinery exhibits and livestock entries were up. Attendance again came from a wide area, with 42 States represented by automobiles, according to the fair's annual survey of its parking lots.



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5	P. Daniello	N. Y.	#5	548.00
6	Gooding A., Co.	Ind.	#12	\$06.20

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**Herb Dotten**  
 Major League Club for CNE?

THE ever-growing Canadian National Exhibition, Toronto, may become the home of a major league baseball club.

Toronto, the fastest growing city on the North American continent, is a red hot baseball town. Its Maple Leaf Stadium, long the home of its International League team, is virtually obsolete with parking facilities that are woefully inadequate.

The city fathers figure that Toronto and its mushrooming suburbs could well support a major league club. And, they believe that the CNE plant, with its easy access, parking facilities, and huge grandstand would serve nicely as the site for a big league club. To be sure, seating capacity would have to be added but the necessary space is available.

Toronto's civic dads are keeping their eyes and ears cocked, awaiting developments which might free a major league franchise. One of them, Hiram E. McCallum, the CNE's general manager and former Toronto mayor, has mapped out what would have to be done to ready the plant for baseball.

The effect on the exhibition's 14-day run actually would be small. Mainly, it would mean shifting of the grandstand stage and some reduction in the size of the king-size stage of the past. A major league club would, however, bring in added revenue and would focus increased attention upon the CNE itself.

**Work on Big Plans for '59**

McCallum is given to thinking big—and in the future. With this year's record gate of 2,832,000 behind him, already he is at work considering ways and means to scale the '59 CNE to greater proportions than ever before. The reason: The St. Lawrence Waterway will be completed that year, Toronto will be one of the biggest beneficiaries, and McCallum plans to pull out all of the possible stops—to give the CNE a vastly broader international appeal than ever before.

This year, the CNE, in its night grandstand spectacular, did not use a top name, thus departing from the practice since the huge grandstand was built following World War II. Financially, the show clicked. Its expense because of the absence of a headliner was down, more than offsetting a decline in the gross, caused in part by weather.

But McCallum does not see a no-name policy as permanent for the CNE. Quite the contrary, he says the probability is that the big show will use big names in most years. Such headliners are responsible for greater advance ticket sales, particularly from the States, and make selling the night show considerably more effective on both sides of the border.

There is little chance that the CNE will move up its dates to close Labor Day rather than the Saturday following Labor Day. The shift has been proposed from time to time, because the Labor Day week coincides with the opening of schools and thus cuts into the attendance possibilities.

A study has revealed that the CNE is so closely woven to the fabric on Ontario life that a shift of its dates would work considerable hardship on events of various kinds which over the years have set their dates so as not to conflict with the big expo. Too, Ontario resorts would suffer because early CNE dates would prune their season's potential by a week.

There is little likelihood that the CNE—at least, in the foreseeable future—will go to Sunday operation. As a result, it will continue with its 14-day run broken by two Sundays of inactivity.

**New Women's Building Goes Up**

The CNE plant has been undergoing vast changes since World War II. First major improvement was the erection of the huge grandstand, which, with seats added, accommodates up to 25,000 persons for the night show.

Another major improvement was the razing of the old food building and the erection of a new structure, which is outstanding on many counts, most notably the waterfalls over glass areas at two ends of the building.

Currently, a new \$3,500,000 women's building, which will have a 1,500 capacity legitimate theater, is being erected and will be ready for 1957.

While the CNE modernizes and adds to its facilities, Toronto, which had been under-hoteled, is racing to greatly increase hotel accommodations. Several new hotels and additions to existing hotels are going up, and these should prove a boon to the CNE—and to other events on the grounds.

The CNE's biggest problem is parking on days when attendance soars to over 300,000 as it did several times this year, hitting as high as 310,000 on its peak day, which also was the biggest day in the exhibition's 57-year history.

Officials are giving much thought to the vexating problem. And, they are experimenting. One of the experiments tried this year was to have parking lots of supermarkets in downtown Toronto and in outlying areas made available for free parking on Labor Day and to have buses carry exhibition-goers to and from the parking lots to the grounds.

On the basis of past performance, McCallum and his associates will find a way to lick this problem and the CNE will continue to surge ahead.

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**FIFTH GASTONIA FAIR BUILDS BANNER WEEK**

GASTONIA, N. C.—Unseasonable cold cut sharply into turnouts on Monday (10) as the fifth Spindie-Center Fair got under way. The 48-degree temperature was the coldest on record for that date. Nevertheless, attendance was reportedly good, up several percentage points over last year's opening.

The Jack Kochman thrill show drew a half house, but had a near-full grandstand on the second day when weather turned more favorable. On that day, Tuesday (11), a one-day attendance mark was claimed by manager Howard Robbins, and this in turn was exceeded on Wednesday. It tapered off on the fourth day of the fair.

John Marks Shows on the midway were having a good week, topping last year's grosses as the days rolled by. Three kiddie days, with 60,000 tickets spread over the surrounding area, were pulling nicely. Expectations were that the event had a chance to hit 90,000 patrons if conditions remained favorable thru the rest of the week.

The fair drew nationwide publicity last year when one of the three Cole Bros. elephants "escaped" from the Marks' show while en route to the fair.

A three-day appearance of the Bill Haley rock and roll crew highlighted the grandstand thru Friday night, with results reportedly very good. The GAC-Hamid show was rounded out by a variety of acts, including the Honey Girls, tumbling; Billy Outen, high diver, and Ken Patrick, organist. Final day's grandstand event is AMA-sanctioned motorcycle racing, which has gone big here on Saturdays. Grandstand, with 6,000 capacity, goes for \$1.50 for adults, 75 cents for children. Fair gate prices are 65 cents and 30 cents for children under 12.

Features this year include a large flower show sponsored by the garden club, which Robbins claimed was attracting a new class of patrons to the grounds; a Nike missile exhibit, and an 8,000-square-foot

Atomic Energy Commission display. One of the East's largest under-canvas dates, the fair's tents are rented from Norfolk Tent & Awning Company. Wadell Sound Company has equipment in use, and American Decorating Company, of Atlanta, has decked out much of the indoor space.

**Bethany, Mo., Wins Despite Shorter Run**

BETHANY, Mo. — The Northwest Missouri State Fair, altho pared to three days from the usual six due to drought conditions, wound up its abbreviated run on the okay side, T. R. (Nick) Nickerson, secretary, reported last week.

Trans-World Auto Daredevils played to an estimated 10,000 people at its one show; Frank Winkley pulled a strong 15,000 to his stock car races on Labor Day, and "Grand Ole Opry," featuring Minnie Pearl, clocked 6,000 in one show.

K. H. Garman's Sunset Amusement Company was up sharply over the same number of days played in '54, last year the show was here for the fair.

**Register 43% Show Hike At Carlisle**

CARLISLE, Pa. — Grandstand attendance increased 43 per cent over any previous year at the Carlisle Fair which concluded here August 17. The show, Hat's Off, a musical, was produced and staged by Ward Beam Associates.

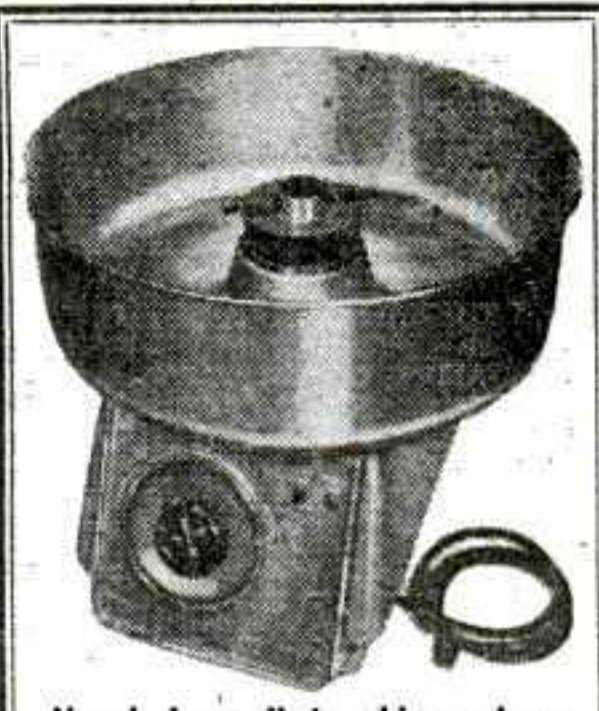
Officials attributed the increase to a good show that earned word of mouth advertising plus a strong newspaper, radio and outdoor advertising campaign conducted by the Beam group.

**Marshfield OK Despite Rain**

MARSHFIELD, Wis. — Despite rain that hurt several night attractions, the Central Wisconsin State Fair should wind up on the black side of the ledger, Bill (Tiny) Uthmeier, secretary-manager, announced last week.

Leading money-maker this year was 20th Century Shows, which took in a reported \$21,000. Among the other attractions, stock car races drew better than a half stand; WLS Show played to 2,000 in severe cold weather; Jonny Rivers Rodeo was viewed by two-thirds of a grandstand while motorcycle races drew capacity. Chitwood thrill show chalked up close to a full stand.

The Ernie Young revue, scheduled for two shows nightly, played to capacity the first three shows with good turnouts for all the second performances.



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# THE FINAL CURTAIN

**CRAWFORD—Mark L.,** 79, dean of the Michigan State Fair Commission, September 8, presumably from cerebral hemorrhage. He was stricken on the grounds during the fair, dying en route to the hospital. He was first appointed to the old State Fair Board of Managers in 1939. Burial September 11 in Coldwater, Mich.

**HARD—Elmer S.,** 64, concession superintendent and vice-president of Tri-State Fair Association, Superior, Wis., August 7 of cancer. Survived by his widow, Agnes, and two sons.

**HARNISH—Arthur R.,** 60, veteran banner man and show front painter, recently in Salt Lake City. For several years he had worked on various shows including Siebrand Bros., Frontier and Monte Young. Survived by his widow and three sisters.

**JOHNSON—Samuel T.,** 67, Chicago member of Circus

Fans of America and former president of the John T. Davenport Tent, Chicago, September 8 in a Chicago hospital. He recently retired as Cook County manager of American Home Assurance Company, Chicago. His widow, Marie, and a brother survive.

**KUSSHAUER—Wilhelm,** 71, editor for 45 years of the German show publication, Das Programm, in Berlin September 10. Burial in that city September 14.

**NELSON—Jack,** 61, former manager of the Chicago office of The Billboard, a veteran in the coin machine industry and ex-president of the Showmen's League of America, September 12 following a heart attack in Boston. (Details in Amusement Machines section.)

**OSBORN—William M.,** 76, retired circus and vaude performer known as Billy Dutton, September 9 in a Dayton, O., hospital. For many years he was with the Dutton All-Star Society Circus, on vaudeville circuits and was manager of a diving horse act at the Steel Pier, Atlantic City. He retired from show business 10 years ago and has since made his home in Dayton with his sister, Mrs. William Kircher, and a nephew, Ralph Kircher.

**RAINS—John H.,** 24, ride foreman with Ted Lewis Shows, September 13 in a car-truck collision near Franklin, Va. He was formerly with Harry Kahn Amusements. His mother, Mrs. J. Rains, Boston, survives. Burial in Cambridge, Mass.

**REID—Fred W.,** 41, manager of the Carolina Theater, Hendersonville, N. C., September 6 in Hendersonville of a heart attack. Long active in civic affairs, he was a director of the Western North Carolina Fair Association, past president and director of the North Carolina Apple Festival and for many years director and business manager of the Hendersonville Horse Show Association. Survived by his widow, a son, two brothers and a sister. Burial in Oakdale Cemetery, Hendersonville.

**STAHL—A. C.,** 72, owner of Commercial Arts Products and Visual Specialties Company, Detroit, August 28 in Detroit. For many years, he was a supplier of pennants to outdoor concessionaires. Survived by his widow, a son and two daughters. Burial in Michigan Memorial Park, Flat Rock, Mich.

**STIRE—Mabel Lorena,** former secretary-treasurer of the Mississippi State Fair for 30 years, at Jackson, Miss., September 11. She had been retired a number of years. Burial at Canton, Miss., September 19.

## Barrington Gate, Mutuels Roll Along at High Level

**GREAT BARRINGTON, Mass.**—General fair conditions helped the Barrington Fair's 115th edition nicely last week, with a reported 76,610 attendees turning out during the first five days. The seven-day event, which includes pari-mutuel racing, got started on Sunday (9). Daily figures were Sunday, 15,426; Monday, 16,134; Tuesday, 14,621; Wednesday, 15,326, and Thursday, 15,103. Indications were that last year's attendance of some 130,000 was not out of reach, with three big days yet to come.

High hopes for Saturday (15), when the best one-day turnout is usual, rested on the weather and the lure of fireworks and the Al Martin "Night of Stars" show. Friday, Governor's Day, featured a free Buick giveaway and free gate to everyone all day long. Lieutenant Governor Whittier had a visit scheduled.

Manager Ed Carroll's luck held

nically, with good weather thruout the week. Crowds were encouraging and the mutuel handles were favorable in comparison with 1955's. Total wagered for the four days was \$1,557,959, which topped last year by 20 per cent. Daily increases ranged from \$61,000 to \$78,000.

Business on the midway, presided over by Jeff Harris, was reportedly good.

## Vancouver Ex Pulls 737,745 For 13,000 Dip

**VANCOUVER, B. C.**—The Pacific National Exhibition shuttered its big front gates here Monday (3) after a total of 737,745 paying customers had gone thru them, a dip of 13,000 from last year's 750,792. Heat during the early days of the run along with no advance ticket sale were given as the reasons for the decline.

Final day's turnout was 101,000, while the largest single day was August 25 when 105,923 came onto the grounds.

Major attraction during the week, the Polack Bros.' Circus in the Forum, pulled its usual big crowds and ended up with a gross figure on a par with last year.

The midway as a whole was reported to be sharply ahead of last year and income from auto parking, with additional space made available, was 7 per cent-over '55.

The Hobby Show in the Garden Building again proved one of the strongest lures on the grounds. A ceramics demonstration, a ventriloquist who carved dummies, a stamp exhibit, movies and other free attractions pulled countless thousands into the structure. Also popular was a nightly gymnastic show put on by the Canadian Navy. The daily horse racing, a continuation of the summer-long meet, drew its usual good crowds.

Other attendance builders included a house-and-lot giveaway on Labor Day and daily car giveaways, long traditional at the PNE.

## New Racing, Stage Groups For Allentown

**ALLENTOWN, Pa.**—The new look at the 103d edition of the Great Allentown Fair will extend to the auto races which will be presented Saturday (22), the closing of the week-long exposition.

For the first time in all the years that auto racing has been a feature attraction at the fair, the races will be promoted by native Allentonians. The promoters are George (Dutch) Culp and Harry Brown, who promoted races on the fairgrounds July 4 and at Scranton and Lehigh, Pa. They will operate under USAC sanction.

Also new to the fair this year will be the "Show of the Year" revue to be presented by Music Corporation of America, marking the first time that the talent agency will have a part in the fair. Features will include Guy Lombardo and His Royal Canadians, Lu Ann Simms and the Crew Cuts. The afternoon show will feature Tex Ritter plus other acts.

The Saturday races will be interspersed with variety acts plus a special program to be presented by personalities from Philadelphia's WCAU television and radio stations. A trophy award to the winning driver will be made by John Facenda, WCAU-TV newscaster.

## Bethany, Mo., Wins Despite Pruned Run

**BETHANY, Mo.**—The Northwest Missouri State Fair, although pared from six to three days this year due to drought conditions, wound up its run here Tuesday (4) on the okay side.

T. R. (Nick) Nickerson, secretary reported Trans-World Auto Daredevils played to an estimated 10,000 people on Sunday; Frank Winkley racked up a crowd of close to 15,000 with stock car races on Labor Day, and Grand Ole Opry, with Minnie Pearl, registered with almost 8,000 on Tuesday.

K. H. Garman's Sunset Amusement Company was up sharply over the same number of days in '54, last year the Garman midway show was here.

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JOHNNY AND JACKIE MANZAT  
HENRY AND HELEN RUNGE  
and all the ones who loved you.

In Memory of  
**EDWARD HUNT**

who departed September 25, 1954.  
He will never be forgotten.  
THE HUNT FAMILY

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Of our beloved Husband & Father,  
**JOE PONTICO**

Who died September 11, 1953.  
MRS. JOE PONTICO & LOUISE PONTICO

**Charlie B. Kidder**

Passed away Sept. 23, 1955,  
in Tampa, Florida.  
Can never be replaced.  
Sadly missed by his wife, Mabelle,  
and children, Blanche, Gilman & Jean.

In Memory  
of a Great Man  
**TOM HASSON**  
DIED SEPTEMBER 19, 1955  
His Son Bob and Family



# MINEOLA OPENER FOR 115TH EDITION

NEW YORK—Better weather for the 115th Mineola Fair and Industrial Exposition could hardly have been ordered, and the event was 'rolling along in fine fashion toward the end of the week, until the arrival of rain on Friday (14). Announced figures notwithstanding, the annual was having a strong run from the time it opened on Saturday (8) for nine days. This year's event followed a one-year break in continuity since various reasons prevented it from being staged in 1955 at the Roosevelt Raceway harness race track, its home for the past few years.

Strong crowds attending opening day were followed on Sunday (9) with another big day. The indoor exhibit space and tented areas were jammed, to the delight of officials, exhibitors and I. T. Shows personnel.

Guy Lombardo and his orchestra played before the grandstand on Sunday, as one of the week-long series of free attractions which includes a GAC-Hamid list of circus acts, ox pulling, Scout competitions, sheep dog herding and square dancing.

Agricultural exhibits are at a minimum, with Long Island's changing scene accurately reflected in the multitude of industrial and commercial booths of virtually every kind. There is no rein on direct sales, and the under-canvas and indoor space has taken the complexion of a vast discount store.

All varieties of barnyard animals are represented in the livestock tent and in the numerous race horse stalls converted for swine and poultry exhibits.

Attendance fell during mid-week

and it remained to be seen whether the Jewish solemn holy day period, from Friday night (14) until Saturday night (15) would affect the attendance.

## Carnival Routes

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- A-1 Amusements: (Fair) Parma, Mo.; Gideon 24-29.
- Alamo Expo.: Denton, Tex.
- Alsbrook Am.: Hayti, Mo., 18-23.
- Amusements of America: (Fair) Clinton, N. C.; (Fair) Sanford 24-29.
- Badger State: Montgomery, Minn., 28-30.
- Baker United: Terre Haute, Ind.; Veederburg 26-29.
- Barker, Al: Canalou, Mo.
- Bayou State: Prescott, Ark.; Jena, La., 24-Oct. 1.
- Beam's Attrs.: (Fair) Roanoke Rapids, N. C.; (Fair) Zebulon 24-29.
- Bee's Old Reliable: (Fair) Beattyville, Ky.; (Fair) Stanton 24-29.
- Belle City: (Fair) Milwaukee, Wis., 20-23; (Fair) Racine 27-30.
- Bernard & Barry: Stratford, Ont., 17-19; Galt 20-22.
- B. & H. Am.: Bowman, S. C.
- Blue Grass: (Fair) Columbus, Miss.; (Fair) Laurel 24-29.
- Bogie, F. C.: (Fair) Bristow, Okla., 17-20; (Fair) Claremore 22-24; (Fair) Parsons, Kan., 25-29.
- Briggs, A. R.: Ansonia, O.
- Brown's, Al, Tri-State: Mitchell, S. D., 24-29.
- Buck, O. C.: Washington, N. C.; Rocky Mount 24-29.
- Burke, Harry: (Fair) Port Allen, La., 22-26.
- Burkhart: (Fair) Clarksville, Ark., 18-22; (Fair) Perryville 26-29.
- Byers Bros.: (Fair) Ville Platte, La.
- Capital City: (Fair) Oneonta, Ala.; (Fair) Manchester, Ky., 24-29.
- Carpenter Bros.: St. Paris, O., 20-22.
- Catlett Greater: Bristow, Okla.; Claremore 24-29.
- Central States: (Fair) Ada, Okla., 17-19.
- Cetlin & Wilson: (Fair) Richmond, Va., 20-29.
- Chanos, Jimmie: Muncie, Ind.
- Cherokee Am. Co.: Nowata, Okla., 20-22; Girard, Kan., 26-29.
- Coleman Bros.: Rochester, N. H.
- Collins, Wm. T.: Muskogee, Okla., 17-23.
- County Fair: Azark, Ark., 18-22.
- Crafts Expo.: Watsonville, Calif., 20-23.
- Crafts 20 Big: Tulare, Calif., 18-23.
- Crafts 20 Big: (Fair) Watsonville, Calif., 18-23.
- Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Dalton, Ga., 24-29.
- Davis Am. Co.: John Day, Ore., 19-22; Camas, Wash., 25-29.
- Douglas Greater: Puyallup, Wash., 17-23.
- Drago, No. 1: Roanna, Ind.
- Drago, No. 2: Gas City, Ind.; Edinburg 24-29.
- Drew, James H.: (Fair) Murphy, N. C.; (Fair) Lavonia, Ga., 24-29.
- Dudley, D. S.: (Fair) Clovis, N. M.; (Fair) Portales 24-29.
- Dumont: Jasper, Ala.
- Dyer's Greater: Savannah, Tenn.
- Eastern Am. Co.: Farmington, Me.
- Evans United: (Fair) Concordia, Mo., 18-22.
- Empire State: (Fair) Dublin, Tex., 17-24; (Fair) Bridgeport 25-31.
- Fair Time: Tempe, Ariz., 19-23; Douglas 26-30.
- Fidler United: Morrilton, Ark.
- Fitzsimmons: Ville Platte, La., 20-23.
- Foley & Burk: Hayward, Calif., 19-23.
- Frame's Greater: North East, Pa., 18-22.
- Franklin, Don: (Fair) Texarkana, Tex.; Wharton 25-29.
- Frontier: Salt Lake City, Utah.
- Funland: (Fair) Forsyth, Mo., 19-22.
- Gem City: (Fair) Greenville, Miss.; (Fair) Tuscaloosa, Ala., 24-29.
- Gentsch, J. A.: McComb, Miss.; Brookhaven 24-29.
- Georgia Am. Co.: (Fair) Cumming, Ga.; (Fair) Cleveland 24-29.
- Glades Am. Co.: (Fair) Powhatan, Va.; Rich Square, N. C., 24-29.
- Gladstone Expo.: (Fair) New Albany, Miss.; (Fair) Jackson, Tenn., 24-29.
- Gold Coast: (Fair) Newton, Miss.; (Fair) Lucedale 24-29.
- Gold Medal: Concord, N. C.
- Gooding Am. Co., No. 1: (Fair) Delaware, O.
- Gooding Am. Co., No. 2: (Fair) Ardian, 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: Columbus, Ind.
- Gooding Am. Co., No. 8: Westerville, O.
- Gooding Am. Co., No. 9: (Fair) Prestonburg, Ky.
- Grand American: Monroe City, Mo.; Clarence 24-29.
- Greater Dixieland: Jonesboro, La.
- Griggs Bros.: Dyersburg, Tenn.; (Fair) Trenton 24-29.
- Hale's Shows of Tomorrow: Plattsmouth, Neb., 19-22 (season ends).
- Hames, Bill: (Fair) Amarillo, Tex.; (Fair) Lubbock 24-29.
- Hammond, Bob: Temple, Tex.
- Hannum, Morris: (Fair) Gratz, Pa.; Ephrata 24-29.
- Happy Attrs.: (Fair) Dover, O.; (Fair) Ashland 24-29.
- Happyland: (Fair) Big Rapids, Mich.; Onekama 24-Oct. 1.
- Hartscock, Roy: Baileysville, Mo., 24-29.
- Heth, L. J.: (Fair) Marietta, Ga.; (Fair) Cartersville 24-29.
- Hoard & Mullins Am.: (Fair) Hartwell, Ga.; (Fair) Jefferson 24-29.
- Holiday Am. Co.: (Fair) Neosho, Mo., 19-23.
- Holly Bros.: Fayetteville, Ga.; McDonough 24-29.
- Hottle, Buff, No. 1: (Fair) Florence, Ala.; (Fair) Huntsville 24-29.
- Hottle, Buff, No. 2: (Fair) Yazoo City, Miss.; Covington, La., 24-Oct. 1.
- Howard Bros.: (Fair) Ottawa, O.
- Ideal Rides: (Fair) Nashville, Ind., 19-22; Indianapolis 28-30.
- Imperial: Rockford, Ill., 18-22.
- Inland Empire: (Fair) Orofino, Idaho, 21-23.
- Jack's United: (Fair) Piggott, Ark., 19-22; (Fair) Cairo, Ill., 24-29.
- Johnny's United: (Fair) Decatur, Ala.
- Ken-Penn: (Fair) Dillon, S. C.; (Fair) Pageland 24-29.
- Kile, Floyd O.: Russellville, Ark.; Clarks, La., 24-29.
- King Bros.: Clayton, N. M., 17-19; Boise, Okla., 20-23; Elkhart, Kan., 24-29.
- Lagasse Am. Co., No. 1: Hartland, Vt.; Hooksett, N. H., 24-29.
- Lawrence Am. Co.: (Fair) Parsons, Tenn.; (Fair) Jasper, Ala., 24-Oct. 1.
- Lee Am. Co.: (Fair) Decatur, Ga.; (Fair) Griffin 24-29.
- McKenna's Rides & Am.: Montello, Wis., 18-24; Lodi 25-30.
- Majestic Greater: Parsons, Tenn.; Jasper, Ala., 24-29.
- Manning, Ross: (Fair) Rock Hill, S. C.; (Fair) Statesville, N. C., 24-29.
- Marks, John H.: (Fair) Albemarle, N. C.; (Fair) Hickory 24-29.
- Marvel: Rushville, Ill., 19; Ipava 21-22.
- Merriam's Midway: Gothenburg, Neb., 18-20; Greenfield, Ia., 22-24.
- Midway of Mirth: Marvell, Ark.
- Midwest: Moab, Utah.
- Mighty Hoosier State: Kokomo, Ind.; (Fair) Versailles 24-29.
- Mighty Interstate: (Fair) Covington, Tenn.; (Fair) Camilla, Ga., 24-29.
- Miller, Ralph R.: (Fair) Kentwood, La.; (Fair) Prairieville 24-29.
- Mo-Ark: Risco, Mo.
- Monarch Expo.: (Fair) Blythville, Ark., 17-23.
- Moore's Modern: (Fair) Wynne, Ark.; (Fair) Searcy 24-29.
- Motor State: (Fair) Pontotoc, Miss.; (Fair) Aberdeen 24-29.
- Mullin's Royal Pine: (Fair) Eastbrooke, Me., 19.
- Myers, Sonny: (Fair) Watonga, Okla., 17-20; Holden, Mo., 26-28.
- Nolan Am. Co.: (Fair) Laurelville, O., 18-22; (Fair) Vanceboro, Ky., 26-29.
- Norton's Rides: Missoula, Mont., 19-22.
- Oil Capitol of the World: (Fair) De Queen, Ark., 17-19.
- Olson: Chattanooga, Tenn.
- Page Bros., No. 1: (Fair) Linden, Tenn.
- Page Bros., No. 2: (Fair) Fulton, Miss.; (Fair) Athens, Ala., 24-29.
- Page Combined: (Fair) Asheboro, N. C.; (Fair) Reidsville, 24-29.
- Pan American: Coushatta, La.; Natchitoches 24-29.
- Penn. Premier: (Fair) High Point, N. C.; (Fair) Mount Airy 24-29.
- Peppers All State: Centerville, Ala.
- Powelson Greater: Smithfield, O.
- Prel's Broadway: (Fair) Salisbury, N. C.; Bennettsville, S. C., 24-29.
- Raines Amusements: (Fair) Paris, Ark.; (Fair) Danville 24-29.
- Raley Bros. Expo.: (Fair) Taylorsville, N. C.; (Fair) King 24-29.
- Reid, King: Springfield, Mass.
- Rock City: Leachville, Ark.
- Rohr's Modern Midway: Rantoul, Ill., 17-21; Cerro Gordo 26-29.
- Rose City Rides: Wardell, Mo.
- Royal American: (Fair) Hutchinson, Kan., 17-20; (Fair) Oklahoma City, Okla., 22-29.
- Royal Holiday: Bruce, Miss.; Louisville 24-Oct. 1.
- Royal, Jack: Augusta, Ga.; Lincolnton 24-29.
- Royal United: Worthington, Minn., 18-19; Kenyon 21-23.
- Rumble's Rides: Mount Vernon, Ind.; (Fair) Hardinsburg, Ky., 27-29.
- Schafer's Just for Fun: (Fair) Fort Smith, Ark., 24-29.
- Shamrock: Stillwater, Okla.; Chickasha 20-22.
- Shan Bros., No. 1: (Fair) Gainesville, Ga.
- Shan Bros., No. 2: Canton, Ga.; Sweetwater, Tenn., 24-28.
- Siebrand: Farmington, N. M.
- Silk City Combined: Manning, S. C.; Warrenton, N. C., 24-29.
- Sitten, Curtis: Hillsboro, Tex., 20-22; Stephensville 27-29.
- Smith, Geo. Clyde: (Fair) Tarboro, N. O.; (Fair) Farmville, Va., 24-29.
- Snap Greater: Fayetteville, Ark.
- Southern Fair: Loudon, Tenn.
- Southern States: Monticello, Fla.
- Star Am. Co.: Eudora, Ark.
- Star Am. Co., No. 2: Marion, Ark.; (Fair) McGee 24-29.
- Stephens, C. A.: (Fair) Gainesville, Ga.
- Strates, James E.: (Fair) Shelby, N. C., 18-22; (Fair) Greenville, S. C., 24-29.
- Strong's Amusements: Cordell, Okla., 17-19; Wakefield, Kan., 20-28.
- Sunset Am. Co.: (Fair) Dexter, Mo.; (Fair) Harrisburg, Ark., 24-29.
- Sylvester, Ernie: (Fair) Ashboro, N. C.
- Tassell, Barney: Birchland Park, Va.
- Tennessee Valley: (Fair) Sparta, Tenn.; (Fair) Leighton, Ala., 24-29.
- Thomas, Art B., No. 1: (Fair) Hot Springs, Ark., 18-22; (Fair) Hope 24-29.
- Thomas, Art B., No. 2: Menno, S. D., 19-20; Mitchell 24-29.
- Thompson Bros.: (Fair) Hagerstown, Md.
- Tibbs, Roy: Wadley, Ga.; Sparta 24-29.
- Tinsley, Johnny T.: (Fair) Lawrenceville, Ga.; (Fair) Newman 24-29.
- Tivoli Expo.: Paragould, Ark.; (Fair) Bastrop, La., 24-29.
- 20th Century: Pondercreek, Okla.; Okmulgee 24-29.
- United States: (Fair) Dungannon, Va.; (Fair) Pulaski 24-29.
- Victor Am. Service: Farmington, Me.
- Victory Expo.: (Fair) Ardmore, Okla., 18-22; (Fair) Iowa Park, Tex., 24-29.
- Virginia Greater: Hertiford, N. C.; Edenton 24-29.
- Wallace Bros.: Pine Bluff, Ark.; El Dorado 24-30.
- West Coast: Walnut Creek, Calif., 20-23; Bakersfield 24-30.
- Wilber's Wolverine: (Fair) Lawton, Mich., 19-22.
- Williams Am. Co.: (Fair) Hillsville, Va.; (Fair) Stuart 24-29.
- Wolfe Am. Co.: (Fair) Bishopville, S. C.; (Fair) Easley 24-29.
- World's Finest: (Fair) Lindsay, Ont.; (Fair) Sudbury 24-29.
- World of Mirth: Allentown, Pa.
- World of Pleasure: Corinth, Miss.; Lawrenceburg, Tenn., 24-29.
- Young, Monty: Salt Lake City, Utah, 17-24 (season ends).

## Circus Routes

- Beatty, Clyde: Bryan, Tex., 18; Austin 19; San Antonio 20-21; Corpus Christi 22-23; Victoria 24; Bay City 25; Freeport 26; Galveston 27; Houston 28-30.
- Carson, Tex.: Hooker, Okla., 18; Perryton, Tex., 19; Booker 20; Canadian 21; Wheeler 22; Miami 23.
- Clyde Bros.: Natchitoches, La., 18; Shreveport 19-23; Monroe 24-25; Lake Charles 26-27; Alexandria 29; Dodge City, Kan., 8-9.
- Cole, Geo. W.: Schuyler, Neb., 18; Wilber 19; Frankfort, Kan., 20; Onaga 21; Valley Falls 22.
- Cristiani Bros.: Valdosta, Ga., 18; Albany 19; Columbus 20; Opelika 21; Montgomery 22-23; Meridian, Miss., 24.
- Hagen Bros.: Jerseyville, Ill., 19; East Alton 20; Highland 21; Salem 22.
- Kelly-Miller: Newport, Ark., 18; Batesville 19; Searcy 20; Brinkley 21; Stuttgart 22.
- Mills Bros.: Rochester, Ind., 18; Valparaiso 19; Wheaton, Ill., 20; Egin 21; Loves Park 22; Waukegan 24; Hillside 25; Brookfield 26; Aurora 27; Ottawa 28; Peoria 29.
- Polack Bros. Eastern: Jacksonville, Fla., 18-19.
- Polack Bros. Western: Salem, Ore., 19-20; Roseburg 22-23; San Jose, Calif., 25-Oct. 2; Denver, Colo., 8-14.
- Strong, John A.: (Fair) Auburn, Calif., 20-23; Lemore 27; Lennox 29; San Gabriel 30; (schools) Los Angeles Oct. 1-Nov. 30.
- Von Bros.: Robersonville, N. C., 18; Plymouth 19; Columbia 20; Swanquarter 21; Bell Haven 22; Vanceboro 24.

## Miscellaneous

- Bisbee Comedians: Martin, Tenn., 18-22.
- Burke's Wild Cargo: (Fair) Nashville, Tenn., 18-25; (Fair) Atlanta, Ga., 27-Oct. 6.
- Hitler's Personal Armored Car: Jack W. Burke, Mgr.: (Fair) Nashville, Tenn., 18-22; (Fair) Atlanta, Ga., 27-Oct. 6.
- O'Day, Marie, Palace Car: Carrollton, Ala., 17; Reform 18; Vernon 19; Guin and Winfield 20; Fayette 21-22.
- Rabbit Foot Minstrels: Bastrop, La., 18; Monroe 19; Tallulah 20; Ferriday 21; Newellton 22; Hollandale, Miss., 23.
- Schaffner Players: Shelbina, Mo., 18-23; Green City 24-29.

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## Gridley, Calif., Clocks 22,990 To Surpass '55

GRIDLEY, Calif.—The Butte County Golden Feather Fair, which closed its four-day run here Monday (3) pulled a total paid attendance of 22,990, which was 2,500 over 1955, J. E. Whitaker, secretary-manager, announced.

Whitaker offered a strong entertainment program which on opening day featured a parade and a free variety show staged by Isabelle Whall of Fun Unlimited, San Francisco.

Saturday night and Sunday afternoon amateur rodeo performances were given. Sunday night's grandstand show was headlined by Cottonseed Clark and his California Hayride group. The Monday night wind-up was a fireworks display presented by Atlas Fireworks Company, Los Angeles.

A unit of Frank W. Babcock United Shows played the midway on 17-cent per capita basis of paid attendance. Under the management of Bob Schoonover with Sam Hillson as secretary, the show offered five major and two kid rides, and 23 concessions. Schoonover said that business was up to expectations.

## Kentucky State

Continued from page 76

nected with fairs. Among those on hand were Willard Masterson, manager of Wisconsin State Fair, Milwaukee; Sam Cashman, manager of Ohio State Fair, Columbus; Kenneth Blackwell and Don Davis, manager and publicity director respectively, Indiana State Fair; Frank Kingman, secretary of the International Association of Fairs and Expositions, and Bill Kittle, secretary-manager of Colorado State Fair, Pueblo. Kittle, on a busman's holiday, assisted in the advance arrangements and in presenting the Autry-Cremer rodeo.

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THE BILLBOARD

SEPTEMBER 22, 1956

BUILDING SURVEY

New Construction  
Keeps Boom Pace

- Baltimore, Las Vegas, Phoenix in process
- Los Angeles, Philadelphia plans reported in works

CHICAGO—New construction in the auditorium and arena field continues at a great pace. Municipalities are voting bond issues, architects are drawing plans and contractors are pouring concrete in cities throught the nation.

An examination of the field reveals these new buildings and plans:

Baltimore—Citizens will vote November 6 on a proposed bond issue for a Civic Center building which would seat 10,000 to 13,000.

Las Vegas, Nev.—Final plans are being drafted for a new Arena and Convention Hall, seating 8,000.

Phoenix, Ariz. — Phoenix Coliseum, \$750,000 building, nears completion.

Twins in Alberta  
Edmonton and Calgary, Alta.—Identical buildings, each with 2,700 seats, will open about April 1. They are Jubilee Year gifts from the provincial government and are built with royalty money from oil wells on provincial property.

Detroit—Henry and Edsel Ford Auditorium, part of the new civic center, is scheduled to open October 14. Construction of the new Convention Hall was started recently.

Santa Monica, Calif.—Construc-

tion of a 3,500-seat civic auditorium is under way.

Dallas — City's new Municipal Auditorium is scheduled for completion early in 1957. The major \$7,000,000 building will seat 10,000.

Los Angeles—Work has begun on an \$8,000,000 sports arena and it is scheduled to be completed by late 1957. It is to be a 34,000-seat structure and will be directed by the commission which also operates the nearby Los Angeles Coliseum.

Los Angeles—Construction of a \$50,000,000 Civic Auditorium and

(Continued on page 94)

Major Changes Mark Routes,  
Line-Up of Ice Productions

- 'Follies' playing three 'Hollywood' stands, 'Holiday' show makes fairs, arenas, Europe
- Harris plans third show as survey reveals pent-up demand, many new buildings, outdoors

CHICAGO—Major changes are both completed and contemplated for the big league ice shows. They are making some of the most significant realignments in routes of recent years. Add to that some important new tie-ups for talent and throw in the fact that new emphasis is being put on portable rinks and outdoor dates.

The line-up of shows themselves is different this time. Much of the change is traceable to the fact that "Hollywood Ice Revue" has

been pulled out of the field. This major unit is out of business primarily because of disinterest on the part of its owner, according to most trade sources.

That means the line-up now counts Shipstads and Johnson "Ice Follies," John H. Harris' "Ice Capades" and Morris Chalfen's "Holiday on Ice" organizations. "Capades" and "Holiday" have more than one company.

Key stands on the "Hollywood" route were at Wirtz-controlled

buildings—Madison Square Gardens, New York; Chicago Stadium, Detroit Olympia and St. Louis Arena. Other regulars included Milwaukee Arena.

This year, "Ice Follies" will return to New York after a lapse of several years in the "Hollywood's" stead. It also will go to the St. Louis and Detroit buildings. In other route changes, it will add the new Community War Memorial Building, Rochester, N. Y., but it will by-pass this season such stands as Des Moines, Providence, Milwaukee, Winnipeg and Spokane. Pittsburgh is out because of the elimination of Duquesne Gardens there.

Harris Makes Survey

John Harris reports much expansion and realignment with his organization. About a year ago he conducted a survey to determine whether more ice shows were needed—and whether his group would put another one on the road.

If the results were unclear at the first glance, they crystallized when "Hollywood" disappeared. Harris reports three conclusions from the study:

One was that the rapid addition of new major buildings thru the country meant that there was more demand from more arenas.

More big arenas meant that the shows had to be upgraded. This meant they outgrew some of their heretofore profitable dates in more moderate sized arenas, and those arenas pressured for ice attractions.

Third, the increase in popularity of outdoor rinks further increased the possible dates. This meant not only that more locations were calling for ice show contracts but also that the icers now could offer skaters more weeks of work.

Adds 'Ice Cycles'

The result is that "Ice Capades" will field three productions this season. They are designated with numbers like the kings of France. Where last year they had "Ice Capades" and "Ice Capades International," now the line-up looks like this:

"Ice Capades, 17th Edition," which opened Wednesday (12) at Madison Square Garden, after pre-

(Continued on page 94)

Trade Shows, Expositions  
Count \$3 Billion Yearly

- Exhibitors' Council lists 2,300 shows in U. S. with 100 newcomers spreading wings each season
- Arenas, auditoriums, producers, display makers share in building big square-foot show business

NEW YORK—A \$3 billion-dollar industry with nearly 2,300 annual events and about 100 newcomers a year. That's the way they measure today's trade show and exposition field—show business by the square foot.

Astronomical numbers of square feet are measured off and rented

for displays of virtually everything under the sun—from road building machinery to surgical supplies, from yachts to potato peelers.

Housing these shows are the nation's auditoriums, arenas, exhibit halls and hotels. A demonstration of the importance placed on this phase of show business is the emphasis put on exhibit space in new construction and new plans for municipal arenas, and in the additions and annexes which established buildings are adding in order to keep pace with the demand for square footage.

The urge to meet the demand comes from business sources and is expressed thru chambers of commerce, convention bureaus and municipal governments. And illustrating how the demand is being met are the many new facilities. Among these are the New York Coliseum, with 300,000 square feet of display space; the Miami Beach Exhibition Hall, where 195,000 square feet are under construction; the new Detroit building and Chicago's International Amphitheater, which is enlarging to 585,000 square feet. Similar construction is under way in a score of cities, and it's planned in more.

Production Comes of Age

Renting the space and then selling it to exhibitors are the trade show and exposition producers. There are many in the field, some producing a single show yearly, some putting on a certain kind of exposition in several cities and some framing a variety of shows in several locations.

It used to be that many show promoters worked one location now, another later, and seldom looked to the future or built any continuity to their efforts. All that has changed, with today's show producers as business men well established in the advertising field. William S. Orkin, president of

the Exposition Management Association, and himself producer of many shows, including the Do It Yourself series, describes the change. He points out that the lone-wolf promoter has been replaced by professionals of a caliber comparable to those "in other phases of marketing and advertising."

Association Expands

The association, started a year ago with 28 producers of New York shows, now is ready to launch a membership campaign which would make it a national organization. Already it has members in Canada and in several U. S. locations. Orkin tells of plans to double or triple the membership within a year.

The business now is "at its highest level," according to Orkin, and he believes the maturity of the field is demonstrated by the producers' group. They consider themselves not competitors but contemporaries, he states, and they share problems and standardize procedures thru the association. More, the group gives the producers a united front which they had not had before. Orkin recalls that when dif-

(Continued on page 95)

Managers Move  
Among Buildings

CHICAGO—Past months have brought numerous changes in management of auditoriums and arenas in many cities. Among the changes, most of them recent, are:

Buffalo, N. Y.—Thomas A. Timlin succeeds Edward P. Hartnett Jr., at Memorial Auditorium.

Johnston, Pa.—Russell C. Bartle succeeds W. Zane Schneider at Cambria County War Memorial.

Dodge City, Kan.—Ray H. Smith succeeds Gray Graham at Municipal Auditorium.

Pittsburgh—A successor has not yet been named for the late J. Leonard Cook as manager of Syria Mosque. Mr. Cook died August 30.

Allentown, Pa.—The Rev. Francis Zavodny succeeds the Rev. Richard J. Loeper at Rockne Hall.

Draper, Smillie, Rothgeb  
Nashville — Harry Draper succeeds Mrs. L. C. Neff at Ryman Auditorium.

Sarnia, Ont.—J. Walter Smillie succeeds M. M. Philpott at Sarnia Arena.

Washington — Paul B. Bothgeb succeeds Jack T. Riley at Uline Auditorium.

Butte, Mont.—Rene O. Rouleau succeeds Richard C. Shaw at the Civic Center.

Fort Lauderdale, Fla.—W. J. (Bill) Eastman succeeds D. F. Stevenson at War Memorial Auditorium.

East St. Louis, Ill.—Robert F. Miller succeeds T. G. Potts at the Shrine Temple.

Des Moines—Henry J. Wiemann succeeds Russell C. Fraser at KRNT Theater.

Hoffman, Stenersen, Mabee  
Huntington, W. Va.—Sam A. Hoffman succeeds Marvin A. Lewis at Memorial Field House.

Minot, N. D.—Charles Stenersen succeeds Walter P. Mabee at Municipal Auditorium.

La Crosse, Wis.—Walter P. Mabee succeeds Joe Givens at Mary E. Sawyer Auditorium.

Houston—Francis Deering returns as manager of Sam Houston Coliseum, succeeding J. W. Goyen. New Orleans—Ray Scheuering succeeds the late William Coker at Municipal Auditorium.

Sudbury, Ont.—Guy J. Lemieux succeeds George Panter at Sudbury Arena.

Madison, Wis.—Roy H. Gumtow has been named new manager of the Dane County Fairgrounds Arena.

Giant Halls Sprout  
Across the Nation

- Continued from page 1

been the phenomenally successful arena-auditorium tours by Lawrence Welk, Liberace, Gene Autry and others. Building managers feel that the auditorium-arena field has come of age, that it warrants and would support its own shows, productions especially designed for presentation in auditoriums or arenas. They look to the time that some show suppliers will rely on the building field entirely for their business rather than consider the

arenas as something like an afterthought.

Many of them are like the arena manager in a Southern State who aims at having a single major attraction every month. These would be in addition to routine events at the building. He's thinking of a circus, ice show, rodeo, home show—but he soon has more months than big attractions. He is convinced that his area, like those of many of his fellow managers, would give strong support to more major events.



**CARABINIEREI**

# Agencies Send Italian Band, Indoor Baseball to Arenas

- Morris brings European march-and-music outfit; St. Louis to try four-man softball competition
- Orchestras, ballets for auditorium bookings, while arenas rely on ice, circus, rodeo dates

By IRWIN KIRBY  
NEW YORK—Attraction pickings are apt to be slim for the nation's arenas this year, with very

little in sight in the way of innovations. A stir was created with the rumored booking of the Esther Williams water show, but the ten-

tative schedule of 20 weeks was canceled out at a late and awkward period.

Managers of the huge buildings will be relying, for the most part, on traditional offerings. The theatrical atmosphere will not be much in evidence during the coming months, altho at least one organization is importing a large-cast attraction suitable for arena

floors, something which proved a bonanza with the presentation by the Sol Hurok office of the Scots Guards last year.

**Italian Army Band**

In the format of that attraction, the William Morris Agency is offering the 102-man Carabinierei Band, the official Italian army band and one of the most colorful groups of this type in Europe.

The Carabinierei begin a six weeks' tour at the New Haven Arena on October 4 and wind up in the Brooklyn Academy of Music on November 21. Music and marches will be presented in several arenas, the largest of which will be the Chicago Stadium.

A return of the Scots Guards is prevented this season by a policy of the British War Office, and the

Hurok office will not offer an arena attraction in their place. Skepticism was expressed over the potential of the Guards prior to the initial appearance last season, but the outcome showed the prowess of such an attraction at the box office. The Carabinierei are a group on the same order.

**Indoor Baseball**

An experiment to be watched closely will take place on September 26 in the St. Louis Arena. On that date "The King and His Court," four-man softball troupe, will play an Indianapolis Clowns unit recruited especially for the event. Tickets will be scaled from \$1 to \$2.

The softball gimmick has been exploited for years by Eddie Feigner, star pitcher and producer of the show. He has played ballparks and lots around the nation, with a catcher, first baseman and fielder. Feigner is sensational enough to compete with fewer teammates, but without a total of four, his team would not complete a turn at bat. Managers, it is reliably noted, would be happy to book such a unit if the St. Louis venture goes off well.

For the most part, theatrical organizations which frame or book attractions are active this year in the auditorium field, with not much effort being given to arenas. The Morris Agency is booking Fred Waring and His Pennsylvanians, Jose Greco and Company, and the National Ballet of Canada.

Hurok is bringing over the Yugoslav State Company, "Kolo," from Belgrade, for appearances in major auditoriums, but there will be no arena dates. It is hoped that repeat success in arenas, on the line of the Scots Guards, will be in the making if a return tour can be lined up for 1957-'58. Also an arena potential is the Sadler's Wells Ballet.

**GAC Offers Revue**

General Artists' Corporation, thru its affiliate GAC-Hamid, is making use of its access to circus-type attractions by combining them with chorus lines and name performers. The Rochester Auditorium on September 22 will offer a show topped by Lassie, and the Mariners, including the 20-girl International Revue, George Wong Troupe; Hibbert, Bird and Larue, and Phil Lawrence and Mitzi. Lansing Civic Center Auditorium and a Cincinnati date are also on tap. No arena presentations are planned for this winter at present, but expansion into that field may be in the works for 1957.

**Williams Off; Sports Up**

The Esther Williams troupe was to open October 2 in Montreal's Forum and was anxiously awaited in arena circles. In its absence, managers will be juggling and re-shuffling other dates to fill the gaps.

Ice shows had one of their best years in 1955, and sports in general, hockey primarily, enjoyed a box-office resurgence which was encouraging.

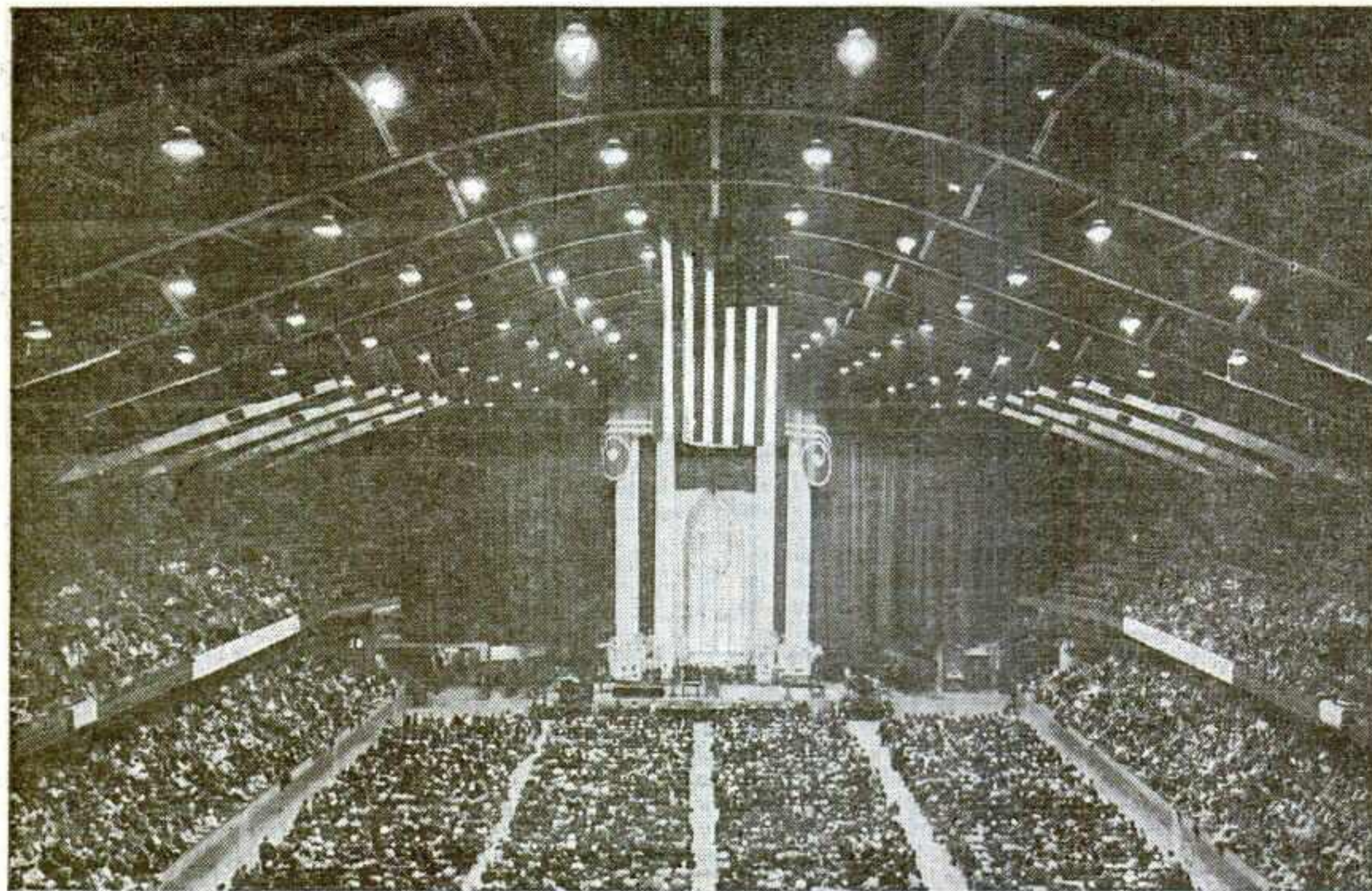
## AGENCY OFFERS RINGLING BAND

CHICAGO—While arena and circus operators have been watching for Ringling Bros. and Barnum & Bailey to make its first public move to become an indoor arena show, John Ringling North has fielded a "Side Show."

The Ringling Bros. and Barnum & Bailey Concert Band, under the direction of Izzy Cervone and presented by John Ringling North, is being offered for bookings.

Band, with 30 musicians, apparently would make a winter tour independent of the circus and somewhat reminiscent to the featured concert bands of the past. R-B band is being handled by the Associated Booking Corporation.

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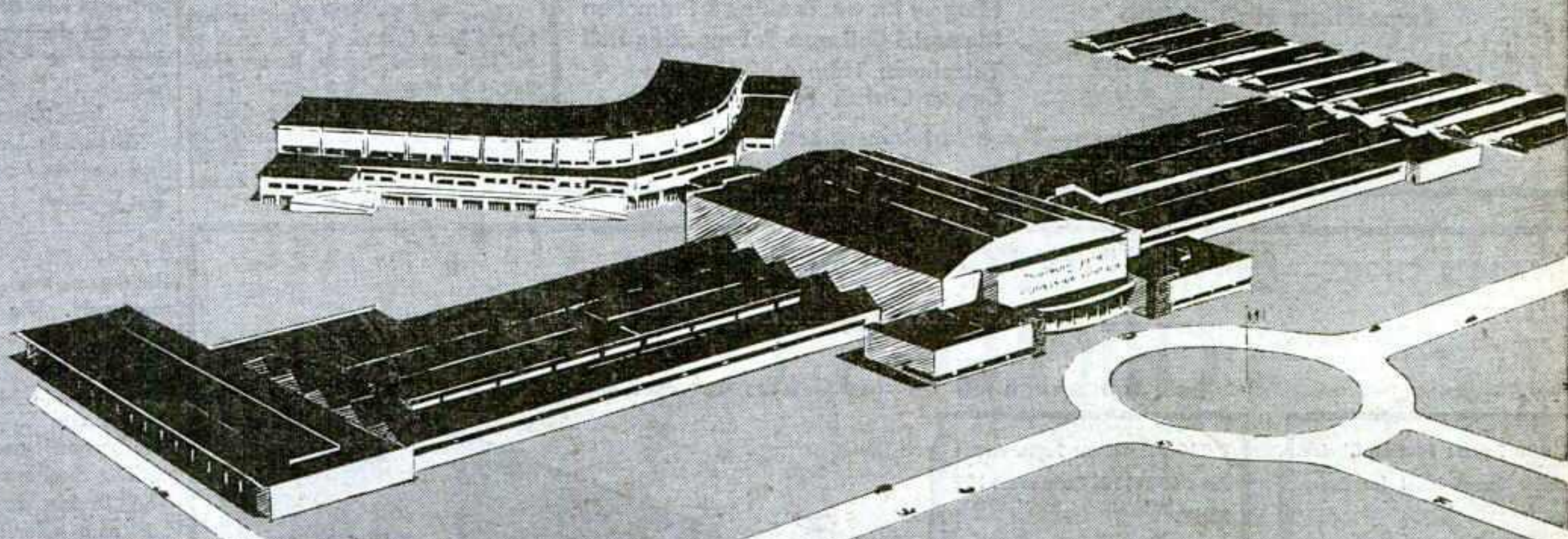


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## SKATERS' WALTZ

# "Hollywood" Cast Joins Other Icers

- Andra McLaughlin skates for 'Follies'; Trenkler, Grogan join 'Capades' units
- Rosemary Henderson upped to star spot as Donna Atwood takes part-time place

NEW YORK—Signing of headliner skaters from the inactive "Hollywood Ice Revue" for appearances this season with "Ice Capades" and "Ice Follies" marks the opening of the ice show season.

Comedian Freddie Trenkler has joined "Ice Capades," and another ex-"Hollywood" name, Jimmy Grogan, also is with "Ice Capades."

In the cast of "Ice Capades" is Andra McLaughlin, formerly a "Hollywood" star. Cundi Busch has returned to Europe and is not

skating this year, it is understood. Margie Lee is reported to be booked for a skating show at a Paris club. "Hollywood" chorus people have scattered, it is reported in Chicago, with some joining hotel skating shows and others working at rinks and skating schools.

### Lead Changes Hands

Meanwhile Donna Atwood will be on a "semi-retired" status with "Ice Capades" this year. The wife of producer John Harris turns over the leading spot there to Rosemary Henderson, who has been featured previously. She will skate with Bobby Specht.

"Ice Capades" reports that it has been negotiating with the Three Bruises and Skippy Baxter, more "Hollywood" graduates, but that nothing final has been determined. The Bruises have been playing fairs as a roller skating act.

### New Peter Pan

On "Ice Capades," 16th edition, Hazel Franklin skates the "Peter Pan" role this year. Also on that show is Aya Zarova, a skater who escaped from Eastern Europe some time ago.

"Ice Cycles" will have Field and Lawrence, Terry Hall and Romaine and Cathy, among others.

"Ice Follies" stable of stars also numbers Frick, Richard Dwyer, Frances Dorsey, Florence Rae, Three Scarecrows, Sad Sacks, Ole Erickson and Dick Mershon, the Henrys and others.

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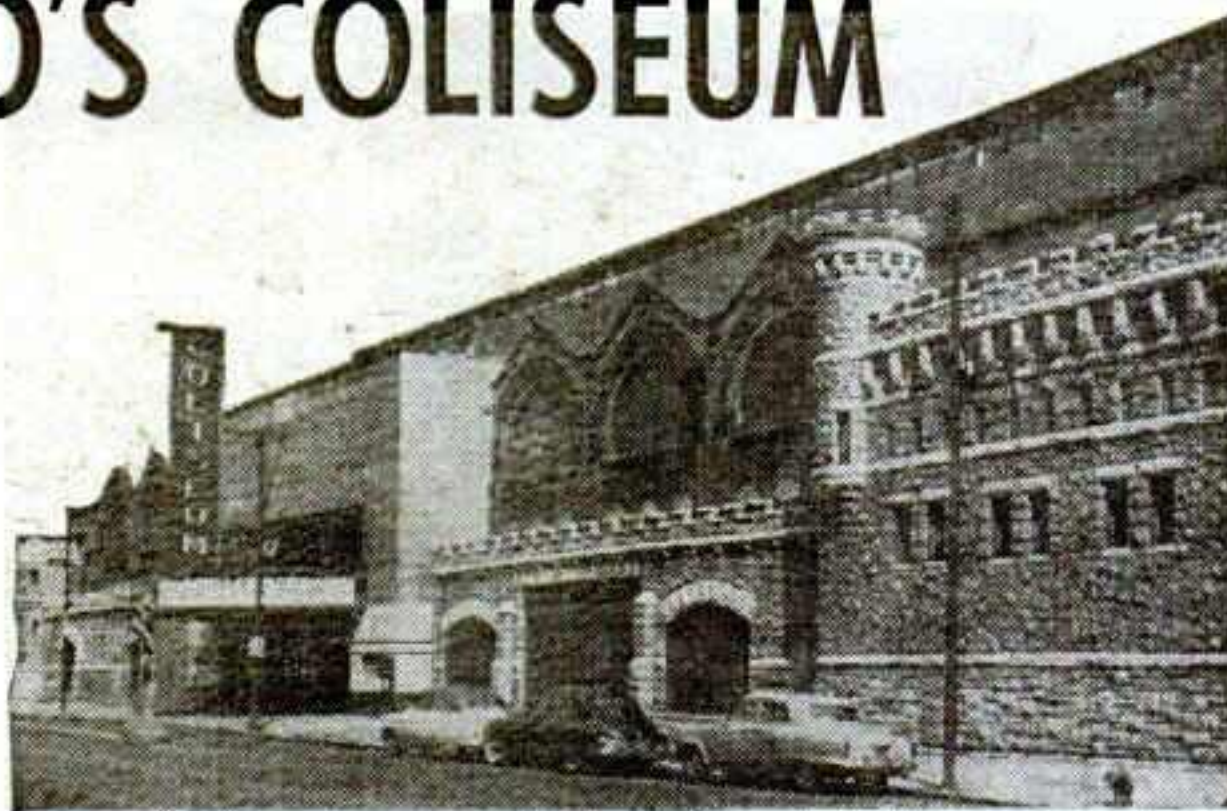
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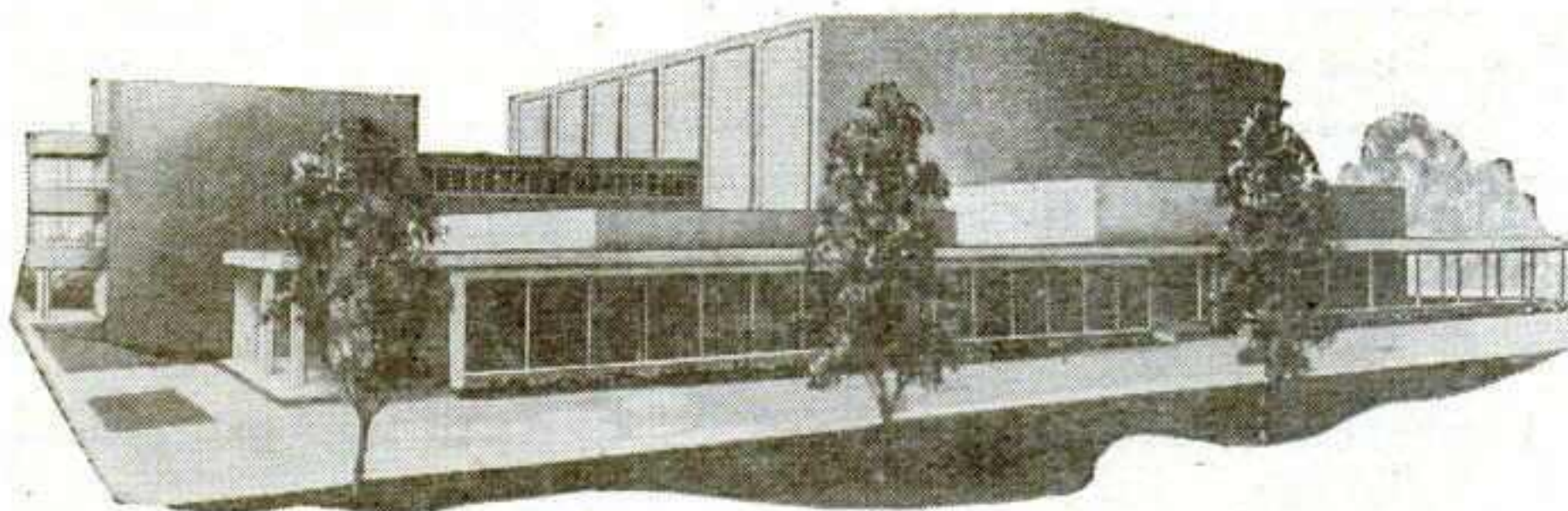
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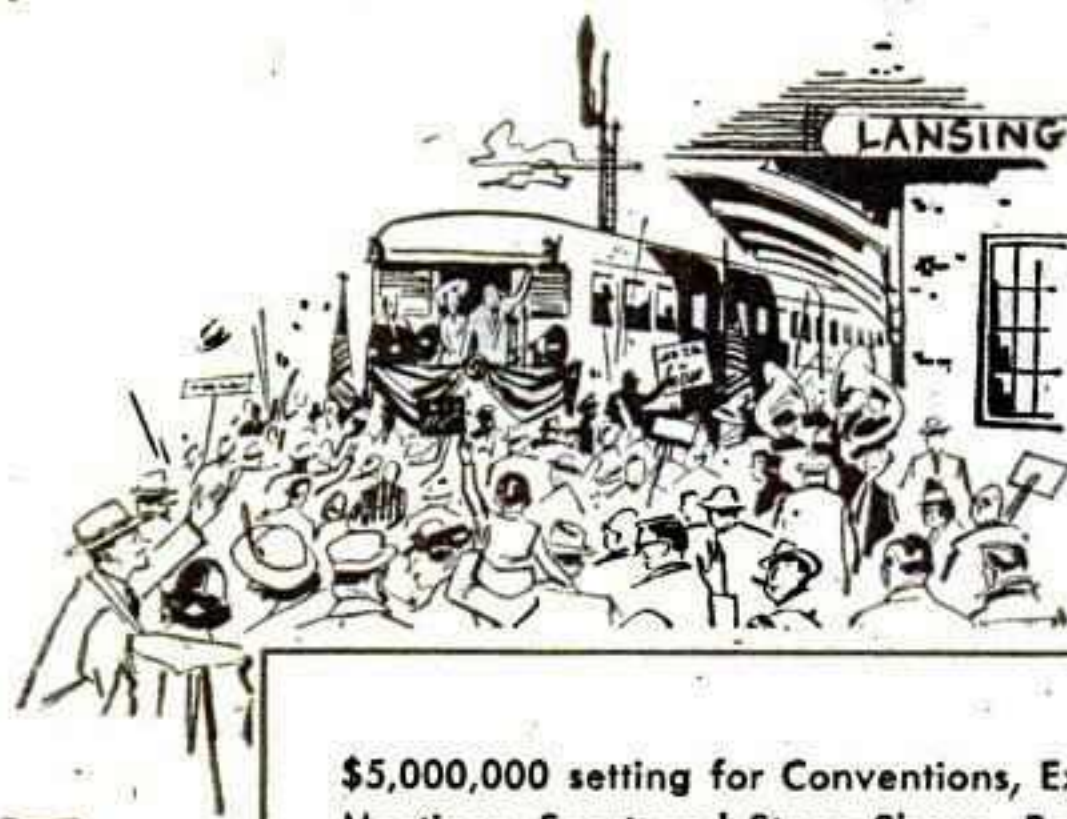
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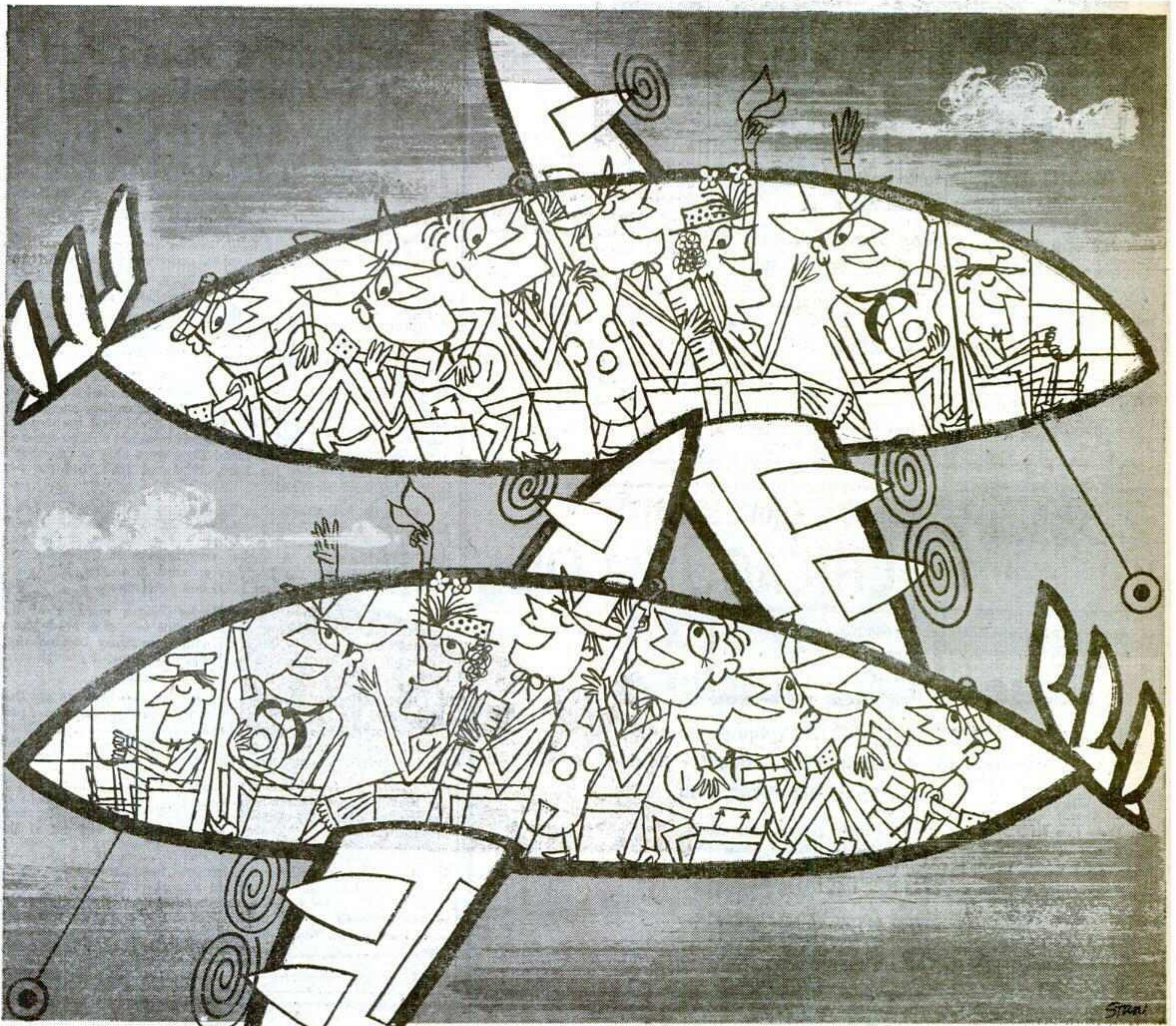
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**\$20,000,000**

## Canadians Spend To Build, Update

- Most money to arenas, recreation halls
- Municipal governments come up with \$4 million

TORONTO — An estimated \$20,630,000 will be spent this year for arenas, theaters and recreational buildings in Canada, both for new construction and repairs to existing structures.

Most of the construction will be

for the erection of arenas, stadiums, community centers and private auditoriums by government and industry, according to the Dominion Bureau of Statistics.

Breaking it down, primary industries will spend \$790,000 of it, manufacturing \$54,000, utilities trade finance and commercial services \$11,008,000, the federal government \$1,012,000, provincial governments \$15,000, municipal governments \$4,106,000 and hous-

## B. C. Arena Assn. Meets

VERNON, B. C.—Semi-annual meeting of the British Columbia Arena Association was conducted here Saturday and Sunday (17-18). President in 1956 has been Jack Morgan, manager of the Civic Arena at Nelson, B. C.

J. W. Elliot, Kerrisdale Arena, Vancouver, is secretary-treasurer. The association represents about 15 arenas in British Columbia.

ing and institutional services \$3,639,000.

The greatest amount of activity will be in Ontario, followed by Quebec and British Columbia third.

## AUDITORIUMS & ARENAS

### Auditoriums, Hotels Find Co-Ordination Essential

By TOM PARKINSON

THE necessity of co-ordinating auditorium and arena bookings with local hotel room reservations is being pointed up in many instances. In not a few cases, auditorium-arena managers are finding that dates can be lost because hotel rooms are not available at the time a convention or trade show would use the building.

Since one of the prime reasons many cities seek convention business is for the added income they bring, not only to the arena, but also to the hotels, restaurants and merchants, it is plain to see that having only part of the requirements is not good enough for either the city or the convention management.

HARRY SCHREIBER, manager of the Memorial Auditorium, Columbus, O., cites examples. A hospital association with about 3,000 members wanted to contract his building for annual conventions over the next five years. Their request came after they successfully staged a meeting there this year. Schreiber could clear the required time at the building, but Columbus hotels were not able to come up with rooms for the next two years. They were able to co-ordinate with hotel requirements for 1959, 1960 and 1961, but the two intervening years were lost.

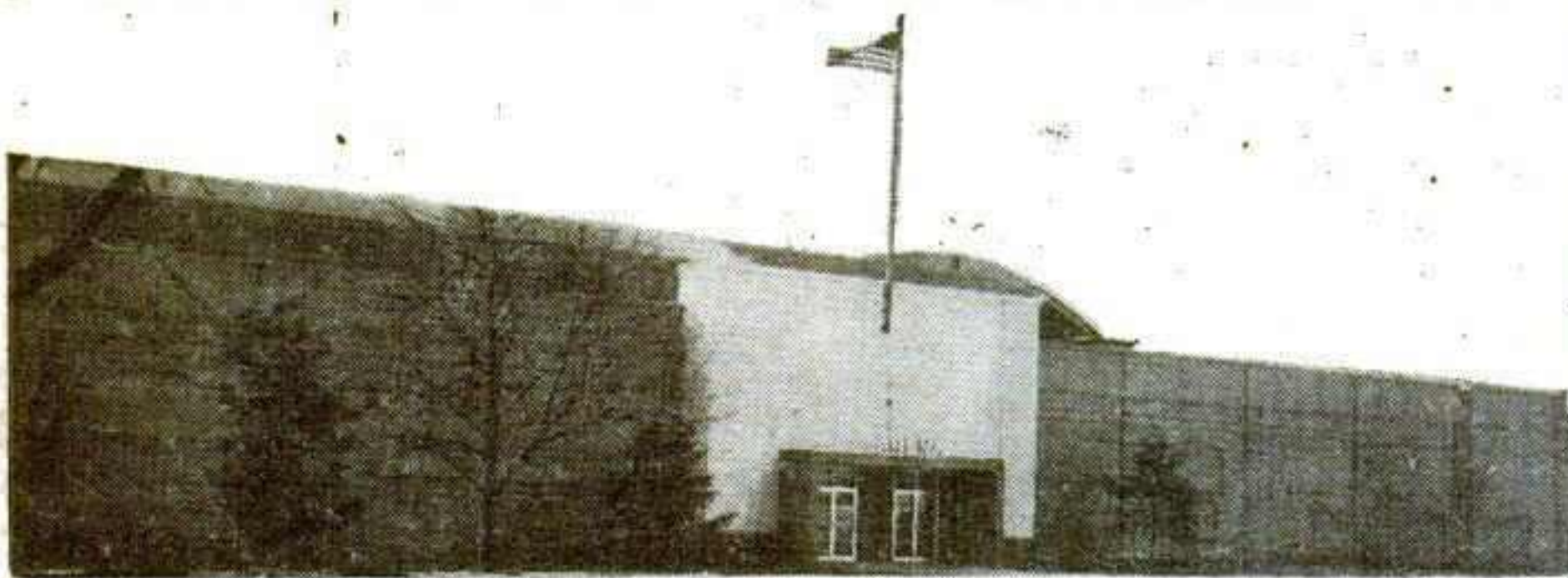
Similarly, Schreiber had an inquiry from the Ohio School Board Association, another 3,000-person meeting. They wanted a mid-October date but couldn't get hotels and auditorium at the same time until November. A further complication in Columbus, the State capital, is that the Legislature, when in session, blocks out about 500 of the approximate 1,300 best hotel rooms.

Telling a similar story is Charles Ziogas, manager of the Lansing, Mich., Civic Center. He cites the loss of a Ford Motor Company event and the Michigan Hardware Show because they came at times when the city's hotels could not provide enough extra rooms.

BOTH OF THESE managers and others are quick to say that there would seem to be no ready solution to the problem. Apart from co-ordination, sometimes thru convention bureaus or Chambers of Commerce, sometimes directly by building managers and hotel managers, there appears to be no answer.

They state, too, that in many cases—as much as 80 per cent of the time—the local hotels have been able to set aside blocks of rooms when needed by events at the auditorium. Undoubtedly, there are times when space is available at the hotels but not at the auditorium.

In Chicago the relationship between hotels and arenas took a new turn recently. In speaking out against plans for a municipal exposition hall, the International Amphitheater management declared that what the city needed was not more exhibit space but more hotel rooms. And it proposed that if something is to be subsidized by government, the new building should be a hotel rather than an exhibit hall.



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Guard, Sammis Grotto Circus, R.S.R.O.A. American Roller Skating Championships, twenty College and three Pro Basketball Games and others.

FLAT RENTAL OR PERCENTAGE

**RICHMOND ARENA** RICHMOND, VIRGINIA

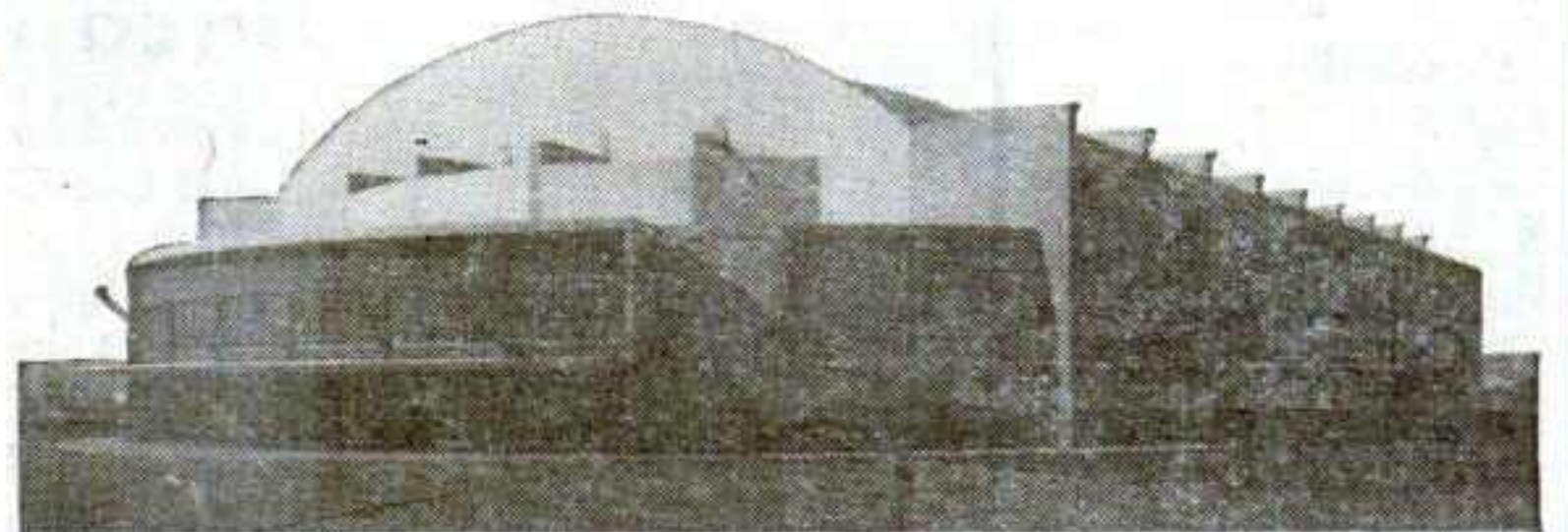
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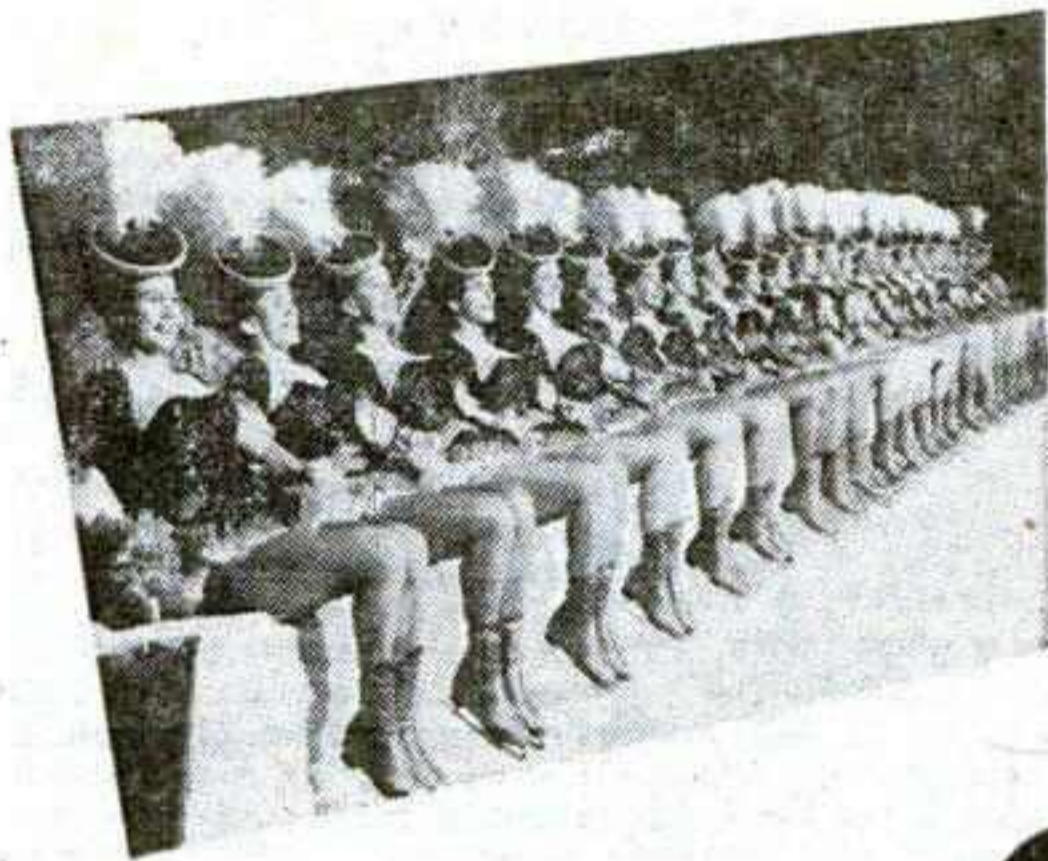
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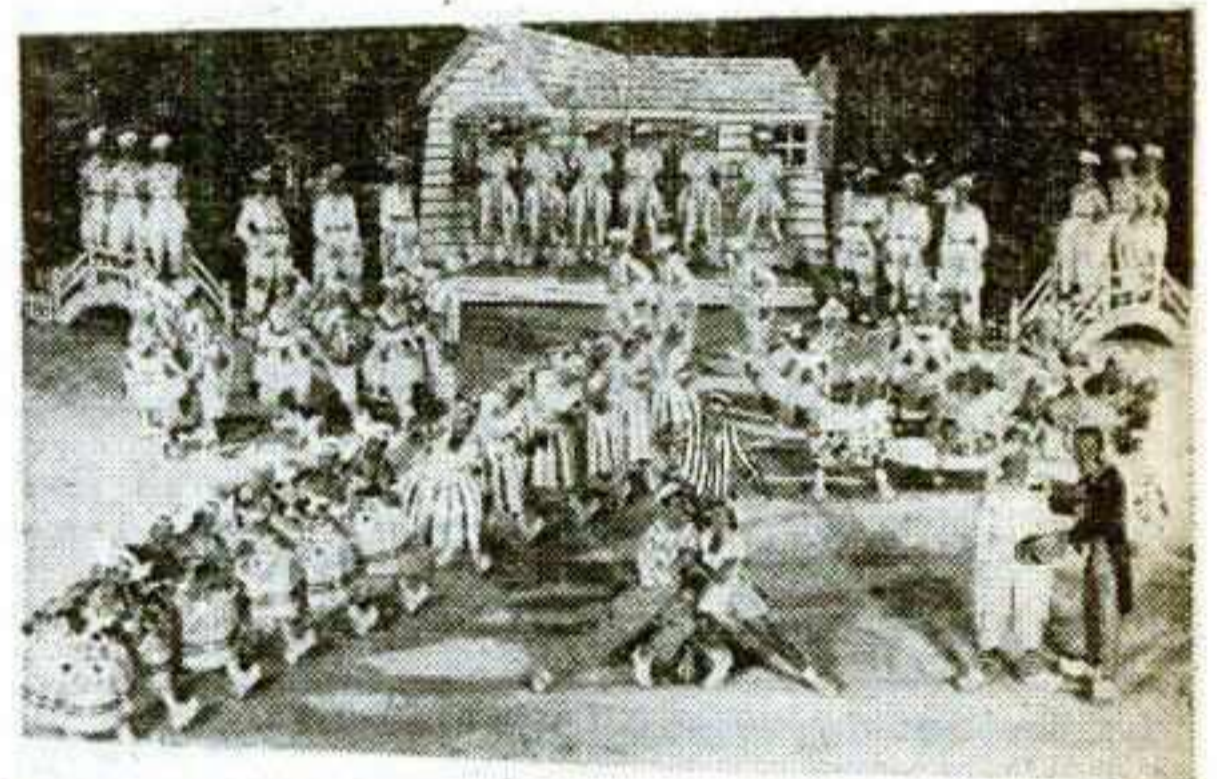
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	George W. Eby	John B. Sollenberger	Peter A. Tyrrell



# Las Vegas Plans Arena, Expo Hall

- Spend \$4.5 million for 8,000 seats, 40,000 feet
- Seek more conventions at Nevada resort center

LAS VEGAS, Nev.—A pitch by the Las Vegas resort and hotel industry for big-scale convention business is revealed by the county's program for a \$4,500,000 arena and exhibition hall.

The bond issue has been passed and the preliminary plans have been sketched. Final plans are to be started in about two weeks. Construction is expected to start about February, 1957. It is expected to be in operation by July 1, 1958.

Preliminary drawings call for a circular arena seating 8,000 per-

sons, all facing a central stage that is hydraulically operated.

Initial construction will provide for about 40,000 square feet of exhibit space, plus 24 meeting rooms of various sizes. A secondary step provides that more exhibit space would be added in future years. Space for the initial and secondary phases of construction is available on a 40-acre tract purchased by the county from a race track.

This site is a half mile off of Las Vegas "Strip" and is within walking distance of 75 per cent of the city's hotels.

The project is under the jurisdiction of a newly organized county fair and recreation board. Adrian Wilson, of Los Angeles, is the architect. Elmo Ellsworth, head of the Chamber of Commerce convention bureau, is active.

## CHARLOTTE

# Park Center Pulls Shows

- New auditorium replaces burned-out armory
- First weeks bring shows to 3,500-seat building

CHARLOTTE, N. C.—More than 60 per cent of the dates for the next six months have been booked at the new Park Center Auditorium here, according to Manager C. L. Jordan.

The new building was opened July 15. It seats 3,500, has floor space 100 x 200, and is air conditioned. The building replaces the Armory Auditorium here, which was destroyed by fire.

Most of the activity at the building is either sports or in the category of conventions and trade shows. Concessions are owned by the building.

# Auto Model Shows Are Arena Plums

- Building managers like handling dealer events
- Car makers contract space in many auds, arenas

CHICAGO—Bonus business for auditoriums and arenas are the dealer showings of new model automobiles. Auto makers stage elaborate shows to introduce their new models to dealer organizations.

Almost all of the annual sessions are held in auditoriums, arenas or exhibit halls. They are scheduled well in advance of the public showing of the new automobiles and are distinct from the auto shows at which many makers show their products to the public.

Dealer shows usually involve productions using many show business techniques, and in most cases the industrial shows are produced in Detroit for presentation in several locations.

From the building managers' viewpoint, dealer showings are plums, "because the auto showmen know what they are doing and they go first class."

Typical of almost all makers' set-up is that of the De Soto Division of the Chrysler Corporation. Between October 5 and October 23, they will stage 17 shows in as many auditoriums or arenas thruout the nation. The building of display equipment and handling of the shows is the work of the George P. Johnson Company, Detroit.

### Typical Line-Up Told

The De Soto schedule, similar to others, and with dates in parentheses, follows:

Boston Gardens, Boston (5); Michigan State Fair Coliseum, Detroit (8); War Memorial Building, Syracuse, N. Y. (8); Will Rogers Memorial Coliseum, Fort Worth (8); St. Paul Auditorium, St. Paul (10); Convention Hall, Atlantic City (11); Cincinnati Gardens, Cincinnati (12); National Orange Show, Exhibit Building, San Bernardino, Calif. (15); Charlotte Coliseum, Charlotte, N. C. (15); Municipal Auditorium, Kansas City (15).

Also International Amphitheater, Chicago (17); Coliseum, Montgomery, Ala. (18); San Mateo County Fair Fiesta Building, San Mateo, Calif. (18); City Auditorium, Omaha (19); Civic Auditorium, Seattle (22); Municipal Auditorium, New Orleans (22), and St. Louis Arena, St. Louis (23).

### Some National Meets

While many auto makers debut their new models in a series of shows and some, like Chevrolet, leave many of the arrangements, including those with buildings, up to zone and region offices, some manufacturers now are producing single showings. For these, their dealers come from all parts of the country, meet in a single auditorium, and see their new year's product unveiled in one operation.

Among the latter is the current plan of the Mercury Division of the Ford Motor Company. In the past they have had five regional meetings. This time, the single national meeting will be at the Dinner Key Exposition Hall, Miami, on October 6 and 8. The show will be set up by the Displays & Exhibits Specialty Company, also of Detroit.

Another firm with plans for a national showing is American Motors Corporation. Their '57 dealer meetings will open in Chicago, with sessions at the Civic Opera House. The Nash and Rambler dealers will meet on September 24 and the Hudson-Rambler dealers will be there September 25. After each session, the groups will be taken by bus to the Kenosha, Wis., plant to inspect new models.

Nash-Hudson dealers also will be entertained at the Aragon Ballroom, Chicago. The Johnson firm, of Detroit, is doing the American Motors displays and decorations, while Music Corporation of America is producing the show itself.

### Closed Circuit TV

Meanwhile Willys plans to closed-circuit TV program to introduce the new Jeep in November. The program will be carried to 18 strategically located cities, the firm (Continued on page 89)

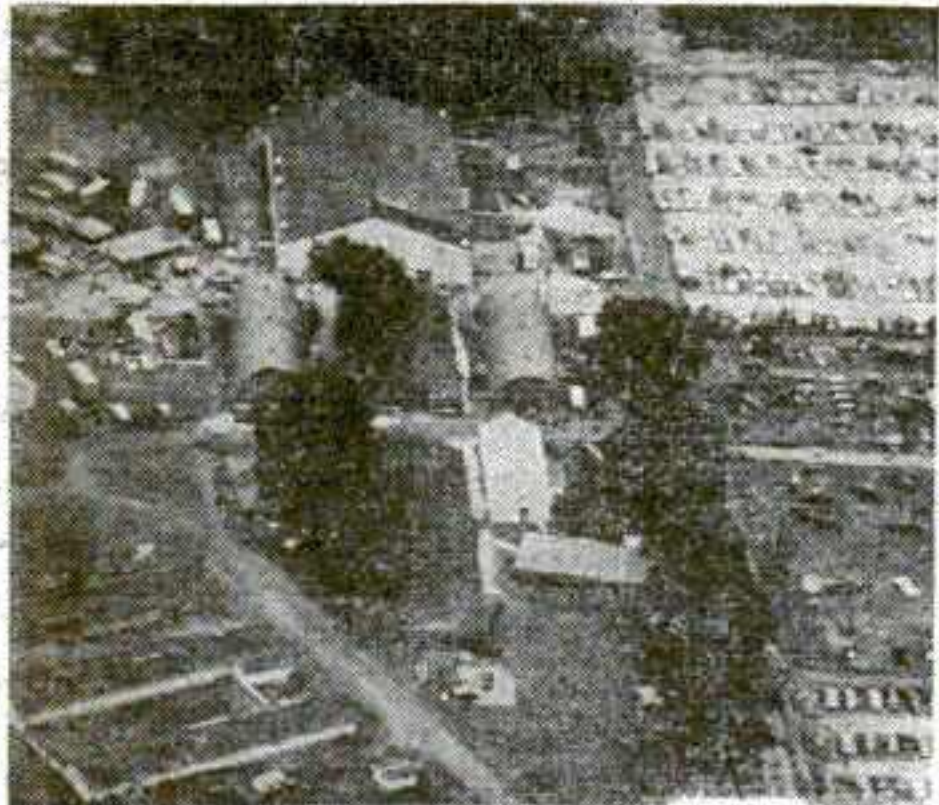
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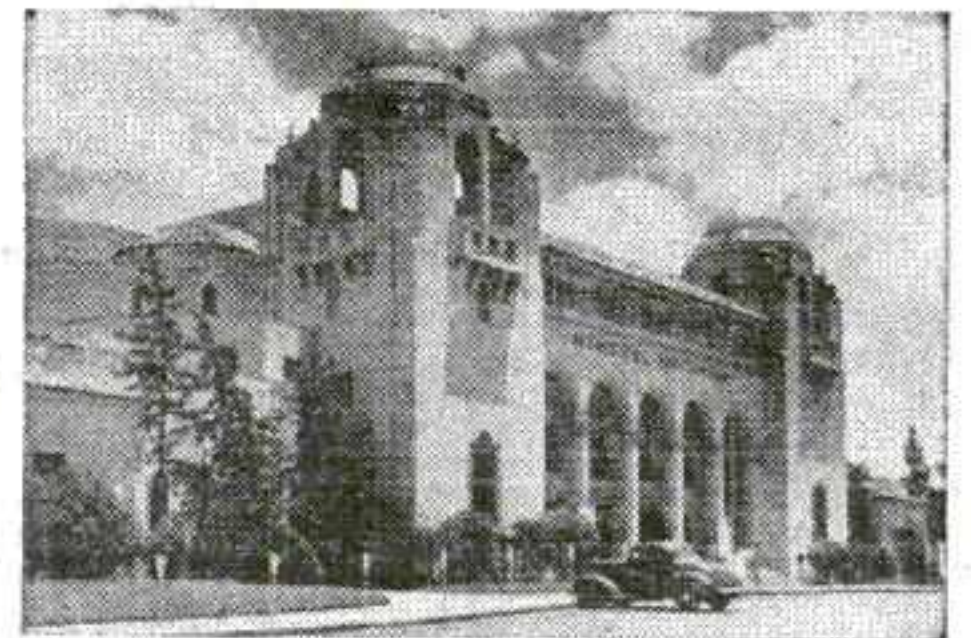
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**COMPLETION NEARS**

**'Ice Cycles' First Into L. I. Arena**

NEW YORK — Some operating details remain to be worked out but construction of the new Long Island Arena is proceeding rapidly, with the opening on Christmas day set to go off as scheduled.

John Harris' "Ice Cycles" unit will be first in and is slated to run from December 25 to January 1. Tickets are expected to be scaled from \$1.65 to \$3.85.

A 32-game home schedule of the New York Rovers ice hockey team will begin January 3, with the team playing road dates until after the Harris unit leaves. Hockey schedule is flexible enough to allow for a change of a few days if need be.

Only other definite attraction signed thus far is the Long Island Nurserymen's Flower Show from March 7-11.

**Roofing Finished**

The large quonset structure is roofed over and pouring of the sides begins this week. The Frick Company, Waynesboro, Pa., is installing equipment for the 100 by 85 ice floor, including wrought iron pipe and two 10 by 10 compressors. Seats, of which there will be 4,500 permanent and 2,000-odd portables for the floor, are being installed by American Seating Company.

The arena will have 17,000 square feet of floor space, and parking outside for better than 3,000 cars, for which a 25-50-cent parking fee is contemplated. Food concessions have been awarded to Bill Link, operator of Link's Log Cabin, Centerport,

N. Y., and the Turf Drive-In, Commack, N. Y.

Arena manager Tom Lockhart, head of the Eastern Hockey League, will be in Charlotte, N. C., soon to make preparations for opening of the Charlotte Clippers in the new Coliseum there. The move is a transfer of the Clippers necessitated by the burning of the ice rink in Baltimore last winter. Other league teams are in New Haven, Conn.; Clinton, N. Y., and Johnstown, Pa.

Some \$500,000 has been spent on the new arena, with ultimate cost seen as \$700,000 plus outside work like grading and landscaping. Money was raised by public subscription, with 4,000 persons participating in the bond purchases. With this guaranteed audience, the Arena corporation anticipates no trouble in offering its stockholders discount admission tickets to get the operation rolling.

**Auto Shows**

• *Continued from page 88*

reports, but these locations are not yet available.

Willys also plans to take part, not only in auto shows for consumers, but also in various trade and industrial shows serving major markets in which their product is sold. These include petroleum, construction, mining, agriculture and similar shows. The Willys displays are built by Brommel Associates, Inc., Detroit.

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## Ringling Invasion Of Arenas Mulled

- Problems foreseen if show carries out indoor ideas
- Observers feel that control control, plans may change

CHICAGO—When John Ringling North announced he was thru with tents and would move his circus into buildings, he was talking straight to arena managers.

Bosses of the big buildings everywhere took notice and wondered whether Ringling Bros. and Barnum & Bailey Circus could or would come their way.

That is where the matter still stands. There is little indication yet that the circus has done any more about its plans, altho North has repeated his indoor intentions several times.

Speculation rides on the future of the show and most observers see two possibilities at this time.

Either way, the circus is expected to reopen April 5 at Madison Square Garden, New York, for about five weeks, and follow up with a week at Boston Garden. That is the routine that has been followed for years. But what happens after Boston in May is where the guesswork and alternatives turn up.

If North retains control of the circus, it is anticipated that it will make an indoor route, as announced. So far as can be determined, no definite move has been made to book dates in buildings beyond Boston. But the circus has information about the facilities and is mapping plans. North was looking to possible indoor business for several years before his dramatic announcement at Pittsburgh in July.

The other possibility, however, is that between now and spring the control of the circus will pass to others. This is largely speculation on the part of observers. They say they detect a turn in North's outlook and that he may sell the

show. They also believe it is possible that the group which owns 49 per cent of the stock in Ringling Bros. and Barnum & Bailey Combined Shows, Inc., will object to North's plans and try to force a change. Several efforts of various kinds to operate the show are known to be in the works.

The educated guesses are that if North, who has 51 per cent of the stock, decides he has had enough of the circus business and steps out, the new operators—whoever they might turn out to be—would put it out as an under-canvas circus.

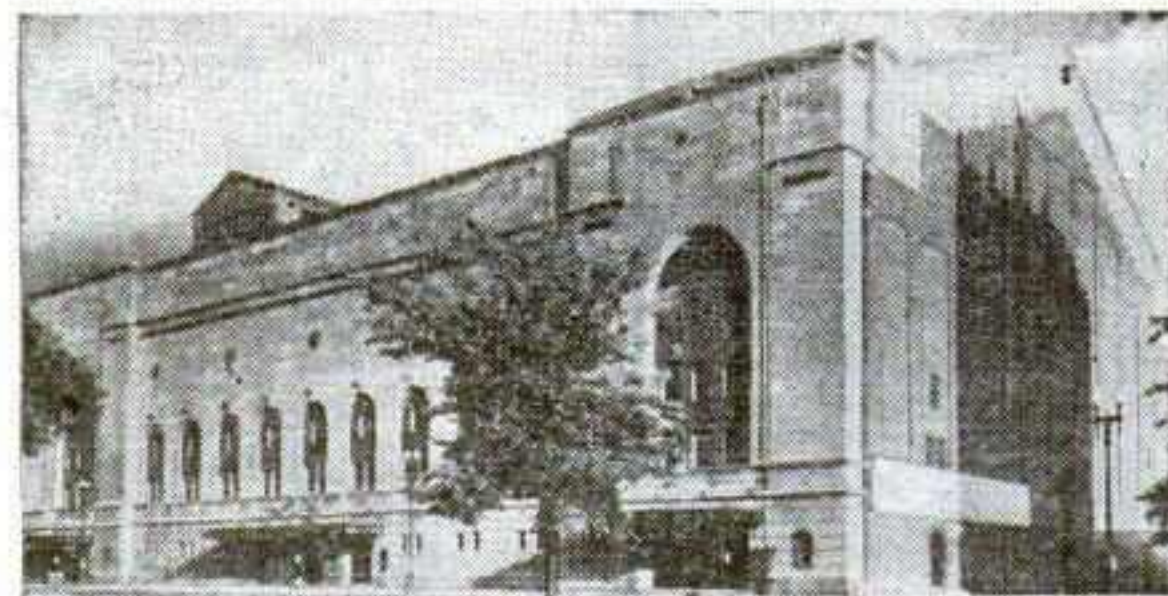
Assuming that the status is unchanged and Ringling-Barnum moves on the big buildings, arena managers in many cases can look for a scrap over their real estate. For today's well-established indoor circuses are not expected to let Ringling move in unchallenged. Part of the resistance will come from the shows themselves, but more will come from the local organizations which sponsor the present circuses.

Such operations as Polack Bros. Circus, Hamid-Morton Circus, Tom Packs Circus and Clyde Bros. Circus could be expected to keep their routes generally intact. Most of their present sponsors are contented and would stick by them, it is anticipated. And their combined routes cover a large proportion of key cities in the nation.

Whether Ringling-Barnum would find it abnormally difficult to sign time in arenas located in these same cities is problematical. Some observers, who have noted that Ringling found it difficult to locate adequate showgrounds, believe the show would find it even more troublesome in some cases to book the time it wants in the building it wants.

Besides the conflict of other events contracted earlier by the arenas, Ringling also could be expected to run up against various types of set-ups by which the city or the building is limited to a

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## Trotters Set Four Teams

- Three units tour U. S. as 4th goes to Asia
- Meadowlark Lemon gets comedy billing spot

CHICAGO — Abe Saperstein's Harlem Globetrotters are swinging into their 30th season this fall. Three units are playing basketball peppered with comedy thruout the U. S. this winter. A fourth unit is opening in October for a world tour.

A new comedian has been developed in the Saperstein organization. He is Meadowlark Lemon, gangling North Carolinian. The Globetrotter organization stresses that it distributes talent among its various units equally so that all units are on a par as near as is possible.

Again this season the Globetrotters surrender the basketball court at half-time to a program of novelty acts.

Operation of the fourth unit is an effort to meet the demand for Trotter appearances, it was reported. Last year there were three units, with two of them spending some time in Europe or South America.

Spots scheduled for the foreign include Western Canada, Alaska, Japan, Formosa, Hong Kong, Thailand, Philippines, Indo-China, Malaya, Indonesia, Australia, New Zealand and Hawaii. The unit returns to the United States January 30. Two other units already have toured Europe and the Middle East and South and Central America this summer.

single indoor or sponsored date per season.

There also is the very pertinent question of just how many buildings exist which could accommodate the show that North would have. The answer would seem to shape up this way. If the circus could book all of the buildings that are big enough and if it could get in them at the time it wanted, there are enough.

Guesswork extends to what kind of a performance he has in mind. One possibility is that it would be the same kind of three-hour show that he insisted upon under canvas. The alternative is a shorter, though equally elaborate, production.

Next question has to do with how seriously North is counting on runs of three to six days in most cities of moderate size. In the past his show has played only a single day in such centers as Pittsburgh, Cleveland and Milwaukee. His big top seated 9,800, and he gave two shows daily, for capacity of approximately 20,000. A six-day stand in such cities would call for as much as 100,000 more attendance if the building also seated about 10,000.

From that point on, questions well up about whether it would be a more elaborate show than other indoor units have, whether it would carry a menagerie, whether it would move on show-owned flat cars or with system-owned baggage cars, whether it would come in cold or work with sponsors and promoters.

Most persons close to the situation discount labor unions as a critical factor in Ringling activities.

For the present there is no indication that the show has done anything concrete about either booking buildings or rebuilding its equipment yet. But perhaps more important, there is still no positive indication as to how the wind will be blowing in the spring.

## Birmingham Adds Space

- Air conditioning, lights, seats in \$1 million plan
- New exhibit space added, exterior stonework set

BIRMINGHAM — Remodeling and expanding of the Birmingham Municipal Auditorium is under way. Manager Fred McCallum said the building will be enlarged by about 15,000 square feet of exhibit space, air conditioned and modernized in the \$1,000,000 project.

Under the program, the lobby will be extended forward from the original front of the building. New space will include box offices, rest room and committee meeting rooms.

Over that will be the new exhibit space. The addition is being reinforced for the building of a third floor some time in the future.

The main auditorium room will be refurbished thru the installation of new floors, new seating and new lighting. The air-conditioning system will extend to the entire building. Outside a new marquee will be installed and the exterior of the building will be done in limestone and marble to conform with the pattern set for other civic buildings in the area.

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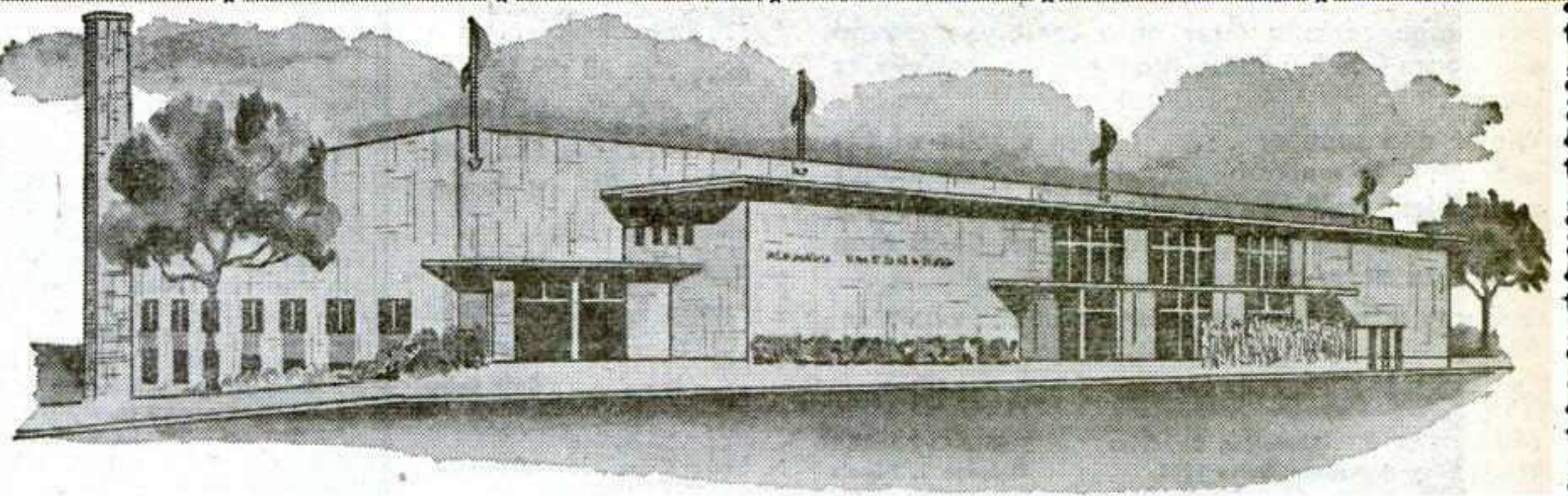
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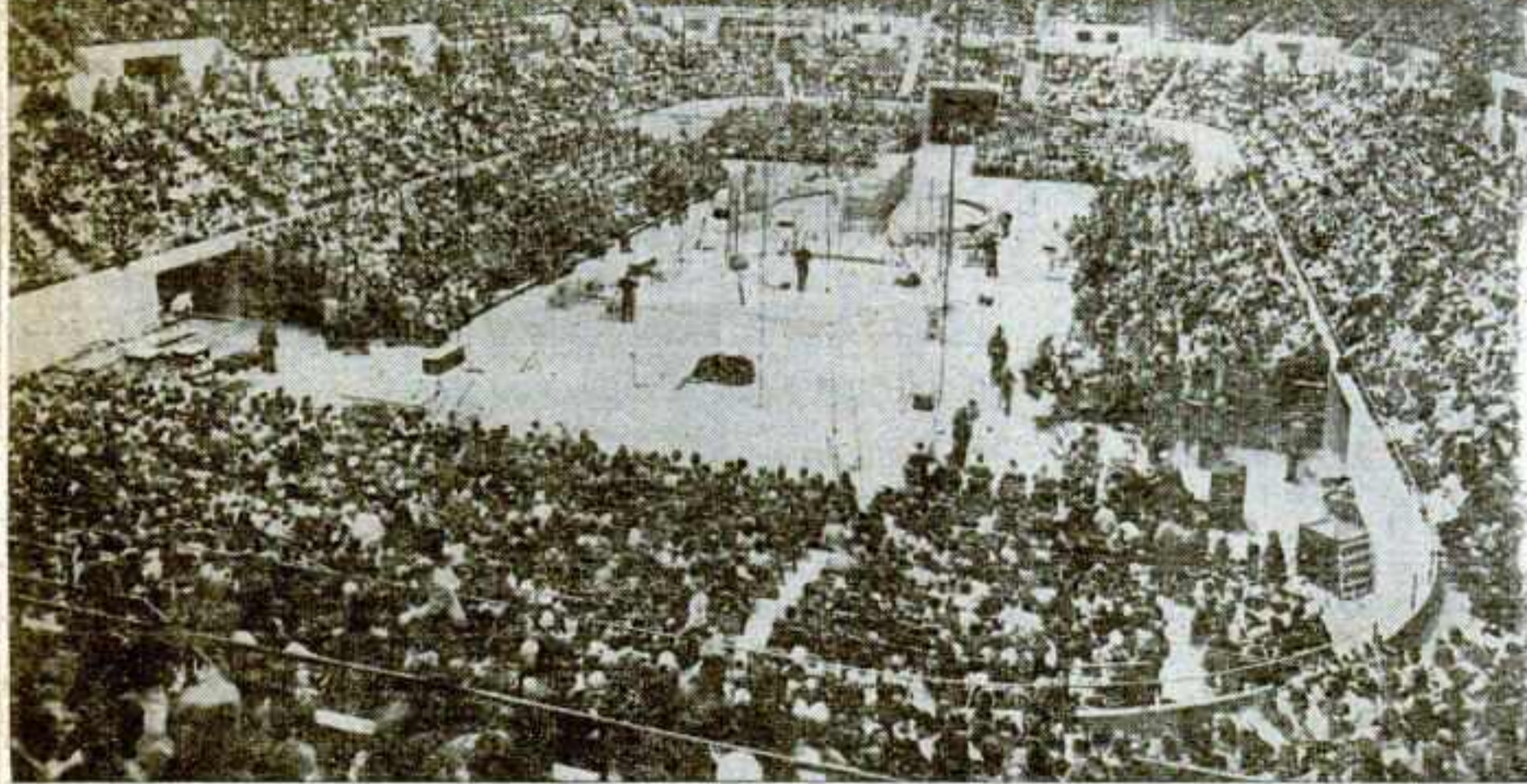
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**REVIEW**

**'Ice Capades' Sparkles**

- Ronnie Robertson stars; Rosemary Henderson wins
- Miracle fountain marks high spot in production

By BOB FRANCIS

NEW YORK—John H. Harris has brought his 17th edition of "Ice Capades" to Madison Square Garden, and it may be recorded that this latest blade extravaganza racks up to the top-flight standard set by previous versions. Arena people need have no concern over this one, for it is a solid hit.

In fact, male-starwise, it is superior, since it unveils professionally the amazing talents of young Ronnie Robertson, 1956 Olympic free skating champion. Robertson does just about everything that anyone has ever done on ice—and does it better. In addition, he is ingenious salesman, which is a combination to set him up as the greatest skating find to come along in years.

On the distaff side, with star Donna Atwood taking a domestic sabbatical leave, little Rosemary Henderson has been upped to the fem lead spot and more than justifies all her previous promise. Co-starred with her is Bobby Specht, a prime favorite with "Ice Capades" fans, and the duo acquit themselves admirably in the show's major production number.

Other favorites are on hand, Helen Davidson, Bobby Maxon, Irma Thomas, Orrin Markhus, Hugh Forgie and Stig Larson. Freddie Trenkler and Jimmy Grogan have joined from the now defunct Wirtz ice spectacles, the former heading up the current comedy contingent. Trenkler's ice-clowning is so standard it needs no comment except to say it is as effective as ever. Likewise contributing on the fun side are Eric Waite, the team of Johnny Labreque and Johnny Grey. Still another newcomer to the fold is Cathie Machado, a lass who obviously knows her leaps and spins.

Elsewise, the show runs true to form. The boys and girls are magnificently costumed, and perform to match. As usual, there is a tabloid musical comedy on ice to round out the first stanza. This year it's "Hans Brinker and the Silver Skates," which adapts itself well enough to the pattern, via

**Miami Beach Builds Hall**

- Paired with auditorium; expect opening in 1958
- Add 788 booth spaces to present 195 areas

MIAMI BEACH, Fla.—The new Miami Beach Exhibition Hall is scheduled to be opened in mid-1958. It is to be located next to the present Municipal Auditorium, and it will be possible to use the two structures together.

Manager Claude Ritter, of the Auditorium, said the new hall will have 195,000 square feet, of which 108,000 is to be in the main exhibition hall. The main hall will handle 622 booths of regular 10 by 10 dimensions. Use of the secondary rooms in the same building will add 166 booths for a total of 788, while incorporation of the present space with the new will give another 195 booths, for a total of 983 booths available to exhibitors.

During the winter months the new building will be used for ice shows, when it will seat 4,700; basketball, 5,900, and boxing, 12,000.

Eleven committee rooms will seat a total of 2,375 in groups of from 50 to 850. This area will have a 35-foot ceiling. The new building will require an estimated 1,800 tons on air conditioning.

some pleasant tunes and solo skating spots. However, it is chiefly remarkable for the skill with which its participants match their expressions to the sound track. The top production spot is a "Rhapsody in Blue" number, featuring a lead grand piano on ice and backed by Harris' Rhythmic Waters gimmick. Robertson, Specht and Miss Machado are featured with the ensemble in a masterpiece of blade showmanship.

As always, there is something for everybody. The kids will go for a Disneyland number, and, naturally, for the clowns. Skating aficionados are in for an eye-opener via young Robertson's pyrotechnics. Harris has put together another great ice show.

Considering the intricate piping and tank equipment, and staggering wardrobe and properties, Harris has created a difficult production to tour the road. That he has been able to make it from Atlantic City to Rochester to New York without mishap, indicates the tough situation is, however, well in hand.

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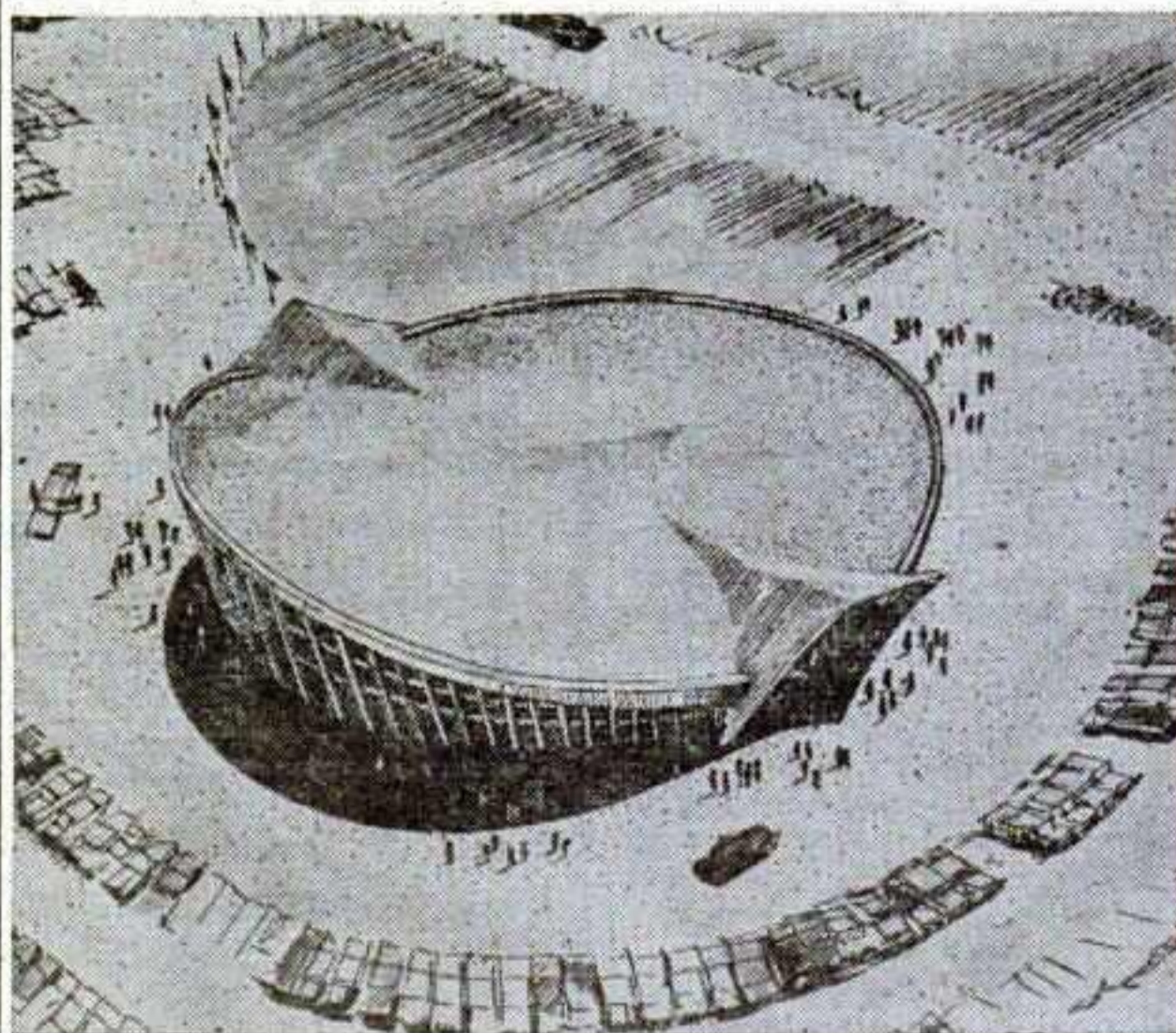
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ARCHITECT'S PLANS for a 4,500-capacity \$400,000 amphitheater on the Moose Jaw (Sask.) Exhibition grounds call for an elliptical-style structure. Building is to be a free-standing fireproof structure with two parabolic arches supporting the roof. There will be no interior columns to obstruct the view of the 85 by 200-foot floor, designed to accommodate a regulation size hockey rink. Ramps, instead of stairs, will be used thru-out. High tension cables embedded in concrete vertical fins will separate a curtain side-wall system and also support the roof.



# Arena Recap

## Parents' Rock-Roll Planned at Kitchener

KITCHENER, Ont.—Kitchener Auditorium, managed by H. M. (Bob) Crosby, had a rock 'n' roll rally September 15 at which parents were admitted free if accompanied by a teen-ager. Show was promoted by Howard Pyle, of Detroit. The building has the Harlem

## Magicians booked for September 21.

Holmes Rodeos Click In Minn., Wisconsin  
MILWAUKEE — George Holmes agency drew 86,000 persons to its rodeos in Minneapolis, Madison, Wis., and Milwaukee this season, it was announced last week. The Minneapolis date was good

despite rain and the Madison date equalled last year. At Milwaukee, using the State Fair Coliseum, the show played to capacities.

## El Paso Coliseum Wins With Fair

EL PASO, Tex.—First annual Fair and Exposition, held at the El Paso Coliseum and promoted by Coliseum Manager C. W. Swan, drew 51,000 persons. Feature was the appearance of the WAF Band. Many entries in various display classes were made. Fireworks concluded the nightly shows. Swan said the idea of using an arena for the hub of a new fair had worked out very well. Some attractions were in the parking area and cattle barns near the Coliseum.

## Officials Break Ground For New Austin Arena

AUSTIN, Tex.—Groundbreaking ceremonies for the new \$2,900,000 Municipal Auditorium here were conducted last week. The event was attended by city officials, chamber of commerce officers, past mayors and the architects and contractors.

## Court Gives Ruling For Concessionaire

EL PASO, Tex.—A court here has ruled that the county's Coliseum may restrict the supplying of food and drinks at the Coliseum to its concessionaire, Leon Gillespie. Rental of the Coliseum for events where food or drinks would be served free was prohibited. Reason for the ruling was to protect the Coliseum and its concessionaire from any charges which might have resulted against it as a result of others serving alcoholic beverages while in the building.

## Magic Unit Plans Tour

- Five-people production designed for auditoriums
- Features Dean, Elephant Illusions; from Europe

HOLLYWOOD — Kara-Kum, producer of the "International Mystery Show and Magical Revue," has moved his headquarters to the West Coast and is preparing a show designed especially for auditoriums. The production will run 55 minutes to two and one half hours. Bobby Earle, booker, has been named manager of the revamped presentation.

Among the illusions will be "The Materialization of James Dean," and "The Lady on the Flying White Elephant."

The mystery show was started in Europe and recently brought to this country. It carries portable stage, scenery, special lighting and sound track. For exploitation it has TV trailers, mats, street bally, window cards, six to 24 sheets with fluorescent lettering. Show carries five people.

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Elton Britt Show  
Holiday on Ice (Sonja Henie)  
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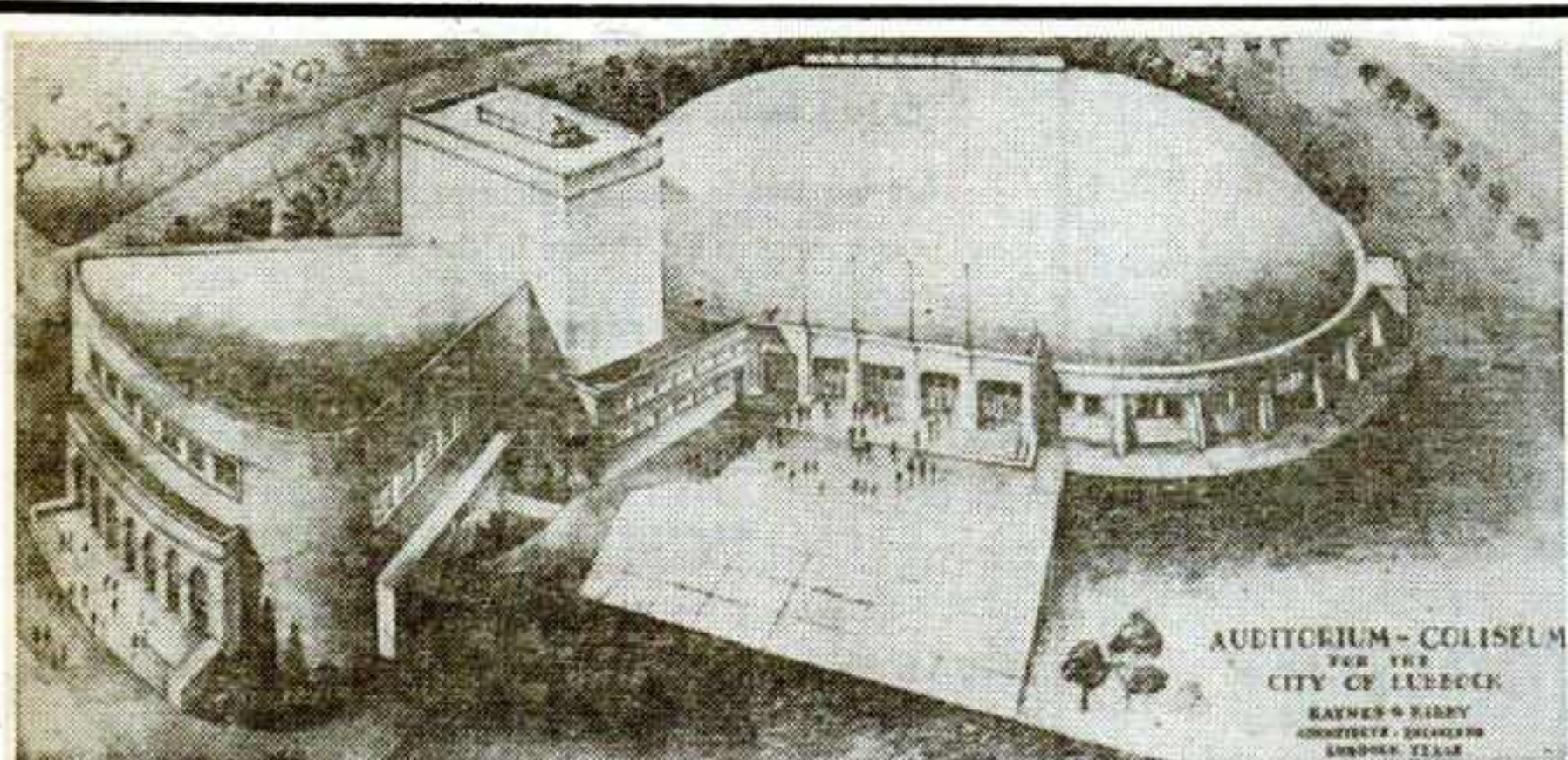
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**Major Changes in Icers**

• Continued from page 81

views at Atlantic City and Rochester.

"Ice Capades, 16th Edition," which has played stands at the new Kentucky State Fair Coliseum, Louisville, and Forbes Field, Pittsburgh, with its feature production, "Peter Pan."

"Ice Cycles, 15th Edition," which will open in December for a route of about 20 weeks yet to be detailed. "Cycles" is to follow its projected indoor arena route with outdoor dates. Harris reports that his organization has \$500,000 in portable rink equipment. Many of the outdoor dates will be at fairs, it is contemplated.

"Holiday" Hopping  
"Holiday on Ice" also is open for business and plenty busy. It has two companies in the U. S. "Holiday on Ice of 1956" has a series of indoor and outdoor summer dates behind it. It now is playing such fairs as the Nebraska State Fair at Lincoln, Kansas Free Fair at Topeka, and those in Amarillo, Lubbock and Tulsa. Ahead of it is a set of dates in the Southwest and then jumps to La Crosse, Wis., and Bangor, Me., where it loses in December.

Meanwhile, the "Holiday on Ice of 1957" is booked and playing at major arenas thruout the nation. Its route into December is exactly the same as last year's. It also will continue after the holidays, playing much time in major Southern cities again. But Al Grant, "Holi-

day" business manager, reports that drop-out of the "Hollywood Ice Revue" has made it advisable for "Holiday on Ice" to revise the second half of its season considerably.

From other sources, also, it was learned that "Holiday" may play several spot heretofore played by "Hollywood."

New stops on the "Holiday" route already set include Phoenix, Ariz., where the icer will be the first attraction when the new Phoenix Coliseum opens October 1; the State Fair Hirsch Youth Center, Shreveport, where Municipal Auditorium has been used before; University of Wichita Fieldhouse, Wichita, where the Forum has been used, and Albuquerque Ice Arena, a new town for the show.

It was reported in Milwaukee that "Holiday on Ice" will be the only ice show playing the Milwaukee Arena this year. The stand comes in January. What makes that notable is that in the past Milwaukee has had three or more ice shows per year.

The change points up the fact that "Hollywood Ice Revue's" absence and some subsequent changes in other routes means virtually no city will be "overplayed" by icers. Some spots formerly had two or three shows; none now will have more than two and they are the exception. Ice show men expect this to prove generally more satisfactory.

**New Construction Boom**

• Continued from page 81

music center has been recommended by a professional survey firm.

Philadelphia Seeks Plans  
Philadelphia—A fund has been set aside for planning a proposed all-weather stadium. Four firms of architects will bid for the preliminary plans assignment.

Estevan, Sask. — A 2,500-seat Coliseum is contemplated.

Moose Jaw, Sask.—The exhibition is building a 4,500-seat arena for \$400,000. Structure is of advanced design.

St. Thomas, Ont. — New St. Thomas-Elgin Arena is completed.

Louisville—Huge Kentucky Fair and Exposition Center, a \$16,800,000 project, was completed early in September. It includes the 14,532-seat Coliseum, two exhibition buildings and a 21,000-seat ball park stadium.

Albuquerque, N. M. — The \$1,000,000 Coliseum of the New Mexico State Fair is virtually complete. It will seat 14,000.

Greenville, O.—Darke County Coliseum, 3,300 seats, has been completed by the fair board, using other funds after a bond issue was rejected.

Texas Booms On  
Tyler, Tex.—Oil man Bobby Manziel is building a sports arena to be called the Oil Palace, scheduled to seat 15,000.

Kirksville, Mo.—Northeast Missouri State Teachers' College plans an addition which would include an auditorium.

Austin, Tex.—Ground was broken early in September for a \$2,900,000 Municipal Auditorium.

Bangor, Me. — New Bangor Auditorium has been in operation nearly a year.

Shreveport, La. — State Fair Hirsch Youth Center is completed and in use.

New York—New York Coliseum, a major exposition hall, was opened this summer.

New York—Two arenas are being built in Long Island suburban areas. One, the Long Island Arena at Commack, will be in operation by this winter. The other, Island

Garden, a privately financed building, is just getting started.

Marquette, Mich.—A 7,500-seat Arena is under construction.

Madison, Wis. — Frank Lloyd Wright has been contracted to design the Monona Terrace Auditorium and Civic Center.

Miami, Okla.—A \$500,000 auditorium-gym is planned by the board of education.

San Francisco, Indianapolis  
Butler, Pa.—A new fairgrounds at Butler will include a coliseum to seat from 6,000 to 8,000 persons.

San Francisco—A San Francisco Exhibit Hall is to be part of the civic center and will be built underground.

Columbus, Neb.—City is considering a new building.

Indianapolis—A civic auditorium of major proportions is in the planning stage.

Hatfield, Pa.—A 4,000-seater is planned.

Fredericton, N. B.—A new Arena is planned as part of the Fredericton Exhibition's expansion program.

Chicago—A \$34,000,000 Convention Hall is being considered for possible construction on a lake-front site.

Pittsburgh—New major municipal building is planned, with possible completion in 1958.

Cheyenne, Wyo.—A \$200,000 Convention Hall is being completed this fall.

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# Shows Hit \$3 Billion Yearly

• Continued from page 81

Facilities developed at the opening of the New York Coliseum, a committee representing labor and management was formed; three show producers were included on the committee, giving the field a voice.

### Big Three-Year Increase

Keeping close watch on the trade show and exposition development has been the Exhibitors' Advisory Council, with Mrs. O'Enone Negley as executive secretary.

It is Mrs. Negley who estimates that the business amounts to \$3 billion yearly now. She points out that the past three years have brought an increase of about \$750,000,000. The amount represents money used for rental of buildings, rental of booths, advertising material, production, displays and similar expenditures. This is exclusive, however, of salaries paid to those who operate the booths and it is exclusive of the vast allied field of commercial exhibits at fairs.

To estimate the number of trade shows and exhibitions is difficult, since some are produced infrequently or irregularly rather than annually. The Exhibitors' Advisory Council, however, lists 4,300 shows throughout the world. Of that number, about 2,300 are in the United States, according to the council's 1956 tabulation. A new count initially will list nearly 2,000, with more to be added in supplementary lists during 1957.

New shows come on the scene rapidly, and some disappear as quickly. Roughly 100 new ones are launched each year, Mrs. Negley estimates. Some succeed and become annuals with long runs. Some fill a passing need and disappear after several seasons. Some are one-time affairs. But all demonstrate great interest and potential in the field.

One of the new types is that devoted to automation. One of the shows with the longest history is the International Flower Show, formerly the National Flower Show, which has 40 years or more to its credit.

### New Fields, New Shows

Orkin cites the new Outdoor Living Shows and points out that as soon as an industry or a market warrants a show there are producers at hand ready to build that event. As Americans gain more leisure time and spend more of it outdoors, the potential increases to and beyond the point where exhibitors in that field will support an Outdoor Living Show, per example.

Sometimes, too, need for a particular show is temporary. Thus a motel show has been going two years, but the long-established hotel show may absorb it.

The huge number of square footage shows divides quickly in two types. One—the exposition—is open to the general public. In that class are familiar Home Shows, Sports Shows, Vacation Shows and a host of others in which people are invited to inspect consumer goods and place orders.

Another type is the trade show, that to which attendance is limited to persons in a particular business or industry. These are the furniture shows, electronics shows, paint industry shows, railroad suppliers shows and more.

Trade shows break down into two parts also. One is an industry show, with the prime purpose of educating people in the business about certain products or brands. The other is a merchandise show, where manufacturers and distributors display wares and seek orders from retailers.

The biggest trade shows are the National Machine Tool Builders' Show, which is held every five years, and the road builders' show, which is scheduled for 1957 and last was produced in 1948. Each of these requires all of the exhibit space at the International Amphitheater, Chicago.

Apart from these and many other large ones are the hundreds of moderate and small shows. Some serve smaller fields, some represent districts or regions. This means there are trade shows and expositions on the schedule books or within the grasp of arenas and auditoriums of all styles and sizes, and in all locations. The building manager who isn't involved in the trade show field is the exception; the manager who is not seeking more such shows is nearly nonexistent.

Working with them and the producers are the suppliers of show booth equipment, furniture and displays. The building of displays in particular has become a big business.

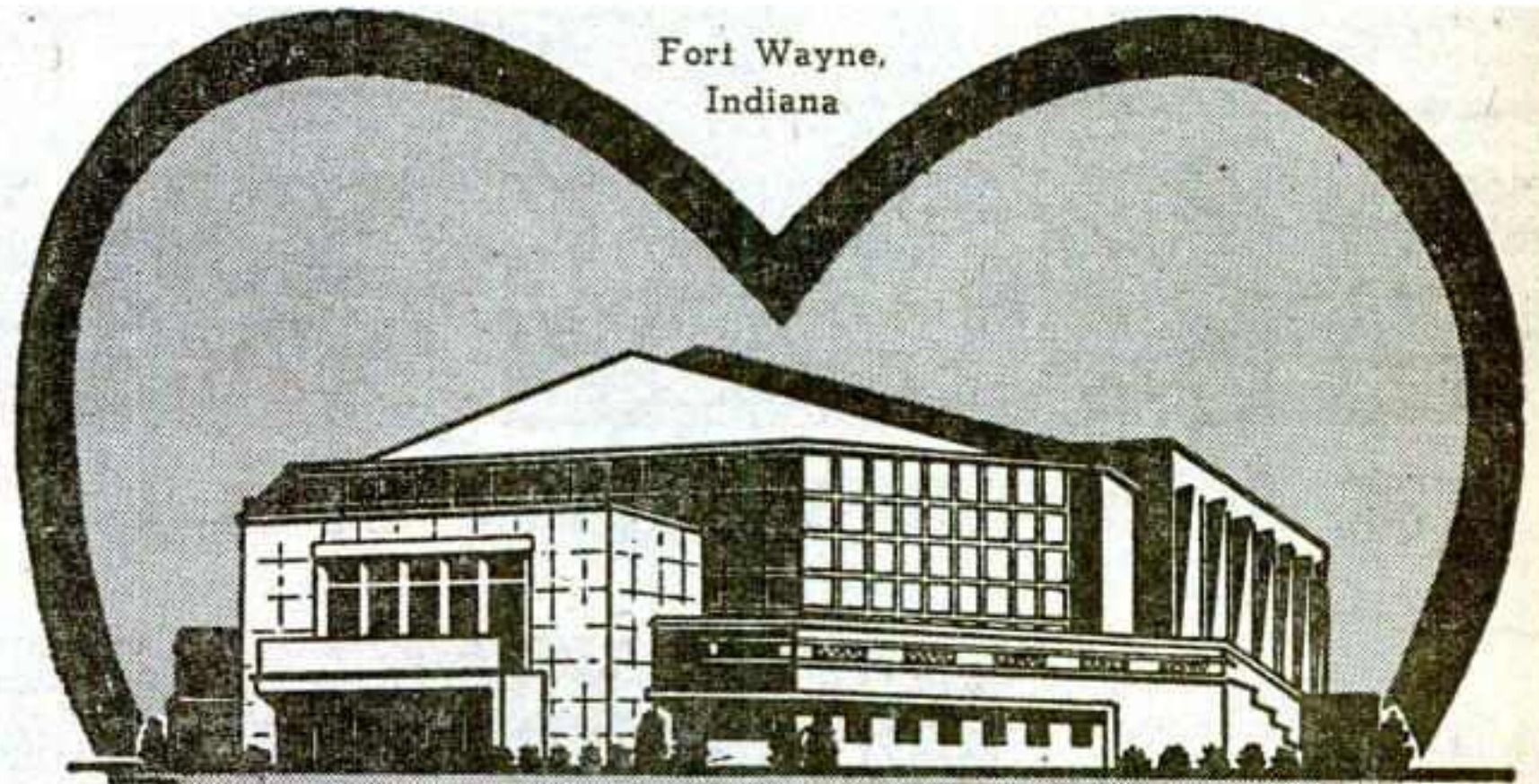
It all adds up to a tremendous business in itself with additional benefits for hotels, restaurants and stores in the cities or neighborhoods where the exhibit halls are located.

As more millions of people pass thru turnstiles at trade shows and expositions, more millions of dollars will be put alongside those already invested and the business will continue to grow. Keeping up with it or leading the way will be the buildings, producers and exhibitors who are pitching for trade shows and expositions.

The business has come a long way since its origins in market places of Biblical times, and the prospects are for even greater development in coming years.

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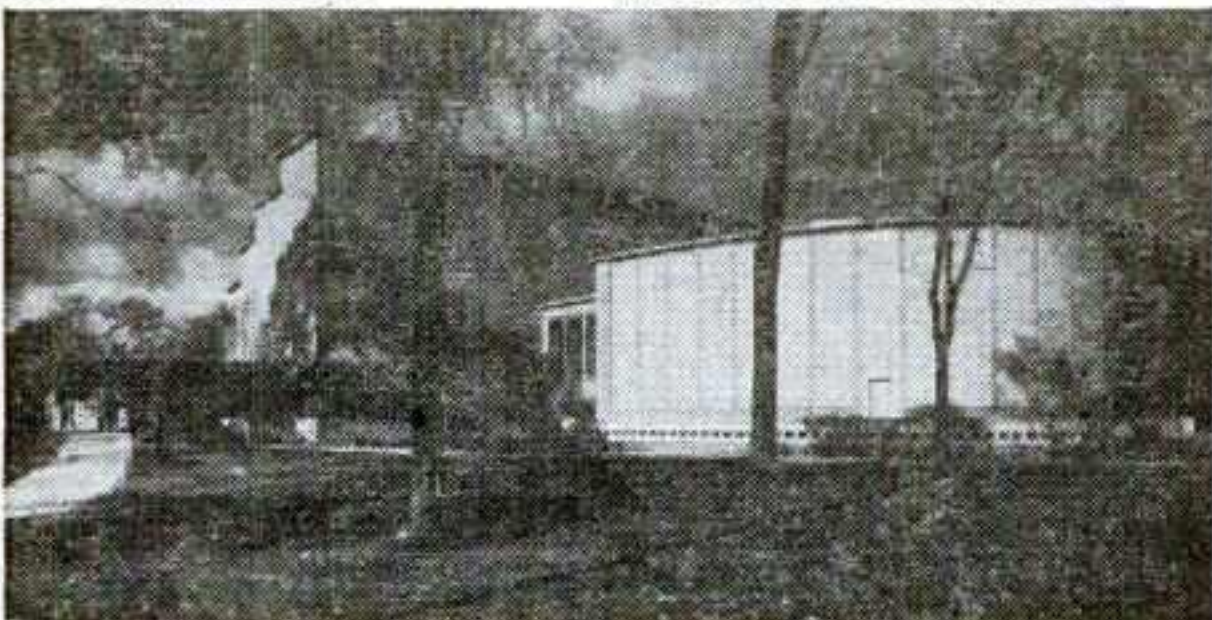
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**Alabama**  
**Municipal Auditorium, Birmingham**  
 MANAGER: Fred McCallum. PERMANENT SEATS: 2,920, plus 2,180 portable seats. ARENA FLOOR: 100 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: J. H. Dickson. ICE SHOW: "Holiday on Ice." MEMBER: IAAM. Remodeling under way to add exhibit hall and to air-condition both auditorium and hall.  
**City Auditorium, Gadsden**  
 MANAGER: H. Lee Smith. PERMANENT SEATS: 700, plus 1,200 portable seats. ARENA FLOOR: 100 by 80 feet. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS LESSEE and LOCAL PROMOTER: H. Lee Smith.  
**Fort Whiting Auditorium, Mobile**  
 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. CONCESSIONS LESSEE: Alabama National Guard.  
**State Coliseum, Montgomery**  
 MANAGER: Tom C. Reid. PERMANENT SEATS: 8,528 plus 4,300 portable seats. ARENA FLOOR: 130 by 260 feet. CONCESSIONS LEASED. ICE SHOW: "Holiday on Ice." MEMBER: IAAM.  
**Arkansas**  
**War Memorial Building, Blytheville**  
 MANAGER: James Nierstheimer. PERMANENT SEATS: 2,000, plus 500 portable seats. ARENA FLOOR: 60 by 60 feet. EXHIBIT SPACE: 3,600 sq. ft. CONCESSIONS LESSEE: American Legion. LOCAL PROMOTER: James Nierstheimer. Air-conditioned.  
**University Field House, Fayetteville**  
 PERMANENT SEATS: 2,000.  
**Municipal Auditorium, Texarkana**  
 PERMANENT SEATS: 600, plus 300 portable seats.  
**Boy's Club, Hot Springs**  
 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.  
**Barton Coliseum, Little Rock**  
 MANAGER: Clyde Byrd. PERMANENT SEATS: 6,500, plus 3,000 portable seats. ARENA FLOOR: 120 by 240 feet. EXHIBIT SPACE: 26,000 sq. ft. EXPOSITIONS: Home, Furniture, Rodeo, etc.  
**Robleson Memorial Auditorium, Little Rock**  
 MANAGER: A. W. Harville. PERMANENT SEATS: 2,986. ARENA FLOOR:

123 by 106 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,500 sq. ft. MEMBER: IAAM.

**California**

**Veteran's Memorial Auditorium, Culver City**  
 MANAGER: Arthur J. Lund. PERMANENT SEATS: 1,800. ARENA FLOOR: 100 by 75 feet. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM. Air-conditioned.  
**Municipal Auditorium, Eureka**  
 MANAGER: C. M. Coon. PERMANENT SEATS: 1,700. ARENA FLOOR: 70 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. CONCESSIONS LEASED. EXPOSITIONS: Appliance Show.  
**Memorial Auditorium, Fresno**  
 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. LOCAL PROMOTERS: Van Tonkins, Leitha Marsh. CIRCUS: Polack-Shrine. MEMBER: IAAM.  
**Civic Auditorium, Glendale**  
 MANAGER: Donald Baurrette. PERMANENT SEATS: 2,000. ARENA FLOOR: 90 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 26,800 sq. ft. CONCESSIONS: By building.  
**Municipal Auditorium, Long Beach**  
 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. CONCESSIONS LESSEE: Durr Brothers. CIRCUS: Polack Bros. Shrine. MEMBER: IAAM. REMARKS: Operate a 12,500-seat Municipal Stadium in conjunction.  
**Pan Pacific Auditorium, Los Angeles**  
 MANAGER: Charles E. Cord. PERMANENT SEATS: 6,500. ARENA FLOOR: 250 by 400 feet. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Ice Capades." "Ice Follies." EXPOSITIONS: Auto, Home, Sports. MEMBER: IAAM, AMA.  
**Shrine Civic Auditorium, Los Angeles**  
 MANAGER: W. L. McMeekin. PERMANENT SEATS: 6,700. ARENA FLOOR: 150 by 250 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 96,000 sq. ft. LOCAL PROMOTER: John Moss.

**CIRCUS: Polack Bros. MEMBER: IAAM.**  
**Pasadena Civic Auditorium, Pasadena**  
 MANAGER: Edward J. Allen. PERMANENT SEATS: 2,972. ARENA FLOOR: 109 by 156 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS LESSEE: City. EXPOSITIONS: Home, Auto, Ceramic, Antique. MEMBER: IAAM.

**Memorial Auditorium, Sacramento**  
 MANAGER: Elmer Congdon. PERMANENT SEATS: 4,444. MEMBER: IAAM.  
**Swing Auditorium, San Bernardino**  
 PERMANENT SEATS: 10,000. ARENA FLOOR: 180 by 80 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Ice Cycles." MEMBER: AMA.

**Cow Palace, San Francisco**  
 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. CONCESSIONS LESSEE: Duchess, Inc. LOCAL PROMOTER: Nye Wilson. ICE SHOW: None regularly. CIRCUS: Ringling Bros. and Barnum & Bailey. EXPOSITIONS: Various. MEMBER: IAAM.

**Civic Auditorium, San Francisco**  
 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. CONCESSIONS LEASED. MEMBER: IAAM.  
**Civic Auditorium, San Jose**  
 MANAGER: Francis F. Heney. PERMANENT SEATS: 2,000, plus 1,330 portable seats. ARENA FLOOR: 80 by 116 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. CIRCUS: Polack-Shrine. EXPOSITION: Home. MEMBER: IAAM.

**Santa Cruz Civic Auditorium, Santa Cruz**  
 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. CONCESSIONS LEASEE: Mrs. Lois Petersen. LOCAL PROMOTER: Larry Finto. CIRCUS: Shrine.

**Memorial Auditorium, Stockton**  
 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. CIRCUS: Polack.  
**Oakland Municipal Auditorium, Oakland**  
 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. CONCESSIONS LESSEE: California Sportservice, Inc. VARIOUS LOCAL PROMOTERS. CIRCUS: Polack-Shrine. EXPOSITIONS: Oakland Spring Garden Show, Calif. Home Show, Do-It-Yourself Show, Inter. Sports Car Show. MEMBER: IAAM. REMARKS: The Auditorium also has 1,951-seat Theater, 400-seat Ballroom, 47,000 sq. ft. Exposition Building.

**Richmond Memorial Auditorium, Richmond**  
 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. CONCESSIONS LESSEE: Dyer Enterprises. LOCAL PROMOTERS: John Munro, Chas. Joseph. EXPOSITIONS: Home, Auto. MEMBER: IAAM. REMARKS: Tilting floor, removable section of stage floor.

**Colorado**

**City Auditorium, Colorado Springs**  
 MANAGER: Ted Conklin. PERMANENT SEATS: 3,000. ARENA FLOOR: 111 by 70 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS: By building. CIRCUS: Gil Gray-Shrine.

**Denver Coliseum, Denver**  
 MANAGER: Michael Livota. PERMANENT SEATS: 10,000. ARENA FLOOR: 232 by 112 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Ice Follies." "Ice Capades." CIRCUS: Polack. EXPOSITION: Home. MEMBER: IAAM, AMA.

**Connecticut**

**Rushnell Memorial Auditorium, Hartford**  
 MANAGER: W. H. Mortensen. PERMANENT SEATS: 3,277. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. ICE SHOW: "Ice Follies." MEMBER: National Association of Concert Managers.

**The New Haven Arena, New Haven**  
 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. CONCESSIONS LESSEE: Sportservice. LOCAL PROMOTER: The Arena Co. ICE SHOW: "Ice Follies." "Ice Capades." EXPOSITIONS: Home, Antique, Boat, Trailer, Do-It-Yourself, Business. MEMBER: IAAM, AMA.

**District of Columbia**

**Clare Auditorium, Washington**  
 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. CONCESSIONS LEASED. ICE SHOW: "Capades." CIRCUS: Hamid-Morton. EXPOSITIONS: Food, etc. Air-conditioned. MEMBER: IAAM, AMA.

**National Guard Armory, Washington**  
 MANAGER: A. J. Bergman. PERMANENT SEATS: 3,234, plus 2,076 portable seats. EXHIBIT SPACE: 140,000 sq. ft. EXPOSITIONS: Home, Auto, Flower, Dog, Sports. MEMBER: IAAM.

**Florida**

**Peabody Auditorium, Daytona Beach**  
 MANAGER: Henry DeVerner. PERMANENT SEATS: 2,500. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,000 sq. ft. LOCAL PROMOTER: Henry DeVerner. ICE SHOW: "Ice Follies." EXPOSITIONS: Home, Auto, etc. MEMBER: IAAM, National Concert Managers Association.

**War Memorial Auditorium, Fort Lauderdale**  
 MANAGER: W. J. Eastman. PERMANENT SEATS: 2,472. PERMANENT THEATER-TYPE STAGE. EXPOSITION: Home Show.

**National Guard Armory, Jacksonville**  
 MANAGER: G. H. Poppell. PERMANENT SEATS: 2,700. ARENA FLOOR: 82 by 138 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Home, Builders.

**Miami Beach Auditorium, Miami Beach**  
 MANAGER: Claude D. Ritter. PERMANENT SEATS: 3,534. ARENA FLOOR: 100 by 132 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. CONCESSIONS LEASED. EXPOSITIONS: Home. Air-conditioned. MEMBER: IAAM.

**Dade County Auditorium, Miami**  
 MANAGER: Ralph Gilman. PERMANENT SEATS: 2,500. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM.

**Dinner Key Exposition Building**  
 MANAGER: Walter Clewis. PORTABLE SEATING: 12,000. EXHIBIT SPACE: 96,000 sq. ft. MEMBER: IAAM.

**Municipal Auditorium, Pensacola**  
 MANAGER: Walter E. Wicke. PERMANENT SEATS: 3,000. LOCAL PROMOTERS: J. G. Whitfield, Dr. N. S. Rubin, Gene Trader. MEMBER: IAAM.

**Municipal Auditorium, Sarasota**  
 MANAGER: T. F. Wilson. Mason Baldwin. PERMANENT SEATS: 400, plus 1,300 portable seats. ARENA FLOOR: 93 by 96 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 93 by 96 sq. ft. CONCESSIONS: Open. EXPOSITIONS: Home Builders, Merchants Home Show, Auto Show, Flower Show, Boat and Sport Show. MEMBER: IAAM. Air-conditioned.

**Fort Hesterly Armory, Tampa**  
 MANAGER: Edward V. Chassee. PERMANENT SEATS: 1,800, plus 3,200 portable seats. ARENA FLOOR: 120 by 220 feet. EXHIBIT SPACE: 32,000 sq. ft. CON-

CESSIONS LESSEE: Edgar E. Levin. LOCAL PROMOTER: E. V. Chassee. ICE SHOW: "Holiday on Ice." EXPOSITIONS: Home Show. MEMBER: IAAM.

**Georgia**

**City Auditorium-Mills Stadium, Albany**  
 MANAGER: C. C. Burnett. AUDITORIUM SEATS: 1,450, plus 6,500 stadium seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED.

**Municipal Auditorium, Atlanta**  
 MANAGER: H. H. Niebruegge. PERMANENT SEATS: 5,000. ARENA FLOOR: 95 by 140 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 37,500 sq. ft. CONCESSIONS LESSEE: T. H. Read. LOCAL PROMOTERS: Numerous. ICE SHOW: "Holiday on Ice." CIRCUS: Hamid-Morton, Shrine. EXPOSITIONS: Sports & Vacation Show, Home Show, 15 Trade Shows annually. MEMBER: IAAM. Wrestling is tops. All Night Gospel Sings monthly. Department Store Warehouse Sale.

**Bell Memorial Auditorium, Augusta**  
 MANAGER: J. D. Bedingfield. MEMBER: IAAM.

**Municipal Auditorium, Macon**  
 MANAGER: Harry Willis Sr. PERMANENT SEATS: 1,080, plus 2,000 portable seats. ARENA FLOOR: 65 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 7,500 sq. ft. LOCAL PROMOTER: V. E. King. ICE SHOW: "Ice Vogues." CIRCUS: Shrine. EXPOSITIONS: Home Shows.

**Municipal Auditorium, Savannah**  
 MANAGER: Sol Passink. MEMBER: IAAM.

**Idaho**

**Junior College Auditorium, Coeur d'Alene**  
 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. CONCESSIONS: By building.

**Illinois**

**Chicago Stadium, Chicago**  
 MANAGER: Arthur Wirtz. SEATS: 20,000. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LESSEE: Sportservice, Inc. ICE SHOWS: "Capades," "Follies."

**International Amphitheater, Chicago**  
 MANAGER: M. E. Thayer. SEATS: 12,000. ARENA FLOOR: 123 by 238 feet. EXHIBIT SPACE: 528,000 sq. ft. CONCESSIONS: By building. EXPOSITIONS: Industrial Expositions, Rodeo, International Livestock Exposition, Ice Shows, Retail Sales, etc. MEMBER: IAAM. Air-conditioned. TV Coaxial Cables.

**Coliseum, Chicago**  
 MANAGER: Kenneth Watson. PERMANENT SEATS: 8,000. ARENA FLOOR: 480 by 170. ICE RINK. EXHIBIT SPACE: 90,000 sq. ft. CONCESSIONS: Sportservice. Sports.

**Masonic Temple, Decatur**  
 PERMANENT SEATS: 1,224. PERMANENT THEATER-TYPE STAGE.

**Wharton Field House, Moline**  
 PERMANENT SEATS: 6,000.

**Shrine Mosque, Peoria**  
 MANAGER: Leonard B. Potter. PERMANENT SEATS: 1,828. STAGE FLOOR: 75 by 45 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 2,200 sq. ft. LOCAL PROMOTERS: Bert Potter, Edelstein, Ill.; L. C. Worley and Allen E. Cannon. EXPOSITIONS: Appliances and Auto Supplies. Unusually large stage for any type of show, Concerts, Artist's series, Symphonies and Stageshows.

**Shrine Temple, East St. Louis**  
 MANAGER: Robert F. Miller. PERMANENT SEATS: 1,600, plus 1,400 portable seats. ARENA FLOOR: 90 by 95 feet.

**Indiana**

**Indiana University Auditorium, Bloomington**  
 MANAGER: D. H. Horton. SEATS: 3,788. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. LOCAL PROMOTER: H. W. Jordan. MEMBER: National Association Concert Managers. Air-conditioned.

**Coliseum, Evansville**  
 PERMANENT SEATS: 1,200, plus 1,100 portable seats. PERMANENT THEATER-TYPE STAGE. CIRCUS: Shrine, Firemen.

**Allen County Memorial Coliseum, Fort Wayne**  
 MANAGER: Don Myers. PERMANENT SEATS: 7,200, plus 2,800 portable seats. ARENA FLOOR: 223 by 108 feet. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS LESSEE: Kinney Concessions Co. LOCAL PROMOTER: Zollner Promotions, Fort Wayne Enterprises, etc. ICE SHOW: "Holiday on Ice." CIRCUS: Polack-Shrine. EXPOSITIONS: Home Show, Sport Show, Auto Show. MEMBER: IAAM.

**Civic Center, Hammond**  
 PERMANENT SEATS: 4,000, plus 3,000 portable seats. ARENA FLOOR: 140 by 62 feet. EXHIBIT SPACE: 14,600 sq. ft. CIRCUS: Polack.

**Butler University Field House, Indianapolis**  
 PERMANENT SEATS: 9,000, plus 6,000 portable seats. ARENA FLOOR: 250 by 175 feet. CONCESSIONS: By building.

**Indiana Coliseum, Indianapolis**  
 MANAGER: Melvin T. Ross. PERMANENT SEATS: 8,839 plus 3,000 portable seats. ARENA FLOOR: 120 by 300 feet. CONCESSIONS: By building. ICE SHOW: "Holiday on Ice." CIRCUS: Polack-Shrine. EXPOSITIONS: Sports, etc. MEMBER: IAAM. Retained by Indiana State Fair, May to October.

**Adams H. S. Auditorium, South Bend**  
 MANAGER: Russell Rothermel. PERMANENT SEATS: 2,000, plus 1,000 portable seats. ARENA FLOOR: 88 by 80 feet. CIRCUS: Shrine.

**Iowa**

**Municipal Auditorium, Burlington**  
 MANAGER: Harold Cooper. PERMANENT SEATS: 2,600. MEMBER: IAAM.

**Memorial Coliseum, Cedar Rapids**  
 MANAGER: Barney McPartland. PERMANENT SEATS: 1,200 plus 1,900 portable



## Kansas City Municipal Stadium

- ★ Newest, most modern major league stadium in existence.
- ★ Seating: 30,611 chairs
  - upper deck: 12,994, including 3,021 box seats
  - lower deck: 17,617, including 6,803 box seats
- ★ Parking: off street for more than 6,000 cars and buses in the immediate vicinity; stadium bounded by 4-lane thoroughfares.
- ★ Lighting: the best lighting of any major league field for your night event.
- ★ Kansas City: offers in addition the Municipal Auditorium, Auditorium Plaza, Garage, etc.

Contact: Director of Public Works  
 City Hall, Kansas City, Mo.



SEATS. ARENA FLOOR: 143 by 77 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 2,200 sq. ft. ICE SHOW: "Vogues." CIRCUS: AFL. EXPOSITIONS: Home, Sport, Auto.

**New Masonic Temple, Davenport**  
MANAGER: A. D. Pierce. SEATS: 2,700. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. EXPOSITIONS: Home.

**KRNT Theater, Des Moines**  
MANAGER: Henry J. Wiemann. SEATS: 4,139. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. MEMBER: IAAM.

**Veterans Memorial Auditorium, Des Moines**  
MANAGER: Horace S. Strong. SEATS: 14,000. ICE RINK. EXHIBIT SPACE: 46,000 sq. ft. ICE SHOW: "Follies." MEMBER: IAAM. Air-conditioned.

**Ottumwa Coliseum, Ottumwa**  
MANAGER: K. M. Pennington. PERMANENT SEATS: 688, plus 1,284 portable seats. ARENA FLOOR: 80 by 120 feet.

PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 18,000 sq. ft.

**Municipal Auditorium, Sioux City**  
MANAGER: Robert D. Hinchman. PERMANENT SEATS: 2,600, plus 1,900 portable seats. ARENA FLOOR: 84 by 180 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine. EXPOSITIONS: Home, Gladiola. Air-conditioned. Rail Sidetrack. MEMBER: IAAM.

**Hippodrome, Waterloo**  
MANAGER: Nicholas George. PERMANENT SEATS: 7,469, plus 500 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By building. ICE SHOW: "Vogues." CIRCUS: Hagen. EXPOSITIONS: Home, Sport. MEMBER: IAAM.

**Kansas**  
**Coffeyville Memorial Auditorium, Coffeyville**  
MANAGER: George A. Hayden. PERMANENT SEATS: 1,992, plus 150 portable seats. ARENA FLOOR: 75 by 50 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: Approx. 400 sq. ft. CONCESSIONS: By Memorial Auditorium. LOCAL PROMOTER: Cliff Perkins. EXPOSITIONS: Boy Scout, Groceries.

**Municipal Auditorium, Dodge City**  
MANAGER: Ray H. Smith. PERMANENT SEATS: 3,342. ARENA FLOOR: 75 by 150 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED.

**Sports Arena & Convention Hall, Hutchinson**  
MANAGER: Paul W. Neff. PERMANENT SEATS: 3,972, plus 1,150 portable seats. ARENA FLOOR: 138 by 160 feet. EXHIBIT SPACE: 138 by 160 sq. ft. CONCESSIONS LESSEE: Hooper Concessions. LOCAL PROMOTER: Hamilton Attractions. EXPOSITIONS: Home, Auto. MEMBER: IAAM.

**Municipal Auditorium, Topeka**  
MANAGER: W. R. Yerkes. PERMANENT SEATS: 4,200. ARENA FLOOR: 100 by 300 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 13,000 sq. ft. CONCESSIONS LEASED. CIRCUS: Clyde Bros. MEMBER: IAAM.

**Forum, Wichita**  
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. CONCESSIONS: By building. LOCAL PROMOTERS: Mary Floto, Harry Peebles. ICE SHOW: "Holiday." CIRCUS: Police, Shrine. EXPOSITIONS: Home, Dog, Auto. MEMBER: IAAM.

**Kentucky**  
**Memorial Gymnasium, Hazard**  
MANAGER: James Caudill. PERMANENT SEATS: 2,700. ARENA FLOOR: 100 by 60 feet. EXHIBIT SPACE: 10,000 sq. ft.

**The Armory, Louisville**  
MANAGER: Charles P. Graviss. ICE SHOW: "Holiday." CIRCUS: Polack. EXPOSITIONS: Home, Sport. Kentucky Coliseum and Exposition Center, Louisville

MANAGER: Clyde Reeves. PERMANENT SEATING: 14,532, plus 2,040 portable seats in Coliseum; 21,209 seats in stadium. ARENA FLOOR: 116 by 290. EXHIBIT SPACE: 407,900 sq. ft. ICE RINK. Meeting rooms and dining rooms. MEMBER: IAAM.

**Louisiana**  
**Blackham Coliseum, Lafayette**  
MANAGER: Burl C. Logan. PERMANENT SEATS: 2,600, plus 2,600 portable seats. ARENA FLOOR: 220 by 110 feet. ICE RINK.

**Municipal Auditorium, New Orleans**  
MANAGER: Ray Scheuering. PERMANENT SEATS: 3,000, small hall; 5,000, large hall. ARENA FLOOR: 130 by 261 feet. PERMANENT THEATER-TYPE STAGE. ARENA: 32,250 sq. ft. ANNEX: 26,408 sq. ft. CONCESSIONS LESSEE: Emory Watkins. Now advertising for bids on concessions. LOCAL PROMOTERS: Gar Moore, Mancuso Bros., Carl Liller, etc. ICE SHOW: "Holiday on Ice." CIRCUS: Tom Packs. EXPOSITIONS: Home, Do-It-Yourself, Automobile Previews. MEMBER: IAAM.

**Municipal Auditorium, Shreveport**  
MANAGER: E. P. Allison. PERMANENT SEATS: 3,740, plus portable seats. ARENA FLOOR: 76 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LESSEE: American Legion. LOCAL PROMOTER: A. C. Goldberg. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine Circus. EXPOSITIONS: Home. MEMBER: IAAM.

**State Fair Hirsch Youth Center, Shreveport**  
MANAGER: Joseph Monsour. PERMANENT SEATING: 9,000, plus portable seats. ARENA FLOOR: 240 by 120. ICE SHOW: "Holiday." CIRCUS: Clyde Bros. RODEO. MEMBER: IAAM.

**Maine**  
**Municipal Auditorium, Bangor**  
MANAGER: Paul V. Brown. PERMANENT SEATS: 7,000. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft. ICE SHOWS: "Holiday," "Capades." MEMBER: IAAM.

**Massachusetts**  
**Boston Garden, Boston**  
MANAGER: Walter Brown. SEATS: 13,750. ARENA FLOOR: 100 by 225 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Capades," "Follies." CIRCUS: Ringling-Barnum, Hamid-Morton. MEMBER: IAAM, AMA.

**North Shore Sports Center, Lynn**  
MANAGERS: Frank Anderson, 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.

**Coliseum, Springfield**  
PERMANENT SEATS: 6,000, plus portable seats. ARENA FLOOR: 115 by 200 ft. ICE RINK. CONCESSIONS LEASED.

**Memorial Auditorium, Worcester**  
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. EXPOSITIONS: Home.

**Michigan**  
**Masonic Temple Auditorium, Detroit**  
MANAGER: C. W. Van Lopik. SEATS: 5,000, plus 1,600. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS: By building. MEMBER: IAAM.

**IMA Auditorium, Flint**  
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. CONCESSIONS: By building. CIRCUS: Polack. EXPOSITIONS: Home, Sports. MEMBER: IAAM.

**Civic Auditorium, Grand Rapids**  
MANAGER: Fred J. Barr Jr. SEATS: 5,000. ARENA FLOOR: 150 by 110 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 66,500 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTERS: David Nederlander, Harry Zelzer. CIRCUS: Shrine. EXPOSITIONS: Home, Sports, Auto, Air-conditioned. MEMBER: IAAM.

**Civic Center, Holland**  
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. CONCESSIONS: By building.

**Civic Auditorium, Lansing**  
MANAGER: Charles Ziegas. PERMANENT SEATS: 6,100. MEMBER: IAAM.

**Lansing Civic Center, Lansing**  
MANAGER: Charles A. Ziegas. PERMANENT SEATS: 6,100. EXHIBIT SPACE: 50,000 sq. ft. ARENA FLOOR: 200 by 100. PERMANENT THEATER-TYPE STAGE. CIRCUS: Polack.

**NORTH DAKOTA**  
**Municipal Auditorium, Minot**  
MANAGER: Charles Stenersen. SEATS: 6,500. EXHIBIT SPACE: 22,560 sq. ft.

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ARENA FLOOR: 175 by 87. MEMBER: IAAM.

**Saginaw Auditorium, Saginaw**  
PERMANENT SEATS: 2,750. ARENA FLOOR: 85 by 75 ft. CONCESSIONS: By building. CIRCUS: Davenport-Shrine. EXPOSITIONS: Home, Outdoor.

**Minnesota**

**Hippodrome, Eveleth**  
MANAGER: Frank Urbiba. PERMANENT SEATS: 3,080, plus 2,500 portable seats. ICE RINK. EXHIBIT SPACE: 18,000 sq. ft. CONCESSIONS LEASED. Four annual wrestling shows. CIRCUS: Davenport-Shrine. EXPOSITIONS: Sports, Travel, Home.

**Mayo Civic Auditorium, Rochester**  
MANAGER: Alberta C. ance. ARENA SEATS: 3,700. THEATER SEATS: 1,480. ARENA FLOOR: 101 by 155. ICE RINK.

CONCESSIONS: By building. ICE SHOW: "Capades." MEMBER: IAAM.

**Memorial Arena, Hibbing**  
MANAGER: John G. Saylor. PERMANENT SEATS: 5,000, plus 500 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Veterans. CIRCUS: Shrine. EXPOSITIONS: Sport, Home, Auto.

**Municipal Auditorium, Minneapolis**  
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. CONCESSIONS LESSEE: Joseph Kelber. LOCAL PROMOTERS: H. H. Cory, P. W. "Nick" Kahler, Max Winter. ICE SHOW: None. CIRCUS: Shrine. EXPOSITIONS: Sports & Travel, Builders Show, Do-It-Yourself Show. MEMBER: IAAM.

**Auditorium, St. Paul**  
MANAGER: Edward A. Furni. SEATS: 15,000. ARENA FLOOR: 100 by 200 ft. ICE RINK. CONCESSIONS: Bush-Laube Co. ICE SHOW: "Ice Capades." CIRCUS: Davenport-Shrine.

**Mississippi**

**City Auditorium, Columbus**  
PERMANENT SEATS: 2,500. ARENA FLOOR: 60 by 90 ft. CONCESSIONS: By building. LOCAL PROMOTER: Early Maxwell.

**City Auditorium, Jackson**  
MANAGER: George T. Kurts. PERMANENT SEATS: 3,500. MEMBER: IAAM.

**Vicksburg Auditorium, Vicksburg**  
MANAGER: A. C. Strickland. PERMANENT SEATS: 2,288. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Home.

**Missouri**

**Arena, Cape Girardeau**  
PERMANENT SEATS: 2,200, plus 1,000 portable seats. ARENA FLOOR: 60 by 120 feet. CONCESSIONS LESSEE: City Park Commissioner.

**Memorial Hall, Joplin**  
PERMANENT SEATS: 3,000, plus portable seats. ARENA FLOOR: 84 by 96 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. EXPOSITIONS: Home, Cattle, Dog.

**Municipal Auditorium, Kansas City**  
MANAGER: C. B. Hoff. PERMANENT SEATS: 8,000, plus 2,500 portable seats. ARENA FLOOR: 110 by 220 ft. EXHIBIT SPACE: 90,000 sq. ft. CONCESSIONS LEASED. ICE SHOWS: "Holiday," "Capades." CIRCUS: Davenport-Shrine, Morton-Police. EXPOSITIONS: Air-conditioned. MEMBER: IAAM.

**Kansas City Stadium, Kansas City**  
MANAGER: Reed McKinley, director. SEATING CAPACITY: 30,898.

**Municipal Auditorium, Moberly**  
MANAGER: R. W. Daly. PERMANENT SEATS: 518, plus 752 portable seats. ARENA FLOOR: 70 by 70 ft. EXHIBIT SPACE: 9,698 sq. ft. EXPOSITIONS: All.

**Shrine Mosque, Springfield**  
PERMANENT SEATS: 1,200, plus 2,800 portable seats. ARENA FLOOR: 60 by 100 feet. CONCESSIONS LESSEE: Shrine Units. ICE SHOW: "Vogues." CIRCUS: Gil Gray, Polack.

**Arena, St. Louis**  
MANAGER: Emery D. Jones. SEATS: 16,500. ARENA FLOOR: 254 by 100 ft. ICE SHOW: "Hollywood," "Ice Capades."

CIRCUS: Police, Tom Packs. MEMBER: IAAM.

**Kiel Municipal Auditorium, St. Louis**  
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. CONCESSIONS LESSEE: Berle Vending Co. LOCAL PROMOTER: Entertainment Enterprises. EXPOSITIONS: Sports, Travel & Boat Show, St. Louis House Show, Auto Show. MEMBER: IAAM.

**Municipal Auditorium, St. Joseph**  
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. CONCESSIONS LEASED. CIRCUS: Gil Gray. EXPOSITIONS: Home, Farm Machinery.

**Montana**

**Shrine Temple, Billings**  
MANAGER: Don Jewell. 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. CONCESSIONS: R. A. Ross. CIRCUS: Tom Packs. Dining room, catering. EXPOSITIONS: Home. MEMBER: IAAM.

**Civic Center, Butte**  
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.

**Civic Center, Helena**  
SEATS: 2,100.

**Montana State University Field House, Missoula**  
MANAGER: E. H. Pottle. PERMANENT SEATS: 1,500, plus 5,125 portable seats. ARENA FLOOR: 140 by 200. PORTABLE STAGE. OUTDOOR ICE RINK. CIRCUS: Shrine. EXPOSITIONS: Horse Show, Auto Show.

**Nebraska**

**Municipal Gym, Grand Island**  
PERMANENT SEATS: 3,500. CONCESSIONS: By building. CIRCUS: Shrine.

**Coliseum, Lincoln**  
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. CONCESSIONS: By building. CIRCUS: Shrine.

**Memorial Auditorium, McCook**  
PERMANENT SEATS: 900, plus 900 portable seats. ARENA FLOOR: 92 by 54 ft. CONCESSIONS LEASED. CIRCUS: Gil Gray.

**Ak-Sar-Ben Coliseum, Omaha**  
MANAGER: J. J. Isaacson. SEATS: 10,000, plus portable seats. ARENA FLOOR: 100 by 240 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades." MEMBER: IAAM.

**Omaha Civic Auditorium, Omaha**  
MANAGER: John R. Balmer. PERMANENT SEATS: 6,300, plus 4,000 portable seats. EXHIBIT SPACE: 45,000 sq. ft. CIRCUS: Shrine. MEMBER: IAAM.

**New Jersey**

**Convention Hall, Asbury Park**  
MANAGER: City of Asbury Park; leased summers to Walter Reade Jr. PERMANENT SEATS: 1,850, plus 1,600 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,000 sq. ft. CONCESSIONS LESSEE: Walter Reade Jr., Oakhurst, N. J.; Sports: Roland J. Hines; Trade Shows: Jerry Gasque, 77 Ridgecrest Ave., Staten Island, N. J. EXPOSITIONS: Boats, Ceramic, Do-It-Yourself, Stamp, Flower, Food Merchants.

**Atlantic City Auditorium & Convention Hall, Atlantic City**  
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. CONCESSIONS LESSEE: Beresin Loeb. ICE SHOW: "Ice Capades." MEMBER: IAAM.

**New Mexico**

**State Fair Coliseum, Albuquerque**  
MANAGER: Leon Harms. PERMANENT SEATING: 14,000.

**New York**

**Memorial Auditorium, Buffalo**  
MANAGER: Thomas A. Timlin. PERMANENT SEATS: 8,424, plus 1,500 portable seats. ARENA FLOOR: 137 by 248 ft. ICE RINK. EXHIBIT SPACE: 102,336 sq. ft. CONCESSIONS LESSEE: Lew Herschel. LOCAL PROMOTERS: Various. ICE SHOWS: "Ice Capades" and "Ice Follies." CIRCUS: Hamid-Morton. EXPOSITIONS: Sports, Home, Do-It, Flower and Auto. MEMBER: IAAM.

**Kleinhan's Music Hall, Buffalo**  
MANAGER: Winifred E. Corey. SEATING CAPACITY: 2,839. PERMANENT THEATER-TYPE STAGE.

**Long Island Arena, Commack**  
MANAGER: Thomas Lockhart. PERMANENT SEATS: 4,200, plus 2,000 temporary seats. Arena floor, 85 by 200. ICE RINK.

**New York Coliseum, New York**  
MANAGER: James Walsh. TEMPORARY SEATING: 10,000. EXHIBIT SPACE: 300,000 sq. ft. Many trade shows, conventions, expositions. Parking in building for 850 cars. Office building attached.

**War Memorial Auditorium, Rochester**  
MANAGER: Harold S. Rand. PERMANENT SEATS: 8,500. ICE SHOW: "Ice Capades."

**Onandaga War Memorial, Syracuse**  
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. CONCESSIONS LEASED. ICE

SHOWS: "Capades." "Follies." CIRCUS: Shrine. EXPOSITIONS: Sports, Dog. MEMBER: IAAM.

**RPI Field House, Troy**  
PERMANENT SEATS: 4,000, plus 5,000 portable seats. ARENA FLOOR: 100 by 217 ft. ICE RINK.

**Troy Arena, Troy**  
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. CONCESSIONS: By Troy Arena. LOCAL PROMOTER: Ted. Bayly. EXPOSITIONS: Auto and Sports shows.

**Westchester County Center, White Plains**  
PERMANENT SEATS: 4,129. ARENA FLOOR: 90 by 146 ft. CONCESSIONS: By building. ICE SHOWS: "Holiday," "Vogues." CIRCUS: Polack, Wirth.

**North Carolina**

**Municipal Auditorium, Asheville**  
MANAGER: Ralph E. James. PERMANENT SEATS: 2,100, plus 900 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,761 sq. ft. CONCESSIONS: City operated. ICE SHOW: "Ice Vogues." EXPOSITIONS: Crafts, Antique, Home, Manufacturers, Auto, Do-It. MEMBER: IAAM. UNIQUE EVENTS: Mountain Music Festival, Folk Songs, Dances, etc.

**Park Center Auditorium, Charlotte**  
MANAGER: Charles L. Jordan. PERMANENT SEATS: 3,500. ARENA FLOOR: 100 by 200 ft. CONCESSIONS: By building. Air conditioned. MEMBER: IAAM.

**Ovens Auditorium & Charlotte Coliseum, Charlotte**  
MANAGER: Paul Buck. COLISEUM SEATS: 13,500, plus 2,500 auditorium seats. MEMBER: IAAM.

**Reynolds Coliseum, Raleigh**  
MANAGER: W. Z. Betts. PERMANENT SEATS: 12,700. ARENA FLOOR: 312 by 108 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Capades." EXPOSITIONS: Farm, Home, 4-H. MEMBER: AMA.

**Winston-Salem Fair Coliseum, Winston-Salem**  
MANAGER: Frank H. Kingman. MEMBER: IAAM.

**Winston-Salem Coliseum, Winston-Salem**  
MANAGER: Winston-Salem Fair. PERMANENT SEATS: 6,500. PROMOTION: Feb Brothers' Super Attractions, Washington. ICE SHOW: "Capades."

**North Dakota**

**Memorial Building, Devils Lake**  
MANAGER: F. J. Burckhard. PERMANENT SEATS: 1,200. ARENA FLOOR: 76 by 80 ft. PERMANENT THEATER-TYPE STAGE.

**Municipal Auditorium, Minot**  
MANAGER: Charles Stenerson. MEMBER: IAAM.

**Municipal Auditorium, Valley City**  
PERMANENT SEATS: 2,400. ARENA FLOOR: 83 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS.

**Ohio**

**Armory, Akron**  
PERMANENT SEATS: 2,510, plus portable seats. ARENA FLOOR: 75 by 150 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. CIRCUS: Polack-Shrine. EXPOSITION: Auto.

**Canton Memorial Auditorium, Canton**  
MANAGER: Ralph D. Smith. PERMANENT SEATS: 3,600, plus 2,400 portable seats. ARENA FLOOR: 90 by 185 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Sportservice, Inc. LOCAL PROMOTER: L. C. L. Presentations. ICE SHOW: "Holiday on Ice." CIRCUS: Polack-Shrine. EXPOSITIONS: Sportsmen's, Home, Food, Flower, Auto. MEMBER: IAAM. REMARKS: Building has a ramp with gradual rise from 6 inches to 6 feet to elevate all main floor seats for stage productions.

**Cincinnati Garden, Cincinnati**  
GENERAL MANAGER: Alex. Sinclair. PERMANENT SEATS: 10,700, plus 2,500 portable seats. ARENA FLOOR: 105 by 220 feet. ICE RINK. EXHIBIT SPACE: 38,000 sq. ft. CONCESSIONS LESSEE: Midwest Sportservice, Inc. ICE SHOWS: "Ice Follies," "Hollywood Ice Revue." CIRCUS: Shrine. EXPOSITIONS: Sport, Home, Food.

**Emery Auditorium, Cincinnati**  
MANAGER: W. Norman Drewry. PERMANENT SEATS: 2,200. STAGE: 54 by 36 ft. PERMANENT THEATER-TYPE STAGE.

**Darke County Fair Coliseum, Greenville**  
MANAGER: Gilbert Lease. PERMANENT SEATS: 3,300. ARENA FLOOR: 90 by 200.

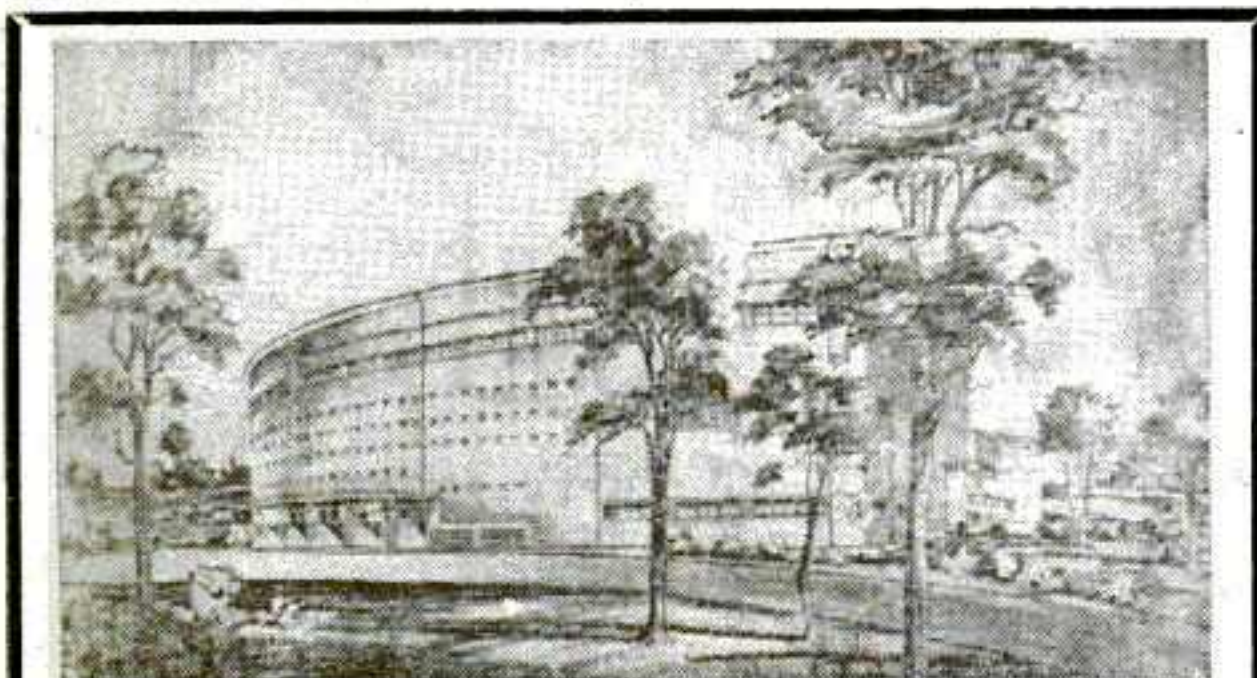
**Musle Hall, Cincinnati**  
MANAGER: Charles D. Bauer Jr. PERMANENT SEATS: 11,500. ARENA FLOOR: 91 by 20 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 70,000 sq. ft. CONCESSIONS LEASED. MEMBER: IAAM.

**Taft Auditorium, Cincinnati**  
PERMANENT SEATS: 2,510. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building.

**Arena, Cleveland**  
MANAGER: James C. Hendy. PERMANENT SEATS: 12,500. ARENA FLOOR: 85 by 190 ft. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades," "Follies."

**Public Auditorium, Cleveland**  
MANAGER: Paul J. Hurd. PERMANENT SEATS: 10,000. Air-conditioned.

**Veterans' Memorial Auditorium, Columbus**  
MANAGER: Harry Schreiber. PERMANENT SEATS: 4,000, plus 750 in second hall. COMPLETE PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 37,000 sq. ft. CONCESSIONS LESSEE: Berlo. LOCAL PROMOTER: Bea Cowall



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**Civic Auditorium & Exhibit Hall, Toledo**  
MANAGER: Charles A. Weber. PERMANENT SEATS: 2,700. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTERS: Milt Tarloff, Paul Spor. EXPOSITIONS: Home, Travel, Sports.

**Sports Arena, Toledo**  
MANAGER: Andy Mulligan. PERMANENT SEATS: 5,500, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Sportservice. ICE SHOW: "Holiday." CIRCUS: Polack-Shrine. EXPOSITION: Food Show. MEMBER: IAAM, AMA. REMARKS: Good acoustics.

**Civic Auditorium and Exhibit Hall, Toledo**  
MANAGER: Charles A. Weber. PORTABLE SEATS: 2,600. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: Available to lessee. EXPOSITIONS: Home, Travel, Sports.

**Hobart Arena, Troy**  
MANAGER: Ken Wilson. PERMANENT SEATS: 5,000, plus 4,000 portable seats. ARENA FLOOR: 190 by 85 ft. ICE RINK. ICE SHOW: "Holiday." EXPOSITIONS: Home, Sports. MEMBER: IAAM.

**The Arena, Youngstown**  
MANAGER: Lou Irraff. PERMANENT SEATS: 2,500, plus 2,500 portable seats. ARENA FLOOR: 60 by 90 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 122 by 166 sq. ft. EXPOSITIONS: Auto, Dog, Rodeos.

**Oklahoma**

**Civic Auditorium, Ardmore**  
PERMANENT SEATS: 1,101, plus 1,000 portable seats. ARENA FLOOR: 75 by 200 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building.

**Convention Hall, Enid**  
MANAGER: F. A. Burdick. PERMANENT SEATS: 2,000, plus 640 portable seats. ARENA FLOOR: 50 by 90 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 23,000 sq. ft. CONCESSIONS: To renters. CIRCUS: Polack-Shrine. Air-conditioned.

**Municipal Auditorium, Oklahoma City**  
MANAGER: Dee Fuller. PERMANENT SEATS: 6,000. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 57,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Holiday." CIRCUS: Polack. EXPOSITIONS: Home, Furniture, Lumber, Poultry. MEMBER: IAAM. REMARKS: Air-conditioned.

**Municipal Auditorium, Shawnee**  
MANAGER: W. G. Becker. PERMANENT SEATS: 1,632, plus 849 portable seats. ARENA FLOOR: 100 by 54 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,092 sq. ft. CONCESSIONS: New deal in the making, old lease is out. ICE SHOW: None for three years. CIRCUS: Clyde Bros. MEMBER: IAAM.

**State Fair Auditorium & Pavilion, Tulsa**  
MANAGER: Clarence C. Lester. PAVILION SEATS: 7,500, plus 3,500 auditorium seats.

**Oregon**

**Public Auditorium, Portland**  
MANAGER: S. W. Isaacs. PERMANENT SEATS: 3,000, plus 1,500 portable seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED.

**Pennsylvania**

**Rockne Hall, Allentown**  
MANAGER: Rev. Francis J. Zavadny. SEATS: 3,930. ARENA FLOOR: 50 by 90 ft.

**Yaffa Mosque, Altoona**  
PERMANENT SEATS: 4,010. ARENA FLOOR: 75 by 82 ft. PERMANENT

**THEATER-TYPE STAGE. CONCESSIONS:** By building. ICE SHOW: "Holiday." CIRCUS: Hamid-Morton.

**Hershey Sports Arena—Hershey**  
MANAGER: G. W. Bartels. PERMANENT SEATS: 7,200, plus 1,800 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By arena. LOCAL PROMOTER: Manager. ICE SHOW: "Ice Follies" and "Ice Capades." MEMBER: Arena Managers' Association.

**Cambria County War Memorial, Johnstown**  
MANAGER: Russell C. Bartle. PERMANENT SEATS: 4,048, plus 2,000 portable seats. ARENA FLOOR: 200 by 85 feet. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS LESSEE: Penn Sportservice, Inc. BUILDING PROMOTES SHOWS. ICE SHOW: "Ice Capades." CIRCUS: Not regularly scheduled. EXPOSITIONS: Builders-Home, Auto, Cooking School. MEMBER: AMA.

**Convention Hall, Philadelphia**  
MANAGER: Santo S. Panetta. PERMANENT SEATS: 6,700, plus 6,300 portable seats. ARENA FLOOR: 146 by 271 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 265,000 sq. ft. CONCESSIONS: By building. EXPOSITIONS: Home, Flower, Sports, Dog. MEMBER: IAAM, AMA. REMARKS: Air-conditioned

**Syria Mosque, Pittsburgh**  
MANAGER: To be appointed. PERMANENT SEATS: 3,750. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. REMARKS: Air-conditioning.

**State Armory, Wilkes-Barre**  
MANAGER: To be appointed. PERMANENT SEATS: 923. ARENA FLOOR: 110 by 260 ft. EXHIBIT SPACE: 28,000 sq. ft. CONCESSIONS LESSEE: Veterans' organization. ICE SHOW: Periodically "Vogues." CIRCUS: Polack Bros. EXPOSITIONS: Industrial, Auto and private exhibitions and demonstrations.

**Interstate Fair Coliseum, York**  
MANAGER: Samuel S. Lewis. PERMANENT SEATS: 3,000, plus 2,000 portable seats. ARENA FLOOR: 250 by 120 ft.

**Rhode Island**

**Veterans Memorial Auditorium, Providence**  
MANAGER: Raymond Baker. MEMBER: IAAM.

**South Carolina**

**The Pavilion, Myrtle Beach**  
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. CONCESSIONS LESSEE and LOCAL PROMOTER: Earl E. Husted.

**Spartanburg Memorial Auditorium and Arena, Spartanburg**  
MANAGER: Van C. Ivey. PERMANENT AUDITORIUM SEATS: 3,406, plus 3,000 portable Arena seats. ARENA FLOOR: 85 by 165 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 85 by 165 sq. ft. CONCESSIONS: Operated by auditorium. ICE SHOW: "Ice Vogues." CIRCUS: None to date. EXPOSITIONS: Better Living, Industrial, Auto Manufacturers, Auto Dealers, etc. MEMBER: IAAM.

**South Dakota**

**Huron Arena, Huron**  
MANAGER: Merle W. Marshall. MEMBER: IAAM.

**Corn Palace, Mitchell**  
PERMANENT SEATS: 3,500. ARENA FLOOR: 130 by 70 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Annual corn show.

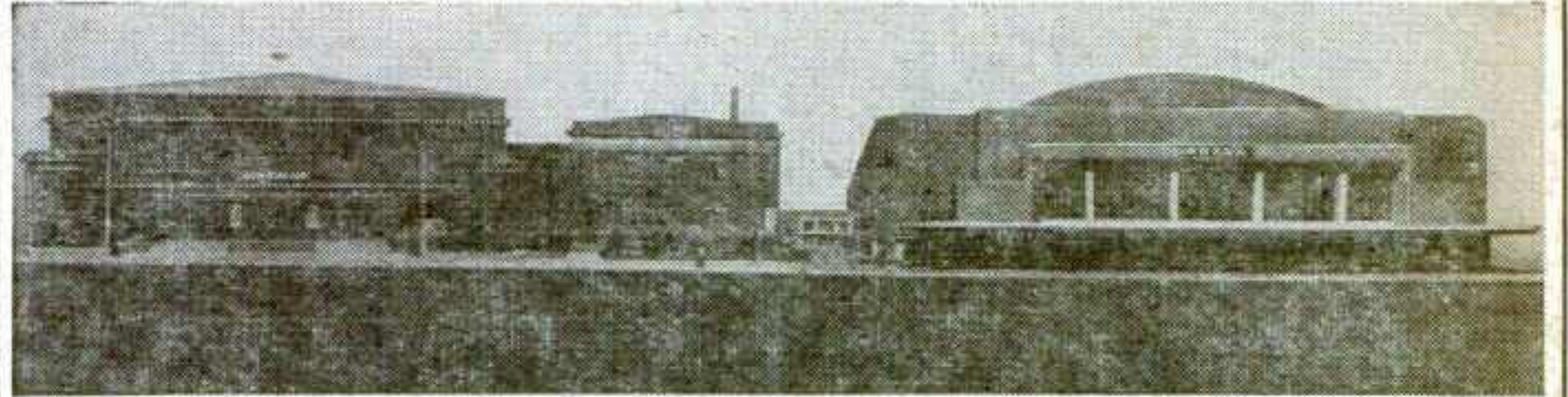
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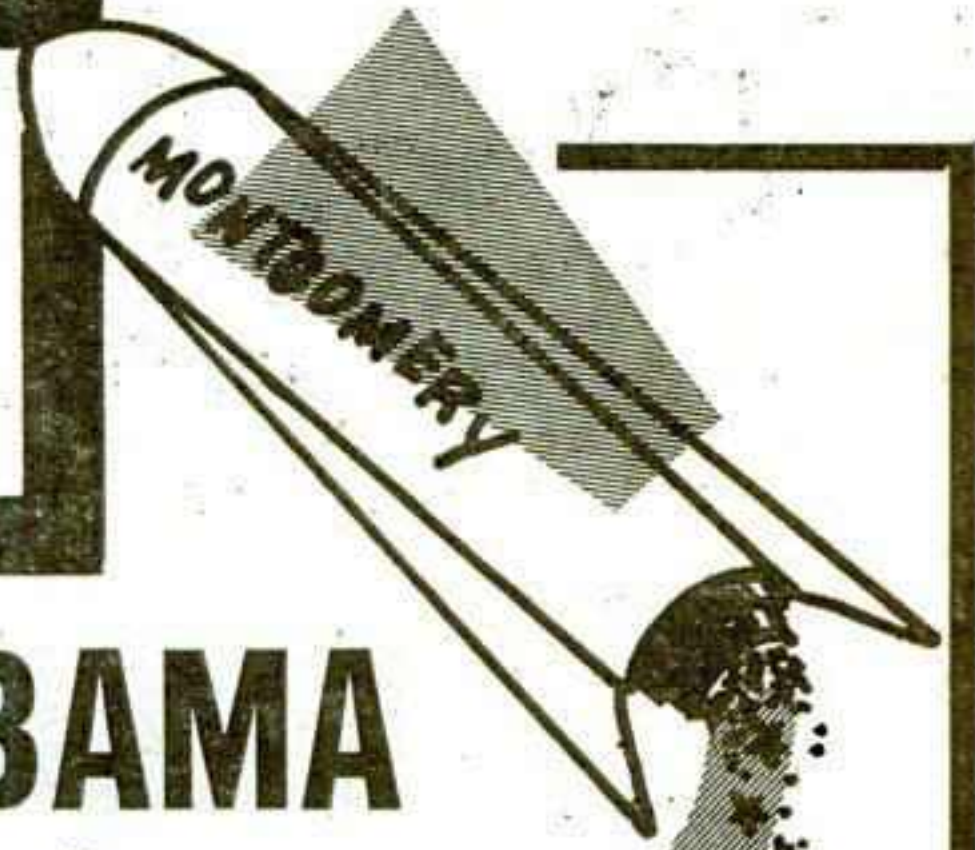
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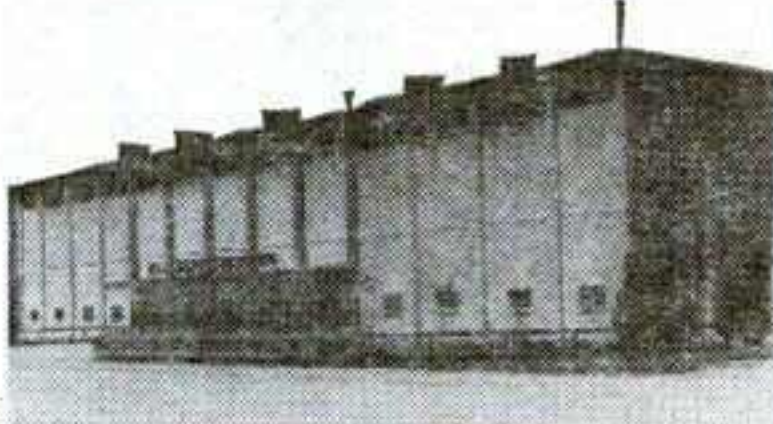
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- Meetings
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**Coliseum, Sioux Falls**  
MANAGER: Allan P. Akers. PERMANENT SEATS: 2,300; 4,200. CIRCUS: Davenport-Shrines. MEMBER: IAAM.

**Tennessee**

**Memorial Auditorium, Chattanooga**  
MANAGER: Tommy Thompson. PERMANENT SEATS: 5,500. MEMBER: IAAM.

**Ellis Auditorium, Memphis**  
MANAGER: Chauncey Barbour. PERMANENT SEATS: 5,883. ARENA FLOOR: 15,000 sq. ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 30,000 sq. ft. LOCAL PROMOTERS: Several. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine Circus. EXPOSITIONS: Golden Gloves, Wrestling, Auto Shows, Appliance Shows. MEMBER: IAAM.

**Ryman Auditorium, Nashville**  
MANAGER: Harry Draper. PERMANENT SEATS: 3,200, plus portable seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTER: Harry Draper. REMARKS: Home of "Grand Ole Opry" and all-night sings.

**Texas**

**Municipal Auditorium, Amarillo**  
MANAGER: David O. DeWald. PERMANENT SEATS: 2,553. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 7,000 sq. ft. MEMBER: IAAM.

**City Coliseum, Austin**  
PERMANENT SEATS: 4,000. ARENA FLOOR: 108 by 140 ft. CONCESSIONS: By building.

**Ft. Brown Memorial Center, Brownsville**  
MANAGER: Thomas P. Benson. PERMANENT SEATS: 600, plus 1,900 portable seats. Air conditioned. MEMBER: IAAM.

**War Memorial Auditorium, Dallas**  
MANAGER: W. W. Vanderslice. PERMANENT SEATS: 10,000. MEMBER: IAAM. REMARKS: To be completed in 1957.

**Memorial Coliseum and Exposition Hall, Corpus Christi**

MANAGER: Thomas G. Davis. PERMANENT SEATS: 5,500, plus portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 71,000 sq. ft. BOOKING AND PROMOTIONAL SUPERVISOR: Margery H. Brown. MEMBER: IAAM.

**State Fair Auditorium, Dallas**  
MANAGER: C. R. Meeker Jr. PERMANENT SEATS: 4,126. PERMANENT THEATER-TYPE STAGE. LOCAL PROMOTER: C. R. Meeker Jr. for State Fair of Texas.

**Coliseum & Liberty Hall, El Paso**  
MANAGER: C. W. Swan. PERMANENT SEATS: 6,300, plus 1,800 portable seats. ARENA FLOOR: 88 by 210 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 24,000 sq. ft. CONCESSIONS LESSEE: Leon Gillespie Catering. County fair and exposition. ICE SHOWS: "Ice Capades," "Holiday." CIRCUS: Polack. EXPOSITIONS: Home-Furniture, Flower, Auto, etc. MEMBER: IAAM.

**Will Rogers Memorial Auditorium and Coliseum, Ft. Worth**  
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. CONCESSIONS LEASED. ICE SHOW: "Capades." CIRCUS: Shrine. EXPOSITIONS: Stock, Farm-Ranch. MEMBER: IAAM.

**City Auditorium, Galveston**  
MANAGER: City Commission. PERMANENT SEATS: 3,600, plus 4,000 portable seats. ARENA FLOOR: 68 by 71 ft.

**Sam Houston Coliseum, Houston**  
MANAGER: Francis Deering. PERMANENT SEATS: 9,000, plus 4,000 portable seats. ARENA FLOOR: 92 by 190 ft. ICE RINK, EXHIBIT SPACE: 130,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Capades International." CIRCUS: Shrine. EXPOSITIONS: Home, Do-It-Yourself, Flower, Scouts, Auto, Sports. MEMBER: IAAM. REMARKS: Air-conditioning, escalators.

**Fair Park Coliseum, Lubbock**  
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.

**Ector County Coliseum, Odessa**  
MANAGER: Jerry Webb. PERMANENT SEATS: 5,143.

**Municipal Auditorium-Coliseum, Lubbock**  
MANAGER: David T. Blackburn. PERMANENT SEATS: 3,023 in auditorium, 7,506 in Coliseum; arena floor 104 by 209. PERMANENT THEATER-TYPE STAGE, 50 by 100. 2,000-car parking arena. Home Show, Sports Show, Rodeo, etc.

**Municipal Auditorium, San Angelo**  
MANAGER: C. E. Starkie. PERMANENT SEATS: 1,860. CONCESSIONS LESSEE: Luke Wilson.

**Municipal Auditorium, San Antonio**  
MANAGER: Solomon Wolf. 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. CONCESSIONS LESSEE: Awalt & Awalt. LOCAL PROMOTERS: Several. CIRCUS: Polack Bros. EXHIBITIONS: Do-It-Yourself, Appliance, Antique, Auto, Dog, Etc. MEMBER: IAAM. REMARKS: Water, Gas, 220 & 110 Electric Outlets, Storage Space, Downtown location, Free parking.

**Bexar County Coliseum, San Antonio**  
PERMANENT SEATS: 8,000. ARENA FLOOR: 125 by 250. EXHIBIT SPACE: Adjacent livestock barns. Parking area.

**East Texas Oil Palace, Tyler**  
PRESIDENT: Bobby Manziel. PERMANENT SEATS: 15,000. Air conditioned. Under construction.

**Heart O'Texas Coliseum, Waco**  
MANAGER: Othel M. Neely. PERMANENT SEATS: 7,600, plus 4,400 portable seats. ARENA FLOOR: 125 by 270 ft. ICE SHOW: "Holiday," "Voguea." CIRCUS: Gil Gray, Shrines. EXPOSITIONS:

Flower, Home, Rodeo & Fair. MEMBER: IAAM.

**Memorial Auditorium, Wichita Falls**  
MANAGER: G. A. Mobley. PERMANENT SEATS: 3,148. CONCESSIONS: By building.

**Virginia**

**Municipal Auditorium, Norfolk**  
MANAGER: E. M. French. PERMANENT SEATS: 3,400. ARENA FLOOR: 90 by 90 ft. CONCESSIONS LEASED. ICE SHOW: "Holiday." CIRCUS: Polack-Shrine. MEMBER: IAAM.

**Richmond Arena, Richmond**  
MANAGER: John E. Raine. PERMANENT SEATS: 7,000. EXHIBIT SPACE: 60,000 sq. ft. Roller skating championships; "Holiday on Ice"; circus; Globetrotters; Garden, Boat and Sports shows. MEMBER: IAAM.

**Mosque, Richmond**  
SEATS: 4,676. PERMANENT THEATER-TYPE STAGE. ICE SHOW: "Voguea." CIRCUS: Polack.

**Washington**

**Civic Auditorium and Civic Ice Arena, Seattle**

MANAGER: Lawrence D. Wicklund. PERMANENT AUDITORIUM SEATS: 2,551, plus 3,500 portable seats. PERMANENT ARENA SEATS: 4,500, plus 2,500 portable seats. EXHIBIT SPACE: Auditorium, 70,000 sq. ft.; arena, 20,000 sq. ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. ICE SHOWS: "Capades," "Follies." CIRCUS: Polack. MEMBER: IAAM.

**Spokane Coliseum, Spokane**  
MANAGER: Benjamin C. Moore. SEATS: 8,500. ARENA FLOOR: 130 by 225 ft. ICE RINK. EXHIBIT SPACE: 44,000 sq. ft. CONCESSIONS: By building. LOCAL PROMOTION: mostly by building. ICE SHOW: "Cycles," "Follies." CIRCUS: Shrine. EXPOSITIONS: Home, Sports Industry, Air conditioning. MEMBER: IAAM, AMA.

**Memorial Fieldhouse, College of Pudget Sound, Tacoma**

MANAGER: Ted Droettboom. PERMANENT SEATS: 3,200, plus 2,500 portable seats. ARENA FLOOR: 200 by 80 ft. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By manager. LOCAL PROMOTER: Thru manager. CIRCUS: Shrine. EXPOSITIONS: Home Show, Art Show, Auto Show, Fashion, Show, Science Fair, Boy Scout Exposition. MEMBER: IAAM

**Sumner Coliseum, Sumner**

PERMANENT SEATS: 3,000. EXPOSITIONS: Trade Shows, Sports Show. THEATER-TYPE STAGE.

**West Virginia**

**Municipal Auditorium, Charleston**  
MANAGER: Frank R. Wilson. PERMANENT SEATS: 3,517. ARENA FLOOR: 65 by 80 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LESSEE: Usher Service, Inc. LOCAL PROMOTER: ICE SHOW: "Holiday on Ice." CIRCUS: Shrine Circus. EXPOSITIONS: Cooking Schools, etc.

**Memorial Auditorium, Fayetteville**  
MANAGER: Robert H. Kent. PERMANENT SEATS: 3,106. ARENA FLOOR: 80 by 103 ft. LOCAL PROMOTER: Manager. ICE SHOW: "Vogues." EXPOSITIONS: Home, Auto. MEMBER: IAAM.

**Memorial Field House, Huntington**  
MANAGER: Sam A. Hoffman. PERMANENT SEATS: 6,200, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Jacobs Bros.-Sportservice. LOCAL PROMOTER: Sam A. Hoffman. ICE SHOW: "Holiday on Ice." CIRCUS: Polack Bros. EXPOSITIONS: Home, Horse Dog, Food and Style. MEMBER: IAAM.

**Wisconsin**

**Mary E. Sawyer Auditorium, La Crosse**  
MANAGER: Walter P. Mabee. MEMBER: IAAM.

**Dane County Fairgrounds Arena, Madison**  
MANAGER: Roy H. Gumtow. CIRCUS: Polack. BALLET. EXPOSITIONS: Sports, Travel, Home, Food.

**Mary E. Sawyer Auditorium, LaCrosse**  
MANAGER: Walter P. Mabee. PERMANENT SEATS: 4,000. EXHIBIT SPACE: ICE SHOW: "Holiday on Ice." CIRCUS: Clyde Bros. EXHIBITIONS AND TRADE SHOWS. MEMBER: IAAM.

**Milwaukee Auditorium-Arena, Milwaukee**  
MANAGER: Elmer A. Krahn. SEATS: 12,500. ARENA FLOOR: 105 by 226 ft. Auditorium Floor, 105 by 215; auditorium seats, 6,300. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOWS: "Holiday," "Follies." CIRCUS: Hamid-Morton. EXPOSITIONS: Home, Sports, MEMBER: IAAM.

**Memorial Hall, Racine**  
MANAGER: William L. Peterson. PERMANENT SEATS: 1,700. ARENA FLOOR: 70 by 120 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. CIRCUS: Clyde Bros. MEMBER: IAAM.

**Municipal Auditorium & Armory, Sheboygan**  
SEATS: 4,000. ARENA FLOOR: 89 by 97 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTER: August Stubler. EXPOSITIONS: Home, Sports.

**Turner Hall, Watertown**  
MANAGER: Harley Lehmann. PERMANENT SEATS: 1,000. ARENA FLOOR: 75 by 125 ft. EXHIBIT SPACE. LOCAL PROMOTER: Howard Weibert. EXPOSITIONS: Home, Sports.

**CANADA**

**Alberta**

**Arena, Beaverlodge**  
PERMANENT SEATS: 3,000. ICE RINK: 85 by 190.



**Calgary Coliseum, Calgary**  
 MANAGER: M. E. Harnett.  
**Edmonton Gardens, Edmonton**  
 MANAGER: James Paul. PERMANENT SEATS: 6,700.  
**Edmonton Jubilee Auditorium, Edmonton**  
 MANAGER: J. E. Plewis. PERMANENT SEATS: 2,700. EXHIBIT SPACE: 7,000 sq. ft. THEATER STAGE. Meeting rooms for 250 and 500. Opening April 1.  
**Calgary Jubilee Auditorium, Calgary**  
 PERMANENT SEATS: 2,700. EXHIBIT SPACE: 7,000 sq. ft. THEATER STAGE. Meeting rooms for 250 and 500. Opening April 1.  
**Calgary Stampede Corral, Calgary**  
 MANAGER: M. E. Harnett. SEATING CAPACITY: 9,100. ARENA FLOOR: 200 by 85. ICE RINK.

**British Columbia**

**Memorial Centre Arena, Cranbrook**  
 MANAGER: R. L. DeArmond. PERMANENT SEATS: 1,200, plus 375 portable seats. ICE RINK. EXHIBIT SPACE: 15,200 sq. ft. CONCESSIONS LESSEE: Mrs. Proctor. ICE SHOW: Cranbrook Figure Skating Carnival. MEMBER: B. C. Arena Association.  
**Kelowna District Memorial Arena, Kelowna**  
 MANAGER: Percy Downton. PERMANENT SEATS: 2,400, plus 1,000 portable seats. ARENA FLOOR: 80 by 190 ft. ICE RINK. EXHIBIT SPACE: 16,000 sq. ft. CONCESSIONS: By Arena. ICE SHOW: Local. EXPOSITIONS: Home Shows, Fall Fair, Car Show. MEMBER: B. C. Arena Association.

**Kimberley Arena, Kimberley**  
 MANAGER: William Heaton. PERMANENT SEATS: 2,200. ARENA FLOOR: 80 by 186 ft. ICE RINK. EXHIBIT SPACE: 14,880 sq. ft. CONCESSIONS LESSEE: None. LOCAL PROMOTER: None. EXPOSITIONS: Kinsmen Fall Fair & Exhibition, Agricultural & Trade. MEMBER: B. C. Arena Association.

**Nanaimo Civic Arena, Nanaimo**  
 MANAGER: Wm. S. Oliver. PERMANENT SEATS: 2,000, plus 1,600 portable seats. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft. CONCESSIONS LESSEE: J. Warwick. LOCAL PROMOTER: W. S. Oliver. MEMBER: B. C. Arena Association.

**Civic Center, Nelson**  
 MANAGER: Jack Margan. PERMANENT SEATS: 625, plus 1,000 portable seats. ARENA FLOOR: 80 by 40 feet. ICE RINK. EXHIBIT SPACE: 33,525 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Fantasy." EXPOSITIONS: Home, Industry. MEMBER: BCAA.

**Queen's Park Arena, New Westminster**  
 MANAGER: W. J. Phillips. PERMANENT SEATS: 4,460, plus 1,200 portable seats. ARENA FLOOR: 180 by 80 feet.  
**Memorial Arena, Penticton**  
 MANAGER: F. G. Madden. PERMANENT SEATS: 2,412. ARENA FLOOR: 80 by 180 feet. CONCESSIONS: By building. EXPOSITIONS: Home. MEMBER: B.C.A.A.

**Memorial Center, Trail**  
 MANAGER: Reg. Stone. PERMANENT SEATS: 2,661, plus 1,000 portable seats. Floor on ice: 200 by 85; gym floor, 115 by 60 and 900 seats. EXPOSITION: Home. MEMBER: BCAA.

**Exhibition Forum, Vancouver**  
 MANAGER: David Dauphinee. 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. CONCESSIONS LEASED. ICE SHOW: "Cycles." CIRCUS: Polack-Shrine. EXPOSITIONS: Sports, Gift. MEMBER: BCAA, WCAA, IAAM.

**Georgia Auditorium, Vancouver**  
 MANAGER: Derek A. Inman. SEATS: 2,318. ARENA FLOOR: 150 by 170 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. LOCAL PROMOTER: Famous Artists, Georgia Recreation. EXPOSITIONS: Motor, Fashion, etc. Air-conditioned.

**Civic Arena, Vernon**  
 MANAGER: H. W. Phillips. SEATS: 3,100. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 7,200 sq. ft. CONCESSIONS LEASED.

**Memorial Arena, Victoria**  
 MANAGER: J. Dukowski. PERMANENT SEATS: 5,427, plus 2,000 portable seats. ARENA FLOOR: 85 by 200 ft. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS: By Arena. LOCAL PROMOTER: J. Dukowski. ICE SHOW: "Ice Capades." Sportsmens Show, Home Show, Products, Fair, Auto. MEMBER: B. C. Arena Association, Western Canada Arena Association, IAAM.

**Manitoba**

**Wheat City Arena, Brandon**  
 PERMANENT SEATS: 4,507, plus 1,000 portable. ARENA FLOOR: 180 by 85. ICE RINK. EXHIBIT AREA: 40,000 sq. ft. ICE SHOW: "Capades." CIRCUS: Orrin Davenport. SPORTS SHOW: Roy Lisogar.

**Red River Exhibition Arena, Winnipeg**  
 MANAGER: John Peterson. Opens Oct. 22-29.

**Red River Exhibition Arena, Winnipeg**  
 MANAGER: John Peterson. SEATING: 4,900. ICE RINK.

**Winnipeg Auditorium, Winnipeg**  
 MANAGER: J. W. McNeill. PERMANENT SEATS: 4,100. ARENA FLOOR: 100 by 150 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. LOCAL PROMOTERS: Various. EXPOSITIONS: Sports, Home, Auto, etc. MEMBER: IAAM. Also Playhouse Theater, 1,475 seats.

**Ontario**

**Municipal Arena, Barrie**  
 MANAGER: W. H. Allsopp. SEATS: 4,000. ICE RINK. EXHIBIT SPACE: 14,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Fantasy." EXPOSITIONS: Home, Motor, Rodeo. MEMBER: OAA.

**Brampton Memorial Arena, Brampton**  
 MANAGER: J. C. Sutton. PERMANENT SEATS: 1,546, plus 200 portable seats. ARENA FLOOR: 195 by 85 feet. ICE RINK. EXHIBIT SPACE: 16,500 sq. ft. CONCESSIONS LESSEE: T. Wilson and J. Clevely. ICE SHOW: Brampton Club. EXPOSITIONS: Gladiola, Fall Fair, etc. MEMBER: Ontario Arenas Association.

**Recreation Center, Burlington**  
 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. CONCESSIONS LEASED. LOCAL PROMOTER: Murray Anderson. MEMBER: OAA.

**Brockville Memorial Civic Centre, Brockville**

MANAGER: Arch Miller. PERMANENT SEATS: 2,033, plus 1,000 portable seats. ARENA FLOOR: 190 by 90 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LESSEE: Dominion Sportservice. LOCAL PROMOTER: Brockville Memorial Civic Centre. EXPOSITIONS: Trade Fair, Motor Show, Sports Show, Arts & Crafts Show, etc. MEMBER: Ontario Arenas Managers' Association. Manager's residence connected to Centre.

**Cornwall Community Arena, Cornwall**  
 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. ft. CONCESSIONS: Now up for bids. LOCAL PROMOTER: Manager. CIRCUS: Optimist Club. MEMBER: Ontario Arenas Association.

**Dundas Arena, Dundas**  
 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. CONCESSIONS: By building. ICE SHOW: "Fantasy." EXPOSITIONS: Motor, Trade. MEMBER: OAA.

**Galt Arena Gardens, Galt**  
 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. ft. CONCESSIONS LESSEE: James Quinn. LOCAL PROMOTER: A. E. Lamond. ICE SHOW: Galt Skating Club. CIRCUS: Garden Bros. MEMBER: Ontario Arenas Association.

**Kingston Community Memorial Centre, Kingston**

MANAGER: Jas. B. McCormick. PERMANENT SEATS: 3,343. ARENA FLOOR: 200 by 90 ft. ICE RINK. EXHIBIT SPACE: 25,840 sq. ft. CONCESSIONS: Owned by Centre. LOCAL PROMOTION: By Management. ICE SHOW: Varies. CIRCUS: Clyde Bros. (Shrine). EXPOSITIONS: Fall Agricultural Show, Springtime Exhibition, Sports Show, Home Show. MEMBER: Ontario Arenas Association.

**Kitchener Memorial Auditorium, Kitchener**  
 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. ft. CONCESSIONS: Auditorium Owned & Operated. LOCAL PROMOTER: Building Manager. ICE SHOW: "Ice Capades." CIRCUS: Clyde Bros. EXPOSITIONS: K. W. Exhibition. MEMBER: Ontario Arenas Association. REMARKS: Acoustically Perfect—Presented Operas, Broadway Musicals, Ballets, Symphonies.

**Ontario Arena, London**  
 MANAGER: W. D. Jackson. ICE RINK. CONCESSIONS LESSEE: Owner. ICE SHOW: London Skating Club Carnival. MEMBER: Ontario Arenas Association.

**Recreation Center, Naranda**  
 MANAGER: E. M. Orlick. PERMANENT SEATS: 2,500, plus 2,500 portable seats. ICE RINK. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTER: Manager.

**Memorial Arena, Niagara Falls**  
 MANAGER: N. R. Justin. PERMANENT SEATS: 3,052. ARENA FLOOR: 190 by 80 ft. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Fantasy." CIRCUS: Shrine.  
**New Memorial Gardens, North Bay**  
 MANAGER: M. G. Snider. SEATING CAPACITY: 6,000. ICE RINK.

**Civic Auditorium, Owen Sound**  
 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. CONCESSIONS: By building.

**Port Arthur Arena, Port Arthur**  
 MANAGER: Edgar Laprade. PERMANENT SEATS: 2,000, plus 1,500 portable seats. ARENA FLOOR: 85 by 185 ft. ICE RINK. CONCESSIONS LEASED. LOCAL PROMOTERS: Jay Lurve, Guy Perciante.

**Sarnia Arena, Sarnia**  
 MANAGER: J. Walter Smillie. SEATS: 2,400. ARENA FLOOR: 190 by 80 ft. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS: By building.

**Memorial Community Building, Fault Ste. Marie**  
 MANAGER: H. W. J. Barnett. PERMANENT SEATS: 3,800, plus 2,000 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 12,000 sq. ft. CONCESSIONS: By building. LOCAL PROMOTER: Manager. ICE SHOW: "Cycles," "Fantasy."

**St. Thomas-Elgin Arena, St. Thomas**  
 MANAGER: H. W. McLeod. PERMANENT SEATS: 2,500, plus 1,000 portable. ICE RINK. PERMANENT THEATER-TYPE STAGE. ARENA FLOOR: 80 by 185.  
**Community Center Auditorium, Orillia**  
 MANAGER: James Webb. PERMANENT SEATS: 2,000. ICE RINK. Sports show, circus, trade show.

**Memorial Community Centre, Smiths Falls**  
 MANAGER: G. W. Garbutt. PERMANENT SEATS: 2,000, plus 600 portable seats. ARENA FLOOR: 180 by 80 ft. ICE RINK. CONCESSIONS: By Building. LOCAL PROMOTER: Manager. EXPOSITIONS: Trade Fair. MEMBER: Ontario Arenas Association. REMARKS: Christmas Party, Sings, Bingo, Wrestling.

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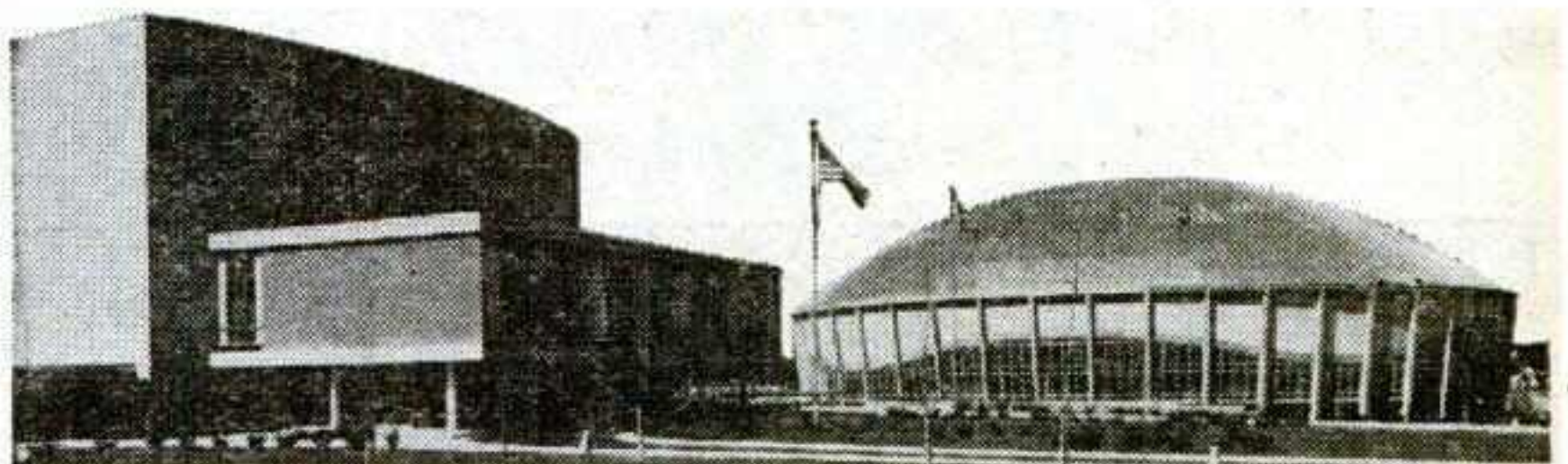
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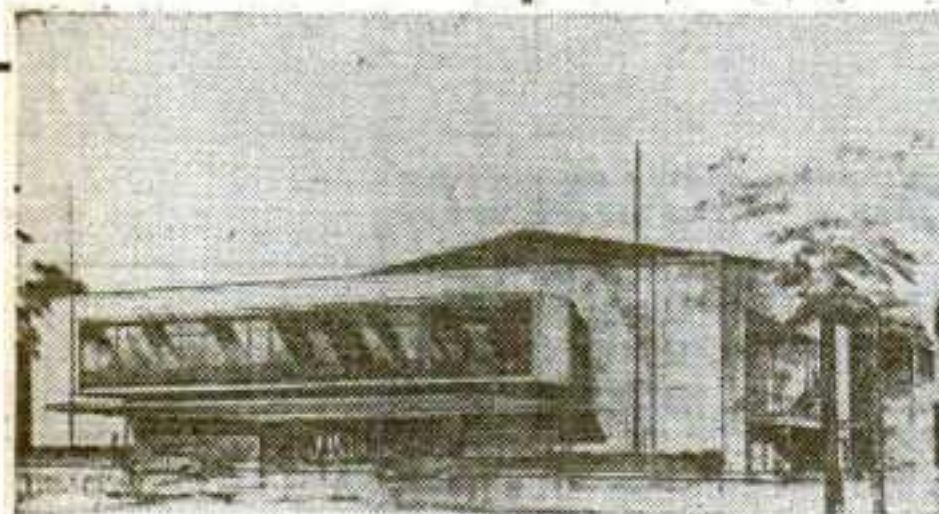
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*Scheduled opening fall 1958*

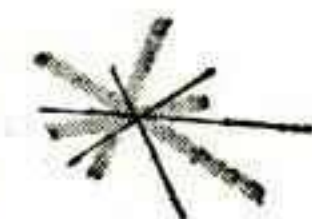
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**Sudbury Arena, Sudbury**  
MANAGER: George Panter. PERMANENT SEATS: 5,500, plus 1,000 portable seats. ARENA FLOOR: 196 by 85 ft. ICE RINK. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS: By the Arena. LOCAL PROMOTER: George Panter. ICE SHOW: "Ice Capades." CIRCUS: Clyde Bros. (Shrine Circus). EXPOSITIONS: The Legion Sports Show and the Sudbury Exhibition. MEMBER: Ontario Arena Association.

**Tillsonburg Memorial Arena, Tillsonburg**  
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. CONCESSIONS LESSEE: John Gilliland. LOCAL PROMOTER: Oscar H. Lee. ICE SHOW: Local Club. CIRCUS: Nat Lewis. EXPOSITIONS: Annual Fall Fair. MEMBER: Ontario Arena's Association.

**Maple Leaf Gardens, Toronto**  
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. ICE SHOW: "Ice Capades," "Ice Follies." CIRCUS: Hamid-Morton. MEMBER: Arena Managers Association.

**Community Memorial Arena, Wallaceburg**  
MANAGER: F. A. Morey. 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. ft. CONCESSIONS: By building. LOCAL PROMOTER: Manager.

**Welland-Crowland Arena, Welland**  
MANAGER: W. J. Dahmer. PERMA-

NENT SEATS: 2,400, plus 500 portable seats. ARENA FLOOR: 85 by 190 ft. ICE RINK. CONCESSIONS LEASED.

**Community Arena, Woodstock**  
MANAGER: J. J. Iannarelli. PERMANENT SEATS: 1,532, plus 1,000 portable seats. ARENA FLOOR: 179 by 79 ft. ICE RINK. CONCESSIONS LEASED.

#### Quebec

**The Forum, Montreal**  
PERMANENT SEATS: 1,300. ARENA FLOOR: 200 by 85 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Follies" and "Capades." CIRCUS: Hamid-Morton. MEMBER: AMA.

**Colisee-Coliseum, Quebec City**  
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. CIRCUS: Hamid-Morton. MEMBER: IAAM.

**Palais Montcalm, Quebec City**  
MANAGER: Theo. Genest. PERMANENT SEATS: 1,389. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. MEMBER: IAAM.

#### Saskatchewan

**Moose Jaw Exhibition Coliseum, Moose Jaw**  
SEATING CAPACITY: 4,500. ARENA FLOOR: 85 by 200.

#### Hawaii

**City Auditorium, Honolulu**  
MANAGER: Al Karasick. PERMANENT SEATS: 9,500, plus 1,500 portable seats. EXHIBIT SPACE: 10,000 sq. ft. LOCAL PROMOTER: Manager.

## Road's Toll Trims Legit

- Few plays tour as costs and apathy increase
- 'Lady,' 'Cat,' 'Sergeants' may launch national tours

NEW YORK—If the old adage in theatrical circles, "the road goes as New York goes," holds true, then this winter's touring legit shows ought to run up good scores wherever they play. Despite the cold fact that fewer and fewer productions are sent out annually, those due to tour this winter are anticipating good results at the box office.

A basis for this belief is that business experienced by Gotham's legit houses has been generally good. Holdover shows have been numerous enough to create a late season for Broadway productions whose original companies will go on the road.

Relative prosperity in the nation becomes a boon to managers of auditoriums and arenas suitable for legit shows.

"The Pajama Game," for two years on the road, has been rolling up steady and strong grosses, and pulled into the Royal Alexander Theater in Toronto during the final week in August. This show fielded a unit coinciding with its Broadway run in New York, as is now the case with "Damn Yankees," newly opened at the Curran in San Francisco.

Rest of the list of road troupes currently out is: "The Lark," "The Boy Friend," "Inherit the Wind," "The Teahouse of the August Moon" and "Witness for the Prosecution." Likely additions for the road are "Hatful of Rain," "Janus," "Cat on a Hot Tin Roof" and "No Time for Sergeants." The last will be a No. 2 unit while the Broadway run continues.

A virtual certainty for success will be a road unit of "My Fair Lady," being prepared for a tour to begin next spring. Among possibilities for the male lead is Brian Aherm. The Lunts are also good potential road material in "The Great Sebastians."

Many more shows toured in the past, but the number has been dwindling steadily with the rising of costs and the public's seeming desire to be entertained by light and musical productions rather than heavy, serious plays. The overwhelming grosses racked up on the road by "Oklahoma!" and "South Pacific" forecast good business for musical shows now on the road or in the works, providing they are

headed by name performers. A surprise hit in recent seasons has been "The Bad Seed," which stayed out much longer than expected. But exceptions to public patronage of spectacular shows are few.

#### TV Salaries Compete

Costs have been among the leading drawbacks for road shows. A \$10,000 gross years ago was big enough to yield the producer a couple of thousand at any date, but today \$15,000 for the same period is scarcely at a break-even point. The apathy toward serious drama has compelled the continuance of this type of entertainment in some cities only thru philanthropic attitudes on the part of certain theater owners. Still another drawback has been the public's desire to see big name talent combined with the big fees name actors get from TV. This combination, unless the performer is more strongly motivated toward the stage than toward the dollar, results in the performer racking up a good income in comparative leisure, while the public gets little chance to see name talent in the flesh.

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## Ont. Arena Group Meets

- Hipel hosts association for annual fall outing
- Bob Crosby heads Canadian organization for 1956

GALT, Ont.—Members of the Ontario Arena Association were meeting Sunday (16) at the home of George Hipel, near here. The association represents nearly 100 arenas in the province. Hipel heads a construction company which has built many of the ice arenas in Ontario, and the September meeting at his summer home is an annual affair. Other monthly meetings during the year are held at various member arenas. President for 1956 is H. M. (Bob) Crosby, manager of the Kitchener Memorial Auditorium, Kitchener.

## Henie Helps 'Holiday'

- Skater's name helps sell Scandinavians
- Sonja, Chalfen attend icer opening at Oslo

OSLO, Sweden—Sonja Henie is being used as box-office bait for the "Holiday on Ice" company, headed by Hayes Alan Jenkins, during its stands here and in Stockholm. While Sonja does not work in the show, she is listed as its producer and display ads carry a black-type line: "Introduced by Sonja Henie." The same company did okay in its recent stand at Gothenburg, Sweden. Icer opened here, in the 12,000-capacity Jordal Amfi Stadium for a run of 11 days, after which it jumps to Stockholm to open at the Johanneshovs Ice Stadium.

In addition to Sonja Henie, the opening night audience also was favored by the presence of Morris Chalfen, president of the "Holiday on Ice" firm; Richard Stangerup, the icer's European representative, and Fredrik Dietrichson, local impresario.

Show is presented in the open air but the weather has been mild and both the audiences and the critics seem highly satisfied with it. Special mention went to Hayes Alan Jenkins, Hamm & Riggs, Rose-Marie & Bob Unger, the Harwards, Frank Sawyer, Jean Cheadle, Jinx Clark, Peter Firstbrook, Marshall Garret, Ken Rogers, John Leech, Fred Hageman and Ted Deely. Ben Schwartz fronts the band.

## Louisville Signs Bands

- Lou Walters office books Martin, Beneke, Waring
- National Barn Dance due for January appearance

NEW YORK—The Lou Walters office, special events bookers for the new Kentucky Exposition Center, Louisville, announced signing five attractions this week. Frank Greenfield, of the Walters office, handled the details.

Signed are Ton' Martin, with Tex Beneke and orchestra, November 2; Fred Waring, December 3; Ralph Martieri orchestra, December 28-29; WLS "National Barn Dance," January 18, and Harlem Globetrotters versus College All-Stars, April 8.

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## Icer Gives Topeka Peak Grandstand Biz

'Holiday' Clicks in Six Shows; Fair Nets More in Six Days Than in '55

TOPEKA, Kan.—"Holiday on Ice" gave the six-day Kansas Free State Fair the biggest night grandstand business in the fair's history, Maurice Fager, fair secretary, announced at the fair's wind-up Thursday night (13). The icer was in for all six nights. Last year it was in for three nights.

Daytime grandstand business, on a day-by-day comparison, was off from last year, with horse races, in two afternoons, drawing about 20 per cent fewer people, and Aut Swenson's Thrillcade, in for one show, sustaining a like drop.

Auto races, staged by Al Sweeney on three afternoons, accounted for a total gross comparable to last year, tho the Sunday (9) program, consisting of big car sprints, yielded a record \$13,000 single day gross record. This record stemmed from higher seat prices, up 25 and 50 cents from last year. Stock car races Saturday (8) held to last year's level, but a 100-mile stock car race Thursday accounted

for a smaller turnout than last year.

The Royal American Shows turned in an average 17 per cent higher gross for the six days than it did on the comparable days last year.

In '55 the fair ran eight days. Fager estimated that the fair's net surplus would be higher than last year.

Horse pulling, which drew 26 teams, proved a popular forenoon feature four days, with a total of 3,000 persons paying 25 cents to see the competition.

Fair was completely sold out on inside exhibit space. Farm machinery exhibits were off, with some of the major manufacturers missing.

### LEWIS RETAINED

## Allentown Given 25-Year Program

ALLENTOWN, Pa.—A vast re-development plan calling for razing part of the Allentown Fair and replacing it with a modernized layout, has been presented to the fair board by consultant Gaylord R. Lewis, of Findlay, O. Lewis has been retained by the executive committee and charged with producing a long-range improvement project.

The board took much of his offering under consideration while noting objections to certain details. General attitude of the board was one of satisfaction with the idea put forth, which would take 25 years to complete and result in ultimate demolition of all buildings now standing on the Chew Street side of the fairgrounds.

Lewis' concept would result in more exhibit and concession space, two buildings suitable for year-around operation, and a convenient layout. There were no costs brought out and it is anticipated that financial estimates would be in the

### LITTLE RHODY BAGS \$110,000 FOR ESE BLDG.

EAST GREENWICH, R. I.—The building fund for a \$130,000 Rhode Island structure at the Eastern States Exposition, West Springfield, Mass., got boosted by another couple of thousand dollars on Sunday (9) when 2,500 persons attended a huge chicken barbecue. Even\* was held at the Rocky Hill Fairgrounds with John Rego, State director of agriculture, heading the committee. Governor Dennis Roberts presided at the Saturday (15) ground-breaking for the building, for which more than \$110,000 has been raised. Little Rhode Island is the only State not having its own ESE structure. Of the total, \$50,000 is a State appropriation, \$25,000 has been donated by the fair, and the rest has been the result of public fundraising.

offing after Lewis' program is offered to stockholders.

**Split-Level Bldgs.**  
The two proposed buildings would be a split-level "Palace of Industry and Trade" measuring 120 feet by 240 near St. Cloud and Chew streets, and a similar one nearby for "agriculture, horticulture, and verticulture." Lewis suggested heavy, fireproof construction, weather conditioning for all seasons, and accessibility to the exhibit floors for heavy trucks. The

(Continued on page 108)

## 90,000 for 4 Days Okay Brockton Pace

BROCKTON, Mass.—The 83d Brockton Fair, with Rocky Marciano as one of its prime attractions, pulled a reported 90,000 admissions for the first four days this week. Starting on Sunday (9) the figures were 35,000, 15,000, 25,000, 15,000.

It was the second year under managership of Carlton Larsen, successor to Frank Kingman. Attendances were not affected by fears of polio and weather was generally favorable. Pari-mutuel handles showed increases over last year, to reflect the increased attendance.

Marciano toured the grounds on Tuesday and garnered laughs and publicity when he refereed a midget show boxing bout on the World of Mirth midway.

Very good business was won by the Pat Boone-Joan Weber grandstand unit, backed by Tony Pastor's band, on Monday, Tuesday and Wednesday (10-12). Also set by GAC-Hamid were rock 'n' rollers Lillian Briggs, Carl Perkins and the Johnny Burnette Trio, backed by the Simrus, Peyton and Raye's dogs, A. Robins, Wazzan Troupe and the Roxbys. This unit was booked in for Friday, and Saturday. Opening night's grandstand show was headed by the Mariners. Tickets were 75 cents, with box seats at \$1.25.

## Calif. State Pulls Record 823,887 Gate

Extra Day Adds 85,441 to Count; Grocery Ride Ticket Tie-In Clicks

SACRAMENTO—The California State Fair and Exposition, which ended its first 12-day run here Sunday (9), pulled a record attendance of 823,887, thus surpassing its '55 count of 725,203 and the '54 record of 812,204, both set when the event ran 11-day spans.

The fair, which opened August 29, tacked its extra day on the front end with an observance of the first kids' day in its 102-year history. Pinky Lee, television personality, was featured as a free attraction in the outdoor theater and Jack Carson started his four-day booking as the headliner of the evening grandstand show.

The opener gave the fair an additional 85,441 with approximately 43,000 being kids, admitted free under a new policy that extended the no-charge gate to all 16 and under. Until this year the maximum age for free entrance was 12 years old.

### Tie-In Clicks

Also featured on the first day was a tie-in with Cardinal Markets, which operates 34 stores in the region. For each \$1 purchase a coupon good for five cents was given. The fair printed 1,000,000 of these. Those presented were

### Vinton, Ia., Nets \$3,376 on '56 Run

VINTON, Ia.—Benton County Fair racked up a net profit of \$3,376.57, Dr. David Hibbs, president, announced. Receipts were \$18,971.09 and expenses, \$15,594.52. This year's profit was the second highest on record, falling below the '55 record of \$3,909. Total attendance was 19,228.

accepted as money on the West Coast Shows and West Coast Exposition Shows midway and at concessions. The shows cut their ride charges to a dime and handled over 250,000 of the coupons. Ride charges were not returned to the regular price until 8 p.m., two hours after the agreed 6 p.m. ending.

The fair's agreement with the Cardinal chain called for the firm to guarantee \$5,000 and the fair guaranteeing the first 200,000 tickets. The exposition office accepted the coupons from the concessionaires and carnival at the five-cent value. Some concessionaires reported doing as much as 15 per cent of the day's business in the tabs.

The fair's attendance dipped the first Thursday and Friday (30-31), but came back with a strong 96,017 as against 88,513 on Saturday (1). This was designated by Dudley T. Fortin, secretary-manager, as International Day with official representatives of 34 countries and Gov-

(Continued on page 108)

## Top-Notch Run On the Books For Lehighton

LEHIGHTON, Pa.—An over-100,000 week was claimed for the 82d Carbon County Fair, which put the lid Saturday (8) on a six-day run termed one of its best ever.

Fair directors, officials in all capacities, and Fred Getz, president of the fair association, expressed thanks for co-operation to patrons and all participating elements.

Indian summer weather on Saturday enabled big crowds to turn out. Mild temperatures thruout most of the week created ideal conditions for the fair. One of the big days was Wednesday's (5) Children's Day, which proved especially productive for the midway, occupied by Amusements of America. Featured were popular pig scrambles and a rural pageant, "This Is Our Life," both before the grandstand.

Getz said thrill shows were beneficial for the grandstand this year, as were the Gene Holter racing and performing animals. Closing day produced overflow crowds for stock car racing and the Buddy Wagner Tournament of Thrills.

## Golden Run Pulls 110,000 At Blackfoot

BLACKFOOT, Idaho — The Eastern Idaho State Fair brought its golden anniversary run to a close here Saturday (15) after drawing an estimated 110,000 people thru its gates, a 5 per cent increase over 1955. Weather, generally, was good, altho rain hit the fairgrounds Tuesday night but did no damage.

Featured grandstand attraction this year was a Barnes-Carruthers revue for all five nights of the run. The final production number of the program was ther'ed to the fair's anniversary and received good comments. Business thruout the five nights matched that of last year, Ruth Hartkopf, secretary, disclosed.

(Continued on page 108)

## Saginaw, Mich., Gate, Receipts Up Sharply

SAGINAW, Mich.—The Saginaw Fair, aided by good weather for the major portion of its seven-day run, was racing well ahead of 1955, in most departments as of Saturday afternoon (15), the final day. Clearance Harnden, secretary-manager, reported attendance thru Friday night was 287,100. He expected the count to rise to 335,000 by the end of the fair. Last year's gate was 325,000.

The receipt picture was even rosier. Income from gate, grandstand and parking was sharply ahead of last year and Harnden figured the fair might top the record income racked up in 1951.

The night grandstand show, a Barnes-Carruthers revue, started slow but built up during the week and ended up 8 per cent ahead of last year. Afternoon program was made up of variety acts, with pulling the program Tuesday. Midway ride and show grosses were well ahead of last year. Gooding

Amusement Company reported takes were ahead of 1955 each day during the run. "Dancing Waters," brought in by Gooding, was also racking up big receipts.

Harnden attributed some of the success of this year's run to a hyped advertising and publicity program. The fair used four TV stations, 71 newspapers and 11 radio stations to tell its story. In addition, four local reporters were put on the publicity staff, covering agriculture, commercial exhibits, women and youth and attractions. The various stories were brought into the publicity center where they were angled for the various media.

The fair opened its new Administration Building this year, an air-conditioned, \$50,000 structure that proved its worth during the run. Other construction included the rebuilding of a new Exhibits Hall to replace the one destroyed by fire during last year's fair.

## Rutland Counts 118,000 For Best Gate in Years

RUTLAND, Vt. — The most successful Rutland Fair in several years concluded here Saturday (8) with attendance for the week announced at 118,000. Almost half of the total was scored on the opening day, Monday, Labor Day, when more than 30,000 jammed the grounds and on Saturday when the gate topped 21,000.

The weather was generally fair thruout the engagement. The nights were cold and rain did its best to interfere on Saturday with an early evening squall, but no interruptions

resulted and the gate was not hurt. Attendance last year was listed at 103,000. Weather held the gate to 86,500 in 1954. Arthur B. Porter, secretary-manager, said that the fair was successful in every way.

### Grandstand Up

Grandstand attendance was up considerably over last year with the Mariners, heading the GAC-Hamid International Revue. The name attraction proved strong here.

(Continued on page 108)



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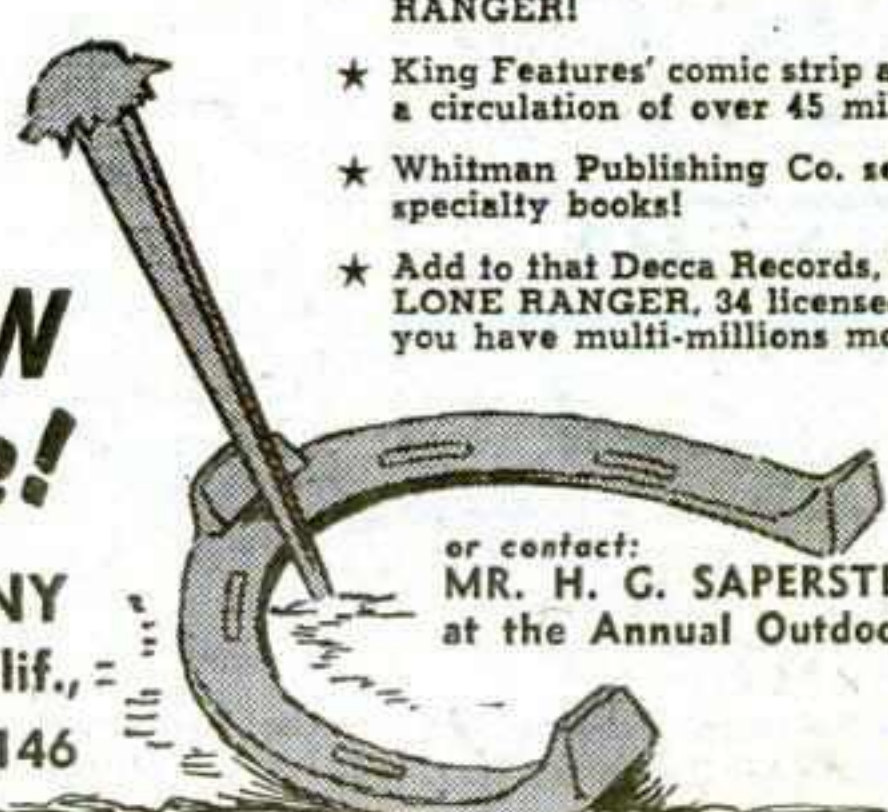
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# Strong Pace Marks Early Days at York

YORK, Pa.—The usual big crowds and good business graced the York Interstate Fair and success for all departments was seen as the event headed into its final sessions Saturday (15).

Better attendance was foreseen for the event as crowds on the opening days sprinted ahead of last year. The earnings picture was bright with more exhibit and concession space sold. On the midway the James E. Strates Shows racked

up its best kid's day here Tuesday (11), opening day.

Grandstand attendance was good on the opening days but somewhat under that of last year. One-day notice on cancellation by the Vagabonds because of illness necessitated the hasty substitution of the Crew Cuts and Roger Williams for the Thursday (13) show. Olsen and Johnson were featured on Tuesday and Ted Lewis on Friday.

The name talent again was backed by a Frank Wirth production, High and Mighty. Perfect stage and seating arrangements provide for shows in all kinds of weather. However, the weather behaved nicely.

Samuel S. Lewis, president and manager, got back into harness after a spell in the hospital in time to handle all of the final details in the staging of the big and model exposition. He put in his usual full days on the grounds but moved around a little less than in the past.

The reputation the fair has with its public was undoubtedly enhanced by the announcement from Lewis that refunds would be made to those disappointed by the cancellation of the Vagabonds. The offer was made with the report of the necessary change in star attractions. The fair has a big advance grandstand sale, and its policy of presenting a different name attraction on each of three nights has often resulted in overflow crowds, even tho the grandstand seats nearly 10,000.

### Create More Space

The sparkling arena, completed just in time for last year's fair, created new avenues bordered by valuable commercial and concession space, as predicted by Lewis. The area, partially occupied last year, was sold out this year. The new roadways were blacktopped.

With continuing good weather the Strates organization seemed certain to approach, if not set, a new earnings record.

# Entry Changes Bring Fonda Record Crowd

FONDA, N. Y.—Removal of admission charges for children under 13 years of age, and also for all grandstand admissions, resulted in a record attendance of 28,000 for the Fonda Fair. Secretary Fred L. Lowe said the 115th edition's changes were definitely successful.

The five-day event closed on Wednesday (5), after day-by-day attendances as follows: Saturday (1), 4,700; Sunday, 5,250; Monday, 8,543; Tuesday, 1,617; Wednesday, 4,077. The total of 24,000 was enlarged by an estimated 4,000 children, based on ticket sales of former years.

Considerable interest was shown in the new \$20,000 Cow Palace at the eastern end of the grounds. It provided barb space for an additional 111 head, easing a perpetual problem of overcrowding in livestock divisions. Also added this year was concrete paving of the Floral Hall floor.

One of the week's highlights was the visit on Tuesday of Governor Harriman, a stop-off en route to the State Fair in Syracuse. John King of Berryville arranged the tour on behalf of the fair association. The midway was provided by Coleman Bros. Shows.



NEW GENERAL manager and secretary of the Central Canada Exhibition, Ottawa, is J. K. (Jack) Clarke, who has been associated with the fair since 1937. He succeeds H. H. McElroy, veteran manager, who recently resigned because of illness. Clarke is a native of Ottawa and held down the CCE's top spot for this year's edition.

# Good Week in Fredericton Tops 60,000

FREDERICTON, N. B.—Fredericton Exhibition neared a new attendance record Saturday (8) as clear skies and summer temperatures blessed the annual for six consecutive days.

Manager Ray Crewdson said Labor Day (3) ran around 17,000 paid admissions. Tuesday (4) sagged as expected to 5,200; Wednesday climbed back to 7,000 and Thursday to 8,000. Friday (7) was children's day with total attendance of 14,000. Saturday bid well to turn in 10,000 or more for a week's total well above 60,000.

Harness racing was held on Labor Day and on Thursday. The Thursday card included a \$2,000 international free-for-all.

The grandstand show was a GAC-Hamid offering. Included were the Two Bruxellos, comedy act; Ira and Buddy Watkins. (Continued on page 107)

# New Records Scored by Topsfield

TOPSFIELD, Mass.—The 132d Essex Agricultural Society's Topsfield Fair proved a record-breaker in all departments as a reported 142,000 patrons flocked to the event, easily outdistancing last year's 120,000. The opening day Sunday (2), when a crowd of more than 30,000 attended, and the windup day Saturday (8) set one-day records.

Paul Corson, general manager, (Continued on page 107)

# Calgary Bows New Building

CALGARY, Alta.—The Calgary Exposition and Stampede will officially open its new Agriculture Arena September 27 with an open-house celebration, Maurice Hartnett, manager, announced last week.

The governor of the province and other Canadian officials and celebrities will be on hand for the unveiling.

# Detroit Tops '55 After Slow Start

DETROIT — Despite serious employment conditions in the area, the Michigan State Fair recorded a total attendance of 821,656 during the 10-day run ending Sunday (9)—an increase of 4½ per cent over last year's 786,758.

The final day's turnout—102,613—was slightly ahead of last year's 101,805 and required closing the gates to automobiles during the afternoon. Weather was generally good, with moderate temperatures

until the last three days when the mercury dipped into the chilly zones. The only rain came on the first Saturday.

Paid attendance figures were 445,265, a drop of less than 4 per cent from last year's 462,802. Admissions on passes totaled 376,391 against last year's 323,956.

The fair showed a significant reversal of form halfway thru the run. Attendance was down the first five days but strengthened notably in the home stretch. Fair Manager Donald L. Swanson credited this pick-up to a policy of bolstering the usually weak days with special attractions.

Amusements held up well with the W. G. Wade Shows setting a new all-time high midway gross of \$321,719.60. And Swanson estimated the fair would rack up a (Continued on page 107)

# Hoosier State Clocks Record 855,117 Gate

INDIANAPOLIS—The Indiana State Fair clocked a record 855,117 patrons during its 10-day run, far surpassing last year's 596,509 and topping the previous all-time record of 659,450 racked up in 1952. Part of the increased attendance was due to the inclusion—for the first time—of passes and other free admissions in the total count.

The night grandstand show, an Ernie Young revue with acts, grossed \$22,765 in six performances. This compared with \$42,592 taken in by a Music Corporation of America revue in seven nights in '55.

The re-titled English Horse Show was, sharply ahead of a year ago, grossing \$50,823. Biggest crowds came out the first four nights when Arthur Godfrey—in for free—was featured. And the TV performer's appearance at the horse show was also credited with cutting into the Young revue turnouts.

Harness race receipts and the ride and show gross of the Cetlin & Wilson Shows was reported to be about on a par with '55 figures.

Advance sale of tickets for the Hoosier 100, annual USAC-sponsored auto race here Saturday (15) was reported to be substantially ahead of last year.

# Schaghticoke Does 77,786; 2d Best Year

SCHAGHTICOKE, N. Y.—An attendance decline of 6,000 below last year's all-time record was viewed this week as highly satisfactory by officials of the Schaghticoke Fair.

Philip B. Caird, president, noted that the total turnout of 77,786 for the six days ending September 5 was still the second best figure yet attained. There was rain on two days which deprived the fair of a new record.

Best single day was Labor Day, Monday (3), when 36,387 turned out. Rain had fallen on Friday (31) and Sunday (2).

Continuance of attendance totals exceeding 70,000 will make physical expansion a necessity, Caird said.

A closing day children's day drew many hundreds of youngsters from the area. Tuesday's entertainment found harness racing supplemented by an appearance of Gabby Hayes, kiddie western favorite. Free admission for kids won a turnout of 5,000 youngsters, it was announced. The Chordettes, recording group, appeared the following day and night.

# Marshall, Tex., Ends Okay Run

MARSHALL, Tex.—The Central East Texas Fair and Livestock Exposition closed here last week after an estimated 10,000 had come thru the outside gates. President R. O. Bartlett termed the run the best on record. Bill Hames Shows provided the midway attractions.

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**WESTERN CANADA FAIRS ASSOCIATION FALL MEETING**  
Hotel Saskatchewan, Regina, Saskatchewan, November 3 to 7, 1956. To award contracts for 1957. Grandstand submissions will be heard Saturday, Nov. 3. Midway submissions on Tuesday, November 6.  
**GEORGE K. ROSS**, Secretary—Prince Albert, Sask.

**MERIDIAN'S ONLY FAIR**  
Note Change in Dates  
**OCTOBER 15 THRU 20**  
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**MISSISSIPPI FAIR & DAIRY SHOW**  
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**CITRUS COUNTY FAIR**  
INVERNESS, FLORIDA, NOV. 13-17, 1956  
Quentin Medlin, Fair Manager. We desire to contact Carnival (ride show) and Rodeo Producer immediately. Rodeo on Nov. 15-16 and 17.



## Stevenson Talk Gives Palisades Big Windup

PALISADE, N. J.—Irving Rosenthal will sign next week, he says, with a producer for a three-week circus presentation with which to focus attention and dollars on the opening of his 1957 Palisades Amusement Park season. The news was second in importance only to the terrific windup

the park had last weekend, topped by the appearance of Adlai Stevenson, Democratic candidate for the presidency, on Sunday (9). On the previous day George Reeves, the TV Superman, appeared to speak and distribute signed photographs. Thousands of people of all ages took advantage of the two-day weekend, and the park drew its heaviest crowds in a long while. In a major political appearance, Stevenson spoke from the amphitheater and was photographed on the Ferris Wheel. The park name was prominent in newspaper stories in hundreds of papers.

### Six Weeks in Works

Rosenthal said the Sunday event, which had been built to importance by Democratic circles, provided the best food day of the season, and credited much of the success to publicist Bert Nevins' office. Reeves is reportedly booked for a return in 1957. The political event had been in the works for some six weeks, it was mentioned, and Rosenthal was doubly satisfied because of snaring the appearance of Stevenson when there were countless other places for the candidate to speak.

The circus scheme is for an under-canvas show with 4,000-seat capacity. Three shows a day are planned, at 1:30, 3:30 and 8:30, priced at 50 cents for general admission and \$1 for reserves, including park admission and parking.

## Good Finish Saves Season For Rockaway

NEW YORK—An upswing in business, concurrent with favorable weather, enabled rides and games in the Rockaway area to recoup early season losses this year.

Daily operations closed Sunday (9) and Playland begun another winter of weekend schedules. Highlight of the closing days was the annual Mardi Gras on Saturday (8) featuring participation by volunteer fire companies from Queens County and Long Island.

Weather was cold and windy, and the good turnout was kept from spending a great deal of time at the amusements. A good couple of hours was garnered, however.

Bulk of Playland's improvement dollars this winter will go toward new electric service, fireproofing, additional midway paving in place of the former boardwalk flooring, and various utility work. While far from the best year the park has known, 1956 was still profitable, Dick Geist noted.

Chamber of Commerce and Park Department attendance surveys showed a decline this year of 30 per cent behind 1955.

July was the worst month, according to George Wolpert, executive secretary of the C. of C. of the Rockaways, with a 50 per cent drop. When it wasn't raining, he said, there were forecasts of rain, all of which kept people from the beaches, and likewise discouraged them from taking the new subway line to the beach.

## Ocean Beach Claims 2d Best Season

NEW LONDON, Conn.—Despite uneven weather conditions, Ocean Beach Park, New London city-owned-and-operated shoreline park, had its second best season in 1956.

Beach superintendent Augustus Menghi reports total revenue surpassed \$235,000, which compares favorably with the 1953 record of \$241,000.

Winter months will see two construction projects under way, an addition to the recreation hall and the erection of a shade shelter at the west end of the park.

## POPCORN PREZ POLL PREPPED

NASHVILLE — Popcorn eaters again this year will be asked to name their preference in the presidential race. The Blevins Popcorn Company here will again conduct its popcorn box poll, Jim Blevins, president, announced.

The poll, using popcorn boxes or bags as sample ballots, pulled over 20 million votes four years ago and, according to Blevins, proved more accurate than any other source in predicting the outcome of the race. In 1952 the boxes and bags carried a picture of both candidates; this year, reflecting the increased interest in vice-presidential nominees, patrons will be able to vote for both members of each ticket. Over 50 million "ballots" are ready, Blevins said.

## Mull Plans For Pier In Florida

JACKSONVILLE BEACH, Fla.—Plans for the construction of a multi-million-dollar privately financed amusement pier here are still being studied by a Maryland firm, Mayor I. D. Sams announced.

"I have received a letter from J. A. Grazier, president of the Ocean City (Md.) Pier Corporation, who says the plans are under consideration," Sams said. "Officials visited the beach recently to go over the idea with city officials," he added.

City councilmen promised complete co-operation on the city's part toward helping the company locate the pier here in Jacksonville Beach.

## Topsfield Big

• Continued from page 106

said he believed the greyhound racing mutuel handle of \$900,000 topped that of any fair in the nation offering such racing. The handle was \$820,000 last year and \$532,000 in 1954. John T. Tutko, president, said a total of 12,207 separate entries also was an all-time high.

Grandstand business was good when weather allowed. A heavy shower on opening night washed out the show and on Thursday more than two inches of rain at night also put a crimp in the GAC-Hamid show featuring Eydie Gorme and "Fair Time Frolics of 1956." Except for the two downpours the weather was perfect and the grosses on the midway handled by Gene Dean and Jack Flynn held up to about 15 per cent better than last year. Rides were provided by Playtime Amusements.

Corson said interest in such events as horse and oxen-pulling was at its highest with crowds of more than 5,000 watching the contests, held under floodlights this time. Corson said interest had grown so much that the contests had been shifted from afternoon sessions, a move that was justified by the attendance.

Press coverage under the direction of Warren Rockwell was excellent with pictures and stories running almost every day, even in the Boston papers. Last two previous years had been plagued by hurricanes and polio epidemics.

## VOTERS TO DECIDE

# Civic Center May Replace Carlin's

BALTIMORE—Carlin's Amusement Park appears destined to be replaced by a \$6,000,000 civic center, ending an operation which began in 1919 when John J. Carlin Sr. opened a dance hall in a heavily wooded suburban area.

Proposal of the park location was made by a Civic Center Commission to Mayor D'Alesandro this week as the "best available site" of the dozen or so which were considered. Backing for the project is strong and indications are the public will approve it.

Carlin's has gone thru a demerit in recent seasons, and its last year approximating full operations was 1955. Since then, executive manager William J. Fischer notes, virtually all of the ride equipment has been disposed of. This year only the pool and roller rink remained open, the ice rink having been destroyed by fire last winter.

### Benefits Cited

The mayor gave his "complete approval" to the commission report and called on the public to support the \$6,000,000 civic center loan which will be offered on election day, November 6. The commission noted that the location is served directly by four bus lines, is crossed by the Western Maryland railroad line, would afford ample parking space for car patrons, and has an ideal scenic location because of its elevation.

Fischer, president of the operating corporation, said that while the civic center project has been under

discussion for more than a year, Carlin's had not been in the picture until early this year. He cited the city's need for a major indoor sports location, which the center would provide. The park and its former rink were identified for decades with basketball, ice hockey, boxing, wrestling, roller skating, swimming and other attractions.

Fischer added that the park's management had every intention of remaining in the outdoor amusement business and outlined several possibilities for which suburban property is being studied. One would be a drive-in movie and Kiddieland combination, another would be a roller rink.

The civic center would have 10,000 permanent seats, plus 3,000 portable seats, all with unobstructed view of the center of the main structure, which presumably would be a coliseum. It would be an all-purpose facility for sports, conventions and exhibitions. The park tract, at Park Circle and Druid Hill Park, contains 39 acres.

Ultimate completion of the civic center project would leave Baltimore with one amusement park, Gwynn Oak.

## Krasner Spot Extends Run, Garners Biz

DENVER—Ben Krasner's Lakeside Park extended its run a week beyond the traditional Labor Day closing date and, despite cooler weather, did good business during the period.

Stan Kenton and his band closed the El Patio Ballroom a week earlier than the rest of the park closed but stock car races on Sunday evening and midget races on Fridays will continue to run until mid-October if the weather holds.

Big crowds jammed Lakeside during the three-day Labor Day weekend, which was topped off with a "nickel day." On this day a 5-cent coin was accepted for rides on nearly all adult as well as kid devices.

Opening of a multi-million-dollar shopping center on the opposite side of Lakeside's Lake Rhoda brought the park more transient traffic and scored good advertising and publicity for the amusement zone.

## Edaville R.R. Adds Old Unit

SOUTH CARVER, Mass.—Steam locomotive No. 1455, a doughty relic of pre-diesel travel, made its last trip this week on the back of heavy-duty trailer. The locomotive and three cars were donated by the Boston & Maine Railroad to the Edaville Railroad here, to become part of the display called "Railroads on Parade."

Besides the Edaville Railroad which attracts more than 200,000 persons yearly, F. Nelson Blount, of Warren, R. I., who purchased the line last year, is building up a railroad museum which was started by the late Ellis D. Attwood. No. 1455 will take its place among the other mementoes of railroading.

## Fredericton, N. B., Tops 60,000

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chimps; Florida Trio, contortion; Will Mahoney, comedian; Wazans, pyramids and tumbling; Two Mazurs, aerial, and Gordon Sinclair, radio and night club announcer of Montreal and Toronto as master of ceremonies. Music was by a six-piece local combination with Velma Goodwin on the Hammond organ. Performances were given each night, a children's matinee on Friday (7) and a double-header on Saturday night (8). Grandstand attendance ranged from a minimum of 1,600 to a high of 3,300.

General admission was 50 cents, grandstand admissions were \$1 for

adults and 50 cents for children. Publicity was copious, both local and regional. The Daily Gleaner turned the fair into a photographic field day. The Telegraph-Journal of Saint John gave the event streamer heads thruout the week. Station CFNB at Fredericton carried comprehensive news coverage and a number of recorded interviews. CHSJ-TV, Saint John, ran plenty of visual footage. Television section of the Canadian Broadcasting Corporation also took fair footage for its Farm Forum. Featured were Ray Crewdson, fair manager, and Bill Lynch, operator of the shows bearing his name.

## Detroit Goes Over 1955 Top

• Continued from page 106

total net profit in the neighborhood of \$10,000.

Best attended single event was the 250-mile stock car races on Sunday, which drew 16,139 people for a gross of \$44,805.09 with seats scaled at 50 cents to \$5.50. This compared with 15,625 admissions and a gross of \$40,478.98 last year when the stand was scaled at \$1.50 to \$5.50. Race was cut to 227 miles when infield crowds swarmed onto the track after several hours in attempts to get back to the main fairgrounds.

Joie Chitwood thrill show drew 1,182 for a gross of \$552.23 on Sunday evening. Last year the Canadian Daredevils played to 1,376 who paid \$1,735.48. The Texas Rodeo, featuring Buffalo Bill Jr., booked thru Val Campbell, drew 26,657 and grossed \$28,261.54 in 15 shows. Last year's rodeo, which gave 18 shows and featured Annie Oakley, Cisco Kid

and the Cass County Boys, grossed \$37,230.92 from 38,624 patrons.

### Gross Dips

Total attendance at the grandstand shows was 43,978, who paid \$73,618.86. Last year it was 55,625 and the gross was \$78,445.38.

The Coliseum show ran behind a year ago drawing 65,288 and racking up \$84,502.74. This compared with 72,922 and \$89,170.34 in '55.

Independent concessions grossed an amount on a par with last year, Gerard C. Lacey, director of space sales, reported. While flat rate operators were off 10 to 15 per cent, this was averaged out by increases on the percentage operations, he said.

The dairy bar—with all the milk you can drink for a dime—reported 157,000 sales. The Junior Farm Bureau's grape juice and apple cider booth chalked up 58,000 sales.



## ROLLER RUMBLINGS

## Bayridge 9th Gotham Skatery to Shutter

BROOKLYN — Announcement recently of the closing of Bay Ridge Rollerdom here brought to nine the number of privately owned rinks in the five boroughs of New York that have been converted to other enterprises—for financial reasons or otherwise—since the end of World War II. After operating as a rink for more than 16 years, the building is to become a textile plant. Bay Ridge was operated for the entire time by former Roller Skating Rink Operators' Association of America official Joseph P. Seifert and Carl Carlson, with former world speed tilist Art Launay as manager. Launay captured the world half-mile title in 1921 and retired as undefeated Eastern champ, a crown he first won in 1911. Brooklyn rollerries in operation and ready to absorb Bay Ridge biz are Park Circle, Eastern Parkway and Empire. All stand to

gain box office by the recent closing of Gay Blades, Manhattan's only rollerdrome.

## Caille Named Prexy of World Skating Congress . . .

WILMINGTON, Del.—Victor Caille, operator of the Printz Roller Way here, was elected executive secretary of the World Roller Skating Congress during the recent convention in Richmond, Va., of the Roller Skating Rink Operators' Association of America. Caille also was re-elected to another three-year term as a member of the RSROA board of control. Plans are under way to hold the next meeting of the WRSC in Auckland, New Zealand, in January, 1958. Champions from senior divisions in dance, figures, free style and speed in meets to be held throughout the world in 1957 will be eligible to compete. Auckland has an outdoor arena with seating capacity of 20,000 spectators. President of the World Congress is William T. Brown, Portland, Ore. George Bright, Auckland, is vice-president, and Fred A. Martin, Fort Lauderdale, Fla., is secretary. Board representatives are: Harry G. Law, London, Ont.; Ethel Flanagan Burns, Brisbane, Australia, and Harek D. Darakhanawals, Bombay, India.

## 163G Air Base Skatery Started at San Antonio . . .

SAN ANTONIO—Ground was broken here recently for construction of one of the largest roller-skating arenas in the Southwest at Lackland Air Force Base. The rollerdrome is being constructed by Jaffe and Martin and will be operated on a long-term concession basis. The building will be 281 feet long and 100 feet wide and cost about \$163,000. Spectators' gallery will have approximately 500 theater-type seats and the floor will accommodate about 650 skaters. A large air-conditioned snack bar and an Arcade will be adjacent to the arena floor.

## Detroit Bob-Lo Closes Successful Season . . .

DETROIT—Bob Lo Rink on Bois Plaine Island at the mouth of the Detroit River closed on Labor Day after a satisfactory season's business. June proved an especially strong month with patronage by school children, while during the next two months transient business was encouraging for the rink which has completed its eighth season. Bob Lo occupies one of the few fieldstone rink buildings in the country. Design is such that large movable steel shutters between the great piers may be opened, making it, in effect, an outdoor rink when the weather is fair. Skating is conducted on an hourly fee basis, plus overtime. Tape-recorded music is used. A highlight of the operation is the large amount of skate shoe rental business done, since rela-

## Calif. State Pulls

Continued from page 104

ernor Goodwin Knight attending the functions, including a luncheon in Governors Hall.

## Sunday Pulls 117,970

Attendance on Sunday (2) was 117,970, the highest of the run and topped the same 1955 day's 101,394. Eddie Fisher played the grandstand that evening, pulling approximately 12,000, the largest show attendance of the run.

Dennis Day headlined the stage-shows Monday (3) thru Wednesday with Bob Crosby, his daughter, Cathy, and the Modernaires taking over Thursday (6) for the remaining four days of the fair.

The added day in the run also gave one for horse racing, a total of 10. There were also 12 races daily instead of 11. The pari-mutuel handle also set a new record of \$4,757,561. The Labor Day handle remained the kind with a record of \$812,583. The previous single day high was \$717,836.

"Dancing Waters" returned this year for the first time since 1954, when it was a free attraction in one of the exhibit buildings. This year the charge was 50 cents for adults and 25 cents for children.

Nightly fireworks displays were presented under the direction of Pat Lizza, whose Golden State Fireworks Manufacturing Company has held the contract for the past 20 years.

Publicity was directed by John Z. Ickes and concessions by Lee Perryman, both for the first time. Fred Heitfeld directed special events.

Under the direction of Ted Rosequist, assistant manager, all soft drinks on the grounds were sold for ten cents, five cents less than in 1955.

tively few skaters bring their skates to the park. The rink is under the personal management of Mrs. Elsie Zimmerman, who has just completed her fifth season under the supervision of Harold Gorry, park manager. Prospects for the 1957 season are good, with a significant number of inquiries for special dates already in, including a definite booking by an old-timers' skating club.

## Editorial Lauds RSROA For Conduct of Meet . . .

DETROIT — "The AAU, currently drenched with charges of professionalism in its domain, would do well to examine the skater's code," is the conclusion of a signed editorial by Gordon Raddue, sports columnist of the Independent of Richmond, Calif., in commenting upon the regional championships conducted at Roller Rink Operators' Association auspices.

Noting the meet as evidence that "such a thing as a pure amateur sport exists," Raddue, in an editorial typical of others gathered from the press across the country at RSROA headquarters here recently, paid tribute to the caliber of operation of skating competition. He said that the skater functions under a set of restrictions that make the "AAU code look like a free loader's paradise," citing, for instance, that the winners may not even give away a medal and may not advertise a rink by representing it in competition.

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## Allentown Given

Continued from page 104

Palace of Industry and Trade would house the fair offices, the current office building being moved elsewhere on the grounds for use of a caretaker's home.

Other elements of the development plan include:

A new main entrance for the fair. A "Hall of Arts and Sciences."

A poultry, pigeon and pet stock building.

Special barns for FFA and 4-H. Two new livestock barns.

Five new race horse stables.

Draft horse and pony barn.

Widening all gates and roadways, except the midway.

## Series of 5-Yr. Plans

Lewis noted the plan calls for the fair to gain 163,200 square feet of exhibit space. He suggested a series of five-year plans, the first of which includes the Palace of Industry and Trade, 4-H livestock barn, race horse barn, new fair entrance and relocation of two livestock barns. He said he would make no changes in the grandstand, Ritz Building, five livestock buildings and two-story race stable.

Board members made certain modifications, considering the feelings of residents of Chew and Liberty streets who do not want animal barns too close to their property. The development scheme would not make much of a dent in the traditional parking problem faced by the annual, which always has a large overflow of cars onto the track infield and elsewhere.

## Rutland Counts

Continued from page 104

It was the first time the fair had used name personalities in its show.

Gene Holter's Wild Animal Show on Friday and B. Ward Beam's auto thrill presentation on Saturday accounted for big crowds. Porter said the Beam unit drew the best afternoon crowd in many years. An added Saturday feature was a State baton twirling contest. Harness racing was also featured.

The only dip in gross earnings was on the midway where the King Reid Shows replaced the World of Mirth Shows. This was acknowledged to have resulted because of the difference in earning power between the two shows. Fair officials, however, expressed neither surprise or concern.

An improvement was the paying of a portion of the midway area by Reid.

## Golden Run

Continued from page 104

The Jimmy Lynch Thrill Show pulled a strong crowd to its Friday afternoon (14) show and an equally good turnout Saturday afternoon. A combination of running races and a Horse Show proved popular the first three afternoons of the fair.

Siebrand Bros. Carnival and Circus, the midway feature, ran ahead of 1955 for the five days. Each day was a little ahead of the same day a year ago. Irving Goldstein, veteran humatone pitcher, was an added attraction on the independent midway and created much comment among patrons.

Livestock entries this year hit record numbers and space was at a premium thruout the fairgrounds.

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## MILLER BUSINESS STRONG AT NIGHT

Schools Cut Into Afternoon Houses; Show Quits Indiana, Crosses Illinois

HARRISBURG, Ill. — Al G. Kelly & Miller Bros.' Circus business gave sharp reflection of the start of school terms in the past days. Afternoon houses, which have been running very strong thru most of the summer, tapered off

to a near-steady level of half of capacity.

But while the kids were in class for the afternoon, many of them and adults went to the circus at night. Evening performances were being given to a near-constant sized crowd of near-full.

Bedford, Ind., Tuesday (4) had half and near-full houses. The lot crowd was very large in the morning, and by 9 a.m. the concessions and pit shows were doing a brisk business.

In Petersburg, Ind., Wednesday (5), there were quarter and near-full houses. Mount Carmel, Ill., Thursday (6), climbed to half of capacity in the afternoon but held the near-full pace at night altho weather turned cool.

Mount Vernon, Ind., Friday (7), had half and near-full houses.

McLeansboro, Ill., was the afternoon only Sunday stand, and it proved to be worth a three-quarter house.

At Harrisburg, Ill., on Monday (10), the business dropped to 30 per cent and 50 per cent houses, altho weather continued good.

## Cristiani Bros. Light on Days, Okay at Night

WILMINGTON, N. C. — Cristiani Bros.' Circus is playing to lighter afternoon business on school days and to both good and fair business at night.

In Kinston, N. C., Friday (7) rain and high school football held the circus to half houses. Jaycees were the auspices. At New Bern, S. C., on Saturday (8), the show had a three-quarter afternoon and half house at night. Again, rain and football interfered, and again, the Jaycees were the sponsor.

At Wilmington on Monday (10) the afternoon was a light one-quarter, but the night house was near-capacity. Moose sponsored the show. The newspaper publisher declined to carry any news of the show, it was reported, but his sheet did carry the Mills Bros. AP feature the day before, and that helped.

## Promotion Starts For Hamid-Morton

BOSTON — Hamid-Morton Circus this week will open the advance promotion for its Shrine date that opens at Boston Garden November 16.

Vernon McReavy, formerly with Hamid-Morton, will return to the organization to handle the Boston date.

## Von Houses Good

WEST POINT, Va. — A pair of three-quarter houses was the score here for Von Bros.' Circus on Saturday (8). Show was under auspices of the American Legion.

## Till Bulging, South Crowded, Hunts Close

MIDDLETOWN, Del. — Memories of congested conditions in Southern territory prompted a decision five weeks ago to return the Hunt Bros.' Circus to winter quarters in Burlington, N. J., next week.

The Hunts closed in the South in 1955, after slugging it out with as many as five other shows in the same State. With this year's business having been excellent, it was deemed wiser to come off the road rather than undergo the same experience again.

It had been indicated that a similar onslaught of circuses was in store for this fall, and that was enough for the Hunt family. Final date will be Tuesday (25) in this community.

A good start has been made on

securing services of staff personnel for 1957, several of whom have been signed to return next year. Much effort will be spent over the off-season in expanding the show's own acts, such as animal numbers, so as not to be very dependent on outside acts, it was stated.

Harry Hunt reported a heavy influx of mail over his plan to establish a foundation supported by public subscription, with the purpose of perpetuating the circus in America. Funds would be administered by auspices and would go toward aiding needy shows and toward a pension plan. Hunt said he was not interested in participating personally in handling funds, which would be one of the many details to be worked out.

## AGENCY OFFERS RINGLING BAND

NEW YORK — The Ringling Bros. and Barnum & Bailey Band, presented by John Ringling North and directed by Izzy Cervone, is being offered as an attraction this winter thru the Associated Booking Corporation, it was learned this week. Billing specifies that the band operation is to be owned and operated by the Ringling corporation.

## First Grotto Date Success At Pawtucket

PAWTUCKET, R. I. — Despite rain and cold weather the first annual Moslem Grotto show September 7, 8 and 10 at Narragansett race track drew better than 18,000 patrons. The Masonic event was staged by veteran showman J. C. Harlacker, active in the Shrine Circus held here for the past 32 years. Shows were presented Friday, Saturday and Monday nights, with

(Continued on page 110)

## Brownwood Packs Beatty's Big Top

BROWNWOOD, Tex. — Opening of schools slowed afternoon business for the Clyde Beatty Circus somewhat. But night business has held good. And Saturday (8) brought out a pair of capacity houses. Show was in Dallas for four days including the weekend (15-16).

Plainview, Wednesday (5), was sponsored by the Optimist Club. It gave a one-quarter afternoon and three-quarter night. There was a dust storm between shows, which local sources said probably trimmed attendance.

At Lubbock on Thursday (6), the auspices was Lions Club. Afternoon was another one-quarter house. The night show started late and had a three-quarter house in cool weather.

Jump to Sweetwater (8) was 11 miles. After that came San Angelo,

Saturday (8), where the Lions Club sponsored the show. It was in San Angelo that the Beatty aggregation registered two capacity houses.

Next came a matinee-only schedule for Sunday (9) at Brownwood. This followed a 127-mile jump and brought a three-quarter house under Jaycee auspices.

## MINIATURE SHOWS

### Circus Model Builders Meet at Hershey, Pa.

HERSHEY, Pa. — One hundred-twenty-six members of the Circus Model Builders' Association met here Labor Day weekend for a convention and display of their miniature circus trains, wagons and tents. Total attendance was 346 people from 18 States. It was the CMBOA's 20th anniversary.

Show was at the Hershey Sports Arena, where 92 exhibits of circus models and circusions were set up. Sides of the arena were decorated with old circus lithos.

Performers at a special program in the Sports Arena were Ringmaster Dick Kline; Indiana (Pa.) Municipal Band; Tip Top Tumblers; Chuck Sajeta and Donna Mae Heist, trampoline; Sharon Myers, juggling; Will Hill's Sons, tumbling, and clowns Edward (Pop) Melcher, Joe Myers, Art McCall, Ernie Burnett, Ray Friesel, Steve LePage, Bill Watson and Gerry Barbour. A second performance was given and attendance totaled 7,000, it was reported. Theme of the meet was that the circus institution is not dead.

At a Sunday banquet, participants were the Rev. H. C. Hoyt, of Sullivan's Hall of Fame, Sarasota; Gaylord Hartman, CMBOA presi-

## MILLS HITS AP; SETS SEASON END

Tour Closes October 13 in Ohio; Show Returning to Jefferson, O.

GRAND RAPIDS, Mich. — Mills Bros.' Circus and co-owners Jake and Jack Mills last week figured in one of the most widespread press hits made in circus business since closing of Ringling-Barnum. The story was a feature yarn carried by the Associated Press over a wide area and used by many papers.

The article quoted Jack Mills as saying his business was good and that numerous tent shows were in operation. It also recounted the history of his show and family. Many of the papers using the article also used a photograph of Jack Mills inside the big top with acts as a background.

Meanwhile, when the show was in Grand Rapids, Jack Mills announced that the show's season would end on Saturday, October 13, at Wellington, O.

General Agent Neil Berk, who joined at mid-season, has completed the booking of the tour and is to be agent again in 1957. The 1956 season will total 25 weeks and one day.

Mills also disclosed that his show will winter again at the Ashtabula County Fairgrounds, Jefferson, O. This marks a change from plans announced earlier to close his season at Louisville, Ky. The assumption at that time among most observers was that the Mills show then would winter near Louisville. But the later announcement nullified that guesswork.

At Ionia, Mich., Saturday (8),

## Near-Full for Hagen

KEWANEE, Ill. — Hagen Bros.' Circus attracted a near-capacity house at night here Friday (7) under VFW auspices. School sessions held afternoon business down to one-quarter of capacity.

the show had an overflow afternoon house and a near-full night. Jaycees were the auspices. Circus worker George Davis was injured when the semi-trailer in which he was riding was overturned. The truck carried the Side Show top and other equipment. Other persons, including the driver, were not hurt.

## Dates Secured For Returnees From Ringling

COPENHAGEN — Bookings for returning acts off the Ringling circus were reported here this week by Umberto Schichholz-Bedini, European representative of John Ringling North.

Dschapur and Rutha were in Tivoli for the first half of September, then were set for Cirque Medrano, Paris; Oliveras open September 26 at Cirque d'Hiver, Paris; Five Verdu open in Medrano October 26; Adanos have a three-month contract touring Finland, and the Della Chiesas had not arrived in Europe at the time of the interview.

Bedini said attempts have been successful to secure work for returning acts left stranded when the show folded this summer. He said he was not acquainted with North's plans for next year, but expected the Ringling show would again be in the market for European talent.

## Ruben on Polack; Promotes Savannah

SAVANNAH, Ga. — Polack Bros.' Circus will put its Eastern unit in here this fall for its first local appearance under the Shrine. The local date will be promoted by Si Ruben, who just joined Polack.

Ruben formerly was owner of Rogers Bros.' Circus and other shows and has been in the real estate business in Florida since closing his show.

## Clyde Bros.' Program Told for Fall Season

WINNFIELD, La. — Clyde Bros.' Circus, owned and managed by Howard Suesz, springs its fall season here Monday (17) for a Shrine club. The date is one of several stands booked with and thru the Shrine temple at Shreveport. Show will be in Shreveport's new State Fair Hirsch Youth Center Wednesday (19) thru Sunday (23).

Performance is to include the Wallendas, St. Leons, Smahas and LaVals, as well as others. Program run-down shows:

Fancher Pierce and Tex Maynard, music; spec; the Royal Rockets, roller skating trio; Smiths' Military Ponies; Nelson's Dogs; Les Sylphides, aerialists.

Also the Wilfred Mae Trio, aerial; Bouncing Buddies and the Zanys, trampoline; clowns; aerial

ballet; Eris, one-finger stand, and Miquelito, comedy pantomime.

Toni and Inga Smaha, dressage horse; Whiz Kids, cycling youngsters; clowns, and the Great Wallenda high wire troupe with a seven-person pyramid.

After the intermission will come a comedy acrobatic troupe; Flying LaVals, flying return; Howard Elephants (3); clowns; the Karrells, Wards and Dunns, Roman ladder acts; clowns; Liberty horses worked by Capt. Albert Burwell, and the St. Leons (9), teeterboard troupe.

Clowns are to include Jack Harris, Shorty Adhisson, Mike Gasca, Karl Nelson, Jack Carson and Tito Marsh.

Clyde Bros.' present tour will extend to November 2-4, when it will be at the Sawyer Auditorium, La Crosse, Wis.



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**UNDER THE MARQUEE**

Kitty Kelly Ronstrom reports from Polack Eastern that Gene Randow and Henry Kyes visited the Gil Gray show at Temple, Tex., and were weekend guests of the Durwood Bakers in Dallas. . . . Dick Slayton took his wife, Carmen and their son, Dickie, to Sarasota. . . . Bob Baudy flew to New York on business and reports his cats will be in an up-coming M-G-M movie. . . . Great Arturo troupe caught the show in Mobile. . . . Pfc. Norbert Kreisch and Pfc. Kent Baker visited Arden Kreisch at Mobile. . . . Andre, Norma and Gilbert Fox spent two days visiting the Bones Brown family in Clermont Harbour, Miss. . . . Norma Fox infers that her sister, Ruth Andersen, will appear with the Danish Royal Ballet which opened September 17 in New York. . . . Paul Kaye celebrated his birthday. . . . Hattie Wagner visited at Mobile.

Harry Shell, steam calliope impresario, was the subject of Thomas Morrow's column in the September 11 Chicago Tribune. Written from Pontiac, Ill., where Shell was appearing at the annual steam thresher reunion, the column traced the history, development and disappearance of the famed calliopes. . . . Acts playing the Hillsboro, O., fair included Elmer Hinkle, musical; Squire Sisters, dance; Leo Francis, blackface; Ace Willard, magic, and Rusty Borden, clown.

Arthur Konyot, long-time horse trainer, was the subject of a feature in The Indianapolis Times while he was there showing the Arthur Godfrey how horses in the Indiana State Fair's English Horse Show. . . . Mr. and Mrs. Ed Freeman caught Kelly-Miller twice and Hagen three times in recent weeks. The Freemans entertained Mr. and Mrs. Jack LaPearl along with Orlo and Johnny Rahn and Bob Parkinson.

F. Day Gardner, Maywood, Ill., was a recent visitor on the Hagen lot. . . . Buster Melzora, retired member of the Flying Melzoras, has turned author and is penning a book on the life of Walter (Watt) Long, of the Flying Roberts. . . . Larry (Bozo the Clown) Valli, will play the Bakersfield, Calif., fair

and 24 supermarkets in the Los Angeles area. . . . Hardy O'Neal and Hank Fraser recently spent a couple of days in Memphis with the Ralph Millers. Hank plans to catch Clyde at Winnfield, La.

Miss Pinito Del Oro was honored guest at the Sunday (9) conclave of Northern Michigan and Wisconsin CFA members held at the Light Lake, Mich., home of M. G. Gorow. Miss Del Oro was en route from Vancouver, B. C., to the Texas State Fair at Dallas. Attending the confab were Mr. and Mrs. M. Gorow, Tom Lawless, Dave Jacobson, A. Younger, Leo LeFebvre, Charles Midlin, Lawrence T. Larsons; the Walter Krajeskies and daughters, Alica and Clarissa; Paul Chalancins and Jimmy, Sharon Hafeman, Earl Nyholm, Ray Ronquist and Lynne Johnson.

Tommy Sales, acrobatic clown, was a recent guest artist at Sullivan's Hall of Fame in Sarasota. . . . Gene Holter, of animal show note, visited the Rare Bird and Animal Farm, Fairlee, Vt., where he exchanged some water buffalo and llamas with owner Bill Green. . . . Pete Birkerd, formerly of Cole and the corporation shows, and Joe Ducheteau, played the Largo, Ind., homecoming where they recalled old times with Bob Printy, ex-circus wrestler who makes his home there.

Dr. and Mrs. William Mann, and the Jimmie Keegans caught Von Bros.' Circus and after the show were guests of Tanit Akao and her husband, Bobo Zoppe. Henry Vonderheid and the Phil Arnolds also were present.

Denny and Dottie (The Great) Renos celebrated their 55th wedding anniversary September 2 at St. Joseph, Mo. They write that they no longer work as acrobats but that they are still active with a magic and comedy act for schools and clubs.

R. M. Harvey, veteran agent, was a recent Chicago visitor. . . . CFA Keith Fay, Scottsbluff, Neb., recently caught the Tex Carson show. . . . Princess White Cloud played the organ at the Wattsburg, Pa., fair.

**Leonard Show Wildcatting After Tangle in Missouri**

PERRYSVILLE, Mo.—Leonard Bros.' Circus was understood to be wildcatting across Missouri last week, with the plan for picking up its paper in Arkansas and Texas.

This followed the show's blowing this town recently when papers were to have been served on it. The request for legal action later was withdrawn, it was understood, but by then the show was behind its paper.

At Marissa, Ill. (30), the show played to light business in the afternoon and 115 persons at night.

Among the towns blown later were Frederickton, Mo. (8), and Poplar Bluff, Mo. (11). It was in Perryssville on September 6.

Several performers were known to have left the show, among them the Curly Millers, Spartons, Sylvesters and Schmitts. It was not known at once whether these acts had been replaced.

Another complication affecting the show was loss of a truck carrying part of the seats and the ring curbs.

**Circus Man Handles St. Louis Tickets**

ST. LOUIS—Ray Goldschmidt, operator of Goldie's Ticket Office and traveling treasurer-auditor of Tom Packs' Circus, will be in charge of box offices, gate personnel and concession accounting at the Mid-America Jubilee, held on the St. Louis riverfront thru September.

**Cole in Minnesota**

KASSON, Minn.—George W. Cole Circus played to two half houses here Saturday (8). The show was right behind the county fair.

**Sponsors Quit KTLA TV Show**

HOLLYWOOD—The television show, "Circus," sponsored locally by Swift & Company and Bell Products over KTLA, has been canceled after 19 weeks during which it gave employment to approximately 200 acts and performers.

The show was originally announced as scheduled for 52 weeks with the acts to be booked and the actual big top presentations directed by Jimmie Wood, of Pan American Amusement Company. The big top was set up on the KTLA parking lot on Sunset Boulevard for the telecasts each Thursday from 6 to 7 p.m.

During the run the show had good ratings. High cost of the show and its limited coverage are believed to have caused the cancellation. While admission was free, hot dogs, soft drinks and popcorn were sold near the entrance. Bell Brand Products makes a food line.

**Beers Plays Tenn.; Miller Bros. Due**

MOUNTAIN CITY, Tenn.—Beers-Barnes Circus appeared here Thursday (6) under auspices of the Rotary Club and it pulled one-quarter and three-quarter houses. Weather was bad.

Miller Bros.' Circus is to play Mountain City on Monday (17).

**Carson Bull Herd Up to 7 Briefly**

HOLYOKE, Colo.—One-quarter and three-quarter houses were played here Friday (7) by the Tex Carson Circus. Show flashed seven elephants here, with three D. R. Millers elephants appearing with the show for a short time.

County fair board was the sponsor.

**First Grotto**

Continued from page 109

a matinee Saturday afternoon. Topping the bill was Lawrence Spivak and his "Meet the Press" show. Local newsmen faced the Governor of Rhode Island, Dennis J. Roberts, and other candidates in a quiz. Prices were 50 cents and \$1 with proceeds going to charities.

Other acts were booked by Boston booker Al Martin and included the Seven Lucky Girls, acrobats; Kimiris, Kayo Family, Tiebor's Seals, Three Renowns, Royal Rockets, Original Adamsons, Atterbury's Sky Kings and Miss Homcy B. Also on hand was Paul Jung, clown from the Ringling circus and Rickie Layne, TV ventriloquist.

A big giveaway show featuring Dick Sullivan and Johnny King, disposed of seven automobiles and seven travel trips. A midway with rides furnished by Ferra Brothers, of Providence; Kelley the Candy Man, Sailor West Reptile Show and a Motordrome, drew well. Chairman for the show was Frank F. Swartz and treasurer was Carl R. Mitchell.

**WANTED**

For five College Football Games, 10 clean-cut, fast-sleeping Seat Butchers, 20%. Two Novelty Stand Agents, Positively no drinking, no hyp. No six-fingered Ling Choo Artists. If you are 100% sober, neat appearance and can work legitimately report 10 a.m. Miami University Stadium, Oxford, Ohio, Saturday, Sept. 22; second game Sept. 29, 15,000 seating. 1956 Sugar Bowl candidates.

GEORGE HUBLER, CONCESSIONS

**6-PHONEMEN-6**

Programs, Tickets, Sheriff Deal.

**AL LA DIEU**

Care Western Union, Portland, Oregon

**PHONEMEN OR WOMEN**

Need six Solicitors—B.P.O. ELKS' ALL-STAR REVUE. Six months' work. Collectors. \$50,000.00 in renewals, plus new business.

**CHARLES S. STONE**

WHITE PLAINS, N. Y.

Phone: ROCKWELL 1-0735

(No collect calls accepted)

**\*PHONEMAN\***

Only one good man required. \$10,000.00 of renewals, plus new business; you will be the only man working on this deal. Five months' work. We use collectors. Must be experienced. Other deals to follow. Phone me. (NO collect calls accepted.)

**CHARLES S. STONE**

White Plains, N. Y. WH 8-3823

**4 PHONEMEN 4**

Best Deals in the East. You don't work with your hat on or eye on the door. 1. BOYS HAVEN (Pitch for delinquent boys, with backing of local and State officials). 2. Church Deals. 3. Labor Paper. 52 weeks a year, clean Producers only. Phone, write or wire **STATE ENTERPRISES, INC.** Mr. Francis, 31 North Willow St., Trenton, N. J. Phone: Owen 5-1202.

**CIRCUS PHOTOS**

**WILL BUY, SELL, TRADE**  
Will buy Negatives or Photos. Have hundreds postcard size Photos, Lists and Samples 25¢.

**BILL VAN WINKLE**  
CLUB 150 MORTON, ILL.  
(J. C. Fulghum, please write.)

**2 PHONEMEN**

Only expert long distance men on police book wanted. Daily draw against commission. Dennis F. Power or L. C. O'Connell, Jr., not connected with this organization.

Phone 6-5973, Chattanooga, Tenn.

**CAN USE**

**Two Reliable Phonemen**

At once. Only Men desiring steady work and are sober need apply. No collect. 25%. excellent sponsors, repeats.

Call La Porte, Ind., 3005.

**TELEPHONE SALESMAN**

West Virginia Sheriffs' State-Wide Convention. Charleston and Huntington ready. Book and Show. Phone

**KELLER**

Beckley, W. Va., 5251.

**PHONEMEN**

Office opened Monday. Tickets, adult and children. Very strong auspices. Can guarantee continuous work until spring. Contact

**J. W. COLLINS**

Capital 4-3712 Columbus, Ohio

**CIRCUS MUSICIANS**

Available November 1. Organ—Drums—Trumpet. Have instruments and transportation. Just closed Tom Pack's Western—now Rudi Bro. Circus and K. C. American Royal Horse Show.

**DON REY**

Reyfield Lakes, Independence, Mo. Clifton 2-5852—Independence 1-8884

**5-PHONEMEN-5**

Need sober, clean Workers; good Producers. Good sponsor, book and U.P.C. Pay daily, no lay-offs, plenty of towns to follow. Ready to go. Call

**J. C. ANDREWS**

Lancaster, Pa. Phone: 28930

**WANT TO BUY OR LEASE**

5 Ft.—5½ Ft.

**ELEPHANTS**

Wire, Write or Phone

**AUT SWENSON**

Swenson's Thrillcade

P. O. Box 1553, Southside Sta. Springfield, Mo. (Phone: 6-4746)



## \$1,300 FOR CLUBS

### Good Earnings Seen For C&W at Reading

READING, Pa.—Business was good for the Cetlin & Wilson Shows at the Reading Fair. Fair weather and sizable crowds gave the show, as well as other fair units, a better break than in recent years.

Kids' day on Tuesday (11) and again on Friday (14) brought out a horde of moppets, first from the city and then from the county, and all units counted nice grosses.

The show trained in here from Indianapolis where earnings were reported on a par with last year. The long move resulted in a late arrival. Units were set up overnight on Monday and were ready for the rush on Tuesday.

All of the show's fairs have been winners so far. Ionia, Mich., was well ahead of last year and Sedalia, Mo., was reported up. Both are reported contracted for next year.

#### Many Concessions

The set-up here, as usual, includes dozens of concessions. At least 100 units were operating with only a small percentage of the games space allotted directly to the show. All, however, were working under the supervision of show concession manager, William B. Moore, for the first time.

Additional games, as well as a number of rides, were located on the other side of the grandstand. The concession midway is the principal fair artery and the biggest part of any day's attendance can always be found there.

The rides and shows are located at the extreme end of the concession midway, in a huge pocket requiring patrons to hunt out the area. The midway was sizable, colorful and well populated with devices, including a Scrambler and Roundup.

#### Outlook Good

Owners Issy Cetlin & Jack Wilson are pleased with business at fairs, especially after a rocky still date season that had the show bucking rain and strikes. The outlook now is excellent with the remaining dates, all in the South, leading off with the big one at Richmond, Va.

A jamboree was staged in the Raynell tent Wednesday night (12) with talent from that show and the GAC-Hamid grandstand show participating. Moore, Hamid, Cetlin and Wilson drummed up considerable enthusiasm and \$1,300 was raised. The amount will be split between the Miami Showmen's Association and the National Showmen's Association.

Al (Whitey) Hunt writes that he'll join Billy Logsdon's Freak-O-Rama at the Mid-South Fair, Memphis. . . Mrs. Al G. Hatch Sr., is still confined to Room 319, Good Samaritan Hospital, Zanesville, O., where she's laid up with a fractured back. . . Mrs. Eileen (Wheeler) Brown is also still confined. She's in Room 252, Waverly Hill Hospital, Waverly Hills, Ky.

## WOM Gross Soars At Brockton Event

### First Five Days Equals Entire '55 Run; Lewiston, Me., Date Is Reported Okay

BROCKTON, Mass.—At the completion of business on Thursday (13) the World of Mirth Shows had already topped its earnings for the entire week's run of a year ago at the Brockton Fair.

With two days to go and a crowd of kids promised for the finale, Saturday (15), the show is sure to wind up with earnings well ahead of 1955 and for several years prior to that.

Frank Bergen, show owner, said the show got off to a fine start on Sunday (9), opening day. About 20 cars of equipment were ready for the opening. The remainder had been shipped in to the Lewiston (Me.) Fair and arrived here in time for Monday's business. Tuesday, children's day, was big and more of the same is expected Saturday (15).

#### All Segments Benefit

The brisk interest in the fair was apparent all around. The pari-mutuel running race handle was way up and grandstand sellouts were reported after Tuesday. The latter is notable since a charge was made for the show this year after several years of operating a free grandstand. In addition, the gate charge is high, \$1 for adults.

Bernard (Bucky) Allen's concession line-up was ready in ample time and reported doing well.

The Lewiston date, with only 15 cars of equipment in use, was reported okay by Bergen. The train was split at Essex Junction, Vt., with sections going to Lewiston and Brockton. The early arrival of equipment in Brockton

made it possible for the show to have more units operating on opening day than in the past.

Extra equipment will be trucked out of here in time to make the preview of the Allentown (Pa.) Fair on Monday (17).

## N. C. Annuals Holding Good For Marks

GASTONIA, N. C.—Coming on the heels of a good week in Burlington, N. C., the John Marks Shows looked for a banner stand at the Spindle Center Fair. It is the show's second appearance here and the opening on Monday (10) was very big.

Marks continues to be featured in newspapers along the route as editors turn receptive ears to publicist Walter Nealand's efforts.

The ride line-up surpassed 20 for this date, with addition of a Scrambler, Roundup and Spinaroo.

Rain hit on five days during the Burlington date, but business reportedly held up well. Saturday (8) wound up the week with a strong finish A kiddie party in the afternoon, sponsored by the local Coca-Cola distributor, went over very well.

## OLSON PILES UP RECORD KY. STATE FAIR RECEIPTS

### Ride-Show Takes Soar 22% in First Stand at New Louisville Grounds

LOUISVILLE — The Olson Shows, which last year set a record midway gross at the Kentucky State Fair here, booted that record into the discard as it assisted in launching the new multi-million dollar Kentucky State Fair and Exposition Center.

Going into Saturday (15), closing day of the nine-day event, the Olson aggregation held a lead of 22 per cent over the ride and show receipts to the same point last year.

#### Best Day of Season

The big increase was paced by the biggest single day's business registered by the Paul Olson-man-

aged show this year. The big one-day total was racked up Sunday (9), when the fair's attendance soared to 105,280 for the day.

The fair's gate thru the first eight days was 448,555, a gain of more than 110,000 over last year. This year, unlike last, the midway had to contend with vastly greater competition from more and stronger attractions on the grounds. On the big Sunday, for instance, it had to contend with a football crowd of more than 22,000 and two good turnouts for an ice show.

Besides the record ride and show business, the Olson Shows also

benefited from its concession operations. It had some 25 concessions, which worked along with the usual concession operated by Louisville area service clubs, veterans' organizations and the like on the independent midway.

Show personnel was pleased with the black-topped area provided for the midway and joined in the general enthusiasm for the new fair plant.

The show co-operated wholeheartedly with Dave Garroway and his "Today" staff in staging a three-hour TV show from the midway Monday morning (9). Show equipment, personnel and power was made available, and the Olson show itself came in for much advertising.

Seats of one of the Ferris Wheels was pressed into use to carry cards giving the temperature of cities thruout the country. A ticket box was made available for Garroway to do most of his commentary.

Lou Baber, Olson lot superintendent; Clint Shuford, concession operator; Maple Williams, Ball game operator, and Frank Flanagan, diesel electrician, remained up most of the night to assist.

Shuford set up his candy floss  
(Continued on page 117)

## Wade Takes 321G To Rack All-Time Record at Detroit

### Surpasses '55 Mark by 12 Per Cent; Rides, Shows Gross \$58,168 in One Day

DETROIT—The W. G. Wade Shows for the third straight year set a new ride and show gross at the Michigan State Fair, taking in \$321,719.60, a whopping 12 per cent increase over last year's \$286,542. Included in this year's total was a new one-day mark of \$58,168.21 set on the first Sunday of the 10-day run which ended here Sunday (9).

The performance of the Wade midway was considered outstanding considering the fair's slow start. Generally, show execs had expressed little hope of topping last year's record, which had been expected to stand for some years. And the business was considered even more phenomenal in view of the unemployment situation in the automobile industry.

#### Big Earning Power

The main reason for the increase was the large earning power, 47 rides—including several new ones—and 26 shows. And the layout of the money-making units was also credited with the bigger takes.

Top money for the 10-day run was taken in by the Don Dowis Sky Wheels, which grossed a whopping \$25,796.90, sharply ahead of

last year's \$23,308.50. Dowis reported it was the biggest gross he has taken since he bought the wheels some years ago.

All figures on midway attractions were reported by the auditors of the State of Michigan.

Top grossers among the other rides were: Velare Bros., Rotor, \$15,885.95; W. O. King and W. G. Wade Shows, Twin Doggams, \$12,420; Roger Haney, Scrambler, \$10,262.25; John Reid, Round-Up, \$8,654.60; Jerry Rupp, Octopus, \$7,339.80; Eddie Ingalls, Twister, \$6,843.15; Harry Stahl, German Hot Rods, \$6,515.70.

Topping the show line-up were: Archie McAskill, Hell's Belles, \$15,006.70; Arnold Raybuck, two-headed bull, \$12,157.67; Joe Sciortino, Club Holiday, \$11,551.75; Col. Lew Alter, Can It Be Possible?, \$10,128.85; Lash LaRue, Western Movie Stars, \$9,198.25; Roland Paster, French Casino, \$8,796.50; Chuck Renton, Eeka, \$8,791; G. N. Burns, Torture, \$7,593.30.

## Conklins Up Tho Gate Off At London, Ont.

LONDON, Ont.—The Conklin Shows countered slightly lower attendance at the Western Fair here thru Thursday (13), fourth day of its six-day run, turning in ride and show receipts more than 15 per cent higher than for the corresponding period last year.

Visitors included Emery Boucher, Exposition Provinciale, Quebec; Jack Stewart, Petersboro (Ont.) Exhibition, and Roy McCannell, Regina, Sask.

## Gooding Grosses Up 17% at Knoxville

KNOXVILLE—Ride and show grosses of the Gooding Amusement Company were up 17 per cent here at the Tennessee Agricultural and Industrial Exposition up to Saturday morning (15) as the six-day event went into its final day. Weather thru the first five days was ideal and the closing day opened with like weather. The shows enjoyed especially good grosses, with the Joy Purvis-managed, Gooding-owned "Follies of '56" running up healthy daily takes to pace the backend units. Duke Pilgrim's "Rock 'n' Roll Revue" was running second and Mickey Mansion's Side Show third, going into the final day of the stand.

The Scrambler, operating at 30 cents, was the top ride. The Hurri-

cane, working at 25 cents, experienced surprisingly heavy patronage and was running in second spot, with the Dodgem, priced at 25 cents, in third place.

Games concessions, directed by John Gallagan, were given a heavy play.

Hal Eifort, Gooding unit manager, disclosed that the unit which moves next to the Tennessee State Fair, Nashville, will have 57 rides and shows in operation there. This will be a sharp increase over last year. Operation of the added rides and shows is made possible by space which in the past had been devoted to games concessions, none of which are to operate this year at Nashville.

## Reithoffers Prepare for Bloomsburg

BLOOMSBURG, Pa.—With their best season under their belts thus far, the Reithoffer ride clan this week prepared things for the Great Bloomsburg Fair, major Eastern date which they are playing for the first time. Pat Reithoffer Jr. has been shuttling between Dallas, Pa., winter quarters and the fairgrounds.

Dates at fairs in Schaghticoke and Rhinebeck, N. Y., were very satisfactory, it is claimed.

William Goodman's unit will play the fair at Lititz, Pa., and the three ride groupings will combine for the Bloomsburg event, which gets started September 24.



# GEM CITY SHOWS

WANT FOR WESTERN ALABAMA STATE FAIR, TUSCALOOSA, ALA., SEPT. 24-29

ONE OF THE SOUTH'S BIGGEST GROSSES—140,000 PAID ATTENDANCE LAST YEAR FOLLOWED BY ETOWAH COUNTY FAIR, CADSDEN, ALA.; COOSA VALLEY FAIR, ROME, GA.; SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; GULF STATE FAIR, MOBILE, ALA.; OTHER FAIRS UNTIL NOVEMBER 15; THEN TOP FLORIDA FAIRS TO FOLLOW.

### SCRAMBLER

Want to book Scrambler for Tuscaloosa. This Ride grossed 7Cs here last year. Carl Byers, Lucas and others interested, get in touch.

### RIDE HELP

Have opening for two good Foremen, also reliable Second Men. Must drive. Top salaries and all winter's work.

### RIDES

Octopus, Twister, Roll-o-Plane, Flying Scooter, Rock-o-Plane, Round-Up and any attractive High Rides. Will book for 10% above Committee Money. (Cooper and Scott, get in touch.)

### SHOWS

Want Minstrel Show with own transportation. Can also place Fat, Mechanical, Snake, Motordrome, Glass House, Fun House, Illusion, Monkey, Monkey Speedway or any Grind Shows. Also Walk-ins or well-framed Ding Shows. All on very liberal percentage—10% over Committee Money.

### CONCESSIONS

Want legitimate Concessions of all kinds, such as High Striker, Scales, Dart, Photos, Ball Games, Pitch-Till-You-Win, Short Range Gallery, Shuffle Alleys, Cola Bottles, Hats, Jewelry, Roman Targets, Hanky Panks, Grabs and Center Pitches of all types.

GENERAL HELP—Want Agents for Hanky Panks, Scales and Ago, Buckets and Six Cats, Bingo Help and general Cookhouse Help. Want Girls for Girl Show, top salaries paid.

**THOMAS D. HICKEY**  
Fairgrounds or Western Union  
Greenville, Miss.

ALL  
CONTACT

**DON or SAM GRECO**  
Greenville Hotel (Phone: 8181)  
or Western Union, Greenville, Miss.

## JACK'S UNITED SHOWS

CAN PLACE FOR TRI-STATE FAIR, CAIRO, ILL., SEPT. 24-29. THE SAME SHOW AND FAIR THAT PETER LIND HAYES PLUGGED SO LONG ON HIS LAST WEEK'S TELEVISION SHOW.

Over a quarter of a million people expected.

No EX. Can place the following: Custard, French Fries, Photo, Novelties, Mug, Basketball, Bumper, Pitch-Till-You-Win, Hi-Striker, Eating & Drinking Stands, Jewelry, Scale & Age, Cotton Sno Cone, Ice Cream, Foot Long, Ball Games, Roman Targets, Arcade, Chocolate Dip, Lemonade Shakes, Pitches, Gadgets, Auctions. SHOWS: Any Grind Show — Mickey Mouse, Monkey Speedway, Ten-in-One, Mechanical, Wildlife, Motordrome, Glass House, Minstrel, Snake or any well-framed Show. RIDES — Will book Wheel to dual with ours, Round-Up, Scrambler, Rock-o-Plane, Roll-o-Plane, Spinaroo, Fly-o-Plane, or what have you? Lucas or Dyer, this should be another big one for Scrambler. HELP—Can use good general Ride Help without cars who can drive. Call RUSSELL COOPER. Our Louisiana and Florida Fairs to follow this one.

Call or wire Fairgrounds, Piggott, Ark., this week.

**JACK SETTLE and JACK O'HAYER**

## SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

CAN PLACE FOR WASHINGTON COUNTY FAIR, SANDERSVILLE, GA., OCT. 1-6; FOLLOWED BY HOUSTON COUNTY FAIR, DOTHAN, ALA., OCT. 8-13; THEN JACKSON COUNTY FAIR, MARIANNA, FLA.

SHOWS: Minstrel Show and one A-1 Girl Show. Also want Side Show, Fat Show, Monkey Drome or Speedway any any Shows of Merit.

RIDES: Will book Scrambler, Spinaroo or Round-Up for Dothan.

CONCESSIONS: For Dothan want Cookhouse, Grab, Popcorn, Photos, Novelties, Long Range, Hi-Striker, Hats, Gadgets, Basketball, Glass and Bird Pitches.

All replies to

**SHAN WILCOX**

Canton, Ga., this week; Sweetwater, Tenn., next week

## GREATER DIXIELAND EXPOSITION

WANT FOR 4 OF LOUISIANA'S BEST FAIRS

JONESBORO, SEPT. 24-29  
MARKSVILLE, OCT. 2-7

JONESVILLE, OCT. 8-13  
TALLULAH, OCT. 15-19

FOLLOWED BY SOME OF THE BEST SPOTS IN THE CANE AND RICE COUNTRY.

### CONCESSIONS

Place Custard, Ice Cream, Novelties, Penny Pitch, legitimate Stock Concessions of all types. No flats or gypsies.

### RIDES

Place any Ride not conflicting, such as Roll-o-Plane, Spitfire, etc. Can use another Wheel for Marksville.

### HELP

Place capable Foremen on Merry-Go-Round, Tilt, Octopus. Second Men who drive on all Rides.

### SHOWS

Place Mechanical, Snake, 10-in-1, Wildlife, Motordrome or any worth-while Attraction.

NO KIDDING, THESE ARE 4 OF THE BEST—ASK ANYONE WHO HAS PLAYED THEM.

All reply **JIMMIE HENSON, Mgr.**  
Jonesboro, La., Sept. 19-29; then per route above.

Your American Red Cross Is Always There After Disaster Strikes

## MIDWAY CONFAB

Mrs. Warren (Jean) Volk, of the Roller Coaster department on Royal American Shows, was guest of honor at a surprise baby shower at the Topeka fair. Hostesses were Blanche Scruggs, Thelma Evans and Zelda Hercha and some 65 gifts were presented Mrs. Volk. The guest list included Ella Buckwitz, Jean Blackwell, Joyce Blackwell, Tommie Jean Blackwell, Allynne Adams, Vona Arger, Madge McDougal, Hazel Maddox, Evelyn Clain, Asie Ball, Ann Skie, Evie Belew, Irene Morin, Blanche Ziemman, Mary Delaney, Rosie Hunter, Shellie Whitman, Lula Aren, Margaret Cobb, Clarice Wilson, Janet Wood, Sue Walter, Emma Brocies, Golda Kelly, Elizabeth Mahrs, Dee Avery, Edna Adams, Marie Feathers, Lois Morgan, Marge Glover, Peggy Johnson, Rosie Danielson, Peggy Forrest, Ruby Gaze, Gypsee Gaze, Mary Garner, Marget Dixon, Gwendolyn Claxton, Margaret Milton, Marosa Herman, Billie Norwood, Jean Jackson, Thelma Erickson.

Also Clover Fogle, Lolita Kemp, Cecelia Abie, Ruby Hall, Dottie Goss, Jean Wunder, Mary Cain, Mona Asenbaugh, Peggy Heiman, Frances Deemer, Blanche LeMesh, Mickey Wenzik, Helen Julius, Egle Sedlmayr, Patsy Hoyt, Isabelle Tolliver, Ann Gross, Dorothy DeMay, Esther Halliday, Nancy Murrey, Betty Noriga, Ida Mae Kennedy, Ruth Salome, Jennie Wicks, Helen Fields, Myldred Gordon, Elsie Johnson, Anna Tara, Mary Ann Fisher, Anna Kahn, Geardine Peaney, Jean Bronson, Diane Coy, Evelyn McClousky and Carol Abitz.

Chuck Rothermel, former Kansas City concessionaire, played several fairs with F. C. Bogle Shows pitching coils. . . . Thomas and Al Zellers, concession ops and publicity men for Frame Greater Shows, will close at North East, Pa., and head for southern spots. Zeller agents include Paul Mentzel, Eli Miller, Pat Dirk and Red Simpson. . . . Homer R. Sharar closed with 20th Century at Marshfield, Wis., and is now night manager at the Greyhound Bus Station Cafe in Dubuque, Ia.

Dorothy Wolf, Josephine Haywood and Pauline Clark, all of Cooding No. 3, were hostesses at a baby shower September 6 for Mrs. Charles Reed and Mrs. Donald Roberts. The party, held at Kingsport, Tenn., was attended by 30 of the show's feminine members. . . . J. Lee (Buck) Smiles, longtime midwayite, spent a couple of days in Mobile before heading for Jacksonville, Fla.

L. Harvey (Doc) Cann, Strates show staffer, and George Bush, of Bush & Laube, food purveyors, shuttled between the York, Pa. and Brockton, Mass., fairs to care for their interests. Doc, besides managing the Strates units at York, had his exclusive popcorn-peanut operation going at Brockton. George had big food and grandstand operations running simultaneously.

Mr. and Mrs. William B. Moore are traveling deluxe style in a new air-conditioned Oldsmobile convertible. . . . H. William Jones, the bingo impresario, almost shocked the midway into total inactivity one day at Rutland, Vt., when he hurdled a counter to spell a wheel agent. . . . Bill Shumway, a Bucky Allen assistant, cracked that his boss had the only merchandise in the country that had been exhibited in three countries—the United States, Dominican Republic and Canada. It all came about when the first two weeks at the Dominican Republic World's Fair in Ciudad Trujillo looked like the biggest thing on earth and Allen ordered up a boatload of merchandise.

Homer Briant, executive secretary of the Showmen's League of

## DROME RIDERS

Trick Rider. Rider to do race.  
Boy and Girl.

**GEO. MURRAY**  
c/o World of Mirth Shows  
Allentown, Pa.

## MAINTENANCE MAN

Year 'round. A-1 Mechanic, must know welding, repairing machines and rides and be a good carpenter. Sober. Salary \$5,000.00 per year and cottage. New England Beach. Write

**BOX D-244**  
c/o The Billboard Cincinnati 22, O.

## BINGO WANTED

Poinsett County Fair, Harrisburg, Ark.,  
September 25 to 29.

**Sunset Amusement Co.**  
Dexter, Mo., this week.

## BRADFORD PUMPKIN SHOW, INC.

Bradford, Ohio, October 9-13, 1956.  
Will book legitimate Concessions. No gambling or gypsies permitted. Contact

**P. C. MEEK, SEC.**  
Box 66 or Phone 3488-1

## Carnival Cookhouse For Sale

Fully equipped with bottled gas and electric cooking units. Kitchen in Ford bus, new motor, 10x20 top for dining space. Loads completely in bus. Ideal for Southern Fairs. Building new equipment reason for selling. Can be seen per route, Merriam Midway Shows.

## BILL PORTER

WANTS AGENTS

Gainesville, Ga., Fairgrounds,  
September 17 to 22.

## SEARCHLIGHTS

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

**J. PILE**  
825 Becker Road Glenview, Ill.  
Glenview 4-1240 or Mulberry 5-3510

## FOR SALE

MERRY-GO-ROUND, Parker Baby-Q Factory reconditioned, like new. LATE MODEL ELI FERRIS WHEEL. NEW TOP, NEVER USED, for Allan Herschell 36 ft., 12 Sweep Merry-Go-Round, SET OF 20 PARKER WOOD HORSES, good.

Wire, write or call:  
**C. A. GOREE**  
Azle (Phone: 167), Texas

## BIG RAY and CEADER JOE PARDO

Call  
**PEGGY L**  
at Yerlington, Nev.—118-M



America, made the rounds of a number of shows during the past couple of weeks. Included were the Royal American at St. Paul; Thomas Joyland, Crown Point, Ind.; Blue Grass, Waukegan, Ill., and La Porte, Ind., and midways at Sandwich, Ill., and Milwaukee. . . . Elmer (Frenchy) Rixheimer, ice cream, chocolate dip and nut bar concessionaire, was injured when his truck crashed following the Newton, Ill., fair. Rixheimer's injuries kept him in the hospital for a couple of days, but his truck was washed out.

Frank Murray, operator of a tropical and unusual fish unit on the West Coast, will add an octopus to his mobile aquarium. Addition of the tentacled animal will mean the addition of refrigeration equipment. . . . Personnel with Clarence Thames' Moulin Rouge unit include Sheri Lane Thames, Skippy LaRue, Jeri Lee, Audia Simpson, Louise Swartz, Rose Young, Zonia Burgess, David Thames, Bob Gamble, Don Johnson and Bob Potter. Audia Simpson and David Gilmore were married in Huron, S. D.

Mr. and Mrs. J. C. Weer, retired outdoor showfolk, were last seen heading back to their Miami home after a month-long vacation trip. During the jaunt they visited the Velare brothers in Long Beach, Calif.; Eddie Roth in Los Angeles; Harry Illions at Pomona, Calif.; Mr. and Mrs. Jack Kinyon; Mr. and Mrs. Roy Weer, Las Vegas; relatives of Mrs. Weer in Maquoketa, Ia.; Weer's mother in Adrian, Mich.; Mr. and Mrs. Pat Duffy in Youngstown, O., and Mr. and Mrs. John Canole in New York.

Virginia Gallagher, of the Olsen Shows, who suffered a coronary thrombosis August 13 on Illinois State Fairgrounds, Springfield, and later contracted pneumonia, was discharged from St. Johns Hospital there September 11 and flew to Louisville, then to her home in Gibsonton, Fla.

# BLUE GRASS SHOWS

**WANT for SOUTH MISSISSIPPI FAIR, Laurel, Miss., Sept. 24-29; then MISSISSIPPI-LOUISIANA FAIR, Vicksburg, Miss., week of Oct. 1-6.**

<p><b>CONCESSIONS</b> Hanky Panks and Prize-Every-Time Games of all kinds, Basketball, Hi-Striker, African Dip, Custard, Ice Cream-On-A-Stick, Auction Sales, etc.</p>	<p><b>SHOWS</b> Due to disappointment will book Colored Revue for committee money for Laurel, Miss. Must have complete outfit. Can also use any good Grind or Bally Shows with own equipment.</p>
<p><b>RIDES</b> Will book for Laurel, Miss., one or two non-conflicting Major Rides. Liberal percentage.</p>	<p><b>HELP</b> Foremen and Second Men in all departments. Best of pay and treatment.</p>

**All wires to C. C. GROSCURTH, BLUE GRASS SHOWS**  
COLUMBUS, MISS., ALL THIS WEEK; THEN VICKSBURG, MISS.

**WANT**

Ferris Wheel Foreman, also Second Man for Merry-Go-Round and Scooter. Also want Truck Drivers.

All answers  
**DAVID B. ENDY**  
West Point, Va.

**WANTED**

For Danville, Ark., followed by Louisiana Fairs. Out until December. Shows of all kinds. Train or Pony Ride. Can use good Ride Help.

**RAINES AMUSEMENTS**  
Paris, Arkansas, this week.

# TINSLEY

**JOHNNY T. TINSLEY SHOWS**

*America's Most Modern Midway*

**WANT FOR THE FOLLOWING FAIRS:**

LAWRENCEVILLE, GA., SEPT. 17-22	VIDALIA, GA., OCT. 8-13	BLAKELY, GA., OCT. 22-27
NEWNAM, GA., SEPT. 24-29	MOULTRIE, GA., OCT. 15-20	HAYKINSVILLE, GA., OCT. 29-NOV. 3

WAYNESBORO, GA., OCT. 1-6 WITH THREE GEORGIA AND FLORIDA FAIRS TO FOLLOW—ALL RED ONES

<p><b>SHOWS</b> Mechanical City, Monkey Show, Side Show, Illusion, Life, Fun or Glass House.</p>	<p><b>CONCESSIONS</b> Pitches—Bear, Parakeet, Penny, etc.; Age and Scales, Novelties, Hats, Palmistry, Basketball, Hoop-La, Auction Pitch, Gadgets, High Striker, Penny Arcade.</p>
<p><b>HELP</b> Foreman for Twin Wheels and General Help on all Rides. Relief Caller and Countermen for Bingo. Agents for Photos, Short Range and Fish Pond. A-1 Talker for Globe of Death (Top Percentage).</p>	<p>WILL BOOK ORGANIZED MINSTREL REVUE—TALKER, MUSICIANS, GIRLS, COMEDIANS, CANVASMAN, ETC., FOR BEAUTIFUL NEW ORLEANS SHOW, COMPLETE, READY TO GO. SALARY AND PERCENTAGE GUARANTEED OUT OF OFFICE. SONNY SHARP, PAGE, ANSWER.</p>

THIS SHOW WORKS ALL WINTER IN CUBA.  
Contact by Phone or Wire Immediately: JOHNNY T. TINSLEY or TED WOODWARD, Lawrenceville, Ga. (Fairgrounds), now; Newnam, Ga. (Fair), next.

**BAYOU STATE SHOWS**

**6 FAIRS—FIRST AND LAST CALL—6 FAIRS**

La Salle Parish Fair, Jena, La., Sept. 24-29; Winn Parish Fair and Louisiana State Forest Festival, Winnfield, La., Oct. 2-6; North Louisiana State Fair, Ruston, La., Oct. 8-13.

**CONCESSIONS:** Want Cookhouse, Snow Cones, Floss, Popcorn, Pronto Pups, all Eats open, Bingo, Long and Short Range, Glass Pitch, Photos and Percentage, any Concessions working for stock. AGENTS for Count, Peek and Hanky Panks of all kinds.

**SHOWS:** Want Side Show, Big Snake, Peek, Motordrome, Athletic, any Show not conflicting. **RIDES:** Pony Ride, complete set of Kiddie Rides. EVERYBODY WITH ME LAST YEAR, CONTACT. Address:

PAUL H. MILLER, c/o Fairgrounds, Prescott, Ark., this week.

# VIRGINIA

## GREATER SHOWS

The Show With The Proud Reputation

Hertford, North Carolina, this week; Chowan Fair, Edenton, North Carolina, Sept. 24 to 29; Madison Agri. Fair, Madison, North Carolina, Oct. 1 to 6; Pembroke Fair, Pembroke, North Carolina, Oct. 8 to 13.

Want Frozen Custard, American Mitt Camp, Popcorn, Candy Apples, Photos, Novelties, Age & Scales, Bingo, Long and Short Range, Bumper, Pitch Till Win, Funk Backs and Bottle Ball Games, Cigarette Gallery, Hoop-La, Griddle Man for Cookhouse and Man and Wife Agents for Hanky Panks. Want Side Show Manager with help and Half and Act; Girl Show Manager with two or more girls; Pony Ride, Wildlife, Unborn and Monkey Show. Ride Help, come on in. Will book Roller Coaster, Tilt-a-Whirl or Fly-o-Plane. All mail and wires to

**WM. (BILL) MURRAY**

# 20<sup>TH</sup> CENTURY SHOWS

**WANT FOR HEART O' TEXAS FAIR, WACO, SEPT. 29-OCT. 5**  
"THE FASTEST GROWING FAIR IN TEXAS"

<p><b>RIDES</b> Scrambler, #5 Ferris Wheel, Spitfire, Caterpillar, Looper, Flying Scooter or any Rides not conflicting.</p>	<p><b>SHOWS</b> Grind Shows of all kinds with own outfits.</p>
<p><b>CONCESSIONS</b> Concessions of all kinds (no exclusives). Good proposition for Glass Pitch, Bird Pitch and Duck Pitch.</p>	<p>Carl Pierson, contact Jack Lindsey. <b>Contact: E. D. McCRARY, Mgr.</b> Pond Creek, Okla., Sept. 17-20; Okmulgee, Okla., Sept. 21-27; then Waco, Tex.</p>

**WANTED**

For Shrine Carnival, Thomasville, Georgia, next week; followed by Crestview and Blountstown, Florida, Fairs; also Mahira, Arlington and Donalsonville, Georgia.

A few Hanky Panks, Fun House, Wildlife, Ride Help who drive truck and have license. No P.C. or Mitt Camp. All answers to

**JOHN B. DAVIS, SOUTHERN STATES SHOWS**  
MONTICELLO, FLORIDA, THIS WEEK.

The Aristocrat of Show Business

# REITHOFFER

In Business Over 50 Years

**POINSETT COUNTY FAIR**

HARRISBURG, ARK., SEPT. 23 TO 29

Can place all Pitches, Photos, Age and Weight, Ball Games, Long and Short Range and Hanky Panks. Join here and have space preference at Caruthersville, Mo., Fair. Can also place Shows, Ride Help with chauffeur's license. Get set for next season.

**SUNSET AMUSEMENT CO.**  
Dexter, Mo., this week; Harrisburg, Ark., next.  
P.S.: Can place Bingo at Harrisburg, Ark., next week.

**LAST CALL FOR GREAT BLOOMSBURG FAIR**

**WANT LEGITIMATE CONCESSIONS, SHOWS OF MERIT**

All people who plan on participating in the fair please contact me immediately as to your space requirements, etc. Contact:

**P. E. REITHOFFER, JR.**  
37 Luzerne Avenue, Dallas, Pennsylvania, or Bloomsburg Fairgrounds

**ART B. THOMAS SHOWS**

Want for Hope, Stamps and De Witt, Arkansas, Fairs.

Concessions of all kinds. Especially want Bingo. Contact

**BERNARD THOMAS, Mgr., per route**

Your American Red Cross Is Always There After Disaster Strikes



# JOHN H. MARKS SHOWS

MILE  
LONG  
PLEASURE  
TRAIL

WANT FOR

**HICKORY, N. C., FAIR, WEEK OF SEPT. 24, and  
FAYETTEVILLE, N. C., FAIR, WEEK OF OCTOBER 1  
and all Fairs to November 1**

**CONCESSIONS:** Legitimate Merchandise Concessions of all kinds, no exclusives.  
**SHOWS:** Any money getting Grind Show of merit with or without equipment.  
**RIDES:** Dipper Fogeman and Ride Help on all Rides, top salaries. All replies to

**JOHN H. MARKS**

This week Albemarle, N. C.; Hickory, N. C., follows

# PENN PREMIER SHOWS

*worlds • cleanest • midway*

**ATTENTION, SHOWMEN! WHY PLAY BLANKS. BUMPER CROP OF TOBACCO  
AND HIGHEST PRICES IN YEARS. BONA FIDE PROVEN FAIRS. GET WITH A  
WINNER.**

Surry County Agrl. Fair, Sept. 24 thru 29, Mount Holly, N. C.; followed by the Great Davidson Co. Agrl. Fair, Oct. 1-6, Lexington, N. C., with four more top fairs to follow.

**CONCESSIONS:** Can place Novelties, Grab, Hats and Hanky Panks of all descriptions. **SHOWS:** Can place Mechanical City, Dillinger Car, Animal Circus or any other outstanding attraction in keeping with our show. **RIDES:** We carry 24 of our own. Sorry, have all we need. **HELP:** CAN PLACE FOREMAN WHO CAN HANDLE TWO WHEELS. **GOOD SALARY, BONUS AND WORKING CONDITIONS. ALSO FOREMAN FOR ROLLOPLANE; Second Men on Tilt, Octopus, Rolloplane and all other Rides. Must drive semis. Address all mail, wires and phone calls to**

**LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr.**  
HIGH POINT, N. C., CARE OF FAIRGROUNDS, THIS WEEK.

## VIRGINIA STATE FAIR

RICHMOND, VA., SEPT. 20 THRU 29

## GREENWOOD FAIR

OCT. 1 THRU 6, GREENWOOD, S. C.

## PIEDMONT INTERSTATE FAIR

SPARTANBURG, S. C.; OCT. 8 THRU 13

CAN PLACE one large Show of merit to feature.

WANT—All legitimate Merchandise Concessions. All Eating and Drinking Stands open.

All Address:

### CETLIN & WILSON SHOWS

This week, Virginia State Fair, Richmond, Va.

# CUMBERLAND VALLEY SHOWS

FASTEST GROWING SHOW ON EARTH

WANT for the remaining bona fide Fairs: North Georgia Fair at Dalton, Ga.; Summerville, Ga., and Fort Payne, Ala. This show holds contracts for the ONLY Dalton, Ga., and Fort Payne, Ala., Fairs, so do not be misled.

#### CONCESSIONS

All legitimate Concessions open. Fish Ponds, Devil's Bowling Alley, Pronto Pups, Bear Pitch, Hoop-La, Pitch-Till-U-Win, Balloon Dart, Basketball, Hi-Striker, etc., or any straight sales. Good opening for Penny Arcade.

#### SHOWS

Any good Grind Show except Snake or Funhouse. Can place 10-in-1 that will bally. Good opening for Mechanical City. Low percentage. Fathead Williams wants Performers, Chorus Girls and Musicians for Minstrel Show. All people who worked for him before contact him immediately. Have good proposition.

#### RIDES

Can place Scrambler, Rock-o-Plane, Round-Up, Looper, Dark Ride or any Ride not conflicting. Low percentage.

#### RIDE HELP

Can always place good Ride Men who do not drink. Gypsies, Flats, Girl Shows, do not answer, please.

Address all mail and wires to **LAVOY WINTON, Manchester, Tennessee**

## FLOYD O. KILE SHOWS

**CONCESSIONS:** Want Cookhouse at once, Custard, and Water Games, Stock Concessions of all kind.

Louisiana Fairs and Celebrations. Ride Men, can place Second Men who drive, also Kiddie Ride Man. All replies

**FLOYD O. KILE, Mgr.**

Russellville, Ark., this week; Clarks, La., Caldwell Parish Fair next.

## HAVE CASH

For Eli Wheel with or without transportation. Want Double Loop with good motor.

**MERLE NELSON**

1480 Eppinger Blvd. Thornton, Colo.  
Phone: Atlas 7-4895

## DUE TO DISAPPOINTMENT

Will Book for Laurel, Miss., Fair Week of Sept. 24-29

## COLORED REVUE

Must have outfit complete with transportation for committee money. Or we will furnish top and front for organized outfit. Not interested in financing or sending money . . . must come on your own.

All replies to

**C. C. Groseurth, BLUE GRASS SHOWS**

Columbus, Miss., all this week.



## GRIGGS BROTHERS SHOWS

WANT FOR GIBSON COUNTY COLORED FAIR, TRENTON, TENN., SEPT. 24-29; OLDEST FAIR IN TENNESSEE, 80TH YEAR. ADVERTISED FOR MILES. SPECIAL EVENTS. DAY AND NIGHT.

Want organized Minstrel Show with own equipment. Want Colored Girls for Girl Show. Salary every day. Want all types of Concessions, no exclusives at this Fair. Wire what you have. Mr. Bowers, from Memphis, wire. Bozo, Pee Wee, Railhead and all Colored Agents I know, come on in, will place you. We work.

**SPECIAL NOTICE—Millington, Tenn., will be played OCT. 1-6.**  
Rides—Will book Spitfire, Octopus or Tilt for Trenton and rest of season. Close Christmas week.

All wires c/o Western Union, Dyersburg, Tenn.

P.S.: I am interested in booking one Skillo and one Grind Store for one side of my Midway, but you must have Hankies.

## RALEY BROS.' EXPOSITION

"CLEANEST SHOW ON EARTH"

WANT FOR STOKES COUNTY FAIR, KING, N. C.,  
SEPTEMBER 24-29

Hanky Panks of all kinds.

Any Rides or Shows that do not conflict.

**HAROLD RALEY, Mgr. ETHEL RALEY, Secy.**

**FRANK DICKERSON, Gen. Agt.**

Taylorsville, N. C., this week; then King, N. C.

## TIVOLI EXPOSITION SHOWS

WANT FOR BASTROP, LEBESVILLE, EUNICE AND WINNSBORO, LOUISIANA, FAIRS.

**CONCESSIONS:** Penny Arcade, Short Range, Bear Pitch, Basket Ball, Ice Cream, Ball Games, Custard, High Striker, Pitch-Till-You-Win, String Game, Hats, Jewelry, Balloon Darts. **SHOWS:** Any worth-while Show except Fun House and Girl Show. **RIDES:** Want to book Scrambler Ride. **HELP:** Capable Merry-Go-Round Foreman, other Help on all Rides; must drive. Address:

**H. V. PETERSEN, Mgr.**

c/o Fairgrounds, Paragould, Ark., or Paragould Motel (Phone: Cedar 2-7759), Paragould, Ark., this week; then Bastrop, La., Fair to follow.

## MIGHTY INTERSTATE SHOWS

Want for Mitchell County Fair, Camilla, Ga., Sept. 24 thru 29; Laurens County Fair, Dublin, Ga., Oct. 1 thru 6; Coffee County Fair, Douglas, Ga., Oct. 8 thru 13; Pike County Fair, Troy, Ala., Oct. 13 thru 20, and Fairs thru Nov. 17.

**SHOWS:** Any worth-while Grind Shows. Good opening for Penny Arcade and Funhouse. Will book Girl Shows with own equipment. **CONCESSIONS:** All Hanky Panks open. Also Short Range Gallery, Long Range Gallery, Photos, Novelties, Age & Weight, Pitches of all kinds, Ball Games, Frozen Custard, Ice Cream. Want to book nice flashy Bingo for balance of season. Want to book neat Cookhouse for balance of season. **RIDE HELP:** Foremen for Merry-Go-Round, Tilt, Chairplane. Second Men on all Rides. Top wages. Licensed tractor and trailer drivers preferred. **HELP:** Want Man to take charge of Grab. Also Help for two Grab Concessions. Want Mechanic with tools to join on wire. All replies to

**H. B. ROSEN, Tipton County Fairgrounds, Covington, Tenn.**

## WANT

For Vellens, Va., few miles out of Brookneal, week of Sept. 24 (no show in Brookneal this season); Red Springs, N. C., week Oct. 1. Don't let size of towns fool you, better than some fairs.

WANT Rides not conflicting. Legitimate Concessions as only one of a kind. Shows of merit. Can use Music Wagon. Also Bingo Caller, can break young man in.

**BARNEY TASSELL SHOWS**

BIRCHLAND PARK, VA. PHONE: HALIFAX, VA., 3366

**Joe Sciortino Wants**

## GIRL SHOW TALKER

Must join immediately, no time for wires or letters.

CANDY PITCHMEN, must be experienced. Contact:

**JOE SCIORTINO**

Hagerstown, Md., this week; Bloomsburg, Pa., and Frederick, Md., follow.

## D. S. DUDLEY SHOWS

WANT FOR THE FOLLOWING FAIRS: CLOVIS, NEW MEXICO, SEPT. 17-22; PORTALES, NEW MEXICO, SEPT. 24-29; PLAINVIEW, TEXAS, OCT. 1-6; LAMESA, TEX., OCT. 8-13

Will book Cookhouse or Grab. Mrs. Fry, contact again. Hanky Panks that do not conflict.

**RIDE HELP—Foreman for Tilt, Foreman for Octopus and Foreman for Looper. Salary no object. Rides like new. Can also place other working, sober Ride Men. Wives on tickets.**

Contact **D. S. DUDLEY, Clovis, New Mexico, this week.**

## ROYAL HOLIDAY SHOWS

Can place for balance of season Cookhouse or Sit-Down Grab, Photo Gallery, Glass Pitch, Six Cats, Buckets, Pitch Till You Win, Color Game, Ball Games, Balloon Darts and other Merchandise Concessions. Address:

**OSCAR BLOOM**

Bruce, Miss., this week; Louisville, Miss., next week.



**ZEBULON FIVE COUNTY FAIR**  
Zebulon, North Carolina, next week, Sept. 24-29

**VANCE COUNTY COLORED FAIR**  
Henderson, North Carolina, Oct. 1-6

Now booking Concessions for these fairs. Want Girl Shows and Minstrel Side Show and Grind Shows. Ahoskie and Suffolk colored fairs follow. Will add additional Rides. Especially want Wheel and Chairplane. Ride Help Foreman and Second Men for Caterpillar, also Merry-Go-Round and Kiddie Ride Men. Work until middle November. All replies to

**STEVE DECKER, BEAM ATTRACTIONS**  
Fairgrounds, Roanoke Rapids, N. C.

\*\*\*\*\* of \*\*\*\*\*

**AMUSEMENTS OF AMERICA**  
A STAR SPANGLED MIDWAY

**SANFORD, N. C., SEPT. 24-29**

Can Place  
CONCESSIONS: Hats, Popcorn and Apples, High Striker, Photos, Short Range, Jewelry, Snow Cones, Basketball, Parakeet Pitch, Derby, Eats and Drinks, Hankies of all kinds. Dealers for Pill Roll and Beat the Dealer.  
RIDES: Scooter, Scrambler, Roundup and Spinaroo. Mr. Lucas, with Scrambler and Rock-o-Plane, contact.  
SHOWS: Performers and Musicians for best-framed Jig Show on the road, Grind Shows, Girls for Dancing Shows and Side Show Acts.  
HELP: Second Men on all Rides, Ticket Sellers.

Address: **JOHN VIVONA, Clinton, N.C., this week**

**ROSS MANNING SHOWS**  
STATESVILLE, N. C., FAIR | PETERSBURG, VA., FAIR  
SEPT. 24-29 | OCT. 1-6  
NEWBERRY, S. C.; ATHENS, GA.;  
CARTHAGE, N. C., TO FOLLOW

CONCESSIONS—Eats, Drinks, High Striker, Mug, Popcorn, Candy Apples, Glass, Hankies, French Fry.  
RIDES—Want Scooter, any Flat Rides, Kid Rides that don't conflict.  
SHOWS—Le-Ola wants Fire Eater, Tattoo, Walking Acts. Joe Scortino, confirm. Any Grind Show.  
FREE ACTS: Contact F. T. WILLIAMS, Athens Fair, Athens, Ga., week of Oct. 15-20. Write or wire

**ROSS MANNING**  
FAIRGROUNDS, ROCK HILL, S. C.

**HANCOCK COUNTY FAIR**  
SPARTA, GA., SEPT. 24-29; MILLEN, GA., FOLLOWS.

**WANT BINGO**  
All Hanky Panks, Cookhouse, Sit-Down Grab, Age & Weight, Mug, Short & Long Range, American Palmistry, Custard, Arcade, Six Cat, Buckets. Any Show except Girl and Snake. Man for Snake Show, must drive. Ride Help—Must drive.  
All answer:  
**ROY TIBBS**  
c/o Western Union or General Delivery, Wadley, Ga.

**A-1 AMUSEMENTS**  
WANT FOR PARMA, MO., THIS WEEK; GIDEON, MO., FREE FAIR NEXT WEEK; FOLLOWED BY NEW MADRID, MO.; STEELE, MO.; THEN LEPANTO, ARK., AND A LONG ROUTE OF FAIRS AND CELEBRATIONS.  
Can place Fish, Duck Pond, Pitch-Till-U-Win, Long Range, Short Range, Bear Pitch, Coke Bottles, Cigarette, Jewelry or any non-conflicting Store working for Stock.  
RIDES—Want Ferris Wheel and Merry-Go-Round Foremen, also Second Men on Rides who drive and have licenses. Good wages and long season South. No grift or gypsies.  
JOHN HANSEN, per route.

**MAJESTIC SHOWS**  
WANT — WANT — WANT for  
**JASPER, ALA., FAIR**  
September 24-29; Moulton, Ala., Fair, Oct. 1-6; Childersburg, Ala., Fair, Oct. 8-13, and all winter's work.  
Concessions—Photo, Long and Short Range Gallery, Pronto Pup, Balloon Dart, Novelties, 6 Cat, Swingers, Buckets and Hankies of all kinds. Ride Men who drive semi, Spitfire or Rollo Foreman, Side Show, Minstrel and Grind Shows. Contact  
**SAM GOLDSTEIN, PARSONS, TENN., THIS WEEK.**

**COMPLETE CARNIVAL FOR SALE**  
Tilt-a-Whirl, Merry-Go-Round, #5 Ferris Wheel, Octopus, Spitfire, Kid Auto, Airplanes, GMC Diesel Light Plant, Transformers, lots of new Cable, Fun House, two Show Fronts, 10 Trucks and Trailers. Plenty of Miscellaneous Equipment. \$10,000.00 cash will handle, easy terms on balance to reliable people. This equipment is going to be sold, if interested in all or any part, please contact at once. Can be seen in operation.  
Address: **BOX 922, c/o Billboard Publishing Co., 390 Arcade Bldg., St. Louis 1, Mo.**

**BAKER UNITED SHOWS**  
WANT FOR VEEDERSBURG STREET FAIR, SEPT. 26-29  
Can place Bingo, Photos, Floss, Sno, Basketball, Long and Short Range, Ball Games, Glass Pitch, High Striker or any clean legitimate Concession that works for stock. Can place Concessions for CENTER POINT CENTENNIAL, opening Sept. 21 on Streets. Anything but Eats. All replies  
**ERNIE ALLEN**  
Care Western Union, Terre Haute, Ind.

100,000	... \$32.00
10,000	..... \$10.00
20,000	..... 12.50
50,000	..... 20.00
200,000	..... 55.00
Price Chg.	..... \$3.00
Color Chg.	..... \$1.00

**ROLL TICKETS**  
Printed to Order  
**DALY TICKET CO.**  
Collinsville, Ill.  
Union Made

PRICES F.O.B. COLLINSVILLE, ILL. Coupons Double Price

Stock Tickets, 1x2 inches	
1 Roll	..... \$ .90
5 Rolls	..... 4.25
10 Rolls	..... 8.00
50 Rolls	..... 23.00

**RAS Chalks Up 17% Daily Gains At Topeka Fair**

**Makes Fast Move To Hutchinson, Kan., For New Fair Date**  
TOPEKA, Kan. — Cut back from eight days last year, the six-day Kansas Free Fair, which closed Thursday night (13), gave the Royal American Shows excellent business. Daily grosses for the six days averaged 17 per cent higher than for the corresponding days last year.

Watercade was the top grosser among the shows, with Leon Clayton's Harlem in Havana second, followed by Dick Best's Side Show and Johnny Branson's, Goliath Show. Visitors included a delegation from the Kansas State Fair, Hutchinson, that included Mr. and Mrs. Virgil Miller, Mrs. Helen William, Everett Erhart and Harry Lambert.

**Make Fast Run**  
HUTCHINSON, Kan. — The Royal American Shows made a fast run in here from Topeka to be up and ready for the Friday night (14) prelude at the Kansas State Fair, a new one to the Royal's route.

The show started to tear down at Topeka at 10 p.m. Thursday night. The first section of the show train completed the 184-mile move in here by 8:30 a.m. Friday and the first unit on the train was unloaded 15 minutes later.

**Road Spots OK For Southland**

PANAMA CITY, Fla.—Southland Amusements, a newcomer to the ranks of traveling shows, has launched its route of fall Florida dates. E. J. (Ed) Gordon is general manager, is assisted by Charles Stancko. Irene Stancko is secretary and Maude Gordon is treasurer.

The show carries 8 rides; 4 major and 4 kiddie, 6 of which are office-owned. H. Hanson has three concessions with the balance of 15 carried being mostly office-owned. The show opened at Panama City Beach Resort in March and continued there until mid-August.

Gordon rates his park season as just fair, but since taking to the road business has been very good, he says.

**Young Heads Canadian Club**

MONTREAL—S. J. Young was elected president of the newly formed Canadian Showmen's Association, which was recently organized here with close to 100 members. Membership included showmen playing with Canadian carnivals and at permanent amusement spots.

Other officers include Pat Markel, vice-president; R. Genest, secretary, and B. D. Harovitz, chairman of the board.

One of the first benefits for the new club was held on Bernard & Barry Shows and netted \$1,500.

**Will Give EXCELLENT PROPOSITION**  
to Manager with Riders for Motordrome.  
**Box D-245**  
Billboard, Cincinnati 22, Ohio

Greater **JACKSONVILLE FAIR**  
AGRICULTURAL and INDUSTRIAL  
**CATOR BOWL**  
**OCT. 25-NOV. 3**

**ON THE MIDWAY**  
**CETLIN & WILSON SHOWS**

**DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION**  
Can place Eating and Drinking Stands, Kitchen Gadgets and Direct Sales. Write or wire:  
**GREATER JACKSONVILLE FAIR ASSOCIATION**  
Room 24, Buckman Bldg. Jacksonville, Fla.  
ELgin 3-0535

**WALLACE BROS. SHOWS INC.**

**WANT WANT WANT**  
SHOWS: Place Monkey, Fun House, Motordrome, Illusion, Mechanical, 10-In-1, Unborn, Fat or any Grind Shows.  
RIDES: Place Rock-o-Plane, Round-Up, Roll-o-Plane, Boats or Ponies.  
CONCESSIONS: Place Six Cats, Custard, Bingo, Glass Pitch, Cookhouse or any Stock Concessions.  
All replies by Western Union:  
**E. E. FARROW, MGR.**  
Pine Bluff, Ark., this week; El Dorado, Ark., next.

**WANT FOR OKLAHOMA STATE FAIR**  
OKLAHOMA CITY, OKLA., SEPT. 22-29  
AGENTS FOR CAT RACK, SLOT ROLL-DOWN. GENERAL HELP FOR HANKIES.  
ALSO EXPERIENCED AGENTS TO OPERATE BALLOON DARTS. ALL AGENTS WHO HAVE CONTACTED ME BEFORE, DO SO AGAIN AT BILTMORE HOTEL, OKLAHOMA CITY, OKLA.  
**AL WILLIAMSON or HAROLD HESCH**  
Biltmore Hotel, Oklahoma City, Okla.

**CATLETT GREATER SHOWS**  
Want for Atoscosa County Centennial at Jourdanton, Texas, October 3-4. All kinds legitimate Concessions. No gypsies or flats. RIDES: Rolloplane, Flyo-plane, Round-Up or any Dark Ride, Fun House or any legitimate Show. Call  
**WM. CATLETT**  
Bristow, Okla., Sept. 18-21; Claremore, Okla., Sept. 22-24.



# PARAKEETS

**CHROME CAGES, 50c ea.**  
Shipped Daily F.O.B. Los Angeles.  
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## BINGO HELP WANTED

Callers and Counter Men. Need Semi Drivers. Wire  
**BILL STACY**  
Happyland Shows, Big Rapids, Mich., this week; Onkama, Mich., next week.

## LOU PEASE

Wants Girls for my two Girl Shows. Also Man and Wife to operate my Illusion Show. All Fairs from here on out. Contact care of  
**Majestic Greater Shows**  
Parsons, Tenn.; then Jasper, Ala., Sept. 24-29.

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**Now Booking Shows and Concessions FOR THE FRESNO DISTRICT FAIR**  
OCTOBER 5-14 INCLUSIVE  
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**GET A WINTER'S BANKROLL HERE**  
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## WANT

**FOR WARREN COUNTY FAIR, WARRENTON, N. C.**  
SEPTEMBER 24-29  
**Open midway. All types of concessions open**  
Will book any Rides and Shows of all kind, especially want Grind Show, Side Show, Monkey Show, etc.  
Contact  
**K. LANIER, Warren Hotel, Warrenton, N. C.**

## FIVE COUNTY FAIR

**FARMVILLE, VA., WEEK OF SEPT. 24**

WANTED—Cookhouse, Ball Games, Six Cats, Swinger, Buckets, Balloon Darts, Fish Pond, Duck Pond, Basketball, Hoop-La, Pitch-Till-U-Win, Cork Gallery, Grab, Sno Cones, Slum Spindle, Spot-the-Spot, String Games, Photos.  
SHOWS—Snake Show, Monkey Show, Wildlife, Girl Show, Penny Arcade.  
WANTED—Tilt and Pony Ride, Wheel Foreman General Ride Help, Truck and Tractor Drivers. Agents for office Hanky Panks. All replies to  
**GEORGE CLYDE SMITH SHOW**  
Tarboro, N. C., this week; then Farmville, Va.

## HOLLY BROS.' SHOWS

**HENRY COUNTY FAIR, MC DONOUGH, GEORGIA, SEPT. 24 TO 29**  
**CONCESSIONS** Long Range, Short Range, Balloon Darts, Coke Bottles, Bear Pitch, Basketball, Cork Gallery, Water Game. ALL HANKY PANKS OPEN HERE.  
**HELP WANTED ON ALL RIDES. SIX MORE FAIRS IN GEORGIA, THEN ALL WINTER IN SUNNY FLORIDA.**  
Phone or Wire F. HOLLINGSWORTH, Mgr., c/o Fairgrounds, Fayetteville, Georgia

## PAN-AMERICAN SHOWS

Want for Natchitoches, La., followed by De Ridder, La., Fair and six more continuous Fairs to follow:  
**CONCESSIONS:** Will book Flashy Bingo, Six Cats, Short Range. All Eating and Merchandise Stands open. **RIDES:** Foremen and Second Men on all Rides. Tilt and Octopus open. Ride Superintendent, also Lot Man. **SHOWS:** Talker, Candy Pitchman for Jig Show, also fast-stepping Chorus Girls. Will book all Grind Shows. Want Side Show Manager with Acts. Will book same. Roy and Lefty, get in touch at once.  
**JOHN WARD, Gen. Mgr.; JOHN REED, Business Mgr., Coushatta, La.**

## JOHNNY'S UNITED SHOWS

Cullman County Fair, Cullman, Ala., next week; Scottsboro, Anniston and Dothan follow—all outstanding Alabama Fairs.  
Want Cookhouse and Concessions of all kind. **SHOWS—Clean Grind Shows.**  
**FOR SALE—Motordrome, contact Stevie Palmer. Can be seen in operation on show.**  
All replies:  
**JOHN PORTEMONT, Decatur, Ala.**

# Big Kid's Day Perks Strates at York, Pa.

YORK, Pa.—Opening Tuesday (11) gave the James E. Strates Shows the biggest Kids' Day ever at the York Interstate Fair. As a result, prospects were considered excellent for a hefty gross with the ending of the five-day event Saturday (15).

Weather has favored operations thruout the week and clear skies are likely to continue thru the closing sessions. The favorable circumstances are especially welcome after a run at the New York State Fair, Syracuse, where the show got drenched and the midway was inundated.

Strates has the power to handle virtually any midway crowd. Adding to the show's strength here was the Don Dowis Sky Wheel.

Getting ready for Kids' Day was a particularly tough job because of the late arrival of the train. The set-up could not begin until late Monday but even so all units were ready for the rush of kids on Tuesday.

Even more concession units than

in the past populated the grounds. Added space was available this year with the creation of arteries leading to the new arena completed in time for last year's event. Jake Fickes reported the demand greater than ever and fair president Samuel S. Lewis reported revenues from space well ahead of last year. The new roadways were blacktopped.

A slight dip in concession earnings was reported by a number of operators after the first two days. No less than nine bingo units were in operation, including those of Ben Weiss, Bill Jones, Jack Hornfeld and Al Boxall. Weiss had a second unit, operated by his wife, Martha, operating at the Reading (Pa.) Fair.

## MINEOLA SHAPING BIG FOR I. T. OPERATION

NEW YORK — The nine-day Mineola Fair in Westbury, with seven days of consequence to game operators, shaped up as a big one for the I. T. Shows this week.

Saturday night (8) was good for most, with several operations reportedly off the nut on opening day. On Sunday, with games closed, the fair had a tremendous day and long lines appeared at many midway rides. The date was a long time coming to the I. T. organization, which has had its distinct up and downs thruout the season.

Crowds and business slid some-

## 'TWO-LEGGED MAN'

# Gag Advertising Aids Gate & Lynch Gross in Fredericton

FREDERICTON, N. B.—Tongue-in-cheek publicity and perfect weather soared the Fredericton Exhibition admissions over 60,000 last week, and business done by the Bill Lynch Shows reflected the healthy attendance.

Lynch's big display ad, encouraged by Fred Phillips of the exhibition, called on one and all to attend the midway and view "The Two-Legged Man." ("As an extra added attraction the Bill Lynch Shows offer you a close-up view of that strangest of all living creatures, The Two-Legged Man.")

Reaction of the public and press was instant and frivolous. It was all a gag, everyone conceded, but who cared? The Daily Cleaner printed an editorial harkening back

to the hoax days of Barnum and applauded Lynch for the amusement he created.

On the midway were the Merry-Go-Round, twin Ferris Wheels, Chairplane, Octopus, Round-Up, Tilt, Roll-o-Plane, nine kiddie rides and a pony ride. Shows were freak animals, monkey drome, Side Show featuring Consuela Flores and the untamable lion, Posing Show, Mirror Maze and Motordrome managed by Shorty Clark.

Greater part of the midway was slated to go to the Fisheries Fair at Lunenburg, Nova Scotia, an lesser units to the fair in Stanley New Brunswick.

# Allegan, Mich., Up at Gate, Grandstand

ALLEGAN, Mich.—The Allegan County Fair went into the next to its last day of its six-day run here Friday (14) with a slight attendance bulge but an increased gross at its grandstand. Clair McOmber, board member in charge of the grandstand, reported the front gate count was up slightly over '55 but the night grandstand, with a Barnes-Carruthers revue and acts, was 5 per cent ahead of last year.

Trans-World Auto Daredevils pulled a full grandstand on Monday with a half house for the second performance. Tuesday was Kid's Day and set a new record with ride and show grosses a whopping 25 per cent ahead of last year.

Harness racing, ever popular here, drew strong turnouts to four programs. A record number of trotters—246 in all—were on hand for the crowded program. The Olympian Racing Mules proved a popular attraction.

## WANTED

# GIRLS

- Dancers
- Waitresses
- Exotics
- Show Girls
- Novelty
- Musicians

Good pay—winter's work  
**TOMMY THOMAS**  
Club Mardi Gras, 92 Duval St.  
Key West, Florida  
Phone 6-9147 after 9 P.M.

## RIDE MEN WANTED

We have permanent opening for two Ride Men capable of operating and maintaining Kiddie Rides. Need sober Men for portable Roller Coaster. Also capable Couple or Men for Popcorn and Candy Floss. These are permanent jobs—good salary. Call  
Cherry 9-9331, Jacksonville Beach, Fla.  
Write or wire  
Box 72, Jacksonville Beach, Fla.  
Attention: MORT MESSIAS

## FITZSIMMONS SHOWS

Ville Platte, La., Cotton Festival, Sept. 20-22.  
Want one more major Ride not conflicting. Also Shows of all kinds, no Girl Shows. Want Ferris Wheel Foreman, \$75.00 week. Roll-o-Plane Foreman, come at once. Can place a few more Hanky Panks.  
**JOE SHARP**  
Per Route Above

## AGENTS

### WANTED

For Skillo, Peek and Count Stores. Also Balloon Darts, Cork Gallery, Milk Bottles. Address: **BOOTS CUTLER, Cotton Festival and Fair, Ville Platte, La., this week.**

# Reid Reports Okay Takes In Bow Showing at Rutland

RUTLAND, Vt. — Favored by good weather and the best attendance in recent years, the King Reid Shows did all right on the midway of the Rutland Fair, according to the show owner and fair officials.

The gross was under that of the World of Mirth Shows, midway occupant for many years prior to Reid's appearance this year. The obvious reason was the difference in earning power between the two organizations. Reid was light in the back end with a girl unit, a wrestling show and a monkey show, as principal features.

The area occupied by Reid was considerably less than that needed by the railroader. The deep end and the area across the bridge were unoccupied.

### Concessions Do Well

The best space, the entire area facing the grandstand, continues to

be occupied by Uncle Harry Ed-del's games with Harry and Bernard (Bucky) Allen on the supervising end. The stock wheels got an excellent play thruout the week with big crowds on Labor Day closing Saturday (8) jamming the area. A Jones bingo unit was in this line-up.

The show had a bingo on the end of the line operated by Harry Agne. Other show concession space was below that.

Reid blacktopped the midway area bordered by his ride and show units. He also bordered the newly created avenue with flags. The surfacing of the artery is an important improvement since even light showers in the past resulted in considerable mud.

Several ride units were booked in to supplement the Reid units, including those of Roland Champagne.

# 113,310 Gate For Ebensburg

EBENSBURG, Pa. — A final day crowd of 13,792 Saturday (8) sent paid attendance to 113,310, association president James A. Wilkinson reported last week. The week's total closely approximated last year's attendance.

Crowds trailed the previous year Thursday, which drew rain. Good weather enabled the gate figures to catch up nicely.

The new grandstand, which improved crowd accommodations this year, will be roofed over for 1957, Wilkinson said. Morris Hannum Shows was a repeat attraction on the midway.

# Note Increase At Greenfield

GREENFIELD, Mass.—For the four-day Franklin County Fair there were 9,598 paid adult admissions, less than the 1948 record of 11,597 but still substantially ahead of last season, Fair President Richard Campbell said.

Weather held perfect for the event but rain fell on the closing day, Wednesday (12), curtailing the Buddy Wagner thrill show which put on a performance before full stands. Other entertainment during the run included harness racing, and the Coleman Bros.' Shows midway, which provided bicycles for the closing day's drawing.



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Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

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Let us send you our latest MARATHON Mobile Home booklet... it's FREE. Write for it today.

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Stratford, Wisconsin

## GIRLS

For large Dancing and Posing Shows, with or without experience and wardrobe; salary no object if young and attractive. AIR CONDITIONED dressing rooms. Can also place Men Ticket Sellers, Candy Helpers, Canvas Men. Call or wire (no collect).

**MIKE MILLER**  
c/o Bill Hames Shows  
Amarillo, Texas, Sept. 17 to 22

## FOR SALE

1 Smith & Smith Chairplane, excellent condition, \$1,000.00; 1 Custard Truck, excellent condition, with new generator, \$1,800.00. Please do not write; can be seen in operation at

**PLAYLAND PARK**  
Route 73, Pennsauken, N. J.

## HARRY COREY

Jam man, get in touch immediately.

## MAXIE SHARP

Prell's Broadway Shows  
Yadkin Hotel, Salisbury, N. C.

## MO-ARK SHOWS

WANT Hanky Panks of all kinds; winter privilege. We have Fishpond, Corks, Balloon, Ball Game, Diggers and Spindle. All others open including Popcorn and Floss. On the Streets—Risco, Missouri, Sept. 17-22.

## FOR SALE

Allan Herschell Little Dipper, \$5,000.00. Allan Herschell Kiddie Auto Ride (new plastic top), \$2,000.00. Both rides used in Park only since new.

**T. A. FUZZELL**  
5300 Edgewood Rd., Little Rock, Ark.  
Phone: Mohawk 3-7280

## FOR SALE

No. 12 Eli Ferris Wheel, truck and trailer, in good condition. Also Jones Mixup and Kiddie Airplane Ride. Write:

**K. G. CLAPP**  
318 N. 15th St., Ft. Smith, Ark.  
Or phone Sunset 3-4313

## THANK YOU PAUL N. MACOLLY

Prell's Broadway Shows, for your new Buick Super Riviera purchase.

"Save Money With Johnny"  
**JOHNNY CANOLE**  
3000 Third Ave., Altoona, Pa.  
Phones 9347 or 3-0003

# 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 Wednesday morning or Cincinnati office by Thursday morning.

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- Parcel Post**
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| Bernstein, Harry      | Gerber, Joe           | Neal, Sandy & Ruby     | Smith, Kid              |
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| Berry, Arthur         | Girouard, Anthony     | Noakes, Hank           | Sparton Family          |
| Bicez, Geo.           | Glasgow, W. R.        | Norman, Mrs. Edward    | Spellman, W. H.         |
| Bijacano, Wm.         | Gordon, Buster & A    | Norton, William E.     | Stack, G. Porter        |
| Bloom, Wm.            | Gray, Curtis (Ernie   | Nurgex, Bill S.        | Stagg, William          |
| Bondi, John           | Field's Band)         | O'Connor, Sam          | Stanley, Doney J.       |
| Bordman, Ernie        | Greer, Harry E.       | O'Hara, Frederick      | Stanley, Geo.           |
| (Russian)             | Gritz, Louis          | Odle, Mrs. Jeannine    | Stevens, A. L.          |
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| Duncan, Wm. R.        | Martin, Richard &     |                        |                         |
| Dunn, Orville         | Ethel                 |                        |                         |
| Edwards, H. W.        | Mason, Ronald A.      |                        |                         |
| Eichholz, David A.    | Mertz, Ray H.         |                        |                         |
| Evans, Ted (Tiny)     | Metcalf, Billy        |                        |                         |
| Farrix, J. C.         | Mipling, Joseph       |                        |                         |
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| Hakes, Bob Chuck   | Rice, Mrs. Ruth   |
| Keyes, Marlene     | Walter, Erwin F.  |
|                    | Zimmer, Florence  |
- (Continued on page 119)

## Olson's Big Gross

Continued from page 111

machine so that Muggsy, the chimp on the Garroway show, would have some floss to tear into. Williams put up a ball game in camera range, and Flanagan supervised the operation of the diesel's power plants, and Barber set up ticket boxes and other necessary equipment.

Of the shows in the Olson lineup, Charlie Teichener's "Rock 'n' Roll Revue" enjoyed exceptionally strong business. Gene Vaughan's "Paris Nights" took second money, and Del Crouch's Motordrome snared third money.

## WANTED ★ WANTED ★ WANTED

Now that the carnival season is over—experienced Show and Chorus Girls. All-year-round work. Good pay—easy hours from 9 p.m. to 2 a.m. You don't have to move around like a gypsy—live the life of a human being. Send photos with your inquiry.

**MIKE GOLDSTEIN**  
408 CLUB  
408 E. Baltimore St.  
Baltimore 2, Md.

## DANBURY FAIR

Be sure to stop at  
**Kenosia Lodge & Motel**  
near Fairgrounds, where all the "Fair" folk meet. Fine accommodations and excellent meals at moderate prices.  
Call Pioneer 3-6570

## WANT RIDE HELP

Manager, Wheel Foreman and Second Men. Grabs and Billie, come on. Out all winter.

**MIDWEST SHOWS**  
Maab, Utah, Sept. 21-29; Cortez, Colo., Oct. 2-7.

# WORLD OF PLEASURE SHOWS

WANT FOR TRI-STATE FAIR AND JUNIOR DAIRY SHOW, CORINTH, MISS., SEPT. 17 TO 22; FOLLOWED BY MIDDLE TENNESSEE DISTRICT FAIR, LAWRENCEBURG, TENN., SEPT. 24 TO 29; GILES COUNTY FAIR, PULASKI, TENN., OCT. 1 TO 6; BOAZ, ALA., OCT. 8-13; MISSISSIPPI FAIR & DAIRY SHOW, MERIDIAN, MISS., OCT. 15-20

**SHOWS** Monkey, Motordrome, Glass House, Arcade or any Show not conflicting.

**CONCESSIONS** Hanky Panks, Buckets, Custard, African Dip, Jewelry, Glass Pitch, P. C. Games with Hanky Panks.

**REPLIES TO EP. GLOSSER**  
Fairgrounds, Fayetteville, Tenn., this week; then per route.

# Schaffer's JUST FOR FUN SHOWS

WANT FOR FAIRS—FORT SMITH, ARK., SEPT. 24-29; LONGVIEW, TEX., OCT. 1-6, AND FOUR MORE TO FOLLOW.

**RIDES**—Will book Fly-o-Plane, Round-Up, Roll-o-Plane, Scooter, Looper, Twister. **SHOWS**—Jig Show, Monkey, Wildlife, Big Dog-Little Horse, Athletic Show, Ding Shows, Arcade

**CONCESSIONS**—Custard, Foot Longs, Grab, Ice Cream, Floss, Popcorn, French Fries, Corn Dogs, Candy Apples, Hats, all Hanky Panks will operate.

**CONTACT**  
**W. A. SCHAFER**  
FT. SMITH, ARK., SEPT. 19-29; THEN PER ROUTE

# JAMES H. DREW SHOWS

FRANKLIN COUNTY FAIR, LAVONIA, GA., SEPT. 24 TO 29; WITH ALL FAIRS TO FOLLOW UNTIL MID-NOVEMBER.

Wanted—Cookhouse to join on wire for balance of season. Shows—Need Snake, Illusion, Mechanical or any Grind Show. Concessions—Will place all kinds of Merchandise and Outright Sale Stands. Good opening for Photos, Bobo, Jewelry and others. Help—Need Second Man on Wheel and experienced Ride Help on other Rides who are licensed drivers. All replies via Western Union.

**JAMES H. DREW SHOWS**  
Murphy, N. C., all this week.

# WANTED—FEMALE IMPERSONATORS

Novelty acts and dancers. Send photos. Description of act and self.

**JEWEL BOX REVUE**  
To Oct. 15, Luigi's, Ontario & 18th St., Niagara Falls, N. Y.  
After Oct. 15, Cafe Provincial, St. Hubert & Dorchester, Montreal, Que., Canada

# O.C. BUCK SHOWS

WANT FOR ROCKY MOUNT, N. C., SEPT. 17-22; ALSO CHEROKEE AND GREENVILLE, N. C.

Hanky Panks and Merchandise Concessions. Can place Grind Shows or any worthwhile attractions. Also want Funhouse. Address  
**O. C. BUCK, Washington, N. C., this week**

**NOTICE**  
**VIRGINIA GREATER SHOWS**  
Playing  
**MADISON AGRICULTURAL FAIR**  
Madison, N. C., October 1-6

**CONCESSIONS WANTED**  
St. John's High School Booster Club Festival, Ashtabula, Ohio, on High School grounds—center of city. Legitimate Concessions of all kinds—EXCEPT Bingo and Eating Stands. Address inquiries  
**GOODING AMUSEMENT CO.**  
1300 NORTON AVE. COLUMBUS 8, OHIO

**MOTOR STATE SHOWS**  
12—Rides—12. Want for bona fide Mississippi Fairs—Aberdeen, Sept. 24-29; West Point, New Albany follows.  
Hanky Panks, Scales, etc. Shows that cater to children, etc. Fun House or any type Family Shows. Ride Help—Octopus, Merry-Go-Round, Second Men who drive. No drunks or chasers wanted.  
Reply Fairgrounds, Pontotoc, Miss., this week; Aberdeen follows.  
**JOE FREDERICK, Mgr.**



- It's Easy to Sell These Famous Brands.**
- Asco Cameras
  - Arvin Heaters
  - Bissell Sweepers
  - Columbia Bicycles
  - Detecto Scales
  - Bermeyer Appliances
  - Ekco-Flint Housewares
  - Elgin American Jewelry
  - Eureka Vac Cleaners
  - Eveready Flashlights
  - A. C. Gilbert Appliances
  - Green Watches
  - Hoigate Toys
  - Hoover Cleaners
  - Kaywoodie Pipes
  - Martex Towels
  - Medico Pipes
  - Met-1-top Ironing Bds.
  - Ocean City Fishing Eq.
  - Oster Appliances
  - Parker Pens
  - Pepperell Sheets
  - Presto Cookers
  - Proctor Irons
  - Sessions Clocks
  - Silex Appliances
  - Swing-a-way Can Openers
  - Regina Polishers
  - Remington Shavers
  - Richelieu Pearls
  - Wm. A. Rogers Silverware
  - Royal Typewriters
  - Thayer Juvenile Furn.
  - U. S. Time Watches
  - Waring Blenders
  - West Bend Cookware
- Many other famous brands of garden and lawn equipment, power tools, diamond rings, luggage, sewing machines, etc.

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No name but yours appears anywhere on the cover, or in the catalog. Your catalog is beautifully illustrated and contains over 1,500 items!

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29 Years of Merchandising Know-how. All items stocked for immediate pick-up. All orders shipped same day as received. Continuous Supply.

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Send my FREE copy of your new, illustrated NAME BRAND CATALOG and wholesale price list.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

### FIRST TIME OFFERED!

Sample package of our 10 Best-Selling Items. Each item tested and proven to be "hot" sellers in our local markets. We unconditionally guarantee each item to be a winner.

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

### DIVISION SALES

3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAwndale 2-7377

Send \$5 for sample package of 10 items

You may re-order any of the individual numbers you desire.

**NOW AVAILABLE AS PREMIUMS**

**Genuine Thornehill MEN'S 7-PIECE MATCHED JEWELRY SET**

**\$575**

Complete  
6 or more  
(Sample \$6.95)

DELUXE GIFT SET INCLUDES:

- Handzone Watch Fully Guaranteed
- Matching Expansion Band
- High Styled Cuff Links
- Matching Tie Bar
- Super Styled Fountain Pen
- Matching Streamlined pocket w/ key chain
- Luxurious Gift Box good for jewelry storage - complete box etc.

ADVERTISED IN LIFE

Send \$5.00 with order... balance C.O.D. SPECIAL PRICE TO DIRECT SELLERS. For Details Dept. 35

**HAWTHORNE WATCH CO.** 593 MISSION STREET, SAN FRANCISCO 3, CALIF.

## Have Just Opened Our New and Larger Quarters

Complete Jar Deals for Carnivals and Bazaars  
6000 Ticket Deals—Your Cost \$200.00

### YOUR PROFIT \$400.00

One of Chicago's Best "Promotional Counselors." Give us your problems, we will solve them and make money for you.  
25% deposit, balance C.O.D., F.O.B. Chicago.

**PETER P. RINKUS, INC.** 2601 W. 63d Street  
Chicago 29, Illinois  
Wholesale Only—We Carry a Complete Line of Nationally Advertised Merchandise

**EYE-APPEAL! BUY-APPEAL!**

**Luxurious 6 Pc. Set**

**Includes:**

- All metal, top action pen
- All metal automatic pencil
- Stunning Tie Bar
- Smartly styled Cuff Links
- Handy Pocket Knife
- All in plush, satin-lined metal gift case.

**Now... an item so popular in appeal... so high in value... and so low in price it's bound to make sales history.**

In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

**25% with order, balance C.O.D.**

**MODERN PEN Mfg. Co., Inc.**  
384 B'way, N.Y. 13, N.Y.

## MERCHANDISE TOPICS

A new product which can be readily pitched has been introduced by the R. C. S. Tool Corporation, 220 North Broadway, Joliet, Ill. Kwik Outs are a window attachment made of steel and heavily plated. It consists of two angled metal pieces joined by a screw and coiled spring. This attachment is quickly and easily installed to old or new windows, and does away with sash cords and weights. It permits removal of windows for washing, eliminates rattle and facilitates ease in raising or lowering windows. Each Kwik Outs kit includes four units with all necessary screws, two zinc strips for covering pulley openings and a metal sash plug. Retail price is \$1.98. Write the firm for prices to the trade.

Kampanile is a tower of musical bells that tolls music at the touch of a piano-type keyboard located at its base. Each tuned bell swings and rings one note in the scale. This miniature belfry is sturdily

constructed and designed to resemble missions of the Old West. It measures 14 inches in width and over a foot from the top spire to foundation. Each bell is painted a different color to match the brightly colored keyboard. Included with each Kampanile are six children's Hit Parade songs color-keyed to bells and the keyboard. This is an educational instrument for every member of the family. Write Kusan, Inc., 2716 Franklin Road, Nashville, for prices on this Christmas toy.

Danal Supply, 1228 Vine Street, Cincinnati, is bringing out a new Westinghouse-equipped cookery-fryer. This is a square model, copper clad, which has a seven-quart capacity. The list price is \$49.95, but it is offered to the trade at \$8.50 each in lots of six or \$8.75 for a sample. This is a big flashy unit which will draw comment and attention from everyone who sees it.

## PIPES FOR PITCHMEN

By BILL BAKER

WE WANT TO THANK... Louis H. Weitz of 219 W. 80th St., New York, for the fine informative biographical sketch which he sent us on that great pitcher, Tisha Bhutia, who was better known to some of the oldtimers as Gunga Din. Several of the boys wrote in about Bhutia's career in the pitch business and we can gather that he was really quite a unique character. Incidentally, Weitz himself is a former purveyor of herbs. He has been out of the pitch game for the past eight years and is now a stenographic-secretary for the City of New York.

THE COURTOTS... Charlie and Mildred, after winding up on a string of major Midwestern fairs with their cake-decorator layout, have hopped to the West Coast for more fair dates, with the first one Pomona, Calif. They are set for the State Fair of Texas, Dallas,

in early October, and then hit out for Florida to spend most of the winter with their friends, the Hesses.

JACK HINCHCLIFF... breaks down after a long silence to pencil that he's been harvesting plenty of that old negotiable hay working sheet at the horse show during the recent Kentucky State Fair at Louisville. Jack says that he saw Frenchy Herbert working chicken papers in the poultry building and there were a few other boys, whom he didn't know, working sport papers. "Fairs in the Middle West seem to be getting tougher," observes Hinchcliff. "It looked like I was the only one getting money with the paper." Concluding, Hinchcliff says that he would like to read a Pipe from Lefty Swift, of St. Louis, and Old Man Pfeiffer, of Little Rock.

**FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)**

Complete with removable pass case with eight transparent picture windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed. 25% deposit, balance C.O.D., F.O.B. Chicago.

**64¢** in 1/2 gross lots  
ea. **\$8.40** Sample Doz.

**PROVEN MONEY MAKERS**  
Min. Order One Dozen

**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed. 25% deposit, balance C.O.D., F.O.B. Chicago.

**52¢** in 1/2 gross lots  
ea. **\$6.75** Sample Doz.

Send for **FREE 108-Page Name Brand Color Catalog** and **24-Page Christmas Toy and Gift Supplement**

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1112 S. WABASH AVE. Dept. B-N  
CHICAGO 5, ILLINOIS

**9th FAMOUS Geneva 7 PC. MENS JEWELRY SET**

**\$5.95**

6 or more

ADVERTISED IN LIFE

Sample \$6.95  
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

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## WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

**OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!**

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street —

**EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES**

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a Worker to the carton.

OUR 40th YEAR **The OAK RUBBER CO.**  
RAVENNA, OHIO

- HOUSE TO HOUSE MEN
- PREMIUM BUYERS
- WAGON JOBBERS
- CARNIVAL MEN

Make That "Easy Buck" with these sensational values

**Westinghouse Equipped Cooker Fryer BRAND NEW SQUARE MODEL Copper Clad. Large 7 Quart Capacity.**

**\$49.95** list ea. in lots of 6 **\$8.75** Sample

**\$39.95** list Large 12" Square or Round Electric SKILLET with Westinghouse Thermostat **\$7.50** ea. in lots of 6 **\$8.25** Sample

All Mde. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

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POPULAR 5-3299

**KIPP'S HAVE OAK'S NEW Colored Ball Balloons \$7.50 per gross**

This price includes worker. Write for new catalog. Include postage with order. 25% deposit with C.O.D. order.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
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MASTER PAINTERS  
PRODUCTS  
FORMULA WITH  
TITANIUM. Inside,  
outside, ready  
mixed paint in  
oil, white, not a  
reclaimed prod-  
uct. One gallon  
U. S. measure,  
every ounce guaranteed. Packed  
4 gallon cans to carton, sold in  
carton lots only, \$1.30 per gallon.

**RICHARD'S CHROME FINISH.** Ready  
mixed all-purpose aluminum paint.  
Exterior, interior, heat resisting.  
Uses: Iron, steel, galvanized roofs,  
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other metals. Chemically pure, one  
gallon U. S. measure. Every ounce  
guaranteed. Packed 6 gallon cans to  
carton. \$1.40 per gallon.

**SHERMAN MASTER PAINTERS PRODUCTS**  
Rubberized, concrete, porch and floor  
enamel. Battleship grey only. Not a  
reclaimed product. One gallon U. S.  
measure. Every ounce guaranteed.  
Packed 4 gallon cans to carton, sold  
in carton lots only. \$2.30 per gallon.

**3-PIECE PAINT BRUSH SET.** Pure bristles,  
vulcanized in rubber. Self-  
display window front box, consists of  
1", 2" and 3 1/2" sizes. A brush for  
every painting purpose, individually  
boxed. Packed 12 boxed sets to  
master carton. \$1.00 per set.

25% dep., money order or bank  
check. Bal. C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted  
Chicago, Ill.

# Letter List

Continued from page 117

**MAIL ON HAND AT  
ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

**Parcel Post**  
Reese, David S., 10¢

- Abbott, E. K.
- Adair, Marie Tupen
- Adams, Leo Ross
- Adkinson, Gordon
- Akins, Anthony Taylor
- Albright's Attractions
- Ames Jr., Jack
- Ard, Bert (Sim)
- Bacon, Wm. W.
- Blackburn, Hedgesel
- Boltza, Albert
- Bostwick, Lee
- Brown, Joseph
- Brumblow, Doty
- Buchanan, A. P.
- Bullock, R. T.
- Burton, Leon H.
- Butterbaugh, William G.
- Bybee, James H.
- Caldwell, Sam
- Canipe, Walter
- Caik, Tom
- Carr, Frank N.
- Charlotta, Antonio
- Clintman, Floyd
- Colhour, Betty Lue
- Conley, Fern A.
- Cooper, Floyd E.
- Cooper, Ray
- Cusson, Joseph A.
- Darrell, Dickie
- Douglas, Rev. Roy
- Edward, C.
- Edwards, Jack
- Elliott Jr., Lewis
- Festor, C. G.
- Fortner, C. C.
- Frith, Gene
- Fry, Harvey L.
- Furr, Orell P. & Mildred
- Gallo, George
- General Amusements
- Gibson, Mr. & Mrs. Clifford
- Gilbreth, Hugh Stiles
- Gill, Jack
- Glosser, Ben
- Good, Buyl
- Goodale, Mrs. Catherine
- Goodald, Frank
- Greenlee, Ginger
- Griggs, Leonard
- Grutel, Alfred
- Hamman, Ed
- Harrison, William
- Harris, M. J.
- Harvey, John
- Henderson, Mr. & Mrs. Gayler
- Hill, William F.
- Holston, J. F.
- Hontz, S. F.
- Horn, Lawrence
- Hornfield, Rose & Jack
- Hutton, Rebecca E.
- Hyman, Harry J.
- Ingram, Robert E.
- Jones, W. E.
- Joyce, Jack
- Kerner, Dorothy
- Kernes, Jim
- Kester, Juanita
- Koch, Lindy
- Knight, Herbert M.
- Kruder, M. C.
- LaBreche, Charles O.
- Lanier, William
- Lee, Miss Toni
- Legan, Eldon
- Littlejohn, Herman
- Logsdon, Edward
- Louther Sr., Wm.
- Lovelace, Jack
- Luck, William
- McConnell, Kenny
- McCarthy, Charles
- McMahan, Mrs. Terry
- McMillan, R. J.
- MacFadden, Flora J.
- Malaschek, Al
- Malone, J. F. & M. A.
- Marshall Sr., Walter
- Martin, L. (Tiger)
- Matter, Floyd R.
- Matthews, Sport
- Melody
- Miller, John B.
- Miller, Robert E.
- Milner, R. E.
- Mitchell, Leo
- Moffield, James
- Morales, Pedro
- Morton, John Mervon
- Nicholas, John
- Nolan, H. N.
- Oakleaf, O. G.
- O'Dea, Jimmie

- O'Ricky, J. J.
- Patterson, J. C.
- Peterson, Guy E.
- Phelps, Fred
- Phinney, Margaret M.
- Pope, Ernest H.
- Prudent, Michael A.
- Rains, Mr. & Mrs. Leo Wayne
- Rawlings, Jack A.
- Remlinger, Robert P.
- Riley, Tex.
- Robbins, Miriam
- Robertson, Fred F.
- Robertson, Lucille
- Robertson, R. L.
- Robinson, Robert
- Rochman, Al
- Rosenber, Bill
- Rosier, Roy
- Royal Expos. Shows
- Rudolf, Lavern
- Saale, Charles E.
- Sandusky, A. D.
- Schneekloth, Harry
- Scifres, Fred
- Scott, John
- Scott, Toni
- Sellers, Jack
- Senior, W. C.
- Senn, Ralph
- Serrano, Fiorenzo
- Severson, Art
- Shanley, Jack
- Shadel, Dick Sam
- Sheppard, Luther W.
- Sheppard, Paul
- Shiple, Leonard L.
- Silcox, Joe
- Simons, J. L.
- Smith, Earl Louis
- Smith, Hort
- Smith, John H.
- Somers, Thomas J.
- Sorensen, Paul D.
- Specht, Lowell
- Spinks, Bethel
- Spezia, Gene L.
- Stacy, Juallia
- Stacy, Woodrow A.
- Stanley, Bud
- Stanley, Millard
- Stanley, Robert B.
- Sweinberg, Harry R.
- Terry, Thomas L.
- Tienter, James L.
- Timmermon, Clarence H.
- Tousey, Gary Lee
- Tubbs, Edd
- Welbes, Mildred
- Walker, Darlene
- Wallace, Vernon Max
- Walsh, J. P.
- Welbes, Meldred
- Wheelock, Avery
- Whitehead, Mrs. Earl
- Whitehead, Mrs. Ida
- Widaman, Ed
- Williams, Mable
- Wilson, Mrs. Harvey T.
- Wilson, George
- Winn, C. L.
- Yazvac, Jack
- Zucco, Joseph

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Two Tone Plastic Retractable BALL PEN

With Chrome Ring in many color combinations with SILVER TIP REFILLS \$17.50 gr.

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MANY OTHER STYLES Including Chrome or Gold Metal Pens, Plastic Barrels Ball Pens with Gold Caps. SILVER TIP REFILLS \$8.64 gr.

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Profitable Home Business! Make Unbreakable Recording Discs and Phonograph Records for TWO CENTS EACH from scrap material easily obtainable everywhere. Uncrowded field. Millions sold. TREMENDOUS PROFITS! Sell for 25¢ to \$1.00 each. Light, pleasant work. No experience or skill required. Send \$1.00 for illustrated instructions. 1956 Election Gadget. Use as a mailing piece—give-away item—conversation piece to dramatize your sales message. Reversible gimmick, features Ike and Adlai simply by pushing or pulling lever. Be neutral and still be a sales winner. Room enough for 7 lines of advertising specialty copy. 250 at 6 1/2¢ ea. 500 at 5¢ ea. 1,000 at 4 1/2¢ ea. Sample 10¢. Sorry, No C.O.D.'s. **HOUSE OF JAYLORD** 1969 W. Lawrence Ave., Chicago, Illinois

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Durable—Tough—Brilliant 48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. **A & A NOVELTY CO.** Cincinnati 36, Ohio

## SLUM GREATEST DEAL ON THE LOT!

ASSORTED NOVELTIES, GIFTS, TOYS, ETC. 1,000 PIECES ..... \$6.75 LOT **KLONDIKE** 19 E. 14 St. New York 3, N.Y.

## Two of the Hottest Items

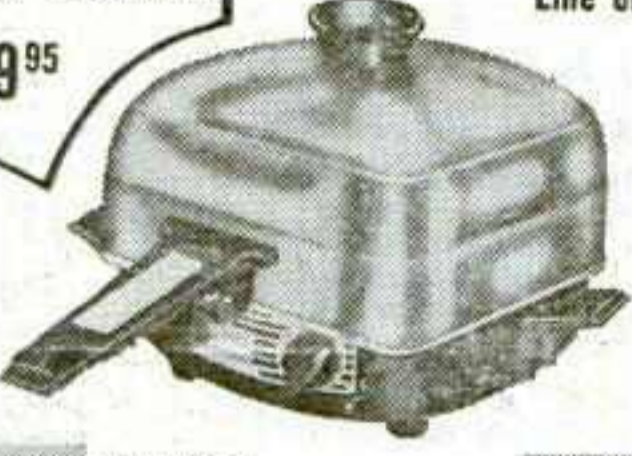
New FRY PAN—SKILLET GRIDDLE combination

SENSATIONAL IT'S A COMPLETE 'COOKERY' IN ITSELF!

Retail \$49.95



Manufacturers of the Famous **ALCAMATIC** Line of Products!



- Large 12 inch square size.
- Imbedded, cast-in X-ROD L.M. heating element.
- Extra-high dome cover... also available with copper cover.



- Completely Washable...
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- For Extra Value... A Complete Electric Stove, Griddle and Hot Plate!
- Dial For Accurate Heat!



**ALCAMATIC** Kopper King Amazing New Large Jumbo Size Deluxe COOKER & FRYER

- Extra large family size... 6 quart capacity.
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- New type, perforated colander... easy to clean.
- Fully automatic, single knob temperature control.



FULLY GUARANTEED Retail \$49.95

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manufactured by **EASTERN METAL PRODUCTS CORP.** Plants: Tuckahoe, N. Y. Ft. Smith, Ark.

## CAMPAIGN BUTTONS ATTENTION—ALL POLITICAL FACTIONS



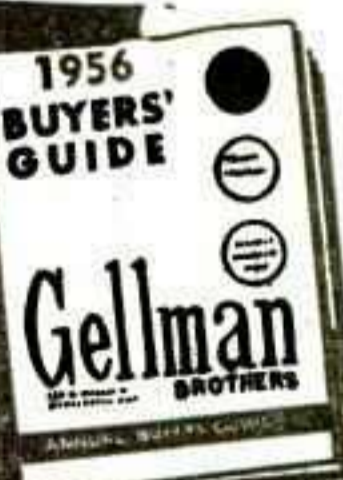
**EISENHOWER and STEVENSON** Jumbo Buttons—Metal Back & Pin 3 1/2" in diameter—per 100—\$10.00. 50 ligne 1 1/4" Stevenson Buttons. Red, White and Blue Color—per 100—\$2.00; per 1,000—\$17.50. 50 ligne "I Like Ike" Buttons, 1 1/4" per 100—\$2.00; per 1,000—\$17.50. 70 ligne Ike and Stevenson Buttons. \$4.00 per 100; \$37.50 per 1,000. Immediate delivery on all buttons. Six Inch Plaques of Stevenson and Eisenhower—\$7.20 per Dozen. Democrat and Republican Sun Glasses—\$5.00 per Dozen.



25% deposit required—money order or cash. We ship same day we receive order. We ship all over the world.

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## Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today 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.** 1111 South 12th St. St. Louis 4, Mo.

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard **WHAT DO YOU HAVE TO SELL?** Write Box 664, 2160 Patterson St., Cincinnati, Ohio

## 32 Page Carnival Catalog Now Ready

- 8 PT. PINWHEELS—GROSS... \$ 9.30
- BIRD'S NEST HATS, FULL SIZE—GROSS... 18.00
- FRICTION AUTOS—3 DOZ... 2.40
- 10 GROSS GOOD NEW SLUM (NO LARRYS) FOR... 8.50

F.O.B. Terre Haute—Postage Extra. Send 25% Dep. With C.O.D. Orders.

**LEVIN BROTHERS** Established 1886 TERRE HAUTE, INDIANA

## WIN, PLACE AND SHOW

That's your combination ticket for greater profits when you feature the Crisloid line. You WIN customers who PLACE orders and you SHOW a big profit with Crisloid dice, dominoes and plastic novelties.

Crisloid products are attractively packaged and conveniently carded to catch the impulse buyer.

Your BEST BET for volume sales. Order now. Write for Free catalog.

**Crisloid plastics Inc.** 55 Porter Street Providence 5, R. I.

Successor to The Silveroid and Ideal Dice Companies.



## Quick Photo Invention!

**PDQ CAMERA** Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/4 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

**PDQ CAMERA CO.** 1546 W. Cortez Chicago 22, Ill.



**28" CUDDLY BEAR** Taffeta & Rayon Cloth Cotton Stuffed Plastic Face Full Body, w/bag \$13.50 Dozen \$135.00 6 Dozen \$810.00

**SPECIALS!** Minimum Order 3 Dozen. **24" CLOWN DOLL** 10" PLUSH SCOTTY \$5.75 Ass'd. colors, pils bags. \$6.00 doz. in gross lots.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. If not rated, send for NEW 40-pg. FREE Catalog and closeout lists.

**ACE TOY MFG. COMPANY** 526 Broadway, N. Y. C. WA 5-3234

**40 YEARS OF VALUES** PEN SETS. 3-Piece. Three different colors retractable pens, writes red, green and blue in pocket saver. A \$3.00 value to sell fast for a dollar. Dozen sets complete, \$4.50. (Refills \$35.00 per thousand.) **GROSS SETS, COMPLETE...\$48.00** Send payment F.O.B. New York.

**MILLS SALES CO** Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

## Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
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- Rings • Pins • Pearls
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SEND FOR YOUR COPY TODAY Please state your business.

**FRISCO PETE** 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567



# 7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Red-book—over 115,000,000 readers every year.

## MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties it increased my sales by 20%." Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC. Attn: Mr. Raymond Mitchell 2120 San Fernando Rd., Dept. 47 Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat offer. Also send me FREE SAMPLE full-size demonstrator, order book and complete information. I am enclosing \$1 to cover postage and handling.

MONEY-BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name..... Address..... City..... Zone..... State.....

## WESTINGHOUSE THER. AUTOMATIC SKILLET



Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

In lots of 6..... \$7.25 Sample \$8.25 each 25% dep., bal. C.O.D., F.O.B. Chicago.

ARCADe SALES CO. 618 No. Cicero Ave., Chicago 44, Ill.

## JEWELRY CLOSEOUTS

- E-1—Tailored earrings, asst. gr. \$18.00
E-2—Stone earrings, asst. gr. 21.00
B-1—Bracelets, asst. gr. 24.00
T-1—Tailored Tie Sets, bxd. dz. 3.50
T-2—Stone Tieside Sets, bxd. dz. 4.50
R-1—Ropes, all-head, asst. dz. 3.00
R-3—Men's stone rings, asst. dz. 2.75
2160—Stone neck & ears, bxd. dz. 7.50
2164—Stone neck & ears, bxd. dz. 9.00
2256—3-piece pearl set, bxd. dz. 13.50
1202—3-pc. Rhinestone Set, dz. 18.00
W-1—4-piece Watch Set, each. 5.95 (Ladies' 30¢ more)
C-1—Cufflinks, carded, dz. 1.25
T-4—Tieslides, carded, dz. 1.25
P-3—Pearl necks, Am. made, gr. 15.00

NEW ENGLAND JEWELRY BUYERS 174 Empire St., Dept. 8 Prov. 9

## HAWAIIAN TI LOGS

FASTEST DELIVERY NO SPOILAGE GUARANTEED FRESH

FRESH STOCK SHIPPED DAILY BY RAIL LOGS AND FLASH TO YOU OVERNIGHT. Telephone OREGON 5-6500

ORCHIDS OF HAWAII, INC. NATIONAL SALES OFFICE 305 SEVENTH AVENUE, N. Y. 1, N. Y.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4. CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

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

DISPLAY-CLASSIFIED ADS attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

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## ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining. Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. se22

EMCEE'S MAGAZINE, HILARIOUSLY FUNNY. Seven exciting, assorted issues, no two alike, plus comic's dictionary. \$4. Emcee-b, P. O. Box 983, Chicago, 90.

INTRODUCTORY OFFER! THREE COMPLETE gagfiles valued at \$8; "Comiccollection," \$2; "Comedy Digest," \$3; "Comedy Notebook," \$3. Order all three, \$5. Show-Biz Comedy Service (Dept. B-82), 1613 E. 29 St., Brooklyn 29, N. Y.

MAMMOTH COMEDY COLLECTION! Amazing low price! Over 1,000 riotously funny "Clever Remarks" only \$1. Edmund Orrin, Box 1506 San Francisco 1, Calif. oc6

## DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

## AGENTS & DISTRIBUTORS

A BEST BUY GENUINE WORLD'S FAMOUS French type Perfumes for Christmas. Lowest priced. Highest markup. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. se29

ASSORTED FILIGREE, PEARL, TAILORED and stoned Earrings, gross, \$18; 3 dozen different samples, \$6 postpaid. Jacobi Manufacturers, 1715 E. Mercer, Seattle 2, Wash. se22

AT LAST! SOMETHING NEW AND SENSATIONAL in latest Tall Christmas Cards. Make extra money fast! Show satins, velours, metallic. Get easy orders. Pays up to 100% profit. 30 free samples. With name, 50 for \$1.50; big line. Amazing convertible Pen-Pencil, Napkins, Gifts, Stationery. Several \$1 boxes on approval. Puro Greetings, 2801 Locust, Dept. 6131-L, St. Louis 12, Mo.

CHRISTMAS HIT—RIVA ITALIAN Perfume trio, attractively boxed, marked \$7.50; sample and wholesale price \$1. Yost Enterprises, 4803 Toland Way, Los Angeles 42, Calif. se22

CLIP COMBS—ASSORTED COLORS, 24 Cards, 12's, \$4.80. Free price list. Combs, novelties, sundries, etc. Carleton House (BB), La Marque, Tex. se22

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts. ch-mp

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. se29

FABULOUS CLOSEOUTS Tailored Earrings, Asst. STYLES, \$ 1.50 dz. Charm Brace, Asst. .... 2.50 dz. Pierced Earring on Display, 1.75 dz. Tie Slide & C/L Set Reg. \$2.50... 5.40 dz. Enamel on Copper Pins, 2.50 dz. Cuff Links, 2.50 dz. Rhinestone Earrings, Asst. .... 2.50 dz.

EXTRA SPECIAL!!! BOXED SETS, Asst. STYLES, \$ 4.50 dz. Ornamental Stay Combs, 1.00 dz. Gen. Cultured Pearl Pins & Neck, 2.50 dz. Large Stone Earrings, 4.80 dz. Ropes, Asst. .... 3.00 dz. 4 pc. Pearl Set, Boxed, 13.50 dz. Pearl Earrings, Asst. STYLES, 1.50 dz.

24 HOUR SERVICE 20% Deposit with Order, Balance C.O.D. FREE BOOKLET DESCRIBE YOUR LITERATURE KAREN ORIGINALS 45 No. Main St. Bristol, Connecticut

GADGETS, GIFTS, GIMMICKS, GAGS, NOVELTIES. Wholesale catalog 10¢, with samples, 25¢. Dohn-Marks, 3398 BP South 9th Ave., Maywood, Ill. ch-mp

FAMOUS MFR. CLOSEOUTS Assorted Stoned Brooches, \$1.75 dz. Stoned or tailored Earrings, 1.75 dz. Pierced Earrings on Display, 1.25 dz. Stoned Neck & Earrings, boxed, 5.50 dz. Charm Bracelets, asst. 1.50 dz. Lord's Prayer Neckage, boxed, 3.00 dz. Children's Jewelry, boxed, asst. 2.95 dz. Shorty Tie Slides, carded, 1.95 dz. Rosaries, imported, 1.25 dz. Cufflinks, carded, 1.25 dz. Stoned Bracelets, boxed, 4.00 dz. Cameo Sets, boxed, 7.20 dz. Tie Slide Sets, asst., boxed, 4.00 dz. Summer Earrings, asst. 7.00 gr. Pearl Necklaces (domestic), 1.45 dz. Pin & Earrings, boxed, 4.50 dz. 3 P.C. Rhinestone Sets, boxed, 9.00 dz.

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 Westminster St. Providence, R. I.

NATURAL FOR SMALL TOWN OPERATORS. Fastest seller of year. Pen, Pencil, Lighter Combo, each twenty, twenty-five dollar, four hour day. Fifteen dollars dozen, samples, two dollars, rush. John Cundiff, Promoters & Vendors League of America, 23 Charlotte St., Detroit 1.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc27

PITCHMEN, AGENTS, SALESMEN, FAIR Workers, part time, full time, 150% profit selling Arlin's (foam process) carpet and upholstery cleaner. Sensational demonstration turns every tip. Repeat seller. Send \$1 for full size sample postpaid. Details free. Arlin, 5001 N. Third St., Phila. 20, Pa.

REAL DIAMOND RINGS—SELL DIRECT. Make big middleman's profit. No investment, experience unnecessary. Free catalog, details. Gleamlight, 111P N. Columbus, Mount Vernon, N. Y.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples of our new 1956 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

SHIMMIE SHADOW DANCER SELLS FAST everywhere you show it. Put before light she will wiggle as you desire. 50 dancers, \$1. Cosmo Service, 370 Beach, West Haven, Connecticut.

SOLID STAINLESS STEEL TABLEWARE. Finest quality; American made; unlimited earnings. Catalog on request. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-mp

\$25 DAY EASY SELLING REL-ONG NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mecho Manufacturing Co., Spiro 7, Oklahoma. ch-17n

10,000 GOOD USED 17 J WATCHES. NAME brands, year guaranteed Banded 10 for \$59.50 while they last. 25% with order. Kelsey Watches, Hartville, Mo.

COSTUMES, UNIFORMS, WARDROBES FLASHY NEW CLOWN SUITS, \$15; GIRL Show, Strip, Bailly; Minstrel Costumes, wigs, accessories. Derbies, Top Hats, Tuxedos, Tails, Plumes, Rhinestones. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

FOR SALE SECONDHAND GOODS ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc27

FOR SALE—SECONDHAND SHOW PROPERTY AUCTION—SATURDAY, SEPTEMBER 22 at 10:00 a.m. 5 Ponies, 2 Pony Tracks, Wheel, new Top 16x20, Trailer will haul 8 ponies, buggy, sleigh, bridles, saddles, harness, axle stakes, junction boxes, roll tickets, other canvas and tops. R. L. Stafford, 7800 W. Morris St., Indianapolis, Ind.

BRILL'S NEWEST PLANS—KIDDE CAGE, Ferris Wheel, \$10; Railroad Engines, \$10; Pony Cart, \$8. Free catalog. Brill, Box 875, Peoria, Ill.

CUSTARD TRAILER—SACRIFICE DUE TO end of season; 8'x18", all steel, screened, flood and fluorescent lighting, heater, sink and walk-in cooler. Must move by October 1. Excellent condition. Write, wire or phone: John Havens, 22 Beech St., Hudson Falls, N. Y.

FOR SALE—WELL FRAMED PENNY ARCADE. Can be seen at the Watermelon Festival, Rocky Ford, Colo.; followed by Kay County Fair, Blackwell, Okla. Contact L. W. Wood, Brodbeck-Schrader Shows, permanent address: Box 379, Hazelton, Kan.

FOR QUICK SALE—THREE TWO-YEAR-old Rides, Ferris Wheel, Rocket, Tank Ride. A. J. Packard, Somerville, N. J. se22

FOR SALE—AFRICAN DIP ON WHEELS with amplifier, \$325 or best offer, 141 No. 20th Ave., Melrose Park, Ill. Call Fillmore 4-1252 or Lawndale 1-8320.

FOR SALE—ROLL-O-PLANE, FACTORY rebuilt, \$3,000; Moon Rocket, 1947 model, \$3,000; Rocket Ship, 3 stainless steel cars, tower 65 ft., \$2,500; Kiddie Trolley Ride, permanent or portable, \$500. J. E. Gooding, 19500 Puritas Ave., Cleveland 11, Ohio. CL 1-1909. se29

FORD AXLES, TENT STAKES, 1500 STOCK \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2d Ave., Dallas, Tex. se22

FUNHOUSE BUILT ON SEMI TRACTOR, license, \$1,000. Show on Chev. Truck, \$450. Tim Ayotia, 318 E. Rankin, Flint, Michigan.

RUBBER BUMPERS! \$6.50 EACH CASH; 60¢ extra for P.P. or sent express collect. Good quality. J. M. Moore, 649 Turrill, Lapeer, Mich.

ROCK AND ROLL, 8-TUB ADULT RIDE with transportation, \$2,500; 3 Hot Rods, with fence and ticket box, \$1,000; 40 Arcade Machines, \$350. Hank Brumm, 15810 Riverdale, Detroit, Mich.

THIS IS A 14-LINE AD FOR ONLY \$14 You can buy this space to profitably buy or sell Used Show Equipment

ARTISTS' SUPPLIES If interested in artist frames, canvas, canvas boards, Red Sable brushes, etc., be sure to get our money-saving price lists before buying. International Sales Co. 414-B E. Baltimore St. Baltimore 2, Md.

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## BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3805 S. 15th, Minneapolis 7, Minn. np

EARN MONEY AT HOME "MONEYGETTER'S Bulletin" tells how; your copy 25¢ coin. Joseph Donovan, 79-B Greenbelt Lane, Levittown, N. Y. oc6

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. no17

PHOTO CHRISTMAS GREETINGS BRING big profits in your spare time. Show Whitehall's fast selling Christmas Greetings, Everyday Cards, Personalized Stationery, Napkins, Gifts. Samples on approval; ¼ price feature offer. Make big money fast. Whitehall Studios, 796 Cleveland, Elmira, New York. ch

Tell Your Selling Story to BETTER ADVANTAGE

Use Display Type and White Space

RATE: Only \$14 per inch

This 1½-inch space costs only \$21

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FLASHY NEW CLOWN SUITS, \$15; GIRL Show, Strip, Bailly; Minstrel Costumes, wigs, accessories. Derbies, Top Hats, Tuxedos, Tails, Plumes, Rhinestones. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

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ARTISTS' SUPPLIES

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### FREE GIFT Offer!

4-Pc. Pearl Set included Limited Time Only. 3-Strand Necklaces, Bracelet and Earrings FREE with every order of \$25.00 or more! It's our gift to you, beautifully boxed, to PROVE you always get a better deal at Weinman's!

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**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

Guaranteed LIKE NEW!

### ASSORTMENT OF 10 FOR \$69.50

Sample \$8.95 Complete with expansion band.

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Complete with Expansion Bands. Reconditioned & Guaranteed like new!

### \$6.45 Each SPECIAL LOT—Men's Elgin, Waltham Watches

Reconditioned and Guaranteed. Expansion Bands included. 5-Day Money-Back Guarantee.

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## RING DEMONSTRATORS

ATTENTION! DO YOU HAVE MERCHANDISE PROBLEMS? Check with us about

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We carry the largest stock of whitestone and cultured pearl rings—we are strictly a ring house. WRITE US TODAY! INSKO OF CALIFORNIA CO. 11691 San Vicente Blvd. Los Angeles 49, Calif.

## BIRD CAGES

Carry home cage complete with handle. Assorted color wire construction. Knocked down to save freight. Size: 6¼" by 8¼" by 8¼".

SPECIAL PRICE BALANCE OF SEASON \$6.00 per dozen Case lots of 100 45¢ each

B. PALMER SALES CO. 1433 Second Ave. Dallas, Texas



**CHINESE PAGODA TV LAMP**

Natural rock effect with figurines. In five beautiful colors, 11" high, 14"x19" in diameter. Leaves supplied free to highlight each item. Packed in individual carton complete with bulb.

**\$29.95 retail (pre-ticketed)**

Your Cost Only **\$4.00** each

25% dep., bal. C.O.D., F.O.B. Chicago. Write for FREE Merchandise Listing.

**C & G SALES**  
1686 Milwaukee Ave. Chicago, Illinois

**Hawaiian "TI" PLANT LOGS**

Now bagged in polyethylene...

**KEEP LONGER, SELL FASTER!**

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.

LOWEST PRICES ANYWHERE

**Sherfy's**  
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**WATERPROOF \$8.75**

with stretch band

Luminous Dial & Hands  
YELLOW TOP unbreakable crystal  
15 & 17 JEWELS  
your choice of BULOVA, BUNRUS, ELGIN, Guaranteed and reconditioned LIKE NEW.

Write for Free Catalog.

**SPECIAL! Men's Watches**  
Bulova, Benrus, Elgin, Gruen with stretch bands  
**\$6.50**

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

**AL ZEIGER AND SON**  
706 Sansom St., Phila. 6, Pa.  
Walnut 2-6055

**HEART DISC CLOVER NECKLACES**

**\$16.50** Gross and up

**Miller Creations**

Originators of the All Aluminum Ident  
7739 So. Avalon Ave. Chicago 19, Illinois  
Phone WAterfall 8-8855  
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**SENSATIONAL PROFITS !! EVERY DAY !!**

No 509 AN EYE CATCHER!!  
**\$2.75** Doz.  
**\$30.00** Gross Gold finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**WINCHESTER MODEL 62 GALLERY GUNS**, used but in good operating condition. Price, \$10 each. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. se22

**1950 MODEL, 36 FT. PARKER MERRY-GO-ROUND**; metal horses, fluorescent lighting, electric motor. Looks and runs like new. Arrowhead Shows, 5605 Ramsey St., Duluth, Minnesota.

**2 UNICYCLES, 1 COMEDY, \$20; STAGE, \$40.** Walter Nilsson, 9016 Beverly Blvd., Los Angeles 48, Calif. oc6

**MAGICAL APPARATUS**

**BE A MAGICIAN! LARGE PROFESSIONAL** catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. np

**NEW 152-PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. oc6

**SAVE MONEY! MAGIC TRICKS AT REDUCED** prices while they last. Send stamped reply envelope. John Levy, 135-UN Carrollton, New Orleans 19, La. oc6

**THUMB TIP CIGARETTE VANISHER.** Will fool even your wife; \$1. guaranteed. Scheetz, Box 1022, Miami 6, Fla. oc6

**MISCELLANEOUS**

**YOUR NAME IN HEADLINES ON STAND-** ard newspaper page. Make up your own headline. 3 different, \$1; not over 35 letters each headline. Blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. oc6

**M. P. FILMS & ACCESSORIES**

**JOIN 16MM. HOME MOVIE CLUB.** VERY low rental rates. Catalog and full details free. Leon Duquette, 97-M Snow, Fitchburg, Massachusetts. se29

**PERSONAL**

**NEW WESTERN SONGS, COPYRIGHTED** 1956. Exceptional. Need agent to plug 'em. Will split royalties. Charles H. Adams, 5964 Castana, Lakewood, Calif. oc6

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**ENLARGEMENTS, HEAVYWEIGHT, EIGHT** 5x7's or five 8x10's, \$1. No negative 25% additional for each different photo. Jack Koons, Huntington Mills, Pa. oc13

**PHOTO BOOTH, COMPLETE, PORTABLE,** excellent condition. Plenty folders, frames, etc. Buddy Bernstel, R. D. 1, Lebanon, Pa. oc6

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**ATTRACTIVE BUSINESS CARDS, \$2.95** per 1,000; 100 letterheads, \$1; 100 6 1/2 envelope, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. se29

**200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2** Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. oc6

**SALESMEN WANTED**

**AD MATCHES SELL AMAZING DESIGNS—** 10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-126, Chicago 32, Ill. se29

**ANYONE CAN SELL FAMOUS HOOVER** Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics, nylon, dacron, orlon. Exclusive styles, top quality; big cash income now, real future equipment free. Hoover, Dept. J-109, New York 11, N. Y. se29

**FRANCHISE SALESMEN'S DREAM \$4,000-MONTHLY POSSIBLE**

We are interested in men with the following qualifications:

- franchise selling experience
- able to travel freely
- able to finance self for 2 weeks while getting started

We are a 25-year old manufacturer with a tremendously successful line now being sold in 15,000 retail stores around the country. We have the highest of references. Just a glance at our kit and you'll recognize this as the most valuable franchise program you have ever seen. Each franchised dealer you sell receives an exclusive territory and works on a 66-2/3% markup on his initial merchandise and re-orders. Plenty of successful franchised dealers to call for reference. Product advertised in Life, etc. **YOUR COMMISSION IS 30%** on initial sale and 5% on all re-orders. You must be able to pay for your own ads, which is refundable. For personal interview send photo and state experience to: **BOX C-489**  
c/o Billboard, Cincinnati 22, O.

**GOLDMINE OF 600 MONEY MAKERS—** Free Copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

**NEW EXCLUSIVE DEAL, 50% FRONT** money. Repeats future security. Sell merchants all States. Smith Sales Co., Fort Collins, Colo.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, WORLD'S** finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83d St., Los Angeles, Calif. oc20

**NEW TYPE TATTOOING MACHINES—** Money making designs, outfits, colors, concentrated Pelican #12 sharp. Write Milt Zeis, 728 Lesley, Rockford, Ill. se29

**WANTED TO BUY**

**FASCINATION—WANT 40 FASCINATION** Tables. Must be in perfect condition and priced right. Write best offer to Box C-487, c/o Billboard, Cincinnati 22, Ohio. se22

**TANGLEY PLAYER CALLIOPE WANTED,** in working condition or not. R. J. Howe, 6800 Knollwood Dr., Dayton, Ohio. se22

**WANTED—CONCESSION OUTFITS** wanted. State lowest possible price, size, type, condition. Reply to Peter Roscoe, 2271 McMyler St., Warren, Ohio. oc6

**WANTED—LARGE BAND ORGANS AND** automatic Calliopes, any condition. Give price and condition in first letter. Johnnie Sims, Spencer, Ind. oc6

**WANTED TO BUY—ONE OR TWO USED** G16 Miniature Train Coaches (16 gauge), must be in top condition. Write or wire Bob Heath, Jacksonville Zoo, Jacksonville, Fla., or phone after 6:00 p.m. Exbrook 8-4909. se29

**HELP WANTED**

**REGULAR CLASSIFIED ADS** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

**Forms Close Thursdays for the Following Week's Issue**

**AGENT WANTED TO OBTAIN BOOKINGS**

for trained Singer. Interested in professional and semi-professional engagements. Phone: TA 2-0367, 8-9 p.m. Bronx, N.Y.

**BASS, TENOR SAX, CUT OR NO NOTICE,** guaranteed salary, 4 beat modern sound. Ronnie Bartley, 1611 City National Bank Bldg., Omaha, Neb. oc6

**FEMALE IMPERSONATORS, NO DRAG** pantomime. Singers, comedy. All year round employment. Circus Bar, 401 Ocean Dr., Miami Beach, Fla. oc6

**SAVE \$35** On Your Wholesale Cost

**BULOVA BENRUS GRUEN ELGIN WALTHAM**

**10 Ass't Watches** With yellow exp. bands  
Sample Watch, \$9.95. Sample Band, 50c. for only **\$69.50**

Reconditioned and guaranteed like new. Latest style for men and women.

**QUANTITY USERS—COME IN FOR SPECIAL PRICES**

**WATCH MAKERS' SPECIAL**  
Used Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—as is—**5 for \$10**

Display Gift Boxes, 50c.

**5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD**

New Big 1956 Catalog (re-funded on your first order) **25c**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 55 Wabash Ave. Chicago 3, Ill.

**WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO**

**\$1.00 Doz.** (min. 3 doz.) plus postage. Or \$9 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$9.00 PER GROSS.

**Sterling Jewelers, Inc.**  
1975 E. Main St. Columbus, Ohio  
**SEND FOR NEW CATALOG**

**WATCH SPECIALISTS FOR 66 YEARS**

**Ad in LIFE, 9 Piece Watch Sets, \$5.95** Catalog Available of Smallest Low Cost Women's and Men's 17, 7J Watches and Watch Sets Ultra Thin Model Men's Watches

**RESULT SALES** (Dept. B)  
580 FIFTH AVE., NEW YORK 36, N. Y.

**LADY PARTNER (TROOPER) ASSIST** magic and pictures (schools). No attachments, no booze; must double. Tell all first with photo. Show gets the money. Clean outfit. Wonderful opportunity with a future. Address: Al Littlebear, M. R. 1, Miller Road, Columbus, Ga.

**LEAD TRUMPET AND SECTION TENOR** Men for Midwest traveling band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

**LEAD TENOR-CLARY—MUST READ, CUT** shows. Martin tone please. Steady locations only. Commercial combo. Contact Chuck George, Sleep Off Highway Motel, Vancouver, Wash.

**MAINTENANCE MAN—YEAR ROUND, A-1** mechanic, must know welding, repairing machines and rides and be a good carpenter. Sober. Salary \$5,000 per year and cottage New England beach. Write Box C-488, c/o Billboard, Cincinnati 22, Ohio.

**MIDGET GIRLS WANTED; AGES BETWEEN** 17 and 28. Good salary year round; must be able to travel. Send a photo to J. Pinhal, 3737 White Plains Ave., Bronx 67, New York.

**TALENT, DRAMATIC, COMIC TAP, ACRO-** batic; free to travel. Send photo and history. Playful Players, 652 Bridge St., Ottawa, Ill.

**TATTOOER WANTED—HANDLE LARGE** volume, remain sober. Chicago's largest arcade. Super Arcade, 500 South State St., Chicago 5, Ill. Phone: Harrison 7-2413. se29

**WANTED—MALE DEMONSTRATOR FOR** Rug Shampoo. Free to travel and able to lift nine by twelve rugs. Write me: Mrs. Lela Leighton, 3406 Newton St., Mt. Ranier, Maryland.

**WANT PIANO MAN FOR TOP COMBO** working best locations. Booked solid. Must be all-round musician. Good appearance. Read, fake, know tunes, Latin, sing parts. Excellent job for right man. Minimum \$135 salary. More if you're worth it. Contact immediately C-492, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

**WANTED—TRUMPET FOR MIDWEST** Polka Band, steady, must qualify for lead. Contact L. A. Berg, Albert Lea, Minn.

**AT LIBERTY ADVERTISEMENTS**

**5c a Word Minimum \$1**  
Remittance in full must accompany all ads for publication in this column. No charge accounts.  
**Forms Close Thursdays for the Following Week's Issue**

**MISCELLANEOUS**

**ACTRESS—DANCE SOME, WRITE SOME** material. Have photos, age 33, single. Interested in TV contract. Maurine Jennings, 327 York, Quincy, Ill.

**HYPNOTIST—FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige E. Diehl Post Office Box 2002, Seattle, Wash. mh30/57

**MANAGER—VERSATILE, CREATIVE CO-** median, funny, original, fresh, daring, clean, colorful. Keweenaw Doll, 534 Park Ave., Omaha, Neb. Ja. 5562. se22

**MAGICIAN SOLO 30 MINUTE ACT, AVAIL-** able for bookings East, Southeast, Midwest. Address 2110 Seventh Ave., Altoona, Pennsylvania se22

**MUSICIANS**

**ACCORDION PLAYER WANTS JOB IN** Western band, will travel; 10 years' experience. John Herrington, 824 White Ave., Greenville 111 Phone 324-5. se29

**ALTO SAX-CLARINET MAN DOUBLING** cocktail drums and accordion, have all these instruments. Featured singer. Prefer small combo, will travel. Write, wire or call: Prent Jameson, 4393 W. Jackson St., Pensacola, Fla. oc6

**ARRANGER FOR BANDS, SINGERS AND** Shows. All types of arrangement. Hardy Salwitz, 145 W. 45 St., Room 707, JU 2-3988, New York, N. Y.

**CLARINET TENOR, EXPERIENCED JAZZ,** shows, etc. Box C-491, c/o Billboard, Cincinnati 22, Ohio.

**EXPERIENCED DRUMMER, AGE 28, FOR-** merly with Henry Busse and Wayne King. Will consider any type of engagement. Contact Jeff Young, 2106 Schrage Ave., Whiting, Ind. Phone Whiting 2363-W. se29

**JOHN EMERY, ORGANIST PIANIST-VOC-** alist. Will transport organ to nice locations. Union Write: c/o Caron, 418 Church, N Adams, Mass. se29

**ORGANIST—ALL NEW EQUIPMENT,** union, available for Faira, etc. Helen Wilson, 220 E 5th St., Bloomsburg, Pa. Phone: St 4-0961. se22

**GUITARIST—35, MALE, WHITE, WHISPER** vocals, large repertoire, modern chords, combo experience. Favor Johnny Smith style, excellent tone. Serious, sober, reliable, neat, young appearance. Join immediately, prefer west. Write: Cleo Scroggins, 1424 1st Ave. West, Kennewick, Wash. Justice 2-8372.

**RELIABLE DRUMMER, EXPERIENCED** all styles. Latin shows, Northern, Eastern location preferred; no one nighters. Call, write Bob Gardiner, 7 Van Heusen St., Cortland, N. Y. Tel. Skyline 6-7408. se29

**VIOLINIST—EXPERIENCED, READ OR** fake, good appearance, reliable and sober. Will consider all offers. Box C-490, c/o Billboard, Cincinnati 22, Ohio.

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafter, 1041 S. Dennison, Indianapolis 21, Ind. oc6

**BINKS CIRCUS DOGS—ONE OF THE BEST** on the road and a good clown juggling act. 6105 South Packard, Cudahy, Wis. oc20

**EXCITEMENT AND SUSPENSE RUN HIGH** for one mistake, just one, may mean? Poised high overhead, a tense figure stands—America's leading exponent of daredevilry, none other than Capt. Earl McDonald, the High Diving Sensationalist, and far below the great crowd and the blazing tank, surrounded by sharp, ugly spears. For patronage insurance contact: 458 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. oc6

**FLASHY PLATFORM TRAPEZE ACT—** Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: EAstbrook 3312.

**THE RAYS CIRCUS REVUE HAVE SOME** open time in 1957 with dog, monkeys, birds, clown and pony. Box #351, Fairlee, Vermont. se29

**ROCK & ROLL Gabardine Hats**



**LATEST CREATION**  
Selling like wildfire throughout the entire country.  
Assorted colors & sizes: small, medium & large.

**\$4.50 per dozen \$51.00 per gross**

**ROCK & ROLL GIRLS' COLLARS AND HEAD-PIECE**



Made of White Twill and Colored Rock & Roll Designs.  
**\$2.50 per Dozen**  
Immediate delivery on all Hats & Collars.  
25% deposit required—money order or cash. We ship same day we receive order. We ship all over the world.  
**HARRIS NOVELTY CO.**  
1102 ARCH ST., PHILADELPHIA 7, PA.  
This is our only store.  
Phones: 7-9848—WA 2-6970  
Send for Latest Catalog.

Fully Automatic  
**"BIG CHIEF" Little INJUN Scout COOK STOVE**

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/2" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame lasts an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved of the factory.

Retails at **\$2.95** each  
Dealer's cost \$21.60 each.

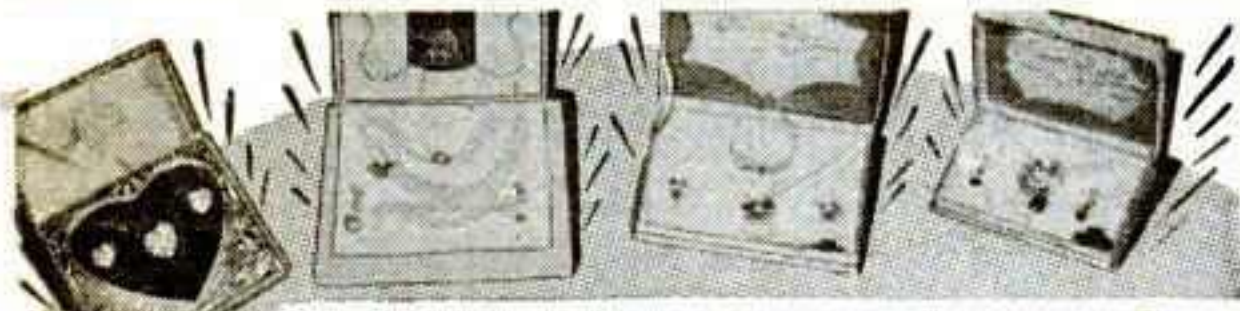
Minimum order or shipment, 1/2 doz. to carton. Master carton of 72 stoves, freight prepaid.  
Order shipped on first-in, first-out basis.

**G & S Mfg. Co.**  
Dept. B.  
NASHVILLE, TENNESSEE

**FOR SALE**  
1,000 Blackhawk Salesboards, 5c, 10c and 25c.  
Make me an offer.  
**General Sales Company**  
1416 S. Calhoun St. Ft. Wayne, Ind.  
Phone: Eastbrook 3006

**The Best Sales Boards and Jar Games**  
Write for information and prices  
**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana





### Another CEL-MAX Smash! Boxed Jewelry Sets

- 3 and 4 pc. Pearl Sets • Sparkling Pendants and Earrings • Hand-set brilliant Stones in Bracelet, Necklace and Earrings Sets! Assorted styles and colors.

**\$10.80**  
DOZEN

Sample Set, \$1.00

THIS IS IT! An amazing money-making assortment at a sensational bargain price! High style sets for every taste. Retail priced for phenomenal profits! Minimum order 1 dozen sets assorted. Wholesale only, 25% with order, balance C.O.D. Order a Sample Set today.

### Cel-Max SPOTLIGHT Value! 5-Pc. WATCH Ensemble

- Jeweled Watch
- Cuff Links
- Tie Bar
- Key Chain
- Expansion Band

**\$4.89**  
SET

Sample, \$6.45

The most powerful seller of all! A stunning set—beautifully boxed . . . HIGH style at a LOW price for terrific profits! Order a Sample today!

**CEL-MAX, Inc.** Exporters • Wholesalers • Manufacturers  
582 So. Main St. • MEMPHIS, TENNESSEE

**Costume Jewelry Manufacturer**

**OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!**

Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Barring Sets, \$6.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$2.50 doz.; 3-1 Earrings, \$2.50 doz.

**3 NEW FALL SPECIALS!** 4-PC. NECKLACE, BRACELET & EARRING SETS. All in beautiful gift boxes.

1. ALL Rhinestone Chain Sets. Per doz. . . . . \$24.00
2. Gold plated with Rhinestones. Per doz. . . . . 12.00
3. Gold plated in Mirror-Pocket Book box. Per doz. . . . . 21.00

150 other sensational jewelry items.

**SEND FOR CATALOG!**  
25% deposit on all C.O.D. orders.

**PACKARD JEWELRY CO.**  
48 West 25th Street N. Y. C.  
Chelsea 2-0863

**IT'S NEW! IT'S BIG! IT'S FREE!**

**325 PAGE CATALOG**

WHOLESALE CATALOG  
1957 EDITION  
J GEM SALES CO.

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

**GEM Sales** 533 Woodward Dept. A  
Detroit 26 Mich.

**NEW RHINESTONE SETS, COMPLETE WITH NECKLACE, EARRINGS AND 3 ROW EXPANSION BRACELET, FLASH BOX, \$24.00 DOZ. SETS.**

Sample \$2.50

**NEW COLOR STONE JEWELRY SETS IN METAL FRAMED MIRROR BOXES, NECKLACE, BRACELET AND EARRINGS, \$24.00 DOZ. SETS.**

Sample \$2.50

Write for Brochure Just Out. Prompt delivery 25% dep. with order, bal. C.O.D.

**Kip Novelty Co.**  
1763 Arapahoe St., Denver 2, Colo.

**12-PC. WATERLESS HEAVY BUCKEYE ALUMINUM COOKWARE SET**

List \$49.95  
Lots of 6 . . \$ 8.96  
Samples . . 10.30

Write for free Housewares and Electrical Appliance Catalog. Wholesale Only.

25% with order. Balance C.O.D. Send Money Order or Certified Check with order to avoid delay in shipment.

**COLUMBIA DISTRIBUTORS** 125 N. 13th St. Phila. 7, Pa.

**Special Prices LAVENDER SACHET BASKETS**

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

Reg. . . . . \$110.00 per 1,000  
Special . . . . . 79.00 per 1,000  
\$45.00 per 500, imported dried lavender flowers, 10 lbs., \$7.50.

**SHERFY'S, LTD.**  
2126 Boyer Seattle, Washington

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**

**WRITE FOR CATALOG**

Men's Expansion Photo Idents from \$4.75 doz.  
Largest assortment of Plated, Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders include postage with prepaid orders.

Boys' Girls' Ladies' Expansion Idents from \$4.00 doz.

Heart or Round Necklaces on 24" chain. Nickel or gold plated. \$27.00 or.

**McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.**

**PARAKEET CAGES**

No. 7163—Completely assembled. 6 1/4" x 4 1/4" x 5 1/4" high. Packed 60 to carton.

1 Carton (60 cages) . \$ .50 ea. in quantity lots of 5 cartons (300 cages) .48 ea.

We carry a complete line of Concession & Premium Merchandise.

Write for Catalog. State Business in First Letter.

**WISCONSIN DE LUXE CO.** 1900-12 N. 3d Street Milwaukee 12, Wisconsin

**IF YOU SELL DIRECT**

To the consumer and want to make big money with a new "Do-It-Yourself" item, send us your name and address and we will send you full particulars without any obligation to you.

**MODERN PRODUCTS MFG. CORP.**  
100 South King Street Wilmington 1, Delaware

Published Early for the Large Initial Christmas Orders and in Plenty of Time for the Big Important Repeat Business!



**The Billboard**

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Background Music Comes to the Front  
EDDY ARNOLD CUTS HIS OWN TV FILM PATH  
New Income Studies Face Publishers as Sheet Music Drops

**CHRISTMAS MERCHANDISE SPECIAL**

Dated Oct. 13

**59,000**  
Regular Billboard Distribution

Rich with the thousands of established buyers of all kinds of Merchandise items . . . Demonstrators, Pitchmen, Novelty Stores, Auctioneers, Wagon Jobbers, Gift and Souvenir Stores, etc.

**25,000**  
Bonus Reprint Distribution

All advertising and editorial in the Merchandise Section of the Oct. 13 issue will appear in a Special Reprint that will be mailed to a list of 25,000 prospective buyers, including Variety Stores, Gift and Novelty Shops, Jewelry Stores and Independent Drug Stores in towns your salesmen do not ordinarily reach.

**Deadline --- Oct. 3**

**RESERVE SPACE NOW**

**84,000 Distribution at No Extra Cost**

CINCINNATI 22, OHIO  
2160 Patterson St.  
DUnbar 1-6450

NEW YORK 36, N. Y.  
1564 Broadway  
PLaza 7-2800

CHICAGO 1, ILL.  
188 W. Randolph St.  
CEntral 6-8761

ST. LOUIS 1, MO.  
390 Arcade Bldg.  
CHestnut 1-0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
HOLLYwood 9-5831



## Mass. Vending Ops Form State Council

McConnell, Sharanow, Littlefield Named Directors; Foster to Head Association

BOSTON—A new group, encompassing all segments of the vending machine industry, was formed here Tuesday (11) at a meeting held in the Hotel Kenmore. Known as the Massachusetts Automatic Merchandising Council, it has started out with a roster of 55. There are nearly 150 firms and individuals doing business in this field in the Bay State.

Elected as provisional directors and to form the bylaws of the group were William C. McConnell, Automatic Merchandising Corporation, Medford; Alfred Sharanow Cigarette Service, Cambridge, and Ralph Littlefield representative in

the State for Stoner Manufacturing Corporation, Aurora, Ill.

The trio, representing general vending, cigarette and manufacturers' representatives, will draw up a "simplified set of bylaws" which will be presented at the next meeting, to be announced shortly.

### Guild Associates

The firm of Guild Associates, management counsellors, which has guided the affairs of the Massachusetts Cigarette Operators' Association for 20 years, was retained on a one-year agreement to manage the council. Lucius F. Foster will be in charge of the operation. A

(Continued on page 134)

## Tobacco Tax Group Holds Annual Meet

Elimination of Federal Stamp Considered; Tax Return System, Inspection Favored

ATLANTIC CITY — Some 75 tax administrators from 41 States gathered at the Hotel Claridge here Sunday thru Wednesday (9-12) for the 30th annual meeting of the National Tobacco Tax Association.

From a vending standpoint, the highlight was the report of the Vending Machine Construction Committee (see separate story). Presiding at the meeting was Harry M. O'Reilly, chief, Tax Division, Commission of Revenue and Taxation, Kansas, and president of NTTA.

At the opening business session, Stephen S. Higgins, associate commissioner, Department of Corporations and Taxation, Massachusetts, spoke on "A Fresh Look at Cigarette Tax Laws."

### Special Records

Norman T. Morsell, chief of the Tobacco Tax Branch, Alcohol and Tobacco Tax Division, U. S. Treasury Department, told the delegates that his department is considering the elimination of special government records by manufacturers where good commercial records are kept.

He also said that the federal stamp may eventually disappear in favor of a tax return system with inspection at all levels. He added that based on tax collections, the

outlook for the cigarette industry is bright.

Edward F. Ragland, executive secretary of the Associated Tobacco Manufacturers, called for the elimination of the federal stamp. He pointed out that the present system ties up hundreds of millions of dollars on the part of manufacturers.

### System Authorized

Ragland added that in 1954 the Congress had authorized a tax return system, but the Secretary of

(Continued on page 135)

## Vending Firms to Exhibit at DIE

ATLANTIC CITY — Manufacturers of milk, ice cream and drink vending machines will be among the exhibitors at the 20th annual Dairy Industries Exposition to be held here October 29-November 3.

Vending exhibitors include Daromatic, Ideal Dispenser, Meyer-Blanke, Norris Dispensers, Rowe, S&S and Vendo. Vending suppliers include Walter Baker, Blumenthal Bros., Dixie Cup, Lily-Tulip and Nestle.

## ON SPOT REPAIR BY SERVICEMEN CUTS SHOP WORK

ST. LOUIS—A little learning, especially where "run-of-the-mill" repairs are required, goes a long way toward slashing maintenance and repair work for shop mechanics, Herschel Price, of Al Price Vending Company, reports.

Price route servicemen were taught how to handle the most common out-of-order complaints at special clinics designed to help them in servicing coffee, cigarette, candy and gum venders.

"Today our men will do everything short of taking a machine apart before admitting defeat and call for an office mechanic. Our shop work has been cut about 50 per cent," Price stated.

## 1956 Cigarette Consumption Should Approach '52 Record

But Gains in Next Decade Will Be Only Moderate, Ag. Dept. Predicts

By AARON STERNFIELD

ATLANTIC CITY—While cigarette consumption this year will probably be close to the record high established in 1952, prospects for increased consumption in the next decade are only moderate.

These conclusions were reached by Stephen E. Wrather, director of the Tobacco Division, Agricultural Marketing Service, United States Department of Agriculture, at the National Tobacco Tax Association convention here (see separate stories).

On the bright side, Wrather said that most indications point to a continuing high level of economic activity. He pointed out that consumers spend \$5.4 billion on tobacco products (85 per cent of this figure on cigarettes) in 1955, or \$150 million in excess of 1954.

Also consumers paid about .5

cents more per pack in 1955 than in 1954, demonstrating a market strength or ability to adjust to higher prices.

This increase, he explained, was the result of higher State and local taxes, increased prices for king-size brands, and consumer shifts to higher-priced filter-tip brands.

He said that filter tips accounted for 26 per cent of the market during the first quarter of this year and said that if the trend continues, about a third of all cigarettes con-

sumed will be filters by the end of the year.

### Birth Rate

The primary factor which will hold consumption down, said Wrather, is that the birth rate in the 1930's was extremely low. He pointed out that the 20-39 age group constitutes the heaviest users of cigarettes, with about two-thirds of that group smoking.

"Because of the low birth rate in the 1940's," Wrather continued,

(Continued on page 124)

## Vender and Bottler Co-Operation Seen

Wisler Cites Need of Bottler for Trained Vending Servicemen on Pre-Mix Machines

COLUMBIA, Pa.—A pattern of co-operation between the bottler and the vending specialist in the operation on pre-mix equipment was predicted by J. J. Wisler, president of the United Sound & Signal Company here.

USS has recently gone into production on a two-selection pre-mix drink vender which it is currently selling to bottlers. The 600-drink unit lists for \$850.

Wisler pointed out that many bottlers are going into cup drink vending without trained servicemen and with little conception of oper-

ating problems in cup drink operations.

### Two Choices

He said that eventually, the bottler will be forced to choose between hiring trained vending servicemen and setting up a separate automatic merchandising department, or working with established vending operators.

The pattern on the bottle drink operation will not do for a cup drink route, Wisler said. The practice on bottle machines has been for the regular deliveryman to serv-

(Continued on page 125)

## New DuGrenier Cig Unit Ready For N. Y. Show

NEW YORK—Arthur H. DuGrenier, Inc., will display a new cigarette vending machine for the first time at the annual convention of the Theater Equipment and Supply Manufacturers' Association to be held September 20-24 at the New York Coliseum.

While no details of the new machine are available, a company spokesman said that the unit will differ in dimensions from other DuGrenier cigarette machines.

The company will also display two other cigarette venders and candy, gum, sandwich and pastry machines.

Representing DuGrenier at the show will be Francis C. DuGrenier, president; Blanche E. Bouchard, secretary-treasurer; Richard E. Gibbs, sales manager; Julius A. Levy, New York district sales manager, and Mrs. Olivia McFadden and Helen Cohen, of the New York general sales offices.

## Heavy Vending Stress Seen at Theater Show

NEW YORK—Some 10 vending firms will exhibit in the Popcorn and Concessions Association section of the Theater Equipment and Supply Manufacturers' Association convention, to be held at the Coliseum here, Thursday thru Monday (20-24).

They are Apco, Cole Products, DuGrenier, Lovitt Enterprises, Priscilla Alden Cosmetics, Rowe,

Stoner, Vendo, ABC Vending and Northwestern.

Equipment shown will include hot and cold drinks, cigarettes, candy, pastry, sandwiches, gum, bulk items, milk, milkshakes and cosmetics.

### Vending Suppliers

In addition, scores of suppliers to the vending industry will display their wares at the show. The list includes:

Blumenthal Bros., Canada Dry, Castelberry Food, Chunky Chocolate, D. L. Clark, Coca-Cola, Continental Can, Curtiss Candy, Dixie Cup, Henry Heide, Hershey Chocolate, Hollywood Brands, Walter H.

(Continued on page 141)

## Tobacco Taxmen Call for Easing Of Vending Display Requirements

Burden on Cigarette Machine Mfgs. Cited; Posting of Bonds by Operators Suggested

ATLANTIC CITY—Easing of State requirements in the display of cigarettes in vending machines for tax stamp inspection was recommended at the National Tobacco Tax Association convention here (see separate stories).

Reporting for the Vending Machine Construction Committee, J. J. Purcell, Miscellaneous Tax Bureau director of New York State, called for the elimination of the requirement which requires that at least one pack per column be visible from the outside of the vending machine.

Purcell cited the trend toward filter and king-size cigarettes with

the resulting multiple pricing which is required in the manufacture of cigarette machines. He pointed out that in New York City, regulars may vend for 25 cents, king-size brands for 30 cents and filters for 35 cents.

### Visibility Requirement

"The major cigarette vending machine manufacturers," he added, "are all trying to outdo one another in an attempt to have a machine that meets the needs of a cigarette industry at the present time. If they didn't have to worry about our requirement of the visibility of a package in each row, they could at least plan their new type of ma-

chines without regard to our requirement.

If the visibility requirement were dropped, Purcell suggested that operators be required to post bonds which would guarantee payment of the State tax.

He pointed out that the federal government is considering dispensing with the requirement of having a federal stamp on a cigarette pack.

### Complicate Problem

"If this is done," said Purcell, no doubt the cigarette manufacturers will come out with many new types of packages which will further complicate this problem in

(Continued on page 127)

## Tony Parina Dies on Coast

HAVERHILL, Mass. — A. F. (Tony) Parina, West Coast district sales manager for Arthur H. DuGrenier, Inc., here, died recently at his San Francisco home.

Parina had been in vending for 20 years, representing DuGrenier in the 11 Western States since 1940. He leaves a widow; two sons, John and Robert, and a brother, Richard Parina, head of the Automatic Merchandising Company, San Francisco.

John Parina, son of A. F. Parina, and Lowell Grundmeier will be in charge of DuGrenier's West Coast office.





15" HIGH  
49" HIGH  
13" WIDE

## 5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00**  
DOWN  
BALANCE \$10.00 PER MONTH

**WATLING MFG. CO.**  
4630 W. Fulton St., Chicago 44, Ill.  
Est. 1889  
Telephone: Columbus 1-2773  
Cable Address: WATLINGITE, Chicago

## CHRISTMAS SELLING Charms Ideal Kid Gift; Up Sales

DENVER—In two months the Christmas season will be here. And while it may seem a bit early, Frank Thorwald, veteran bulk operator here, is preparing now for plus yuletide sales.

Charms have a natural tie-in with

the Christmas season, Thorwald has found, and properly merchandised also boost the sale of gum to children and adults alike.

Realizing the problems parents encounter in seeking inexpensive gifts for Christmas stockings for youngsters, Thorwald several years ago developed an unusual merchandising program to promote sales.

His entire sales promotional campaign is built around the theme: "Charms Will Glitter in the Christmas Stocking."

With the arrival of the yuletide season, Thorwald features special Christmas charms — Santa Claus, jingle bells, gold crosses, ornaments and buttons—in his machines.

The Denver operator also has special venders in which he features nothing but colorful charms in clean plastic capsules which appeal to youngsters.

Displayed prominently on each vender is his small sign which reminds mothers and fathers that "Charms Will Glitter in the Christmas Stocking."

Pointing out the University Hardware Company in University Hills, Colo., as a typical location where he first tried out his Christmas promotion, Thorwald reported:

"Sales hit a quick high here as parents shopping in store's toy department became interested in the items with many buying as many as a dozen charms at once."

Thorwald revealed that he used a triple vender unit in the location, and that it was located near the entrance of the store where it could be seen by every customer entering.

To further attract customers to his already bright red finished venders, the Denver operator ties green and white ribbons on the stands to carry out a Christmas color theme.

In virtually every location, he stated, the promotional plan has met with the approval of the location owner, and in many instances the owner moves the venders out where they can be more readily seen.

Thorwald is convinced that the plan can be used in almost any location, and that Christmas sales can be substantially boosted at a time when sales tend to fall off.

### Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE.  
TIN SCOOP.  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.  
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.



**\$18.50**

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.  
President 2-2900

## PLUG-IN BEADS

Pearlite Colors

### NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.

In 25 M lots, \$3.50 per M.  
Less than 25 M, \$4.00 per M.



Send 35c for Regular Sample Kit of Charms


SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



## CIGARETTE MACHINE CONVERSIONS

### IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for

**ROWE** IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS **NATIONAL** 930, 950 750, 9A

**UNEDA** ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS  
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION.

### CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lahigh PX, 10 Cols., 300 Cap.	125.00
Lahigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 11 Cols., 420 Cap.	115.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢	135.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢	110.00
King or Reg.	110.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢	130.00
King & Reg.	130.00

All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED AND REFINISHED Trade Prices, 1/3 deposit, balance C.O.D.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Mesrople Street • Brooklyn 6, N. Y. • HEgeman 3-6295

## 1956 Cigarette Consumption

• Continued from page 123

the actual number of persons in the 20-39 age bracket between now and 1965 will remain almost constant, dropping a little by 1960 and then increasing slightly in the next five years.

"Since this is one of the most important age brackets from the standpoint of cigarette consumption, it is obvious that the lack of increase in the number of persons in this bracket during the next seven to 10 years will adversely effect cigarette consumption.

### Over 40 Group

"In the meantime the number of persons composing the 40-59 age group will increase about 15 per cent. We believe that people over 40, in relation particularly to the 20-39 age group, tend to cut down somewhat on the number of cigarettes consumed per day, and that the number of persons discontinuing smoking in this age bracket is perhaps relatively high."

According to Agriculture Department estimates, about 55 per cent of the 40-59 age group currently uses cigarettes. Wrather pointed out tho that during the next 10 years the number of persons in the 15-19 and over 60 age brackets will

increase at the expense of the middle brackets. In the 15-19 group, 30 per cent smoke, while only 25 per cent of the over-60 group smoke.

"Composition of population," said Wrather, "is in many respects as important as total population in determining the number of smokers."

### Recovery

He pointed out that cigarette production increased from 189 billion in 1940 to a record 435.5 billion in 1952, representing an average annual increase of 7 per cent. In 1953 production declined 3 per cent, and the following year it was 8 per cent behind the 1952 record. Last year production recovered to 412.5 billion from 402 billion.

Wrather said the decline in cigarette smoking could not be explained by economic factors. He added that the health factor was important in the decline, and he termed this "a sad commentary since many well-informed observers are convinced that the so-called health hazard has been emphasized and publicized in the absence of generally accepted clinical findings."

## Approve Vendo Purchase of Vendorlator

KANSAS CITY, Mo.—Acquisition of the Vendorlator Manufacturing Company, Fresno, Calif., by the Vendo Company thru an exchange of stock was approved last week by stockholders of both companies. (See The Billboard, September 1 for first announcement.)

Vendo acquired the California firm thru the issuance of 300,242 shares of common stock for the common stock of Vendorlator. Each share of Vendorlator will receive .909 of a share of Vendo common.

Stockholders also voted to increase the total number of authorized common stock from one to two million shares; approved an increase in the number of directors from nine to 13, and authorized the organization of a wholly owned subsidiary to own and operate the business purchased from Vendorlator.

Currently Vendo has 847,800 outstanding shares and with the additional common stock to be issued for Vendorlator, the outstanding will be 1,148,042 shares.

## Dixie to Exhibit New Cups at NPCA

EASTON, Pa.—The Dixie Cup Company will exhibit its newly designed cups for theaters at the National Popcorn and Concessions Association convention at the New York Coliseum September 20-23.

The specially designed cups come in two-tone lavender, green, red, blue and brown colors and bear such messages as: "Come Often"; "Movies Are Your Best Entertainment," and "Bring the Whole Family."


Also to be shown will be the company's entire line of vending machine cups, including the Vendolite Cup made of heavier weight paper, which the firm claims protects the flavor of hot drinks and keep them hot longer.

Greeting visitors at the Dixie exhibit will be Charles Sullivan, William Perlman, Harry Jones, Arch Ostram, Ralph Isaac and Don Greek.

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH . . . Northwestern"**

## VENDING EQUIPMENT

### PROVE IT TO YOURSELF



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1c, 5c or 10c play.

Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
29226 Armstrong St. Morris, Ill.

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	4.50
Columbus 5c Bulk	7.45
Silver King 1c B.G. or Mds.	30.00
ABT Guns	30.00
Acorn, 1c or 5c	8.50

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Large Tulip	.77
Pistachio Nuts, Vendor's Mix	.79
Pistachio Nuts, Sheik	.57
Cashew Whole	.63
Cashew Butts	.61
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.37
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey-ets	.43

Rain Blo Ball Gum, 60 ct.	\$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct. Assorted.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D.

**STAMP FOLDERS, Lowest Prices. . . . Write**

## THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**



### PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

## NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St. New York 18, N. Y.  
LOngacre 4-6467

**GIVE TO DAMON RUNYON CANCER FUND**



**THE HOTTEST ITEM IN YEARS  
GUGGENHEIM'S  
GLO-LANTERN**

**Really glows  
in the dark**

Plastic .....11.50 per thousand  
Vacuum Plated .15.00 per thousand  
at your distributor or ...

**Guggenheim**  
INC.

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**VICTOR'S  
SUPER MART  
VENDORAMA**  
(Trade Mark)



"Symbol of  
Progress in  
the Bulk  
Vending  
Field"

U. S. Patent  
Pending

Write for  
complete  
details  
and prices

BIRMINGHAM VENDING CO.  
540 Second Avenue, N.  
Birmingham 4, Alabama

**Turbo to Dispose  
Of Tools & Dies**

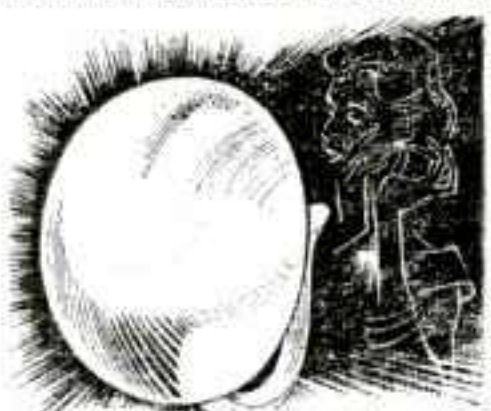
LANSDALE, Pa.—The Turbo Machine Company, which formerly made the Kenro ice cream vender, has discontinued the manufacture of the unit and plans no re-entry into the vending field, according to Kirk Wyatt, company executive.

Wyatt said the company will attempt to dispose of its vending tools and dies.

**Almonds and Filberts**

The 1956 California almond crop is forecast by Agriculture at 48,000 tons, one-fourth larger than last year's and 22 per cent above average. California and Oregon walnuts are expected to total 73,000 tons, 6 per cent below last year, but equal to the 10-year average. The 1956 filbert crop in Oregon and Washington is estimated at 2,600 tons, only a third as large as either the 1955 crop or average.

**NEW! SENSATIONAL!**



**COMPLETE  
EARRINGS**

Guaranteed to sweep the country... will outsell the poppits. Beautifully designed in pearlized plastics and available in a brilliant array of colors. Also available unassembled.

For All Types Of Vending

**\$16.00** per M

Stickers available... contact your local distributor or:

**Paul A. PRICE CO. INC.**  
65 Leonard St., N. Y. 13, N. Y. (C) Patent 7-5147-8

**VICTOR  
Standard  
TOPPER  
1c  
Ball Gum  
VENDOR  
\$13.25 Each  
\$12.75 Each  
100 or More**

Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

**ROY TORR  
Lansdowne, Pa.**  
Giving friendly service & liberal financing since 1910

**Kent Drops Price in  
Vending Market Bid**

NEW YORK—In a move to gain placement in the nation's cigarette vending machines, the price of both Kent regular and king-size cigarettes has been reduced from \$10.80 to \$9 a thousand at wholesale, equivalent to about 4 cents a pack at retail.

Lewis Gruber, P. Lorillard president, said the price reduction "will open up for Kents many thousands of new retail outlets." A company announcement added that these outlets include the nation's 500,000 cigarette vending machines.

A saturation newspaper-radio-television advertising campaign is planned to publicize the price reduction in the filter-tip brand, and

large-scale production of Kents has just begun at the new Greensboro, N. C., plant.

**Test Markets**

According to Gruber, market tests at the lower price in West Virginia and Wisconsin "indicated that Kent's sales volume could be lifted sufficiently on a nationwide basis by a price reduction to offset the reduced profit."

The Kent advertising program, which gets under way Monday (17), will use 118 newspapers in 78 markets and thousands of radio and television spot commercials.

The advertising pitch will no longer be aimed at the heavy smoker—it will be directed to the entire filter market. Point-of-sale material will be distributed to vending machines.

**Mass. Cig Ops  
May Get Tax  
Rebate of 1%**

BOSTON—A large percentage of Bay State cigarette operators will be in for a bonanza if House Bill 799 passes after the Legislature resumes after recess September 25. The bill, which would rebate retroactively for at least the last two years 1 per cent of taxes paid on cigarette purchases, has been passed by the Senate, but ran into a log jam in the House.

It is now in the hands of a House committee, and there is every reason to believe that it will be given a favorable report and sent back for consideration by the House. Originally sponsored by the wholesalers, it was broadened to include all direct buyers.

The Massachusetts Cigarette Operators' Association, disbanded earlier this year, was instrumental in pointing out that operators were being passed up in the rebate plan. It would have given the rebate to wholesalers only. Quick action by the MCOA thru Guild Associates, management counsellors, resulted in the operators being included. Operators are being urged to contact their local solons in the matter.

**Vender & Bottler**

• Continued from page 123

ice vending stops on his route. Normally, these men have not been trained as vending specialists.

On cup drink machines, Wisler pointed out, a higher degree of training is required.

**Sell to Operators**

One way out of the difficulty for the bottler, explained Wisler, is selling filled pre-mix tanks to the vending operator and taking a lesser profit per tank.

In the long run, explained Wisler, the bottler may be better off by ridding himself of service problems and making up in volume what he loses in profit margin.

Wisler feels that the pre-mix unit will cut into, but never eliminate, bottle machine sales. On locations where no water lines are available—or in sections of factories away from water lines—the pre-mix unit can deliver drinks at a lower cost than the bottle machines.

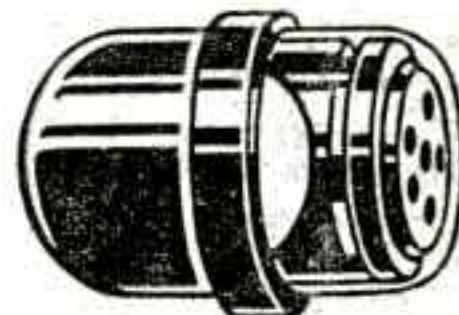
Advantage of the pre-mix over the post-mix machine, said Wisler, is that the quality of the drink is controlled at the bottling plant. He added that while servicing on the pre-mix is more difficult than on the post-mix, the lower cost of the pre-mix tends to offset that factor.



**VICTOR'S  
SUPER  
MART  
VENDORAMA**  
(Trade Mark)

"Symbol of  
Progress in  
the Bulk  
Vending  
Field"

U. S. Patent  
Pending.



**VICTOR**

Originators of Capsule Vending. Now brings you our NEWEST CAPSULE. The female is made of high-impact material which eliminates breaking and coming apart of capsule in machine.

Write for FREE Samples

**5-STAR  
BABY GRAND**

PIC-  
TURE  
CARD  
VEN-  
DOR



Vending Beautiful, Interesting Cards Simultaneously with Ball of Gum. Large Capacity—

1200 Cards 1200 Balls of Gum

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE  
CHICAGO 39, ILLINOIS

All the news of your industry every week in The Billboard...

**Are Your Machines  
STARVED LOOKING?**

Ball-Gum-Bead Machines, lacking sufficiently bright and colorful CHARMS & GIMMICKS, look impoverished—lose sales.

To vitalize your machines with brilliant colors, use CHARMS, Series #10, VACUUM-METALIZED, at \$3.00 per 1,000.

To GIMMICK your Machine, use the hottest, most enticing GIMMICKS that ever hit the machines—FALSE FINGER-TIPS at \$15.25 per 1,000, f.o.b. Jamaica, or at our Distributors.

**SAMUEL EPPY  
& CO., INC.**  
21-15 144th Place  
Jamaica 35, L. I., N. Y.

**VENDING MACHINE & SUPPLY HEADQUARTERS**

There's always a complete selection of the following new machines in stock. Satisfaction guaranteed

- Victor
- Acorn
- Northwestern
- Watling Scales
- Shipman Stamp Machines
- Used equipment
- Filled or empty capsules
- Full line of charms, ball gum, stands, parts and merchandise

WRITE FOR SPECIAL GUM AND CHARM PRICES

**H.B. Hutchinson Jr.** 860 North Ave., N.E. Atlanta, Ga.  
Phone: TRinity 5-4300

**VICTOR  
Standard  
TOPPER  
1c  
BALL GUM  
VENDOR  
\$13.25  
Each  
\$12.75 Each  
100 or more**

30 day money back guarantee if not satisfied

1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL  
TRADE-IN OFFER  
As High As \$6.00  
Per Machine On  
VICTOR TOPPERS  
Send Us Your List.**

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2124 Market St., Philadelphia 3, Pa.  
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**J. SCHOENBACH**  
Distributor For  
oak Manufacturing Co., Inc  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

*the new* **OAK'S "PREMIERE"**

vends  
Ball Gum  
and Picture Card  
both for 1c

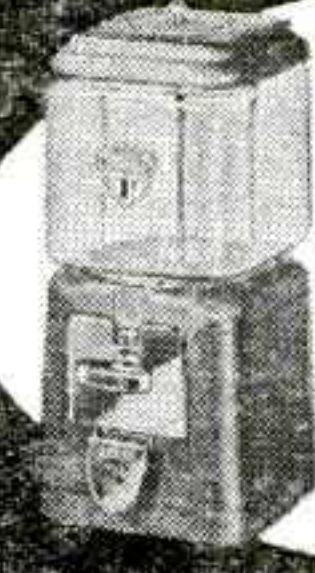
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



**oak**

**oak's famous ACORN  
all purpose vender**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!



contact your DISTRIBUTOR or  
West Coast Factory Sales Office  
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1023 So. Grand Avenue, Los Angeles, California  
East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1 6478  
2033 Fifth Ave., Pittsburgh, Pa.  
**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California



# W. Coast Fall Bulk Sales Record Seen

LOS ANGELES — Route slips of bulk vending machine operators are showing that fall business will be better than the record summer just concluded, a survey of members of the Western Vending Machine Operators' Association here disclosed.

The question: "What is your outlook for bulk vending business this fall?" was asked of the association members who vend ball gum, nuts and candy. Of those interviewed, each has from 250 to 3,000 bulk units.

The operators are in accord as to methods of making a success of the business. All interviewed cooperate with locations by installing either new or refinished machines when the merchant redecorates or spruces up his place. They also

work for better locations within the store.

"Best in years" was the summation of the answer to the question: "How is business?"

There were several reasons for the top takes thru the penny and nickel machines.

### Answers Vary

"I think my business has topped all previous periods because of better equipment and better merchandise," said Jack Beasley, of Eagle Rock.

Phil Sreden added: "Business in this area is generally good. The parents are giving their children more pennies and this helps a great deal."

"With me, I believe the new premium and food items that are offered account for increased sales," declared Leo Weiner, association president. "There is also less competition for the penny. About the only thing for which a penny can be used is a vending machine. Even postal cards are 2 cents."

"There are more children to patronize machines," said Daniel Lally. "There are more people moving into the area and each year there is a new group of kids who become of age to which the penny venders appeal."

"We have much more to sell and the items are tops in quality," put in Seymour Elias.

### Better Relations

Harry McKinney, a new operator in Laguna Beach, is confident of still another factor. He summed up his increases with: "Vending machine operators have better relations with both the location and public today. We are doing a better merchandising job with better machines and better items."

The local group of operators, individually, are not doing too much with stickers to call attention to merchandise within the machine. Joe Arguelles is using decals to exploit items and Beasley makes up a card of charms that is placed in the machine.

The operators unanimously agreed that those who are not doing top business may trace their slack revenues to the lack of service or the lack of merchandising.

Arguelles and Beasley, respectively, proclaimed the sour grape ball gum as "best item in the business" and "there has never been anything like it." Altho the grape balls are a top seller, there is a shortage of them in this area.

The operator-members have a variety of spots with each having spots that sell a preponderance of different items. Elias has factories where peanuts are his top seller. Weiner supplies a number of bowling alleys where peanuts outsell other items and finds ball gum the main item in markets. Beasley's top revenue-getter in bars is peanuts. Candies lead in markets for most of the operators with kid locations, such as playgrounds, second.

## Milk Venders Installed In Westinghouse Plant

SHARON, Pa.—Installation of bulk cup milk venders in the huge Transformer Division plant of Westinghouse Electric Corporation here was announced last week.

The machines were placed on location by the Pringle Vending Company, of Farrell, and are Cup-O-Matics, manufactured by Food Engineering Corporation, of Manchester, N. H.

According to Bill Pringle, the venders have met with the approval of the employees and are averaging about 17 gallons of milk per day.

## Milk Production High

August milk production of 10,794 million pounds was highest for the month since 1945 and 3 per cent above the 1945-'54 average for the month, according to Agriculture Department. In the first eight months of the year, milk production totaled nearly 90 billion pounds, 3 per cent above last year's record high of 87 billion pounds for the same period.



## BRING 3-WAY PROFITS!

Write FOR FREE CIRCULARS TODAY!

J. H. Keene & CO. INC.  
2600 W. FIFTIETH ST. - CHICAGO 32, ILL.

## A GIVEAWAY!

4 VICTOR STANDARD TOPPERS PLUS 10,000 SNAP-ON BEADS PLUS 25 LBS. OF 210 BALL GUM \$74.50 TOTAL COST

Cash with order or 1/2 dep. bal. c.o.d. TIME-PAYMENT PLAN ARRANGED

## PIONEER VENDING SERVICE

Syd Rubenstein  
590 Albany Ave. Brooklyn 3, N. Y.  
P. Resident 4-5358

## J. SCHOENBACH

Distributor For Harmon Machine Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
P. Resident 2-2900  
PHONE or WRITE FOR PRICES

## SUMMER SPECIALS!

Silver King, 5c.....\$ 8.50  
N. W. 10 Col., 1c Tab  
Gum Mach. .... 19.50  
Acorn, 5c ..... 10.00  
N. W. 49, 1c ..... 12.50  
Master 1c & 5c Comb. .... 8.50  
3 Col. Hot Nut 5c & 10c  
Comb ..... 25.00  
3 Col. Shipman Stamp Mach. 17.50  
2 Col. Shipman Stamp Mach. 12.50

STONER CANDY MACHINE 6 col. 102 Bar Cap. Vends 5c & 10c Candy ONLY \$125

LATE MODEL ROWE CANDY MACHINE 160 Bar Cap. with changer ONLY \$150

All machines completely checked and ready for location—Order with complete confidence.

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Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

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ROWE 8-COLUMN CANDY, 120 capacity ..... 60.00  
DUGRENIER CHAMPION CIGARETTE, 11-column, king size ..... 65.00  
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UNEDA 6-COLUMN CIGARETTE, king size ..... 45.00  
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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## SANITARY NAPKIN VENDOR

Gray finish presents hygienically neat appearance.

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Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb.  
Chicle Ball Gum, 130 ct. .... 35¢ lb.  
Chlor-o-Vend Ball Gum ..... 40¢ lb.  
Chlor-o-Vend Chicks, 320 ct. .... 36¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 27¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 38¢ box  
5-Stick Gum, 100 packs ..... \$1.90  
F.O.B. Factory. 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
4th & Mt. Pleasant • Newark 4, N. J.

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## MODEL E-7 DU GRENIER 7 COLUMN ELECTRIC CIGARETTE VENDOR

23 1/2" wide. 68" high. Capacity—332 packs. 5¢, 10¢ & 25¢. New (in original crates).

\$99.50

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Vends one ball of gum and one trading card for 1¢. Vendors, \$21.50 each packed 4 to case  
4 Vendors complete with ball gum and cards.. \$169.99  
Grosses approximately \$200.00.  
Additional Cards (case of 4,800) ..... \$13.48  
Ball Gum (case of 5,000) ..... \$7.50  
1 case of each will gross approximately \$48.00.  
Time-Payment Plan.  
Complete stock Victor Machines, Ball Gum, Charms and all necessary supplies for vending operators.

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THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, 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

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

MEAN AVERAGE. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "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.

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

MOST ACTIVE EQUIPMENT			
For Four-week period ending with issue			
September 15, 1956			
	HIGH	LOW	MEAN ADV.
<b>ARCADE EQUIPMENT</b>			
1. WILLIAMS—			
Sidewalk Engineer...	\$195.00	\$150.00	\$185.00
2. BALLY—Moon Rides	275.00	235.00	275.00
2. TELECOIN—Telequiz	99.50	95.00	95.00
<b>MUSIC MACHINES</b>			
1. WURLITZER—1500	\$275.00	\$199.50	\$249.50
2. SEEBURG—M-100-C	545.00	485.00	525.00
2. WURLITZER—1800	815.00	650.00	695.00
<b>SHUFFLE GAMES</b>			
1. KEENEY—Bonus Bowler	\$125.00	\$ 75.00	\$ 75.00
2. BALLY—Magic	275.00	195.00	275.00
3. UNITED—Royal	95.00	75.00	90.00
3. UNITED—Chief	145.00	95.00	100.00
<b>VENDING MACHINES</b>			
1. Northwestern 49, 1c.	\$ 19.50	\$ 12.00	\$ 12.50
2. Acorn, 5c or 1c.	10.00	8.50	8.50
3. Stoner Candy (8 Col.)	165.00	110.00	110.00
<b>PINBALL MACHINES</b>			
<b>BALLY</b>			
1. Variety	\$165.00	\$100.00	
2. Gayety	150.00	75.00	
2. Gaytime	275.00	165.00	
<b>GOTTlieb</b>			
1. Duette	\$235.00	\$225.00	
2. Gold Star	150.00	145.00	
3. Gypsy Queen	189.50	165.00	
<b>UNITED</b>			
1. Starlet	\$295.00	\$235.00	
2. Triple Play	210.00	175.00	
2. Nevada	75.00	50.00	

ARCADE EQUIPMENT			
	High	Low	Mean Avg.
ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 30.00
Basketball (G)	195.00	185.00	195.00
Big Inning (B) (47)	85.00	65.00	85.00
Coon Hunt (S) (2/54)	150.00	125.00	150.00
Dale Gun (Ex)	95.00	29.50	50.00
Football (M)	275.00	75.00	275.00
Lite League (W) (2/54)	75.00	75.00	75.00

## Vending Display Requirements

Continued from page 123

the event the States still require the visibility of at least one package in each row." He quoted a recent statement by Matthew Forbes, president of the Harrough Corporation, consultant to the Cigarette Merchandisers' Association of New York, and one of the major stockholders of Continental Industries, manufacturer of the Corsair. Forbes said, "It is becoming a hardship on the vending industry to comply with the States' requirement of the visibility of one package in each row because the cigarette vending machines are getting bigger and bulkier, and we now

find the manufacturers have to come in with greater size cabinets, and because of this situation it is necessary to stock the cigarettes in some rows with the side of the package only in order to save space." **Bonding Operators** According to Purcell, Forbes was in favor of bonding cigarette operators and suggested that the operators would supply men to work with State inspectors to make sure that the cigarette packs are properly stamped. Purcell reported on the activities of various cigarette machine manufacturers in regard to meeting the

visibility requirements of the various States. Speaking of the Continental Vending Machine Corporation (now Continental Industries), Purcell said that "during the past year they have made two separate changes at my request with reference to the visibility on both the front and back row of their machines because their last change did not meet the objections of some States." **Rear Window** He added that a window will be added in the rear of the machine to facilitate further inspection. Purcell said that he inspected a hand model of the new machine and that it makes visible at least two packs in the back row. Production on the new model, Purcell said, is expected to get under way next month.

Arthur H. Du Grenier, Inc., had informed the committee that it would be provided with full date and would seek approval before it went into production on a new model. The committee recommended that approval be given to the cigarette machine made by Lehigh, Inc. Previous objection was that the protective glass in front of the machine made inspection difficult. **Clear Glass** However, Lehigh has since substituted clear glass, and, according to the committee report, this substitution overcomes the objection. All machines made by National Vendors have at least three packs visible in each row, said Purcell, and have always met with the approval of the committee.

Referring to three new National Vendor models, Purcell said that there are no visibility questions on two. On the third, he added, the first two and last two rows show the cigarette packs on their side. But, said Purcell, two packages in each row are still visible, so there is no question of approval. **Smokeshop** Commenting on the Smokeshop Lo-Boy V-18, the committee objected to the visibility in the back row of the unit, even tho a window was provided. The objection was based on the lack of a light to illuminate the cigarette packs thru the window. However approval of the V-18 has been recommended because the newer models give a clear view of cigarette stamps and meter impressions.

	High	Low	Mean Avg.
Midget Movies (CC)	\$135.00	\$125.00	\$125.00
Moon Rides (B) (5/54)	275.00	235.00	275.00
Photomatic (M) (1/50)	35.00	295.00	350.00
Rapid Fire (B)	125.00	110.00	110.00
Sidewalk Engineer (W) (5/56)	195.00	150.00	185.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Submarine (K) (1/42)	125.00	95.00	125.00
Telequiz (T) (1/49)	99.50	95.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00
<b>SEEBURG</b>			
M-100-C (53) 100 sel., 45 RPM	\$545.00	\$485.00	\$525.00
1500 (53) 104 sel., 45-78 RPM Mix.	275.00	199.50	\$249.50
1800 (W) (2/55)	815.00	650.00	695.00

MUSIC MACHINES			
	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55)	385.00	300.00	355.00
Beach Club (2/53)	85.00	45.00	60.00
Beauty (11/52)	65.00	60.00	65.00
Big Time (1/55)	275.00	200.00	255.00
Bright Lights (5/51)	60.00	50.00	60.00
Bright Spot (11/51)	65.00	50.00	65.00
Broadway (12/55)	450.00	350.00	395.00
Coney Island (9/52)	65.00	39.00	50.00
Dude Ranch (9/51)	100.00	45.00	65.00
Frolic (10/52)	85.00	50.00	85.00
Gayety (3/55)	150.00	75.00	125.00
Gaytime (6/55)	275.00	165.00	200.00
Hi-Fi (6/54)	120.00	90.00	90.00
Ice Frolics (1/54)	115.00	45.00	65.00
Miami Beach (9/55)	295.00	200.00	250.00
Nite Club (3/56)	525.00	425.00	525.00
Palm Beach (7/52)	75.00	49.50	65.00
Palm Springs (11/52)	110.00	50.00	75.00
Surf Club (3/54)	115.00	50.00	75.00
Variety (9/54)	165.00	100.00	135.00
Yacht Club (6/53)	75.00	45.00	50.00
<b>GOTTlieb</b>			
Crossroads (5/52)	\$ 75.00	\$ 50.00	\$ 75.00
Daisy Mae (7/54)	175.00	145.00	175.00
Duette (4/55)	235.00	225.00	225.00
Gold Star (3/54)	150.00	145.00	150.00
Gypsy Queen (2/55)	189.50	165.00	185.00
Hawaiian Beauty (4/54)	160.00	125.00	160.00
Marble Queen (8/53)	125.00	75.00	94.50
Mystic Marvel (3/54)	175.00	125.00	139.00
Poker Face (9/53)	110.00	75.00	110.00
Queen of Hearts (12/52)	110.00	75.00	90.00
Shindig (10/53)	125.00	95.00	110.00
Southern Belle (6/55)	195.00	175.00	185.00
Stage Coach (11/54)	195.00	160.00	175.00
<b>UNITED</b>			
Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Hawaii (6/54)	75.00	59.50	75.00

	High	Low	Mean Avg.
Leader (10/51)	\$319.00	\$ 50.00	\$ 50.00
Manhattan (4/55)	175.00	150.00	175.00
Nevada (8/54)	75.00	50.00	60.00
Pixie (9/55)	295.00	225.00	250.00
Starlet (11/55)	295.00	235.00	265.00
Triple Play (8/55)	210.00	175.00	195.00
Tropics (7/53)	49.50	45.00	45.00
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 95.00	\$ 50.00	\$ 50.00
Big Ben (9/54)	145.00	100.00	145.00
Nine Sisters (1/54)	125.00	100.00	100.00
Peter Pan (7/53)	175.00	155.00	175.00
Sky Way (9/54)	145.00	125.00	125.00
Star Pool (10/54)	135.00	100.00	125.00

SHUFFLE GAMES			
	High	Low	Mean Avg.
<b>Advance Bowler (CC)</b>			
(5/53)	\$150.00	\$ 95.00	\$100.00
Bikini (K) (6/54)	150.00	125.00	150.00
Bonus Bowler (K) (3/54)	125.00	75.00	75.00
Cascade (U) (2/53)	75.00	59.00	59.00
Century (K) (6/54)	195.00	175.00	175.00
Chief (U) (11/53)	145.00	95.00	100.00
Classic (U) (6/53)	85.00	69.00	85.00
Clover Shuffle (U) (1/53)	70.00	65.00	65.00
Criss-Cross (CC) (11/53)	150.00	125.00	135.00
Diamond (K) (5/53)	175.00	160.00	175.00
Flash (CC) (9/54)	195.00	99.50	195.00
8 Player (Ge) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	115.00	110.00	115.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Hollywood (CC) (5/55)	295.00	275.00	275.00
Imperial (U) (9/53)	175.00	75.00	100.00
<b>Leader Shuffle Alley (U)</b>			
(11/53)	175.00	110.00	125.00
League Bowler (U) (1/54)	145.00	110.00	120.00
Magic (B) (12/54)	275.00	195.00	275.00
Mars Deluxe (U)	225.00	185.00	215.00
Olympic (U) (8/54)	75.00	70.00	70.00
Pacemaker (K) (9/53)	50.00	50.00	50.00
<b>Playtime Bowler (CC)</b>			
(10/54)	225.00	175.00	195.00
<b>Rainbow Shuffle Alley (U)</b>			
(8/54)	175.00	99.50	100.00
Rocket (B) (8/54)	175.00	150.00	175.00
Royal (U) (8/54)	95.00	75.00	90.00
Speedy (U) (8/54)	175.00	165.00	165.00
Team Bowler (K) (10/52)	120.00	75.00	115.00
Tenth Frame (K)	70.00	55.00	55.00
Tenth Frame Bowler (CC)	65.00	50.00	60.00
Thunderbolt (CC)	275.00	265.00	275.00
<b>Triple Score Bowler (CC)</b>			
(6/53)	85.00	75.00	75.00

VENDING MACHINES			
	High	Low	Mean Avg.
Acorn 5c or 1c.	\$ 10.00	\$ 8.50	\$ 8.50
DuGrenier (11 Col.)	115.00	45.00	65.00
Northwestern 49, 1c.	19.50	12.00	12.50
<b>Northwestern Deluxe</b>			
1c & 5c.	12.00	9.95	12.00
P X (8 Col.)	115.00	85.00	115.00
Stoner Candy (8 Col.)	165.00	110.00	110.00



## Operator Loans to Locations Are Not Increasing: Survey

### Opinion Mixed on Whether Loans Are 'Serious Problem' for the Industry

By BOB DIETMEIER

CHICAGO—Operator loans to locations, a subject of bitter controversy in the operating business, are not increasing in numbers.

A majority of music operators do not consider location loans a serious problem. But a substantial number believe they constitute a serious threat to the business.

These facts were disclosed in preliminary results of a nation-wide survey of operators. A total of 82 music operators representing all areas of the country have so far participated in the poll.

(Editor's Note: A complete study of operator loans to locations will appear in a series in the Music Operator Forum beginning in the October 6 issue. It will be based on a survey—now being tabulated—from which facts in this article were taken.)

Of great interest is the fact that the requirements most operators insist upon before advancing a location a loan are solidly based on business principles applicable to such a transaction in any business.

The major difference in loans made by operators to locations and other business loans, as revealed by the survey, is that interest rates are a normally low—usually around 4 per cent. For very short-term loans, or for very small loans, no interest is charged at all in many cases.

A major problem in operator loans often is simply that an opera-

tor does not have enough capital to advance a location a loan of any size.

#### Credit Risk

A significant point brought up by a sizeable number of operators polled is this: If a location cannot negotiate a loan thru a bank, he is immediately suspect as a credit risk. Therefore, why should the operator "stick his neck out?"

What marks loans to locations a bad practice which many feel poses a serious threat to the operating business is this: Large operators are almost always in a much better financial position to loan money than are small operators.

The net result of operator location loans in areas where a loan becomes a prerequisite to landing a location: Bigger operators expanding at the expense of smaller operators.

Some operators pointed out still further that when one location learns of another location getting a loan he wants one, too. Eventually, a flood of requests for loans pour in on operators in the area.

Several operators even explained that bitterness often results between the operator and the location to which he has loaned money because "the location must pay the money back."

## Ops' Takes Down: NCMMDA Dist. Poll

### Assn. Survey of 51 Members Points Up Reasons for Lag, Lower Prices Need

CHICAGO — Operators' collections from juke boxes and amusement games have been running below what they were a year ago. There are a number of reasons why this is so, and there are a number of things which can be done about it.

That is the general consensus of 51 distributors surveyed by the National Coin Machine Distributors' Association. Al Schlesinger, NCMMDA managing director, disclosed the results of the survey of the group's membership last week. The survey was completed early this month.

(Editors Note: See chart of complete survey results in the amusement machines section).

Principal factors contributing to lower taxes, according to the majority of surveyed distributors, are:

1. In amusement games the lack of new equipment.
2. In summer, people seeking types of entertainment other than coin-operated equipment.
3. Increasing automobile travel which takes people away from neighborhood taverns and restaurants.

Interestingly, a factor which was not credited by the majority with slowing sales were "exorbitant license fees or taxes," altho 58 per cent of those reporting felt that "detrimental laws" were responsible for curtailing sales.

## DETROIT OPS TO ENTERTAIN BOY SCOUTS

DETROIT — The Boy Scouts of America will be feted by the United Music Operators of Michigan October 28. Roy Small, UMO conciliator, a member of the executive board of the Boy Scouts here, and entertainment chairman, announced last week that his group would supply the entertainment for the Scout "Bring a Buddy" membership drive. Small said record artists would be lined up to participate.

## NMG 5-State Confab Opens Saturday, 22

OMAHA—Plans for the five-State convention organized by the Nebraska Music Guild were finalized this week.

The two-day meet, which will be held at the Blackstone Hotel here September 22 and 23, will feature business sessions, exhibits and a banquet Sunday (23) night. Entertainment—including record artists—will highlight the banquet. Phonograph and record distributors will exhibit.

George Miller, president of the Music Operators of America, announced last week that he would attend the meeting, accompanied by his wife (see separate story). Other special guests expected to attend are Al Schlesinger, managing director of the National Coin Machine Distributors' Association, and Bob Dietmeier, coin machine editor of The Billboard.

Operators from Iowa, Missouri, Kansas, South Dakota and Nebraska will take part in the meet. According to Howard Ellis, secretary-treasurer of the NMG, it is the first time in four years the Nebraska group has held such a convention.

Ed Zorinsky, of H. Z. Vending & Sales Company, Omaha, announced last week that his firm will hold its first showing of the Rock-Ola 200 in conjunction with the convention.



GEORGE A. MILLER

## Miller Calls Special MOA Advisory Meet

OAKLAND, Calif.—A special two-day session of the advisory committee of Music Operators of America will be held in Omaha September 24 and 25. It follows the five-State convention sponsored by the Nebraska Music Guild there (see separate story).

George Miller, MOA president, announced last week that he called the meeting to discuss "emergency matters," 1957 convention plans and congressional activity on the Copyright Act of 1909. He did not disclose what "emergency matters" would be discussed.

An important part of the agenda will be in adding an executive assistant to the MOA staff, he said. A final decision will be made at the meeting on the dates and site of the 1957 convention.

Sidney Levine, MOA counselor, is also slated to attend the session, Miller said.

## KICKBACK ROUTINE

### Juke Exports to France Sad Saga

(Editor's Note: This report is based on confidential French sources. The Billboard presents it as an information service to the coin machine industry around the world in the hope that such practices, where they exist as here reported, may be corrected.)

PARIS—You are in France and want to import a juke box from America. You go to the "Office des Changes," which is the import license issuing ministry here, and they tell you to wait for a liberation or a quota. You wait and you find out that such a quota is "liberated." Yes, but they tell you juke boxes coming from America are subject to the "per equation." What is that? you ask. Very simple:

Suppose that a juke box is worth \$1,000 f.o.b. Chicago plus \$100 shipping and handling charges to Le Havre, France. Converting to French francs at 350 francs to the dollar, we come to the sum of 385,000 francs. And in addition to this price, we are asking you as "per equation" (or "kickback") 80 per cent of this value which you are to give us in an envelope,

namely 308,000 francs per machine.

And over and above this you must pay the sum of 60 per cent in custom duties and internal taxes in the sum of \$1,100. Namely, they make you pay custom duties even on the freight—which places distant America at a tremendous dis-

(Continued on page 132)

## UMO Votes to Keep Battling Licenses

DETROIT—The United Music Operators of Michigan, in line with its aggressive program of fighting for fair juke box licenses, last week voted unanimously to give Roy Small, UMO conciliator, full power to take any legal action necessary in continuing its fight. Joseph Cassese, partner in the Detroit law firm of Cassese, Small (no relation) & Ackerman, as UMO counsel will work thru Small in undertaking any such future action.

The vote was in effect a vote of

## 6 Wurlitzer Distrib Sales Meetings Set

CHICAGO — A series of six regional sales meetings with distributors was kicked off last week by the Rudolph Wurlitzer Company.

A three-man team of Wurlitzer executives is conducting the meetings, the first of which was held in Chicago for the Midwest region September 9 thru 12.

The team is composed of Bob Bear, phonograph sales manager; A. D. Palmer, advertising and sales promotion manager, and Al Dietrich, credit manager.

"The purpose of the meetings is to discuss with our distributors plans for fall selling and advertising, promotion and sales techniques," Palmer said.

The schedule of the meetings calls for the team to be in New York September 12 to 16, Atlanta 16 to 18, Dallas 18 to 20, San Francisco 20 to 24, and finally in Los Angeles September 24.

Bert Davidson, Wurlitzer regional sales manager, and Carl J. Karle, special sales representative in the Southwest, attended the Chicago meeting.

Those distributors attending the Chicago meet were: Ben Coven, Coven Music Corporation, Chicago; Irving R. Sandler, Sandler Distributing Company, of Minneapolis and Des Moines; Harry Jacobs Jr., United, Inc., Milwaukee; M. S. Gisser, Cleveland Coin Machine Exchange, Inc., Cleveland;

(Continued on page 134)

## Expect 500 At Music Op Golf Banquet

CHICAGO—A lively crowd of 500 coin machine operators, distributors and manufacturers, their wives and guests, is expected Thursday (20) at the Southmoor Country Club, 131st Street & Southwest Highway. The event: the annual Golf Tournament and Banquet sponsored by the Recorded Music Service Association.

Joe Filitti, who, with Phil Levin, stages the annual tourney, predicted "This will be the biggest and finest meet we've ever had."

The all-day affair will feature golf outings, dancing to the music of Dan Belloc and entertainment by radio and TV celebrities. A buffet luncheon is slated from 12 to 2:30 p.m. and a dinner at 7:30 p.m.

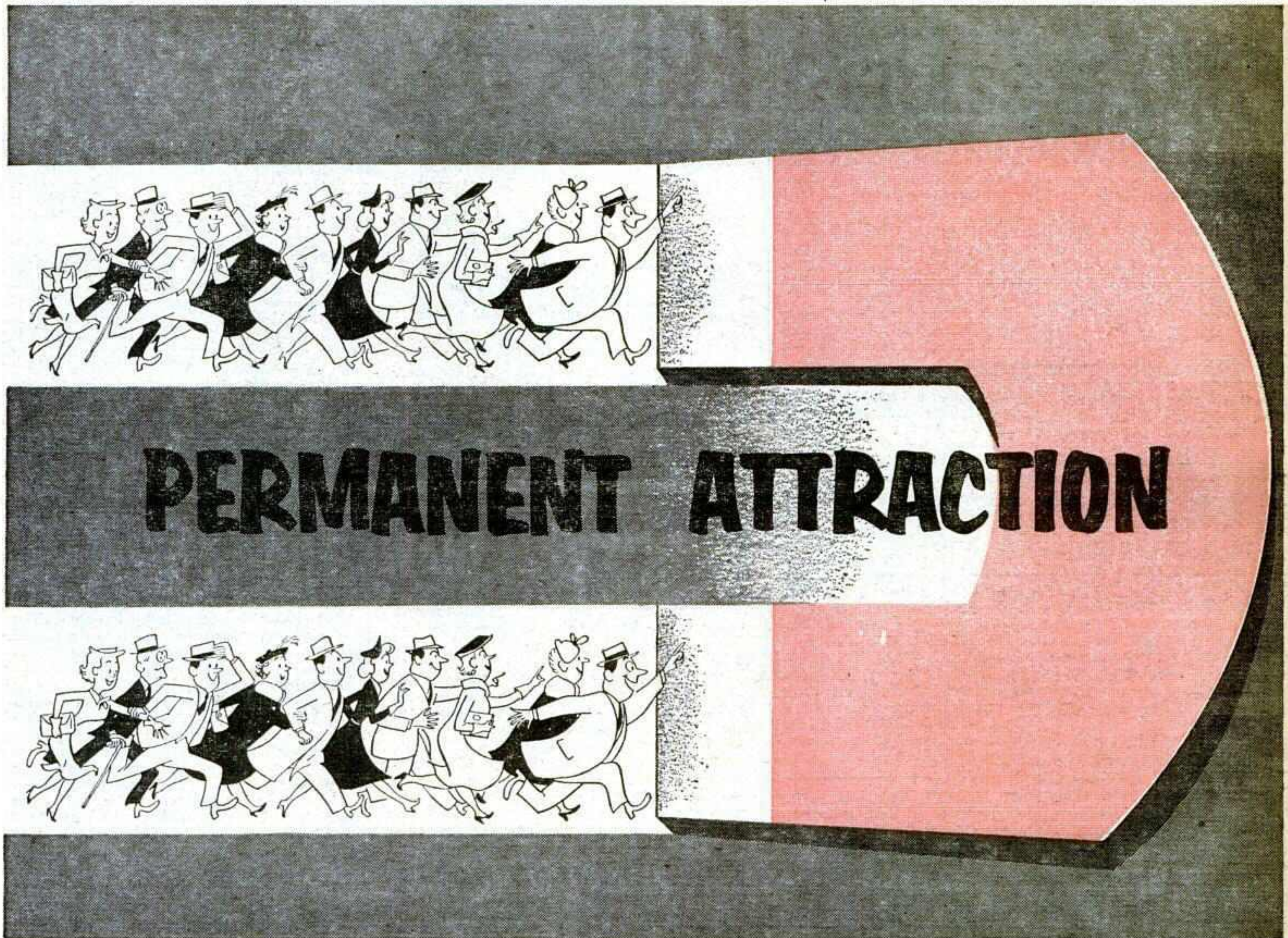
confidence in Small's two-fisted policy of fighting unfair licenses in the Detroit area.

Significantly, at the same time, the United Vendors' Association, Inc., an independent association of cigarette vending machine operators in Michigan, unanimously passed a resolution commending UMO's license policies, singling out Small.

UMO's vote, taken at the group's September 10 meeting, followed a

(Continued on page 131)





**ONLY PHONOGRAPH TO OFFER 50c PLAY**

The magnetic crowd-pulling power of the Wurlitzer Centennial Model 2000 continues to land new locations every day.

And the earning power of this fabulous 200-selection instrument, with its 50-cent play, has made it the most profitable as well as popular phonograph of the year.



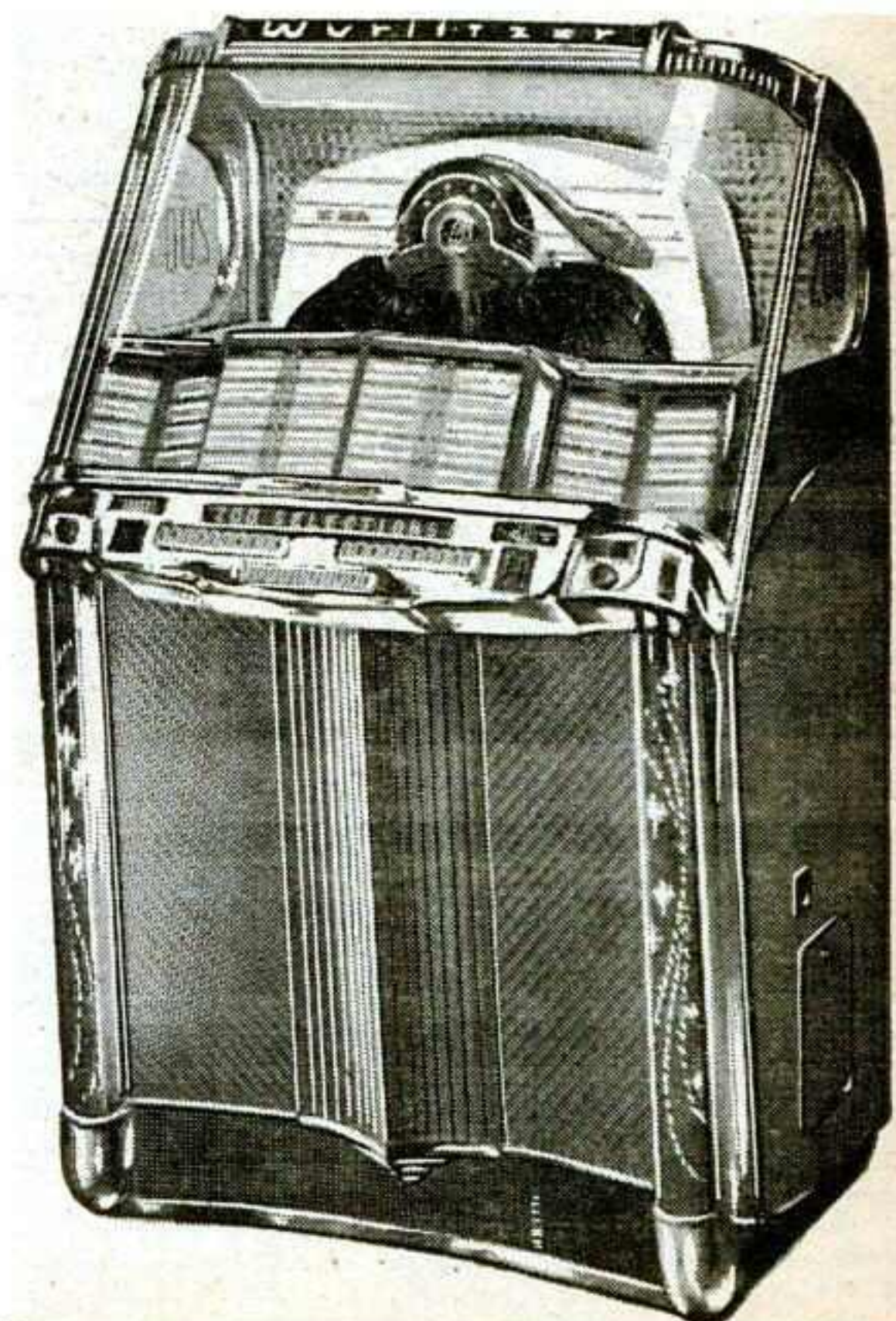
**HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT**

**THE 200-SELECTION**

**WURLITZER**

**CENTENNIAL MODEL 2000**

**SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR**



**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.**



# Mass. Ops Pick Boston Lawyer Exec Director

BOSTON—The appointment of Jacob Levy, Hub attorney, as executive director of the Massachusetts Music Operators' Association, has been announced by David J. Baker, president. He will also be legal adviser.

He replaces Lucius Foster, who was executive director almost since the inception of the association.

Baker pointed out that Foster had done an excellent job for the association and said the reason for the replacement the growing need of legal advice in the operation of music machines.

The association met Thursday (13) at the Beaconsfield Hotel, Brookline, to discuss a proposal by the City of Boston to impose a \$50 license fee on music machines.

# 'Whatever' Retains Lead on MOA Seg

NEW YORK—The Doris Day version of "Whatever Will Be, Will Be" on Columbia, again was named the nation's top juke box disk Saturday (15) on "National Juke Box," the ABC radio program prepared by the Music Operators of America.

Other disks named on the program were "More," with Perry Como on RCA-Victor; "That's All There Is to That," with Nat (King) Cole on Capitol, and "Jet-Zoom," with Stepin Fetchit on Ferris.

Selected as promising records

# 11 French Juke Mfrs. Form Assn.

PARIS — Eleven French juke box manufacturers have formed their own organization—the National Association of Automatic Machine Producers—in a nationwide fight to reduce taxes.

Headed by M. Jacques Marchant, president, the manufacturers' primary objective will be a public relations campaign to convince government officials that the juke box industry is an important factor in French economy.

Juke boxes have become an important means of increasing French interest in recorded music, the association stated, and are a social utility. However, the industry's growth has been stymied because of high taxes and government restrictions.

Operators and distributors in 1955 formed the Syndicate National des Professionels de L'Automatique to fight the high taxes placed on the industry thru changes in the "Taxe sur Spectacles" law.

Thru a co-operative move supported by location owners and the public (The Billboard, February 4), the syndicate was successful in securing a 50 per cent reduction in the annual \$225 fee on each machine.

Members of the manufacturers organization include the makers of the French Bal-Ami, Selectophone Chantal, Flash 555 and Baby Flash, Matebois Eford, Jupiter, Sovoda 30 and Futurity.

were "Give Us This Day," with Joni James on M-G-M, and "Two Innocent Hearts," with Ginny Gibson on Ampar.

# MUSIC OPERATOR FORUM

## Ideal Number of Juke Selections?



(Editor's Note: This is the third in a series of four Music Operator Forums covering multi-selection equipment as it affects weekly record buying, programming and dime play. Last week's article concerned itself primarily with trends in weekly record buying and its relationship to the number of selections on machines. This week's discussion centers primarily around views of operators on the variety of selections available. The fourth and final Forum in this series will be on dime play via increased selectivity.)

A majority of music operators believe there is an ideal number of selections for a juke box. The most frequently mentioned number is 100 selections, altho a surprising number of MOF operators believe 50 selections and 200 selections seem to be "ideal." However, the average of all those who gave an ideal number turns out to be over 100 or exactly 104.9 selections.

Slightly more than one-third of participating MOF operators this week believe that, far from there being an ideal number of selections, the point isn't worth discussing. To this group, there is a definite need for a range of models with different numbers of selections. They argue that the number and type of persons frequenting a location decides what size juke box—in point of the number of selections—is most ideally suited to it.

Those who subscribe to this viewpoint say further that it is no more possible from a practical business standpoint to place a 200-selection machine in a marginal location than it is to place a 40 or a 50-selection machine in a top "A" stop. Further, they contend that the type of commission arrangement which is possible to give a location depends in good measure on what type of machine and kind of service is possible. Since this is true, the operator who can place a 50-selection machine, say, in a marginal stop, can make a more favorable commission arrangement for both himself and the location than if he were required to place a larger machine.

With equally convincing arguments, the group of MOF operators who hold that there is an ideal number of selections—which centers around 100 selections—hold that all the music necessary for any location can be accommodated on a 100-selection-category machine, that commission arrangements must be made by the operator to provide satisfactory returns for both he and the location regardless of what kind of machine he uses. This group contends that the selling job required to operate a machine in a location to best advantage for all concerned is that which is done pretty much independently of the number of selections involved or the type of equipment. At least, they hold that's true—or should be true—in most cases. Besides, they add, in the cases

where it's not true—where a location owner demands a more expensive machine—it will still be up to the operator to decide whether the location (and the commission arrangement he has) is going to be satisfactory to be able to offer a bigger machine.

An Iowa operator who operates 60 machines (43 of which are in the 80, 100, 104 or 120-selection category, six 200's) believes that 100-selection equipment is ideal for nearly all locations. He does agree that 200-selection machines do increase revenue with EP's "for awhile," but he isn't convinced that they are worth the extra cost of the machines. All who believe an ideal number is around 100 selections argue for this number mainly on grounds that it suits well almost any location, running a happy medium between one which does not have enough programming variety and one which has far more than necessary.

Operators arguing for different numbers of selections have the obvious advantage of one well-understood fact: That each location is different—at least in some way—from all others. And that, moreover, this difference is often more important than ways in which it is similar—or identical—to all other locations of the same type. One operator stated that "there seems to be no ideal number of selections for different locations. The location's earning power in relation to the cost of equipment determines how new a machine to buy and the number of selections."

A Detroit operator declared that "there must necessarily be different sizes to suit the needs of the location because we operate in a number of locations that don't want the larger number of selections." A Florida operator pointed to the differences in customers as one reason for different number of selections: "Certainly different locations require different sizes. Number of selections needed depends on the age groups served by the location. Class of trade is another factor." Another operator, arguing the same point, stated that "different sizes are necessary, for older customers don't follow as many hit tunes as younger ones."

## How They Voted

- How many juke boxes do you operate?  
Average number ..... 72.4
- What percentage of your juke boxes are of the following types?  
80, 104, 100 or 120 selections ..... 71.9%  
40 or 50 selections ..... 18.5%  
200 selections ..... 9.6%  
100.0%
- Do you need juke boxes with different numbers of selections or is there an "ideal" number of selections to fit all your locations?  
Different numbers of selections ..... 34.3%  
"Ideal" number of selections ..... 65.7%  
100.0%

## 'Ideal' Number Selections . . .

GEORGE R. RHODES, Uniontown, Pa.: "200-selection equipment satisfies all locations—a matter of floor space would be the only reason for buying a smaller machine. Half of the records on my 200's are EP's. This is an effective operator answer to the usual dime ('get-rich-quick') howl."

OHIO OPERATOR (who asked not to use his name): "The 100 or 104 or 120-selection juke box is the ideal. But in small locations you don't need 100 selections. Just 40 or 50 selections is all you need. You don't need the 200-selection machine at all. The amount of increase (with the 200) is just not worth it. I will not buy one unless competition forces me to."

H. KEN EBMEIER, Select Music Company, St. Louis: "100 selections allows room for various types of music and requests. Any amount over 100 is highly superfluous and is a handicap to the operator."

CALIFORNIA OPERATOR (who asked not to use his name): "8 selections for small locations, 120 selections plenty for all others. Diminishing returns set in after that."

A. G. TRUCANO, Black Hills Novelty Company, Deadwood, S. D.: "100 selections are plenty. Our experience has been that if one location gets a 200-selection machine other locations demand the same regardless of the income from them. In fact, poor locations are the ones that are hardest to deal with. Too many operators are allowing the locations to dictate the kind of equipment they get."

W. C. BRENNER JR., Evansville, Ind.: "100 selections are about right but since the 200 is available, it must be used to meet competition. Machines with fewer than 100 selections must be used on lowest-grade locations."

N. R. BOETCHER, Badger Sales Company, Green Bay, Wis.: "I don't believe a phonograph should

ever have more than 100 selections. Let's not kid ourselves. Money is made from 'hit tunes.' Show me a juke box that plays principally old favorite tunes and that juke box will not pay for its keep."

ELMER GREDEN, Winona, Minn.: "100-selection equipment is good. But a cheap 50 to 80-selection machine will fill the bill in many locations."

## Need Different Numbers . . .

JACK GUTSHALL, Corona, Calif.: "Food locations do better with 200-selection machines properly programmed. Smaller locations do all right with 100 selections. In any case, dime play is a 'must'—we are 95 per cent on dime."

CARL W. FISHER, Los Angeles: "Top locations use 200's, and the other locations are graded down according to the size of collections."

D. H. GARMAN, Garman Music Company, Republic, Kan.: "There must necessarily be different numbers of selections in order to provide adequately for small income locations."

A. C. EVANS, Evans Sales & Service, South Bend, Ind.: "It is my opinion that an operator must have different sizes (selection machines) to take care of all kinds of locations. One would be foolish to place a 200-selection machine in a location that would only need a 40-selection unit."

DON R. McDONALD, McDonald Merchandising, Ottawa, Ill.: "We've put 200-selection machines on top locations. We're using 100-selection equipment for most locations. And we hope to eliminate all equipment with fewer than 100 selections."

LEROY J. LAMBERT, Lambert Music Company, Stockton, Calif.: "You can't buy for the marginal locations. You must buy for the best. Then you step down to your next best in about a year, and so on."

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

## NEW ADVERTISING RATES

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

### CASH WITH ORDER

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

### CASH WITH ORDER

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

## Help Wanted

MECHANIC — EXPERIENCED GAMES, music. Good salary and working conditions. Newark, N. J. Write details. Box M-177, c/o Billboard, Cincinnati 22, Ohio.

MUSIC, PIN, VENDOR MECHANIC FOR small operation now expanding. Prefer ambitious young man. Good living conditions. Wertz Music Co., 1013 E. Cary, Richmond, Va.

WE NEED ROUTE OPERATORS AND DISTRIBUTORS for our Selecto-Pencil Vending Machines. Over 100,000 public schools need a coin-operated pencil vending service. Set up a fast paying route of schools within seventy-five mile radius of your city. Write for prices and particulars. Matthews Specialty Co., Star Route A, Austin, Tex. se29

## Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-se29

## Positions Wanted

JUKE BOX AND GAME MECHANIC, 6 years' experience, 6 month GI approved schooling. Write J. S. Schaeffer, Box 669, Rifle, Colo. se29

## THIS IS A 10-LINE AD

For only \$10 you can buy

this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

## Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. se29

## CIGARETTE-CANDY-COFFEE-CIGAROMAT —FACTORY DISTRIBUTORS—

U-Select-It, Candy & Coffee Royal "17" & Mercury Cigarette Machines, Watling Scales, Hay-A-Bag, Sandwich & Potato Chip Machines. Write for complete information & prices.

## TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

VENDING MACHINES PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. se29

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. se29

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49¢, Silver Kings, Acorns, Poppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tio

## Next Week: Dime Play & Selectivity



LET'S  
FOCUS  
ON



## FALL COIN MACHINE BUSINESS

The Billboard's  
Big Annual Coin Machine  
"CONVENTION-IN-PRINT"  
Issue Dated October 6th  
Can Help You!

The October 6th "CONVENTION-IN-PRINT" Issue offers manufacturers, distributors, jobbers and suppliers a unique sales opportunity, timed to the seasonal trend of marketing activities in the Coin Machine Field.

All of the subtle stimulation of an industry-sponsored convention has been cultivated in a technique that projects the constructive sales-producing features of a "live" convention into the editorial columns of this internationally consulted publication.

Prompted by the success of the annual "CONVENTION-IN-PRINT" Issue, The Billboard will again spark fall sales in the Coin Machine Industry in 1956. Full coverage of the field means displaying your products for the benefit of 25,000 operator readers when they are seeking new sales ideas.

Make sure your company is in focus for fall selling through being a part of the "CONVENTION-IN-PRINT" Issue.

ADVERTISING DEADLINE . . . SEPTEMBER 27

A 6-month record of Coin Machine Distributor lineage in The Billboard, compared to the total of all other publications in this field, establishes a conclusive advertising preference . . .

163,080 lines.....The Billboard  
23,978 lines.....All Other Publications

Write, wire or phone your advertising reservation to any of The Billboard Offices listed below. Do it today!

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Central 6-8761  
Jack Sloan  
Dick Wilson  
Dick Ford

● HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831  
George Kelley

● CINCINNATI 22, OHIO  
2160 Patterson St.  
DUbar 1-6450  
Lou Schochet

● NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800  
Martin Toohay

● ST. LOUIS 1, MO.  
390 Arcade Building  
CHestnut 1-0443  
Frank Joerling

DATE OF  
"CONVENTION-IN-PRINT"  
ISSUE  
OCTOBER 6th  
ADVERTISING DEADLINE  
SEPT. 27th

## COINMEN YOU KNOW

Chicago

By KEN KNAUF

**TRADE SHOCKED BY NELSON'S DEATH.** The coin machine trade here and thruout the country was shocked to hear last week of the death in Boston of Jack Nelson, Bally Manufacturing Company general sales manager. Jack was a veteran of more than 40 years in the business. (See separate story in Amusement Machine section.)

Frank Mencuri, Exhibit Supply vice-president and director of sales, is off the sales hook this week, with all his efforts currently being devoted to production. Sam Lewis, president, reported a flock of new products in the works. . . . Art Weinand, Williams Manufacturing Company sales manager, looking forward to attending the five-State meeting of operators at the Nebraska Juke Box Show in Omaha this weekend.

First Coin Machine Exchange phones were in a continual buzz last week with the installation of a new switchboard set-up. It was too much for Fred Klein, who took off for the Wisconsin-Minnesota Northwoods for a vacation. Receptionist Analee Perlak back from a summer hiatus, and everyone happy to see her. First visitors were Leon Groves, Cassopolis, Mich.; George Brennan, Hot Springs, Ark.; Dick Diltz, Mishawaka, Ind.; Paul Paden, South Bend, Ind.; Matt Pohl, Hammond, Ind., and John Bush, Peoria, Ill.

Ralph Lobell, vice-president in charge of sales, Leaf Brands, is on the program of the October 15 meeting of the Chicago Candy Club. He'll show an hour-long color movie record of his and Mrs. Lobell's recent round-the-world trip. . . . Joe Filitti and Phil Levin, Recorded Music Service Association, expect a record crowd of Chicago area coinmen at their annual golf outing and banquet at Southmoor Country Club Thursday (20).

Two new Chicago salesmen will be greeting operators around the country: Morton Secore has joined Chicago Coin Machine Company as a sales representative, and Empire Coin Machine Exchange has

(Continued on page 133)

## UMO License Vote

● Continued from page 128

move in which the association went on record that the current rash of new Detroit suburban juke box licenses were actually "hidden taxes."

Elaborating other UMO action, Small declared: "Detroit taxes assessed against individual juke box operators from time to time have been grossly unfair. UMO's position is that we should ask the Detroit Board of Assessors for hearings to try to effect equal valuation for all kinds of equipment owned and operated by operators."

Currently, UMO is awaiting the Melvindale City Council's reply to UMO's show-cause order instructing the town to show why a \$25 fee is necessary for regulatory measures and why operators must secure licenses before soliciting locations.

### Assn. Stand

The basis of the group's action against Melvindale is based largely on three principal arguments:

1. That the licensing ordinance now in effect virtually creates a monopoly for existing operators of machines and discourages new investment in the business. This point is based on that part of the new ordinance which calls for operators to secure licenses before soliciting locations.

2. That the ordinance is discriminatory in that it makes no provision for regulation of machines owned by location owners.

3. That all municipal licenses in Michigan are to be for regulatory purposes only, not for the purpose of deriving income. The new ordinance does not indicate what it is supposed to be regulating.

Commenting on the abuse of police power by some municipalities in licensing various businesses, Small said: "Ordinary legislation by municipal police power has been allowed to such an extent as to be alarming and dangerous. Some communities, for example, have gone to the extreme by having adopted ordinances which license door-to-door salesmen. By the same line of reasoning, newsboys might be licensed, which shows how silly city licensing can get."

When answering ads . . .

SAY YOU SAW IT IN  
THE BILLBOARD!

The Oldest  
ONE-STOP  
Record Service

All Labels

All Hits

45 RPM ..... 55c  
78 RPM ..... 60c  
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NO EXTRA CHARGES

FREE TITLE STRIP SERVICE

No order too large or too small.

Save Time! Save Money!

STORE BUSINESS WELCOME

No C.O.D. Send check with order including postage.

The Musical Sales Co.  
SEEBURG DISTRIBUTORS

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THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.





## NCMDA Distributors Vote Drive for New Game Ideas

• Continued from page 128

create greater sales and that "higher priced" equipment would be detrimental to sales.

Almost as many distributors reported that operators' collections were down on juke boxes as on games (74 per cent on the former, 82 per cent the latter).

The survey furnishes impressive evidence of what distributors—if these polled provide an accurate cross-section—believe will improve their sales and operator collections: New types of equipment with price tags which are lower than those on equipment selling today.

Schlesinger in summarizing results of the poll declared:

"The large vote on the lack of new equipment contributing to our summer slump is an impressive one. This is tied up with our definite need for new ideas. Whether the price of equipment is high or low, the urgent need for new merchandise is very apparent."

Despite the fact that results show distributors voting for "lower priced" equipment, Schlesinger lays less emphasis on price than on the need for new equipment. In interpreting the results, he stated that "it is crystal clear to see what is needed to give us a 'shot in the arm' at this time: lower priced equipment for quantity locations, higher priced equipment for quality locations."

Ideas for new equipment, then, is the most pressing need that Schlesinger sees in the amusement game industry in analyzing survey findings. Said Schlesinger:

"Looking toward the future (NCMDA), members feel that unless we can create new ideas, our picture (in games) will indeed be a bleak one. This therefore becomes our number one problem. If we can, thru the trade magazines, operator associations and distributors, bring this important mes-

sage to the entire trade, perhaps we can stimulate the search for new ideas."

In summarizing other poll results, Schlesinger centers attention on an age-old question in the coin-operated equipment business: How can the traditional summer slump be licked? He also calls for "some combined effort" to fight legislation that has slowed down sales as reported by distributors in the survey.

The NCMDA head stated: "The large use of automobiles during the summer and vacation periods has changed the picture for many during the summer months. How are we to balance this summer business? Is it lost entirely or can we hypo every type of summer resort to bring this in balance? This question requires a carefully studied method of catching up with the customer during his travels.

"Detrimental laws that slow down sales are taking their toll among operators and distributors. Some combined effort should be made to at least open up territory that is now closed to legal equipment. If the creation of new ideas is to flourish, certainly it should be our co-operative effort to open up markets now closed to us."

Survey results and Schlesinger's summary were contained in a bulletin mailed to NCMDA members Friday (14). (Editor's Note: A chart showing complete results of the poll appear elsewhere in this section.)

## BB to Hold Annual Games Ideas Contest

(Editor's Note: See editorial in this section)

CHICAGO—The Billboard will conduct an annual industry prize contest for ideas for new amusement games.

The publication will name a

panel of prominent traders to judge ideas submitted. Tentative plans call for three major prizes to be awarded.

Complete contest rules will be announced at a later date.

The date for the opening of the first annual contest will be set sometime next month.

## Exhibit Maps Big Fall Output—New Items Due

CHICAGO—If plans turn to realities, Exhibit Supply Company may well set a new production record during the fall season.

"We have enough new ideas to keep us busy for a year," said Sam Lewis, president. "We expect to break with 10 to 15 new pieces of equipment this fall." Lewis said some of these new models may be in the vending machine line. The firm has produced and sold a post-card vender for several years.

The first of the new Exhibit amusement games, a coin-operated gun game, is already in production and shipments are expected to start this week. Lewis said that in addition to the new gun, an entirely new type of game model is scheduled to be presented to the indus-

try in the near future. "In time for the fall season," Lewis assured.

### 20 New Ideas

Upon consideration are as many as 20 different ideas for coin machine models. Some of these are already prepared for testing, Lewis said. About half of the new items are considered "location-type pieces." The planned models fall into many different categories, Lewis stated.

Exhibit is adding to its factory staff in preparation for the anticipated production surge.

## Empire Names LeRoy Hohbein To Sales Staff

CHICAGO — LeRoy Hohbein has been appointed to the road sales staff of Empire Coin Machine Exchange, Gil Kitt, Empire president, announced last week.

Hohbein has been with the firm for three years, acting as head of the shipping department.

The new salesman joins Jack Burns as a traveling representative, giving Empire a two-man road team. Joe Robbins is sales manager for the firm.

### EDITORIAL

## Ideas Wanted

Ideas are the bread and butter of the amusement game business. The business lives on new ideas. It has thrived—and will continue to thrive—on new ideas. The game business is a novelty business. It needs a constant flow of ideas to keep it vigorous.

Manufacturers are deeply aware of this. It is because of it that they spend hundreds of thousands of dollars on engineering and development annually. Their engineering staffs work on hundreds of new ideas for games. But for every hundred new ideas, perhaps only one proves practicable and profitable.

So hundreds more are always needed.

It is for this reason that The Billboard will conduct an annual contest to find more new ideas for the manufacturers' hopper. We think it can do much to focus the attention—and thinking—of everyone in the business on new ideas.

It is significant that the National Coin Machine Distributors' Association survey of its membership revealed 94 per cent in favor of a "national campaign" for new ideas. (See story and chart elsewhere in this section.)

We're 100 per cent in favor of such a campaign.

There are never too many profitable games.

## Jack Nelson, Bally Sales Chief, Dies

CHICAGO—Jack Nelson, 61, Bally Manufacturing Company general sales manager and a veteran of over 40 years in the coin machine industry, died of a heart attack in Boston Wednesday (12).

The body was to be at rest Saturday and Sunday (15-16) at John E. Maloney Company Funeral Home, 1359 Devon Avenue, Chicago. Services were scheduled at 1 p.m. Monday from the funeral chapel. Interment at Woodlawn Cemetery, Forest Park, Ill.

Nelson served as Bally sales chief since October, 1949. He be-

gan his career in the coin machine business with The Billboard's advertising staff in 1915 and remained with the company for 21



JACK NELSON

years, acting as manager of the Chicago office for four years.

### Rock-Ola V.-P.

He joined Rock-Ola Manufacturing Corporation, Chicago, in June, 1936, as general sales manager, later becoming vice-president in charge of sales for the juke box manufacturing firm.

Nelson joined Superior Products Company, Chicago, in February, 1944, as general sales manager, and in 1946 entered into business for himself as a coin machine distributor under name of Jack Nelson Company. The firm was later taken over by his son, Jack Nelson Jr., as Logan Distributing Company, bulk vending machine distributors and suppliers.

Active in the coin machine industry. (Continued on page 135)

## FED. TAX DEPT. RULES ON POOL

WASHINGTON — Skill Pool and Cue-Ett, coin-operated games resembling billiard and pool tables, but with posts or holes in the playing surface to deter standard use as a pool or billiard table, are subject to the federal coin-operated amusement tax, but not to the annual \$20 federal tax on operation of regular pool or billiard tables.

The ruling was made by the Internal Revenue Bureau last week in answer to queries from operators of the games. The Bureau decided that no gaming aspects are involved in the play.

### UNFAIR DUTIES

## U. S. Awake? Germany Woos French Coin Market Thru Customs Office

• Continued from page 128

advantage to next-door neighbor, Germany. The total cost of a U. S.-made juke box: close to a million francs.

American coin machine interests are in danger of being ousted from the French coin market within a few short years, and finding their place taken over by German equipment. The American industry apparently doesn't know—or chooses to ignore—that it is being discriminated against by the French government.

But regarding German equipment: Just apply for an import license. And when you get it you have no "kickback" to pay. You

argue with the various authorities here that it is unfair. Americans pay their workers approximately three times what the German worker makes, and the product of his efforts is being discriminated against by this unfair "per equation." Yes, they answer, but we buy more from America than what she buys from us, and almost all our dollars are utilized to purchase raw materials from the States.

This response looks good on the surface. But a check with the American Chamber of Commerce in Paris reveals that while France is buying raw materials from the U. S., almost all of these raw materials are not surplus products.

Actually, America is increasingly in need of raw materials and is currently the world's greatest importer of raw materials.

Thus America is complacently exchanging raw materials with France with little or no profit, and America is letting herself be knocked out by Germany on automobiles, fruit juices and coin-operated equipment because of this "kickback", which is directed against the U. S.

Little by little, German juke and other equipment are infiltrating the market, and unless the American industry takes a vigorous action, it may expect to step out of the picture within a short time.

## Morton Secore Joins Chi Coin As Sales Rep.

CHICAGO—Chicago Coin Machine Company last week announced the appointment of Morton Secore as road sales representative of the firm.

Secore, who has worked in the coin machine field and related fields for over 20 years, will travel the country handling Chicago Coin amusement game sales.

A native Chicagoan, Secore for- (Continued on page 136)

## Williams Ships Super Score, New Five-Ball

CHICAGO—Super Score, new Williams Manufacturing Company five-ball pin game, features lighting up letters for replays.

Players light up the letters of the game title, Super Score, by hitting ball bumpers and roll-over (Continued on page 135)



# New Licensing Plan Drafted In Minneapolis

MINNEAPOLIS—After weeks of indecision, a joint Minneapolis City Council committee Wednesday (12) arrived at a formula for licensing pinballs on the one hand, and other amusement-type coin-operated games on the other.

Under the plan, drafted by the ordinances and legislation and by the license committees of the council, pinball permits will be \$67.50 annually for each machine. Mechanical pool tables, bowling and shuffle games and similar devices will have a \$25 per unit yearly fee.

Originally, the two committees had proposed to lower the now-existing \$67.50 fee for pinball games to \$40 per unit after it was pointed out that the recent governmental activity aimed at the devices had caused a sharp decline in the number now licensed and on location. The other devices were included. However, when opposition developed among other council members to the plan of cutting pinball permits, Alderman Frank Wolinski, license committee chairman and prime author, held up the proposal.

The new plan calls for letting the present pinball ordinance and its \$67.50 fee stand, with the ex-

(Continued on page 139)

# Idaho Probes Question of Pin Legality

IDAHO FALLS, Idaho — Probate Judge Ira Corey has taken under advisement the question of whether or not pinballs are "gambling devices."

A hearing had been held in the Bonneville County probate court in which the State of Idaho contended that the machines are "gambling devices" even tho they do not pay off in cash, merchandise or extra games. Edward W. Pike, Bonneville county attorney, argued that when a player can deposit an extra coin in hopes of getting another ball to increase his score, this is "gambling."

Pike and Assistant Attorney General Ed Aschenbrenner, represented the State in seeking to prove that seven pinballs seized at Idaho Falls August 21 were "gambling devices."

### Defense Arguments

Arthur Smith, defense attorney for Roger Hougen, owner of the machines, said, "The courts have never held that it is illegal to take a chance. These machines are not adapted or designed for gambling.

# Minn. Ops Get Dim View of Political Slate

ST. PAUL—Minnesota's State-wide primary election last week put coin machine operators on the spot politically and may result in many of them "going hunting" come election day in November.

The reason is the outcome of the primary races for attorney general. Miles Lord, present attorney general, won renomination on the Democratic-Farmer-Labor ticket. Keith Kennedy was nominated for the post on the Republican ticket.

Lord last December termed free games won on pinballs as illegal under Minnesota law, with the result that almost all such devices have disappeared from locations here. Subsequently, his ruling was upset by District Judge John A. Weeks in Minneapolis and that decision is on appeal to the State Supreme Court.

### Kennedy in Race

Kennedy, however, resigned his job as assistant U.S. district attorney under George MacKinnon to make the race for the COP nomination. MacKinnon, in February, obtained federal grand jury indictments against nearly two-score location owners in the Twin Cities who subsequently paid fines totaling \$40,000 on charges they violated the U.S. gambling laws as it pertains to pinball devices.

Kennedy had a hand in the investigation by MacKinnon's office and the nominee is said to have done a great deal of the initial spadework in advance of the wholesale indictments.

In addition, Kennedy, during the primary pre-election campaign, used the pinball machine as a "football" in his attack on Attorney General Lord. The latter declined to pick up the ball, however, during the electioneering. However, coinmen now are concerned that during the upcoming general election campaign the fur really will fly from both sides on the issue.

Meanwhile, a federal grand jury here Thursday (14) returned indictments against 13 location owners and one operator charging failure to purchase gambling tax stamps for pinball games.

Indictment of Gopher Sales Company, Faribault, Minn., as a co-defendant with two location owners marks the first time that an operator or operating firm has been named by the federal government in these charges.

The player can't get anything out of them."

The case involved a request from Robert W. Millsap, Boise, chief investigator of the Idaho Liquor Law Enforcement department, that the machines seized be destroyed as "gambling machines." Pike asked the attorney general's office to participate in the trial, a test case. There is also the question as to whether the machines must be in operation to warrant destruction.

# COINMEN YOU KNOW

Continued from page 131

appointed LeRoy Hohbein as roadman. . . . Gertude Herron, Exhibit Supply receptionist, husband James and son William off to Miami for a two-weeker.

## New York

By AARON STERNFIELD

Out-of-town distributors were much in evidence along 10th Avenue last week. Visiting Joe Young, Abe Lipsky and Irv Holzman at Young Distributing were Johnny Bilotta, Newark, N. J., Wurlitzer distributor, and Rusty Smith and Jerry White, Pittsburgh Wurlitzer distributors.

Ed Ravreby, Associated Amusements, Boston Rock-Ola distributor, was also in town, and Jules Olshin, Odco, Albany, N. Y., visited with Dave Lowy and Milke Munves.

Mr. and Mrs. Toby Halpern, game operators, are recent parents of their first child, Michael. . . . Al Miniaci, Paramount Music, and John Sullivan, game operator, are both hospitalized.

Moe Kutlow, Pahlmo Corporation, recently lost his father, as did Sylvia Goldberg, secretary at RCIA Local 433. Bernie Sterler, Deer Park, L. I., operator, was in town buying equipment.

Joe Hahnen, Gordon Automatic Music, died recently. . . . Joe Connors, Connors Automatic Music, has returned from a Quebec trip. . . . Bill Suesen, Broadway Music, is taking the wife along on a Canadian trip.

Dave Robbins, former Stoner distributor and a veteran of 20 years in the coin machine business, is currently manufacturing jokes and novelties. . . . Murray Kaye, Atlantic-New York, reports that business has picked up sharply since Labor Day.

Young Distributing Company played host to eight Wurlitzer distributors last week at the company's showrooms. The distributors held a regional sales meeting at the Hotel Statler. From the factory were A. D. Palmer, director of advertising and sales promotion; Bob Baer, sales manager, and Al Dietrich, credit manager.

## Milwaukee

By BENN OLLMAN

PRESLEY DISKS IN DEMAND. Stu Glassman, of Radio Doctors, the Beer City's major one-stop diskery, labels the current volume of business his shop is getting from the operator trade "unbelievable." What's causing it? According to Stu a good deal of the current juke box action stems from the Elvis Presley craze. "Operators can't get enough Presley disks," he claims. . . . Elmer Janisch, Beaver Dam coinman, shopping for his disk needs at Radio Doctors, reports that most of his juke boxes are featuring two or three Elvis Presley sides.

# NCMDA Member Survey

(Editor's Note: See article elsewhere in this section on the results of this survey of 51 distributors. The survey was conducted by the National Coin Machine Distributors' Association and was completed early this month.)

- Are operators' collections on phonographs up, down or the same?
    - Down . . . . . 74%
    - Same . . . . . 16%
    - Up . . . . . 10%
  - Are operators' collections on amusement games up, down or the same?
    - Down . . . . . 82%
    - Same . . . . . 10%
    - Up . . . . . 8%
  - Did the unseasonable weather contribute to the above?
    - Yes . . . . . 48%
    - No . . . . . 36%
    - Don't Know . . . . . 16%
  - Does the large use of automobiles take people away from their usual taverns, bars, restaurants, variety and cigar stores?
    - Yes . . . . . 72%
    - No . . . . . 20%
    - Don't Know . . . . . 8%
  - Do more people seek other types of entertainment during summer and vacation periods?
    - Yes . . . . . 76%
    - No . . . . . 14%
    - Don't Know . . . . . 10%
  - Has exorbitant license fees or taxes slowed up sales?
    - Yes . . . . . 28%
    - No . . . . . 72%
  - Has detrimental laws, city, county or State curtailed sales?
    - Yes . . . . . 58%
    - No . . . . . 42%
- What branch of government?
- City . . . . . 22%
  - County . . . . . 5%
  - State . . . . . 14%

- Beverage . . . . . 3%
- Has the lack of new equipment contributed to our summer slump?
    - Yes . . . . . 74%
    - No . . . . . 18%
    - Don't Know . . . . . 8%
  - What is the credit situation?
    - Same . . . . . 36%
    - Expanded . . . . . 22%
    - Curtailed . . . . . 42%
  - Would lower priced equipment create greater sales?
    - Yes . . . . . 86%
    - No . . . . . 14%
  - Would higher priced equipment be detrimental to sales?
    - Yes . . . . . 76%
    - No . . . . . 22%
  - Would a national campaign for new ideas on amusement games help the industry?
    - Yes . . . . . 94%
    - No . . . . . 4%
    - Don't Know . . . . . 2%

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Rock-Ola and All American	85.00
Texas Leaguer	50.00
Scientific Upright	65.00
Lite-A-League	75.00
Western DeLuxe	75.00
Western Major League	95.00
Scientific Batting Practice	95.00
Scientific Pitch'em-Bat'em	100.00
Bally Big Inning	100.00
Bat-A-Score, Evans	100.00
All Stars, Evans	100.00
Genco Champion	285.00
Williams World Series	95.00
United 10th Inning	75.00

### COUNTER GAMES

Line-A-Basket, Bally	\$ 45.00
Mercury Grip	25.00
Pop Up	25.00
Kicker and Catcher	25.00
Shirley-A-Ball	22.50
ABT Challenger	22.50
Advance Electric	22.50
ABT Skill Gun—Electric	35.00
Whiz Genco With Stand	25.00
Skill Jump With Stand	49.50

Scientific Upright Basketball	\$ 85.00
Scientific Upright Field Goal	95.00
Williams Quarterback Football	75.00
Genco Quarterback Football	265.00

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Exhibit Shooting Galleries	109.50
Exhibit Space Gun	69.50
Mutoscope Rock 'N' Roll	94.50
Mercury Athletic Scale	44.50
Marvel Pop-Up with Stand	14.50

### ALLEYS!

United Clover & Cascade, both	\$ 90.00
Chico Criss Cross Target	110.00

### EXTRA SPECIAL!

WURLITZER 1015's, good order	\$ 44.50
Seeb. 100 Sel. Wall Box	50.00
Brand-New SPANISH POOL	125.00
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### Tobacco Tax

• Continued from page 123

the Treasury has not yet put such a system into effect.

I. D. Meredith, chief, Beverage and Tobacco Tax Division, Department of Revenue, Louisiana, discussed the Read Plan for collecting cigarette taxes.

This system eliminates State tax stamps in favor of perforated packages which are made by the cigarette manufacturer. The markings identify the maker, the State and the tax.

**Plan Theory**  
Theory behind the plan is that special machinery is required for the perforating, and the cellophane wrapper goes over the perforations, thus making counterfeiting unprofitable.

Meredith said the plan is impractical because it would remove control from the State and it would be difficult to get cigarette manufacturers to set up special facilities.

A. J. Costigan, assistant State supervisor, Cigarette Tax Bureau, Department of the Treasury, New Jersey, discussed an "Administrative Plan for Change in Tax Rate."

**Evers Talk**  
"Statutes Restricting Out-of-State Distributors" was discussed by Henry E. Evers, State Tax Commission, Iowa, and E. M. Pettibone, Department of Taxation, Minnesota, spoke on an "Audit of Out-of-State Distributors."

"Distributors and Tax Administrators in Partnership" was the subject of a talk by George Frank, M and R Confectioners, Inc., Toms River, N. J.

At the final business session, a round-table discussion on "Cost of Affixing Indicia of Tax Payment" was held with Gene Tosca, chief, Division of Excise Taxes, Department of Taxation, Ohio, presiding.

**Katz Talk**  
Final address was by Ira Katz, vice-president of the National Association of Tobacco Distributors and president of the New Jersey Tobacco Company.

The vending industry was well represented at the meet. Present were Tiny Weintraub, Cigarette Merchandisers' Association; Max Weiss, M and W Vending; Sid Bruck, Long Island Tobacco Company; Ed Murach, New Jersey Automatic Merchandising Association; Clint Darling, National Automatic Merchandising Association, and Charles Brinkmann, the Rowe Manufacturing Company.

Delegates were entertained Sunday evening at a buffet given by the National Association of Tobacco Distributors, with Joseph Kolodny acting as host.

### Wurlitzer Meets

• Continued from page 128

Leonard J. Goldstein, T & L Distributing Company, Cincinnati.

Also Carl J. Angott, Angott Distributing Company, Detroit; P. O. Brandt, Brandt Distributing Company, St. Louis; John Fitzgerald, Co-Operative Distributing Company, Louisville; Lew Jones, Lew Jones Distributing Company, Indianapolis; William J. Nashek, Central Music Distributing Company, Inc., Omaha; John W. Balk, Midwest Distributors, Kansas City; and Mr. Sandow, Franklin Sales Corporation, Buffalo.

Those who were to attend the New York City meet are: John Bilotta, Bilotta Distributing Company of Newark and Albany; Charles W. Winters, Winters Distributing Company, Baltimore; Joseph Ash, Active Amusement Machines Company, Philadelphia; Si Redd, Redd Distributing Company, Inc., Allston, Mass.; Kenneth A. O'Connor, O'Connor Distributors, Inc., Richmond; Gerald A. Whit, Music Distributing Company, Pitts-

burgh.

### C. L. Ewing Sells Automatic Firm To Fred Baker

EVANSVILLE, Ind. — C. L. Ewing, former owner of Automatic Amusement Company here, has sold the coin machine jobbing firm to a group headed by Fred O. Baker as principal stockholder.

Baker will operate the company as Automatic Amusement Company, Inc. He had been manager of the Evansville branch office of the S. L. Steibel Company, Louisville, which firm has temporarily closed its Evansville office.

Ewing had been in business in the name of Automatic Amusement Company for over 35 years. Both he and Baker are natives of Evansville. Baker said the firm will probably augment its amusement game lines, and possibly add a juke box line. It had carried Bally, Chicago Coin, Genco, Keeney and other lines.

The new firm will be staffed with most of the personnel formerly associated with the Steibel branch office. Paul Wilson is secretary of the firm and will act as traveling sales representative. Chuck Ewing, son of C. L. Ewing, will handle office sales and bookkeeping. Raymond Dickinson and Bill Bremmer are in charge of the service department.

Baker plans to hold a grand opening for the coin machine trade in the near future.

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B Dome ..... 17.95	<b>WURLITZER</b>	Also available to fit Models 950, 850, 750, 700, 600, 500.
Centers, l. or r. .... 8.95	MODEL 1250 Center Dome .....\$18.95 Dome Ends, ea. .... 6.10	TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.
Bottoms, l. or r. .... 8.95	MODEL 1400 Center Dome ..... 13.45 Dome Ends, ea. .... 10.50 Bottom Sides, set of 2 ..... 16.50	
C Centers ..... 8.95		
Bottoms, l. or r. .... 8.95		
E-40-50-120 (metal grill for lower part of machine—eliminates cleaning plastic louvers), 2 to set ..... 10.00		

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HAVANA ..... 95	SLUGGIN' CHAMP ..... 175
BEACH CLUB ..... 75	SWEET ADD-A-LINE ..... 175
CABANA ..... 75	4-BELLES ..... 160
YACHT CLUB ..... 75	DAISY MAY ..... 145
BRIGHT SPOT ..... 60	JOCKEY CLUB ..... 115
	LOVELY LUCY ..... 115
	PINWHEEL ..... 110
	SHINDIG ..... 110
	QUEEN OF HEARTS ..... 90
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Mutoscope Drop Kick Football ... 150.00	Exhibit Silver Bullets ..... 75.00
Exhibit 500 Shooting Gallery ... 250.00	Chgo. Coin Super Home Run ..... 125.00

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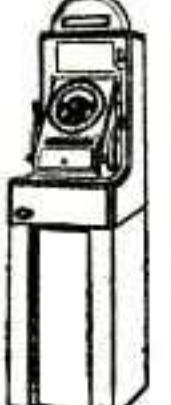
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SEEBURG Model M100A . . . . .	195.00
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WURLITZER Model 1500 . . . . .	245.00
WURLITZER Model 1800 . . . . .	795.00

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 GUARANTEED 100% SATISFACTION  
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**Mass. Vending**

• Continued from page 123

dues scale was agreed upon which calls for \$15 per year for a one-man operation. Each full-time employee, including office personnel, will add \$5 per year to the dues. Part-time employees will be \$2.50, with a maximum of \$250 for large firms.

The council will represent all segments of the industry on matters pertaining to legislation, taxes, licenses and sanitary codes. Foster read a letter from headquarters of the National Automatic Merchandising Association praising the formation of such groups and offering all necessary help.

It was pointed out that by calling the group a council, it removes the stigma which it is believed is attached to groups seeking to influence legislators. The need for such an organization was stressed, Foster said, since there were thousands of bills going thru the Legislature each year and unless these were carefully read it was likely that one of them could affect operators adversely.

Foster also said it was significant that at a recent session with the Boston City Council on the matters of levying fees and licenses on vending machines, that one councilman had pointedly wished to know just how many vending machines were in the city of Boston. This, he said, along with the growing trend to impose codes and other restrictions on the vending industry, made it imperative that someone look out for the interests of the business.

Particularly in the city of Boston, Foster continued, there were ominous signs that milk and other forms of vending would be subject to some restrictions. Walter R. Guild, head of Guild Associates, also spoke on the need for organization and pointed out that in several parts of the nation there was a move on to organize all segments of the vending business.

**Jack Nelson Dies**

• Continued from page 132

dustry's national defense program during World War II, Nelson served as president of the War Activities Committee of the National Coin Machine Association. He was president of the Showmen's League of America, outdoor show business fraternal organization, in 1943.

Widely known thruout the coin machine industry, Nelson witnessed the growth of the industry from the days when there were only a few manufacturers and a small number of operators in the business, to its present status as an industry of wide scope and potential.

Nelson was active in Masonic circles and was a member of Composit Lodge 879, A.F. & A.M., Wiley N. Egan 128 R.A.M., Columbia Commandry 63, Medinah Temple A.A.O.N.M.S.

He is survived by his widow, Elsie; a son, Jack Jr.; a daughter, Elaine Jacobson; two sisters and three grandchildren.

**Williams Ships**

• Continued from page 132

switches. Button-operated flippers shoot balls back up the playfield. The high-scoring center hole can be lighted for specials by lighting up the letters S-U-P-E-R, lighting up S-C-O-R-E, or making numbers 1 to 6. Player spelling out the full title, Super Score, earns a replay.

The game has a National Slug Rejector coin mechanism as standard equipment. Twin coin chutes are available. Ball shooter mechanism has been improved. The game has plated cigarette holders on siderails and chrome cabinet guards around flipper buttons.

**BE SURE... With a Nyack**  
**SLATE TOP!**  
 GUARANTEED TO BE THE FINEST TOP MADE... OR YOUR MONEY BACK!


Only pure 3/4" solid slate used. No deterioration or warping.  
 Precision ground. No plywood backing, glue or staples.  
 Change cloth in minutes. Easy to install.

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**NYACK SLATE CO., INC.**  
 80 SO. FRANKLIN STREET NYACK, NEW YORK  
 Specializing in all kinds of Slate Pool Table Tops

**Joe Ash says . . .**

**HERE'S YOUR CHANCE to fill in on good Williams pieces at ROCK-BOTTOM PRICES**



Army & Navy • C.O.D. • Deluxe Baseball • Dealer • Four Corners • Fairway • Gun Club • Grand Champion • Hay Burner • Jalopy • Lazy Q • Palisades • Paratrooper • Regatta • Race the Clock • Spitfire • Screemo • Silver Skates • Super Pennant Baseball • Snafu • Struggle Buggy • Skyway • Twenty Grand.

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Can be purchased "as is" or reconditioned  
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 AMUSEMENT MACHINES CO.  
 666 N. Broad St. Phila. 30  
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 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**We will pay CASH**  
 for the following equipment:

**SEEBURG M100A's, B's, BL's, C's, G's, & W's.**

**GOTTLIEB AND WILLIAMS PIN GAMES**  
**GENCO, UNITED, WILLIAMS GUNS**

**ALSO WANTED: 100 BALLY OR UNITED BINGO GAMES**

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**DISTRIBUTORS:**  
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 Remember IN NEW ENGLAND IT'S TRIMOUNT  
 40 WALTHAM STREET BOSTON 18, MASS  
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BEST QUALITY RUBBER-BACKED BILLIARD CLOTH**

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### Morton Secore

Continued from page 132

merly operated his own coin machine Arcade in Spokane, Wash., for four years, leaving in 1943 to return to Chicago and join his brother in their own firm, Secore and Secore, punchboard sales company. He had similar sales experience with Blackhawk & Gardner, Chicago.

Secore resides in Chicago with his wife and one child.

#### 5 SEEBURGS

like new  
DE LUXE HIGH-FIDELITY  
MODEL 100-R

Write or wire for price

#### WURLITZER

MODEL 1700  
104 Sel.—45 rpm

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SPANISH POOL GAMES

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Authentic Scoring  
Write for Pictures  
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WURLITZER 1400 .....	225
WURLITZER 1250 .....	175
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Advance .....	95.00
Flash Bowler .....	145.00
King Bowler .....	95.00
Cross Cross Target .....	150.00
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#### MUSIC

AMI F-120 .....	\$625.00
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Seeburg M100A .....	225.00
Wurlitzer 1500 .....	225.00
Wurlitzer 1450 .....	210.00

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AUTOMATICS from \$125.00.  
USED POOL TABLES from \$75.00.  
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Immediate Delivery

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REGULAR BUMPER POOL LINED REPLACEMENT PLAYFIELDS AVAILABLE IN EITHER 2 OR 3 HOLE  
SPECIAL PRICE—\$22.95.

Be Sure to Specify Style When Ordering  
Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth.

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When you order from Marvel, you get GENUINE ROTATION BALLS

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Keeney Bonus .....	75.00
Keeney Bikini .....	150.00
Bikini .....	125.00
Bonus Bowler .....	95.00
Century .....	175.00
Gold Metal .....	300.00
Imperial .....	175.00
Magic .....	275.00
Pacemaker .....	50.00
Rainbow Shuffle Alley .....	100.00
Arrow .....	250.00
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Tropics .....	45.00
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Bally Night Club .....	Write
Bally Broadway .....	450.00
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#### MUSIC

Rock-Ola 1448 Hi-Fi, 120 Select. . . Write  
Rock-Ola 1446 Hi-Fi, 120 Select. . . \$645.00  
Rock-Ola 1438 Comet, 120 Select. 475.00

#### WALL BOXES

Seeburg 3W1 Hammerloid .....

#### ARCADE

Bally Bull's-Eye Kiddy Gun .....

Bally Hot Rod .....

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#### POOL TABLES? WE HAVE THEM

Bally Boosters  
Chicago Coin Advance  
Center Hole Plugs use as a 2-Hole or 3-Hole Game  
Light-Up Bumpers or Regular Bumpers  
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3/4" REPLACEMENT

SHIPPING WEIGHT 70 LBS.

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# Slate Tops

*Give Lifetime Service*

FOR ALL MANUFACTURERS' REGULATION SIZE TABLES

- New Jumbo Bumpers
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- Center Hole Optional
- 5 Minute Installation
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- Easy Cloth Replacement
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- Level & Accurate: Improves playing skill and reduces playing time of game.

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★ In the entire industry we deliver the only cushion-backed, resilient, double-ground slate top!



## Game Exhibits At Omaha Show

OMAHA — H. Z. Vending & Sales Company here will display the latest new coin-operated amusement games of D. Gottlieb & Company, Genco Manufacturing & Sales Company, and Williams Manufacturing Company, and the phonograph line of Rock-Ola Manufacturing Corporation at the Nebraska Juke Box Show here September 22-23.

The show, to be held at the Blackstone Hotel, is presented by the Music Guild of Nebraska, and will bring together operators from five States—Nebraska, Iowa, Kansas, Missouri and South Dakota.

Some of the manufacturers are donating new coin games as door prizes for the operators in attendance. Business sessions, exhibits, entertainment and a banquet are scheduled at the five-State convention. (See separate story in Music Machines section.)

**SAVE MORE MONEY—  
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

## Valley Aims at Steady Pool Sales to Homes

BAY CITY, Mich. — Valley Manufacturing Company, here, first to kick off the trend to coin-operated pool game play in May, 1955, now plans a national sales campaign to bring the game to America's home owners.

The home play model, of course, is a non-coin-operated table. Valley continues to produce and market its coin-operated Rack Pool unit, and the previous bumper play models it has produced. Earl Feddick, president, said coin pool sales have slowed down, but continue steady, from Detroit and other areas.

Believing strongly that the bumper pool game has great possibilities as an entertainment device for home rec rooms and clubrooms, Feddick plans to introduce the game to home owners thru advertisements in Life, Better Homes and Gardens, Opportunity Magazine, Retail Daily, and a number of other consumer and sporting goods publications. Both bumper pool and regular pool models will be offered.

**Long-Term Prospects**  
Feddick sees the pool game field as one which promises steady, if

not heavy orders. In line with this outlook, the Bay City plant is undergoing expansion, with machinery, supply room and loading space being added.

Valley, established in 1944, was a pioneer in the shuffleboard manufacturing field, continuing its production of the Valley Shuffleboard unit until recent years. The firm has been a builder of television cabinets and domestic furniture, as well as a manufacturer of pool games.

# WE HAVE IT

For the Best Buys  
On Anything Coin Operated

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100 SELECTIONS

\*SPECIAL  
VOLUME  
PRICES

# SEEBURG Wall-o-matic

Reconditioned — Davis Guaranteed  
New Selection Buttons — New Instruction Plates  
Income can be doubled in many locations by adding  
100 selection wallboxes.

The \$64 Answer for Greater Income  
Pre-set for 10c play if requested

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Cable Address: "DAVDIS."  
1/3 deposit required.

**Davis  
Guarantee**

- Mechanism Overhauled
- Worn Parts Replaced
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- Cabinet Professionally Refinished

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**WESTERN EXPORT**

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1 Seeburg, Model G	\$695.00	
10 Seeburgs, M-100	199.00	each
2 Rock-Olas, #1432	119.00	each
1 Wurlitzer, #1250	99.00	
5 A.M.I., Model A	59.50	each
10 Rock-Olas, #1422	69.50	each
2 Exhibit Jet Guns	69.50	each
3 Exhibit Skill Score	75.00	each
5 Genco Rifle Gallery	249.00	each

1/3 cash

BIRMINGHAM VENDING CO.  
540 Second Avenue, N.  
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EXPORT it's  
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**CLEAN GAMES READY FOR LOCATION**

GAYETY	\$75.00	BALLY BEAUTY	\$50.00
HI-FI	60.00	ICE FROLICS	50.00
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CONEY ISLAND		\$35.00	

Immediate delivery  
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# FOR READY PROFITS—REDD HOT BUYS!

## MUSIC

10 SEEBURG V-200

Like New—WRITE—WIRE—CALL

Also in Stock:

SEEBURG 100 A-B-C-G-W-R  
WURLITZER 1400-1500A-1650-1800  
and ROCK-OLAS and AMI's

ROUTE WANTED in NEW ENGLAND!

We have a customer who wants to pay CASH for a large route of Music and Games in N.E. Write or call Si Redd.

## SPECIALS

10 UNITED LEAGUE BOWLERS \$ 95

5 UNITED IMPERIAL ..... 95

5 UNITED ROYAL ..... 80

5 EXHIBIT SPANISH POOL ... 100

WANTED—Will pay CASH \$\$\$ for all models of used MUSIC MACHINES, KIDDIE RIDES and LATE BALLY BINGO MACHINES!

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298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

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DISTRIBUTING CO.

Exclusive distributors for

WURLITZER—BALLY—EXHIBIT



# No Coins Too Good For 5-Ball Play

### Nickel Still Popular Fare, But Dime, Quarter Chutes Show Steady Gains

CHICAGO—The nickel is still king in the five-ball pin game field, but dime play, and in some areas, three-for-quarter and five-for-quarter play, is making slow but steady headway.

There seems to be no available "map" of where the nickel territories and where the dime and quarter territories are located. Distributors seem to order on a "try and see" basis.

The larger cities, however, have in general been the pivot points of the gradual move to dimes and quarters. In town and countryside, the nickel is more solidly entrenched.

#### No Risk Involved

The distributors' trial and error method is not as risky as may seem. In case the dime or quarter play deal doesn't work out in the particular area, the coin chute can always be switched to the nickel denomination without much loss in time or money. From the manufacturers' viewpoint, this argues well for the distributor and operator to give the higher value coin system a try where it seems feasible.

Manufacturers and distributors seem most inclined to let the question of nickel or dime five-ball play seek its own level, without pushing the idea too hard. Thus the ultimate decision is the individual operator's. He must decide whether, in his territory, he will make the most money on nickels, dimes, quarters, or combinations of the three.

Art Weinand, Williams Manufacturing Company sales manager, said preliminary tests with quarter coin chutes used in combination with dime or nickel chutes on the firm's five-ball models show operators receiving "a healthy proportion of quarters." Said Weinand, "If the quarter chute is the answer, it will be used." In most cases Williams' games are set at five games for a quarter when the quarter chute is supplied.

#### Await Results

Williams has made available a twin coin chute on its latest single player game, Super Score, and will be awaiting results from the field. "Dime play is picking up," said Weinand, and an increasing num-

ber of distributors are placing a percentage of their orders for dime chute models.

D. Gottlieb & Company, while having no precise breakdown on the number of games shipped in the several categories, estimated that orders were pretty well split between nickel and dimes. "Dime and three-for-quarter play is on the increase, but picking up slowly," said Alvin Gottlieb. He said most of the multiple player games go out on dime play, the single players via the nickel fare.

Chicago Coin Machine Company, just recently under way in the five-ball field, has received a good reception, according to Ed Levin, director of sales. "We are making a fresh start in this field, and it must be gradually developed," he stated. Levin estimated that, in general, two-thirds of the orders in the five-ball category are for nickel chute models.

The firm's initial five-ball introduction, Blondie, a match and replay model, drew two-thirds orders in the dime play category, Levin said. The latest Chicago Coin pin, Capri, a regular model, drew a majority of nickel play orders. Often a distributor will change the coin chute to conform with the demands of the particular area, he said.

KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

ADMEN of every kind ENDORSE THE BILLBOARD as a top selling force

## QUICK FACTS THAT CINCH BIG MONEY for Operators!



Williams  
**SUPER SCORE**

NOVELTY or REPLAY

More PLAYER APPEAL Than Ever Before...

- Spelling "S-U-P-E-R" lites center hole for Special!
- Spelling "S-C-O-R-E" lites center hole for Special!
- Spelling "S-U-P-E-R S-C-O-R-E" scores 1 replay and lites center hole for "Super Special."
- Making numbers 1 to 6 lites center hole for Special!

- 4 Thumper Bumpers
- 2 Cyclonic Kickers
- 2 Flippers

### HIGH SCORES!

Bottom Center Kicker Puts Ball Back in Play!

Plated Cigarette Holders on Siderails!  
Chrome Cabinet Guards Around Flipper Buttons!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

1 **FIRST 5-BALL** with National Slug Rejector Coin Mechanism As Standard Equipment!

2 **New** smooth as silk ball shooter mechanism!

3 **New** SCORE CARD HOLDER! **New** OPERATOR CARD HOLDER!

Twin Chutes at slight extra cost.

### PROVED!

It captured the crowds in all test locations!

Your American Red Cross Is Always There After Disaster Strikes

### PURVEYOR SPECIALS

## NEW POOL TABLES

Lighted Bumpers  
Three Hole  
Non-Warp Adjuster

**\$150.00**

USED POOL TABLES—WRITE FOR LIST

#### SHUFFLE GAMES

KEENEY  
Speedians ..... \$275.00  
American ..... 225.00  
Century ..... 195.00  
Diamonds ..... 160.00  
Carnival ..... 85.00  
Ten Player ..... 70.00  
UNITED Targette. 145.00  
Comet ..... 165.00

C.C. Criss-Cross  
Target ..... \$ 99.50  
Advance ..... 100.00  
Gold Cup ..... 110.00  
Triple Score ..... 75.00  
BALLY Magic ..... 195.00  
UNITED Classic .. 80.00

#### SUPPLIES

Cue Sticks, Ea. .... \$ 2.50  
Chalk, Gr. .... 3.50  
10-Minute Cement, Tube ..... .20  
Cue Clamps, Ea. .... .25  
Plastic Cups, red or white, Ea. .... .50  
Coin Chutes, Ea. .... 10.80  
Playfield Cloth ..... 9.50  
Set of 10 2 1/4" Pool Balls ..... 12.00  
Set of 8 Pucks ..... 12.00  
Shuffle Game Wax. 3.50  
Shuffle Board Score Pads, 1,000 ..... 7.50

#### BINGOS

Night Club ... Write  
Broadway ... \$395.00  
Beach Beauty 360.00  
Miami Beach. 250.00  
Big Time ... 240.00  
Gay Time ... 230.00  
Variety ..... 135.00  
Pixies ..... 295.00

#### Phonographs

Wurlitzer 1700 ..... \$495.00  
Seeburg 100R ..... 795.00

**PURVEYOR**  
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CHICAGO, ILLINOIS

JUNIPER 8-1814



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Ex. Twin Rotation	125.00
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C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	45.00
Keeney Team	75.00
Build Up	400.00
Chief	95.00
Cascade	59.00
Clover	65.00
Classic	85.00
DeLuxe	80.00
Derby Roll	175.00
League Bowler	120.00
Olympic	70.00
Rainbow	99.50
Royal	95.00
Speedy	165.00
Team Bowler	120.00
10th Frame	60.00
4 Pl. Original	50.00
Bally Victory	150.00
Bally Rocket	175.00
C.C. 10th Fr. Obl.	80.00
Score & Pi	80.00
Rebound	80.00
Genco Shuffle Pool	85.00

**BINGOS**

Evans Saddle & Turf	\$199.00
ABC	80.00
Beach Club	45.00
Brite Lites	40.00
Brite Spot	45.00
Cabana	45.00
Leader	80.00
Nevada	80.00
Palm Springs	65.00
Palm Beach	65.00
Spot Lite	45.00
Stars	45.00
Singapore	75.00
Surf Club	95.00
Tropicana	45.00
Pixie	250.00
Caravan	375.00
Circus	50.00
Frolic	80.00
Spot Lites	80.00

**ARCADE EQUIPMENT**

Bally Big Inning	\$ 85.00
Bally Defender	125.00
Balleonomat	395.00
Balleonomat, F.S.	345.00
Coon Hunt	150.00
C.C. Hockey	75.00
Champion Hockey	125.00
Data Gun	80.00
Evans Bat-A-Score	145.00
K.O. Filter, F.S.	250.00
Lite A League	75.00
Midget Movies	125.00
Muto Card Vend.	50.00
Muto Photomat	350.00
Muto Lord's	80.00
Prayer	395.00
Panorams	275.00
Silver Bullet	125.00
Shoe Brush Up	95.00
Shoe Shine Machine	150.00
Twin Hockey, new Write Sidewalk Engineer	\$165.00
Telequiz	95.00
Quizzer	95.00
Harvard Metal Typewriter	125.00
Boomerang	45.00
Vibrators, F.S.	150.00
Zodiac, new	295.00
Zingo	45.00
Chester Pollard Football	75.00
Ex. Love Meter	25.00
Keeney Air Raider	125.00
Keeney Submarine	125.00
Liberator	75.00
Rapid Fire	110.00
Skill Jump	45.00
Mute Voice Recorder	375.00

**ANDICO COFFEE VENDOR**  
with change makers  
3 Brand New ..\$350.00  
3 Slightly Used. 295.00  
Uses powdered ingredients.

**CIRCUS**  
5 Brand New ..\$295.00  
5 Slightly Used. 245.00

**RIDES**

Merry-Go-Round	\$350.00
T-V Ride	275.00
Bally Moonride	275.00
Stutz Bear Cat	850.00

**COUNTER GAMES**

Kicker & Catcher	\$20.00
Adv Shocker, new	17.50
ABT Challenger	25.00
Three of a Kind	20.00
Pop Up	20.00
Champ. Basketball	20.00
Ship. Wizard	20.00
Whiz	20.00

**GENCO UPRITES**

35 Jumping Jacks, 400 & Gold Nuggets	\$45.00 ea.
Silver Chests	\$5.00 ea.

WURLITZER DISTRIBUTORS



**Cleveland Coin  
MACHINE EXCHANGE, INC.**

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-4715  
Terms: 1/3 deposit with all orders, balance C.O.D.

**Licensing Plan**

Continued from page 133

ception of tightening it up so that multiple-coin units are outlawed and cash or merchandise awards for free games banned, as well as "tripping" devices to cancel free games from the machines.

In addition, a new mechanical amusement devices ordinance to license pool tables, bowlers, shuffle games and the like is being prepared for city council introduction calling for the \$25 fee, barring pay-offs of any kind, forbidding persons under 18 years of age to play them and requiring that all license applicants be subject to screening by the police department. The two ordinances now go to the full council.

SENSATIONAL!

NEW!

DIFFERENT!

**300 Shuffle Alley** \$295.00  
F.O.B. N. Y.

Authentic Scoring  
Write for Pictures  
1/3 Deposit, Balance C.O.D.  
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Do Better at WORLD WIDE!**

**WANT TO BUY  
ALL TYPES  
5-BALL GAMES  
WILL PAY HIGHEST  
CASH DOLLAR!  
CALL NOW!**

**POOL GAMES**

C.C. AUTOMATIC POOL  
EX. SKILL SCORE  
EX. SUPER STAR  
DLX. BANK POOL  
SENIOR POOL

ALL IN A-1 SHAPE!  
UNBELIEVABLY  
LOW PRICES!

**BINGO GAMES**

MIAMI BEACH	\$235
GAYTIME	175
GAYETY	110
BIG TIME	245
VARIETY	145
PALM SPRINGS	75
DUDE RANCH	75
STARDUST	325
STARLET	235
PIXIES	225
TRIPLE PLAY	175

**NEW GAMES**

BALLY BIG SHOW  
UNITED BRAZIL  
GENCO STATE FAIR  
WILLIAMS CRANE  
GENCO BASKETBALL  
GOTTLIEB SEA BELLES

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"GAMES,"  
Chicago

Terms: 1/3 Deposit, Balance  
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**GOTTLIEB'S  
2 PLAYER**

**SEA BELLES**



- Beautiful DeLuxe "New Look" Cabinet
- Twin Chutes 10c - 3 for 25c
- Chrome Plated Flipper Button Cabinet Guards
- Plated Cigarette Holders

- New Twin Double Bonus
- Super High Scoring - Over 1000
- 4 Mystery Light-up Pop Bumpers
- 3 Bonus Advancing Targets
- 2 Light-up Cyclonic Kickers
- 2 Super-Powered Flippers
- 3 or 5 Ball Play

Subject to  
**AMUSEMENT  
TAX  
Only!**

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR  
DISTRIBUTOR NOW!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
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**BUY THE BEST... WE DO...**





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**2 GREAT NEW GAMES**  
by Chicago Coin!  
**STEAM SHOVEL**  
**TWIN HOCKEY**

**FIRST-Conditioned**

- Bally MOONRIDE ... \$235
- Genco BASKETBALL ... 195
- SIDEWALK ENGINEER ... 185
- Mut. DRIVEMOBILE ... 165
- C.C. BASKET CHAMP ... 145
- Mut. SUPER BOMBER ... 145
- Mut. SKY FIGHTER ... 135
- Cap. MIDGET MOVIES ... 135
- Wms. JET FIGHTER ... 125
- UNDERSEA RAIDER ... 125
- Chi Coin GOALEE ... 95
- TELEQUIZ (w/film) ... 95
- Evans TEN STRIKE ... 85
- BATTING PRACTICE ... 75
- C.C. PISTOL PETE ... 75
- EX. SHOOT THE BULL ... 70
- Amuse. BOOMERANG ... 45



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See **"FIRST"**  
In the **FIRST** Place  
for All Your  
Equipment Needs!

**POOL GAMES**

Latest **NEW** Models  
only **\$125**  
**FIRST-Conditioned**  
From **\$75**  
All Models Available

**NEW GAMES!**

We've Got 'Em All!

**CHICAGO COIN**

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- CAPRI
- STEAM SHOVEL
- TWIN HOCKEY
- ROTATION POOL
- CLOVER POOL

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- SLATE POOL
- SPANISH POOL
- Latest SKILL POOL

**INTERNATIONAL MUTOSCOPE**

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- K.O. CHAMP
- TUNGO
- DROP KICK
- MYSTIC SWAMI
- ZELDA
- 3-D ART PARADE
- MUTOSCOPE MOVIES

**BALLY**

- BIG SHOW
- DELUXE ABC BOWLER
- DELUXE CONGRESS BOWLER
- DOUBLE HEADER

**UNITED**

- HANDICAP ALLEY
- POOL ALLEY
- MONACO
- STAR SLUGGER

**GENCO STATE FAIR**

- GOTTLIEB SEA BELLES
- WILLIAMS CRANE • HOT DIGGITY
- FRANTZ KICKER & CATCHER • RIFLE SPORT

TERMS: 1/2 Deposit, Balance  
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**COIN MACHINE EXCHANGE, INC.**

Joe Kline & Wally Finkle

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**BINGO 5-BALLS**

**BALLY**

- NIGHT CLUB ... Write
- BROADWAY ... \$38
- BEACH BEAUTY ... 35
- MIAMI BEACH ... 24
- GAYTIME ... 19
- GAYETY ... 12
- BIG TIME ... 24
- VARIETY ... 14
- PALM SPRINGS ... 9
- BEAUTY ... 8
- PALM BEACH ... 7
- YACHT CLUB ... 7
- ATLANTIC CITY ... 7
- SPOTLIGHT ... 6
- CONEY ISLAND ... 6

**UNITED**

- STARLET ... \$29
- TAHITI ... 9

**5-BALL GAMES**

**GOTTLIEB**

- HARBOR LIGHTS ... \$250
- EASY ACES ... 225
- SOUTHERN BELLE ... 205
- DEL. SLUGGIN' CHAMP ... 195
- GUYS-DOLLS ... 95
- FLYING HIGH ... 85
- SKILL POOL ... 75
- SPOT BOWLER ... 69

**WILLIAMS**

- COLORS ... \$145
- 7-SISTERS ... 109
- C.O.D. ... 95
- GRAND CHAMPION ... 95
- FOUR CORNERS ... 75
- SEA JOCKEY ... 75
- HAYBURNER ... 75

**SHUFFLE GAMES**

**CHICAGO COIN**

- HOLLYWOOD ... \$275
- PLAYTIME ... 225
- FLASH ... 195
- FEATURE ... 175
- STARLIGHT ... 165
- SUPER FRAME ... 155
- CRISS CROSS TRCT ... 125
- ADVANCE ... 135
- KING ... 120
- GOLD CUP ... 115
- TRIPLE SCORE ... 85
- DOUBLE ... 75
- NAME ... 65

**UNITED**

- DeL. VENUS ... \$225
- DeL. MARS ... 215
- SPEEDY ... 165
- ACE ... 175
- LEAGUE ... 115
- CHIEF ... 105
- ROYAL ... 85
- CASCADE ... 70
- CLOVER ... 70
- STAR 10TH FRAME ... 60
- SUPER 10TH FRAME ... 60

**KEENEY**

- DIAMOND ... \$175
- BIKINI ... 150
- BONUS ... 125
- PACEMAKER ... 95
- CHALLENGER ... 95
- DOMINO ... 75
- CARNIVAL ... 65
- 10 PLAYER ... 55
- 6 PLAYER ... 45

\*Indicates Match Play

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**COIN MACHINE SERVICE, INC.**

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CALIFORNIA  
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or write for prices

- SENSATIONAL!
- NEW!
- DIFFERENT!

300 **Shuffle Alley** \$295.00  
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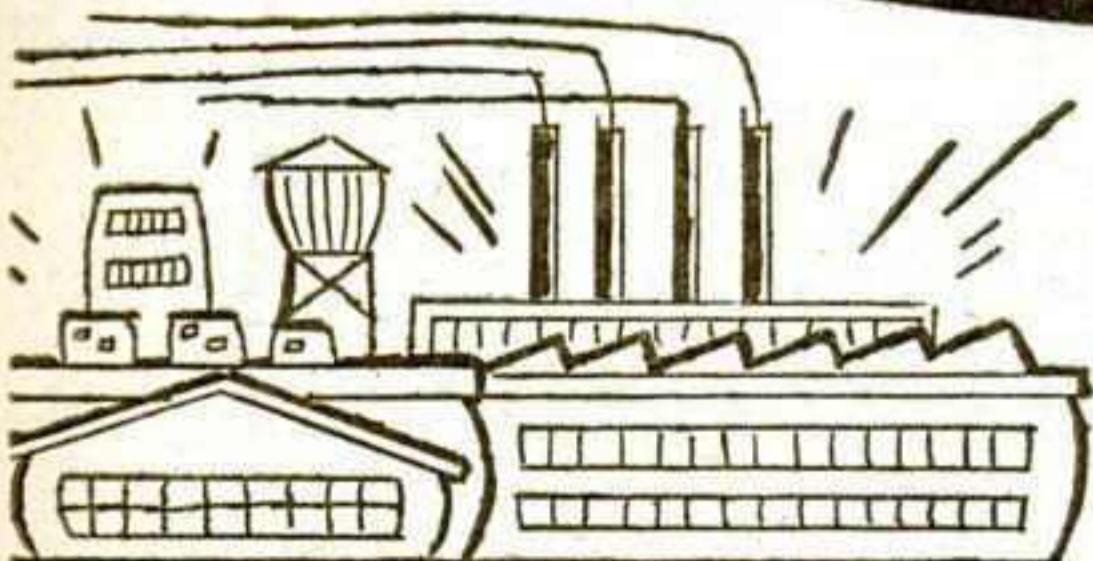
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  - 1/3 Deposit, Balance C.O.D.
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612 TENTH AVENUE, NEW YORK  
Circle 6-8464



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**RECORD-BREAKING ACCEPTANCE**  
of **GENCO'S**  
**STATE FAIR**  
**RIFLE GALLERY**



**WE'RE IN FULL PRODUCTION**

... bending every effort to fill the overwhelming demand!

**SEE YOUR GENCO DISTRIBUTOR TODAY!**

FEATURING  
SENSATIONAL NEW  
**"FREE-ROLLING BALLS"**

PAT. PEND.

**NOW SHIPPING BOTH REGULAR AND MATCH MODELS**



**GENCO** MFG. & SALES CO. 2621 N. Ashland Avenue  
Chicago 14, Illinois



**Vending Stress**

• Continued from page 123

Johnson Candy, Leaf Brands, Lily-Tulip, Mars, Maryland Cup, Nehi, Nestle, Orange Crush, Peter Paul, Pepsi-Cola, Planters Nut, Reese's Peanut Butter Cups, Schutter Candy, Switzer's Licorice, Gold Medal Candies and Rockwood.

The 225 exhibit booths at the show tops the previous record of 204. The number of vending firms and suppliers exhibiting is the largest ever, and interest of the part of concessionaires in automatic merchandising is expected to reach a new peak.

**BEST IN THE MIDDLE WEST**

**PINS**

HARBOR LITES.....	\$250.00
EASY ACES.....	250.00
WISHING WELL.....	195.00
STAGE COACH.....	165.00
HAWAIIAN BEAUTY.....	125.00

**GUNS**

Genco SUPER BIG TOP.....	\$350.00
Genco SKY ROCKET.....	295.00
Genco RIFLE GALLERY.....	200.00
United JUNGLE.....	150.00
Exhibit SPORTLAND.....	175.00
Exhibit SHOOTING GALLERY..	125.00

**NYACK SLATE TOPS**

Complete Selection of BINGOS, BOWLERS and POOL TABLES  
1/2 deposit, balance C.O.D. or S/D

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**UNIVERSITY Coin Machine Exchange**  
858 No. High St. Columbus 8, OHIO  
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**GENCO State Fair**

Greater than Big Top

**5 BALLS**

GOTTLIEB		GOTTLIEB	
Hit 'n' Run.....	\$ 75.00	Twin Bill.....	\$195.00
Poker Face.....	110.00	Jubilee.....	375.00
Queen of Hearts.....	110.00	<b>WILLIAMS SUPER SCORE PICCADILLY</b>	
Grand Slam.....	100.00	Big Ben.....	\$145.00
Chinatown.....	85.00	Grand Champion.....	125.00
Shindig.....	125.00	Times Square.....	85.00
Happy Days.....	95.00	Jolly Joker.....	95.00
Marble Queen.....	125.00	Race the Clock.....	275.00
Green Pastures.....	135.00	9 Sisters.....	125.00
4 Stars.....	75.00	Peter Pan.....	175.00
Gold Star.....	150.00	Spiffire.....	135.00
Pinwheel.....	115.00	Skyway.....	145.00
Mystic Marvel.....	175.00	Army-Navy.....	95.00
Hawaiian Beauty.....	160.00	Can Can.....	275.00
Stage Coach.....	195.00	Jalopy.....	95.00
Daisy Mae.....	175.00		
Gypsy Queen.....	185.00		

**POOL GAMES Priced Way Below Cost!**

De Luxe Tournament	
Genco Baseball Pool	Keeney Flicker Pool
Williams Star Pool	Exhibit Spanish Pool
Chicoin Clover Pool	Valley Pro Pool

A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE..... \$75.00

SLATE POOL TOPS, \$89.50 ea.

**GRAPHOSKOP World's Finest Coin-Operated Telescope**

Made in Germany. Deluxe construction throughout. Guaranteed tamper-proof cash box.

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WMS. CRANE.....	WRITE
GENCG QUARTERBACK, NEW.....	\$289.50
Coin Recordio.....	\$175.00
Mutoscope Photomatic (Pre-war).....	295.00
Heavy Hitter.....	49.50
Bally Moon Ride.....	275.00
Sidewalk Engineer.....	195.00
Grandma Horoscope, New.....	495.00
2-Player Basketball.....	195.00
Telequiz.....	99.50
AA Gun.....	99.50
Space Ranger.....	295.00
Muto Football.....	275.00
4-Player Derby.....	125.00
Flash Hockey.....	99.50
Undersea Raider.....	125.00
Set Shot Basketball.....	275.00
Fiving Saucer.....	99.50
DeLuxe Baseball.....	145.00
Super Home Run.....	175.00
All Star Baseball.....	175.00
Champion Baseball.....	295.00
DeLuxe Ranger Gun.....	295.00
Sportsman.....	175.00
Sky Rocket.....	295.00

**BINGOS**

UNITED BRAZIL.....	Manhattan.....	\$125
BALLY BIG SHOW.....	Surf Club.....	95
Miami Beach.....	Palm Springs.....	75
Big Time.....	Dude Ranch.....	75
Pixies.....	Beach Club.....	75
Gay Time.....	Atlantic City.....	75
Cayote.....	Yacht Club.....	75
Variety.....	Palm Beach.....	75
	Bright Spot.....	75
	Bright Light.....	75

1/2 Deposit, Balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**UNITED Handicap**

Great New Regulation Alley

**SHUFFLE GAMES**

United VOGUE  
United HANDICAP

Clipper High Score.....	\$275.00
Capitol, Match Score.....	275.00
Venus, High Score.....	225.00
Comet, High Score.....	145.00
Banner, Match Score.....	175.00
Ace, Match Score.....	175.00
Speedy, High Score.....	175.00
Leader, Match Score.....	125.00
Chief, High Score.....	125.00
Rainbow High Score.....	175.00
League, High Score.....	125.00
Mars, High Score.....	195.00
Bally Magic.....	195.00
Cross Cross.....	125.00
Team, Match Score.....	125.00
Royal, High Score.....	95.00
Olympic High Score.....	75.00
Cascade, High Score.....	75.00
Hollywood.....	275.00

**PORTARIE COIN COUNTERS**

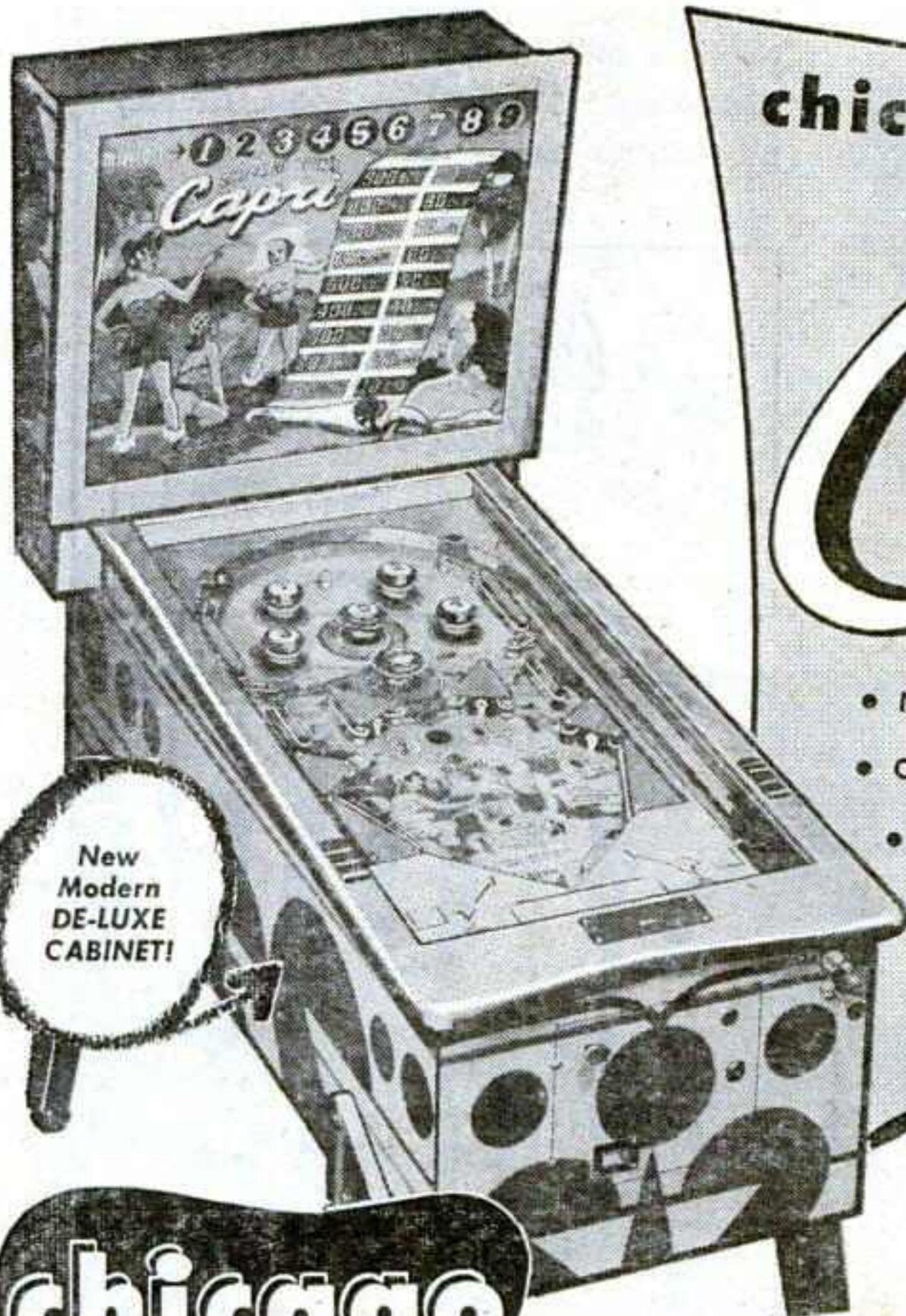
KLOPP Model D-2—Extremely Light  
STANDARD-RAPID—Made in Germany  
Try either one on a 30-day money-back guarantee

**Klopp Coin Changers**

2 MODELS  
Dispenses 5 nickels for quarter and 1 nickel for quarter

GIVE TO DAMON RUNYON CANCER FUND

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



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**Capri**

- New Novelty 5 Ball Pin Ball Game!
- Can Be Operated as 5 or 3 Ball Play!
- 2 Super Sensitive Action Kickers!
- 2 "Lively" Thumper Bumpers!
- 2 Dyna Powered Flippers!
- Top Score... 9 Million 200,000
- Available with 5c or 10c Chutes!

FOR MATCH PLAY TERRITORIES... chicago coins'



- Blondie**
- Featuring Multiple Match Play!
  - Single Match Feature in Each Game!
  - Multiple Match Feature Can Be Played With Replays up to 5 Times per Game!

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## EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Magic Squares  
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Corner Scores  
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Extra Balls

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

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