THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY SEPTEMBER 23, 1957

Prospects Boom for Aud-Arena Shows

Countrywide Growth of Big Halls Cues New Multi-Type Show Business Outlets

By TOM PARKINSON

auditorium-arena attractions.

This year the spotlight is on early stages. attractions, and the scope of those Some times showmen have

walk-around shows and more in- after all. dustrial shows and more conven-

and some renewed ones that are expected to go a long way this scaneeds described by building-management. Coupled with the estabarenas and auditoriums, these newshow business now and promise to buildings. be bigger.

There are scores of wellequipped modern buildings thruout the continent. Show spots like those at Dallas, Albuquerque, N. M.; Detroit and Lincoln, Neb., have joined the line-up in the past.

3-Way Push On Building

CHICAGO -- Construction of big-capacity buildings now has developed into a three-part action, and it hints of more boom to come.

Municipalities still set the building pace for arenas and auditoriums. These and such variations as coliseums and ice rinks are being built in numbers at fair-

Third source of interest is the roster of universities and colleges. Field houses are cropping up on many campuses Like their cityowned counterparts, these are usually multipurpose buildings, and an increasing number is open to shows.

This development gives rise to the question of whether schools may not be destined to build at an even greater rate as the population increase now in grade-school ages into a bulge at college age.

the picture soon will be those at CHICAGO-Big and burgeon- dozens of other cities, while a ing, the auditorium-arena style of few months beyond that should show business is looming larger at see spectacular buildings taking every glance. Not only are there form at Boston, Pittsburgh, Baltimore and more of the big multi- more, Chicago, Portland, Ore., and purpose halls each month, but there many more cities Add to that the also are new ways to use them and several present buildings that are more people giving thought to being expanded and updated as well as many with plans still in

trouping the buildings this season steered away from big buildings by whatever name they go under There is a continuing hue and because of fixed ideas about what ery on the part of building manage- these buildings consisted of Now ment that there aren't enough some of these same showmen are shows. They want more legit com- looking closer and seeing that many panies and that always-elusive of the modern multi-purpose buildsomething new; they want more ings have facilities they can use

Theater men are finding more places with adequate stage facili-Happily, there are some new ones ties-or they are devising ways and equipment to provide the stage needs. Musicians are discovering son in confirming and meeting the that accoustics are excellent in many of the large buildings after People who once balked at lished shows already thriving in buildings now are noting that structures called arenas usually have a comers add up to an impressive hall of that description; but they array of entertainment. It also frequently also have sister buildadds up to a terrific amount of ings that are choice theaters, concapital riding on the contention cert halls and exhibit halls. The that auditoriums and arenas are big upshot is wide usage of the big

> Eyes of Broadway as well as arena-auditorium business this sea-(Continued on page 79)

FISCAL FUN TAX \$317 MILLION FOR UNCLE SAM

WASHINGTON --- Americans paid over \$317 million in excise taxes on their fun in fiscal 1957. Final quarter, ending June 30, 1957, accounted for \$69.4 million in amusement taxes, according to Internal Revenue report (18).

The customers paid onethird more tax on phonograph records and 15 per cent more on musical instruments in fiscal 1957 than in 1956. They did more cabaret stepping, played more coin-operated amusement and gaming machines and did more bowling in fiscal 1957. On the other hand, they paid 26 per cent less in admissions to theaters, concerts and sporting events than in fiscal 1956. Excise also fell off somewhat on radio and television sets. and phonographs, according to revenue, which lumps the three in one category.

Phonograph record excise this fiscal year hit over \$16.4 million, up more than a third above the \$12.3 million paid in the previous year. Final fiscal quarter showed \$4.4 million on records, a jump of over 50 per cent over the \$2.9 million in the last 1956 quarter. Admissions to cabarets and roof gardens yielded tax of \$43,241,000 in fiscal 1957, up \$1 million over fiscal 1956. Final quarter cabaret excise was \$11,081,000 in 1957, up \$700,000 from same period in 1956.

(Continued on page 72

Dealers Receptive To Diskeries' Fall Releases Policies

Favor One Plan Over Another But See Cue for Flying Start

By RALPH FREAS

major markets throont the country react favorably to record firms fall release policies. While they may favor one plan over another, they look upon diskery programs-with their special dating and exchange features, advertising programs, etc. -as a healthy means of getting fall business off to a flying start. This is one of the findings of a special Billboard "10 market report," complete results of which are published in the Fall Merchandising Section this week.

Record companies, who go to a

Who has the best all-around fall he inclines toward them. program? On this question dealers are divided in their opinions. Some are generally of a more substantial are strong for Capitol. Others don't kind finds no problem in placing

ings of RCA Victor. Still others NEW YORK-Disk dealers in report a dislike of both Capitol and Victor, preferring Columbia.

ALL OVER THE WORLD

Personal Prejudices In their estimates of the various disk companies' fall programs, the dealers are undoubtedly swayed by personal prejudices, basing their likes and dislikes upon some intangible attitude toward the company which could result from a general regard for the way the company has dealt with them in the past in such matters as exchanges, prompt service, extension of credit, or any one of a hundred different things.

On the other hand, the indivigreat deal of expense and trouble dual dealer's particular problems developing these special fall pro- often dictate whether or not he can grams and presenting them around accept a particular program. As the country at distributor and an example, a smaller dealer redealer meetings, will be pleased to jects the Decca program because learn that their efforts are not they allow a 5 per cent discount wasted. The dealers remarked on orders of a given amount. In that the meetings left them and order to earn 10 per cent, this dealtheir staffs full of enthusiasm for er has to order more than he thinks the new product - an enthusiasm good for him. He prefers a straight that could be imparted to the con- 10 per cent discount across the sumer. The meetings, in short, have board on all orders. Since other lots of solid "cash register" value. programs offer this kind of a deal,

Still another dealer whose orders like Capitol, preferring the offer- an order big enough to earn Decca's 10 per cent. This dealer's only concern is with the repertory -whether or not the artist or the number will sell in his area.

100% Exchange

There was general agreement that the 100 per cent exchange is a good thing. Dealers regard the exchange as a means of trying their customers on various kinds of rep-(Continued on page 27)

Too Much of Everything'

WASHINGTON - Not long ago, in contrast to general dealer acceptance of diskery LP programs, one New York dealer is known to have expressed the sentiment that "we are being dealed to death by the record companies.

Shop manager Danziger, of the Disk Shop on this city's Connecticut Avenue, added more of the same sentiments this week. "There's much too much of everything, said Danziger, who added that he would like to see the record companies, "drop all the gimmicks in the way of coupons and clubs and accomplish the same thing by stabilizing prices."

NEWS OF THE WEEK

Drug Firms to Build Fall TV Campaigns on Asian Flu . . .

Drug manufacturers are accenting Asian Fin as the major theme for many of their new TV commercials. The traditional rivalry between aspirin brands and cold remedies will get a topical look, with Bristol-Myers and

John Soell, WISN-TV, Blasts Economics of Bartering . . .

Barter TV is blasted by John Soel of WISN-TV, Milwankee. The station exec explains why the practice is of great economic harm to the

40 Labels Offer Dealer Deals Smart Retailer Can Reap Profits . . .

About 40 labels competed this summer and fall with tempting special deals for dealers. Discount deals have ranged from nine to 20 per cent oft normal cost. Variations have included graduated scales of discounts, extra sayings on new releases, extra bargains on all except new releases. Retailers use benefits in numerous ways. Page 16

Mitch Miller Defended, Called Great Help to ASCAP by Cleffers . . .

A group of writers attended a Council meeting of the Songwriters Protective Association last week to discuss the question of whether or not Columbia Records' Mitch Miller has been treated unfairly under the aegis of SPA. Cleffers point to Miller as having done much for ASCAP songs, despite Sinatra charges. Allege that SPA has allowed someone to advance personal grudge against Miller under

Total Charles Commission	
Amusement Games124 Aud Arena Section 79	Music Machines
Circus 102	Hanne Roll of Hits, 49
Coming Events111 Classified Adv	Best Seller Lists 53 Tips on Coming Tops 63 Parks & Pools
Fairs & Expositions	Pines
Fall Merchandising Section	Radio If
Final Curtain 77	Posses 76
Letter List	TV Film TV TV Film Reviews 13
Music	Mending Michines 117

Communications to 1564 Broadway, New York 36, N. Y.

COUGH CAPSULE

Asiatic Flu May Touch Off Epidemic of Remedy Rivalry

NEW YORK-Asiatic Flu may ting our commercials on a strictly it slots at least one Anacin comfall's traditional TV rivalry be- Myers exec told The Billboard. tween the aspirin brands and the cough-and-cold remedies, and sevto get new storyboards into the hands of film commercial pro- already appeared in Life magazine, heavy spot campaign is used beducers to launch topically slanted and TV versions of them are re- hind Anacin, which is now rivaling TV campaigns when the expected portedly being readied for use in Bufferin closely for top honors in flu epidemics start popping.

already on the scene.

Bristol-Myers, for its fast-selling backstopping in major markets. mercials by adding new voice-over campaign with special Asiatic Flu cluding Sterling Drug's Bayer sound tracks plugging the product's angles is Whitehall Pharmacal, Aspirin, Vick Chemical, Pharmaco use as a pain reliever for Asiatic which has a battery of products in (Medigum), Plough, Inc., (St. Flu, and, via Young & Rubicam, the pain-reliever or cold remedy Joseph's Aspirin, Nujol and Mistol has other new commercials "in the field, including Anacin, Guards Nose Drops, etc.), Miles Laboraplanning stage." Bufferin network Cold Tablets, Hill's Cold Tablets tories (Alka-Seltzer, Tabein Cold plugs are scheduled this season in and others. Whitehall has no less Tablets), Grove Laboratories the half-hour Alfred Hitchcock se- than nine network shows in which ries, as well as "Playhouse 90" and "Tombstone Territory," the new participations in the daytime Arthur Godfrey Stanzas.

Await Epidemic

Bufferin ac execs are biding their time, however, on a starting date for their special flu commercials. "We're waiting to see it Asiatic Fiu develops in a national pattern or on an isolated regional basis, which will guide us in slot-

PLAGUE

Cast Woes Hit Specs; Stars Exit

NEW YORK -- Cast problems of a spectacular nature continue to plague the big TV specials this

Latest and biggest walk-out hit the duPont "Show of the Month" series last week, with Ethel Merman departing "Crescendo" over the size and importance of her appearance in the musical panorama airing next Sunday. In the same show, Louis Armstrong has emerged as a "controversial" personality, because of his blast at Washington and Arkansas "plowboy governor, altho duPont is sitting tight.

Last week, Joanne Dru and Richard Todd exited the cast of the second duPont show, "Prince and the Pauper," being replaced by Christopher Plummer and Rose- night schedule with two co-op mary Harris.

budget show last week was June delphia deejay whose "American Allyson, who reportedly jumped Bandstand" daytime chores have slip from the upcoming Standard brought him fan clubs and a good Oil anniversary special.

prove the secret weapon in this network or spot basis," a Bristol- mercial, including "Love of Life"

cem currently riding the Asiatic Could Be You," "Queen for a Day," network vehicles like "Restless the pain reliever field. Some of the early birds are Gun" and "Tie Tac Dough" on NBC-TV, with spot campaign Also said to be mulling network

and "Secret Storm" strips, Douglas Warner-Lambert is another con- Edwards, "Name That Time," "It eral of the top drug manufacturers Flu rickshaw. Large-space print "Tic Tac Dough" (Daytime), "Have and their agencies are scrambling ads plugging Listerine's uses in the Gun, Will Travel" and "Sunday war against the Asian intruder have News Special." In addition, a

Others Mulling

or spot TV drives with copy keyed-Bufferin, has already begun Currently keeping its plans to the flu problem are a sizable "adapting" existing Bufferin com- secret, but strong possibility for a list of other heavy TV_nsers, in--(Continued on page 13)

vidfilm series due on ABC-TV, plus ABC SUNDAY HAT IN

Cosmetic Firm for Caesar-Coca Show

web race one year ahead of sched, quarter-hours. Welk follows at 9, ule. The last night of the week to with Mike Wallace at 10. be strengthened on the Goldenson-1 Aubrey three-year plan, Cunday evening schedule, Mondays, 7:30nows shapes up strong for ABC 8 p.m., will be filled for 13 weeks in mid-season, especially if the by a sustainer, What's the Name beth's activities during the day Caesar slotting at 9 p.m. produces of That Song? The musiquiz was periods as expected.

from its fall berth at 8:30 to the 10 p.m. spot, making room for an making any profits on the comedian this season.

Saturday Closed

ABC has closed its Saturday music stanzas set to precede Law-Also flouncing out of a high-rence Welk. Dick Clark, Philapress, will head a 7:30-8 p.m. var-

Bill me

NEW YORK - Helena Rubin- lety and record session. "Country stein's 26-week buy of the Sid Cae- Music Jubilee" will expand from 30 sar-Imogene Coca half-hour show, to 60 minutes in a new slot, beginning January 26, has put 8-9 p.m., with Williamson-Dickie ABC-TV into the Sunday night clothiers picking up alternate week

The final opening in the web prepared by ABC as a daytime "Arthur Murray Party" is a real strip, "Keep It in the Family, possibility for 9:30 p.m., with another quiz, penciled in for Sat-Bowling Stars" slated to move urday nights, has been delayed until January.

The Sunday daytime schedule attractive half-hour between "Mav- has been revised to put "Johns erick" and Caesar. The Caesar Hopkins File 7" at 3 p.m., Dean show, to be produced by Hal Pike at 3:30 and "College News

(Continued on page 6) he had a top slot.

Nielson Top 10 TV Web Shows

(Two Weeks Ending August 24.)

AVERAGE AUDIENCE Program & Network Rig. 3. U. S. Steel Hour (CBS)25.6 7. Alfred Hitchcock Presents (CBS) .. 24.0 TOTAL AUDIENCE 10. Alfred Hitchcock Presents (CBS) ... 27.1

Pontiac Buys Borge Spec

NEW YORK -- Pontiac has bought its second network spectacular-Victor Borg. The program will be presented over CBS-TV Wednesday February 19 in the 9-10 p.m. slot. It will be the third network spectacular for Borge, who delivered strong ratings last

Pontiac will sponsor half of Annie Get Your Cun" over NBC-TV this fall, McManus, John & Adams is the agency.

Maybelline Buys Queen's Ball, CBS

Company has purchased the Queen's Ball on Saturday October is said to be coming from print 21 over CBS-TV.

The program, which will run from 11:15 to midnight, will conhere, and a live remote from the Waldorf-Astoria where the ball will take place. Gordon Best is the

Pulver Joins Colgate As a Media Manager

NEW YORK-Stan Polver last Jamis and written by Mel Brooks Conference" at 4, with "Paul Win- week joined the Colgate-Palmolive and Mike Stewart, will "almost chell Presents" in at 4:30 for Hartz Company as media manager for its certainly return after a summer Mountain Products. ABC's live toilet articles division. He is said haitus for our cosmetics," accord- clearance rose to 86 per cent of to replace Irvin Hoff, who joined ing to Mme. Rubenstein. The U.S. TV homes last week with the Warner-Lambert. Pulver is a vetterms of Caesar's deal with ABC signing of WPTA, Fort Wayne, eran advertising specialist whose are not known, but the web isn't Ind., as a primary affiliate. The post was with Lever Bros. where

G-T Plans New Shows As Later Replacements

down and audience trends become nature of an "extra" show. clear.

G.T execs plan to put their "Adventures of Phillip Marlowe" telefilm series high on the priority list, with the script for the pilot slated to be ready on October 1, with casting and production soon "general thematic nature," to be after. The pilot will definitely be ready by the start of 1958, according to Bill Todman.

Also in the works is a possible deal for "Quill and the Gun," previewed" in "The Web" series in the starring role.

NEW YORK-Despite the cur- next month. It's understood that rent tight market in new show Benton & Bowles, ad agency for packages, Goodson - Todman is Procter & Gamble on "The Web," moving on a number of network has what amounts to an option on level projects, on the theory that "Quill" because of its regular contime slots may start opening for tract for the suspense series, althou new product as the season shakes the "Quill" tryout will be in the

Also being discussed at high levels of such top agencies as Young & Rubicam are reported to be two 1ew Goodson-Todman telefilm projects. One is an hour-long dramatic anthology series, of a done as a co-production film series with Stanley Kramer. The other is a situation comedy property for which Goodson-Todman is said to which is due to be "sneak- be considering Tallulah Bankhead

BY YEAR'S END

CBS Plans Color Tape Of Shows

HOLLYWOOD - CBS-TV reportedly is planning to experimentally color-tape a number of programs prior to the end of the

Altho because of the tight race between Ampex, MM&M, and RCA to be the first to develop a usable color tape system, very little information could be elicited, 20th-Century Fox (CHS)30.3 it is known that existing equipment, i.e., Ampex would be used.

Neal K. McNaughten, manager of the professional products division of Ampex, said he could neither confirm nor deny the report, but pointed out that Ampex had said last year that it expected to have a color attachment within 18 months. It's believed CBS engineers have been working in conjunction with Ampex to develop such a device.

The network has already successfully taken off color telecasts on black and white tape for later rebroadcast.

CBS-TV Wraps Up Two Sales on 'Capt. Kangaroo'

NEW YORK -- CBS-TV wrapped up two "Captain Kangaroo sales in its Salurday morning stanza. Goodrich purchased five participations and Bauer & Black seven participations in the 9:30-10:30 a.m. stanza. The buys will

McCann-Erickson is the agency NEW YORK-The Maybelline for the first advertiser, and Leo Burnett for the second. The money

NBC-TV to Do U.S. **Exec Wing Series**

NEW YORK-Robert Sarnoff, NBC president, announced a TV series on the functioning of the executive arm of the government as part of "ambitious new plans" for the NBC-TV educational project. The instructors will 'in many cases be national leaders in this fifth series of the new cycle which begins October 28.

Recently announced as part of the corriculum were series on Greek mythology, mathematics, natural resources and the International Geophysical Year.

CBS TO MAKE SPEC OF TODD GARDEN PARTY

NEW YORK-CBS TV is preparing a Mike Todd spectacular for October 17, probably in the 9:30-11 p.m. "Playhouse 90" time period. Todd is giving a birthday party at Madison Square Garden here for his "Around the World in 80 Days" pie, with the 18,000 guests to inchide many celebs who will perform.

Members of the cast of the film alone could fill the 90minute telecast, including Frank Smatru, Marlene Dietrich, Noel Coward, David Niven and Bea Lillie, all or whom will be in New York on that date, plus John Giel-gud, Jose Greco, Hermione Gingeld, Peter Lorre, Cedric Hardwicke, Glynis Johns, Ronald Colman and 20 others.

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Pay TV Firms Apply for FCC Consideration

WASHINGTON - Two new broadcast pay TV systems last week asked for Federal Communications consideration, both claiming to skirt the controversial as-TV programming. The Teleglobe KM&J Gets Pay TV System, Inc., of New York, offers free pictures with paid closed-circuit sound on wire. Bi-Tran offers a TV multiplex oper-

the pictures free on the channels, agency. charging only for the wired-in tomers would be "tantalized" into buying sound, by free video proquee of coming attractions.

The Blonder Tongue Laboratories in Newark, N. J., originators to be in the KM&J fold. of Bi-Tran, says its 'dual channel" multiplexing operations not only leaves free TV picture and sound undisturbed, but is a means of expanding existing TV transmission facilities,

Extra "secondary" channels can be used for pay TV service, public service or educational outlets, Blonder Tongue claims, Coded adapters for video would be involved, but Bi-Tran says this with no effect on free TV programming or on the phone service.

W. Morris Mulls 60th Anniversary Via TV

HOLLYWOOD-The William Morris Agency is mulling a 60th anniversary party as an NBC-TV one-shot in January, with several interested in picking up the tab. Big name talent would abound in the proposed hour-long cavalcade.

'Tonight' Wears Hanes Underwear 40 Weeks

NEW YORK -- Hanes Underwear last week bought 40 partici-Aver is the agency.

Top Ten Trendex TV Web Shows

	- 0	Septemb	er I	-71	12		
Rank		Program	n &	Net	week.		Ш
1. Mis	Ameri	ca Page	ant	CBS	5)		34,
2. Gut	amnke	(CBS)					25.
3. Clin	sast (CF	151	2500				23.
4. Wh	al's My	Line?	(CHS	5)			22.
4. Lav	rence V	Vells (A	BCI				22.
6. Arti	our Mut	TAL (N	BCI				21;
	house 5						
R. Unc	ercurren	et (CBS	0			30.	19.
	ucho M						
10. 564	000 Qui	estion (CB5	100			19.
	A A C.E.	4					

Bond \$1 Mil

and general manager, over from before March I in any case.

AUTHORITY QUESTIONED

Rep. Celler to Battle FCC's Stand on Toll TV Applicants

cations Commission to authorize a action. trial for subscription television, assuming that such power exists-

action in Congress."

NEW YORK-Keyes, Madden House Judiciary Committee made pay TV until Congress has resolved ranged from "We're delighted at ation which can make dual outlets & Jones last week picked up the this statement in a phoned inter- the problem." As a first step, out of each channel, leaving free \$1,000,000 Bond Store broadcast- view Thursday (19) with The Bill- Celler proposes to have the House programming undisturbed on its ing account from the Joseph Katz board, in the wake of the FCC's Commerce Committee hold hearagency. The new agency will brief and inconclusive announce- ings on his bill to outlaw broadcast Teleglobe, which is based on handle radio and TV for the men's ment Wednesday (18) that it would pay TV. The hearings will "make a pending patent, says it would clothing firm in every State but draw up a "document" to guide clear that spectrum space belongword the pitfalls of scrambled California where it will continue station applicants who might take ing to all the people must not be pictures and decoders by showing to be handled by the Compton part in a possible three-year trial utilized for TV at a price." Celler The account is reported to be guarantee that such applications mit toll TV on broadcast channels "Tonight Gets sound accompanying them. Cus- the first to follow David Hale Hal- would ever actually be granted, "dubious at best." pern, the new KM&J vice-president and said none would be put thru | Celler will be joined in January

wide assumption, the commission also on the Senate side. Senate

[had not committed itself to a trial Commerce Committee member WASHINGTON -- "I intend to for toll, that it specifically said "no Strom Thurmond is author of an press vigorously for action on my final action on any pay TV applica- anti-toll bill, and will have further pending bill to negate the power tion will be taken before March 1" backing from members Potter and assumed by the Federal Communi- -thus giving Congress time to take Lausche.

Wait for Hill

and I am sure we will get early gress undertakes such considera- the original three toll TV propotion, the commission will defer final nents-Zenith, Skiatron and Tele-Chairman Emanuel Celler of the decision in respect of experimental meter - was mixed. Comment

by anti-toll forces not only in motion, and additional video mar- the Katz agency where he held a In a public statement released the House Commerce Committee, similar title. Other accounts, so later in the day, Chairman Celler whose Chairman Oren Harris is a far unannounced are already said emphatically noted that contrary to bitter foe of toll authorization, but

Reactions to FCC

Reaction to the FCC notice "I am confident that once Con- from stations interested and from the commission's action," to the blunt remark of a Skiatron spokesman: "I believe this FCC action has killed subscription TV for at least five years." The more cautious said, "No comment until we've seen the actual order setting (Continued on page 11)

Station Line-Up Increase Going

NEW YORK -- "Tonight" has already started to make some progress toward increasing its station line-up. WHDH-TV, Boston, will be available November 1: KSD-TV, St. Louis, is expected to follow suit about that time, and WAVE-TV, Louisville, has expressed interest in returning the show to its

With the end of Eastern Day-(Continued on page 11)

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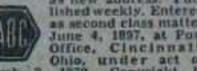
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WHO'S UP FIRST?

Early Trendex Shows Nets' Dead Heat in Wednesday's 7:30 Hour

NEW YORK - Trendex, the puts all three webs on the same | 15.8 to 14.3 to 4.5, but lost out to could be done over phone wire, name on the lips of the industry time zone plan of live telecasting. Phil Silvers (CBS) 8-8:30, 16.0 to viewers as soon as possible. this month, turned up a dead heat contest for the Wednesday 7:30-8:30 p.m. time last week which among the webs for control of the Arden premiere getting a 16.0 and alternate to "Cheyenne," that ABC important early hour of Wednes- NBC's "Panic" a 12.8, again based stands a good chance to salvage day programming.

> ABC-TV's "Disneyland" scored 15.4. NBC-TV's "Wagon Train scored 13.9 and CBS-TV's "I Love Lucy" reruns and the first half of "The Big Record" averaged 14.8, in the 10 cities where the networks were in direct competition. "Disneyland" pulled away from Lucy in the 7:30-8 slot, 14.7 to 12.6, where the previous week it led only by 15.2 to 14.9 in the 10-city Trendex.

"Big Record" actually led the pations in Today on NBC-TV, 8-8:30 time, 16.9 to 16.2 for The order which runs to about "Wagon" and 16.1 for Disney. \$190,000 is a renewal and sets the Definite winner-loser figures can't Hanes TV plans for 1958. N. W. be determined until the end of Daylight Saving Time in October

Tuesday Count

Early returns for Tuesday gave a 7.3. ABC's "Wyatt Earp" a 20.0 in the took "Name That Time" and Nat via other rating services. King Cole for ABC, 7:30-8 p.m.,

MURDERESS

'Princess' at WBKB Kills Opponents

was almost as surprised as any- NBC's "Encore Theater," a rerun. body-and more pleasantly-to disopposition.

(Continued on page 11) last year.

20.3. NBC's "Festival of Stars" got "Sugarfoot," however, was so

indicates a season-long struggle 8:30-9 p.m. slot, with CBS' Eve far ahead of "Conflict," last year's on 10-city Trendex, which parallels the Tuesday 7:30-8:30 hour on a the winter situation. "Sugarfoot" two-week or monthly basis, i.e.,

> Other Duels In other rating duels, Lawrence Welk held the lead in the Saturday 9-10 p.m. slot, 20.1 to 17.5 for CBS and 9, for NBC's summer shows, the Gale Storm topped him in the first half-hour, 19.0 to 18.3. CBS fared less well with "Have Gun, Will Travel," which bowed to Welk, 16.0 to 21.9. At dominance for CBS, 25.2 to 12.1 Leon Morse .. Television News Editor, N. Y. for the newly slotted Mike Wallace CHICAGO-WBKB last week interview on ABC and 7.2 for

With new shows premiering cover a quiet little kid show in the right thru October 25 and the time mornings is beating out Arthur change in the East on October 27, Codfrey and murdering the other ratings during September and half of October are, like critical re-"Princess Mary's Castle" was views, only straws in the wind for launched July 1 in the 9:30 to 10 advertisers, agencies and networks. a.m. slot on the hunch that an ar- But one thing is certain: The ray of housewife fare, Godfrey- on number of time periods up for WBBM-TV, Liberace on WGN-TV. grabs this fall is much greater than

TAPE QUEERS IT

Plans for H'wood CBS TV City Annex Shelved

new studio annex to CBS Tele- later date similar to the method vision City have reportedly been shelved for the present, following a preliminary report by the Robert Heller & Assoc. management consultant firm.

for live production.

economics. Programs can be pre- on free TV.

HOLLYWOOD-Plans for the recorded, then played back at a utilized for radio transcriptions.

can be staggered. A good example is the Thursday night "Climax!"-Move stems from the assessment "Play House 90" situation, which that, with the increased use of tape now taxes TV City facilities to the (Billhoard, August 12), additional limit. Once the new tape machines studio facilities will not be needed are received (CBS will have a total of 18 VTR recorders) the pro-There is still a possibility that a grams can be produced on tape on ing to trade reports. The account fore it was settled by Revlon.

sary is a simple matter of space effects that toll-evision may have camped from Norman, Craig & & Camble, Lever Brothers and Billboard International.

BBD&O, Revion Part Available studio space therefore on Cut-Rate Billings?

NEW YORK-Batten, Barton, would not forego the usual 15 per week with Revlon, Inc., resulted from the agency's refusal to make a cut-rate deal on billings, accord-

Kummel because that agency Colgate.

Durstine & Osborn's break last cent commissions on program representation. The matter was on the verge of being taken to court be-

smaller building will be erected to provide necessary office space. It's apparently felt, however, that with the generally unsettled situation in television, this is not the proper moment to sink money into a large, new structure.

The reason why tape can make additional studio facilities unnecessary is a simple matter of space additional studio facilities unnecessary is a simple matter of space effects that toll-evision may have compounds. Programs can be one.

FAST AS EVER!

GENE AUTRY, America's favorite cowboy, never slows his pace. He keeps on passing competition.

In four-station Chicago, where his syndicated series is in its 6th consecutive year, GENE AUTRY is consistently first in his evening time period (Gene's current rating is 19.3, according to Telepuise). Cleveland, Phoenix, Buffalo and Minneapolis-St. Paul, to mention just a few outstanding spots, report similar crack results.

The reason is obvious. Westerns are America's favorite television fare (top-rated among all half-hour network program types)*...and, dollar for dollar, THE GENE AUTRY SHOW, 91 fast-ridin' half-hours produced specially for television by Flying A Pictures, is the finest Western film entertainment your advertising money can buy.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles,
Detroit, Boston, San Francisco,
St. Louis, Dallas, Atlanta. Canada:
S. W. Caldwell, Ltd., Toronto.

Harris, Blau Deal to Control Republic Folds

NEW YORK - The deal for Joseph Harris and Joseph D. Blau to assume control of Republic Pictures from Herbert J. Yates blew up last week. Yates refused to accept their check for \$1,698,669 as a down payment on the deal, a refusal which Harris and Yates stated will result in litigation.

At press time Yates could not be reached at Republic offices here for a statement. It is known, however, that he was in New York last week to close the deal on Thursday (19) but four management meetings took place at Republic Pictures which may have, in some manner, affected his decision to go thru with it.

Harris and Blau, principals in the Essex Universal Corporation, intended to liquidate Republic Pictures. Not only were its Consolidated Film Laboratory, studio lots, various vidfilm series to be turned over, but also a package of about 250 feature films, all of which are post-1948. Republic's TV distribution subsidiary is the Hollywood TV service.

ABC AFFIL

Smash Bow For KEVT In Omaha

OMAHA -- ABC-TV, with a heavy promotion campaign, gave Omaha's third station a smashing debut last week, as KEVT racked up a 52.3 share of audience against 31.2 for WOW-TV, the CBS affiliate, and 16.4 for KMTV, the NBC affiliate, according to a special Trendex report.

Prior to September 10, Trendex showed WOW averaging a twothirds share of audience and KMTV one-third. TV's power to change national habits and one station's power to affect others were the points stressed in a presentation made here by ABC brass following the debut of KEVT. Established viewing patterns can be broken with a hypo of good programming, promotion or both, execs stated.

CBS Returns Sat. 10:30 to Its Affils

NEW YORK-CBS-TV has returned Saturday 10:30-11 p.m. to its affiliates. The half-hour time alot will be occupied by Schlitz reruns titles "Playhouse of Mystery" in some markets, but most of the stations will use it for syndicated shows.

Last fall "High Finance" held down the time period at the season's start but didn't make the grade.

ABC Sunday

Continued from page 2

station opened for business September 21.

"Bandstand" has racked up surprising ratings since its July debut, topping the September Trendex figures with a 35.6 audience share, against 21.9 for CBS-TV and 26.3 for NBC-TV in the 3-4:30 p.m. strip. With the lowest cost-perthousand in that time, \$1.88, according to August Nielsen figures, the record show hasn't picked up new business yet but has encouraged ABC not only to extend its life but to add the Clark nighttime The Billboard Continuing

COST-PER-THOUSAND

THE BILLBOARD

Analyses of Network TV Shows in Class A Time

THE TOP HUNDRED

Computed by Univac and based on August audience measurents of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly sort afficiency of Class A time network programs compared by program type and spormer group and broken down by andlence emposition.

Each program's cast figures represent the appropria actual sost for exacting 1,000 TV homes, men, women or children

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated administral minutes and then by the total number of homes men, women and children under 16 reached during the last rating period as determined by American Research Bureau, Actual time and talent costs provided to The Billiboard on a confidential basis are average above costs over a 52-week period.

Sloce many factors other than must afficiency are involved

In determining the worth of any program to its appear, readers are orged to utilize this material as a quide rather than an absolute particles in secessing the relative value

. COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

LUER.	AGE ALL CLASS A SHOWS, ON ALL METWORKS: \$4.27 Avg. \$4.82; CBS Avg. \$4.02; MBC Avg. \$4.11	
	L. WELK (Dodge, ABC)\$	1.22
2.	WELK'S TOP TUNES (Dodge, ABC)	1.68
3	AMATEUR HOUR (Hazel Bishop, NBC)	1.93
1	U. S. STEEL (U. S. Steel, Reviou, CBS)	1.96
6.	GUNSMOKE (Sperry-Band, L&M, CBS)	2.06
7.	WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	2.10
9.	WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	2.15
10.	CAVAL, OF SPORTS (Papermate, Gillette, Toni, NBC)	2.28
11.	CLIMAXI (Chrysler, CBS)	2.30
13.	\$64,000 QUESTION (Resion, CBS)	2.44
14.	ED SULLIVAN (LinMercury, CBS)	2.49
15.	WYATT EARP (Gen. Mills, PAG, ABC)	2.57
17.	ARTHUR MURRAY (Bristol-Myers, NBC)	2.58
18.	TWENTY-ONE (Pharmaceuticals, NBC)	2.59
19.	KRAFT THEATER (Natl. Dairy, NBC)	2.73
21.	LUX VIDEO (Lever, NBC)	2.76
22.	JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Novrema, Sperry, Sunbeam, NBC)	2.91
23.	SPOTLIGHT PLAYHOUSE (Pet. S. C. Johnson, CBS)	2.96
24.	BEST OF GROUCHO (De Soto, Toni, NBC)	3.99
25.	S64,000 CHALLENGE (Revion, P. Lorillard, CBS)	3.08
22	THE MILLIONAIRE (Coleale, CBS)	3.13
28.	THE WEB (PAG, NBC)	3.14
30.	G.E. THEATER (Gen. Elec., CBS)	3.20
31.	FATHER KNOWS BEST (Scott, NBC)	3.21
33.	SRO PLAYHOUSE (Amer. Home Puts., H. Curtis, CBS)	3.28
34.	SCHLITZ PLAYHOUSE (Schitz, CBS)	3.38
35.	PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	3.50
36.	BROKEN ARROW (Miles, Assoc, Pdis., ABC)	3,56
35.	WHITING GIRLS (Max Factor, Gen. Foods, CBS) STEVE ALLEN (S. C. Johnson, Greyhound, Pharma, Craft, NBC)	3.55
40.	RED BARRER (State Farm, NBC)	3.68
40.	MEET McGRAW (PAG, NBC)	3.68
42.	ALCOA (Aluminum Co., NBC)	3.70
44.	DESTINY (Gen. Foods, Ford, CBS)	3.76
46_	JIMMY DEAN SHOW (Hazel Bishop, CBS)	3.81
47.	DRAGNET (LAM, Schick, NBC)	3.94
49.	ROBIN HOOD (J. & J. Wildroot, CBS)	4.89
50.	PHIL SILVERS (PAG. R. J. Reynolds, CBS)	4.12
SI.	ON TRIAL (Campbell, Lever, NBC)	4.15
53,	HIGH LOW (Ford, NBC)	4.21
55.	SPIKE JONES (LAM, CBS)	4.29
56.	ACTION TONIGHT (Amer. Tob., Toni, NBC)	4.31
57.	NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	4.35
59.	OZZIE & HARRIET (East-Kodak, ABC)	4.41
61.	NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS)	4.44
61.	PLAYHOUSE 90 (Amer. Gas. Phil. Merris, Bristol-Myers, CBS)	4.44
63,	SHOW FOR A SUMMER EVE (Amer. Toh., NBC)	4.52
65.	LONE RANGER (Swift, Gen. Mills, ABC)	4.55
64,	D. EDWARDS NEWS (Amer. Home Prods., Brown & Williamson,	
	Hazel Bishop, CBS)	4.62
68.	MOMENT OF DECISION (Ford, ABC)	4.65
70.	PRIVATE SEC'Y (Sheaffer, Lever, CBS)	4.69
71.	OH! SUSANNA (H. Curtis, Nestle, CBS)	4.79
73.	PANTOMIME QUIZ (Amoco, Time, CBS)	4.83
73.	WEST POINT (Gen. Foods, CBS)	100
76.	THIS IS YOUR LIFE (PAG, NBC)	3,93
76,	RIN TIN (Nat'l Biscuit, ABC)	5.03
79.	CONFLICT (Chese, Ponds, Gen. Elec., ABC)	5.10
80.	MY FAVORITE HUSBAND (Amer. Tob., CBS)	5.16
B2.	BOLD JOURNEY (Raiston, ABC)	5.30
N.3.	PANIC (Max Factor, LAM, NBC)	5.45
85.	CROSSROADS (Gen. Motors, ABC)	5.57
B6,	JIM BOWIE (Chese, Ponds, Amer. Chicle, ABC)	5.59
SE.	YOU ASKED FOR IT (Best Foods, ABC)	5.69
89.	MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.71
91	BUCCANEERS (Sylvania, CBS)	6.03
92.	VIC DAMONE (Kellogg, Oldsmobile, CBS)	6.13
94	DATE WITH ANGELS (Chrysler, ABC)	6.43
95	WIRE SERVICE (R. J. Reynolds, ABC)	8-31
97.	BLONDIE (Toni, Neatle, NBC)	200
0.9	NRC NEWS (Amer. Can. NBC)	- 2000

. COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

AVERAGE ALL CLASS A SHOWS ON ALL NETWORKS: \$5.61 ABC Avg. \$6.41; CBS Avg. \$5.31; PBC Avg. \$5.44	
1. L. WELK (Dodge, ABC)	. 3 1.2
2. WELK'S TOP TUNES (Dedge, ABC)	
3. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	1.8
s. GUNSMORE (Sperry-Rand, LAM, CBS)	2.0
6. AMATEUR HOUR (Hazel Bishop, NBC)	
8. WHAT'S MY LINE? (H. Curtis, Sperty-Rand, CB5)	1.5
9. I'VE GOT A SECRET (R. J. Reynolds, CBS)	
11. STUDIO ONE (Westinghouse, CBS)	2.8
12. WYATT EARP (Gen. Mills, P&G, ABC)	
14. CLIMAN! (Chayrier, CBS)	2.5
15. TWENTY-ONE (Pharmacenticals, NBC)	100
17. COUNTRY MUSIC JUB. (Amer. Chicle, ABC)	3.1
18. RED BARBER (State Farm, NBC)	33
28. S64,600 CHALLENGE (Revion, P. Lorillard, CBS)	3.
21. BEST OF GROUCHO (De Soto, Toni, NBC)	3.
23. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Novzema,	
Sperry, Sunbram, NBC) 24. ARTHUR MURRAY (Bristol-Myers, NBC)	34
25. G.E. THEATER (Gen. Elec., CBS)	
17. GOODYEAR (Goodyear, NBC)	3.
28. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) 29. KRAFT THEATER (Nat'l Dairy, NBC)	20
30. SRO PLAYHOUSE (Amer. Home Pdis., H. Curlis, CBS)	24
31. THE MILLIONAIRE (Colgate, CB5)	4.
33. TELL THE TRUTH (Pharmaceuticals, CBS)	. 4
35. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	
M. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS)	4.
38. MASQUERADE PARTY (Assoc. Pdis., Max Factor, NBC)	
40. JIMMY DEAN (Hazel Hishop, CRS)	
41. 20TH CENTURY-POX (Revion, U. S. Steel, CBS)	. 41
4). U. S. STEFI. (U. S. Strei, Redon, CBS)	
45. MEFT McGRAW (PAG. NBC)	1. 33
46. ON TRIAL (Campbell, Lever, NBC)	4.
46 MIKE WALLACE (Phil. Morris, ABC)	-
49. SPIKE JONES (LAM, CBS) 50. PHIL SILVERS (P&G, R J. Reynolds, CBS)	
51. FATHER KNOWS BEST (Scott, NBC)	. 5
CL SUMMER PLAYHOUSE (Armstrong Cork, PSBC)	100
53. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	
Harel Bishop, CBS) 56. RICHARD DIAMOND (Gen. Foods, CBS)	5.
87. PLAYHOUSE 98 (Amer. Gas., Phil. Morris, Bristol-Myers, CBS)	
58. YOU ASKED FOR IT (Best Foods, ABC)	5
60. JIMMY DURANTE (P. Lorillard, CBS)	5
42 I ASSIE (Campbell CRS)	***
63. OZZIE & HARRIET (East-Kodak, ABC)	6
65. ACTION TONIGHT (Amer. Tob., Toni, NBC)	
67 WHITING CIRLS (Max Facior, Gen. Foods, UBS)	-
68. MY FAVORITE HUSBAND (Amer. Tob., CBS)	
78. CONFLICT (Chese-Ponds, Gen. Elec., ABC)	
THE SHOW FOR A SUMMER EVE CAME, 100, 1500, 1500,	
73. GODFREY'S SCOUTS (Lever, Toni, CBS)	
75. PEOPLE'S CHOICE (Borden, PAG, NBC)	
or maker the Partor L&M, CBS) accessors to the contract to the	
78. BURNS & ALLEN (Geodrich, Carnation, CBS)	211 6
86. WEST POINT (Gen. Foods, CBS)	207/11/05
as THIS IS VOLUE LIFE (PAG. NBC)	TOTAL NO.
83. ENCORE THEATER (Armour, Quaker, NBC)	BC) ?
as IIM HOWIE (Chese Pons, Amer, Chicle, ABC)	
86. BUCCANEERS (Sylvania, CBS)	
88. MR. ADAMS & EVE (R. J. Reynolds, Coleme, CBS)	
90. WIRE SERVICE (R. J. Reymolds, ABC)	1000
91. PRIVATE SECY. (Sheaffer, Lever, CBS)	100
93. RIN TIN TIN (Natl. Biscuit, ABC)	
es NRC NEWS (American, NBC)	
95, VIC DAMONE (Kellogg, Oldsmobile, CBS)	
98. SGT. PRESTON (Quaker, CBS)	
100. CHARLES FARRELL (Lever, Amer. Home, NBC)	11
and the state of the state of the state of	

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99. BEAT THE CLOCK (Harri Bishop, CBS) 7.19

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

THE TOP HUNDRED

Computed by Univac and based on August TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the munthly sort efficiency of Class A time retwork programs compared by program type and sponter group and broken slown by

Each program's cost figures represent the souther's actual east far reaching 1,000 TV homes, man, women or children

AVERAGE ALL CLASS A SHOWS ON ALL METWORKS: \$4.29

ASC Avg. \$5.10: CBS Avg. \$3.95; NBC Avg. \$4.17

. COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. L. WELK (Dodge, ABC) \$.95 L WELK'S TOP TUNES (Dodge, ABC) 1.43

7. CLIMAN! (Chrysler, CBS) 2.01
9. ARTHUR MURRAY (Bristol-Myers, NBC) 2.09

11. TWENTY-ONE (Pharmaceuticals, NBC) 2.13

12. \$64,000 QUESTION (Revion, CBS) 2.20
13. COUNTRY MUSIC JUB. (Amer. Chicle, ABC) 2.32 14. ADVENTURE THEATER (Amer. Tob., Warner, NBC) 2.37

Sperry, Sunbeam, NBC) 2.43
16. KRAFT THEATER (Natl. Dairy, NBC) 2.49 16. KRAFT THEATER (Natl. Dairy, NBC) 2.49 17. ALFRED HITCHCOCK (Bristol-Myers), CBS) 2.50 18. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 2.53 19. BEST OF GROUCHO (De Soio, Toni, NBC) 2.62 21. UNDERCURRENT (PAG, Brown & Williamson, CBS) 2.64 22. THE MILLIONAIRE (Colgate, CBS) 2.71 23. TELL THE TRUTH (Pharmaceuticals, CBS) 2.72 24. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 2.76 25. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 2.80 27. G. E. THEATER (Gen. Electric, CBS) 2.95 27. MASQUERADE PARTY (Associated Products, Max Factor, NBC) .. 2.95 30. U. S. STEEL (U. S. Steel, Revion, CBS) 2.97

35. SCHLITZ PLAYHOUSE (Schlitz, CBS) 3.23 38. SUMMER PLAYHOUSE (Armstropg Cork, NBC) 3.40 39. WHITING GIRLS (Max Factor, General Foods, CBS) 3.41 41. 20TH CENTURY-FOX (Revion, U. S. Steel, CBS) 3.49 43. CAVALCADE OF SPORTS (Paper Mate, Gilette, Toni, NBC) 3.64 44. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 3.69 67. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS) . 3.85 47, NAME THAT TUNE (American Home Products, Kelloge, CBS) 3.85 49. BROKEN ARROW (Miles, Associated Products, ABC) 3.87 52. SPIKE JONES (LAM, CBS) 4.03 56. ACTION TONIGHT (American Tobacco, Tonl, NBC) 4.25

57. D. EDWARDS NEWS (American Home Products, Brown &

Williamson, Hazel Bishop, CBS) 4.28
58. MOMENT OF DECISION (Ford, ABC) 4.34

62 CHEVENNE (General Electric, Chesebrough-Ponds, ABC) 4.55 as, PRIVATE SECRETARY (Sheatfer, Lever, CBS) 4.61

70. ENCORE THEATER (Armour, Quaker, NBC) 4.80 72. MIKE WALLACE (Philip Morris, ABC) 4.88

75. ROBEN HOOD (JAJ, Wildenot, CBS) 5.06 76. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 5.03

78. VIC DAMONE (Kellogg, Oldsmobile, CBS) 5.07

79. FESTIVAL OF STARS (Purex, Speidel, NBC) 5.11 se. JIMMY DURANTE (P. Lorillard, CBS) 5.17

SI, YOU ASKED FOR IT (Best Foods, ABC) 5.46

84. CIRCUS BOY (Reynolds Metals, NBC) 5.49

91. WIRE SERVICE (R. J. Reynolds, ABC) 6,40 94. BEAT THE CLOCK (Hazel Bishop, CBS) 6.57 95. YOU ARE THERE (Prudential, CHS) 6.96

98, RIN TIN TIN (National Biscuit, ABC)

99. SGT. PRESTON (Quaker, CBS) 8.05

seds, ABC) 5.66

15. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Novremu,

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes mun, women and children under 16 reached during the fast rating period as determined by American Research Bureau. Actual time and talent costs provided to The Sillboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are implied in determining the worth of any program to its upontar, readers are orged to utilize this material as a guide nather than an absolute yardstice to essenting the relative value

. COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

J. WYATT EARP (Generial Mills, PAG, ABC) L. DISNEYLAND (American Dairy, Swiff, American Motors, General Foods, ABC) 5. LASSIE (Campbell, CBS) 5. LASSIE (Campbell, CBS) 6. RRONEN ARROW (Miles, Associated Products, ABC) 7. IVE GOT A SECRET (R. J. Reynolds, CBS) 8. WHLK'S TOP TUNES (Dodge ABC) 9. AMATEUR HOUR (Hazel Bishop, NBC) 10. CIRCUS ROY (Reynolds Metals, NBC) 11. RIGHT HOUR (Hazel Bishop, NBC) 12. RIGHT IN IN (National Buscult, ABC) 13. RIGHT IN IN (National Buscult, ABC) 14. LONE RANGER (Swift General Mills, ABC) 15. STUDIO ONE (Westinghouse, CBS) 16. FAGHER KNOWS BEST (Scott, NBC) 17. UNDERCURRENT (FQR-G, Rown & Williamson, CBS) 18. DISTINY (General Foods, Ford, CBS) 19. WHITING GIRLS (May Factor, General Foods, CBS) 10. STEVE AND A STATE (CBS) 10. OTHER STATE (CBS) 10. OTHER STATE (CBS) 11. OTHER STATE (CBS) 12. ADVENTURE THEATER (American Tobacco, Warner, NBC) 12. STEVE ALLEN (S. C. Ohnson, Greychound, Plastana (Call, NBC) 12. CHAVENYE (General Foods, CBS) 13. STEVE ALLEN (S. C. Ohnson, Greychound, Plastana (Call, NBC) 14. COUNTRY MUSIC JUBILEE (American Chicle, ABC) 15. CHAVENYE (General Foods, CBS) 16. PAGHER (CBS) 17. CLIMARY, (Chryster, CBS) 18. ARTHUR MURRAY (Bristol-Myers, NBC) 19. AND COUNTRY MUSIC JUBILEE (American Chicle, ABC) 10. CLIMARY, (Chryster, CBS) 10. ALFRED HILLONAIRE (Colpate, CBS) 11. ALFRED HILLONAIRE (Colpate, CBS) 12. ALFRED HILLONAIRE (Colpate, CBS) 13. HILLONAIRE (Colpate, CBS) 14. ALFRED HILLONAIRE (Colpate, CBS) 15. ARTHUR MURRAY (Bristol-Myers, NBC) 16. ALFRED HILLONAIRE (CB) 17. CLIMARY, (Chryster, CBS) 18. ALFRED HILLONAIRE (CB) 19. PROPILE ARR FUNNY (TOR), R. J. Reynolds, NBC) 19. FORD HILLONAIRE (CB) 19. PROPILE ARROWS (Bristol-Myers, CBS) 19. BUNDIE (CROSS) 19. PROPILE ARROWS (Bristol-Myers, CBS) 19. BUNDIE (CROSS) 10. ALFRED HILLONAIRE (CB) 10. ALFRED HILLONAIRE (CB) 10. ALFRED HILLONAIRE (CB) 10. ALFRED HILLONAIRE (CB) 11. ALFRED HILLONAIRE (CB) 12. ALFRED HILLONAIRE (CB) 13. ALFRED HILLONAIRE (CB) 14. CLIMARY (CH)		LAWRENCE WELK (Dodge, ABC)	2.4
4. DISNEYLAND (American Dairy, Swiff, American Motors, General Foods, ABC) 5. LASSIE (Campbell, CBS) 6. BROKEN ARROW (Miles, Associated Produsts, ABC) 3. T. I'VE GOI A SECRET (R. J. Reynolds, CBS) 9. AMATEUR HOUR (Hazel Bishop, NBC) 10. AWELES TOP TUNES (Dodge ABC) 9. AMATEUR HOUR (Hazel Bishop, NBC) 10. RINN TIN TIN (National Biscult, ABC) 11. ROBIN HOOD (Jal.) Waldroot, CBS) 12. ROBIN HOOD (Jal.) Waldroot, CBS) 13. OH SUSANNA (H. Curits, Nestle, CBS) 13. OH SUSANNA (H. Curits, Nestle, CBS) 14. LONE RANGER (Swift, General Mills, ABC) 15. STUDIO ONE (Westinghrouse, CBS) 16. FAILIER KNOWS BEST (Scott, NBC) 17. UNDERCURRENT-(FeG, Brown & Williamson, CBS) 18. DESTINY, (General Foods, Ford, CBS) 19. WHITING GIRLS (Majs Factor, General Foods, CBS) 14. OZZIE & HARRIET (LOSIMON-Kodak, ABC) 15. STUDIO (STUDIE) 16. STOP (AMERICAN CONTROLL) 17. UNDERCURRENT-(FeG, Brown & Williamson, CBS) 18. OZZIE & HARRIET (LOSIMON-Kodak, ABC) 19. WHITING GIRLS (Majs Factor, General Foods, CBS) 10. ZUZIE & HARRIET (LOSIMON-Kodak, ABC) 11. OZZIE & HARRIET (LOSIMON-KODAK, CBS) 12. CHENNEY, CHENN			2.5
5. LASSIE (Campbell, CBS) 2. TVE GOT A SECRET (R. J. Reynolds, CBS) 3. WELKS TO STURES (Dodge ABC) 9. ANATEUR HOUR (Hazel Bishop, NBC) 10. RIN TIN TON (National Biscolt, ABC) 11. RIN TIN TIN (National Biscolt, ABC) 12. RORIN HOOD (JAL) Wildroot, CBS) 13. OH: SUSANNA (H. Curlis, Nessle CBS) 14. LONE RANGER (Sissif, General Mills, ABC) 15. STUDIO ONE (Westinghome, CBS) 15. STUDIO ONE (Westinghome, CBS) 16. PAULER KNOWS BEST (Scott, NBC) 17. UNDERCURRENT—(PAG, Brown & Williamson, CBS) 18. DESTINY (General Foods, Ford, CBS) 19. WHITING GIRLS (Mas Factor, General Foods, CBS) 10. OH: SUSANNA (H. Curlis, NBC) 11. DOTTE (ARTHOUSE (BAC) 12. DESTINY (General Foods, Ford, CBS) 13. OH: DESTINY (General Foods, Ford, CBS) 14. OTHER KNOWS BEST (Scott, NBC) 15. STUDIO ONE (Westinghome, CBS) 16. PAULER KNOWS BEST (Scott, NBC) 17. UNDERCURRENT—(PAG, Brown & Williamson, CBS) 18. WHITING GIRLS (Mas Factor, General Foods, CBS) 19. WHITING GIRLS (Mas Factor, General Foods, CBS) 10. OZZIE & HARRIET (Eastman-Kodak, ABC) 12. ADVENTURE THEATER (American Choice, Warner, NBC) 13. STEVE ALLEN (S. C. Johnson, Greyhound, Phatma Cralt, NBC) 14. ED SILLIVAN (Lincoln-Mercuary, CBS) 15. CHEYENNE General Electric, Chesebrough-Foonds, ABC) 16. COUNTRY MUSIC JURLEE (American Choice, ABC) 17. CLIMAX: (Chrysler, CBS) 18. HOR CHANNINGS (R. J. Reynolds, CBS) 19. THE MILLIONAIRE (Colgate, CBS) 19. THE MILLIONAIRE (Colgate, CBS) 19. THE MILLIONAIRE (Colgate, CBS) 19. THE WEB (PAG, NBC) 19. JULIUS LA ROSA (Kimberty Clark, Gold Scal, RCA, Noxzenu, Sperry, Sumbeam, NBC) 19. JULIUS LA ROSA (Kimberty Clark, Gold Scal, RCA, Noxzenu, Sperry, Sumbeam, NBC) 19. JULIUS LA ROSA (Kimberty Clark, Gold Scal, RCA, Noxzenu, Sperry, Sumbeam, NBC) 19. JULIUS LA ROSA (Kimberty Clark, Gold Scal, RCA, Noxzenu, Sperry, Sumbeam, NBC) 19. JULIUS LA ROSA (Kimberty Clark, Gold Scal, RCA, Noxzenu, Sperry, Sumbeam, NBC) 19. PROPOLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 19. PROPOLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 19. PROPOLE ARE FUNN		DISNEYLAND (American Dairy, Swift, American Motors, General	
6. BRONEN ARROW (Miles, Associated Products, ABC) 2. VIVE GOT A SECRET (R. J. Reproids, CBS) 3. WELKS TOP TUNES (Dodge ABC) 3. WELKS TOP TUNES (Dodge ABC) 3. ANATEUR HOUR (Hazel Bishop, NBC) 3. CHERCUS BOY (Reynolds Metals, NBC) 3. LICHICUS BOY (Reynolds Metals, NBC) 4. LONE RANGER (Swill, General Mills, ABC) 4. LONE RANGER (Swill, General Mills, ABC) 5. STUDIO ONE (Westinghouse, CBS) 4. LONE RANGER (Swill, General Mills, ABC) 5. TUNDERCURRENT—(PEG, Brown & Williamson, CBS) 4. LONE RANGER (Swill, General Mills, ABC) 5. TUNDERCURRENT—(PEG, Brown & Williamson, CBS) 4. LONE RANGER (Swill, Bell) 6. PAKHIER KNOWS BEST (Scott, NBC) 7. UNDERCURRENT—(PEG, Brown & Williamson, CBS) 4. LONE RANGER (Swill, Bell) 6. PAKHIER (Swill, CBS) 6. WILLIAM (GRIC) (Max Factor, General Foods, CBS) 6. WILLIAM (LECOLOM-Metals) 6. DESTINY (General Foods, Ford, CBS) 6. LONE RANGER (Swill, Bell) 6. TOTALE & HARRIER (Eastman-Kodak, ABC) 6. DESTINY (General Foods, CBS) 6. LICHICANS, CLENCOLOM-RESIDENCE, CBS) 6. LICHICANS, CLENCOLOM-RESIDENCE, CBS 6. CHELLIAM (LICCOLOM-Metals) 6. COUNTRY MUSIC JURILEE (American Tolacco, Warser, NBC) 7. CHIMAS, CRAYLER, CB, CB, Bennide, CBS) 7. THE MILLIONAIRR (Colgate, CBS) 7. THE MILLIONAIRR (Colgate, CBS) 7. THE MILLIONAIRR (Colgate, CBS) 7. HIR MILLIONAIRR (Colgate, CBS) 7. HIR MILLIONAIRR (Colgate, CBS) 7. HIR WILLIAM (MIRCA) 7. HIR WELL (SWILLE BISHO), CBS) 7. HIR WILLIAM (BROWN) 7. SORDER (CBS) 7. WEST POOLS (CBS) 7. WEST	5,	LASSIE (Campbell, CBS)	2.5
a. WELK'S TOP TUNES (Dodge ARC) 3. AMATEUR HOUR (Hazel Bishop, NBC) 3. CIRCUS ROY (Reynolds Metals, NBC) 3. RIN TIN TIN (National Biscoit, ABC) 3. RIN TIN TIN (National Biscoit, ABC) 3. RIN TIN TIN (National Biscoit, ABC) 3. OHI SUSANNA (H. Curlis, Nesile CBS) 4. LONE RANGER (Swill, General Mills, ABC) 5. STUDIO ONE (Westindroue, CBS) 6. PAGHER KNOWS BEST (Scott, NBC) 7. UNDERCURRENT (PAG, Brown & Williamson, CBS) 6. PAGHER KNOWS BEST (Scott, NBC) 7. UNDERCURRENT (PAG, Brown & Williamson, CBS) 8. SPORT (September 1904) 8. ARTHUR MURRAY (Bristol-Myer, NBC) 8. ARYLOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 8. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 9. SPORT (September 1904) 8. SPOR	6.	BROKEN ARROW (Miles, Associated Products, ABC)	3.1
9. AMATEUR HOUR (Hazzl Bishop, NBC) 18. CIRCUS BOY (Reynolds Metals, NBC) 19. RIN TIN TIN (National Biscoli, ABC) 13. IN RIN TIN TIN (National Biscoli, ABC) 13. OHI SUSANNA (H. Curlis, Nestle CBS) 13. OHI SUSANNA (H. Curlis, Nestle CBS) 14. LONE RANGER (Sewil General Mills, ABC) 15. STUDIO ONE (Westinghome, CBS) 15. STUDIO ONE (Westinghome, CBS) 16. PATHER KNOWS BEST (Scott, NBC) 17. INDERCURRENT (PAG, Brown & Williamon, CBS) 18. DESTINY (General Foods, Ford, CBS) 19. WHITING GIRLS (Min Factor, General Foods, CBS) 19. WHITING GIRLS (Min Factor, General Foods, CBS) 19. WHITING GIRLS (Min Factor, General Foods, CBS) 11. OZZIF & HARRIET (Eastman-Kodak, ABC) 12. ADVENTURE THEATER (American Foods, CBS) 13. CHEVENTRE HEATER (American Foods, CBS) 14. COUNTRY WIST (URBLE (American Foods, CBS) 15. CHEVENNE (General Ediblerceuty, CBS) 16. COUNTRY WISTS (URBLE (American Chale, ABC) 17. CLIMAX (CRIPALE, CBS) 18. HOB CUSININGS (R. J. Reynolds, CBS) 19. HOB CUSININGS (R. J. Reynolds, CBS) 10. ARTHUR WISTS (URBLE CBS) 10. ARTHUR WISTS (URBLE CBS) 11. ALFRED HITCHOCK (Bristol-Myerr, CBS) 12. JIM ROWIE (Chesbrough-Poods, American Chick, ABC) 13. THE WEB (P&G, NBC) 14. NAYY LOG (U. S. Rubber, American Tobacco, ABC) 15. JILLUS LA ROSA (Kimberly-Cark, Gold Scal, RCA, Novzema, Sperty, Sunbeam, NBC) 16. JIMINY DEAN (Hazel Bishop, CBS) 17. WEST POINY (General Foods, CBS) 18. BUCCANBERS (Sylvanis, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, NBC) 19. JIMINY DEAN (Hazel Bishop, CBS) 19. WEST POINY (General Foods, CBS) 19. PEOPLE ABE FUNNY (Toni, R. J. Reynolds, NBC) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, NBC) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, NBC) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J. Reynolds, CBS) 19. FEODLE ABE FUNNY (Toni, R. J.			
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13. OH! SUSANNA (H. Curlis, Nessle, CBS) 14. LONE RANGER (Sissif, General Mills, ABC) 15. STUDIO ONE (Westinghome, CBS) 15. STUDIO ONE (Westinghome, CBS) 17. UNDERCURRENT (PAG, Brown & Williamon, CBS) 14. DESTINY (General Foods, Ford, CBS) 19. WHITING GIRLS (Min Factor, General Foods, CBS) 19. WHITING GIRLS (Min Factor, General Foods, CBS) 19. SRO PLAYHOUSE (American Home Producis, H. Curlis, CBS) 11. OZZIE & HARRIET (Eastman-Kodak, ABC) 12. ADVENTURE THEATER (American Tobacco, Warser, NBC) 12. ADVENTURE THEATER (American Tobacco, Warser, NBC) 13. STEVE ALLEN (S. C. Johnson, Greybound, Pistanna Crait, NBC) 14. ED SULLIVAN (Lincoln-Miercury, CBS) 15. CHENENNE (General Electric, Chesbrough-Ponds, ABC) 16. CUNNTRY MUSIC JUBILEE (American Chicle, ABC) 17. CLIMAXY (Chrysler, CBS) 18. DOB CUMMINGS (h. J. Reymolds, CBS) 19. THE MILLONAIRE (Coljate, CBS) 19. THE MILLONAIRE (Coljate, CBS) 19. ARTHUR MURRAY (Bristol-Myers, NBC) 11. ALFRED HITCHOCK (Bristol-Myers, CBS) 12. JIM BOWIE (Chesbrough-Ponds, American Chicle, ABC) 13. THE WEL PRO, NBC) 14. ALFRED HITCHOCK (Bristol-Myers, CBS) 15. THE MILLONAIRE (Coljate, CBS) 16. JUBILE (J. R. Rubber), American Tobacco, ABC) 17. WEST POINT (General Foods, CBS) 18. JUBILE (J. R. Rubber), American Tobacco, ABC) 18. JUBILE (J. R. Rubber), American Tobacco, ABC) 18. JUBILE (J. R. Rubber), American Tobacco, ABC) 19. JUBILE (J. R. Rubber), American Tobacco, BBC) 19. JUBILE (J. R. Rubber), American Tobacco, CBS) 19. JUBIC (J. R. Rubber), CBC, S. C. Johnson, CBS) 19. JUBICAN ARCHURA (J. R. Rubber), American JUBICA, BBC) 19. JUBICAN ARCHURA (J. R. Rubber), American JUBICA, BBC) 19. JUBICAN ARCHUR	10.	RIN TIN TIN (National Biscuit, ABC)	3.5
14. LONE RANGER (SMIT. General Mills, ABC) 15. STUDIO ONE (Westinghome, CBS) 16. FAZHER RNOWS BEST (Scott, NBC) 17. UNDERCURRENT - [P&G, Brown & Williamson, CBS) 14. 19. DESTINY (General Foods, Ford, CBS) 14. 19. WHITING GIRLS (Mis Factor, General Foods, CBS) 14. 19. WHITING GIRLS (Mis Factor, General Foods, CBS) 14. 19. WHITING GIRLS (Mis Factor, General Foods, CBS) 15. 10. AZIE & HARRIET (Fastman-Kodak, ABC) 15. STEVE ALLEN S. C. Johnson, Greybound, Pharima Craft, NBC) 14. STEVE ALLEN S. C. Johnson, Greybound, Pharima Craft, NBC) 14. ED SULLIVAN (Lincolin-Mercury, CER) 15. CHEYENNE (General Flectric, CER) 16. COUNTRY MUSIC JUBILER (American Chicle, ABC) 17. CLIMAX; (Chrysler, CBS) 18. BOB CUMMINGS (R. J. Reynolde, CBS) 19. THE MILLIONAIRE (Colgate, CBS) 19. THE MILLIONAIRE (Colgate, CBS) 19. ALFERD HITCHCOCK (Bristof-Myerr, NBC) 21. ALFERD HITCHCOCK (Bristof-Myerr, NBC) 23. IMB BOWIE (Chevebrough-Ponds, American Chicle, ABC) 24. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 25. JULIUS LA ROSA (Kimberty-Cark, Gold Seal, RCA, Noxzems, Speriy, Sunheam, NBC) 36. JIMAY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANERS (Sylvania, CBS) 39. PROPLE ARE FUNNY (Tool, R. J. Reynolds, NBC) 40. KRAFT HIEATER (National Dairy, NBC) 41. SFOTLIGHT PLAYHOUSE (Schlitz, CBS) 42. G. E. HERAFER (General Electric, CBS) 43. MART MCRAERS (Sylvania, CBS) 44. SCHLITZ PLAYHOUSE (Schlitz, CBS) 45. HIM STOTLIGHT PLAYHOUSE (Schlitz, CBS) 46. CRAFT HIEATER (Mational Dairy, NBC) 47. LU X VIDEO, (Lever, NBC) 48. CHARLER (Borden, P&C, NBC) 49. STOTLIGHT PLAYHOUSE (Schlitz, CBS) 40. MEET McGRAW (PAG, NBC) 41. STOTLIGHT PLAYHOUSE (Schlitz, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MEET McGRAW (PAG, NBC) 44. SCHLITZ PLAYHOUSE (Schlitz, CBS) 45. GONFLICT (Chesebrough-Ponds, General Electric, CBS) 46. GONFLICT (Chesebrough-Ponds, General Electric, CBS) 47. LU X VIDEO (Lever, NBC) 48. STEVEL OF GRAPH (CBS) 49. FIRM MILLIONAN OF THE STEVEL OF THE STEVEL OF THE STEVEL OF T	12.	ROBIN HOOD (JAJ, Wildroot, CBS)	3.7
15. STUDIO ONE (WESTIGHOUSE, CBS) 14. FAGHER KNOWS BEST (Scott, NBC) 17. UNDERCURRENT - (P&G. Brown & Williamson, CBS) 4. B. DESTINY (General Foods, Ford, CBS) 18. WHITING GIRLS (MIS Eaclor, General Foods, CBS) 19. WHITING GIRLS (MIS Eaclor, General Foods, CBS) 11. OZZIE & HARRIET (Estimato-Kodak, ABC) 12. ADVENTURE THEATER (American Tobacco, Warmer, NBC) 13. STEVE ALLEN (S. C. Johnson, Greyhound, Pharina Craft, NBC) 14. ED SULLIVAN (Lincoln-Mercury, CBS) 15. CHEYENNE (General Electric, Cnesbrough-Points, ABC) 16. COUNTRY MUSIC JUBILEE (American Chicle, ABC) 17. CLIMAX; (Chryslee, CBS) 18. ARITHMEN (CRAFT) 18. THE MILLIONARIE (Colgate, CBS) 18. ARITHMEN HYDRAY (Bristoln-Myers, CBS) 19. THE MILLIONARIE (Colgate, CBS) 19. ARITHMEN HYDRAY (Bristoln-Myers, CBS) 19. JUB DOWN (Colgate, CBS) 19. JUB DOWN	14	LONE RANGER (Swift General Mills ABC)	
17. UNDERCURRENT - (P&G. Brown & Williamson, CBS). 4. DESTINY (General Foods, Ford, CBS). 4. SHOP HAYHOUSE (American Home Products, H. Curris, CBS). 4. SHOP HAYHOUSE (American Home Products, H. Curris, CBS). 4. LOZZIE & HARRIET (Eastman-Kodak, ABC). 4. AUVENTURE THEATER (American Tobacco, Warmer, NBC). 4. ALLEN (S. C. Johnson, Greybound, Phanina Crait, NBC). 4. ED SULLIVAN (Lincoln-Mercury, CBS). 4. C. CUNTRY MUSIC JUBILEE (American Chiele, ABC). 4. C. COUNTRY MUSIC JUBILEE (American Chiele, ABC). 4. C. CUNTRY MUSIC JUBILEE (American Chiele, ABC). 4. C. CUNTRY MUSIC JUBILEE (American Chiele, ABC). 4. C. CLIMAX; (Chrysler, CBS). 4. MARTHUR MURRAY (Bristol-Myers, NBC). 5. HARRIER MURRAY (Bristol-Myers, NBC). 6. ARTHUR MURRAY (Bristol-Myers, NBC). 7. LIAMAX; (Chrysler, CBS). 7. HE PROMOTIC (Bristol-Myers, CBS). 7. HE PROMOTIC (Bristol-Myers, CBS). 8. ARTHUR MURRAY (Bristol-Myers, CBS). 8. ANAY LOG (U. S. Rubber, American Tobacco, ABC). 8. JULIUS LA ROSA (Kinberty-Cark, Gold Seal, RCA, Noxzemis, Sperizs, Sumbeam, NBC). 8. JULIUS LA ROSA (Kinberty-Cark, Gold Seal, RCA, Noxzemis, Sperizs, Sumbeam, NBC). 8. JULIUS LA ROSA (Kinberty-Cark, Gold Seal, RCA, Noxzemis, Sperizs, Sumbeam, NBC). 8. JULIUS LA ROSA (Kinberty-Cark, Gold Seal, RCA, Noxzemis, Sperizs, Sumbeam, NBC). 8. BUCCANCRERS (Sylvania, CBS). 9. PEOPLE ARE FUNNY (Tool, R. J. Reynolds, NBC). 9. PEOPLE ARE FUNNY (Tool, R. J. Reynolds, NBC). 10. KRAFT THEATER (National) Dairy, NBC). 11. SPOTILICHT PLAYHOUSE (Schlitz, CBS). 12. MARY LOWERES (Sylvania, CBS). 13. MELT MEGRAW (PAG, NBC). 14. SPOTILICHT PLAYHOUSE (Schlitz, CBS). 15. MARY MURLANCE (CRE). 15. MARY MURLANCE (Borden, P&G, NBC). 15. MARY MURLANCE (Borden, P&G, NBC). 16. CANALCADE OF SPORTS (Fapermate, Gilleite, Ton, NBC). 17. LUX VIDEO (Lever, NBC). 18. CONSTITUTE PLAYHOUSE (Schlitz, CBS). 19. MARY DURANTER (SC (BORDER), PROMOTICE, CBS). 19. MARY DURANTER (SC (BORDER), PROMOTICE, CBS). 10. MARY PAYONITY (MARY MARY MARY MARY PROMOTICE, CBS). 10. MARY DURANTER (SC (B			3.8
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25. CHEVENNE (General Electric, Chesebrough-Ponds, ABC) 46. COUNTRY MUSIC JUBILEE (American Chicle, ABC) 47. CLIMAXY (Chrysler, CBS) 48. BOB CUMININGS (R. J. Reynolde, CBS) 49. THE MILLIONAIRE (Colgate, CBS) 40. ARTHUR MUERAY (Bristol-Myers, NBC) 31. ALFRED HITCHCOCK (Bristol-Myers, NBC) 32. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABL) 43. THE WEB (P&G, NBC) 44. NAYY LOG (U. S. Rubber, American Tobacco, ABC) 45. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA Novzema, Sperry Sumbeam, NBC) 46. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA Novzema, Sperry Sumbeam, NBC) 47. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA Novzema, Sperry Sumbeam, NBC) 48. BUCCANCERS (Sylvania, CBS) 49. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johuson, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MELT McGRAW (PAG, NBC) 44. TELL THE TRUTH (Phormaccuticals, CBS) 45. SCHLITZ PLAYHOUSE (Schlitz, CBS) 46. DRAGNET (LAM, Schick, NBC) 47. LIX VIDEO (Leier, NBC) 48. SCHLITZ PLAYHOUSE (Schlitz, CBS) 59. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 50. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Floods, CBS) 53. PHIL SILVERS (F&G, R, J R. Ewnolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. JUMNY DURANTE (P. Lorillard, CBS) 56. JUMNY DURANTE (P. Lorillard, CBS) 57. JOHN CENTURY-PON (Revlon, U. S. Steel, CBS) 58. LIFE OF RILEY (Lever, NBC) 59. LIFE OF RILEY (Lever, NBC) 60. ALCOA (Aluminum CO., NBC) 61. ALCOA (Aluminum CO., NBC) 62. HICHARD DIAMOND (General Hotox, CBS) 63. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 64. ONFLICT (Chesebrough-Ponds, General Electric, ABC) 65. JUMNY DURANTE (P. Lorillard, CBS) 66. JUMNY DURANTE (P. Lorillard, CBS) 67. JUNIO ALLEY (CHE, CBC) 68. JUNIO ALLEY (CHE, CBC) 69. WEDNISS & ALLEN (Goodrich, Carnation, CBS) 69. LIFE OF RILEY (Lever, NBC) 69.			
27. CLIMANS (Chrysler, CBS) 28. BOB CUMININGS (R. J. Reynolde, CBS) 39. ARTHUR MURRAY (Bristol-Myers, NBC) 31. ALFRED HITCHCOCK (Bristol-Myers, CBS) 31. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABC) 32. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABC) 33. JIM BOWIE (Chesebrough-Ponds, American Tobacco, ABC) 34. NAYY LOG (U. S. Rubber, American Tobacco, ABC) 35. JULIUS LA ROSA (Kimberty-Clark, Gold Seal, RCA Novzema, Sperry Sumbeam, NBC) 36. JIMMY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johuson, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MEET MEGRAW (PAG, NBC) 44. SCHLITZ PLAYHOUSE (Pet, S. C. Johuson, CBS) 45. SCHLITZ PLAYHOUSE (Pet, S. C. Johuson, CBS) 46. DRAGNET (LAM, Schick, NBC) 47. LIX VIDEO (Lever, NBC) 48. SCHLITZ PLAYHOUSE (Schiltz, CBS) 49. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (FAG, R, J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. JOHN CHARD PLAYHOUSE (Pet, SC) 65. JOHN DURANTE (P. Lorillard, CBS) 65. JOHN DURANTE (P. Lorillard, CBS) 65. JOHN CHARD PLAYHOUSE (Pet, SC) 66. MERTY (Associated Products, Max Factor, NBC) 67. WENTY-ONE (Pharmaceuticals, NBC) 68. GOVELICT (Chesebrough-Ponds, General Electric, ABC) 69. WENTY-ONE (Pharmaceuticals, NBC) 60. HURY ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co, NBC) 62. HIGHAND PLAYHOUSE (Pet, SBC) 63. JOHN SALEYN (PAG, R, JR CHYNOLd, CBS) 64. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 65. Schalon QUESTION (Revion, CBS) 66. PLAYHOUSE 96 (American Gas, Philip Mottla, Bristol-Myera, CBS) 77. SOHO ALLEN (Geodrich, Carnation, CBS) 78. LIFE OF RILEY (Lever, NBC) 79. WEDNISS FACTOR (Revion, CBS) 79. HURY OF ALLEN (REVION, CBS) 79. HURY OF ALLEN (REVION, CBS) 79.			4.4
23. BOB CUMMINGS (R. J. Reynolds, CBS) 29. THE MILIONAIRE (Colgair, CBS) 30. ARTHUR MUERAY (Bristol-Myers, NBC) 31. HIM BOWIE (Chesebrough-Ponds, American Chiele, ABU) 32. JIM BOWIE (Chesebrough-Ponds, American Chiele, ABU) 33. THE WEB (P&G, NBC) 34. NAYY, LOG (U. S. Rubber, American Tobacco, ABC) 35. JULIUS LA ROSA (Kimberty-Clark, Gold Seal, RCA, Noxzema, Sperry, Sumbeam, NBC) 36. JIMMY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Fonds, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MEET McGRAW (PAG, NBC) 44. TELL THE TRUTH (Pinarmacculicals, CBS) 45. SCHLITZ PLAYHOUSE (Schlitz, CBS) 46. CANALCADE OF SPORTS (Eapermate, Gilleite, Toni, NBC) 47. LUX VIDEO (Lever, NBC) 48. CANALCADE OF SPORTS (Eapermate, Gilleite, Toni, NBC) 59. BLONDIE (Toni, Newle, NBC) 59. BLONDIE (Toni, Newle, NBC) 51. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHU SILVERS (FAG, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADMS & EVE (R. J. Reynolds, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. DITH CENTURY-POX (Revion, U. S. Steel, CBS) 58. JIMMY DURANTE (P. Lorillard, CBS) 59. LIPE OF RILEY (Lever, NBC) 60. LEVENTY-ONE (Pharmacculicals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. LEFE OF RILEY (Lever, NBC) 63. JUMPA OUR SANCE, CANALCAN (Lever, NBC) 64. GUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. JOHN WENTY-ONE (Pharmacculicals, NBC) 66. LOS CHARLES (PARTY (NBC)) 67. ODD PERFY'S COUNTY (Lever, NBC) 68. JUMPAR PLAYHOUSE, WAS (Larmstrong Cork, NBC) 69. LEFE OF RILEY (Lever, NBC) 70. AND FAVORITE HUSRAND (American Tobacco, CBS) 71. HIGH-LOW (Ford, NBC) 72. LORD (LEVER, NBC) 73. ON TRIAL (Camplell, Lever, NBC) 74. CONSEROADS (General Motors, ABC) 75. HUBRICA (MAS Factor, LAM, NBC) 76. PLAYHOUSE (ARTHURA (BBC), PLAYHOUSE, CBS) 77. SHOW FOR A SUMMER (EAPLE, Revion, CBS) 78. PRIV			4
29. THE MILLIONAIRE (Colgaic, CBS) 8. ARTHUR MURRAY (Bristol-Myers, NBC) 31. ALFRED HITCHCOCK (Bristol-Myers, CBS) 32. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABC) 33. INLINES LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sumbeam, NBC) 35. JIMINES LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sumbeam, NBC) 36. JIMINY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 41. SPOTLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 43. MRET McGRAW (PAG), NBC) 44. TELL THE TRUTH (Phormaceuticals, CBS) 45. SCHLITZ PLAYHOUSE (Schlitz, CBS) 46. CRAST (LAM, Schick, NBC) 47. LUN VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Fapermate, Gillette, Toni, NBC) 49. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. BLONDIE (Toni, Nestle, NBC) 51. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (FAG R, J. Reynolds, CBS) 54. CONFILCT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, CBS) 66. JUNNY DONA (Law, CBS) 67. JUNNY DONA (Law, CBS) 68. LINMY DURANTE (P. Lorillard, CBS) 69. LIFE OF RILEY (Lawer, NBC) 69. LIFE OF RILEY (Lawer, NBC) 60. LIFE OF RILEY (Lawer, NBC) 61. ALCOA Alturnium Co, NBC) 62. LIFE OF RILEY (Lawer, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. CODPERLY'S SCOUTE (Bredon, CBS) 65. JUNNY ONE (Pharmacouticals, NBC) 66. PLAYHOUSE 90 (American Gas, Philip Mortis, Bristol-Myers, CBS) 77. SHOW FOR A SUMMER EVE (R. J. Reynolds, Colgate, CBS) 67. GODPREY'S SCOUTE (Lawer, NBC) 68. JUNNY ONE (Pharmacouticals, NBC) 69. LIFE OF RILEY (Lawer, NBC) 70. THE MILLIONAICH (Lawer, NBC) 71. TELEPHONE TIME (BELL ABC) 72. HUGHLOW (Ford, ABC) 73. ON THAIL (Campbell, Lever, NBC) 74. HUGHLOW (FOR) 75. HUGHLOW (FOR) 76. GODPREY'S COUTE (Raine, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, T			h
30. ALFRED HTCHCOCK (Bristol-Myers, CBS) 31. ALFRED HTCHCOCK (Bristol-Myers, CBS) 32. JIM BOWIE (Chesebrough-Ponds, American Chicle, ABC) 34. NAVY LOG (U. S. Rubber, American Tobacco, ABC) 35. PLILIUS LA ROSA (Kimberty-Clark, Gold Seal, RCA, Noxzema, Sperry, Sumbeam, NBC) 36. JIMMY DEAN (Hazel Bishop, CBS) 37. WEST POINT (Ceneral Foods, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Tool, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 43. SPETLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 44. SCHILITZ PLAYHOUSE (Schlitz, CBS) 45. J. MEET MGGRAW (PAG, NBC) 46. DRAGNET (LAM, Schick, NBC) 47. LUN VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Papermate, Gilbeite, Tool, NBC) 59. BLONDIE (Tool, Neutle, NBC) 51. MASQUERADDE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (FAG, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Flectric, ABC) 55. MR, ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. LIMMY DURANTE (P. Lorillard, CBS) 57. BURNS & ALLEN (Goodrich, Carnation, CBS) 58. LIPE OF RILEY (Laver, NBC) 69. TWENTY-ONE (Pharmaceuticals, NBC) 60. ALCOA (Aluminum Co., NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (DE SORO, Ton, NBC) 63. SCHOOL (Laver, NBC) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. SCHOOL (Laver, NBC) 66. PLAYHOUSE 90 (American Gas, Philip Moeris, Bristol-Myer, CBS) 77. BURNS & ALLEN (HSBAND) (American Tobacco, CBS) 88. DATE WITH ANGELS (Chrysler, ABC) 69. TWENTY-ONE (Pharmaceuticals, NBC) 60. LACOA (Aluminum Co., NBC) 70. GOODFREY'S SCOULTS (Lever, NBC) 71. TELEPHONE TIME (Bell, ABC) 72. HORNIER PLAYHOUSE (Armstrong Cork, NBC) 73. HE BURNS & ALLEN (Boodrich, CBS) 74. HORNIER PLAYHOUSE (Armstrong Cork, NBC) 75. SPIKE (US. Sirel, Revion, CBS) 76. HORNIER PLAYHOUSE (CHOYSLE, NBC) 77. GOODFREY'S SCOULTS (Lever, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. ANGER PLAYHOUSE (Bel	29/	THE MILLIONAIRE (Colgate, CBS)	4.
31. JIM BOWIE (Chesebrouph-Ponds, American Chicle, ABC) 32. JIL WEB (PAG, NBC) 33. JILLUS LA ROSA (Kimberty-Clark, Gold Seal, RCA, Noxzema, Sperry, Sambeam, NBC) 35. JILLUS LA ROSA (Kimberty-Clark, Gold Seal, RCA, Noxzema, Sperry, Sambeam, NBC) 36. JIMMY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Per, S. C. Johnson, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MEET McGRAW (PAG, NBC) 44. TELL THE TRUTH (Pharmaceuticals, CBS) 45. CAVALICADE OF SPORTS (Papermate, Gillette, Toni, NBC) 47. LUX VIDEO (Lever, NBC) 48. CAVALICADE OF SPORTS (Papermate, Gillette, Toni, NBC) 58. CAVALICADE OF SPORTS (Papermate, Gillette, Toni, NBC) 59. HIL SILVERS (FAG R. J. Reynolds, CBS) 50. MASQUERADE FARTY (Associated Products, Max Factor, NBC) 50. PHIL SILVERS (FAG R. J. Reynolds, CBS) 51. PHIL SILVERS (FAG R. J. Reynolds, CBS) 52. RICHARD DIAMOND (General Foods, CBS) 53. JOHL GURANTE (P. Lorillard, CBS) 54. CONFILCT (Chesebrouph-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. JOHN CENTUREY-PON (Revlon, U. S. Steel, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. JOHN CENTUREY-PON (Revlon, U. S. Steel, CBS) 56. JURENTS A ALLEN (Goodrich, Carnation, CBS) 57. JOHN CENTUREY-PON (Revlon, CBS) 58. JURE OF RILEY (LIVER, NBC) 59. LIFE OF RILEY (LIVER, NBC) 50. JURENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. SESTO OF GROUPHOUSE (Armatrong COR, NBC) 63. MY FAVORTIF HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armatrong COR, NBC) 65. SCA,000 QUESTION (Revlon, CBS) 66. JURENTY ONE (Pharmaceuticals, NBC) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. JURENTY ONE (Pharmaceuticals, NBC) 69. L. S. STEEL (U. S. Sirel, Revlon, CBS) 70. FORD CORD CORD CORD CORD CORD CORD CORD C	30.	ARTHUR MURRAY (Bristol-Myers, NBC)	4.
33. THE WEB (PRG, NBC) 44. NAYY LOG (U. S. Rubber, American Tobacco, ABC) 35. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sumbeam, NBC) 5. JIMMY DEAN (Hazel Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 41. SPOTLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 42. C. E. THEATER (National Dairy, NBC) 43. SHOTLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 44. TELL THE TRUTH (Parmaceuticals, CBS) 45. MEET MEGRAW (PAG, NBC) 46. DRAGNET (LAM, Schick, NBC) 47. LUX VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) 59. BLONDIE (Toni, Newle, NBC) 51. MASQUEARDE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (PAG, R. J. Reynolds, CBS) 54. CONFLICT (Caesebrough-Ponds, General Electric, ABC) 55. MIR ADMANS & EVE (R. J. Reynolds, CBS) 56. LONDIE (Toni, Newle, NBC) 57. DIRNS & ALLEN (Goodrich, Carmaion, CBS) 58. LIMMY DURANTE (P. Lorillard, CBS) 59. LIFE OF RILEY (Laver, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (DE Soft, Toni, NBC) 63. WY FAVORTIE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. S64,000 QUESTION (Revion, U. S. Steel, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Mortis, Bristol-Myers, CBS) 77. SOTH CENTURY-FOX (Revion, U. S. Steel, CBS) 67. SOTH CENTURY-FOX (Revion, U. S. Steel, CBS) 68. JURY FAVORTIE HUSBAND (American Tobacco, CBS) 69. LUS STEEL (U. S. Steel, Revion, CBS) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (DE Soft, Toni, NBC) 63. SOAD QUESTION (Revion, U. S. Steel, CBS) 64. SUMMER PLAYHOUSE (American Tobacco, CBS) 65. PLAYHOUSE (CONTRE) 66. PLAYHOUSE (CHYSIER, ABC) 67. SPIRE WITH ANGELS (Chrysier, ABC) 68. JOATE WITH ANGELS (Chrysier, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 70. TSHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 71. TSHOW FOR A SUMM			
35. JILIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA Novzema, Sperty, Sunbeam, NBC) 36. JIMMY DEAN (Hazei Bishop, CBS) 36. JIMMY DEAN (Hazei Bishop, CBS) 37. WEST POINT (General Foods, CBS) 38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toti, R. J. Reynolds, NBC) 40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 42. CS. E. THEATER (General Electric, CBS) 43. MEFT McGRAW (PAG, NBC) 44. TELL THE TRUTH (Phormaccuticals, CBS) 45. SCHLITZ PLAYHOUSE (Schiltz, CBS) 46. DRAGNET (LAM, Schick, NBC) 47. LUX VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) 49. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. BLONDIE (Toni, Newle, NBC) 51. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (F&G, R. J. Reynolds, CBS) 54. CONFLICT (Chesbrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. DOTH CENTURY-FOX (Revlon, U. S. Steel, CBS) 58. LIPE OF RILEY (Lever, NBC) 59. LIPE OF RILEY (Lever, NBC) 50. MY FAVORITE HUSBAND (American Tobacco, CBS) 60. ALCOA (Aluminum Co., NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. SALOOD QUESTION (Revlon, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. S64,000 QUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Phillip Morris, Bristol-Myers, CBS) 77. GODFREY'S SCOUTS (Lever, Toni, CBS) 78. ON THEAL (Campbell, Lever, NBC) 79. ACTION TONIGHT (American Tobacco, Toni, NBC) 70. HIGH-LOW (Ford, NBC) 71. FILEPHONE TIME (Bell, ABC) 72. PANIC (Max Factor, LAM, NBC) 73. ON TRIAL (Campbell, Lever, NBC) 74. WHAT'S MY LINE? (H. Curris, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheafier, Lever, CBS) 76. GOODY&AR (Goodyear, NBC) 77. SOON THEAL (Campbell, Lever, NBC) 88. DAIL WHAT SMY LINE? (H. Curris, CBS) 89. PRIVATE SECRETARY (Sheafier, Lever, CBS) 80. TELPHONE THE (Bell, ABC) 81. ACTION TONIGHT (FIGHTS (MBCa, MBC) 82. PANIC (33.	THE WEB (P&G, NBC)	43
Sperty, Sunbeam, NBC.) 5. JIM V DEAN (Hazel Bishop, CBS) 5. JR. WEST POINT (General Foods, CBS) 5. JR. WEST POINT (General Foods, CBS) 5. JR. BUCCANEERS (Sylvania, CBS) 7. PEOPLE ARE FUNNY (Tool, R. J. Reynolds, NBC.) 6. KRAFT THEATER (National Dairy, NBC.) 6. KRAFT THEATER (Rational Dairy, NBC.) 6. KRAFT THEATER (General Electric, CBS.) 6. J. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS.) 7. JR. G. E. THEATER (General Electric, CBS.) 7. JR. G. E. THEATER (General Electric, CBS.) 7. JR. THE TRUTH (Pharmaceuticals, CBS.) 7. JR. THE TRUTH (Pharmaceuticals, CBS.) 7. JR. CALLACADE OF SPORTS (Fapermate, Gillette, Ton), NBC.) 7. JR. CALLACADE OF SPORTS (Fapermate, Gillette, Ton), NBC.) 7. JR. CALLACADE OF SPORTS (Fapermate, Gillette, Ton), NBC.) 7. JR. PHOLICE (Borden, P&G, NBC.) 7. JR. MASQUERADE PARTY (Associated Produces, Max Factor, NBC.) 7. JR. JR. LILVERS (F&G, R. J. Reynolds, CBS.) 7. JR. SHILVERS (F&G, R. J. Reynolds, CBS.) 7. JR. MASQUERADE PARTY (Associated Produces, Max Factor, NBC.) 7. JR. M. ADAMS & EVE (R. J. Reynolds, CBS.) 7. JR. M. ADAMS & EVE (R. J. Reynolds, CBS.) 7. JR. JR. SHILVERS (F&G, R. J. Reynolds, CBS.) 7. JR. JR. SHILVERS (FAC, R. J. Reynolds, CBS.) 7. JR. JR. JR. JR. JR. JR. JR. JR. JR. JR	34.	NAVY LOG (U. S. Rubber, American Tobacco, ABC)	5.1
36. JIMMY DEAN (Hazel Bishop, CBS) J. WEST POINT (General Foods, CBS) J. WEST POINT (General Foods, CBS) J. WEST POINT (General Foods, CBS) J. BUCCANEERS (Sylvania, CBS) J. PEOPLE ARE FUNNY (Toti, R. J. Reynolds, NBC) S. 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) S. 42. G. E. THEAJER (Rational Dairy, NBC) S. 54. MEFT McGRAW (PAG, NBC) J. MEFT McGRAW (PAG, NBC) S. 43. MEFT McGRAW (PAG, NBC) S. 44. TELL THE TRUTH (Phormaceuticals, CBS) S. 45. MEFT McGRAW (PAG, NBC) S. 46. DRAGNET (LAM, Schick, NBC) S. 57. LUX VIDEO (Lever, NBC) S. 68. CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) S. 69. PEOPLE'S CHOHCE (Borden, PAG, NBC) S. 60. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) S. 70. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) S. 71. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) S. 72. RICHARD DIAMOND (General Foods, CBS) S. 73. PHIL SILVERS (FAG, R. J. Reynolds, Colgate, CBS) S. 64. CONFLICT (Chesebrough-Ponds, General Electric, ABC) S. 65. JIMMY DURANTE (P. Lorillard, CBS) S. 75. DURNS & ALLEN (Goodrich, Carnation, CBS) S. 101H CENTURY-FON (Revlon, U. S. Steel, CBS) S. 66. JIMMY DURANTE (P. Lorillard, CBS) S. 11 LIPE OF RILEY (Laver, NBC) S. 12 LIPE OF RILEY (Laver, NBC) S. 13 MY FAVORITE HUSBAND (American Tobacco, CBS) S. 66. S64,000 QUESTION (Revlon, CBS) S. 67. GODFREY'S SCOUTS (Lever, Toni, CBS) J. C. STEEL (U. S. Steel, Revlon, CBS) S. 77. HILLOW (FOR ANGEL) J. TELPHONE TIME (Bell, ABC) J. HIGH-LOW (FOR ANGEL) J. HILLOW (33.		5.1
38. BUCCANEERS (Sylvania, CBS) 39. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 50. Sylvania, CBS 50. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 51. SPOTLIGHT PILAYHOUSE (Pet, S. C. Johnson, CBS) 52. CL. C. E. THEATER (General Electric, CBS) 53. MEET McGRAW (PAG, NBC) 54. TELL THE IRUTH (Phormaceuticals, CBS) 55. CL. C. E. THEATER (General Electric, CBS) 56. CORGINET (LAM, Schick, NBC) 57. LIVE VIDEO (Lever, NBC) 58. CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) 59. BLONDIE (Loni, Newtle, NBC) 50. BLONDIE (Ioni, Newtle, NBC) 51. MASQUERADE PARTY (Associated Produces, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (PAG, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. SIMMY DURANTE (P. Lorillard, CBS) 57. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) 58. LIPE OF RILEY (Laver, NBC) 69. TWENTY-ONE (Pharmaceuticals, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Amstrong COTA, NBC) 65. S64,000 OUESTION (Revlon, CBS) 66. PLAYHOUSE 9(American Gaz, Philip Morrib, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revlon, CBS) 69. L. S. STEEL (U. S. Steel, Revlon, CBS) 60. PLAYHOUSE 9(American Gaz, Philip Morrib, Bristol-Myers, CBS) 67. GOODYARR (Goodyear, NBC) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revlon, CBS) 69. L. S. STEEL (U. S. Steel, CBS) 60. PLAYHOUSE 9(General Home Products, Kelloge, CBS) 61. TELEPHONE TIME (Bell, ABC) 62. ACTION TONIGHT (American Tobacco, Toni, NBC) 63. GOOSSROADS (General Motors, ABC) 64. HILLOW (Ford, NBC) 65. School Of Carrier, Specifel, NBC) 67. SPIKE JONES (LAM, CBS) 68. DATE WITH A SECRETARY (Sheaffer, Lever, CBS) 69. FINITAL (Campbell, Lever, NBC) 60. SPIKE JONES (LAM, CBS) 60. PANTOMIME QUIZ (Amoco, P. Lorillard, CBS) 60. PANTOM		JIMMY DEAN (Hazel Bishop, CBS)	5.
39, PEOPLE ARE FUNNY (Tosi, R. J. Reynolds, NBC) 40, KRAFT THEATER (National Dairy, NBC) 51, SOPILIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 52, 41, SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 53, MAEFT McGRAW (PAG, NBC) 54, TELL THE TRUTH (Phormaceuticals, CBS) 55, MART McGRAW (PAG, NBC) 56, DRAGNET (LAM, Schick, NBC) 57, SHANDOUSE (Schiltz, CBS) 58, SA, SCHLITZ PLAXHOUSE (Schiltz, CBS) 59, PART (LAM, Schick, NBC) 50, CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 51, MASQUERADE OF SPORTS (Papermate, Gillette, Toni, NBC) 52, BLONDIE (Toni, Newtle, NBC) 53, BLONDIE (Toni, Newtle, NBC) 54, CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 55, MASQUERADE PARTY (Associated Products, Max Factor, NBC) 66, PART (Chesebrough-Ponds, General Electric, ABC) 67, SHILLING (FAG, R. J. Reynolds, Colgate, CBS) 68, MRA DAMS & EVE (R. J. Reynolds, Colgate, CBS) 69, LIPE OF RILEY (Laver, NBC) 60, TWENTY-ONE (Revion, U. S. Steel, CBS) 61, MARY DURANTE (P. Lorillard, CBS) 62, LIPE OF RILEY (Laver, NBC) 63, TWENTY-ONE (Pharmaceuticals, NBC) 64, ALCOA (Aluminum Co, NBC) 65, S64,000 QUESTION (Revion, CBS) 66, TWENTY-ONE (Pharmaceuticals, NBC) 67, GODFREY'S SCOUTS (Lever, Toni, CBS) 68, DATE WITH ANGELS (Chrysler, ABC) 69, MOMENT OF DACISION (Ford, ABC) 71, ELEPHONE TIME (Bell, ABC) 72, HIGH-LOW (Ford, NBC) 73, ACTION TONIGHT (American Tobacco, Toni, NBC) 74, HIGH-LOW (Ford, NBC) 75, STEEL (U. S. Siterl, Revion, CBS) 76, MOMENTI OF DACISION (Ford, ABC) 77, SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 78, ON THALA (Campbell, Lever, NBC) 79, YOU ASKED FOR IT (Best Foods, ABC) 70, SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 71, SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 72, SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 73, CTOSRSONADS (General Moturs, ABC) 74, WHAT'S MY LINE? (H. Currican Home Products, Kelloge, CBS) 75, SPINATE SECRETARY (Sheaffer, Lever, CBS) 76, ON THIAL (Campbell, Lever, NBC) 77, SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 78, WEDNESDAY NIGHT FIGHTS (MBCa, Memora, ABC) 7			
40. KRAFT THEATER (National Dairy, NBC) 41. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS) 42. G. E. THEATER (General Electric, CBS) 43. MRET McGRAW (PAG, NBC) 43. MRET McGRAW (PAG, NBC) 44. TELL THE TRUTH (Pharmaceuticals, CBS) 45. SCHLITZ PLAYHOUSE (Schiltz, CBS) 46. DRAGNET (L&M, Schick, NBC) 47. LUX VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 49. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. BLONDIE (Toni, Newle, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (P&G, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CRS) 56. HMMY DURANTE (P. Lorillard, CBS) 57. 20TH CENTURY-FOX (Revion, U. S. Steel, CBS) 58. BURNS & ALLEN (Goodrich, Carnation, CBS) 59. LIFE OF RILEY (Lever, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. SA6,000 QUESTION (Revion, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. SA6,000 QUESTION (Revion, CBS) 66. TLAYHOUSE 90 (American Tobacco, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revion, CBS) 60. L. S. STEEL (U. S. Steel, Revion, CBS) 61. TELEPRONE TIME (Bell, ABC) 62. L. S. STEEL (U. S. Steel, Revion, CBS) 63. GOODYEAR (Goodyear, NBC) 64. GOODYEAR (Goodyear, NBC) 65. GOODYEAR (Goodyear, NBC) 66. GOODYEAR (Goodyear, NBC) 67. GOODYEAR (Goodyear, NBC) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revion, CBS) 60. TASTON TONIGHT (American Tobacco, Toni, NBC) 61. TELEPRONE TIME (Bell, ABC) 62. ACTION TONIGHT (American Home Products, Kelloga, CBS) 63. HANDER FOR IT (Best Foods, ABC) 64. GOODYEAR (Goodyear, NBC) 65. SA6,000 CHALLENGE (Revion, P. Lorillard, CBS) 67. FINALE SECRETARY (Sheafier, Lever, CBS) 68. DATE WITH ANGELS (Chrysler, NBC) 69. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 69. FINAL (Campbell, Lever, Specid, NBC) 69. FINAL (Campbell, Lever, Specid,			5.
42 C. E. THEATER (General Electric, CBS) 43, MRET MCGRAW (PAG, NBC) 54, MRET MCGRAW (PAG, NBC) 55, MA SCHLITZ PLAYHOUSE (Schlitz, CBS) 56, CHAITZ PLAYHOUSE (Schlitz, CBS) 57, CHAITZ PLAYHOUSE (Schlitz, CBS) 58, CHAITZ PLAYHOUSE (Schlitz, CBS) 59, CAVALCADE OF SPORTS (Papermale, Gilletic, Toni, NBC) 50, BLONDIE (Toni, Newle, NBC) 50, BLONDIE (Toni, Newle, NBC) 51, MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52, RICHARD DIAMOND (General Foods, CBS) 53, PHIL SILVERS (P&G, R. J. Reynolds, CBS) 54, CONFLICT (Chesbrough-Ponds, General Electric, ABC) 55, MR. ADAMS & EVE (R. J. Reynolds, Colgate, CRS) 56, IMMY DURANTE (P. Lorillard, CBS) 57, BURNS & ALLEN (Goodrich, Carnation, CBS) 58, IMMY DURANTE (P. Lorillard, CBS) 59, LIFE OF RILEY (Lever, NBC) 60, IWENTY-ONE (Pharmaceuticals, NBC) 61, ALCOA (Aluminum Co., NBC) 62, BEST OF GROUCHO (DE Soto, Toni, NBC) 63, MY FAVORITE HUSBAND (American Tobacco, CBS) 64, SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65, 364,000 QUESTION (Revlon, CBS) 66, PLAYHOUSE 90 (American Gas, Philip Mortis, Bristol-Myers, CBS) 67, GODFREY'S SCOUT'S (Lever, Toni, CBS) 68, DATE WITH ANGELS (Chrysler, ABC) 71, TELFPHONE TIME (Bell, ABC) 72, HIGH-LOW (FOR, NBC) 73, ACTION TONIGHT (American Tobacco, Toni, NBC) 74, WHAT'S MY LINET (H. Curils, Sperry-Rand, CBS) 75, PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76, GOODYEAR (Goodyear, NBC) 77, HIGH-LOW (FOR, NBC) 78, PRIVATE SECRETARY (Sheaffer, Lever, CBS) 79, YOU ASNED FOR IT (Best Foods, ABC) 70, NAME ITHAT TUNE (American Tobacco, Toni, NBC) 71, TELFPHONE TIME (Bell, ABC) 72, HIGH-LOW (FOR, NBC) 73, PANIC (Max Fastor, Lam, NBC) 74, WHAT'S MY LINET (H. Curils, Sperry-Rand, CBS) 75, PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76, GOODYEAR (Goodyear, NBC) 77, HOW FOR A SUMMER EVE (American Tobacco, NBC) 77, SPIKE JONES (LAM, CBS) 78, PRIVATE SECRETARY (Sheaffer, Lever, CBS) 79, YOU ASNED FOR IT (Best Foods, ABC) 80, RABE ITHAT TUNE (American Home, NBC) 81, ENCORE THEATER (Armour, Quaker, NBC) 82, PANIC (Max Fastor, Lam, NBC) 83, ERD BARBER (State Faim, NB	40.	KRAFT THEATER (National Dairy, NBC)	5.
4.3 MEET McGRAW (PAG, NBC) 4.4 TELL THE TRUTH (Pinermaceuticals, CBS) 4.4 SCHLITZ PLAYHOUSE (Schlitz, CBS) 5.5 A.6 DRAGNET (LAM, Schick, NBC) 5.5 A.6 DRAGNET (LAM, Schick, NBC) 5.6 CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) 5.7 PEOPLE'S CHOICE (Borden, P&G, NBC) 5.8 CAVALCADE OF SPORTS (Papermate, Gilleite, Toni, NBC) 5.9 PEOPLE'S CHOICE (Borden, P&G, NBC) 5.0 BLONDIE (Toni, Newle, NBC) 5.1 MASQUERADE PARTY (Associated Products, Max Factor, NBC) 6.2 RICHARD DIAMOND (General Foods, CBS) 6.3 PHIL SILVERS (P&G, R. J. Reynolds, CBS) 6.4 CONFLICT (Chesebrough-Ponds, General Electric, ABC) 6.5 MR ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 6.6 JIMMY DURANTE (P. Lorillard, CBS) 6.7 JOHN CENTURY-FOX (Revion, U. S. Steel, CBS) 6.8 JOHN CENTURY-FOX (Revion, U. S. Steel, CBS) 6.9 LIFE OF RILEY (Lever, NBC) 6.0 TWENTY-ONE (Pharmaceuticals, NBC) 6.1 ALCOA (Aluminum Co., NBC) 6.2 BEST OF GROUCHO (De Soto, Toni, NBC) 6.3 MY FAVORITE HUSBAND (American Tobacco, CBS) 6.4 SUMMER PLAYHOUSE (Armstrong Cork, NBC) 6.5 S64,000 QUESTION (Revion, CBS) 6.6 PLAYHOUSE 90 (American Gaz, Phillip Morris, Bristol-Myers, CBS) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 6.7 GODFREY'S SCOUTS (Lever, Toni, CBS) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 7. HIGH-LOW (Ford, NBC) 7. STEEL (U. S. Sirel, Revion, CBS) 7. HIGH-LOW (Ford, NBC) 7. FLYPHONE TIME (Bell, ABC) 7. FLYPHONE TIME (Bell, ABC) 7. FLYPHONE TIME (Bell, ABC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Home Products, Kellogg, CBS) 8. HIGH-LOW (Ford, NBC) 8. ANTER THEATER (Pabut, NBC) 8. ANTER THEATER (Pabut, NBC) 8. ANTER THEATER (Pabut, NBC) 8. SHOW SDAY MIGHT FIGHTS (Miles, Mennen, ABC) 8. SHOW SDAY MIGHT FIGHTS (Miles, Mennen, ABC) 8. SHOW SDAY MIGHT FIGHTS (Miles, Mennen, ABC) 9. FESTIVAL OF STARS (Paters, Speldel, NBC) 9. FESTIVAL OF STARS (Paters, Speldel, NBC) 9. PESTIVAL OF STARS (Paters, Speldel, NBC) 9			
44. TELL THE TRUTH (Pharmaceuticals, CBS) 45. SCALITZ PLAYHOUSE (Schiltz, CBS) 46. DRAGNET (LAM, Schick, NBC) 57. LUX VIDEO (Lever, NBC) 58. CAVALCADE OF SPORTS (Papermate, Gilletie, Ton), NBC) 59. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. BLONDIE (Ton), Negale, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 62. RICHARD DIAMOND (General Foods, CBS) 63. PHIL SILVERS (P&G, R. J. Reynolds, CBS) 64. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 65. MR, ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 66. JIMMY DURANTE (P. Lorillard, CBS) 67. BURNS & ALLEN (Goodrich, Carnation, CBS) 68. LIFE OF RILEY (Lever, NBC) 69. IVENTY-ONE (Pharmaceuticals, NBC) 60. ALCOA (Aluminum Co., NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. S64,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Motria, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revion, CBS) 69. LIFE OF NICEY 60. L. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENI OF DECISION (Ford, ABC) 60. L. S. STEEL (U. S. Steel, Revion, CBS) 60. L. S. STEEL (U. S. Steel, Revion, CBS) 61. ALCON TONIGHT (American Tobacco, Toni, NBC) 62. HIGH-LOW (Ford, NBC) 63. ACTION TONIGHT (American Tobacco, Toni, NBC) 64. HIGH-LOW (Ford, NBC) 65. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 66. C. S. STEEL (U. S. Steel, Revion, CBS) 67. GOODYBAR (Goodyear, NBC) 68. DATE WITH ANGELS (Chrysler, ABC) 69. NAME IHAT TUNE (American Tobacco, Toni, NBC) 69. PLAYHOUSE GOODYBAR (See Toni, NBC) 69. PLAYHOUSE (Ration, ABC) 60. RABER (State Farm, NBC) 60. RABER (State Farm, NBC) 61. RABER (State Farm, NBC) 62. PANIC (Max Factor, LAM, NBC) 63. RED BARBER (State Farm, NBC) 64. PANICHALES FARRELL (Lever, American Home,			5.
46. DRAGNET (LAM, Schick, NBC) 7. LUX VIDEO (Lever, NBC) 5. 48. CAVALCADE OF SPORTS (Papermale, Gillette, Toni, NBC) 5. 49. PEOPLE'S CHOICE (Borden, P&G, NBC) 5. BLIONDIE (Toni), Newle, NBC) 5. BLIONDIE (Toni), Newle, NBC) 5. RICHARD DIAMOND (General Foods, CBS) 6. S. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 6. S. MILSILVERS (P&G, R. J. Revnolds, CBS) 6. CONFLICT (Cheschrough-Ponds, General Electric, ABC) 6. S. MR, ADAMS & EVE (R. J. Revnolds, Colgate, CBS) 6. JIMMY DURANTE (P. Lorillard, CBS) 6. JIMMY DURANTE (P. Lorillard, CBS) 6. JIMMY DURANTE (P. Lorillard, CBS) 6. LIFE OF RILEY (Lever, NBC) 6. LIFE OF RILEY (Lever, NBC) 6. LIFE OF RILEY (Lever, NBC) 6. LACOA (Aluminum Co., NBC) 6. BEST OF GROUCHO (De Soito, Toni, NBC) 6. BEST OF GROUCHO (De Soito, Toni, NBC) 6. SAG,000 QUESTION (Revlon, CBS) 6. PLAYHOUSE 90 (American Gas, Philip Motris, Bristol-Myers, CBS) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 6. DATE WITH ANGELS (Chrysler, ABC) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 7. HIGH-LOW (Ford, NBC) 7. TILEPHONE TIME (Bell, ABC) 7. TILEPHONE TIME (Bell, ABC) 7. HIGH-LOW (Ford, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 8. DATIE WITH ANGELS (Chrysler, ABC) 7. HIGH-LOW (Ford, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 7. WHAT'S MY LINEY (H. Curtis, Sperry-Rand, CBS) 7. HIGH-LOW (Ford, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, Toni, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 8. PAINC (Mas Factor, L&M, CBS) 8. PONE SHAY NIGHT FIGHTS (Miles, Mennen, ABC) 9. PESIIVAL OF STARS (Purex, Speidel, NBC) 9. PESIIVAL OF STARS (Purex	44.	TELL THE TRUTH (Phormaceuticals, CBS)	5.
47. LUX VIDEO (Lever, NBC) 48. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 55. 48. PEOPLE'S CHOICE (Borden, P&G, NBC) 50. BLONDIE (Toni, Nestle, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (F&G, R. J. Reynolds, CBS) 54. CONFLICT (Cheschrough-Ponds, General Electric, ABC) 55. MR, ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. 20TH CENTURY-FOX (Revion, U. S. Steel, CBS) 58. BURNS & ALLEN (Goodrich, Carnation, CBS) 59. LIFE OF RILEY (Lever, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cort, NBC) 65. S64,000 QUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Moetris, Briston-Myers, CBS) 77. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 79. LI TELEPHONE TIME (Bell, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. ACTION TONIGHT (American Tobacco, Toni, NBC) 73. ACTION TONIGHT (American Home Products, Kelloga, CBS) 74. WHAT'S MY LINEY (H. Curtis, Sperry-Rand, CBS) 75. FRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 89. NAME THAT TUNE (American Home Products, Kelloga, CBS) 81. MYSTERY THEATER (Pabut, NBC) 82. PANIC (Max Factor, LAM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. SALOOU CHAILENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANIOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralicon, NBC)	44.	DRAGNET (LAM Sable) NRC)	
48. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC) 5. PEOPLE'S CHOICE (Borden, P&G, NBC) 5. BLONDIE (Loni), Nesite, NBC) 5. BLONDIE (Loni), Nesite, NBC) 5. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 6. ERICHARD DIAMOND (General Foods, CBS) 6. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 6. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 6. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 6. JIMMY DURANTE (P. Lorillard, CBS) 6. JIMFE OF RILEY (Lever, NBC) 6. LIFE OF RILEY (Lever, NBC) 6. LIFE OF RILEY (Lever, NBC) 6. LACOA (Aluminum Co., NBC) 6. ALCOA (Aluminum Co., NBC) 6. ALCOA (Aluminum Co., NBC) 6. SAMMY FAVORITE HUSBAND (American Tobacco, CBS) 6. SOMMY FAVORITE HUSBAND (American Tobacco, CBS) 6. PLAYHOUSE (Armstrong Cork, NBC) 6. SOMMER PLAYHOUSE (Armstrong Cork, NBC) 6. JOATE WITH ANGELS (Chrysler, ABC) 6. L. S. STEEL (U. S. Steel, Revion, CBS) 7. GODFREY'S SCOUTS (Lever, Toni, CBS) 6. MOMENT OF DECISION (Ford, ABC) 7. HIGH-LOW (Ford, NBC) 7. HIGH-LOW (Ford, NBC) 7. FILEPHONE TIME (Bell, ABC) 7. FILEPHONE TIME (Bell, ABC) 7. FILEPHONE TIME (Bell, ABC) 7. FOR AUTHOR (Souther EVE (American Tobacco, NBC) 7. FOR AUTHOR (Goodyear, NBC) 7. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. FOR NAME IHAT TUNE (American Home Products, Kellogg, CBS) 8. MAYSTERY THEATER (Pabu, NBC) 8. NAME IHAT TUNE (American Home Products, Kellogg, CBS) 8. MAYSTERY THEATER (Pabu, NBC) 8. NAME IHAT TUNE (American Home Products, Kellogg, CBS) 8. MAYSTERY THEATER (Pabu, NBC) 8. SALOO OF STARS (Purer, Specied, NBC) 7. SPIKE JONES (LAM, CBS) 8. PANIC (Max Factor, LAM, NBC) 8. SALOO OF STARS (Purer, Specied, NBC) 9. FESTIVAL OF STARS (Purer, S	47.	LUX VIDEO (Lever, NBC)	
50. BLONDIE (Toni), Newte, NBC) 51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (PAG, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, COBate, CBS) 56. HMMY DURANTE (P. Lorillard, CBS) 57. 201H CENTURY-FOX (Revion, U. S. Steel, CBS) 56. HMMY DURANTE (P. Lorillard, CBS) 57. 201H CENTURY-FOX (Revion, U. S. Steel, CBS) 56. HMMY DURANTE (P. Lorillard, CBS) 57. 201H CENTURY-FOX (Revion, U. S. Steel, CBS) 68. 101 WENTY-ONE (Pharmaceuticals, NBC) 69. WENTY-ONE (Pharmaceuticals, NBC) 60. WENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. \$64,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 99 (American Gas, Philip Motris, Bristol-Myers, CBS) 77. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 79. U. S. STEEL (U. S. Steel, Revion, CBS) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 70. TELEPHONE TIME (Bell, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. ACTION TONIGHT (American Tobacco, Toni, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINET (B. Curtis, Sperry-Rand, CBS) 77. SPINVAIE SECRETARY (Sheaffer, Lever, CBS) 77. SPOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON THALI (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. SAL,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (PUREX, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOME	48.	CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	5.
51. MASQUERADE PARTY (Associated Products, Max Factor, NBC) 52. RICHARD DIAMOND (General Foods, CBS) 53. PHIL SILVERS (P&G, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. BURNS & ALLEN (Goodrich, Carnation, CBS) 58. LIFE OF RILEY (Lever, NBC) 69. TWENTY-ONE (Pharmaccuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. S64,000 OUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Motris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chryster, ABC) 69. U. S. STEEL (U. S. Steel, Revlon, CBS) 60. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Mas Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. SPIKE JONES (LAM, CBS) 86. S44,000 CHAILENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Fatm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (Puter, Speidel, NBC) 91. PANTONIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. HEB BIG MOMENT (American Tobacco, Tobacco, Ralidon, NBC) 94. FESTIVAL OF STARS (Puter, Speidel, NBC) 95. PANTONIME QUIZ (Amoco, Time, CBS) 96. TESTIVAL OF STARS (Puter, Speidel, NBC) 97. SPIKE JONES HARLE (Lever, American Home, NBC) 98. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 99. TESTIVAL OF STARS (Puter, Speidel, NBC) 91. HEB BIG MOMENT (American To	50.	BLONDIE (Toni, Neutle, NBC)	
53. PHIL SILVERS (PAG, R. J. Reynolds, CBS) 54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) 56. JIMMY DURANTE (P. Lorillard, CBS) 57. 201H CENTURY-POX (Revlon, U. S. Steel, CBS) 57. BURNS & ALLEN (Goodrich, Carnation, CBS) 59. LIFE OF RILEY (Lever, NBC) 60. IWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Tom, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Arimstrong Cork, NBC) 65. \$64,000 QUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Motris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Ton), CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revlon, CBS) 69. MOMENI OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINEY (H. Curits, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME IHAT LUNE (American Home Products, Kelloge, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, LAM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Raliston, ABC) 86. S64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Memnen, ABC) 90. FESTIVAL OF STARS (Puter, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Tobacco, Ralston, Paulon, Paulon	51.	MASQUERADE PARTY (Associated Products, Max Factor, NBC)	6.
54. CONFLICT (Chesebrough-Ponds, General Electric, ABC) 55. MR. ADAMS & EVE (R J. Reynolds, Colgate, CBS) 56. HIMMY DURANTE (P. Lorillard, CBS) 57. BURNS & ALLEN (Goodrich, Carnation, CBS) 58. LIFE OF RILEY (Lever, NBC) 69. IWENTY-ONE (Pharmaceuticals, NBC) 60. IWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Tomi, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. 564,000 QUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Tomi, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Sitel, Revlon, CBS) 69. MOMENI OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. ACTION TONIGHT (American Tobacco, Tomi, NBC) 73. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 74. WHAT'S MY LINEY (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloga, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. S64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Memner, ABC) 90. FESTIVAL OF STARS (Purr, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 94. The BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 96. THE BIG MOMENT (American Home, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston, Paulon, N	52.	PHILE STLVEDS (PAG P. I. Permelds, CBS)	
55. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CRS) 66. HIMMY DURANTE (P. Lorillard, CRS) 67. 20TH CENTURY-FOX (Revion, U. S. Steel, CBS) 68. HIMMY DURANTE (P. Lorillard, CBS) 69. LIFE OF RILEY (Lever, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. Só4,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas, Phillip Morris, Bristol-Myers, CBS) 77. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 70. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheafler, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogz, CBS) 81. MYSTERY THEATER (Pabn, NBC) 82. PANIC (Max Factor, LaM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. S64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Memnen, ABC) 90. FESTIVAL OF STARS (Purr, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston, Paulon, NBC) 96. THE STARS (Purr, Ramerican Tobacco, Ralston, Paulon, NBC) 97. THE BI	54.	CONFLICT (Chesebrough-Ponds, General Electric, ABC)	6.
57. BURNS & ALLEN (Goodrich, Carnation, CBS) 58. BURNS & ALLEN (Goodrich, Carnation, CBS) 59. LIPE OF RILEY (Laver, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Tomi, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. \$64,000 QUESTION (Revlon, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Moeris, Bristol-Myers, CBS) 77. GODFREY'S SCOUTS (Lever, Tomi, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revlon, CBS) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINET (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kchogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, Lam, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 97. SPIKE JONES (Lam, CBS) 88. RED BARBER (State Farm, NBC) 99. FESTIVAL OF STARS (Purer, Speidel, NBC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC) 91. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC)	55.	MR, ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	6.
57. BURNS & ALLEN (Goodrich, Carmation, CB5) 59. LIFE OF RILEY (Lever, NBC) 60. TWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. \$64,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Motrils, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENI OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINET (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME HAAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Mas Factor, LAM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHAILENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Mennen, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 96. The BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 98. The BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 98. The BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 99. The BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 91. The BIG MOMENT (American Tobacco, Tone, CBS)	57.	20TH CENTURY-FOX (Revion II & Steel CRS)	
60. IWENTY-ONE (Pharmaceuticals, NBC) 61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. \$64,000 OUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chryster, ABC) 69. U. S. STFEL (U. S. Streel, Revion, CBS) 69. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. SPIKE JONES (L&M, CBS) 86. \$64,000 CHALLENGE (Revien, P. Lorillard, CBS) 96. FESTIVAL OF STARS (Purex, Speidel, NBC) 97. PANTOMIME QUIZ (Amoco, Time, CBS) 98. WEDNESDAY NIGHT FIGHTS (Milex, Menner, ABC) 99. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Tobacco, Raluton, Paulon, NBC) 91. THE BIG MOMENT (American Tobacco, Raluton, Paulon, NBC) 91. THE BIG MOMENT (American Tobacco, Raluton, NBC)	57.	BURNS & ALLEN (Goodrich, Carnation, CB5)	6.
61. ALCOA (Aluminum Co., NBC) 62. BEST OF GROUCHO (De Soto, Toni, NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork, NBC) 65. \$64,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas, Philip Motris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. L. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogs, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Mennen, ABC) 90. FESHIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Tobacco, Ralston-Purise, NBC) 92. CHARLES FARRELL (Lever, American Ralston-Purise, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purise, NBC)	59.	LIFE OF RILEY (Lever, NBC)	6.
62. BEST OF GROUCHO (De Soto, Tom. NBC) 63. MY FAVORITE HUSBAND (American Tobacco, CBS) 64. SUMMER PLAYHOUSE (Armstrong Cork. NBC) 65. \$64,000 QUESTION (Revion, CBS) 66. PLAYHOUSE 90 (American Gas. Philip Motris, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENI OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 71. HIGH-LOW (Ford, NBC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. \$64,000 CHAILENGE (Revion, P. Lorillard, CBS) 86. \$64,000 CHAILENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Mennen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 10. PANTOMIME QUIZ (Amoco, Time, CBS) 11. PANTOMIME QUIZ (Amoco, Time, CBS) 12. THE BIG MOMENT (American Tobacco, Ralston-Purise NBC) 13. THE BIG MOMENT (American Tobacco, Ralston-Purise NBC) 14. THE BIG MOMENT (American Tobacco, Ralston-Purise NBC) 15. THE BIG MOMENT (American Tobacco, Ralston-Purise NBC)	61.	ALCOA (Aluminum Co., NBC)	
65. \$64,000 QUESTION (Revlon, CBS) 7. 66. PLAYHOUSE 90 (American Gas, Philip Motris, Bristol-Myers, CBS) 7. 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 7. 68. DATE WITH ANGELS (Chrysler, ABC) 7. 69. U. S. STEEL (U. S. Steel, Revlon, CBS) 7. 71. TELEPHONE TIME (Bell, ABC) 7. 72. HIGH-LOW (Ford, NBC) 7. 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 7. 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 7. 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 7. 76. GOODYEAR (Goodyear, NBC) 7. 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 7. 78. ON TRIAL (Campbell, Lever, NBC) 7. 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogs, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Mas Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. S61,000 CHALLENGE (Revion, P. Lorillard, CBS) 86. \$61,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Tobacco, Rallyon, Purlow, NBC) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Rallyon, Purlow, NBC)	0.2.	BEST OF GROUCHO (De Soto, Toni, NBC)	6,
66. PLAYHOUSE 90 (American Gas, Philip Mottis, Bristol-Myers, CBS) 67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chrysler, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENI OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Keliogs, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. THE BIG MOMENT (American Home, NBC) 91. THE BIG MOMENT (American Home, NBC) 91. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC) 91. THE BIG MOMENT (American Home, NBC) 91. THE BIG MOMENT (American Home, NBC) 91. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC)	63.	MY FAVORITE HUSBAND (American Tobacco, CBS)	6.
67. GODFREY'S SCOUTS (Lever, Toni, CBS) 68. DATE WITH ANGELS (Chryster, ABC) 69. U. S. STEEL (U. S. Steel, Revion, CBS) 69. W. S. STEEL (U. S. Steel, Revion, CBS) 69. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 70. NAME THAT TUNE (American Home Products, Kelloge, CBS) 70. NAME THAT TUNE (American Home Products, Kelloge, CBS) 71. MYSTERY THEATER (Pabst, NBC) 72. PANIC (Max Factor, LAM, NBC) 73. CROSSROADS (General Motors, ABC) 74. ENCORE THEATER (Armour, Quaker, NBC) 75. SPIKE JONES (LAM, CBS) 76. SPIKE JONES (LAM, CBS) 76. SPIKE JONES (LAM, CBS) 76. PANTOMIME QUIZ (Amoco, Time, CBS) 76. PANTOMIME QUIZ (Amoco, Time, CBS) 76. PANTOMIME QUIZ (Amoco, Time, CBS) 77. THE BIG MOMENT (American Tobacco, Raiston-Parison NBC) 78. THE BIG MOMENT (American Tobacco, Raiston-Parison NBC) 79. THE BIG MOMENT (American Tobacco, Raiston-Parison NBC) 79. THE BIG MOMENT (American Tobacco, Raiston-Parison NBC) 79. THE BIG MOMENT (American Tobacco, Raiston-Parison NBC)	65,	564,000 QUESTION (Revion, CBS)	7.
69. U. S. STEEL (U. S. Steel, Revion, CBS) 7. 69. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloga, CBS) 81. MYSTERY THEATER (Pabit, NBC) 82. PANIC (Max Factor, LAM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. PANTOMIME QUIZ (American Home, NBC) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Purlow, NBC)	90.	PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS)	7.
69. MOMENT OF DECISION (Ford, ABC) 71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. ON TRIAL (Campbell, Lever, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloga, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 96. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC)	68.	DATE WITH ANGELS (Chrysler, ARC)	
71. TELEPHONE TIME (Bell, ABC) 72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. WEDNESDAY NIGHT FIGHTS (Miles, Member, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 95. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 96. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 96. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC) 97. THE BIG MOMENT (American Tobacco, Ralston-Parlow, NBC)	07.	L. S. SIEEL (U. S. Strel, Revion, CBS)	7.
72. HIGH-LOW (Ford, NBC) 73. ACTION TONIGHT (American Tobacco, Toni, NBC) 74. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloga, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Mempen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purios NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Purios NBC)	200	MONENT OF DECISION (Ford, ABC)	
74. WHAT'S MY LINET (H. Curtis, Sperry-Rand, CBS) 75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 86. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Atmour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revien, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Milea, Mempen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purlay, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Purlay, NBC)	72.	HIGH-LOW (Ford. NBC)	
75. PRIVATE SECRETARY (Sheaffer, Lever, CBS) 76. GOODYEAR (Goodyear, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloge, CBS) 81. MYSTERY THEATER (Pabit, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 564,000 CHALLENGE (Revien, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC)	2.34	ACTION TONIGHT (American Tobacco, Toni, NRC)	7.
77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. SHOW FOR A SUMMER EVE (American Tobacco, NBC) 77. NON TRIAL (Campbell, Lever, NBC) 78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 79. YOU ASKED FOR IT (Best Foods, ABC) 79. NAME THAT TUNE (American Home Products, Kellogg, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, LAM, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$54,000 CHALLENGE (Revien, P. Lorillard, CBS) 99. SFIKE JONES (LAM, CBS) 99. WEDNESDAY NIGHT FIGHTS (Milea, Mennen, ABC) 99. FESTIVAL OF STARS (Purex, Speidel, NBC) 10. 91. PANTOMIME QUIZ (Amoco, Time, CBS) 11. 92. CHARLES FARRELL (Lever, American Home, NBC) 11. 93. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 11.	1000	WHALS MY LINET (H. Curtis, Sperry-Rand, CRS)	7-
78. ON TRIAL (Campbell, Lever, NBC) 79. YOU ASKED FOR IT (Best Foods, ABC) 80. NAME THAT TUNE (American Home Products, Kelloge, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Review, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Purios, NBC) 11.	70.	GOODYEAR (Goodyear, NBC)	
80. NAME THAT TUNE (American Home Products, Kelloge, CBS) 81. MYSTERY THEATER (Pabst, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (L&M, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC)	1.50	SHOW FOR A SUMMER EVE (American Tobacco NHC)	7.
81. MYSTERY THEATER (Pabit, NBC) 82. PANIC (Max Factor, L&M, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralaton, ABC) 86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralaton, Purior, NBC) 94. THE BIG MOMENT (American Tobacco, Ralaton, Purior, NBC)	79.	YOU ASKED FOR IT (Best Foods ABC)	
82. PANIC (Max Factor, Lam, NBC) 83. CROSSROADS (General Motors, ABC) 84. ENCORE THEATER (Armour, Quaker, NBC) 85. BOLD JOURNEY (Ralston, ABC) 86. 564,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Memor, ABC) 90. FESTIVAL OF STARS (Purer, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC) 94. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC)	E-sid	CASIL IIIAI ILINE (American Home Products Kellogg, CRS)	
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85. BOLD JOURNEY (Ralston, ABC) 86. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Pures, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC)	83.	CROSSROADS (General Motors, ABC)	R.
86. 364,000 CHALLENGE (Revion, P. Lorillard, CBS) 87. SPIKE JONES (LAM, CBS) 88. RED BARBER (State Farm, NBC) 89. WEDNESDAY NIGHT FIGHTS (Miles, Mempen, ABC) 90. FESTIVAL OF STARS (Pures, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC)	Birth C	MINES AFFERIEN (Armour, Quaker, NHC)	B.
88. RED BARBER (State Farm, NBC) 9. 89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 9. 90. FESTIVAL OF STARS (Pures, Speidel, NBC) 10. 91. PANTOMIME QUIZ (Amoco, Time, CBS) 11. 92. CHARLES FARRELL (Lever, American Home, NBC) 11. 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC) 11.	Bertiti (BOLL JUURNET (RAMON, ABC)	8.
89. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC) 90. FESTIVAL OF STARS (Purex, Speidel, NBC) 91. PANTOMIME QUIZ (Amoco, Time, CBS) 92. CHARLES FARRELL (Lever, American Home, NBC) 11. 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC) 11.	100	SPIRE JUNES (LAM. CRS)	9.
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92. CHARLES FARRELL (Lever, American Home, NBC) 11. 93. THE BIG MOMENT (American Tobacco, Ralston-Puring NBC) 11.	5456	TEACHER PROFILE PROFILE (Miles, Mennen, ARC)	9.
93. THE BIG MOMENT (American Tobacco, Ralston Puring NBC)	91.	CAMPAGE OUIZ (Amoco, Time, CHS)	10.
11 Marie Day all all American Tobacco Ralston Purios Nar	1	CHARLES FARRETT IT AND ADDRESS OF THE PARTY	
	EGG.	THE BIC MONEY (LEVEL, AMERICAN MOME, NBC)	AL.

100. BLONDIE (Toni, Nestis, NBC) 100. THEATER TIME (Armour, Kimberly-Clark, ABC) 15,09 These listings appear nowhere but on these pages. They are copyrighted by The Billboard Publishing Company and no reproduction may be made of them without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1564 Broadway, New York 36, N. Y.

Next Week: Cigarette-Tobacco Sponsors and Home, Building and General Sponsors.

97. BEAT THE CLOCK (Hazel Bishop, CBS) 13.15

Triangle Stations Shifts Top Brass

PHILADELPHIA -- Triangle Stations announced a series of high-level changes last week. Ben Baylor Jr., was named station manager of WNHC-TV, New Haven-Hartford, Conn. Frank Palmer moved to WFBG-TV, Altoona-Johnstown, Pa., as general mana-

Joe Zimmerman became general nanager of WLBR-TV, Lebanon-Lancaster, Pa., while Edward Scala was named sales development director of WFIL-TV here.

B. Rosen Readies 'Not Guilty' Series

NEW YORK - "Not Guilty," a non-fiction book by Justice Jerome Frank and his daughter Barbara, is now being prepared by Bernard Rosen of the A. S. Lyons office for network TV.

The book is an account of men who have been convicted of crimes but later found innocent. The video version would dramatize the best of the stories.



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today. and you'll have to agree the new CHARLIE CHAN sells!



Television Programs of America, Ina, 488 Madison Ave., N. Y. 22 . PLaza 5-2100

COMING COST PER THOUSAND ANALYSES:

DANGER TO CARD RATE

WISN Soell Blasts Barter; Cash Economic Necessity

That's the considered opinion of unsold time." a veteran major-market broad- The "insidious snare" of barter- away, minus profit. TV: Milwaukee.

station will be involved."

admen who have driven a sharp "a fool's dream." promotion or pay for the cost of maintaining a merchandising

Also, there is bound to be a deterioration of the programming 100 on Features, on the station by restricting the amount of good news programs 75 on Cartoons which become available each season," Soell told The Billboard in an exclusive interview.

The Crux

The crux of the barter problem, according to Soell, is "the station manager who has fooled himself

After Westerns Maybe Horror

Screen Gems, just releasing its with AAP-sold film fare. "Shock" package of features, is preparing "Tales of Frankenstein," a half-hour series starring Boris Karloff as host and sometime actor. Bryan Foy and Joseph Schenck Enterprises will co-produce for Screen Gems.

"Mme, Tussaud's Waxworks" mys-H. C. Wells' pioneer shocker.

there is no "something for nothing for nothing-the some- sification according to the ratio Santa Claus" in telefilm barter thing being a film or syndicated figured and shown in rate cards." show; and the 'nothing' being This, Soell feels, will show just

caster, John B. Soell, who is vice- ing. Soell feels, is that the station "Some advertisers will trade off president and station manager of operator who swaps unsold spots syndicated or film shows for the a prime ABC-TV affiliate. WISN- for films is usually receiving pro- exact market quotation offered," duct "worth a low fraction of the Soell points out, adding that Having already tested one bar- asking price if bought on a cash around \$250 weekly is average tered time deal on WISN, Soell basis." Also, he says, the broad-on a second or third run film in a now refers to it as "the one and caster "has admitted that the value good market. "Some advertisers only deal of barter in which our of his spots are worth only a frac- try to make a trade at a ratio of tion of what he has stated they two to four times the quotation," From the standpoint of adver-tisers who use TV as a basic ad rate card." Finally, any notion that medium, Soell feels that even those time, even unsold, costs nothing is Even at the basic price, this is

deal may be doing themselves a Station managers should spend managers. "What you are not condisservice. "If this trend continues "just one or two quiet evenings at sidering," he says, "is that these and more advertisers use barter to home" examining monthly ex- programs are being purchased by buy their time, they can no longer pense figures, Soell says, and fig- the advertisers for an average cost expect the stations to spend money uring out their fixed overhead, of 20 per cent of the price quoted

AAP Adds Cities;

NEW YORK-Associated Artists Productions has racked up the firm's biggest two-week sales total on Warner Bros. features and cartoons, Popeye cartoons and "Gold Mine Library" product to swell the market list to more than 100 cities carrying features and 75 markets for both the Warner cartoon and Popeye packages

According to General Sales Manager Bob Rich, some 21 stations have signed for various film deals in the past fortnight, many being for the entire package. Three of the outlets - WIIC-TV, Hartadult Westerns may well be horror Ky. and KXGN-TV, Glendive, WRCA 'Movie 4' shows, with a trend noticeable Mont.-are brand-new stations due among packagers and producers, to kick off their fall scheduling

7 New Sales Puts '26 Men' Into 116

(result of its theatrical film success, Wichita, Kan.; WKRG, Mobile, of the pictures are in color. "Curse of Frankenstein") and Offi- Ala.; KFVS, Cape Girardeau, Mo.; "Movie Four" is seen Monday cial Films' "Adventures of the In- KIMA-TV, Yakima, Wash., for thru Friday at 5:30 p.m., Satur- is being directed by Don Weiss, visible Man," this last based on Rainier Beer, and Biel Food Stores day at 5 and 11:15 and Sunday with Iry Tunick scripting the first for Corpus Christi, Tex.

MILWAUKEE -- No. Virginia, into believing that he has acquired number of spots in each time claswhat a station manager is giving

No Bargain

no bargain, Soell warns station GUESS WHO on audience promotion, station Then, they should compute "the to the station. The reason-the syndicator or film company is stuck with these shows."

A final insult pointed out by Soell is that "the station will even

back."

the station's values begins, accord- personality atop a 100-foot tower ing to Soell. "Other advertisers in front of the station, and is stagthat the station can afford to make that the station can afford to make fication.

October 15 in regards to his identification.

Silent Service more advertisers are catching on The contest is the brainchild of to the trick. Pretty soon the in- station promotions director Jim thistry won't be able to afford do- Rue. The personality sits on top dustry won't be able to afford doing business this way. We're going of the tower during the hours the station is on the air, then is esto have to find a way to insist on station is on the air, then is espaying cash for all films, so that corted in cloak and dagger fashion we can sell out spots at card rate," under armed guard to a nearby NEW YORK-Latest American Soell concludes, adding as a final hotel. warning, "the Internal Revenue department may want to question in response beyond expectation. is still climbing against all kinds of you about this matter."

Extension Noted By UA Pkg. Buy

NEW YORK-Continuation of WRCA-TV's "Movie Four" series Guild Shoots Films seems assured for pext year with the station's purchase of 24 United Of 'Light of World' NEW YORK-ABC Film Syn- Artists features, including "Red dication racked up seven sales for River" with John Wayne, "Return Already announced for 1958 "26 Men" last week, to put the to Paradise" with Gary Cooper, miring are the Robert Siodmak Western in a total of 116 markets. "Beachhead," with Tony Curtis, New contracts for "Men" were "Purple Plain" with Gregory Peck Mexico, Albert Dekker, Richard beat syndicated opposition. tery, Hammer Films' London pro-duction of "Baron Frankenstein" Shreveport, La.; KARD - TV, Lollobrigida and Errol Flynn. Six in the half-hour dramatic series

at 10:30.

SG'S MONSTER LINES UP FOR **WORLD SERIES**

NEW YORK -- Screen Gems began capitalizing on World Series fever here when it placed a re-creation of the Frankenstein monster in line at the Yankee Stadium late Saturday afternoon (21). The publicity stunt is being used to grab space for the debut of Screen Gem's "Schock!" package October 3 on WABC-TV, here. The manmade animal was fed when an ambulance pulled up and an interne served it whatever it is that monster's eat. Operation is also looking for a mummy to offer stations in connection with their playing of the four "mummy" pictures in the package.

KTLA Puts Promotion On Flagpole

HOLLYWOOD-Indie Station pay the cost of shipping the films KTLA has added a new gimmick to the flagpole sitting stunt. The Ultimately, a downgrading of channel has perched a mystery

Every night the street opposite the opposition. In Cleveland (WIW), tower is lined with binocular-the California National Productions equipped viewers; some neophyte series drew a 25.0 against KYW's steeplejacks have been nabbed 9.8. In San Francisco (KRON-TV), halfway up the ladder. More re- it torpoedoed Jimmy Durante, 21.9 cently a suspicious helicopter has to 9.0. In the Seattle-Tacoma mareven been making regular flights ket (KING-TV), it scored 24.3, over the tower.

starts shooting 39 color episodes of "Light of the World" next week in (WTOP), it garnered a 13.9 to based on Old Testament stories.

Once a top radio show, "Light"

Comedy Strong For '58 Look

HOLLYWOOD -- From the looks of new programming now being prepped for 1958 comedy will be stronger than it has been in the past, and the mystery drama cycle will continue. Westerns will probably kick up their heels as they ride into the red haze of sum-

CBS-TV so far has three pregrams in the works. One is a comedy series based on Patrick Dennis' "Westward Ho." A second the Wilbur Stark property, "The Sergeant and the Lady," is about a male-female team on a police department. The third, most advanced of all, a new pilot on "Collector's Item," is a mysterioso about an art connoisseur who becomes involved in crimes thru his avocation. Vincent Price and Peter Lorre are again set to star in this one.

First of the new shows at NBC-TV is a comedy based on Ring Lardner's, "You Know Me, Al" which Arthur Lewis is developing,

Four Star Films, to prove that Western aren't quite dead, is prepping two new ones, "Doc Holliday," based on the exploits of the famous Western marshal, and The Tall Texan." Both of these are scheduled to be slotted as episodes in "Zane Grey Theater," so the gamble isn't a big one.

Research Bureau ratings (for Au-The contest has already resulted gust) indicate-"The Silent Service" beating Father Knows Best, Vie Damone and Arthur Godfrey.

In Cincinnati, "Service" earned a 21.9 against feature films. In Sacramento (KRGA), its 15.6 beat Godfrey's 7.4. In Tulsa, Okla. NEW YORK - Guild Films (KOTV), it outdanced Arthur Murray, 25.5 to 11.2. In Washington

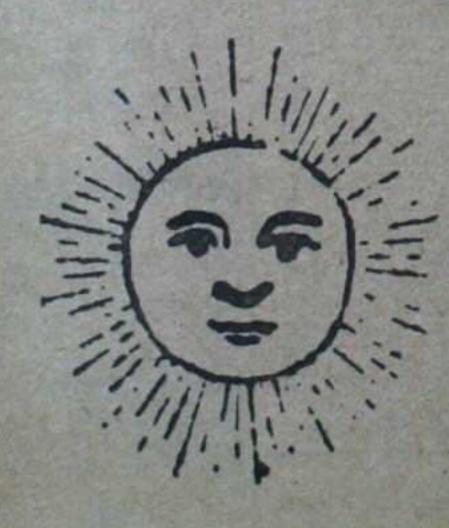
> The latest "service" sale, to Edse. Dealers on WAVE-TV. Louisville, brought the show to a total of 150 markets last week.

Comm'l iV World Congress Meets

LONDON -- Representatives from the 15 nations with commercial TV facilities and 60 U.S. TV editors attended a World Congress on Commercial TV here last week a record of which has been entered in the archives of the Library of Congress.

Johnson & Johnson underwrote the meeting, screening its Robin Hood series at a press seminar.



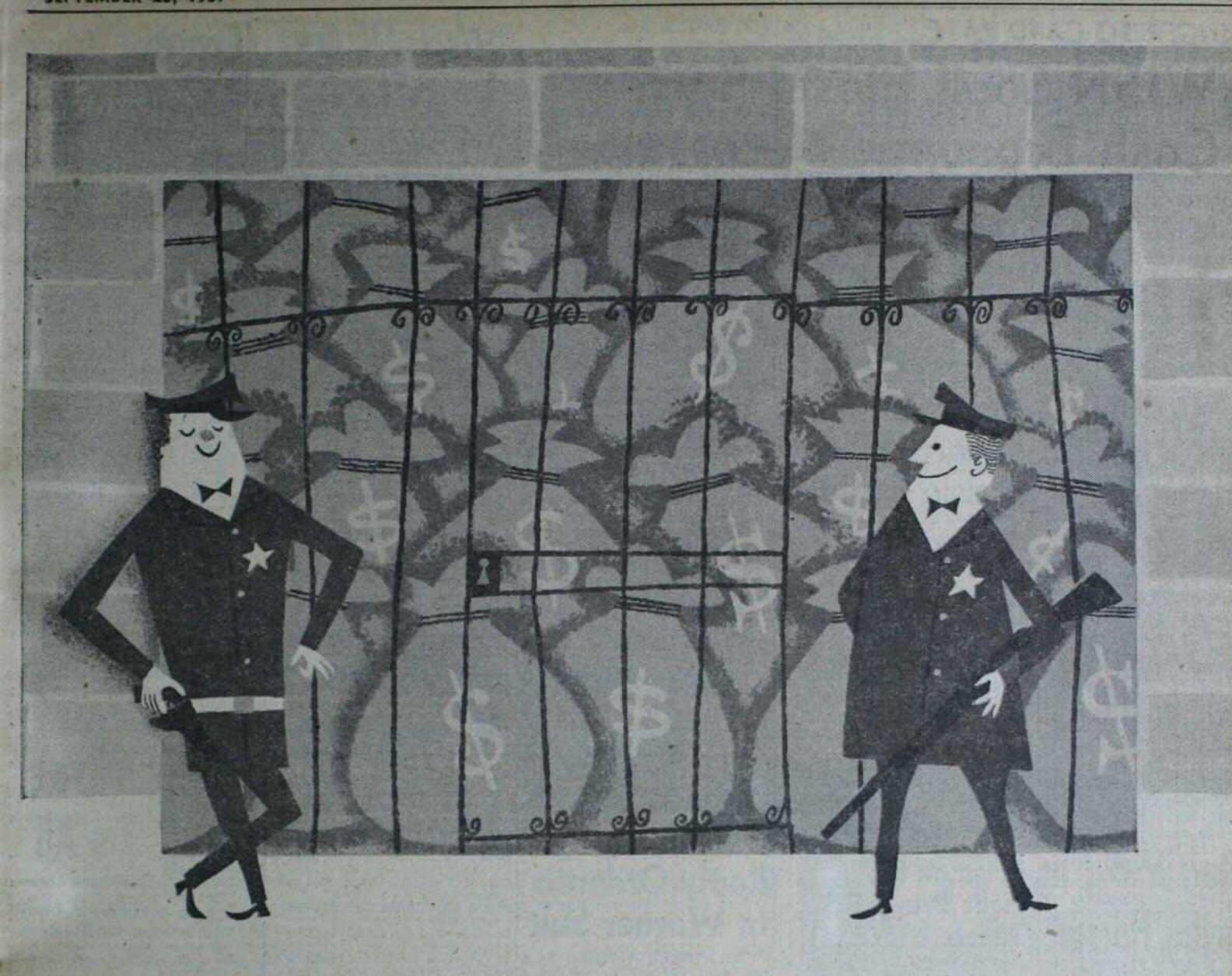


a sunny way to start the day THIS MORNING

a sparkling local live variety show with new personality Charlie Dugdale and the immitable Faye Stewart. Monday through Friday. 8:30 - 9:00 AM

KPIX 05 San Francisco

000 Westinghouse Broadcasting Company



29 BILLION DOLLARS!

SPENT

IN STORER MARKETS

IN RETAIL SALES

IN 1956*

Retail sales of 29 billion . . . and so easy
to influence on radio and television stations
owned and operated by the Storer
Broadcasting Company.



STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio

WSPD

Toledo, Ohlo

Ohio

Cleveland, Ohlo

Cleveland, Ohio

WJBK Detroit, Mich. WJBK-TV Detroit, Mich.

WAGA Atlanta, Ga. WAGA-TV Atlanta, Ga.

WIBG Philadelphia, Pa.

WWVA

WGBS Miaml, Fla.

Wilmington, Del.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

Toni Bets on Spread Of Modest Shows

more efficient consumer impact is hair spray which works without proach, Toni admen believe.

favorites in network TV hit the the hair-spray market. nighttime efficiency jackpot. Toni co-sponsorships on "People Are Funny," Arthur Godfrey's "Talent Amer. Series Scouts" and the Groucho Marx stanzas all landed in the "Top 10" categories of cost-per-1,000, setting a mark no other agency scored for a single sponsor.

This season, a half-portion of "Hit Parade" has been added to this nighttime list,

On the daytime front, North has Groom" and "Tie Tae Dough" on NBC-TV and slots in "Housecomplete the Toni network line-up. per weekly episode is \$750.

"We're not trying to be pioneering heroes," says Dodge, whose agency celebrates its second anni- enable Television Corporation, versary on December 1. "We've found our results are better with well-established star salesmen like Arthur Godfrey and Art Linkletter TCN series are 'Father Knows than with program situations in Best" and "I Love Lucy," bringing which our client's sales profits go into de luxe vehicles which act as showcases for high-priced stars." Point of Return

In scouting program properties for Toni, Dodge and North Advertising execs prefer to go no deeper than co-sponsorship in nighttime vehicles, feeling that "product identity with a show is weakened when participation segments."

NTA Sets \$\$ Hubbies Pix

NEW YORK - January has been set by National Telefilm Associates as the target month for resease, via NTA Film Network, of the half-hour vidfilm series "How to Marry a Millionaire," announced earlier this season.

The series is slated to go before Merry Anders and Barbara Eden Renews Hitchcock Merry Anders and Barbara Eden being set to star with Lori Nelson. For Fall of 1958 The stories will concern three bachelor girls in search of rich NTA release. No sponsor is set.

NEW YORK-In the competi- ations being sold on TV this season tive cosmetic-and-toiletry trade, is a new entry, Adom. This is a achieved in TV thru the use of a lacquer and which is being fea- strated it means business in entermodestly-budgeted spread of es- tured thruout Ton's TV spread ing this city's break-neck race for tablished properties rather than with live commercials, usually done feature film strength, with the purthe "expensive extravaganza" ap- by the star or emsee of the show, chase last week of a potent packcarrying thru the concept of put- age of 65 United Artists pictures. A C Spark Plus, General Motors thru Last season, according to Bruce ting budget dollars behind TV sell It includes the "52 Award Group" Dodge, vice-president in charge of rather than razzle-dazzle product of top post-1952 flickers. Some the New York and Hollywood of- tion. The product is considered are as recent as 1955. Twentyfices of North Advertising, ad coun- the greatest single challenge to the five of them are in color and will sel for Toni, a line-up of standard Revlon-Helene Curtis dominance of be shown in color, the first such

Imports Flood Aussie Outlets

SYDNEY -- The government's easing of restrictions on TV imports has loaded Australia's six stations scheduled Toni sponsorships in with American film series this fall. "Queen for a Day," "Bride and Over protests by performing unions and producers of live shows, the three networks here have plunged party." "Hotel Cosmopolitan" and into new schedules of 50 per cent Verdict Is Yours" on CBS-TV to syndicated film. The average price

Removal of limitations on overseas currency allocation will also Amalgamated TV and the government-owned webs to enter a feature film package race. Newest to 25 the number of U. S. network shows seen here on film.

Robinson-Basilio Fight Draws 173 Theaters for TNT

NEW YORK -- Theater Netthere are four or five clients buying work Television closed its order books for tonight's Robinson-Basilio Among Toni's many hair prepar- fight at a record 173 theaters in 130 cities, expecting 500,000 paying viewers for its 140th closedcircuit telecast. Inclusion of seven Canadian cities marks the first closed-circuit network in that country's TV history.

Drive-in theaters booked the championship battle in large numbers at an average of \$14 per car. The bout is blacked out in a 50mile radius of New York.

Bristol-Myers Co.

husbands. The producer is TCF- Myers Company has nailed down Angels," bought for 72 weeks last TV, the 20th Century-Fox vidfilm "Alfred Hitchcock Presents" for the May, have previously been blessed subsidiary shooting the series for 1958-59 season, to become the with long-term contracts of a simi- Duncan Hines Foods, thru Procter & first advertiser to commit itself for lar nature.

Chi Feature Film Race

CHICAGO -- WNBO demonto be paraded here in any extended

Heaviest barrage from the package will be laid down Sunday nights, 9:30-11, in an attempt to get the jump on WGN-TV's toprated "Courtesy Theater" at 10 p.m., sponsored by auto dealer Jim | Coca-Cola (Ann.) Moran. Others will be fired week- Coco Wheats, Little Crow Milling thru days, 4:30 to 6 p.m., all starting in October.

Among the titles are "African Domino Sugar, Amer. Sugar thru Ted Queen, starring Humphrey Bogart and Katherine Hepburn; "Moulin & Aleshire (ID) Rouge" with Jose Ferrer; "Return Friskie Dog Food, Camation thru to Paradise" with Cary Cooper, and "The Night of the Hunter" with Robert Mitchum and Shelley

The NBC o.&o. was a long-time holdout in the film race here, plumping for the virtues of live IV. When the other three stations consistently made off with the ratings, WNBQ finally gave in by recently establishing the Sunday night show, "Movie 5."

So far, participating sponsors are sharing the tab.

Reply Ordered In Warner Suit

has been ordered to answer a charge filed by Richard Sanville that the studio illegally appropriated his idea for the format and title of the now defunct series, 'Conflict."

The ruling, by Superior Court Judge William Fox, that the studio Anahist thru Ted Bates (Ann., Part.) must answer is important because Arrid, Carter thru Dancer, Fitzgerald it holds that ideas are subject to protection under California law and could have an affect on future suits and others which have been filed under similar circumstances in the TV industry. Sanville is asking \$100,000 damages.

next year. New contract runs beyoud that date.

Only "Dragnet," which was renewed for two years in the sum-HOLLYWOOD -- The Bristol- mer of 1956, and "Date With the Colgate Dental Cream, Colgate-Palm-

• New TV Spot Campaigns

Contracts Set In Every Region In Two Weeks Ending August 31

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV apot activity by other compunies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin siring. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)-Announcements; (ID)-Identifications; (Part.)-Participations;

(Prog.)-Program Buy.

On Eastern Stations

D. P. Brothers

Almond Joy Candy Bars, Peter Paul thru Dancer, Fitzgerald & Sample (ID) Anacin, Whitehall thru Ted Bates (Ann.) Anahist thru Ted Bates (Part.)

Bell & Howell cameras thru McCamp-Erickson (Ann., Part.)

Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)

Bliss Home Permanent, Warner-Lambert thru Norman, Craig & Kummell (Ann.)

Bond Bread, General Baking (Prog.) Carnation Milk thru Erwin-Wasy (Prog.)

Roger & Smith Dexter Sewing Machine, Grant thru

Arthur Meyerhoff (Ann.)

Bates (Ann.) Frenchette Salad Dressing thru Cohen

Erwin-Wasey (Prog.) Gunther Beer thru SSC&B (Prog.)

H-O Instand Oats, Best Foods thru SSCAB (Part.)

Italian Swiss Colony Wines thru Honig-Cooper (ID)

La Rosa Products thru SSC&B (Prog.) Maxwell House Coffee, General Foods

thru Benton & Bowles (Ann.) w Mounds Candy Bar, Peter Paul thru Dancer, Fitzgerald & Sample (Ann.,

Nytol, Block Drug thru SSCAB (Frog.) Parker Pens thru Tatham-Laird (Ann.

Peak Anti-Freeze, Commercial Solvents thru Filler, Smith & Ross (Ann.) Piels Beer thru Young & Rubicam (Prog.)

Polident, Block Drug thru ESCAB (Prog.)

Polt Parrot Shoes, International thru Krupnick (Ann.) Prepared Muffin Mix, General Mills

thru Tatham-Laird (Part.) Profile Bread, Continental Baking (Ann.)

Puts-N Boots, Quaker Oats thru Lynn Baker (Part.) Rival Dog Food thru McCann-Erickson

(Part.) Soilax, Economic Labs thru Mathes (Ann.)

Toni thru Tatham-Laird (Ann., Part.) White Owl, General Cigar thru Young & Rubicam (Prog.)

On Southern Stations

Alliance Tenna Rotor thru Dancer, Fitzgerald & Sample (Ann.)

Anahist thru Ted Bates (Ann.) Atlantic Gasoline thru N. W. Ayer (Prop.)

Avon Cosmetics thro Monroe F. Dreher (Ann.) Blue Dot Duz, Procter & Gamble thru

Compton (Ann.) Bristol-Myers thru Young & Rubicam

Carter's Arrid Whirlin thru Dancer, Fitzgerald & Sample (Ann.) Clorets, Amer. Chicle thru Ted Bates

(Ann.) Colonial Stores thru Liller, Neal & Battle (Prog.)

Domino Sugar, Amer. Sugar thru Ted Bates (Ann.)

Dr. Caldwell Laxative, Sterling Drug thru C. S. Brown (Ann.) HOLLYWOOD-Warner Bros. Duncan Hines Bread Mix, Procter &

Gumble thru Gardner (Ann.) Duncan Hines Cake Mixes, Procter & Gamble thru Compton (Ann.)

Esquire Shoe Polish thru Emil Moyul (Ann.) General Telephone thro Humphrey,

Alley & Richard Hadacol thru Olion & Bronner (Ann.) Luzianne Coffee thru Walker-Saumy

OAB Flour, General Mills thru Kner Reeves (Ann.) Pillsbury Mills thru Campbell-Millson

(Ann.)

Pure Oil thru Leo Burnett (Ann.) Reader's Digest thru Schwab & Bentty

(Ann., ID) Red Star Flour, General Mills thru Knox Recs (Ang.)

Rice, La. State Rice thru Fitzgerald

Robin Hood Flour, International Milling thru H. W. Kaster (Ann.) Snowdrift, Wessen Oil thru Fitzgerald

Wheaties, General Mills thru Knox. Reeves (Ann.)

On Midwestern Stations

Amer, Character Bolls thru Webb (Part.) Amer, Health Studios thru Alistate (Part.)

& Sample (Ann.)

Bayer Asphin thru Dancer, Fitzgerald & Sample (Ann.)

Blies Home Permanent, Warner-Lambert thru Norman Craid & Kummell (Ann.)

Bosco, Corn Products thru Donahue & Coe (Prog.) Bun Candy Bars, Wayne thru Kight

C & H Sugar, Calif. & Hawallan Refining thru Homg-Cooper (ID)

Cadbury Fox Candy thru Chas. Hoyt Cigars, Consolidated Cigar thru Erwin-Water (Ann.)

olive thru Ted Bates (Ann.) Deep Rock Oil thru Winius Brandon (Ann., Part.)

Gamble (Ann., Part.) Do Pont, Remington Arms thro BBD&O (Ann.)

Fritos thru Trucey-Locke (ID) General Motors thru Kudner (Ann., ID) Hostess Cake, Continental Baking thru Ted Bates (Ann., Prog.)

Jell-O Chiffon Pie Filling, General Foods thru Young & Rubicum (Ann., Jif, Procter & Gamble thru Leo Burnett

(Ann., Part.) Mariboro Cigarettes, Philip Morris thru Leo Burnett (ID)

National Biscuit thru McCunn-Erickson (Freg.) Nutri Tonic, Beaute Vues thru Hisson

& Jorgensen (Ann.) Parker Pens thru Tatham-Laird (Part.)

Peak Anti-Freen, Commercial Solvens thru Fuller, Smith & Ross (Ann.) Poll Parrot Shoes, International thru Krupnick (Part.)

Prell, Procter & Gamble thru Benton & Bowles (Ann.)

Pure Oil thru Lee Burnett (ID) Reader's Digest thru HBDAO (Part.) Remco Toys thru Webb (Part.)

Remington Arms the BBDAO (Ann.) Rival Dog Food thru McCann-Eslebott (Ann., Part.) Rolaids, Amer. Chicle thru Ted Bates

(Ann.) Royal Crown Cola, Nehi thru Compton

(Ann.) Seiloff, Economics Lab thru J. M.

Mathes (Ann., Part.) Soilax, Economics Lab thru J. M. Mathes (Ann., Part.)

St. Joseph Aspirin for Children, Plough thru Lake, Spiro & Sherman (Aun.)

Pillsbury Flour thru Campbell-Mithun

Rainbo Bread, Fehr thru Pithik (ID)

On Southwestern Stations Phillips Petroleum thru Lambert

Borden Ice Cream thru Benton & Cheer, Procter & Gamble thru Young

A Rubicam Clorets Amer, Chicle thru Ted Hates (Ann.)

Folgers Coffee thru Cunningham & Walsh (ID) Fritos thru Tracy-Locke (ID)

Bur S, Seattle Packing thru Miller, MacKay, Hoeck & Harrung (Prog.) Batteries, Nic-L-Silver thru Johnson &

Lewis (Prog.) Bliss Home Permanent, Warner-Lambert thru Norman, Craig & Kummel (Ann.) Burgermeister Beer thru BBD&O (Ann., Patt.)

C & H Sugar, Calif. & Hawalian Refining thru Honig-Cooper (ID) Crackeriacks thru Rogers & Smith Grant Chop-O-Matic thru Arthur Meyer-

hoff (Prey.)

Sealy Mattress thru Kamin (Prog.) Wolfe Brand Chili thru Rogers & Smith Zest, Procter & Gamble thru Benton &

On Rocky Mountain & West Coast Stations

Bowles (Ann.)

Feasley (Ann.)

(Prog.)

Hansen's Bread thru Advertising Counselors (ID)

Hit Parade Cigarettes, Liggett & Myers thru BBD&O (Ann., Part.)

Hostess Cake, Continental thru Ted Bates (Ann., Prog.) Instant Maxwell House Coffee, General Feeds thru Benton & Bowles (ID)

John Robert Shoes, International three D'Arcy (Ann.) Matiboro Cigarettes, Philip Merris thru Lee Burnett (10)

ZIV SETS THE PACE WITH 4 OUT OF TOP syndicated shows IN SYRACUSE **#1 MR. DISTRICT ATTORNEY** Time after time. in city after city 24.5 **#3 MEN OF ANNAPOLIS** ZIV SHOWS #6 DR. CHRISTIAN 23.8 **#7 HIGHWAY PATROL** 23.0 Pulse, Apr. 157 GREAT ZIV TELEVISION PROGRAMS INC.

WABC Nielsen DISASTER HITS High at 10:30; GUILD FILMS Shuffle Due

NEW YORK -- WABC-TV's 10:30 p.m. strip of first-run syndicated shows scored high in the August Nielsen ratings and gets a thoro shuffle next week. "Men of Annapolis" was ranked No. 1 film in the market with a 10.5 rating, while "Hawkeye and the Last of the Mohicans" took third place with a 9.6.

"Annapolis" moves from Tuesday to Monday, to avoid back-to-back scheduling with ABC-TV's "West Point." "26 Men" enters in the Tuesday berth, "Hawkeye" moves from Friday to Thursday and "Harbor Command" debuts in the Friday spot. Since its initiation one year ago, the strip has averaged

Brylcreem and Good and Plenty candy have bought "Hawkeye" for Sundays, 6:30-7 p.m., WABC continuing to double - expose the

Wally Gould Quits NY TPA Commercial Post

NEW YORK--Wally Gould has resigned as producer of commercials for Television Programs of America's New York office. Production of all commercials pro-American, Inc., will be centralized in Hollywood.

Continued from page 3

out information wanted and the (controlled conditions) it refers to."

out in from three to five weeks.)

Two new proponents of toll sysa timely entrance into the subscription TV lists at the FCC last Television Broadcasters. week, both claiming new approaches to circumvent any confliou with free TV. (See separate

The whole trade has been trying to interpret the commission's notice that "this action does not constitute a commitment that any application will be granted, nor does this action constitute adoption of a final order." The commission was five to one, with Commissioner Bartley dissenting from the whole idea, Commissioner Ford abstaining. Commissioner Hyde, apparently with foresight on the hornet's nest being stirred, objected to issuance of the inconclusive notice.

'Tonight' Gets

· Continued from page 3

light Time in October, other NBC affillates have indicated their desire to carry the program. In San Francisco, however, the network may give a new station in Oakland a chance at the show, unless KRON-TV reverses its decision not to program it. A story in The Billboard (September 9) stated that among the markets that weren't carrying the show were Washington and Miami. The show can be seen in both markets, the WCKT-TV. Miami, carries only the 12-12:30 portion.

'Princess' Kills

Continued from page 3

and "Home" on WNBQ, ought best be fought with tot bait. Show stars Mary Hartline, a previous hit with kiddies on ABC's defunct Super Circus.

August's average Nielsen shows up the Hartline show with a 3.8, Codfrey a 3.5, Liberace a 1.8 and Home" 1.0.

ABC net brass is believed to be watching Miss Hartline with quickened interest.

NEW YORK - Disaster struck Guild Films last week on two continents; In Acapulco, Mexico, the Rattler, a two-masted schooner serving as locale for "Captain David Grief," was wrecked in a storm. In Southern Rhodesia, Africa, George Michael, director-star of "The Michaels in Africa," was wounded by a dying leopard he was attempting to kill. Both series proceeded filming after short delays.

Here at home, all was quiet on the Guild Films sales front. Execs were busy dividing the 1,200 RKO film shorts into four series of equal length.

Boots and Saddles' Series Sold to Kraft

NEW YORK - California National Productions sold its new out at a later date. Boots and Saddles" series to Kraft of 55 markets.

TV Stations Across Country Earn \$146 Mil Before Tax, Says FCC

WASHINGTON - Individual national and regional advertisers hit | \$387,905,543. Expenses \$146,000,000 in 1956, the Federal Commissions, talent and program Communications Commission re- tabs totaled \$22,904,546 in this in 203 less oppulent markets of ports; with time sales to nets, regional and local sponsors of over \$583,000,000, and total revenues of over \$551,000,000-"total revenues consisting of total time sales less commissions plus talent and program sales."

The FCC reports the figures in its breakdown on non-network station take in time sales and total revenue for 1956. This would put Sales Staffers the total tab for commissions, talent the total tab for commissions, talent and program sales at close to \$32,000,000 for the stations. Breakdowns for TV station revenues, according to market population ratings, breakdowns on talent and program costs and breakdown on network revenue will be reported

The report issued last Thursday Foods for KLAS-TV, Las Vegas, (19) showed that in 64 markets Nev.; Ford Dealers for KCRA-TV, with three or more stations, 209 Sacramento, and KSTP-TV, St. stations reporting time sales of Paul-Minneapolis, last week, put- \$25,000 or more in 1956, the time ting the Western drama in a total sales to networks in this group totaled \$91,425,714. Time sales to

214 Reporting

Total broadcast revenues of 214 stations reporting in the threestation market group came to

tional deals and major regional taxes totaled \$32,687,135. purchases out of top ad agencies | Exact figures in totals for all in-Shaw moves into Kingsley's slot sales manager, and Account Executive Jerry Kirby succeeds Shaw.

tions planned.

TV stations across the country \$199,732,252, and sales to local \$274,336,197, leaving profit before showed profits before taxes of over advertisers totaled \$119,652,123. taxes of \$113,469,346 in this group.

Of the 26 non-network stations less than three stations each, 249 reported time sales of \$25,000 br over in 1956. In this group, out of total revenue, commission and program and talent breakdown totaled \$8,925,190. Time sales to networks totaled \$36,559,905. Sales to national and regional advertisers, \$81,460,636 and to local advertisers and sponsors, \$54,349,962.

Total revenue of time sales, less the commissions and programming tab, was \$163,445,313 for the sta-NEW YORK-Walter Kingsley, tions in markets of less than three who's been concentrating on na- stations each, and profit before

as head of Ziv's National Sales de- dividual stations reporting showed partment, is moving over to the 481 stations had total time sales to widespread activities of the Ziv networks alone of \$127,985,619. syndication operation as general Time sales to national and regional sales manager. He'll concentrate advertisers hit \$281,192,888, and on station and smaller regional to local advertisers, \$174,002,085. sales. Kingsley reports to M. J. Taking time sales out of revenue Rifkin, vice-president in charge of total showed commission and proall Ziv sales operations. James gram and talent tab of \$31,829,736.

Total revenue reported by 474 from his post as central division stations across the country (stations making less than \$25,000 a year are not required to show break-According to Ziv, more than a down) came to \$551,350,856. dozen sales account execs have Broadcast expenses totaled \$405,joined the various Ziv sales staffs 350,856, and profit before taxes in recent weeks, with further addi- for all individual stations reached \$146,256,481

duced by Television Programs of American Inc., will be centralized New Measurement System Proposed

SCHENECTADY, N. Y. - A | techniques, the NARTB has 125

system, which would employ As NARTB maps it, the data Allerton, research manager.

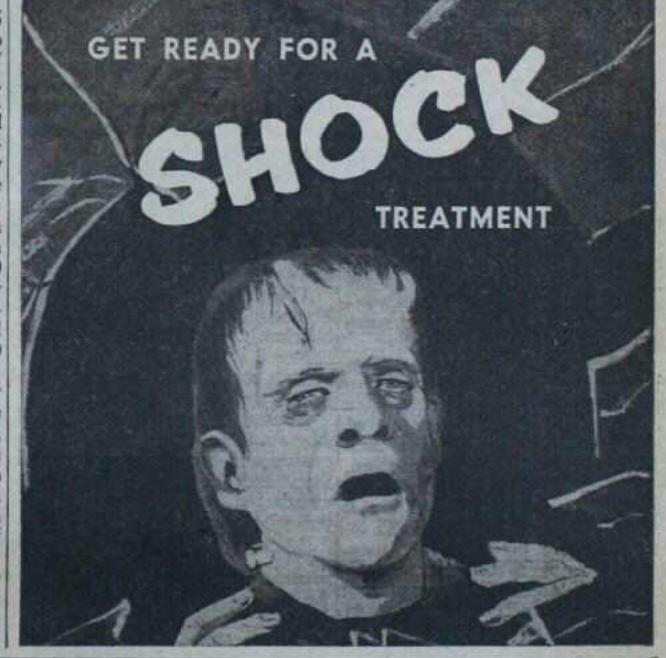
The project, they revealed, has telephone calls. been in the works for five years. NARTB figures that if 60 per sounded by NARTB.

Point, N. C. Unlike circulation \$4,500. studies of A. C. Nielsen and Stand- Roughly speaking, the service ard Audit and Measurement Serv- would be designed to correspond ices, which used respectively the with the Audit Bureau of Circulapersonal interview and mail ballot tion in the print field.

new TV measurement service to meters specially made to attach to cost TV broadcasters \$1,200,000 TV sets. Paterson has seven TV (This document is reportedly due annually and designed to supply signals to choose from. High Point, agency timebuyers with county-by- largely due to overlaps, has 12. county TV circulation figures has Meters, however, will not be used tems, Teleglobe and Bi-Tran, made been proposed to members of the in an NARTB national study be-National Association of Radio & cause "the cost would obviously be prohibitive," according to the The first presentation of the new TV industry group.

> nearly 2,000,000 telephone inter- would be phone-gathered, using a views to obtain data from viewers minimum county sample of 300 across the nation, was made by homes and a maximum of four NARTB execs Thad H. Brown Jr., times that much. The over-all tar-TV vice-president, and Richard M. get would be 800,000 completed interviews from some 1,900,000

> It has often been rumored as about cent of U. S. stations support the to start, but has been in and out of study, designed to yield uniform, committee work as field tests were daily and weekly circulation made and membership support was counts, the cost would range from \$1,100 for small stations to a high The testing by the NARTB was of \$25,000 for large outlets with done in Paterson, N. J., and High an average annual station tab of





NETWORK REVIEW

'Record' With Changes Could Be Wigsville!

By BOB BERNSTEIN

The Big Record (Net) Star, Patti Page. Director, Jerome Shaw, Producer, Lee Cooley, Chorengrapher, James Starbuck. Sponsors, vari-

(CBS-TV, 1-9 p.m., EDT, September 18.

Man, like, it kinda comes out the Patti Page show. They handed her three solos, jokes, four erazy gowns and a chorus line of Eddie Cantor, David Wayne, Hoagy Carmichael, Sal Mineo, Mitch Miller and Tony Bennett. It's putting all the eggs in Miss Page's basket, which is a load for a charming but bland personality.

Sparing no pennies, the production was the end, with a happy troupe of singers and dancers, inventive sets by Charles Lisanby, Vic Schoen wielding a firm, helpful baton and dazzling dissolves TV, was imported to deliver commercials, crowds of celebs did page and variety.

Rin Tin Tin (Net)

Cast: Rin Tin Tin, Lee Aaker, Jim L. Brown, Joe Sawyer, Rand Brocks, William Forrest, Tommy Farrell, Written by Jennings Cobb. Directed by Robert G. Walter. Produced by Herbert B. Leonard for Screen Gems, Sponsored by National Biscuit Company thru Kenyon & Eckhardt.

(AEC-IV, 7:30-8 p.m., PDT, September 20.)

Tin Tin starts his third season on TV, he'll be more firmly entrenched than ever come June. Production quality and writing (especially the latter) show considerable improvement over what they used to be, and it's now a pregram adults won't have to leave the room for when the kids turn on the set.

Initial stanza has sort of a contemporary theme. Economy drive in the Army results in closing down of Fort Apache, headquarters of the 101st Cavalry. But the Indians, who have been pacified, promptly move into the fort once the Army moves out, and use it as a focal point from which to renew warfare on the white man.

The Army is thus faced with the novel necessity of recapturing its own fort and, of course, Rinty is instrumental in the cause. As always, it's an action-packed half hour, and should leave the kids clamoring for National Biscuit Company's product.

Bob Spielman.

Saber of London (Net)

Stur, Donald Gray, Producer, Edward and Harry Danziger, Director, Ernest Morris. Sponsor, Sterling Drugs thru Dancer-Fitzgerald-Sample, Inc. INBC-TV, 7:30-8 p.m., EDT September 13.3

This is a low-budget effort which hasn't improved since it was called "The Vise." Too leisurely pace and dialog make the stanzas long on establishing shoes and short on suspense. On the stanzacaught, a policeman's bicycle ride, occupying what seemed to be a full minute, was unrelated and usinecessary.

Doanld Gray was smooth as usual in the title role, with Neil McCallum trying valiantly to be comical as his amorous sidekick. Len Sharp took honors as a crusty sea captain, while Ernest Morris' sepid direction failed to bring the strong central character. unmysterious mystery into focus. wirtne of being inexpensive.

Bob Bernstein.

for a Stan Freberg satire, but the rest of the gang done good. The viewing cats could really get hooked on the show if guest stints were lengthened and Miss Page's burden lightened. They could also go easy on the fat plugs for record companies.

For the record (get it?) Mineo yodeled "You Shouldn't Do That" (Continued on page 18)

Eve Arden Show (Net)

Cast, Eve Arden, Allyn Joslyn, Frances Bavier. Executive producer, Robert Sparks, Producer, Julian Claman, Writers, Sol Saks, Sherman Marks, Sponsors, Lever Bres, thru J. Walter Thompson and Shulton, Inc., thru Wesley Associates. (CBS-TV, 8:30-9 p.m., EDT, September 17,

Eve Arden has returned to TV and wipes. A deejay from WTOP- with a series based on Emily Kimbrough's autobiography, "It Gives rer threw every tired Western story Me Great Pleasure," and after turns (Wayne came off best) and viewing the first chapter, there can Jerome Shaw directed wisely for be no doubt that the pleasure will tromped by everyone from Zane to switch viewers. be all ours. For here is a bright "Shane." Michiko Hamamura's "Day-O" adult comedy executed by two top ("Banan: Boat") could have passed technicians in the field of comedy -Eve Arden and Allyn Joslyn.

For those who know Miss Kimbrough, the stanza brought to life one of her most charming storiesher debut as a lecturer. The opening show served to introduce Liza Hammond (Miss Kimbrough), a widow with twin daughters who had written a best-seller some time back and was now faced with an overdrawn bank account. Action From the looks of things as Rin dealt with how she licked the problem of stage fright with an assist from the head of the lecture bureau (Allan Joslyn as George Howell) and thus was launched on a career which later brought moppets may be watching at 7:30 her great success.

Sherman Marks was a well-paced, brough story. The over-all produc- and shoot accurately. tion of the stanza was excellent.

Stone and Karen Greene turned in the West. an adequate job as the twin daughters who help Liza run her affairs. Charlotte Summers.

M Squad (Net)

Star: Lee Marvin Produced by John Larking. Filmed by Revue Productions. Sponsored by American Tobacco Company thru Sullivan, Stauffer, Colwell & Bayles and by Hazel Bishop thru Raymond Spector, Inc. NBC-TV: 9-9:30 p.m. PDT, September 20.

The way things are progressing the police department of any city stranger!" in the country that hasn't had its cases aired over television simply won't rate. "Dragnet" covers Los Angeles; "Lineup," San Francisco; NOPD." New Orleans; "Decoy," New York, and even Culver City gets into the act (Nightwatch). The he that Marvin tracks down. latest to join the list is Chicago, on

There is nothing startlingly new in this; as a matter of fact, the technique is directly similar to is that Lee Marvin, in the lead notch direction. role of Lt. Frank Ballinger, is startlingly human, even to the extent of ogling girls and sometimes let- Marvin's chief giving him the goting his feelings get the better of out-and-get-him boy scowl, and him. Over all, Marvin proves a Marvin's fist-capture of the subject. was aired last season, there was way, always fine as an emsee, was

The potboiler just doesn't excite, the murder of two men during a to be a world beater. American Nevertheless, in the uphill fight have the flexibility to sustain the thrill or baffle, but it has the loan company holdup, another two Tobacco probably has a slightly that all Westerns face this season, heavy narrative burden. Charles persons-a father and his young better buy than Hazel Bishop. boy - being killed when the get-

Sugarfoot (Net)

Star, Will Hutchins, Cast, Merry Anders, Dennis Hopper, Anhur Hunnicutt, others. Executive producer, Willlam T. Orr. Producer, Arthur W. Silver. Writer, Devery Freeman, Based on stories by Michael Fessier, Director, Leslie H. Martinson. A Warner Bros. Production. Sponsor, American Chicle thru Ted Bates and Company. ABC-TV, 7:30-8:30 p.m., EDT, September

Through the swinging doors of the saloon strides Sugarfoot Will Hutchins, a sort of frontier L'il Abner who hankers to be a lawyer, and up to the big mahogany bar.

"Gimme a shot of sarsaparilla,"

"Straight?" sneers the shirtsleeved, pomaded bartender.

"Well, maybe a dash of Cherry," says our hero.

long ABC-Warner Bros. vidfilm series, was off to the rating races. The slickly - produced premiere showed the knowing Warner touch no means to be despised. in photographing a mesquite melodrama. It was out-gunned in the literary department, for in a season studded with telefilm horse opera premieres, the Will Hutchins starelement into its debut, and seldom strayed from a well-worn trail

Included in the Galloping Cliche department:

The shucks-ma'am cowboy hero who's promised his mother not to draw his guns in anger and refuses to be goaded, the tomboy heroine who scorns Sugarfoot but is dewyeyed at the fade-out, the crooked mayor with a sideline in saloons, the folksy and rock-honest frontier judge, the classic late-afternoon showdown in the dusty street with the villain trying to pull a concealed Derringer, the hero riding off into the golden sunset, tall and

The script by Sol Saks and out of the Freudian symbolism in which manliness was clearly equahilariously funny adaptation which ted with merely carrying a gun, let captured : If the flavor of a Kim- alone the ability to draw it fast

The main novelty value of "Sug-Frances Bavier in the role of arfoot" comes in the fact that its Liza's mother added to the realistic hero is taking a correspondence quality and hilarity. Moppets Gail course in the law as he wanders

> The series, sold on a participation basis, will probably carve a successful rating niche for itself with action fans for whom any Western is a good Western. Action photography, settings, costuming left-little to be desired, and performances were smooth and well directed, so the basic ingredients are there. If the series is going to aim for discriminating adults, how ever, it will have to shoot higher than the level of Owen Wister's "Smile when you say that, Charles Sinelair.

> away car crashes. One of the robbers is also killed in the accident, but the second escapes, and it is

Production, a considerable part which Revue has settled to film of it apparently done at night on tri-X film, is excellent, with good backgrounds and a lot of mood-setting photography. The plot has the typical clue by clue develop-"Lineup." The only refreshing item ment, with good pacing and top-

> Only in the latter stages do some B-pix elements creep in, such as

Bob Spielman.

NETWORK REVIEW

'Maverick' Ain't Best Hoss, But It's in Race

By BOB SPIELMAN

Maverick (Net)

CAST: James Gurner, Edmund Lowe, John Litel, Leo Gordon, Carla Merey, John Hubbard, Written by James O'Hanlon, Directed by Budd Boetticher, Produced by Roy Huggins for Warner Bros. Sponsored by Kaiser thru Young & Rubicam.

(ABC-TV, 7:30-8:30 p.m. FDT, September

After fishing around Hollywood's troubled feature waters and failing to land the big ones, Kniser finally latched on to "Maverick." And thus "Sugarfoot," the hour- In essence, it's a small feature, and whereas the effect might be the same as going after sailfish and hooking a sea bass, the catch is by

As a matter of fact, given a half hour head start over Ed Sullivan and Steve Allen, it's not beyond the realm of possibility that "Maverick" will give NBC and CBS trouble on Sunday night ratings. The first show, at least, had enough power to hold all but the most confirmed

Commercial impact is along family lines, with primary emphasis on be fems. Hero James Garner is a good-looking article, and in the opener he almost gets hooked by a Plain Jane, which should make a lot of Plain Janes watching happy. off quite well. He answered ques-He's a gambler, which makes him tions as to the reason for his conexciting. He has brains, which makes him interesting. He's tough, which makes for vicarious identification, and he gets his come-up- tant civilian figures to come to pance just enough times to keep Washington to lend their services him human.

ner) efforts to break the hold that a silver king (Edmund Lowe) has nique as quite good, except for gotten on a town. It's happily free his desire to go dramatic. He won-Disturbingly for parents whose of the gunplay that might be expected of such an opus, the battle p.m., there was a heavy dose thru- being fought out mostly with wits and in the courts. There are some

Restless Gun (Net)

Star: John Payne, Cast: Jack Elam, Roy Roberts, Claude Akine, William Phipps, Robert Beneveds, Malculm Atterbury. Written by David Victor and Herb Little Jr. Directed by Juston Addiss. Freduced by David Dertort, Filmed by Revue Productions, Sponsored by Warner-Lambert thru SSCAB. NBC-TV, E-8:30 p.m., PDT, September 23.3

"The Restless Gun" is a misnomer. There was nothing restless about the opener, except, possibly, the audience. This despite the fact that basically it was a well-done

is that it was the kind of ultra- at a TV set. The de out show, "The sophisticated piece of writing that Challenge of Space," was a good might appear in the New Yorker, case in point. It produced an interesting char- The program presented a comacter study of a lynching party, prehensive picture of ballistic and and wall well thought out enough missle development, including to have appeared in the "Journal pick-ups from important testing of American Psychology." It is not centers in California, Alabama, intended here to damn by faint Ohio and the District of Columbia, praise, but one must wonder how There were also interviews with much of an audience exists for such Capt. Ivan Kicheloe Jr. and Scott

As it is, the whole thing might aces. have come off better if it were But with all the rockets being not for star John Payne's portrayal fired, the men being tested, the of his role like the upper rung of missiles searing the air with their a totem pole. If he moved a muscle red hot flame, the interviews with in his face during the half hour it notables in the field, only isolated could only have been due to an in- portions of the show came to life. voluntary tic. This type of frozen- The problem seemed to be that faced acting presumably meant to the writing did not take an attisignify strength and determination, tude. Ferhaps this was because the but it didn't come off that way, subject was not researched in

to Sunset," for, in the pilot, which Interestingly enough, Dave Carro-The prognosis for the program is more mobility both in the script not satisfactory as the narrator of First story concerns itself with generally good, the it's not likely and in Payne's facial expression. this show. His flat voice did not Bob Spielman. can't help.

excellent characterizations, e.g. the big shot who must win at everything for the sake of winning, the judge who toppled to tipple, and if the writing gets a little clouded by the red haze of sunset at the end, at least there's no danger it Il hurt the sale of aluminum ware.

Warner Bros. put good, if not expansive, production into the hour. If subsequent episodes hold up the series could well still be around come April and May.

Look Here (Net)

Interviewer, Martin Agronsky, Guest, John Foster Dulles, Producer, Robert Graff, Director, Richard, Feldman, Surtaining via NBC-TV. NBC-TV, 3:30-4 p.m., EDT, September 10.)

Another in the numerous interview shows now appearing on TV. "Look Here" should prove an in-teresting addition to NBC-TV's Sunday afternoon schedule. The initial show, Martin Agronsky's interview of Secretary of State Dulles, was an enlightening glimpse into the personality of this world figure and gave some of the basics on which our foreign policy is conducted.

Dulles, as a matter of fact, came stant traveling, stated Christian principles he applies in his foreign policy and made a plea for imporwhen invited to the government to Story concerns Maverick's (Gar- help wage the peace.

> Agronsky's interviewing techdered whether Dulles thought he used every passing moment to good advantage. It was a stupid and offensive question and should have not been asked, since there was no answer to it. Otherwise, the program came off quite well and should have attracted many Leon Morse. viewers.

Wide Wide World (Net)

Host, Dave Garroway, Producer, Herbert Susan, Director, Van Fox, Script, Joe Liss. Sponsor, General Motors thru McManus, John and Adams, (NBC-TV, 4-5:30 p.m., EDT, September 10.)

"Wide Wide World" still needs some unifying glue that will carry What may trouble the sponsor viewers thru 90 minutes of staring

Crossfield, two record-breaking jet

It's presumed that all of this is depth. Whatever the reasons a peculiar to the episode titled "Trail parade of pictures is insufficient. even one half hour such as this Van Doren in a brief appearance was acceptable. Leon Morse.

NETWORK REVIEW

Tribute to Ed Wynn A Complete Success

BY BOB BERNSTEIN

Command Appearance (Net) Star, Ed Wynn, Director, Charles Dubin Producer, Ezra Stone Choreog-rapher, Rod Alexander, Sponsor, Teasa Company thru Cunningham & Walsh,

(NBC-TV, 10-11 p.m., EDT, September 19.)

Television as it ought to be was offered in all of its glamour and intimacy in this warm, bubbly, graceful tribute to the 55-year career of Ed Wynn, Significant contributions by cast and staff were blended into a fast-moving the were which entertained and a Toll TV Bids leisurely journey thru the actor's family album and souvenirs which Due in L.

A fine script by Charles Gaynor, and Robert Downing deftly avoided mush. Sample, surprise introduction of son Kennan Wynn: "Of all your productions, Ed, this is the one you were most proud of," Not a congratulatory wire was in sight, as Wynn joked with old friends of equal renown. Everyone must have taken singing lessons for the occasion. Steve Allen was on key, Janet Blair revealed a rich contralto opera-style, Mimi Benzell growled some great hot cha-cha and Bea Lillie made every top note. Rod Alexander's dancing and choreograph were fresh and nimble, and, he too, sang out. The Ezra Stone production went

Sally (Net)

Stars: Joan Caulfield, Marian Lorne. Directed by William Asher, Written by Phil Shuken, Produced by Chem-strand Corporation thru Doyle, Dane & Bernbach and by Royal Typewriters (NBC-TV, 7:30-8 p.m., PDT, September 15.)

Ever since Lucille Ball's meteoric descendance upon the sphere of television some five years ago there has been a frantic search among producers and sponsors for another "Lucy." Joan Caulfield's new vehicle falls into this category. Like the many others that have gone before, Miss Caulfield is not a second Lucy. As a matter of fact, whatever is wrong with the show might be corrected if she were just allowed to be Miss Caulfield.

For, as Miss Caulfield, she is ment chief. charming, vivacious and carries the lead well. Marian Lorne as her sidekick is an accomplished comedienne who can get more out of a facial expression or the flutter of a hand than a dozen other actresses can out of pratfalls. So why not let Goodson - Todman, Lennen & the pratfalls be?

cated to the zany, as in the opener Elliott, Unger & Elliott, and TV when Miss Lorne, who plays a Graphics. millionairess, is mistaken for a shoplifter by Miss Caulfield, who CBS Pix 'Brooks' takes pity on her and shepherds her to safety. The result is that In Over 25 Marts Miss Caulfield is hired as her private secretary to go traveling

around the world.

right now it seems 50-50 whether majority of them being top ones. the inferesting places or the episodes are going to run out first. film series have been sold here,

its present lines of overdoing every- geles, Pittsburgh, Boston, Miami, thing, making quadruple takes out Dallas, Richmond, Va.; Seattle, of double takes, the chances are Denver, San Francisco, Cleveland, there'll be a lot of places left over. Detroit and New Orleans. Otherwise, writer Phil Shuken, who is apparently more sinned against than sinning, may get the opportunity to explore the world.

Production quality is good. Premise probably appeals most strongly to the distaff side of the audience, especially teen-agers and young adults. Bob Spielman.

> The Billboard ... felevision's WEEKLY PROGRAMMING and TIME-BUYING GUIDE -from spot to speciacular

off without a hitch amid a thousand cues and twice the show went to Hollywood quietly, without the usual excited announcement of that scientific miracle. Lehman Engel's musical direction was an obvious asset, and the Texaco commercials were excellently done as musicomedy numbers. It was a complete success and Ethel Barrymore, second guest of honor in the series, must be waiting her turn eagerly.

HOLLYWOOD -- Bids on a franchise for toll TV in Los Angeles are due to be opened September 30. Three firms, Telemeter, Skiatron and Harriscope, are competing for the franchise.

If and when the council okays toll TV, the franchise is likely to go to the highest bidder, but it will be on a non-exclusive basis, with

and the FCC has given preliminary and the FCC has given preliminary plying for cable-laying franchises mission system, practical effect of the L.A. city move may be negli-

Peaches Browning Home Now Houses Sound Recording

be more surprised than Peaches firm, Sound Recording, Inc., de- present or proposed television stasigned to service the advertising, television and film industries, begins business today in brand-new quarters at 550 Fifth Avenue, period of three years, subject to former residence of the one-time the furnishing of pertinent detailed darling of the tabloids.

Schwartz, a veteran sound man ment (Docket 11279). and music arranger, with Jacques

ence rooms for agency supervisors der. and film men to listen to playbacks of recorded sound tracks, Clients already signed include Newell, Compton; Batten, Barton, The program is obviously dedi- Durstine & Osborn; Klaeger Film;

NEW YORK -- CBS-TV Film Sales has sold "Our Miss Brooks" That's the hook of the series, and in more than , 25 markets, the

The 130 half hours of the vid-If the program continues along Chicago, Philadelphia, Los An-

Cough Capsule

Bromo Quinine Cold Tablets, 4-Way Cold Tablets, etc.), Emerson Drug (Bromo-Seltzer) and B. C. Remedy Company.

For most products, the tie-in comes fairly easily. To date, most medical authorities have recommended as the best remedy for Asiatic Flu such old-fashioned measures as plenty of rest, lots of liquids, peace and quiet and aspicin.

CBS COOKING ON 'DIPLOMAT'

NEW YORK -- CBS - TV Film Sales, which has initiated a number of trends in the industry, is cooking again. Vidfilm syndicator has a sponsor interested in picking up half the tab for a pilot of "The Diplomat," the vidfilm series about the State Department which will use Clare Boothe Luce as narrator.

CBS-TV Film Sales will follow up its Civil War trend, started by the successful "Gray Ghost," with "The Blockade Runner," which Lindsley Parsons will also produce. The film operation is also credited with sparking the trade interest in service dramas with "Navy Log."

Also in works are "William Tell," to be co-produced with Associated TV of England; "Border Patrol," a Sam Gallu package, and a series which would highlight the activities of one of the secret service divisions of the government. Leslie Harris is vicepresident and general manager of CBS Film Sales.

other systems probably being given the right to lay cables also. Since all of the systems are ap-

munications notice on toll TV whole of Thursday's or Friday's the film scene and the others fight-Wednesday (18) which has had as film opus. But one spokesman was ing just to show up well, has now many interpretations as the legal- very hedgy on the chances that broadened into a free-for-all. And ity of the controversial toll service the bushes will yield such an angel. as the sponsors spread around the

meeting on September 18, di- \$2,250 in time and the going rate of depth in replacements. NEW YORK-Nobody would rected preparation of a document looking toward acceptance and Browning, but a new recording consideration of applications from tions requesting authorization to conduct trial subscription TV operations on a limited basis, for a information and controlled condi-The firm is headed by Morton tions to be set forth in the docu-

"Applications will not be acted L. Feinsod as sales manager and upon prior to March 1, 1958. This Henry Rousseau as sound depart- action does not constitute a commitment that any applications will Special attention has been given be granted nor does this action to handsomely decorate confer- constitute adoption of a final or-

Fremantle to Represent NBC Pix, CNP in Can.

TORONTO - Fremantle of Canada, Ltd., a subsidiary of Fremantle Overseas of New York, will handle syndication of all properties from NBC Television Films and California-National Productions in Canada. Several shows, including CNP's new "Boots and Saddles, have until now been unavailable for Canadian markets.

THEY DELIVER, BUT-

WGN Finds Sponsors Shy of Feature Prices

CHICAGO-Potent as a feature for a first-run picture varies from film may be in moving merchan- \$4,000 up to \$7,500 for superdise for a major local retailer, dupers. there aren't many retailers around today ready to burden themselves with the hefty price tag.

leader in parading fully sponsored in town. The Fair Store goes on features, seems to be resigning alternate Mondays, the other week itself to that fact after the sudden loss last week of one major sponsor to Evans Fur Company and and a second one it thought it Wednesdays to Coral-Stone Conhad. Community builders switched struction Company. It is probably to WBKB, after a long-standing sponsorship of Friday night first- however, that all-repeat, all-these runs on WGN-TV. Sponsor had sought an earlier night of the week which WGN was not able to provide. Tuesdays were open at WBKB. Simultaneously, Oklahoma Oil Company signed for Thursdays at WBKB. Its previous identity was with WGN thru half-sponsorship of baseball telecasts and last year it carried feature films when the baseball season folded.

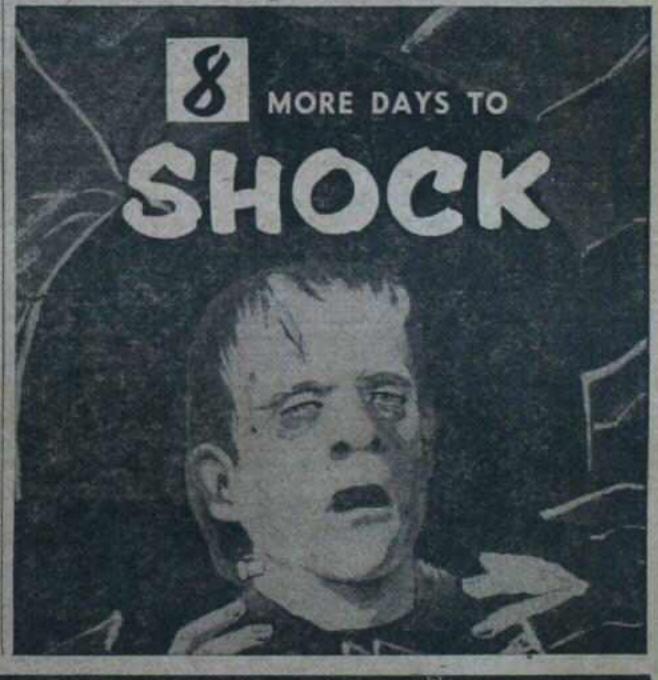
WGN immediately fielded its sales force in search of national spot business to fill the Friday night hole. Thursday's 10 p.m. feature is already carried by national spots, and the question opens as to how much of such business is to be had.

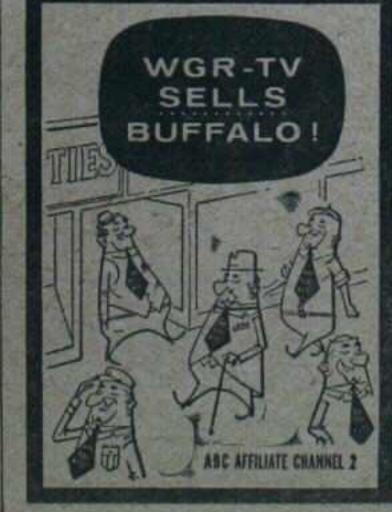
This is not to say that the sta-WASHINGTON-Here is the tion won't be beating the bushes exact wording of the Federal Com- for a new sponsor to buy up the one station, WCN-TV, dominating The returns may be good but the various channels, the sales depart-"The commission, at a special outlay is heavy. Rate card calls for ments are finding a disturbing lack

Early in the week, the station is well fixed for 10 p.m. features. Courtesy Motors sponsors on Sun-WCN-TV, heretofore the local day with the strongest film budget carried by spots. Tuesdays belong no source of easiness to the station, sponsors are engineered by one ad agency, Malcolm-Howard Advertising.

> Saturdays are in a "fluid" state for films. Libby Furniture now scheduled at 10 p.m. shifts to 11 p.m. in a few weeks. This shift was made to leave time open for the Pat Weaver plan for a live musical from 9:30 to 11 p.m. With each passing day, the Weaver project seems less imminent. Now the station management is chafing to get back to a 10 p.m. film and with a big-ticket sponsor, because across the street WBBM-TV is grabbing off the Saturday night ratings with M-G-M blockbusters commencing at 10:30.

What was recently a battle with





LOW, LOW, COST/M

from Peters, Griffin, Woodward, Inc.

MID-DAY MATINEE

* Serial * Cartoon * News * Feature Film and your host FRANK DILL

12:00-1:45 P.M.

MON, thru FRI.

PULSE FILM RATINGS for July

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46th St., New York, N. Y.

• Top 20 Film Shows

Wank .	Avg.
and Pletchular	Rating
The Plan Discharge (Official)	16.3
AND THE PROPERTY OF THE PROPER	
The state of the s	THE RESIDENCE
5Code 3 (ABC)	13.1
5 Code 3 (ABC)	12.8
6Sheriff of Cochise (NTA)	12.5
7O. Henry Playhouse (Gross-Krasne)	42.3
The state of the Administration of the state	
as a second Duniel Crief Citted Commencer Comm	THE RESERVE
Affinia Com (Tip)	43:0
Thereth Valley Days [1] S. Borash	ARR ARES
AT AT A PROPERTY OF THE PROPER	and Address.
11 Silent Service (NBC)	11.5
14 The Falcon (NBC)	11.4
14 The Faicon (NBC)	11/2
15Kingdom of the Sea (Guild)	44.4
16Cowboy G-Men (Flamingo)	20.0
the Cone and the Story (Official)	new Bliff
The Phelippine (710)	DO NOT HAVE BEEN
THE Can Francisco Bout (CBS)	ALADE SEAL
20 Mr. District Attorney (Ziv)	10.7

• Top Film Shows Among Men

Rank Order Show and Distributor	100	ten Pa Home
1 Man Called X (Ziv)		cres B
Waterfront (MCA)	2640	
3 Confidential File (Guild)		
The Whistler (CBS)		8
Death Valley Days (U. S. Boras)		anna A
* Mr. District Attorney (Ziv)		
# State Tenoner (MCA)		ALCOHOL: NO
E The Falcon (NRC)		Steel Street
. History Patrol (Ziv)		Acres 180
to Championship Bowling (Schwimmer)		sere 8
10 Dr. Hudson's Secret Journal		ALPE B
12 Combat Sergeant (NTA)		STEE B
an Handline (MCA)		
13 I Led Three Lives (Ziv)		aces 7
13 Martin Kane (Ziv)	SARA!	van 7
13 Racket Squad (ABC)		N- 3
13 Ray Milland Show (MCA)	1180	100 B
13 Sheriff of Cochise (NTA)		7
13Victory at Sea (NBC)	1000	Sec. 7
20. Loss Wolf (MCA)		71
20 Man Behind the Badge (MCA)	17.03	(in 7)
20 Public Defender (Interstate)	1.60	21
20 San Francisco Beat (CBS)	****	21
20 Science Fiction Theater (Ziv)	1000	71

• Top Film Shows Among Women

Rank	Women Per
Order Show and Distributor	100 Homes
1	
2Confidential File (Gulld)	
3 Marsin Kane (Ziv)	
3Mr. and Mrs. North (Sobubert)	× 19
3San Francisco Beat (CBS)	
6 Celebrity Playhouse (Screen Gems)	
6 My Little Margie (Official)	ALTERDATE OF THE REAL PROPERTY AS
6 State Trooper (MCA)	Steamentenantenante 88
9Dr. Hudson's Secret Journal (MCA)	PARTITION NAMED IN THE PARTITION NO.
9My Hero (Official)	
9 Stir Erwin Show (Official)	***************************************
12 Dangerous Assignment (NBC)	
12 Led Three Lives (Ziv)	16
12 Man Behind the Budge (MCA)	
12 Mr. District Attorney (Ziv)	
12 Studio 57 (MCA)	
12Rosemary Clooney (MCA)	
18 Esso Golden Playhouse (Official)	15
18Federal Men (MCA)	****************** 85
18 Frankle Laine Show (Guild)	15
18, O. Henry Playbouse (Gross-Krasne)	
18 Patti Page (Screen Gems)	15

Top Film Shows Among Kids

18.....Ray Milland Show (MCA)

Rank:	The state of the s	lds Pe
Order Show and Distributor	100	
1 Looney Tunes (Guild, Assoc. Artists)		10
2Popeye (Assoc. Artists)		155000
The Course (MCA)		ALLES OF
3Kii Carson (MCA)	*****************	9
3Laurel and Hardy (Governor)		9
SLittle Rusculs (Interstate)		9
6Annie Oakley (CBS)		
Ramar of the Jungle (TPA)		
Jungle Jim (Screen Gemis)		****
Same (Chambers)	*****************	****
Superman (Plamingo)	****************	**** 9
Cowboy G-Men (Flamingo)	*******************	9
Whirlyhirds (CBS)		3
Long John Silver (CBS)		
Land Citico Kid (Ziv)		
Flash Gordon (Gulld)		50.30
Wild Bill Hickok (Kellogg)	*****************	****
Manufacture Country In the Children	****************	TERRIT
Hopalong Cassidy, 12 Hour (NBC)	******************	THEA.
The season of th	and the second second second second	
Propalone Casaldy 1 Hour (NHC)		
Gene Autry, 42 Hour (CBS)		
B Steve Donovan, Western Marshal (NBC)		2217
Table () () () () () () () () () (CORNELS.

New TV Spot Campaigns

M O Lene & Woolene, Leeds Chemical thru Leeds & York (Ann., Part.) Olympia Beer thru Botsford, Constan-

tine & Gardner (Ann.) Parker Pens thru Tatham-Laird (Ann.)

Fetri Wins thru Young & Rubicam

(Ann., Funt.) Pontise thru MacManus, John & Adams Potato Chipi, Scudder Foods thru Mottl

A Siteman (Part.) Reader's Digest thru Schwab-Bentty (ID) State Fair, Calif. State thru Clark &

Eckus (Ann., ID) Tree Top Apple Juice, Charbonneau thru Miller, MacKay, Hoeck

Harring (Part.) Zest, Procter & Gamble thru Benton & Bostics (Ann.)

PULSE LOCAL RATINGS FOR AUGUST

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

LOS ANGELES

7 TV STATIONS-1,892,000 TV HOMES reported by The Pulse in the sees surveyed

Market Statistics:

of Buying Power." These figures are not of Buying Power." These figures are not inclusive of entire TV coverage area, but inclusive of entire TV enterage area, but embrace Metrophilian County area making embrace Metropolitan County area making up the center of population, Population—5,666,200 (3d in U. 5.) Buying Income—511,272,051,000

Retail Sales-\$8,036,302,000 (3d) Food Sales-\$1,842,322,000 (2d) Drug Sales-\$254,796,000 (3d)

Automotive-\$1,595,823,000 (2d) Market statistics are for Los Angeles and Long Beach only and include the following counties: Los Angeles,

TOP NETWORK SHOWS

1. (limax! KNXT, Th
2. 1	Ed. Sollivan, KNXT, Su 26.0
3. 3	564,000 Question, KNXT, T 25.3
4. 1	Fabulous 52, KNXT, S 23.2
	Playhouse 90, KNXT, Th 22.5
6. 1	Alfred Hitchcock, KNXT, So 21.9
	Best of Groucho, KRCA, Th 20.9
	Summoke, KNXT, S20.9
	G.E. Theather, KNXT, So20,2
	Steve Allen, KRCA, So 19.1

	Charles and W. Charles are and
	M.F
2.	News-George Poinam (10 p.m.)
	KTTV, MF
3.	First Show, KTTV, MF11.1
	Art Linkletter, KNXT, MF 9.4
	Channel 9 Theater, KHJ,
	MF 9.4
6.	Mickey Mouse Club, KABC,
	61-F 9.2
7.	Big News (10:10 p.m.) KNXT,
	M.F
	Matines Theater, ERCA, MF 8.2
180	Modern Romances, KRCA,
	MF 8.2
10.	CBS News, KNXT, M.F 1.0
	TOD FFATURE FILMS

TOP FEATURE FILMS	
Once-Weekly	
1. Fabulous 52, KNXT.	
S10:90-12:00	22.2
2. Big Friday Movie, KTTV,	
F8:00-10:00	27.4
3. Premiere Performance, KTIV,	197
Su9:00-10:30	16.0
4. Request Performance, KILA,	
T,-7:30-9:00	9.4
5. Andy Hardy Theater, KTTV,	
Th8:30-10:00	9.3
Multi-Weekly	
1. First Show, KTTV,	
The second secon	
MF10:15-11:30	***
2. Channel 9 Theater, KHJ,	1
MF., Su9:00-10:30	NA.
3. Big Movies, KNXT,	
MF., Su11:00-12:00	6.2

2.	Channel 9 Theater, KBJ,	
	MF., Su9:00-10:30	. E.S
3.	Big Movies, KNXT,	
	MF., Su11:00-12:00	- 6.2
4.	Early Show, KNXT,	
	M-F-4:30-6:00	. 43
80	McElray's Movie, KRCA,	
	MF., 4:45-6:00	. 4.1
	TOP SYNDICATED FILMS	
3.	Confidential File (Gulld),	
	KTTV, M9:30	17.2
2.	Science Fiction Theater (ZIv),	
	KITV, M8:00	153
	I Search für Adventure	100
100		
-10	(Bagnall), KCOP, Th7:30	1.7.0
A	Badge 714 (NBC), KTTV,	
	M8:30	124
5.	Dr. Christain (Ziv), KTIV,	
183	M7;30	11.8
	San Francisco Best (CBS),	
м		
	KTTV, S9:30	
7.	Mr. District Attorney (Ziv),	
	KTTV, S-9:00	11.3
	I Led Three Lives (Ziv), KTIV	
177	58:10	11.2
	Highway Patrol (Ziv), KTIV,	
-		30.4
	M9:00	
10.	Star Performance (Official),	
	KHJ, M., W10:00	10.3
111	Men of Annapolis (Ziv).	
800	Men of Annapolis (Ziv), KNXT, Th7:30	10.0
	Life of Riley (NBC), KRCA	
44,	E 4-10	07
	F8:30	
12.	Frontier (NBC), KRCA,	100
	S7:00	an 20
12.	Sheriff of Cochise (NTA),	
80	KTTV, S7:30.,	1. 9.7
15.	Sheriff of Cochise (NTA).	
15	KTTV T-9-30	94
10	Readers' Digest (Telestar),	
- Itel	KITY, 5.9:00	10
14	Silent Service (NBC),	Ole I
-	KTTV, T7:30	
12	Big Playback (Screen Gema),	

KHJ, 50.-3:45 I.I

T.-8:00

19. Martin Kane (Ziv), KTTV,

10. Life With Futber (CB5),

ST. LOUIS

3 TV STATIONS -- 560,200 TV HOMES

Market Statistics:

as reported by Sales Management's "Survey as reported by Sales Management's "Survey up the center of population.

Population-1,849,200 19th in U. 5.1 Buying Income—\$3,353,779,000

Retail Sales—\$2,195,732,000 (10th) Food Sales—\$512,449,000 (19th) Drug Sales—\$72,618,000 (11th)

Automotive \$428,952,000 (9th) Above figures include following counties: Madison, Clair, III.; St. Louis City, St. Louis, St. Charles, Mo.

TOP NETWORK SHOWS

и	Alfred Hitchcock, KWK, Su 23.9	
2,	G.E. Theater, KWK, Su 23.7	
χ,	What's My Line, KWK, Su 23.5	
в	\$54,000 Challenge, KWK, Su 22.5	
5.	Twenty One, KSD, M	
6.	Julius La Rosa, KSD, S 20.8	l
2,	Gunsmoke, KWK, S20.7	
88	\$64,000 Question, KWK, T20.2	
9,	Boxing, KSD, F19.7	
	Ed. Sullivan, KWK, 5u	

т	LUI DUNITAD, BUYE, DULLIS, 19.5
	TOP MULTI-WEEKLY SHOWS
1.	Queen for a Day, KSD, MF 5.4
	Wranglers Club, KSD, MF 8.8
	Western Marshal, KSD, T., W 8.4
	Our Miss Brooks, KWK,
	MF 8.4
5.	Movie, KWK, MW 8.0
	Art Linkletter, KWK, M.F 7.8
	Modern Romances, KSD,
	MP 7.3
	News, Misc. (11 p.m.)
	KSD, MF 7.3
	Guiding Light, KWK, M.F 7.0
	Vallant Lady, KWK, MF 7.0
	THE RESERVE AND ADDRESS OF THE PARTY OF THE

TOP FEATURE FILMS
1. let Run Theater, KWK,
S10:00-11:30
710:00-11:00
S1:00-2:00
5. Movie, KWK, Su4:00-6:06
L Movie, KWK,
MW10:45-11:03 I.0
ThS11:45-12:00 6.7 3. Late Show, KWK,
T., Su11.45-12:00 6.5

M-34-10:30-11:30	
5. Movie, KSD, T., W11:45-12:06: 4.4	
TOP SYNDICATED FILMS	1.
1. Death Valley Days (U. S. Borst), KWK, S9:30	2
1. Federal Men (MCA), KSD, M9:30	3
2. Count of Monte Cristo (TPA), KWK, F9:30	3
4. Herald Playbouse (ABC), KWK,	5
S7:38	6
6. Dr. Hudson's Secret Journal	2
7. State Trooper (MCA), KSD,	R
T-9:30	
M10:0014.0	9
9. Whirlybirds (CBS), KSD, T10:00	10
10. Great Gildersleeve (NBC), KWK, T10:00,	11
10. Doctor Christain (Ziv), KWK, 5u10:30	12
12. Star Performance (Official), KWK, W10:00	12
13. Herald Playhouse (ABC), KWK, Su-6:00	16
14. Annie Oakley (CH5), KWK,	13.

5-6:0011.2

Krasne), KSD, Su.-9:3010.9

KSD, T-10:1010.7

KSD, 5-3:3010.3

F-10:3010.4

15. O. Henry Playbouse, Gross

17. I Led Three Lives (Ziv).

19. Prontier (NBC), KSD,

IE, My Little Margie (Official),

16. Uncovered (Thompson), KWK,

BIRMINGHAM, ALA. 2 TV STATIONS-149,100 TV HOMES

eported by The Fulse in the area surveyed

Market Statistics: as reported by Sittes Management's "Survey

of Buying Power," These figures are not

inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—612,700 (31st in U. S.)
Buying Income—\$889,479,000
(41st)
Retail Sales—\$607,803,000 (44st)
Food Sales—\$142,033,000 (40st)
Drug Sales—\$16,699,000 (53st)
Automotive—\$141,745,000 (32st) Above figures include following counties: Jefferson

TOP NETWORK SHOWS

п	364,990 Question, WBRC, T 38.8
В	Gunsmoke, WIRC, S34.5
8	Pre Got a Secret, WBRC, W 32,3
3	\$64,000 Challenge, WHRC, Sc 31.8
s	Alfred Hitchcock, WBRC, Su 36.3
ġ.	What's My Line? WBRC, Su 28.8
8	Ed. Sullivan, WHRC, Su 283
78	Godfrey's Talent Scouts, WHRC,
	M28.5
я	Jimmy Durante, WBRC, S 28.3
٤.	Oh! Susanna, WBRC, S28.3
No.	Studio Clas Thanks Without M. or a

TOP MULTI-WEEKLY SHOWS

	INT LINETIC HEFUEL MINIS
u	CBS News, WBRC, M.F 14.3
B	News, Sports, Weather (6 p.m.)
	WBRC, M.F14.0
g	Mystery Playhouse, WBRC,
	MF 13.1
ч	Dinner Theater, WART, M.F 11.3
Ħ	Mickey Mouse Club, WART,
	MF. 10.8
Ç.	Circle 6 Theater, WBRC,
	W., Th., P
7.	Circle 6 Rusch, WBRC, MF 10.3
3	Adventure 6, WBRC, MF 10.2
ř.	Edge of Night, WBRC, MF 10.1
í,	NBC News, WABT, MP 10.9
	The latest the second second second
	TOP FEATURE FILMS

Unce-Weekly	
1. Premiere Performance, WBRC Su2:00-3:30	16.0
2. Million \$ Movie, WBRC,	16.7
S10:30-11:30	11.9
3. Academy Theater, WBRC, 84:00-5:30	10.6
4. Popcorn Theater, WART,	
S11:15-12:00 noon	10.6
5. Big Picture, WBRC, 5n11:30-12:00	53
Multi-Weekly	
L Circle 6 Theater, WRRC, WF4:30-5:30	10.7
2. Circle 6 Runch, WBRC,	
MF3:30-5:30	10.3
3. Hollywood Hit Parade, WART, MF11:00 a.m12:36	8.6
4. Stariite Theater, WABT,	19.50

4.	Starille Theater, WART, MSn11:15-12:00	. 1.9
-	TOP SYNDICATED FILMS	
Ä	WBRC, T8:30	.31.3
2	Sheriff of Cochise (NTA), WBRC, F8:30	.26.5
3.	Highway Patrol (Ziv), WBRC, T9:30	25.0
3.	Whistler (CB5), WRRC, F8:00	25.0
5.	Science Fiction Theater (Ziv), WBRC, Th7:30	
6.	Whirlybirds (CBS), WBRC, Th8:30	
7,	O. Henry Playhouse (Gross-Kraine), WBRC, Th. 8:00	
8.	Martin Kane (Ziv), WBRC, T7:00	
9.	Crusader (MCA), WPRC, W-9:00	.21.3
10.	Men of Annapolis (Ziv), WABT, Th9:30	
11.	San Francisco Beat (CB5) WBRC, Th9:00	
12.	Dr. Christian (Ziv), WBRC, W10:00	

Dr. Hudson's Secret Journal

(MCA), WABT, W.-2:30 18.0 Badge 714 (NBC), WHRC. 13. Unexpected (Ziv), WART, T.-8:3014.8

16. Sude (TPA), WABT, T.-1:0013.3 17. Crosscurrent (Officials,

WABT, T.-10:3012.0 18. Crosscurrent (Official),

WABT, \$.9:0011.8 19. Famous Playbouse (WINIK).

20. Pamous Playhouse (WINIK), WERC, 5.-3:3010.#

21. Liberace (Guild), WART,

cisco bay residents now. KPIX a sports editor, Bob Fouts, also in-

troduced a filmed conversation with Bill Rigney, Giant manager, taken in New York especially for this telecast.

The Voice of America will sive telecast by KPIX-Westing- ard) Bartell, Emie (The Schnoz) Knell, news director of WBT,

STATION SIGNALS

team to Western shores was wel- such ex-Giant greats as Long comed last week during an exclu- George Kelley, Dick (Rowdy Richhouse introducing San Francisco Lombardi, etc. All are San Fran- Charlotte, N. C., on racial integra-

Transfer of the Giant baseball to the team. The show featured

broadcast a taped report by Jack

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

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Altho they

thus cannot include complete TV coverage or trading areas, they 30 provide comparative statistics for the chief population centers of TV stations.

The symbol # is for film series booked on a national spot basis. The symbol "u" indicates a UHP outlet. The symbol "&" points out programs originating in an overlap market, yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis. consult The Pulse, Inc., 15 W. 46 St., New York.

BOSTON

2 TV STATIONS 873,200 TV HOMES seported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Stipling Fower." These figures are not Inclusive of entire TV moverage area, but andrang Metropolitan County area seaking

up the center of population. Population—2,991,300 (6th in U. S.) Buying Income \$5,472,790,000 Retail Sales-\$3,782,583,000 (6th) Food Sales-\$927,203,000 (6th)

Orug Sales—\$114,673,000 (6th)
Automotive—\$596,532,000 (6th)
Above figures include following counties:
Essex, Middlesex, Norfolk and Suffolk.

TOP NETWORK SHOWS 1. Studio One, WNAC, M. 28.4 2. Alfred Hitchenck, WNAC, 3. Ed Sullivan, WNAC, 4. G. E. Theater, WNAC, Su. 27.2 5. Clintax! WNAC, Th.25.5 6. Playhouse 90, WNAC, Th. 24.6 7. Gunnmoke, WNAC, S.24.5 1. Best of Groucho, WNAC. Th.24.8 1. Father Knows Best, WBZ, W. . . 24.8 3 \$64,000 Challenge, WNAC, TOP MULTI-WEEKLY SHOWS 1. Mickey Mouse Club, WNAC,

2. News, Weather (7 p.m.), 3. Boston Movie Time, WRZ, 3. Putti Page, WNAC, 5. Headline News, Misc. (II p.m.), 6. Queen for a Day, WBZ, M.F.10.8 7. Captain Kangaroo, WNAC, 7. Morning Startime (8:45 a.m.), 9. Matines Theater, WBZ, 9. News, Misc. (6:45 p.m.), M.-F.10.3 TOP FEATURE FILMS

2. Saturday Movietime, WBZ, S.-5:00-6:0012.4 4. Million \$ Movie, WNAC, Multi-Wackly I. Boston Movie Time, WBZ. 1. Playhouse, WBZ, M.-F., Sn.-1:00-2:30 9.0
3. Morning Star Time, WNAC,
M.-F.-8:45-10:00 a.m. 8.7
4. Late Show, WNAC,

Once-Weekly

1. Playhouse, WBZ,

M.-Su.-11:45-12:00 8.5 5. Hollywood's Best. WBZ. M., Th.-S.-11:15-12:00 8.0 TOP SYNDICATED FILMS 1. The Folcon (NBC), WNAC, W.-8:0018.2 2. Frontier (NBC), WNAC. F.-10:3017.4 3. Count of Monte Cristo (TPA), WNAC, T-8:3017.2 3. State Trooper (MCA), Su.-10:30 5. Combat Sergeant (NTA), WNAC, 5.-8:3017.0 6. Dr. Hudson's Secret Journal (MCA), WNAC, T-10:3016.7 s. Big Playback (Screen Gems), I I Search for Adventure (Bagnall), WNAC, Su.-5:3015.0 9. Annie Oakley (CBS), Su.-5:00 ...14,9 9. Sheriff of Cochise (NTA), WNAC, 5u-6:0014.9 11. Studio 57 (MCA), WBZ,

12. Waterfront (MCA), WNAC,

14. Federal Men (MCA), WBZ,

16. Badge 714 (NBC), WNAC,

13. Long John Silver (CBS),

Su.-7:0014.5

W.-6:00 12.7

BUFFALO

3 TV STATIONS-352,400 TV HOMES reported by The Poins in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buylog Paner." These figures are not Inclusive of entire TV enverage area, but ambrace Metropolitan County area making up the center of population. Population-1,212,400 (14th in U. 5.1

Buying Income-\$1,978,712,000 Retail Sales - \$1,449,717,000 (14th) Food Sales - \$346,396,000 (13th) Drug Sales-\$40,931,000 (16th) Automotive-\$263,038,000 (15th) Above figures include following counties: Erie, Niagara.

TOP NETWORK SHOWS L Lawrence Welk, WGR, 5. ... 33.4 2. Playhouse 90, WHEN, Th. 32.3 3. What's My Line? WHEN, So. .. 30.5 4. Gunsmoke, WBEN, S.30.2 4. Wynit Earp, WGR, T.30.2 7. Broken Arrow, WGR, T. 28.5 8. I've Got a Secret, WBEN, 9, \$64,000 Challenge, WBEN.

10. \$64,000 Question, WBEN, T. . . 27.0 TOP MULTI-WEEKLY SHOWS 1. 11:00 News, WBEN, M.-F. 16.2 2. News-Fagan, Weather (11 p.m.), WGR, M.-F. 3. Mickey Mouse Clab, WGR. M.-F.14.3 4. Guilling Light, WBEN. M.F.11.9 5. Weather, Sports Review (II:15 p.m.), WBEN, M.-F. ... 11.8 6. Search for Tomorrow, WBEN, 7. Sportsreel (11:15 p.m.), WGR, 8. Love of Life, WBEN, M.F. .. 9.4 9. CBS News, WBEN, M.-F. 9.3 9. Range Rider, WBEN, M., W.F. 9.3

TOP FEATURE FILMS Once-Weekly I. Mystery Playhouse, WGR, 2. Curtain Call, WGR, Th.-8:00-9:00 . 12.8 3. Saturday Playhouse, WBEN, 4. Friday Film Feature, WHEN, E-11:30-12:0012.0 5. General Playhouse, WGR, Multi-Weekly L. 11:30 Theater, WHEN, T., Su.-11:30-12:00 7.3 2. Million S Movie, WBUF, S., Su.-10:30-12:00 7.1 3. Million 5 Movie, WBUF, M.-S.-5:30-6:30 5.4 4. Mid-Day Matinee, WGR, S., Su.-1:00-3:00 4.2 TOP SYNDICATED FILMS

3. Dr. Hudson's Secret Journal (MCA), WBEN, T.-10:30 19.5 4. Silent Service (NBC), WBEN, 5-10:3018.5 5. Frontier (NBC), WGR, F.-10:30 6. Dr. Christian (Ziv), S.-10;30 ...16.9 7. Shetitt of Cochise (NTA), 8. Stories of the Century (Hollywood), WGR, M.-10:30 ... 16.2 8. Annie Oakley (CBS), WBEN, 10. San Francisco Beat (CBS),

WBEN, M.-9:3022.7

I. Man Called X (Ziv),

2. Highway Patrol (Ziv), WGR,

11. Whirlybirds (CBS), WBEN, 12. Superman (Flamingo), WBEN, W.-7:0014.5 13. Studio 57 (MCA), WHEN, Th.-7:0012.2 14. Waterfront (MCA), WGR, 15. Rosemary Clooney (MCA),

CLEVELAND 3 TV STATIONS-484,100 TV HOMES reported by The Pulsa In the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power," These figures are not Inclusive, of entire TV coverage area, but einbrace Metropolitan County area making up the center of population. Population-1,616,800 (11th in U. 5.1)

Buying Income \$3,597,116,00 (IDth) Retail Sales—\$2,136,950,000 (11th) Food Sales—\$502,023,000 (10th) Drug Sales—\$76,207,000 (10th) Automotive-\$402,002,000 (11th) Above figures include following counties: Cuyahoga, Lake.

TOP NETWORK SHOWS 1. Playhouse 90, WJW, Th. 26.7 3. Warner Brothers Presents, T- -----26.0 4. Broken Arrow, WEWS, T. 24.9 5. Lawrence Welk, WEWS, S. ... 23.8 7. 564,000 Question, WJW, T. ...23.0 8. Studio One Summer Theater, 10. Disneyland, WEWS, W.21.0 TOP MULTI-WEEKLY SHOWS 1. Mickey Mouse Club, WEWS,

2. Reporter, Spts Final (11), WJW. 3. 11th Hour News, Weather, 4, 6 n'Clock Adventure, Misc., WEWS, M.-F. 9.6 6. Weather, 2 Star Rptr (6:45). WEWS, M.-F. 9.5 7. Kit Carson, WEWS, T., Th. ... 8.7 8. Queen for a Day, KYW, M.-F. 8.4 9. Jungle, Misc. (11:15), KYY, 10. News, John B. Hughes (11), WEWS, M.F. 7.5 TOP FEATURE FILMS

Once-Weekly

1. Premiere Theater, WJW,

2. Western Theater, WEWS, S,-5:00-6:00 9.9 3. Home Theater, KYK, S.-11:00-12:00 9.7 4. Friday Pfayhouse, WEWS, F.-11:15-12:00 9.0 5. Circle Theater, KYW, 511.-2:30-3:30 ------ 7.M Multi-Weekly 1. 6 o'Clock Adventure, KYW, M.-F.-6:00-7:0018.1 2. Nite Owl Theater, WJW, M.-Th., Su.-11:15-12:00 6.7 3. Theater Three, KYW. ML-F., Su-11:30-12:00 6.5 4. 1:00 Playhouse, KYW, M.-F., Su.-1:00-2:30 5.8 5. Late Show, WEWS,

1. Highway Patrol (Ziv) WJW, 2. Sheriff of Cochise (NTA) KYW. Su.-10:3011.0 3. Silent Service (NBC) WJW, 4. Mr. District Attorney (Ziv), KYW, T-10:0014.4 5. Waterfront (MCA), WEWS, 6. City Detective (MCA), KYW. 7. I Led Three Lives (Ziv), WEWS, S.-10:00......11.3 1. Steve Bonovan, Western Marshal (NBC), WEWS, W.-7:00......11.2 9. Range Rider (CBS), WEWS, 10. Man Called X (Ziv), WJW.

T.-Th., S.-11:30-12:00 4.3

TOP SYNDICATED FILMS

11. San Francisco Beat (CBS), T-7:0010.2 12. Frontier Doctor (Hollywood TV), KYW, M.-7:00.........10.0 12. Gene Autry (CBS), WEWS, W-10:30 9,9 15. Byline (M&A Alexander), WJW, F.-10:30 9.9 17. State Trooper (MCA), KYW, M.-10:30 9.7 17. †Deuth Valley Days (U. S. Boran), KYW, Th.-7:00 9.7 19. Your All Star Theater (Screen

Gema), WJW, Su.-6:00...... 9.5

DAYTON, O. 2 TV STATIONS-149,900 TV HOMES reported by The Police in the area surveyed

Market Statistics: as reported by Sales Management's "Silver of Buying Power," These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population-526,700 (44th in U. S.) Buying Income-\$1,072,359,000

134th Retail Sales-\$574,145,000 (39th) Food Sales-5151,343,000 (38th) Drug Sales-521,540,000 (36th) Automotive-\$138,619,000 (351h) Above figures include following counties: Greene, Montgomery.

TOP NETWORK SHOWS 2. What's My Line? WHIO, Su. ... 36.0 3. Alfred Hitchcock, WHIO, Su. .. 29.5 3. Studio One Summer Theater, WHIO, M.20.5 5. Playhouse 90, WHIO, Th. 28.7 6. 20th Century-Fox. Hour, 7. Those Whiting Girls, WHIO, 9. Richard Diamond, WHIO, M. . . . 27.5 9. Sunday News Special, WHIO,

TOP MULTI-WEEKLY SHOWS 1. Front Page News (10 p.m.), 2. Mickey Mouse Club, WLW-D. M.-F.14.3 3. Sohio Reporter, Sports (11 p.m.) 4. 3 City Final (11 p.m.) WLW-D, 5, 50-50 Club, Misc., WLW-D, 6. Guiding Light, WHIO, M.-F. .. 12.0 7. Search for Tomorrow, WHIO, 8. Dove of Life, WHIO, M.-F. ... 11.2 8. Your Evening Theater, WHIO, 10. Valiant Lady, WHIO, M.-F. ... 10.3 TOP FEATURE FILMS

Once-Weekly 1. Premiere Performance, WLW-D. 2. Movie, WLW-D, Sa.-1:00-4:30. 11.5 3. Western Movie, WLW-D, Multi-Weekly L. Your Evening Theater, WHIO, 2. Wild West Show, WHIO, S., Su.-11:30-12:00 8.5 4. Movie Matinee, WHIO, M.-F. 4:00-5:00 7.5 5. Movietime U.S.A., WLW-D, ... M.-Th.-11:30-12:00 6.3 TOP SYNDICATED FILMS 1. Silent Service (NBC), WHIO,

1. Men of Annapolis (Ziv), 3. Highway Patrol (Ziv), WHIO, 4. Fontier Doctor (Hollywood TV) 5. Death Valley Days (U. S. Borax), WLW-D, M.-10:00 23.8 6. Badge 714 (NBC), WHIO, 7. Sheriff of Cochine (NTA), 8. Whirlybirds (CBS), WIIIO, W.-10:3019.0 9. Last of the Motochus (TPA), 10. Captain David Grief (Guild), 10. Great Gildersleeve (NBC), 12. Soldiers of Fortune (MCA), WLW-D, F.-10:0015.0 13. Rosemary Clooney (MCA), 14. Tracer (Hinot), WHIO, 17. All Star Theater (Screen Gems), 18. Superman (Flamingo) WHIO, T.-6:0014.5 19. Little Ruscais (Interstate), 20. Annie Oakley (CB5), WLW-D,

NEW YORK

7 TV STATIONS-4,175,300 TV HOMES reported by The Police in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Stryling Pawer." These figures are not Inclusive of entire TV coverage area, but embrate Metropolitan County area making up the center of population.

Population-14,124,600 Hst In U. S.) Buring Income-\$28,954,669,000 Retail Sales-517,069,367,000 (1st) Food Sales-54,380,677,000 (1)st)

Drug Sales-5423,332,000 (1st) Automotive-52,243,498,000 (1st) Above market statistics are for New York and N. E. New Jersey and Include the following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Estex, Hudson, Middlesex, Morris, Passaic, Somerset and Union, N. J.

TOP NETWORK SHOWS

1. Playhouse 90, WCRS, Th. 25.5 1. Studio One Summer Theater, 3. What's My Line? WCBS. 4. Sunday News Special (11 p.m.), WCBS, Su.26.8 5. Ed. Sullivan, WCBS, Su. 20,7 7. Siese Allen, WRCA, Su. 8. Climax! WCBS, Th. 9. I've Got a Secret, WCBS, W. 18.3 10. Julius La Rosa, WRCA, S.

TOP MULTI-WEEKLY SHOWS

1. News, Weather & Sports (11p.m.), WCBS, M.-F. 18.1 2. Late Show, WCBS, M.-F. 12.0 3. News & Wes (II p.m.), WREA, M.-F.10.1 4. Guiding Light, WCBS, M.-F. ... 7.5 5, CBS News, WCBS, M.-F. 7.3 6. Search for Tomorrow, WCBS, M.-F. 7.2 7. 7 o'Clock Report, WCBS, M.-F. 7.1 8. Arthur Godfrey, WCBS, M.-Th., 6,4 8. Early Show, WCBS, M.-F. 8. Love of Life, WCBS, M.-F. 6.4 TOP FEATURE FILMS

Once-Weekly

1. Premiere Performance, WPIX,

2. Picture for a Sunday Afternoon, WCBS. Su-1:30-3:00 5.4 3. Warner Brothers, WABD, \$0,-3:00-5:00 4.7 4. Movie, WABC, M.-9:30-10:30. . . 3.7 5. Movie of the Week, WPIX, S.-8:00-9:30 J.1 Multi-Weekly L. Late Show, WCBS, 2. Early Show, WCBS. M.-F.-5:30-7:00 6.4 3. Movie 4, WRCA. S., Su.-10:30-12:00 5.6 4. Movie 4. WRCA, 5. Million 5 Movie, WRCA.

TOP SYNDICATED FILMS

5., Su.-5:00-6:00 2.8

1. Highway Patrol (Ziv), WRCA, M.-7:00 7.4 2. Code Three (ABC), WRCA, M.-10:30 7.1 3. My Little Margie (Official), WCBS, M.-F.-9:30 n.m. 6.3 3. Silent Service (NBC), WRCA, F-7:00 6.3 5. Death Valley Days (U. S. Borax), WRCA, W.-7:00 5.8 6. Stu Erwin (Official), WCBS, M.-F.-9:00 a.m. 5.3 7. Popeye (Assoc. Artists), WPIX, 8. Amos and Andy (CBS), WCBS, M.-F.-5:005.0 9. Last of the Mohicans (TPA), WABC, F.-10:30 4.9 10. Guy Lombardo (MCA), WRCA,

Th.-7:00 4.7 11. Looney Tunes (Guild & Assoc.) Arrists), M.-S.-6:30 4.4 11. Celebrity Playhouse (Screen Gems), WRCA, T.-7:00 4.4 13. Men of Annapolis (Ziv), WABC, T-10:30 ----- 42 13. My Little Margie (Official), 5.6:30 4.2 13. If You Had a Million (MCA),

14. Top Plays of 57 (Screen Gems), WRCA, 5.-7:00, 4.0 15. Superman (Flamingo), WPIX, 15. Silent Service (NBC), WPIX, Th.-9:00 3.9

Th.-7:30 3.1

17. Whirlybirds (CBS), WPIX,

toona-Johnstown, Pa.; Joe Zimmer- director of the department. . . . mann to WLBR-TV, Lebanon- Two new appointments to the staff A series of high-level appoint- Lancaster, Pa., as general manager of WHDH-TV, Boston, scheduled

this fall. Four Charlotte schools that transpired. admitted Negro children for the

tion in the city's public schools record commentaries on events public with news by scheduling FM - TV, Hartford - New Haven, ... Frank Tuoti, present acting

Coming close on the heels of the grated basis. Mild disturbances again came to the rescue of a and demonstrations by white chil- newspaper strike-bound city when dren and their parents have thus St. Louis newspapers were unable ments among the Triangle Radio and Edward M. Scala to director to commence operations in Novemfar marked the adoption of the in- to publish weekend editions. Sep- and TV stations have just been of sales development for WFIL- ber are Alexander M. Tanger, vicetegration, and WBT reporters were tember 7. KWK-TV, St. Louis, made. They are Ben B. Baylor Jr., AM-FM-TV, Philadelphia. All appresident, and Leslie Arries Jr.,

programs Saturday and Sunday, Conn.; Frank Palmer, to general manager of advertising for WPIXas well as inserting bulletins inside first time in history on an inte- Boston newspaper strike, TV once and between programs as neces-

WGH, W.-6:00 9.7 20. Frontier (NBC), WJW, 3.-6:00.. 9.4

on the scene at each campus to took immediate steps to supply the to station manager of WNHC-AM- pointments are effective today (23). director of TV-

manager of WFBC-AM-TV, Al- TV, New York, has been named

F-7:3012.8

WHIO, W., S.-11:15.......11.4

21. Star Performance (Official),

Record Buyer Views 'Buy Now-Pay Later' Epidemic

Summer Had 40 Labels Competing In Annual 'Deal' Sweepstakes

By BERNARD B. BRADDON (Mr. Braddon is the record buyer for the Liberty Music Shops in the Metropolitan area and Westchester County)

NEW YORK -- The record industry thruout the nation is just of "Buy Now, Pay Later." Since early July, retailers have been cajoled, tempted and subsidized with all the ingenuity at the disposal of promotion-minded manufacturers, to stock their shelves with their ever-expanding waresat bargain prices.

So traditional has this "deal" season become, that normal buying can virtually stop with the summer solstice, except for current fastmoving selections. It is a rare company that feels sufficiently secure to forego special offers in the face of the ensuing competition for the dealer's dollar.

In the case of shrewd retailers, this pattern can affect their normal profit very favorably. With only four to five calendar months to go until the year's end, at least half of their actual business lies ahead. Buyers armed with adequate statisties, record know-how and some luck can save money on most of their needs thru Christmas.

lean summer sales, with about 40 labels vying in resourceful schemes tional 9.1 per cent up to an extra

Allied Records Buys L. A. Plant

HOLLYWOOD -- Allied Record Corporation, presently operatplant in Los Angeles.

Sale of the firm was jointly dis- the press. closed by Daken K. Broadhead, Writers who appeared at the advance a personal grudge against writing.

cost. The former figure, of course, and manufacturers, who will not represents the "Buy 10-Get One claim payment for several months, Free approach, sometimes mis until a time when the shop-owner's taken for a 10 per cent reduction cash register presumably will be by the unwary. Other popular more active. formulas this time around have in- An interesting sidelight for dustry thruout the nation is just cluded: "One for Seven," "One for tradesters involves speculation re-emerging from its annual epidemic Eight," "Two for Ten" (actually an garding extensions of deadlines for extra 16.7 per cent). "Baker's deals, since valid reason may be Dozen" and a straight 15 per cent (a) plan is doing well, or (b) plan

Variations have included bonus merchandise; 3) tie-in plans bid for business. buy one category to qualify for price cut in another class); 4) tradein of obsolete goods for credit.

Retailers sharpened their wits in in lieu of the usual 2 per cent; in favorable prices for consumers. translating free albums into perrent bargain prices. All this is

20 per cent discount below normal usually financed by distributors

is not doing well.

Retailers will use benefits in Top Level several ways, depending on their graduated scale of discounts; extra philosophy or type of operationsavings on all new releases; extra pocket additional profit per item; bargains on all except new releases. plow back some extra dividends Common methods of application into promotion; pass on extra diswere 1) straight discount; 2) free count to customers, in competitive

Manufacturers will borrow some business from the future, but willgain by full representation in stores, plus increased activity due distinguishing an extra 10 per cent to higher profit for dealers and

centuges; and more subtly, in con- cial deal climate is becoming more director of sales, and district sales centrating on guaranteed, exchang- of a year-round phenomenon. Suc- managers Bob Camp, Los Angeles; able records. By exchanging these cessive offerings can blanket large Larry Owens, Detroit; George later in the year, they were in ef- portions of the catalog, as witness: Gerken, Chicago; Col. Wade Pepfeet buying future releases at cur- Columbia's promotions on mood per, Atlanta; Andy Miele, New

(Continued on page 22) York, and Bill Mikels, Dallas.

WARNS SCHOOLS Victor Pacts ON COPYRIGHT

NEW YORK-The Music Publisher's Protective Association has warned the music departments of 12,000 colleges, universities and schools against unauthorized copying. arranging and otherwise reproducing copyrighted musical material. In a letter from Sidney Wattenberg, MPPA general counsel, it is pointed out that such practices are in violation of the copyright act and that continuation will bring "appropriate civil

Cap Skeds Sales Meet

HOLLYWOOD-Capitol Records will hold a series of top level meetings with its six district sales managers this week (23-24), outlining merchandising and sales plans for 1958.

Execs to take part in the confabs are Lloyd Dunn, vice-president in charge of merchandising and sales; Cordon Fraser, director It seems obvious that the "spe- of merchandising, Mike Maitland,

Lieber, Stoller To A&R Chores

HOLLYWOOD - Songwriters Jerry Lieber and Mike Stoller inked a non-exclusive producers pact with RCA-Victor last week, during the coast visit of RCA brass. Team will operate as independent a.ccr. men for all intents and purposes, and will be responsible for the recording of four artists at the outset. Talent assigned to them is Elvis Presley, Julius La Rosa, Lena Home and Jaye P. Morgan.

Lieber and Stoller have been closely identified with a number of Presley hits, among them "Hound Dog," and recently penned four songs for the recently completed Presley film, "Loving You."

Team had been making Hollywood their home base of operation. the they have a similar arrangement with Atlantic and Atro Rec-

Golf Cats in Country Wide Match Play

NEW YORK--Over 100 music business golfers are now engaged in round the country match play elimination golf tournaments, leading to an eventual music industry champion, to be determined in finals play at Fred Waring's Shawnce Inn, Shawnee on the Delaware, Pa., October 8.

Area winners in A. B and C categories will finally produce 12 finalists who will battle it out at Shawnee. One of the highlights of recent play was a hole in one by Sammy Kaye at Woodbridge Country Glub, Woodbridge, Conn. In the match, Kaye defeated Howard Manco. Room reservations for the one day golf finals at Shawnee can be made thru Murray Luth in New York at Circle 6-3500,

Decca Grabs supported Miller as a man who Third Original would take an oath that he had Cast Package

NEW YORK-Decca Records whether a man who contributed to declared open season on Broadway original casters this week; by snarremuneration. Hilliard claimed ing its third such package deal in Miller was a wonderful editor who recent weeks. Most recent show had really helped him with his for which the label has grabbed off album rights is "Carefree One of those pesent, not any of Heart," opening here on November the aforementioned, raised the 7 and starring J k Carter, Susan question as to whether Miller was Johnson and Melville Cooper. partial to country material - and Score is by Robert Wright and did he not believe country songs George Forrest. Singles from the (Continued on page 22)

Manufacturers have been quick Cleffer Group Supports to exploit this as an antidote to this year. Special terms have ranged generally from an addi-

of writers rallied to the support of personal grievance of Sinatra's. Mitch Miller, Columbia a.&r. At the meeting, Evans pointed songs-in this lestance Miller-was

president of Allied, and Henry session included Redd Evans, Bob Miller under the aegis of SPA." Fine, president of Clayson. Fine Allen, Bob Hilliard and Milton is a member of the board of direc- DeLugg. Some days prior to the (Continued on page 22) meeting, and shortly after the Sin-

By PAUL ACKERMAN atra blast, it was known that some believes, can walk into Columbia NEW YORK - At a closed SPA figures were concerned with Records with a great song and get meeting of Songwriters Protective the possibility that their organiza- it recorded. Association Thursday (19) a group tion was being used to further a

chief, recently the target of an out that whereas he, personally, attack by Frank Smatra. The had not done too well via Colum- tribution. They, and also DeLogg, Sinatra charge - that Miller had bia Becords, he felt that Miller been the recipient of payola-was had done more for ASCAP than all released in the East by press agent other major a.cr. men combined, ing its own pressing plant here Lynn Farnol under an SPA im- inasmuch as Miller had recorded and partnered with American primatur. In subsequent weeks, so many hit versions of ASCAP Sound Corporation in another SPA, in its drive for funds to carry songs. "Nobody has approached plant in Belleville, N. J., last week on its battle against BMI, dis- his record," said Evans. He added: acquired the Clayson Products tributed reprints of the Sinatra If we (SPA) have done somebody charges which had appeared in an injustice, let us try to correct it. ... We have allowed someone to

An unimportant person, Evans

BILLBOARD CAN TAKE A HINT

NEW YORK--Jerry Marshall, deejay on WMGM here, decided he had to have The Billboard delivered to his home, as well as to the office, and recently he ordered a second subscription. The first reached him in good order shortly thereafter, altho the label was addressed to "John

The astute spinner immedi-

Two copies of T*H*E ing week.

(Continued on page 22)

Allen and Hilliard raised the

matter of whether an editor of

entitled to something for his con-

had aided ASCAP. Allen said he

he brought up the matter of

a song should not receive some

Marshall."

ately wrote BB a letter which read, "Gentlemen: . . . If I were John Marshall, I would subscribe to the Law Journal, but as Jerry Marshall, I must have The Billboard. Please correct your mailing plate to ready J'E'R'R'Y M'A'R'. S"H"A"L"L

B°I°L*L*B°O*A*R*D, addressed to J'E'R'R'Y M*A*R*S*H*A*L*L showed up in his mailbox the follow-

Managers Tab Disk \$\$ 5% of Talent Income

than 50 per cent of the returns in, and performances to various charia survey made by the Conference ties. While records accounted for of Personal Managers has revealed the smallest portion of income, the that phonograph records account managers unanimously agreed that for only 5 per cent of total income records are the prime source for for the talent the group represents. discovering new talent.

Organized recently to better relations between talent and personal a similar unit in New York shortly, managers, the study showed that with Bullets Durgom and George night club work accounted for 44 Grief to propose the organization per cent of the total income; tele- of a unit there. Since its inception vision, 31 per cent; motion pic- some months ago, the group has tures, 10 per cent; records, 8 per formulated a standard form concent, and other income, 10 per tract for personal managers and

artists handled by the managers cepting new members who do not earn in excess of \$75,000 per year, make the management business with returns indicating the artists their main occupation.

HOLLYWOOD -- With better | donated a total of \$723,000 in time

Conference plans on setting up artists. Group is encouraging new Fifty per cent of the 175 name memberships, the it frowns on ac-

London Adds Lures To Fall Album Hype

has announced the third phase of ish orks. its fall package promotion, which offers special discount and delayed billing deals on the label's 150 top orchestral and classical instrumental LP's as well as on the entire EP catalog and a dozen new Mantovani EP releases.

The third phase of what is known as the DB-57 program carries a 20 per cent dealer discount on as many or as few of the 150 albums as a dealer wants to order. Normal wholesale cost is \$2.47, with the extra discount bringing the price per item to \$1.98 This is the same discount deal as applied in phase two of the DB 20 per cent discount to sell at program, "Enjoyable Music at a Dream Price," which last month

NEW YORK--London Records | covered 49 albums of six pop Brit-

The same dating plan exists as on the previous program, that is, one-third each on the first of November, December and January. Dealers may order thru October 5, and back orders may be entered for delivery as late as October 31.

Sales and display material have been set for dealers, highlighting the theme, "October \$2.98 Sale on London ffrr." It's pointed out that dealers can take their choice of either selling the items for the standard \$3.98-thus making an extra 20 per cent profit-or use the

(Continued on page 22

Two Sides Showcasing the Great Talent of . . .

OF RNE

"push de button"

and

"cocanut "set"

from the Musical Production "JAMAICA"
47/20-7037

opened....Sept. 16

Oct 7 PACTAN

opens....Oct. 7

opens....Oct. 31

on RCA Victor
sensational Original Cast
album from

"JAMAICA"

Coming Soon

PHILADELPHIA BOSTON NEW YORK



RCA TICTOR



Public Will Pick Own Tunes; TV Top Factor

Rocco Vocco, partner in Bregman, sell?" Vocco & Conn, on the occasion of year in the music business.

this possible again."

cited the problem of the publisher happen again."submitting a "good" song today.

TV REVIEW

'Big Record' Could Be Wigsville!

Continued from page 12

(Epic) in a macabre manner, and Billy Ward and the Dominoes gave a new beat to "Stardust" (Liberty), numbers upcoming on the charts. Bennett socked over "In the Mid-(Kapp) smoothly and Miss Page

Stage Set for Hank Williams Celebration

MONTGOMERY, Ala - Plans 4 Aces Split have been completed for the Hank Williams Day Celebration to be held here Monday and Tuesday (23-24), with Billy Cray and His Western Okies slated to kick off activity with a dance at City Anditorium Monday night.

Fuesday's program will include

memorial services at Williams' grave, a parade and a barbecue, and equitably, winding up with a show open to

appear in the show are Chet Del Wood, Porter Wagoner, June expected that they will renew.

NEW YORK-Songwriters will The common answer is: "It's too have to write, sheet music will good. It won't sell." Yet, it has come back, and TV will become been shown that less than 3 per the No. I factor in the music cent of the tunes these same men accept ever become hits. On this This was prognosticated last basis, he asks: "How can they deweek by the veteran music man, termine that a good song won't

It Could Happen Again

his 70th birthday and his 58th The crying need for TV material. and the fact that the biggest A long-time advocate of the source of song income in the future Scores Army's philosophy that "the song is the will be performances, will force Scores Army's thing." Vocco told The Billboard writers to write, and the future, will bring back the sheet music Policies on will bring about a return to the business. Vocco pointed out that state where the public itself can the piano business is better now decide which tunes it likes, rather than it has been for some years, than be forced to accept what an and he also recalled that the sheet artist and repertoire man thinks business has known other lean it will like. "Years ago," he said, periods. "Around 1931, we Thompson took the Defense De-"we had a chance to show the couldn't sell 100,000 copies of a partment to task last week (17) for public what we had. TV will make big hit. Then there was a rash of a cutback in personnel that will good songs and many of these be- seriously affect the soldier music Regarding a.&r. men, Vocco came million-copy sellers. It can and other soldier morale-builders

> Vocco regards as the most impor- army officers clubs will not suffer. tant element in the business, he the free-time recreational proemphasized the need for publishers gram for the enlisted personnel will to bring good writers together, and go down the drain if present army of the true professionals to keep policies are carried out." same thing, only better.

> a drive to create material and get the bulk of the funds for the probusiness that could not even be gram derived from the profits conceived today. At that time, realized from the army's movie

4-BAR AIR PLUG HYPES OLD WAX

CHICAGO --- A local advertiser has been airing a musical commercial which employs about four bars of Kay Starr's "Wheel of Fortune" and noticeable action has occurred in sales of the disk oldie.

Capitol Records' branch here has been cleaned out of its stock and so have the onestops. Stock wasn't heavy to begin with, but for four bars of plugging, sales are gratifying on a bar-for-bar basis, the sellers agreed.

Soldier Music

WASHINGTON - Rep. Frank in the Special Services Division.

Regarding the writers, whom Thompson charged that while

writing. In the old days, each big | Special Services provides soldier firm had a group of top writers on shows and music, professional enits staff. When there was some tertainment, sports, crafts, libraries new tune craze emanating out of and service clubs for the enlisted left field, a firm would assign its personnel. Thompson notes that pros to the task of turning out the Congress appropriates the extremely small sum of only \$7,000,-Thirty-five years ago, there was 000 annually to this program, with (Continued on page 24) theaters and post exchanges,

Alle of an Island" (Columbia), Jane Muzak Changes Hands; Sale warmed to "Old Cape Cod" (Mer-eury), winners of the past few Price Put at \$4,350,000

glimmers of success in a hish, lay- Texas and California industrialist, yearly, additions and deletions. ish way. It's sort of "Your Hit Pa- and John L. Loeb, of Carl M. The sale includes station WBFM, ers to send in photos of girls they rade" made longer and more com- Loeb, Rhoades & Company, New York, subject to approval of think Bowen is singing about in prehensive, with the device of a York, last week purchased Muzak the Federal Communications Com- "Cross Over." Hall of Record Royalty permitting Corporation, according to an au-mission. introduction of oldtimers amid the nouncement by William Benton, Benton's reason for selling, it was ners from photos submitted by current favorites. Whether it will former U. S. Senator from Con- stated, was to gain more time for jocks, and each girl will have a lore Mom and Dad away from necticut, and H. E. Houghton, politics and public service. The date with Bowen and a "night on "Father Knows Best" and Junior president of Muzak Corporation, exec had been board chairman of the town." Jocks who submit winaway from "Disneyland" is a shrug Wrather stated that the considera- Muzak. right now, but some format tinker- tion for 100 per cent of the Muzak ing might make it wigsville for stock was \$4,350,000. Muzak, considered the world's largest national and international supplier of background music for industry, offices, hotel, etc., has 142 franchise operators in the United States, Canada and Europe. The Muzak library contains more than 10,000 recorded selections, and is

With Manager

Kessler, in fact, will continue to Claytons.

The Aces immediately signed on Sargent, is three full disks. Atkins, Rod Brasfield, Johnny with Durham & Katz Associates, Also on release is the second group-Cash, T. Tommy Cutrer, Wilma handlers of such as Jackie Glea- version of Stravinsky's "Perse-Lee and Stoney Cooper, Rusty and son, Jaye P. Morgan and Mar- phone" of the past few weeks, con- Volume 3 of "Hi-Fi in the High- the new concern, and owner of Doug, the Everly Brothers, Melvin guerite Piazza. It has been learned ducted by Cluytens. Endsley, Lee Emerson, Billy Gray that the boys have not yet renewed Orchestral releases include Ka- and "At the Drop of a Hat," which trict of Columbia, and one and band, Coldie Hill, Autry In- their booking pact with Music rajan doing Brahms Second Sym; is billed as "an intimate revue" Philadelphia. man, Stonewall Jackson, Jimmy Corporation of America, which ex- phony with the Philharmonia, and recorded during a theatrical per-Newman, Joe Rumore, Carl Smith, pired on September 11, but it's Schippers doing Prokofieff's Fifth formance. A volume by the Obern- Bialek and Will Lemer of Masic

Ginger Willis, and Audrey Wil- settlement was handled by their feature, backed by Divertimento, the smash "Happy Wanderer," in Washington Records will be sold attorney, Harold Orenstein.

(Continued on page 24) and closes October 22.

Jubilee Sets Biggest LP Promotion to Date

promotion to date, encompassing Coast rep Larry Goldberg, Midbillings plan and a sales incentive Coast rep Juggy Gayles. contest, according to Jerry Blaine, With the new packages to be

Jubilee president.

'8 for 7" deal, whereby dealers The new product includes Herb purchasing seven albums receive Geller's "Fire in the West." Art an eighth gratis. The special bill- Blakey's "Jazz Messengers," Walter ings plan provides that where dis- Scharf's "My Favorite Places," a tribs purchase two large orders- Don Rondo package, Ray Martin's one in September and another in "Witchcraft," and others by Charlie October-payment may be made in Mingus, Shep Fields, Gigi Gree, three installments - one each in Bobby Sherwood, Teddy Charles November, December and January, and others. This has reference to catalog as well as new product.

will be based upon the percentage. of business each distrib does above his assigned quota, and purchases made between September 1 and and December 35 will be included 30' Format in the contest totals. Cash prizes will be \$500, \$250, \$100 and \$50,

ber 27 at Danny's Hideaway for dropped the Top 30" format from the trade, a luncheon and sales the one programming seg on which meeting will be held at the War- it has been used on the station. Art wick at which time distribs will Ford's Saturday morning "Make get a preview of the label's 18 new Believe Ballroom" show. packages. Distribs will receive spe- According to a spokesman, the cial presentation sales kits contain- station feels it must retain coming promotional material.

Roulette Inks Jeri Southern

NEW YORK -- Roulette Records has signed Jeri Southern to an advent of the LP and its increasing exclusive recording contract. The popularity can no longer canary, formerly pacted to Decca for the past six years, will cut both singles and albums for the label.

a special deejay contest promotion The opener as it stood showed NEW YORK - Jack Wrather, kept up to date with a system of on Jimmy Bowen's new waxing "Cross Over." Jocks will ask listen-

> Replette will select five winning pictures will get \$100 bonds. Wrather, whose holdings in Contest is effective immediately

Operas Highlight Angel Fall Agenda; 20 Packages Listed

NEW YORK -- Angel Records! Jose Iturbi plays the solo part is listing 20 new albums for Octo- and conducts the Tschaikowsky ber, including two complete opera Piano Concerto No. 1, the highly recordings: debussy's "Pelleas et Melisande" and Bellini's "La Sonnambula," as well as the complete Mendelssohn oratorio, "Elijah."

Highlight of the release is the NEW YORK - The Four Aces third LP version of "Pelleas," and manager Herb Kessler have which features soprano Victoria de split after a six-year association. Los Angeles in her Angel debut. Their contract which four more Performance, which covers three years to run, was settled "amicably disks, also features such names as Souzay, Jansen and the conductor

with the same ock. Beecham's ver- kirchen Children's Choir is a con- Masters Record Shop in New York, Webb, Fred Wamble, Hal and The Deeca artists' manageral sion of Mozart's Jupiter is another version from 10-inch. This includes will list price its albums at \$4.08

touted Cziffra plays a Liszt recital, and Ciccolini plays Satie works, in three piano sets. Violinist Johanna Martzy completes her series of they will record monaurally. Costs Schubert Violin works with Vol- will remain the same. umes 2 and 3, and cellist Janus Starker does the Prokofieff and STR88, is designed to plag into Milhaud concerti with the Philharmonia and Susskind:

Vocal issue is Brahms Lieder sung by Hans Hotter, with Gerald the public at Patterson Field. In operate the Aces publishing firms "Somnambula" is a La Scala Moore at the piano. In the budget Launched in D. C. the event of inclement weather, and presumably will devote full recording, with Maria Callas in the Library Series one set is Markethe show will be held at City time to publishing. Firms are title role, plus Monti, Zaccaria vitch's arrangement of the Bach Halsey Music, as ASCAP affiliate, and Votto conducting. It's a five Musical Offering, conducted by in classics, Washington Records, Among c.&w. artists slated to and Signet Music, a BMI licensee, sided set. "Elijah," conducted by him, and another the Mozart C is being launched here. The se-Major Quintet with the Amadeus cent will be on "interesting buy

> lands" by the Scots Guards Band, discount record shop in the Disits original version.

NEW YORK-Jubilee Records, ing will be visited by Blaine, a &r. now in its 10th year has scheduled chief Morty Palitz, sales and proits most ambitious album program motion chief Bill Darnel, West distributor-dealer offers, a special west rep Howard Caro and Fast

released September 27, the Jubilee Already operative is the label's catalog will number 72 albums.

ell as new product. Distrib sales incentive contest WNEW Drops Use of 'Top

NEW YORK-New York's top A day following a party Septem- indie radio station, WNEW, has

plete programming control rather Early in October, distribs unable than place such control in the to attend the Hotel Warwick meet- hands of any other single source. "WNEW feels that at other stations, automatic use of Top 30 or Top 40' songs has almost eliminated the creative programming urge and the ingenuity and imagination upon which the future growth of radio will depend," said the spokesman, adding that The ignored. The station concedes that lists serve a useful purpose by showing trends but that such data Meanwhile Roulette is readying should be treated as a source of information for a program, rather than constituting the program

RCA Sets Prices on New Stereo Models

NEW YORK-BCA Victor has added a tape recorder to its lowest price Victrola Stereotape Player, and will begin shipping the unit to dealers immediately. Basic machine, which records and plays back monaimally, will retail at a suggested list of \$2

In addition, Jim Toney, vicepresident and general manager of the radio and phono wing of RCA has made public the list prices of the other new player models. Tape recording feature will now be standard on all stereo models, altho-

The \$295 unit, the male (Continued on page 24)

New Classics Label

WASHINGTON-A new label unjustly neglected" classical reper-On the lighter side, Angel has toire, says Bob Bialek, president of

directly to retailers.

THE ORIGINAL... and the fastest selling version of this great hit

Edmundo
ROS

and his orchestra



18 The "Shoo Shoo Little Bird Song

MELOUIE D'AMOUR

1751



AIMP Gathers Momentum TOP YEAR CUED As More Pubs Join Up

NEW YORK -- A group of sire to function for the good and music publishers who were not welfare of the business. present at the recent organizational It is expected that shortly after meeting of the Association of In- securing of the charter, the bydependent Music Publishers have laws committee will have another requested that they be included in meeting to draw up rules and regthe list of charter members. The ulations of operation, group includes a number of firms | Later in the week, a well-known which are affiliated with strong accounting firm, with important indie record label operations. Most clients in the music business, ofof the new applicants have both fered its services to the newly-

New applicants include Tommy firm of Orland and Chase. Valando, for Sunbeam Music (BMI) and Valando Music (ASCAP); the Progressive Music Shirley Jones Records; Gene Goodman, representing Regent (BMI) and Harmon (ASCAP); George Pincus, of Gil (ASCAP); George Pincus, of City (BMI) and Sherwood (ASCAP); In Unique Deal (BMI) and Robert Music (ASCAP), and Al Porgy.

Meanwhile, the bylaws committee of the Association of Independent Music Publishers held a meeting at the office of attorney Arthur Fishbein and drew up the organization's application for a State charter. The meeting was attended by Fishbein, Ralph Peer, Dave Krengel and Ed Burton. The document, in general terms, had to do with the organization's stated de-

NO HIGHJINKS

British Brand R&R Lulls Danes

COPENHAGEN, Denmark -The English brand of rock and roll evidently better suited to the Danish fans than the American format. A few weeks ago the showing of "Rock Around the Clock," in local cinemas, caused the police a lot of trouble with the wild-riding (bikes, scooters and motorcycles) youths dubbed "Leather Jackets" here. There was no real object back of the "demonstrations" and they ended when the police really cracked down on them.

England's top rock and roll idol, Tommy Steel, whose "Young Man With a Guitar" is being shown here, was brought here to appear in a concert, sponsored by local journalists, which was held in Tivoli's Concert Hall on Saturday (7). The only trouble resulting was caused by teen-age girls, who gave Steel a hectic welcome at the airport and kept him busy signing autographs.

The 2,000-capacity Concert Hall was jammed for the threehour concert in which European recording stars took part. Steel scored a smash hit altho he had and instrumentalists from Austria, Germany, Italy and Denmark.

During recent weeks records have been getting a tremendous amount of plugging, with local recording favorites appearing as free attractions in Dyrehavsbakken (amusement park) as well as at a free concert in the big Concert Hall in Tivoli, and on excursion boats plying between Copenhagen and Sweden or on night-time "Show Boat" trips.

NEW YORK -- Vaughn Monroe, the voice of RCA, has signed a pact with General Artists Cor-

his own for Monroe next season. | Pierce and Pappy Daily.

ASCAP and BMI affiliations. formed organization. This is the

Inked by Dot

HOLLYWOOD-In what may be the first deal of its kind in the music business, singer Shirley Jones inked a contract to record pop On New Gold singles under the Dot banner.

Randy Wood, Dot prexy, personally negotiated the deal with Miss Jones and her manager, G. Shirmer Jr., after Dot obtained rights to the soundtrack of the 20th Century-Fox picture, "April Love." Latter film was recently completed and co-stars Miss Jones and Pat Boone.

Unusual aspect of the deal is that Miss Jones is still under exclusive contract to Columbia Records to record albums only. Wood plans to record Miss Jones after she returns from New York where she will guest star on the October 10 Pat Boone show via ABC-TV.

Other talent at many companies have contracts which call for singles or albums only, but this is the first case in which an artist's services has been split between two firms, yet signed to exclusive pacts with each.

London Plugs Cut-Price LP Of the Month

NEW YORK -- London Records is highlighting its new album releases for September in both pop and classical fields, with a special reduced-rate "LP of the month" selection. This follows along the general lines set up by other diskeries this year and last

From its nine-album pop LP release, London has selected "Songs of the Golden West," with Cyril Stapleton and his ork as the pop LP of the month. Under this deal. the retailer can order as many copies as he wants up to October 11, at a 20 per cent discount, or to contend with popular singers a wholesale price of \$1.98. The classical LP of the month is the complete opera "Goyescas," by the Spanish composer Granados. Standard price on this would be \$3.09 but dealers pay only \$2.47 under the low price deal, Dealers can take their choice of selling at commensurately lower retail price or take the extra profit by keeping price at the normal level.

Merc Brass To Nashville

CHICAGO -- Mercury brass poration. Several months ago, treks to Nashville this Saturday Monroe amicably severed a long (28) to meet eight Southern disterm association with the Willard tributors and their salesmen at the offices at 1697 Broadway. Hermitage Hotel, following recent Monore leaves shortly on a two- regional meetings in other areas. film-oriented. Griffith, star of Just recently Ferlin Husky was It's an infectious sort of act that week tour of personal appearances Present will be Prexy Irv Green, "Face in the Crowd," will soon cast as Sam Wilson in the Kraft immediately wins approval from for RCA. He will also appear on Vice-President Art Talmadge, appear in film version of "No Time Television Theater production of the audience, with Louis putting the George Gobel show Tuesday Treasurer Irwin Steinberg, Promo- for Sergeants." Lambert and La-(24). GAC officials are going over tion Director Kenny Myers and onetti-the latter starring on "The tures to his credit, the most recent state of mind from the very be-

FOR THE 'KING'

HOLLYWOOD -- Long a hit-maker in the music business, Nat King Cole is currently blazing a trail that is destined to give him his biggest year ever in records.

Cole's recently released "Around the World" EP is largely the cause for the avalanche of sales the singer is currently amassing. The package is reputed to have passed the 180,000 mark in orders shipped from the diskery, with no apparent indications of it stopping.

Cole currently tops Capitol's best selling pop singles list via "Song of Raintree County" and "Send for Me," and also has an LP, "Love Isthe Thing," among the top albums on The Billboard charts.

Choice Items Label Agenda

its September Gold Label release November. Label has a publishing with two particularly promising re- affiliate, Jerry Lynn Music Comtail items among a group of others pany, Inc. featuring artists who will be performing in the United States in person at various times during the Was Half Right . . . coming season.

Beethoven's Symphony No. 5 with at Plastylite. Mozart's "Eine Kleine Nacht-musik." The release also includes New York

nounced-previously. Joseph Fuchs, who will perform paratively new London firm, has Karl Bohm, noted conductor, who Lettuce," which moves into the Metropolitan Opera; and Dietrich a successful out-of-London rum. Fischer-Dieskau, who will go on Album will be available when

Linke to Exit Col. to Head Own Mgt. Firm

NEW YORK -- Dick Linke, singles sales chief for Columbia Records, exits the label October 1 to set up his own firm, Richard O. Linke, Personal Management. New firm will represent Andy Grifing operations, Andick Music Cororation and Nan Paul Music Corporation, and a film and TV production, Manteo Enterprises, Inc.

at Linke's home in East Norwich,

Linke's artist roster currently is try Boy" is set for October 20. for films.

MUSIC AS WRITTEN

Mills Gets Rights To German 'Nina' Cleffing . . .

acquisitions.

Howard Lanin Waxes Dance LP for Decca. . .

Howard Lanin, brother of society band leader, Lester Lanin, has waxed "Dance Till Dawn," an LP of continuous, society-type dance music, for Decca. Release date is September 30. Mary Holtzman, of the Decca artists and repertoire staff, who cut the album, also recorded the currently successful Lester Lanin album, when he was with Epic Records.

New Diskery Set-Up By Jerry Lynn . . .

World Disc Recording Company, new dickery, has been organized in New York by Jerry Lynn, Veepee and sales manager is Walter Schaffner. Lynn is starting with several masters cut in NEW YORK-Decca highlights France, to be released as singles in

Correction: Statement

In last week's Billboard it Headliners in the release are was stated that both Vox and "Four Favorites," including "Fin- Prestige were pressing their new of a Faun," "and "Bolero," all on a Records' plant. The statement was single disk and a package coupling only half right. Vox is pressing

Symphony No. 2, conducted by along with a new publishing firm, application to operate the location. Karl Bolim; a "Clarinet Encores" King Pin, with headquarters in Kenton originally started in the set by Reginald Kell; a program Houston, Texas. Label will feature band business at the Rendezvous of Schubert sonatas featuring the country and western records and in 1941, the scene of his early sugteam of Joseph Fuchs and Atur has just issued their first release. . . Balsam; the Beethoven Septet, Kenny Marlow, Nashville song- renovated and will be used as Opus 20, performed by the Cham- writer and attorney, has announced ber Ensemble of the Berline Phil- the purchase of Fidelity Recordharmonic; and a disk featuring ings, formerly Reavis' Recording varied Sibelius works. An LP of Studio. Firm handles indie labels the sonatas of Padre Antonio Soler, cutting sessions and custom record a part of this release, was an services and has added new equipment to meet increased needs. Artists represented on the disk Marlow will serve as general mansets who will be seen here include ager. . . The Nixa label, a comduring the season with the New just obtained the recording rights York Philharmonic Symphony Ork: of its first legit musical, "Share My will for the first time, baton at the West End on September 25 after extensive tour of recitals here, show opens. . . . Norman W. Forgue, president of Stepheny Records, Evanston, Ill., has appointed Jerry Allan, formerly with MGM Records, as director of na-

Husky, Young Signed for Three Pix

NASHVILLE-Ralph Serpi, of Aurora Productions, Inc., New York, on a visit here last week, fith, Tommy Leonetti and Gloria signed pop-country singers Ferlin Lambert. Linke is also associated Husky and Faron Young to appear with Andy Griffith in two publish- in three pictures to be produced by Serpi and released by Para-

possible formats for a TV show of Mercury-Starday's co-heads, Don Hit Parade"-are being groomed being Republic's "Raiders of Old ginning. Great entertainment. California.

tional record promotion and publicity. Label has 18 disks ready Mills Music has acquired Ameri- for release. . . . Joseph Lupla can rights to the German tune, president of V. I. P. Records had Rosa Rosa Nina," cleffed by Kurt completed negotiations to distribe Feltz and Werner Scharfenberger, ute the label's records in England German publisher is Edition Rialto, and Australia thru the EMI affili-English fyries are being penned for ates. Four sides by Vivience this and other new Mills overseas della Chiesa will be packaged for an EP to be released by EMI, while Russ Miller's "I Sit in My Window will be distributed by His Map esty's Voice Record Company, an EMI affiliate.

> Capitol's national promotional manager Joe Mathews Ind Joanne Hill were secretly married here last April. . . . Cadence's sales manager Bob Kornheiser leaves here this week for the West Coast where he will visit deejays and distributors in Seattle, San Francisco and Los Angeles. . . Tina Robin opens at the Fontainbleau Hotel Miami Beach, 'his week. . . . Warbler Clark Ranger has changed his name to Bobby Jones and signed with Poplar Records. His personal manager is Sybil Carel, gal Friday to deejay Murray Kaufman for the past two years. . . . Jimmy Rodgers will guest again on Ed Sulivan's GBS-TV show October 27.

Kenton Back To Old Home Grounds

HOLLYWOOD-Maestro Stap landia, "Les Preludes," "Afternoon 16% r.p.m. records at Abbey Kenton will return to his original stomping grounds shortly, with Kenton leasing the Balboa Rendezvous Ballroom last week for a period of one year. Kenton also a Schumann song recital by Die- HERE AND THERE: Johnny dance hall for \$158,000, with the trich Fischer-Dieskau; Brahms' Nelms has started a new label, Tilt, Balboa City Council approving his

> cess. Ballroom is to be completely home base of operations for the band between tours. When the Kenton ork is on the road, other name bands are to be booked in-

> Weekend dance policy is to be maintained, beginning December 13, with Sunday afternoon concerdates currently being mulled. Earl Vollmer, formerly manager of the Palladium ballroom in Hollywood, will manage the Rendezvous for

PERSONAL APPEARANCES

Louis Prima, Mocambo, Hollywood

Aided by frau, Keely Smith, and Sam Butera and crew, Louis Prima stopped just short of mayhem in his hour-long stint at the Mocambo. As a singer-showman, he has few peers and could well give lessons to today's crop of cheruble singing gymnasts. His act is a marathon, stopping only for a breather for spots by Miss Smith and wild and wooly Sam the Man.

As for repretoire, Prima's interpretations makes the songs less recognizable, tho he socks them over with the finality of a home run. He solos thru "When You're Smilin'," "I Ain't Got Nobody, "Just a Gigilo," and others, with The first feature, "Country Boy." Miss Smith spotlighted on "Start is to be filmed in New York and of the Blues," "Somebody Loves New firm will have headquarters Serpi and his associate, Howard Me" and "Falling Leaves." Chirp Kriessek, are scouting a suitable sings up a storm, in addition to L. I., N. Y., but will also maintain location in the Nashville area for her Mona Lisa clowning with exteriors. Starting date for "Coun- Prima, and could well play it as a



AMERICA'S NO. 1 PIANIST

RA'S ROGER WILLIAMS NIST ROGER WILLIAMS

and BIG TOWN · K-197

RUSS HAMILTON THE SMASH FOLLOW-UP TO "RAINBOW" WATER TO THE SMASH FOLLOW-UP TO "RAINBOW" THE SMASH FOLLOW-UP TO "RAINBOW" THE SMASH FOLLOW-UP TO "RAINBOW" TO "RAINBOW"

and I STILL BELONG TO YOU . K-194

RECORDS INC.
119 W. 57 ST.
N. Y. C.

Cleffer Group Backs Miller WHEN SAVED BY

MUSIC-RADIO

had more "guts" than pop songs. John Schulman, SPA attorney asked Evans whether he would help SPA clean up the industry if he could. He also asked whether an a.&r, exec should have the on anything that happened. Schulright to say who shall publish a man also denied having any song. Evans stated that if he were

God he'd remove all the larceny

from the business.

Pinky Herman stated that he once gave a song to a deejay who put his name on it. But according to Pinky, nothing much transpired, because they wouldn't record the

It was pointed out at the meetfng that the SPA constitution contained provisions which were intended to protect writers against themselves-or against their own . Continued from page 16 bad judgment.

No Concrete Decisions

Following the discussion, the able mark-up. matter was again raised as to whether "something can be done about it -that is, whether there was any means of making amends, unjustly treated. There were no concrete decisions, apparently.

meeting, stated that the session was a regular meeting of the SPA as well as a new coupling of the Jr. A number of singles will also council. He said: "I have no in- single hit "Around the World," back up these packages. On the

HONOR ROLL CORRECTION

NEW YORK -- In last week's Billboard (September 16) the Honor Roll of Hits chart, the 15th position "My Heart Reminds Me (And That Reminds Me), contained an error. Della Reese on Jubilee 5292 should have been listed as the Best Selling Record.

tention of ever discussing what is said in the confines of a meeting of any organization with which I am associated. I have no comment knowledge of any SPA letter in which a reprint of Sinatra's charges against Miller was contained.

Those present at the meeting, in addition to the aforementioned, included Ice Meyer, Sam Coslow, Arthur Schwartz, Jay Gorney, Walter Bishop, Edgar Leslie, Button Lane and Pinky Herman.

London Lures

\$2.08, which still allows a profit-

discount is being allowed on pur- Pleis, Carmen McRae and the chases thru October 25. Thus the Four Aces. cost to the dealer is 72 cents in- Other upcoming musicals, al-

Schulman, questioned after the cores, "Music From the Films," Brass," and "Rumple," starring with the tune "June Night," and former show, Decen has "You two other songs. Catalog of EP's Walked Out," by Jeri Southern among others.

package plan is a considerably Aces, and The First Time I Spoke During October, the expanded na- Richard Haves,

THE BELL, YES?

CHICAGO - Des Moines deejay Don Bell, of KIQA. who publishes his own weekly pewsletter. The Bellringer, includes this uneasy paragraph in his current issue:

"Members of the management echelon have been careful to point out that the top fifty' formula has in every case knocked out the established disk jockey in markets where it has been used. Can anyone, to calm my jittery nerves, tell me of places where this has not happened? Where loyalty has been constant to an established personality.

Decca Grabs

Continued from page 16

score are also being issued featur-On EP's, an extra 10 per cent ing Sylvia Syms, Pat Kirhy, Jack

If it was felt that Miller had been stead of the normal 80 cents. ready wrapped up by Decca, in-The new Mantovani EP releases clude the Joan Blondell, Nancy include sets from the "Film En- Walker vehicle, "Copper and "Ballet Melodies," and other LP's Gretchen Wyler and Eddie Foy includes sets by Mantovani, Ted and "Cool Credo," by Sammy Heath, George Shearing, Frank Davis Jr. From "Rumple," the Chacksfield and David Whitfield, label will issue In Times Like These," by Sylvia Syms; "How Do Another phase of the current You Say Goodbye, by the Four U. S. government.

Buy Now and Pay Later

· Continued from page 16

music, original cast albums and moments, then proceed to go out tions, including the Boston Orches- preparation for the next wave of tra; London's continuing special deals. offerings on different estalog segments-not to mention "Buy of the Month," "Save on Records," "Hi-Fi Hit of the Month," etc.

pected to experience some sobering

Allied Records

a partner in the operation of the Roulette, RCA Victor, Tico, Mercury plant for the firm in St. there are more. Louis, and is the owner and developer of Fine-Bilt record presses.

be the largest independent custom operation in the West and among the very largest in the country Firm specializes in the manufacture of seven and 10-inch records and has a capacity of nearly 15 million

records annually.

Allied expanded into the Eastern market last year with a joint plant with Sig Bart in Belleville. Acquisition of the Clayson plant is another step in the company's announced plan to broaden its services to the disk industry. Firm is the world's largest producer of electrical transcriptions, operating as the prime contractor under contract for the clude over 14,000 square feet.

stepped up advertising program, of You," and "Red Letter Day," by erated by Allied under the direc- sizes the gradual trend uptown tion of Broadhead, with Samuel among publishers. Edward B. tional ad campaign will include Decca also has announced the Salaman, John F. Wagner and Marks, who founded the firm in Time, Newsweek, New Yorker, At- pacting of Dick Williams, a fea- Ned R. Herzstan, vice-presidents 1894, had a small office at 14th

Ed. note. . . A round-up by The Billboard in the metropolitan New York area has produced information of deals offered the local In any case merchants with trade (and usually the n tion-wide swollen inventories can be ex- trade) by the following labels: Angel, ABC-Paramount, Atlantic, Bethlehem, Columbia, Cook, Coral, Capitol, Decca, Disneyland, Dawn, Dot, Epic, Fiesta, Gee, Golden Crest, Imperial, Jubilee, Liberty, London, Mardi Gras, M.G.M. Mertors of Mercury Records, and is cury, Pacific Jazz, Que, Riverside, Mercury Records' branch in Los Urania, Vanguard, Vik, Vox, and Angeles. He formerly operated a Westminster. And undoubtedly

The Clayson plant is reputed to Marks Takes **New Quarters**

NEW YORK -- Edward B. Marks Music Corporation, which has had offices for 23 years in the RCA Building, will move shortly to 136 West 52d Street. Need for larger quarters makes the move necessary; and for the first time in many years the entire Marks organization will be housed on one floor. Currently, it is housed on two floors, with the warehouse at a separate address. New quarters in-

As Herbert Marks, chief of the The Clayson plant will be op- firm, notes, the change emphalantic, Esquire, Saturday Review, tured performer in "Copper and in charge of manufacturing, fi-Playboy, High Fidelity, the Brass." Williams will debut with nance and sales, respectively. Fine larger space has been the result of expansion in the pop, serious, which will be released as a single. Ings here.

"LOVE ME SO I'LL KNOW"

Coming up Fast

RECORDED BY TWO NEW STARS JIMMY DEAN BOB DENTON



Columbia 4-40995

Dot 15622

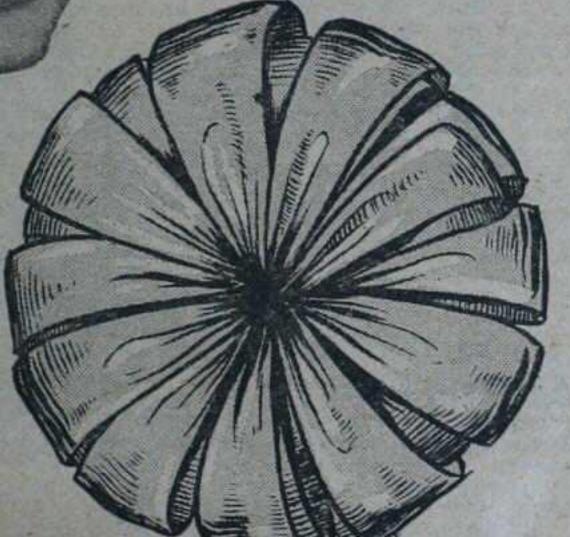
lot RECORDS

COLUMBIA RECORDS

EVERYBODY'S SWEET ON ...

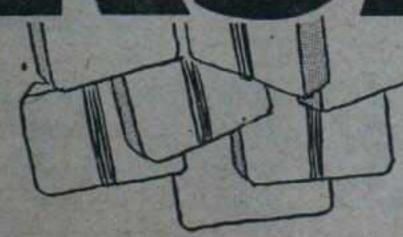


CHUCK



singing

SUMR GOMAGE



Published by
EDWARD B. MARKS
MUSIC CORPORATION





WELCOME TO ROULETTE RECORDS - COUNT BASIE

Public Will Pick Own Tunes Phonotapes to

MUSIC-RADIO

· Continued from page 18

when Vocco headed up the Chi- em version of Shapiro-Bernstein cago office of Feist Music, the was formed five years after that firm employed 22 professional sale.) staffers (pluggers) in Chicago alone, and 45 in New York. Even Charles K. Harris in 1907, at which in those uninflated times, profes- Harris was publishing all of the sional expenses cost the firm over Joe Howard hits. Ben Bernstein, a million dollars a year.

singer with Cleveland's Minstrels, him the chance to rep his firm and his featured number was a new tune called "Hello Central, his 25-year stint with Feist. Give Me Heaven." He also made several appearances singing with Creatore's Band, at the age of 12. Then he struck up his association fessional manager of the old Shapiro-Bernstein firm, which outfit sold out to Remick. (The mod-

A great score composed by

Dimitri Tiomkin for

the new cinerama production

"SEARCH FOR

PARADISE"

R.C.A. Victor

R.C.A. Victor

Decca Records

Capitol Records

R.G.A. Victor

R.C.A. Victor

R.C.A. Victor

R.C.A. Victor

R.C.A. Victor

Hugo Winterhalter and Orchestra

David Rose with Dean Jones M.G.M., Records

"THE

HAPPY LAND

OF HUNZA"

Walter Schuman Singers R.C.A. Victor

"KASHMIR"

"SHALIMAR"

SOUND TRACK

ALBUM

by R.C.A. Victor

MANY MORE TO COME

M. WITMARK & SONS

and

from the famous Sunday comic page

syndicated by the New York Herald Tribune

Recorded by

GENE AUTRY on Columbia

THE COUNTRY SINGERS on Vik

ROBBINS MUSIC CORPORATION

A Rousing New Song Hit!

The Drums Are Beating For

Hugo Winterhalter and Orchestra

Tito Puente and Orchestra

Robert Merrill

Robert Merrill

Robert Merrill

Robert Merrill

Walter Schuman Singers

Jack Pleis and Charus

Les Baxter and Chorus

His first job as a p.m. was with then associated with Harry Von Vocco began his career as a Tilzer eame to Chicago and offered there. Shortly thereafter, he began

When he joined Feist, "Poor Butterfly" happened to be the top riding hit, selling several million sheets at 30 cents each. Feist came with Mose Gumble, who was pro- up with a similar time tagged "Hawaiian Butterfly" which it marketed at 10 cents a copy. According to Vocco, this "cover" cashed in with a million-copy sale. He also prompted Benny Davis and Chuck Reisner to put together "Goodhye Bro, a dway, Hello France," which, he now reveals, first had its lyric written to the time of "Chinatown." This sold over 2,500,000 copies.

> While with Feist, he also put the late Gus Kahn together with Ted Fiorito and the late Isham lones. Leo Feist, he remembers as one of the greatest men this business has ever known." The writer of "Wabash Blues" asked Feist for \$50 outright for the tune, but after it became a smash. Feist gave the cleffer a \$10,000 bonus.

> Vocco's biggest sheet seller in his professional career was "When You Wore a Tulip," which sold over 1,200,000 in Chicago alone. His biggest record tune that he worked on was "My Blue Heaven," which, between the hit Gene Austin and Paul Whiteman versions went over five million in its

first heydey.

In 1930, Radio Corporation of America plunged into the publish- price to introduce customers to ing business, buying the firms of stereo tapes. Feist, Carl Fischer, Boosey; and Francis, Day and Hunter. He was Feather Bans Jazz brought to New York to handle promotion for the new combine. Troupe Tour for Concern about monopoly charges broke this up soon thereafter, and the original owners bought Feist back, making Vocco p.m. in New York. In 1933, he went with Crawford, with a third interest, and thence to Warner Bros. in 1935 as p.m. of the various music firms, while Edwin H. (Buddy) Morris handled the business end.

In 1938, together with his close friends Jack Bregman and lyricist Chester Conn, he formed his own firm, BVC. Basis for the new catalog was the purchase of the Donaldson, Douglas and Gumble catalog, which included many of the great hits of Walter Donaldson and Gus Kahn, whom Vocco still considers the all-time top producers of "money" songs. Later. BVC was instrumental in putting over the efforts of Harry Warren and Mack Gordon; of David Rose, Ruby Bloom, Jimmy Monaco, Joe Myrow, Harry Ruby, and Eddie De Lange, among others.

BVC's most valuable copyright thru the years, however, has been "Winter Wonderland." This was pick up with the Donaldson catalog and was fairly obscure until 1944, when it was dusted off and made a plug. Recordings by Perry Como, Guy Lombardo, Johnny Mercer and the Andrew Sisters established it for once and for all.

In 1941, BVC set up its first subsidiary firm, Triangle Music, and in 1947 set up Lombardo Mosic, in partnership with Guy and brothers, and Supreme Music, in partnership with Decca Records. Latter firm, now inactive, published "Near You" and "How Soon." More recently, BVC has added Chatham and Vernon Music ers. Vocco, however, believes that firms, and last week, took over the there is room in the industry for administration of Steve Allen's both ASCAP and Broadcast Music. Rosemeadow Music. Latter had Inc. "Competition is a good thing," been in the Lou Levy fold pre- he stated, "But BMI should operate

Composers, Authors and Publish- and guarantees,

Debut Stereos At \$4.98 List

NEW YORK--Phonotapes, Inc., pioneer in the manufacture of low- Ostober. cost monaural recorded tapes, has extended their low-price policy to stereophonic tapes. On October 1 the firm will introduce a stereo tape line, the Stereo-Cameo Series, which will list at \$4.98.

All of the low-price stereo series will be recorded at seven and a half i.p.s. for stacked heads only. -All will have a "test-tone" on the leader for the purpose of establishing the reproducing level of the . Continued from page 18 two channels. All in the Stereo-Cameo Series will be complete clude "The Lone Ranger radio

Each will be packaged in a dis- ment for the public." tinctive box with "Artist cover."

duce an item for those who want \$4.98 to spend. They also figure service to individual homes. that dealers want an item at that

Southern Dates

to take off October 23, would play systems and attachable legs. two of its three weeks in the States

the Nat (Cannonball) Adderley's advertised at \$595. Quintet, Dick Hyman, Sonny Stitt, Joan Shaw, Jimmy Rushing, Don Elliott and Hal McKusick. Feather said he might reconstitute the package in the spring, but with the understanding that there would be no dates in the South.

Lowe Buys Master For Own Label

NEW YORK -- Bernie Lowe, himself a veteran maker and vendor of disk masters last week bought one himself for his own Cameo label.

The seller this time was publisher Gene Goodman, representing XYZ Records, which are cut by the cleffer team of Bob Crewe and Frank Slay. Sides, by the Rays, are "Silhouette" and "Daddy Cool." The disk is a Billboard Spotlight Pick this week in both pop and rhythm and blues cate-

on the same basis as ASCAP." He All of the above firms are mem- was referring to BMI's policy of bers of the American Society of bolstering publishers via advances

Urania to Feature Merrick on 2 LP's

HOLLYWOOD -- Urania Records inked maestro Mahlon Merrick to a term pact last week, with Merrick to be featured in two packages set for release early in

First set is titled "Music for Playboys to Play By," with Merrick and Carl Brandt collaborating on a second package to be a new concept of old standards. Label is a division of American Sound Corporation.

Muzak Sold

selections, not excerpts of longer and TV shows, and the programs "Lassie" and "Sergeare Preston of The October release will consist the Yukon, is president of KFMB of six items. The following month and KMMB-TV, San Diego, Calif.: and every month thereafter Phono- KERO-TV. Bakersfield, Calif., and tapes will add four new items to Disneyland Hotel, Anaheim, Calif. the catalog. The initial release will He stated: "We believe the future contain a tape featuring the West of Muzak is limitless not only in Point Cadet Barbershop Quartet, the field of background music Tchaikowsky's Waltz from Eugene where we intend to work strength-Onegin, Havana Rhythms, Two coing our frauchisers' operations, Elegaic Melodies of Grieg, Sounds but also in the area of electronic of Sport Car Races, and, finally, tape development for sound and Ponchielli's Dance of the Hours. television and in the utilization of The inexpensive Stereo Series its outstanding research facilities will be discounted to the trade at and talents for the development of the regular Phonotape discounts, hi-fi and other electronic equip-

Muzak, once carried exchisively Phonotapes' stated purpose in over telephone wires, now is carintroducing the low-price line at ried via FM broadcasting stations this time is that they feel there is in some cities. Largest group of some resistance to price of regular consumers using the service stereo tapes on the part of con- are factories, which stress antisumer. The firm decided to pro- fatique and anti-boredom music.

When the service was originally stereo tapes but who have only started, it was envisioned as a

RCA Stereo

Continued from page 18

Victor's SHF9 hi-fi set or a second speaker system, a companion unit at \$50. The matched units are portable.

NEW YORK -- The projected The master unit STR6 is a table tour of Leonard Feather's "Ency- unit at \$350 in mahogany, also clopedia of Jazz" package, first available in three other finishes. jazz troope set by the William It's designed to match the SHF6, Morris Agency, has been canceled. 7 and 8 models. Matching right-Rhubarb occurred when it speaker system SS6 is listed at turned out that the tour, scheduled \$85. Both units have three-speaker

Model STR 2 recorder-stereo of Tennessee, Florida, Georgia, player is designed for the models. Louisiana and Texas. Feather had SHF2, 3 and 4, and comes in four nixed the idea of segregated audi- finishes. It has four separate speakers including two 12-inch and two Canceled out were such acts as three-and-a-half-inch tweeters. It's

RECORD DISPLAY

lobbers, music, drug, grocery and seriety stores. BEAUTIFUL CAD-MIUM PLATED, EIGHTWEIGHT, COL LAPSIBLE STEEL RACKS. Sizes up to 400-record appacity. It THE PRICE THE FLOOR SPACE of wood of fiberboard racks.

Box 86, Bloomfield Hills, Michigen,

A Beautiful Ballad for a Wenderful, Country. "Come to My Valley" on Pyramid Record Lptown Music Studio Walls Walls, Wash.

Use The Billboard classified PRESULTS! pages for

Pat Boone "GOLD MINE IN THE SKY"

Pal Boone (E.P.) "CATHEDRAL IN THE PINES" The Hillioppers

"MY CABIN OF DREAMS" Pat Boone

BOURNE, INC .- ABC MUSIC 136 West 52nd St., N. Y. C.

"LOVE-LETTERS IN THE SAND"

Leroy Anderson His next big one-

FORGOTTEN DREAMS

Recorded by

- · Lersy Anderson on
 - Decco Records #30403
- Cyril Stopleton on London Records = 1754
- · Frederick Fennell on

Mercury Records #71170 MILLS MUSIC, INC.

"I'M SENDING YOU THIS RECORD"

Bob Denton DOT

AMERICAN MUSIC, INC 9109 SUNSET BLVD., HOLLYWOOD, CALIF

modern jazz begins on PRESTIGE

PRESTIGE RECORDS INC.

447 West 50th St., N.Y 19, N.

THE MOST DISTINCTIVE JAZZ IS ON





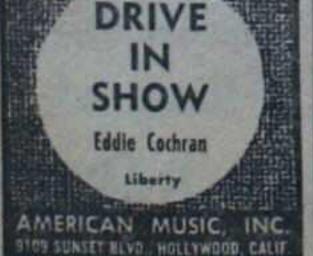
2231 Fifth Ave. Pittchurgh, Pu GRant 1-9323

177 Windler St.

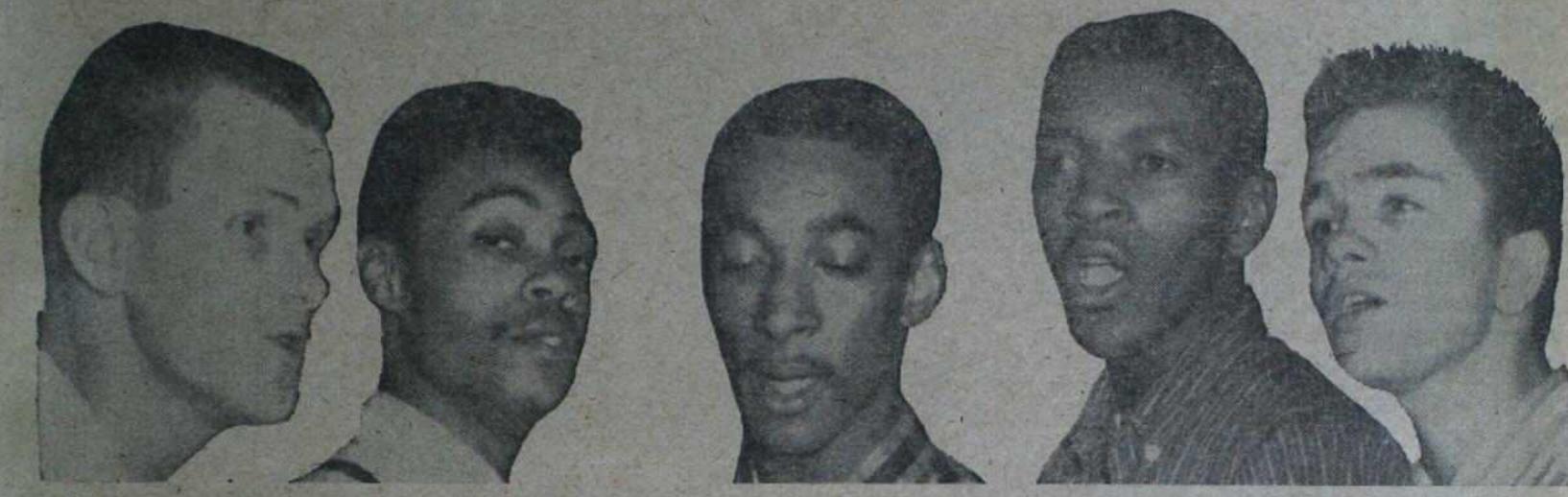
DISTRIBUTORS

RECORD CO. & MUSIC PUBLISHING EXECS!

Young man, 27, who leves and business, seeks a position is as and promotion for which he qualified by past experience. Agenty, Intelligent, Personalis, a Free from these References 7 Mel BOX 120, The Billipard, 13 Brandway, New York 28, 16, 7



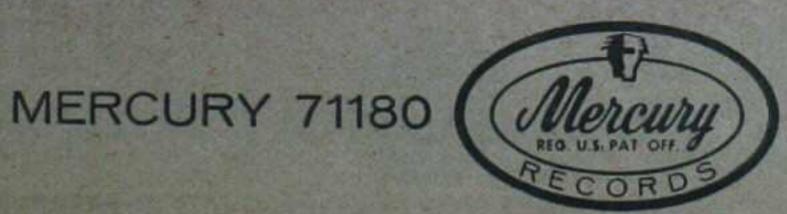
THE REAL



BRAND NEW RELEASE

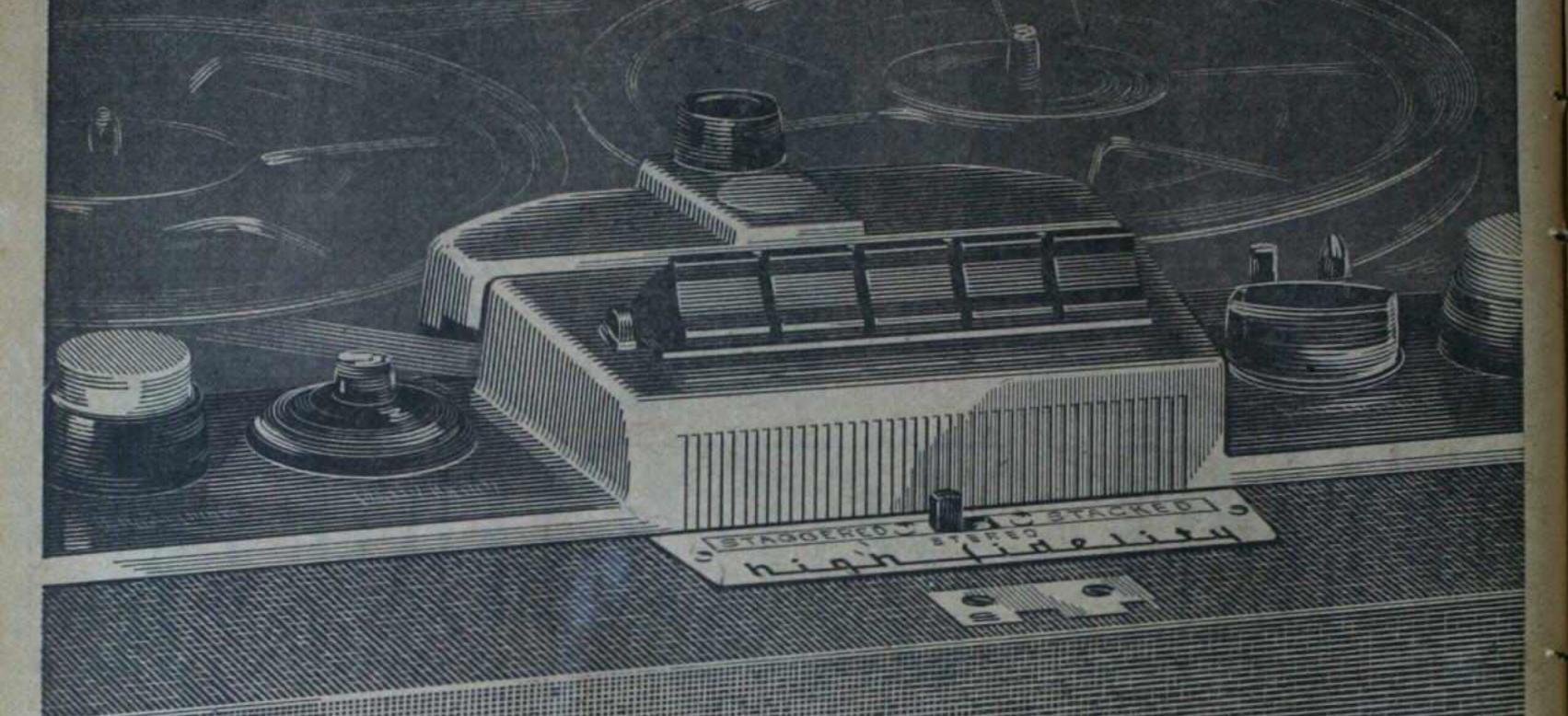
Come Along With Me

What cha Gotta Lose



NEW from V-M

The FIRST and ONLY Portable Tape Recorder to Play STACKED and STAGGERED STEREO Tapes!



FOR ONLY \$225.

V-M tape-o-matic Model 714 two-channel, dual-speed monaural recerd and playback, all-stereo playback.

V-M Pioneering does it again!

Now you can sell a portable tape recorder without equal anywhere. BRAND NEW Model 714 tape-o-matic* plays Stacked AND Staggered stereo tapes at the flip of a switch! It's all yours—and with it goes the full profit margin V-M always gives you!

Never before have you had such sales edge! Not since V-M introduced the FIRST Popular-priced stereo-play tape recorders have you had the market all to your-self like this! And think what this NEW V-M development can mean to you in tape sales: You'll sell your entire recorded stereo tape inventory—stacked OR staggered!



V-M tape-o-matic Model 714 ...

The Voice of Music Stereo Tope Library. Silk, Satin and Strings, dreamy pop favorites. Big Beat with Mike, Mike Simpson and his Big Band. Lighting the Torch, Jay Morman Quintet with Vocalist Nancy Wright. Symphony of Dance, Musical Arts Symphony conducted by Leanard Sarkin. Christmas in Stereo, the John Halloran Charus and the Sarkin Strings.

TO HELP YOU SELL: THE FIRST STEREO PROMOTION OF ITS KIND!

THE VOICE OF MUSIC STEREO TAPE LIBRARY is the hottest early-Fall promotion ever! With every V-M stereo tape-omatic you sell, you can include a sensational "stereo starter set" of FIVE stereo tapes recorded especially for V-M! Top tunes, top stars, a deluxe boxed VOICE OF MUSIC STEREO TAPE LIBRARY, attractively packaged! It's a Genuine \$40 value!

But that's not all! Your V-M distributor will back you up with a complete program mat ads, in-store displays, window banners! YOU NEVER HAD IT SO GOOD! What's more, this is your BIG OPPOR-TUNITY to sell the complete Voice of Music portable tape recorder line—Models 710 and 711—as well as the ALL NEW Model 714! Remember, simple V-M Stereo Conversion Kits adapt them both to play EVERY-THING in stereo tapes!

Call your Voice of Music distributor.
Sample shipments are beginning now. Promotional material will follow early in October. Get set for the hottest fall business in history! Sell a Unique NEW PRODUCT with a crowd-pulling NEW PROMOTION!

"Slightly higher in the West.



EDITORIAL

Trading Views

On this and the following pages, dealers will find a 10-city report on disk companies' fall programs. Dealers tell what they like, don't like and what they intend to do to get their full share of fall business.

In a sense, this Fall Merchandising Section represents, for our readers, an exchange of views with dealers across the country. The Billboard believes such an exchange to be of immeasurable value to all readers. Knowing the other fellow's problems and learning how he solves them must help dealers everywhere.

Disk dealers who attended the Phonograph Record Clinic at the NAMM Trade Show and Convention in July will recall the positive note on which it ended. Dealers who had obviously profited from that brief exchange of views with others wanted to know how they could keep in touch with each other thruout

The pages of The Billboard represent one means. Each week, in fact, we publish at least one dealer profile or history of a merchandising success. One a week isn't much, But on the other hand, having contact with 52 dealers, their problems and their solutions to these problems, gives our readers some edge in coping with their day-to-day problems.

We invite your comments and your problems, too. The more of them we deal with in these pages, the better will be the business health of dealers everywhere.

WASHINGTON REPORT

Dealers Against Price Stunting

- Dealers in the Capital see danger in club and coupon deals
- But fall merchandise itself looks pretty good to them

By MILDRED HALL

disk retailers are enthusiastic about the quality of the majors' fall programs, in general, but a number bemoan the quantity as almost too much even for the large shops to handle. Said one dealer: "The companies are all pressing records as tho it was going out of style."

Hi-Fi Tie-In Indicated

Promotion is lively but rarely sensational in this area, and fall plans appear about average. Comment ranged from "we'll just keep on with the daily push" to "we favor over-all promotion, but may put more emphasis on one particular line if it seems warranted." One store will feature tie-in of sales of good records with a line of high-grade hi-fi and radio equipment. Most in-store promotion puts emphasis on personnel over posters.

Special temporary bargain offers haven't overloaded retailers here, for the simple reason that caution prevails in the area. One large de- Continued from page 1 partment store's record buyer and a typical retailer said: "I'm goes, they may order accordingly, want.

Price Stunts Hurt

wished the major record companies it doesn't cost them anything. would settle on a representative | Special dating privileges are kinds of retail outlet.

Plans Up to Standard

and Lothrop, one of the district's form of paying for merchandise as try noted that there has not been largest department stores, has "novocain." You don't feel any as strong a complaint in this area the big push this fall. Record de- later when the drug has worn off. is up. Dealers are racking up sales partment head White says the series has not only fine quality, but | Still another aspect in the over- at a pace not anticipated in their is unusual folk music with "strong all picture that has importance to most optimistic imagining. Their commercial appeal." The line will dealers is the amount of promotion unspoken but implied attitude isget chiefly in-store promotion.

| did put in one order for a whole bia's variety. WASHINGTON-Washington's new release, both album and Complaint from Hecht's echoed singles, from one company. The several others about trouble getof the order.

> tainly up to standard, if not earth- 50. shaking. He found Decca LP's "somewhat disappointing," Colum- -three regular and one discountbia good, Victor up to its usual looks forward to a good season. standard, and Capitol "consistently. Buyer Phil Levine thinks the fall good all the year round."

Want Less Crowding

for fall promotion at Campbell's,

The Billboard's Merchandising Section

Including a Special Report on

Record Companies'

Fall

Programs

stores. Buyer Dreyfus says the labels have offered "some very fine things," and will get full-dress treatment in advertising tie-in with Fisher line of hi-fi and radio:

Campbell's music buyer finds the rush of fall releases "no heavier than usual," but this is not meant as praise. Dreyfus believes that in general, record companies are puttoo much." Campbell's is big enough to hold it, and stocks heavily at all times, but would like a little less crowding.

Singles' Delivery Bad

Hecht's, another of the area's largest department stores, plans over-all fall album promotion but was not committed to any one company when contacted. A department spokesman says Victor has been their best seller, but also expects a good deal from Colum-

music department is doing some ting delivery of ordered records. nail-biting over the delay in arrival This is particularly true in the top 20 singles. "We have been wait-W.&L.'s music head said that ing six weeks for some. In one fall offerings in general are cer- case, we got 10 out of an ordered

Buyer for the Super Music stores albums are good and very salable, perhaps not more spectacular than Victor, Angel and London al- other years, but special enough to bums have been picked as a group keep public interest at a good (Continued on page 42)

one of the District's larger music WISCONSIN REPORT

Programs Create Heavy Excitement

- ting out too much and "rushing it . Fall plan excitement moves from producer to consumer via dealer
 - · Dealer deplores complicated ordering system of some companies

By BENN OLLMAN

MILWAUKEE, Wis. -- "This coming fall and winter season, without a doubt, should be the biggest in our history," predicts Stu Glassman, disk buyer for Radio

He bases his bright outlook for the months ahead on three factors: (1) The outstanding albums and special packaged goods being readied for the market by all labels in visible boom in sales of high fidelity phonos that is creating an entire new group of record purchasing customers for disk shops. (3) The fast moving interest in stereo tapes, he feels, is bound to make its initial, wide-spread impact on over the counter sales of pre-recorded tapes this coming

The Dealer's Job

"The true importance of fall merchandising programs offered more records. Our main job is to singles and albums being released! keep on creating excitement by . "We have been faced with over talking up, playing and displaying 700 new albums during the last records. The more of that we do, quarter alone. How can we posthe more merchandise we will sibly do justice to even a fraction

according to Stu Glassman, rings opportunity to properly showcase the bell with the sound most likely and exploit the bulk of the albums to please the average disk dealer, coming out. The result is that we second position, he adds, are Coral some merchandise that is truly

Why? "They seem to have the best planned, most appealing lineup of "hot" albums for us to sell this fall. In addition, they are giving us a chance for some added profits by their dating plan which has more latitude than the others."

Some Plans Are Involved

According to Stu Glassman, Capitol's plan stands out also because the label does not insist on a regular stock order as a pre-rethe industry. (2) The already quisite for getting in on the fall merchandise. Neither do Coral and Decca, a factor which improves the standing of those labels in the order writing department.

> The highly-involved setup of certain other labels he claims, is a drawback that has hindered their program's acceptance. "You practically have to be an accountant to make out an order for some fall goods", he maintains.

Disk Flood Is Bad

Despite the general optimism by all the major labels," philoso- being engineered by the flood of phizes Stu Glassman, "is that they appealing fall merchandise, Stu manage to get the dealers excited. Classman points a finger at a major We buy a lot of stock and transfer headache for dealers that is cloudthat excitement to the customers, ing an otherwise lovely, eash and they start to listen and buy register ringing scene-too many

of them?" moans Stu Glassman. Capitol Records' fall program, "The dealers are not getting an Running neck and neck in close have to cut down our purchases of Continued on page 42

Dealers Receptive To Fall Programs

careful not to overload on the spe- exchanging the slow-moving items cial rate offers because I'm very for those that move faster. They selective-I order only what I see no problem in stocking what they might consider doubtful merchandise as long as they can turn High on the complaint list was it in for what they think is a hot gimmicking thru club and coupon item. In other words, they are deals. One retailer said they only willing to be proved wrong in their serve to bring down, prices and be estimate of the market as long as

price and cut out "all the stunt- similarly regarded in a favorable ing." Rackjobbing was complained light. Most dealers look upon of in smaller outlets, but larger dated payments as a way of workones were noncommittal about the ing with the disk companies effect, good or oad, of prospective money. It can have its bad effect, too much in the way of new fall record selling in supermarkets, however, as some dealers point product. New releases are coming appliance stores, drug and other out, in encouraging a dealer to along, as one dealer put it, "like take on more than he can reason- the companies think records are ably move in a given period of going out of style." But The Bill-More specifically, Woodward time. One dealer described this board's reporters thruout the counpicked Capitol's Foreign Series for thing immediately; the pain comes as heretofore. Business, generally,

much of the special-offer buys, but how diskeries are apportioning selling them-so why worry.

Promotion Factor

steers clear of them in general," ertory. Then, after seeing how it their advertising dollar and they are gearing their local ad efforts sell." accordingly. They do, however, differ on the question of using the advertising prepared for their use by the manufacturers. They feel that, in a competitive market, they would rather create their own ads and maintain an individuality for their store rather than run an ad mat which their competition in town might run in the same week and possibly on the same day.

> Their general optimism is tempered somewhat by their belief that they are expected to absorb at a good pace and, in some cases,



Montgomery (Ala.) Pair separates its listening booths with a row of done nationally by record compa- it's a little frightening to see so browser boxes. These browsers, which sell for \$5.70 each, are supported W.&L. does not go in for too nies. Dealers are keenly aware of many records coming out. But I'm by MB-12 browser bases holding back-up stock. The browsers in the center are held by 340 browser stands of black, wrought-iron construction.

FALL MERCHANDISING SECTION

- · Fan clubs pull in teeners for Canadian dealer
- Discounts no problem but loom large in Montreal dealer minds

By REN GREVATT

MONTREAL -- "Maybe you've never heard about a record dealer getting in on disk star fan clubs, but that's one successful method we've used to develop our-teenage business." Peggy Larson, of Vancouver, was telling of her experiences in operating the record department of Dave Campbell's Melody House in this city's smart West End suburb of Westmount.

Deejays Aid Clubs How can a store cash in on fan clubs? We worked thru various disk jockeys in town. When a new star broke out, the disk jockeys were the first to know about the fan clubs forming. We would get the names of the officers of a local club and offer our help in getting them started. New members of a club could come into our store and get their star's latest record at a discount. We made friends that way who came back to us again and again.

"We got local clubs going for Pat Boone, the Crewcuts, the Four Aces and Georgia Gibbs," said Miss Larson, "and the only reason we are not more active now is that some of the jockeys prefer to take the fan club operations under deal. For every \$15 worth of pur- store-Melody House, Montreal. their own wings without any help from a dealer. We still hope to keep at it, even without them if CHICAGO REPORT we have to, because it-builds out Dusmess.

Turnstile Control

Melody House, which features white goods, a small selection of hi-fi units and TV as well, pays major attention to its disk section by placing it up front in the store. The customer can't miss the turnstile to his right as he walks in. That's because one of our biggest problems is pilferage," says Miss Larson, and the turnstile is one way of maintaining control.

The disk section is completely modernized, and for the space it occupies there is an amazingly complete inventory of labels and merchandise. What's more, every LP on display carries its own separate sealed plastic cover. This is ter, 3942 West North Avenue, is done by Miss Larson and her as generally satisfied with the disk sistant. "It takes a lot of after-hour companies' fall plans. He likes time," she declared, "but it's worth those best which have the longest it. It makes the packages look dating arrangement, not only for definitely brand new and the paying but for buying. Anderson

reason why Miss Larson doesn't der which must be filled by a cerfall head over heels for every fall tain date. plan that comes along. "They load The value of a dating plan to us up so much, we can't possibly Anderson is that you have an indisplay everything, let alone put ducement to place a sizable order, on the plastic liners."

One entire wall is handsomely good advantage. With the long dressed in album covers of the new arm of the Goody's and the Recplay for us," she added.

Goodys' Long Arm locally," Miss Larson declared.

Discounts Disguised written agreement not to cut price merchandisable packages.

worth of records free. For a \$20 buy, they would get \$4 worthfree, etc. This year in their ads in The Montreal Gazette the offer is: "Buy four and get five." In other words, with four disks purchased, one extra is tossed in free, amounting to a 20 per cent discount.

Other spot sales are employed For example, the Capitol of the World series has been offered at 20 per cent off list. Other selected groups from various labels have gotten the same treatment, all to Decca line, "Compo, our Decca ord Hunters, etc., reaching up distributor, is the most helpful of here. Miss Larson feels it's only all. They did our whole wall dis- a matter of time before the prac- fall promotion is the favorite at tice becomes widespread.

Indies Suffer Here Discounting is something they On the labels themselves, Miss the largest music retail business in speak of only in whispers up here, Larson has other interesting com- Michigan. The feature whereby altho the whispers are getting ments. "Capitol is our best seller louder, thanks to weekly ads seen here, with probably Columbia by Montrealers who read The New next," she said. These and numer-York Sunday Times. "They come ous others, tho actually pressed and in here and show us the ads of the packaged here in Canada, are ex-New York discounters and ask us actly the same as the end product why we can't do the same thing in the States. On the other hand, for them. In some cases it would Liberty, Atlantic and Imperial, pay me to go to Albany or New each with important artists, all York and buy the records I want have some albums that are sufferfrom dealers or distributors there ing here from poorly prepared, and pay the 37 per cent duty on lightweight packaging, with enthem. I could still offer a better tirely different liner covers than price than I could by buying the same item in the States. These sometimes wind up being shoved to the rear to make way in the Montreal dealers have an un-limited space available for more the dealer who has been in busi-

below the regular list of \$4.20 for But even these are sold, because LP's. But Melody House is skirting smart merchandising, practical ad-

chases, a customer would get \$3 MICHIGAN REPORT

Stock Heavy With Eyes for Future

- Grinnell's plans a big co-op ad program with major labels
- Caution advised to permit buying into product released in next three months

By HAL BEVES

DETROIT-The Mercury deal Grinnell Bros., operating a chain of retail outlets generally ranked as the dealer must return old 78 r.p.m. records for credit rather than receive a straight discount is what makes the big hit here. The reason is a desirable manufacturer support for the "legitimate" record dealer. As viewed by Bernard Aheam, manager of the record department for Grinnell's:

This, much less than the other programs, plays into the hands of the discounting organization genenally. In most cases, the discount houses don't have the 78 r.p.m.'s to return, so it is an advantage to ness for some time.

Discounts Favor Price-Cutter

"All the others take the form of the perimeter of the solid price vertising and good public relations a straight discount and extended want to buy and what they want front with various deals for cus- thru jockeys and disk fan clubs billing-type of arrangement. While you to buy, you will have records tomers. Last year, for example, a bave built a steady and healthy Grinnell's, naturally, takes advan- you would not have bought in the start was made on a bonus disk chientele in this progressive minded tage of such plans, we think this first place, and both yourself and merely gives the discounter an ex- the distributor will profit," he tra few per cent to work with."

The Mercury plan is a partial answer to discount problems,

Aheam believes.

"In a normal (not a discount) But, he warms: There is a debit market, it is the right and due of side. You must lie up your purthe dealer who heavily stocks the chasing power in one week's distributor's catalog to receive splurge. Dealers must see that some special consideration such as they leave some purchasing budget these fall programs."

dealer level, as well as the distribut become best sellers. Over-reliance tors' salesmen, appear to be en- on fall stocking plans tends to rob

Grinnell's is taking full advantage of the plans, and following up with a sizable advertising program. The probable amount will be two to three ads run co-operatively with each major company between now and Christmas plus the company's own advertising, which is both extensive and effective. Basic promotion of fall plans, it is felt, is at the distributor level.

Grinnell states that insertions will be directed to the new releases in which the customer is mostly interested today. "Most of those who come in, even for something in the catalog, want to know what is new today'-so our advertising will be centered around the

newer things."

Dated payment plans are a special problem, keenly analyzed by Ahearn, who considers such plans naturally motivated by the distributors' desire to increase stock sold to stores.

"If you can balance what you avers.

Some Caution Used

Such stimulus to apparently overbuying can work to the store's As far as making the discount benefit. It has been a fairly comavailable only to list price dealers, mon experience at Grinnell's to this would be impossible to en- add in a few records when writing force, and there is no way of climi- up a sizable order, and some of nating it except by eliminating fall these casual purchases turn out to promotions themselves," he firmly be best sellers to everyone's advantage.

for the new releases between now He noted that everyone at the and Christmas, some of which will thusiastic about such promotions, you of this flexibility."

Discount, Dating Cue Fall Buying

- The Record Center uses dating plan to evaluate disk's potential
- · Elsnie's looks for the longest discount before placing order

By BERNIE ASBELL

CHICAGO -- Andy Anderson, owner-manager of the Record Cencustomers like it that way." has no use for a one-shot plan, i.e., This time-consuming job is one one which follows for a single or-

then sit back and evaluate the po-Displaywise, Melody House is tential of the various items. The right up with the best of them, order can then be fortified later

with a larger one, still carrying the same discount indocements. Thus, the plans that allow for placing an initial order August 15 and a final order by September 30 provide a real advantage to the dealer.

Auderson also believes that a 100 per cent exchange provision is a prerequisite for a good fall plan because no dealer can buy intelligently four months in advance. Know What You Can Sell

It is important, rays Anderson, that the dealer not become overexcited by the discounts. They should not persuade him to buy more than he can possibly sell. The best situation is one where the payment schedule coincides with the schedule by which the dealer might be expected to unload his purchase. Thus, on a 30-60-90day- payment plan, he should buy the amount of inventory which allows him to sell one-third of his purchase in 30 days. If he buys much beyond that, Anderson feels, the dealer is buying trouble for himself, discounts The retailer also believes Columbia tie-ins with theaters on sound track notwithstanding.

Like the Clothes Business?

Anderson notes a growing trend in the record business which he about the firm's stock-dividend ar- programs generally because they likens to the pattern in the clothing business-a seasonal wave of buying. This is because of the various dise or reordering from the cata- feels that the large discounts have buying plans-a fall plan, a Christ- log. The 100 per cent exchange, more than offset in value the inmas plan, a January restocking he says, helps him to regulate over- convenience of a large quantity of plan, summer stocking program, etc. The difference, Anderson per cent discount isn't bad either, pate in the programs. The fall pronotes, is that the clothing merchant has 180 days to pay, whereas the disk dealer has only 90. But | that they have a planned series of would stress quality as well as the

Programs Help Christmas Plans

- Wells Music says fall programs allow for adequate planning for holiday business
- Knight-Campbell agrees and says discounts help offset losses of other periods

By ROBERT LATIMER

grams offered by all the record wide basis. Included in the plan companies, the Charles E. Wells are newspaper ads, spot radio an-Music Company believes the Co-nomcements (on Wells Musics lumbia plan has the most merit, weekly Sunday radio program, deserves a medal for the intelligent albums, and a series of spectacular way the plan was presented.

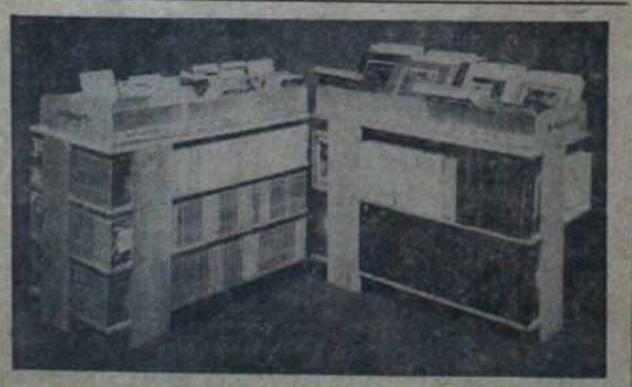
The dealer is most enthusiastic. The dealer likes the idea of fall rangement which helped him permit him to adequately plan for greatly on ordering new merchan- the busy Christmas season. He stocking. And, of course, the 10 merchandise required to partice

he regards the trend as a good one, effective ads through the fall and new repertury. winter to acquaint the public with capitol Renew releases. The ads are tied in (Co

with merchandise that disk firms DENVER-Of the fall pro- advertise themselves on a nationwindow displays.

Complete Promotion Planned grams would be more successful, Wells Music told The Billboard he feels, if the manufactures

(Continued on page 42)



Simple design and construction permits storage of large quantities of merchandise in these browser-base floor fixtures by W. L. Stensgaard Associates. The four-shelf unit at left (RC-17026) is designed for 7-inch disks. The three-shelf unit at right (RC-17027) is for 10-inch and 12-inch disks. Unit at left sells for \$67.75, and the one at right, \$62.50, less browsers. May be ordered thru RCA-Victor Distributors.

MEET THE MONEY-MATE TO THE FABULOUS "45"

New RCA Victor 2-speed "Victrolas" specifically designed to give your customers the speeds they want most—334 and "45"



Portoble 2-speed "Victrola." Lightweight-plays anywhere on AC current. Rich 2-tone blue or tan-and-brown simulated leather case. (9ED31) \$49.95.

Priced in the range most of your customers are ready to pay-\$32.95 to \$54.95.

Today's biggest value in music is RCA Victor's great new 2-speed "Victrola." It's an automatic "45" that also plays one 331/3 rpm record automatically. That means you can now offer customers the two speeds they want most, for only a few dollars more than the price of a "45" alone,

What a sales pitch you've got! The 2-speed "Victrola" is practical. Plays up to 2 hours of music with a single load of fifteen "45" EP

records. As a 331/3, it plays any 10- or 12-inch long-play record.

Easy to operate - virtually trouble-free! World's most dependable changer. Tone arm is feather-light to protect records. Deep, clear "Golden Throat" tone adds new brilliance to records.

Open a complete new market. Sell people who want "45's" and 331/3's but who don't want outdated or less popular speeds. There are five

2-speed "Victrola" models — including a lowpriced attachment for only \$32.95. Get into the 2-speed business — call your RCA Victor distributor now.



Manufacturer's egitocally advertised flat prices shown, subject to change without notice. Slightly higher for West and South, © ECA trademark for record planers. For the linest in entertainment, always suggest ECA Victor New Orthophonic High Fidelity recordings.



MIGHTY ADVERTISING PROGRAM HELPS PAVE THE WAY TO SALES

RCA Victor backs your selling effort with a "powerhouse" national campaign in publications like: Life, Reader's Digest, and Seventeen. TV and radio shows like; The Jack Paar "Tonight" Show, The Perry Como Show, The Eddie Fisher-George Gobel Show, plus "MONITOR."

KANSAS CITY REPORT

Expect Plans to Up Disk Traffic

- Jenkin's sees some merit in most of the fall programs
- . Mr. Z's stresses the one label that fits best into their plans

By GRIER LOWRY

grams sponsored by major disk viewers," Downing said. companies help produce booming fall record volume at Jenkin's Musie Company here, where veteran the record manager believes the F. B. (Spike) Downing heads up exchange privilege is the redeeming

spirited sessions sparked by these out. two distributors were showings of "In co-operating with companies music, etc.

Build Enthusiasm

model of a complete symphony or- a 12-inch, LP sampler disk free in

chestra. "It aroused plenty of in-KANSAS CITY, Mo .- Fall pro- terest and comment among window

Exchanges Redeem

As for the fall stocking program, record and small appliance sales. feature which helps offset any dis-With kudos for local Capitol and advantage of the fall ordering plan. Columbia distributors for kicking The fact that if he has 100 duds off the fall campaign with extra- on hand, he can exchange them fine, pre-season symposiums for re- for 100 disks that are going good tailers and their personnel, Down- "helps take the glue out of the fall ing says the salient features of the ordering plan," Downing points

color slides which featured new re- on fall stocking." he states, "we leases showing the album covers don't actually order more than we with lively running commentary would normally because we stock sprinkled heavily with tidbits on up heavy for October, November the artists backgrounds, type of and December business anyway. September is a normal month, but the volume climbs 3315 per cent These fast paced, slide-enlivened in October and November, and sessions," Downing emphasized, then surges 300 per cent in Dehelped create personnel enthusi- cember. We do as much record for of Mr. Z's Record Shop, Kanasm for new releases, an enthusiasm business in December as in any sas City, latched on to only one

"Since the exchange offer is good | Angel plan. Her reason? Display material, especially the only up until a certain period," he "Their setup permitted us to spectacular material put out by explains, "we try to weed out the place a minimum \$400 order," she RCA Victor, is put into service at lemons early and trade them in says, "in early June, and receive

ucts promises to give the fall and winter season its biggest lift, the Kaysee retailer believes. The 99cent LP sampler by RCA Victor, Columbia, Capitol and Decca has always been a smash seller at Jenkin's, Downing advises, adding that, "We've made scads of sales to people who heard something they liked on the sampler and dropped back to buy the entire album.

This RCA-Heinz deal should have a tonic effect on sales," he stated. "With a listing of new releases and standard albums covered only briefly in the sampler on the back, we'll all get business from people who otherwise wouldn't ever heard the music."

Make Christmas Shopping Easy

The big thing Downing & Company plan to exploit this fall and winter is the "versatility of records for gifts." The store will start hitting late in the fall with ads which spotlight records as the right gift for every member of the family. Records are promoted in these ads as the "surefire way to make Christmas shopping short and snappy." The store will break a series three half-page newspaper spreads which will feature a listing on a side street in the warehouse plaint of what he termed "inferior of disks suitable for each member and wholesale district and who has, packaging," and this led to his free of the family. These ads coupled in the space of a few years, built advice to disk makers. with good, in-store selling tactics up an imposing gross, voices apare expected to net a world of proval of the general picture but industry if they would cut down record gift sales totaling \$5 and has a word or two of criticism on releases and spend their money

This Dealer Likes Angel

Mrs. Katherine Cartello, operathey can't help but transmit to their other three months of the year." fall "dated buying" program-the

Jenkin's, and the record sales man- for something that is hitting good." the merchandise by late July. With ager recalls an especially striking Favors RCA Victor Tie-In this, we were given October, Nowindow display setup supplied by Plans of RCA Victor to tie in vember and December dating. We RCA which featured a miniature with Heinz 57 Varieties in offering were allowed a 10 per cent dis-(Continued on page 42,

return for labels from their prod- NO. CALIFORNIA REPORT

Mixed Reaction To Fall Programs

- · Price-cutter would like to see bigger and better discounts
- · List-pricer sees the little guy squeezed by "rigorous" programs

By MARK CIBBONS

SAN FRANCISCO-Fall programming of the major disk makers has resulted in mixed reactions among the retailers in this area, ranging from sharp criticism to Capitol in its dated billings, but mild enthusiasm.

The Billboard polled half a doz- with an exception. en top outlets and the following opinions represent two dealers as have been included in the discount methods of merchandising.

Discounter Vs. List-Pricer

against what he terms "camouflage on higher quality of product, espediscounts."

the Bay Area's top grosser with of the companies in general leave his swank Music Box on Market much to be desired. This is the Street, calls the fall programming golden era of music and the record "far too rigorous for the little guy."

Discounter Likes Westminster lin told us he looks forward to a modity industries in cooking up an healthy seasonal gross increase.

"From where I sit," he said, am convinced the sale of small and then decline, luxuries, such as records, is going stronger than ever before. People are spending less money on autos and the heavier home appliances. My study of consumer buying in such key cities as San Francisco, Chicago, Detroit, St. Louis, Philadelphia and Boston proves my conviction. On the other hand, the picture is not so clear in New York and Los Angeles, where the sales of the higher-priced luxuries appear to be holding up."

siders favorable instances of the small profit the effort won't be manufacturers' fall program, Laughlin said Westminster's 20 per cent discount on top quality mon knowledge that Jacques' ficlassicals embracing a huge cata- nancial stability is such that he log, appeals to him more than any could weather any depression, plus other manufacturer's policy.

Passes Discounts Along outlet, both in used and new disks, location where the street traffic is and Westminster's deal is right up heaviest, has thrived at a pheour alley." He said he plans to push nomenal tempo in the one year he Westminster records in his adver- has been in business here. tising which, incidentally, is heavier than any other retailer in this city. He frequently takes full-page posals of major disk firms and ads in the local Sunday newspaper | their elaborate sales pitches for the supplements.

heavy turnover, Laughlin without He has no quarrel with the factory exception passes on to his custom- branches but is harshly critical of ers the benefit of every discount the indies. He claims they are conpackage, even in instances where sistently understocked (a charge the product is popular enough to corroborated by almost every rehold up sales at higher prices.

"It promotes traffic tremendous- orders often cause the Music Box ly," he said. Several casual visits acute embarrassment. to the unpretentious quarters of Sea of Records convinced this re- should be a warehouse every bit porter that traffic is heavy thru- as much as the factory branches, out the seven days a week the store | be insists. is open. Mail order business is strong and so are the phone orders. allegation that frequently the indie At The Billboard's request, Laugh- distribs do not pass on to the relin kept an accurate tab for a week tailer the discounts they enjoy from on phone sales. They averaged 30 the manufacturer. Could be a day for seven days.

Clarifying his disapproval of told us without batting an eye: "camouflaged discounts," Laughlin "Time and time again we discited one major company which cover, after placing orders, that the gives him \$200 worth of free prod- distributor was working on a fat uct after he has bought \$2,000 discount he neglected to tell us

he said. "I think most bonus deals offered are the bunk."

Wants Better Packaging

In the opinion of Jacques, the best fall program was initiated by even this accolade was tempered

"The new Capitol releases should far apart as the poles in their plan, the Music Box owner flatly declared.

In keeping with the consensus of Herb Laughlin, who operates retailers we contacted, Jacques was Sea of Records, a discount house the most vociferous in his com-

They would do more for the George Jacques, who in less than Jacques said. "Victor occasionally a year in retailing here is probably does a magnificent job, but the rest business should have only one way to go-up. But unless the record Strictly a discount dealer, Laugh- firms keep in step with other comattractive package, there'll come a "I day when the trend will be statio

Little Guy at Disadvantage

In reference to his opinion that the current program is "far too rigorous for the little guy," acques elaborated thusly:

"Dealers have to buy too heavily in new merchandise in order to earn discounts on the rest of the catalog. The price of co-operation between the small retail outlet and the manufacturer now is so steep that a lot of the little guys will Asked to pinpoint what he con- have to fold up or accept such a

He didn't say it, but it is comthe fact that he eschews all retail discount gimmicks and sells strict-"We are, of course," Laughlin ly on the catalog price. His plush explained, "primarily a classical Music Box, in an ideal downton

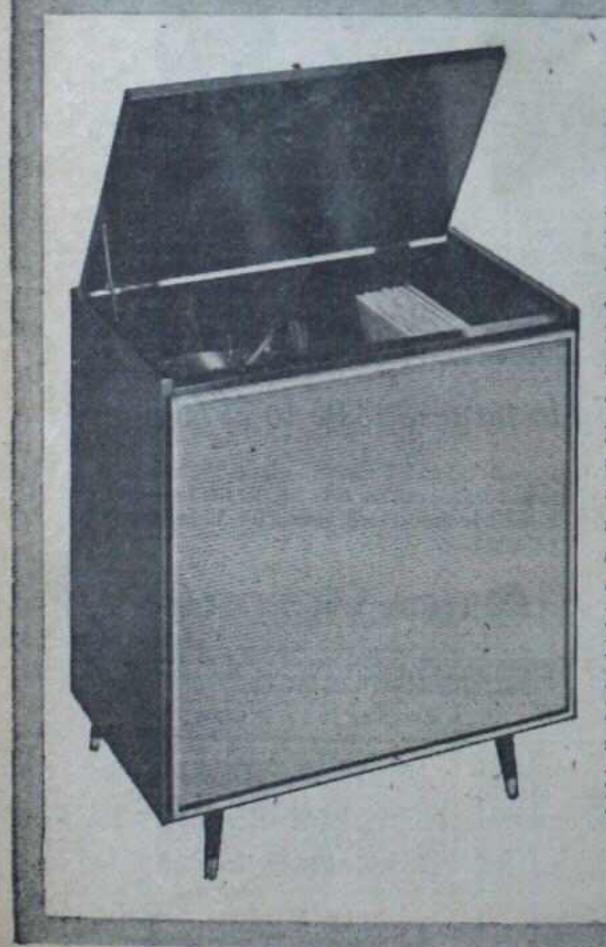
In spite of the enthusiastic profall program, Jacques has bleak Content with a small profit on a regard for the distribs in this area. tailer we interviewed) and backlog

Indie Distribs Not on the Ball

"The independent distributor

Probably his biggest gripe is the Jacques was exaggerating, but he

NOW! HI-FI CONSOLE AT A BUDGET PRICE!



NOW!

Feature THE DOUGLAS

and you feature sales-proved Decca hi-fonic, high fidelity, true-to-life sound that no customer can resist! The Douglas can be your most saleable console. It has 4-speed automatic phonograph (with automatic shut-off) with 50-20,000 cps amplifier and three speakers (one 12" woofer and two tweeters with crossover network). DP-264 Mahogany; DP-265 Blonde; DP-266 Walnut; DP-267 Fruitwood. See, stock, sell the Douglas yourself. Call your Decca salesman today!

UL Approved

WORLD

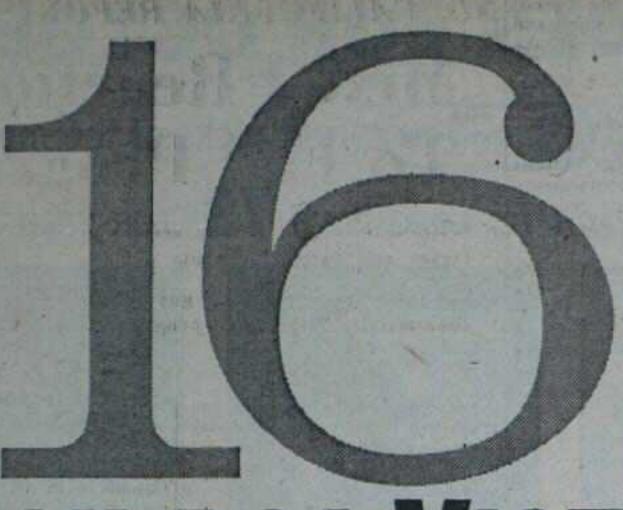
OF SOUND*

Worth of disks.

"I would far rather get a smaller discounts by reading the reports in The Billboard."

The Billboard.

Assemble to the second



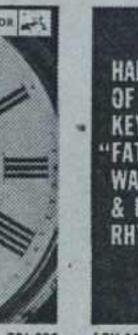
INSIDE ME MARVELOUS MILLER MODDS WANDERING WITH THE WAYFARER! THIS IS THE NIGHT I'M BOUND FOR THAT CITY STRAIGHT DOWN THE MIDDLE FRENCH DOLL A NIGHT AT THE VILLA FONTANA MIDMIGHT MUSIC A GIRL AND HER SONGS DUKE ELLINGTON AND HE SOME OF MY FAVORITES

HOT NEW REASONS TO PUSH RCA VICTOR POP ALBUMS!

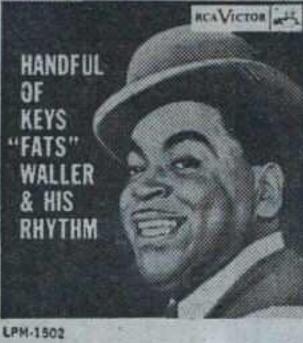
Long Play, \$3.98 each; 45 Economy Package, \$1.29 each:

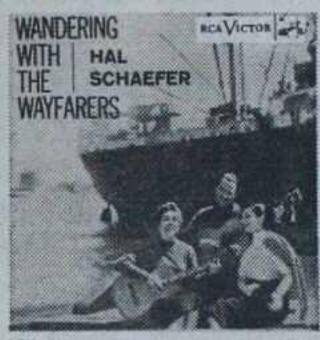






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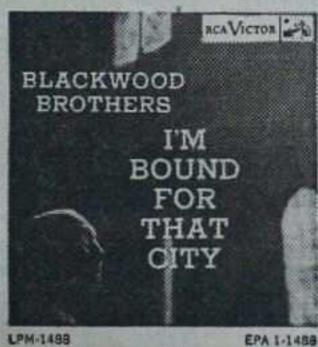




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LPN-1497

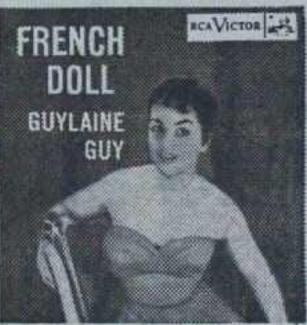




LPM-1454



EPA 1-1454



LPM-1500



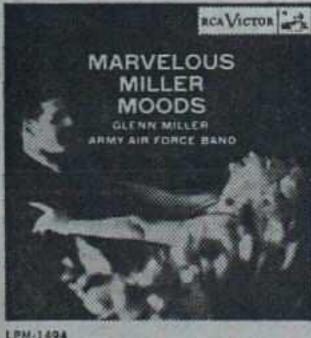
LPM-1473





LPM-1418

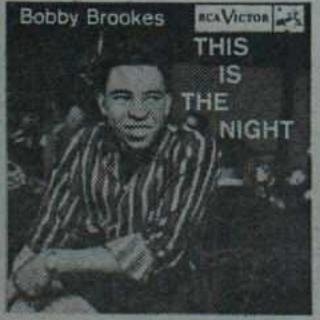


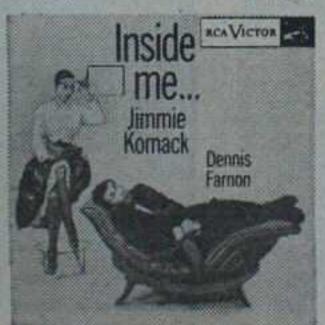


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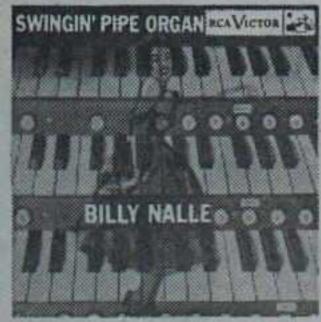


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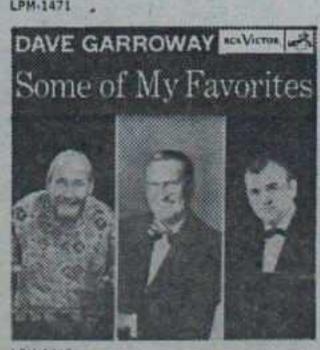




LPM-1521



EPA 1-1521



STOCK 'EM AND SELL 'EM! ORDER FROM YOUR RCA VICTOR DISTRIBUTOR TODAY!



DOATACTOR



NEW FROM RCA CAMDEN FOR OCTOBER



OCTOBER'S MONTHLY BUDGET SPECIAL!

With special liner notes by famed critic Max de Schauensee. and a superb full-cover jacket photo of Paris, Music of France presents the great Pierre Monteux and the San Francisco Symphony Orchestra in eloquent performances of Milhaud's Protee-Symphonic Suite No. 2; the Debussy-Ravel Sarabande; Berlioz Rakoczy March; D'Indy's Fervaal, Op. 40: Introduction to Act I and Istar: Symphonic Variations, Op. 42. Long Play CAL 385

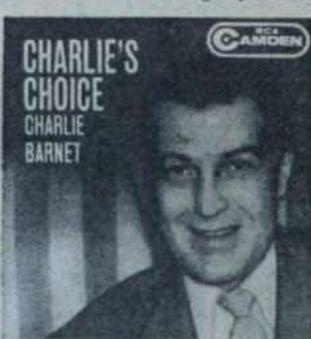


budget-priced (CAMBEN) profit picks of the month!

\$1.98 FOR EACH 12" LONG PLAY! 79 FOR EACH 45 EP!

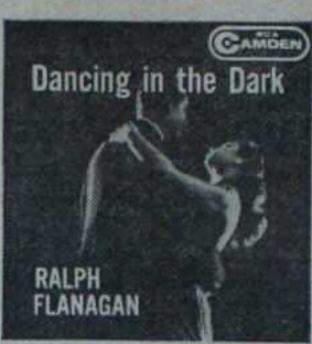


Leading performers of the Metropolitan Opera present a full hour of delightful highlights from Rossini's ever-popular "Barber," including the fabulous Largo al Factotum and the lovely Una Voce Poco Fa. Long Flay CAL 386



Charlie Barnet picks his ell-time top twelve, including You're My Thrill, I Hear A Rhapsody. It's big band sound at its best, with featured vocals by Lens Horne, linernotes by jazz critic John 5. Wilson.

> Long Play CAL 389 4-Selection 45 EP CAE 432



Another great Designed for Dancing altum, this one features the high-riding Ralph Flanagan Band in twelve of its best hi-fi recordings. Among them: Smoke Gets in Your Eyes, Le Vie En Rose, Where Or When, Long Flay CAL 387

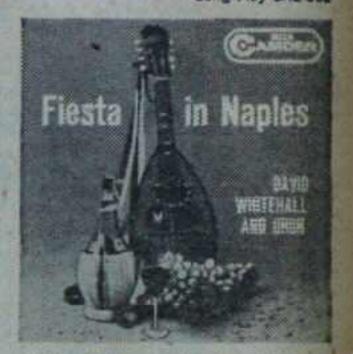


For dancing-for listening-for setting the mood! Johnny Guarnieri and his Group up tempo 12 great titles in New Orthophonic High Fidelity. Among them: Dinah. Smoke Rings, Sentimental Journey.

Long Play CAL 391 4 Selection 45 EP CAE 431



Attractively packaged, a full dozen favorites designed for dancing. Six "Rippling Rhythm" arrangements (Caravan, 12th Street Rag, etc.); six sparkling all-reed numbers (Fire Dance, Jersey Bounce, etc.). Long Play CAL 388

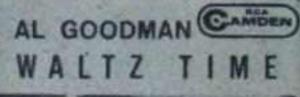


All the rhythm and color of a spirited celebration set to music! David Whitehall and his Orchestra in a High Fidelity recording of Neapolitan Fiests, The Gardens of Ravello, and Neapolitan Rhapsody.

45 EP CAE 438

NEWS FROM RCA CAMDEN FOR FALL

BRAND-NEW 4-COLOR COVERS ON BEST SELLERS TO STIMULATE IMPULSE BUYING AND BUILD SALES!

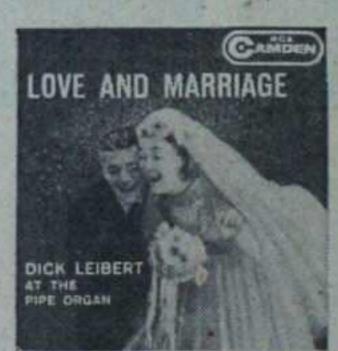




Al Goodman, Chorus, and Orchestra, in a newly packaged long time best-seller with twelve wonderful waltzes like: The Blue Danube, Skaters Waltz, Beautiful Ohio, Missouri Waltz, and The Merry Widow Waltz. Long Play CAL 149



The new full color jacket provides just the sight nostaigic touch for twelve of the lovetiest songs ever written, beautifully sung by Richard Crooks, Because, Mother O' Mine, Ah! Sweet Mystery Of Life, others. Long Play CAL 128



A real bonanzal The attractive new jacket houses 16 outstanding pipe-organ interpretations by Dick Leibert, including O Promise Me, Lohengrin Wedding March, Mendelssohn's Wedding March, I Love You Truly. Long Play CAL 169



Dinah Shore ... Lena Horne ... 'Nuff sald! In a striking new jacket, it's the famous Chamber Music Society of Lower Basin Street with a dozen of the greatest, including Mood Indigo, Star Dust, St. Louis Blues! Long Play CAL 321



A dramatic new jacket, and a dozen routing marches played by the incomparable Edwin Franko Goldman Band, Everything from On The Mall, and Stars And Stripes Forever, to Samper Fideles, and El Capitani Long Play CAL 125

RCA CAMDEN PLUSES

- · Twelve complete selections in every pop L.P.!
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HOLLYWOOD REPORT

Dealers Clash on Fall Plan Merits

- · Barnes thinks fall programs good; Denel would eliminate them
- · Capitol plan rates high with both Hollywood dealers

to them of those presented this could get hurt with a fall program."

Ray Barnes, Gramophone Shop, Beverly Hills, and Bill Denel, Deany of the other diskeries.

Barnes declared the Capitol 10 per cent discount, in combination most of the programs," Denel dewith the "advantage of buying over a period of time and a quality line increase his inventory. As for dated of hot merchandise" has been most successful at his store,

Importance of Discounts

"Altho most of the other companies offered discounts of one sort or another, we prefer to have the discount in cash such as Capitol offered," Barnes said. "Capitol's new merchandise could be bought at the discount when other merchandise in their catalog was purchased," Barnes opined, "giving opinion.

"The Capitol terms of a \$250 minimum order are easy for any dealer to take advantage of," Barnes pointed out, "plus the fact that dis-counts and dated billing could be taken advantage of throout the duration of their program."

he wants to." "If you're going to the peak buying season. give discounts at all," said Denel, why not make it a discount in the gitimate dealer needs that edge attracts a good deal of foot traffic

HOLLYWOOD - Two major | Barnes thinks that most fall prorecord dealers, both of whom have grams are generally good and that steadfastly refused to cut suggest- they stimulate sales, while Denel ed list prices of their merchandise "would like to see them eliminat-despite the inroads of discounters ed." According to Barnes, "a buyer in their immediate vicinity, pointed that did not know what he was to the Capitol Records fall plan as doing and one who does not mainthe program which most appealed tain an inventory control system

Devel on the other hand would like to see a uniform incentive program on the part of all major recnel's Music Shops, Los Angeles, ord companies. He advocated an declared the Capitol program ascending rate of discounts based offered more in terms of incentive on quantity of purchases, instead and excellence of product than did of the "melange" of programs that exist today.

"In order to take advantage of clared, "a dealer has to continally billing," Denel said, "it's like novocain, you get the pain later." Rather than forcing the dealer to carry so much inventory, Denel, advocated that the distributor carry so much inventory, Denel advocated that the distributor carry the stock, opining that it would be more the distributor's function to do so than the record dealer's.

Both Barnes and Denel agreed that there is far too much merchanchased," Barnes opined, "giving dising being put out on the mar-them a decided advantage in our ket, with Denel declaring that he would soon have to cut out a number of labels shortly. While both recognized that pitfalls did exist in all fall programs, they felt the Capitol program to encompass the most advantages, particularly with respect to its popular album line. More over, they did recognize that Bill Denel agreed on most counts all labels "put their best foot forwith Barnes, averring that "giving ward" thru the device of a fall prothe dealer a cash discount lets the gram, and encourage record buydealer spend his money any way ing at the consumer level during

Teevee Ads Planned With business expanding rapidly true sense of the word, and not in spite of competitive discount obligate the dealer to take other seiling, Barnes is presently planmerchandise he may not want as ning the use of television advertispart of the discount?" Denel fur- ing to further promote the Gramother pointed out that the cash dis-count gives the dealer "more of a margin to work with, and the le-Beverly Hills shopping district and

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 LL 589 Yaughan Williams: A London Symphony. Boult & L.P.O.

 LL 574 Sibelius: Symphony No. 1, Collins & L.S.O.

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 LL 428 Brahms: Concerto = 2 & Flat Mal. Sechheus-V.F.O.
- LL 437/3 Beethoven: Sym. 27 D Min. "Choral"-Guaden: Dermote: with Chorus & V.P.O.-Kleiber LL 436/7 Tchaitorsty: Steeping Beauty-com.-Fistoulari & F.C.O.
- LL 840 Tchalkovsky: Capricclo Italian
 Theme & Variations—Suite No. 3—Schurickt & P.C.O.
- LL 657 Mattenet: Le Cid-ballet music Mayerbeer: Les Patineurs-ballet. Robert Irving-L.S.O.
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- LL 493 Revel: Daphnis Et Chice-Complete-Antermet-O.S.R.

 LL 494 Rimsky-Korsakov: Capriccio Espagnol, Op. 34

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- LL 896 French Orchestral Music. Ansermet—O.S.B. Seint-Saent. Dame Mecabre: Le Rouet d'Omphale: Chabrier: Marche Joyeuse: España: Ravel: Pavana Pour une Infente Défunte
- LL 721 Vaughen Williams: Pastoral Symphony, Boult-L.F.O.
- EL 735 Brahms: Academic Fastival & Tragle Overtures
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 E. van Beinsm—C.O.A.
- LL 758 Delive: Brigg Fair: On Hearing First Cocked of Spring: Delive: Walk To Paradise Garden: A Song Of Symmer— Collins—L.S.O.
- LL 740 Handel: (arr. Harty); The Royal Firewarks-Suite Handel: (arr. Harty); The Water Music-Suite-E. van Beinum-C.O.A.
- LL 747 Lalo: Symphonie Espagnule. Campoll-Beigum-L.F.O.
- AL 777 Brahms: Hungarlan Dances

 Overak: Sfaronic Dances. Schmidt-Intersteds-HRSO
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- LL 797 Result Plano Concerto for Left Hand;
 Concerto in G Major, Plano and Orchestra,
 Blancard plano-Asserman-O.S.R.

 LL 806 Wagner, Tannhäuter-Ounture-Vanasberg Mus
- LL 200 Wagner, Tanahäuser- Overture-Vanusberg Music The Flying Dutchman-Overture Die Walkürs-Ride Of The Valkyries Krappersbuch-V.F.O.
- LL 822 Sibelies: Sym. Na. 2 D Major. Collins-LS.Q.

- LL 846 Delibes: Sylvia & Coppelia Ballets-Determine-P.C.O.
- LL 850 Brahmti Plano Con. #1. Curzon-Van Beinum-C.O.A.
- LL 857 Brahms: Sym. No. 3 F Major, Bihm, V.P.O.

 LL 854 Glinks: Russian and Ludmilla—Overture
 Borodin: On The Steppes Of Central Asia
 Moussargsky: Night On Bare Mountain
 Prokofies: Sym. No. 1 D Major, American—P.C.O.
- LL Sa7 Brahms Symphony No. 2 in D Major-Schuight-V.P.O.
- LL 847 Adam: Giselle, Complete Ballet-Blareau-P.O.O.
- "Emperor"—Backhaus, V.P.O. Krauss
- LL 884 Chopin: Les Sylphides-Sellet Music Ibert: Divertissement-Describere-F.C.O.
- LL 887 Stravinsky: The Firebird-Suite-Antermet-O.S.R. Stravinsky: Symphony of Paalma-L.P.O. & Chair.
- LL 111 Brahms: Plane Concerte No. 1 In D Miner Seckhaus, V.P.O. Schm
- LL 712 Beethoven: Symphony No. 5 In C Minor-Kiniber-C.O.A.
- LL 916 Beetheven: Sym. No. 4 in F Major "Pastorale" -Kleiber-C.O.A.
- LL 117 Britten: Young Person's Guide to the Orchestra Britten: Poter Grimes: 4 Sea Interludes & Passacagila —van Esjoure—C.O.A.
- EL 920 Tchalkovsky: Sym. No. 4 "Patherique"-Kleiber-P.C.O.
- LL 921 Albaniz-arr. Arbos: Iberia-Complete Turina: Danzas Fanfasticas-Argenta-P.C.D.
- Lt. 730 Mendelssehn: Symphony No. 4 in A. Major "Station" Schumann: Symphony No. 4 in D. Miner - Krist - L.S.O.
- LL 145 Bartok: Plano Concerto No. 3 Prokofier: Plano Concerto No. 3 in C Major Kalchen, O.S.R. Assermet
- LL 154 Mousiongsly-arr. Ravel: Pictures at an Exhibition —Antermet—O.S.R.
 Ravel: La Value—P.C.O.
- LL 767 Franck: Symphony in D Minor-Furthampler-V.F.O.
- LL 977 Youghan Williams: Symphosia Antertica-Gielgud, Boult-L.P.O.
- LL 1909 Sibelius: Symphonies Nos. 3 and 7- Collins-L.S.O.
- LL 1018 Rachmonineff: Rhapsody on Theme of Paganini Dohnanyi: Variations on a Nursery Song Katchen, The L.P.O.—Boult
- -Lt 1019 Holst: The Planets-Sargest-LS.O.
- LL 1027 Schumann: Symphony No. 3 In E Flat Major "Rhenish" Schumann: Overture, Scherzu and Finale Carl Schumann: P.C.O.
- LL 1043 Haydni Sym. No. 100 "Military"; Sym. No. 102 in 8 Flat
- LL 1945 Beethoven: Concesto No. 4-Cucson, Vienna Phili-
- LL 1948 Mendelssohn Overlures, Schurichs-Y.P.O. Fingal's Cove; Fair Melusina; Ruy Blas: Celm Sea and Prosperous Journey
- LL 1059 Sibelius: Symphony No. 4; Pohiola's Daughter Colline L S.O.

 LL 1072 Litat: Fiano Concerti Nos. 1 & 2 Kempff L S.O. Fistoslari

 LL 1073 Tchaikovsky: Concerto In D Major for Violin
- LL-1074 Wegner: Tristen Und Isolde; Frelude and Liebested Wagner: Die Götterdämmerung; Rhine Journey and Foneral Music-Schuricht-F.C.O.

Elman, with L.P.O .- Bmile

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- LL 1106 Drorak: Concerto for Celle and Orch.
 Fournier-V.P.O Esbelik
- LL 1107 Mahler: Symphony No. 1 in D Major, Kubelis-Y.P.O.
 LL 1128 Handel: The Water Music-Complete
- LL 1128 Handel: The Water Music-Complete Neel-Boyd Neel Orch.
- LL 1155 Dukes: Le Peri Rechmenineff: Isle of the Dead, Amerimet—P.C.O. LL 1154 Ravel: Le Valse; Solero Dukes: Sorcerer's Apprentice Honegger: Pacific 231—Ansermet—P.C.O.
- LL 1157 Auber Overtures, Wolff-P.C.O -Majaniello: Bronze Horse; Fra Disvolo: Crown Diamonds
- LL 1142 Rimsky-Korsakov: Scheherezade, P.C.O.-Americal LL 1178 Socodin: Symphonies Nos. 2 and 3-
- LL 1186 Bizet: Symphony No. 1 in C Major Bizet: Patrie-Overture. Antermet-O.S.R.
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 Beethoven: Fidelin Overture Kraunt--V.P.O
- LL 1321 Mozorit Eine Kleine Nachtmusik: Divertiments in D Telemann: Concerts in G for Visita & Strings Gabrielli: Two Pieces for Dooble String Orch. Munchinger-Stuttgert Cham. O.
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- LL 1397 Falls: Nights in the Gardens of Spain Grieg: Plano Concerto. Curson, cond. Jorda & Fistouleri.
- LL 1404 Falla: El Amor Brujo; and Orchestral Favorites-Falla: La Vida Breve-Spanish Dance; Chabrier: Habanera; Moustorgsky: Sprotchinsky Fair-Gopak; Debussy: Clair de Lune; Marche Ecottaise, Antarmet-O.S.R.
- LL 142) Tchailtovsky: Piano Concerto No. 1. Lizzt: Hungarian Fantasia. Katchen-N.S.O.-Gamba
- LL 1424 Rechmanicoff: Flano Concerto No. 2. Carson-L.P.O.-Boule
- 11 1441 Tchalkovsky: Capriccio Halian; Francesca da Rimini.
- LL 1442 Tchaikevsky: Symphony No. 3 in D-L.P.O.-Built
- IL 1457/B Bach: Brandenburg Concerti Nos. 1-6 Münchinger-Stiffgart Cham. C.
- LL 1478 R. Straves: Death and Transfiguration; Don Juan. Enappersibilities—P.C.O.
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- LL 1468 Bruch: Violin Concerto No. 1 In G Min. Wienlawski: Violin Concerto No. 2 in D Min. Firen, Book-L.F.O.
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- LL 1414 Stravinsky: Song of the Nightingale-Pelcinella Sulta.
- LL 1415 Roussel: Symphony No. 2 in G Milt; Symphony No. 4 In A Americal—O.S.E.

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- LL 1905 Chausson: Symphony in B Flat-P.C.O.-Denzier
 Berlioz: Benvenuto Cellini Overture-O.S.R.-Denzier
- LL 1506 Tchalkovsky: Sym. No. 5 In E Mie., Solii-P.C.O.
- LL 1907 Tchalkovsky: Sym. No. 2 in C Min. Solli-F.C.O.
- LL 1521 Khechefurien: Masquerade Suite: Messager: Les Deux Pigeons-Suite: Chabrier: Le Roi Malgre Lui-Bellet Music, Biereati-P.C.O.

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- Rigorial P.O. Frideriani.
- LL 1552 Debussy: Frelude A L'Après-Midi D'Un Faune Ravel: Alborado del Graciose-O S.R.—Arsennet Debussy: Dames Sacree et Frofane-cond, Van Beloum Ravel: Introduction and Allegro—Amsterdam Chamber O.
- Alberia: Navarra: Torina: La Procesion del Rocio; La Oracion del Toreto; Guridi: Ten Barque Dances. Argenta-Orquesta Nacional de Espana.
- LL 1586 Wagner: Gitterdämmerung: Dawn, Slegfried's Skine Journey
 & Foneral Music
 Wagner: Die Meistersinger Overfure; Slegfried Idyll
 V.F.O.—Knappertsbusch
- LL 1587 Schumann: Plano Concerto in A Miner Weber: Konzertstuck-Gulde-V.P.O.-Andrese
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 O.S.R.-Ansarmet.
- LL 1636 Rimsky-Korsakov: Russian Easter Overture
 Rimsky-Korsakov: Tser Sulten; May Night Overture
 O.S.R.—Ansermet
- LL 1647 Tchaikovsky: Viniin Concerto in D. Campoli-L.S.O.-Argenta LL 1662 España, Vol. 2
- Rimsky-Korsatov: Caprissio Espagnol; Granados: Andaluss: Chebrier: Espanish Beapendy; Mosskowskis Spanish Deapen. Argents-L.S.O.
- List Plane Concerto No. 1 In E Ref
- LL 1884 Mandelstohn Violin Concerto In & Miner Brush: Violin Concerto No. 1 Is O Miner Ricci—L.S.O.—Gamba
- Algesta-Organia Nacional de Espana.

JOBBER SPEAKS UP

Gains by Racks Blamed on Dealer

- · Racks fill need that dealer cannot, says rack jobber
- Says dealer surrounded by racks doing better than ever

competition. Below, the rack-job- their bills on the 10th of every ber has his say. His comments have month? not been edited. He has requested that his name and business be withheld.)

Reasons for Racks

Why racks? It's simple. The record industry has needed distribution more sorely than anything else and for some 50 years.

How much of the fantastic new volume being done by industry can be accounted for purely because of widened distributionthat includes racks, chains, syndicates, discounters, mail order, etc.

family appeal - no one argues Hell, no. against that. Then why not universal and "family" distribution? or different about any record that only a "record merchant" can sell it? What makes a record so badly bother him one bit. And his shop! Thanks for listening. desired that a person living in my town has to drive five miles to ably won't have it in stock)?

Racks Expose Disks

If the racks are so damaging to the dealers, then how come every good dealer admits that his business is better in '57 than it was in '56-and '56 was better

The best a supermarket can do some of sales on the hot merchandise and whet his appetite for more. Can any dealer deny that, thru supermarkets, millions and millions of people who never bought a record have suddenly become exposed to them?

No dealer who is honest with himself can deny that he has fought every change in the industry whether it seemed good or bad. Want examples? Price rises, price reductions, sales discounts, return privileges, LP, EP and on

Rack Sell EP's, Kidisks

Do you or they know that about 30 per cent of the business done on the average rack is on EP? Where are the dealers? Children's record business is admittedly lousy and has been for some years. Do you know that 10 per cent of the volume on any average rack is in children's records?

Do the dealers who fight the "low priced junk LP's" realize that an amazing amount of the supermarket business is done in such lines as Camden, Somerset, Harmony, etc?

Do they know that the onlyyes, the only-place to buy a record in many towns thruout the country is in a supermarket?

Exchanges and Discounts As for comments you printed They build, own, install and main- business. tain fixtures in the stores. They guarantee the merchandise to the wouldn't be in it.

(The Billboard recently pub-| Best risks are always the rack joblished a group of letters from bers. How many of the regular dealers who object to rack-jobbing dealers can say that they pay all

Dealer Avoids Risks?

As for new releases being on the racks first-only the dealer himself is to blame. As a record buyer, I'm constantly on top of all labels, disk jockeys, charts, papers, tastes, local phenomena, etc. Since I make my living in pleasing the public I make sure that I find out what riders. And air travel took plenty they want and get it for them. I of business away from buses, don't wait until I've had "calls." I'll gamble the cost of buying a record, pricing it, bagging it, dis- But the net result must be a bigtributing it, printing title eards for ger, more powerful record industry. it, etc. Will the average dealer do Even if the marginal retailers go Records have universal and this-even when it is guaranteed? out of business. That's part and

The best friend I have in the If it is now okay to sell records record business is a dealer right in department stores, book shops, What is so important or peculiar smack in the middle of my super- appliance stores, chain stores, etc. market territory. He doesn't give -it must be okay to sell them in a damn about racks. They don't supermarkets.

does well over \$3,000 a week, about 30 per cent better than it was before we opened the racks around him.

Racks Get Full Price

One more point. The racks are fust about the only force left in the business making a sincere effort to hold the price line. We offer no customer discounts of any kind. They pay our stores the full price on every record-no clubs, deals, discounts, coupous - what about the dealer?

Do the dealers realize that for a rack jobber to operate just 100 racks requires an investment of at least \$100,000. That's for merchandise, bagging and sealing and price marking equipment, supplies, racks handling, warehousing, trucking, returns, etc.-and that's not even talking about accounts receivable.

The Future Glimpsed

Do racks hurt some dealers? Yes, of course, that cannot be denied. But so did the auto louse up the stable owners and blacksmiths. And Sam Morse's telegraph raised hell with the pony express trains and ships.

Certainly there will be upset. parcel of American free enterprise.

the nearest record shop (who prob- DETROIT REPORT

Plans Offer Way To Cut Prices

- is sample the customer-grab off . Detroit dealer says special prices allow him to compete
 - · Sets expansion move to get most out of new merchandise

By HAL REVES

DETROIT -- Favorite promo- do that any more. tional plan for fall is the new Coan independent local organization up some catalog merchandise at a rated in the trade as among the top other time of the year." retailers in turnover, particularly in hit and pop fields.

may be made up of a straight 8 "On promotion for the dealer-

prompt payment.

Gets 17 Per Cent Discount because the merchandise you get the right price." (under this offer) you can turn | For the special fall promotions, same benefit to the store, he point- 48 in use. ed out also.

Noting that discounting, formerly from dealers, racks do not get a an out of town or mail order phe- policy, Press believes-"This is from 100 per cent return, they get an nomenon is "now right in our own now on in-this much of a catalog exchange. Racks do not get 15 backyard," he analyzed, "Generally on sale will, I think, be permanent. per ceut extra discounts-maximum speaking we independent dealers I can't see where we can ever go these days is 10 per cent. Rack are not given the type of deal that back to a legitimate price on such jobbers maintain, own and/or is available to discounters-most of merchandise. . . . operate massive warehouses, fleets them do not buy merchandise loof trucks, crews of salesmen, dis- cally, but from out-of-State dis- there are so many manufacturers nel. They bag and price records, counts. This is as old as the record in an independent store.

Plans Help Him Compete

stores. And on and on. Of course equalize the situation. It gives the rally, quality. Noting that his firm it is a profitable business-or we independent retailer a chance, if selling a \$2-3 product pays as he has the capital available to see much per inch as the man selling Do the dealers also want to talk this extra discount to meet com- a \$3,000 auto, he points out that about financial responsibility? Ask petition. You cannot use the extra the cost of advertising is far too Phone: _____Ordered by____ distributors and manufacturers. discount to put money in your high for consistent use.

pocket-competition won't let you

"Fall programs generally mean lumbia deal, at Ross Music Shop, only one thing-that we can pick currently running three shops and lower price than we can at any

Sells Price

Press stressed that the \$250 or "The simple reason is that they \$1,000 purchase required is fine give us the bonus in free merchan- for the large store like his own, dise," says Sam Press, partner in "It's tough on the little guy who the firm-who contrasts this with can't buy it. . . . Most people in the usual 10 per cent offer, which the business are undercapitalized.

per cent and a 2 per cent for the only thing an individual dealer can do today is advertise price, not product. We can sell almost any "This is different," Press says, type of junk imaginable if it has

around and sell for something close Ross Music will use no external to retail price" probably something advertising, but is putting in about close to 17 per cent discount is 16 browser boxes, 70 record cathe net result, at an average mark- pacity each, for sale merchandiseup, he calculates. The Mercury this will represent about one-third

plan offering a straight 17 per of the available space for browser cent discount amounts to about the boxes in the store, with a total of

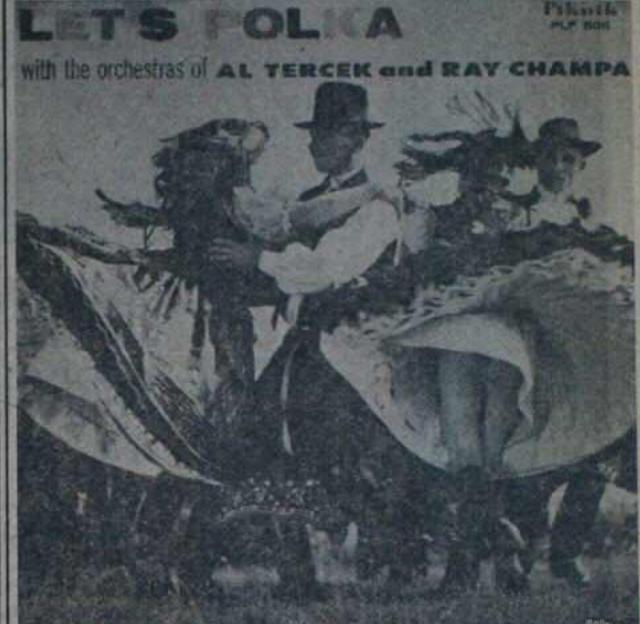
Ad Costs High

This marks a permanent new

"You have a situation where trict managers and other person- tributors who give them better dis- that no one label can predominate

Ross has just run a six-inch ad, costing \$75, in the hi-fi section of "The fall programs help to the Detroit Times, stressing, natu-

Sells on Sight . . . Sells on Sound!



with the orchestras of AL TERCEK and RAY CHAMPA-Piknik 12" Long Play PLP 506

\$3.98

OTHER PIKNIK 12" POLKA LONG-PLAYING RECORDS:

POLKAS by Johnny Menko & Ed Swierad Orchs. . PLP 501 POLKAS by Walter Wolczak-Chet Ososki & POLKAS by Bob Clewell & His Orch.PLP 505 Get the details of PIKNIK'S Great Fall Sales Plan from your local distributor

or write to: RECORDS

e/o FIESTA RECORD CO., INC. 1619 Broadway, New York 19, N. Y.

DEALERS!

Increase Profits . . . Increase Sales . . .



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

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (61/2×81/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

it also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on soch copy of Today's Top Tunes.

They are ready to be malled to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION

The Billboard 2160 Patterson Street. Cincinnati 22. Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is Issued every other week.

			Trial o	order	
-	Brus	_	-		
Send	me:	100	Every	Issue	UI

Even	y	SSUE	U	mtil
furth	er	not	ice	

20 000	250	copies,	4.00
	500	copies,	6.00
Second	200	copies,	11.00

100 copies, \$ 2.00

- twee mub	rint or y	our store	s name,	oddress	and phone	number.
Store Name		6 10 5		AL.	Pallin	Street Andrew
Address:	9,85			7		
City & States						



FALL MERCHANDISING SECTION

JOE MAPHIS & ROSE LEE

A Picture, a Ring and a Curl

b/w

I Gotta Lotta Lovin' 4 - 41004-c



JIMMY "JIGGS" CARROLL

Again

b/w

The Lady Is You Jimmy "Jiggs" Carroll with His Orchestra and Chorus Saxophone Solo—Jimmy "Jiggs" Carroll

4-41003



MAHALIA JACKSON

Mahalia Jackson stars in an all star cast on the CBS Television premiere of the new, color spectacular series; 'The Du Pont Show of the Month"-Sunday, September 29th, 9 to 10:30. Paul Gregory's "Crescendo" introduces the new series and also Mahalia to an even greater audience than she already has! A tremendous talent! You Il see it immediately in terms of sales!

Trouble

b/w

He's a Light unto My Pathway Mahalia Jackson with orchestra and chorus 4-41000



FREDDIE HART

Say No More

b/w

The Outside World 4 - 41005-c

THE SURE-FIRE HITS ARE ON COLUMBIA RECORDS THE HOTTEST COMPANY IN THE BUSINESS

A DIVISION OF CBS @ "Columbia" @ Marcas Reg.

FLORIDA REPORT

Pro and Con of Fall Plan Merits

- · Reid's Records to create a cartoon character to sell hi-fi phonos
- · Reliance Radio relies on manufacturer to provide record tie-ins

By GUY T. KELLOGG DAYTONA BEACH, Fla .- In 'n' roll buyers. the opinion of Mary Jane Reid, partner in the operation of Reid's Records, 224 Scabreeze Boulevard: to us. Then the merchandise is outstanding in quality which results records into stock in one operation that order, as the backbone of his In fewer rejects."

Two Customer Groups

Mrs. Reid agrees that the fall not only in record sales but on a sider such offers of much value weather. Hence, in the coming storewide basis. She goes on to to his particular business. It has months his sales efforts will be explain that roughly half of their been his experience that better re- concentrated on the latter category. business is with teen-agers who are strong for pop singles and inexpensive portable machines such as those in the Columbia line. The other half consists of those who prefer albums and who are potenmost competitive makes.

No Co-Op Ads In regard to promotious, Mrs. Reid states: "Ours is not a walk-in business. People who come here do so specifically as a result of our own local advertising. For this reason we like to use our own lines

Enter Audio Archie Reid's has a continuing schedule ity. of 30-second spot announcements merchandising season are under in two ways. discussion but have not been finalized vet

Need a Pacesetter

complaints about the quantity of merchandise they have to stock under the special dated payment at a satisfactory pace. Their present wish is that some label will come up with an offering that will do as well saleswise as Columbia's "My Fair Lady," a pacesetter during the summer.

Another Dealer Differs

At the Reliance Radio and Musle Shop, 115 Volusia Avenue, proprietor S. E. Huttner is not especially enthusiastic about any of the fall programs offered by major labels. For instance, he points out that the RCA-Victor tie-in with Heinz products might sell a lot of soup but the benefits to the retail record dealers might be questionable.

Instead, Huttner selects the smaller Angel label as offering the best deal he has heard about to the trade. He points out that the records are sold in June, with big discounts in effect thru August, a December 10.

Huttner says that this is because tire fall selling season. the bulk of his sales are to adults Display Material who buy a better class of music. The theme of the RCA Victor records this fall.

) as opposed to the teen-age rock

Advantage of Big Order

One advantage of the fall pro- True, he says, many off-brands grams, according to Huttner, is sell a lot of hot singles, but these "From the standpoint of our busi- that they enable the dealer to have are a one-shot proposition. Thus ness, Capitol Records offers the a complete stock previous to the he doesn't stock minor labels too hest in the way of fall programs. Christmas season. Also, the dis- heavily, preferring to trust to major First, the extra discount and the tributors can make a large delivery labels to provide stable and condelayed billing appeals strongly all in one load. Consequently, it sistent sales for him. He rates is easier for a dealer to get his Columbia, Capitol and Victor, in rather than several piecemeal ses- business. On a seasonal basis, he

solts have been attained where phoon manufacturers tie in records with the sales of their product. Switch to TV

Besides a constant advertising program in local newspapers, Reliance buys spot announcements on one radio station in the area. Later in the season it is expected that part of the advertising budget will be channeled to a local television ontlet to bolster holiday business. Hi-fi business will be pushed, first because the field is newer and richer than that for conventional machines and, secondly, because Huttner is convinced that it will bring about a greatly increased demand for quality music which carries a higher margin of profit per unit of sales.

The Seasonal Factor

has found that pops do their best In discussing co-operative ads, in the summer, whereas the classics programs help promote business, Huttner states that he doesn't con- are in better demand in cooler

Sales Tools Will sets such as the Stromberg-Carl-son, which this store favors over Move Best Buy?

By G. L. PARKHILL RCA-Victor

Field Sales Album Manager of ads rather than the co-op mate. Best of '57" was presented to the This theme is prominently featured rial supplied by distributors. We record trade with equal emphasis in all point of sale material availfeel that this latter is too standard. on the merchandise and the sup- able for local record dealer use. ized and makes our ads look like porting advertising and promotion This material includes two full that of every other dealer in the program. Distributor and dealer community. On the other hand, if orders to date are proof that RCA we create our own advertising, we Victor has provided them with exare free to originate, experiment citing product of enormous con- play for in-store use. Every dealer and come up with something more sumer appeal and with selling tools has the opportunity to build exeffective from a local standpoint." to make a record-breaking fourth citing customer-stopping displays quarter more than just a probabil- at crucial sales-making points in his

Promotion Tie-Ins

are ready to sell.

ins will give consumers an oppor- great art reproductions. tunity to sample "Best of '57" mer-

This is the kind of pre-selling these albums contain. that insures a good flow of consumers through the dealers' stores, nent space inside their stores fea-But in the last quarter when 40% turing all of the "Best of '57" alof most dealers' business is trans- bums for easy browsing and selecacted, good traffic is just a part of the tremendous flow of customers needed to break sales records.

Selling Tools

To obtain that kind of traffic, alert dealers will need to stock this Best of '57" merchandise in quanoffering.

national advertising campaign is recording star Perry Como's statement: "You will get a hero's wel-In mid-August, RCA Victor in- come, too, when you bring home troduced 31 new albums. This re- RCA Victor's "Best of '57" albums." color displays-one large piece for dealer windows, and a smaller disstore. Record buyers entired by such displays expect merchandise which are carried over four radio Two major tie-ins with the H. J. to be readily accessible. It is at stations in the area. This fall they Heinz Company and Montgomery this point a great many sales are will inaugurate a series of ads in Ward-backed by a tremendous na- lost. Many dealers build exciting local newspapers which will fea- tional print media, television and window displays, put up streamers, ture a new cartoon character, radio schedule-will help our deal- etc., but fail to actually display any Audio Archie. Plans for the holiday ers move "Best of 57" merchandise of the merchandise in the store. 'f the dealer sales-people are busy First, an advertising program of and the customer doesn't find merextraordinary scope has been pre- chandise on their own without a pared to insure the mass exposure great deal of difficulty, they lose Summing up, the Reids have no of and to create a desire for the interest and leave without making "Best of '57" albums our dealers a purchase. The "Best of '57" albums have striking cover appeal-Second, the two preview albums several of the albums made are offered in connection with the tie- book type packages with pages of

The dealer should display these chandise, thereby stimulating addi- albums in such a way so the contional demand for complete albums. somer is aware of the extra value

If dealers will set aside a promition, they will find a great many costomers leaving with not just-a single purchase, but the all important additional sale.

Promotion Brochure

Another great dealer help now tity and take full advantage of all available from RCA Victor distribthe selling aids which their local utors is a 44-page four-color bro-RCA Victor Record distributors are chure which shows and describes all the "Best of '57" albums. This Foremost among the selling tools brochure is ideal for use as overis a series of carefully prepared, the-counter give-aways and as a dislightly smaller one thru Septem- pre-recorded radio spots carefully rect mail piece. It will also work ber, and normal discounts up to designed to do a top selling job at hard in familiarizing all dealer sales the local dealer level. With a people with "Best of '57" albums. The Angel catalog contains no planned program of concentrated The record dealer who uses his pop records, yet at Reliance they local radio spots, the dealer can ex- imagination to take full advantage are a fast mover. Their LP sales pose the "Best of 57" product with of all available sales tools and greatly exceed singles or EP's, maximum intensity throont the en- whose personnel have a selling knowledge of "Best of '57" product can expect to establish new profit



Pictured here is the 45 EP and single section of Barber's. Inc., Great Falls, Mont. Notice how unobtrusive the listening posts are. Five are located in the alcove in the rear, providing more than adequate facilities to handle any teenager rush on the department. Fixtures are by Freedman-Arteralt. Booths, lined with one-inch acoustic tile, are priced at \$79.15, less stand.

BUY YOUR ACCESSORIES WHERE YOU BUY YOUR RECORDS AND SAVE

ALBUMS 10% OVER WHOLESALE

* PARTIAL LIST OF ACCESSORIES AVAILABLE NOW

- Record Cases
- Record Racks
- Recoton Needles
- Plastic & Metal Inserts
- Snap-on Brushes
- 45 RPM Adapters
- Turntable Pads
- VM, BSR, & Webcor Spindles
- · Polyethelene Sleeves Green Stock Envelopes
- Cleaning Cloths
- * Our accessories are not at one-stop prices. They are at competitive distributor prices.

CURRENT BEST BUY

Top quality record cleaning cloth. Dealer's name and address printed free on label. List price \$1. Dealer's discount up to 75%, depending on quantity. Send in this ad for free sample of cloth and price list.

SPECIAL PACKAGED GIVEAWAY CLOTH FOR AS LOW AS 12c! AVAILABLE FOR GRAND OPENINGS AND PROMOTIONS

WRITE, WIRE, PHONE

408 Jerusalem Avenue Hempstead, L. I., N. Y. Phone: IVanhoe 3-2211

Here's the Greatest Array of

Audio Book Recorded Classics

That Make Money for You!

Great literature on 16 rpm records sells and sells month ofter month, season ofter season. Timeless classics superbly recorded by top store never grow tiresome-you just keep on profiting! Audio Books SELL and the market is B-I-G | Virtually all phanographs being made play 16 rpm records. Any 33 rpm player can be adopted to play 16 rpm records with Audio Books' Speed Reducer. \$1.95.

The Audio Book Library of Children's Stories

	Records	List
Title	Album	Price
The Wizard of Or	5	\$5.95
Robin Hood	3	3.95
Alice in Wonderla	ind 3	3.95
Storytime Favorites	1 2	2.95
A Child's Garden	of	
Verses		1.49
Rip Van Winkle:		
The Legend of 5	Teepy	
Hollow		1.49
Stone Face	1	1.49
Gulliver's Travels	1	1.49

Write for Complete Catalog and Name of Nearest Distributor

AUDIO BOOK COMPANY

St. Joseph, Michigan

ONE LABEL WANTED

for top distribution by a "SALES ACTION FORCE" covering the Midwest

(Illinois, Indiana, Wisconsin)

* 12-man sales force * Top financial rating # 3 promotion man

* Lurgest juke box operator coverage in the Midwest GOOD DISTRIBUTION-COSTS LESS.

Write-Wire-Phone

LORMAR DISTRIBUTING CO.

5954 W. ROOSEVELT ROAD CHICAGO 44, ILLINOIS

All Phones: Estabrook 8-6300

BOSTON REPORT

Dealers Not Keen For Dating Plans

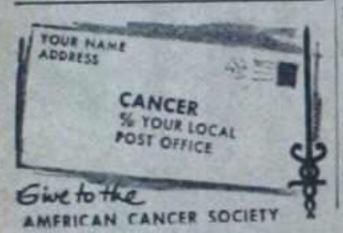
- · Briggs & Briggs sees restriction in dating plans exchange factor
- · Lafayette Radio says dating plans don't take space factor into consideration

By CAMERON DEWAR

BOSTON - Straight discounts offered by record companies prove flie biggest attraction to record boyer Dick Spencer, of Briggs & Briggs, big diskery at 1270 Massaat Harvard University.

chance of getting the best buy which is a saving for his company as well doing the best for the customer. He feels that the system of discounts in merchandise doesn't kind of buying.

As far as the special dated merchandise plan is concerned, Spencer sees it as a restricting factor since this merchandise must be



exchanged for other dated merchandise. Mostly he keeps away from such deals:

Some Ordering Too Complex

It is necessary, he believes, in order to get discounts that amount to anything to buy in amounts that clusetts Ave., Cambridge, which don't move rapidly. This is poor caters to the large body of students business in Spencer's estimation since too much money is tied up in the transaction. There is also Biggest appeal in Spencer's lik- the point that some firms have ing for fall promotions is the made their order system so complicated that even with discounts it isn't worth the time involved.

A slightly intensified promotional plan is used after the fall buying. This is mostly done thru the best medium to attract Briggs customtend toward the most economical ers-the Harvard students. The Harvard Crimson, Harvard daily publication, and spot announcements on Harvard's radio station, WHRB, have proved most fruitful.

Another good tie-in for the firm is supplying the records for background music for WGBH-FM and terms of his storage space. WGBH - TV, Boston's educational stations.

Capitol Heads Lafayette List

110 Federal Street, Boston.

Most of the advertising for Cap- ceive the biggest push.

itol Records, as well as the others, will be on the co-operative basis instigated some time ago by most of the major companies. Lafayette Radio will continue its policy of using heavy newspaper advertising which is the type that has brought most of their sales. A couple of gimmicks are in the works for promotion, but at the moment the firm isn't disclosing the details.

Pushes Best Deal

Kelly is in favor of fall promotions mostly because it is a means of buying records at a discount. Naturally, he's in favor most of the companies who offer the straight 10 per cent deal. While there may be some considerable demand for the disks of companies which have a less attractive plan, he naturally tends toward pushing records put out by companies who offer the best deals. It's as simple as that, says Kelly.

However, Kelly feels that the public has a mind of its own, and while he feels promotions of any kind are an excellent idea, he believes the consumer will go out and buy just what he wants regardless of promotion. Usually if a customer has a particular record in the counter. To complement this ful promotion on radio and T mind all the promotions in the world aren't going to sell something he doesn't want from another company.

Dating Plan Unrealistic

special dated payment plan since easeled covers include new albums album service plan which guarato get much of a discount the by Teresa Brewer, the McCuire tees them complete coverage of quantity the dealer has to order Sisters, Steve Allen, Don Cornell, all of our new LP's. The impreis most of the time unrealistic in Johnny Desmond, George Cates, sive roster of TV regulars now re-

of the Lafayette Radio Company, lumbia and the Earl Garner and Mitch Miller tapes. These will re-

Aiding Dealers Is Our Main Object

By NORM WEINSTOER National Sales Manager Coral Records

"The World's Finest Music." This is the theme of the Coral spotlights full color covers of Fall Album Program now being Jazz Greats of Our Time" presented to our dealers. We sincerely believe that the 43 new Brookmeyer and Zoot Sime Coral albums released in August and Zoot" with Al Cohn and Zoot deserve to be rated as the "finest" in the popular field, and every effort will be made to create a hig suck Quintet; and The Al Conconsumer demand for these albums Quintet. at the dealer level.

Traffic-Stopper

One of the outstanding albums dealers for distribution to their exin our fall release is The World's tomers. One of the three include Finest Music as Interpreted by a complete listing of the 21 Law Lawrence Welk" and we have rence Welk LP's. Another fiver to made available to the dealers a tures the jazz albums, and the beautiful white and gold plastic third carries all 43 new sets wi frame for this and other Lawrence photos of the album covers. Welk albums. This 17" by 17 frame has a metal stand and is a traffic-stopper in a window or on display item, we have easeled al- that will insure heavy demand burn covers in single, double and Coral albums. Thousands of triple units, and each individual bums are now being delivered t unit is headed by the caption, "No stations all over the country me Phonograph Should Be Without already several hundred radio as Kelly isn't too happy about the the World's Finest Music." These tions have subscribed to our new Steve Lawrence, Dick Jacobs, the cording on Coral include Lawrence Stereo tapes appeal to Kelly as Modernaires, Lawrence Welk Welk, Steve Allen, Teresa Brean having the greatest potential for (Dixieland) and the sound track McGuire Sisters, Dorothy Collis lucrative promotion. He picks Co- album of the movies "Tammy and Capitol Records appears to head lumbia, Mercury and Capitol as the Bachelor" and "Interlude." A the list by a wide margin on the the leaders in this field. He is par- window decal for dealers and a stars give consistent promotion to basis of its fall promotional pro- ticularly enthusiastic about the king-sized streamer also carry out their records. grams in the opinion of Bob Kelly, Sibelius Second Symphony of Co- "The World's Finest Music" theme. Jazz Promotion

To help dealers promote our ex- ages and we know that their cuciting new jazz albims, we have a tomers will be just as enthused

terrific-window display that 6 tures five of our fastest selling was Headlined, "Coral Presents a World's Finest Jazz" the dis Gerry Mulligan, Al Colm, Bol Sims; "The Happy Cat: with ! Newman Sextet: The Hal Mek

Three different consumer lest lets are being furnished to the

Radio & TV Backing

Dealers can be assured of penor Steve Lawrence, Bob Crosby 19 the Modernaires and all of the

The dealers have reacted senstionally to our new Coral pass



and his orchestra

In a Small Forgotten Town · Blame it on Paret





HAYMES

LONESOME - AND SORRY

5299



THERE'S ONLY YOU

FORSAKING ALL OTHERS

5297

D'means DYNAMIII
D'means DYNAMIII
D'means DYNAMIII
D'MEANS DYNAMIII

MANA REESE

AND THAT REMINDS MEMBERS

BILL

DARNEL

RECIPE FOR LOVE

529

jubilee RECORDS FALL MERCHANDISING SECTION

DEALERS-JUKE OPERATORS

Get The Records You Need When You Want Them BRANDS DISTRIBUTING CO.

America's Fastest "One-Stop" Service

Smart juke operators save time, money and guesswork with our automatic New Release Plan. We service your boxes with 2, 3, or 4 new hit releases every two weeks automatically. Profit-wise dealers get same day shipments on orders of any size. Let us solve your record problems with fast, trouble-free service.

. FREE TITLE STRIPS	S EVERY TWO WEEKS
	HESE PRICES
	40

45's .					1				×		8	*		8	1	.60
EP 45's										,		8	•	*		.90
78's .								10		-		*				.65
(Merc,																
33-1	/3	(3	3.9	8	H	st)								1	2.59
																3.29

PHONE, WRITE OR WIRE YOUR REQUIREMENTS TODAY

ALL BRANDS DISTRIBUTING CO.

1903 Fifth Ave.

Phones: AT 1-0258, AT 1-0131

1812 West Chicago Ave., Chicago 22, Illinois (Humbolift 6-5204) 6920 S. Halsted, Chicago 21, Illinois (Radcliffe 3-3144)

MIDWEST'S LARGEST ONE-STOP LP's-52.72

45's-60¢

78's-65c

FREE STRIPS

WITH BILLBOARD'S they can help you sell more records and equipment?

This twice-a-month display poster service brings you:

- Whonor Roll of Hits" Poster-17"x22", flashy two colors. Lists the Top 10 Tunes of the week, plus the up and coming hits.
- "Big Play" Classical Album Poster (alternating with "Big Play" Jazz Albem Poster-Giant, 17"x22" two colors. Use 'em on counters and over self-service racks.
- . "Big Play" Pop Album Poster-17"x22", In two colors. Lists the top selling albums. Great for selfselection displays.
- "Todays Top Tunes" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail salling, statement enclosures.
- Maw Tilles . . . New Artists . . . New Equipment Posters—A big supply exery kit to dress up your windows, walls and counters. Real customer convincers at the point of sale!

AND YOU SAVE UP TO 50% ON THIS SPECIAL OFFER

By Investing as little as 50c week you can start build-Ing your profits right now! Under this introductory offer BILLBOARD will send your SALES BOOSTER KIT fwice a month for fitree months or 6 hits for only \$6.00. Doo'l delay, mail this savings coupen today!

Merchandising Division The Billboard, 2160		360 Incinnati 22, Ohio
	ne the next 6 SALE	S BOOSTER KITS.
	ne one sample SALE	BOOSTER KIT.
Name.		
Store Name		
Store Name		



From Belafonte to black-eye peas! That's what the owner of this Grand Rapids, Mich., supermarket is able to offer his customers. The rack unit is serviced by a local record shop once a week. Rack, with casters, cost the dealer \$51.45 from Freedman-Arteraft. Weekly gross from the rack average: around \$40.

Pick and Choose Pittsburgh 19, Pa. Your Sales Aids

By CLAUDE BRENNAN Decca Records

sound track of LP of "Around the in this manner. World in 80 Days" as a spear- We will kick off additional prohead for 10 brand-new albums, motions in October and November. recorded around the world, such On December 1st, a full page Life "Montmartre Moods," all backed 21 top LP's for this selling season. by a full-scale promotion,

We are using every other means they walk by a record shop. If

at our command to call our product to the attention of the con-Decca's major selling efforts this sumer. Thousands of disk jockeys fall will be directed at the public, are playing long-play records, and to tell them about the powerful their stations are supplied with our sets when they come in. We have new product we introduced to our new sets. Hundreds of newspapers dealers with our "Dealer's Choice" have record columns, and they review our sets.

Decca ads will appear in Life We will publish a new catalog magazine, in This Week Sunday in October, containing all of our handy to everyone: advertising Supplement, and in many other 12" LP's, with hundreds of full- promotion, display, exposure and consumer publications. We hope color illustrations of the covers, that our dealers will join us in ad- and it will be supplied to our dealvertising the exciting new albums, ers free of charge for their custom-We have already shipped two ers. Our new albums have inserts, large window display pieces, and each of which illustrates Decca they will be followed up with a LPs, in full color, for browsing at third this week. It will use the home, 144 albums will be exposed

as: "Caribbean Cruise," "Cherry magazine ad will kick off the Blossom Time in Japan" and Christmas gift season, featuring our

How much merchandise will Display material on several consumers buy because they read sound track albums is in preparation ads, hear the records on the tion, and a unique display is set air, read the reviews, browse thrufor "Satchmo" the musical auto- the catalogs? That pretty much biography of Louis Armstrong. depends on what happens when

they see in the window the record they've seen advertised, heard on the air or read about in their newspapers, chances are they'll come

If they can see it in the store, pick it up, and look it over, chances are good that they'll buy

Some dealers do not use any of the display material supplied to them by the record companies, and others use everything that's offered to them, just because a salesman puts it up. We respectfully suggest that the dealer should be as discriminating in choosing the material he will use as he is in buying the records he will sell.

Not every store can use every piece prepared by every company, because of the type of store and kind of clientele they have. However, almost every record shop can find some kinds of material that will sell records for them.

Some of these individual display pieces cost the manufacturer as much as the total yearly volume done by many record dealers, and if they're right for a specific shop, and they sell, they should be given the opportunity to do the job they were made for. If they are not suited for a specific location, they should be rejected.

Our industry has expanded past the point when "record buyers" were a special segment of the general public. Now almost everyone buys records. Their buying habits are not fully formed. They don't visit their record shops regularly or frequently. They must be exposed to new product in their homes, and urged to come in to see it; exposed to window display as they pass by; shown the new to reach out for these people, and bring them in to make egular record buyers of them.

The tools to work with are salesmanship.

our industry's history, there will be counted some dealers who will be making up their minds at the end of the calendar year to make their move. These are what I have called "the wait, watch and let's see group." It is to this group that I think mine, or anyone's, remarks are best addressed. The time to move is yesterday! See how you come out on this quiz:

1. Is your shop location satisfactory? How is traffie? What about

2. Have you planned or projected your profits you want to earn? 3. Have you projected your

4. Have you budgeted your en-

5. Are your credit lines with suppliers satisfactory?

6. Are you making that extra 3 per cent by discounting your in-

7. Are your fixtures suited to modern-day shopping labits?

8. Is your store well lighted? 9. Do you have attractive window display?

10. Do you have a simplified in-

11. Is your merchandise in clean,

12. Do you have ample inventory of best-selling merchandise?

13. Do you close out slow movago. We did some other things to | Surveying our own program this ing inventory before it is worth-

14. Do you keep your store name

15: Do you have a customer

16. Does your advertising budg-

17. Do your employees know

18. Do you accommodate ou-

19. Do you demonstrate records

20. Do you use distributors' and manufacturers' special buy pro-

Still, in this, the biggest year of grainsr

Twenty Questions To Fall Profits

By HAL COOK

in records was actually introduced realization. by Columbia but two short years the calendar of seasons then, too, fall, which was enthusiastically re- less? sluggish imagination.

day. It has been in the past two vention nearly two months ago. years, after all, that merchandising

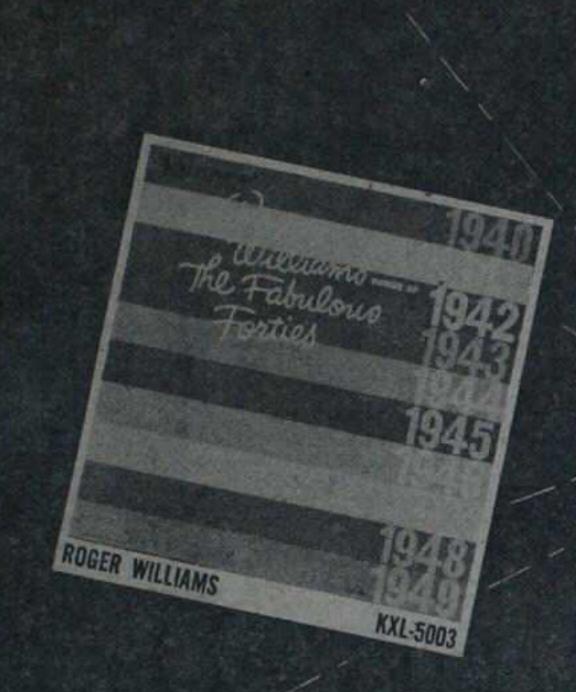
lacquired the really hold, agressive ventory control system? V.-P., Columbia Sales Corporation characteristic which has won for It is often hard to realize that like-minded dealers today's market salable condition? the idea of fall as the "new year" of unprecedented opportunity and

Confidence Communicated

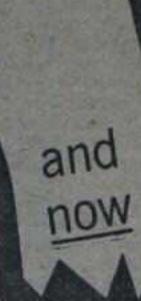
by launching our fall program a ceived and zealously is being carmonth earlier in August. Formerly ried out, we find that our programs in front of the public? a rather dreary month, August has which are conceived with the pressince become a zestful, exciting ent and long-range welfare of deal- mailing list? time, with dealer meetings and a ers in mind, are bearing out our presentation of dramatic product predictions for them. The revitali- et equal 5 per cent of your net designed to wake up even the most zation of our EP catalog by the in- sales? troduction of the Hall of Fame Looking back over the past two Series; the successful debut of our how to sell records? years, it would be hard to find double composer series, the impact fault with the consumer programs of our \$1.98 Harmony line, all are tomers with special orders? of any labels, for they have all examples of the confidence we discontributed to the flourishing state- played and sought to communicate in a satisfactory manner? we find ourselves operating in to- to our dealers at our national con-

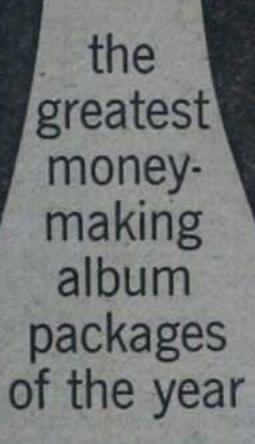
GIVE TO DAMON RUNYON CANCER FUND

KAPP GAVE YOU FABULOUS PROFITS WITH THE FABULOUS FIFTIES





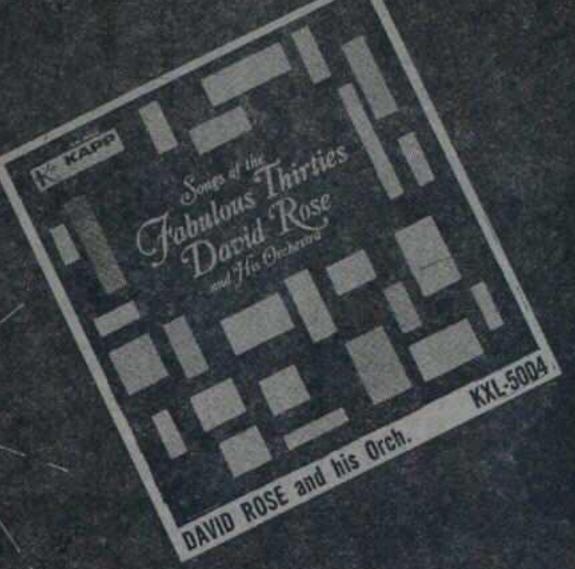


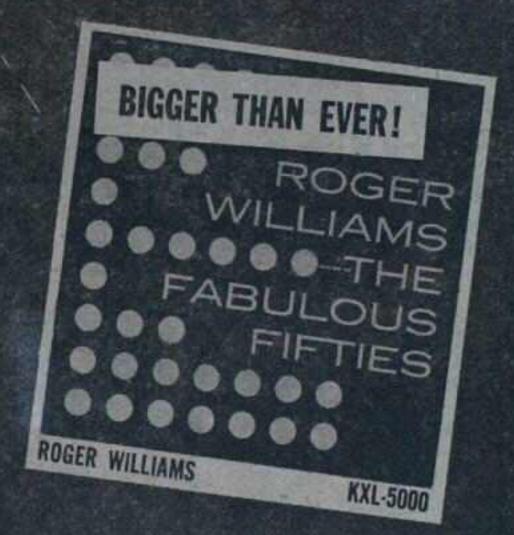


THE FABULOUS VINTAGE YEARS

MAPP

pre-sold, sold and re-sold for you





A great soundtrack of a great score from a great movie



KDL-7001 EXCLUSIVELY ON

KAPP RECORDS INC., 119 W. 57 ST., N.Y.C.



NEW CHART BU





YOU'LL BE THER





Plans to Up Disk Traffic

· Continued from pa

order in each of these months.

us the longest dating and the widest new releases with names of shops discount, she disclosed. "More- where the merchandise was availover, we didn't feel the minimum able. Result: Calls for these reorder condition was out of line. leased picked up instantaneously at For another thing, this company Mr. Zx. has a solid rating with our customers for having talented artists Cartella entreats and quality records."

Dealer Wields Advantage

important part of the skilled meth- fall with far too many new reods used here to push records leases and thereby kill the sales of bought under fall programs. For really good stuff. She also believes example, if a customer asks for a that they bring out a new release classical number without naming by too many different artists. She, the label desired, and the disk is furthermore, feels that when a new offered in several labels, including artist comes out with something by Knight-Campbell for the reto recommend the Angel label. It's company follows with another rea plan that will sell the Angel label lease too quickly on the heels of 80 per cent of the time, according the first. At her shop, this tech-

gives a nod of approval to diskeries item failing to pick up the slack. are given, he stated, help to offset who run big local newspaper "Look," she said as she pointed losses but the main reason for spreads which list the names and to a listing of fall releases, "here's

Wash. Report

· Continued from page 27

pitch. Levine doesn't worry about possible overloading on those specially dated price offers. He takes only what he's fairly certain of selling.

Show No Partiality

doesn't single out any one of the but he likes the Columbia one best sories at bargain prices, "thus eremajors for a big beat in advertis- because it allows a straight 10 per ing. "We show no partiality." cent discount with no gimmicks, no Over-all promotion will lean heavi- trade-ins. Capitol is a close second. been operating a record bonus club est on radio and newspapers in because they, too, allow for a for some time now, and according

personnel will put a bit more sales releases. effort on Westminster this month, Elmic is not on Decca's plan. It

Wisconsin Report

· Continued from page 27

worthwhile to accommodate the shipments that are bombarding us rect-mail promotions and will con- there's little doubt that the dis-

Ready to Double Space

This fall's promotions are coming at an opportune time for the volume Radio Doctors outlet. The store is due to complete an expansion move in time for the late fall and Christmas holiday rush. Taking over the store next door is expected to double the space now being utilized.

According to Stu Glassman, when completed, in the next month or so, the remodeling job will permit Radio Doctors to display up to 50 bins of LP's. Plans also call for setting up a full scale pre-recorded tape department and healthy displays of hi-fi phono package units and both portable and table radios.



count for paying one-third of the promoted disks can be purchased. Columbia used an ad recently "It was the plan that offered which spotlighted a selection of

"Please, more of these ads," Mrs.

Too Many Releases Confuse

This owner believes the record In-store selling techniques are an companies flood the market in the Angel, the sales person is trained that promises to go really big, the nique frequently results in killing Fall or any season, this owner sales of the first disk with the new

addresses of local outlets where one release we carry in 15 different stock in the fall season when labels. We have to stock all of them or some odd-ball customer will call for one of them and go off in a haff if we don't have it."

Chicago Report

· Continued from page 28

Henry Elsnie, of Vitak-Elsnie Company, 4815 South Ashland Ave-As a general policy, Super Music nue. He, too, is generally satisfied, straight 10 per cent, even the it is to Bill Denel, the stores have been At the store point, Super Music limited to catalog items, not new very successful with it." Stamps i

since the line offers 20 per cent allows for only 5 per cent on modoff on the deal, one Super spokes- erate orders. To earn 7 per cent, pleted, bonus records are given to man pointed out. He felt the ma- a dealer has to buy an enormous the customer. Latter plan has enjors have all put out good numbers amount." ABC-Paramount's plan, and singled out Decca and Capitol on the other hand, requires buying for special praise, particularly the from too wide a selection of mer-Capitol Spectacular series. chandise, according to the dealer. Super doesn't rely on over-all Elsnik says he doesn't mind loadadvertising as much as on "clerks ing up on inventory. On a 10 per who know their music." Say the cent plan he'll buy on an antici- the volume of increase has not kept store managers: "We sell records," pated need thro the end of the pace with last year, largely because with emphasis on the sell, and the year. On a 5 per cent discount, of the rise of discount selling in sales personnel has to match the he'll buy close to the belt and not this city. Furthermore, they agree public's increasing know-how in go out of his way to push the that the discounters could not op-

Both are happy with results of di- period of time. For the time being, of the year.

Denver Report

one that appeals most to another Denver dealer, the Knight-Campbell Music Company. The reason is Capitol's catalog and their upcoming recording stars.

The dealer plans to use all available promotion material for department and window displays. Here, again, he considers Capitol's material the most effective. He will also use co-op advertising and display the albums effectively through the store, in addition to radio and newspaper advertising of new merchandise.

No New Promotions

Nothing new has been planned mainder of the year as far as pro-motions are concerned. The dealer's opinion of the fall programs generally is that they belp him to stock up for the rush fall business. Some of the added discounts that heavy buying is to have back-up quantities of any one item are sold each day.

Hwd. Report

Continued from page 33

in addition to its regular customers. The Denels Music Shops, located in Hollywood, and suburban North Hollywood and Van Nuys, have been offering a full line of acces-

ating a sales atmosphere for the record buyer as well." Denels have dicating the number of purchases a consumer has made are affixed to a card, and when the card is comccuraged repeat buring. Denel

Discounting on the Rise

Broadly, both dealers agreed that while their business was growing. erate without the co-operation of Elsnic, like Anderson; thinks that the distributors and the manufacan exchange privilege is important turers. They acknowledge that in making a plan useful. Neither marginal business operators somedealer relates fall buying programs how manage to exist, the they beto promotional plans of their own. lieve they cannot thrive over a long time depending on it for the rest counter is a thorn to the dealer who does not cut price.



This now, portable disk caddy is the work of Leslie Creations. The unit is brass plated, holds over 150 single 45 r.p.m. records. Also perfect for carrying handle folds down when not in use. A \$4.95 seller,

STEVE GIBSON
AND RED CAPS

ABC-PARAMOUNT PRESENTS THE HIT VERSION OF

9856

THE PLANING OF LAMING OF L

Overnight...
and out-of-sight!
Grab this great
ballad-with-a-beat
in its most powerful
treatment—by
Steve Gibson
and the Red Caps!
Really taking off
—everywhere!

FULL COLOR FIDELITY

(Distributed in Canada by Sparton of Canada, Ltd.)

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING SEFTEMBER 14

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

-	AROUND THE WORLD IN 80 DATS-
	Sound Track
	3. MY FAIR LADY-Original Cast Columbia OL 5090
3	L A SWINGIN' AFFAIR-Frank Sinatra Capitol W 803
1	. WONDERFUL, WONDERFUL—
	Johnny Mathis
	S. OKLAHOMA!-Sound Track
1	THE KING AND I-Sound Track Capitol W 740
8	BELAFONTE SINGS OF THE CARIBBEAN
	Harry Belafonte
- 5	. FILM ENCORES-MontavaniLondon LL 1700
	. THE EDDY DUCHIN STORY-Sound Track Decca DL 8289
	. LOVE IS THE THING-Nat King Cole Capitol W 824
	. HYMNS-Tennessee Emie Ford
13	. *FOUR BY PAT-Pat Boone Dot DEP 1057

ATTENTIONI You will note this chart has been extended to 25 places. The Pop Albums Coming Up Strong chart is being eliminated in order to feature more best-selling albums each week.

750	Roger Williams Kapp KXL	5000
15.	THE PAJAMA GAME-Sound Track Columbia OL	
	MARVELOUS MILLER MOODS-	
	Glenn Miller Army Air Force Band BCA Victor LPM	49
17.	SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W	65
18.	CALYPSO-Harry Belafonte	1248
	BELAFONTE-Harry Belafonte RCA Victor LPM	

22. THIS IS NAT KING COLE-Nat King Cole Capitol T 870 23. WE GET LETTERS-Perry Como RCA Victor LPM 1463 24. THE STUDENT PRINCE & OTHER CREAT SHOW HITS-

25. DUKES OF DIXIELAND, VOL. 3. . . . Audio Fidelity AFLP 1851 * Not available as a pop album. Available only on Dot-DEP 1057.

Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 14

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

2. WONDERFUL, WONDERFUL-

3. LOVING YOU-Elvis Presley RCA Victor LPM 1515 4. WE GET LETTERS-Perry Como RCA Victor LPM 1463

5. LOVE IS THE THING-Nat King Cole Capitol W 824 6. SARAH VAUGHAN SINGS GEORGE

GERSHWIN Mercury MGP-2-101

7. DANCE TO THE MUSIC OF LESTER LANIN ... Epic LN 3340 5. JACKIE GLEASON PRESENTS VELVET BRASS Capitol W 859

9. AROUND THE WORLD IN 80 DAYS-

10. MAN I LOVE...... Capitol T 864

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Kame	☐ Payment	enclosed			0	III me		849	1
Occupation or	Title			EUR	3/3		88		
Company			129	100		741	6 5	9.318	
Address	31.131		7						

· Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, soundrecording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Album

THE FABULOUS HMMY DORSEY (1-127)-Fraternity F-1008

Interest in the late saxophonist-maestro, stimulated by two hit disks and his recent death, insures heavy interest in this affectionatelyconceived tribute. Dorsey himself is on just four tracks, Dick Stabile is a ringer for him on four more. Hits "So Bare" and "June Night" are included, along with revivals of "Amapola," "Maria Elena," etc. Strong cover will count.

Semi-Classical Album

RUSSKAYA (1-12")-Hollywood Bowl Symph. Orch. (Dragon) Capitol P 8384

Sure-fire package of Russian selections chiefly in dramatic arrangements by conductor Carmen Dragon. In addition to traditional "Song of the Volga Boatman" and "Meadowland," album includes Rubenstein's "Kammenoi-Ostrow" and popular works by Tchaikovsky, Glinka and Rimsky-Korsakov. Exciting hi-fi round. Promising sequel to series of Hollywood Bowl successes.

EP Album

AROUND THE WORLD (1-EF)-Mantovani. London BEP 6327

The British maestro has been off and on the charts with his "Around the World" single for many weeks. This coupling of the latter hit, together with tone "June Night," already well-known via the Jimmy Dorsey ork version, is mighty smart packaging and should be a solid counter item, particularly with current sales emphasis on EP's. Others coupled here are "Heart of Budapest" and "Toyshop Ballet." both new items. Familiar "Around the World" insignia on the cover is added lure.

Sound

RUSSKAYA (1-12") Hollywood Bowl Symph. Orch. (Dragon) Capitol P 8384 See Semi-Classical Spotlight Review.

- Album Cover of the Week -



THE FABULOUS JIMMY DORSEY, Frafernity F- 1008. Fine color, cover photo of the late, great orkster is an excellent display piece. Renewed interest in the artist as a result of recent successes should attract glances and coin

Reviews and Ratings of New Albums

Popular

Terena Brower (1-12") Coral CRL 57179

Here hee 12 past diskings by "Miss Music" wrapped up in a new and displayable pockage. Selections include hits like "Empty Arms;" "Jilled," etc. Even without heavy Jock play (became of the vistage and of the material) the thrush's firms will be attracted by the full color. photo and the listing of past successes. Worth counter exposure.

(1-12") Coral CRL 57184

> Material in this package is done in Williams' highly stylized munner, with swinging arrangements. Some of the sides generate real excitement, as "The Honeydripper," with ork by Sy Oliver, and "Cry Baby," with arrangement by Dick Jacobs, Wiltiams, of course, is riding well as a singles artist currently, and this is likely to help move the alfrom, Package includes "I'm Gonna Sit Right Down and Write Myself a Letter!" and other tunes with which he is amociated.

MUSICAL MAGIC75 The McGnire Sisters (1-127) Coral CRL 57180

Package adds up to pleasant and commercial recap of a number of the gals' previous singles. Tunes include "Lonesome Polecat," "Goodnight My Love, Pleasant Dreams," "Missing," etc. As always, the hazmony appeal is strong and the arrangements (shared by Neal Helti and Dick Jacobii are crisp and clean. Colorful photo of the trio makes the set a definite counter display item.

LET'S GET ACQUAINTED The Lennon Sisters (1-12") Brunswick BL 54031

The Sisters, members of the Lawtence Welk organization on TV. project a lot of charm on these dozen performances. The material is of many types-some with Dixie-

(1-127)

Caral CRL 57146 tocongruous title, but traditional juzz buffs will get a boot from Pere Fountain's New Otleans-Farola-inspired clarineting throught. On the while, most attention is likely to come from Welk Show fant rather

than just buyers, utiless pushed in their direction. As Divis ensemble it's rather without agirit; a little too thorniy runtimed.

more recent pops. Moderate potential, Tunes include "Little White Lies," "Teenage Waltz," "White Silver Sands."

Big" Tmy Little [1-12"] Brumwick BL 54030

Lively rickey-tick plane by Little, a featured sideman with the Lawrence Werk organization, Good matchal of its type, altho potential is limited because of such similar material on the market Tunes include several originals and a good sprinkling of standards, as "Hindustan," "Maple Leaf Rag," etc.

AMERICAN COLLEGES SING

(1-22")

Various Groups, Request RLP 8028 Album effectively preserves American choral tradition of Supples Foster surge, Highly trained ales clubs and choirs representing Columbia, Rutgers, Mount Holyoke, Lafayette, Howard and other schools are generally successful with elaborate arrangements of Foster favorites. Good standard material.

OF MAIDS AND MISTRESSES 72 (1-12")

Tom Kines. Elektra 137 Pleasant voice, good delivery mark folk-singer's program of Anglo-Suson and Celtic songs covering wide

(Continued on page 64)

Classical

HOLST: THE PLANETS (1-12") Los Angeles Phil. Orch, (Stokowski) Capitul P 8389

Holst's astrological some for large orchesica hus always been attractive to hi-li enthusiasts. Present version abouid prove no exception and can be expected to draw rewarding attention. However, previous releases still merit consideration for performance and sound.

KEYBOARD FANTASIES (1-12") Loon-Competent performances of shorter works by Chopin, Mendelssohn, Prokutiev, Debussy and Gershwin. Feature of album a Pennasio's original "Midnight on the Cliffs," Shich offers opportunity for showy plantum in work of popular appeal. Altho somewhat lacking in subtlery or unusual technique, disk could do well by virtue of performer's active following and good choice in programming.

STARLIGHT CHORALE (1-12") Hollymood Bowl Symph, Orch, (Wagner) Capitol P 8390

A group of popular operatic chooses n well-contrasted acray is concealed by the vague title of this album. There has not been excessive duplication of packages of this type so far. Well-drilled chorus is acceptable, altho not equalling performances in various complete opera acts. Contents comprise material from Gornod's "Faunt," Bizet's "Carmen," Verdi's "Aida" and "Trovatore," Was-Live sound.

> SMETANAI CZECH POLKAS AND DANCES (I-12") Firkusny, plane. Cap-

Unhackneyed selections of great charm and vitality performed with flexibility and skill to meet difficult technical demands. Collections of four "Crech Polkas" and 10 "Crech Donces" receives understanding treatment by antive son. Recording is quite reallistic, revealing occasional hard sound.

STRAVINSKY: PERSEPHONE GAPS N. Gedda, C. Nollier; Orch. de La Societe Des Concerts Du Conservatoire

(Continued on page 64)

18)16/406

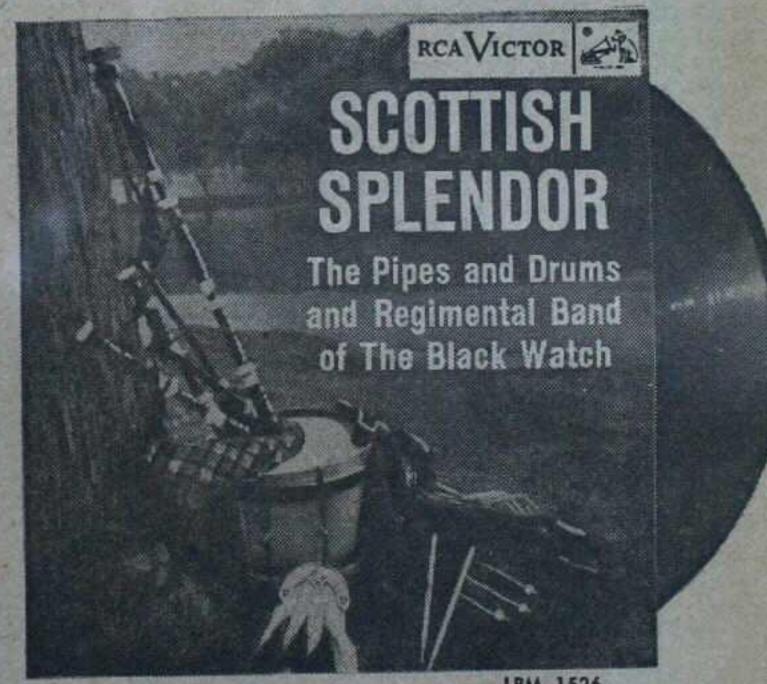
Just watch their RCA VICTOR albums go to town



LPM 1525

This week, the pipes and drums and regimental band of The Black Watch Royal Highland Regiment begin their nation-wide 57-city tour. Their two big RCA Victor albums are going to go places, too! Here's why :

- · RCA Victor is running powerful consumer ads in Holiday, Saturday Review, The New Yorker, High Fidelity, and Hi-Fi Music At Home.
- · RCA Victor is placing special newspaper ads in many of the cities The Black Watch will visit.
- · RCA Victor has a big ad in the souvenir program booklet distributed to The Black Watch audiences.
- · RCA Victor is supporting The Black Watch promotion with a barrage of commercials on all these NBC Radio Network shows: Monitor, Nightline, Bandstand.



LPM 1526

- · RCA Victor is providing a special deejay and press kit for all tour cities.
- RCA Victor is giving you mounted album covers for big mass display.
- RCA Victor is supplying ready-to-go, 30-second radio spots and ad mats in three sizes for local advertising.
- · RCA Victor and Schenley Distillers are tying in for special national promotion and display of the albums with Dewar's Scotch.

Check to find out when the Black Watch tour hits your town - and get set for action before they reach your city! Stock up on Black Watch albums. Send for ready-to-broadcast radio spots. Just put the albums on display, put the commercials on the air - and start putting the profits in your pocket! Contact your RCA Victor Records distributor today.



RCAVICTOR





GUARANTEED Y STATES OF THE STA

(TO BE YOUR BABY)

with MITCHELL AYRES ORCHESTRA arrangement by

RCA Victor 47/20-7050



Money III

153640 5740 6000 6

HAY ROCE

and THE RAY CHARLES SINGERS JOE REISMAN

RCA Victor 47/20-7050



RCAVICTOR







sparkles again with two swingin' hits

DON'T TAKE MY HAPPINESS
PLEASE HURRY HOME

HONOR ROLL OF H175

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 14

This Week		ast Veck	Vecks on Chart	This Week	Last Week		on Chart
1.	Tammy By Jay Livingston-Ray EransPublished by Northern (ASCAP)	1	10	6.	Whole Lotta Shakin' Goin' On By D. Williams-S. David—Published by Marlyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.	7	7
	REST SELLING RECORD: Debbie Reynolds, Coral 61851; Ames Brothers, Via 20-6930, RECORDS AVAILABLE: George Barnes, Dec 30398; Joseph Gersheson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Sayder, Dec 30433.			7.	In the Middle of an Island By Varnick & Acquaritya—Published by Mayfair (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec	0	7
2.	Honeycomb By Bob Merrill—Published by Hawthorns Music (ASCAP) REST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.	3	6	8.	Around the World By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani,	5	5
3.	Diama By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.	2	9		London 1746, RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
4.	That'll Be the Day By Jerry Allison-Buddy Holly-Norman Petty-Published by Nor-Ve-Jak Music Co. (BMI)	6	6	9.	Rainbow By Ron Hulme—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184, RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubiles 5290.	9	1
	BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276; Connie Rusself, Era 1020.			10.	Mr. Lee By Bobbettes-Published by Progressive (BMI) BEST SELLING RECORD: Bobbettes, Atlantic 1144.	7	•
5.	By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1265; Big A) Sears, Jubilee 5293; Dinah Shore, Vic 20-6980; Ethel Smith, Dec 30421.	4	6	10.	White Silver Sands By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubiles 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Dava Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.	8	10
		Se	con	d Te	n		
12.	Chances Are By Stillman & R. Allen-Published by Corwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.	30	2	17.	It's Not for Me to Say By A. Stillman & R. Allen-Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathia, Col 40851. RECORDS AVAILABLE: Jane Morgan, Kapp 185; Cycil Stapleton, London 1754.	4	1:
	Love Letters in the Sand By N. Kenny, C. Kenny & Coots—Published by Bourns (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; VI Vienns, V.I.P 1003; Mac Wiseman, Dot 15576.		20	18.	By Warren, Adamson, McCarey-Published by Leo-Felst (ASCAP) BEST SELLING RECORD: Vic Damone, Col 40945. RECORDS AVAILABLE: Luis Arcaraz, Vic 20-6952; Carmen Cavallaro, Dec 30362; Angela Drake, M.G.M 12499; Pete King, Liberty 55075; Machito, Tico 407; Vi Vienne,	3	-
3.	Remember You're Mine By Mann-Lowe-Published by Lowe-Tray Music Corp. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15601 RECORD AVAILABLE: Ray Vernon, Cameo 109.	20	5	19.	Bye Bye Love By B. Bryant—Published by Aculf-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315.	5	1
3.	Teddy Bear By Kal Mann-Bernie Lowe-Published by Gladys Music (ASCAP)	11	13	-	RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		
6.	I'm Gonna Sit Right Down and Write Myself a Letter By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORDS AVAILABLE: Harry the Hipster, Hip 501; Hop-a-Long Worg. Amusing 100; Larry Storch, Roulette 4014.		13	20.	My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto" 1 By Al Stillman-C, Bargoni—Published by Symphony House (ASCAP) BEST SELLING RECORD: Della Reese, Jubilee 5292. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 20-7027; Nick Noble, Mercury 70959; Kay Starr, Vic 20-6981; Billy Vaughn, Dot 15466.	5	
		- 1	hird	Tei			
21.	Hula Love By Knox-Published by Kahl (BMI) RECORD AVAILABLE: Buddy Knox, Rouletts 4013.	24	3	26.	Short Fat Fannie By Mary Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 608.	9	1:
21.	Just Between You and Me By L. Cathy-J. Keller-Published by Winneton (BMI) RECORDS AVAILABLE: Chordettes, Cadence 1330; Jimmy Davis, Dec 29157.	30	2	28.	Love Me to Pieces By Endsley-Published by Acutt-Ross (BMI) RECORDS AVAILABLE: Jill Corey, Col 40955; Janua Martin, Vic 20-6832; Rusty &	8	
21.	Stardust By Houge Carmichael-Parish—Published by Mills (ASCAP) RECORD AVAILABLE: Billy Ward, Liberty 55071.	27	10	29.	Doug, Hickory 1008.		
21.	You're My One and Only Love By Marshall-Kassel-Published by Vivid Publishins (ASCAP)	28	2		By Bennett-Denton-Published by Pamon Music (BM6) RECORD AVAILABLE: Joe Bennett & the Sparkletones, ABC-Paramount 9837.		
25.	Searchin' By Leiber-Stoller-Piblished by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	22	17	29.	Goody Goody By Mercer-Malneck-Published by DeSylva, Brown & Henderson (ASCAP) RECORDS AVAILABLE: Ella Filzgerald, Dec 30405 & Dec 28126 & Verve 10079; Jane Grant, Dot 15610; Frankie Lyman and the Teenagers, Gee 1039; Hop-a-Long Wong, Amosing 100; Larry Storch, Roulette 4024.	1	
26	. Happy Happy Birthday Baby		1	29.	Lotta Lovin'		

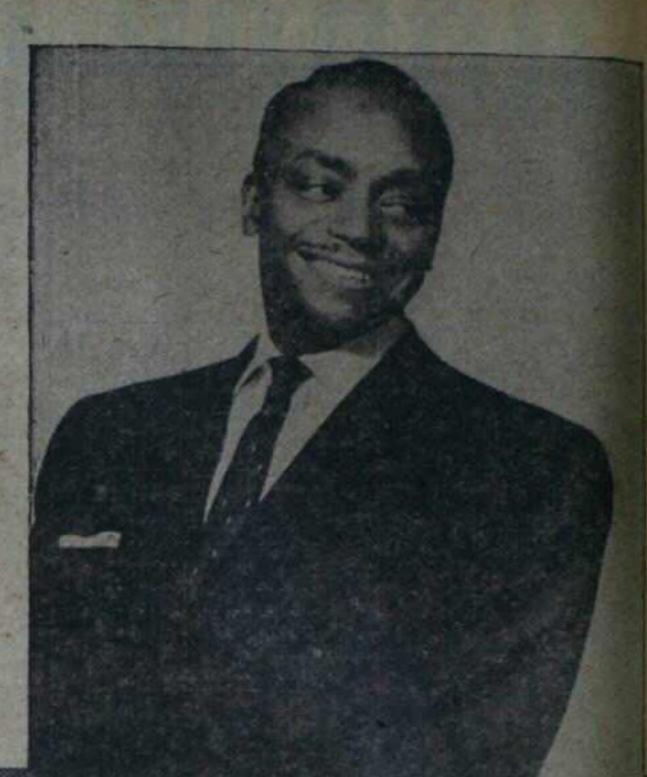
WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 16, N. Y.

By Sylvia-Lopes-Published by Doons Music (BMI)
RECORDS AVAILABLE: Kay Cee Jones, Dec 30432; Tuns Weavers, Checker 272.

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

By Bernice Bedwell-Published by Song Prod. (BMI) RECORD AVAILABLE: Gene Vincent, Cap 3763. BILLY
WILLIAMS

Oh Yeah - It's Another Smash



"GOTA DATE WITH AN ANGEL"

Orch & Chorus Directed By DICK JACOBS

CORAL 9-61886 (61886)

Big Hits Are A Habit On

CORAL



BILLY WILLIAMS

With An Inspiring Performance

"THE LORD WILL UNDERSTAND"

(And Say "Well Done")

Orch & Chorus Directed By DICK JACOBS

CORAL 9-61886 (61886)

CORAL

DRALL) Where Hits Are A Habit



A SALUTE TO

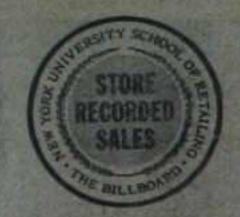
PARTIPAGE

Her New Mercury Record "I'll Remember Today"

Destined To Be A Million Seller

Her New Coast To Coast Television Show "The Big Record"
Every Wednesday Night-CBS





Best Sellers in Stores

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

FOR SURVEY WEEK ENDING SEPTEMBER 14, 1957

This Week	Last Wert	Weeks on Charf	Thin Week		Weeks on Chart	This Week		eeks on burt
1.	THAT'LL BE THE DAY (BMI)- Crickets I'm Looking for Someone to Love (BMI)-	6	12. SEARCHIN' (BMI)—(YOUNG BLOOD (BN		19		SCINATION (ASCAP)—Jane Morgan. 21 ascination (Instrumental) (ASCAP)—Kapp 191	3
2	TAMMY (ASCAP)—Debbie Reynolds I	9	13. BYE BYE LOVE (BN Everly Brothers 1 Wonder If I Care as M		18		EAR MY RING (BMI)-Cap 3763	1
3.	DIANA (BMI)—Paul Anka	9	14. YOU'RE MY ONE AS (ASCAP)—Ricky No HONEY BOCK (ASC	Ison 25	2	1	ACK SLACKS (BMI)—Joe Bennett and the Spurkletones. — Jopoin Rock Boogie (BMI)—ABC-Paramount 9837	1
4. 1	HONEYCOMB (ASCAP)— Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)— Roplette 4015	6.	Johnny Mathis Warm and Tender (ASC.	II	18	100 B 20 I	HITE SILVER SANDS (BMI)— Don Rondo	9
5.	WHOLE LOTTA' SHAKIN' COIN' ON (BMI)—Jerry Lee Lewis	1 9	16. LOVE LETTERS IN (ASCAP)-Pat Boot BERNARDINE (ASC	ie 13	20	27. G	OODY GOODY (ASCAP)— Frankie Lymon and the Teenagers	4
6.	TEDDY BEAR (ASCAP)-Elvis Presley S LOVING YOU (BMI)-Vie 20-7000	5 14	(BMI)-Tune Wear	ers	1		CONNA SUE PICHT DOWN AND	
7.	MB. LEE (BMI)-Bobbettes	7	18. SHORT FAT FANN Larry Williams High School Dence (BM	19	12	D	WRITE MYSELF A LETTER (ASCAP)-Billy Williams	14
8.	We Will Make Loin (ASCAP)-Kapp 184	7 8	19. STARDUST (ASCAIL		10		Coral 61830	
	IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett	0 7	20. HULA LOVE (BMI) Devil Woman (BMI)—R		3		Del Vikings	11
	REMEMBER YOU'RE MINE (ASCAP)-Pat Boone THERE'S A GOLD MINE IN THE SKY (ASCAP)-Dot 15602	1 7	21. SEND FOR ME (BA Nat King Cole MY PERSONAL PO Cap 3737		13	SEC. 175	OVE ME TO PIECES (BMI)- Jill Corey	7
11.	CHANCES ARE (ASCAP)— Johnny Muthis The Twelink of Never (ASCAP)—Col 40991	- 1	22. JUST BETWEEN YOU (BMI)—Chordettes SOFT SANDS (BMI		2	2 2000	ROUND THE WORLD (ASCAP)— Victor Young	7
		DAN VIS	The second second second	With a second second				

Most Played by Jockeys

SIDES are ranked in order-of the greatest number of plays on disk jockey radio shows through the country. Results are based on The Billboard's weekly survey among the nation's disk tookeys. The severes side of each record is also listed.

FOR SURVEY WEEK ENDING SEPTEMBER 14, 1957

		Weeks
This	Last	Se Chart
Week	Wesk	Chart
1. HONEYCOMB (ASCAP)— Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—		5
2. TAMMY (ASCAP)— Debbie Reynolds Frmen Heris—ASCAP)—Coral 61951	. 1	10
3. DIANA (BMI)-Paul Anka Don's Gambia With Love (BMI)- ABC-Paramount 9831	. 3	7
4. THAT'LL BE THE DAY (BMI)- Crickets I'm Lookin for Someone to Love (BMI)- Brunswick 25009	. 6	5
5. CHANCES ARE (ASCAP)— Johnny Mathis The Tweinh of Never (ASCAP)—Col 40993	20	2
** RAINBOW (ASCAP)-Russ Hamilton We Will Make Lone-Kapp 184	. 4	8
6. MR. LEE (BMI)-Bobbettes Look at the Stary (BMI)-Atlantic 1144		1
8. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone Thern's a Gold Mine in the Sky (ASCAP)— Dat 13502	7	5
9. TAMMY (ASCAP)-Ames Brothers . Rockin' Shors (BMI)-Vic 6930	5	10

	not nek	Weeks on Chari
9. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)-Jerry Lee Lewis It'll Re Mine (BMI)-Sun 267	10	7
11. FASCINATION (ASCAP)— Jane Morgan Fascination (ASCAP)—Kapp 191	12	3
12. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams Date With the Blues (ASCAP)—Coral 61830	11	14
13. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett	17	8
14. MY HEART REMINDS ME (ASCAP)- Kay Start	23	2
15. WHITE SILVER SANDS (BMI)— Don Bondo Stars Fell on Alahama (ASCAP)—Jubilee 5288	,9	9
16. FASCINATION (ASCAP)— Dinah Shore Till (ASCAP)—Vic 6930	1	1
17. TEDDY BEAR (ASCAP)-Elvis Presley	8	21

This West		Last Week	Weeks on Chart
18.	JUST BETWEEN YOU AND ME (BMI)-Chordettes	. 18	2
19.	AROUND THE WORLD (ASCAP)— Mantovani The Road to Ballingarry (ASCAP)—London 174		10
19.	LOVE ME TO PIECES (BMI)- Jill Corey	. 15	8
21.	SEND FOR ME (BMI)— Nat King Cole	-	10
22.	(ASCAP)-Johnny Mathis		17
23.	IN THE MIDDLE OF AN ISLAND (ASCAP)—Tennessee Ernie Ford 107 Luarue (ASCAP)—Cap 3762		1
23.	BYE BYE LOVE (BMI)— Everly Brothers 1 Wonder II I Care as Much (BMI)— Cadence 1315	. 13	17
25.	HULA LOVE (BMI)-Buddy Knox . Devil Woman (BMI)-Roulette 4018	. 25	



JONI JAMES

CRYING IN THE SHADOWS

K12531 • MGM 12531



CONNIE

MARVIN

THE MAJESTY

YOU, MY DARLIN', YOU MGM 12555

BILLBOARD CASH BOX VARIETY

SHEB WOOLEY ORIGINAL POP HIT!

K12541

& His Orchestra

MIGHT BE LOVE K12536

Quartet

K12508 • MGM 12508

Keep Your Eyes and Ears on . . .

CARMEL QUINN

WHO ARE YOU FOOLIN' NOW!

K12540

YOU CAN'T RUN AWAY FROM YOUR HEART



Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 14

The information given in this chart is based on access sales to customers in a scientific sample of the me tion's retail record outlets during the week end on the date shown above. Sample design, any size and all methods used in this continuing an of retail record sales are under the direct and co tinuing supervision and control of the School of the tailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

Black Sincks

Joe Bennett & Sparkletupes, ABC-Para. Fascination, Jane Morgan, Kapp. Hala Love, Buddy Knox, Rh. Rainbow, Russ Hamilton, Kapp. Robet, Carol Jarvis, Dot Searchin' Young Blood, Coasters, Atco. Tammy, Debbie Reynolds, Cor. That'll Be the Day, Crickets, Brk.

CHICAGO

Diana, Paul Anka, ABC-Para, ... In the Middle of an Island Tony Bennett, Col. Moonlight Swim, Nick Noble, Mer. Rainbow, Russ Hamilton, Kapp Searchin' Young Blood, Coasters, Atco. Tammy, Debbie Reynolds, Cor. Teddy Bear Loving You, Elvis Presicy, Vic. Whole Lotts Shakin' Goln' On Jerry Lee Lewis, Sun

Black Slacks

Joe Bennett & Sparkletones, ABC-Para. Chances Are, Johnny Mathis, Col. Fuscination, Jace Morgan, Kapp Happy Happy Birthday, Tune Weavers, Che. Honeycomb, Jimmis Rodgers, Rit. Tammy, Debbie Reynolds, Cor. That'll Be the Day, Crickets, Bik. Whole Lotte Shakin' Goln' On Jerry Lee Lewis, Sun

Diana, Paul Anka, ABC-Para. Fascination/Swingin' Sweethearts David Carroll, Mer. Mr. Lee, Bobbattes, Atl. Rainbow, Russ Hamilton, Kapp Short Fat Fannie, Larry Williams, Spe. Tammy, Debbie Reynolds, Cor. That'll Be the Day, Crickets, Bek. Whole Lotta Shakin' Goln' On Jerry Lee Lewis, Son

Cool Shake, Del Vikings, Mer.

You're My One and Only Love

Ricky Nelson, Vsv.

- LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down and Write Diana, Paul Anka, ARC-Para.
Myself a Letter, Billy Williams, Cot.
Island in the Sun, Harry Belafemir, Vic. Gotta Gel in Your House It's Not fee Me to Say, Johnny Mathis, Col. Love Letters in the Sand Bernardine Pat Boone, Dot Short Fut Famile, Larry Williams, Lbr. Mr. Lee, Robbettes Atl. So Rare, Jimmy Dorsey, Fty. Swinging' Sweetheart, Run Goodwin, Cap. Tammy, Debbie Reynolds, Cor. Toddy Bear Laxing You, filvis Presley, Vic. There's a Gold Mine in the Sky Remember You're Ming, Pat Boone, Dot Whispering Bells, Del Vikings, Dot Whole Lotta Shakin' Goln' On Jerry Lee Lewis, Sun

- NEW YORK AND NEWARK

Diana, Paul Anka, ABC-Para, Honeycomb, Jimmy Rodgers, Rit. It's Not for Me to Say, Johnny Mathis, Cot. Stardast, Billy Ward, 15t. Mr. Lee, Hobbettes, Atl. Tummy, Debbie Reynolds, Cor. Teddy Bear Loving You, Elvis Presley, Vic. Tecnager's Romance I'm Walkin' That'll Be the Day, Crickets, Brk. Whole Lotte Shakin' Goln' On Jerry Lee Lewis, Sun

- NORTHERN NEW YORK STATE

Diana, Paul Anka, AHC-Para. Dumplin's, Ernie Freeman, Imp. Farther Up the Road Bobby (Blue) Bland, Dake Honeycomb; Jimmie Rodgers, Rit. . Loving You Teddy Bear, Eisin Presley, Vic. Mr. Lee, Bobbettes, Atl. Tammy, Debbie Reynolds Cor., Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

With You on My Mind Nat King Cole, Cap.

NORTHERN OHJO Chances Are, Johnny Mathis, Col. Diana, Paul Aoka, ABC-Para, Lotta Lovin', Gene Vincent, Cap. My One Sin, Four Coins, Epic Remember You're Mine, Pat Boone, Dog-That'll Be the Day, Cricketts, Brk. Whole Lotte Shakin' Loin' On Jerry Lee Lewis, 500 You're My One and Only Love Ricky Nelson Vev.

- HORTHWEST

Hela Love, Studdy Knex, Rit. In the Middle of an Island Tennessee Ernie Ford Cap.
Rainbow, Russ Hamiton, Kapp. Short Fat Fannie, Larry Williams, Spe. Tammy, Deblaie Raynolds, Coc. Teddy Bear/Loving You, Five Petaley, Vis. You're My One and Only Love Ricky Nelson, Vrv.

- PHILADELPHIA

Chances Are, Johnny Marinis Col. Houseycomb, Jimenie Rodners, RR. In the Middle of an Island/E Am Tony Bennet, Col. H's Not for Me to Say, Johnny Mathie, Col. Hainboye, Russ Hamilton, Kapp. Tammy, Debbie Reynolds, Cor. Teddy Best Loving You, Elvis Presley, Vin. Whole Lotts Shahin' Gom' On. Jerry Lee Lewis, 5um

- SAN FRANCISCO AND OAKLAND -

Desiree, Charts, Escriast Diana Paul Anks, ARC-Purs, Farther Up the Road Robby (Blue) Bland, Duke Fascination, David Carroll, Lun. Honest I Do, Jimmy Reed, Der Jay Send for Me, Nat King Cole, Cap. Testity Rear Loving You, hiven Presiey, Via. Whole Lotta Shakin' Guin' On Jerry Lee Lewis, Sun

-----ST. LOUIS AND KANSAS CITY-

David Seville, Lbt. Honeycomb, Jimmie Rodgets, Rif. Honest I Do, Jimmy Reed, Dee Jay Searchin', Cousters, Atco. Short Fat Famile, Larry Williams, Spe. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sum

- SOUTHERN OHIO -

Around the World, Victor Young, Dec. 1 Like Your Kind of Love Andy Williams, Cdc. I'm Goung Sit Right Diswn and Wells Myself a Letter, Billy Williams, Cor. Searchin', Young Blood, Cousters, Atco. Send for Me, Nat King Cole, Cap. Tammy, Debbie Reynolds, Cor. Teddy Bear/Loving You, Elvis Presicy, Vin. Ricky Nelson, Vrv. That'll Be the Day, Crickets, Brk.

- WASHINGTON AND BALTIMORE -

White Silver Sands, Don Rondo, Jub.

Diana, Paul Anka, ABC-Para, Love Me to Pieces, Jill Corey, Cul-Remember You're Miss There's a Gold Mine in the Sky, Par Boone, Dot Tammy, Ames Brothers, Vic. Tammy, Debbie Reynolds, Cor. Teddy Bear/Loving You, Flyin Physics, Vit. That'll He the Day, Crickets, Bek. Whole Lotts Skakin' Goin On Jerry Lee Lewis, Sun

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lead singer of "WHISPERING BELLS")

Mot * 15636

RECORDS Int - Summer and Virgo - Hally-wood, Calif - Phone HO 1-11a):

EVERYBODY PICKS-

Rick Nelson's manan

and

HAVE I TOLD YOU LATELY THAT I LOVE YOU?





Top 100 Sides

FOR SURVEY WEEK ENDING SEPTEMBER 14

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Position, Song, Artist, Label	Position Last Week
1. TAMMY, Debbie Reynolds, Coral	- NAME OF TAXABLE PARTY.
2. DIANA, Paul Anka, ABC Paramount	
3. THAT'LL BE THE DAY, Crickets, Brumswick	
4. WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun . 8. HONEYCOMB, Jimmie Rodgers, Roulette	
6. TEDDY BEAR, Elvis Presiey, Victor	
7. MR. LEE, Bubbettes, Atlantic	
E. RAINBOW, Russ Hamilton, Kapp	
1. IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	16
16. BYE BYE LOVE, Everly Brothers, Cadence	
12. SEARCHIN', Coasters, Auco	
13. STARDUST, Billy Ward, Liberty	15
14. SEND FOR ME, Nat King Cole, Capitol	
15. SHORT FAT FANNIE, Larry Williams, Specialty	
16. WHITE SILVER SANDS, Don Rondo, Jubilee	
18. LOVE LETTERS IN THE SAND, Pat Boone, Dot	
19. PM GONNA SIT RIGHT DOWN AND WRITE MYSELF A	LETTER,
Billy Williams, Coral	
21. HULA LOVE, Buddy Knox, Roulette	
22. YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verse	
23. LOVE ME TO PIECES, Jill Corry, Columbia	
24. GOODY GOODY, Frankie Lyman and the Tecnasers, Gen	
25. REMEMBER YOU'RE MINE, Pat Boone, Dot	
26. CHANCES ARE, Johnny Mathis, Colombia	
IR. THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	
29, AND THAT REMINDS ME, Della Reese, Jubilee	
30. HAPPY HAPPY BURTHDAY, Tune Weavers, Checker	
30. BLACK SLACKS, Joe Bennett & The Sparkletonies, ABC-Par-	
32. SO RARE, Jimmy Dersey, Fredericky	
34. TO THE AISLE, Five Sating, Ember	
35. AROUND THE WORLD, Manterani, London	
36. JUST BETWEEN YOU AND ME, Chordenes, Cadence	
37. FLYING SAUCER, Buchanan & Goodman, Luniverse	
37. LASTING LOVE, Sal Miseo, Epic	
40. OLD CAPE COD, Patti Page, Mercury	24
41. MOONLIGHT SWIM, Nick Noble, Mercury	50
42. WONDERFUL, WONDERFUL, Johnny Mathin, Columbia	31
43. JENNY, JENNY, Little Richard, Specialty	
42. TAMMY, Ames Brothers, Victor	36
46. LOVING YOU, Elvis Presley, Victor	29
47. FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	
48. WHEN I SEE YOU, Fats Domino, Imperial	andrews 41
48. AN AFFAIR TO REMEMBER, Vic Damoor, Columbia	***************************************
50. REBEL, Carol Jacob, Dut	
#2 LONG LOVELY NIGHTS, Clyde McPhatter, Atlantic	
41 SUSIE O. Dale Hawkins, Checker	
84. FASCINATION, Dick Jacobs, Coral	
as were true Principally Marriery	ARREST STREET,
ST. COOL SHAKE, Del Vikings, Mentury ST. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FO	
Change Could's Acre	CHARGER PARTY
BERNARDINE, Par Boose, Dot	4
AT ANY MEADY DEMINES ME. KAY STATE, VICTOR	
62. SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	
AT ATT SHOOK I'P Ship Poster, Victor	
65. OVER THE MOUNTAIN, Johnson & Jor, Chess	
67. GONNA FIND ME A BI-UERIRD, Marvin Ruinwater, Mc-N	
40 IN THE AUDDIE OF AN ISLAND, I concence Line Police	THE PARTY OF
26. ANGRY, Frankie Pirzni, Bally	7.5
THE PERSON OF THE SAME OF THE ABOVE THE COURSE OF THE PERSON OF THE PERS	THE RESERVE AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS
71. FALLEN STAR, Ferlin Hinky, Capitol	
76. WHITE SPORT COAT, Marry Romans, Commission	90
THE PARTY OF THE PERSON OF THE	
79. LET THE POUR WINDS BLOW, Roy Blown, Imperial	
21. FOUR WALLS, Jim Reeves, Victor	Witness Co.
22 I LIKE VOUR KIND OF LOVE, Andy Williams, Capence	
81 SOFT SANDS, Churdetter, Cadence	97
22. YOUNG BLOOD, Constern Airo	AAAAAAAAA TOO
BT. LIPS OF WINE, And Williams, Cadence	41
BY, SONG OF THE HAREFOOT MAILMAN, Billy Leadly, Bally	AAAAA TETT
87. START MOVIN', Sal Mineo, Epic	*******
87. AROUND THE WORLD, Bing Cremby, Deces	OCCUPANTAL STREET
BA FAIREN STAR I COMMON NAMED AND ADDRESS OF THE PARTY OF	
95. DANCIN', Perry Como, Victor 95. PLL TAKE YOU HOME AGAIN KATHLEEN, Stim Whitman	
of Mick Voll co I lillan Divis Latte	- LUNCHESCH TO STATE OF THE PARTY NAMED IN
98. DUMPLINS, Brois Freeman, Imperial	A 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
100. HIGH SCHOOL ROMANCE, Genres Hamilton IV, ARC-Part 100. AROUND THE WORLD, McGulre Siners, Coral	

The Greatest from

"HER NIBS"





RCAVICTOR







as sung by

CAROLE BENNE

with THE SATISFIERS

"HE'S COMING HOME"

Orchestra Conducted by George Williams

V-10095X45



451 NORTH CANON DRIVE BEVERLY HILLS, CALIF

· Best Selling Sheet Music in U. S.

Tunes are canked in order of their current nutional selling importance at the short music jobber level.

This Week	Lust Week	Weeks on Chart
1. TAMMY (Northern)	1	10
2. AROUND THE WORLD (Young)	2	14
3. FASCINATION (Southern)	3	6
4. AN AFFAIR TO REMEMBER (Feist)	6	4
5. IN THE MIDDLE OF AN ISLAND (Morris)	4	7
6. LOVE LETTERS IN THE SAND (Bourne)	4	18
7. DIANA (Pamco)	8	3
8. WHITE SILVER SANDS (Fellows-Peer)	7	10
9. HONEYCOMB (Hawthorne)	-	1
10. RAINBOW (Toff-Melchior)	. 11	. 2
11. I'M CONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (DeSylva-Brown-Henderson).		10
12. REMEMBER YOU'RE MINE (Lowe-Tray)		- 1
13. THATLL BE THE DAY (Nor-Va-Jak)		2
14. LOVE ME TO PIECES (Acuff-Rose)		1
15. IT'S NOT FOR ME TO SAY (Korwin)	-	12

· Best Selling Sheet Music in Britain

(For week ending September 14)

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

Love Letters in the Send-Day (Bourne) Forgotten Dreams-Mills (Mills) With All My Heart-Eron (Debmar) Diana-Meilin (Pamco) Around the World-Sterling (Young) Island in the Son-Feldman (Clara) Tammy-Macmelodies (Northern) Lest Train to San Fernando-Essex (Ludlow) (Shaptro-Bernstein) We Will Make Love-Melcher-Toff (Artists) A Handful of Songs-Maurice (Maurice) Postin' On the Style-Essex (Melody Trails) Dark Moon-Day (Dandellon)

Mr. Wonderful-Chappell (Laurel) Bye Bye Love-Acuff-Rose (Acuff-Rose) In the Middle of an Island-Morris (Oxford) Wonderful Wonderful-Leeds (E. B. Marks) All Shook Up-Belinds (Presley-Shalimar) When I Fall in Love-New World (Young) Scarlet Ribbons-Mills (Mills) I'd Give You the World-Macmelodies

Best Selling Pop Records in Britain

(For week ending September 14)

Week Printed thro the courtesy of the "New Musical Express," Week Britain's Foremost Musical Publication.	Last Week
1. DIANA—Paul Anka (Columbia) 2. LOVE LETTERS IN THE SAND—Pat Boome (London) 3. LAST TRAIN TO SAN FERNANDO—Johnny Duncas (Columbia) 4. ISLAND IN THE SUN—Harry Belafonte (RCA) 5. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decra) 6. WITH ALL MY HEART—Petola Clark (Pye-Nisa) 6. ALL SHOOK UP—Elvis Presley (HMV) 8. WANDERING EYES—Charlie Gracie (London) 9. PARALYSED—Biris Presley (HMV) 10. TAMMY—Debble Reynolds (Vogue-Coral) 11. BYE BYE LOVE—Everty Brothers (London) 12. TEDDY BEAR—Elvis Presley (RCA) 13. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegau (Pye-Nisa) 14. FABUTOUS—Charlie Gracie (Parlophone) 15. WE WILL MAKE LOVE—Russ Hamilton (Oriole) 16. JENNY JENNY—Little Richard (London) 17. SHIRALEE—Tommy Steele (Decra) 18. BUILD YOUR LOVE—Johnnie Ray (Philips) 19. IN THE MIDDLE OF AN ISLAND—King Brothers (Patlophone) 20. STARDUST—Billy Ward (London)	132546719114131111160

Tunes With Greatest Radio - TV Audience

Tunes, flated 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.

And That Remines Me (My Heart Reminds Me) (R)-Symphony House-ASCAP Around the World (R) (F)-Young-ASCAP Band of Angels (R) (F)-Witmack-ASCAP Bon Voyage (R)-Ardmore-ASCAP Chicago (R) (F)-Fisher-ASCAP Fuscination (R) (F)-Southern-ASCAP Forgotten Dreams (R)-Mills-ASCAP Goody Goody (R)-De5)Iva, Brown himderson-ASCAP

Myself a Latter (R)-DeSylva, Brown & Henderson-ASCAP In the Middle of An Island (R)-Mayfair-

Honeycomb (R)-Hawthorne-ASCAP

ASCAP it's Not for Me to Say (R)-Korsin-ASCAP

June Night (R)-Feist-ASCAP Lips of Wine (R)-Martin-BMI Love Me to Pieces (R)-Acuff-Rese-BMI Melodies D'Amour (R)-Rayven-BM1 Raintree County (R)—Robbins—ASCAP Plaything (R)—Rends Ponits—10 Search for Paradise (R)—Witmark—ASCAP Rainbow (R)—Robbins—ASCAP Send for Me (R)—Winorton—BMI Remember You'ce Mine (R)—Lowe In Sophia (R)—Thunderbird—BMI —ASCAP Shake Me I Rante (R)—Colliseum—BMI Tammy (R) (F)-Northern-ASCAP That Old Feeling (R)-Felst-ASCAP Dist'll He the Day (R)-Nor-Va-Jak-BMI There's a Gold Mine in the Sky (R)-Hourste-ASCAP

There's Only You (R)-Broadcast-BMI Till (R)-Chappell-ASCAP Touch of Love (R)-Paramount-ASCAP White Suver Sands (R)-Fellows Peec-BMI -Bertin-ASCAP

Television

An Affair to Remember (R) (F)-Feist- An Affair to Remember (R) (F)-Feist-Around the World (R) (F)-Young-ASCAP Bernardine (R) (F)-Palm Springs-ASCAP Black Slacks (R)-Pamco-BMI Howery Grenidiers (R)-Hollis-RM1 By His Word (R)-Leeds-ASCAF Chicago (R) (F)-Fisher-ASCAP Deep Blue Sea (R)-Dominion-SMI Diana (R)-Pamco-BMI Fascination (R) (F)-Southern-ASCAP. Goody Goody (R) - DeSylva, Brown A Henderson-ASCAP

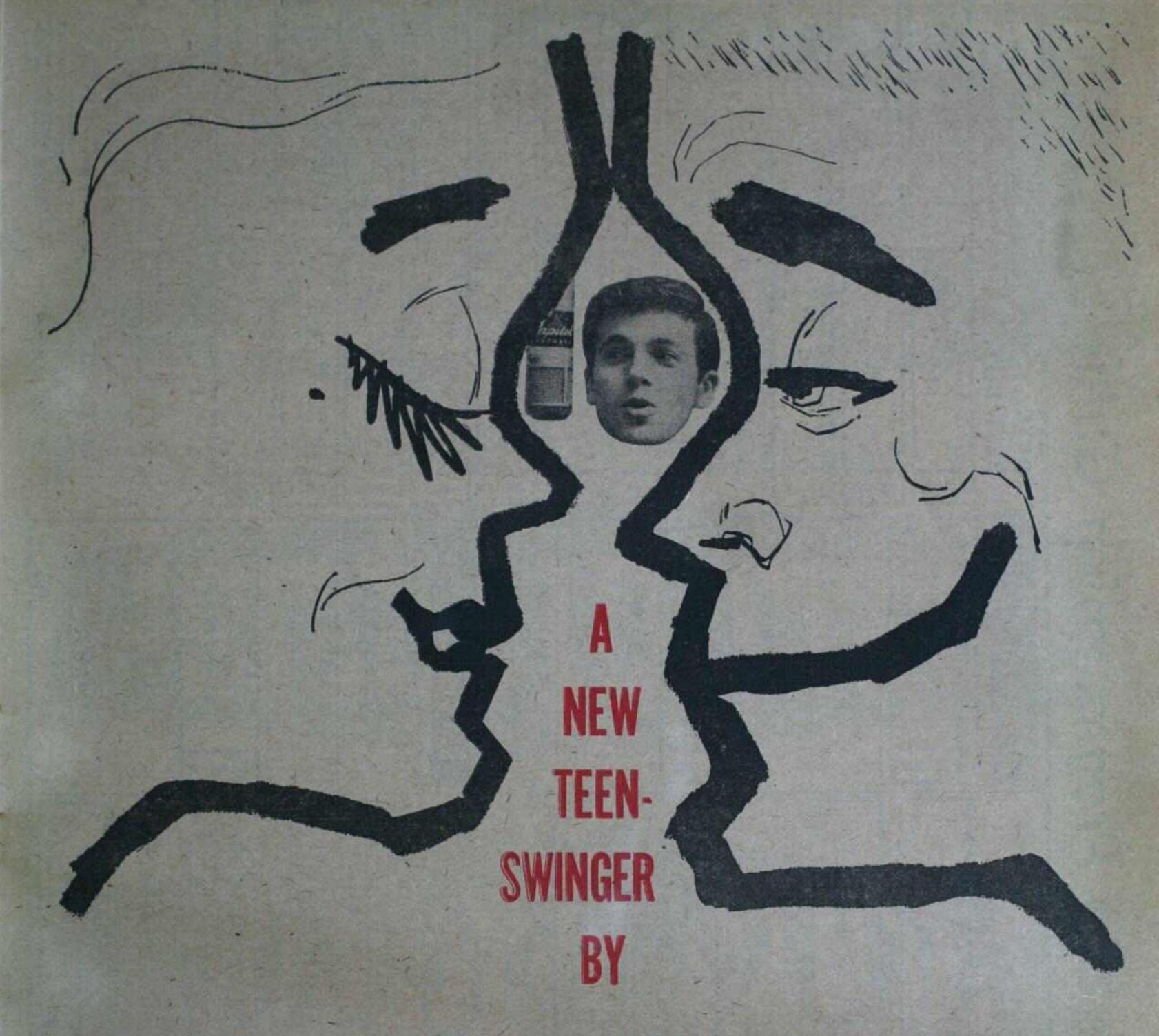
I'm Goona Sit Right Down and Write Honeycomb (R)-Hauthorne-ASCAP I'm Gonna Sit Right Down and Write Myself a Letter (R)-Debytva, Brown & Henderson-ASCAP In the Middle of an Island (R)-Masfair-

> ASCAP Love By the Jukebox Light (R)-Daudelion Love Me to Pieces (R)-Acuff-Rose-BMI Melodie D'Amor (R)-Rayven-BMI Old Cape Cod (R)-Pincus-ASCAP Plaything (R)-Renda Pontra-WMI

Remember You'ce Mine (R)-Lowe Tracy So Rate (R)-Robbins-ASCAP Swinging Sweethrams (R)-Morris-ASCAP Tammy (R) (F)-Northern-ASCAP

Teddy Beur (R) (F)-Gladys-ASCAP That'll Be the Day (E)-Non-Vales-BMI There's a Gold Mine in the Sky (83-

(You Can't Lore the Bines With) Color (R) Up Above My Head (R)-Seesbarend-BMI You Shouldn't Do That (R1-Salmin-BMI)



TOMMY SANDS

MAN, LIKE WOW! A SWINGIN' ROMANCE



Record No. 3816

1957

14,

SEPTEMBER

Guide

OPERATORS

BUYS BEST

Records are the same as those listed in POP, R&B or C&W review sections.

BEZI BUY Idol With the

YUS TESS

BE21 BUY

YUS 1235

Can't Believe

RICHARD

BEZZ BOA

TUS TELS

Billboard opinion the

ones released last staff

future juke box hits. 2 records are Il OPERATORS ASES MOINIGO

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

MOINIGO

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DPIKION

ELBERT

MOSELSON

TRUDY WILL MOTKING

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MOTHION THE LOUVIN BROTH

MOUNTED

WILLIAMS

ROGER

MOINIDO

SEPTEMBER 23, 1957

LAST WEEK'S FROM ELIMINATED

WESTERN 4 ਫ਼

POPUL

Billboard

LIVIN' ALONE GETSHA GIRL

Gas 139

Capitol 3737

MY PERSONAL POSSESSION

Verye 10070

RICKY NELSON

HOMEY ROCK

* NAT KING COLE *

STATE FOR ME

CREATION OF LOVE

GOODY GOODY

HEARTSICK FEELING FRAULEIN

Columbia 4993

Liberty 55071

Codence 1315

I WONDER IF I CARE AS MUCH

* EVERLY BROTHERS

BYE BYE LOVE

A BRILY WARD

LUCINDA

STAROUST

WHOLE LOTTA SHAKIN' GOIN'

LOVE ME TO PIECES

* JILL COREY *

LOVE

JERRY LEE LEWIS #

IT'LL BE MINE

Columbia 40955

* JOHNNY MATHIS *

CHANCES ARE

KHOW KNOW AND YOU

GIVE MY LOVE TO ROSE HOME OF THE BLUES

Atlantic 1144

LOOK AT THE STARS

* BOBBETTES *

RELE/

MOTHION

BEST

DON'T DO ME THIS WAY BACK H

Areo 6087

* THE COASTERS' #

SEARCHIN

Sun 267

BETWEEN YOU AND HE

RICK

CHORDETTES

RUSS HAMILTON *

RAINDOW

WE WILL MAKE LOVE

SOFT SANDS

YOUNG BLOOD

MGM 12412 THINK YOU'VE GOT TROUBLES

Checker 872

HAPPY, HAPPY BIRTHDAY, BABY
* TUNE WEAVERS *
OL' MAN RIVER

Codence 1330

Kopp 184

MOINION

BLUES 0

RCA Victor 7000

ELVIS PRESIEY #

TEDOY BEAR

Corol 61851

DEBBIE REPROLDS

TAMPIT

FRENCH HEELS

TH LOOKIN' FOR SOMEONE TO LOVE

* THE CRICKETS *

THAT'LL BE THE DAY

I'm Gosses Sit Right Down and Write Myself a Leffer

LOVING YOU

AROUND THE WORLD

Calumbia 40851

Corol 61830

WHISPERMS BELLS

* DEL VIKINGS *

DON'T BE A FOOL

DATE WITH THE BLUES

BILLY WILLIAMS #

* JOHNNY MATHIS *

WARM AND TENDER

AROUND THE WORLD

minated if duplicated in Pop List. FARTHER UP THE ROAD SOMETIME TOMORROW

MOHHIdO

LONG LOWELY MIGHTS

nt 9837

* JOE BENNETT & SPARKLETONES * BOPPIN' ROCK BOOGIE

Roulette 4018

BUDDY KNOX *

ILLA LOVE

DEVIL WOMAN

BLACK SLACKS

KOINION

WISH I HAD MY BABY TO THE AISLE

HEARTS WERE FULL OF SPRING

Jubilee 5288

LOVE LETTERS IN THE SAND

PAT BOONE

BERNARDINE

FASCINATION (Instrumental)

OH ALABAMA

STARS FELL

WHITE SILVER SANDS

* DONOS NOG *

LARRY WILLIAMS #

SHORT FAT FANHE

HIGH SCHOOL DANCE

* JIMMIE RODGERS *

HOXEYCOM

THERE'S A GOLD MINE IN THE SKY

REMEMBER YOU'RE MINE

Dot 15570

PAT BOONE

TO BETTER MAKE A MOVE

Capital 3763

WEAR MY-RING

EXTRA

* PAUL ANKA *
DON'T GAMBLE WITH LOVE

IN THE MIDDLE OF AN ISLA

TONY BEHINETT *

LOTTA LOYIN"

THE DIAMONDS'

DOUBLE SMASH

"SILHOUETTES"

AND

"DADDY COOL"

IT'S

FAMMASTIC

MERCURY 71197 (Me



SMASH VERSION OF CAMEO

CILINATE STATES

CAMEO#117

By THE RANS

CAMEO ? RECORDS

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

RECORD INDUSTRY'S MOST COMPLETE

This Week's Best Buys

Special telephone reports indicate these recent releases have broken put in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

WAKE UP LITTLE SUSIE (Acuff-Rose, BMI)-The Everly Brothers-Cadence 1337-Sales are high for the disk in all markets. Strong action indicates that it will be a smash sequel to "Bye Bye Love." Flip is "Maybe Tomorrow (Acuff-Rose, BMI). A previous Billboard Spotlight pick.

KEEP A' KNOCKIN' (Venice, BMI)-Little Richard-Specialty 661-The in release only a short time, the platter is gathering heavy sales in pop and r.&b. markets. Looks like another big one for the 'shoutin' cat. Flip is "Can't Believe You Wanna Leave" (Venice, BMI), A previous Billboard Spotlight pick.

AN AFFAIR TO REMEMBER (Feist, ASCAP)-Vic Damone-Columbia 40945-The record has been out for quite a while and has finally begun to register big in most of the top markets. Strongest areas are Providence, New York, Durham, Atlanta and Buffalo. Elsewhere, sales are building. Flip is "In the Eyes of the World" (Annavic, ASCAP). A previous Billboard Spotlight pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING SEPTEMBER 14

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

An Affair to Remember Vic Damone (ASCAP) Columbia 40945

(BMI) Prep 111

Deep Purple Billy Ward & the Dominoes (ASCAP) Liberty 5599

In the Middle of an Island Tennessee Ernie Ford (ASCAP) Capitol 3762

Lips of Wine Andy Williams (BMI) Cadence 1336

Long Lonely Nights Lee Andrews (BMI) Chess 1665

(BMI) Atlantic 1149

Farther Up the Road Bobby (Blue) Bland (BMI) Duke 170

With You on My Mind Nat King Cole (ASCAP) Capitol 3782

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Occupation o	r Title			
ompany				
ddrass			186	

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FRANK SINATRA Chicago

· Review Spotlight on . . .

POP RECORDS

ELVIS PRESLEY.... RCA Victor 7035...... JAILHOUSE ROUK (Presley, BMI) TREAT ME NICE (Presley, BMI) Another sock platter by the phenomenal artist, "Rock" is a vigorous rocker and is the title tune from Presley's forthcoming flick. Flip is an equally strong side somewhat like "Don't Be Cruel." Both should

THE DELL VIKINGS Mercury 71180 COME ALONG WITH ME (Pure, BMI)

WHAT 'CHA GOTTA LOSE(Hill & Range, BMI) Fine group performance on a time quite similar to their first hit, "Come Go With Me." Sock selling here should attract. Flip, "Lose," is a rocker with a strong vocal by the lead and excellent group support. Both sides appear good bets.

PAUL ANKA...ABC-Paramount 9855..... I LOVE YOU, BABY (Pamco, BMI)

TELL ME THAT YOU LOVE ME (Pamco, BMI) Top side is an up-tempo rockabilly, and the young artist gives it a smash reading. Flip, "Tell Me," is taken at a slightly slower chip, but is equally appealing. Strong sides can easily repeat the success of "Diana," which is still going well.

(Snyder, ASCAP)

The artist has a potent contender with his strong delivery of the rockabilly. Fine chorus and ork backing helps sell the side. Flip, "A Swingin' Romance," is a teen-slanted rockabilly that should also do well (Central, BMI).

BILLY WILLIAMS Coral 61886 GOT A DATE WITH AN ANGEL

THE LORD WILL UNDERSTAND (Chatham, ASCAP)
Sock conception of the old Hal Kemp-Skinnay Ennis hit could be a hit sequel to "Gonna Sit Right Down." Flip is an attractive vocal on a religious theme that could click with pop and religious buyers.

ROCER WILLIAMS.... Kapp 197 (Chappell, ASCAP) BIG TOWN . (Garland, ASCAP) Attractive piano mastery by Williams on a pretty theme introduced

some time ago by Percy Faith. Concerto approach here, on the much-recorded tune backed by lush orking, can be top version. Flip, "Big Town," is a mood side with a captivating rhythm that also appears a strong entry.

(Rancom, ASCAP) JUST BORN (Winneton, BMI)

Soft, attractive warble on the pretty waltz should find favor with all buyers. Como packs a lot of charm and personality into the listenable vocal. Flip, "Just Born," is a mild rocker, underplayed with a relayed and equally appealing go.

THURSTON HARRIS.... Dorsey Bros., ASCAP) LITTLE BITTY PRETTY ONE (Recordo, BMI)

I HOPE YOU WON'T HOLD IT AGAINST ME. (Aladdin 3398) See Review in R.&B. Spotlight section.

(Regent, BMI) Powerful interpretation of a melody with teen-slanted lyrics has

both pop and r.&b. appeal. A chorus backs the artist on the ballad with rhythm support. Flip, "Daddy Cool," is a rocker that also gets a sock treatment (Regent, BMI).

Reviews and Ratings

GEORGIA GIBBS

RCA VICTOR 7047-Her Nibs has a fine-sounding side on this snappy swinger. Highly polished vocalizing with slick ork and choral backing. This could win a good response. (Acuff-Rose, BMI) Fun Lovin Baby...78

Strong tune here with another good swinging reading by Miss Cibbs. This can hit well tho there is strong competition from Eddie Fontaine on the tune. Either of these sides can kick up a fuss. (Amber, ASCAP)

EDDIE FONTAINE

DECCA 30446-Same tune has been cut by Georgia Gibbs as "Fun Lovin' Baby." Great bluesy tempo makes this one rock more convincingly. Two great performances by Fontaine. Can click if it gets the spins. (Amber, ASCAP) Honky Tonk Man....85

Like flip, this has pop, country and some r.&b. appeal the way Fontaine belts it. Well-made side, should click with the kids. Format is country blues, (Cedarwood, BMI)

88

CAPITOL 3793 - Oldie is revived for flick "The Joker Is Wild." Sinatra belts it to Chi-inspired backing. Those who favor the Voice's rhythm stylings will give this one the big nod. Could go the distance. (Fred Fisher, ASCAP)

All the Wa 82

New Cahn-Van Heusen ballad is from flick, "The Joker Is Wild." As usual, a classy Sinatra-Riddle collaboration, certain of heavy deejay support, and steady fan support. (Maraville, ASCAP)

JERRY VALE

Pretend You Don't See Her83 COLUMBIA 41010 - Mighty pretty waltz by Steve Allen, and Vale sings it with great style. Retentive tune and choral backing make it a good entry in current market. Worth jock and juke attention. (Rosemeadow, ASCAP)

The Spreading Chestnut....75

Subject here is love for a lady rather than alma mater, but the easy going tune has a distinct "Halls of Ivy" flavor, and it gets a fine job by Vale. Nice listenable coupling. (Merge, BMI)

reply to his pleas for a

"Weskids Wagon." More than

\$3,000 in each was derived

from the millions of stamps

which were sent to the station.

The vehicle will be mainly

used for children whose par-

ents can't bring them to the

Society's medical center where

they receive the necessary

nursery classes, therapy, etc.

publicity director at KYW, Cleve-

land, is James W. Belcher, for-

merly with WWJ and WWJ-TV.

Detroit. He reports to KYW ad-

vertising and promotion manager

Janet Byers. . . . Donald Beggs

has joined Westinghouse Broad-

casting as program co-ordinator for

its FM radio stations. . . Todd

Branson, formerly with WWCA,

Gary, Inc., has been appointed sta-

tion manager of WGRY, same city.

from program director to station

manager of WLAM, Lewiston, Me.

Frank Sweeney has moved into the

vacated programming post and also

retains his daily deejay show.

New staffer at WDOT, Burling-

ton, Vt., is Bob Badger. . . Dee-

jay Jack Rowzie, WWDC, Wash-

ington, (whose daughter Donna "has an uncanny knack of picking

hits") lost a "hit-picker" last week

but gained a son-in-law-rival dec-

jay, Norman Beasley, WPIK,

Alexandria, Va.

Hal Dutch has been promoted

SHANGE OF THEME: New

BILLBOARD PICKS Jack, Jill NO ONE TO TALK TO RECORD HOP #5466

Imperial Records 6422 Halls wood Blad Hollywood 38, Cold

THE CHORDETTES Cadence cadence

RECORDS



Billboard Pick and Cush Box Sure Shot RUSS MILLER "I SIT IN MY WINDOW" #1006

RECORDS 157 West 57th St., NYC

VOX JOX

By JUNE BUNDY

CHANGE IN THE WEATHER: Since 1952 WNEW has been featuring a variety of weather jingles to introduce the station's hourly weather forecast. The tunes, dealing with every type of weather from hurricanes to heatwaves, were performed by such popular vocal groups as the Honey Dreamers, the Ray Charles Singers and the Wayfarers. The the old stock of jingles proved highly successful, the station recently enlisted the

YESTERYEAR'S TOPS-

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

SEPTEMBER 27, 1947;

1. Near You

2. Peg O' My Heart

Now

4. That's My Desire

Cigarette) 6. Feudin and Fightin'

8. I Wish I Didn't Love You So

9. The Lady From 29 Palms 10. I Have But One Heart

SEPTEMBER 27, 1952: 1. You Belong to Me

2. I Went to Your Wedding

3. Wish You Were Here

4. Anf Wiederseh'n Sweetheart

5. Half As Much

6. Jambalaya

7. High Noon

8. Meet Mr. Callaghan

9. Somewhere Along the Way

10. Walkin My Baby Back Home

talents of the top bands in the country to prepare a new type of strictly instrumental weather jingles. The first of these was introduced on the "Bob Haymes Show" last Thursday (19). The series will include jingles by Sammy Kaye, Jackie Gleason, Benny Goodman, Glenn Miller, Tommy Dorsey, Jimmy Dorsey and the Three Suns.

PUBLIC SERVICE: WCAE, Fittsburgh, resumed its series of educational programs last Friday (20). The educational service, started in 1946, is designed for public and private schools of Allegheny County. The daily shows feature programs of interest from primary thru high school grades. . . . An experiment with a new concept of radio public service has been started by WDRC, Hartford, Conn. The station has prepared a two-word caution for listeners to be interjected during instrumental segments of disks. A voice saying, "Drive Carefully," will be heard in the middle of musical recordings. Miss Arine Kaiser of the

JOX DOINGS: WCEF, Parkersburg, Va., has added Johnny Bell to their staff. Bell is attracting a 3. I Wonder Who's Kissing Her large following with his "Around the World" Contest. Jim Holt, WICE, Providence, has added a 5. Smoke, Smoke, Smoke (That weekly TV show to his busy docket. He is now emsee of WHU TV's "Teen Time Dance Party" in 7. When You Were Sweet Six- Springfield, Mass. . . . Doug Cramer recently returned to KESB, San Bernardino, Calif., with "The Wax Museum." The program features records made before 1943 and reaching back to 1900.

station's staff is the voice.

THIS 'N' THAT: Tom Edwards, WERE, Cleveland, is putting the finishing touches to a "do it yourself" pamphlet for decisys. Copies will be sent to jocks upon request. . . . Robert McKinsey has been appointed new program director for WBAL in Baltimore. He was formerly program director for WCCO, Minneapolis. . . . Bill Bennett, WDGY, Minenapolis, is skedded for an Octoher 16 guest appearance on CBS-TV's The Big Record." . . . Zeek Manners, WINS, New York, and Michael Grace, owner of the Grace Steamship Lines are discussing the possibility of presenting a musical variety show on Broadway which would feature hillbilly-rockabilly talent. Tack Gale is leaving WTMA in

Charleston, S. C., to take over Buddy Deane's "Wake Up Balti-more on WITH. . . . Two KCSR (Chardon, Neb.) jocks have received promotions. Freeman Hover has taken over the desk of program director for the station, and Cliff Pike is now program director of Winner, S. D. . . . Deejay Rod (Bud) Arkell has moved from WNDB, Daytona, Beach, Fla., to WANS, Anderson, S. C. Arkell is starting a "re-name the program" contest and will offer an RCA automatic record player, Ansco flash camera, floor lamps, etc., as prizes.

HELPING HAND: Wes Hopkins, KYW disk jockey in Cleveland, has secured a brand new station wagon for the Cleveland Society for Crippled Children with the belp of listeners who sent in

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:

Worchester, Mass.

Techinque, Fat Boons, Dots

Bangor, Me.

Tammy, Debbie Reynolds, Coral.

Missoula, Mont.

"In the Middle of an Island," Tennessee Ernie Ford, Capital. Raleigh, N. C.

"Remember You're Mine," Pat Boone, Dot.

Springfield, Ill.

"Honeycomb," Jimmy Rodgers,

Roulette, Philadelphia

"Chances Are," Johnny Mathis,

Columbia.

Columbus, Ga.

Reno, Nev. There's a Gold Mine in the

Sky, Pat Boone, Dut.

Great Bend, Kan.

"Diana," Paul Anka, ABC-

Paramount.

Davenport, In. Fascination," Jane Morgan, Kapp. their Ohio sales tax stamps in

Reviews and Ratings of New Classical Albums · Continued from page 44

have nevere competition from the Stravinsky interpretation with Vera Zorina and Richard Rubinson, The this LP is "Shangri-La," Four Coins, Epic. a semitive and knowing performance, the greater name value of the composer conducting the New York Philbarmonia may win out,

Checker 872



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GIVE TO DAMON RUNYON CANCER FUND

· Reviews and Ratings of New Popular Albums

· Continued from page 44

selections are well accompanied by recorder. Singer's style is vigorous, free from coyness typical of seme performers in this category.

Theodore Blkel, Elektra 132 Eighteen Israeli fork songs of the present peneration nicely sums by actor-singer Bikel with a keen arose for dramatic values. Varied origins of material blend in over-all excite near-Estiem color, Good guitar accompaniments reinforce authoritative vocallsin. Album annunced by hocklet and by attractive cover.

Spoken Word

Bergen Evans, Spoken Word SW-A2

Spoken essays by radio and TV personality are literate, often witry, Discourses deal with men of letters, Including Mark Twain, Sinclair Lewis, Chancer and Swift; origins of pup-ular phrases; poetry; humor. Sales would seem to be limited to schools plus small audience, because of limstations arising from high cost, spegialized material, large done of solitary speaker's voice.

Specialty

(1-12") Paul Jouard, Golden Crest CR 4005

Fresh material for collectors of cortosities in high fidelity. Callings at the Minical Museum, Dramboro, N. Y. Is seconded with faithful detail, preserving sour notes, wheezes and other idiosyncrasies of nostalgic instrument. Appropriate selections include listening purposes.

marches, "Old Timers' Tune Medles". and other favorite waltres and polkut.

Latin American

FOLKSONGS OF ISRAEL 70 JOE LOCO-HIS PLAND AND

thruout.

(1-127) Amonia ALP 3221 Latest release by active disk arriet. concentrates on compentions by Ralaci Hernander, Poerto Rican compener, and by Mexican Asquelle Luca. Good chince puckage relies on buleton and bolero che cha chas

VITIN AVILES Y SU ORQUESTA 75 (1-127)

Antonia ALP 1218 Lively, varied collection of the cha clias, boleros, merengues, guarachas and mambos, fine for dancing and listening. Singer Vitin Aviles arty fromis combo which bousts better thun average arrangements.

(1-12") Les Chavales De Esparia. Antonia ALP 1222

Popular group in characteristic program that should do well in areas where they have had theater or club dates Luis Tamayo and Pepe Laca are featured vocalists in selections inchilding "Romance on he Haltson," "Nochesta Madellena" and "Mano-

(1-12") Johnnie Segul Ock Amous ALP 1200

Routine che che che album can serve adequately for dance sessions. Group, consisting of four trampets, plants, base and usual Latin percussion could use some additional polish for

The Tune Weavers Chess 1669 "THE BEATING The Moonglows Chess 1670

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THE CUYTONES OOH BOP SHA BOO Deluxe 6144

THE MIDNICHTERS LET 'EM ROLL Federal 12305

NEW RELEASES

BILL DOGGETT SOFT HOT GINGER King 5080

LITTLE WILLIE JOHN DINNER DATE UH UH BABY King 5083

DONNIE ELBERT HAVE I SINNED b/w Deluxe 6148





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FLETCHER WILLIAMS

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• Reviews of New Pop Records

· Continued from page 53

JEANNIE STERLING AND MOONBEAMS

CAPITOL 3802-Tune is "H's Too Soon to Know," a hir of some seaquality of a more bines-grounded Jave P. Morgan. Effective side could click r.Ab. at pop. (E. H. Morris, ASCAP)

GLEN JONES AND MOONBEAMS

Star of Love 75 Exuberantly combined Latin and rock and roll beats. Good band backing behind the spirited vocal. Both sides command attention. (De Varzon,

ROY TANN

DOT 15644 Excellent cover of the Era original. Off-beat blues novelty is humorous and distinctive, Spinners should audition it down to the ending. Could click in all markets. (Warman, BMi)

Hey Sugar ... 79 Tunn gets some help from an interesting-sounding thrush on this rocker with an old-fashioned, catchy theme. Two good cracks at the loot here. (Milber, ASCAP)

JUNE VALLE

RCA VICTOR 7032-Tune is based on "Blue Danube," set to a "Tweedle Dee" type thythm. Miss Valli turns in her best side in many, many months, using more restrained approach than usual. With lock support; this one could make it. (Aberbuch, BNII)

Open Your Arms 70 A pretentious tango item, belted just a little too sirenpously. (Criterion, ASCAP)

JUDY FAYE

RCA VIGIOR #029-Youthful thrush turns in a strong country-accented version of this rocker, on which there are several strong versions, including that of Nick Todd, which looks like the one to beat (Renda-Pontra. BMD

Who Cares".... 78 Plaintive cham, sung in distinctive girlish tones for maximum appeal, Pop and country interest possible. Excellent debut coupling (Remi, BMI)

NARVEL FELIS

MERCURY 31199-Rockahilly blues chanted in swinging echoey fashion by Felts. Chanter has a distinct Presley quality sound here. Side rocks plenty and should be good for a share of the chirrent coin. (Pure,

Lonesome Feeling ... 75

A clippity-clop rhythm frames the song on this side. Good sound and good chanting with a haunted sound but the flip generates more excitement. (Pure. BMI)

EDDY ARNOLD

RCA VICTOR 7040-A tribute to a very young chick. She's her Daddy's special girl, sings Arnold, Cute ditty is tied in to national biscuit promotion. (Gemini, ASCAP)

When He Was Young 77 This one's dedicated to a little boy. Mice melody with a lyric full of homey philosophy. From Arnold's latest LP. (Trinity, BMI)

LEO DIAMOND

KOULETTE 4025-Lovely theme is expressed with a beautiful harmonica solo against lush ork backing. This version will have tough sledding against fine recording by Roger Williams and earlier Verions. (Chappell, ASCAP)

Sunrise in Texas ... 78 Harmonica is again listenable, on a medium-heat theme. Side has the feel of the pap c.&w. tunes of some years ago. Nice mood. (El Dorado, ASCAPI

LENA HORNE

RCA VICTOR 7037-A smart tune from the apcoming Lena Horne legiter, "Jamalca." Side has Mica Horne's usual sharp and crackling delivery, which makes it a hefty side for the jocks (E. H. Morris, ASCAP) Push De Button ... 74

Tempo swings upward on this, another smart effort from "Jamaica." Lyrica deserve a good fisten bere, Good jockey coupling (E. H. Morris, ASCAP)

NELSON RIDDLE

CAPITOL 3794-Bright instrumental, continental-flavored, with a really amart arrangement. Real good way for dejays. (Sherwin, ASCAP)

In a Small Forgotten Town ... 73 Lush instrumental, with a chorus in the buckground, Makes a beautiful mood piece which a lot of deriays will welcome. (Ardmore, ASCAP)

MARY SMALL

CORAL 61883 - A smartly written tone, with the touck of majerial, Mary Small sings it in great tashion,

getting everything out of the lyrics. Jacoba' arrangement, emphasizing drums, is very bright. (Sequence, ASCAP)

Careless 72

The great standard, in a leisurely tempo, makes good programming on this disk. (Bourne, ASCAP)

JIGGS CARROLL

COLUMBIA 41003-Here's a lush arrangement with strings, voices all backgrounding for Carroll's alloing. Good luke sound and jocks with mood aces will find it spinnable.

Again....73 Carroll plays alto sax on the band arrangement of the oldie, with choras support. Has a touch of the styling of the recent Jimmy Dorsey hit, "So Rare," and has the power to do box business.

LOLA DEE

BALLY 1946-Lols Dee, formerly on Mercury, chants a pretty standard here. It's Tex-Mex flavored, and melody stick with the listener, Arrangement features a chorus. Merits watching (Peer, BMI)

With a Little More Love 72 A bluesy rhythm side, effectively chanted by Lola Dec and the chorus. (Jefferson, ASCAP)

FREDDY MARTIN & ORK

CAPITOL 3795-A quality side, very well recorded by Martin, Song has a folk quality and is done with a chorus backing chanter Ralph Anthony, (Eden, BMI)

Ca C'est L'amout 69 Romantic, continental-flavored song, cleffed by Cole Porter for the flick, "Les Girls." Johnny Cochran is the chanter here. Martin ork does it with a big. full sound, (Buxton-Hill, ASCAP)

BETTY MADIGAN

CORAL 61882-This is from a pic called "And God Created Woman," in which Madigan sings this time. Okay ballad solidly rendered hern rates jockey exposure, (Regent, BMI)

The Heart Mender 73 A slow; dedicated performance by the throsh on good melodic material, Pretty listening, close to the flip in appeal. (Brighton, ASCAP)

HUGO WINTERHALTER

RCA VICTOR 7033-Pretty title theme from flick, cleffed by Tiomkin, is a hish, exotic vehicle for Winterhalter's big ork. If the material carches this could be one of the top versions. (Witmark, ASCAP)

Kashmir....72 Latin-African ribythmic combination for this oriental theme from same flick. Jocks looking for an exotic change-of-pace might be interested. (Witniark, ASCAP)

THE BLENDERS

RCA VICTOR 7009-Swingy, modern feel in this vocal group rendition of a great, long-neglected Dave Drever standard. Cunon treatment is a gas. For jocks. (Bourne, ASCAP)

Since I Kissed My Baby Goodbye 72 Cole Porter flick tune (from "You'll Never Get Rich") gets a smart, hip go from the modern vocal group. Jocks will dig this, and it could sell in an LP (Chappell, ASCAP)

DEAN JONES with DAVID ROSE ORK

M-G-M 12547-Title song from Cinerama production. Jocks can use both sides around film touts. Good job by all hands on the heavy Tiomkin-Washington-Thomas melody, Heavy plopping could pay off. (Witmark, ASCAP).

The Tin Star ... 68 Title soing from flick sung by highly touted new star. Western-type material is unlikely to register beyond beavily eriented film fant, (Pam-

THE KENDALL SISTERS

mount, ASCAP)

ARGO 5278-A rock and roller, The Sisters have a good sound and are backed by solid rhythm with a rockability-type of arrangement. Merits spins, (TJ & Arc. BMI)

I'm Available 73 A change from the flip. This is a light, pretty tune, chanted with grace, Like the flip, it's worth a trial. It covers the Margie Roeburn disking.

DECCA 30429-The pretty standard as a fetching organ solo by Lenny Der Arrangement includes a tapdancing effect. A bright disk which decisys will welcome as a change of pace, (ABC, ASCAP) Big Boogie Dec 73

Organ solo. Number is a boogie, rapid in tempo. Dee gives a virtuoso performance. (Copar, BMI)

JOEY RISCOE

DECCA 30414-A bright side, amarily

arranged. It's a fast rhythm number with rockabilly flavor, Anita Kere Singers give a strong assist to Biscoe's solid vocal. (Beechmont, BMI)

Eternal Love 72

In contrast to the flip, this is slowpaced. Lyric has a country flavor. Sid Bass' arrangement is bright, as it was on the flip, Merits spins, (Beechmont, BMI)

JACK JONES

CAPITOL 3808-This has the melody of "Blue Danube Waltz," set to a backing that smacks of "Tweddle Dee Dee." Good bouncy offering, but attention will be shared with strong competing effort by June Valli, (Hill & Range, BM1)

Good Luck, Good Buddy 71 A teen-age rock and roll weeper with good luck wishes to the gal who has picked another. Adolescent message should give the side some chance in that marke, but flip rates an edge,

IKE COLE

(Sherman)

BALLY 1047-A blues, chanted well, with a solid beat and a tasteful arrangement behind the socal, Decjays looking for a well-recorded blurs have it here (Famous Music, ASCAP) You Melt Me 71

Rhythm side with a slow tempo, A good recording job, with tasteful arrangement behind the vocal, (Crosstown, BAII)

TED HEATH

LONDON 1762 - Instrumental, with piano solo by Frank Horrox, Piece has a swinging quality and good sound. A good one for deerays looking for something different. (Zodiuc, BMI) Witch Doctor. ...72

From the album "Spotlight On Sidemen" comes the side, with a drum solo by Ronnie Verrell, Good novelpo with color. For jocks, (Zodiac, BMI)

FAY DE WITT

GNP 128-A sultry, torchy, over-theborderline tone from the Harold-Arlen-Yip Harburg score for the manical legiter, "Jamaica." Side will have a hard time getting on the air, but Miss DeWitt's strongly expressive style gives great promise as a future talent, (E. H. Morris, ASCAP)

Pretty to Walk With 70 Another tune from "Jamaica," good, fairly typical show-tone sound and lyric. Top performance by the thrush, (E. H. Morris, ASCAP)

SMILEY MONROE

VITA 163-Monroe, a country cat, gives this swinging opins a completely pop feeling. Subject matter is fired, but the side swings with a good bit of choral and instrumental excitement. Juke possibility. (Spark, BMI)

1 Didn't Know ... 60 Monroe and male group go nowliere on this side on a dull piece of material with performance to match, All the other side (Spark, BMI)

ART MOONEY & ORK

In Italy M-G-M 12545 - Adaptation of the Italian "Funiculi Funicula." Mooney's arangement, with the Cloverleafs doing the vocal, is in lively march tempo. (Hampshire House, ASCAP)

Let the Rest of the World Go By 71 The great standard, in a slow-paced, dreamy version, reminiscent of an older day. (Witmark, ASCAP)

THE PARIS SISTERS

IMPERIAL 5465 - Another "tooyoung" theme, chanted with a distinctive but not necessarily appealing quality by the girls. Gimmicky voices may get attention. (Travis, BMI) Tell Me More ... 71

There's a Latin-type rhythm in back of this one, but fuzzy quality of the voices may limit apepal.

MALCOLM VAUGHAN

CAPITOL 3797-Recorded in England, the pretty tone gets a fine, legit performance by Vaughan, (Triangle, ASCAP)

Guardian Angel 70 Also recorded abroad, sade comprises a pretty tune, sensitively chanted by Vaughan, to backing by Frank Cordell pri. (Ascherberg, Hopwood &

DICK DUANE

Crew, ASCAP)

GNP 127-Nice dramatic vocalizing of medium-paced tune from the Arlen-Harburg score for "Jamaica." Good sound and good song here and plays could come with exposure, (E. H. Morris, ASCAP)

Savanna ... 68

A mildly calypsoids rhythm here on a song from the forthcoming legit musical, "Jamaica." Title refers to a chick, not a city. Tune is okay, but others from the show may have more power, (E. H. Morris, ASCAP)

BETTY ANN BLAKE

GOLDEN CREST 115-An exception song with heart to a symple, effective background. Out of the common (Continued on page 71

PICKED AS A HIT

2735 Dee Jays

and

Operators of Juke Boxes

FROM YOUR HFART'

b/w

sung by



(The 5 Boys From New Haven) National #104



1697 Broadway, N. Y. C.



• C&W Best Sellers in Stores

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 through 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

This unite, both sides are listed in bold type, the leading side Week on top.	Last	Chart
1. FRAULEIN (BMI)-Bobby Helms	. 4	20
2. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)-		
Jerry Lee Lewis		
3. BYE BYE LOVE (BMI)-Everly Brothers	. 2	19
4. MY SHOES KEEP WALKING BACK TO YOU-	. 5	7
Bay Price Dun't Do This to Mr (BMI)—Col 40951		
5. TEDDY BEAR (ASCAP)-Elvis Presley LOVING YOU (BMI)-Vic 20-7000		
6. FOUR WALLS (BMI)-lim Reeves	. 7	22
7. GONNA FIND ME A BLUEBIRD (BMI)-		22
Marvin Rainwater		-
S. GEISHA GIRL (BMI)-Hank Locklin		
9. HOME OF THE BLUES (BMI)-Johnny Cash	14	2
10. TANGLED MIND (BMI)-Hank Snow	11	10
11. FALLEN STAR (BMI)-Ferlin Husky	8	11
12. FALLEN STAR (BMI)-Jimmy Newman	9	17
13. FRAULEIN (I'll Always Be Yours) (BMI)-		
What I Believe Dear (BMI)—Dec 30413		1
14. PLEASE DON'T BLAME ME (BMI)-	1	
Marty Robbins TEENAGE DREAM (BMI)-Col 40989		
15. I HEARD THE BLUEBIRDS SING (BMI)-		1
The Last Thing I Wam (BMI)-Vic 6995		7

· Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 14

SIDES are ranked in order of the greatest number of plays on disk tockey take shows thrubut the country according to The Billboard's weekly survey of top disk jockey shows in all key mathets. Lust 1. FRAULEIN-Bobby Helms 1 24 2. BYE, BYE LOVE-Everly Brothers 3 20 Cadence 1315-HMI 2. MY SHOES KEEP WALKING BACK TO YOU-Ray Price 1 8 FALLEN STAR-Jimmy Newman 5 19 5. TANGLED MIND-Hank Snow 5 Vic 6055-BMI 6. FOUR WALLS-Jim Reeves 5 22 Vie 6874-ASCAP 7. I HEARD THE BLUEBIRDS SINGlim Edwards and Maxine and Bonnie Brown . . . 10 4 8. MISTER LOVE-Ernest Tubb and Wilburn Bros. . . . - 2 Dec 30305-BMI TEDDY BEAR-Elvis Presley VIE 7000-ASCAP 10. CONNA FIND ME A BLUEBIRD-M. Bamwater . 4 25 M-G-M 12412-BMI II. GEISHA GIRL-Hank Locklin 10 Vic 6984-BMI 12. WHOLE LOTTA SHAKIN' GOIN' ONlerry Lee Lewis 13. MY ARMS ARE A HOUSE-Hank Snow = 14. LOVE ME TO PIECES-Rusty and Doug Hickory 1068-BMI 14. IS IT WRONG?-Warner Mack

· Reviews of New C&W Records

Des 30301-BMI

DECCA 30425—The brothers' typically country sound lends itself nicely to a warm little pop-style tune.

Doesn't stand out as much as some pravious issue, but the fans will ride along. (Copur, BMI)

I Got Over the Blues. . \$1

Torchy country item harmonized lustily by the team to a rollin', rockin'
beat. Again, not one of their strongest, but still a likely money-maker.
(Sure-Fire, BMI)

emution. (Acult-Rose, BMI)

Makin' Up With You... 75

Unusual country blues, who attractive variations in lyric construction. Declars will find it an attractive coupling. Walker gets authentic country

sound in his vocal. (Acuff-Rose, BMI)

sound of heuribreak on this weeper,

The trembling fiddles give it ment of the same feeling. Dual tracking makes for nice harmons. This about grab spins. (Starrite, BMI).

King for a Day....76

A bright bit of rural philosophy actly expressed, Good box was and raise close to the flip in appeal, (Starrie, BATI)

FULLER TODD

Young Hearts Are True . . 23

A lyric in the tren groove, reministrate of a hit of the past ("Young Law"). Todd sings it effectively, to a restrained triplet-type backing (Markay, BMI)

MERRILL MOORE

(Continued on page 68) to

Brilliant New Meteor on the Record Horizon



under the personal supervision of

MARTY ROBBINS

PRESIDENT

Tom Pall The Glaser Bros.

singing

FIVE NICKEL

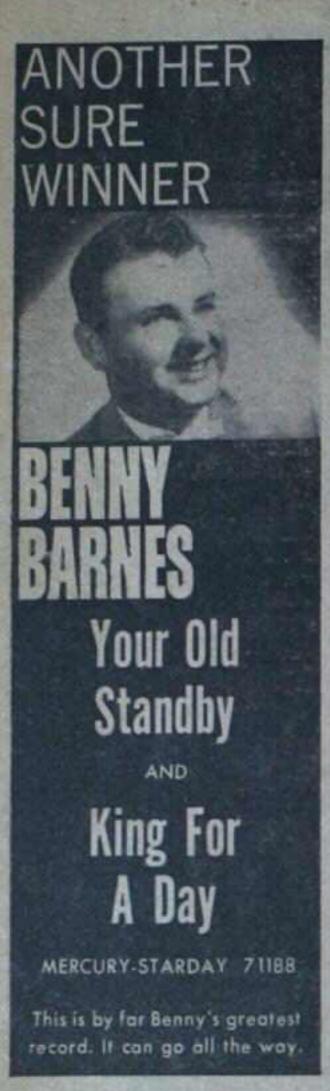
YOUR IN PENNY and MY HEART AGAIN

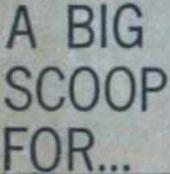
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I Found My Girl In The U.S.A.

AND

Carroll County Blues

MERCURY-STARDAY 71192

Grab this timely one .. fast sure action.



FOLK TALENT & TUNES

By BILL SACHS -

Around the Horn

Columbia country and western promotion chief, Bob Burrell, while in Cincinnati last week for one of his periodic visits with local deejays, librarians and record outlets, revealed that he has moved his wife and two kiddies to a new home in Stamford, Conn. Bob recently shifted headquarters from Atlanta to New York. . . . Rex Allen tops the talent parade at the American Royal Horse Show in Kansas City, Mo., October 23-26. . . . Tex Ritter will headline Hap Peebles' package which kicks off the country music season in Kansas City, Mo., September 29. Other features will include Billy Gray, Cowboy Copas, June Carter, Carl Perkins and George Morgan.

Johnny Rion is the writer of Ernest Tubb's newest Decca release titled "Go Home." . . . Jim Reeves stops off at Winnipeg, Man., September 24, and follows with Calgary, Alta., 26; Edmonton, Alta., 27, and Regina, Sask., 28. . . . Little Jimmie Dickens made his first guest shot on ABC-TV's "Country Music Jubilee" from Springfield, Mo., fast Saturday (21). ... Smiley Burnette and Slim Wilson last week blossomed out in shiny new Cadillaes. Smiley's is a pink convertible, while Slim's is a green sedan. . . . Billy Walker's newest Columbia release, slated to hit the stories this week, is "The Image of Me" b.w. "Anything Your Heart Desires."

Webb Pierce guested with the Pee Wee King TV-er in Chicago Friday (20) and Wednesday (25) appears on Patti Page's new TV stanza, "The Big Record," over the CBS network. With W. E. (Lucky) Moeller back as Pierce's personal manager, Slim Norris still continues as Webb's promotion man, . . . Billy Gray and Billy Walker were guests on "Louisiana Hayride," Shreveport, Saturday (21), with Dave Rich occupying that niche the following week. . . . Tillman Franks now heads up the KWKH Artist Service Bureau, Shreveport, to handle the bookings on Louisiana Hayride talent.

Due to the response attained by his weekly 15-minute show heard

• C&W Territorial Best Sellers

Mondays over KSLA, Shreveport, La., James O'Gwynn has been inheard each Saturday over the same station. Both segs are 100 per-cent country. On his Saturday show, O'Gwynn features the artists who appear as guests on "Louisiana Hayride" the same night. His latest on the Mercury-Starday label is "I Cry." . . . Don Deal, of Los Angeles, seriously injured several weeks ago when he and his brother-manager figured in a head-on collision near Eureka, Calif., is on the mend. He spent a few days at his home last week but re-enters the hospital this week for skin grafting. He'll be there several weeks. Friends may write to him in care of Trinity Hospital, Arcata, Calif. Don is heard on the Era label.

Making ready to spousor "The Red Foley Show" on network radio again this season, Dow Chemical Company will dispatch one of its executive airplanes to the Ozarks Tuesday (24) to deliver Red and a number of the program's feature acts to an annual sales meeting of the firm in Midland, Mich. Included in the group booked for the event are Flash and Whistler, Suzi Arden, the Dow Show Band, Chuck Bowers and Marijohn Wilkin. The cast will be accompanied by RadiOzark veep John Mahaffey and tubthumper Don Richardson. . . . Sorry we missed all those country music folk who visited the Folk Talent desk during our vacation the last two weeks.

On the basis of hefty grosses rung up by "Grand Ole Opry" units the past two years at Wisconsin State Fair, Milwaukre, Herbert L. Shucher has been awarded a contract to supply another "Opry" show at the 1958 event. Porter Wagoner, Patsy Cline, Pete Stamper, Bobby Meyers and Hall and Ginger Willis were featured in this year's show. . . . Jim Reeves is making a 22-date tour thru Wisconsin, Ohio, Pennsylvania, Illinois, Iowa, New York and Canada before kicking off his ABC radio network show October 7.

Jimmy and Johnny did a recent guest shot on James O'Gwynn's new TV show on (Continued on page 71)

· This Week's C&W Best Buys

MY SPECIAL ANGEL (Merge, BMI)-Bobby Helms-Decca 30423-Sales are jumping in all marts. Heavy coin for the side makes a appear a strong follow-up to "Fraulein." Flip is "Standing at the End of My World" (Copar, BMI). A previous Billboard Spotlight

stalled in a new 30-minute TV-er HOLIDAY FOR LOVE (Cedarwood, BMI)-Webb Pierce-Deces 30419-The artist figures to score again. Demands for the disare high in all of the top c.&w. markets. Flip is "Don't Do It Darlin" (Hill & Range, BMI). A previous Billboard Spotlight

Review Spotlight on . . . C&W RECORDS

ELVIS PRESLEY

Jailhouse Rock (Presley, BMI) Treat Me Nice (Presley, BMI)-RCA Victor 7035-See review in Pop Spotlight section.

THE LOUVIN BROTHERS

I Wish You Knew (Acuff-Rose, BMI) Call Me (Acuff-Rose, BMI) Capitol 3804-Strong performance by the brothers, as usual, on a peppy rockabilly-weeper with attractive hill harmony. "Call Me," the flip, is a weeper-waltz that is presented with sincerity.

Reviews of New C&W Records

· Continued from page 66

Buttermilk Baby 73 Novelly lyric tells of the charms of his fat baby, who is a load of fun despite a disregard for calories. Moore's vocal registers enthusiasm. (Opal Music, BMI)

BILLY GUITAR

You Should Have Loved Her More .. 72 APEX 76185-A strong weeper, Song Is reminiscent of Hank Williams' "The Things I Might Have Been," Gultar sings it in strictly traditional fashion. An effective side.

Here Comes the Night 66 Country blues. A falt vocal, backed by typical rockabilly sound.

HOMER & JETHRO

RCA VICTOR 7030-Strictly in pop style, and dead serious, the boys intone a folksy tribute to the State. Some focul action possible, (Advanced, ASCAP1

My Dog Likes Your Dog 70. There's a "Dry Hones" flavor to this rendition. A minor H. & J. effort, Strictly for the die-hard fam. Meridan, BMD

BOB WILLS

Oh Monah! DECCA 30367-Tune has a strong folkish air and a good swinging handclapping best. Many verses tell the story. Southwestern fans will consutute the market. (Peer, BMI)

I'll Always Be in Love With You ... 69 Bob Wills and the Texas Playboys. sing this one out in vobust fashion, Good sound, but tone has little that's new or attention-petting, (Copur, BMI)

JOHNNY NELMS

THAT GS 45-Here's one that takes its inspiration from a fertile vein of Musical Americans-the convict who's been sprong and is traveling back to his baby, It's chanted well, in the traditional style, (King Pin, BMD) Hurt Is the Heart ... 67

This is a weeper, with a dirpe-like quality. Nelm's vocal is backed by a chorus. Interesting, the not as strong za flip. (King Pin, BMI)

LEE MELSON

CO-OP 1503-Melson wurtiles in the traditional style. This side carries a long recitative in addition to the straight worat. Lyric reits a story of sincerity and pathos. iB & S. BMD Golden Red Halr 67

Another strictly traditional countrystyle side. This is a straight world without recitative, will typical atting bucking. (B & S, BMD)

TOE MAPRIS & ROSE LEE

A Picture, a Ring and a Corl 58 COLUMBIA 41004 - Same sweetly sentimental recollections here channed In authentic rural harmonies by the pair. Territorial plays only here, (Country Music, BMI) I Gotts Lotts Lavin' ... 66

A swingy traditional ditty by the couple. Has a bouncy thythm with cute message spoken by the guy to the gal. Possible for the strictly rural areas. (Laredo, BMI)

FREDDIE HART

COLUMBIA 41005-A familiar theme here. The lad remonstrates about the gal's new love. Hart has an okay weeper style, but big potential is lacking, (Acuff-Rose, BMI) The Outside World 45

A prisoner's lament here in true weeper style. Crashing of the big prison

gare adds to the atmosphere. Moderate chances only, with material nor living up to the title. (Vider A Prcific Int'l, BMI)

ARTHUR SMITH

M-G-M 12544 - Routing boogle-blue instrumental rocker featuring Smith's

Teen-Age Rebel ... 62 Carol Honeycuit chirps this tennslanted rocker. Mild stuff for comest market and offers nothing new. (Lym,

guitar. For the fans, (Lynn, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

GENE DAVIS: Who'll Dry My Tenn! You've Got to Make the World Bellevi-

EMMETT DECKARD & JACK GERARD Hookle From School/How's Kurything Up in the Hills-Moviecraft 45 ORELLA MYERS: Don't Leave Mr. Etm.

The Day My World Fell Through-Ri-RUNCY 664

ALL FIELDS

"TOO LITTLE MUCH TOO LATE

JIMMY HEAP

and the Melody Masters

> BIG BAND No. 1001

Taxes Distributors United-Houston Big State-Dalles

SMASH HIT! SHAKIN' GOING ON

JERRY LEE LEWIS

SUN 267

FOR SURVEY WEEK ENDING SEPTEMBER 14 City-by-city listings are based on late reports secured from top country and western dealers and luke box operators in each of the markets listed.

Ray Price, Col.

2. Frunisin, Bobby Helms, Dec.

Jerry Lee Lewis, Sun

3. Whole Lotta Shakin' Gole' On

Nashville

1. My Shoes Keep Walking Back to You

Birmingham-

- L is it Wrong? Warner Mack, Dec.
- 2. Missing You, Webb Pierce, Dec. 3. On My Mind Again, B. Walker, Col.
- 4. Whole Letts Shakin' Gain' On Jerry Lee Lewis, Sun

Dallas-Fort Worth

- 1. Fraulein, Bobby Heims, Dec. L. Geiska Girl, Hank Locklin, Vic.
- 3. Hye Bye Love, Everly Brothers, Cdc.
- 4. My Shoes Keep Walking Back to You Ray Price, Co.
- 5. Give My Love to Rose Johnny Cash, Sun
- 6. Fraulein, Kitty Wells, Dec.
- 7. My Love Is Real, Marvin Rainwater, M-G-M

Houston

- L. Gelska Girl, Hank Locklin, Vic. 2. Whole Lotta Shakin' Gole' On
- Jerry Lee Lewis, Sun
- 3. Francein, Bobby Heims, Dec. 4. On My Mind Again, Billy Walker, Col.

Memphis

- 1. Home of the Blues, Johnny Cush, Sun I. Franceis, Bobby Helms, Dec. 3. Tangled Mind, Hank Snow, Vic.
- 4. It is Wrong, Warner Mack, Det 5. Gonna Find Me a Blushird Marvin Rainwater, M-G-M

6. Tungled Mind, Hank Snow, Vic. 7. Piezse Don't Blame Me.

4. Bye Bye Love, Everly Brothers, Cdc.

5. Home of the Blues, Johnny Cash, Sun

- Marty Robbins, Col. 8. I Heard the Bluebirds Sing
- Jim Edward, Maxine & Bonnie, Brown,

New Orleans

- L. Teddy Bear, Elvis Presley, Vic. 2. Whole Lotta Shakle' Gols On Jerry Lee Lewis, Sun
- 3. Is It Wrong? Warner Mack, Dec. 4. Rye Bye Love, Everly Brothers, Cdc.
- 5. Home of the Blues, Johnny Cash, Sun 6. My Shoes Keep Walking Back to You
- Ray Price, Col. 7. Four Walls, Jim Reeves, Vic.

Richmond, Va.

- 1. My Shoes Keep Walking Back to You Ray Price, Col.
- 2. Is H Weong? Warner Mack, Dec. 3. Bye Bye Love, Everly Brothers, Cdc.
- 5. Fallen Star, Junny Newman, Dot 6. Teddy Bear, Elvis Presley, Vic.

GIVE TO DAMON RUNYON CANCER FUND

• R&B Best Sellers in Stores

EXCORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers througt the with a high volume of sales in thythm and blues records. When significant

This case, both sides are listed in bold type, the leading side Week on top.	Last Week	Weeks on Chart
1. DIANA (BMI)-Paul Anka	. 3	3
2 THATLL BE THE DAY (BMI)-Crickets	. 4	3
3. HONEYCOMB (ASCAP)-Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)-Roulette 4051 4. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)-	. 13	3
Jerry Lee Lewis	. 1	4
5. MR. LEE (BMI)-Bobbettes Look at the State (BMI)-Atlantic 1144 6. HAPPY HAPPY BIRTHDAY BABY (BMI)-		3
7. FARTHER UP THE ROAD (BMI)-	. 11	2
Bobby Blue Bland	5	6
8. SEND FOR ME (BMI)-Nat King Cole	5	13
9. THINK (BMI)-Five Royals	10	2
We Will Mare Low ASCAP, Kapp 184		1
11. LONG LONELY NIGHTS (BMI)-Clyde McPhatter . Heartaches (ASCAP)-Atlantic 1149	8	12
12. TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000		12
13. SHORT FAT FANNIE (BMI)-Larry Williams	7	14
14. TO THE AISLE (BMI)-Five Satins		8
15. STARDUST (ASCAP)—Billy Ward	12	11

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 14

SIDES are ranked in order of the greatest number of plays on disk shows throout the country according to The Billboard's	loc	key	radio
This Week Week	La	ek	On Chari
1. FARTHER UP THE ROAD-Bobby (Blue) Bland		2	5
2. MR. LEE-Bobbettes	. 5	8	4
3. LONG LONELY NIGHTS-Clyde McFhatter		1	6
4. DIANA-Paul Anka		9	2
5. TEDDY BEAR-Elvis Presley		5	13
6. HONEYCOMB-Jimmie Rodgers	-	-	1
7. WHOLE LOTTA SHAKIN' GOIN' ON- Jerry Lee Lewis		6	6
8. THAT'LL BE THE DAY-Crickets		13	2
Brunwack 55009—BMI			12
9. SHORT FAT FANNIE-Larry Williams		-	
10. BAINBOW-Russ Hamilton			1
11. SEND FOR ME-Nat King Cole		3	10
12. ZIP ZIP-Diamonds			1
13. TO THE AISLE-Five Satins			6
14. HAPPY HAPPY BIRTHDAY BABY-Tune Weavers.			1
35. SEARCHIN'-Coasters		7	16
15. THINK-Five Royals		14	2

• Reviews of New R&B Records

IOHNNY OTIS & VOCAL GROUP

CAPITOL 3799 - The deejay im-presario-orkster shouts up a fine blues rock vocal on this good original.

Group and hand provide appropriately framic su port. Side merits a whish.

(Fidorado, SCAP)

Hum Ding a ling ... 81

Teme-rhythm maker borrows lines from a flock of rock and roll hits, it a winest (plugged strongly, (El-dersde, AS(AF)

DONNIE ELB/RT

DE LUXE 6148—The cat gives a sirtuoso / optano performance on this slow, pg shiling ballad, Has the flavor of his fit "What Can I Do?" and on that by an side can stir come action. (Manyan, RMI)

A deader on this side at upbest ler pu, Material so to but performor is good enough for plays. Flip better bit todder, bouever, (Henbessy, BMI)

LL DOGGETT

KING 5060 Higgs one in the same sgett "Honky Tonk" hit. Side has ditte and should pull plently of plays and spins among the Lindy set at

home and in the soda joints, (Lynbeth, BMI) Soft 73

This side has a much stepped-up puce with a long flute solo, followed by some tenor work. Each blends with guitar for the harmony. Has a different sound, but dancers will like the flip. (Jay-Cee, BMI)

THE KING BEES

FLIP 323-Good rocking job by lead and group. Instrumental portion kicks this along nicely, too. Worth a whirl. (Limax, BMI)

Give Me Your Number 73 Lusty group reading of a competent, but unoriginal ballad. Could do business if plogged, (Limnx, BMI)

MEL WILLIAMS

Stay With Me73 CAPITOL 3801-Good ballad effort by Williams, with band, chorus and a few straggly strings added. Dramatic feeling could register with locks. (Eldorado, ASCAP)

Tell Me So 66 Fancy-schmancy arrangement bogs down this ballad effort. Just doesn't come off. (Knolene, BMI)

DOLPH PRINCE

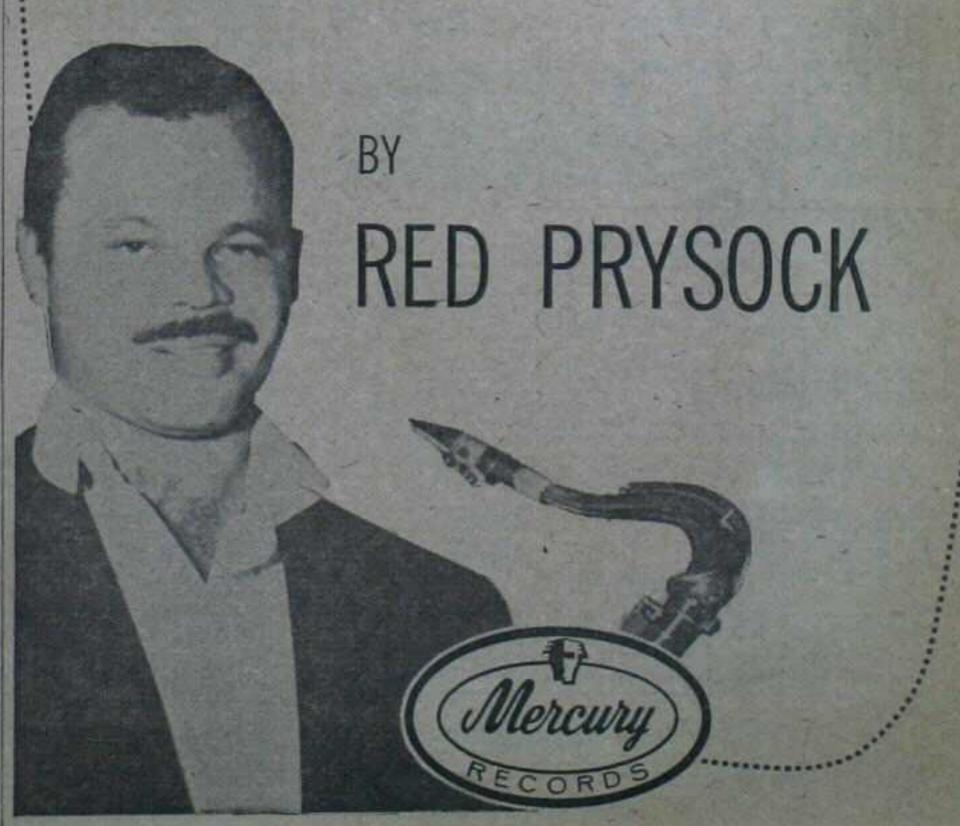
Green Moss70 KING 5077-Very interesting blues, (Continued on page 70)

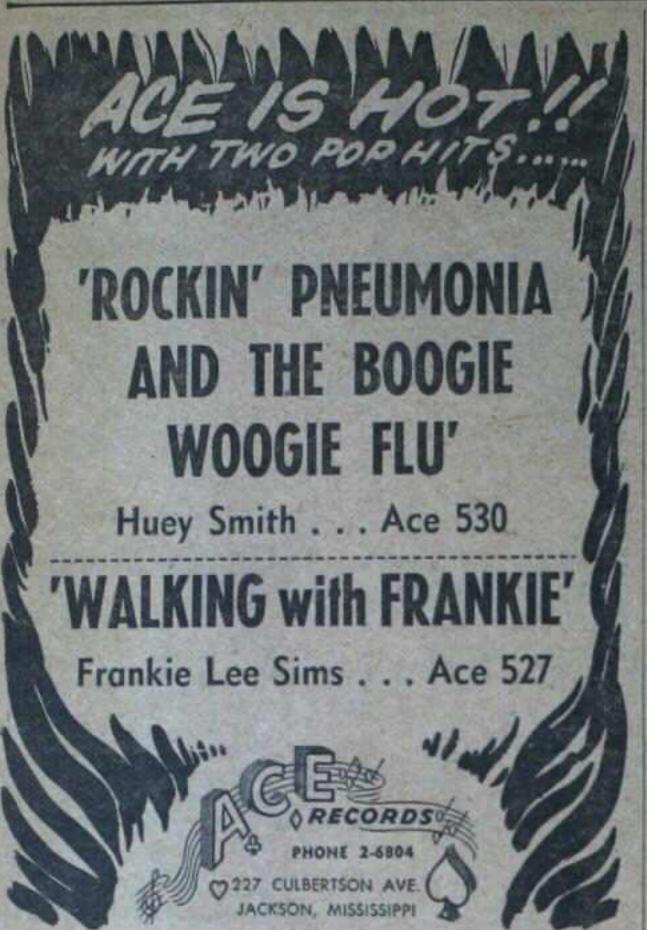


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. . . The Billboard Spotlight

September 16th laure

"Group registers with two highly recommended sides. Top tune is a alandout by means of a satisfying performance by the unbilled soprano, It builds and builds to a satisfying climax. Plip is a strong abouter with another hefty belling performance by the group with iop-notch soloing. Can vie with "Storm" for attention to the territories."

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BILLBOARD -

AUDIT BUREAU OF CIRCULATIONS

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 14

Listings are based on late sales raports secured via Western Union messenger service from top thythm and blues dealers and juke box operators in the markets tisted.

Atlanta

1. Diana, Paul Anka, ABC-Para. 2. Mr. Lee, Bobbettes, Att.

3. Honeycomb, Jimmie Rodgers, Rit.

4. Further Up the Road Bobby (Blue) Bland, Duke. 5. Happy Happy Birthday Baby

Tune Weavers, Che. 6. Long Lonely Nights, Lee Andrews, Chs. That'll Be the Day, Crickets, Brk.

Whole Lotta Stakin' Goin' On Jerry Lee Lewis, Sun

Charlotte

Diana, Paul Anka, ABC-Para,

Mr. Lee, Bobbettes, Atl. That'll He the Day, Crickets, Brk.

Honeycomb, Jimmie Rodgers, Rit.

5. Teddy Bear, Elvis Presigy, Vic. 6. Long Lonely Nights Code McPhatter, Asi,

7. Whispering Bells, Del Vikings, Dot S. Whole Lotts Shakin' Gois' On Jeery Lee Lewis, Sun

Chicago

L. Diana, Paul Anka, ABC-Para.

Whole Lotta Shakin' Goin On Jesty Lee Lewis, Sun

That'll Be the Day, Crickets, Brk. 4. Honeycomb, Jimmie Rodgers, Rlt.

5. Mr. Lee, Bobbettes, Atl.

6. Farther Up the Road Bobby (Blue) Bland, Duke

7. Happy Happy Birthday Tune Weavers, Che.

8. Long Lonely Nights, Lee Andrews, Chr. DONNIE ELBERT

Cincinnati

1. Think, Fire Royals, King

2. Stardest. Billy Ward, Lbt. +

3. Searchia', Coasters, Alco 4. Thai'll Be the Day, Crickets, Brk.

Detroit

L. Think, Five Royals, King

2. Mr. Lee, Bobbettes, Atl. J. Farther Up the Road

Bobby (Bine) Bland, Duke

Honeycomb, Jimmie Rodgers, Rk.

5. Diana, Paul Anka, ABC-Para. 6. Whole Lotts Shakin' Gols On

Jerry Lee Lewis, Sun

7. That'll Be the Day, Crickets, Brk.

8. Rainbow, Russ Hamilton, Kapp 9. Happy Happy Birthday Baby Tune Weavers, Chs.

Los Angeles

L. Diana, Paul Anka, ABC-Para.

2. Hoorycomb, Jimmie Rodgres, Rit. 3. Send for Me, Nat King Cole, Cap.

4. Farther Up the Road

Hobby (Blue) Bland, Doke

5. Bye Bye Love, Everly Brothers, Cdc.

6. Love Letters in the Sand, Par Bone, Dot 7. Mr. Lee, Bobbetter, Atl.

S. That'll Be the Day, Cricken, lick.

9. Whole Lottz Shikin' Goln' On

Jerry Lee Lewis, Son

19. Searchin', Coasters, Alco

New Orleans

L. Diana, Paul Anka ABC-Para. 2. Farther Up the Road

Hobby (Blue) Bland, Dake

3. To the Able, 5 Satins, Ember 4. Mr. Lee, Bobbettes, Atl.

5. Rainbow, Russ Hamilton, Kapp. 6. Happy Happy Birthday Bahy

I the Weavers, Che.

New York

1. Dians, Pupi Auka, ABC-Para. 2. C. C. Rider, Chuck Willia, Atl.

3. Cool Shake, Del Vikings, Dot.

4. Mr. Lee, Bobbettes, Atl. 5. Happy Happy Birthday Baby

Tune Weavers, Che.

6. Toddy Bear, Elvis Presley, Via.

7. Whole Lotta Shakin' Gote On Jerry Lee Lewis, Sun

1. Bye Bye Love, Everly Brothers, Cdc.

Philadelphia

I. Think, Pive Royals, King 2. And That Reminds Me

Della Rosse, Job.

3. Stardust, Rilly Ward, Lbt. 4. Send for Mr, Nat King Cole, Cap. 5. Short Fat Famile, Larry Williams, Spc.

St. Louis

1. Happy Bappy Birthday Bahy

Tune Weavers, Che. 2. Mr. Lee, Bobbettes, Atl.

3. Farther Up the Boad

Bobby (Blue) Bland, Duke

4. Diana, Paul Anka, ABC-Para. 5. Whole Lotta Shukin' Gain' On Jerry Lee Lewis, Sun

Washington, D. C. I. That'll Be the Day, Crickets, Brk.

2. Happy Happy Blethday Baby Tune Weavers, Che.

3. Send for Me, Nat King Cole, Cap. 4. Long Lonely Nights Clyde McPhatter, All.

Jerry Lee Lewis, Sun a. Honeycomb, Jimmie Rodgers, Rit.

This Week's R&B Best Buys

MY BABY COMES TO ME (Tiger, BMI)

IDOL WITH THE GOLDEN HEAD (Tiger, BMI)-The Coasters-Atco 6098-Both sides are being requested; and sales are about equal at this point. The platter looks like another two-sided lift. Pop action, too. A previous Billboard Spotlight pick.

Review Spotlight on . . .

R&B RECORDS

ELVIS PRESLEY

Jailhouse Rock (Presley, BMI)

Treat Me Nice (Presley, BMI)-RCA Victor 7035-See listing under Review Spotlight on Pop Records.

THE DELL VIKINGS

Come Along With Me (Pure, BMI)

What 'Cha Gotta Lose (Hill & Range, BMI)-Mercury 71180-See listing under Review Spotlight on Pop Records.

PAUL ANKA

I Love You, Baby (Pamco, BMI) Tell Me That You Love Me (Pamco, BMI)-ABC-Paramount 9855

-See listing under Review Spotlight on Pop Records. B. B. KING I Wonder (Leeds, ASCAP)

I Need You So Bad (Modern, BMI)-RPM 498-A pair of au-

thentic sounding older-style blues sides much in the styling of the chanter's earlier hits. Top side is slow, pulsing stuff, beautifully expressed. Ditto the second side at a slightly more upbeat

clip. Either or both can go.

THE DELTAIRS It's Only You Dear (Thornett, BMI) Lullaby of the Bells (Walnut, BMI)-Tvy 101-A wild new group debuts here, which practically demands listening. On top the chicks belt a constantly repeated refrain with replies from a male

friend. Has the organized-chaos sound which can hit like lightning. Flip is a drippingly powerful, slow-moving ballad that can also break out.

Have I Sinned (Men-Lo, BMI)

Leona (Hennessy, BMI) DeLuxe 6148-Here is a strong coupling by the recent entry in the male soprano ranks. Elbert's debut, "What Can I Do," was a hit and this has much of the same virtuoso performance in a slow, pounding ballad setting. Flip is a pleader at a faster rhythm which can also share some action.

A dangerous disk. THURSTON HARRIS

Little Bitty Pretty One (Becordo, BMI)

I Hope You Won't Hold It Against Me (Dorsey Bros., BMI)-Aladdin 3398-Top side is a cover of the tune introduced by Bobby Day on Class. Happy vocal here against elapping support, and chorus assistance appears stronger styling. Side could go in pop marts, too. Flip, "I Hope," is a ballad with rhythm support and is also backed by a chorus. Fine vocal stint should also

THE SIX TEENS & TRUDY WILLIAMS

My Surprise (Limax, BMI) Baby, You're Dynamite (Limax, BMI)-Flip 326-My Surprise" has Miss Williams on a strong reading of the budding of trembling love abetted by the Six Teens and a heroic male voice. The slow tempo gives the lass a chance to squeeze pleuty from the tune. Flip, "Baby," shows the 14-year-old thrush to advantage on a rocker-sort with more fine support from the group.

MARIE ADAMS-THE THREE TONS OF JOY

Ma, He's Makin' Eyes at Me (Mills, ASCAP)-Great combination of tempo, crowd noises and lusty, blues-tinged thrushing by the new chick insures plenty of action for this version of the stand-ard. Flip, "In the Dark," is a shoutin treatment of the old Lil Green Blues hit (Leeds, ASCAP).

· Reviews of New R&B Records

· Continued from page 69

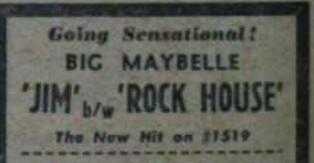
with a quick tempo and an unusual lyric. Prince's vocal is supported by a solid best in the strings and a bonking tenor. Real tilce way, Clay & Cre. BMD

Blues Don't Call My Name ... 68. A slow blues, with typical figure in the backing Prince's vocal, full of beart, is supported by a chocos, Clay & Cee, BMI)

Cleffers Pact Own Pub. Firm

NEW YORK -- Lou Stallman, Joe Shapiro and Sid Jacobson have formed their own publishing firm in conjunction with Larry Uttal, head of Monument Music, Inc. Film will be known as Round Missic, and it will be affiliated with Broadcast Music, Inc.

The writing team of Stallman and Shapiro will publish exchi-"Round and Round" and "Treasure of Love." latter of which was 3346 W. Romevell Rund Chicago published by Monument.



NAPPY BROWN BYE-BYE BABY Not as a Pistal on 21514

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ON THE BEAT

RHYTHM & BLUES-ROCK & ROLL - By REN GREVATT

We have picked up a good bit pop music, jazz and the blues from a copy of Punch, the British humor mag, which fortunately came into our hands. Under the title, "A New Encyclopedia of Jazz and Popular Music," a feature goes to some lengths to describe certain facets of the music scene.

For instance, the Blues. Blues are called, "Twelve bars, in common time, with rude lyrics, expressing the woes inherent in marital relationships, murders, rivers, bereavements, illness, parting, hard work, imprisonment, being alive,

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DOOTO RECORDS

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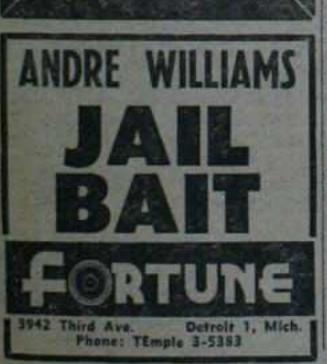
New York

rail travel, St. Louis, Basin street and certain other illfated localities." Then, the "Old Favorite," was described as a number "which the general ear is so sick of that the jazzman only dares present it in a form blurred into extinction by sustained 'obligati.' Care is taken that no sequence survives from the original melodic line. Invaluable for circumventing the Performing Rights Society.

On Folk Music: "Songs that reone traditional air with the tune plicity. Believers, for instance, bebelieve (see If You Believe). They it deals with emotional matters. the most widespread sin to be the sin of loving you. This cult has a number of saints who go marching in."

Larry Newton, ABC-Paramount sales topper, is in Hollywood for huddles with Western regional manager Lee Palmer and distributor Abe Diamond. . . . Jimmy Warren, Central Record Sales Company, reports that initial orders of the new Steelman line have been completely sold out. . . . Gordon Wolf, Sunland Music Company, planning an extensive promotion campaign when the new M-G-M soundtrack album of "Gigi" is released. Sales thus far at both of Wolf's distributing firms, the second being Universal, are well ahead of last year. . . . Morty Palitz, Jubilee Records repertoire chief in town for a series of recording sessions and a visit with distributor Sid Talmadge, Record Merchandising Company. Latter firm plans on converting to a self-service operation by the first of the year.

Irving Feld's "Biggest Show of Stars for 1957," now on the second week of its 80-day, cross-country tour, is doing tremendous business. In Montreal, the package broke all existing records at the Forum, with 30,000 packed in for two performances. Police turned away thousands for lack of seating. For this reason, the troupe has been booked back into the Forum for two shows on November 17. There will also be later repeats of bookings for Pittsburgh, Richmond and Norfolk As the to highlight current segre gation upheavals in the South, the package will operate for five con secutive dates in Chattanooga, Co umbus, Ga., Birmingham, New Or leans and Memphis, without th Everly Brothers, the Crickets and Paul Anka. In the cities men tioned, Negro and white perform ers cannot appear on the same stage in the same show.



fire, flood, famine, tempest,

sult from combining the words of of another and recording the result in a Tennessee mountain accent to the accompaniment of an electric guitar." Then, on "The Lord Above: The cult of The Lord Above possesses a creed of exemplary simlieve that if you believe that there are angels, there are angels if you believe in the efficacy of prayer if They are aware of sin and reckon had two releases on the Decea

2 SMASH HITS * REVIEW SPOTLIGHT ON . . . * OPERATORS BEST NEW RELEASES Vee Jay #253 "HONEST I DO" "SIGNALS OF LOVE" * From Biliboard August 16 issue.

1114 SOUTH MICHIGAN AVE.

FOLK TALENT AND TUNES

Continued from page 68

KSLA, Shreveport, La. Their latest on Decca is "I'll Do It Everytime." . . . The Septemtember 25 stanza of Patti Page's new CBS-TV show, "The Big Record," will spotlight Webb Pierce in the guest slot. . . . "Louisiana Hayride" was carried by both KWKH, Shreveport, La., and KTHS, Little Rock, September 7. Recent backstage visitors at "Hayride" were Ken Parsons, Harmie and Billie Smith, Ed Hamilton, Merle Kilgore, and Slick and Betty

Rudy Hanson, formerly a feature of WLW's "Midwestern Hayride" for two years is now working under the personal management of Bernie Woods, New York. A lot of good things have happened recently to Rudy. To name a few: he took delivery on a new white Cadillac. he signed with General Artists Corporation, he split \$14,000 with his partner in the "Name That Tone" TV quiz, he appeared on the Jimmy Dean TV network show, and label. His second Decca release was a cover on the English skiffle hit by Lonnie Dornegan, "Puttin' on the Style," which netted an excellent rating in the trade sheets.

With the lockeys

Uncle Jim Christie, who has THE RAVES spent the last three months as production and promotion manager of WISK, St. Paul-Minneapolis, has resigned that post to return to his home at 1428 Jefferson Street, Des Plaines, Ill. His resignation is said to have come as a result of a difference over money. While scouting other opportunities in the c.&w. field, Christie will continue to do his taped country shows which have long been heard coast FLETCHER WILLIAMS to coast. Jim asks record companies to direct correspondence and records to his home.

KWKH, Shreveport, La., and KTHS, Little Rock, are reportedly making way for more country music disk sessions. KTHS has Earl (Grandpappy) Davis spinning 'em each night from 11:15 to 1, while Jeff Dale and Bob Stoner hold forth during the same time period on KWKH. . . . Fred Brooks is still spinning 'em on "Fred's Farm" each weekday from 5 to 7 a.m. over WTJS, Jackson, Tenn.

Number of Releases This Week

s of bookings for	Label	Pop	RAB	CAW	1
mond and Norfolk.	AMUSING				
ight current segre-	APEX			1	
s in the South, the	ARGO				ы
	HALLY				1
erate for five con-	BULLSEYE	1	****		ы
Chattanooga, Col-	CAPITOL	6	3.	1	P
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	CORAL	3			ы
the Crickets and	CRYSTALETTE				10
the cities men-	DECCA	3		2	
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	GOLDEN CREST				fili
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	MOVIECRAFT		****	1	8
	PROTON			200	HE:
EII	RCA VICTOR			1	151
E"	REGENCY			1	10:
Service Control of	TILT			1	ю
	VEE JAY		1		ж
NATIONAL PROPERTY.	VITA				11
SUICACO HALINOIS			-		
CHICAGO, ILLINOIS	TOTAL	. 47	10	10	
					4

· Reviews of New Pop Records

Continued from page 65

groove, it is worth exposure, (Cromwell, ASCAP)

The Ludy Sings the Blues ... 68 A quality song by Alec Wilder. Bluery and full of mood, sung with feeling. Again a good one for jocks. Not same as the Billie Holiday tune, (Ludlow, BMI)

DE CASTRO SISTERS

Where Have You Been, My Love? ... 76 RCA VICTOR 7028 - An excellent harmony job by the girls on a ballad. Number will need some heavy plogging if h's to put the girls back in the money. Its groove is similar to that of "Teach Me Tonight." (Jack Gold, ASCAP)

That Little Word Called Love 70 Country-style waltz time with simple, poignant message. A strong effort by the trio. Questionable whether it's geared to current market, however, (Huston, BMI)

JERRY MURAD'S HARMONICATS

MERCURY 71191-A slowish melody with a touch of the "Peg O' My Heart" sound, Appealing performance which has some merit for juke boxes, (Discovery, BMI)

Swingin' Down the Lane ... 66 The Harmonicats work with combo of rhythm and wind instruments on this okay revival of the standard. Flip scems more in the groove, (Felst, ASCAP)

ROBERT MAXWELL & ORK I've Told Every Little Star70

M-G-M 12546-The benutiful Kern-Hammerstein song, in a very fetching arangement. Decisys looking for something pretty and unoscal have it here (T. B. Harms, ASCAP)

Instrumental featuring the harp of Maxwell, Pleasant melody, with bright staccato string sound, (Maxwell, ASCAP)

LIBERTY 55103-Frantic chirping of title phrase by chick is in sharp contrast to cool mumbling by an obviously cool cat, Off-beat novelty should appeal to hip jocks. Funny stuff, Pop. or r.&b. spins possible. (Keynote, ASCAPI If I knew the Way 66

Undistinguished fem lead on this ballad-with-a-beat. Also aimed at both markets, but less likely to hit its mark, (Keynote, ASCAP)

BULLSEYE 1001-The chanter delivers a fair revival of the standard, Fem voice offers interim comments in a sexy whispery quality. No great threat here, however. (Mills, ASCAP) Stop, Look and Love Me ... 66

So so material here with okay reading by Williams, Band has a good solid r.&b. sound, but chances would seem limited, (Dig. BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less;

HENRY BURBIG: Little Red Riding Hood/ Paul Revere-Amosing 102

TOMMY PANTO: Purple Mountain I Believe in Angels-M-G-M 12549 DON SCHRAIER ROCKET: Dora Lee Zei

Gezunt-Crystalette 714 MIKE TARDIO: Stay Awhile/I Was There

-Proton 45 THE TWIN TONES: I'm Feelin' No Pain/

Jamales-Monte Carlo 006 HOP-A-LONG WONG: I'm Gonna Sit Right Down and Write Myself a Letter Goody-

WALTER SOLEK & ORK

Goody-Amusing 100

Morris-Morris, Sing Another Chorus. . . 80 DANA 2125-Sparkling Polish-style polks, brightly orked, with nonsense vocal choruses by Solek. Great dance stuff, corny lytics notwithstanding, (Dana, BMI)

Whoo-pic Shoo-pic.... 80 Catchy polks theme with war-inspired lyrics. Good gang stuff, and

WILL GLAHE & ORK

danceable.

LONDON 1755-A gay and bouncy polka with appealing sound from German lyrics by the chorus. Could make its way on the right boxes and locks can use it for novelty and change of pace programming. (Burlington, ASCAP)

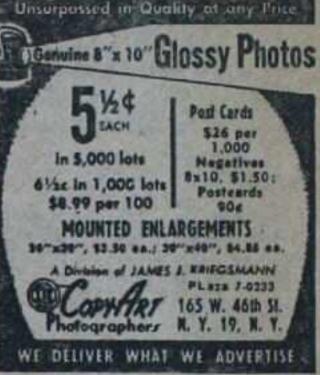
Schweizer Kanton-Polka 74 Slightly slower paced, this side has more of the German language lyric treatment, Same trade comment as for the flip. (BIEM)

Spiritual

THE GOSPEL LIGHT SINGERS

ELVITRUE 2141 - Good, patural down-home gospel shouting by lead male and fem group. This side, if circulated, could click with the church people. There's a wild fem soloist made even wilder by unsteady tape speed. (Reed & Reed,

Lord I'm Coming Home to Thee 68 Fervent condition with male lead against fem choir. Lack of polish in backing and recording quality will keep action on a local (Georgia) level. (Reed & Reed, BMI)





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Hope, A. F. Lures Hike ESE by 12%; Record Gate Near

Four Big Days in 1st 5; Air Show & Coliseum Draw Keep Turnouts High

possibly the first half-million gate, for the comparable period. became a distinct possibility for the Eastern States Exhibition on Thursday, (19) after five days of the nine-day event.

With the exception of one day, when rain hit hard, increases were scored on each of the early days, three of them producing records. The five-day total was 277,139

Uncle Sam Gets \$317 Mil In Fun Tax

Continued from page 1

Coin-operated amusement machines showed excise tab of \$1.-521,000 for final quarter over 1956 last quarter take of \$1,361,000 by Treasury, while the 1957 fiscal total of \$6,070,000 was up \$265,-000 over the 1956 figure. Gaming device excise sagged in final 1957 quarter to \$2,110,000, which was \$300,000 below 1956, but the fiscal gaming total of \$8,974,000 was up \$500,000 over 1956.

Bowling alley and pool table exin final fiscal quarter of 1957, givbowling and pool was \$3,122,000, of threatening weather. up from 1956 take of \$2,955,000. Americans played more music, fair were still to come, and L.E. paid 15 per cent more in musical Griffin, fair secretary, pointed out instrument tax for a total of about that given good weather the fair \$12.7 million.

Theater, concert and sporting rain and menacing skies. event admissions dropped steeply All of the attractions on the fiscal quarter. Fiscal total in this two-hour show at 7:45 p.m. 192,000 for Treasury.

WEST SPRINGFIELD, Mass. which was 29,099 or 12 per cent -A new record attendance, and better than last year's attendance

> The all-time record of 456,370 was set in 1953 when President Eisenhower visited the fair. This year's feature, Bob Hope, was in for an entire week and patrons were finding it hard to resist going to the grounds on the chance of seeing Hope, who appeared in the Coliseum. His two shows on Sunday (15) drew 4,000 and a full 6,000 house, and Toesday did some 5,000 after pulling about half that number on rainy Monday, manager Jack Reynolds said:

(Continued on page 75)

AUDITORIUM

Sergeants Sets 40 Days In 15 Weeks

NEW YORK -- "No Time for Sergeants," first modern Broadway production to hit the road on oneday stands, has 40 municipalities January. The ambitious routing attendance of 308,057 thru Tues- ing. Both professional and amateur days. A couple are longer, but over the same period last year, fair's official photographer. the schedule's backbone is its one- C. B. (Jack) Afflerbaugh, president- Independent midway conces-

Route Given

Pomona Gate Races Ahead by 46,221 First Five Days

Registers Strong 308,057 Total; Ringling Circus Starts Out Strong

booked in its first 15 weeks, thru Angeles County Fair pulled an being held in the Fine Arts buildincludes 19 one-nighters, 10 two-day (17), fifth of the 17-day run, photographers competed in the day engagements, and five of three to pile up a backlog of 46,221 show which was directed by Burgeneral snanager, announced.

office production were secured by surpassed each similar day last price hikes such as 15-cent coffee, Broadway Theater Alliance, an year. Biggest increase came Sun- up a nickel. Coca-Cola remained arm of Columbia Artists Manage- day (15), with 100,776 attendance, a dime. Patty Treanor, who has ment, and the booking organiza- Last year's first Sunday drew had novelties since 1922, said he tion's contract negotiations were 85,113. The 1956 total attendance had his biggest early-run business. handled by Theatrical Interests was 1,003,000, lowest since oper- Dave Barham, who introduced ations were resumed following cheese-on-a-stick at his party batter World War IL

Route is as follows: September | The increase in attendance was op, also reported increases. Daily gafe figures starting with 23, Jaffa Mosque, Altoona, Pa.; credited to new features, including Strong again this year was Ed-(Continued on page 75) the Ringling Bros. and Barnum & mondo Torres' Mexican Village Bailey Circus, and the Inter- and Joe Miller's Western Village. national Photographic Exhibit.

> nights Sunday (22). While no Pipitone, who has had the spathe grandstand attraction opened for years. with an advance sale that as early Dancing Waters" returned for as August was ahead of the total its fourth consecutive year. With attendance of the eight-day horse shows on the hour and admissions show last year.

> the circus was estimated by Paul strong. Shepherd, fair manager, and Tevis | The midway was under the di-Paine, public relations director, as rection of Harry A. Illions for the between 3,500 and 4,200. It was sixth year. Portable rides were the largest opening-night grand- supplied by Olivia Waldron's Fair stand crowd on record.

Weather Helps

Also helping swell attendance okla. Free Fair tween the fairgrounds and Los Angeles. Last year, traffic on this 26-mile strip was on a bumper-tobumper basis on many days and publicizing of this fact by radio The Coliseum has been modern- helped much to discourage attend-

POMONA, Calif. - The Los | The International Photo show is

sionaires reported business ahead Dates for the Maurice Evans During its early run the fair of last year despite some food stand, and Warren McManus, food

> A third one, an Italian Village, The circus closed a run of 10 was debuted this year under Frank complete figures were available, ghetti stands on the fairgrounds

of 50 cents for adults and a quar-Opening-night attendance for ter for kids, business was reportedly

Time Shows.

MUSKOGEE, Okla - The Oklahoma Free State Fair got off to a wet, soggy start the week-end of September 14-15, and went into its closing week-end Friday (20), the next to closing day, with attendance down about 10 per cent from last year.

The fair opened at noon Saturday (14), a half day earlier than usual, but the operation was rained out that night. The Westward ALLENTOWN, Pa. - Rough provided acts to go with daytime Ho Show, featured Leon MeAu-

Sunday (15), usually the fair's the gate figure to some 3,000, the taine. Mickey and Sylvia, and the big day, was hard int by rain in the area around this city. The heavy rains of the previous night mired the track deeply, but it was ironed out by 2 p.m. and auto.

(Continued on page 70)

TENN. STATE FAIR HIT BY WEATHER

'Ice Vogues' Leads Attractions; Grandstand Shows Receipts Decline

NASHVILLE -- The Tennessee Earl Newberry's thrill show was versus the \$609,000 in previous its third day, the fair was given programs. year. Fiscal year total excise for two days of hard rains and a day

The three biggest days of the \$14.7 million versus 1956 excise of could overcome its earlier gate losses which were due to the

in fiscal 1957 to \$75.8 million from grounds were hurt by the bad previous year's \$104 million. Final weather and the resultant attendquarter excise was \$12.1 million, ance drop. "Ice Vogues," presented down from \$23.6 million for same in the Coliseum, was in the best period 1956. Revenue report shows set-up and enjoyed good business. radio, television and phonograph The icer-the first to be presented category down slightly in final fis- at the fair-gave two shows daily, cal quarter, from \$34.9 million last an abbreviated one-nour performyear to \$34.4 million in 1957 final ance at 5:45 p.m. and a full length,

group was down \$12 million from Grandstand attractions were 1956, with 1957 total of \$149,- hard hit by the weather. A GAC-Hamid revue was in for six nights.

cise were up nearly 12 per cent State Fair here was clobbered by in for the first two afternoons and weather in the first ball of its six- stock car races moved in Wednesing Internal Revenue \$681,000 day run. Thru Wednesday (18), day for the first of two afternoon

> The fair opened with the best prospects in years. Its livestock show was the largest in years. All available space, both indoors and outdoors, had been sold to commercial exhibitors.

(Continued on page 75) ance.

Allentown Recoups From Wet Premiere

First Day Washed Out; 'Latin Quarter' Crowds Build as Big Days Approach

night grandstand figure to 600 and Moonglows. dobbering all midway activity. of the week thru Thursday (19) as (up about 2,300 and 36,654 (up races, staged by Frank Winkley, the annual rebounded well.

The fair was in its mitial run under the presidency of Frank F. Hausman and managership of Edabout. A new \$250,000 agriculture ment was in use.

The night grandstand feature, (Continued on page 75) thru Willard Alexander, who also ment, in total number of entries

weather killed the opening day of racing, and a Thursday rock 'n' liffe, was unable to go on in front the Allentown Fair on Monday roll afternoon show. Artists in of the grandstand. (16), a steady downpour holding cluded Don Rondo, Eddie Fon-

Paid figures for Tuesday and But that was the only sore spot Wednesday were given as 21,503

(Continued on page 75)

ward Leidig, and patrons had plenty of changes to comment Barrington's Gate, new grandstand attraction was shown. A new midway arrange-

GREAT BARRINGTON, Mass. in the agricultural department, in Lou Walters' Latin Quarter, did -The 117th Barrington Fair, midway gross, and even on the just passably thru mid-week. Fol. which closed here Saturday (14) race track where two new speed Thursday and the weekend lay lished in daily attendance, single- with only an occasional trace of The Monte Young Shows on the ahead and increased grosses were day mutuel handle and weekly rain. Shirt-sleeve weather prevailed

(Continued on page 75)

Utah State Fair Gate Declines 5%

'Holiday' Gross Falls Off About 12G; Monte Young Rides, Shows Match '56

ance at the Utah State Fair was matinees and 10 night shows, 10-day event.

Weather, except for Wednesday The building was scaled at

Auditorium-Arena Section Starts on Page 79

SALT LAKE CITY -- Attend- "Holiday on Ice," in for seven down about 5 per cent from its played to capacity in the Coliseum record run of last year thru thru the first six days. The icer Wednesday (18), sixth day of the would gross \$125,000 for the run, Don Wyatt, fair manager said.

night (18), was good. Rain that \$1.75 to \$3.75, but had fewer night washed out the scheduled scats for patrons, as a substantial horse show in front of the grand- number had to be cut out to make room for the larger set of lowing the rainout it played to after seven days and nights, con- marks were recorded. "Holiday" this year. In '56, the 2,843 patrons on Tuesday and tinued the string of record-break- The event drew mid-summer icer, with more seats to play to, 4,387 the next night, but Big ing figures. New highs were estab- weather from opening to closing

midway were running about even in view for the show, booked in mutuel total in the racing depart- for the most part. This helped the

1957 WINNERS BIG ELI Fourth of July Confest (Contest No. 1 is for BIG ELI WHEELS

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Mike Barnes' Estate Totals \$2,780,338

CHICAGO-Michael H. (Mike) an inheritance tax return filed with the county clerk here Tuesday (17) disclosed.

regarded in Chicago's financial dis- Olson Shows were unable to move trict, where he held the reputation on and open that day. as an astute investor. He was a member of the Chicago Board of and drizzles fell thru most of Trade at the time of his death.

in trust for two daughters. Mrs. was offered free to patrons. Betty Jane Sheridan and Mrs. Mary A surprisingly large number of H. Galvin, both of Skokie, Ill.

per cent under last year.

ping Sunday (15) and Monday

(16) business helped the RAS pick

up the loss caused by rain, on

"West-O-Rama," presented in

front of the grandstand each night;

was off from last year's grand-

stand offering about the same or

as much, percentagewise, as the

gate percentage. The Western

spectacular also had to contend

with bad weather on two nights.

scheduled afternoon program of

jalopy races. Big car races, staged

by Frank Winkley on four after-

noons, drew big crowds, except on

closing day, when the cold, misty

weather discouraged attendance. Tommy and Larry Holden's thrill-

show, in for the other afternoon,

Damp Preview

Preview night, Friday (13), was

The fair had an outstanding farm

hurt by rain, the skies breaking

loose at 9:45 p.m. to send midway

crop show, its farm machinery

show was the biggest in the past

six or seven years, but its livestock

show, while high in quality was

off in size, due to a cattle disease

Everett Erhart, fair president,

patrons scurrying homeward.

drew a good crowd.

in the area.

Saturday's rain washed out the

armers.

Saturday.

Kansas State Fair Hurt

By Rain, Cold Weather

HUTCHINSON, Kan .- Bain on and Miller, were particularly

Saturday (14), traditionally the pleased with the large machinery

biggest of its run, hit the Kansas show and at indications that next

State Fair here. The virtual all- year's show will be even larger. day rain then, coupled with cold, Fair officials had been hard

closing day of the six-day event, work necessitated by a summer primed attendance to about 10 storm which had wrought much

Over - all grandstand business 100 by 240 foot swine building

was also down about 10 per cent was completed only two days be-

HARD HIT

Chattanooga Fair Clobbered by Rain

CHATTANOOGA; Tenn. -- even on the days of hard rain, Rain drenched the Chattanooga- and many went about barefooted. Barnes, who died in retirement Hamilton County Interstate Fair Officials of the Olson Shows May 29, 1956, after many years here thru Thursday (19), fourth pushed thru a roadway of crushed ness sharply.

The fair opened Monday (16) The fair offered the largest cattle in the wake of hard rains which show in its history. Commercial flooded part of the parking area exhibits were up numerically from Long a dominant figure in the and a section of the midway. The last year. fair attraction booking field in the fun zone was so deep in mud and Midwest, Barnes was also highly in some parts of water that the

The rains continued Tuesday Wednesday and Thursday (18-19). Barnes left \$35,000 to charities During the first three days only one and \$8,000 to friends. One-third of the six scheduled performances of the remainder was willed to his of the GAC - Hamid grandstand widow, Mary Beatrice, of Evans- show was given because of the ton, Ill., and two-thirds was placed weather. The CAC-Hamid show

people turned out on the grounds

as president of Barnes-Carruthers day of its six-day run, cutting at- rock, topped by shavings, in the Theatrical Enterprises, Chicago, tendance and whittling back busi- midway to make the fun zone usu-

Regina Fair To Construct

REGINA, Sask. -- The old Industrial building at the fairgrounds is being demolished to make way for an ultra - modern exhibit building to cost in the neighborhood of \$370,000. The building will house an ice plant so that it may be used as a curling rink in the winter months.

The provincial government will pay a share of the cost, the money to be returned to the Regina Exhibition Association over a period of years on the basis of pari-mutuel



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Virgil Miller, now in his minth fore the fair opened. year as fair secretary, said. A Mrs. Helen Willman, manager contributing factor, he said, were of concessions and exhibits for the tighter conditions in the fair's past three years, who will move terrifory resulting from the loss of to Carlsbad, N. M., soon, was busy a wheat crop to rain by many during the fair, breaking in Hod Humiston, her successor. The Royal American Shows however, did well, holding close to its 1956 business level. Whop-



damage to the grounds. A new

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Sets Sands

NEW YORK--Fifteen fair dates for the Manhattan Rockets Danc- demonstrated that in recent months. ers will be completed shortly, Hal Sands reported this week. Recently added was the Moslah Temple (Fort Worth) Shrine Circus, November 22-December 1 in Will Rogers Memorial Coliseum. The 24 Manhattan Rockets line will be in the opening and closing specs and three production numbers, all produced by Sands. Choreography this year was again handled by Dorothy Conova.

Eastern fairs include York, Allentown, Bloomsburg and Pittsburgh, Pa., and Bath, N. Y. Du Quoin, Ill., was again played, as were several fair dates acquired thru Emie Young for CAC-Hamid, namely, Grand Forks and Minot, N. D.; Austin and New Ulm, Minn.; Davenport, Iowa; Pueblo, Colo., Allegan, Mich., and Manitowoc, Wis.

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Herb Dotten

Another Chapter of Unusual Story Fredericton's

THE RIGHT Reverend Monsignor Lucien T. Arrell holds a special I niche in the hearts of many showmen, some of whom clearly

Monsignor Arrell, who is vicar general of the Fargo, N. D., Catholie Diocese and pastor of St. Mary's Cathedral in that city, has been an intimate friend of many in outdoor show business for years. He has been a member of the Showmen's League for 28 years and has attended many of the League's annual banquet and balls in Chicago.

At one time, to raise funds for his church, he organized a carnival with the assistance of Max Goodman, for many years a show owner. Operating out of Lidgerwood, N. D., he routed the show thru North Dakota for several seasons.

His experiences as a clergyman-carnival operator has sparked interest in Hollywood. Only recently he was in the movie capital where he huddled with M-G-M, which had indicated it might do a picture based on his life. It would, indeed, make an excellent story.

One chapter could deal with what happened after a tornado struck Fargo this summer and devastated a building which housed the living quarters of the Sisters of the Presentation of the Blessed Virgin and Mickey Sullivan, band leader. classrooms used by the sisters to teach orphans.

News of the Fargo tornado and the damage had barely hit print when Monsignor Arrell began to receive calls from outdoor showmen.

William T. Collins, owner of the carnival which bears his name, was scheduled to open in Fargo two days after the tornado struck. It was quite a financial blow to Collins, to cancel out Fargo and move instead to Jamestown, N. D. But Collins called the Rev. Arrell and turned over a \$600 check to him to go into a fund to build a new home for the sisters. Additionally, Collins gave Fargo's mayor a \$1,000 ing and publicity and on-thecheck for the city's tornado relief fund.

From Winnipeg, Carl Sedlmayr Sr., owner of the Royal American Shows, phoned to ask the monsignor if he was okay and when the sisters were left homeless by the tornado Sedlmayr said he and his personnel would help.

A raffle then was staged on the Royal. O. J. (Whitey) Weiss, the show's concession manager, gave generously in this fund-raising effort. So, too, did J. W. (Patty) Conklin, the Brantford, Ont.-based midway biggie, who happened to be in Winnipeg at the time. A check for \$1,000 was turned over to the monsignor.

Unsolicited, Jimmy Sullivan, owner-operator of the World's Finest Shows, sent in a check for \$200. Only recently, Hill's Greater Shows, operating at the Fargo fair, put on an extra bingo stand for several days and, despite rain and cold, raised \$350 for the sisters,

The need for funds to build a new home for the sisters is great. Boy, and Capt. John Tair, the The building destroyed was insured for \$350,000. It will cost an estimated \$1,500,000 to replace it. The goal is far from being reached. Other showmen besides those named above who are friends of Reverend Arrell probably will aid his cause and bring the goal nearer.

Goldberg, Cassidy, 108-Year-Old Lady

Put a Goldberg and a Cassidy together and something is bound to happen. Add a little 108-year-old lady and that something becomes a top wire service news and picture story, calculated to make most

The Coldberg of the piece is Harold Goldberg, of the age and scales Goldbergs, The Cassidy is Doc Cassidy, alert tub-thumper for the Kentucky State Fair, where it all happened. The 108-year-old lady was a fairgoer who sought or (could it have been?) was sought to have her age guessed.

The result, in any event, thrust the 108-year-old lady and Goldberg and the fair into the national spotlight. When last seen, Goldberg 1958. and Cassidy both were still beaming from ear to ear.

Auto races this year are showing even greater strength than last year at fairs. Increased attendance has been common; fall-offs have

But increased attendance at some county fairs isn't enough in this day of the high cost of staging auto racing to make them profitable Vancouver Gets for promoters.

Frank Winkley and Al Sweeney, the two leading promoters in Job Applicants the Midwest, say the only solution is higher admission prices for racing at county fairs.

Unless \$1.50 can be obtained from each patron, either from a for the job as manager of Vansingle admission or a combined front gate and grandstand charge, couver's new civic auditorium now auto racing, in their opinion, can no longer be staged successfully at under construction. Midwest county fairs.

And judging by the support and firmness they give their opinions, some county fairs either will have to hike their prices or go without anto racing-at least, in so far as they are concerned.

Spud-Eaters Determine Fair's Success

"Eat more potatoes," exhorts Mrs. Ruth Hartkopf.

The Eastern Idaho State Fair, of which she is secretary, is located at Blackfoot in Bingham County, Idaho, probably the largest potato-growing area in the U.S., if not in the world. And the degree of the fair's success is pegged to potato prices. Hence her exhortation.

Prices for spuds have been low in recent years and, Mrs. Hartkopf observes, there is no indication that the crop to be dug soon will sell at higher prices.

Nevertheless, her fair-a well-balanced operation-pulled greater attendance than in 1956. Spending was generally good, the cautious.

"All we needed for a really outstanding success was better potato prices for our farmers," concludes Mrs. Hartkopf, with a warm tone, year's operation was the theft of persuasive enough to cause a starch-free dieter to backslide and de-electrical wiring and equipment clare, "I'll take potatoes."

Weather Cuts

FREDERICTON N. B .-- Rain and threatened rain took the edge off the 1957 edition of the Fredericton Exhibition, September 2-7.

Total attendance of 50,000 was down 18 per cent from the 60,000 registered a year ago, Secretary-Manager Ray Crewdson said:

Crandstand fare was supplied by GAC-Hamid. Included were Ferdinand and Jerry, balancing and roly-boly; the Antonettes, springboard and trampoline; Paul Sydell, dogs; Five Queens and a King, marimba; Four Coins, male vocalists; Fattini, swaypole; Tommy Hanson, emsee, and Grandstand show lost Tuesday to rain and worked two shows on the evening of Wednesday (4) to only fair houses. Thursday and Friday were one-show-a-night. Saturday the unit worked a matinee and a double-header at night. Admission to the grandstand show was \$1. Despite strong advance advertisgrounds bally, the public was not buying the grandstand attractions the way it did a year ago.

The midway was again a concentration of Bill Lynch properties, Rides included a Merry-Go-Round, twin Ferris Wheels, Looper, Octopus, Tilt-a-Whirl, Round-Up, Rolloplane, eight kiddie rides and live ponies. Shows included the O'Connor Fat Family, Freak Animals managed by Ronnie Marlowe; Midway Follies; Chimp Show presented by Consuela Flores; Crazy Mirrors; Motordrome managed by Shorty Clark; Kuma the Poison Man Buried Alive, both managed by Joe Kara. Major portion of the Bill Lynch Shows were to go to the Fisheries Fair at Lunenberg. N. S., while other elements were also slated for Windsor, N. S., and Stanley, N. B., for the coming

Leases Arena At Phoenix

PHOENIX, Ariz.-The Phoenix Coliseum, recently shuttered by bankruptcy, has been leased to Edward I. Greenband, with a roster of shows booked thru January 26,

Greenband will have the Fats Domino package in for October 11; Ice Capades International, November 21 thru December 1. and the Phoenix Automobile Show, January 21-26.

VANCOUVER, B.C. - Nearly 40 applications have been received

B. H. Peterson, city personnel director, said further advertising in newspapers had produced a new rush of applications for the job, which pays \$750 a month.

Board of administration approved the first budget Wednesday (11) for operation of the new auditorium. It totals \$3,000 for November and December, covering the salary of a manager, secretary and other expenses.

PORT NECHES, Tex. - The Midcounty Fair has been canceled as the result of lack of finances, John C. Musselwhite, president, announced. Hopes are to stage fair in 1958, he added.

A major factor in canceling this following the '56 fair.

Barrington Gate

Attendance ran around 125,000.

The total mutuel handled soared gross record here. to \$3,187,923, a whopping \$640, 751 more than last year's record. Saturday's crowd bet \$693,948, a new single day record. Total purses and awards to the horseman ran ground \$60,000 for the week. This year President Edward J. Carroll added the American Tote System

located to this type of exhibit, in Monday night. Food and beverage stands which shut down at 2:15 p.m.

On the show side, the opening afternoon offering. day offered Fred Kenney's thrill show for two performances. Al Martin circus acts were presented every night for two shows plus a special morning show on Friday, Kiddies' Day. Acts were the Ortons, the Albanis and the Kimris. Carroll shifted the usual grandstand show to a circus-type aerial set unit. Original plans were to present it at the north end of the midway area, but space problems . Continued from page 72 caused a last-minute switch to the infield just outside the race track.

Tennessee State

fixed at a cost of \$70,000. The which followed for the remaining Coliseum project included a new four nights, pulled good crowds concrete floor and the installation Wednesday and Thursday (18-19). of 2,100 portable seats which up- The unit, which doubles in the (Bucky) Allen occupying key conped the building's capacity to fair's night club, was booked in cession space, and Reithoffer 7,000.

The midway, with Gooding poration of America. Amusement Company supplying the attractions, offered one of the largest array of rides and shows in the fair's history.

A feature of the fair was the "Dream Home" promotion, which, like other segments of the fair, also was hit by weather.





CIVE TO DAMON RUNYON CANCER FUND

Utah State Fair

midway plenty, and good weather with last year in their ride and plus fireworks gave that area its show grosses at the end of the greatest crowd on closing night, first six-day period. The Young shows last year set a new midway

On the grounds two free acts offered twice daily registered big. They were the Great Seabright, sway pole, and Captain Jimmy Jamieson, high diving.

Free Shows Click

All of the grandstand attracto the track facilities, along with tions, again offered free, played to several major physical changes to good crowds. Wrestling was ofthe track which allowed for fered opening night and horse quicker betting and extra space for show events afternoon and night of the following day. Jack Koch-Jeff Harris, who had the mid- man's thrill show, managed by Bill way area, reported strong action Reed, was in Monday afternoon, all week long. Commercial space with fireworks by Art Briese of was sold out in both buildings al- Thearle-Duffield Fireworks, Inc.,

Buffalo Bill Jr. headed the are operated by the Carroll staff afternoon and night programs were booming all week. Parking Tuesday. Orval's thrill show was was at a premium on closing day in Tuesday afternoon, with horseand the fairgrounds' gates were pulling at night. A mining safety demonstration was the Wednesday

> The dairy cattle show was the . Continued from page 72 largest in the fair's history. Commercial exhibits exceeded those of the past. A record number of commercial exhibits marked the operation. A new commercial exhibit building was used for the first time, and it was a sell-out.

Okla Free Fair

ending closing day.

were presented for four matinees,

Hollywood Animal Stars, in front of the grandstand Monday and Tuesday nights, drew light crowds. "The Showboat Follies," by Eldred Stacey of Music Cor- Shows providing rides and shows,

levels going into the closing two offered. days. The addition of the Velare close to '56 levels.

were extremely good. The livestock Daytime acts included Jay Kirk, show was off in size due to a cattle quarantine in part of the fair's area, Tom Conrday, manager, said.

'Sergeants' Sets

24. Stambaugh Auditorium, Younkstown, O.; 26-28, Memorial Auditorium, Dayton, O.: September 30-October 5, Murat Theater, Indianapolis, 7, Municipal Auditorium, Charleston, W. Va.; 8-9, Keith Albee Theater, Huntington, W. Va.; 10, Capitol Theater, Wheeling, W Va.; 11-12, Rajah Theater, Reading, Pa.; 14. Indiana U. Auditorium, Bloom- 11-12, Regent Theater, Grand University, South Bend, Ind.; 17, Alexandra Theater, Toronto. Columbus, (Ind.) High School November 25-26, Shea's Buffalo

Auditorium. sity Hall of Music, Lafayette, Ind.; N.Y., December 2, Loew's State, 20, Lansing (Mich.) Civic Center; Syracuse, N.Y.; 3-7, St. Denis 21-22, Toledo (O.), Paramount Theater, Montreal; 9, Memorial Theater; 24-26, Louisville Me- Auditorium, Burlington, Vt.; 10-11, morial Auditorium; 28, University Veterans Memorial Auditorium, of Kansas Auditorium, Lawrence, Providence; 12, Loew's Place, Kan.; 29, Wichita Forum; 30, Waterbury, Conn.; 13 (open); 14, Kansas City Music Hall; October Lyric Theater, Allentown, Pa.; 31-November 2, Pershing Munici- 15-17, Bushnell Memorial Hall, pal Auditorium, Lincoln, Neb.; 4, Hartford, Conn.; 18-24, layoff in Municipal Auditorium, Sioux City; New York City; 25, Playhouse, 5-6, KRNT Theater, Des Moines; Wilmington, Del.; December 30-7-8, RKO Orpheum, Davenport, January 4, Ford's Theater, Balti-Ia.; 9, Burlington (Ia.) Auditorium more.

Hope, A.F. Hype ESE Gate

Saturday were 62,547 (record | Marilyn Maxwell; Geri Dale, comic opener), 79,796 (record second dancer, and Glenn Derringer, day), 26,068 (down 4,000), 42,406 organist. The Air Force said its (record Tuesday) and 66,320 (up band and drill team were prevent-22,000). For the Monday Colise- ed from taking part in a commercial um show an extra 500 seats were performance and it had not known installed, but rain broke at 6:30 they were expected to be part of p.m. to chase what was building a Bob Hope show. to be a big day.

munity its worst traffic situation flying jet team which performed in history. New turnpike use over the fair on Wednesday. The poured a heavy flow of cars into air show produced almost every access roads leading to the fair. type of aerial warcraft in indi-

A. F. Band Pulls

Bob Hope's supporting show was changed at a late period when it was announced that the 100-piece Air Force Band could not perform as part of his production. He summoned other artists and when his show ended, the Coliseum doors were thrown open and the Air Force unit performed as a free attraction. Bill with Hope included

Allentown Wet

about 2,800). Figured together with free admissions, the total attendance ranged around 70,000 for the three days. Many concessignaires did roaring business, thanks to the heavy pre-fair crowd on Sunday.

Three School Days

the facts that Allentown elementary schools were closed for three days starting Wednesday, and junior and senior high shools declared Air Force Secretary. holidays for Thursday and Friday. Governor Leader attended the fair on Tuesday, and William Henning, State secretary of agriculture, on Wednesday.

Midway this year has Bernard rather than the traditional use of On the midway, the William T. an organized carnival. Three days Collins Shows, despite the rain, of harness and running races began was running close to last year's Wednesday, with \$43,000 in purses

Acts in the "Latin Quarter Re-Rotor, which appeared headed for vue" included Johnny Puleo and a \$5,000 gross for the stand, was His Harmonica Gang, Howard enabling the Collins show to off- Mann and Maureen Arthur, vocals; set the lower fair attendance and Y-Knot Twirlers, square dancers; held its ride and show receipts Colleanos, jugglers; Trio Cottas, aerobatics; Larry Griswold, trick The fair's commercial exhibits diving, and the Latin Quarter girls, emsee; Bobo Barnett, clown with dog; Payo and Mai, juggling on unicycle; Great Beckett, aerial, and the Sensational Kays.

> Two streets have been paved since last year's fair, and rental space sold prior to opening totaled some \$106,000, Leidig said, Last year's space sales totaled \$72,000. Another possibility for the new structure is that of a winter automobile show. Leidig said queries had been sent to area automotive dealers and first replies were overwhelmingly enthusiastic. The building has 28,000 square feet of usable space.

ington, Ind.: 15, Kalamazoo Rapids, Mich.; 13-14, Saginaw, (Mich.) Central High School Audi-(Mich.) Auditorium; 15-16, Civie torium; 16, Drill Hall, Notre Dame Theater, Fort Wayne; 18-23, Royal

(N.Y.) Theater; 28-30, Masonic October 18-19, Purdue Univer- Temple Auditorium, Rochester,

Attractions at the fair included The 36th fair caused this com- the Air Force "Thunderbirds" trick vidual or formation flyovers, and the Air Force provided a grandstand narrator. The Thunderbirds performed thruout the week and there was some protesting from area residents because of the noise, but this was judged not significant in proportion. This year's fair is a salute to the 50th year of military aviation.

> An attraction in her own right on Friday (20) was Miss Michele Van Campenhout, an official hostess for the 1958 Brussels World's Fair who extended greetings and invitations from the Belgian event.

A jam-packed daily schedule of events offered patrons ox-drawing, parades, baby beef auctions, hymn sings, fashion shows, horse shows, square dancing, racing ostriches, thrill shows, and a varied auto racing program. Saturday (14), Governor's Day, was the first time since 1954 all six New England Boosting the attendances were governors were present at once, and the first time in 10 years that New York's governor attended. A speaker was James H. Douglas,

Jack Kochman and His Hell Drivers had a rough time getting past the tight ESE gate on Sunday. They got snarled in traffic and finally arrived without passes. Altho the equipment was well plastered with the show title the 15-member party had to buy its way in and finally got to the track at 4 p.m., late for a matinee. (They got refunds later.)



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A-1 Am. Co.: (Fair) Gideon, Mo. Alamo Expo.: Corsicana, Tex.; De-Ridder, La., 30-Oct. 5.

American Beauty: Forest City, Ark. Amusements of America: (Fair) Sanford, N. C.; (Fair) Petersburg, Va., 30-Oct. 5

Beam's Attractions: (Fair) Yanceyville, N. C. (Fair) Louisburg

30-Oct. 5. Bee's Old Reliable: (Fair) Beattyville, Ky.; (Fair) Station 30-

Oct. 5 Blue Grass: (Fair) Huntsville, Ala.;

(Fair) Corinth, Miss., 30-Oct. 5. Borderland: (Fair) Las Cruces, N. M., 25-29.

Buck, O. C.: Rocky Mount, N. C.; Greenville 30-Oct. 5.

Buckeye State: (Fair) Greenup, Ky., 25-28; Laurelville, O., Oct.

Burke, Harry: New Iberia, La., 24-28; Amite Oct. 1-7. Burkhart, No. 1: Jena, La.; Winn-

field 30-Oct. 5. Byers Bros.: (Fair) Natchitoches,

Capital City: (Fair) Manchester, Ga.; (Fair) Thomaston 30-Oct. 5. Carpenter Bros.: DeGraff, O., 25-

Cattlett Greater: Brenham, Tex., 24-28; Coldsprings Oct. 1-5.

Central States: (Fair) Sherman, Cetlin & Wilson: (Fair) Richmond,

Va.; (Fair) Fayetteville, N. C., 30-Oct. 5. Chanox, Jimmie: Fairborn, O., Oct.

Cherokee Am. Co.: Claremore,

Okla., 23-24; Chanute, Kan., 26-Coleman Bros.: Meriden, Conn.

Collins, Wm. Tar Okmulgee, Okla., 23-27; (Fair) Tulsa 28-Oct. 4 Crafts Expo.: Watsonville, Calif. 26-29; (Fair) Fresno Oct. 4-13. Crystal Am. Co.: Convers, Ca.; Calboun Falls, S. C., 30-Oct. 5. Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 30-Oct.

Dixie Am. Co.: DeQueen, Ark., 23-25; Tishomingo, Okla., 28-Oct.

Dowell, Dick: Portales, N. M.; Plainview, Tex., Oct. 1-5. Drago No. 1: Versailles, Ind., 25-

28; Aurora Oct. I-4.

Drew, James H.: (Fair) Monroe, Ca.: (Fair) Covington 30-Oct. 5. Dudley, D. S.: Portales, N. M.; Plainview, Tex., 30-Oct. 5.

Dyer's Greater: Bolivar, Tenn.; Marianna, Ark., 30-Oct. 5. Empire State: Hillshoro, Tex.

Fidler: Conway, Ark. Franklin, Don: (Fair) Wharton,

Tex., 24-28; (Fair) Rosenberg Oct. 2-5.

Frontier: Needles, Calif., 24-28. Fun-Beam: Yanceyville, N. C.; Louisburg 30-Oct. 5. Gala Expo.: McGehee, Ark.; Gould

30-Oct. 5. Gem City: (Fair) Greenwood, Miss.; (Fair) Vicksburg 30-Oct.

Gentsch, J. A.: Waynesboro, Miss.;

Natchez 30-Oct. 5. Georgia Am. Co.: (Fair) Fayetteville, Ga.; (Fair) McDonough

30-Oct. 5. Glades Am. Co.: Glasgow, Va.; Jackson, N. C., 30-Oct. 5,

Gladstone Expo.: (Fair) Jackson, Tenn.; Kosciusko, Miss., 30-Oct.

Gold Medal: (Fair) Dunn, N. C.; (Fair) Jacksonville 30-Oct. 5. Creater Dixieland Expo.: (Fair) Jonseboro, La.; (Fair) Marksville

30-Oct. 5.

Hames, Bill: Lubbock, Tex. Hammond, Bob: (Fair) New Braumfels, Tex.; (Fair) Center 30-Oct.

Heth: Tuscaloosa, Ala.; (Fair)

Laurel, Miss., 30-Oct. 5. Hoard & Mullis: (Fair) Hartwell, Tatham Bros. Comb: Chaffee, Ga.; (Fair) Sparta 30-Oct. 5. Holiday Am. Co.: (Fair) Holden, Tennessee Valley Am. Co.: (Fair) Mo., 25-28.

Hottle, Buff, No. 1: (Fair) Jasper, Thomas, Art B., No. 1: Mitchell, Ala.; Donaldsonville, La., 30-Oct. 5.

THE BILLBOARD

Hottle, Buff, No. 2: (Fair) Yazoo City, Miss., 23-24; (Fair) Cov-

ington, La., 27-Oct. 2. Ideal Rides: (Fountain Square) Indianapolis, Ind., 24-29.

Johnny's United: (Fair) Cartersville, Ga.; (Fair) Scottsboro, Ala., 30-Oct. 5.

Lisbon Oct. 3-5. Key City: Demopolis, Ala., 26-31.

Kile, Floyd O .: (Fair) Clarks, La .; Farmerville Oct. 1-5 King Bros.: Clayton, N. M.

Lee Am. Co.: (Fair) Griffin, Ga. Maddox Bros.: Claremore, Okla., 23-25; Conway Springs, Kan., 26-27.

Manning, Ross: Washington, N. C.; Lumberton 30-Oct. 5. Marvel: Jerseyville, Ill., 25-28.

(Season ends.) Merriam's Midway: Cothenburb, World's Finest: (Fair) Kingston, Neb., 24-26.

Midway of Mirth: McCrory, Ark., 25-28; Earle 30-Oct. 5. Mighty Interstate: (Fair) Opelika,

Ala.; (Fair) Dublin, Ga., 30-Oct. Miller, Ralph R.: Carenero, La.,

(Fair) Franklin 30-Oct. 5. Monarch: Russelville, Ark.; Trumann 30-Oct. 5. Moore's Modern: Lindsay, Okla.;

Andrews, Tex., 30-Oct. 5. Motor State: West Point, Miss.; Moulton, Ala., Oct. 1-5. Mound City, No. 2: Hardin, Ill.,

Olson: Tupelo, Miss.

Page Combined: Warrenton, N. C.; Beers-Barnes: Bedford, Va., 23 Bishopville, S. C., 30-Oct. 5. Palmetto Expo.: (Fair) Morganton,

N. C.; (Fair) Shelby 30-Oct. 5. Penn Premier: (Fair) High Point, N. C.; (Fair) Durham 30-Oct. 5 Playtime: (Fair) Cumberland, Me.; (Fair) Fryeberg 29-Oct. 5.

Powelson Am. Co., No. 1: Howland Corners, O. Powelson Am. Co., No. 2: Alliance,

O.; Wellsville 30-Oct. 5. Prell's Broadway: (Fair) Salisbury, N. C.; (Fair) Frederick, Md., 30-Oct. 5.

Pryor's: (Fair) Lucedale, Miss.; (Fair) Picavune 30-Oct. 5. Raines Am. Co.: Danville, Ark.;

Ringgold, La., Oct. 1-5. Raley Bros.: (Fair) King, N. C .: (Fair) Pembroke 80-Oct. 5. Reid's Golden Starr (Fair) Lexington, Tenn.

Reithoffer (Blue): Bloomsburg, Pa. Drago No. 2: Edinburg, Ind., 26- Rohr's Modern Midway: Streator, III., 24-28; Rantoul Oct. 1-5. Rose City. Rides: Sikeston, Mo.;

Bernie 30-Oct. 5. Royal American: (Fair) Oklahoma

Ark., 30-Oct. 5. Royal, Jack: Andrews, S. C.; Orangeburg 30-Oct. 5.

Rumble Rides: Hardinsburg, Ky., Strong, John A.: (Fair) Modera, 28-28,

Schafer's Just for Fun: Ft. Smith, Ark.; Longview, Tex., 30-Oct. 5. Scott, Turner Rides; Newman, Ca.; Milledgeville 30-Oct 5.

Shan Bros.: Cherokee, N. C.; Sandersville, Ga., 30-Oct. 5. Siebrand Bros. Comb.: Albuquerque, N. M., 26-Oct. 6.

Smiley's Am. Co.: Elloree, S. C.; Moneks Corner 30-Oct. 5.

Smith, Geo. Clyde: (Fair) Rocky Mount, Va.; (Fair) Enfield, N. C., 30-Oct. 5. Snapp Greater: Magnolia, Ark.

Soonerland: Coweta, Okla., 26-28. Southern Valley: Clarksville, Tex.; Ice Vogues of 1957: Tallahassee, Vivian, La., 30-Oct. 5.

Southland Am. Co.; Cuthbert, Ga. Star Am. Co.; Markleville, Ind., 24-28.

Star Am. Co., No. 2: Hope, Ark.; (Fair) Searcy Oct. 7-12. Strates, James E .: (Fair) Greenville, S. C.; (Fair) Charlotte, N.

C., Oct. 1-5. Strong's Am. Co.: Wakefield, Kan., 24-28.

Sunset Am. Co.: (Fair) Harrisburg, Ark.: (Fair) Caruthersville, Mo., 30-Oct. 6.

Tassell, Barney: Volens, Va. Mo.; Charleston 30-Oct. 5.

Athens, Ala.

Thomas Joyland: Lexington, N. C.; Reidsville 30-Oct. 5. Tidwell, T. J .: (Fair) Dalhart, Tex. Tinsley, Johnny T.: Newman, Ga.; (Fair) Milledgeville 30-Oct. 5 Tivoli Expo.: (Fair) Many, La.; (Fair) Leesville 30-Oct. 5.

20th Century: Waco, Tex.

United States: Christiansburg, Va., East Bend, N. C., 30-Oct. 5. Ken-Penn Am. Co.: Ravenna, O.; Victory Expo.: (Fair) Iowa Park, Okla.

Vinson: (Fair) Carthage, Miss. Virginia Greater: (Fair) Smith-

field, N. C.; Mebane 30-Oct. 5. Wallace Bros.: Aberdeen, Miss.; Cleveland 30-Oct. 5 West Coast: (Fair) Bukersfield, Calif., 23-29; (Season ends.)

Williams Am. Co.: Stuart, Va.; Rock Hill, S. C., 30-Oct. 5. Wilson Famous: Eureka, Ill., 26-28. Meeker's: (Fair) Yakima, Wash. Wolfe Am. Co.: Easley, S. C.; (Fair) Pageland, S. C., 30-Oct. 5.

> Ont.; (Fair) Simcoe Oct. 1-5. World of Pleasure: (Fair) Lawrenceburg, Tenn.; Meridian, Miss., 30-Oct. 5.

Circus Routes

Beatty, Clyde: Longview, Tex. 23; Tyler 24; Sulphur Springs 25; Sherman 26; Denton 27; Wichita Falls 28; Lawton, Okla., 29; Vernon, Tex., 30; Childress Oct. 1; Pampa 2; Amarillo 3; Plainview 4; Hereford 5; Littlefield 6.

Lynchburg 24; Alta Vista 25; Huddleston 26; Silver City, N. C., Oct. 1; Fuqua Springs-Varina 2.

Carson & Barnes: Dimmit, Tex. 23; Tulia 24; Sudan 25; Muleshoe 26; Morton 27; Plains 28; Tatum, N. M., 29. Clyde Bros.: Winnfield, La., 23

Natchitoches 24; Monroe 27-28. Davenport, Ocrin: Utica, N. Y., Oct. 15-19. Hagen Bros.: Lebanon, Mo., 23;

Rolla 24; Sullivan 25; De Soto

26; Bonne Terre 28. Kelly-Miller: Somerset, Ky., 23; Corbin 24; Middlesboro 25; Morristown, Tenn., 26; Greeneville 27; Newport 28; Sevierville 29; Maryville 30; Athens Oct. 1: Cleveland 2: Dayton 3; Harrison 4; Clinton 5; Lenoir City 6; Crossville 7; Cooksville

Polack Bros. Western: Harlingen. Tex., 26-27; Brownsville 28-29; Pharr 30; Odessa Oct. 4-6; Denver. Colo., 11-17.

City, Okla.; (Fair) Little Rock, Ringling Bros. and Barnum & Bailey: Oakland, Calif., 27-29; San Francisco Oct. 1-6; San Diego 10-13.

Calif., 25-27; (Fair) Fresno Oct.

Ice Shows

Holiday on Ice of 1957: Lubbock, Tex., 23-27; Tulsa, Okla., 28-Oct. 4.

Holiday on Ice of 1958; Butte, Mont., 24-29; Providence, R. I., Oct. 3-7.

Ice Capades, 18th Edition; Buffalo, N. Y., 23-24; Syracuse 26-Oct. 2: Philadelphia, Pa., 4-16. Fla., 23-26; Pensacola, Fla., 27-30; Mobile: Ala., Oct. 1-6.

Shipstads & Johnson's Ice Follies: Denver, Colo., 25-29

Miscellaneous

Autry, Gene: (Fair) Pomona, Galif., 23-29; Little Rock 30-Oct. 6: Burke's Wild Cargo: (Fair) Oklahoma City 23-28; Little Rock 30-Oct. 5.

Greene, Dr. Morton, Hypnotist: Portland, Ind., 23; Carlinville, Ill., 24; Effingham 25; Decatur. Ind., 26; Lincoln, Ill., 28. Hitler's Personal Auto: (Fair) Okia

Gotham Hall Begins 2d Fall Season

NEW YORK - Another promising season of indoor events opened last week in the Coliseum here. Arthur Smadbeek's Coliscum Exhibition Corporation operates the \$35,000,000 showplace.

First show of the season was the National Homefurnishings Show which opened its doors to the public Thursday (12).

Miss America participated in the special ceremonies with Arthur Smadbeek and Howard Sloane, managing director of the coliseum; Commissioner Richard Patterson and Deputy Commissioner Vincent O'Shea of the Commerce Department, Royal W. Ryan of the Convention Bureau, and some of the country's leading show managers - S. Robert Elton, National Homefurnishings Show; James F. Walsh, Supermarket Sundries Exposition; Frank M. Yeager, National Hardware Show; Rudolph Lang, National Business Show; D. J. Scherer, Atomic Industrial Forum: W. K. Sealey, National Hotel Exposition and E. K. Stevens, 26th Exposition of Chemical Industries.

Eight new exhibitions have been added this year to the Coliseum schedule: Atom Fair, Festival of Pets, Chemical Show, ArtOrama, New York Outdoor Exposition, World-Wide Travel Show, National Sanitary Supply Exposition, and the National Lighting Exposition, Some of these shows are new, while others have not been held in New York in several years.

dustries on December 2-6. The winter season opens with the National Motor Boat Show in Jamiary and closes with the Radio Engineering Show in March.

The fall season closes with the

26th Exposition of Chemical In-

homa City 23-28; Little Rock 30-Oct. 5. Hitler's \$35,000 Personal Armored

Limousine, Jim Stutz, Mgr.: (Fair) Lubback, Tex. Matchstick City: (Fair) Memphis

O'Day, Marie, Palace Car: Auburn, Ind., 24-28. Rabbit Foot Minstrels: Hollandale,

Miss., 23; Shaw 24; Shelby 25; Crenshaw 26; Sardis 27; Hernando 28; Osceola, Ark., 30,

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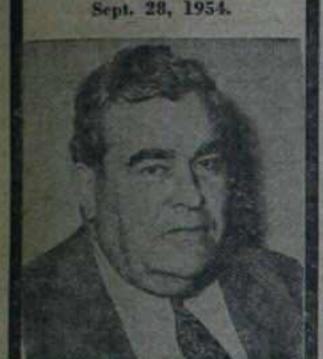


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Who passed away 3 years ago,



Oh Mack, How I Still Miss You Dear, Forever in My Heart. YOUR LOVING WIFE

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THE FINAL CURTAIN

CARLTON-Walter.

superintendent of the Dallas Zoo for 27 years and owner of a chimp act, September 7 in Albuquerque, N. M.

COOPER-Charles W.

43, electrician on Siebrand Bros.' Shows, September 11 in a Boise, Idaho, hospital. He was a victim of a heart disease. A native of Detroit, he was a member of the Arizona and Pacific Coast showmen's associations. Survivors include two brothers. George and Vincent, and a sister, Mrs. Eva Hughes. Interment in Phoenix.

EMRICK-Burnia,

54, member of the Farmer fat family on the World of Mirth Shows, August 28 at his home in Phoenix, Ariz. He was also known as a musician and comedian and for his acts, Tiny and His Trained Terriers and Hobo Joe and His Fidos. Survived by his widow, Dorothy; a son, Robert, and a daughter, Mrs. Janice McKissack, all of Phoenix, and four sisters.

HATTON-Lewis E.,

64. veteran showman, August 29 at his home in Lima, O. He entered show business in 1909,

joining the John Robinson Circus, and the next two years were spent with the Al G. Field Minstrels. In 1912 he and his sister, Fern, were a team on the Keith vaude circuit, and after her death he appeared in the Cus Sun vande circus for a year. In the 1920's he coached home talent shows and operated a restaurant in his home town of Loudonville, O. He joined the Gooding Amusement Company in 1947. For a time this year he was with Myers' Concessions in Cleveland. Survived by his widow, Lucille.

KINSORA-Dorothy,

of Michigan State Fair Com- hibit every style of skating. mission, Detroit, who is in charge of the fair's Coliseum show and labor relations, September 14 in that city. Other survivors are three sons, Robert, with Station WWJ-TV, Detroit; Samuel and John.

McMILLEN-Edgar,

72, ride superintendent and stagehand known as Ferris Wheel Mac, recently in a Detroit hospital after a prolonged illness. He was a member of the Michigan and Miami showmen's aslight Lodge 525, F.&A.M. Survived by his widow, Mary. Interment in Forest Lawn Cemetery, Detroit.

SANSOUCIE-Walter M.,

71, veteran show agent, September 9 in a Phoenix hospital. morial Park, Phoenix.

MARRIAGES

DELANEY-JOHNSTON

Rusty Johnston, formerly with Ringling and currently with the Sky High Aleides, and Robert Delancy, non-pro. September 5 at Chent, N.Y.

GERDAU-TOMER

Robert H. Tomer, Melrose, Mass., and Nadine M. Gerdau non-pro of Payette, Idaho.

MeRAY-JARETT-

Francis (Buster) McRay, form-erly with World of Mirth Shows, and Stella Jarett, daughter of Mark Jarett and the late Lady Stella, mentalists, September 21 in New Brunswick, N. J.

SHANK-WELSH-

William Shank and Margaret Welsh, concessionaires on Bernard & Barry Shows, September 3 in Windsor, Ont.

BIRTHS

DONAHUE-

30 to Mr. and Mrs. Mickey Donabue in Du Quoin, Ill. Parents operate the Motordrome on Heth Shows.

HENRY-

A son, Kenneth Neil, August 9, to Kenneth and Roselle Henry. Father is Olympic gold medal KENNEMOREwinner and world's champion speed ice skater as well as a golf pro. Mother is a daughter of George W. Johnson, executive of the U. S. Tent & Awning Co., show tent builders.

KEARNS-

a daughter, Mari Kaye, to Red and Kathy Keams, September 1 in Dallas. Parents are longtime

BLADE SHOW

New 'Ice Capades' Built Around Operas, Jets

By IRWIN KIRBY

of "Ice Capades" bears one strong and the variety of Bobby Specht. resemblance to previous versions: Girl singles are Helen Davidson, Again, it is the best show offered Cathy Machado and German by John H. Harris.

versally excellent for this edition, which has human and mechanical innovations in array this year. The transition from prior shows is smooth, with the entertainment wife of Frank Kinsora, member a host of stars performers who ex-

> "Rhythmic Waters" remains in This show does not want for the production despite being the comedy. Forgie and Larson by now center of an infringement action can run thru their badminton acbrought by "Dancing Waters," and centricity blindfolded, but the rouits use, while brief, is striking. This tine shows no sign of wearing out. unit is contained in a large drum- And Freddie Trenkler will probashaped structure which is pushed bly be dodging in and out of his on and off center ice during the little prop house, hitting his purduction.

By now the early problems of tying the show orchestra's music in with the taped vocals of the Norman Luboff Choir will have sociations, Theatrical Stagehands been surmounted. On opening Employees' Local 38 and Day- night in Madison Square Garden, certainly, conductor Jerry Marshall was hard pressed to keep the proper pace. But this was a minor distraction and the only one in the entire production.

Dances on Drum

The big drum is used to advan-Known in show business as tage in another manner, a similar-Bucket Jack, he had been as looking version being moved out sociated with Yellowstone, Wil- as a dance stage during two numson Greater and Frontier shows. bers. In one, Mercedes and Albano Interment in Greenwood Me- stomp a spirited Spanish dance during a production rendition of "Carmen." Opening the second half, four European experts perform the amusingly violent dance of the Baverian Alps in "The Schoplattlers Dance."

> There is a long list of featured skaters, and at times their skill vie for attention with the lavishness of the costuming and other production elements. "Madame Butterfly," the opening big number, bears little resemblance to any other presentation of Puccini's work, but it uses snatches from the musical score and impressive wardroping. The three doxen line girls wear silverspangled gewns and high Japanese hairdos, and the boys are in coolie getups.

> One of the big features is a remarkable reproduction of the "Nutcracker Suite" as seen in Walt Disney's "Fantasia" film. The cartoonish wooden soldiers, hippo ballerinas, dancing Chinese mushrooms and roses are all faithfully captured in costume. This sequence employs some of the most imaginative costuming possible for an ice produc-

> Closing spec is "Jet-300 Minutes to Broadway," a modernistic number with air-styled music and skaters dressed as pilots, photographers and movie stars.

The impresison made last year a son, Dennis Daniel, August by Ronnie Robertson, former World's and Olympic champion, is exceeded this season. The skater's whirls are without comparison for

> show business veterans and are active in Dallas show clubs.

A son, Kenneth Wesley, September 6 to Mr. and Mrs. Wesley Kennemore in Paragould, Ark. Father is a girl show operator with Buff Hottle Shows.

STANLEY-

A son, Nelson, August 18 in Dubuque, Ia., to Mr. and Mrs. GIVE TO DAMON RUNYON Jay Stanley, concessionaires on Schafer's Just for Fun Shows.

speed, and he offers them on numerous occasion. Setting this style NEW YORK-The 18th edition off is the grace of Jimmy Grogan champion Helga, who wins favor Critical reception has been uni- in her American debut. Dianne and Bobby Maxson repeat their likeable symmetry, and Phil Romayne and Cathy Steele are competent acrobatic skaters: Popular as always are waltz stylist Orrin load being shouldered capably by Markhus and Irma Thomas, the Old Smoothies.

Comedy Ample

"Salute to George Gershwin" pro- suers with wetwash and tottering around the rink with his feet in a bottomless bucket for years to come. But audiences will still go gor the act, if reception here is any indication. Comedy is also provided by Eric Waite as the ruberlegged figure skater and ballerina, by Labreque and Gray as the bellboys, and by the big, black, shaggy Scottie manned by John Dauphinais and John Colter.

> There is nothing to give anyone cause to doubt any claims of the heavy sum spent in framing this edition. The entire production, from music to props, is outstanding, and offers ticket buyers their money's worth all along this year's

IN MEMORY Of our Friend and Pal

Who Passed Away September 16, 1956

LEN HUMPHRIES and FAMILY

In Memory of

who passed away Sept. 28, 1954

I miss you, Mác LOU LEONARD

IN MEMORY

Of our very, very dear friend

Who passed away Sept. 28, 1954.

LOU and ADA DUFOUR

In Memory of PETER . COTORA BEVERLY Petred away Sept. 23, 1956. Gone but not forgotten. Mr. and Mrs. Roland Poor, Lagasse Amusement Co.

CANCER FUND

REMEMBRANCE OUR FRIEND



BEN, MARTHA and JACK WEISS

IN LOVING MEMORY OF

TOM HASSON

Departed September 19, 1955.



Death is a heartache no one can heal. Memories are keepsakes no one can steal. Ecoutiful memories are all I have left Of the one I have loved and will never forget.

> Sodly missed by Wife HELEN HASSON

1957 Season Best In Years for East

most of these disturbing elements Washington, D.C. were not a factor in 1957.

resembled summertime. Patrons administrations. were stimulated by the weather and many parks, particularly the shore spots and kiddielands, were Fair 'Mouse' the recipients of better attendance than usual.

The increased season's business was a long time coming, and virtually all spots in the region shared in it. In some quarters it was expected that the result may be a rise in shopping activity at this winter's Chicago convention. Certainly, the new devices being operated for the first or second years proved their mettle in 1957.

New Units Winners Several Wild Mouse rides did exceptionally well in the East. The units were big winners at Roseland Park, Canandaigua, N. Y.; Hunt's Pier, Wildwood, N. J.; Riverside Park, Agawam, Mass., and elsewhere. Twisters, such as

Cantinflas Aids Batts

NEW ORLEANS, La. - One of the biggest nights of the month of August was the Tuesday (27 visit to Pontchartrain Beach of Cantinflas, Mexico's famed comedian. The comic's stay in the city prior to going to Harry J. Batt's park was detailed in local papers and drew a good night's turnout.

Other publicity resulted from Batt's being presented a Navy Certificate of Merit by Capt. William A. Hood Jr., commanding officer of the Naval Air Station

FOR SALE

A Traver Engineering Co. Caterpillar, 36 care, stationary park rids in good running condition. Can be seen in op-

SANS SOUCI PARK Wilkes-Barre, Pa.

Pony Cart. Roat Ride with metal water cylinder. Hocket Ride, G-12 Ministure Train Ride with 1,000 feet of track. All two seasons old. Will greatly sacrifice. Any offer will be considered. Write or

P. L. HORSFALL-PLAYLAND, INC.

FOR SALE

Miniature Train No. 16, Roller Coaster, Shyfighter and Auto Ride: These Rides are about 18 months old and have never been out of the park. A 1949 Allan Harschell 2-sbreast 35-foot Merry-Go-Round. These Rides are all in excellent condition and must be sold at once, Rides can be seen in operation until October 1. HESS RIDES, 601 Union Arcade Ridg., Oscanport, Iowa.

NEW YORK - Eastern park the one at Olympic Park, Irvingoperators settled back this week to ton, N.J., drew strong patron attenreflect on their best season in recent tion. The Roundup at Rockyears. Since 1953 they had been away's Playland had a strong year, mistreated by rain, hurricanes, cold as did the Roundup and Bubble weather and a polio scare, but Bounce at Glen Echo Park near

Operators said they will not have soft drinks and other snack items This year's springtime was an put the brakes on spending by the unexpected boon to all who could time the convention rolls around. open early, for the weather was the New and novel rides continue to mildest in many years and be the element sought for by park

Bought by Beech Bend

LOUISVILLE - The Wild Mouse installed at the Kentucky State Fair midway, originally reported to be not a portable device. will also appear at the Mid-South Fair in Memphis prior to being taken to a Kentucky Amusement park, it is reported.

Ben Schiff, of Miami, maker of the unit, says Charles Garvin of Beech Bend Park, Bowling Green, has purchased the ride. It is to be moved to Beech Bend after the Hotel by orchestra leader Richard Memphis date.

Ocean Beach Rules Out **Food Cart**

Ocean Beach Park Board relegated a small pushcart selling ice cream, to limbo this season. Board members considered the vehicle too undignified to be seen on the park's boardwalk.

The board refused a request from the Park Catering Company, which operates a beach cafeteria, that a clause covering such a wagon be inserted in its contract.

Company partners Leon St. Cermain and Armando Baldelli told the board that previous contracts had allowed for the pushcart, but in the prevailing agreement.

Ballroom Ops Hear Maltby

NEW YORK-The convention of the Ballroom Operators of America will be addressed Tues- balanced. Bushings are precision day (24) at the Park Sheraton Maltby.

ROLLER RUMBLINGS

Growth in Population Ups Walled Lake Biz

sort area since the rink opened 30 to spectators. years ago. Growth of the metropolhave drawn many more people into the section, so that the rink is able to draw from local clientele as well as from the large park come better skaters," Seiter says. patronage.

The rink is under the management of Al Seiter for the second season, and is operated by Walled Lake Park Company, headed by Fred W. Pearce. It is operated basically as a park rink, open on three sides to spectators during skating sessions, so that it proves a mecca of attraction. Music is from tape recordings of organ music for skating.

Blue Jeans Okay

With this special clientels of resort and park patrons, the management has decided to liberalize dress rules. Blue jeans, formerly banned, are now permitted, and virtually all the teenage patrons strongly favor this policy. Since the typical patron here is not too adept in the art of skating, tumbles are frequent, and the use of jeans, for both boys and girls, saves a lot of floor burns as well as damaged clothing.

The regular policy of operation

WALLED LAKE, Mich .- is from 8:30 to 10:30 p.m., ex-Walled Lake Park Rink is becom- cept on Mondays, with a 2 to 5 ing a regular community meeting matinee on Sundays. Admission is place for this fast-growing resi- 50 cents, with 35 cents for shoe dential area, which has been a re- skate rental. No charge is made

On Friday and Saturday nights itan area and opening of Lincoln a special session of all skate dancauto plant a short distance away ing is given from 10:30 to 11 p.m. to give children of the area the ambition to learn more about skating and make them eager to be-

> A diversified program of skating is followed in the regular nightly and Sunday matinee sessions. This includes about 15 minutes of speed skating, in three major classestypically three laps for girls and juvenile mixed events, and five aps for the men's race. Five skate ing the evening. The rest of the evening is devoted to regular social | tied. skating, with about three couples numbers and one trio number.

It has been found better not to have too many special numbers here, as it cuts down time available for straight skating, which most of the park rink patrons prefer.

Other Uses

The rink is utilized on afternoons when there is an industrial or other large picnic in the park for skating, dancing or occasionally for feature motion pictures. The policy is varied according to wishes of the individual picnic sponsor. Typically, a special admission will be charged picnickers for skating, but if the policy is dancing or movies, admission will usually be without charge. The rink is also used sometimes for games and races on picnic days in case of

Seiter is a firm believer in personalized management, assuring an

Willow Mill Wins Under **New Family Management**

MECHANICSBURG, Pa. - | dogs, soft drinks, French fries and under Allen R. Fasmacht's owner- huge. ship has been a banner one. The Line-up of nine rides was supspot was taken over in the spring- plemented this year with a Little time from Harry DeH. Stoner, who Showboat on the adjacent 300. NEW LONDON, Conn .- The had operated it for 10 years. foot-wide creek. Fasmacht is assisted by sons Allen Stoner has bought a controlling M. and Don.

> Sunday (22) was the third Nickel 4,500-seater has offered weekly Sunday" at the end of the park jalopy racing and special events. season. The promotion, instituted Sunday's (15) card drew a large by Stoner, calls for nickel prices 42-car field. Season will end with on everything from rides to hot bicycle and micro racing.

> First season for Willow Mill Park other refreshment. Turnouts were

interest in the Susquehanna Speed-Weather was good this year, way at Newberrytown, where the

interested staff. He operates this be made to an employee of anlarge rink with a total staff of three, other member without the latter's including a cashier who is herself approval. This does not ban negotia skater and a skateboy, in addi- ations with an employee seeking tion to himself.

Chicago Skate Intros Jet Racing Model . . .

CHICAGO -- Chicago Roller Skate Company has engineered a somehow it had been overlooked new racing skate named the Jet, shall be submitted to arbitration Extremely light in weight, it under procedure established by weighs 24 per cent less than the RSROA, and the decision shall be standard Chicago skate. Plate, trucks and hangers are made of sturdy aluminum, and its closer-tothe floor construction and 45-degree action are said to give the skater a sure, stable performance. High-speed maple wheels are specifically machined and carefully aligned and polished, assuring the racer of an easy, friction-free roll. This new skate, says the firm, is designed to give the skater maximum speed.

Code of Ethics Set Up for RSROA Members . . .

OAKLAND, Calif.-An eightpoint code of ethics for operation of rinks and inter-rink relations was adopted by the Board of Control of the Roller Skating Rink Operators Association at its recent meeting here, providing a formal standard of conduct expected to govern types of problems which arise in the business. Essential provisions, which will serve as a standard for RSROA members (and associate members in the case of Provisions 1, 3, 6 and 8) are:

 Confidential relationships will not be violated.

2. A member employed by another member may not engage simultaneously in any business incompatible or inconsistent with such employment.

3. A member shall not solicit among skaters of another member rink, but may give service when requested.

4. A skater from another member's club may not be accepted dances are regularly scheduled dur- until all obligations to the other club have been satisfactorily set-

> 5. Criticism of another member "in a degrading manner" in the presence of anyone other than the member concerned is forbidden.

6. No offer of employment may

employment on his own initiative or in response to public advertise-

7. While business should be conducted so as to avoid controversy, if it arises between members, it

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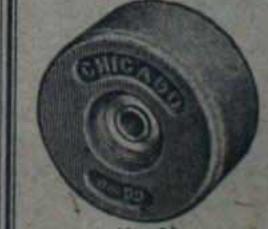
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GALLOPING HORSE CARROUSEL

ARENAS & AUDITORIUMS

Communications to 188 W. Randolph St., Chicago 1, Ill.

Annual Special Section

THE BILLBOARD

SEPTEMBER 23, 1957

APPOINTMENTS

Managers on the Move; Year's Changes Told

While many building executives are helping statistics show that the everage manager has been in his others are making changes.

There are nearly as many reasons as there are changes, but frequently these new appointments mean advancement to the manager. In many cases, newly named man- que Civic Auditorium. agers have been brought up from the ranks of the building staff or they have been hired from a similar fob at a smaller building at a salary

Among changes of the past year are these:

Roy G. Saunders has been named Municipal Auditorium, succeeding W. R. Yerkes.

L. L Davis is manager at the Indiana University Auditorium at Sutton at Brampton (Ont.) Mem-Bloomington.

B. L. Wyborn has been named to follow Harold Cooper at Burlington, Ia.

FOR ARENAS, FAIRS?

Iron Curtain group will be brought

in by Sol Hurok next year, and a

new possibility has been opened up

attractions may be available for a

couple of coliseum dates at major

CHICAGO - Auditorium and | Another resignation was that of arena managers are on the move. Walter Maybee, formerly at the Mary E. Sawyer Auditorium, La Crosse, Wis.

son was manager.

Sam S. Cohen, veteran El Paso, Tex., stagehand, was appointed manager of the Coliseum when C. W. (Chuck) Swan resigned to become manager of the Albuquer-

Hall, Corpus Christi, Tex.

manager of the Billings, Mont. shing Memorial Auditorium at Lincoln, Neb.

manager of the Topeka (Kan.) succeeded the late Lawrence Wicklund as manager of the Civic SEASON SURVEY at Scattle.

> J. C. Riesberry succeeded J. C. orial Arena.

Charles W. Strong now has been manager at the New York Coliseum for about a year. James A. Wieland has been apopinted manager At Mayo Civic Auditorium, to fill a vacancy at the Syria Mos-Rochester, Minn., the manager's que, Pittsburgh. E. D. McGugan position is open following the re- is manager of the London (Ont.) cent resignation of Alberta Chance. Arena, succeeding W. D. Jackson

for example, play to immense pop-

tertainment. Some, in the Midwest, dation of position.

by the disclosure that one of the the folk dancers might have a furnish rinks for shows of both play additional cities.

Hurok Handles Own Booking;

May Bring Russian Dancers

NEW YORK -- At least one | present novel and large-scale en-

NO LET-UP EVIDENCED

Cities, Towns, Schools, Fairs Maintain Construction Boom

CHICAGO - Auditorium and form of arenas, auditoriums, exhi- events as well as entertainment Patrick Groggin Jr., is the man- posed and carried out with conager at North Shore Sports Center, timous enthusiasm thruout the present post for several years, Lynn, Mass., where Frank Ander- United States and Canada. There ing pace, altho it now has been in field houses to their facilities. Sev- events and attractions. high gear for about 10 years.

Chicago, Detroit, San Francisco Margery Brown is manager at and Pittsburgh are planning giant Shrine Temple Auditorium when from the planning stage in recent Don Jewell moved to the new Per- months or even years, the action is

pleting them. There are more in open for all practicable uses by several are anticipated. Harold Weston took over as the same major category. While various types of shows, commercial Dotted here and there among some have made slow progress sports events and other activities. the reports of new construction and

Seek Meetings

Icers Consolidate

Routes, Rink Plans

CHICAGO - Consolidation of rink necessary for both companies

year's big changes in routes ap- Immediate purpose of this set-up

pears to be the rule for ice shows is to eliminate some costly moves.

While there are some changes passed on the road, each hauling

in routes, even with the most static a rink to the neighborhood the

tween "Holiday on Ice" and "Ice Also saved will be the hauling

Capades" seems to be in line with time. This means more days will

That agreement provides that plan gets into full operation, there

individual operations after last in the Western States.

The important agreement be- be cut out.

coming and girders soon will be sized cities also are straining toreaching out to encompass more ward higher goals in the fields of and backers have decided to cancel

in those instances, the haulage will

(Continued on page 84)

arena construction is being pro- biti a halls and allied structures. facilities. Numerous towns are pro-Also figuring largely in the posing new buildings-some of building boom are schools. Both them ice rinks, some exhibition public secondary schools and pri- halls, some auditoriums, but most vate or State colleges and universi- of them all-purpose arenas capable seems to be no let-up in the build- ties are adding auditoriums and of handling virtually all kinds of

cral in this class have been com- Immediate word of arena and Setting the theme are the proj- pleted in the past year and many coliseum contruction at fairgrounds ects in the big cities. Places like more are proposed. From a show is not so expansive this year as in business approach, some of these previous recent years. Nevertheless, mean little, because their use may fairs still are among those building Memorial Coliseum and Exposition exhibition centers, or are com- be restricted. But many others are the big buildings and proposals for

stances in which voters have turned Thirdly, the small and moderate more proposals are occasional indown bond issues or commissions D. L. Johnston, former assistant, and more square footage in the conventions, trade shows and sports or postpone construction plans. But these remain in a distinct minority and apparently indicate no sharp change in trends or over-all pic-

> Still another class of construction is represented in the current auditorium and arena picture. That is the growing number of existing buildings with additional major facilities somewhere among the various stages of development between the proposals and the dedications. Many cities have found that their existing buildings are no longer adequate in some respects. Most often, the decision is to add exhibit space, and this type of addi-In the past the two shows have tion or supplementary building is under way at such municipal auditoriums as those of Birmingham, outfits, they don't compare with other just played. By trading rinks Memphis and Miami Beach.

Rundown of Details

Following are comments on auditorium-arena construction:

Chicago's proposed Convention an over-all trend toward consoli- be available as productive show Hall apparently has been settled time. It is likely that when the for a Lakefront site, and plans are to be submitted by February, 1958, ulations of European nationality the two rival organizations will will be some new days on tap The building authority has named Edward J. Lee as manager of the structure, which may cost \$30,000,strong attraction at one of two companies in the East and "Ca- Full effect of this agreement will 000.

> Dallas Municipal Auditorium was dedicated early this month. The \$8,000,000 building has a seating capacity of 10,000 and multiple purpose facilities.

At Detroit, the Henry and Edsel Ford Auditorium was opened nearly a year ago and this summer the Convention-Exhibit Building is

(Continued on page 91)

will be booking his own dates next Major Array of Attractions Plays Growing Auditorium-Arena Field

It was announced that Hurok season, settling an issue which has remained open since he parted this summer with National Concert Artists. For weeks, while Hurok was in Europe, stories circulated that he would ally with one or another booking agency. The Hurok staff will be augmented to handle booking chores.

Any importation from Russia would be part of a set-up that has been under negotiation for some time. The basic plan calls for the U. S. and U.S.S.R. to trade entertamment units.

Intention is to bring in the USSR Folk Dance Ensemble, to be followed by the Bolshoi Ballet, The folk dancers, 110 in number, do a wide range of national dances mich as Slavic, German, Moldavian, Polish and others, Most of the motines, as seen in photos here, are spirited and noisy in the Russun tradition.

son will be on two organizations; pendent Booking Office, formed to Ringling Bros. and Barnum & making new efforts to bring the replace the discontinued United Bailey Circus moving inside is speclegitimate theater into its own on Booking Office. the road. Their efforts are not Also back in arenas-auditoriums sports attractions like the Harlem limited to arenas-auditoriums; they is Paul Gregory, whose "Caine Globetrotters and Harlem Magiare using theaters where available. Mutiny Court Martial" and other cians are scoring at arenas. But the bigger buildings are im- hits came to life on the auditorium portant in the picture.

subsidiary of Columbia Artists Douglas debates and fitting nicely users of auditorium-arena time. Management. It has a new port- into the auditoriums at many multiable stage device and a new book- purpose buildings. ing and promotion idea that has Similarly, a combination illusion- Passion Play make tours of the great captured the favor of many build- ist-musical comedy production, variety of buildings lumped to-

it operates as a New York office originators of the "Dancing Waters" toriums and play in others. for around 100 theaters, audito- and "Skating Vanities" shows of riums and promoters seeking more other arena seasons. The agency said it had been ob- legit road companies. LITNA More rodeos are moving indoors and six major units now are en serving the efforts of big fairs to works closely with the new Inde- to municipal arenas. The case of

groups, it was explained. It is felt share portable rinks. "Holiday" will which each organization can use to

pades" will supply the portable

circuit. Now he is trouping The recording artists and country and One of these organizations is a Rivalry," based on the Lincoln- western packages, all are frequent

The other is called LITNA and Shayon and Harold Steinman, are based in their municipal audi-

tacular. Combination show-and-

Name bands, jazz combinations,

Metropolitan Opera, NBC Opera, the Royal Ballet and the Black Hills ing managers and promoters and "Sim Sala Bim," is being tried out gether as the auditorium-arena won the attention of Broadway. by a group which included Sam field. Many symphony orchestras

Ice shows are among the shows most closely linked with arenas,

JAZZ TOUR IS CASUALTY OF RACE DISPUTE

NEW YORK-One casualty of the current segregation dispute is a tour of Leonard Feather's "Encyclopedia of Jazz musical group. Four weeks of one-nighters, mostly thru Dixie, had been set by the William Morris office. But the unit's musicians are a mixed racial group, so the tour was canceled and auditorium people settled for a less controversial packaged called "Evolution of Jazz," using only white artists.

FUTURE AUDITORIUM UNITS

AMA Ponders Attractions; New Imports; Legiter Opens

By IRWIN KIRBY

cal revue, which talent agencies number among their prospective imports.

completely new indoor touring at- other arena standbys." ing stage.

NEW YORK -- Altho auditori- Court, novelty softball group, but thru arranging for tours of large night stands of legit shows are a ums and arenas have a successful the customers didn't show up and military-musical organizations such distinct novelty. The concept season in view, the view taken by there was no arena tour forthcom- as the Scots Guards, Black Watch opens new horizons of communithe operators of these entertain- ing. Still, the group is always on and others. The units never rement buildings stretches a year into the search for something new. A peat, being rotated for show purthe future. Some managers on the strong route was lined up for an poses by the British War Office. lookout for novel presentations look Esther Williams water show, but Also a strong probability is the all possible is a new tubular frame-

Plan Major Unit

offerings. While details cannot be production which will take its costumes. published, the AMA is framing a place with ice shows, rodeos and This season's bookings show sev-

forward to the arrival of Russian it was cancelled out after poor refolk dancers and a Japanese musisel revue which telephone and a Japanese musiagency. This is a modernized show ater Alliance, Inc. (of Columbia "Things wear out," the associa- as differentiated from the tradi- Artists Management) and the Maution's representative, John Hickey, tional Kabuki dance troupe. Ja-Other operators, notably those explains. The Roller Derby, for pan's Takarazuka is a major Orienbanded into the big Arena Man- example, did wonders but tapered tal health resort whose variety agers' Association, which repre- off sharply. Now there are rock show company performs in a 4,000sents a powerful string of dates. 'n' roll units and other shows. We seat theater. There are scores of are so numerous that other Broadway shows are being eyed for Opens Soon

eral notable large-group attractions Watch regimental band which is The new Island Cardens arena will traction for the 1958-'59 season. While this represents progressive of foreign and domestic origin, on a 60-date Hurok tour. Interest open October 25-27 with a stamp The idea is sound, personnel are thinking and a bold expenditure, Domestically there is a new legiti- was so high in New York that the show, althou he structure and its available in an untapped field, and talent purveyors are doing their mate touring show concept, and a three-show Madison Square Car- administration building still lack progress has gone past the dream- part to come up with new attrac- "new face" on an established at- den engagement had a \$98,000 ad- the finishing touches. Under contions for the cold-weather indoor traction. The latter is Fred War- vance a week prior to the first per- struction for a year, it is one of The AMA tried to inject a new season. Next year, for instance, ing. whose Pennsylvanians are a formance on Saturday (21). Tick- two Long Island arenas. attraction into the arena field last there is a likelihood that the Sol leading William Morris offering, ets were scaled from \$2 to \$6. winter by presenting softball in Hurok office will import the 110. This year Waring's dates number. Not as awesome in sound and mack, went up in a hurry, but a the St. Louis Arena. Very good person USSR Folk Dance En- 11 sellout weeks from coast to numbers will be the Braunschweig financing problem sees i standing

Holiday." A tie-in with a compo- starting around Christmas in Phornents manufacturer will see War- nix, Ariz. This German group is ing setting up special gear above dramatic rather than musical, and the stage, to transmit high-fidelity its repertoire includes a complete sound to all parts of auditoriums "Faust." If the short introductory on the route.

The domestic innovation is "No in 1958-59 for a full winter season. Time for Sergeants," which opened Monday (23) in Altoona, Pa.'s Jaffa Mosque, direct from its long Broaddisplayed by the King and His Hurok has scored notable successes way run at the Alvin Theater. Oneties which were considered too date, it ought to be an interesting small to support extended runs of previous touring shows. Making it rice Evans office are touring "Ser-geants," - Negotiations for Colum- Island Garden bia were handled by Theatrical Interests Plan, and bookings so far 1958 one-nighters.

In the foreign vein is the Black

and he is calling the show "Hi-Fi has booked for about a month tour is successful they will return

> Taken over-all, the season just beginning promises to be a good one, with new and exciting offerings. But both talent and auditorium-arena people have already started planning for next year, and judging from the progress made to fall and winter.

WEST HEMPSTEAD, N. Y .--

The Long Island Arena, Comcomedy and athletic ability were semble directed by Igor Moiseyev, coast, his longest tour in years, Marionettes which William Morris now as an empty shell, still incomplete. That is in Suffolk County. In Nassan, adjoining New York City, Arnold (Whitey) Carlson is almost ready to go with his building. It is quonset-like and has 50,-000 square feet of clear space.

Carlson, 33, spent an active youth running used cars down to the Carolina auctions. Real estate ventures clicked and he wound up with 13 acres of top-value property on Hempstead Turnpike at Cherry Valley Road. On it he developed a big used car lot, two factories, an appliance store and coffee anddoughout shop. And he had room for an arena.

Only five miles from the New York City line, Carlson's area will have 3,500 permanent seats and 8,000 portable ones, and a rink surface 85 feet by 200. Seats by American Seating Company will be installed after the New Year. Negotiations are going on for the

ice equipment. Ice by Christmas

Rink installation should provide for public skating during the Christmas holidays.

Attractions people have been at Carlson's door for some time, and agreements are near with several. "Holiday on Ice" is one, Frank Wirth is to produce an Easter circus. Evangelist Oral Roberts has been after the spot, as have Long Island boat show promoters.

Albuquerque Report Shows **Early Profit**

ALBUQUERQUE, N. M. --First quarterly report of the Albuquerque Civic Anditorium here shows that the building has been in the black from the first and that it attracted 236,003 persons in the initial months.

Net profit in the period was \$1,000, according to Manager C. W. (Chuck) Swan.

Among attractions were Victor Borge, Frank Smatra, Lily Poux, Louis Armstrong, Shrine Circus, rock and roll revges, Dick Contino. and a Shrinera convention.

Biggest crowds have been those for the Monday night wrestling. Largest numbered 5,313, and the average has been more than 4,000 for 12 nights.

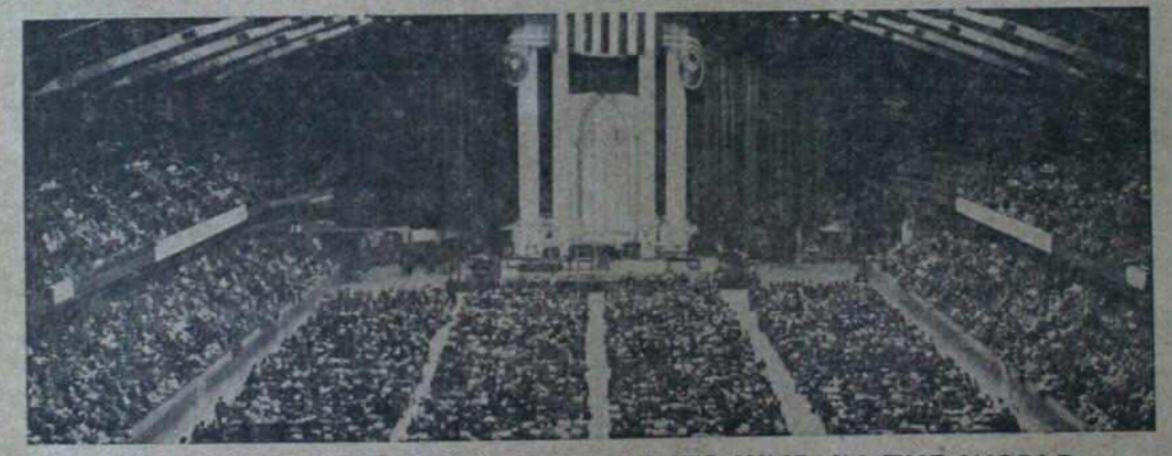
Sunday afternoon teen agers' dances have just been started under city parks and recreation department auspices.

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- TV coaxial cables.
- · Dinner seating capacity 5,000.
- * Public address system, radio studios and 3,700 pairs of phone
- 9 Protected parking for 7,500 cars.
- Individual halls seating 2,000-15,000 persons.
- Just some of the Shows and Expositions that have recorded tremendous successes here are:
- · BIGGEST AUTO SHOW IN THE WORLD
- MACHINE TOOL SHOW
- BOAT SHOW
- INTERNATIONAL LIVESTOCK EXPOSITION
- INTERNATIONAL DAIRY SHOW & "GOLDEN SPURS" -RODEO

. . . and many, many others

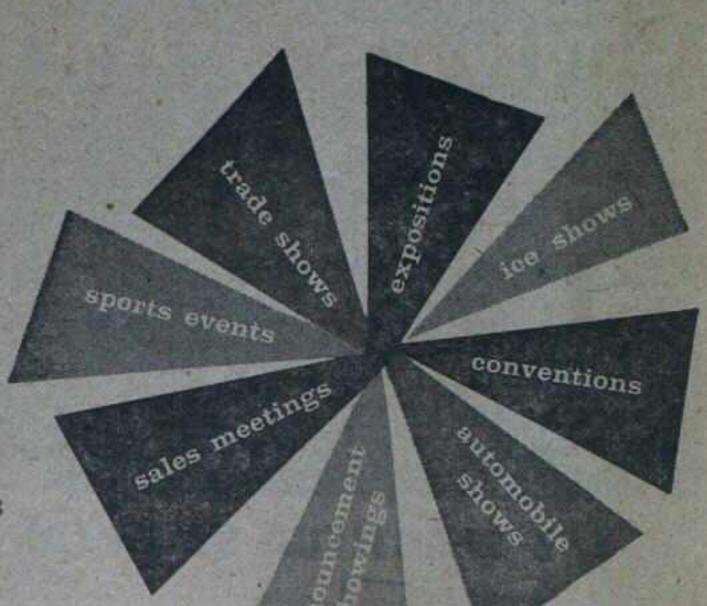


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Grand Rapids Auditorium Maps 25th Anniversary Observance

Grand Rapids Civic Auditorium is November 25. There is a plan afoot to celebrate its 25th anniversary to bring Detroit baseball, football this winter, and Manager Fred J. and basketball pro teams to Grand Barr Jr. is mapping plans for a Rapids during the silver anniveryear-long observance with alogans sary program. to point up the building's wide use.

The auditorium was a 1932 Christmas present to the city, being accepted on December 24; dedication was January 2, 1933.

Barr reports that the building has been self-sustaining from the first. Bonds that built it will be paid off in 1961. Still to be paid is \$275,000. Since 1933 the building has collected \$1,855,000 in rentals and other charges. It has paid out \$1,220,137.

During the coming year up to \$100,000 is to be spent for such improvements as new seats, lights, stage properties and air conditioning of meeting rooms. The main auditorium has been air conditioned for some time.

Barr said that the Grand Rapids furniture industry will be asked to stage an exhibition at the Civic Auditorium next summer as a tourist attraction. Other civic affairs also are being planned. "Holiday

AMA, Ringling Plan Meeting On Routing

NEW YORK-There will be a meeting of Arena Managers' Association members here within a month to discuss 1958 dates for the Ringling Bros. and Barnum & Bailey Circus, it is reported.

arenas in which Ringling fielded ary 3-8; Pershing Memorial Audiits concept of indoor circusing, and torium, Lincoln, Neb., February results were very satisfactory.

One element of concern to the February 18-22. managers is a desire to have the Forum, Sydney, N. S., February much later than the summer March 3-8; Auditorium, Bangor, months. The feeling generally is Me., March 11-16; Coliseum, Winthat a summer sojourn should be ston-Salem, N. C., March 18-23; taken by Ringling, equal to the Municipal Stadium, Evansville, smid-winter return to quarters of Ind., March 25-30; University of toured under canvas.

winter Southern tour, right out of Auditorium, Lubbock, Tex., April winter quarters in Sarasota, Fla. 21-27.

GRAND RAPIDS, Mich. -- on Ice" plays the building starting

FULL ROUTE

Canada to See 'Ice Capades' 17th Edition

HOUSTON-The 17th edition of "Ice Capades" opened at the Troy (N. Y.) Arena and has played the Hunt Armory, Pittsburgh, and Municipal Auditorium, Kansas City. The show plays here next and makes the route as follows:

Sam Houston Coliseum, Houston, September 25-October 4; Ice Arena, Dallas, October 5-20; Memorial Coliseum, Corpus Christi, October 22-27; Bexar County Coliseum, San Antonio, October 29. November 3; Fair Coliseum, Albuquerque, N. M., November 5-10; Coliseum, El Paso, November 13-17; Coliseum, Phoenix, Ariz., November 19-24; Arena, San Diego, Calif., November 27-December 8.

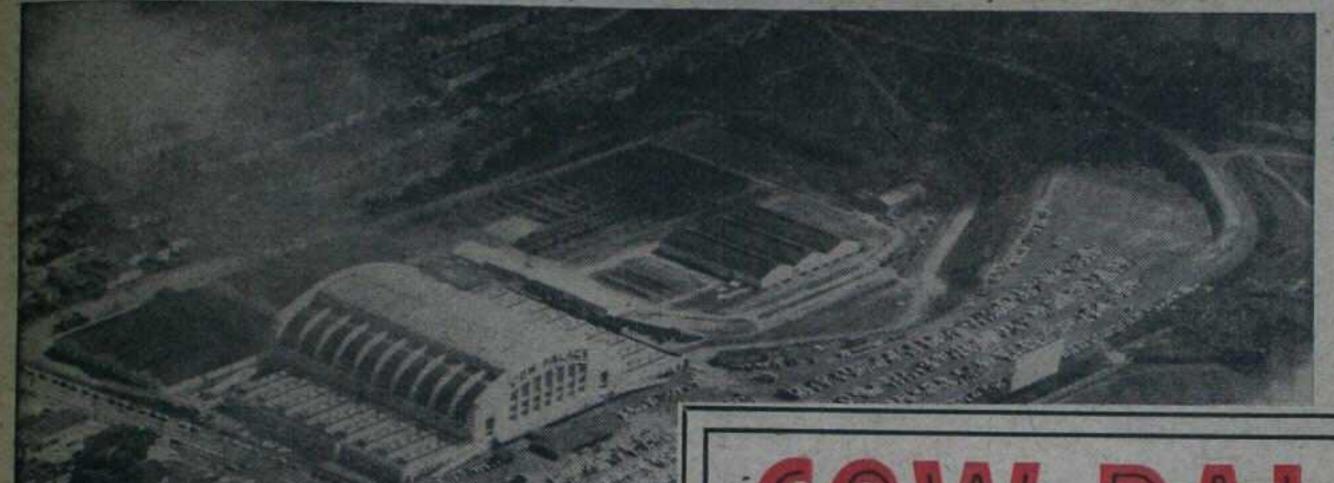
Memorial Auditorium, Sacramento, Calif., December 10-15; Coliseum, Spokane, December 25-January 1; Civic Ice Arena, Seattle, January 3-12; PNE Forum, Vancouver, B. C., January 13-18; Edmonton (Alta.) Gardens, January 20-25; Stampede Corral, Calgary, Alta., January 27-February The association provided several I: Arena, Winnipeg, Man., Febru-10-16; Auditorium, Kitchener, Ont.,

circus route into its Southern dates 25 - March 1; Forum, Halifax, previous years, when the show Wichita Field House, Wichita, Kan., April 8-13; Will Rogers Coli-The association favors a fall or seum, Fort Worth, April 15-20;

the DREAM HOME Well over 3.000.000 people will view the DREAM HOME this year. It will be the centre of attraction at North America's major fairs and exhibitions. To substantially increase your gate attendance . . . fair interest and direct revenue . . . use the DREAM HOME . . . the greatest crowd-drawing exhibit on the continent. Contact Exhibition Advertising Ltd ... now finalizing bookings for the 1958 season R. E. Hodger Secretary Tremsurer CAHADIAK OFFICE: 107 Park Avenue Building, Inmis Peul Gererat Manager 8514 II9th Avenue. Edmonton, Alberto. Phones: 773085 - 776278 AMERICAN OFFICE 227 Lucington Manor Bullding. 1620 Lexington Boad. Louisvilla. Kentucky. Phone TWinbrook 5-8271 Bouguld M. Lonk

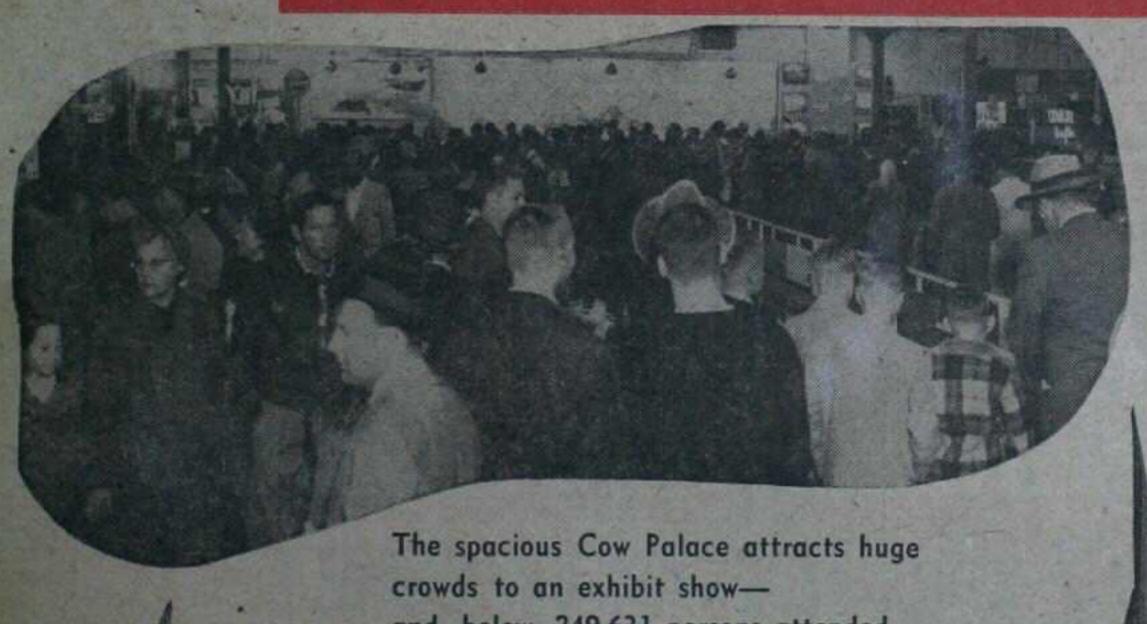
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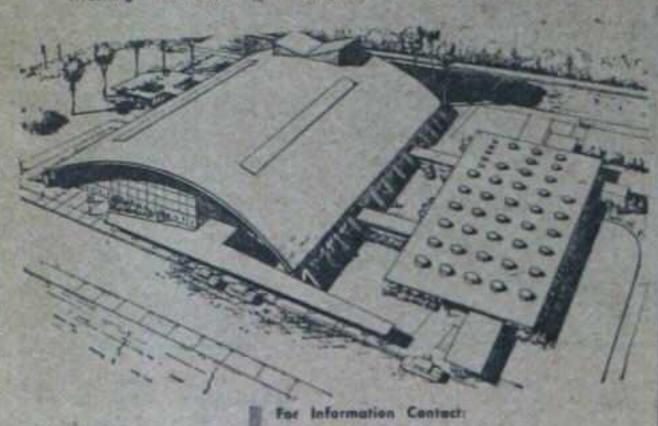
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Icers Consolidate Their Plans

not be apparent for some time. believed the ice show could not Before it was signed, each show had already spotted its rinks around the country for this winter's dates. It will be spring before the first actual trades come off.

It will be that long, too, before a potentially more important aspeet of the agreement is felt. It calls for the two companies to work together in making up rout-

This means initially that they will try to schedule dates so as to make best use of portable rinks. But it also will mean that either show finding its time taken will refer potential dates to the other. The agreement is expected to re- . Continued from page 79. sult in co-ordination involving the towns that have two or more ice shows annually now,

Louisville, Milwaukee

Only significant change in the route of Shipstads & Johnson's "Ice Follies" this time is the shortening of the Cincinnati Cardens date and the insertion of a five-day stand at Kentucky State Fair Coliseum, Louisville.

"Ice Capades" has added Milwaukee to its route. The Milwankee Arena had dickered with "Ice Follies" about coming, but that failed to develop. "Holiday on Ice" continues in Milwaukee as before.

Fairs have continued to play a big part in "Holiday's" summer activities. Both "Holiday on Ice of 1957 and its "ice Vogues" have cludes the All-Iowa, Tennessee and arena appearances. Mississippi fairs.

Dusmiess Softens Several ice showmen who once communities that in many cases the and arenas.

succeed more than 10 or 15 years now have revised their outlook, and most persons believe the icers, some of them more than 20 years

A factor of increasing impor- events or extended stands.

tance in the ice field is the line-up of small units. While these always have existed, not only in hotels and on road dates, they are showing more activity and arousing more interest.

Shows like McCafferty's "Stars Over Ice" and Harry Hirsch's "Ice Time of 1957" have been making a old, have come of age and will regular route of fairs and building be perennials. But on a shorter- dates with success. Shows like term outlook, the business done by Joan Hyldoft's at the Galveston some shows in several instances has (Tex.) Pleasure Pier and Ed Leary's shown a lack of increase, if not at Chicago's Navy Pier have been used more frequently for special

Aud-Arena Prospects Boom

route, while the small variety of auditoriums and arenas are being icer is showing new signs of augmented with new or larger exstrength, too.

Shows Draw Events

Show business not only stands on its own merits in the big-capacity centers, but it also is a factor in together to comprise the schedule building other activity at the build- at successful auditoriums and

after plums that please chambers tions is the starting place, the basic of commerce, merchants, civic of necessity with which the acceptficials and newspapers as well as ability of the building is proved ers-also are a growing factor in can hope to draw adequate attendanditoriums and arenas. More ance too. buildings can handle such events; Thus arenas are important to more conventions are of a size that shows and shows are important to requires the biggest facilities.

Exhibit shows-some open to the that has assurance of growth. been playing fairs. The '57 "Holi- public and showing homes or autos day" played the Illinois. Missouri or sports and vacation ideas; some ise for this year's husky auditoriumand Nebraska State fairs, and it open to a profession, trade or arena season. Measured by attendalso is playing fairgrounds coli- agency that include business shows ance or gross, it adds up to one senms at non-fair times in several of a whole industry or a single cor- of the biggest accumulations of other cities. "Vogues" is complet- poration-are being devised and de- show business, names, talent, proing a route of 13 stands that in- veloped in numbers for auditorium- duction, effort, investment and live

are of such import to buildings and ground and pay out at audiforning

hibit space to win them.

These and the endless variety of meetings and local events fit arenas. In the eyes of many man-Conventions-the much sought- agers, a full array of show attracbuilding managers and commission- and after which the other events

arenas. It's a promising situation

Meanwhile, there is bright promtheater in existence. Cultural or Conventions and exhibit shows slapstick, they all strike common



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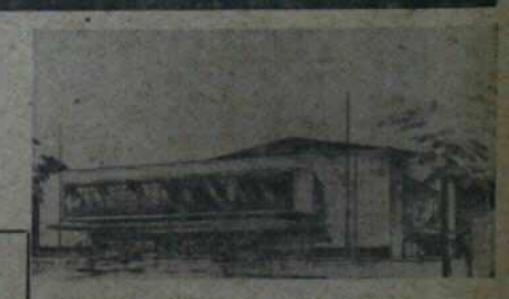
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Aluminum Dome Arena Goes Up at Va. Beach

VIRGINIA BEACH, Va. - | for attachment to its 25 concrete Kaiser Aluminum's first aluminum piers, dome auditorium in this country has been erected here by a 21-man crew. The project required about 30 working hours.

The dome was shown first in Honolulu last year, Its novel construction of panels hoisted on a to the architectural field,

The local dome is 145 feet in diameter and just short of 50 feet high, It has space for scating 2,200 persons. By coincidence, the dome had chance to show its rigidity completed.

ginia Beach at a bond referendum to support the main unit. last April.

The dome is a clear-span spherical structure using diamond-shaped aluminum panels strengthened by

concrete floor. A section of panels | ager W. Russell Hatchett. is assembled around the mast and completely assembled and ready uses.

On the first day, 117 of the 575 diamond-shaped panels were installed. The pace accelerated with 176 panels added the second day and 212 on the third. On the final day the remaining 70 panels portable must drew wide comment were installed and the dome was tack welded to its anchoring piers prior to final welding.

Auxiliary buildings, furnishings the coming weeks and completion when 60-m.p.h. winds struck this of the convention center is schedarea a week after construction was uled within the next three months. In addition to the auditorium, the It will serve as hub of this re- center will include two attached sort city's ultra-modern convention wings which will provide office center. The \$360,000 center was space, smaller meeting rooms, a authorized by the citizens of Vir- kitchen and other facilities needed

The dome auditorium with its clear sight lines in all directions will lend itself to convention use, concerts, theater-in-the-round, ice shows, sports activities, industrial A portable mast with rigging exhibits and other types of public is set up at the center of the dome's functions, according to City Man-

and over, the dome growing in others are being seriously consid-

THEN FRISCO

20-City Tour Outlined for 'Ice Follies'

LOS ANGELES - Full-season route of Shipstads & Johnson's "Ice Follies" reveals the show's plans for playing 20 engagements coast to coast before returning to its home base at Winterland, San Francisco, next summer.

The show has just completed and landscaping will be added in its run at Pan-Pacific Auditorium, where it opened the season September 5. Subsequent route fol-

> Denver Coliseum, September 25-29; St. Louis Arena, October 2-6; Chicago Stadium, October 10-27; Olympia Stadium, Detroit, October 29-November 10; Kentucky Coliseum, Louisville, November 13-17; Cincinnati Gardens. November 19-24; Hershey (Pa.) Sports Arena, November 26-December 7; New Haven (Conn.) Arena, December 8-15.

After Christmas vacation it resumes with Philadelphia Arena, December 25-January 12; Madison Square Garden, New York, January Two additional domes will be 14-26; Ononaga County War Methen raised to allow another per- erected soon, one at Borger, Tex., morial, Syracuse, January 28-Febimeter of panels to be installed. for a civic center, and another at ruary 2; Maple Leaf Gardens, This procedure is repeated over Abilene, Kan., for a factory, and Toronto, February 3-7; the Forum, Montreal, February 9-16; Boston both height and diameter until ered elsewhere for a variety of Garden, February 18-March 2; Cleveland Arena, March 4-16;

Community War Memorial, Rochester, N. Y., March 18-23; Memorial Auditorium, Buffalo, N. Y., March 25-30, and Minneapolis Arena, April 2-20.

After that the show takes a vacation, as usual, and then picks up with a stand at Civic Ice Arena, Seattle, June 5-15. It returns to San Francisco for June 18-August 31, showing its current production and rehearing the next.

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ARENAS & AUDITORIUMS

Black Hills Passion Play Gets Repeat Patronage

By TOM PARKINSON

ONE OF THE unique organizations playing auditoriums arenas in the United States is the Black Hills Passion Play, the religious drama transplanted from Europe in 1932 and continuing a seven-generation tradition.

Its guiding hand and chief participant is Josef Meier. Twenty years ago in search of a permanent location for his Passion Play, he visited Spearfish, S. D., and found a natural amphitheater. To-day the Passion Play is given there from January to September and the Amphitheater has become a tourist meeca.

For six seasons now, the Meier group also has appeared at a similar amphitheater at Lake Wales, Fla., from February until Easter. Between, are the weeks devoted to the road tour which reaches many auditoriums and arenas. Currently, the show is playing Mankato, Minn.; Waterloo, Ia., and Lincolo, Neb. Subsequently, it will go to the South and such buildings as David Ovens Auditorium, Charlotte, N. C.; Bell Auditorium, Augusta, Ga., and municipal auditoriums at Pensacola, Fla., and Macon, Ga.

THE SPECIAL NATURE of the Passion Play calls for special treatment in some instances, and the organization has developed its own promotional methods and policies.

For example, the agent for the play, a former minister, insists that the advance men are to be accompanied by a member of the sponsoring committee on every call or contact they make. This, it has been found, helps keep the committee active on the ticket sales and promotion. The final 10 days of a Passion Play advance usually sees a highly enthused committee making great strides toward its goals.

Ticket sales are handled with particular care by the Black Hills organization. Advance men contact ministerial associations, Roman Catholic leaders, public and parochial school authorities and others to discuss the production. Often the sponsoring organization arranges to make tickets available thru churches and schools.

SPONSORS INCLUDE luncheon clubs and civic groups, frequently the community's newspaper is the auspices. An advance sale office is opened. The sponsor's personnel handles other ticket sales. Some industrial block sales are made. Normally, the scale is from \$1 to \$3.30. Student matinees are scaled at 50 cents.

There are newspaper ads, beralds, one-sheets, 24-sheets, window eards and humper strips. The organization moves all equipment for the 22 scenes, plus two camels and a donkey, aboard two semi-trailer vans.

A prime requirement set forth for the advance department is that the operation be in keeping with the nature of the attraction.

Josef Meier has been operating this Passion Play in this country for a quarter of a century. Its popularity is demonstrated not only by its successful appearances on the road, but also by its extended runs in South Dakota and Florida.

THE PASSION PLAY, perhaps more than any other production, attracts repeat business. At Spearfish, it has been shown that 25 per cent of the patrons have attended more than once during a season, and the percentage is climbing regularly.

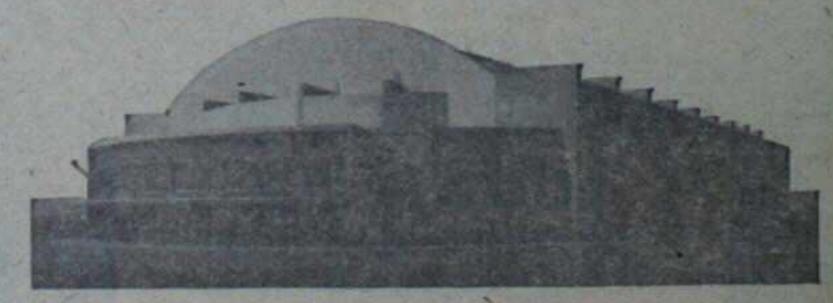
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INDOOR OUTLOOK

Ringling, Polack Make Circus News

hind it and soon is to be started one starting in April. on the booking of a second indoor

years in auditoriums, arenas and tions by other shows, stadiums.

More news is being made by Hamid-Morton, Tom Packs, Orrin Davenport, Clyde Bros. Rudy Bros. Gil Gray and the others.

Ringling's initial tour of buildings has not been without low spots, but the consensus is that the eus management is animated by enthusiasm for the new set-up, which substitutes arenas for tents. Local promoters who have worked with the show at one or more spots to other circuses. In California, it this year have assorted views, depending upon their balance sheets. Many of the promoters say they made money on the deal but that relatively wide open. it was not as much as they had expected when working with one of the greatest names in show business. Most of these go on to exterritories is essential. The Phila- ever, delphia ball park, for example,

Different Timing

Circus management agrees and when and where they could get them this first season, when bookstarted late.

last spring and summer.

Association. AMA as well as the circus wants to change the time of year, and they undoubtedly will put the show into the Southeast in the fall next time.

Some promotion organizations, led by the Feld brothers Super Attractions, have done well enough Of 'Holiday' with Ringling dates and have come back for more, seeking contracts for subsequent stands. It also appears that the show has settled down to a working arrangement with local promoters and will not

Ringling circus, some curiosity Coliseum, Salt Lake. about the show's future bookings

has been evidenced.

CHICAGO -- Dominating dis- to take the show northward quickcussions of indoor circuses for a ly, with only a couple of stops en second season is the Ringling Bros. route to Chicago and the Internaand Barnum & Bailey Circus, tional Amphitheater. The season which now has some experience be- will run into March, with the new

Ringling's route to date has been booked with little regard for con-The coming year also is ex- flict with other indoor circuses. In pected to be notable for radical such places as Dallas and Chicago. changes that appear to be forth- and possibly in Milwaukee, Cincoming in the route of Polack cinnati and elsewhere, Ringling is Bros. Circus, a veteran of many on top of Shrine-sponsored promo-

Meanwhile recent meetings by executives of Polack Bros. Circus are expected to develop tremendous changes in that show's operation and route. Advance speculation is that the show will move away from some of its present stands, particularly in California season has been satisfactory. Cir- where its established sponsors were blocked off.

> Further speculation is that the revised Polack set-up will leave a fairly good number of cities open is anticipated that Rudy Bros, Circus will pick up some of these spots. Elsewhere, the field will be

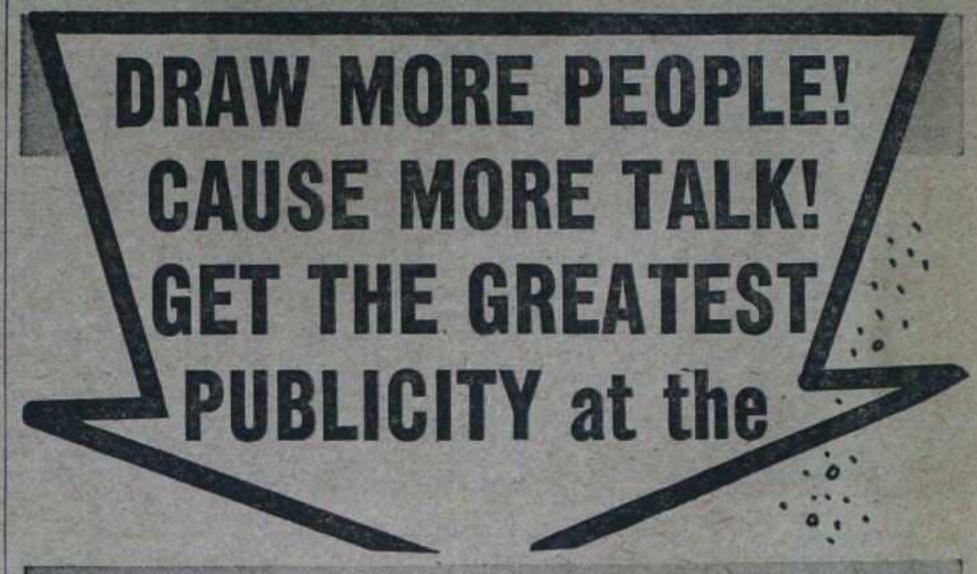
Fall circus season of Hamid-Morton is slowed somewhat. The show will play one date in Canada, but other stands formerly played at plain that they would sign up for this time of year are out of the a repeat date but that they think show's route. It will play its reguchanges in the timing in various lar and longer spring route; how-

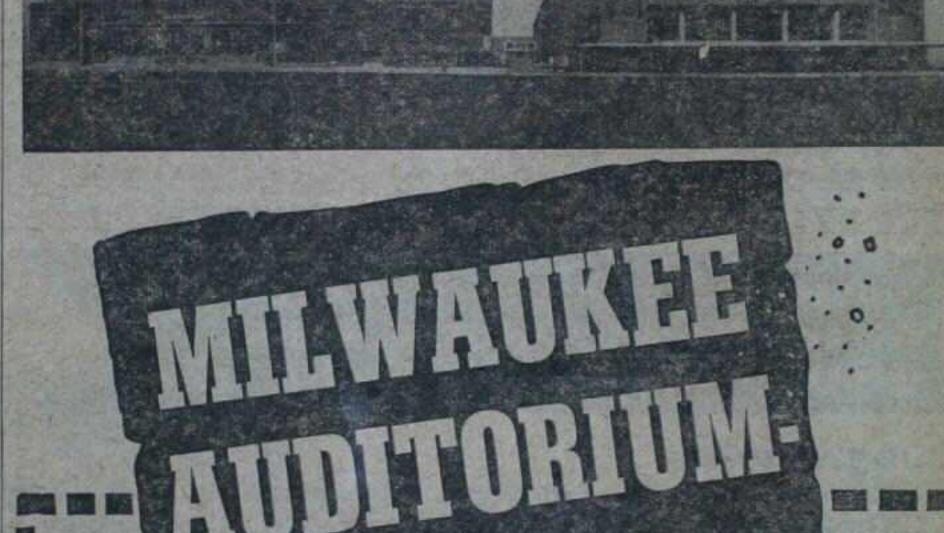
Tom Packs Circus plays New as played at the wrong time of Orleans Municipal Auditorium in the fall and at holiday time this winter it will be in Havana. Next summer will come its major route. explains that they had to take dates | The Western unit of Tom Packs Circus, playing smaller spots in the Far West for the most part, is ing was a new experience and was expected to go on. Orrin Davenport will have the November circus This means that after next April's at the Sam Houston Coliseum, usual circus stand at Madison Houston, but the Fort Worth Square Garden, New York, it will Shrine date remains under its own follow a trail of indoor dates more local promotion and reduction. nearly approximating the route of Davenport will also play Utica, the earlier tent show than that of N. Y., as a new one this fall, repeat at Kansas City and then await The 1957 early summer route time for its long January-to-May was played largely in buildings tour of other Northern and Middle affiliated with the Arena Managers' Western spots, as well as Canada.

BUTTE, Mont. -- The new. do much with a plan once consid- "Holiday on Ice of 1958" plays at ered for setting up its own promo- the Civic Center here Tuesday tion department. Fact remains, tho, (24) thru Sunday (29). Already bethat some towns the show wants hind it are two stands. One was are short on adequate promotional the break-in city of Sioux City. organizations and some other Ia., where the show was rehearsed In view of a suit filed in Florida 5-10. The other was 10 days endagainst present management of the ing Sunday (22) at Utah State Fair

Advance route includes:

Civic Center, Providence, R. I., It seems certain, however, that October 3-7; Hobart Arena, Troy, the show's advance dates will be in O., October 9-14; Allen County no jeopardy and that under any War Memorial, Fort Wayne, Ind., management the commitments will October 15-20; Ohio State Fair be met. It is noted that the suit in Coliseum, Columbus, October 21court makes no challenge of the de- 29; Indiana Coliscum, Indianapocuion to move the show indoors, lis, October 30-November 6; Meand apparently the minority inter- morial Field House, Huntington, est's main objections do not lie in W. Va., November 7-10; Municipal Auditorium, Norfolk, Novem-Ringling will stay on the road ber 12-18; Municipal Auditorium, irtually all winter for the first Canton, O., November 20-24; Muine. It will play about a month nicipal Auditorium, Grand Rapids, in Mexico City, returning to the Mich., November 25-30, and the early in January. Altho route Sports Arena, Toledo, O., Decembeyond that has not been an-nounced officially, it is expected follow.





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Auditorium - Seating Capacity . . . 6,300

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ELMER A. KRAHN, Manager

MILWAUKEE AUDITORIUM-ARENA

Milwaukee, Wisconsin

St. Paul Pops Saved By Revamp, Publicity

Concert Committee, said prelimi- Company, pary audit indicated that both re- "When 1956 ended as the lowest fore used to publicize the pops."

Originator of the idea back in it quits. the depression days to keep the The pops series has never had lished. anditorium open during the sum- to be subsidized. We had to stand "We decided that the public mer months. Furni said the series or fall on our box-office receipts: must know all the phases of the is the only one of its kind in the This year we told the St. Paul pops ice revue production in order country, in addition to being the Chamber of Commerce we wanted to be interested enough to spend only co-operative venture of its their help only on sale of tickets, their money," Smith explained.

St. Paul Figure Skating Club.

ST. PAUL -- Program stream- get one-third of the proceeds and lining plus a specially planned pub- the skaters and the opera group had handled our publicity for many a stretcher, was the "kind of show shows and in addition conducted licity campaign have saved the split the remaining one-third. This years, retiring from this field," publicity you just can't buy." Smith daily classes thru July and August unique St. Paul summer pops con- year there will be something worth Furni said, "we hired Gerald and Martin said. cert series for at least another splitting and St. Paul again con- Smith, St. Paul Dispatch reporter, tinues as a center for live music, and William Martin, St. Paul Pio-When the 21st season ended in where some 43 musicians were in neer Press reporter, to do the job full page of pictures in the Dis- try. The opera association pro-St. Paul Municipal Auditorium Au- the pops concert orchestra con- for us. They had just formed a patch showing preparation of a vided the vocal soloists. gust 31, Ed Furni, auditorium man-ducted by Leo Kopp, music direc- publicity partnership. It was very production. Another was a picture ager and chairman of the Pops for of the Chicago Lyric Opera fortunate for us. Smith and Martin story in the Sunday Pioneer Press Wednesday, Friday and Saturday

ceipts and attendance were up over attendance-receipts season since-1956. That year the committee the series began," Furni said, "we thought 1957 would be the last on the concert committee decided with introducing the pops concert season of the series because of poor to try it one more year-and if the to a new generation of patrons, people didn't come we would call telling a story of the series in words.

not with a cash subsidy."

the Auditorium; St. Paul Musi- format of music, singing and ice 1948 British Olympic skating team, cians' Association granted permis- skating presentations, submitted it traveling the international ice skatsion years ago by James Petrillo, to the spotlight of criticism. The ing show circuit starting in 1949, International Musicians' Union decision was to streamline the mu- and their work with "wet" ice in president, to participate; St. Paul sic by shortening it and throwing Spain contrasted with the first-Civic Opera Association, and the in more light musical comedy class ice sheet in the St. Paul audinumbers and less longhair. Ice torium. The vast library of 1,650 skating numbers were expanded to orchestrations worth more than The city and the musicians each include two or three more solo \$20,000, owned by the auditorium,

numbers, evolving into a small- was the subject of a widely read | In addition to all this, Smith scale ice revue production, each story. presentation built around its own

came up with features never be- roto section, while still another night, from July 7 thru August 31.

Features Written

The two newsmen are credited Pioneer Press. and pictures never before pub-

Their feature stories included ex-Sponsors are the city which owns | The committee then took its periences of the Ogilvies with the

Don Del Fiacco, Pioneer Press terial to the papers in both St reporter who writes well but skates Paul and Minneapolis as well as Kopp, who directed the first St. horribly, was prevailed upon by to neighborhood publications, got Paul pops concert 21 years ago, Smith and Martin to don an old radio news programs to carry storwas hired as conductor, and Robert coonskin coat and volunteer for ries about the pops, and had seeand Joan Ogilvie, of London, were skating lessons from Mrs. Ogilvie. eral interviews on television for retained as ice skating choreogra- The resulting comedy feature story, principals. with pictures which included one The Figure Skating Club pro-"With Mrs. Helen France, who of De Fiacco being carried out on vided all the talent for the ice

One of Kind

was a front page in color in the Saturday nights drew heaviest women's section of the Sunday Fridays were fair to good, while

and Martin fed usuai program ma-

for hundreds of boys and girls interested in figure skating, bringing Another unusual feature was a in coaches from all over the com-

The concerts were given every

(Continued on page 92)

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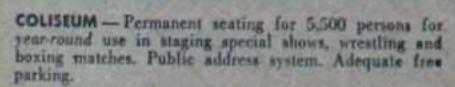


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Hurok Details 60-Date Route Of Black Watch Band, Pipers

is set for the Black Watch regimental band, bagpipers and highland dancers by the Sol Hurok office. Except for three instances all will be one-day, one-show stands, and all but one will be indoors. The only open-air date will be in Pittsburgh's Mount Lebanon Stadium the night of October 5.

The Black Watch has two-day engagements in New York (September 21-22), San Francisco (November 8-9) and Atlanta (November 23-24).

A novel feature of the routing is that the tour, beginning in the ward again, winds up in the same Arena); 4, Johnstown (Cambria den; 5, Calgary (Stampede Cor-

NEW YORK-A 60-date tour | three cities it started in. These are Washington, Philadelphia and New York, where it closes on December 1.

Dates Listed

The itinerary is as follows:

East, ranging into the Midwest, Hartford, Conn. (Bushnell Auditor- hibition Stadium); 2, Saskatoon Canada, Pacific Coast and east imm); 3, Hershey, Pa. (Sports Arena; 4, Edmonton, Alta. (Car-

County War Memorial); 5, Pitts- | ral); 6, Vancouver, B. C. (Forum); | Holiday '57, 8, Toledo Arena; 9, Chicago Stadi- ditorium); 10, Denver Coliseum; um; 10, East Lansing, Mich. (Main 12, Austin, Tex. (Gregory Gym-Auditorium); 11, Columbus, O. nasium); 13, Shreveport, La. (State Fairgrounds Coliseum); 12, (Youth Stadium); 14, Ruston, La. Detroit (Olympia Stadium); 13, (New Memorial Gymnasium); 15, Fort Wayne, Ind. (Coliseum); 15 New Orleans (Loyola Field House); Louisville (Freedom Hall, Fair- 17, Memphis (location open); 18, grounds); 16, Troy, O. (Hobart Lexington, Ky. (Memorial Coli-Arena); 17, Cincinnati Gardens; seum); 19, Knoxville (Alumni Me-18, Indinapolis Coliseum; 20, Kan- morial Auditorium); 21, Birmingsas City, Mo. (Municipal Auditori- ham Auditorium; 22, Montgomery September 19, Washington um); 21, Lincoln, Neb. (Pershing State Coliseum; 23-24, Atlanta tober, (Uline Arena); 20, Philadelphia Municipal Auditorium); 23, Omaha (Alexander Memorial Coliseum); Arena; 21-22, New York (Madison Civic Auditorium; 24, Waterloo, 25, Charlotte Coliseum; 27, Rich-Square Carden); 24, Montreal For- Ia. (Hippodrome Auditorium); 25, mond Arena; 28, Baltimore Armum; 25, Ottawa Auditorium; 26, Milwaukee Arena; 26, Moline, Ill. ory; 29, Washington, D. C. (Uline) Toronto (Maple Leaf Gardens); 27, (Wharton Field House); 28, Min- Arena); 30, Philadelphia Arena; Buffalo (Memorial Auditorium); neapolis (Northrop Memorial Au- December 1, New York (Madison 28, Rochester (War Memorial Au- ditorium); 29, Moorhead, Minn. Square Garden). ditorium); 29, Troy (RPI Field (Concordia Field House); 30, Winnipeg Arena.

October 1, Boston Gardens; 2, November 1, Regina, Sask. (Ex-

MEXICO, TOO

Ringling Show Routed Thru Winter Months

POMONA, Calif. - Ringling Bros. and Barnum & Bailey Circus completed its appearance at Los Angeles County Fair here Sunday (22). Advance bookings are:

State Fair Grounds, Sacramento, September 24-25; Oakland (Calif.) Auditorium, September 27-29; Cow Palace, San Francisco, October 1-6: Lane Field, baseball park, San Diego, Calif., October 10-13: Gilmore Field, baseball park, Los Angeles, October 15-20.

Then will come New Mexico State Fairgrounds Coliseum, Albuquerque, November 1-3; Coliseum, El Paso, Tex., November 5-7; Coliseum, Lubbock, Tex., November 11-13; Heart O' Dallas Fair Coliseum, Waco, November 15-16; Memorial Auditorium, Dallas, November 19-24; Bexar-County Coliseum. San Antonio, November 29-December 1; Mexico Arena, Mexico City, December 5-January 6. Additional dates in the United States are to follow.

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Vogues' Play

CLEVELAND -Two ice shows operated by Holiday on Ice., Inc. have announced bookings into Oc-

"Holiday on Ice of 1957" is playing Fairgrounds Coliseum, Lubbock, Tex., thru September 27. Then comes stands at the Fairgrounds Coliseum, Tulsa, Okla-September 28-October 4, and the Louisiana State Fair Youth Building. Shreveport, October 5-8.

"Ice Vogues" is booked for Centennial Field, Tallahassee, Fla., thru September 26; Municipal Auditorium, Pensacola, September 27-30; Fort Whiting Armory, Mobile, Ala., October 1-6; Mississippi State Fair, Jackson, October 7-12; Lake Charles, La., October 14-18, and Port Arthur, Tex., October 19-20.

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- Thru co-operation with producers of amusement attractions, other users and potential users of Auditoriums and Arenas.
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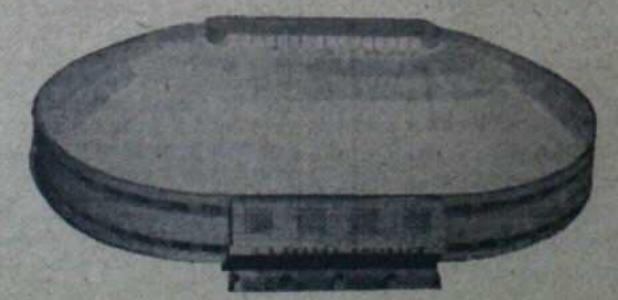
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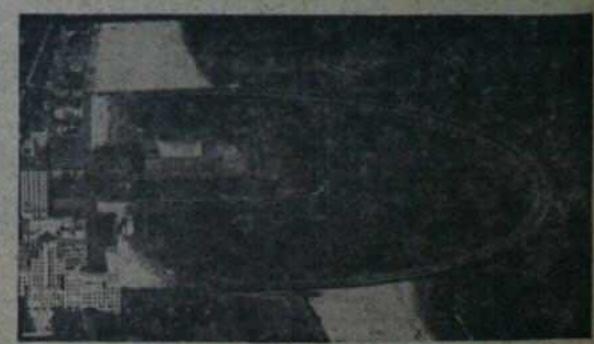
- * Parking facilities for 7,000 automobiles

The State Legislature has appropriated \$700,000.00 for general improvement of Barton Coliseum. Among other improvements, new theater-type chairs will be added to raise the seating capacity to 9,300 in-time for the 1958 season. The Coliseum is ideally suited now for rodeos, conventions, basketball, circuses, horse shows, concerts, ice shows, boxing, stage presentations, trade shows, dances and other events.



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Construction Boom Maintained

· Continued from page 79

scheduled for completion by De-1 cember, 1959. Richard Zimmerman an auditorium-arena. has been named manager and Weld

plans to advertise for bids in November, and work may start by early 1958. The schedule further calls for completion by late 1960. The building will cost an estimated \$22,000,000;

University of Wichita has opened a \$1,405,000 field house with 10,-235 seats.

Cornell University opened a \$500,000 James Lynah Skating Rink, with 4,200 scats.

The Northern Illinois State University. De Kalb, has completed a new field house.

Montana State College at Bozeman opened its \$1,500,000 filed house and is using it for rodeos and other events as well as school sports.

A \$250,000 improvement program is under way at Scattle's Civic Auditorium.

A major face-lifting job is under way at the Birmingham Municipal Auditorium, with new exhibit space, new lobby, drive-in ticket window, air conditioning and other features included.

At San Juse, Calif., a bond issue of \$450,000 was approved and will be used to install a mechanical tilting floor in the main auditorium and to build a two-story addition with meeting rooms and offices.

Havana, Cuba, on the itinerary of several U. S. shows and sports units, will have a new Sports Palace completed by the spring of 1958. The circular building will seat 15,000 persons. The present Sports Palace will be converted for use as a pool and ice rink.

In Alberta the provencial government has completed two buildings as gifts to the populace. One at Calgary and one at Edmonton. they are twin auditoriums.

The \$1,000,000 Pantheon, San Diego, Calif., multi-purpose auditorium, will be started soon and be completed by spring. It will seat 7,000 and is being built by private enterprise.

Toronto will have a new building in O'Keele Anditorium by late 1959. The site is being cleared now for the building projected by the O'Keefe Brewing Company.

At Cleveland, a two-story con-vention and exhibit hall, to cost about \$15,000,000 and to be located near the present Public Hall, has been proposed.

Miami Beach's new Exhibit Hall will nearly dwarf the adjacent Miami Beach Auditorium. Combined. the two units, managed by Claude Ritter, will have 173,000 square feet of exhibit space, and the new structure will seat 15,000 while the present one can accommodate

The new Sauta Monica, Calif., Auditorium is expected to be completed by next spring and John T. Webb has just been named man-

In Los Angeles, work has been under way on a huge sports arena, which is to seat 34,000 and which is to be under direction of the Los Angeles Coliseum commission.

Meanwhile, a much - discussed survey that recommeded building has been referred back to the group that made the study for reappraisal and the entire project the money market is more favor-

Albuquerque, N. M., opened a 31,000,000 Coliseum at the New Mexico State Fairgrounds and Albuquerque also opened its new Civie Auditorium, with C. W. Swan in charge of the 6,000-seater which attracted much attention in construction circles because of the

In Puerto Rico a new Colis

Port Huron, Mich., is planning WASHINGTON,

At San Francisco, bids have Maybee is director of the commis- been advertised for an arena, ice rink and other facilities that will At Pittsburgh the Public Audi- be part of the Olympic Games torium Authority has announced buildings. This phase will cost about \$3,000,000

> Also at San Francisco, the new Plaza Exhibit Hall, with 110,000 square feet of exhibit space, is being built underground and across a street from the present Civic Auditorium. They will be connected by ramps and escalators.

McAllen, Tex., is working on plans for a \$650,000 auditorium. Indianapolis has been working with the IAAM New Buildings Consulting Committee in its study of the advisability of building a large-capacity auditorium - arena under jurisdiction of a joint citycounty commission.

The proposed \$1,468,000 Memorial Area for Green Bay, Wis., is up for bids, with contracts expected to be awarded shortly. Meanwhile, the new open-air stadium for the Green Bay Packers is being opened and plans call for an extensive program at that time.

Bids are also being sought for the \$4,500,000 Convention Center at Las Vegas, Nev. Preliminary plans call for facilities to seat 8,000.

Portland, Ore., has an expositionrecreation commission which is active in planning its proposed coliseum, but immediate construction plans have been delayed.

Lincoln, Neb., has Pershing Memorial Auditorium in full operation. It seats 6,800 persons and it cost \$2,093,000.

Ellis Auditorium, Memphis, is completing an additional 43,000 square feet of exhibit space as part of a remodeling and expansion program. This is to be completed in late 1958.

The Moody Convention Center at Galveston, Tex. is in operation. Austin, Tex., will complete its \$3,000,000 Municipal Auditorium in the fall of 1958. It will have 3,000 to 4,500 seats and 35,000 square feet of exhibit space.

Frank Lloyd Wright is the architect for a \$4,000,000 auditorium to be at Madison, Wis.

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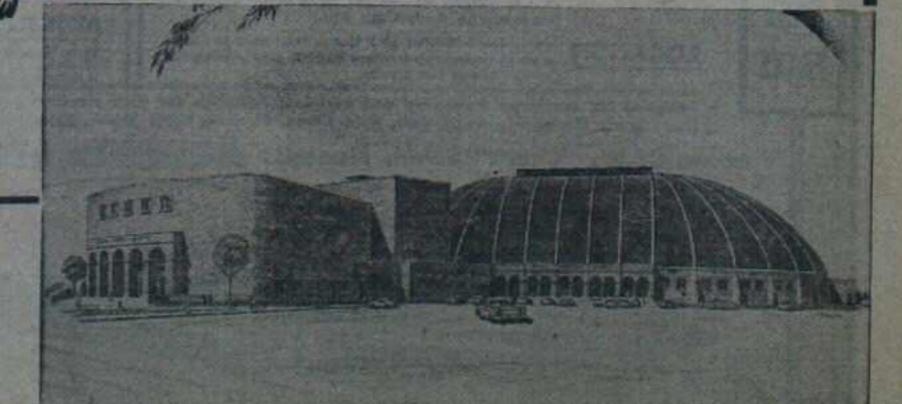
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ARENA

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

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

systems which lead into the fairgrounds.

EVENTS

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

DINING HALL

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

Contact ROY H. GUMTOW, Manager

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EX-SADLER'S

Royal Ballet **Booked Into** 18-City Route

NEW YORK - This year's North American visit of the Royal Ballet, formerly labeled the Sar- provements now being completed ler's Wells Ballet, will take it into and more planned for the future 18 cities charted thru the Sol the Cow Palace here is prepared Hurok agency. Dates in Toronto to handle the largest conventions and Montreal are in arenas which convert into auditorium interiors.

Itinerary is as follows: September 8-October 6, New York Metropolitan Opera House; 8-12, Boston Opera House; 14-19, Philadelphia Academy of Music (8 shows); 21-25, Washington, Capitol Theater (6 shows); 27-29, Cincin- persons to see 765 exhibits and nati Music Hall (3 shows); October 31-November 2, St. Louis, Kiel show has booked the Cow Palace Auditorium (5 shows).

November 4-6, Dallas, Fair Park Auditorium (3 shows); 8-10, Houston Music Hall (4 shows); Los Angeles, Shrine Auditorium (8 shows); 20-27, San Francisco, War Memorial Opera House (9 shows); 29-30, Seattle Civic Auditorium (3

December 11, 13, 14, Minneapolis, Northrup Memorial Auditorium (4 shows); December 16-January 5, Chicago, Civic Opera House (24 shows); 7-11, Detroit Auditorium (6 shows); 13-15, Toronto Maple Leaf Gardens (3 shows); 17-19. Cleveland Music Hall (4 shows); 21-24, Montreal Forum (4) shows).

November 25 in San Francisco or during 1958 cost \$200,000. December 23 and 30 in Chicago.

name upon receiving a royal char- cars, or up to 10,000 daily on a ter. Its billing includes both the come-and-go basis. Additional park-Royal and the Sadler's titles for ing areas will be added this fall this sedson.

St. Paul Pops

· Continued from page 8

Wednesday nights were light, Fur-

ní said. No other auditor um anywhere

carries our kind of program," said men from all over have asked me Route of 23 many questions about our pops concert, but no one to my knowledge has attempted anything like this. The pops keep our building this. The pops keep our building open. And after this year, we'll go for years. I'm sure, thanks to the many new patrons we interested in the series during 1957."

REMODELING

More Footage Now Available At Cow Palace

SAN FRANCISCO-With im. and trade shows and is stepping up its efforts to book them, Manager Nye Wilson said.

The building's 168,000 square feet of exhibit space was used in late August by the Western Electronics Show and Convention, which he said drew about 65,000 attend 48 technical sessions. The in 1959 and will use 208,000 square feet, Wilson reported.

By 1958 the refurbishing of additional building space will bring the building's total available space to 288,000 square feet. Wilson said he has been negotiating with four exhibit shows that might use the full 288,000 feet.

Improvements at the building include a redesigned lobby, office for show users, police office, It new ticket windows and a Fibreglas awning for the main entrance.

These additions bring to more than \$1,000,000 the amount paid for improvements to the Cow Palace since Wilson assumed management in 1951. Projects now under There will be no performances way are scheduled for completion

Parking facilities have been in-The organization changed its creased to provide spaces for 4,300 and in 1958.

> The Cow Palace is owned by the State and is operated by No. 1-A District Agricultural Associa-

'Ice Capades'

SYRACUSE-Here for a September 26-October 2 stand in the War Memorial Coliesum, the 18th Edition of "Ice Capades" previously played Madison Square Carden, New York, September 4-15, and the Auditorium, Buffalo, September 18-24.

Succeeding dates will take the show to the Arena, Philadelphia, October 4-16; Coliseum, Charlotte, N. C., 18-24; William Neal Beynolds Coliseum, Raleigh, 25-30; Arena, Cleveland, November 1-17; Forum, Montreal, 19-24; Maple Leaf Cardens, Toronto, 25-29; War Memorial Arena, Rochester, N. 1, 30-December 7: Coliseum, Springfield, Mass., 8-15; Boston Gardens, 27-January 12; Auditorium, Providence, R. I., 13-22; Arena, New Haven, Conn., 23-29; Uline Arena, Washington, 30 - February 12; Sports Arena, Hershey, Pa., 13-25; Olympia Stadium, Detroit, 27-March 16; Arena, St. Louis, 17-21; Ak - Sar - Ben Coliseum, Omaha, Neb., 25-30; Stadium, Chicago, April 5-13; Arena, Milwaukee, 14-20; Coliseum, Denver, 22-27, and Pan Pacific Auditorium, Los Angeles, 30-May 25.

Producers - Booking Offices - Spen-sors - Touring Legit - Television and Film-Road Shows. STARS & UNITS STAGESHOWS CORPORATION

ALBUQUEROUE CIVIC

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EASY

TO

TAKE

FACTS

SEATING CAPACITY

SIZE

Auditorium has 15,000 sq. ff. of exhibit space in the main arena alone, with an additional 6.300 se. ff. in The labby and 2,100 sq. ff, in the main meeting room, providing a total of 23,000 eq. ft. for trade exhibits, atc.

The arena area holds 6,500 seats, of which 5,700 are permanent, the remainder pertable. Additional meeting rooms of varying capacities (90 to 500 seets) are available, making the new auditorium highly adaptable for conventions and conferences of all types. All seating facilities are designed, using thester-type seats. for maximum comfort and sass.

LOCATION

Conveniently located on a 20 sers tract anly 16 blocks from the downtown business district. Sortly accessible by car, bus or taxi service.

PARKING

Area for over 1,000 sars adjacent to auditorium.

SOUND SYSTEM STAGE

DINING

Excellent acquatics and superter sound system for parfect listening. Auditorium is also equipped to handle remote telecasts and radio broadcasts.

Wark area of \$4'x64', portable stage equipment available. Ideally adapted for concerts, theatricats, etc. Complete catering service for banquets, offering axcel-

MISCELLANEOUS Completely air conditioned by refrigeration. 13 ft. high, enabling trucks to mave equipment onto reinforced concrete of areas. Door clearance to main looby area is 10 ft. high, 10 ft, wide to accommodate auto shows. Portable projector furnished for lactures, atc.

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Telephone 2-3575 CONTACT C. W. "Chuck" Swan, Manager ALBUQUERQUE CIVIC AUDITORIUM



MONEY-MAKER

Shows, Sports and Pops ords for ice shows in Milwaukee in 1957, will return January 14-16. Booked at Milwaukee

MILWAUKEE-Bookings for fall , Votapek and Jesus Maria Sanroma, bifildings are heading into another tone Robert Merrill. profitable season.

from orchestra concerts to wresming from fall thru the spring

Locally sponsored activities, such as the Milwaukee Pops Orchestra concerts, wrestling matches and Marquette University basketball games will provide a healthy share of the bookings.

The Pops Concerts, originated champagne, beer or soft drinks ter wrestling cards. while enjoying the concerts. Line-Ralph Hermann, Alfredo Antonini, eight opponents.

and winter reported by Elmer violinist David Montagu, sopranos annual stop here on February Krahn, manager of the Milwaukee Christina Cardillo and Elaine Mal-Anditorium-Arena, indicate that the bin, tenor Josef Traxel, and bari-

. The "Holiday Folk Fair," spon-A long list of events, ranging sored by the local International In- It is rated as one of the top indoor lowed the next day by an appeartling, will keep both the Auditori. crowds each year to the Audito- evitably is a sellout for its sponsors. show. um and the huge arena busily hum- rium-Arena. This year it will run November 23-24 and feature hundreds of exhibits of food, pageantry

> moter Ray Mitchell is the world March 22-30. touring Black Watch band of London which will appear in the Arena on October 25.

Beer City wrestling promoter las season, open the 1957-58 sea- John Heim makes profitable use of son November 14. The Auditori- the Auditorium-Arena and consistum's Bruce Hall is arranged with ently draws turnaway crowds with For 1st 9 Months gaily set tables of red and white his parade of behemoth, midget checkered table cloths where mu- and lady wrestlers. He has three sie lovers can indulge in fine wines, major dates inked for fall and win-

Marquette University, playing a up of internationally renowned heavy schedule of home basketball nine months covering its first seamitists scheduled to perform with games, annually conducts all of its the Milwaukee Pops this year in- home tilts in the spacious Milwauondes conductors Arthur Fiedler, kee Arena. This year it will meet

will perform in the Milwaukee Arena in 1958. "Holiday on Ice," A newcomer, never before seen in Milwaukee, is "Ice Capades of 1958," scheduled for the Arena April 14-20.

The Shrine Circus will make its 17-23.

nal Indoor Frack Meet on March 1.

Rounding out the 1958 winter

Ford Auditorium Reports Finances

DETROIT -- The municipally. Auditorium grossed \$62,696 in the son of operation, according to Weld S. Maybee, director of the Civic Center Commission.

31ST SEASON

· 2 Globetrotter Units To Tour; Open Oct. 19

CHICAGO - Abe Saperstein's, The team at New York next Square Garden, New York, fol- Leon Hillard as star dribbler. stitute of Milwaukee, hared huge track events of the year, and in- ance on the Steve Allen television

wankee Auto Show, February 6- this year, where last season there Gipson. and music from countries all over 16; the Milwaukee Home Show, were three. An additional unit is March 8-16, and the fabulous Mil- now in South America and will Expected to do business for pro- wankee Sentinel Sports Show, return via Mexico about November 1. At that time it will be decided whether to book it for dates around floor. the States.

> area, the auditorium was far from nearly \$50,000. Advance bookings.

renowned Harlem Globetrotters month will be the Eastern unit, A major spring attraction once will kick off their 31st consecutive with Meadowlark Lemen as the again will be The Milwaukee Jour- season October 19 at Madison top-billed court comedian, and

Western unit will open about November 1 in the Chicago area with a string of annual charity The organization will field two stands. Featured with it will be spectator events will be the Mil- units of the basketball whizzes Bob (Showboat) Hall and J. C.

> Pending now are plans for a special appearance at Chicago Stadium on January 3, with the Eastern unit on the basketball

Each unit is planning to carry eight circus or vaude acts. Three ing two years ahead, plus the still will be used before each game and unfinished state of construction five will appear at half-times. They in the surrounding Civic Center will include Benny Scheilinger, batons; Roland Johanson, fingerstand; Lilly Yogoi, bikes; Monacapacity use during the first year. hans, Risley; Dick Albershardt, owned Henry and Edsel Ford Operating expenses were reported trampoline; Boy Foy, unicycle, and as \$111,153, with a net deficit of Ursua and Gus, jugglers, on the Eastern unit. The Western will have Ferrias Trio, acrobatics; Mike for the 1957-'58 season total nearly Pickering, juggling; Carl Flynn, \$70,000, and it is expected the finger stand: Jaques Cardon, total revenue will double this year cycles, and Alababa, magic. Other

Alexander Smallens; pianists Ralph Two of the leading ice shows With many organizations book- during the season. acts are to be added. . AN EYE TO GREATER EARNINGS during the 1957-1958 season THE NEW, MODERN MINOT MUNICIPAL AUDITORIUM

CAPACITY:

For Basketball-6,500 For Stage Shows-4,300-6,500 For Concerts-4,300-6,500 Conference Rooms holding 50 to 500

ADAPTABILITY:

Any Type Show Complete Stage Equipment Stage Size-56 ft. x 32 ft.

NEWLY COMPLETED MILITARY INSTALLATION

Is bringing in thousands of military personnel and their families, all of which will be entertainment hungry-Minot's attendance bonus for your event.

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RECORD OF SUCCESSES:

North Dakota Championship Indoor Rodeo-Grand Ole Opry-Wrestling and Boxing-Ice Shows-Convention Center of North Dakota Trade Shows-Auto Show - Exposition - Home of State Basketball Tournaments.

Contact CHARLES STENERSEN, Mgr.

MINOT, NORTH DAKOTA

Phone 52-141

Alabama

Municipal Anditorium, Birmingham MANAGER: Fred McCallum, PERMA-NENT SEATS: 2,920, plus 2,180 portable BESTS: ARENA FLOOR: 100 by 150 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 20,000 sq. ft. CONCES-SIONS LESSEE: J. R. Dickson. ICE SHOW: "Holiday on Ice." MEMBER: IAAM. Remodeling under way to add exhibit half, air conditioning, new sears, new lights, new stage, dressing rooms.

City Auditorium, Gadaden MANAGER: H. Lee Smith PERMA-NENT SEATS: 700, plus 1,200 portable seats. ARENA FLOOR: 100 by 80 feet. EXHIBIT SPACE: 8,000 sq. ft. CONCES-SIONS LESSEE and LOCAL PROMOTER: H. Lee Smith.

Fort Whiting Auditorium, Mobile MANAGER: Lt. Col. C. H. Jones. PORT-ABLE SEATS: 2,800, ARENA FLOOR: 100 by 125 feet, PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 12,500 aq. IL CONCESSIONS LESSEE: Alabama National Guard.

State Colliseum, Montgomery MANAGER: Tom C. Reid, PERMA-NENT SEATS: 8,528 plus 4,300 portable seats. ARENA FLOOR: 130 by 260 feet. CONCESSIONS LEASED, ICE SHOW: "Holiday on Ice." MEMBER: IAAM.

Arizona

Phoenix Collseum, Phoenix MANAGER: Weldon Girard, EXHIBIT SPACE: 26,000 sq. ft.

Arkansas

War Memorial Bailding, Blytherille. MANAGER: James Nierstheimer. PER-MANENT SEATS: 2,000, plus 500 portable scats. ARENA FLOOR: 60 by 60 feet. EXHIBIT SPACE: 3,600 sq. ft. CONCES-SIONS LESSEE: American Legion. LO. Air-conditioned.

Razorback Field House, Fayetteville University of Arkansas, Permanent seats,

Municipal Auditorium, Texarkana PERMANENT SEATS: 600, plus 300

Boy's Club, Hot Springs MANAGER: Ira Lollis, PERMANENT SEATS: 2,000, plus 1,200 portable seats. NENT THEATER-TYPE STAGE EXHIB Capades," "Ice Follies," EXPOSITIONS: IT SPACE: 3,000 sq. ft. Burton Coliseum, Little Rock

MANAGER: Clyde Byrd, PERMANENT SEATS: 6.500, plus 3,000 portable seats. Home, Farniture, Rodeo, etc.

Robinson Memorial Auditorium, Little Rock sq (L LOCAL PROMOTER: John Moss. NENT SEATS: 2.986 ARENA FLOOR 123 by 106 feet PERMANENT THEATER Eshibit Hall air conditioned.

PEOPLE IS YOURS.

in Miami's

Auditorium-Arena Directory

California

Municipal Auditorium, Santa Monica MANAGER: John T. Webb, PERMA-NENT SEATS: 3,700. Under communiction. Voteran's Memorial Auditorium, Culter City MANAGER: Arthur J. Lund. PERMA-NENT SEATS: 1,100. ARENA FLOOR 100 by 75 feet PERMANENT THEATER-TYPE STAGE MEMBER: LAAM. Air-conditioned.

Municipal Auditorium, Eureka

MANAGER: Ralph M. Goldsmith PER-MANENT SEATS: 1,700. ARENA FLOOR. 70 by 100 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE 10,000 sq. ft. CONCESSIONS LEASED. EXPO-SITIONS: Appliance Show, Auto Show.

Memorial Auditorium, Fresno

MANAGER: Gordon L. Hewson, PER-MANENT SEATS: 3,000, ARENA FLOOR: 100 by 140 feet, PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 14,000 84. R. CONCESSIONS LEASED, LOCAL PROMOTERS: Al Dermer, Chus. Sullivan, James Rankin, Letha Marsh. CIRCUS: Polack. MEMBER: IAAM.

Civic Auditorium, Glendale NENT SEATS: 2,000, ARENA FLOOR: 90 by 150 feet PERMANENT THEATER TYPE STAGE EXHIBIT SPACE: 26,800 eq. ft. CONCESSIONS: By building.

Municipal Auditorium, Long Beach MANAGER: WIR P. Hanssen, PERMA-NENT SEATS: 2,006, plus 2,102 portable seats to Convention Hall, ARENA FLOOR: 250 by 100 feet PERMANENT THEATER-CAL PROMOTER: James Nierstheimer. 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." MARKS: Operate a 12,500-seat Municipal Stadium in conjunction.

Pan Pacific Auditorium, Los Angeles MANAGER: Charles E. Cord. PERMA-Auto, Home, Sports. MEMBER: IAAM, AMA.

S'rine Civic Auditorium, Lox Angeles MANAGER: W. L. McMeekin, PERMA-ARENA FLOOR: 120 by 240 fest. EXHIB- NENT SEATS: 6,700 ARENA FLOOR: IT SPACE: 26,000 sq. ft. EXPOSITIONS: 130 by 250 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACES 96,000 MANAGER: A. W. Harville, PERMA- CIRCUS: Polack Bros. MEMBER: IAAM. Pasadena Civie Auditorium, Pasadena

TYPE STAGE. EXHIBIT SPACE: 15,000 NENT SEATS: 2,972 ARENA FLOUR: MOVABLE THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 17,000 14. aq ft. MEMBER: JAAM. Minie Hall and 109 by 156 feet PERMANENT THEATER- EXHIBIT SPACE: 25,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: TYPE STAGE: EXHIBIT SPACE: 15,000 SIONS LESSEE: California Sportservice, "Capadea." CIRCUS: Hamid-Morton, EX-

A BUMPER CROP OF ENTERTAINMENT HUNGRY

DADE COUNTY

AUDITORIUM

MIAMI, FLORIDA

144. IL CONCESSIONS LESSEE: City. EX- | Inc. VARIOUS LOCAL PROMOTERS POSITIONS: Home, Auto, Ceramic, An. CIRCUS Polack Bros. EXPOSITIONS: tique, MEMBER: LAAM.

Momorial Auditorium, Sacramento MANAGER: Richard Tolley. PERMA-NENT SEATS: 4,444 MEMBER: IAAM.

Swing Auditorium, San Bernardino MANAGER: H. H. Bailey. PERMA-NENT SEATS: 10,000. ARENA FLOOR. 180 by 80 feet. PERMANENT THEATER TYPE STAGE CONCESSIONS: By buildng National Orange Show, Roller Derby. MEMBER: AMA and WFA.

Com Palace, San Francisco MANAGER: Nye Wilson PERMANENT SEATS: 10,960, plus 5,874 portable seats. PROMOTERS: James Cozenza, Chas. Joseph. ARENA FLOOR: 142 by 229 feet. PORT- EXPOSITIONS: Home, Auto. MEMBER: ABLE THEATER-TYPE STAGE. EXHIBIT LAAM. REMARKS: Tilting floor, remov-SPACE: 298,006 sq. ft. CONCESSIONS LESSEE: Duchess, Inc. ICE SHOW: None regularly. CIRCUS: Ringling Bros. and Barnum & Bailey. EXPOSITIONS: Auto, Sports, stc. CONVENTIONS: Republican, Lions, etc. MEMBER: IAAM.

Civic Auditorium, San Francisco MANAGER: James T. Graham. PER-MANENT SEATS: 4,500, plus 4,400 portable scats. ARENA FLOOR: 187 by 200 MANAGER: Donald Baurrette. PERMA- feet. EXHIBIT SPACE: 90,000 sq. ft. CONCESSIONS LEASED. MEMBER: IAAM. New Plaza Exhibit Hall to be completed in February, 1958, with 110,000 sq. il. cabibit space.

> Civic Auditorium, San Jose MANAGER: Francis F. Henry, PER-MANENT SEATS: 2,000, plus 1,330 portable scats. ARENA FLOOR: 80 by 116 test. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. CIR-CUS: Polack EXPOSITION: Home MEM-BER: IAAM. \$450,000 improvement program under way.

state ARENA FLOOR: 64 by 100 feet. PERMANENT THEATER-TYPE STAGE. NENT SEATS: 6,500. ARENA FLOOR: EXHIBIT SPACE: 825 80. ft. CONCES-250 by 400 feet, ICE RINK. CONCES- SIONS LEASEE: Mrs. Lois Petersen, LO-ARENA FLOOR: 70 by 112 feet PERMA. SIONS: By building, ICE SHOW: "Ice CAL PROMOTER: Dave Lewis, CIRCUS.

> NENT SEATS: 2,016, plus 1,614 portable EXPOSITIONS: Home, Antique, Bont, seats, ARENA FLOOR: 114 by 100, PER-Trailer, Do-H-Vourself, Business, MEM-MANENT THEATER-TYPE STAGE: 48 BER: IAAM, AMA.
>
> by 30, EXHIBIT SPACE: 15,300 sq. ft. CIRCUS: Poinck.

Oakland Municipal Auditorium, Oakland MANAGER: L. C. Lurddeke. PERMA-NENT SEATS: 3,800, plus 2,830 portable NENT SEATS: 5,500, plus 3,000 portable MANAGER: Edward J. Allen. PERMA- seats. ARENA FLOOR: 84 by 213 feet. seats. ARENA FLOOR: 195 by 87 feet.

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

Richmond Memorial Auditorium, Richmond MANAGER: B. W. Richardson, PERMA-NENT SEATS: 2,224, plus 1,544 portable seats. ARENA PLOOR: 87 by 122 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 16,614 sq. ft. CONCES-SIONS LESSEE: Dyer Enterprises. LOCAL abis section of stage floor.

Colorado

City Auditorium, Colorado Springs MANAGER: Ted Conklin. PERMA-NENT SEATS: 3,000. ARENA PLOOR: 111 by 70 feet, PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS: By building. CIR-CUS: Gil Gray-Shrine.

Denver Coliseum, Denver MANAGEM: Michael Livora, PERMA-NENT SEATS: 10,000, ARENA FLOOR: 232 by 112 feet, PERMANENT THEATER-TYPE STAGE. ICE RINK, CONCES-SIONS LEASED, ICE SHOW; "Ice Fol- STAGE, EXHIBIT SPACE: \$,000 ag. ft lies," "Ice Capades." CIRCUS: Polack CONCESSIONS: By building, EXPOSITION: Home, MEMBER: LAAM, AMA

Connecticut

Bushaell Memorial Auditorium, Hartford MANAGER: W. H. Mortessen, PERMA- 000, PERMANENT THEATER-TYP NENT SEATS: 3,277, PERMANENT THE STAGE, ICE BINK, CONCESSION Duty Brothers. MEMBER: IAAM, RE- Santa Cruz Civic Auditorium, Santa Cruz ATER-TYPE STAGE. CONCESSIONS: By MANAGER: H. R. Judah. PERMA- building ICE SHOW: "Ice Vogues." MEM-NENT SEATS: 1,160, plus 900 portable BER: National Association of Concert

The New Haren Arena, New Haven MANAGER: Nathan Podoloff, PERMA-NENT SEATS: 4,000, plus 2,400 portable CESSIONS: By building, EXPOSITIONS seats. ARENA FLOOR: 80 by 200 feet. Industrial Expositions, Rodeo, International ICE RINK, EXHIBIT SPACE: 14,000 sq. Livestock Exposition, Ice Shows, Real Memorial Anditorium, Stockton ft. LOCAL PROMOTER: The Arena Co. Sales, Sports. MEMBER: IAAM, Ale-con MANAGER: Claud Russell, PERMA- ICE SHOW: "Ice Follies," "Ice Capades." ditioned. TV Countal Cables.

District of Columbia Uline Auditorium, Washington

MANAGER: Paul B. Rothgeb. PERMA-POSITIONS: Food, etc. MEMBER: IAAM,

National Guard Armory, Washington MANAGER: A. J. Bergman, PERMA-NENT SEATS: 3,234, plus 2,076 portable SERIES. EXHIBIT SPACE: 140,000 sq. ft. EXPOSITIONS: Home, Auto, Flower, Dog. Sports, MEAIBER: LAAM,

Florida

Peabody Auditorius, Daytona Reach MANAGER: Henry DeVerser, PERMA-NENT SEATS, 2360. PERMANENT THE-ATER-TYPE STAGE EXHIBIT SPACES 12,000 sq. ft. LOCAL PROMOTER: Heary DeVernet. ICE SHOW: "Ice Vogues." EX-POSITIONS: Home, Auto, etc. MEMBER: IAAM, National Concert Managers Asso-

War Memorial Auditorium, Fort Lauderdale MANAGER: W. J. Eastman, PERMA-NENT SEATS: 2,472 PERMANENT THE-ATER-TYPE & TAGE EXPOSITION: Home Show.

National Guard Armory, Jacksonvilla MANAGER: G. H. Poppell. PERMA-NENT SEATS: 2,700. ARENA FLOOR: \$2 by 138 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Home, Builders.

Miami Beach Auditorium, Miami Beach MANAGER: Claude D. Ritter, PERMA-NENT SEATS: 1,534. ARENA FLOOR: 100 by 132 feet PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 25,000 14. IL CONCESSIONS LEASED, EXPO-SITIONS: Home Air-conditioned, MEM-BER: IAAM, Additional exhibition half of 195,000 sq. ft. under construction.

THEATER-TYPE STAGE MEMBER-

Dinner Key Exposition Building MANAGER: Walter Clewls. PORTABLE SEATING: 12,000. EXHIBIT SPACE: 96,000 ML PL MEMBER: IAAM.

Municipal Auditorium, Pensacola MANAGER: Watter E. Wicks. PERMA-NENT SEATS: 578, plus 2,236 temporary, EXHIBIT SPACE: 14,190 sq ft. LOCAL PROMOTERS: J. G. Whitfield, Dr. N. S. Rubio, Geps Trader, MEMBER: IAAM.

Municipal Auditorium, Sarasota MANAGER: Mason Baldwin, PERMA NENT SEATS: 400, plus 1,300 portable seats. ARENA FLOOR: 93 by 96 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 93 by 98 sq. ft. CON-CESSIONS: Open. EXPOSITIONS: Home Builders, Merchants Home Show, Auto Show, Flower Show, Boat and Sport Show. MEMBER: IAAM, Air conditioned,

Fort Resterly Armory, Tampa MANAGER: Edward V. Chance. PER MANENT SEATS: 1,800, plus 3,200 portable seats. ARENA PLOOR: 120 by 220 fost EXHIBIT SPACE: 32,000 sq. ft. CON-CESSIONS LESSEE: Edgar E. Levine. LOCAL PROMOTER: E. V. Chassee. ICE SHOW: "Holiday on Ion." EXPOSITIONS: Home Show, MEMBER: LAAM.

Georgia

City Auditorium-Mills Stadium, Albany MANAGER: C. C. Burnett, AUDI-FORIUM SEATS: 1,450, plus 6,500 stadium seats, PERMANENT THEATER-TYPE STAGE CONCESSIONS LEASED.

Manielpat Auditorium, Atlanta MANAGER: H. H. Nichronges, PERMA-NENT SEATS: 3,000, ARENA FLOOR: 95 by 140 feet PERMANENT THEATER. TYPE STAGE EXHIBIT SPACE: 37.500 Read LOCAL PROMOTERS: Nume ICE SHOW: "Holiday on Ice." CIRCUS Potack Bros., Shrine. EXPOSITIONS: Sports & Vacation Show, Home Show, 13 Trade Shows annually. MEMBER: IAAM, Wrestling is tops. All Night Gospel Sings.

Rell Memorial Auditorium, Augusta MANAGER: J. D. Bedinglield, MPM BER: LAAM.

Municipal Auditorium, Macus MANAGER: Harry Willis St. PERMA NENT SEATS: 1,080, plus 2,000 portable seats. ARENA FLOOR: 63 by 100 feet PERMANENT THEATER-TYPE STAGE PROMOTER: V. E. King. ICE SHOW-"Ice Vogues." CIRCUS: Shrine. EXPOSI TIONS: Home Shows.

Municipal Auditorium, Savanuale MANAGER: Sol Passink, MEMBER IAAM.

Idaho

Junior College Auditorium, Coeur d'Alen

PERMANENT SEATS: 1,800, pins 2,200 portable seats. ARENA FLOOR: 114 b 70 feet. PERMANENT THEATER TYPE Illinois

Chicago Stadium, Chicago MANAGER: Arthur Wittz. SEATS: 20 LESSEE: Sportservice, Inc. ICE SHOWS "Capades," "Follies."

International Amplificator, Chicago MANAGER: M. E. Thayer, SEATS 13,500. ARENA FLOOR: 123 by 218 fee EXHIBIT SPACE: 528,000 sq. ft. CON

Collseum, Chicago

MANAGER: Kenneth Watson. PERMA NENT SEATS: 8,000, ARENA FLOOR 480 by 170. CE RINK, EXHIBIT SPACE 90,000 sq. ft. CONCESSIONS: Sportmen ice. Sports.

Quincy College Memorial Generation, Quincy. MANAGER: L. E. Shaw, SEATING

2,800 to 4,500.

MANAGER: George F. Hirst. PERMANENT THE ATER-TYPE STAGE. MANAGER: John T. Mintley, EXHIBI

SPACE: 350,000 up. ft. Wharton Fleid House, Mollar MANAGER: C. W. Holmgren, PERMA

NENT SEATS: 6,000. Shrine Mosque, Peorla MANAGER: Leguard B. Potter, PERMA

NENT SEATS: 1,828, STAGE FLOOR 73 by 45 feet PERMANENT THEATER TYPE STAGE, EXHIBIT SPACE: 2,20 eq. ft. LOCAL PROMOTERS: Best Potte Edelstein, Ill.; L. C. Worley and Allen I Cannon. EXPOSITIONS: Appliances an Auto Supplies. Unusually large stage to any type of show, Concerts, Artist's series Symphonies and Stapeshown.

MANAGER: Robert F. Millet. PERMA NENT SEATS: 1,600, plus 1,400 portabl SCALE ARENA FLOOR: 90 by 95 feet.

Indiana

Indiana University Auditorium, Bioomiagie MANAGER: L. L. Davis. SEAT 3.788. PERMANENT THEATER-TYP STAGE CONCESSIONS: By building LC CAL PROMOTER: H. W. Jordan, MEN BER: National Association Concert Man gers. Air-conditioned.

Coliscum, Evanyville PERMANENT SEATS: 1,200, plus 1,10 portable bests, PERMANENT THEATER TYPE STAGE, CIRCUS: Shrice, Firemen

Allen County Memorial Coliseum,

Dade County Auditoriom, Miami
MANAGER: Den Myers, PERMANEN
SEATS: 7,200, plus 2,800 portable seat
NENT SEATS: 2,300, PERMANENT
THEATER TYPE IT SPACE: 50,000 to IL CONCESSION PROMOTER: Zallner Promotions Co. LOCA PROMOTER: Zallner Promotions, For Wayne Enterprises, etc. ICE SHOW: "Hos day on Ice." CIRCUS: Shrine-Polack Bird EXPOSITIONS: House Show, Sport Show Auto Show, MEMBER: JAAM.

PERMANENT SEATS: 4,000, plus 3,00 portable seats. ARENA FLOOR: 140 b

CIRCUS: Polack Muller University Field House, Indianapole
MANAGER: P. D. Henkle. PERMANENT SEATS: 9,000, plus 6,000 portain
seats. ARENA FLOOR: 250 by 125 for
CONCESSIONS: By building.

MANAGER: Melvin T. Ross, PERM

NENT SEATS: A.839 plus 3,000 portate CONCESSIONS: By building, ICE SHOW "Holiday on Ice." CIRCUS: Polaca-Sarine EXPOSITIONS: Sports, etc. MEMBER IAAM. Retained by Indiana State Fai May to October.

Adams H. S. Audlforfum, South Read MANAGER: Rossell Rothermel. PER MANENT SEATS: 2,000, phin 1,000 por able state. ARENA FLOOR: 25 by 2 ecc. CIRCUS: Shri

Permanent Theatre Type Seating 2,501

- · Air Conditioned and Heated
- Proscenium 60 ft. wide with 46 ft. depth
- 30 Ft. Revolving Stage
- 65 Sets of Lines
- Orchestra Elevator Seating 60
- Electronic Switchboard
- Push-Button Control of Stage Facilities
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RALPH GILMAN, Manager 2901 West Flagler Street

MANAGER: Paul E. Padgett. PERMA-MINT SEATS: 2.500, plus 3,500 tempo-cary. Circus. Ice Shows. MEMBER: IAAM.

lowa

Memorial Anditorium, Barlington MANAGER: B. L. Wyborny, PERMA-NENT SEATS: 2,600 MEMBER: IAAM.

MANAGER: Barney McPartland, PER-MANENT SEATS: 1,200 plus 1,900 portable FERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 2,200 sq. ft. ICE SHOW:
"Vegues." CIRCUS: AFL: EXPOSITIONS: Home, Sport, Auto.

Masonic Auditorium, Davenport MANAGER: A. D. Peirce. SEATS: 2700. PERMANENT THEATER - TYPE STAGE EXHIBIT SPACE- 20,000 sq. ft. EXPOSITIONS: Home, Auto, Antique.

ERNT Theater, Des Moines MA. AGER: Henry J. Wiemann. SEATS: 4.119. PERMANENT THEATER TYPE STAGE CONCESSIONS LEASED. MEM-BER: IAAM.

Veteranz Memorial Auditorium, Des Molnes MANAGER: Horace S. Strong, PERMA-NENT SEATS: 7.262, plus 8,000 portable. ICE RINK. EXHIBIT SPACE: 46,000 sq ft. ICE SHOW: "Holiday." MEMBER: IAAM.

Ottumwa Collecum, Ottumwa PERMANENT THEATER-TYPE STAGE SPACE: 34,400 sq. ft.

Municipal Auditorium, Slaux City MANAGER: Robert D. Hinchman, PER-MANENT SEATS: 2,600, plus 1,900 port- ft. ICE RINK CONCESSIONS LEASED able seats. ARENA FLOOR: 84 by 180 feet PERMANENT THEATER-TYPE STAGE ICE RINK, EXHIBIT SPACE: 17,000 at it CONCESSIONS LEASED ICE SHOW: "Holiday on Ice." CIRCUS: Shrine EXPOSITIONS: Home, Gladiola. Air-conditioned Rail Sidetrack, MEMBER: IAAM.

MANAGER: Nicholas George PERMA-NENT SEATS: 7,469, plus 500 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 20,000 sq ft. CON-CESSIONS: By building ICE SHOW: "Vogues." CIRCUS: Gil Gray. EXPOSI-TIONS: Home, Sport. MEMBER: IAAM.

Kansas

Coffeyville Memorial Auditorium, Cofferville

MANAGER: George A. Hayden. PER-MANENT SEATS: 1,992, plus 150 portable seats. ARENA FLOOR: 75 by 50 feet. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: Approx. 400 sq. ft. CONCESSIONS: By Memorial Auditorium. LOCAL PROMOTER: CHill Perkins, EX-POSITIONS: Boy Scout, Groceties.

Municipal Auditorium, Dodge City MANAGER: Ray H. Smith. PERMA-NENT SEATS: 1,222, ARENA FLOOR-75 by 150 feel PERMANENT THEATER-TYPE STAGE CONCESSIONS LEASED

Municipal Auditorium, Topeka MANAGER: Roy G. Saunder. PERMANENT SEATS: 4,200 ARENA FLOOR:
100 by 130 feet. PERMANENT THEATERTYPE STAGE EXHIBIT SPACE: 13,000
IS IL CONCESSIONS LEASED. CIRCUS:
Clyde Bros. MEMBER: IAAM.

Forum, Wichita MANAGER C A Johnson PERMA-NENT SEATS: 3,940. ARENA FLOOR 80 by 135 lest PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 112,915 se it concessions: By building, LO-CAL PROMOTERS: Mary Floto, Harry Pethles ICE SHOW: "Hotlesy," CIRCUS: Police, Shrine, EXPOSITIONS: Home, Dog, AUTO MEMBER: LAAM

Sports Arena and Convention Hall, Hatchlason

MANAGER: Paul W. Neif. SEATING: Sports Archa has 4,050 permanent and 7,000 temporary scats; Convention Hall tests. ARENA FLOOR: 138 by 160 and MEMBER: LAAM.

Kentucky

Memorial Gymnasium, Rusurd MANAGER: James Caudill PERMA-NENT SEATS: 2,700, ARENA FLOOR: 100 by 60 test EXHIBIT SPACE: 10,000

The Armory, Louisville MANAGER: Charles P. Gravise. ICE BROW: "Holiday." EXPOSITIONS: Home,

Remarky Coliseum and Exposition Center, Louisville

MANAGER: Clyde Reeves. PERMA-NENT SEATING: 14,532, plus 2,040 port-able sexts in Collectum; 21,209 seats in studium. ARENA-FLOOR: 116 by 290. EXHIBIT SPACE: 407,900 aq: ft. ICE HINK. Meeting rooms and dining rooms. MEMBER: IAAM.

Louisiana

MANAGER: Birt C. Logan, PERMA-NENT SEATS: 2,600, phis 2,600 portable scala ARENA FLOOR: 220 by 110 feet.

ICE SHOW: "Houday on Ice." CIRCUS: Tourell, Automobile Presues, MEMBER:

Municipal Auditorium, Shrevepori
MANAGER: E. P. Alison, PERMANENT SEATS: 3,740, plus portable seats.
ARENA FLOOR: 76 by 90 ft. PERMA-NENT THEATER-TYPE STAGE CON-CESSIONS LESSEE: American Legion. LOCAL PROMOTER: A. C. Goldberg. Jetome Cararas. MEMBER: IAAM.

> State Fair Hirsch Youth Center, Shreveport

MANAGER: Joseph Monsour. PERMA-NENT SEATING: 9,000, plus portable seats. ARENA FLOOR: 240 by 120. ICE SHOW: "Holiday." CIRCUS: Clyde Bros. RODEO. MEMBER: IAAM.

Maine

Municipal Auditorium, Bancor MANAGER: Paul V. Brown, PERMA-NENT SEATS: 7,000. ICE RINK. EX-HIBIT SPACE: 15,000 sq. ft. ICE SHOWS: "Holiday," "Capades." MEMBER: JAAM.

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." CIR-COS: Ringling-Barnum, MEMBER: JAAM, AMA

North Shore Sports Center, Lynn MANAGERS: Patrick J. Goggin Jr., John MANAGER: E. M. Pennington, PERMA- Knight, PERMANENT SEATS: 2,500, plus NENT SEATS: 688, plus 1,284 portable 1,500 portable seats. ARENA FLOOR: 80 by 120 feet. 82 by 190 ft. ICB RINK EXHIBIT

> Coliseum, Springfield PERMANENT SEATS: 6,000, plus portable seats. ARENA FLOOR: 115 by 200

Memorial Auditorium, Worcester MANAGER: F G Kropoft PERMA NENT SEATS, 3,446, plus portable seats ARENA FLOOR: 157 by 116 ft. PER MANENT THEATER-TYPE STAGE EX HIBIT SPACE: 28,000 sq. ft. EXPOST TIONS: Home.

Michigan

Masonic Temple Auditorium, Detroit MANAGER: C W Van Lopik SEATS 5,000, plus 1,600. PERMANENT THEA TER-TYPE STAGE, EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS: By building MEMBER: LAAM

IMA Auditorium, Flint MANAGER: Paul Rewey PERMA NENT SEATS: 3,700, plus 2,300 portable seats. ARENA FLOOR: 90 by 165 ft. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 30,000 sq ft CONCES SIONS: By building CIRCUS: Polack EXPOSITIONS: Home, Sports. MEMBER-

Civic Auditorium, Grand Rapids MANAGER: Fred J Bun Jr SEAIS: 5,000 ARENA FLOOR: 150 by 110 ft. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 66,500 sq ft. CON-CESSIONS LEASED LOCAL PROMOT ERS: David Nederlander, Harry Zelzer CIRCUS Shrine EXPOSITIONS Home Sports, Auto, Air-conditioned, MEMBER

Civic Center, Holland

MANAGER: Parl P Price. SEATS:
2,244, plus portable seats ARENA FLOOR:
104 by 90 ft. PERMANENT THEATER TYPE STAGE EXHIUT SPACE 11,000 ng It CONCESSIONS By bullding.

Lansing Civic Center, Lansing

MANAGER: Charles A. Zi was PER-MANENT SEATS: 6,100. EXHIBIT SPACE: 50,000 sq. ft. ARENA FLOOR: 200_by 100. PERMANENT THEATER-TYPE STAGE, CIRCUS: Polack, MEM-BER: IAAM.

Saginaw Auditorium, Saginaw PERMANENT SEATS: 2,750. ARENA FLOOR: 13 by 75 ft CONCESSIONS: By building. CIRCUS: Davenport-Shrine.

Henry & Edsel Ford Auditorium Detroit

MANAGER: Weld S. Maybee, PERMA MENT SEATS: 2,920, THEATER-TYPE STAGE Social room, 7,500 sq. ft., plus type STAGE CONCESSIONS: Hooper kitchen. CONVENTION-EXHIBIT HALL Concessions, PROMOTIONS: Hamilton At- is under construction adjacent to the auditractions. EXPOSITIONS: Home, Auto, forium and will have 10,000 permanent seats, 4,000 temporary seats, plus 400,000 square feet of exhibit space. MEMHER: IAAM.

Minnesota

Hippodrame, Ereieth MANAGER: Frank Urbins PERMA-NENT 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: (To be named.) 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, Hibbling MANAGER: John G Saylor, FERMA NENT SEATS: 5,000, plus 500 portable seats ARENA FLOOR: 100 by 200 feet EXHIBIT SPACE: 20,000 sq ft CONCES SIONS LESSEE: Veterant CIRCUS: Shriners, EXPOSITIONS: Sport, Home.

Manicipal Auditorium, New Origans

Manicipal Auditorium, Mew Origans

Manager: Ray Schenering. PerManent Shaff, 3,000, email hall; 5,000, flus 3,824 portable cents Arena Floor:

Manent Shaff, 3,000, email hall; 5,000, flus by 210 feet Permanent Theater, floor: hall: may be combined. Arena Floor: Type Stage, exhibit space: 80,000 floor. Permanent Type Stage, exhibit space: 80,000 fluor and Melvin Dahl Permanent Shaff. Shaff for the plus 3,824 portable cents Arena Floor: Type Stage, exhibit space: 80,000 floor. Type Stage. 100 floor. Type Stage. Exhibit space: 80,000 floor. Type Stage. 100 floor. Type Stage. Exhibit space: 80,000 floor. Type Stage. 100 floor. Type Stage. Exhibit space: 80,000 floor. Type Stage. 100 floor. 100 f Show, Auto Show, MEMBER: IAAM,

Anditorium, St. Pani MANAGER: Edward A. Furni. SEATS 15,000, ARENA FLOOR: 100 by 200 ft.

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Air Force Association American Dental Association American Supply & Machinery Manufacturers'

Assn., Inc. International Exposition Company, Inc. National Association of Corrosion Engineers National Association of Electrical Distributors

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Department of Economic Affairs, of the Province of Alberta Government

J. E. Plawes, Director

Phone 392776

Edmonton, Alberta

Davenport-Shrine.

Mississippi

City Auditorium, Columbus
PERMANENT SEATS: 2,500. ARENA
FLOOR: 60 by 90 ft. CONCESSIONS:
Ry building. LOCAL PROMOTER! Early

City Auditorium, Jackson MANAGER: George T. Kuris PERMA-NENT SEATS: 2,500 MEMBER: IAAM

Vickshurg Auditorium, Vicksburg
MANAGER: A.C. Strickland PERMA
NENT SEATS 2.288 PERMANENT
THEATER-TYPE STAGE CONCES SIONS: By building EXPOSITIONS: Home.

Missouri

Arena, Cape Girardean PERMANENT EATS: 2,200, phis 1,000 120 feet. CONCESSIONS LESSEE City able seats. Park Commissioner.

Memorial Hall, Jopin PERMANENT SEATS: 1,000, plus portable sests. ARENA FLOOR: 84 by 96 ft. PERMANENT THEATER TYPE STAGE CONCESSIONS LEASED EXPOSITIONS Home, Dog.

Municipal Auditorium, Kansas City MANAGER C B Hott PERMANENT SEATS: 8,200, plus 2,500 portable scale, ARENA FLOOR: 110 by 220 ft. EXHIBIT SPACE: 90,000 sq. ft. CONCESSIONS LEASED, ICE SHOWS: "Holiday," "Ca- Do-It, Flower and Auto. mades." CIRCUS: Davenport-Shrine, Mor- IAAM. EXPOSITIONS: Air-conditioned. MEMBER: IAAM.

Kansas City Stadium, Kansas City MANAGER: L. P. Cookingham, city

Municipal Auditorium, Moberty MANAGER: R W Daly PERMA-NENT SEATS: 518, plus 352 portable seats. ARENA FLOOR: 70 by 70 ft. EXHIBIT SPACE: 9,698 sq. ft. EXPOSITIONS: All

Shrine Stasque, Springfield portable seats. ARENA FLOOR: 50 by 100 conventions, expositions. Parking in buildlest. CONCESSIONS LESSEE: Shrins ing for 350 cars. Office building attached.
Units, ICE SHOW: "Vogues." CIRCUS: Gill
Was Manualla Auditorium. Gray, Polack.

Arens, 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:

Kiel Municipal Auditorium, St. Louis MANAGER: Louis J. Gualdont. PER-MANENT SEATS: 7,707, plus 2,832 portable seats. ARENA FLOOR: 114 by 169 eq. ft. CONCESSIONS LEASED IC STAGE EXHIBIT SPACE, 100,000 sq. ft. CONCESSIONS LESSEE: Sportservice, Inc. LOCAL PROMOTER: Entertainment Enterprises, MEMBER: IAAM.

PERMANENT SEATS: 1,200, plus 1,200 217 ft. ICE RINK portable seats. ARENA FLOOR 300 by 100 IL PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE 40,000 sq. ft. CONCESSIONS LEASED. CIRCUS. GIL Gray EXPOSITIONS: Home, Farm Ma-

Montana

MANAGER Harold Weston, PERMA-NENT SEATS: 1,700, plus 1,500 portable SERS. ARENA FLOOR: 20 by 120 ft; PER-MANENT THEATER-TYPE STAGE, EX-HIBIT SPACE: 31,380 sq. ft. CONCES-SIONS: R. A. Ross, Dining room, catering. EXPOSITIONS: Home, Boat, Sports, Auto, SIG. MEMBER: LAAM

Cirle Center. Butte. MANAGER: Rene O. Roulexu, PERMA-NENT SEATS: 4,200, plus 3,000 portable SERIE ARENA FLOOR: 210 by 94 feet ICE RINK EXHIBIT SPACE 25,000 44 It. Air-conditioned MEMBER: LAAM.

Civic Center, Helena MANAGER: W. J. Leary. 51 ATS: 2 100. Montana State University Field House,

MANAGER: Earl W. Marwill. PERMA-NENT SEATS: 1,500, plus 5,125 portable Songs. Dances, etc., seats. ARENA FLOOR: 140 - by 200. PORTABLE STAGE OUTDOOR ICE RINK. CIRCUST Shrine. EXPOSITIONS: MANENT SEATS: 677, plus 2,500 portable. Horse Show, Auto Show, Better Living. ARENA FLOOR: 180 by 280 ft. STAGE

Nebraska

Municipal Gym, Grand Island PERMANENT SEATS: 3,500 CON-CESSIONS: By building, CIRCUS: Shirton Colliseum, Lincoln

MANAGER Edwin Schultz PERMA-NENT SEATS: 6,000, plus 1,000 pertable SCHOOL ARENA FLOKIR: 83 by 200 ft. PERMANENT THEATER TYPE STAGE EXHIBIT SPACE: 25,000 4Q R. CON CESSIONS: By building CHCUS Shrine

Memorial Auditorium, McCook PERM NENT SEATS: 900, plus 900 portable seats. ARENA FLOOR, 92 by 34 ft CONCESSIONS LEASED CIR-CUS: Git Gray.

Ak-Sar-Brn Collecum, Omaha MANAGER: J. J. BRACKER SEATS: 10,000, plus portable seats, ARENA FLOOR: 100 by 340 ft. PERMANENT THEATER-TYPE STAGE ICE RINK "Capades." MEMBER: LAAM.

Omaha Civic Auditorium, Omaha MANAGER: John R. Balmer. PERMA-NENT SEATS: 8,300, plus 4,000 portable CIRCUS: Shrine MEMBER: IAAM.
Pershing Memorial Anditurium, Lincoln

MANAGER: Don Jewell, PERMANENT SEATS: 4,570, plus 2,350 portable scate. ARENA FLOOR: 90 by 181 REE RINK. EXHIBIT SPACE 38,000 sq. ft. ICE SHOW: "Capades."

New Jersey

Convention Hall, Asbury Park SCAIR. PERMANENT THEATER-TYPE shows, indoor rodeo, Grand Ole Oper, wron

Co. ICE SHOW: "Ice Capades," CIRCUS: EXPOSITIONS: Boats, Ceramic, Do & Yourself, Stamp, Flower, Food Merchants. Atlantic City Auditorium & Convention Hall Atlantic City

MANAGER: P. E. M. Thompson. PER. MANENT SEATS: 5,000, plus 30,000 pursable seats. ARENA FLOUR: 488 by 288 ft. PERMANENT THEATER-TYPE STAGE ICE RINK. EXHIBIT SPACE 198,000 sq. ft. CONCESSIONS LESSEE: Burner Loeb. ICE SHOW! "Ice Capades." MRM BERL LAAM.

New Mexico

Albuquerque Citic Auditorium, Albuqu MANAGER: G. W. Swan, PERMANENT SEATS: 3,500, plus 2,500 temporary water ARENA FLOOR 142-foot diameter EX-HIBIT SPACE: 23,000 sq. ft. CIRCUM Shrine, MEMBER: IAAM.

State Fair Collarum, Albuquerque MANAGER: Leon H. Harms, PERMAportable seats ARENA FERRIR 60 by NENT SEATING: 12,000, plus 4,000 ports

New York

Memorial Auditorium. Boffalo MANAGER: Thomas A. Timlin, FER. MANENT SEATS: 5,424, plan 1,300 portable seats. ARENA FLUOR: 137 by 248 ft. ICE HINK. EXHIBIT SPACE 102,136 84 ft. CONCESSIONS LESSES Lew Herschel. LOCAL PROMOTERS Various, ICE SHOWS: "Ice Capadim" and "Ice Follies." CIRCUS: Hamid-Morton EXPOSITIONS Sports, Home, Do-II, Flower and Auto. MEMBERS

Kleinbun's Music Hell, Buffalo. MANAGER: Winifred E. Corey, SEAT-ING CAPACITY: 2.83%. FERMANENT

PLATFORM-TYPE STAGE Long Island Arens, Commack MANAGER: Thomas Lockhart, PERMA-NENT SEATS: 4,200, plus 2,000 emporary

seats. Arena floor, 85 by 300, ICE RINK. Nen York Collseam, New York MANAGER: Charles W. Strong. TEMPO RARY SEATING: Up to 8,000, EXHIBIT PERMANENT SEATS: 1,200, plus 2,800 SPACE: 100,000 sq. ft. Many trade shows,

> MANAGER: Harold S Rand PERMA-NENT SEATS: \$500, ICE SHOWS: "For Capades," "Ice Follies," EXHIBIT SPACE 55,000 sq. ft.

Onandaga War Memorial, Syracuse MANAGER: Wm. B Stark PERMA-NENT SEATS: 6,500, plus 2,500 portable seats. ARENA FLOOR: 250 by 134 ft. PERMANENT THEATER-TYPE STAGE ICE RINK EXHIBIT SPACE: 484,00 PERMANENT THEATER-TYPE SHOWS: "Capader," "Follies" CIRCUM EXPOSITIONS: Sports, Dog. MEMBER TAAM

> RP1 Fleid House, Troy PERMANENT SEATS: 4,000, plus 1,000 portable seats. ARENA FLOOR: 100 by

MANAGER Ted Buyly, PERMANENT SEATS: 2,000 plus 2,000 portable seats. ARENA FLOOR: 125 by 200 ft. PERMA-NENT THEATER TYPE STAGE. EX-HIBIT SPACE 25,000 Mg ft. CONCES SIONS: By Troy Arena LOCAL PRO-MOTER: Ted. Bayly, EXPOSITIONS: Auto and Sports shows.

Westchester County Center, White Plains PERMANENT SEATS: 1,219, pius 3,000 portable. ARENA FLOOR: 90 by 146 R. CONCESSIONS: By building ICE SHOWS "Holiday," "Vogues." CIRCUS: Polack,

North Carolina

Municipal Auditorium, Ashevilla MANAGER- Raiph E. James. PERMA-NENT SEATS: 2,100, plus \$60 portable Senis. PERMANENT THEATER-TYPE STAGE - EXHIBIT SPACE: 22,761 Mg. CONCESSIONS City operated ICE SHOW: "Ice Vogues." EXPOSITIONS: Crafts. Antique. Homz. Manufacturers. EVENTS: Mountain Music Festival, Poli

Park Center Auditorium, Charlotte MANAGER: Charles L. Jordan, PER EXHIBIT SPACE: 22500 sq. ft. CONCES SIONS: By building. Air condition MIMBER: IAAM, Also, available: American Legion Stathum, 15,459 permanent segts. Ovens Auditorium & Charlotte Collavam

MANAGER: "Paul B=3: COLISEUM SEATS: 13,500, plus 2,500 auditorium seata MEMBER: LAAM.

Reynolds Colleenm, Raleigh. MANAGER W Z. Bells. PERMA-NENT SEATS, 12,700 ARENA FLOOR 12 by 108 R. ICE RINK, CONCES-SIONS: By holding, ICE SHOW: "Capades " EXPOSITIONS: Farm, Home, 4H. MEMBER AMA

Winston-Salem Coliseum, Winiton-Salem PERMANENT SEATS: 6,500, plus 2,00 emporary. PROMOTION Feld Britham uper Attractions, Washington, ICE SHOW.

State Fair Arenz, Raleigh MANAGER: Dr. J. S. Donse, PERMA-NENT SEATS: 5,424 plus 4,000 purtable SEATS, ARENA FLOOR: 221 by 127 st widest points, elliptical, EXHIBIT SPACES 25,000 sq. ft. plus arens floor.

North Dakota

Memorial Building, Derils Lake MANAGER: P. J. Burckhard. FERMA-NENT SEATS: 1,200, ARENA PLOORS IYPE STAGE

Municipal Auditorium, Minod MANAGER: Charles Steperson, SHATS, 6,500, EXHIBST SPACE: 22,500 sq. ft. ARENA FLOOR: 175 to ST. STAGE SIZE 56 ft. by 32 ft. Complete stage emily MANAGER: George Zuckerman, PER- 56 ft. by 32 ft. Complete 35 to 500, ton

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rectors' Association, The Ohio Academy of General Practice, the National Water Wells Association, The Columbus Automobile Association for an Automobile Show and The Columbus Chamber of Commerce with a "Made In Columbus

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ting, boxing, conventions, trade shows, | 36 ft. PERMANENT CHEATER-TYPE | 200 ft. PERMANENT CHEATER-TYPE auto show. MEMBER IAAM.

Municipal Auditorium, Valley City PERMANENT SEATS: 2,400. ARENA FLOOR: 83 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCES-SIONS.

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 semorial Auditorium. Canton MANAGER: Ralph D. Smith. PERMA NENT SEATS: 3,600, plus 2,400 portable seats. ARENA FLOOR: 90 by 185 ft. PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 20,000 sq. ft. CONCES-SIONS LESSEE Sportservice, Inc. LOCAL PROMOTER: L. C. L. Presentations ICE SHOW: "Holiday on Ice." CIRCUS: Polack-Shrine Circus. EXPOSITIONS: Sportsmen's, Home, Food, Flower, Auto. MEMBER: LAAM-

Cincinnati Garden, Cincinnati

GENERAL MANAGER: Alex Sinclair PERMANENT SEATS: 11,000, plus 2,500 portable seats. ARENA FLOOR: 85 by 200 feet, ICE RINK, EXHIBIT SPACE: 38,000 sq. ft. CONCESSIONS LESSEE: Midwest Sportservice, Inc. ICE SHOWS: "Ice Follies," "Holiday on Ice." CIRCUS: Shrine, EXPOSITIONS: Sport, Home, Food,

Emery Auditorium, Cincinnati MANAGER: W Norman Drewty PER MANENT SEATS: 2,200. STAGE: 54 by

Darke County Fair Collseum, Greenville MANAGER: Gilbert Leuse. PERMA-NENT SEATS: 3,300. ARENA FLOOR:

Music Ball, Circinnati MANAGER; Charles D Bauer Ir PER MANENT SEATS: 11,500. ARENA FLOOR: 91 by 20 ft PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 70,000 sq ft. CONCESSIONS LEASED MEMBER: IAAM.

Faft Auditorium, Cincinnati MANAGER: Fred G. Flatt. PERMANENT SEATS: 2510. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By build-

Arena Cleveland

MANAGER: William Lavery, PERMA-NENT SEATS 12,500 ARENA FLOOR 85 by 190 ft. ICE RINK CONCESSIONS LEASED. ICE SHOW: "Capades," "Follies."

Public Auditorium, Cleveland MANAGER Paul J. Hurd PERMA NENT SEATS: 10,000 Air-conditioned

Veterans Memorial Auditorium, Columbus MANAGER, Harry Schreiber, PERMA-NENT SEATS: 4,000, plus 75° in second hall, COMPLETE PERMANENT THE ATER TYPE STAGE EXHIBIT SPACE: 37,000 sq IL CONCESSIONS LESSEE: Berlo, LOCAL PROMOTE S: Ben Cowall and Herman Amend. Meeting rooms for 50 to 200. MEMBER: IAAM.

Civic Auditorium & Exhibit Hall, Toledo MANAGER: Charles A. Weber, PORT-ABLE SEATS: 2,700. PERMANENT THEATER TYPE STAGE CONCESSIONS OWNED. LOCAL PROMOTERS: Milt Tarloff, Paul Spor EXPOSITIONS: Home, Travel. Sports

Sports Arena, Foledo

MANAGER: Andy Mulligan: PERMA NENT SEATS: 5,500, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK EXHIBIT SPACE, 20,000 sq. ft. CONCESSIONS LESSEE Sportservice. ICE SHOW "Hollday," CIRCUS-Polack-Shrine. EXPOSITION: Food Show. MEMBER: IAAM, AMA.

Hobart Arena, Iroy MANAGER: Ken Wilson PERMANENT SEATS: 5,000, plus 4,000 portable seats ARENA FLOOR: 190 by 85 ft. ICE RINK. ICE SHOW: "Hollday." EXPO-SITIONS: Home, Sports MEMBER

The Arena, Young.town MANAGER: LOW Truff. PERMANENT SEATS: 2,500, plus 2,500 portable seats. ARENA FLOOR: 60 by 90 ft. PERMA NENT THEATER-TYPE STAGE HIBIT SPACE: 122 by 166 sq. ft. EXPO-

SITIONS: Auto. Dog. Rodeos. Oklahoma

STAGE CONCESSIONS: By building.

Convention Hall, Enid MANAGER: F. A. Burdick. PERMA-NENT SEATS: 2,000, plus 640 portable seats. ARENA FLOOR: 50 by 90 ft. PER-MANENT THEATER-TYPE STAGE. EX-HIBIT SPACE: 23,000 sq. ft. CONCES-SIONS: To tenters. CIRCUS: Polnek-Shrine Air-conditioned

Municipal Auditorium, Oktahoma 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: 'AAM RE-MARKS: Air-conditioned

Municipal Auditorium, Shawnee

MANAGER: W G Becker PERMA-NENT SEATS: 1,632, plus 849 portable scals. ARENA FLOOR: 100 by 54 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,092 sq. ft. CON-CESSIONS: New deal in the making, old lease is out. ICE SHOW: None for three years. CIRCUS: Clyde Bros. MEMBER:

State Fair Auditorium & Pavillon, Tulsa MANAGER: Emil Watenburger, PA-VILION SEATS: 7,500, plus 3,500 auditorium seats.

Oregon

Public Auditorium, Portland MANAGER: S. W IBBACA PERMA-NENT SEATS: 3,000, plus 1,500 portable PERMANENT THEATER-TYPE STAGE CONCESSIONS LEASED.

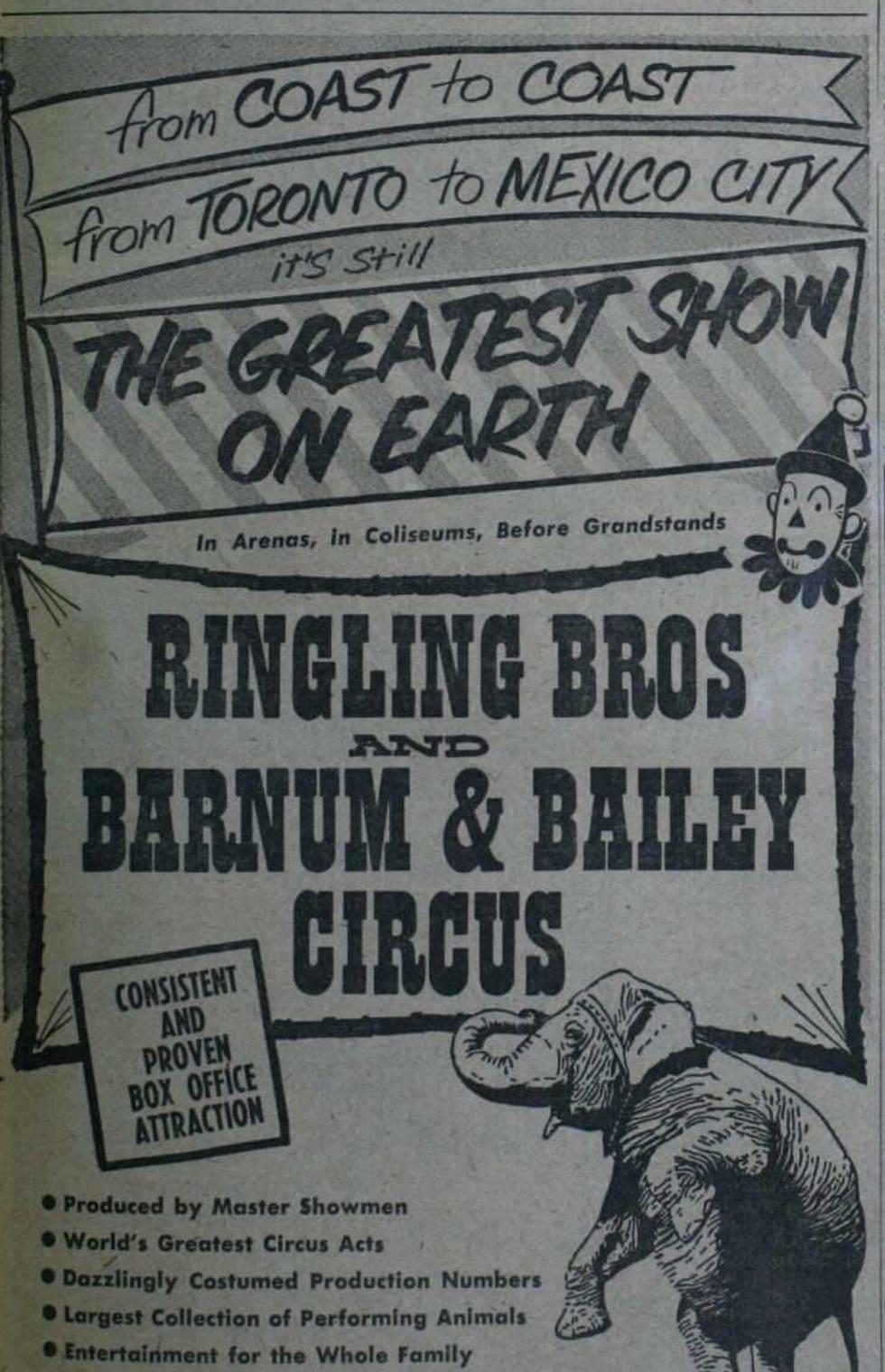
Pennsylvania

Rockne Hall, Affentown MANAGER: Rev. Francis J. Zavodny. SEATS: 3,930 ARENA GLOOR: 50 by 90

Jaffa Mosque, Altonna PERMANENT SEATS: 4,010. ARENA PLOOR: 75 by 82 ft PERMANENT THEATER-TYPE STAGE CONCES-SIONS: By building. ICE SHOW: "Hothday." CIRCUS: Hamid-Morton.

Hershey Sports Arena-Hershey MANAGER: G. W Bartels. PERMA-NENT SEATS: 7,200, plus 1,800 portable stats. 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. PER-MANENT SEATS: 4,048, plus 2,000 portable scats ARENA FLOOR: 200 by 85 feet ICE RINK EXHIBIT SPACE: 17,000 IG IL CONCESSIONS LE PERMANENT SEATS: 1,101. plus 1,000 Sportservice, Inc. BUILDING PROMOTES portable seats. ARENA FLOOR: 75 by SHOWS ICE SHOW: "Ice Capades." CIR-



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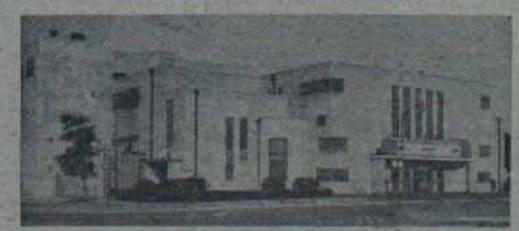
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Convention Hall, Philadelphia MANAGER: Santo S Panetta. PERMA- SIONS: By building. EXPOSITIONS: As-NENT SEATS: 6,700, plus 6,300 portable qual com show. seats. ARENA PLOOR: 146 by 271, IL. PERMANENT THEATER TYPE STAGE EXHIBIT SPACE: 265,000 sq. ft. CON-CESSIONS: By building EXPOSITIONS: Home, Flower, Sports, Dog. MEMBERS

Seria Mosque, Pittsburgh MANAGER: James A. Wieland, PER-MANENT SEATS: 3,750, PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 15,000 sq. ft. REMARKS: AIRconditioning

State Armory, Wilkes-Barre

MANAGER: W. H. Smith. PERMA-NENT SEATS: 843, plus 4,000 temporary SCALE ARENA FLOOR: 110 by 260 ft. ICE SHOW, CIRCUS, EXPOSITIONS.

Interstate Fair Coliscam, York MANAGER: Samuel S. Lewis, PERMA-MENT SEATS: 3,000, plus 2,000 portable seats. ARENA FLOOR: 250 by 120 ft.

Rhode Island

Veterans Memorial Auditorium, Providence MANAGER: Baymond Baker, MEMBER: IAAM.

South Carolina

The Pavilion, Myrtle Seach MANAGER: Exrl E. Husted. PERMA-NENT SEATS: 600, plus 1,200 portable scale. ARENA FLOOR: 85 by 85 feet PERMANENT THEATER-TYPE STAGE EXHIBIT SPACE: 10,000 sq. ft. CONCES-SIONS LESSEE and LOCAL PROMOTER

Earl E Husted Spartanbury Memorial Suditurium and Arena, Spartasburg

MANAGER: Van C. Ivey PERMANENT AUDITORIUM SEATS: 3,406, plus 3,000 portable Arena scats. ARENA FLOOR: 85 by 165 IL PERMANENT THEATER TYPE STAGE. EXHIBIT SPACE: \$5 by 165 sq. ft. CONCESSIONS: Operated by auditorium. ICB 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, MEM-BER. TAAM.

Corn Palace, Mitchell FLOOR: DO by TO IL PERMANENT LAAM. THEATER-TYPE STAGE CONCES

Collsens, Sious Falls MANAGER: Allan P. Akers PERMA MOTER: C. R. Meeker Jr. for State Pair NENT SEATS: 2,300; 4,200 CIRCUS: of Texas.

Tennessee

Memorial Auditorium, Chattanooga IAAM

Ellis Auditorium, Memphis

MANAGER: Chauncey Barbour. PER-MANENT SEATS 5.883 ARENA FLOOR 15,000 44 ft. PERMANENT THEATER-TYPE STATE EXHIBIT EXHIBIT SPACE: 28,000 sq. ft. CONCES- SPACE: 30,000 sq. ft. LOCAL PRO-SIONS LESSEE: Veterans' organization, MOTERS: Several, ICE SHOW: "Holiday SPACE: 30,000 14 ft. LOCAL PROon ter CIRCUS: Shring Circus EX-POSITIONS: Golden Glaves, Wresiling, Auto Shows, Appliance Shows MEMBER! IAAM. Expansion and modernization under STAGE. ICE RINE. CONCESSIONS way to add 43,000 sq. fr. exhibit space.

Ryman Auditorium, Nusbrille

MANAGER: Harry Draper. PERMA- Farm-Ranch MEMBER: IAAM. NENT SEATS: 3,200, plus portable seats. PERMANENT THEATER TYPE STAGE CONCESSIONS LEASED LOCAL PRO-MOTER: Harry Draper REMARKS: Home of "Grand Ole Opry" and all-night sings

Texas

Municipal Auditorium, Amerillo MANAGER: David O. DeWald. PER MANENT SEATS 2.551. PERMANENT

THEATER-TYPE STAGE EXHIBIT SPACE: 7,000 ag. ft. MEMBER: IAAM City Coliseum, Austin PERMANENT SEATS: 4,000. ARENA

FLOOR: 108 by 140 ft. CONCESSIONS By building. Ft. Brown Memorial Center, flrownsville MANAGER: Thomas P Brusor PER

seats. Air conditioned. MEMBER- FAAM. War Memorial Auditorium Dallas MANAGER: W. W. Vanderslice. SHATS: 10,411; EXHIBIT SPACE: 96,720 sq: ft. THEATER: 1,773 seats. MEMBER: LAAM.

Corpus Christi MANENT SEATS: 3,500, plus portable 50 by 100. 2,000-car parking areas. Rome seats. PERMANENT THEATER-TYPE Show, Sports Show, Rodeo, Concerts, Con-STAGE. EXHIBIT SPACE: 75,000 sq. ft. ventions.

BOOKING AND PROMOTIONAL SUPER PERMANENT SEATS: 3,300. ARENA VISOR: Margery H. Brown. MEMBER:

> State Fair Auditorium, Dullas MANAGER: C. R. Mecket Jr. PERMA NENT SEATS: 4,126. PERMANENT THE ATER-TYPE STAGE LOCAL PRO-

Collegum & Liberty Hall, Et Paso MANAGER Sam 5, Cohen PERMA-NENT SEATS: 6,300, plus 1,800 porrable seats. ARENA FLOOR: 88 by 214 feet. MANAGER: Tommy Thompson, PER PERMANENT THEATER-TYPE STAGE, MANENT SEATS: 5,500 MEMBER: EXHIBIT SPACE: 24,000 sq. ft. CONCES-SIONS LESSEE: Leon Gillespie Catering. County fair and exposition, ICE SHOWS: "Ice Capades," "Holiday," CIRCUS: Potack EXPOSITIONS: Home-Furniture, Flower, Auto, etc. MEMBER: IAAM.

Will Rogers Memorial Auditorium and

Collecum, Ft. Worth MANAGER: Emmett M. Race. COLL SEUM SEATS: 10,147, plus 2,993 auditorium anota. ARENA FLOOR: 250 by 125 PERMANENT THEATER-TYPE LEASED ICE SHOW: "Capadea" CIR-CUS: Shrine EXPOSITIONS: Stock,

City Auditorium, Gniverton MANAGER: City Commission, PERMA-NENT SEATS: 3,600, glus 4,000 portable SCALA ARENA FLOOR 68 by 71 ft.

Sam Houston Collegum, Houston MANAGER: Francis Deering: PERMA-NENT SHATS: 9,000, was 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: Shrins. EXPOSITIONS: Livenock, Bonts, Flower, Scouts, Anno, Sports, MEMBER: IAAM. REMARKS: Air-conditioning, escalators.

Fair Park Collseum, Lubbock MANAGER A B Davis, PERMANENT SEATS 4,400, plus 1,100 portable seats. ARENA PLOOR: 15 by 147 ft. EXHIBIT MANENT SEATS: 600, plus 1,900 portable SPACE: 4,000 sq ft.

> Ector County Collegum, Odessa MANAGER: Jerry Webb. PERMANENT SEATS: 5,313.

Municipal Auditoriom-Colleges, Lubbock MANAGER: David T. Blackborn, PER-Memorial Coliseum and Exposition Hall, MANENT SEATS: 3,025 in auditorium, 7,509 in Coliseum; arena floor, 104 by 209, MANAGER: Margery H. Brown, PER- PERMANENT THEATER-TYPE STAGE.

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Municipal Auditorium, San Anarto MANAGER: C. E. Statkle. PERMA NENT SEATS: 1,860. CONCESSIONS

LESSEE: Luke Wilson. Municipal Auditorium, San Antonio MANAGER: Snlomon Woll. PERMA NEXT SEATS: 4,800, plus 1,200 portable SCALE ARENA FLOOR: 19 By 89 R PERMANENT THEATER TYPE STAGE EXHIBIT SPACE: 20,000 to IL CUNCES SIONS LESSEE: Awalt & Awalt, LOCAL PROMOTERS: Several CIRCUS: Polack Bres EXHIBITIONS Do-It-Yourself, Ap. BERL LAM REMARKS: Water, Gas. 20 A 110 Electric Outlets, Storage Space, Downtown location, Free parking

Besar County Colliseum, San Antonio PURMANENT SEATS: 8,000, ARENA PLOOR: 125 by 250 EXHIBIT SPACE. Adjacent Deestock barns, Parking area,

East Texas 311 Paince, Tyler Uncompleted.

Heart O'Texas Collseum, Waco MANAGER: Other M Neely PERMA NENT SEATS: 7,600, plus 4,400 portable MENA FLOOR: 125 by 270 ft. ICE SHOW: "Hollday." "Vogues." CIR CUS: Ringling EXPOSITIONS: Flower, Home, Rodeo & Fair, MEMBER: IAAM.

Memorial Auditorium, Wichita Falls NENT SEATS: 3,148 CONCESSIONS: By

Mondy Convention Center, Galveston MANAGER: A. T. Whayne, SEATING: 1.500 portable chairs. EXHIBIT SPACE-62,000 sq. ft. STAGE.

Virginia /

Municipal Auditorium, Norfolk MANAGER: E. M. French, PERMA-NENT SEATS: 3,400. ARENA FLOOR: 90 by 90 ft CONCESSIONS LEASED ICE SHOW: "Houday." MEMBER: IAAM. BER: LAAM.

Richmond Arens, Richmond MANAGER: John E. Raine, PERMA NENT SEATS: 7,000 EXHIBIT SPACE 60,000 sq. ft. Roller skating championships; "Holiday on Ice"; circus; Globetretters; Garden, Boat and Sports shows MEMBER: TAAM.

Mosque, Richmond MANAGER: A. G. Anthony, SEATS: 4.604. PERMANENT THEATER-TYPE STAGE, CIRCUS: Polack.

Washington

Civic Auditorium and Civic Ice Arena, Sentile

MANAGER: D. L. Johnston, PERMA-3,500 portable scats. PERMANENT ARENA SEATS: 4,500, plus 2,000 purtable seats, EXHIBIT SPACE: Auditorium, 70,000 sq. IL: STERN, 20,000 SQ. TL. PERMANENT THEATER-TYPE STAGE ICE RINK. ICE SHOWS: "Capades," "Follies." CIR-CUS: Polack. MEMBER: IAAM.

Spokane Collseum, Spokane

ICE RINK EXHIBIT SPACE: 44,000 sq. | TYPE STAGE CONCESSIONS LEASED ft. CONCESSIONS: By building LOCAL CIRCUS: Clyde Bros. MEMBER: IAAM PROMOTION: mostly by building, ICE SHOW: "Cycles," "Follies," CIRCUS: Shrine, EXPOSITIONS: Home, Sports In-

Sound, Tacoma

MAN/ GER: Ted Droettboom. PERMA NENT SEATS: 3,200, plus 2,500 portable seats ARENA FLOOR: 200 by 80 ft. EXHIBIT SPACE: 20,000 sq. ft. CON-CESSIONS: By manager. LOCAL PRO-MOTER: Thru manager CIRCUS: Shrine EXPOSITIONS: Home Show, Art Show, Auto Show, Fashion, Show, Science Fair, Boy Scout Exposition, MEMBER: IAAM

West Virginia

Municipal Auditorium, Charleston MANAGER: Frank R. Wilson, PERMA-NENT 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, Payetteville MANAGER: Robert H. Kent. PERM-MANAGER: G. A. Mobley. PERMA ANENT SEATS: 2,106. ARENA FLOOR: 80 by 103 ft LOCAL PROMOTER; Manager. ICE SHOW: "Vogues." EXPOSI-TIONS: Home, Auto. MEMBER: IAAM.

> Memorial Field House, Huntington MANAGER: Harry D. Keith, PERMA-NENT SEATS: 6,200, plus 1,500 portuble seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. fL CONCESSIONS LESSEE: Jacobs Bron.'-Sportservice, LOCAL PROMOTER: Harry D. Keith, ICE SHOW: "Holiday on Ice. CIRCUS: Polack Bros. EXPOSITIONS: Home, Horse Dog, Food and Style, MEM

Wisconsin

Dane County Fairgrounds Arena, Madison MANAGER: Roy H. Gumtow. CIRCUS: Polack, BALLET, EXPOS. HONS: Sports, Travel, Home, Food

Mary E. Sanyer Auditorium, LaCrosse MANAGER: (To be damed.) PERMA-NENT 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. NENT AUDITORIUM SEATS: 2.551, plus Auditorium Floor, 105 by 215; auditorium seats, 6,300. PERMANENT THEATER-TYPE STAGE ICP RINK CONCESSIONS LEASED, ICE SHOW: "Holiday." CIR-CUS: Hamid - Morton, EXPOSITIONS: Home, Sports. MEMBER: IAAM.

MANAGER William L. Peterson PER MANAGER: Benjamin C. Moore SEATS MANENT SEATS 1,700 ARENA FLORE 1,500. ARENA FLOOR: 130 by 225 ft 70 by 120 ft. PERMANENT THEATER

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THE BILLBOARD

Sheboygan SEATS: 4,000 ARENA FLOOR: 89 by Memorial Fieldhouse, College of Pudget CAL PROMOTER: August Stubler. EX-POSITIONS: Home, Sports.

> Turner Hall, Watertown MANAGER: Harley Lehmann. PERMA NENT SEATS 1,000. ARENA FLOOR: 75 by 125 IL EXHIBIT SPACE LOCAL PROMOTER: Howard Weihert, EXPOSI-HONS: Home, Sports.

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.

CANADA

Alberta

Arena, Seaverlodge

PERMANENT SEATS: 3,000. ICE RINK: 85 by 190.

Edmonton Gardens, Edmonton MANAGER: L. J. Rasmussen. PERMA-NENT SEATS: 6,800.

Northern Alberta Jubilee Auditorium, Edmonton

MANAGER: J. E. Plewe, PERMANENT: SEATS: 2,700. EXHIBIT SPACE: 35,000 sq. ft. THEATER STAGE. Meeting rooms for 150 and 500,

Southern Alberta Jubilce Auditorium,

British Columbia

Memorial Centre Arena, Cranbrook MANAGER: R. L. DeArmond, PERMA-

Skating Carnival, MEMBER: B. C. Avena Association.

Kelowna District Memorial Arena, Kelowna MANAGER: Percy Downton, PERMA-NENT SEATS: 1,200, plus 375 portable NENT SEATS: 2,400, plus 1,000 portable dustry, Air conditioning MEMBER: IAAM, 97 /1. PERMANENT THEATER-TYPE scats, ICE RINK, EXHIBIT SPACE: 15,- scats, ARENA FLOOR: 80 by 190 ft. ICE STAGE CONCESSIONS LEASED, LO 200 sq. ft. CONCESSIONS LESSEE: Mrs. RINK, EXHIBIT SPACE: 15,000 sq. ft. Proctor, ICE SHOW: Cranbrook Figure CONCESSIONS: By Arena, ICE SHOW:

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Nanaimo Civic Arena, Nanaimo NENT SEATS: 2,000, plus 1,600 portable TION: Home, MEMBER: BCAA. SEATE ARENA FLOOR: 80 by 180 feet ICE RINK. EXHIBIT SPACE: 29,000 sq. ft. CONCESSIONE LESSEE: J. Warwick. BER: B. C. Arena Association.

Civic Center, Nelson

NENT SEATS: 1,600, plus 1,000 portable Polack-Shrine, EXPOSITIONS: Spotta PERU ARENA FLOOR: 80 by 80 feet. ICE | GIR. MEMBER: BCAA, WCAA, TAAM RINK EXHIBIT SPACE: 33,525 sq. fi. MEMBER: BUAA.

Queca's Park Acena, New Westminster

Memorial Arena, Penticton MANAGER: L. E. Edwards. PERMA- etc. Air-conditioned. NENT SEATS: 2,412. ARENA FLOOR: my by 180 feet, CONCESSIONS: By building EXPOSITIONS: Home MEMBER: B.C.A.A.

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Exhibition Forum, Vancouver MANAGER: David Dauphinez, PERMA-NENT SEATS, 5,000, plus 2,000 portable LOCAL PROMOTER: W. S. Oliver. MEM- seats, ARENA FLOORS: 115 by 125 and 80 by 195 feet. ICE RINK, ENHIBIT SPACE: 29,000 sq. ft. CONCESSIONS MANAGER Jack Morgan, PERMA- LEASED ICE SHOW: "Cycles." CIRCUS:

Georgia Auditorium, Vancouver MANAGER: Derex A. Inman. SEATS: 2,318. ARENA FLOOR: 150 by 170 feet. MANAGER: W. J. Phillips. PERMA- PERMANENT THEATER-TYPE STAGE. NENT SEATS: 4,460, plus 1,200 portable EXHIBIT SPACE: 10,000 sq. II. LOCAL seats ARENA FLOOR: 180 by 80 feet PROMOTER: Famous Arions, Georgia Recreation. EXPOSITIONS: Motor, Fashion,

> Civic Arena, Versua MANAGER: H. W. Phillips SEATS: 3,100. ARENA FLOOR: 80 by 180 feet. ICE RINK, EXHIBIT STACE: 7,200 sq. ft.

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MANAGER: J. Dirkowsk. PERMA-NENT SEATS: 5,427, plus 2,000 portable SENIS. ARENA FLOOR: 85 by 200 ft. ICE RINK, EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS: By Arena, LOCAL PRO-MOTER: J. Dukowski. ICE SHOW: "Ice Capades." Sportsmens Show, Home Show, Products, Fair, Auto. MEMBER: B. C. Arena Association, Western Canada Arena Association, LAAM.

Manitoba

Wheat City Arena, Brandon MANAGER: F. C. Crestice, PERMA-NHNT SEATS: 4,507, plus 1,000 portable. ARENA FLOOR: 180 by 85, ICE RINK. EXHIBIT AREA: 40,000 sq. R. ICE SHOW: "Capades." CIRCUS: Orrin Davenport. SPORTS SHOW: Roy Lingar.

Winnipeg Auditorium, Winnipeg MANAGER: 1 W. McNelli, PERMA NENT SEATS: 4,100: ARENA PLOOR 100 by 150 ft. PERMANENT THEATER TYPE STAGE EXHIBIT SPACE: 15,000 sq. ft. LOCAL PROMOTERS: Various EXPOSITIONS: Sports, Home, Auto, etc. MEMBER: LAAM. Also Playhousa Theater, 1,475 seats.

Winnipeg Arena

MANAGER: Stewart McPherson, PER-MANENT SEATS: 3,793 plus 3,000 temporary seats. ICE RINK, STAGE, EN-HIRIT SPACE.

Ontario

Municipal Arena, Barris MANAGER: W H. Allsopp. SEATS: 4,000. ICE RINK EXHIBIT SPACE: 14,-000 sq. ft. CONCESSIONS LEASED. MEMBER: OAA.

Brampton Memorial Arena, Brampton MANAGER: J. C. Riesberry, PERMA-NENT SEATS: 1,546, plus 200 portable SEALS, 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, PERMA-NENT SEATS: 1,200, plus 2,000 portable sexts. ARENA FLOOR: 80 by 40 feet. EXHIBIT SPACE: 10,000 sq ft, CONCES-SIONS LEASED. LOCAL PROMOTER: Marray 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 fest PERMA-NENT THEATER-TYPE STAGE ICE RINK CONCESSIONS LESSEE: Dominion Sportservice, LOCAL PROMOTER: Brockville Memorial Civic Centre EXPOSI-TIONS: Trade Pair, Motor Show, Sports Show, Arts & Crafts Show, etc. MEMBER: Manager's residence connected to Centre.

Cornwall Community Arena, Cornwall MANAGER: R. Ray Miron. PERMA-NENT SEATS: 1,809, plus 500 portable sests. 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

Dundas Arena, Dundas MANAGER: Frank Westuby, PERMA-NENT SEATS: 1,500, plus 1,500, ARENA FLOOR: 190 by 85 feet, PERMANENT THEATER-TYPE STAGE, ICE RINK EXHIBIT SPACE: 8,000, sq. ft. CONCES-SIONS: By building, ICE SHOW: "Fan-MEMBER: OAA.

Galt Arena Gardens, Galt MANAGER: A. E. Lamond PERMA-NENT SEATS: 2,614, plus 600 portable scale. ARENA FLOOR: 185 by 85 ft. ICE RINK. EXHIBIT SPACE: 15,725 44 IL CONCESSIONS LESSEE: James Quinn LOCAL PROMOTER: A. E. Lamond, ICE SHOW: Galt Skating Club. CIRCUS: Garden Bros.' MESIBER: Ontario Arenas Association.

Kingston Community Memorial Centre,

Kingston MANAGER: Jas. B. McCormick, PER-MANENT 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, MEMBER! Ontario Arenas

Kitchener Memorial Auditorium, Kitchener MANAGER: H. M. (Bob) Crosby, PER-MANENT SHATS: 6,269, plus 1,250 portable sexts. ARENA FLOOR: 190 by #5 ft. ICE RINK, EXHIBIT SPACE: 29,000 sq ft CONCESSIONS: Auditorium Owned & Operated LOCAL PROMOTER: Building Manager. ICE SHOW: "Ice Capades." CIR-CUS: Clyde Bros.' EXPOSITIONS: K. W. Exhibition, Sports, MEMBER: Ontario Arenas Association.

Ontario Aresa, London MANAGER: E. D. McGugan, ICE RINK. CONCESSIONS LESSEE: Owner, ICH SHOW: London Skating Club Carnival MEMBER: Ontario Arras Association

Recreation Center, Naranda MANAGER: E. M. Orlick. PERMA-NENT SEATS: 2,500, plus 2,500 portable scats. ICE RINK. EXHIBIT SPACE: 50, 000 14 ft. CONCESSIONS LEASED, LO CAL PROMOTER: Manager,

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New Memorial Gardens, North Bay MANAGERI M. G. Snider, SEATING CAPACITY: 6,000, ICE HINK.

Civic Auditorium, Owen Sound MANAGER: Ted Stendman PERMA-NENT SHATS: 2,200, plus 300 portable ARENA FLOOR: 80 by 185 ft. ICE RINK, EXHIBIT SPACE: 15,300 sq. ft. CONCESSIONS: By building.

Part Arthur Arena, Port Arthur MANAGER: Edgar Laprade, PERMA-NENT SEA : 2,000, plus 1,500 portable stats, ARENA FLOOR: 85 by 185 ft. ICE TINE CONCESSIONS LEASED, LOCAL PROMOTERS: Juy Lurve. Guy Perciante

MANAGER: J. Walter Smillle, SEATS: HINK, ENHIRIT SPACE: 15,000 tq. IL CONCESSIONS: By building

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St. Thomas-Eigin Arena, St. Thomas MANAGER: H. W. Mcleod, PERMA-NENT SEATS: 2,500, plus 2,000 portable ICE RINK, PORTABLE THEATER-TYPE STAGE, ARENA FLOOR: 80 by 185 Also Auditorium with \$60 seats and permanent singe.

Community Center Auditorium, Gellia MANAGER: James Webb. PERMA-NENT SEATS: 2,000, ICE RINK, Sports show, circus, trade show.

Memorial Community Centre, Smiths Falls MANAGER: G. W. Ga-butt. PERMA NENT SEATS: 2,000, plus 600 purtable seats. ARENA FLOOR: 180 by 80 ft ICE RINK CONCESSIONS: By Building LO CAL PROMOTER: tanager EXPOSI Arenas Association REMARKS: Christ mas Party, Sings, Bingo, Wrestling,

MANAGER: Goy J. Lemieux, PERMA-NENT SEATS: 5,500, plus 1,000 portable MANAGER: H. W. J. Harnett. PERMANENT SEATS: 3,800, plus 1,500 portable
RINK. EXHIBIT SPACE: 50,000 sq. ft.
CONCESSIONS: By the Arena LOCAL
PROMOTER: Guy J. Lemieux. ICE SHOW:
"Ice Capades." - CIRCUS: Clyde Bros.
(Shrine Circus) EXPOSITIONS: The Legion iports Show and the Sudbury Exhibition MEMBER: Ontario Arena Association.

Tillsonburg Memorial Arens, Tillsonburg MANAGER: Oscar H. Lee. PERMA-NENT SEATS: 1,600, plus 1,000 portable scats, ARENA FLOOR: 187 by 80 ft. PER-MANENT THEATER-TYPE STAGE ICE RINK, EXHIBIT SPACE: 15,000 eq. ft. CONCESSIONS LESSEE: John Gilliland. LOCAL PROMOTER: Oscar H. Lee. ICE SHOW: Local Club. CIRCLS: Nat Lewis. EXPOSITIONS: Angual Fall Fair, MEM-BER: Ontario Argua's Association.

Maple Leaf Gardens, Toronto MANAGER: H. F. Bolton, PERMA-NENT SEATS: 12,586, plus 1,200 portable seats. ARENA FLOOR: 200 by 85 ft. PER-MANENT THEATER-TYPE STAGE ICE RINK, EXHIBIT SPACE: 35,000, sq. ft. Metropolitan Opera, Sadlers' Wells Ballet, ICE SHOW: "Ice Capades," "Ice Follies," CIRCUS: Hamid-Morton, MEMBER: Arena Managers Association.

Community Memorial Arena, Wallaceburg MANAGER, Frank A. Mabey, PERMA-NENT SEATS: 1,200, plus 800 portable seats, ARENA FLOOR: 180 by 80 IL PERAMANENT THEATER-TYPE STAGE ICE RINK, EXHIBIT SPACE: 14,000 eq. ft. CONCESSIONS: By building, LOCAL PROMOTER: Manager.

Welland-Crowland Arena, Welland MANAGER: W J. Dahmer PERMA-NENT SEATS: 2,400, plus 500 portable skating and aerobatics. all ARENA FLOOR: #5 by 190 ft ICE RINK, CONCESSIONS LEASED.

Community Arena, Woodstock MANAGER: J. J. Januarelli, PERMA-NENT SEATS: 1,532, plus 1,000 portable MAIN ARENA FLOOR: 179 by 79 ft. ICE RINK. CONCESSIONS LEASED.

Quebec

The Forum, Montreal MANAGER: Frank J. Seike, PERMA NENT SEATS: 13,531, ARENA FLOOR MO by 85 ft. ICE RINK, CONCESSIONS By building, ICE SHOW: "Follies" and 'Capades," CIRCUS: Hamid-Morton, Member: AMA.

Collieg-Collieum, Quebec City MANAGER: Emery Boucher PERMA-NENT 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:

Palala Montcalm, Quebec City MANAGER: Theo. Genest. PERMA-NENT SEATS: 1,389, PERMANENT THE ATER-TYPE STAGE CONCESSIONS: By building, MEMBER: IAAM, Municipal Auditorium & Civic Center.

Saskatchewan

Moose Jaw Exhibition Collseum, Moose Jaw SEATING CAPACITY: 4,500. ARENA FLOOR: 85 by 200.

Plan Pantheon For April Bow At San Diego

SAN DIEGO-Construction of the Pantheon, \$1,000,000 multiplepurpose auditorium, will begin here in about 60 days and be completed by April 1, Jim Wilson, president and general manager of San Diego to Wilson, owner and director of Pantheon, Inc., said.

The auditorium will be located at Gillespie Field, about 20 minutes' drive from downtown and near a point where State and federal Howard W. Stiner, building confreeways converge. Covering 70,-000 square feet, the projected Knox, real estate broker and conbuilding will have 45,000 square sultant, treasurer. feet of single span exhibit space. Seating capacity is set at 7,000, and one other share equally in There will be 30 acres of parking the corporation. Mortage loans will around the building, which will be used to raise the additional include catering facilities, restau-money to be used in the construcrant, patio dining terrace, mack tion.

New Season's 'Ice Follies' Matches '57

LOS ANCELES - The 22d Shipstads and Johnson "Ice Follies" remains what it has always been, a top crowd pleaser. It's difficult to assess one season against another, since the show is always an excellent one, but 1958 fully matches 1957, one of the vintage years. The only criticism that can be leveled against the new edition is that it seems somewhat too long, and could stand cutting by a half hour or so.

The emphasis is more on lighting, costumes, schmaltz and comedy rather than skating per se. For her age little Janet Champion is probably the best on blades. Of the others Frances Dorsey, Jimmy Waldo, Florence Rae and Richard Dwyer show to best advantage.

Special kudos go to lighting director Charles Skillings.

The program is heavy on comedy. There are Pee Wee and His Pals (Donald Manning and Gary Johnson) in which a large dog cavorts around the ice. Wall and Dova follow in a "Problem Pupil" routine that smacks of Abbott and Costello. The Kermonds, one of whom skips a rope on his back, come next.

After the intermission there is Mr. Frick with his "Alpine Antics," and he remains the crowd favorite. The Scarecrows wind up the comedy acts with some excellent trick

Production numbers, from the opening "Ballet Rouge," are sumpmous as usual. The best is probably the green and purple "Garden in the Sky," in which the skaters drift thru carbon dioxide clouds emanating from flower pots. "On a Rainy Day" features Miss Champion to best advantage and is simed largely at the kids, with rag dolls, kittens, a wooden soldier on stilts, and toy poodles and a dachshund cavorting over the ice. The perennial "Swing Waltz" is tasteful as always.

The second half doesn't quite come up to the standard of the first, altho in "Down Arizona Way" Carol Caverly, Gordon Crossland and Bill Thomas do some eyefilling precision skating, and Jimmy Waldo is terrific as the sheriff. "Silent Movie Days," however, is overdone, with only Miss Rae AVAILABLE FOR shining brightly, and "Champagne Fashions" lacks a few bubbles this season.

Everything ends on a happy note, tho, with the beautifully costumed (black, silver, red) "La Corrida," in which the Ice Folliettes once again prove their mettle.

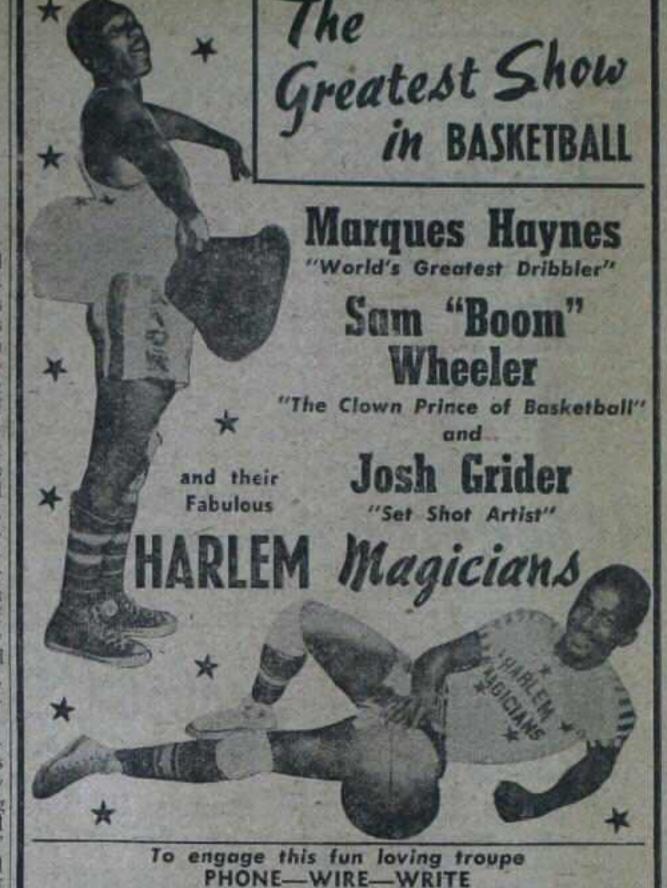
Other individual performances of note are Crossland, in the Argentine "El Gaucho"; Andra Me-Laughlin, in a mambo and Hawaiian dance, and Walter and Irene, in a waltz.

Generally, it adds up to good fun for the family, with something for everybody. Bob Spielman,

bar, cocktail lounge, conference rooms and executive offices.

Corporation officers, in addition San Diego Shows, include C. Paderewski, member of the architectural firm of Paderewski, Mitchell & Dean, vice-president; tractor, secretary, and Hugh V.

Wilson said that the four officers





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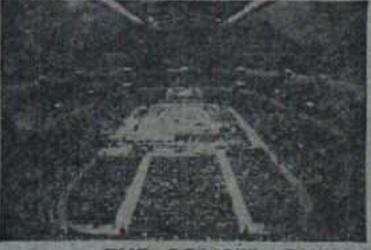
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Ringling Business Good at Calif. Fair

Near-Capacity Crowds for Grandstand; One Show Most Days at Pomona Annual

cus played to consistently strong ing as promoter at a total of six turnouts as the nights-only grand- cities in California and at Phoenix. than the show's present canvas. It stand attraction at the Los Angeles County Fair here.

the largest opening night crowd at and 4 p.m. also. the grandstand in years. The stand seats 8,000.

Afflerbaugh said, too, that the advance sale had amounted to more than the total sale of tickets for a horse show the fair had last year. Circus tickets are scaled to a \$2.75 top behind a 50-cent fairgrounds gate.

Saturday (14) pulled well, with one source estimating the crowd at near-full. Sunday shows at 1 and 4 p.m. each drew near-full stands, it was estimated. The Sunday (15) night show had about 6,000.

Monday, Tuesday and Wednesday had about 5,000 people each.

Calliope Usec

Promotion on the fair included paper napkins used at many local Bros. Circus, left the show Sunday still is pending. restaurants and these included mention of Ringling along with other fair attractions. Fair heralds also advertised Ringling. However, Hollywood. the word "circus" was played stronger than the show's title. On bus cards, the title was cut to Bingling Bros., with Barnum and Bailey omitted.

grounds to bally the grandstand At Cape Girardeau, Mo., where for afternoon shows. Money seems played by one unit or the other. attraction. There also were two it was booked at a fair, the Kelly- tight, the show reported.

Buck in Charge

For this stand he is acting as producer of the grandstand shows, was hospitalized at Chester, Ill., including Ringling-Barnum. This for fractures and internal injuries.

Beers-Barnes Season Ends October 5

Beers-Barnes Circus will close its Ky., (11) had one-third and one-tember 11 at the age of 84. current season October 5 in North half houses after a 100-mile jump. Carolina, it has been learned. The Coming into cotton country, the show has been playing to good show found that the cotton crop

In Pennsylvania recently it had Union City, Tenn., Thursday two blowdowns and these caused (12), had a light afternoon, but some tent damage. A new 80 with the night was strawed, to give three 40's has been ordered but the show its first decent day since probably will not be delivered un- August. McCoy's concert was til next season.

CBS 'Big Top' Is Dropped

PHILADELPHIA-One outlet for circus acts ended Saturday (21). The "Big Top" TV show carried on the CBS network folded then, (15) at Huntington, but not until after a run of seven years and three months. "Big Top" used six acts per show.

Leo Grund, who in recent years provided the bulk of "Big Top" alternoon slot.

POMONA, Calif. -- Ringling arrangement differs from other Bros. and Barnum & Bailey Cir- Ringling stands where Buck is act-

throout the 10 days without Company. The circus opened Friday (13) interferring with the horse races with attendance estimated at in the afternoons. Circus perform-4,000 persons. Fair manager C. ances were at 8, p.m. daily. On B. (Jack) Afflerbaugh said this was Sundays there were shows at I of quarantines of livestock here-

> Ringling was in for only the first half of the fair's run. Gene with Mills, have joined Hagen. Autry's show has the night grand- The circus expects to stay out stand for the second half.

Hagen Orders New Big Top; Kansas Light

CHANUTE, Kan .-- Hagen Bros. Circus has ordered a new big top for delivery next season. The tent. a 70 with three 40's, is larger Circus rigging remained set up will be built by the U. S. Tent

> Hagen's business has dropped in recent days. Kansas dates have not been good, partially because

The Sanchez Sisters, formerly

until November.

KELLY-MILLER OFF; TIM McCOY LEAVES

Business Off Since Schools Resume; Cotton Crop Late; Fair Date Delayed

(15) at Huntington, Tenn. The Paris, Tenn., Monday (16) came weeks of California stands formerly

crowds that the show enjoyed all family. summer dropped off to half houses In Springfield, Tenn., Wednes- in Western Canada. and Jess with the coming of school day (18) the show had light after- Later next year the show will A steam calliope borrowed from time again. Rain and mud also noon and two-thirds night business, swing thru the Southwest and

Miller circus arrived late. Highway accident involving the show's big H. Werner Buck, thru his show top spool truck and red ticket management company, acted as the wagon slowed the move. The fair's agent in booking the circus, trucks rolled down an embankment and damaged. George Atchinson

> Meanwhile, the circus performance started late and drew a light turnout at the fair Monday (9) Night house was half filled. Personnel visited the Blue Grass Shows, also at the fair.

Late Cotton Crop

day (10) with a light afternoon CHRISTIANS CREEK, Va .-- and half house at night. Mayfield, is running three to four weeks late.

> good there, too. Shirley Lindemann Bently has resumed her single traps act.

afternoon but a near-full night. Hunts. Humboldt on Saturday (14) had two houses that were better than downtown lots," Harry Hunt said. half of capacity. The Obert Miller returned to Hugo.

after the afternoon-only show had

New Flying Team

DALLAS -- The Flying Malacts, said the show stands a good kos have teamed up with Gus and ston and Fort Worth Shrine shows. pathy have arrived.

CLARKSVILLE, Tenn. - Tim drawn a fair turnout and held a McCoy, top - featured attraction strong concert. McCoy said that a will go again to the West Coast with the Al G. Kelly & Miller deal to go with European circuses and Pacific Northwest. Big change

parting came thru a mutual agree- up with half and neur-full played. ment, and McCoy returned to houses, altho this was the eighth. Only four California cities are the band.

Polack Will Merge East, West Units

Single Route Planned for 1958; Pick Stands from 2 Present Routes

Circus will consolidate i's present a perennial question and in the Eastern and Western units into a past couple of seasons the talk of single operation next year. The shuttering it has been more frecombined show will play a route quent. Final decision comes after stronger than either unit had this the Western unit also had routing year, picking up profitable engage- difficulties that were centered in ments from both line-ups.

unit's stand here. Among those at- dates in the East and South. tending were Louie Stern, managing director of the Western show: Mrs. Bessie Polack, managing director of the Eastern show, and Sam Polack, agent for the Eastern show.

single circus to play dates formerly held by both Eastern and Western units in the Middle West and East. This will take place early next year and may serve to keep the show in the territory longer than the Western show has in the past. Quit Much Calif.

In the spring, however, Polack here is the elimination of several

consecutive day of rain. Visitors reported to be in the Polack think-Business for the circus was slow were the third and fourth genera- ing for 1958. They are San Franagain in the previous week. The tions of the Rose Killian circus cisco, Oakland, Eureka and Sacra- Sat Eve Post mento. The show also will repeat

Disneyland was used on the fair- affected the show in recent days. Schools have not been dismissed South to pick up stands heretofore

Whether to continue the Eastern

Sons Vow Continuation Of Chas. Hunt Policies

Hunt and Charles Hunt Jr. reaf- Clyde Beatty, Ed Kelly, Dietch's Cristiani family in Europe and the firmed Saturday (14) their determi- Zoo, John and Henry North, the U. S. nation to continue the Hunt Bros. Cristianis; John Leahy, of Dan-Circus tradition in the manner de- bury (Conn.) Fair; many Hunt veloped by their father. Plans for show personnel; Fort Plain Fans, be in charge of Mills winter quarthe show were discussed at winter by F. E. Deerhart; Kelly CFA ters. The Robeys, Mr. and Mrs. Then came Dexter, Mo., Tues- quarters, where more than 100 Tent, of Hagerstown, Md.; Gil Paul Hudson, Johann, Inge and friends' attended the funeral of Coulinn, Bill Montague, Frank and Carl Schmitz, Sandor and Edith Charles T. Hunt Sr., who died Sep- May Wirth, Don Francisco, the Beketow, and Rita Sagraves are

One of the temptations resisted by the elder Hunt had been presby the senior member of the fam-

O. Henry Tent & Awning Company, Chicago, will provide a 100-Friday (13) saw the show at middle pieces. The firm turned out here, with each making a two-day houses. Dyersburg, Tenn., pulling a weak a similar job last spring for the

"The size is right for retaining party for the weekend. The elder Hunt, he said, always be- Friday (13), ahead of Beatty. Its ama City, Fla., to overflow night family visited for three days and lieved that by getting larger than afternoon show was late because business. Saturday (14) brought that, the show would outgrow de- of mud and they drew about 200 three-quarters afternoon and strong McCov left the next day, Sunday sirable lots in populated areas.

add every improvement to elevate pices was in the black.

program hung on for many months act which will play fall dates. cemetery near the property. Hun- was light, according to one report. the Cristiani stop there. Beatty without sponsorship in its Saturday Included are appearances at Hou- dreds of wires and cards of sym-

SEATTLE - Polack Bros. | unit of the Polack show has been California.

Circus officials have declined to The Western unit currently is on discuss the plans, but it was the road. The Eastern unit is Idla learned that these were confirmed until October, when it will start a at a meeting during the Western string of late fall and winter

Tom Packs Inks Preliminary plans call for the Acts for Cuba

ST. LOUIS-Names of first acts signed by Tom Packs Circus for its forthcoming circus at the Sports Palace, Havana, Cuba, were announced here this week by Jack

Included are Les Kimris, aerial; the Zavatta Family, bareback riding and Roman ladders; the Namedils, perch; Eight Sons of Morocco, tumbling; and Adona, escape artist. Bill Pruym will have

Carries Yarn

Bros. Circus and the Cristian Family are spotlighted in the Saturday Evening Post of September 21, currently on the newsstands.

The article is entitled "Don't Tell Them the Circus Is Dead," Included are eight color pictures taken on the show. The article mentions many people on the cir-BURLINGTON, N. J .- Harry There were floral pieces from cus and outlines history of the

> Felix (Fats) Brazon will again (Continued on page 103) among those at Mills quarters.

voicing their intention to remain within the framework established Beatty, Cristiani Shows ily, the brothers told of ordering a Meet in Pensacola Rain

of the Clyde Beatty Circus and ville, Ga., followed on Tuesday foot round top, with three 40-foot Cristiani Bros.' Circus overlapped with one-quarter and two-thirds stand, one of them day and date. Rain was an unwelcome third made Selma, Ala., (11) and had

people. Night house was a full night business in Dothan, Ala, "Within that limitation we will one, and the Civil Air Patrol aus- The Beatty show opened Sun-

"Aluminum poles, cabled canvas cola. Saturday (14) was rainy rain and a half house at night. and seat wagons are all part of that and the arrival was late; after- The second day, Monday (16) noon show drew about 400 people. pulled a two-thirds afternoon and Nearly 200 floral pieces were The Saturday night house was full house at night. chance of reappearing in the Betty Bell, formerly of the Ward- arrayed at quarters, where services three-quarters filled. Sunday (15) Beatty followed up with Mo-

Fla., where there were near-flood in a day-long drizzle.

PENSACOLA, Fla. - Routes | conditions Monday (16). Thomas-

Meanwhile, the Beatty show near-full and full houses. On Cristiani played Mobile, Ala., on Friday (13) the show made Pan-

day (15) in Pensacola with a Next Cristiani came to Pensa- reported sell-out afternoon despite

winter under sponsorship. The TV Bell Flyers, to make a new flying were held prior to burial in a brought more rain and business bile, Tuesday (17), four days after Cristiani next went to Crestline, had half and three-quarter houses

UNDER THE MARQUEE

By TOM PARKINSON

at Buffalo, N. Y. . . . Dale C. Hay- Lloyd Morgan and Ben Wilson, pes taught the Ringling show at Harry and Peggy Baker are at from a visit to Sarasota, Fla.

Nazareth, Pa.

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drunks. Top fraternal order spin-CLIFF DARLING elizary, or phone 3-0091, Charleston,

Good spersor, good show. Brok and A white top was set up outside

ARCHAIN ADD State 2.0536 Juskson, Mich.

visited the Cristiani circus in Buck- a veterans' show at Fort Roots delphia, seeing K. Y. Sagraves hannon, W. Va. . . . Henry Varner Hospital at North Little Rock, and the Mills elephants, Los Arcaught the Ward Beam Thrill Ark. . . . Roger Towne visited gentinos, Roby and Partner, Cor-Show at Wooster, O. . . . Joe Can- Merle Evans, Red Floyd and Hor- rine, Vanderbilts, Sons of Morocco, dres former promotion manager for ace Lamb on a Sarasota trip, also Kenny and Mayo, the Rhodins, King Bros. Circus has been trans- caught the Ringling and Beatty Noble Trio, Olga Sanchez, and ferred to the Veterans Hospital shows and talked to Art Concello, Valthia and Aldino.

Columbus, and the Beatty show in home in Philadelphia after closing Madison, Ind., on his way back with Mills Bros. . . . Jack Evans lus joined the Beatty show.

concession department on the ling Circus, reports the trip to ner, reports Lorraine Kilpatrick. Ringling show. . . . Harriet Beatty Denver was made in good style. Ir. has been seeking a position with Ample parking space was available the Ringling circus as tiger trainer. for trailers. . . . Girls on the show Sello Bros. Circus is in California. gave Sylvia Long, wife of Walter Donald Marcks' miniature circus Long, flyer, a baby shower. The had an advance sale of 2,500 Longs then departed for Chicago. tickets in Antioch, Calif., and will Folks on the show went wild at appear in Watsonville October 26 the TNF buying imported scotch and 27. . . . Robert D. Good fabries. . . . Bonnie Kora had a caught the Gene Holter Animal birthday. Recent visitors included Show at a packed grandstand in Mr. and Mrs. Freddie Freeman Jr. and Freddie the Third, Mr. and Mrs. Albert Gilleno, Mr. and Mrs. Charles Olivant, Mr. and Mrs. Frank Floyd, Mr. and Mrs. Bill Ford, Rollan Ritchie, Jerry Harshman, Myron Grandee, Johnnie Walker, K. W. Ranseer, Ralph Dufford, Herman Joseph, Alvan Dobertein, James Luckman, Ted Deppish, Jimmy Valdare, Mrs. Adel Carter, old time cowgirl with the

> Glen J. Jarmes writes from Kelly-Miller circus that Bubba Voss, jans, Reynolds Troupe, Honey band leader, has added several new Giels, and Charlie Frank. . . Todd numbers. Donna Pyle, who was Henry's Monarch Production Cirinjured in an aerial fall, has returned home. Ione Stevens gave free refreshments to 750 State hospital patients of Jacksonville, Ill

Don Rey, of the Packs Western, writes that the show personnel visited the Gil Gray show and the Gamesville circus. . . . With the unit closing, the Nikolini chimp act is going to Texas, the Namadil perch act has some Tennessee and Minnesota fairs, Dick Clemons' fair. and park dates, McCall's dogs and ponies return to Mexico. Simaru Duo sky dancers have some pack dates before returning to Florida. Dolly Jacobs has joined Jack Foster's Monarch Circus. . . . Don Rey, Jimmy Goff and Arden Beecher join Rudy Bros in California.

Lillian Hammill, one-time memher of the Casting Kays, act known in circus and vaude some years ago is ill in St. Francis Hospital, Evanston, Ill., and would enjoy mail. With her in the act were George and Arthur Hammill.

home in Pennsylvania after naval City.

Hunt Policies

Continued from page 102

Brinfields, the James M. Cole family, the Circus Fans' Association, Beers-Barnes families, Pat Valdo, Hagen Bros.' Circus, Indiana fans and many others.

A symbolic floral piece by the Hunts showed a big top outline of a three-ring bed of flowers, with te centerpole broken at the base.

Hunt show personnel at the services included agents Slim Summers and Ed Schuster, clown Tiny Bond, Manager Marvin Case, Phil and Stella Wirth, elephant boss Roy Bush, Secretary Walter Long, concert artist Tanit Ikao and aerialist Miriam France, Friends also included Gil Conlinn, the Rev. Edward S. Sullivan, Don Francisco; Bobbie Paulson, of Palisades Amusement Park, and many others.

the row of family homes in quarters to accommodate those attending the services. More than 60 cars full attended the burial.

Red Davis and Royden Vaught | Cuz Halliburton will clown for service, caught Big Top in Phila-

When Hagen Bros.' Circus was in the area the Griebling-Freeman Tent of CFA, Battle Creek, Mich., entertained the Carltons, the Millers, George Vest, George Bell, Tex Harry Thomas has joined the Freeddie Freeman, of the Ring- Maynard and Bozo Cooper at din-

> Johnny Fulgham has closed his season with the World of Mirth Shows and is in advance of the Beatty Circus. Art Miller, agent of the Kelly-Miller Bros.' circus, was in Nashville getting information on truck permits.

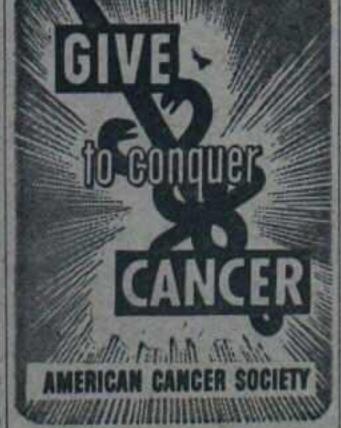
> Performer, a British amusement magazine published by the Variety Artists Federation, will cease publication with its September 26 issue. James K. Cotter and family attended the Hagen Bros.' circus in Michigan and the Beatty circus in New York . . . Al Dobritch left Friday (13) on a three-week tour covering Sweden, Belgium, Denmark, Germany, France, Spain, Portugal, Israel and Turkey.

George A. Hamid's Steel Pier Buffalo Bill Show, Mrs. Ernest is featuring the High Diving Horses Bishop, Ray and Cathy Gilleno and Russ Dotson's Diving Colleand May Raymond from England, gians at the Ocean Arena. Other turns have included the Rebertes. Willie Waldorf's Bears, the Virgincus played Tulare, Calif . . . Clarence D. Auskings is wintering in Victorville, Calif., after closing the season with Capell Bros.' circus. Dr. H. H. Conley caught the Ringling show at Denver.

> Jack Ames Jr., an old trouper now with the El Dorado (Ark.) Times, reports the Hagen clowns were pictured on the front page of the sheet. Included were Cecil Eddington, Scotty Davis, Bozo Cooper and Billie Eddington.

Ringling Takes Third Options

POMONA, Calif. - Ringling-Barnum circus has taken up the final option period in the contracts of performers. This covers a third period of 14 weeks, and guarantees at least 10 weeks work. This will add up to a 30week season, with more expected William B. Hall, fan who is back to follow the month in Mexico



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Five Rainy Days Cut Kentucky State Gate to 471,544

Pro Gridders Draw 17,500 Fans; Autorama, Boone, Midway Get Big Play

1956, when it ran nine days.

104

power. Even with rain Saturday at night. (14), it registered a 77,819 gate, the second largest in the fair's history, being topped only by the Hamid bill in the Stadium three 105,000 Sunday turnout last year when the fair used its new multimillion-dollar plant for the first played to excellent crowds. Also day of the fair.

Sunday (14) was the added day, and it offered a pro football game (Baltimore Colts vs. Chicago Cardinals) as the top paid attraction, whereas the big-and only-Sunday last year had the grid game as the top lure. Even in rain, the day yielded a gate of 41,026, with some 17,500 paying to see the tootball contest.

Other featured attraction closing day was a free show, Chrysler's

Pars '56 Gate, **Boosts Income**

SAGINAW, Mich .- The Saginaw Fair, altho hit by rain on one day, wound up its seven-day run here Saturday (14) with attendance that matched 1956 and receipts that were sharply higher.

Clarence Harnden, veteran secretary-manager, said the gate re- CAC-Hamid revue, ended up a hike in adult admissions, were a last year, altho it lost two pera par with a year ago.

cent, Harnden disclosed. Some of both evening performances.

up a sturdy 6 to 8 per cent, Harn- traction in front of the granstand, den reported.

Port Royal, Pa., Tops 50,000 Mark For New Record

PORT ROYAL, Pa. - The Juniata County Fair wound up its six-day run here with an all-time attendance record of 50,000, ac. field's four-day event nearly beat cording to official figures. Saturdits best attendance this season, day (7), the final day, chalked up with the event doing more than a new one-day mark, when 16,000 23,000 tickets sold at the gates poured thru the outside gates.

Big turnouts, in some cases full annual Kids' Day.

LOUISVILLE-Five days of Autorama, offered at 5 p.m. and the 10-day Kentucky State Fair, 8 p.m. in the fair's large Coliseum. which closed Sunday (15), were Autorama, which offered Julius hit by rain, and the event finished La Rosa, Bill Lundigan, Mary the worst weather in the memory with an attendance of 471,544, Costa, the Lang Troupe, a 16-girl of old-timers here, yet finished down from its 500,293 count in line and Tony Pastor's orchestra, with attendance down 28,000, or Considering the weather, the Chrysler, played to a capacity an excellent one for the fair. fair exerted tremendous pulling afternoon crowd and a half house

Boone Hits

Pat Boone headed a GACnights ending Saturday (14) and a matinee Sunday afternoon, and Friday (13), usually the biggest on the bill were the Fontane Sisters, Lassie and the Rockettes,

(Centinued on page 105)

Daily Rains Fail to Hurt Knoxville Run

Shrugs Off Weather To End Only 15% Down in Attendance

KNOXVILLE -- The six-day closed Saturday (14), was given among others, plus the showing by about 15 per cent from last year,

> menacing, Turnouts, nevertheless, were strong. Some 20,000 persons

Midway business for the Gooding Amusement Company was 10 In for three nights and a matinee per cent under that of 1958. Two

STURDY RUN

Records Tumble At Allegan, Mich.

day run herè Saturday (14) after posting new records in almost every department and doing it after losing its second best day, Thursday (12), to an all-day rain.

Attendance count of 101,200 marked the first time the fair had broken thru the 100,000 total. It topped the previous all-time high set at the 1952 centennial run by 10 per cent, and went over 1956 by over 10,000 people.

The night grandstand show, a ceipts, resulting from a 15-cent whopping 20 per cent ahead of whopping 25 per cent ahead of last formances on Thursday, which is year. Attendance was 258,000 on Farmers' Day and usually a big one. The show packed them in Total gross of the night grand- at the first show Friday night and stand show, a Barnes-Carruthers had a good second crowd. On Satrevue with acts, was off 30 per orday, it had two big turnouts for

the first show early, had rain and Cooding Amusement Company still wound up giving the fair a 40 did good business throont the run per cent increase over last year and wound up close to 3 per cent when another thriller played here. ahead of 1956. Space sales were Harness races, the afternoon at-

Near Record At Greenfield

GREENFIELD, Mass .- Greenand during the pre-fair sale.

The 100th anniversary year in houses, were registered by Gene 1948 had record attendance. Bud- \$178,384 was a one-day record. Holter's Animal Show, Ward dy Wagner's unit of the Chitwood Beam's Thrill Show and the beauty show had two night shows Wednespageant, Beam's Attractions, on day (11), both heavily attended." the midway, chalked up big gains, Second show was a sellout. Pre- nights. Previous years had been with over 5,000 youngsters out for miums totaled \$6,500, and racing purses \$2,575 ...

ALLEGAN, Mich. - Allegan were well ahead of a year ago. County Fair wound up its seven. During the week 190 horses went to the post.

> gross that topped the centennial Fair. run by 25 per cent.

departments were well ahead of fair 15 per cent more money than last year and commercial exhibit last year, McDugan disclosed. Last space sales were sizable.

stand show included a Hal Sands two for \$1. line, Ladd Lyon, Three Leggers,

LONDON EXCEEDS '56 GATE BY 1,000

Grandstand \$\$ Okay Despite Rain; Conklin Fun Zone Climbs 6%

LONDON. Ont .- Despite the were almost 6 per cent ahead of virtual loss of one day to rain, the last year. Western Fair wrapped up its sixday run here Saturday (14) by topping last year's attendance mark by Tennessee A. & I. Fair, which approximately 1,000. Evan Mc studied by the fair board, which Dogan, serving his first year as is headed by T. O. Robinson, presimanager here, announced that the dent. On the program for future official count was 359,102 against development are overhauling the 348,530 in 1956:

Rain pelted the fair sometime quickly snapped back with big adjacent property to be used for during each of the six days and days Wednesday and Friday and the expansion and for automobile when it wasn't raining, skies were a whopping attendance of 86,475 parking. Saturday, which was sunny and uled events, was a Warrior's Day Mahoney. program and an automobile giveaway that night.

Grandstand receipts, in general, were about even to slightly above a year ago, McDugan said. Altho the CAC-Hamid night grandstand show did not lose its Tuesday night performance due to the covered stage, the turnout that night was Trans-World Daredevils lost its by that afternoon but pulled a By 5 Per Cent bort by the rain. Earl Newberry's good crowd the previous afternoon. Harness racing filled two other afternoons.

Holter Clicks

for matinees on Friday and a morn- total gate count of 115,000, an ing and afternoon show on Satur- increase of about 5 per cent over day, did good business, and the last year. fair board was well pleased with Aided by a record kids' day, its acceptance. In addition, the John Reid's Happyland Shows did show, thru fair publicity chief Purexcellent business thruout the week, dom Love, gamered considerable winding up with a ride and show publicity for itself and the Western

The car giveaway, which took Entries in almost all agricultural place on the final night, gave the vear the tickets sold at three for Acts in the night grand- \$1, this year they were priced at ritory, was cited by Mrs. Hartkopf

The fun zone, provided by Patty Kari-Karo; Vernon, Bumpy and and Frank Cooklin, was hurt Company: Ted Miller and Smiley, somewhat by the day of rain, but Jinx the Chimp, and Doc Jorne and the good weather helped bring out the people, and shows and rides way, registered a 10 per cent in-

A number of long-range fairground improvements are being grandstand, a new agriculture Following the bad weather, building and an auditorium. Meanwhich came on Tuesday, the fair while the fair is slowly acquiring

Talent in the grandstand show cool. The beavy draw on the final included, among others, Peg-Leg turned out in the face of hard rain day, in addition to regularly sched- Bates, Clenn Derringer and Will

Blackfoot Tops 56 Gate Mark

BLACKFOOT, Idaho - Given generally good weather, the fiveday Eastern Idaho State Fair Gene Holter's Animal Show, in closed here Saturday (14) with a

> All segments of the fair, excepting the night grandstand, turned in gains, Mrs. Ruth Hartkopf, seeretary, said. Receipts for a Barnes-Carruthers revue, in for all five nights, were down about 5 per cent from last year.

> Cautious spending, stemming from local potato prices in Bingham County and the-adjacent teras the probable reason for the dip in night receipts.

> Patrons, she observed, spent freely on lower priced attractions. The Siebrand Shows, on the midcrease in ride and show receipts over last year. Concessionaires generally reported good business.

> Daytime grandstand attractions held close to last year's level. Jack Kochman's Thrill Show, in for the first time, gave two matinees to grosses about even with those of another thrill show last year. The first three afternoons were devoted to running horse races, horse show events and horse-pulling compo-

Turnouts, Wagers this decrease, however, was due to a complete washout Thursday for two Monday night shows, night when two shows were sched- battled threatening weather, started Soar at Brockton

243,500 Is 30% Increase; Reception Good for New Group's Initial Effort

ping 30 per cent increase was ex- responded well. perienced by the Brockton Fair, which was blessed with good weather thruout the run which ended Sunday. (15). Attendance during the new administration's maiden effort was reported at 243,-500, compared with last year's 195,000.

In addition to producing the highest attendance in years, the event also did exceptionally well with its pari-mutuel racing. Wagering totaled \$707,657 for a six-day meet, \$200,000 more than last year, and the Saturday handle of

Ideal weather was marred only by showers, which fell briefly Wednesday (11) and Friday (13) bothered by rain, burricanes or a polio scare, but none of this was

BROCKTON, Mass .- A whop- present last week and the crowds

George L. Carney, new fair president, said that altho results were gratifying, efforts would be NAMES KITTLE started soon to do away with whatever flasia presented themselves AS MANAGER during the week.

On victually every day, last year's attendances were exceeded. Governor's Day, Thursday (12), drew 22,000, compared to 19,000 in 1956. Friday's 21,500 was a decline of 2.500, buf increases were registered on the closing two days, which drew 56,200 and 33,000.

Midway Gross Up

The midway offered by the World of Mirth did excellently, being open and running Sunday (8) for the first time,

Altho returning to a paid grandstand last year, the charge was (Continued on page 105)

CASPER, WYO.,

CASPER, Wyo. -- W. H. (Bill) Kittle, longtime manager of Colorado State Fair, Pueblo, has been named manager of Central Wyoming Fair here, effective October I. Kittle recently resigned the Pueblo position after eight years on the job.

During his years at Pueblo, the fair's attendance built up almost every year, and the 1957 run, August 20 - 25, scored new records at the gate, grandstand and mid-Way

Spencer Draws Well Despite Bad Weather

SPENCER, Ia. -- The six-day Clay County Fair closed Saturday (14), with attendance of 157,500, down only 6,500 from 1956 despite rain opening day, some rain Friday (13) and threatening weather in the wide drawing area of the fair served to cut attendance from feeder towns.

ance and the rains, the Art B. Thomas Shows racked up slightly better ride and show business than last year. Concessionaires, too, enjoved good business, with most of them generally reporting highly satisfactory results.

Daredevils, managed by Leo Overland, below the thrill show turnout at Friday's (13) stock car races.

which had started at 4 a.m. and October 21. ways (Al Sweeney), and their com- three days of the run. Tony will be unchanged at 50 cents. bined attendance was up a trifle over 1956. Harness races staged

the night grandstand attraction, marking the first time an icer has been presented at the fair. Bad weather held down the show's gross and it finished under that for a revue last year.

A new feature, "A Festival of Music," was introduced by Bill Woods, fair secretary, on closing day and, despite inclement weather, went over big. The earlymorning rains, however, cut the number of participating high school bands from the scheduled 33 to 22.

The fair's farm machinery exhibit was outstanding and drew exceptionally strong press atten-

MEETS OCT. 28

REGINA, Sask. -- Fall meeting of the Western Canada Fairs Association will be held in the Grant Hall hotel, Moose Jaw, Sask, October 28-29. The association, comprising fairs of the Class B circuit in Manitoba, Saskatchewan and Alberta, will choose midway and grandstand attractions for 1958, Secretary is George K. Ross, Prince Albert, Sask.

Despite slightly lower attend- Georgia State Sets Name Bill Rain Monday (9) cut the after-noon crowd for the Trans-World For Grandstand

MACON, Ga .-- A name attracof 1956. Rain in the surrounding tion program that will be changed area also pruned back the crowd three times during the week has been set by the Georgia State Fair, Closing day opened in rain, which opens its six-day run here tion before the fair opens.

CANADA B LOOP Reading Ekes Rise Of 8,133 in Rain

Grandstand Closed Monday; Pat Boone And Auto Events Outpull Stage Acts

READING, Pa. -- Singer Pat on the closing Sunday afternoon Boone and auto racing were the all drew well. Cetlin & Wilson big draws at the Reading Fair grandstand during a run which did 194,585 in a week marked with rain or threatening weather. Total was 8,133 better than last year, which was also spotted thruout with rain.

The AMA motorcycle races Sunday (8) afternoon, Joie Chitwood Thrill Show that night, stock car racing Wednesday (11) night, Jack Kochman's stunters Saturday (14) afternoon and USAC big car races

Gentry's animal show will play the entire run and fireworks will cap each evening's presentation.

A new poultry building, 120 by 60-feet, is scheduled for comple-

The Macon Exchange Club, continued until 10 a.m. The track Robert Wade, manager, said which operates the fair under was scraped and big car races were that Pinky Lee will head the bill lease from the Chamber of Comstaged before a large crowd. In the first two days; Cisco Kid on merce, will open its advance ticket all, there were three days of auto Wednesday, and the Renfro Val- sale September 26. Prices remain races, all staged by National Speed- ley Coon Creek Girls on the final at 60 and 25 cents, and parking

Shows had a fair week on the mid-

Boone pulled better than 5.000 spectators in a downpour Tuesday night (10) after the first show was rained out. Grandstand attendance for other shows ranged from a third to a half of capacity. It was the first tryout for the new policy of doing away with a Monday grandstand show, and fair officials appeared satisfied with the result. Monday had always drawn poorly in previous years.

Daily gate figures, with last year's comparable days in parenthesis, were: Sunday (8), 43,698 (43,512); Monday, 9,765 (13,451); Tuesday, 21,576 (39,872); Wednesday, 19,851 (14,743); Thursday, 11,637 (11,542); Friday, 57,872 (54,106); Saturday, 15,643 (7,123); Sunday, 14,543 (2,103).

Futurities Postponed

Harness racing, featuring four Reading Fair futurities with total purses of more than \$56,000, was postponed Tuesday because of rain and Wednesday because of a wet track. The four events were run as the first of three grandstand shows Thursday. Also appearing that day were the Lone Ranger and Tonto in the afternoon and the Mills Brothers in the evening.

Friday afternoon's program invision of the Farm Maid of 1957 contest. Friday night Lillian Briggs headed a rock 'n' roll show but failed to come close to last year's capacity attendance.

On Saturday night 58 entries paraded before three judges in the Miss Reading Fair Beauty Contest, with physical education teacher, GIVE TO DAMON RUNYON Jean May Stitzel, 22, winning the title and \$1,000.

after October 14



Twelve-year-old

ELISABETH GREEN

and her five-year-old baby elephant "QUEENIE"

Two outstanding routines from which to pick. Delights the children-amazes

the adults. BILL GREEN'S RARE BIRD & ANIMAL FARM

Fairlee, Vermont







Union Shop-Phone WAlnut 5-2000

CANCER FUND

on two other afternoons held to YORK EDGES 1956 IN Harry Hirsch's "Ice Time" was RAIN-SPOTTED WEEK

Fair managed to pull \$8,000 ahead \$140,000, which is \$5,000 less cluded an appearance of Superof last year's grandstand receipts than last year, according to Harry man, a livestock cavalcade, mule despite one of the worst stretches D. Immels, department manager. racing and the hand-milking diof weather in its-experience. Rain Premiums and awards reached fell intermittently all during the \$22,500 during the week. The

York's covered grandstand and early jump enabled them to wind stage proved its worth. A strong up with increased earnings. advance sale for the two performances of Bob Hope Friday (13) produced large turnouts.

General attendance was up over . Continued from page 104 the week, General Manager Sam tion from as far away as Des Lewis said, altho the weather was the worst since 1942. The conces-

YORK. Pa.—York Inter-State sions department will return some

James E. Strates Shows started the This was one of the years five-day event strongly and the big

Knoxville Run

of the scheduled performances of GAC - Hamid variety show, booked in by Ernie Young, of that office, were rained out, and several of the other performances of this attraction were hit by rain. The show, presented in the outdoor amphitheater, was in on a two-aday basis.

Nightly fireworks were by Tony Vitale, of the American Fireworks Company.

Record entries were made in the junior livestock show, the beef and dairy cattle show, and in the hog and sheep show.

The fair put into partial use a recently acquired area of three acres, using it partially for the midway and for parking. The area, Pat Kerr, fair secretary, said is to be filled and leveled before the 1958 fair when it will be used in its entirety.

Brockton Soars

Reeves was on the receiving end dropped this time. Treasurer Howof compliments for the fair's excel- ard Buckley, who ran the event lent farm machinery exhibit, which with Carey in the absence of a was substantially larger than last manager, said directors believed year, and for the up-grading and more good will was created by added number and better layout charging \$1 admission and giving all other entertainment free. Im-During the past year Reeves perial Artists, of New York, pre-

bravies where crowds were mer Army major, to handle the turned after an absence of several years.

FAIRS ASSOCIATION

FAIRFIELD COUNTY FAIR-LANCASTER, OHIO

DAY and NIGHT - OCTOBER 8-9-10-11-12, 1957

LARGEST COUNTY FAIR IN OHIO

WANT small Concessions.

Write T. B. COX, Concessionist

Grapt Hall Hotel, Moose Jaw, Sask., October 26-29, 1957. To award contracts for 1958. Grandstand Submissions heard Saturday, October 24, and Midway Tuesday, October 29.

> GEORGE K. ROSS, Secretary Frince Albert, Sask,

Miss BeBe Says

AND ANYONE INTERESTED IN THE FAIR BUSINESS-

NEEDS THE BILLBOARD EVERY WEEK

Make Money-Save Money. Subscribe NOW-This Easy Way.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohie Yes Please send me The Billboard for one year at \$15. Foreign rate, one year, \$151

City State Zone ... State

5 Rainy Days Hit Ky. State

immediately prior to the Boone headed show was a bill headed by Johnny Ray, Dorothy Lamour, Superman and the Mills Brothers. This offering did roughly half the business that was given the Boonetopped show. For the combined six nights and two matinees the two programs grossed \$46,596.

The World's Champion Rodeo, with Buffalo Bill Ir., booked in by Harry Knight, was in the Coliseum for three nights and as many matinces and grossed about \$61,600, down sharply from the same rodeo last year whe Gene Autry was the headliner. The admission prices for the rodeo were pegged higher than last year, whe Autry and the rodeo was staged in the Stadium during the fair's stretch run.

Olson Jumps 10 Per Cent

Altho attendance was down and the rains thinned midway crowds, ride and show business of the Olson Shows were up about 10 per cent over last year, fair execs said. The Olson aggregation was in for the first nine nights, closing Saturday night (14) in order to make its scheduled move to Chattanooga.

The Wild Mouse booked in by

The fair again featured special events, under the direction of its publicity-special events chief, L. (Doc) Cassidy. In addition to the International Fiddle Contest and the National Square Dance Contest, special events included Lafayette Day, new this year, and a oneday appearance of the Pan-Do-Maniaes. The latter is a band from the 10th Naval District, San Juan, Pueroto Rico, which uses cutdown oil drums and other instruments converted from discarded metal. The Naval band was in for two appearances in the commercial exhibit wing of the exhibition, but was so enthusiastically received that it gave two additional shows.

In his second year as director of the Kentucky State Fair and . Continued from page 104 Exposition Center operation, Clyde of commercial exhibits.

made several staff changes, bring- sented a varied grandstand assortthe Olson Shows for this fair only, ing in R. Willis, secretary of the ment for its first fair date. held over for closing day. Spotted Jefferson County Fair, Jefferson- All entries were the highest in in front of a wing of the Coliseum- town, Ky., to supervise the farm many years. Buckey said consider-Exposition Building, the Wild machinery exhibit; Ray T. Weller, able money has been spent on try-Mouse enjoyed good business. Even secretary of the Shelby County ing to bring the fair back to its higher grosses would have been Fair, Shelbyville, Ky., to head up former high status. The fair's share the commercial exhibits depart- of premiums went up to \$6,500 e had been spotted on the ment, and Dave Humphrey, a for- for the 4-H show alone, which resales of outside space.

The Royal made a fast move in

(12). The show train pulled in at

9:30 a.m. Friday. By 5:30 p.m.

a half hour before the scheduled

opening of the preview, every-

Visitors here included Maurice

CHICAGO - The first fall

secretary, announced last week. A

board of governors meeting will be

held September 25 in the Sher-

man and the slate of 1958 officers

Phoebe Carsky and Evely Hock,

chairmen of the Cancer Fund

award books, report good returns

with the top prize being a portable

vacation while Mae Taylor re-

turned from a vacation. Member-

ship was saddened by the death

of Alice Hill, a longtime mem-

Secretary Miller suggested ad-

dress changes be sent here at 3852

Ida Chase left for a California

will be drawn up.

ber of the auxiliary.

television set.

E. Fager, secretary of the Topeka

thing was up and ready to go.

Free Fair, and Mrs. Fager.

SLA Auxiliary

ILLIONS FUNZONE Olson Whacked POMONA WINNER By Rain at

26 Rides Operate in Main Midway; Two Kiddielands Have 23 Devices

area, including 21 permanent de- Clenn the Roman targets. vices owned by himself. Fairtime Shows, owned by Olivia Waldron, supplied four majors and Rudy IIlions operated the Skooter in the area designated as the No. 1 kiddieland. Also used there was the 40-foot entrance from Illions' New Liberty Park, Jamestown, N. Y., and two major and 10 kid rides. In the No. 2 kiddieland, near the Mexican Village, were two majors and nine kiddie rides from Fairtimes Show and two Illions devices.

Prells Win At Gastonia; Sign for '58

haul to the fair here from Lynchburg. Va., was made in ample time by Prell's Broadway Shows, but Howard Robbins,

Prell left the fair with the con- run Saturday (14). tract for 1958, it was announced. canvas exhibits.

its origination.

POMONA, Calif. - Business | A total of 72 concessions, four at the midway and the two kiddie- more than a year ago, were in lands at Los Angeles County Fair, operation. Of these, Cecchini and thru Tuesday (17), fifth of the 17- Levaggi had 22 in the permanent day run, was well ahead of the buildings; Joe Blash and Lloyd same period last year, Harry A. Hilligoss had 12 games and a food whacked the Chattanooga-Hamil- ished with a ride and show gross been lagging thru most of the Illions, fun zone director, reported. stand in partnership; Joe (Red) Illions had 26 rides in the main Dauer had three and Darwin Olson Shows on the midway.

Weather Good To Buck Show

ALBERMARLE, N. C .-- O. C. on opening Monday (9).

on the show. Hopes were high for crushed rock. the fair in Rocky Mount, which The six-day fair was scheduled was weathered out in 1956.

Chattanooga

Communications to 188 W. Randolph St., Chicago 1, Ill.

Downpours Wash Out First 2 Days; Midway Mired

Opening day, Monday (16) was time. a complete wash-out. The midway in the fun zone.

The weather improved Wednesday (18) and Thursday (19) business was good until 9:45 p.m., when rain again called a halt.

Buck Shows wound up pretty fair and part of it was under water in Hickory, N. C., altho rain hurt when the show moved on. Considerable money was expended by Good weather helped the show the show to make the fun zone for a solid month, with only a usuable. Paths of crushed rock little rain on Labor Day spoiling were trucked in to serve as a base the string. Dates have all been for paths thru the midway and good enough for most operators shavings were spread over the

to close Saturday (21).

Consolidation

nental Shows have rides on other midways until the fair here September 26-29. Final fair will be Center Sandwich, N. H., which closes October 12. It will be the 15th season for Roland Champagne's show at the two fairs.

N. Y., was better than last year due to pretty good weekend weather. It was the third fair date, following good weeks at Westport, N. Y. and Lyndonville, Vt.

SLA to Meet

CHICAGO -- The Showmen's West Irving Park Road, Chicago managers; Paul Sprague, publicity; League of America will hold its 18. first meeting of the fall season October 3, Homer Briant, executive secretary, announced last week.

Briant also called attention to the schedule of events set for the fall outdoor meetings here. All-will be in the Hotel Sherman. Memorial services are scheduled for the afternoon of Sunday, December I, with the president's party that Following the stand here, Hap- evening. The annual banquet will day, December 5.

Allegan Fair Gives CASTONIA, N. C.—A 225-mile John Reid 25% Hike

it opened to rain on Monday (9). Happyland Shows celebrated its with the Scrambler and Kiddieland Jack Partlow had done a good 25th year at the sturdy Allegan a close second. Joe Sciortino's two promotional job as manager of the County Fair here with a whooping shows led the strong back-end, folevent, the Spindle Center Fair run that produced ride and show lowed closely by Eddie Miller's which was formerly managed by grosses 25 per cent ahead of last Club Mambo and Dick Dillon's year. The fair ended its seven-day Mechanical unit. Also doing good

The fair, in its seventh year of gest kids day ever at this fair on Funhouse, Dark Ride and Twooperation, had 25 rides, 10 shows Tuseday when the moppets Headed Baby. Close to 150 concesand 82 concessions on the midway, swarmed all over the fairgrounds sions reported business about equal plus its usual wide array of under- and the rides were seldom silent to that of 1956. during the day. In fact, it was one Strong use was made of radio, of the biggest kids days that Hapnewspapers and television this pyland has had in its many years

an all-day rain that washed out

year by Partlow, who reported the on the road. date as the most profitable since Thursday's take was off due to Line-up included Ed Sweet, most of the attractions on the Round-Up and Helicopter; Lee grounds. Despite this, the midway Amusements, Serambler; Roy scored well with two big final days Camp, two kiddie rides; Joseph, that were ideal, weather-wise. (Continued on page 108) Reid's new Skooter led the line-

Full Sunday Spurs WOM at Brockton

ALLENTOWN Pa. -- Recent to be set up for operation on opendates have given the World of ing Sunday at Brockton. (Mass.) Fair.

From the big Central Canada Exhibition in Ottawa the show went into Lewiston, Me., where business was just fair. It began to move out of Lewiston as soon as possible after the Friday (6) midway, closing, and this enabled it

an early entry at the Brockton 20 per cent better than last year. One setback occurred on Friday Smoke covered the midway, but the blaze was confined to the one unit, which was not in operation Frank Conklin's rides and shows rain on Tuesday virtually washed on Wednesday (11). There are

equipment went into the State to be almost 6 per cent up by the shows forged ahead on Friday, and pari-mutuel racing. Fairgrounds in Trenton, N. J., to Saturday (14) wind-up. La-Vonnie, rider in Joe Pela- await the opening there on Sun- The Conklins had a powerful crowds were on the midway from third on Labor Day, but the week quin's Motororome on Strates, was day (22). The Sunday (15) preview array of money-makers on the big noontime until late at night. severely injured at York, Pa., suf- at the Allentown (Pa.) Fair, where fun zone here, including 16 major Among the rides, the Scrambler big business on Tuesday and Wedfering a brain concussion, frac- key concession space is operated rides, 19 kid devices and 102 con- and Caterpillar got away to an nesday. The date to follow Rocktured jaw and cuts and bruises, by Bernard (Bucky) Allen, was cessions, about half of them under early lead and held their positions ester in the Meriden (Conn.) Fair, She was hospitalized but is now good. Some 55,000 persons jam- the Conklin banner. On the back- for the week. back in her trailer. . Tom Shar- med the grounds and produced end were seven shows plus the Following the close here a good and Rotary clubs sponsorship. key, longtime concessionaire, was earnings which were apreciated on show's permanent Funhouse, Auto portion of the midway equipment Giveaways include a mink stole hospitalized in Louisville after be- Monday, when the fair opened Skooter, Maze and Laff-in-the- was sent to winter quarters, altho and two kiddle matiness with biwith a day-long rainout.

ALLEGAN, Mich. - John Reid's up of 17 major and kid devices business were Blackwell's fat show The Reid fun zone had its big- and three office-owned units, the

> Staff, in addition to Owner-Manager Reid, includes Virgil Dickey and Jerry Reid, assistant Tom Brady, electrician; Ethel Stager, secretary, and Russ Stager, mailman and agent for The Bill-

Bob Reid, son of the owner, who is a first lieutenant in the Air. Force and is currently in France, will be back with the show for the 1958 season.

plyland moved to a Detroit shop- be held December 4 and the anping center, to be followed by nual meeting and installation of stands, at Oak Harbor, O., and officers on the evening of Thurs-Quincy, Mich.

Royal Matches '56 Despite Kan. Rains Two Big Days Hurt by Dampness;

Green Door Leads Back-End Units

HUTCHINSON, Kan. - Rain | Thumping grosses, however, whacked the Royal American were registered Sunday and Mon-Shows at the Kansas State Fair, day (15-16), with receipts both which closed here Thursday night days topping those for the corres-(19), but the power-packed mid- ponding days last year. CHATTANOOGA - Rain way aggregation nevertheless fin- The Green Door, which had ton County Interstate Fair and the close to that of last year, when the earlier dates, was the top grosser Royal played the fair for the first among the shows, according to Royal American officials. Close be-

The weather hit on preview hind were Leon Claxton's Harlem went into operation the following night Friday (13), clobbered the in Havana and the Lash La Rus day but after a few hours the skies midway operation on Saturday (14), show. broke loose, terminating activities usually the fair's big day, and also cut deeply into closing day busi- here from Topeka, Kan., where it had closed on Thursday night

then rain again called a halt.
The midway was deeply mired Continental For Deerfield

> DEERFIELD, N. H. -- Conti-Sets Meeting meeting of the Ladies' Auxiliary of the Showmen's League of America will be held October 3 in the Hotel Sherman, Elsie Miller,

The Labor Day fair in Chatham,

Roland Champagne, progressing rapidly from his recent illness, was active around the lot in Chatham.

> Coleman Scores At Greenfield

ROCHESTER, N. H .- Greenfield (Mass.) Fair's near-record run was a boon to Coleman Bros. Shows last week, with Buddy Wagner's unit of the Joie Chitwood thrill show also sharing in the increased business.

Opening on Sunday (8) was 10 per cent over last year, and Wednesday was the fair's biggest oneday gate. Coleman's earnings topped last year's on every day of

The fair here opened on Saturday (14) with an added day scheduled, tieing in with Greenfield's LONDON, Ont. - Patty and The week started out strong, but four-day event which had ended

> equaled last year's on the basis of running under Exchange, Lious

Mirth Shows a couple of strong weeks, one of them resulting from midway earnings were more than Conklin Take Up 6% One setback occurred on Friday (13) when the Funhouse caught fire at 2 p.m. and was destroyed. At London, Ont., Fair

charged ahead of 1956 at the West- out business for the entire day, two kiddle days scheduled with Following Brockton, much of the ern Fair, with total gross figured Despite this handicap the rides and bicycle giveaways, and nightly

Dark.

on Saturday, the finale, heavy

some was sent to a couple of dif- cycle prizes.

MIDWAY CONFAB

annual. Included were Jimmy Marvin Johnson,

Dick Best, Side Show operator, is in St. Luke's Hospital, Chicago, where he is convalescing following surgery. . . . Andre Dumont is in Veterans' Research Hospital, Chicago, following an appendectomy.

H. V. Peterson, owner-manager of Tivoli Exposition Shows, and Mack Hodges, concessionaire on the organization, both observed birthdays recently in Jonesboro, Ark., with a party in Harold by his wife.

Jimmy Magid, son of Chuck and Mary Magid, is recovering from a virus ear infection at 12250 N.E. 11th Court, Miami, and would like to hear from friends ... The Lawrence Tamargo family of Island Manor Shows have put their show in storage in Elmont, N. Y., after playing a full season on Long Island's Nassau County, and have left for their usual Florida vacation.

men's Association and Auxiliary funeral of the late Edgar McMillen included Jack Dickstein, Robert Morrison, Bill Green, Paul Greeley, Elmer Nagy, John Balog, Al Dear, Amon Kallie, Mrs. Paul Greeley, Mrs. Al Dear, Josephine Quinn. . . . Turner Scott, Sea View Park ride op, closed a successful season at Daytona Beach, Fla. He and his wife left for New Orleans and Texas. Scott has two rides booked with Johnny Tinsley presently. . . . Jim McMaster, veteran showman, is living at 84 West Flint Street, Lake Orion, Mich.

Charles A. Whitley is recovering from surgery at Reid Hospital, Room 5, Bethany, Mo. . . . Fred G. Wright, of Drago Shows No. 2, was hurt in an accident at the Flora, Ind., fair and is confined in the Veteran's Hospital, 1481 West 10th Street, Indianapolis. . . . A surprise wedding anniversary party was held for Mary and Don Crawn by their children, Wayne and Lynn Sharon at the Lehighton (Pa.) Fair. Guests included Mr. and Mrs. William Cism, Mr. and Mrs. Al Schmitz, Mr. and Mrs. Joe Grosso, Mr. and Mrs. Danny Dell, Chuck, Pearl and Elaine Renton; Ralph and Pauline Ryan, Mr. and Mrs. Tony Mason, Faith Starr, Mr. and Mrs. Johnny Vivona, Sara and Joe Faracchio, Snoozie, Gorden T. Bennett, Bill Baxter, Pete Hendrix, Edward Stump, Whitey and Mrs. Elizabeth Vivona.

Company.

Five members of Joe Sciortino's | Scott Lamb, owner-operator of Rock and Roll Revue were injured the Congoland show, reports busirecently in an auto crash near Ot- ness in Canada was excellent this sego, Mich., en route from the De- season. Unit is now playing Montroit fair to the Allegan, Mich., tana with future dates set in Seattle, Spokane, Tacoma and the big Crouch, Earl Bassie, Elaine Mid- livestock show in San Francisco. dleton, Robert Willingham and Another 10-week stand in Mexico City is also scheduled, Lamb dis-

> Bill Hornfeld, despite a severe injury to his left leg in a fall from a truck at the warehouse, gave four dozen kids in the York (Pa.) Children Home either blankets or dolls from his jam stand, then treated them to ice cream sundaes. The injury took five stitches. Hornfeld's York Fair stand has been at the west side of the grandstand building for 17 years.

Charley Bochert, veteran man-Wetherbee's girl show top. Barbe- ager of the Mineola (N. Y.) Fair, cued meat was prepared by Edwin has been in Brooklyn Jewish Hos-Frank and family while Jimmie pital, Room 819, and would like Clark supervised arrangements. . . . to hear from friends. . . . Paul La Ira Billingsley, also of Tivoli re- Cross, Continental Shows agent, cently entertained his brother, a will play winter dates again with Memphis businessman, and Carl his knife and shooting act, booked Anstead, general agent, was visited thru the Shilling office. With wife Beatrice, he visited the Vivona midway at Lehighton, Pa.

Joe Ross observed his 50th birthday on the Vivona lot in Leaksville, N. C., but rain forced cancelation of the party, altho many gifts were presented. New trailers were received by John and Marie Vivona and Joe Faracchio. Pete Hendrix, show electrician, arrived from Tennessee. Marie Vivona had a bad cut on a finger which required stitches. Don Crawn finished the new Hot Rod front. Vis-Members of the Michigan Show- itors have included Con and Ina Weiss, Mr. and Mrs. Barney Taswho attended the Wednesday (11) sell, and Willie Lewis of Thomas Joyland Shows.

Two ways you can protect your family against CANCER ... a check ... a check-up

Cancer strikes in one of every two families. Each year more than 60,000 American children under the age of eighteen lose a parent to cancer.

Yet many cancers can be cured, if discovered in time.

Every man should have a complete physical examination once a year. Women over thirty-five should have a complete physical examination twice a year. Patients are being saved today who could not have been saved even a few years ago.

The American Cancer Society asks your help.

How soon we find cancer's cause and cure depends on how soon and how much help comes from people like you.

Send contribution to Cancer, 1 c/o your local Post Office.

Cancer strikes One in Five STRIKE BACK ... Give to Conquer Cancer!



SOUTHSIDE, VIRGINIA, FAIR-PETERSBURG, VA., SEPT. 30-OCT. 5 GOLDEN BELT FAIR-HENDERSON, N. C., OCTOBER 7-12 SUMTER COUNTY WHITE FAIR-SUMTER, S. C., OCTOBER 14-19

And all Fairs until Nov. 9; then the Miami Area of Florida for the winter.

CAN PLACE

CONCESSIONS

RIDES.

Hanky Fanks of all kinds-Long and Short Range, Ball Games, Novelties, Pronto Pups, Cookhouses, Eats and Drinks, Buckets, Six Cats. No exclusives,

Spinerco, Dark Ride.

SHOW5

HELP

Grind Shows with own equipment, Me-chanical, Drome, Wildlife, Monkey Show, Tony Mason wants Girls for two Dancing Shows ("Jungle Queen" Hits, Newbreay, Julia and June, centact).

On all Rides. Can use Wives as Ticket Sellers.

Address JOHN VIVONA, SANFORD, N. C., This Week-Phone Spring 4-5731

FAIR AND DAIRY SHOW, MERIDIAN, MISS., SEPT. 30 - OCT. 5; MISSISSIPPI FOLLOWED BY BOAZ, ALA., FAIR, OCT. 7-12.

MERIDIAN FAIRGROUNDS JUST A FEW BLOCKS FROM THE CENTER OF THE CITY. LOTS OF INDUSTRY - CROWDS EXPECTED TO BE THE LARGEST IN YEARS. MILLION-DOLLAR GOVERNMENT BUILDING PROJECT.

SHOWS

DUE TO DISAPPOINTMENT CAN PLACE ORGANIZED MIN-STREL SHOW OR COLORED GIRL SHOW, Also Grind Shows of merit and Motordrome.

CONCESSIONS

Hanky Panks of all kinds, Straight Sales. Will book Six Cats if you have Hankies to go with same. Will also book Buckets and Swinger If you have other Concessions,

ALL WIRES TO: BUD DAVIS, Lawrenceburg, Tenn. (Fair), This Week.

WANT FOR SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, OCT. 2-6; WASHINGTON PARISH FREE FAIR, FRANKLINTON, LA., OCT. 8-12, AND CROWLEY, LA., RICE FESTIVAL, OCT. 14-19.

(We have the exclusive on everything on all lots and streets in Crowley)

SHOWS: Any Grind Show not conflicting-30%.

CONCESSIONS: Any kind of Concession that works for stock. Especially want Glass, Pottery and Parakeet Pitches. (No alibis, no Dice Penny Pitches, no Mitt Camp. All replies to BUFF HOTTLE, Mgr., Jasper, Ala., this week

BROADWAY SHO

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT

WANT

WANT

For GREAT FREDERICK FAIR, Sept. 30-Oct. 5; Wilson, N. C., and South Boston, Va., to follow CONCESSIONS: Age & Scales, Eating and Drinking Stands, Derby Racer, Hanky Panks, Photo,

all kinds of Concessions. SHOWS: Want two Girl Shows with own equipment. Next three Fairs are big for Girl Shows.

Want Grind Show, Fun House, Glass House. HELP: Ride Help on all Rides. Semi Drivers given preference. Joe Prell will be in Bloomsburg. Pa., Wednesday, Sept. 25.

> All answer: PRELL'S BROADWAY SHOWS, Salisbury, N. C., or JOE PRELL, Francis Scott Key Hotel, Frederick, Md., after Thursday.

Payment enclosed 863

Occupation or Title.

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G-12 Miniature Train, just overhauled and painted, 600 ft. track, \$1,800. Also for Sole - 12-16, Noil, 30-ft. sections.

F. W. NELSON Phoenix, Arisena 6832 N. Bih Ave.

I. A. GENTSCH SHOWS

For 6 of the best and largest bena fide County and District Fairs in Mississippl. Hanky Panks, Custard, Age and Scale, Cook House, SHOWS: Side Show, Fun House, Miniature City. RIDES: Scrambler, Octopus, Dark Rides or any Ride not

J. A. GENTSCH SHOWS WAYNESBORD, MISSISSIPPI, THIS WEEK

ALAMO EXPOSITION SHOWS

CARNIVALS

WANT FOR THREE MORE FAIRS DE RIDDER, LA., SEPT. 30-OCT. 5; LIBERTY, TEX., OCT. 7-12; SULPHUR, LA. (BIGGEST PARISH FAIR IN LOUISIANA, \$2,000,000 PAY ROLL), OCT. 14-19

Have all the Rides I need. Will book Shows of merit. All Hunky Panks open. Want Second Men on Rides who drive trucks, Address:

JACK RUBACK, Mgr.

CORSICANA, TEX. (FAIR), THIS WEEK.

P.S. Dan't forget, we play the Battle of Flawers, San Antonia, Tex., on the strasts, April 22-27, 1958.

AMERICAN LEGION FAIR

CARUTHERSVILLE, MO., OCT. 1-6

The Last Big Fair in the Midsouth

Can place Glass, Bird and Lamp Pitches, Duck Pond, Fish Pand, Slum Spindle, Pitch-Till-You-Win, Coke Pitch, Hi-Striker, Basket Ball, Milk Battles, Punk Rock, Record Game, Ice Cream, Custard, Pronto Pups, Hanky Panks of all kinds. Want Girl Shows, Mechanical, Matordrome, Penny Arcade, Snoke, Side Show, Mankey and Grind Shows. No Rides needed. Can use Ride Men with chauffeur's licenses who want bonus for driving trucks to Konsos City.

SUNSET AMUSEMENT CO.

Harrisburg, Ark. (Fair), this week; Caruthersville, Ma., next.

WANT - JACK ROYAL AMUSEMENTS - WANT

FOR ORANGEBURG COLORED FA'R, ORANGEBURG, S. C., WEEK OF SEPT. 30-OCT. 5

RIDES not conflicting: Roller Coaster, Tilt-A-Whiel or may Flot Ride. Ferris Wheel-dual-alsa Kiddie Rides. CONCESSIONS: Eating Stands of all kinds except Custard-all other Concessions except Glass Pitch. Want well-framed Bingo, SHOWS: Any family-type Show-also Colored Minstrel and Colored Girl Show. Need one high free act such as Sway Pale. HELP: Need Ride Help who can drive, also Concession Agent.

Contact JACK ROYAL, Andrews, S. C., Sept. 23-28



Russellville, Ark., Fair starts Wednesday this week; then Trumann and De Witt, Ark., Fairs to follow.

CONCESSIONS: Can place Hanky Panks, Photos, Jeweley, Bear, and Glass Pitches, stc. SHOWS: Will book any clean Grind Show, Contact

E. L. WINROD, Mgr.

Russellville, Ark., Fair this week; Tromann, Ark., next week.

Largest Colored Fair in the South, Athens, Alabama, Starkville, Mississippi, Live Stock and Agricultural Fair to follow, 6 big days and nights, 2 kiddle matiness followed by 5 more county seat Fairs.

Open midway-book Bingo, Eating Concessions and Hanky Panks of all kinds. Crind Stores open, must have Hanky Panks. Work every week. Agents for Pin Store and Count Store. Will book any flat Ride not conflicting. Jack Hill wants Cirls for Cirl Show and Revue. Big Snake, Monkey and any Grind Show, come on. Help on all Rides, especially Merry-Co-Round. Come into Athens-will place you.

Ted Meadows, Mgr. Ralph Decker, Bus. Mgr. Week of September 23, Athens, Ala.

GREAT DANBURY FAIR

WANT

MS

ed et

WANT

WANT

Frenks, Working Acts, Talkers & Bally People to enlarge Shows.

Southern l'airs to follow. Contact:

1991 Lauret Ave.

ARTIE STEINHARDT

Brooklyn, N. Y.

WILLIAMS AMUSEMENT CO.

Rock Hill, S. C., Colored Fair on Black Street, in the heart of town, at the College, Sept. 30-Oct. 5; Fall Festival all week, Hamlet, N. C., to follow, All replies to

Troy E. Williams, Williams Amusement Co. Stuart, Virginia, week of Sept. 22

A-1 AMUSEMENT

Want for Gideon, Ma., Fair, Sept. 23-22, and long string of Fairs and Calebrations. to follow,

Can place Photos, Roman Target, Milk Bottles, Bear Pitch, Glass Pitch, Short Range or any non-conflicting store working for stock. RIDES: Want Foremen for Holioplane, Octoors and Scrambler. Also Second Men on all Rides. Must drive and have Beense. Good wages, long season, Address

JOHN HANSEN, Mgr., Gideon, Mo.

WANT DANCING GIRLS

Marine base next, also fine Fairs. Tattoo Artist and Acts for Side Show. Carmen Del Rio, contact.

LISA DEL MAR or DUKE SCOTT, Mgr.

c/o Cold Medal Shows, Dunn, N. C.

Want major Rides not conflicting. Also Shows of marit and Concessions of all kinds. Out until Christmas week, then into Florida. This week, Volens, Vo. Wire and mail address; Brackness, Vo.

Ricky Nelson Helps Set San Jose, Calif., Record

and television artist Ricky Nelson Fireworks Company. was credited by William A. Straub, manager of the Santa Clara County Fair with giving the event a record one-day attendance of 61,683, which figured prominently in setting a new total gate mark of 247,729. Fair ended its sevenday run here Sunday (15).

Nelson played only two performances on Friday (13) which were attended by approximately 12,000 for years president of the fair. fairgoers who paid an extra admission for the show produced by Earle Caldwell and Helen Hughes.

For the first three days the fair ran behind comparable days a year ago with the increases being registered on Friday and Saturday, Nelson appearing on the former day. Al Christopher, fair president, said the event was ahead in nearly every department. Commercial exhibits were up and West Coast Shows, which provided the midway attractions for the 13th year, showed substantial gains.

The fair offered a new schedule night harness racing starting at 7 p.m. The shows were presented on the 92-ton portable stage at 8:15 and 9:30 p.m. Nightly fire-

SECOND YEAR

Fest Mgrs. Set 2-Day Discussion

NEW YORK - The second annual meeting of the Festival Managers' Association has been scheduled for October 24-25 in the Biltmore Hotel. Last year's organizational meeting was a oneday affair, and 16 events were represented.

is Joe Mickler, of the Casparilla there just as the act was being Winter Carnival, and other officers announced. are John Geisler, of the St. Paul Festival, Tampa, vice-president; Reynolds Andricks, of Fiesta San Jacinto, San Antonio, treasurer, and Robert Meyer Jr., secretary.

eral subjects at the meeting, namely tours, float building, TV coverage,

Rains Greet Vivonas in Statesville

STATESVILLE, N. C. - A string of satisfactory dates was rudely interrupted for the Amusements of America at Iredell County Fair here.

The show ran into a washout on Monday (16). On Tuesday the lot was well prepared with shavings when the downpour reappeared.

Previous week in Leaksville also drew much rain, altho the Tri-City Fair managed to get in its white kiddie day on Wednesday (11) and had a successful Saturday. Turnouts were light and the lot was muddy on other days. The entire show had to be winched onto the lot on arrival from Lehighton, Pa.

Named lot man is Ted Lewis, of the show bearing his name, who joined with his family and several concessions. For the Vivona Florida dates, Lewis will add his rides and light plant.

SAN JOSE, Calif.-Recording works were provided by Atlas

Featured in the stage show were the Sportsmen, Ford and Harris, and the Jacqualine Hurley Acrobats. Shafton's Puppets appeared daily on the family frolics stage.

The name of the main promenade was changed to Mitchell Walk, in honor of Frank Mitchell,

TRAVEL TRIALS

Whirlybird Act Stages Split Second Entry

CHICAGO - Bob Atterbury, of grandstand attractions with performer in the Atterbury-Hornbeck belicopter high act, has laid claim to some kind of distinction in utilizing various types of transportation to make a fair date and for split-second timing.

> Faced with an 1,800-mile jump from Canada to the DuQuoin (III.) State Fair, Atterbury and his partner figured they had to drive 100 miles every two hours to be there in time. The duo was two hours behind their schedule when they hit Indianapolis. They drove into an airport, chartered an airplane to take them to Carbondale, Ill., closest airport to the fair town of Du-

En route, their pilot radioed ahead to the helicopter, which was already on the scene, and the whirlybird met them at the Carbondale airport. The two hopped out of the airplane, rigged up their equipment on the helicopter. changed to their costumes, and The FMA has grown to 25 mem- the copter took off for DuQuoin. bers since its inception. President arriving over the big grandstand

Prells Win

. Continued from page 106

There will be speakers on sev- Octopus and Flying Scooter; Brett, dark ride and Coaster; Farrell, financing, publicity, promoting bus Kiddie Ferris Wheel and ponies; Miss Dorsey, Boat Ride, plus talent and booklets and brochures. Prell's two Ferris Wheels, Merry-Go-Round, Whip, Caterpillar, Rolloplane, Rock-o-Plane, Tilt-a-Whirl, five kiddie rides, Motordrome, two Minstrel Shows, Side Show, Snake Show, two Cirl Shows, and Dutch Aulhauser's Wild Life. Closing day, Saturday (14), drew some 16,000 people and everyone wound up nicely.

Hanky Pank Agents for Atlanta, Ga., and 5 praven spots to follow.

BEN GLOSSER Fairgrounds Rome, Ga.



1 Tractor Trailer, International Truck painted red, Alabama license, Model 182. Trailer 30 ft. long, 2-tone green with black stripes, Alabama license 70-2-679, toaded with 15 Skooter Cara Last seen in Silver Springs, Md., night of September 7. REWARD, Wire and September 7. REWARD, Wire and September 7. REWARD. phone Collect.

GEORGE STROUBE

Phone: FLeetwood 4-9602 ALEXANDRIA, VA.

RIDES FOR SALE

Allan Herschell Merry-Go-Round with top and organ, Eli Fernis Wheel, Smith & Smith Chairplane, long-arm October & Smith Chairplane, long-arm October Kiddle Chairplane, Allan Herschell Aufb Kiddle Ride. One International 60 Km Diesel Light Plant mounted in trailer-AC 110 or 220. All these Rides have been overhoused and painted. Can be seen up and running. Will sacrifice for each. Write or wire

SAM COOPER

C/e Western Union or General Delivery
Walterbore, L C
P.S.: Have lots of other Show Equipment
too numerous to mention. Will sell all
or part.

Veterans' Community Fair, Calhoun Falls, S. C., Sept. 30-Oct. 1; Burke Co. Regent Fair, Sardis, Ga., Oct. 7-13; Lib-arty Cs. Fair, USO Grounds, Himesoille, Ga., Oct. 16-19, and more to follow.

ALL HANKY PANKS OPEN except Corn, Apples and Candy. Want major Rides not conflicting. This is good show territory. What have you?

> EARL MILLER Conyers, Ga., all this week,

Swinger, Cet Rack and Long Range Buckets. Following people contact us .Carl Pierce and family, Roger and Juania Finger, Contact

CURLEY GRAHAM OF MIKE FARING TWICKENHAM HOTEL

Huntsville, Alabama, Sept. 23-28.

CAN USE

CAPABLE RIDE HELP

Come to Ephrata, Pa., this week

MORRIS HANNUM SHOWS

Capable Count Store, Pin Store and Rott Down Clerks, Buckets, Swinger and Hoop-La Men wanted for the balance of the season on the World of Pleasure

> LOUIS A. BELL Care World of Pleasure Shows

FOR SALE

Lunch Trailer, 20-ft. factory built, opt three sides. Storage or alceping quarters one end completely equipped. Real flusby. International 14-Ton Van.

E. L. JENKINS 3631 West Main St. Richmond, Vs. Phone Scars

CARL HANSON

Care Wesfern Union, Little Ruck, Ark., until Sept. 29; then per route of ROYAL AMERICAN SHOWS.

Foremen for Wheel and Tiltawhirl, Must drive. FIDLER UNITED SHOWS

Conway, Ark, this week

For Blower, Clothes Pint, Pan, Bear

Pitch, Balloon Dark GENE CAIN c/o Wallace floor Shows

Aberdeen, Miss., this week, or per soute.

On Account of Disappointment, Rits Rays, get in touch. No colle-wires or phane calls. No tickers

DOC TODD Warrenton, N. C. week of Sept. 28: Bishopyine, S. C. next week

109

Want for JACKSON, N. C., FIREMEN'S FAIR, Sept. 30-Oct. 5, and 6 more to follow, ending in Florida Armistice Day week

Will book concessions of all kinds that work for stock. Especially want small, well-framed Grab and Glass Pitch. Also some P. C. open if you have Hankies. Can use colored Girl Show and any other show. All replies Glasgow, Va., this week.

P.S. For Sale, Flyoplane in first-class condition, with or without transportation. Can be seen on show.

Franklin County Fair

LOUISBURG, N. C., NEXT WEEK

GOOD CROPS and a FAVORABLE MARKET promises a big week at this fair. Can book all kinds of Hanky Panks and other legitimate Game Concessions. Good opening for several Grind Shows. HELP-Men for rides who can drive, also Concession Agents. Capable Carnival People in other departments can be placed.

All Communications to

Steve Decker, Beam's Attractions FAIRGROUNDS, YANCEYVILLE, N. C.

RALEY BROS.' EXPO

CLEANEST SHOW ON EARTH-NO GRIFT ANYTIME

Want for best Fair in North Carolina, Pembroke-Robeson County Fair of Pembroke, N. C.; Marion County Fair, Marion, S. C., to follow.

Place any family-type Shows not conflicting, with outfits (sorry, our tops are all being used). Flace Stock and Eating Concessions of all kinds, no exclusive. Rides not conflicting. Need Wheel to duel with ours. Always use good Ride Help who drive. Georgia and Florida fair committees, have two open weeks in November and December, Contact

HAROLD RALEY or JUDD WILDE

King, N. C., this week. All Wires to Winston-Solem. Phone on Fair Grounds.

MIGHTY INTERSTATE SHOWS

Want for LAURENS COUNTY FAIR, Dublin, Ga., Sept. 30-Oct. 5; APPLING COUNTY FAIR, Baxley, Ga., Oct. 7-12; PINE COUNTY FAIR, Troy, Ala., Oct. 14-19, and 4 more to follow.

SHOWS: Side Show. Monkey Show, Minsfrel Show, Perny Arcade, Crind Shows of all kinds. Want Riders for Motor Drame. CONCESSIONS: Want Binge for balance of search. All Merchandise and Straight Sales Concessions open. Short and Long Range Gallerins, Pitches of all kinds. Age, Weight and Digger. RIDES: Will book one or two more flat Rides not conflicting. Also live Pony Ride. RIDE HELP: Foreman and Search Man. on all Rides want drive. Want Cristile Man. and Walter for Cook and Second Men on all Rides; must drive. Want Griddle Man and Walter for Cook House. Want Agents for Pop Corn, Candy Apple—must be clean and know your business. Want Agents for Buckets and Six-Cat. Replies to

H. B. ROSEN, Lee County Fairgrounds, Opelika, Alabama.

NOTICE . . .

THANKS TO MY MANY CUSTOMERS - I APPRECIATE HAVING HAD THE OPPORTUNITY OF SERVING YOU.

For Those Interested In Mobile Homes, We Now Have Two Locations

VINCENT MOBILE HOMES

4902 E. Belknap Fort Worth, Tex. Phone: Terminal 4-0035 -1330 Ft. Worth Ave. Dallas, Tex. Phone: Riverside 8-3427

FLOYD VINCENT

TIVOLI EXPOSITION SHOWS

Want for six banner Fairs in Louisiana, including Leesville (next to Fort Polk, payday week), then the Big Tri-Parish Fair, Eunice, Lz.

CONCESSIONS: Hanky Panks of all kinds, Penny Arcade and Pitches. RIDES: One more major Ride and two Kiddle Rides that do not conflict. HELP Capable Ride Help on all Rides. Must drive semisi Contact

H. V. PETERSEN

Western Union, Many, La., Fair, this weeks LEESVILLE FAIR to follow.

VIRGINIA GREATER SHOWS

Want Brigg, Photos, French Fries, Long and Short Hange Galleries, Age and Scales, Ball Games, Bear Pitch, Hoopin, Pitch Till Win. Penny Pitch, Cigarette Shonting laffery, Hi-Stinker, Bowllog Alley, Agents for Hanky Panks, Cookhouse Help, Ride liein who drive. Want at Once-Side Show Manager. Those who came over to Murireesboro, come on in. Want Snake Show Manager, also Girl Show Manager and Hamager and two Colored Girls for Colored Girl Show.

Smithfield, North Carolina, Fair, this week; Melsana, North Carolina, Fair, Sept. 20 to Oct. 1; Edenton, North Carolina, Fair, Oct. 7 to 12. Mail and wires to

WM. C. (BILL) MURRAY

Went for Pertules, New Mexico, Fair, Sept. 23-20; Flainview, Tex., Fair, Sept. 36-Oct. 5, and lone cotton fown season.

Next Personal for Mexico, Co. Haund Leoner and No. 5 Ell Wheel, Also Second Men.

Ger an Rieles, Must drive trucks. Place Wives on Tickets. D. R. Thompson needs Help in Research and Animal Shaws. Want Concession Agents for Scales, Age. Milk Brides. Will book Noveltles, Jewelry, Hats, Fishpond, Lung Range. String Games and Room Hanks Panks. All contact.

D. S. DUDLEY, Portates, New Mexico Fair, this week.



The funny hole in Mr. Cooper's building

TANY a New Yorker shook his head, I and not a few snickered, when they saw the "hole" in Peter Cooper's new building.

But to the benign gentleman with the ruff of graying whiskers it was all so simple: Some day someone would perfect the passenger elevator.

The mere fact that there wasn't one in 1853 would mean little to a man who, with his own bands, had built and driven the first American locomohelp see the Atlantic Cable through all its disasters to final success. And who would "scheme out" a Panama Canal plan fourteen years before DeLesseps.

But Peter Cooper's belief in the future ran in a vein far deeper than simply the material. For his "building with a hole" was Cooper Union, the first privately-endowed tuition-free college in America. A place where young men and women of any race, faith, or political opinion could enjoy the education which he, himself, had been denied. Peter Cooper's dearest dream -which has continued to grow dynamically for nearly a century and today enriches America with thousands of creative thinkers, artists, and engi-

There is plenty of Peter Cooper's confidence and foresight alive among Americans today. It is behind the wisdom with which more than 40,000,000 of us are making one of the soundest investments of our lives-in United States Savings Bonds, Through our banks and the Payroll Savings Plan where we work, we own and hold more than \$41,000,000,000 worth of Series E and H Bonds. With our rate of interest-and the safety of our principalguaranteed by the greatest nation on earth. You're welcome to share in this security. Why not begin today?

Now Savings Bonds are better than ever! Every Series E Bond purchased since February I, 1957, pays 31% interest when held to maturity. It earns higher interest in the early years than every before, and matures in only 8 years and H months. Hold your old E Bonds, too. They earn more as they get older.

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CAPE FEAR FAIR Fayetteville, N. C., Sept. 30 thru Oct. 5

Reenwood Far

Greenwood, S. C., Oct. 7 thru 12

THEN ALL FAIRS CLOSING AT JACKSONVILLE, FLA., FAIR, NOV. 23

CAN PLACE: All legitimate Merchandise Hanky Pank. WANT: Helicopter Ride to join immediately for all big Fairs. CAN PLACE: Experienced Working Men in all departments. Can place Mule Drivers for Train. Union Welfare furnished All employees. All address

CETLIN & WILSON SHOWS

This week Virginia State Fair, Richmond, Va.

PENN PREMIER SHOWS

GREAT DURHAM COUNTY WHITE FAIR, DURHAM, N. C., SEPT. 23-28, FOLLOWED BY SURREY COUNTY FAIR, MOUNT AIRY, N. C., SEPT. 30-OCT. 5

CONCESSIONS

Glass Pitch, Bear Pitch, Pitch-Till-You-Win, Age and Scale, Short Range, Dart Balloon or any other Hanky Panks.

Mechanical City, Wildlife, Dillinger Car, Mankey

Circus or any other outstanding Show.

SHOWS

Sarry, we have our own.

RIDES HELP

Can always use sober, reliable Help who drive semis. Wives for Ticket Sellers.

Address all mail, wires and phone sails to LLOYD D, SERFASS, Owner and General Manager, or HARRY "BUSTER" WESTEROOK, Bus. Mgr., High Faint, N. C., this week.

SOUTHERN MISSISSIPPI FAIR, LAUREL, MISS.

tive. Whose money, and faith, were to We have some openings for Hunky Panks. Good spots for Penny Arcade. CATERPILLAR FOREMAN-If you con cut it, we'll pay you well. Phone or wire. Want experienced Help on Twin Ferris Wheels, Ride Help in all departments who can drive. (No drunks or automobile drivers need apply.) NAT MERCY needs Girls for "1957 FOLLIES," \$100 per week. We have phone in office, for office BUSINESS only. All replies:

West Alabama State Fair, Tuscalageo, Ala., this week.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Place for Milledgeville, Ga.; Moultrie, Ga., and balance of Fair route.

RIDES: Dark Hide, Funbouse, Roundup and Helicopter.

SHOWS: Monkey Drome or Speedway, Big Ape, Mechanical City, Illusion, Unborn, Crime, Midget or any Ding or capable Grind Show, (Marcello Bacra, come on.) CONCESSIONS: Photos, Long Range, Arcade, Custard, Bird or Bear Pitch, Novelties, High Striker, Hoogla, String, Rumper, Balloon Daris, American Palmistry or any Merchandise Concession. All mail, wires and phone calls to

JOHNNY T. TINSLEY

TED WOODWARD

OWNER-MGR. GEN. AGT.-ASST. MGH. Newnan, Ga., Fairgrounds now: Milledgeville, Ga., next week.

ENFIELD, N. C., FAIR WEEK, SEPT. 30

Want Ball Games, Fish and Duck Pond, Pitch-Till-You-Win, Cork Gallery, Buckets, 6-Cat, Swinger, Age and Scales, Hoopla, Grab, Slum Spindle, Glass Pitch, Bear Filch, Photos and Novelties. Want Sideshow, Girl Show, Monkey Show, Wildlife. Agents for office Hanky Panks, general Ride Help, Truck and Tractor Drivers. All replies:

GEO. CLYDE SMITH SHOWS

Rocky Mount, N. C., Fair, this week; Enfield, N. C., Fair, next week.

SMILEY'S AMUSEMENTS

Want for the following: Ellory, S. C., Colored Fair, Sept. 23-28; Moncks Cerner, S. C., Sept. 30-Oct. 5; Hampton, S. C., Fair, Oct. 7-12; Barnwell, S. C., Oct. 14-18; Bamberg, S. C., Oct. 21-26, and others to fellow, CONGESSIONS of all kinds except Popcoun. Apple and Glass Pilch. Will book Bingo for season. SHOWS: Want Side Shows, Colored Girl Shows, Minstrel Show, Fun House or any Animal Show. All replies to

GLASS PITCH BLACKIE ELLORY, S. C., WEEK OF SEPT. 22.

FLOYD O. KILE SHOWS

Can place Conkhouse balance of season. Very good spots for same. Hanky Paulis of all kind. Cuts and Buckets open for stock, Age and Weight, Jewelry, Novellies, etc. Opening for clean Guind Shows. Some Second Men who can drive semi, All Fairs till November. Contact

FLOYD O. KILE, Mgr. Clarks, La., September 23-28; Farmerville, La., October 1-5.

STAR AMUSEMENT CO.

Wants for Hope, Ark., County Fair, Sept. 23-28; White County Fair, Searcy, Ark., to follow, and additional Fairs in Arkansas and Louisiana.

CONCESSIONS: Bingo, Photos, Digger and legitlenute Concessions of all kinds.

STAR AMUSEMENT CO. FAIRGROUNDS, HOPE, ARK.

VANCOUVER OFFER: 50G TO FASTEST P. FOGG

around-the world race.

be used provided the candidate The committee is contacting and then they'll be on their own, help promote the event.

with the exception of professional other events approved.

VANCOUVER, B.C. -- The travellers. Alan McGavin, special Vancouver Centennial Committee events and features chairman told is to pay \$50,000 to the fastest the committee Wednesday (11) two Phileas Fogg in a 1958 Centennial companies have agreed to sponsor the first two candidates but the Any form of transportation can individuals haven't been chosen.

circles the globe within defined movie producer Mike Todd, who latitudes. Candidates will have to made the movie "Around the sign out at Vancouver City Hall World in 80 days," asking him to

Opening and closing dates will The round-the-world race was be set but the entrants will be only one of several new centennial able to leave any time in between, projects approved by the commit-The one with the shortest clapsed tee. They are bringing out Brigatime on the closing date will win dier Alistair McLean, organizer of the big prize. The only catch is the famous Edinburgh Tattoo, to that a candidate must raise his help plan a huge centennial miliown fare-something over \$3,000 tary event. A "Centurama" variety show, boxing championships, a Anyone in the world can enter historical caravan and pageant, and

Want Concessions of all kinds for Reidsville, N. Car., Fair, Sept. 30-Oct. 5, and Chase City, Va., Fair, Oct. 7-12. Can also place several Crind Shows and one Girl. Show with own outfit. Address:

> L. I. THOMAS, Mgr. LEXINGTON, N. CAR., THIS WEEK

Consisting of Ell Wheel, 32-Ft. Parker Merry-Go-Round, 7-Tub Tilt-A-Whiel, Octopus, Roll o Plane, 10 Trucks and Trailers, plenty of Electrical Equipment and other Africalianeous Equipment. Full price, \$30,000.00. Will arrange terms for reliable parties. Would consider selling piecemeal, Write

BOX 903, c/o The Billhoard, 390 Arcade Bidg., St. Louis 1, Missouri.

For Fairborn, Ohio, Junior Chamber of Commerce Fall Festival, Oct. 1-5.

LEGITIMATE CONCESSIONS OF ALL KINDS, Winchester, Indiana, Shrine Fair follows, Oct. 7-12. Space limited. PHONE: LINCOLN 8-3375, GREENVILLE, OHIO.

WANT FOR 6-DAY FAIR-FOREST CITY, ARK, FIRST SHOW IN THIS YEAR-3 DAYS WHITE AND 3 DAYS COLORED.

Will place Concessions of all kinds, especially want Popcorn and Candy Place COOKHOUSE HELP WANTED, FRONT AND BACK, TO GO TO LOUISIANA ALL REPLIES: FOREST CITY, ARK., THIS WEEK.

Fair, Carthage, Miss., with 4 other Mississippi Fairs to follow: then all winter in Flarida. Can place Hanky Panks of all kinds. Want Rids Men with chauffeur's license. Will book Plyoplane, Scholer, Octopus, Coaster or Chairplane. Will book Khows of merit. Address: JACK VINSON, MGR., CARTHAGE, MISS.

PALMETTO EXPOSITION SHOWS

Want for Shelby, N. C., Colored Fair, September 30-October 5, Eats, Long and Short Range Galleries, Mitt Camp, Shaws and Concessions. Phene

MILTON MeNEACE

Burks County Fairgrounds, Marganton, N. C.

WANT FOR THE LOUISIANA LIVESTOCK AND PASTURE FESTIVAL

Legitimate Merchandise Concessions, such as Water Games, Curk Galleries, Hall Games, Puches, siz. Can place experienced Ride Help who can drive and stay sober. Want any clean Show with own equipment except Girl Show. All replies: JIMMIE HENSON, Jonesboro, La., this week; Marksville, next.

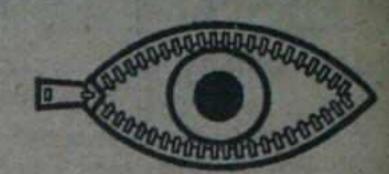
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BILL KEMP

rick Rider and Riders who can do race. Joe Lowery, answer.

O ROYAL AMERICAN SHOWS ain at Oklahoma City, Sept. 21-28; Little Rock, Ark., Sept. 30-Oct. 5.

CHARRO DAYS

Feb. 13, 14, 15 & 16, 1958

All Cencessions-New Management Mest have deposit by Dec. 1, 1957

M. G. DENNIS

1006 Van Buren St.

Brownsville, Toxus Phone Lincoln 2-5080

DICK PALMER

Can Place

Talker for Single O. Also one more Girl ar resuct good opening for Talker and Candy Pitchman. Note: Duke Kamakua, nired you, come un. Doc Cameron, can place you now, come on. Hita New-berry, contact or come in. All replies

DICK PALMER s/s James H. Drew Shows, Monroe, Ga., this week,

Can place Relp of all kinds on Merry-Go-Round, Auto Blite, Concessions.

Opening Carencro, Louisiana, Sept. 23;
Franklin, La., Fair week Sept. 30.

Can use Sound Truck, Kiddle Rides, all Concessions open except Glass Pitch and Diggers. 3 Louisiana Fairs following Franklin, Come on or phone

RALPH R. MILLER OF JACK O'HAVER Wal 10313, Baton Rouge, La.

POR SALE COMPLETE SIDE SHOW

Reason for seiling: Death of
Carl J. Lauther
Top 1 00x25, used season and a half: P.A.
Sels, Still Hannar Line and Harmers
ready to open, 150 Stedt Stakes, Trucks
and Trullers to carry Show. Also Glasses
for Peep Show made in Bermany. One
Living Trailer in wonderful condition.
Contact MRS. CARL J. LAUTHER
Millers Tavern, Va.

WANT

hids Men. Will hook Minstrel Show with two equipment. Charlie Cudley. Tops what do you have to put in them.
Have two miss to you in them.
Hake Shee or Animal Show, come on
Need Agents—come on, don't wire. JOE SEABOALT

Rising Star, Texas, Fair, September 26-36: Brownwood, Texas, October 1-6; then satism patch, long route until December.

Thank You DOUGLAS HOPKINS MORRIS HANNUM SHOWS For your new NASHUA MOBILE

"Save Maney With Johnny" JOHNNY CANGLE Phones: W/ 3-0003 or W/ 4-7347

FOR SALE

Me new Electric Fountain, 6' glass top

Levelving Elevator, 10 Reflector Lights,

so Men and two Girl Models. Beautiful

Cotumes, new. One Fountain 6 years

Straugic Park, N. J. 2 years Steel Pier.

Price 27,500 cash.

FRANK MCMILLEN

CHIMP FOR SALE

free years old, in good health, wears Also trailer for chimp.

ARS. CARL J. LAUTHER Millers Tavern, Va.

WANT FOR SOUTHERN TOUR

first in Cutton, out until Christmas. Hanks Panks of all kinds. Need Foresen for Tilt and Wheel, must drive.

JOHN WELCH est Smith, Ark., Fairernunds, Sept. 15-22; then Keiser, Ark., Sept. 15-Oct. 5.

WILDLIFE FOR SALE

When Trailer, \$750.00.

R. ALTENBURG

COMING EVENTS

Chickess w Celebration and Indian Pow-wow, Nov. 28-30. Walter R. Poz. P.O. Box 147, Mobile. Dothan-National Peanut Feetival & Pair, Oct. 14-19. Mrs. C. C. McEachin Jr.

Arkansas

DeWitt-Ark, Co. Livestock Show, Oct. 2-12. Harold Kendall.

12. Harold Kendall.
Engiand—Pall Pestival, Oct. 14-19.
Gould—Pestival, Sept. 20-Oct. 5.
Hope—Third Dist. Livestock Show, Sept.
23-28. Bob Daniels.
Little Rock—Ark. Livestock Expc. & Rodeo.
Sept. 20-Oct. 5. Ciyds E. Byrd.
Stuttgart—Pestival, Oct. 7-12.

California Antioch-Blue Ribbon Horse Show, Oct. 3-6. Ray Sione, 8851 Bunnybrook Lane, Fair Oaks.

Les Angeles - Great Western Livestock Show, Nov. 28-Dec. 4. A. M. Mathews. San Francisco - Grand Nat'l Livertock Expo. (Cow Palace), Nov. 1-10. Nys Wilson.

Florida

Cocca-Cocea Home Show, Nov. 22-26.

A. Biern, National Press Club, Washington 4.

Georgia

Dawson-Peanut Pestival. Oct. 14-18. Gibson - Centennial, Oct. 27-21. E. E. Griffin Jr. Illinois

Chicago-Int'l Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7. Olicago-Leisure Time Expo. (Navy Pier). Oct. 6-11.

Indiana

Pranklin-Pall Street Pestival, Sept. 24-28, Tom L. Buker, 2235 Ransdell St., Indianapolis.

Indianapolis - Pish Pry (Virginia and, Woodlawn Avez.), Sept. 28-29. Mitchell-Persimmon Pestival, Sept. 23-28. Veedersburg-Eirset Fair, Sept. 26-28. T. J. Smith, 711 S. Main St., Greencastle

Iowa Waterloo - Nai'l Dairy Cuttle Congress. Sept. 28-Oct. 3.

Kansas

McCune - Lions Club Pestival, Sept. 36-26. T. R. Landes.

Louisiana Show, Nov. 7-10. W. M. Babin.
Crowley-International Rice Festival, Oct.
17-18. A. L. Stocasell.
Equice Southwest Louisiana Pair, Oct.

9-13, 5frs. Wilms Bedell. Greensburg-St. Helene Parish Forest Pestival, Oct. 16, Raph E, Hambertin Leesville-West La. Porestry Festival, Oct. 1-6. Jacob A. Anderson.

Markeville-La. Livestock & Pasture Fee-tival, Oct. 3-6. Kermit Dpcote. Morgan Gity-Morgan City Church Fair. Oct. 21-27, Rev. John R. Timpany. Natchitoches La. Brailer Pestival Assu. Bept. 24-25 L. J. Picasant. Opelousas—La. Yamblice, Inc., Oct. 4-5

Billy M. Smith

St. Martinsville-All Saints Celebration,

Starkville Oktibbeha Co Livestock Show, Sept 30-Oct 5 O. P. Barket.

Tylertown Wathell Co. Livestock Show, Oct 31-23. Annel Brief.

Winnifield—La Porest Pertival, Oct. 2-6.
L. L. Brewton St.

Maryland

Ballimore-National Home Week Expo Sept 24-29, Patrick J. O Toole, 1010 St. Princess Anne Princess Anne Livestock

Show, Oct. 4-3. Howard H. Anderson Timonium—Eastern Nat'l Livestock Show, Nov. 10-23, Joseph M. Vial.

Michigan Port Huron-Thumb Dist. Plowing Match. Oct. 2, Simo Pynnonen.

Mississippi Byrum-Pestival, Oct. 26-25.

Calboun City Calboun Co. Livestock Show, Sept. 25-27, B. Duke Jr. Lucedale-George Co. Livestock Show, Oct. 4-5. B. J. Hilbrun.

Pleagune Penri River Co. Livestock Show, Oct. 1-5. J. M. Sinclair.

Concordis-Concordis Fall Pestival, Sept. 26-38, Dr. P. G. Goemann. Kansas City-American Royal Livestock Show & Horse Show, Oct. 19-26, C. M.

St. Louis-Firemen's Rodeo (Arena), Nov. Wardell - Cotton Carnival, Sept. 28-26. Billie E Crabtree, Rotary Club.

Nebraska Gothenburg-Fony Express Days, Sept.

Omaha-Ak-Sar Ben Livestock Show & Rodeo, Sept. 20-29, J. J. Isaccson. Nevada

Carson City-Admission Day Celebration. Oct. 31. New Mexico Artesia-Rddy Co. 4-H & FPA Livestock Show & Sale, Oct. 24-26, Richard &

Ohio

Marek.

Bradford-Pumpkin Show, Oct. 8-12. Pairborn-Pull Festival, Oct. 1-5. Fortamouth-Civic Club Celebration, Sept.

Someraet-Sesquicentennial, Bept. 23-26 P. J. Dittoe. Utica Homecoming, Oct 3-5, Steward Anderson, 29 E. Fifth St., London,

Tulsa-Midwest Recreational Expo. (Fair), Sept. 28-Oct. 4.

Oregon

North Portland-Pacific Int'l Livestock Espo., Oct. 19-26. Walter A. Hott.

Pennsylvania

Harrisburg-Pa Livestock Expo. (Farm Show Bidg.), Nov. 12-16. South Carolina

Clover-Armistice Celebration, Nov. 4-11. South Dakota Cannya-Commercial Club Pancake Day.

Oct. 5 Mitchell-Blue & White Day, Oct 5. Mitchell-S. D. Market Hog Show, Sept. 24. Sioux Falls-National Cornhusking Contest. Oct. 18-11. Yankton-Pioneer Day, Oct. 8,

Tennessee Somerville-Fayette Co. Livestock Show, Oct. 18. C. W. Stroup.

Texas

Alice-Constal Bend Livestock Show, Oct. 24-26 Rose M. Martin, Corpus Christi-South Tex, Home & Outdoor Show, Sept. 25-29. Wm. H. Brown,

320 Waverig. Ceraleans Corsicana Livestock Show & Rodeo, Sept. 24-38, R. W. Knight. Livestock Show Rodeo, Oct. 21-36 J. D. Bogers, Toler-Texas Rose Pestival, Oct. 17-20. Prank Bronaugh:

Utah Orden-Golden Spike Nat'l Livestock Show, Nov. 15-20.

Virginia

Kenbridge-Tebacco Pestival, Oct. 14-19. Stichmond-National Tobacco Pestival, Oct. 18-193 Richmond-Richmond Rose Show, Sept. 28-Oct. 2. Volens-Tobacco Peetlenl, Sept. 23-26.

Washington Vancouver-Vancouver Mum Show, Oct.

West Virginia Kingwood Preston Co. Buckwhrat Pestival, Sept. 26-28. Alton J. Anderson.

CANADA

Ontario Toronto-Royal Winter Pair, Nov. 15-23.

G. S. McKee. Saskatchewan

Saskatoon-Dairy Cuttle Show & Sale, Saskatoon-Swine, Show and Sale, Oct. 11. S. N. MacEachern.

Letter List

Letiers 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 WEKE. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis, To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

> MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Allen, Carence Allen, Clarence Allen, Sammy Aleiti, Larry

Bennett, Frederick Berke, Mrs. H. Black, Martin Black, Pestry E. Bischman, Elvia Blumenthal, Al Bogart, Jack Carr. Earl F.

Carter, H. R.
Carrell's Chimps
Case, Dave
Cassidy, Mrs. Kay
Cassidy, James
Chambers, Chas.
Charlion, L. E.
Cheminant, Lee
Church. Chas.
Clarion. Clayton. J: Ciam, Wm. J. Adams, W. J. Bolenbarker, Luks Clarke, London Clarke, Vanghu S. Boley, James E. Clarkson, Bob Cole, B B. (Brownle) Collins, Robt. Cong. Andre Also Cooper, Bobby Coper, Bussell Coper, Bussell Coper, Bussell Coper, Mrs. Entry

Allen, Clarence
Allen, Sammy
Aleiti, Larry
Anderson, John E.
April, Arthur J.
Arbor, Beile
Armentrout, Robt
Armentrout, Robt
Arment, Jack
Asteen, M. & Marie
Atkins, Tarzan E.
Bakar, Walter Elmer
Barnhill, Ena M.
Barri, John Calvin
Barrington, Hank
Barrington, H

Dey, Mary E. Donato, John Dreoge, Jos. F. Duggan, Dub Duncan, Dallas Dusenbury, Mrs. Judy Elis, Ray Ely, Steve Endy, David Fagan, Earl W. Farmer, Andrew Felts, Mildred Ferenzi, James & Jean Fisher, Earl Foley, John J. Fox, Benny Fox, Benny Frazer Jr., Raymond Frazer Jr.,

Gallagher, F.
Gallagher, John J.
Gallagher, John J.
Galpin, Mary L.
Gastman, Phil
Gaston Bichard Gall
Gaten, O. A.
Gawle, Mrs. Kay
Gelineau, G. & W.
Gerber, Joe (Red)
Glisson, F. A.
Glisson, F. A.
Glisson, Johnny N.
Glynn, Peter E.
Goodman, Wm. J.
Goodrich, H. R.
Griffin, Robt.
Griffin, Robt.
Griffin, Robt.
Griffin, Walter E. Grignon, Connie Grignon, Walter E. Gross, Cathy Gross, Jos. Guardalahene,

29 EAST FIFTH ST.

Campbell, Ronald Delap, Robt, P.

Lee (Thrill Show) Del Grosso, Daniel Del Grosso, Louis Deking, Mrs. Jewell Hall, Durall D.

Caravan, C. L. & Dentan, W. L. Hall, Durall D.

Caravan, East F.

Caravan, C. L. & Dentan, W. L. Hall, Durall D.

Hallstead, Arthur R.

Caravan, East F. (Continued on page 116)

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Can use Funhouse, must be in first-class condition. Can also place Last Supper.

Get in touch with me at once. Green Hotel (Danbury) until Tuesday (24) when I will have a phone at I. T. Shows office on the grounds.

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P.S.: Johnny Graves needs Count and Peek Stora Agents, Contact JOHNNY GRAVES OR EVELYN MORAN, OWNERS Clarksville, Texas, Sept. 23-28; Vivian, La., Sept. 30-Oct, 5; Montgomery, La., Oct. 7-12.

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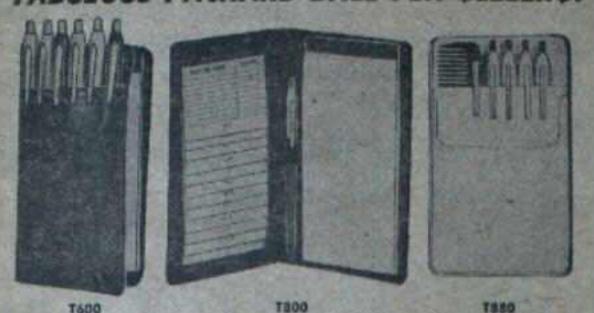
GOT A BIG ONE COMING UP

Next week McDonough, Ga., Sept. 30 thru Oct. 5; then another Big One, Millen, Ga.; then South Georgia's best, Springfield, Ga.; Fairs until November. GEORGIA AMUSEMENT COMPANY

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

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MERCHANDISE TOPICS

should contact Halaby's Import & Distributing Company, 1613 Cedar, Cincinnati 24. This firm has gathered a large quantity of imports from many countries, including wall plaques in various shapes and sizes, a large variety of cuckoo clocks and colorful beer steins. The reasonable costs, fresh designs and eye appeal of these products will become evident in immediate sales improvement, the firm states.

Atlas Novelty Company, 1128 16th Street, Denver 2, reports wide response to its offer of handtooled lifetime coin purses as well as large shoulder and tooled clutch bags. An excellent catalog is available on request showing a collec-

Smith Street (rear), Providence 8, selection of items that are different R. L. is reported to be having a are available at prices which allow heavy run on its simulated 4-H a good markup. Barney Rosen, heart neck with the green enamel owner, asks that you write for the emblem. Fairs from all around the firm's new colorful catalog, and country are ordering this number requests that you state your type and it is moving out exceptionally of operation. One of the newest well. The firm also has a new item of the firm's items which is being called the Key to My Heart. It has accepted widely is the \$1 TV Salt a full-sized key with a spring ring and Pepper. A beautifully designed HIT THE STREET FOR BIG DOUGH which the boy either wears on a cup and saucer is also being key chain or on a neck chain. The ordered in heavy volume. See these key fits into the heart which the two numbers. gul wears. The item is made of good quality brass with 24-inch plate. Write for prices on this new Novelty House, 130 Jackson Aveand unusual item.

York, has introduced a novel pair specials, 25 inch plush bear at \$24 Dazzle Eyes. The slightest nod of \$22.50 a dozen. No. 10 round balproducing, live action fun. The per gross. The firm also carries glasses are individually mounted heavy carded Western jewelry at colored cards, a dozen packed to this firm for these outstanding an attractive display box for \$5, values It promises fast delivery.

If you are looking for something | The nationwide response has been different with plenty of flash, you tremendous. A sample dozen is \$6 prepaid.

> Manufacturing Jewelers' Sales Association, Inc., Room 103, Sheraton-Biltmore Hotel, Providence, R. I., has re-elected to a fourth consecutive term as president, Joseph Lavan, treasurer and general manager of Superb Case Manufacturing Company. Starting six years ago with 12 members, this association now represents 400 factories in the East. The association has the largest membership in its history and plans have already been completed for the United Jewelry Show which opens October 26 in the Sheraton-Biltmore Hotel.

Unusual gift ware at wholesale prices is being offered the trade tion of leather products especially by Sally Distributors, 200 North designed for fairs and gift-giving. First Street, Minneapolis, a firm which is becoming well known be-Samuel B. Pockar Company, 477 cause of the values it offers. A huge

A company which has been with chain and comes in gold or silver it and for it for 35 years is Whitie's me, Knoxville, Tenn., which caters to the needs of carnival men with-Sol Pritt, of Pritt Novelty Com- a complete line of supplies. It is my, 12 West 27th Street, New currently leaturing the following of personality comic glasses called a dozen, 25-meh plush bear at the head brings about complete loon at \$1.75 per gross and a 24opening and closing of the eves, such need balloon stick at 65 cents on attractively illustrated multi- \$2.50 per gross. Get in touch with

PIPES FOR PITCHMEN

By BILL BAKER

met my old friend, Bob Bunch, and when the time comes when and learned that he is working there will be pitches on the propfairs writes E. E. Pardee from erty of great shopping centers, it Texarkana, Tex. What's the mat- will simply mean that old-time ter with Jack (Bottles) Stover, Al ideas are returning. Dr. Sayman, Harvey, Mr. Lockey, George Luns- Big Foot Wallace, Danny Mack ford, Jimmie Wilson, Bob Williams and Sam Murdock did the same and Horace Braziel? How about a stunt years ago, They placed prodfew pipes from them?"

BOB SMITH . . .

his old pal, Jack Scharding, that he is more or less taking it easy in the air-conditioned lobbies of Macon, Ga., hotels while outside temperatures are hitting thermometer. readings around 100 in the shade. Bob reports that he has been bowing to the superiority of Old Sol of late, limiting his activities to a few weekend med pitches under shade trees. "I don't see many troupers in this area, so here's my best regards to all the boys and gals," he concludes.

FROM TOLEDO . . .

A. D. Crant writes a note of thanks to Bernard D. Kantor for "springing a new idea for the knights of the tripes and keister." In England, Grant opines, Kantor may witness some pitch crowds similar to the ones we used to work to at Market and Grant, San Francisco; the French Market in New Orleans on Sundays; Eighth and Main, Kan- SEEN . . . sas City, and Woodward Avenue, cutting up jackpots at the recent Detroit. "With his progressive Bluffton (Ind.) Street Fair were ideas, Kantor may hit on some plan Herb Casper, Andy Day and Irving Johnsto to the Bilbard 1004ff for a pitch on outlying supermar- Goldstein.

ket properties, writes Grant II nets of their own manufacture in stores, pitched the items and mentioned the names of the merchants the globe trotter, writes to inform who carried their goods in stock.

IT'S BEEN . . . a long time since we've had pipes from such well-known workers as Sid Givot, Irvin Goldstein, C. B. Pearson, Mildred Beatty, Chief Gray Fox, Jakie Hellman, Andey (Woody) Woodall, Ted Brown, Bob and Elsie Hartford, Harry Flack, Don Bergheim, Cap Linn, Charley Hudson, Art Nelson, Earle Patrick, Earle Hawkins, Tommy Cooper, Doc W. H. Hazlett, Jim Stutz, Sailor Jim White, Neil Gallaghan, L. B. Tucker, J. B. Roach, Marcia and Glenn Hosberg, John Gauer, Graveyard Collins, Count Kenner, John Palmer, . Mike Halperin, Frankie Smith, Doc Lee, Jack Rubin, John Lyno, Jim Wicker, Chuck Foster, Bob Petrie, Kittie House, and George Hedone. Come on, tolks, pipe in and let your coworkers know how you have scored during the past summer.



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* 25,000 BONUS DISTRIBUTION

The entire Merchandise Section, including all Editorial and Advertising that appears In the Oct. 14 issue, will again be published in a special Reprint. This Reprint will then be sent to 25,000 ADDITIONAL BUYERS of all types of gift, premium and novelty Merchandise . . . buyers who are ordinarily hard to reach thru personal sales

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ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443

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E1 Tailored Earrings, Asst. Gr. E2 Stone Earrings, Asst. Gr. E3 Pleaved Hoop Earrings. Gr. E3 Pleaved Hoop Earrings. Gr. E5 Stone E Rings, Etc., Asst. T1 Tailored Tie Sets, Bad. Dr. T2 Asst. Tie Sets, Bad. Dr. T3 Weslader, Carded. Dr. T3 Marring Monroe Tie Sets. C1 Cutrlinks, Carded. Dr. T3 Marring Monroe Tie Sets. C1 Cutrlinks, Carded. Dr. T3 Marring Monroe Tie Sets. C1 Cutrlinks, Carded. Dr. T3 Men's G-Piece Watch Set W2 Ladies S-Piece Watch Set W2 Ladies S-Piece Watch Set W3 Men's Monro Dial Watch P13 Men's 10-Piece Watch Set P15 Men's 10-Piece Watch Set P16 & Asst. Cutf Sets, Bad. P21 Men's G-Piece Watch Set	21.00 6.30 6.30 6.300 6.300 6.300 6.300 6.300 6.25 6.25 6.25 6.25 6.25 6.25 6.25 6.25	L3-Stoned Pen & Liter, Bud. Dr. 183-Gents' Sinne Rings, Asst. Dr. K101-Ladles' Manicure Set. Dr. K110-Men's Manicure Set. Dr. R110-Pearl Rosaries, Bud. Dr. R102-Pearl Rosaries, Rad. Dr. R184-Religious Medalitons, Exc. Dr. 2-Gift Performs Set. Rad. Dr. 2-Gift Performs Set. Rad. Dr. 8-Tis's Dear' Performe, Bud. Dr. 2104-Stone Necks & Ears, Exd. Dr. 2104-Stone Necks & Ears, Exd. Dr. 2104-Stone Necks & Ears, Rad. Dr. 2104-Stone Necks & Ears, Rad. Dr. 2104-Ladies' Wallets Dr. RF122-Ladies' Wallets Dr. RF124-Ladies' Wallets Dr. RF124-Men's Wallets Dr. RF146-Ladies' Wallets Dr. RF146-Ladies' Wallets Dr. RF146-Ladies' Wallets Dr. RF147-Men's Wallets, Rud. Dr. RF147-Men's Wallets, Rud. Dr.	77.00

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

LEATHER BILLFOLDS FROM MANUFACturer, tow as \$54 gross Free illustrated catalog. Of mpte Products, 321 Newman Ave., N. Y. 72, TY 3-4835. ch-se23

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HOYAL JELLY CAPSULES-CONTAIN THE

fabulous natritive jells of the Queen Res in hi-potency capcules. Relail from \$9 to \$15 vial. Costs you \$5.48 vial. Volume cust for qualified distributors. \$4.25 vist. 30-day

supply. Scientifiz-technical reprints available. Airmail orders: "Api-Vitales." Dept. TBB. Box 0674, Medical Center Station, Dallas 19, Texas. sc30

WANTED-INFORMATION, LITERATURE,

ANIMALS, BIRDS, PETS

BLACK BEAR CUBS, MALE AND FEMALE,

BOX #149

The Billboard, 1564 Broadway

New York 36, N. Y.

PARAKEETS, 50+ UP: MINIMUM ORDER 25 Birds; Cares, 94.60 des. Causries, Flush Cages, Rate, Mice, Immediate ship-ment. Terms: Part cash, balance c.o.d.

National Pet Supply, St. Louis 2, Mr. | 8e23

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by day, week or month in the fastest

Village, 4237 Auction Ave., Baldwin Park,

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irn 4, New York.

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California.

pr. Ends Used Cars, Galax, Va.

Soak, Can.

brochures and price lists on all types of vending machines. We sell direct to loca-tions, Write: R & M Sales Co., 1707 S. Buckner Blvd., Dallas 17, Tex. sell

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ADUBS: THE FUNNIEST COLLECTION OF adlib and saver times ever seen. A must for any act. \$3. Show-Ris (Bept. BB-33), 3613 E 29th St., Brooklyn 29, N. Y.

COMEDY MATERIAL - 100 HECKLER STOP-Paredies, \$5, 100 Cumic Song Titles, \$5, 100 Paredies, \$5, All 3 sets, \$10, Frankel, P. O. Box 202, Chicago 90.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write Ruber! Orben, 73-11 Bell Boulevard, Flushing 84, N. Y. ocid

ACENTS & DISTRIBUTORS

ATTENTION, HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; com-Hoslery, Nytuos 81 dosen up; sample order one dozen slichtle imperfect Nylone parked beautiful cello bags, \$3; promot shipments and satisfaction goarssteed or money re-funded. S. F. Poliard Mig. Co. (3-1741), 1258 Market St., Chattanooga, Tenn. 8:23

AUTOMATIC LIGHTERS DOZEN \$3.71. Dollar bailgens doren \$1.20. Halshate gress \$7.20. Samples, catalog 1.001 bar-gains \$1.00. Millossler, \$52 Broadway, New York. eh-des

BUY DIAMONDS DIRECT FROM CUTTER in Belgium at 50% off and 20% off additional. he chesp that you ern make good profits and help your friends as well. Beour agent. Write for our \$3 (res wholecale catalog or direct prices on diamonds. Per-fect or imperiect. J. B. Robinson Co., \$51 Schofield Bldg., 2014 E. 9th St., Cleveland

COSTUME JEWELHY FOR SALESMEN, 4-yr. old jungle-bors temple Leopard, Agents, Distributors, etc. Direct from \$250. Boby female Assum Elephants, factory, Pickerath, 68 Perk St., Attleboro, 1030 \$2,500 each, Femple Dromedary Camel, Massarbusetts.

EARRINGS - ASSORTED STONED AND | 1 yes. old, \$1,200. Mole Kodiak Bear, Gress lots only. New England Jewstry. 11/2 yes. old, 5400. Dept. B. 124 Empire St., Providence, R. J.

EASIEST MS YOU'LL EVER MAKE SHOW amazing new "Maricolor" Christmas Carda. 65 hoxes pay 865. Personalized Cards, 40 for \$1.50. Assurtments on approval; Free Sample Album. Sensational \$1.25 Gift from for promptness. Southern, 478 N. Hallywood, Dept. 48-F. Memphis 12, Tenn.

ELECTRIC DART BOARDS THAT SPINE Light up! Famous Travelette Binga Bluwers, \$49.50. Free circular. Lipks Mig. Co., 617 East 11th St., New York R. N. Y. EXCITINGLY NEW, BEAUTIFUL RELIgious Necklaces, dozen different creations, \$7.29 dozen. Attractively gift bexed. Tom's Stamp Store, 42 East Concourse, Jersey City,

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASEL

	T-Section 1
Exerings, assorted	.85.50 gross
Tie Bars, carded	3.60 gross
Charm Bracelets, Asst	. 7,20 gross
Stoned Plas	
20% deposit with order, balan	ice C.O.D.

SAMUEL SILVERMAN & CQ., INC. 1828 Westminster St. JOKERS FUN SHOP-FULL CREDIT ALlowed no items returned. Jubbers affer same terms to dealers. Eagle Specialty Co.,

FAMOUS MFR. CLOSEOUTS

Akron 14, Ohio.

н	Assorted Stoned Brooches	81.75	di
	Stoned & Tailored Earrings	1.75	di
	Pierred Earthus on Dirptay	1.25	a
	Charm Brarelets, aust.	1.50	
	Eng. Lord's Prayer Neck, hoxed	3.00	
	Children's Jewelry, boxed, and	2.95	
	Aut. Tie Stides, carded	1.00	
	3-Pc. Stoned Sets	7.20	
	Tie & Cufflink Set. asst	3.55	ä
١.	Somener Earlings, and.	12.06	27
v	Pearl Necklares (domestics)	1.45	æ
	Neck & Earrings, aust, housed	9.00	8
ı	Cufflinks, carded, west,	1.95	ä
ı	Netklace, and	1.50	m
	Send for descriptive literature on o	A DI HIEL B	8
ij.	rifle values on jewelry of all dead	PENTAG	m
1	20% deposit with order balance		

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MEN'S WALLETS-PLASTIC ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lote only. New England Jewetry, 124 Empire St., Providence, Rhode Island.

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BLACK VELVET CURTAIN, SILVER BORder Ghullig), \$45; Red Velvet (75 alb), \$75; Spook Curtain, velvet (18x24), \$50, Gold Setin (14x24), \$45; beautiful White Ivory feature (85,x24), \$45; Green Satio (105,x47), \$100; Blue Cordurey Velour (13x31), \$45; ten others. Wallace, 2453 N. Halsted, Chi-

COSTUMES, DRAW CURTAINS AND Trunks going at lowest possible prices. Lost our lease! A cash and carry bargain sale. The Costume Mart, 57 E. Lake, Chicago, Onen poon to five. cage. Open noon to five.

PANEL SETS, \$7.50; G-STRINGS, \$5; Pastles, 75c; Clown Suits, Derbies, Top Hats, Rhinestones, Pinnes, Free lists, Leroy Carpenter, 4618 Park Ave., Wee-hawken, N. J. Phone: Union 3-8509.

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REAL DIAMOND RINGS, NATIONALLY advertised, Sell direct. Make hig middle-man's profit. No hivesiment: experience unprecessory. Free catalog, details. Gream-\$150.00-ROOT BEER BARREL, GLASSES, Automatic Electric Carbonator. Owner deceased. This is good, clean equipment. Glean Witters, R.R. J. Rietmond, Ind.

UNCLE SAM GOT ME-P.D.Q. CAMERA and stock valued at \$123. What is your heat offer? William Childrens, P. O. Box 2353, Seat Pleasant, Md.

FOR SALE-SECONDHAND SHOW PROPERTY

BUILD KIDDLE RIDES FROM TESTED ae 30 plane: Bailroad Engine Ride, \$10: Trains, \$10: Handonr, \$5; Sloping Bocket, \$5; Spin-WHOLESALE COMEDY CARDS NINETY Promotional Deal! Other money makers! Schwattan Printing, 10934-B Hamlin, North Hollywood, Calif. ning Tube, \$10. Free 72 page catalog. Brill, Ros 875, Peorts. 10.

COMPLETE TENT, FOLDING CHAIRS, Stage, Theater Chairs, Lockers, Bleachers, Stadium Chairs, Shelving, Lone Star Seating Co., Bux 1734, Dallas L. Tex.

FOR SALE AT ESTES PARK, COLO. Three 2 year old Riddle Rides. Boat, Peny and Rockel. No 1 sale baris. Best reasonable offer will receive. Jack DeWitt. T months, \$75 pair; Linners, 7 months, \$75 Canadian funds. N. P. Lew'clus, Canada. Rt. 2, Box 82, Evansville, Ind., or BA 2-6338. FOR SALE-CONCESSION TRAILER, TAN-dem sale, 8'x24' Inside, metal, \$1,600, W. E. Lawrence, Pine & High Sts., Middle-town, Pa. Whitney \$-4427. COMPLETE COLLECTION CAGE-BROKE. accounted Asimals, including Risss, Deer,

Bear, Wolf, Panther, Wild Turkey, Anteater, many others. Might trade for a late model ton Truck. Or sell at a bargain if row come after them. Bill Allen, Fredericktown, Mo GOOD USED 12X12 HEAVY CANVAS CENter Top and Sides. 2x4 lumber supports 4 counters, \$100. Bur 3883, Oktabuena City.

MINIATURE STREAMLINED TRAIN WITH gas driven engine and 2 conches in good condition, \$600, Spencer A. Stine, 138 65th Maryland Park, Md. Phune: Redwood 5-8023.

KING IS HORSE MERRY GO-ROUND, LIKE new, used this season only in persument park, \$4,000. Can be score in operation. Single Arm Longule Plane in good condi-Nameoki Station, Gravite City, Ill. TR 7-2752. MUST SELL-CHIMPS, 1 M., 4 VRS) I FM., SHOOTING GALLERY WITH 2 DUCK

Pende 4'215'. Enough targets & misc. items for a 16' Gallery, tube inoder, tubes, 3 yrs. Worth one grand; first \$130 takes N guns and 16" neon sign alone ener \$1,100. Yotal price \$500. N. Brodesser, 325 W. Spruce Ave., N. Wildwood, N. J.

SHORT RANGE, 4'X4' KNOCK DOWN, 8300 Range A.B.T. Guna, built into spec. 25' alum. trailer, us 35 min. light, easy in operate, more profit than 22's, sleep in, \$1,406; '43 Ford or '3) Hudson, \$800. Sam Rightlinger. Rt. 7. Conneaut Lake, Pa.

SMITH & SMITH ADULT FERRIS WHERL. ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new with purtable electric marhine baking new | tap shape, and 1851 CMC Fruck, A-I congressed as doughnuts. Free recipes, Northert filtion, \$2,300 cash. King Rocket Ride, good Ray, 3605 K. 15th, Minnespolie 7, Minn. ng rendition, \$600. Pos Curn Trailer, \$1,000. Etmer Everts, Crautal, Mich. ROLLER RINK, PUENTA, CALIF., SALE.

lease due to ill health, 100x213, going business and real money maker. Paved parking area. Contact E. M. C. Realty, At 71013, Sy 36279, or Charles Pliant, 6828 N. Lotus, San Gabriel, Calif. sello SMITH & SMITH AIRPLANE RIDE, WITH center drive; Pinto Pony Cart Ride, ineluding fence and wiring. Can be seen up and running anytime. \$1.500 for both. Habert Thresher, 22 Deput St., Manchester. Comm. Tell: MI 3-6046. BUY FROM FACTORIES-NAME BRAND

13 YOUNG PONIES, 2 BURROS, ALL FOR appliances, cameras, watches, str.! Free \$756. Trucking 25s per mile, one way. These are going to be sold at once. Phone now day or night, \$317. P. L. Cobb. Amite.

formis. Write, phone or come to Auction | new, used, custom built. Photographs. new, used, custam built. Photographs, details. \$1 bill trefundable. Ministure Tenine, 33B Winthrop, Behaboth, Mass. se30

HOW TO MAKE MONEY WITH CARNIVAL MANGELS SHOOTING CALLERY Games. 144-page book, 35 illustrations, 82 postpaid. Theron Fax, 1296 Vusemite. complete, Very good readition. Make offer, FOR Senside, Oregon, Daviz, Rt. 2. Box 275, Scio. Org. JAPAN DIRECTORY - 130 JAPANESE

TWO LONG RANGE SHOOTING GALleries. One on scott the other on straight truck. Roth King galleries. 10 guns on each, both honked now. \$2,000 for straight gallery, \$2,500 for semi. Cash. Both '32 Chev. Contact Neal Carlin, Bex 77, Buckeye portunities. Just 51 Indas. Nippun Annat. Bez 6266-B, Spokane 25, Wash. pc? Lake, Ohio, Ph. 2449. Tables. Large Fairbanks Scale guessing weight, age. Good business: if on financial means, don't reply. Allman, 171 Beach 58th St., Rockaway Beach, N. Y. GR 49025 or DA 8-0422.

INSTRUCTIONS **BOOKS & CARTOONS**

SPEAK, SING WITH POWER, PERSON affir. Self-training method on records Amazing details! Canfield, 2018 Z 3th Ave. South, Minneapolis 4, Minn.

YOU CAN ENTERTAIN WITH COMIC Chalk Talk Stunts and colorful Rag Pic-tures, Illustrated catalog, 10c. Balda Art Service, Oshkosh, Wis.

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BE A MAGRIAN! LARGE PROFESSIONAL extains of latest tricks. Ile Preet Sham Dearborn, Chicago 2.

Stationers, \$1.75. Instructions, Trick Dice, Loaded Passers, \$4. Missouts, \$4. Princis, 1143 N.W 28 St., Mismi 37, Fig. 9839 NEW INPAGE BLUSTRATED CATALOG. ABOUT ALL MAKES OF POPPERS, CARA mel Corn equipment, Flore Machines, replacement Kettles for all Puppers, Krisos Brochere prices on request. Nelson Enterplacement Kettles for all Puppers, Krisos Grand, 120 & Halsled, Chicago, III. selo Onio.

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Appliances . Silverware . Hardware . Hand Tools . Partable Electric Drille & Sows . Tool & Tockle Baxes . Giftware . Watches

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Amazing little "machige" artually threads needles instantly-is practical. easy to use, guaranteed. Palented Needle Threader is a hig bargain at only \$1.00 retail- a sure money maker for everyone who takes it on now. Sell it with a book of needles and your money will triple fast. Unlimited market every where profits as high as 25% on every single sale. Sell full time, part time, any way rost look at it, it means PROFITS. Rosh \$1.00 for sample—or \$7.20 for 2 dos. Needle Threaders worth \$24.00. Your profit \$16.50. Adminust discounts on targer orders -your root as low as \$2.70 per dor. Needle Books 750 per ducen, RUSH ORDER TODAY, Big profit facts will be sent free.

Rush \$7.20 for 2 doz. worth \$25 ATEANTIC IMPORT CO.

1302 Casillac Tower, Dept. 8-8 Detroit 16. Michigan

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OVER 40% MARK UP

Assortment consists of:

3 Dozen 15r Adult Plastic Marks 3 Dozen 16r Adult Cloth Marks 3 Dozen 18r Child's Cloth Marks Grass le Mask Fastemers 3 Dozen Sr Hats I Dozen 15: Horns

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Send 25% Deposit with C.O.D. Orders

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25% Deposit With Order, Balance C.O.D.

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Rubber, bulb-operated, comis rubber toy.

21/4 doz. \$24.00 grass Minimum order-2 dezen Include postage with order. 25% deposit with c.s.d. orders.

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New you can make more profit than before. The femous Mite Misight sipper purse telebrates its million cales record with this reduction in price. These tales were possible due to its extra deep embossing, extra long apper, extra neat hand lucing, authentic western design and its nice counter display. This is truly America's fastest seller.

reduced to \$3.75 doz. the Inch else \$5.75 dox.

Jobburs' Prices on Request



Large Shoulder 10"x7" \$ 6.75 **. Special 613" Touled Clutch Bag 10.80 dz.

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We Are the West's Largest Distributor of Hand-Tooled Hand Bags. FREE CATALOG ON REQUEST.

Open account to well-rated concerns; otherwise send money order plus 25 belings ruo unuclius with

Orders filled same day received.

ATLAS NOVELTY CO. 128 16th Street Denver 2, Colorado





SPONGE DICE, Price: \$4.00 per der. MAN per dozen. SAESO per gross.

ROCK & ROLL CREW HATS: 25% with order, balance C.O.D. FREEDMAN HOVELTY CO.

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FIRST CLASS WATCH REPAIRING CLEAN and renovate, \$1.95. Genuine mainspring fitted to watch \$1.45; solfwind, \$4.95. Alvin O. Haggett, Palmora, Tenn.

JUGGLING CLUBS, ROLLING GLOBES made to order. Finest craftsmanship and material Jack Miller, 1895 N. Kanans Ave., Springfield, Mo. 1800

TATTOOS AND SEIN DEFECTS PAIN-lessly removed. Louise Roberts, 502 Tre-mont St., Bosion, Mass. Liberty 27192. Services arranged other rities.

TREMENDOUS SAVINGS - MAKE OWN liquors, brandles and cordials, also Malta famous almond cookies. Samples, stc., 25c Box 83, Magin, 111

PERSONALS

ATTENTION - MR. BRYAN BALFOUR, contact Wally Dunking, Hotel Zingendorf. Winston-Salem, N. C. Anyone knowing his address, contact.

ATTENTION - MR. JOHN E. BENNETT.
please contact me, James V. Ebmann, 136
Binns Blvd., Columbus 4, O. 8e27

DEAR LEO:

Received your letter, happy to hear from you. I've quit my job, now in Jamaicz. Prefer you come for me, am sure everything will work okay for us. Can't afford to send any more ad. Write to me often. Anxious to see you.

I love you, CATHERINE.

SCHOOL FOR RACING FANS - HOME study course-3 lessons instruction on Underlays, Overlays, How to grade by chaice and "Dutch" A Book. Inexpensive but fi-nancially valuable. Write for free details. G. Ford, Rox 299-B, Radio City Sta., New York 19, N. Y.

WANT TO LOCATE FRANK CARAVELLA and Schiff Ruad Model Roller Coaster. Telephone collect Mrs. Campbell, Miami, Fia. Mohawk 1-0555.

PHOTO SUPPLIES DEVELOPING-PRINTING

ENLARGEMENTS, HEAVYWEIGHT SEVEN 5x7's or four Baio's 51. Jack Koons, Huntington Mills, Luzerne County, Pa.

PHOTO BOUTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography Write for our low prices PDQ Camera Co., 1846 W. Certee, Chicago 22, fill.

PRINTING

ALWAYS SPEEDIEST SERVICE ON QUALity Window Cards. Three color 14x22 Posters, 58 hundred; 17x26 size, \$12.50 Posters for all amusements, dances, sports Colored day-glo Sumper Stickers, 4x15 inches, adhesive back, \$13 hundred postpaid Tribune Press Dept. 357 Earl Park, Ind.

Maryland.

DISTRIBUTORS, MAIL DEALERS, SALES men-Wholesale letterhead deal. E. P. M. Advertising, Hox 748, Dayton 1, Ohio. Also sales copy, design for ads, circulars, letters, booklets: reasonable fees.

125 Stanta LETTERHEADS AND 125 6th Envelopes, four lines, \$2.50; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Contrate, Okla.

200 514 X11 LETTERHEADS AND 200 524 Envelopes, \$3.55, black or bine ink. Mailo Press, 5488-B Clovis Ave., Flushing, Mich.

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 with experience; men, women; full, part time; buy nothing; sales left furnished. Match Corp., Dept. D-162, Chicago 32, III.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabries—nylan, dacron, orlon. Exclusive real future. Equipment free. Hoover, Dept. J-109, New York 11, N. Y.

GOLDMINE OF 600 MONEY MAKERS Free copy Specialty Saleman Magazine, Desk 22-B, 307 North Michigan, Chicago 1.

SALESMEN (5). TO OBTAIN LOCATIONS for leading Radio and TV Tube Tester-Dispensers. Must be top notch negotiator. Contact key executives of chains. Cover large territory. High commissions against draw. Apply only if accustomed to earning \$15,000 to \$20,000 and over. Write Box C-221.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif.

WANTED TO BUY

WANTED TO BUY - TWO FIRST CLASS Kiddle Rides, must be in good shape and priced right, no junk. Chas. Tennant. Arnolds Park, Iowa

WE HAVE CASH AVAILABLE FOR USED Miniature Trains, all makes and models, with or without track, or will buy track asparately. Must be in good working condition and appearance. Can take delivery any time from now until spring. Give all information in first fetter enclosing recent photo of equipment. Philip Lowe, 215 Stuart St., Boston 16, Mars. HU 2-4632.

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c s word-Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

ACTS WANTED-NEED STANDARD AGVA Arts for winter season, Indianapolis ter-ritory. Contact Leo Crowder, Burnett The atrical, 222 Essex House, Indianapolis, Ind.

ACCORDION AND BASS, DOUBLE VOCALS,
have entertaining specialties. No drinkers,
Send photo and details. All location, commercial. Salaries start \$100 per week. Cut
or us notice. Sandy Brandl, 633 Cedar, Richland, Workington. land, Washington.

ARTISTS TO CUT SONGS ON BOYALTY base. Will accept one of yours. Must be willing to pay for first 300 records. Bex 192, Avery, Tex.

BANDS, DUOS, ENTERTAINERS, SEND pictures and details to The Arnold Parks Agency, P. O. Box 173, Theodore, Ala. Phone: Mobile, Greenwood 7-1939.

YOU WANT TO EARN MONEY FAST I'll send you free sample stocking of newest Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 624, Indianapolis 7, Ind.

PIANIST-WHITE. & MONTHS FLORIDA. 3 months Virginia, remainder 4 months travel. Hector Barross, 527 Fleming St., Key West, Flu.

PLANIST AND TRUMPET IMMEDIATELY. Commercial combo, long locations. Bill Grassiric, 331 East 4th, Manufield, O. Phone:

RECORD CLERK, MALE OR FEMALE, THIS is best job in Chicago, Hoseiand Music, TENOR MAN AND SECOND TRUMPET wanted for traveling commercial band. Centact Jess Gayer Orchestra, 1612 No. Broadweil, Grand Island, Nehr.

WANTED - GIRL BASS PLAYER THAT can do vocals. Country Western, Call or write Tex Ferguson, 1250 N. Turner St., Lansing, Mich. Phone: IV 58817.

WANTED-MUSICIANS THAT CAN SING Solo, Trie, etc. Plano, Bass, all instru-ments, Location, No habits, Dick Wolever, 127 Hobsun Ave., Hot Springs, Ark.

ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column.

No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY - PROF. PAMAHASIRA, famous trainer Cockatoos, Macaws, Parakeets, Canaries Have all props. Pama-hanka's Studio, 3504-6 N 8th St. Philadelphia 40 Pa. se23

HUSKY DOG ACT. 4 PONY DRILL, DOG, nony, monkey combination. Trick talking, posing, pick out pony, outstanding acts. E. L. McCall, Bt. #5, Mcxico, Mo. Tel.: 6-125WL

SOLICITING OFFERS 1958-RAYS CIRCUS ATTRACTIVE BUSINESS CARDS, \$2.95 PER 1,000; 3,000 for \$7,95; 5,000 for \$11.95. Stule, Pony Broucher on request Box #351, Taylor, 5103 Forty-Third Ave., Hyattsville, Maryland.

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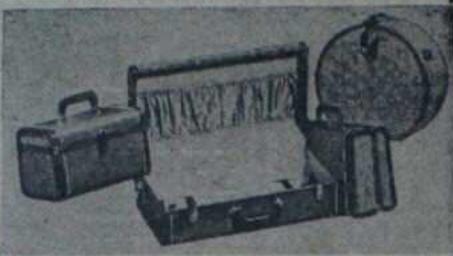
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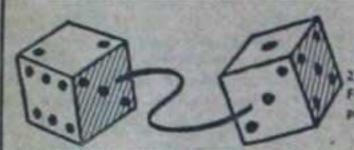
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Continued from page 111

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Hamball, C. A.
Hardy, Bob Doenine
Hardy, James
(Domnin)
Harr, Geo.
Hassiwood, Mrs. H.
Heckey, Jack
Henderson, Grabbo
Henderson, Mr. (c.o.
Jim Henson's Show)
Hentry, Clifford F.
Hesten, Chas.
Hileman, Alfred
Hines, Chas. W.
Hix, Clarence
Hoffman, J. G.
Horoffield, Jack J.
Hosford, Richard
Hoyte, Dan Emory
Hurt, Frank
Irolli, Vincent
Jackson, L. C.
James, Betty
James, Paul
Johnson, Mrs. Annie
Johnson, Mrs. Annie
Johnson, Walter
Johnson, Walter
Johnson, Walter
Joes, Lelland T.
Joplin, Paul Glen
Joseph, Herman
Kane, Mrs. Irma
Kane, Mrs. Irm

Johnson, Mike & Mrs.
Johnson, Waiter
Jooss, Leiand T.
Joplin, Paul Glen
Joseph, Harman
Kans, Mrs. Irma
Kans, Maxwell
Kars Enterprises
Keffer, Carl E.
Kenny, Albert J.
Killingworth, Bill
Korman, Catroll
Kotser, A.
Laftreche, Charles
La Morris, W. F.
(hook—30e due)
La Rocca, Mrs. Mary
La Rue, Riackie
Lall, Ben
Lambardi, Robert
Lance, Mrs. Gladys
Lane, H. J.
Lankford, Ellen A.
Leshy, Buck
Lesnard, Martha
Levine, Nagni
Llord, William
Logsdon, Marcus
Lombarde, Frank
Tong, Nelson
Lovelen, William
Logsdon, Marcus
Lombarde, Frank
Tong, Nelson
Lovelen, William H.

McIntyre, Jim Meintyre, Jim
Mack, Clarence L.
Mack, Lewis
Mack, Lewi Mack, Clarence L. Mack, Lewis Mack, Red

Martin, Mickey & Garuldine Martin, Robert

Massicilo, A. May, Thomas Mikiniche, Joe & Frank Mike & Mrs. Miller, Wm. (Buddy) Meade, Garnette

nden, George V. finello, Michael fing, Mrs. Ala fitchell, Louis fitchell, Shirley dix. Art forgan, Dan & Doris Morgan, Steve B. Marris, E. C. & B. Mullen, Frank Murphy, Mr. Nugua, Robert

chingo: Randolph, Ceril Rample, James A. Rawis, Gabe & Mary (Fraiter)

Ray, James Reed, Miss Billis Reed, James E. Reeds, Dave Miss Billie

Ross Sr., John R.

Shaffer, Jimmie.

Shuemaker, Hoyt A.

Simpson, J. H. Simpson, Wm. L. Sinet, Mrs. Edna Smith, Edward W. & Smillt, Harold
Smillt, Mrs. Herman
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VENDO COMPANY AGREES TO FTC CONSENT ORDER . . .

Vendo Company has agreed to a Federal Trade Commisgion consent order whereby all patents for coin-operated bottle vending machines obtained when it absorbed Vendorlator Manufacturing Company will be made available to competitors. Vendo is largest manufacturer of soft-drink vending machines in the country. Also in the consent order is the stipulation that Vendo may neither acquire another company manufacturing soft-drink venders for the next 10 years nor manufacture under Vendorlator patents after one year. Patents are then to be licensed to thereby keep them from falling to a single menufacturer. Vendorlator trademark is also to be released to other companies manufacturing under former company's patents. Original FTC complaint was made in October, 1956, a month after the two companies merged. Violation of the monopoly section of the Clayton Act was charged. Current hearing was held in Kansas City, Mo.

MEDIATING COMMITTEE SET UP BY CAVA . . .

Newly formed committee of the California Automatic Vendors' Association will act in behalf of member operators in working out "misunderstandings" with locations. Committee will also determine whether operator complaints of unfair competition are legitimate. B. J. (Bob) Grenier, CAVA president, reports that Herb Hyman, Herb Rousso, James Esposto and Jack Powell are the men who will make up the committee.

WICO DENIES FTC'S FALSE AD CHARGE . . .

Wico Corporation, Chicago hot foot vending machine manufacturer, filed an answer denying Federal Trade Commission charges of falsely advertising hot food service bars it formerly sold. FTC had charged in August that Wico misrepresented earnings and assistance given buyers of the units (The Billboard, August 26). Firm states the bars were made prior to February and not since and that neither the company nor its salesmen placed ads listed in the complaint. Wice also denied that trade was diverted unfairly from its competitors and asked for dismissal of the complaint.

NEW ATLANTA INSURANCE VEND COMPANY GETS PRESIDENT . . .

Insurance Automat Corporation of America, newly formed Atlanta corporation that sells land travel insurance thru vending machines, named Henry L. Young Jr. as president. An Atlanta businessman, Young was previously president of Young Hardware Company, which he organized in 1946.

AUTOMATIC CANTEEN DENIES FTC MONOPOLISTIC CHARGES . . .

Automatic Canteen Company denied charges made by Federal Trade Commission that its 1955 acquisition of Rowe Corporation will tend to create a monopoly in violation of antimerger law. General position of FTC is that merger of Canteen, as operator, with Rowe, as manufacturer, will make it possible to manipulate supply of vending machines to competitors. Canteen counters that more machines are sold to competitors each year, that it does not fix prices or determine quantity of venders a distributor may use in his territory. Further claim of Canteen is that research and development which was formerly for its own exclusive use is now available to whole industry. Canteen claims vending business is one of the

NEW FIRM PREPS HOT-DOG UNIT . . .

New hot-dog vending machine that electronically cooks frankfurters in 20 seconds will be brought out next month by Hot Digity, Inc., newly formed company in Saginaw, Mich. Hot Dog is delivered in a cardboard box wrapped in a napkin, with either relish, mustard or catsup. It sells for a quarter. Machine holds 310 frankfurters fresh from five to 10 days. Vender is to be modified to serve two people simultaneously. easiest to enter and consequently dominant control of industry

BERT MILLS CORPORATION GETS THREE NEW MEN . . .

Bert Mills Corporation announces three new sales representatives. William H. Russell, formerly an assistant manager at Welch Grape Juice Company, covers the Western district; Jack Sweeney, previously with Automatic Foods Service, takes on Middle Western district; Jack Bowman, formerly independent consulting engineer, handles Eastern district.

PNEUMAFIL CORP. MARKETS CANNED DRINK VENDER . . .

New four-selection canned drink vender to be introduced by Pneumafil Corporation, Charlotte, N. C. Machine holds 200 12-ounce cans, with 20 cans in pre-cool compartment. Postselection, gravity feed vending system, National rejector standard. Can opener in machine automatically sterilized each time. Weight approximately 450 pounds, measures about six feet high, three feet wide and two feet deep. Price not announced.

SOFT-DRINK CAN PRODUCTION UP 8.5 PER CENT IN 1957 . . .

American Can Company reports a six-month industrywide rise in soft-drink can production of 8.5 per cent over the same period last year. Almost 200 million 12-ounce soft-drink cans were manufactured, in comparison to 180 million last year. For the same period. Canco reports a company increase in beverage can production of 24 per cent. Preliminary figures for Canco production including July show a seven-month rise of about per cent for 1957 over 1956.

Bow Cig Units: NAMA Conclave

CHICAGO - Two manufacturers have announced they will unveil new cigarette vending machines at the October National Automatic Merchandising Association convention.

Eastern Electric will have a 15 column manual machine. The company previously concentrated production on all-electric models. Most recent model has 22 columns. Information on the manual model will be available at the convention.

Two other manual models-10 and 12-column-will be introduced by Ven Pak, Inc., Minneapolis. Each column can hold 24 packages of cigarettes. Single ejectors are one for a column. Dual pricing or straight 25-cent or 30-cent vend is available.

New Series Of Recording Star Buttons

CHICAGO -- Green Duck Company last week announced a new series of buttons for penny bulk vending featuring recording stars. First in the series are Bill Haley, Rusty Draper, Frankie Laine and Nick Noble.

The buttons are % inch in diameter, come with backgrounds of three different colors and have the recording-studio name printed on the back. They are packed 1,000 to the bag, in which is enclosed five three-inch paper stickers suitable for putting on machine globes. Operator prices are \$12.50 per thousand, with the five stickers, or \$10 per thousand for quantities of 5,000 or over, with 25 stickers.

All buttons are to be sold thru distributors. Green Duck is furnishing distributors with advertising material in the form of a set-of buttons, a letterhead describing the buttons and an envelope for mailing to operators.

of the buttons, says that 8,500,000 of their Elvis Presley buttons sold in two months, and that sales of their Davy Crockett buttons reached a total of 10,000,000.

Excise Up, Cigar Down

WASHINGTON, D.C. - Compared to 1956, fiscal year 1957 shows an increase in the federal excise on cigarettes and a decline in cigar revenue, according to the Internal Revenue Excise Report released September 18.

Excise for fiscal year 1957 ended June 30 stands at \$1.6 billion, an machine tax structure. increase of nearly \$62 million over 1956. Final quarter comparisons show an excise of \$418.9 million for 1957 as against \$402.4 million

Cigar excise dropped to \$44.8 trasting to \$45 million in 1956. came to \$11.7 million in 1957; fined \$250 each. quarter.

BULK OPERATION

Business Facts Outlined by Ops

penny ball gum and charm opera- Motor Company in Memphis, went tor in the Mid-South area dis- into vending some years ago as covered that by moving most of a sideline venture and sort of his 900 machines to rural areas his hobby. He liked it so well he decollections were increased from 20 veloped his sideline into the bigto 30 per cent.

Claude S. Shute, 55, Shute Sup- Mid-South, pliers & Venders, had most of his machines on location in Memphis, as nickel charms in capsules, are capital of the Mid-South, and tried going very well now, Shute said. some a year or so ago in Akansas Business is on the upswing because and Mississippi. Recently, in study- of good, sunny weather. ing his collections on all machines, he noted with surprise that the cent months, he said, that youngmachines that brought in the most sters were kept indoors most of the money were in the rural spots.

used on both machines instead of his penny ball and charm machines, along with his five-cent, to the neighboring States. Arkansas machines about half and half with is just across the Mississippi River charms and gum. They place the from Memphis and Mississippi is charms around the sides of the only eight miles south of Memphis.

MEMPHIS, Tenn .- The major | Shute, long owner of Shute gest bulk vending venture in the

Penny gum and charms, as well

There was so much rain in retime. He said this hurt business He began to transfer most of because younsters were the biggest

Shute's servicemen fill the penny (Continued on page 132)

CHARM HASSLE

Readers Give More Views on Direct Sales

The following letters were received in response to the charm manufacturer-distributor controversy over direct sales in bulk vending reported recently in our columns. Both groups in the dispute agree to discuss the problem October 13-16 in Philadelphia. To the Editor:

I feel that the organization of the Bulk Distributor Association is a forward step toward the betterment of both the ethics and the economics relating to the sale of bulk venders and allied products. (Signed)

Waldo E. Bolen, President The Northwestern Corporation

To the Editor:

count on charms and their prom- a few dollars. ises to send out more advertising With the ever mounting costs, and salesmen will increase the op- I don't see how the middleman erators' cost of doing business.

I am a small operator who buys all his charms direct and since doing this I have effected a 5 per cent savings in my operation. I am not willing to give up this 5 per cent savings to have some distributor send me a bunch of fancy mail and a high-powered salesman. I have been in business for seven years and no salesman has called on me yet. I don't need one and I am not going to foot the cost of having a salesman call on me when The Billboard can keep me just as well informed for about 25 cents a week. Another thing this highpowered salesman drops in and sees that business is good and the next thing you know he sees to it that you have competition. I have found in the past that the farther I am completely disgusted with away you stay from some distribuyour coverage on the distributor- tors, the better off you are. I know manufacturer squabble in the bulk that they make their living selling Ed Jordan, who is handling sales field. Never once have you indi- machines but I also know that cated that all the efforts of the most of them will sell a little blue distributors to obtain a larger dis- sky along with the machines for

(Continued on page 119)

1957: U. S. Cig Charm Mfrs. Warn Against Winner Balls

charm manufacturers last week plaints were made because the optook a strong stand against bulk erators could not survive against vending operators who use winner winner-ball competition. balls. In a jointly signed letter to operators thruout the nation, the A winner ball may be classified manufacturers cited fines paid by as an amusement device provided operators who used winner balls the prizes do not exceed 5 cents and reviewed the bulk-vending in retail value. The federal tax on

Manufacturers signing the letter However, if prizes which exceed were Samuel Eppy & Company, 5 cents in retail value are awarded, for the corresponding fiscal quarter | Processes, Inc. The letter pointed \$250 annual tax. location). Also, a Fort Worth op- gambling machines are illegal and show an increase in 1957. Taxes Louis and Atlanta operators were the machine is often a felony.

operators was taken because local strong stand against winner balls,

NEWYORK -- Four local operators complained. The com-

Amusement Device amusement devices is \$10 a year.

Karl Guggenheim, Inc., Paul A. the machine is classified as a Price Company, Inc., and Plastic gambling device and subject to a

out that a Baltimore operator was Of course, the \$250 tax is acafined \$750 (\$250 a year for the demic. In virtually every local million in fiscal year 1957, con- three years the machine was on government unit in the nation, However, final quarter figures erator was fined \$285, and St. subject to confiscation. Operating

The manufacturers said they whereas in 1956 only \$10.7 mil- | According to the manufacturers, would put pressure on the National lion was taken in the final fiscal the action against the winner-ball Vendors' Association to take a

MANDELL GUARANTEED USED MACHINES

118

N.W.	Alodal	49, 14	or 51	L acco		.\$12.00
M.W	DeLui	cm Tr. A	50 C	amb+	*****	12.90
		Pers				
Colum	thus 5	Butle			****	6.50
		To B.C				
Acorn						

MERCHANDISE & SUPPLIES

Pistachia Nuts, Jumba Queen	8 .69
Pistachin Nuts, Large Tulip	- 44
Pistachio Nuts, Vander's Mik	+ .57
Pestachin Nuts, Shaik	
Cashaw Mutta	
Peanuts, Jumbo	
Spenish	
Minut Nuis	
Rainbaw Feanuts	ALC: UNKNOWN TO THE
Busing Baked Beans	
Jully Beans	33
Literice Gams	
Lastiats, 450 ct	: 40
Harshay-ofs	_
A STATE OF THE PARTY OF THE PAR	

Rain Ble Bum, 60 ct. Rain Blo Ball Gum, 100 ct. 30
Rain Blo Ball Gum, 100 ct. 32
300 Ib. minimum, prapaid an all
Rain Blo Ball Gum
Adams Gum, all flavors, 100 ct. 48
Wrigley's Gum, all flavors, 100 ct. 48
Beach-feut, 100 ct. 48
Hershay's Checatete, 200 ct. 140
Minimum Order, 25 Baxes Asserted.

Complete line of Parts, Supplies, Stands, Sistes, Brackets, Charms, Everything for the operator.

STAMP FOLDERS, Lowest Prices. Write

MEMBER MACHINE DISTRIBUTORS, Inc.

SALES AND SERVICE CO

MOE MANDELL

VENDING EQUIPMENT"

PROVE IT TO

YOURSELF!

2794 ARMSTRONG STREET

LOngiscre 4 6467

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Badger Sales Company in the sales in Blythe. department, the firm's William R. Happel announced. . . . Joe L. Whiteman, local operator, is back from vacation in Mexico City. . . . Tony Pedroza, Los Angeles games and music operator, is also back from a vacation in Mexico City. During his sojourn there, Pedroza



BUBBLE . CHICLE CHLOROPHYLL and TAB

Subble Ball Gum, 140-179 &

F.O.B. Factory. 130 Lb. Lots AMERICAN CHEWING PRODUCTS th & Mr. Pleasant . Newark 4, N. J.

MORRIS, ILLINOIS

Anthony Tortorici

"I have found the Oak Vendors to be

the best on the market and therefore use them 100% in preference to any

This 25 year veteran of the vending

business has tried them all and found

that it pays to use OAK machines exclusively. Like every leading operator,

you too can get maximum profit from

East & Midwest Factory Sales Office

M. 1, ASELSON, Phone: At 1-5478

2033 Fifth Ave., Pittsburgh, Pa.

of T.A.T. Yending Sales Co. says:

OAK machines.

THE REAL PROPERTY OF THE PERSON NAMED AND POST OF THE PERSON NAMED AND POS

Just try a Model 49

all-product wender on

your route and see for

yourself how you can

It's available in ic.

Write for complete.

details of this and other Northwestern

money makers today.

make more money.

Se or 10g play.

THE NORTHWESTERN CORP.

In CHICAGO, ILL.

Experienced Operators Say:

"YOU MAKE MORE MONEY WITH ...

was married. His bride accompanying him here. Jesus Pedroza, Tony's father, who operated here for a William Schrader has joined number of years, is now operating

> Johnny Ketchersid, who has been on the sick list in Long Beach, is back on his route, working a few hours daily.... Wally Andrews, Lompoc, made a buying trip to coin row to pick up a long bowler at Paul A. Laymon, Inc. . . . Lee Gautheir, who recently joined the Laymon Company in the shipping and receiving department suffered a painful injury. He is now nursing a broken toe, the result of a game falling on his foot.

Mel Wolzinger and family, Las Vegas, spent several days in Los (Continued on page 120)

John S. Conroe, Keeney Exec, Dies Sept. 19

CHICAGO-John S. Conroe. 56, J. H. Keeney & Company vicepresident and general manager, died here Thursday evening (19). after a three-day illness. Death was reported due to a kidney affliction

Conroe directed Keeney vending machine and amnsement game production and sales and more recently concentrated on the firm's teletype and defense projects.

He joined Keeney in 1943, previously associated with Blaw-Knox Engineering, Pittsburgh, He was a graduate of Allegheny College, Meadville, Pa.

Wake was held Friday night, the body was to be shipped to Cambridge Springs, Pa., Conroe's home town, for burial.

Survivors are his widow, Jean-nette, a daughter, Mrs. Bob Preston; his father, Luther G. Couroe, and two grandchildren. Conroe resided at 7216 S. Bennett Avenue, Chicago.

SCHOENBACH

Distributor For 645 BEDFORD AVE., BROOKEYN 75 N. T. PResident 7:2900

FINEST RECONDITIONED

and receive FREE with avery OFFICE, 230.50 /

List Price, 230.50 /

The state of the s
2-Col. Card Hachine, 3 for Sc. \$19.50
3-Cel. Shipman Stemp Machine 22.50
2-Est Stamp Machine 12.50
Assid. Counter Games 19.50
(Write for List)
Columbus Tri-More Machine 15.00
Pramiere Card Machines 15.00
Silver King, 1c or Sc 8.50
Acarm, 5c 10,00
M. W. Model 49, 1c or 5c 1, 12.50
Marter, Ic and Sc 8.50
3-Cel. Hol Hut 22.50
AICIDE LIGHT A #"30
DuGranier, 6-Col., Ic Tab 14.50
Mills 6-Col., 1c Tab
Factory Reconditioned "Popcorn
Ser" Mechines 125.00
Send for 1957 Catalog-Mass. Lists
All Machines Completely Charled and Ready for Location, Order With
Complete Cantidence, 1/3 Des. Bal.

Rake Coin Machine Exchange Philadelphia 23, Pa. 10mbard 3 26/5

Don't Change Horses in Midsfream!





WEDDING RINGS: "His" and "Her" Welding Rings have been red but items for months. We are still gelling branchines reorders. Keep Welding Bings in your machines and don't change horses in miduleseen. Stay with the proven profit-maker. Order today, results guaranteed:

ASST'D SIZES \$8.75 Labels available of your distributor or:

paul a. 5 Legrand St., N. Y. 13, N. Y. Cortland; 7-5147-

VENDING MACHINE **OPERATORS**

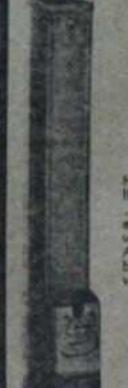
If You Buy

We Guarantee to SAVE YOU MONEY on High Quality Pens

CHECK OUR LOW-LOW PRICE -- buy direct We can ship YOU 150,000 Pens Per Day! QUALITY that

BUILDS SALES. Phone, Wire, Write right new!

HALLMARK PEN, DOWN 305 East 140th Street New York 54, N. Y.



ADVANCE SANITARY VENDOR The Finest for **Vending** Flat-Pack Products

Here is a durable, re-Hable, sanitary vendor , with the many exclusive features which have made the Advance name a symbol for the best in

Accommodates' flat. packages up to 16" by 2" by 314" . . . has separate cash box . . . Advance coin detector with automatic coin raturn when machine tected against break-in. Available for 1g, 5g, 10c or

Par Details and Prices Write, Wire, Phone Tuday.

Pactory Distributor of Advance Vending Machines 1643 Redford Ave., Brooklyn 25, H. Y. PResident 3-2900



Our Mailman Knows ... Now We'd Like to Tell Our Customers

We're completely settled in brand new quarters at

2086 N. Decatur Rd., N.E.

With over 9,000 sq. ft. of office, showroom, storage and shipping space in use, you can be assured that a complete stock of the following is always on hands

> VICTOR ACORN NORTHWESTERN WATLING SCALES SHIPMAN STAMP MACHINES USED EQUIPMENT FILLED OR EMPTY CAPSULES FULL LINE OF CHARMS, BALL GUM, STANDS, PARTS AND MERCHANDISE

Our New Phone No. in DRake 7-4300

YOUR SATISFAC-TION IS ALWAYS GUARANTEED AT H. B. HUTCHINSON, JK.

If you haven't already placed your order for Victor's New FOOTBALL you're loving money. It's a sure-fire money-taker and money-maker.



To Each. Packed and sold 2 to

2086 N. Decutur Road, N. E.

Atlanta 7, Ga. Phones DRake 7-4300

Be first with the latest VICTOR'S

FOOTBALL BALL GUM VENDOR Holds 12 lbs. of 210-count hall gum. Not profit every filling \$15.20.

EACH

Packed I to Barton

Try two and you will buy more on the Tory. Write for details

Giving felandly service and liberal financing since 1910



THE BILLBOARD -

a second establishment weather-is a member of the

DAK MANUFACTURING CO., INC., 11411 Kulghtsbridge Ave., Culver City, California

oak's famous

ACORN

all-purpose vendor The aff-time favorite of the vending

business. Vends all 1# and 5# 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!

OPERATORS VEHILING MACHINE SUPPLY

1023 So. Grand Ave., Los Angeles, Calif.

Contact your distributor or West Doubt Factory Sales Office

67,000 ACTIVE BUYERS

The Billboard Classified columns each week



VICTOR Standard

BALL GUM VENDOR

Each 12.75 each 100 or more

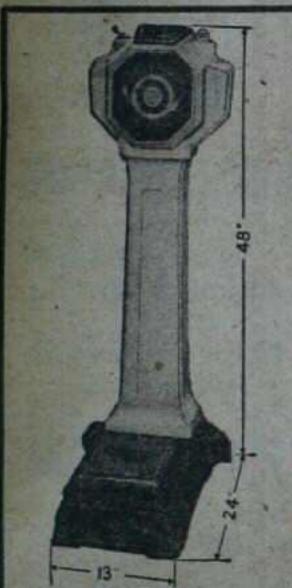
TIME PAYMENTS AVAILABLE

Write us for lowest prices an Copsules, Charms, Bell Gum and all Vending Needs. Prompt shipment.

FREE

40 Page Catalog Write for your copy today.

BERNARD K. BITTERMAN 4709 East 27th St., Kansas City 27, Mo.



Balance \$10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES. Invented and Made Only by

Manufacturing Company 4650 W Fulton St. Chicago 44, III. Est. 1859-Telephone: Columbus 1-2772 able Address: WATLINGITE. Chicago

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Confectionery

Sales of confectionery and competitive chocolate products by manufacturers were estimated by Commerce Department at \$59,-992,000 in July. Figure was 4 per cent below sales for June, but 9 per cent above last years July total. For the first seven months of this year, sales of bulk goods are up 4 per cent in poundage value and 5 per cent in dollar value over the comparable period a year earlier. Sales of bar goods during the first seven months are up 6 per cent in poundage value and 4 per cent in dollar value over the first seven months of 1956.

Coffee Imports Down

U. S. imports of coffee in June totaled 158 million pounds, a decrease of 20 per cent from the previous month and 33 per cent under June, 1956, according to Commerce Department. June, 1957, imports were valued at 78 million dollars. Average value per pound was 49.7 cents, compared with 49.5 cents in May, 1957, and 52.8 cents in June of 1956.

JOBBERS

With qualified sales organizations to handle LOW PRICED LINE OF CIGARETTE VENDORS 2 SIZES

with or without nickel & penny changers.

quality; none Alte candy, stamps and

perfume. OUR 25th YEAR!

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.



means

GREATER PROFITS

No doubles. No aver-size or under-size balls to jam your vending machines. Ask your distributor to stock Cramer's "Star-Brite" for your

Z10-170-140 BALL GUM Also Cramer's "KING" SOLID BALL

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.

HAVE YOUR OWN COPPER MINE!

In Every Restaurant Location You Co Into The SWAMI and MADAM X 1s Fortune-Telling Naphin Holders Have the CREATEST

Location Possibilities of ANY Coin Machine Ever Made. Reports from Operators Indicate the earn-

in regularly-which is Proof of Satisfaction. Here is a COPPER MINE for Operatorsand a DREAM COME TRUE for Distributors! This is a "Natural" for Charitable Organi-

"Blue 3ky" Operators NOT wanted!

Write for free information regarding our "plan."

F. E. Erickson Co., Inc.

P.O. BOX 1666

North Sacramento, Calif.

Readers View Direct Sales

· Continued from page 117

in the bulk business can survive then arranges or becomes party long. It is only the backward to an arrangement that for all policies of most of the confection practical purposes would establish and gum manufacturers that have another distributor competitor in helped keep them in business. This a manner detrimental to our operacondition existed in the candy and tions and distributions. Believe us eigarette vending business at one this can turn out to be a destructime but the forward looking man- tive situation especially if it should ufacturers saw their error and cor- be well progressed at a time when rected it. It is time that the gum vour business volume had a severe and confection manufacturers set-back. started selling direct to the operator. If candy and cigarettes can be sold to the operator at the same cost as to the jobber why can't bulk gum and confections?

It is time that the distributors quit trying to bulid up a protective barrier of restrictions on who can buy from the manufacturer and quit seeking the help of arbitrators and referces to secure their market. They need a good lesson in the distribution of goods in a free market. These protective barriers, arbitrators and referees will not stop the operator from seeking out and buying his merchandise at the lowest price direct from the manufacturer if it is to his advantage. The distributor should realize that if there is a demand by the operators to purchase direct, there will always be someone to fill this demand.

> (Signed) Paul Washburn Abilene, Texas

To the Editor:

Let us state that in all our experience in the distribution of various types of merchandise we have yet to find any given line of manufactured products that does not have a direct sales organiza-

In our 10 years as a wholesale merchant we can state that direct sales are being made to retail merchants by the following; tobacco manufacturers; extract and spice packers; patent medicine packers and bottlers; meat packers (such as Swift, Armour and others); canned food packers; clothing manufacturers; paper converters, and in the confectionary field. In the paper industry the Dixie Cup people will work all over their wholesale Jobbers. In the confectionery field Wrigleys, Beech-Nut. Hershey and Medows will pick off the large purchasers.

If the hulk vending distributors will but look around into other distribution of merchandise in general they will soon learn that a manufacturer must maintain a sales organization, using methods that will keep the entire line moving, etc., etc.

As for us, we would rather have manufacturers out where we can see what they are doing even if it means that they are selling our customers, as to have an exclusive arrangement or some other arrangement wherein exclusive rights are indicated and the manufacturer

(Signed) Yates L. Baber Gastonia, N. C.

CIGARETTE AND

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywherecompare. STONER, 8-COLUMN CANDY.

160 capacity, prewar model .\$110.00 STONER 6-COLUMN CANDY, 102 capacity, prewar model .. 80.00

STONER 8-COLUMN CANDY. 160 capacity, postwar model ... 165.00 ROWE 8-COLUMN CANDY.

120 capacity MATIONAL CANDY, 9-column ROWE CRUSADER CIGARETTE. 8-column, 25c & 30c comb. ...

DUGRENIER ELECTRIC CIGARETTE, 10 or 11 column 87.50 UNEEDA 8-COLUMN "E" CIGARETTE, King Size

All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857



Standard 10

BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day moneyback guarantee if not satisfied

's 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.

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

Vendor Holds 15 Lbs.

of 210 Ball Gum

tion 25% ... 7.88



Boys and Ciris Love Buttons. They wear them, collect them and trade them. Our Davy Crockett and Elvis Presley buttons were highly successful. Now we offer RECORDING STARS.

Here is a series that will appeal to them even more as they will want to get their FAVORITE RECORDING STAR.

BUTTONS COME WITH SAFETY LOCK PINS, are printed in three colors on front and one on back. We include 5 3" twocolor paper stickers with each 1M buffens for attaching to your machines announcing the series and attracting attention.

OPERATOR PRICES

1000 Buffons ____ \$12.50 M 5000 Buttons or more 10.00 M

Please sand cath with order. For complete details and samples write to your distributor or

COMPANY

1520 West Montana Street Chicago, Illinois

COIN SPECIALTIES

BASEBALL VENDOR

The small fry as well as grown-ups will stand in line waiting to drop pennies. into this exciting and colorful vendor which delivers a ball of gum with every pitch . . . and avery penny. Attractive front shows emblems of 16 American and National League ball clubs.

- Three-view showcase display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 14" high, 101/2" wide, 91/2" Packed two machines to a shipping

Your Profit is ... 19.12 CONTACT YOUR NEAREST DISTRIBUTOR

Birmingham Vending Co. 540 Second Ave. N., Birmingham 4, Ala. Graben Vending & Coin Machine Corp. 1246 Washington St., Boston, Mass.

carton

2700 W. LAKE STREET

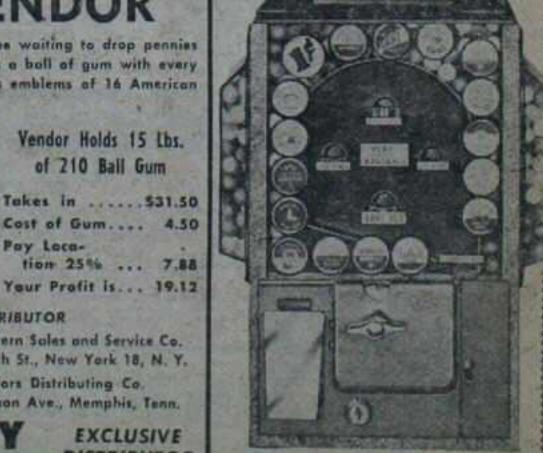
Northwestern Sales and Service Co. 446 W. 36th St., New York 18, N. Y. Vendors Distributing Co.

Pay Loca-

682 Madison Ave., Memphis, Tenn. EXCLUSIVE DISTRIBUTOR

CHICAGO 12, ILL

BIG PROFITS



FAST PLAY

LONG ESTABLISHED CIGARETTE VENDOR

In large California city desires to sell 400-machine operation. Principals only. BOX A-198

c a The Billboard Hollywood, Calif. 1520 N. Gower St.

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. President 2-2900 PHONE OF WRITE FOR PRICES

GIVE TO DAMON RUNYON CANCER FUND

GIMMICKS () CHARMS ()

OLD FASHIONED

BANDS

WEDDING

5.000 lets and up

Wear Several on a Finger - One next to the other

ALL SPORTS GUM VENDOR

COINMEN YOU KNOW

Continued from page 118

two full days at Disneyland. . . . Lou Bennett, who recently entered the coin machine field in Scal Beach, is expanding his route. . . . Tom Wall, California Games, is back from three weeks in Twin Falls, Idaho. He combined business and pleasure on the trip. . . . The many friends of Henry Van Stelton, kiddie ride operator, will be glad to know that he is back on his route in the LaHabra area following an illness. . . . Jimmy Wilkins, Paul A. Laymon, Inc., reports that he caught quite a few bonita and

VICTOR'S NEW

FOOTBALL

NOW IN PRODUCTION

Fast Action! Bigger Profits!

5701-13 West Grand Ave. Chicago 39, Illinois

Mfrs. of Famous Line of TOPPER Vendors

BALL GUM MACHINES

GAME IN 5

MINUTES

FOR

ALL

MODELS

ACORN, VICTOR

NORTHWESTERN

OR WHAT HAVE YOU?

SILVER KING

Potked & Sold

2 to Carton. F.O.B. Chicago,

CHARMS () CIMMICKS

fishing expedition.

Lyn Brown, veteran coinman who operated kiddie rides before retiring about three years ago, is planning to re-enter the business. He is also working on some hushhush coin machine project. . . . Ray Powers, C. A. Robinson Company, is in the Sacramento area on business. . . . C. O. Boles, Lone Pine, in town at Robinsons for a supply of bowlers. . . . Cam Hathway, San Luis Obispo, was in town visiting.

Cecil Ellison, Desert Operating Company, Lancaster, in town on a buying trip. . . . Bill Gordon and Ned Case, partners in the Brawley Amusement Company in the city of the same name, were noted along the row. . . . So was Bill Thompson, a buyer from Long Beach . . . Walt Shinkle, San Diego music operator, made one of his infrequent trips here. . . . John Collins made the Pico rounds for supplies for the route in Whittier.

Twin Cities

By JACK WEINBERG

Solly Rose, of Sandler Distributing Company, and Sam Segal, Lieberman Music Company, represented their firms at the two-day meeting of South Dakota Operators' Association in Deadwood S. D., Sunday and Monday (8-9). For Segal, Lieberman auditor, this was the first out-of-town trip be has taken for the company since he joined it shortly after coming out of World War II. Harold Lieberman, his boss, said Segal will be worked into more out-oftown trips as time goes on.

Operators coming into this market to buy report business is good and disclose plans for expansion. Jim Stansfield, Winona, in buying music, said his business has been good all summer and starting off well for the fall-winter. . . . Frank Ponteriox, Worthington,



HAVE & million dollars' worth of Fun and a ball of Gum for every \$19.75

Holds 12 lies, of 210 Ball Gum.

Write for free 32-page Coln Machine Catalogue.

One-third deposit on all orders.

Bultimore 2, Md.

Minn, is expanding use of large bowlers in his operations, and came here to buy such equipment.

Stephen Lieberman, working for his father, Harold, since graduation Angeles. While here, they put in baracuda on his recent deep sea from Harvard last June, goes into the Army October 20, assigned

SPORTS MEDALS

WITH SNAP-ON MERIT BAKS

Ask the operator who uses them

Plastic ... \$7.00 per thousand Vacuum Plated

...... \$9.50 per thousand

at your distributor or

uggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393

VICTOR'S PLAY BALLS BASKETBALL

and the New

FOOTBALL



Halds 12 lbs. of 210 Ball Cum. \$10.75 Nat profit \$15.30 fram

Ball Gum 30c lb. 140-170-210 size. freight prepaid 200 lbs. or over.

New Yark's Exclusive Victor Member National Vanding Machine Distributors, Inc.

VENDING SERVICE 595 Albany Ave.

PResident 4-5358

to Fort Bliss, Tex, as an artiller, second lieutenant . . . Mr. and Mrs. Floyd Shaw, Eden Valley, in buying games, said business is (Continued on page 128)

bring 5-Way Profits!

- · Coffee
- Coffee and Chocolate

· Soup

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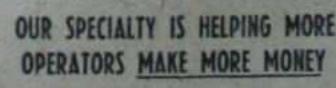
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Here's brand new action for your old machines . . . even better than new! Shipped set up with any game selected from list above. To additional action games available for changes. Entire game changed by merely sliding new play field into place.

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EDITORIAL

A Problem Well Met

shortage of adequately trained juke box mechanics has become an acute problem in the industry today. It is a problem that has been growing thru the past years, but has lately been made more severe by the increasing demands of allied elecpical and electronic industries.

The field of electronics has literally mushroomed in American industry. And with this growth has come a greater demand

for skilled personnel to work in the field.

The development has been paralleled in the juke box industry. Today's phonograph is a complex array of electrical as well as electronic principles. The hammer and screw driver, once prime tools of the serviceman, have been replaced by the vacuum tube meter and oscilloscope.

Industry Completition The juke box operator now finds, to obtain the proper servfee personnel, that he competes with recruiting efforts of giant companies in the electronic field. And compete he must-in

salary, working conditions, training, fringe benefits and future planning.

This situation was squarely faced and met in Chicago. where four distributors and one operator set the groundwork for a jointly run training program for juke box mechanics. (See story elsewhere in this section.)

They summed up their goal as twofold:

1. Retrain existing personnel to cope with electronic complexities of modern phonographs.

2. Establish a planned program of recruiting and training

of new blood for the field.

Condemn Equipment

They all voiced the same complaint, "Where a servicemandoesn't understand a machine, he condemns it." This condemnation in the long run hurts not only the operator but the distributors and manufacturers as well.

It is imperative that with the growth of the industry, the people in the industry grow, too. This problem has been recognized in Chicago.

And five industry men are doing something about it. We commend them for it.

Their plan of action is a positive step in the right direction. It should serve as an example to distributors and operators throout the country.

Chicago Op Assn. Draws 1,000 at Fete

B. Christians Ork, 11 Recording & Club Acts Fill 3-Hour Entertainment Bill

members and guests of the juke the association's activities. box and record industry turned out for Recorded Music Service Asso-

that president Phil Levin stated it handled.

CHICAGO -- Close to 1,000 would become an annual part of

Festivities started with a cocktail ciation's first annual dinner-dance, party at 7:30 with dinner and floor-Saturday (14), making it easily one show following. After the enterof the industry's top social events tainment, couples stayed to dance

the year.

The affair, held in the Terrace The evening was top-notch all Morrisons the way thru. Not only the enter-Gardens of Chicago's Morrison the way thru. Not only the enter-Hotel replaced the group's annual tainment but the general arrangegelf outing. So successful was it, ments for the affair were expertly

> After a brief introduction of entertainment committee co-chairmen Earl Kies and Joe Filetti and president Phil Levin, the show got roll-

Eleven different recording and supper club acts, backed by Bobby Christians and his orchestra highlighted the bill. Emsee for the evening was Chicago deejay, Steve

The show, while stretching over a three - hour span, nevertheless maintained a good fast clip, and excellent staging helped to keep

Among the multitude of talent, it would be difficult to pick out anyone as tops. A little gal from Grand Rapids, Shirley Forward, was a real hit, singing with a lot of voice, poise and style. While not yet in the top-earnings bracket of recording stars, the gal proved she had what it takes to go all the

Personality

Two more show-stoppers, who it could be said had arrived, proved for his audience that they intended to stay. They were a pair, coincidentally from the same label- schools will be set later. Coven affairs with officials from Wurlit-Attorney Sherman advised mem- Nick Noble and Lola Dee. Both held similar schools in Fort Wayne, zer, and that Sierra will continue land during World War II designed that they should under no literally sparkle with personality September 17 and 18, and in to provide service and parts from experimental airplanes of bonded

Chi Distribs Set Up First Jointly Run Service School

Acute Shortage of Trained Men Prompt Move; 1st Session Sept. 25

By NICK BIRO

CHICAGO -- Four Chicago juke box distributors and one operator met last week (17) and laid the groundwork for setting up what is believed to be the first jointly-run training school for joke box servicemen in the country.

Behind the move is an acute shortage of electronically trained personnel in the field, plus the inadequacy of present servicing personnel to deal with the complexities of newer model phono-

graphs. CMMA Adds Life

Insurance to Health Plan

> G. Miller Plans Similar Coverage For MOA in 1958

LOS ANGELES-A new plan of optional insurance coverage will Amusement Company, has bought be added to the health plan of the California Music Merchants' Association by October or November. Under the plan, coverage of from \$2,000 to \$5,000 is available to members and their families at a slight increase in premium.

According to George A. Miller, president of the group, the insurance, underwritten by Metropolitan Casualty Insurance Company, (Continued on page 123)

UMO Elects New Officers,

Directors

DETROIT-Edward L. Carlson, of the Carlson Music Company, was re-elected president of the United Music Operators of Michigan at the first membership meeting held since late last spring. The usual June date for the annual elections was postponed because of slow summertime conditions in the

Other officers elected were Vice-president, Harry Norton, Lincoln Vending Company; secretary, (Cointinued on page 122)

Coven Skeds Chi, Rockford Juke School

CHICAGO -- A series of operator service schools will be held Sierra organization. in Chicago and Rockford the week juke boxes by Coven Distributing companies. The finance companies Company. Conducting the schools reportedly were showing a profit, Wurlitzer factory as well as Coven operating at a loss. servicemen Leonard Petencin and Herb Biedenkap.

(Cointinued on page 122) Champaign, September 13 and 14. its present place of business until

Their plan is twofold:

phonograph servicing field

2. Re-train existing personnel to

Attending the meeting, held at personnel. Atlas Distributing Company (Seeburg), were: Ed Ginsburg, Atlas; Mike Spagnola, Automatic Phonosic, operating company. Al Stern

of World Wide (Bock-Ola) did 1. Set up a planned system of not attend the meeting but indirecruiting and training a continu- cated previously he would go along ous supply of new blood for the completely with any plans decided upon by the group.

Tho this was the group's first understand the electronic complex- meeting, the machinery was set up ities of all current model juke for immediately starting the second part of their plan-training existing

Train Men Here's how it will work:

A class is to be set up of six to graph Distributing Company 10 members, from names submitted (AMI); Ben Coven, Coven Dis- by operating companies thruout tributing Company (Wurlitzer), the city. The class will meet one and Earl Kies and his service man-night a week, attending school on ager, Norm Dompke, of Apex Mu- a rotating basis at each of the

(Continued on page 123)

Sandy Moore Buys Wurlitzer Franchise

Joe Young, Abe Lipsky Stay; Wishinsky, Gershon Join Firm; 10th Ave. Move Planned

NEW YORK -- Sandy Moore, Black Sales, also on Tenth Avenue. head of the Suffolk - Nassau Black Sales is owned by Simon.

Joe Young, who at one time had Avenue showroom. controlling interest in the franchise | Going on the road will be Abe a half interest in the firm.

headquarters in New York and lower Hudson Valley. Avenue, currently occupied by games as down payments for juke Dave Simon. Simon moves into boxes.

Wishinsky to N. Y.

Both Moore and Gabe Forman, complete interest in the Young Dis- executive vice-president, will maintributing Company, local Wurlitzer tain their headquarters, with a outlet. The announcement was direct line to New York office. made in North Tonawanda, N. Y., Coming into New York is Mickey by A. D. Palmer, Wurlitzer adver- Wishinsky, veteran Hurleyville, tising and sales promotion man- N. Y., operator. Wishinsky will handle sales from the new Tenth

stays on as general manager. Be- Lipsky, veteran executive with fore buying out Young, Moore held Young Distributing. Jack Gershop, former operator and Monticello, The franchise becomes Sandy N. Y., restaurant owner, will han-Moore Distributing, Inc., with dle music and game sales in the

Freeport, L. I. The New York head- The New York office, which had quarters will move from Eleventh primarily concentrated on music, Avenue to a showroom on Tenth will buy and sell games, accepting

Wurlitzer, Sierra End Distributor Agreement

Distributing Company, Los Ange- was not available for comment. les, was terminated last week (20).

Sierra has been the Wurlitzer distributor in Southern California and Southwestern Nevada since November, 1954.

No reason was advanced for the No reason was advanced for the No. B. Eckland,

termination by either Wurlitzer or Sierra officials. However, Robert H. Bear, Wurlitzer sales manager stated the termination was

Finance Companies Company officials would not comment on industry rumors of financial difficulties within the

arrived at by "mutual agreement."

Reliable sources reported that of September 23 on new Wurlitzer Sierra had set up several finance

will be Reid Whipple from the while the distributorship was Wayne Copeland, Sierra head, announced he will remain in the

Actual dates and place for the distributor offices, winding up

LOS ANGELES -- The dis- a new appointment is made. Copetributorship, agreement between land's partner, "Shorty" Culp, who The Wurlitzer Company and Sierra is AMI distributor for Oklahoma,

(Continued on page 123)

Coin Machine Designer, Dies

CHESTERTON, Ind .- Everett Byron Eckland, 52, who designed more than 400 coin operated machines, died here Thursday (19) after an eight-month illness.

Eckland designed, as well, hundreds of other articles for business and industry, among his designs, the cover of Vend, sister publication of The Billboard.

Known for his war work, Eck-

(Cointinued on page 122)

MOAM Plans **Court Fight:** License Fees

BOSTON-The Music Operalors' Association of Massachusetts cuffirmed its stand on fighting interest at a peak, through both the State and city license fees on Sunday and weekday operation of juke boxes before a full membership meeting in the Beaconfield Hotel, Brookline. This was the first regular meeting of the season.

Arthur Sherman, counsel for MOAM, outlined the plan of action. and said the group expected to go way. And from the audience remjunction against the Commonwealth of Massachusetts on the Sunday license issue and against the City of Boston both on Sunday, and weekday fees.

No Refunds

(Cointinued on page 122)

Slump Is Still on For N. Y. Coin Ops

Fall Collections Trail 1956 by 15-20%; Increased Living Cost Pares Coin Gross

NEW YORK - All summer off about 15 to 20 per cent from box operators here have been wait- 1956. ing for Labor Day and the end of the hot weather slump.

ness has picked up somewhat, but fact-that fewer people are going not nearly as much as the opera- to taverns and those who are spend tors had expected. Collections are less money,

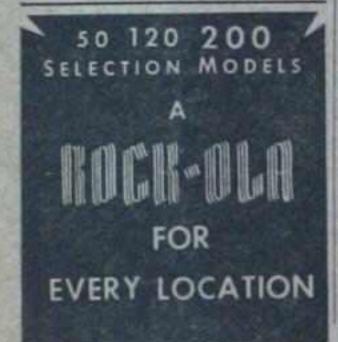
Chasen Opens Record Store

SPRINGFIELD, N. I.-Harold Chasen, Ajax Music Company, ventured into the retail record business this weekend. The New Jersey juke box operator opened the Harmony House here Friday (20) with a . Continued from page 121 three-day open house thru Sunday (22).

The store sells hi-fi equipment, treme speeds. tape recorders, diamond needles, repair service. All items, said Station, Chicago, It was termed

traveled highway, west of Newark, during World War II.

Chasen said he is busy converting the remainder of his juke box operation to dime play. To date, 75 per cent of his equipment is on cago, printers, for five years as a 10 cents.



long, amusement machine and juke what they were in September,

Most operators here are amateur economist. Their explanation for Labor Day has passed, and busi- the slump all boil down to one

Living Costs Up

While general prosperity here is still fairly high, the cost of living has been climbing, and working people have less money for entertainment.

Came operators are being hit (Continued on page 127)

Eckland Dies

and plastic plywood to fly at ex-

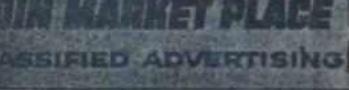
Among his best known works, records and portables, and offers the historic air display in Union Chasen, will be sold at discounts, the largest home front war dis-The 1,000-square-foot store is play in the history of the world. located on Route 22, a heavily with 50,000,000 people viewing it

With Chicago Firms

Eckland was associated with R. R. Donnelley & Company, Chigraphic designer; with Mills Industries, Inc., Chicago, coin machine manufacturers, for 15 years as chief industrial designer. For the past 15 years he was partner with Jim Mangan in the industrial design and public relations firm Trade Building, Chicago.

Funeral services were conducted Saturday. The family asked that no flowers be sent, but rather, that contributions may be sent to the which Eckland was active.

widow, Louise; two sons, Paul B., of new tunes. and Bruce K., and one daughter, Mrs. Gwendolyn Gerdt.



The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS

Set in usual want-od style, one paragraph, no display. First line set in regular 5 pt.

RATE: 20s a ward-Minimum \$4.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in targer type tup to 14 pt.1 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 25s per insertian is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

SIX HUNDRED BALL GUM MACHINE OF eration. Twelve thousand cash. Reason for solling, wish to devote full time as dis-tributor. Jimmie Wilkle, 1820 Kendale Ave., Momphis, Tenn.

Used Coin-Operated Equipment

BUCKLEY'S ELECTRONIC POINTMAKERS for sale. In A-1 shape, Telephone 2-7131 or P. O. Box 7016, Knoxville, Tenni. Elmer

CASH! HIGHEST CASH PAID FOR C.C. Blinkers, Bull's-Eyes; United, Gence, Williams Guns and Baseiralia. Allied Coin Machine, 786 Milwankee, Chicago 22, Ill. Or call: CA 6-0291.

FOR SALE-33 CHALLENGER, 3 JAR HOT Nut Venders and 6 Penny Candy Venders, Make use an offer, C. W. Carr, 210 Maple

MAKE US AN OFFER—4 GAMES, INC.,

The Huntar", 4 10-Col. Electro Cigarette
Veodere 4 2-Col. Nationals, Models 930 &
050, straight Electro chute; 1 Buckler noncola operated "Truck Odds"; 1 Jennings
Ron-cola operated "Jaker" Scioto Novetty.
Line., 1969 Eighth St., Portsmouth, Ohio. sellet C/9 The Billboard, Cincinnati 21, O. sellet

ROWE DIPLOMAT CHEARETTE MACRINES 10¢ vend, all king columns, \$75 each; U-Select-It 5¢ Candy Machines, 74-har capac-ity, \$35. In lots of 5, send 1/3 deposit, hal-ance C.O.D. Texas Associated Enterprises, P. O. Buz 1968, Amerillo, Texas. ocl4

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$23.50 each, like new. Folders direct factory prices USP Ca., 100 Grand, Waterbury S. Conn. oct

30 ARCADE MACHINES INCLUDING DE the vital issue of the court proluxe Photomatic, Becorder, Standard Sietal Typer, Neon Signa, etc., at reduced prices or trade for bonds or late 1957 automobils. Send for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. Phone: Hiland 1-9750.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49°s, Acurus, Toppers, Silver Kings, Csunter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn



TOMMY ROMANELLO, Cherry Cove Restaurant partner, points to the 12-inch, mid-range speaker located in the dining section. This speaker is one of two conventional ones used in addition to the hi-fi set-up installed by the Harrison Operating Company (The Billboard, September 9).

PLAY PLUGGER

New Program Card Service For Op Use

CHICACO-A new idea in juke box play promotion is being circularized by AMI, called Record Change Card Service. Basically it consists of an eight by four-inch colored card, with a "plug" design and space to write in 10 new tunes.

The idea is for the operator to of Mangan & Eckland, Board of indicate on the card the names of all tunes changed on the juke box that week and have the card available to patrons at the bar, counter or tables

It not only calls attention to the Damon Runyon Cancer Fund, for juke box, but keeps the location owner and customers satisfied that Eckland is survived by his the juke box is getting its share

> The idea was originally concrived by H. Betti & Sons, a Union City, N. J., operating company. Betti utilized the free AMI newspaper mats for the design at the top of the card, adding space at Sam Willens, Willens Music Com- on the stage, as they've been doing the bottom for inserting names of new tunes.

The mats are furnished free by AMI to all operators and can be all types. There are aproximately 11 different mats in the AMI package and cover a variety of different ad campaigns and location situa-

MOAM Ct. Fight

· Continued from page 121

circumstances pay any fees in adfees for operation of a juke box expire in January, 1958. on a seven-day basis in Boston, including federal tax, is \$160 per machine per year.

Business was mostly confined to cedure on the fees, but President past president. David J. Baker gave a report on the progress of the plans for the second annual banquet to be held in the Hotel Bradford Tuesday, November 12. More than 400 tickets have been distributed for the affair to date. Music operators interested in attending are urged to get in touch with Dave Gropman immediately.

A vote of confidence was given attorney Sherman for his successful retainer fee. A special meeting may injunction procedure.



CECIL HARRISON (left), who with his father, William, made the first LP juke box installation (The Billboard, September 9), shows the preamplifier unit to Dale Peterson, manager of Station KHRM-FM, which will bally the Cherry Cove Restaurant and other installations the father-and-son operating team makes.



CECIL HARRISON (left), Tommy Romanello, Cherry Cove Restaurant partner, and William Harrison check over the LP's on the 600 selection juke box in the restaurant. The speaker, upper center, has a high-frequency. horn and a 15-inch base speaker. (The Billboard, September 9).

UMO Officers

· Continued from page 121

pany, and treasurer, Tony Siracuse, for years on wax. Circle Music Company, Dearborn,

brosine, L. A. Music Company; and Eddie Arnold. Sam Sapienza, Eagle Music Company; Jim Rothis, Rothis Music Company; Sam DiNoto, Jay-Cee Music Company; Arthur Westin, Campbell, Campbell's Music Company; John F. Gunn, Gunn Music Company, and Nino Garofalo Nino's Music Company.

The election was conducted by vance, since no refunds would be Roy Small, conciliator and public made by the State or city on fees relations counsel, whose term of already paid should a verdict be office does not run concurrently returned in favor of MOAM. Total with the other officers, but will

> Two other men remain as special members of the board of directors-Frank Alluvot, of Frank's Music, honorary past president, and James Jeffrey, of Jeff's Music,

> A new schedule for directors meetings was adopted, with such sessions to be held hereafter at 7 p.m. on the first Monday of each month, remaining in session until opening of the regular membership meeting at 8:30 p.m. Both meetings will continue to be held on first Mondays in the UMO offices on the ballroom floor of the Fort Wayne Hotel.

work for the association, and it was be called in the event the associaunanimously voted to increase his tion receives more details on the

Op Assn. Fete

Continued from page 121

Other performers rounding out Members elected to the board the star-studded bill were Jeri of directors were: Everitt Watson, Southern, the Highlights, Joy used for advertising promotion of Ray Music Company; Lou Am- Layne, the Mark IV, Artie Wayne

> Chicago hypnotist Ted Boyer and comedian-deejay Sonny Meyers were the only non-recording stars to appear. Both were excel-Wess Music Company; William lent and broke up the otherwise musical fare.

> > Hypnotism

Boyer, who usually works to small supper club groups, nevertheless proved he was capable of dience. Meyers, with a rapid-flow, style of patter, showed an imaginative sense of timing with a sometimes off - beat, sometimes slap - stick brand of humor that labeled him as a potential "sleeper" in the night club and entertainment

> PUTS OUT THE BEST MUSIC

TAKES IN THE MOST MONEY

COINMEN YOU KNOW

Memphis

Chester Richardson, Richardson Music Company, Greenville, is a carnival show owner in addition to operating his music and game route. He's on the road with his show now. He has rides, games and shows and once had a 28-foot Anaconda (\$1,500), but it died of pneumonia last winter.

Clarence Spain, Spain Music ompany, Tunica, reports the cotn crop in Mississippi this year is ne of the best ever. With his reent conversion to dime play, he old he expects a big fall business, with full acceptance of dime play. . J. T. Lavene, Lavene Music a the side. He has 640 acres and ports his cotton crop the best he's er had. He expects business to om in the Mississippi delta this

Charles Schabach, Helena A musement Company, Helena, Ark.; Floyd Williams, Williams Music Company, Stuttgart. Ark.; Sam Torjusen, B&T Amusement Company, Blytheville, Ark; Earl Holtzlander, M&H Music Company, Pine Bluff, Ark.

George Heard, Heard Amuseent Company, Newport, Ark.; avaughn Johnson, Johnson musement Company, Corinth; lat Harrington, Houston Music ompany, Houston, Miss.; Leroy

Tenn.; Red Bokker, Bokker Amuse- the country. Miller also stated that

A. B. Fort, owner of Fairway Amusement Company at Columbus, is working at two jobs these days. Besides running his music and game route he's also managing a big plantation. It was owned by three of his uncles and his mother. ... Carlton Collins, owner of Crystal Amusement Company, Grenada, Miss., says he is in the process of converting his entire music route to 45 r.p.m. records.

Milwaukee

Mr. and Mrs. Clint S. Pierce, Pierce Music Company, Brodhead, celebrated their 25th wedding ancompany. Clarksdale, is farming niversary recently. They marked the event by taking a brief vacation in the Northern Wisconsin resort area. . . . Bert Davidson, regional sales manager for Wurlitzer, spent some time here last week working with United, Inc., sales Jr., president of United, Inc., a big upturn in business is due to hit during September.

> Asher Rabin, partner in Automatic Merchandsing Corporation, claims that vending volume was satisfactory all summer. Ice cream sales, he claims, however, were "just fair." Lack of extreme hot spells cut down on ice cream sales, he says. . . . Bob Thompson, Capitol Records branch sales manager, is back on the job following a brief illness.

ernde, Mo.; Charles Keene, Keene Records office here was Al Allison, Doctors, his biggest selling records juke box industry is not getting its Imusement Company, Union City, a former salesman now on the for juke boxes last week were share of electronically trained me-Term.; J. A. Butcher, Butcher label's national staff. . . . Operators "Honeycomb," by Jimmie Rodgers, chanics and is losing those it does Amusement Company, Dyersburg, stopping in town to visit one- and Paul Anka's "Diana."

Insurance Plan

is available to associations thrucut ment Company, Forrest City, Ark. he hoped to include a similar health plan as a part of every Music Operators of America membership by 1958, and that he currently was working with a San Francisco insurance agent on the proposal.

The plan which is available to CMMA members costs \$3.75 per person or \$8.50 for an entire famhospital room payments for up to tion. 70 consecutive days, surgical benefits up to \$300, miscellaneous benefits up to \$300 as well as \$5,000 for polio benefits.

Wurlitzer-Sierra

· Continued from page 121

Bear indicated that negotiations are being conducted on the West Coast "with persons interested in representing Wurlitzer." He indicated that arrangements for a new distributor for the area would be completed within the coming week. staffers. According to Harry Jacobs Besides Los Angeles, Wurlitzer officials indicated a possibility of setting up a distributor arrangement in San Diego.

> It was learned that Bear, along with Wurlitzer West Coast representative Gary Sinclair, contacted parties in Los Angeles, San Diego and San Francisco.

stoppers and equipment distributors last weekend included: Milton Hone, Rhinelander; Chuck Hartman, Watertown; Elmer Schmitz, Hilbert: Robert Lax, Green Bay,

Chi Distrib Service School

four distributors' shoprooms. borne by the distributors.

First meeting will be held which to start in less than a month. Wednesday (25) at Coven Distributing Company. Each of the four distributors will submit two or three names from operator applicants, for class membership.

Each of the distributors, in addition to their own service personnel, will have on hand a representative ily. Benefits include \$14 per day from the factory to aid in instruc-

> Purpose of the plan is to augment factory school sessions that many operating personnel are unable to spare the time to attend. It was emphasized by the group that the entire industry was feeling in recent years become increasingly complex in electronic detail.

Poor Service

The result is that a poorly trained serviceman will either not bother repairing the machine, usually telling the location the machine is a "dog," or will do a poor job and the machine will constantly cause trouble. Kies, the only operator present, emphasized he has heard kicks about all types of equipment, when in reality it was the serviceman who was to blame.

All three distributors present agreed the problem was one that had given all of them trouble. "There isn't a piece of equipment out that won't give trouble if improperly serviced," stated one member of the group.

The second part of the planand Bibs De Rusha, Fond du Lac. recruiting and training new blood-Williams, F&W Sales Company, A recent visitor to the Capitol According to Stu Glassman, Radio is necessitated by the fact that the have to other industries.

While still in the planning stage, Classes will be free, with full cost the group agreed it would probably have something on paper with

> Basic idea is to obtain a flow of electronically trained personnel which would be put thru an extensive training program on an apprenticeship basis. Each man would spend several weeks with each distributor, working in the

After completing his distributor training he would then work in the shop of at least one operator for a period of time, after which he would be ready to accept a job anywhere in the city he wished.

Certificate

The group envisioned some sort the pinch of having inadequately of a training certificate that would trained personnel to service the be issued each man, depending newer model juke boxes that have upon the extent of his training. Certificates could rate each man on basis of ability with possibly salary being determined on proficiency.

To obtain candidates for the training program, the group felt they could tap a number of top electronic schools in the area, as well as call upon men in other fields with some basic electronic



Eyes see faster . . . ears hear truer ... hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your

AMI Incorporated 1500 Union Aur. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke how in

The 'Inside' Story is SIMPLICITY...

Insures years of steady, trouble-free operation for maximum profits

UNMATCHED FOR RICH SOUND QUALITY

Write for details NOW

United Phonograph





Communications to 188 W. Randolph St., Chicago 1, III.

What It Takes to Operate

Co-Operation of Ops, Distribs, Mfrs. Required to Launch Organized Play

This is the final in a series on tournament play on coin

peared in the last three issues. By KEN KNAUF

games. Previous articles ap-

CHICAGO - Can tournament play on coin games be organized on a national basis?

Previous articles in this series chases.) pointed out how individual operators make a success of tournament no doubt that tourney play could play on ball bowlers and pool act as a shot in the arm to the the incentive that most coin-opgames in their respective areas, entire industry. how tournament play creates added interest in amusement game play bated by manufacturers and disat locations and boosts operator receipts.

tors, distributors and manufacturers. It would best include operator and distributor associations and other organizations in the industry, including trade publica-

Tournament Aims

It could accomplish these things: 1. Increase public interest in coin-operated amusements on a

'Broke Even' On State Fair Arcade: Mgr.

MINNEAPOLIS - First - year results of the \$11,000 Arcade built and operated on the Minnesota State Fair grounds during the recent annual exposition by Twin City Novelty Company of Minneapolis were reported as "just fair."

"We sincerely question whether the enormous task of getting this this fall. operation ready and the huge expense entailed were worth it," said Norton Lieberman, Twin City Novelty manager.

"We had 73 units on location. Immediately it cost us \$730 for federal licenses. Then there was the cost of installation of equipment, service charges plus additional help needed."

It was estimated that each ma-(Continued on page 13)

Bally Bows Ball Bowler, **ABC** Champion

CHICAGO - ABC Champion, a new Bally Manufacturing Company ball bowler, was shipped to distributors last week

The regulation scoring game has 11, 14 and 18-foot lengths.

totalizing and ball return. Game mahogony. can be played by from one to six players. All models in sections.

ABC Super Deluce Bowler.

Nation-Wide Game Tourney

try public relations.

As for the first point, there is

The second point could be de- quire in order to bring capacity

| national basis, and improve Indus- | tributors from the standpoint that tourney play might keep games 2. Build and sustain higher on location for a longer life period, than-average receipts on coin thus reducing new-game purchases. games for operators. (This would But it would seem more likely that in turn benefit distributors and operators getting high receipts on manufacturers in the sense that tourney games would tend to asoperators would have more avail- sure themselves of continued sucable money for new-game pur- cess by providing late equipment in top operating condition.

Competitive Outlet Tournament play can provide erated games, by their nature, re-

(Continued on page 125)

It works on the local level. Can the work on a broader level? Can Old Standbys Pace it be done on a State or national Such an effort would necessarily have to be a joint move by opera-

Fast-Moving Ball Bowlers, Shuffles, Pins Make Need for New Game Less Urgent

CHICAGO -- The theme of absence of almost one full year 1957 amusement game production on new shuffle models. could be. "If you can't beat em, It is relatively easy for manu-

trade, bowlers and five-ball pin- taneously, for the two types of balls, are moving well, if not better bowlers, in many respects, are than ever in some cases.

Thus the psychology of manufacturers seems to be, "Might as well keep making em."

Apparently, projects directed toward turning up an cutirely new to high gear output on bowlers and Manufacturing Company are en- Cobb County, Georgia, after Janfive-balls. At least that's the cur- joying brisk fall demands for their wary 1. He said that members of of ball targets at mid-playfield rent picture.

There's no denying that things could change overnight. Grounds for that statement is the fact that things have changed overnight in the industry many times before. Looks the Same

But there is no present indication that the trade will see anything really different in coin games

Manufacturers who had reported New 4-Unit Ride Line "new games in the works" earlier in the fall have postponed introduction of these games for one or more reasons: One reason, the spurt in demand for ball bowlers, calling for concentration on this type of game.

If it can be called a trend, there is such a move in the industry to revive shuffle bowlers as a newgame market piece. Bally Manufacturing Company and United standard base. A fifth may be Manufacturing Company are currently set for production on both ball bowlers and shuffle bowlers. The swing back to shuffles, altho it could be short-lived, follows an 40-inch floor space, will be distrib-

Kaye to Debut **New Pool Unit**

NEW YORK-Irving Kaye, local game manufacturer, goes into production this week on his Competitor, a pool game which will list for about \$350.

The game measures 72 by 42 higger-than-ever pins and uses a inches, has a Formica top rail and have single mechanism with gear four-inch ball. It is available in the scoring panel recessed in the reduction and Century motor. cabinet. The six pockets are re-It features fast pin setting, cessed and the cabinet is golden al shig rejector coin chute.

tion on this Super Deluxe Bumper been tested, according to King-Pin, a result of testimony, presented be-Pool in both small and jumbo ver- at locations of the large Michigan fore the Senate committee, both Cetlan had been expelled, We duction on a new shuffle bowler, sions and his continuing product Midget Movies Detroit-based kid- Getian and his union have been notified the Westelester operand tion on his El Dorado.

facturers to make production runs The old faithfuls of the game on ball bowlers and shuffles simulsimilar. Thus large or small Ga. County Mulls be run off with relatively little 1958 Ban on Pins difficulty.

> are also in top demand. Both D. sioner Herbert McCollum reported and Royal Flush. Gottlieb & Company and Williams that pinballs may be banned in new models. A third five-ball man- his Advisory Board seemed to be which have changing score value. ufacturer, Bally, has joined the in favor of the move. field. Bally, only manufacturer in A Grand Jury meeting last July buttons which shoot balls a production on in-line pinballs at had urged the county to remove present, reports demand for these pinballs by September I, if possiholding up "suprisingly well."

designed line of coin operated

Included are Train, Fire Engine,

Jet Auto and Tug Boat body

models, all interchangeable on

added. All are two-seaters," with

suggested operator's list price of

The rides, which require 28 by

uted thruout the country. King-Pin

will appoint firms to handle the

26 years, is headed by J. R. (Pete)

Pieters, manager of the Kalamazoo

office, and Joe Auton, Detroit

office manager.

King-Pin; in the coin trade for

kiddie rides this week.

DAILY BEER BOOSTS WIS. BOWLER PLAY

FOND DU LAC, WIL-Floyd and Bibs De Rusha, of De Rusha Vending, are using a "Six-Pack Daily" prize gimmick to boost receipts on their long bowling games.

Contrary to experiences being noted by numerous operators in the territory, the De Rusha Vending firm is reporting excellent experience with the 16foot bowlers. The interest being stirred up by offering daily prize skill awards is responsible for the volume of play, they claim.

Competition between various locations via organized tournaments has also kept up interest among patrons and has boosted receipts.

Location owners keep track of the scores racked up daily on the long bowlers. Patron hitting the top total is the winner of the six-pack of beer for that day. Winners are notified the following day after their scores have been posted, and asked to stop in to pick up their award. Promptness in notifying winners, according to Floyd De Rusha, is an important element in keeping interest alive in the promotion.

The "Six-Pack Daily" is currently being successfully used in over 25 locations in the Fond du Lac area by De Rusha Vending.

(Continued on page 132)

An interesting observation of

rides ranging from Train to Tug

tion. "Flash is more important than

-it must have some motion."

Anti-Pin Move Accelerated in Boston Area

BOSTON-The list of towns the Greater Boston area placing a ban on pinball machines tree rapidly last week as an entire county was ordered to remove the devices by order of the district at torney. District Attorney High A county to shut down or remove the machines immediately.

Cregg's order came after he had examined reports made by detertives attached to his staff concerning the operation of the machine. "I can see no justification for them," Cregg declared. They are potential gambling devices in vio-lation of the law and contribute to juvenile delinquency.

The directive by Cregg was challenged by Attorney Paul T.

Gottlieb Ships Super Circus 2-Player Pin

CHICAGO-Super Circus, de luxe style two-player five-bal pin game, was shipped to distributors last week by D. Cottlieb

The new game, slated for neavy shipment, combines the best fer-Pinballs of the five-ball variety MARIETTA, Ca. - Commis- tures of two predecessors, Majesti

> Prime play feature is the rotaing target set-up, which conse Targets are hit by operating flipps

Separate score reels for two i dividual players are spotted on the backglass, each with four-dig

(Continued on page 13

N. Y. Ops Spurn Getlan's Union

NEWBURGH, N. Y. - Me Pieters and Auton is that it is not bers of the New York State Oper necessary to have motion of any tors' Guild, an operator associate one ride be characteristic. Thus, in the Hudson Valley, have ind while the firm is introducing four cated that they will refuse to pe dues to Sam Getlan, local unis Boat, all four utilize identical mo- organizer. (See separate story.)

Cetlan's union, Local 28, C realistic motion," the managers as Machine Employees' Union, last serted, "but a ride can't stand still been affiliated with the Inte-(Continued on page 5

Westchester Ops Refuse to Pay Sam Getlan Union Dues

grip of Sam Cetlan on the West- Union, AFL-CIO. chester County coin machine industry has been broken. Getlan, for the Westchester Operator who figured in the United States Guild, heard the first report Senate investigation of union rack- Cetlan's suspension, he adviseteering, was formerly head of Local 28, Coin Machine Employees to the association rather than

Production started last week on the only coin machine local in could be determined.

WHITE PLAINS, N. Y .- The International Jewelry Works

When Malcolm Wein, attorn operator members to pay their de the union, with the dues to be be Until recently Getlan's union was in escrew until Getlan's sen

Payments Stopped When the IJWU confirmed to

Identical Motion All four models have backward and forward motion. Machines are without belts, pulleys, and They are equipped with a Nation-

Michigan Firm Preems

KALAMAZOO, Mich. - King- King-Pin. The King-Pin managers

Pin Equipment Company, coin ma- said their rides have received a

chine distributors with offices here warm reception from other large

and in Detroit, introduces a newly operators who have seen them.

Kaye has also resumed produc- all four models. The models had Westchester County, However, as die ride operation, also run by expelled by the parent union, the

Combined production of all opes of tobacco is estimated at million pounds-26 per cent selow 1956 production and the amallest crop since 1943, according o Agriculture Department. Fluecourd is 35 per cent below 1956 production, while burley is 4 per cent below last season.

Mischanic on late Bingos and Phono-Must be experienced. Excellent pertunity and good starting salary for spendable, sober, experienced, honest nan. Give references.

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OWENSBORO AMUSEMENT COMPANY

Owensboro, Ky. 101 Center St. Phone: J. C. Smith, MUrray 4-3278

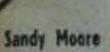
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WURLITZER MODEL 2000 ... \$975.00 WURLITZER MODEL 1250 100.00 WURLITZER MODEL 1100 ... 75.00 SEEBURG MODEL VZ00 800.00 MODELS 3045 and 3025 WALL BOXES 50.00

The above fully reconditioned and ready for location.

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-EXPORT SPECIALISTS-240 E. Merrick Rd. Freeport, L. I. MAyfair 3-2472

Westchester Ops

· Continued from page 124

that the need for paying union dues no longer existed. Tho Getlan has demanded dues

of several Westchester commen. the operators are holding firm in their refusal to pay.

According to Wein, the operators will pay union dues only to a legitimate union with a national charter and sanctioned by the Labor Board. He added that no such union exists in the county.

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> > LIKE NEW!

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BRyont 9-6677 577 Tenth Ave., New York 36, N. Y.

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C.C. Triple Score	
C.C. Bowl A Ball	110,00
Un. Speedy	135.00
Ex. Ringer Ball	125.00
C.C. Name Bowler	50,00
C.C. Deluxe Skee Ball, 11 ff Genco Deluxe Skill Ball	475.00
C.C. Tournament Ski Bowi	350.00
MAILY ABC	295.00
Gence 2 Player Shill Ball	295.00
C.C. Criss Cross Bowler	250.00
The state of the s	75.00
United Vanus	175.00
United Comet	TER BO

NEW GAMES

Genco Twenty-One Write for Special Prices Write for Special Prices

MUSIC

BINGOS Write for special prices

COIN MACHINE EXCHANGE INC.

7473 Payne Ave. Cleveland 14. Uhio SUperior 1-4600

Game Tourney

· Continued from page 124

grosses. Most of the games popular today, the bowlers, pool games, even the five-ball pinballs, are designed for competitive play between two or more players. Tournament play is a natural off-shoot of competition.

Tourney play on a national level would rely on individual operators as the doers, distributors as the helpers and manufacturers as the backers. All three elements could be linked together in the form of an independent organization-a company set up specifically to organize, promote and conduct the tournaments. Such party would require the approval and co-operation of representative manufacturers, distributors and operators.

Manufacturers could provide, as they do to some extent today, tourney kits, trophies and certain other prizes. Distributors could see that operators in their areas are supplied with such materials and explain the tourney set-up to operators in general. Operators, directly in touch with locations, would set up the tournament procedures, with the co-operation and advice of the tavern keeper or location owner, at each of their locations.

The combined operation on all three fronts-manufacturer, distributor and operator-could be synchronized by the organization set up specifically for this purpose. Funds to pay such an organization for such purpose could come from operator receipts, distributor contributions and manufacturer contributions, which could be set by mutual agreement, Special prizes and tourneys could be promotedby associations and other trade groups in conjunction with or independent of the national tournament plan.

These are conclusions reached after study of the tournament idea in its various shapes and forms as it exists today across the nation. They are presented only as a broad plan from which action could

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Model 1900 . . . 875

Wurlitzer

Model 2000 . . . 975 AMI Model G200.

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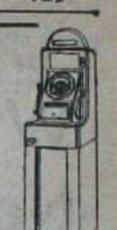
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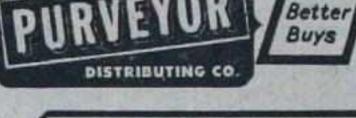
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

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

(For 10-week period ending with issue of September 16, 1957)

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for, Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" a

	(For 10-week period ending with					
THE RESERVE AND A						
MUSIC N		- 100 m	Mean Avg.			
AMI .	High	Low	***			
Model A (46) 40 sel., 78 RPM	\$135.00	\$ 75.00	\$ 99.50			
Model B (48) 40 sel., 78 RPM	179.50	125.00	149.50 125.00			
Model C (50) 40 sel		85.00	150.00			
78 RPM	195.00	100,00	295.00			
78 RPM	325.00	149.50	350.00			
45 RPM			395.00			
45 RPM	565.00	35.00	545.00			
45 RPM	2000 10	475.00				
sel., 45 RPM	695.00	395.00	595.00			
ROCK-OLA 120 Comet	\$495.00	\$475.00	\$495,00			
1428 (48) 20 sel., 78 RPM	50.50	49.50	95,00			
78 RPM	300.00	149.50	225.00			
1434 Fireball	195.00	175.00	195.00			
45 RPM		145.00	250.00			
45 RPM		395.00	425.00			
45 RPM	725.00	625.00	695.00			
SEEBURG BM-100-Hideaway (9/49) .	275.00	189.00	245.00			
M-100-A (9/49) 100 sel., 78 RPM	195.00	169.50	175.00			
M-100-B (10/50) 100	430.00	340.00	415.00			
M-100-C (5/52) 100 sel., 45 RPM	595.00	45.00	495.00			
HF-100-G (9/53) 100 sel. 45 RPM	700.00	350.00	595.00			
HF-100-R	725.00	615.00 575.00	695.00 575.00			
Seeburg Sicum 200 Set		275.00	695.00			
WURLITZER 1015 (46) 24 sel.,						
78 RPM	\$ 95.00	\$ 39.50				
78 RPM	75.00	50.00	60.00			
or 78 RPM	129.50	95.00	129.50			
or 78 RPM	195.00	175.00	195.00			
45-78 RPM Mix 1700 (54) 104 sel.		250.00	295.00			
45 RPM	795.00	425.00 175.00	545.00 595.00			
PINBAL						
BALLY Atlantic City (5/52)	\$100.00	\$ 35.00	\$ 65.00			
Beach Beauty (1/55) Beach Club (2/53)	. 275.00	195.00	200.00			
Beauty (11/52) Big Time (1/55)	. 160.00	49.50 95.00	85.00 195.00			
Broadway (12/55)	. 350.00	175.00 24.50	275.00			
Coney Island (9/52) Dude Ranch (9/51)	. 80.00	49.00	80.00			
Frolic (10/52) Cayety (3/55)	. 135.00	40.00	90.00			
Caytime (6/55)	. 190.00	99.00	145.00			
Hi-Fi (6/54)	. 225.00	49.00	70.00			
Mjami Beach (9/55)	. 210.00	104.00	185.00			
Nite Club (3/56) Palm Beach (7/52)	. 105.00	35.00	49.50			
Palm Springs (11/52)	90.00	29.50	75.00 49.50			
Surf Club (3/54)	. 285.00	50.00	150.00			
Variety (9/54) Yacht Club (6/53)	60.00	44.00				
CHICAGO COIN Basket Ball Champ						
110/49)	.\$195.00	\$125.00	\$175.00			
Saddle & Turf Club Model	E WAY	F 28 2 3 5 1	730 100			
(10/53)	. \$J 45.00	\$105.00	\$105.00			
Arabian Knights (11/53).	.\$165.00 65.00	\$100.00	\$150.00			
The state of the s		141 40 0	100000000000000000000000000000000000000			

THE RESERVE OF THE PARTY OF THE			350100
	High	Low	Mean Avg.
College Daze (8/49)\$		\$ 50.00	\$ 50.00
Coronation (11/12)	65.00	55.00	65.00
Crossroads (5/52) Cyclone (4/51)	75.00	55.00	60.00
	175.00	150.00	150.00
Diamond Lill (12/54)	199.50	139.00	* 175.00
Duette Deluxe (4/55) Flying High (2/53)	65.00	225.00 65.00	245.00 65.00
Four Belles (10/54)	150.00	150.00	150.00
Four Stars (6/52) Frontiersman (11/55)	65.00	65.00 194.50	210.00
Gold Star (8/54)	200.00	150.00	150.00
Grand Slam (4/53) Guys & Dolls (5/53)	75.00	75.00	110.00
Happy Days (7/52)	65.00	65.00	65.00 .
Harbor Lites (2/56) Hit 'n' Run (3/52)	60.00	175.00 65.00	60.00
Jockey Club (4/54)	165.00	100.00	134.50
Joker (11/50)	50.00	50,00	50.00
Lady Luck (9/54)	190.00	134.50	155.00
Lovely Lucy (2/54) Marathon (10/55)	175.00	114.50 265.00	130.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	125.00	130.00	130.00
Niagara (12/51) Poker Face (8/53)	85.00	85.00	85.00
Quinette (3/53)	50.00	65.00 50.00	50.00
Rockettes (8/50)	50.00	50.00	50.00
Round Up (11/48)	60.00	60.00	60,00
Score-Board (3/56) Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	65.00	110.00
Skill Pool (8/52) Stage Coach (11/54)	65.00	165.00	65.00 175.00
Toreador (6/56)	275.00	275.00	275.00
Tournament (8/55)	65.00	4245.00 65.00	275.00 65.00
Triplets (7/50)	225.00	125.00	185.00
Wild West 18/511 Wishing Well 19/55)	335.00 245.00	295.00 165.00	315.00
	213.00	103.00	10 8 10
UNITED (3/53)	375.00	\$325.00	\$375.00
Circus (8/52)	85.00	45.00	50.00
Havana (2/54)	175.00	40.00	125.00
Hawaii (6/54)	95.00	35.00	50.00
Manhattan (4/55)	60.00	110:00 35:00	249.00 45.00
Mexico (3/54)	195.00	50.00	125.00
Pixie (9/55)	175.00	95.00 75.00	125.00
Rio (11/53) Singapore (10/54)	195.00	65.00	110,00
Stardust (4/56)	225,00	165.00	190.00
Starlet (11/55)	175.00	50.00	90.00
Triple Play (8/55)	125,00	75.00	95.00 185.00
Tropicana (1/55)	295.00	35.00	69.50
Zingo (10/51)	65.00	65,00	65.00
WILLIAMS	Conces.	Ser Service	
Army & Navy (10/55) 8 Big Ben (9/54)	115.00	\$ 50.00	\$ 60.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54) Deluxe Baseball	185.00	125.00	145.00
Disk Jockey 111/521	70.00	65.00	65.00
Four Corners (11/52) Fairway (6/53)	60.00	45.00	60.00
Grand Champion (8/53)	135.00	39.50	75.00
Gun Club (11/53)	75.00	35.00	50.00
Jolly Joker (10/55)	150,00	95.00 59.50	95.00
Lazy Q (2/54)	95.00	95.00	95.00
Palisade (7/53)	55.00	55.00 140.00	55.00 150.00
Peter Pan (4/55) Pinky-5 Ball (9/50)	150.00	60.00	60.00
Quarterback (10/49)	215.00	85.00	85.00
Race the Clock (1/55)	185:00	140.00	150.00
Regatta (10/55)	150.00	145.00 45.00	150.00 45.00
Screamo (4/54)	70.00	70.00	70.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	125.00	65.00	85.00
Spitfire (2/55)	110.00	75.00	75.00 125.00
Struggle Buggle (12/53)	125.00	119.50	50.00
Twenty Grand (12/52) Times Square (4/53)	65.00	40.00	60.00
	125.00	90.00	125.00
	145.00	140.00	140.00

"as is" on "distressed" equipment.						
SHUFFLE CAMES						
	High	Low	Mean Avg.			
Ace Bowler (CC) (9/50) \$	295.00	\$ 95.00				
Advance Bowler (CC)			4173.00			
(5/53) Banner (U) (8/54)	199.50	95.00	100.00			
Bikini (K) (6/54)	325.00 195.00	155.00	240.00			
Bonus Bowler (K) (3/54)	190.00	75.00	150.00			
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00			
Bowletta (G) (7/50)	40.00	40.00	40.00			
Capital (U) (6/55)	350.00	225.00	295.00			
Carnival (K) (5/53)	125.00	45.00	85.00			
Cascade (U) (2/53)	175.00	50.00	75.00			
Chief (U) (11/53) Club (K) (4/53)	75.00	50.00	140.09			
Comet Targette (U)	13.00	30.00	65.03			
(11/54)	150.00	150.00	150.00			
Criss-Cross (CC) (11/53) .	110.00	75.00	95.00			
Criss-Cross Targette			STATE OF THE PARTY OF			
Deluxe (CC) (1/55) Criss-Cross Targette	275.00	125.00	150.00			
Regular (CC) (1/55) .	235.00	99.50	175,00			
Crown (CC) (4/53)	65.00	50.00	60.00			
Domino (K) (5/53)	50.00	95.00	95.00			
Feature (CC) (7/54)	275.00	125.00	185.00			
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295.00			
5 Player (U) (1/51)	40.00	40.00	40.00			
Fireball (CC) (11/54)	150.00	115.00	150.00			
Flash (CC) (9/54)	335.00	195.00	195,084			
8 Player (Ce) (9/51)		50.00	50 00			
Gold Cup (CC) (7/53) Gold Medal (B) (3/55)	75.00	155.00	300.00			
HI Speed Triple Score (CC)	423.00	212300	300,00			
(8/53)	195.00	65.00	95.00			
Hollywood (CC) (5/55)	495.00	225.00	325.00			
Imperial (U) (9/53)	215,00	60,00	135.00			
King (CC) League Bowler (U) (1/54)	115.00	75.00	120,00			
Lightning (U) (2/55)	295.00	225.00	275.00			
Mercury (U) (12/54)	70.00	45.00	45.00			
Mystic Bowler (B)	200.00	*****	255.00			
Name Bowler (CC) (1/54)	75.00	40.00	355.00 60.00			
Pacemaker (K) (9/53)	149.50	50.00	85,00			
Shuffle Pool (Gel (11/53)	195.00	50.00	110.00			
Six Player (CC)	50.00	45.00	45.00			
Speedy (U) (8/54)	325.00	150.00	165,00			
Starlite (CC) (5/54) Super Frame (CC) (5/54) .	295.00	75.00	115.00			
Targette (U)	135.00	125.00	125.00			
Team Bowler (U) (1/54) .		75.00	115.00			
Team Bowler (K) (10/52)	75.00	49.50	50.00			
Tenth Frame (K)	75.00	35,00	60.00			
Tenth Frame Bowler (CC) .	95.00	40.00	295.00			
Thunderbolt (CC)	373,00	203.00				
(6/53)	195.00	50.00	85.00			
Triple Strike Bowler (CC)	425.00	225.00	295.00 325.00			
Vinus Bowler		225.00	343,00			
ARCADE E	QUIPM	ENT				
Code: AP-Auto Photo; B-Ball Ex-Exhibit; G-Genco;	GbGottlie	rb: K-Keem	TY: MI-ANII			
Shipman; T-Telecoin; U	S-Seehar	E SC-BEIEI	COLUMN TWO			
ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 25.00			

Shipmant I—Telecoint U—United V		
ABT Challenger (5/46)\$ 30.00	\$ 25.00	\$ 25.00
Air Raider (K) ('48) 225.00	125.00	175.07
Atomic Bombers (M) 125.00	125.00	125,00
Auto Photo (AP)1795.00	1795.00	1795,00
Balloonamat (Capitol P)	11338	
	295.00	295.00
(1/55)	150,00	225 00
Basketball (CC) 195.00	155.00	195.00
Basketball Champ (CC) 195.00	195.00	195.00
Bat-A-Score (Ev) 8/48) . 145.00	75.00	105.00
Big Inning (B) (47) 129.50	65.00	85.00
Big Top (G) (6/54) 395.00	315.00	335.00
Card Vendor (Ex) 50.00	45.00	225.00
Carnival Gun (U) (10/54). 350.00	195.00	225.00
Champon Baseball (G) 245.00	175.00	125.00
Champion Hockey ('46) 125.00	125.00	100.00
Coon Hunt (5) (2/54) 125.00	100.00	65.00
Dale Gun (Ex) 85.00	125.00	125.00
Defender (B) ('40) 150.00	125,00	
Derby, 4 Player (CC)	95.00	135.00
(3/52)	95.00	160.00
Dilitary and the second	125.00	125.00
Lighting Seattle Line Control of the	275.00	275.00
I DOLDER CITY TO THE PARTY OF T	95.00	95.00
Court of the Court	125.00	125.00
Tidical distriction of plant and and and and	35.00	50.00
Heavy Hitter (8) 50.00 Hi-Ball (Ex) (2/38) 95.00	75.00	75.0)
Hockey (CC) 75.00	75.00	75.00
Home Run, 6 Player (CC)		100 00
(3/54) 200.00	175.00	195,00

1	High	Low	Mean Avg.	High	Low	Mean Avg.	High	Low	Meun Avg.
		\$185.00	\$225.00	(5/55)\$150.00		\$150.00	Columbus 1c Bulk\$ 8.50		
	et Fighter (W) (10/54) .\$485.00 et Cun (Ex) (12/51) 110.00	110.00	110.00	Silver Bullets (Ex) (11/49) 125.00	\$125.00	125.00	Du Grenier (11 Col.) 115.00	45.00	65.00
	ungle Gun (U) (7/54) 185.00	135.00	150.00	Silver Gloves (M) 195.00	165.00	195.00	Du Grenier Tab Gum		
	Cicker & Catchers 25.00	18.00	20.00	Six Shooter (Ex) 125.00	50.00	95.00	- (6 Col.) 17.50	14.50	17.50
	14 Lengue (W) (2/59) . /5.00	75.00	75.00	Sky Fighter (M) (9/53) 135.00	110.00	135.00	Electric (8 Col.) 150.00	40.00	95.00
	Prayer (M) (6/56) . 595.00	395.00	395.00	Sky Gunner (G) (9/53) 135.00	125.00	125.00	Master 1c & 5c Bulk 9.95	6.50	8.50
	Movies (CC) 125.00	100.00	125.00	Sky Gunner (CC) 150.00	95.00	125.00	Mills Candy (5 Col.) 65.00	55.00	65.00
	Mills 325.00	325.00	325.00	Sky Rocket (G) (5/55) 260.00	215.00	235.00	Mills Tab Gum 16 Col.) 17.50	15.95	17.50
	of stematic (M) (1/50) 550.00	295.00	350.00	Space Gun .Ex) 125.00	85.00	95.00	National M-9A (9 Col.) 165.00	95.00	125.00
	mutat (CC) (1/49) 50.00	39.50	50.00	Sportland (Ex) (11/51) 275.00	125.00	199.50	National 930 110.00	85.00	95.00
	Putol Pete (CC) 99.50	45.00	75.00	Sportsman (K) (11/54) 175.00	40.00	175.00	National 950	90.00	7.95
	Pach'm & Bat'm (5) 175.00	75.00	175.00	Standard Metal Typer F S 325.00	199.00 79.50	275.00 89.50	Northwestern 39, 1c 9.50 Northwestern 33 Ball Cum. 8.50	4.95	7.95
	Poe Up	200.00	325.00	Star Series (W) (4/49) 89.50 Submarine (K) (1/42) 125.00			Northwestern 49, 1c 12.50	12.00	12.50
13	Quarterbacks (G) (6/54) 175.00	95.00	175.00	Super Home Run (CC)	, ,2,,00	125.00	Northwestern Deluxe	L MAR TE	TOPES IN
	Rocket Ship 325.00	325.00		(3/53) 250.00	125.00	225.00	le & 5c 12.50	12.00	12.00
	Round the World Trainer	A STATE OF THE PARTY OF THE PAR	The state of the s	Super Jet (CC) (4/53) 295.00	224.50		P X (8 Col.) 125.00	75.00	115.00
	1651 (10/53)	350.00	425.00	Telequiz (T) (1/49) 95.00	50.00		P X (10 Col.) 125.00	115.00	125.00
	Devel Mustang Horse 375.00	375.00	375.00	Treasure Cove (Ex) (6/55) 295.00	225.00	295.00	Rowe Candy (8 Col.) 60.00	57.50	60.00
100	(W) (2/54) 305.00	225.00	313.00	Undersea Raider (2/46) 125.00	115.00	125.00	Rowe Crusader (8 Col.) 150.00	85.00	130.00
	Chee Brush Up 95.00	95.00	95.00	World Series (W) (4/51). 99.50	1444		Silver King 1c 8.50	7.45	8.50
	Shoot the Bear (5) 150.00	125.00	125.00	Zingo (U) (1/51) 165.00	65.00	65.00	Silver King 5c 9.95	7.45	8.50
A	MANAGE CONTRACTOR OF THE PARTY		175.00	VENDING MACH	INES		Stoner Candy (6 Col.) 110.00	00.08	110.00
	16/54)	173.00	175.00	Acom 5c or 1c \$ 10.00		\$ 10.00	Stoner Candy (8 Col.) 165.00 Uneeda Model E (8 Col.) 80.00	75.00	75.00
193	Sidewalk Engineer (W)	BLA MAIS	No. of Party	7 7000 90 00 10 3 10.00	4 2.30	4 10.00	1 Oneeda Model E 18 Col./ 80.00	15.00	13.00

LOCATION READY BUYS

WURLITZER MODEL 2000 ... \$950.00 WURLITZER MODEL 1900 ... 850.00 WURLITZER MODEL 1800 ... 750.00 WURLITZER MODEL 1700F... 575.00 WURLITZER MODEL 1650A... 425.00 WURLITZER MODEL 1600A... 400.00 SEEBURG MODEL 100C. SEEBURG MODEL 100R 650.00 SEEBURG MODEL 100J 695.00

1900 West Morehead "treet Charlette &, North Carolina

MADE TO YOUR SPECIFICATIONS FOR DEPENDABLE, TROUBLE-FREE, SERVICE-FREE PERFORMANCE

Entirely New, Tested Mechanism! Exclusive Patented "Easy-Count" Scorer

And for the Best Buy In

BUMPER POOLS H's VALLEY, loo, of course !

The Tables of "Cadillac Quality"

. . built to insure years of profitable operating!

Write, Wire, -Phone for Cetails Today!



Sales Affiliate of Valley Mfg. Co.)
133 Morton Ave., Bay City, Mich.
TWinbrook 5-8587

Slump Is Still on For N. Y. Coin Ops

Continued from page 122

\$20 a week on new equipment.

still assured of enough revenue to loading. amortize his equipment investment and pay off his maintenance costs. a temporary one. At least that's Of course, no operator will get rich what most operators are hoping. just on the minimum guarantee, The difference between the curand the location isn't too happy winding up with little or nothing. But, at least the operator won't take a beating.

No Front Money

The games operator, however, generally operates on a straight 50-50 split, with no minimm or front money. And when he puts a \$900 piece of equipment on a location which does \$10 to \$15 a week, he is really hurting.

The slump in collections has also depressed the resale value for games routes. The rule of thumb here is that a route is worth anywhere from 35 to 40 weeks' gross, Based on current collections, most

RIDES

FOR SALE

LANE MGR	250.00
"MISS AMERICA" BOAT	225.00
DECO SPACE RANGER	200,00
ATOMIC JET	100.00
EXHIBIT SPACE PATROL	100.00
METEOR ROCKET	100.00
JUNIOR JET	95.00
WESTERN GUN (Pistol)	85.00
In operating condition, All s	stra

"These and other choice selections F.O.B. Chicago and LOS ANGELES. 1/3 Certifled Deposit, Balance C.O.D. or Sight Draft,

> WE BUY-SELL-TRADE WHAT DO YOU NEED?



2557 W. North Avenue, Chicago 47, Illinois Phone: ARmitage 6-8180

BALLY A.B.C. TOURNAMENT 121/2 & 14 11. Bally, Sun Valley, Bike, The Champion, Model T and Toonerville Trolley

ROCK-OLA PHONOS - 50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

CALDERON 450 Mussechusetts Avenue

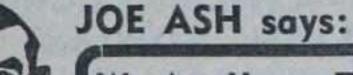
Phone: MElrose 4-8468

Indianopelis, Indiana

harder than music operators. Most operators here would rather hang juke men here insist on minimum on to their locations than accept guarantees, ranging from \$15 to the depressed price. They feel they will take a lesser beating by If play falls off, the operator is riding out th storm than by un-

> The situation here may well be rent brand of prosperity and one which allows the middle-income man to have a few dollars left over for beer and coin machines is small. All it takes is a slight wage increase or an hour or two of overtime to restore the conditions that existed a year ago.

It is this hope that keeps the operators going.



We Are Happy To Announce

RENTAL PLAN Active Amusement Machines Co. now effers

FOR EXPORT a tremendous volume of late model

MUSIC and PINS to our customers all over the world for

IMMEDIATE DELIVERY Exclusive Distributors for Wurlitzers, D. Gottlieb and Exhibit in So Jersey, Del and E. Penn.



You can ALWAYS depend

DON'T

DELAY!

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TODAY!

AMUSEMENT MACHINES CO

Caple Address: COMAC, Philadelphia, Fenna.

666 N. Broad St., Phila. 30, Pa. . POplar 9-4495 Write or wire for prices

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

ON ACTIVE ALL WAYS



FALL IS BUYING TIME

for the

COIN MACHINE OPERATOR!

Be ready to get your share of sales with hard selling advertising copy in

The Billboard's ANNUAL FALL COIN MACHINE MARKET REPORT ISSUE

Dated & Distributed: September 30 Advertising Deadline: September 25

Top Editorial Features and News of the industry will help promote sales in the MARKET REPORT ISSUE. Read such features as

"What's Being Bought and Sold." "How Is '57 Shaping Up for Juke

Boxes."

"Amusement Game Business."

"What Do Legislatures Say on Pinballs?"

"Amusement Game Tax and License Laws."

. . . and More.

· Yes, fall is BUYING TIME for thousands of juke box, game and vending operators. It stands to reason that this is the time to make your all-out sales pitch to operators.

Your ad, run in The Billboard's Fall Coin Machine Market Report issue, reaches more than 7,500 big operators who buy 95% of all tuke boxes, amusement games and supplies . . . and reaches them when they're primed to BUY.

HURRYI ONLY 3 DAYS TO GET YOUR AD IN. Write, wire or call one of the Billboard Offices listed below and get complete details.

CHICAGO 1, ILL. HOLLYWOOD 28, EINCINNATI 22, O. NEW YORK 36, N.Y. ST. LOUIS 1, MO. 188 W. Randolph St. CEntral 6-9818 Dick Ford Jack Sloan

Dick Wilson

CALIF. 1520 N. Gower St. HOllywood 9-5831 George Kelley

2160 Patterson St. DUnbar 1-6450

1564 Broadway FLaza 7-2800 Lou Schochet

350 Arcede Bldg. CHestnut 1-0443

Murray Dorf Frank Joerling 128

COINMEN YOU KNOW

Continued from page 120

much improved and they are giving buy music, said his locations are serious consideration to adding enjoying good action. . . . Bob Adnew equipment. . . . Ben Jahnke, dington and John Morton, Bis-Hutchinson, who drove down to marck, N. D., were in town

NEW ENGLAND OPERATORS:

"Never before in our history could we after so many great, new, profit-making machines. This is THE year!"

NEW-BALLY ABC SUPER BOWLER (81/2-FT. PUCK)

NEW-CHICAGO COIN CLASSIC BOWLER

NEW-FISHER 9-BALL POOL NEW-WURLITZER 50c WALLBOX NEW-BALLY TOONERVILLE TROLLEY

50 KIDDIE RIDES

JUST LIKE NEW WRITE-WIRE-CALL

200 BINGOS KEY WEST Reconditioned

BIG SHOW NITE CLUB VARIETY

BROADWAY BIG TIME

CALL COLLECT FOR PRICES!

WANTED: 1000 New and Used COIN MACHINES FOR EXPORT!

WURLITZER: 2000-1900-1800-1700-1500A-1500-1400 SEEBURG: V-200-H-200-B-BL-C-J BALLY BINGO MACHINES AND SHUFFLE ALLEYS GOTTLIEB-WILLIAMS-BALLY 5 BALLS

DISTRIBUTING CO., USTON 34 MASS AL 4 4040



CALL NOW FOR EARLY DELIVERY!

United's DE LUXE BOWLING ALLEY

Genco's LUCKY SEVEN-New Roll Down

SHUFFLE ALLEYS United — Chicoin Any Quantity CASH OR TRADE

PHONOGRAPHS

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Seeburg V200!	\$725.00
Seeburg HF100R	695.00
Seeburg HF100G	595.00
Seeburg M100C	515.00
Seeburg M100B	415.00
AMI G200 (New)	795.00
AMI G120	685.00
AMI F120	585.00
AMI E120	395.00

Wurlitzer 1800

RINGOS

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Brazil		4	-		ü	4	¥	ú	4	-	S	ü			ú	.\$295.00
South Sous .			ú	2	ū		-	ū	2	ū	ũ	6		9	8	245,00
Star Dust	8	×	ä	×	E				9	c	2		ü	6	٠	. 225.00
Caravan	1				A				ũ	ü		-	2	0		. 175.00
Pixies			×			*		u	w		4	×	w	ü		. 145.00
Broadway				6	2	6	-		٠	ā	į.	ç	ũ	2	5	. 145.00
Miami Beach		ú														145.00

NOW DELIVERING

Williams NAPLES

2-Player Fiveball





shopping. . . . So was AJ Stephan, LaCrosse, Wis., as well as Paul Zenke, Sparata, Wis.

Tom Kadry, Grand Forks, N. D., veteran coinman, and his son, Norman, bought musie on their trip here. . . . Lloyd Williamson, Winona, who bought bowlers here recently, said he is expanding in both games and music. . . . Joe Engel, Pine City, drove to the cities to buy bowlers. . . . Al. Kirtz, Lake City, came in and bought music. . . . Neil Van Berkom, Minot, N. D., shopped this market. So did Jack Backus, Jamestown, N. D., and Roy Hagen, Slayton, Minn. . . . Pete Wornson, Mankato, bought five-balls on a visit here.

Miami

By RAOUL SHAPIRO

Sammy Lano, S&L Amusement, had an accident. Sammy was helping set a machine, and wound up with a broken finger. . . . Harry Zimand, Acme Music Company, has recovered from his recent accident. . . . Morris Marder, M&M Service is back from his extended vacation to Europe. Morris feels swell, and says he had such a wonderful time he would like to start planning now for another trip next year.

Burt Kahn, comptroller for Bush Distributing Company, lost his dad a couple of weeks ago. . . . Ed Hancock, shopman for Bush, flew to Dallas for special treatment. Ed is back home now. . . . Marvin Turner, Palm City Music Company, reports that they have purchased the game and music route of James Amusement Company in Arcadia. The route was purchased from Mrs. James Wilson, widow of Jimmy Wilson, who died several months ago.

Congratulations to Mel Schwartz, Mello Music Company. Mel is engaged to be married. The big day will be in the latter part of October. . . . Harold Hirsch, of Automatic Equipment Company, is also engaged. Harold presented a ring to Rosalyn Weinrich. Ros is secretary at Bush Distributing Company, Florida Wurlitzer outlet. . . . Barbara Brune, former secretary for the AMOA, proudly showing off her first born, Mark. . . . Betty Biggio, gal Friday at Broward Music Company, reports that more and more location owners are requesting jazz recordings, and thinks that this may be the next

Man thoroughly experienced in coin sales capacities for large Midwestern route in large city. If you know how to get and hold locations, and how to manage routes and servicemen, a good job is waiting for you. Send all informstion, whether or not you are working, and complete past references and

Box 907, The Billboard 188 W. Randolph St. Chicago, Ill.

Now Delivering

NAPLES

2-Player 5-Ball Novelty Came

> 6-POCKET Slate Top POOL TABLE

See Your Williams Distributor !



Chicago 24, Illinois

Star Music Company has just received a license to operate music and games in Hialeah, and has opened a beautiful office in that town. Owner Ted Hunt and Whitey Feilback are very proud. Bill Binkley, Binkly Distributing Company, Jacksonville, visit-

ing his Miami office, and Mrs. Binkley taking the opportunity to do a little visiting here on her own

After a better than eight in rainfall in Naples, Gale First, G. First Music Company, was wonding if he will find any of his m

William

Space S

ON SALE AGAIN!

CHALLENGER PISTOL and STAND with Aluminum Floor Stand and Bull's-Eye Target.

100	READY FOR	LOCATION-KI	DOIE RIDES	-COIN-OP	ERATED
s Peppy	(phone)	Write Wild 4 295.00 Sportle	nd Cun	*******	120.00

KIDDIE RIDES (Coin Operated). We Buy-Sell-Trade. Send us your list and requirements.

Export Inquiries Invited. All Prices F.O.B. Chicago. All Phones: Uptown 8-1369. CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

SIZE: 32" x 48".... \$44.50; 4 OR MORE.... \$42.50 EA.

(REGULAR PRICE \$65.00)-IMMEDIATE DELIVERY, ORDER NOW - SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coln Operated Pool Tables.

Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

SPECIAL! 3 BRAND NEW FISHER COIN-OPERATED POOL TABLES, 36"x52", Including All Equipment.....

1604-06 W. LAKE ST., CHICAGO 12, ILL.

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Look To The GENERAL For Leadership

LATE GOTTLIEB GAMES

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CE HIGH	\$275	2-Pis
LASSY BOWLER	265	CONTINENTAL CA
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DoLuxe Cabinet		SEA BELLES

Exclusive Factory Distributors AMI Phonograph & Music Equipment

Torms: 1/2 cash with order, bal. C.O.D. or draft.

Phone VErnon 7-4119 Baltimore 1, Md Biddle & Howard Str. BINGO SPECIALS

CLEAN GAMES-READY FOR LOCATION\$250.00 GAYETY\$60.00 NITE CLUB BROADWAY 270.00 SURF CLUB 60.00 BIG TIME 110.00 GAYTIME 125.00 MIAMI BEACH 125.00 HI-FI 70.00 PALM SPRINGS VARIETY Immediate Delivery. 12 Deposit. FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

ATTENTION, OPERATORS in

Why "clown" around with your locations! Make 'em all big producers with

GOTTLIEB'S Superb New Thriller-

Roto Targets! New Pilfer-Proof Steel Door and Frame! Pap Bumpers! Roll-Overs! Flippers! Cyclonic Kickers!

DELIVERING NOW-ORDER TODAY!

WILL PAY CASH or WILL TRADE for COTTLIEB Multiple Player 5-BALLS

. 30 MAJESTICS . 15 FLAGSHIPS . 15 REGISTERS . 10 GLADIATORS . 10 SEA BELLES . 10 TOREADORS

Ames intact. Business in that area Detroit almost at a standstill. Also reorting poor business because of eavy rainfall was Mrs. Jones,

By HAL REVES

and relatives. Says it was nice to lished as a diversified vending the Eastern scaboard and Canada. see all those folks, but he's glad route about 10 years age by Collins, in partnership with Hans

Hagen, who subsequently withdrew, Farmington Vending will continue as an independent op-Jack C. Fieldman, son-in-law cration but share the same office lones Music & Amusement Com- of F. Stanley Collins, veteran head and shop with Collins Vending. many, Ean Gallie. . . . Max Lebow, of Collins Vending Company, has Stanley Collins has been away on Automatic Equipment Company, registered title to the Farmintgon a two-and-a-half-week motor trip Philly, on vacation visited friends Vending Company. It was estab- with Mrs. Collins and friends to

> Robert Kutzen and associates operating vending equipment at Jefferson Beach and elsewhere, had 21 soft-drink stands and a restaurant concession at Michigan State Fair. E. B. (Bill) Wilson also had his batting practice game back at the fair.

Denver

By BOB LATIMER

. Mrs. Marge Caldwell has taken over management of Western Vending Company, with headquarters at East Evans Avenue and Holly Street, following the death of her husband, Lynn, who passed away a few months ago. The new headquarters office is a modern brick structure with an all-glass front, office, showroom, repair and maintenance department plus a surfaced parking lot front and rear. Western Vending Company specializes in hot drinks. A recent addition to the line which has helped the firm to enter many industrial and employee-service locations is bot soups, vended in a half dozen varieties.

Phonograph and amusement machine operators in the Denver area are holding their breaths, hoping that the I per cent income tax-proposed by Mayor Will S. Nicholson will not be passed. Another income tax, atop State and federal taxes, would cause the public to tighten up on the "little expenses," and consequently fewer dimes and quarters would go into phonograph and amusement ma-

Mr. and Mrs. William Storey vacationed in Las Vegas, Mexico City, Guatemala, and returned by way of Florida to Denver, all in the space of 15 days. . . . The University of Colorado has called for bids on all vending machines and coin-operated amusement machines on campus. University plans to operate the machines itself. . . . Operators shopping in Denver during August included Elkon Deines, phonograph operator, Boulder; Sam Salardino, Sali Music Company, Pueblo; Cliff Hall, Rocky Mountain Coin Machine Company, Pueblo, and Roy Kyser, Durange, All report that volume out in the outlying communities is "quite sat-

isfactory." ONSOLETTE" Replaces from 4 to 8 Wallboxes ! CALL HARRISON 2-8258 COIN MACHINE DIST. CO

ARE INVITED TO ATTEND AN ORGANIZATIONAL MEETING

N. Y. STATE OPERATORS' ASSOCIATION

ONONDAGA WAR MEMORIAL SOUTH STATE STREET, SYRACUSE, N. Y. TUESDAY, SEPTEMBER 24-2:30 P.M.

(Note: Change of date due to previous conflict with Jewish holiday.)

This is your organization and it will succeed with your support. Plan now to attend and take part in the election of officers, formation of By-Laws, and setting up a program for the year.

For Further Information Contact Tom Greco, Temporary Chairman, Saugerties 922, Glasco, N. Y.

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· Control mechanism located New Heath 100 drep coin

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Over 67,000 ACTIVE BUYERS road The Billhoard clamified columns such week

Anti-Pin Move

Smith, counsel for the Massachusetts Amusement Association, whose members own most of the machines. "It sounds like an at- by the parent organization. tempt to usurp the authority of the licensing boards of the various cities and towns," Smith said, "and if that is so, it is illegal and im-

Smith declined to comment on what action, if any, would be taken until he had studied the situation. Police in Peabody moved in quickly following Cregg's order and proceeded to shut down all machines. Several others were to follow immediately. Communities where speedy action was anticipated were Nahant, Ipswich, Lynnfield and Salisbury.

Ipswich selectmen have been holding hearings on pinball machines recently and had been expected to act. Weymouth, on the South Shore, also was closed down last week in a move separate from the Essex County action. Two weeks ago Framingham had suspended the issuance of any more licenses, but was allowing the unexpired ones to run their terms.

United 14' BOWLING ALLEYS \$595 Chi Coin 14' BOWLING LEAGUE 595 Williams REGATTA 135 Gottlieb STAGE COACH 135 Gottlieb CHINATOWN 65 Gofflieb SKILL POOL Gottlieb FOUR STARS 65 Gottlieb HAPPY DAYS Genco WILD WEST GUN 225 Genco RIFLE GALLERY 150 Genco HI FLY BASEBALL 225 Genco CHAMPION BASEBALL . 175 Keeney SPORTSMAN GUN 175 Exhibit TREASURE COVE GUN . 225 United PIRATE GUN 325 United STAR SUPER SLUGGER 325

Coin Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: Axminster 4-3529

N. Y. Ops Spurn

national Jewelry Workers Union,

Getlan is still operating his union to Getlan, as the members sign CIO.

as an independent. He is attempt- their contracts as individual firms. ing to collect dues from local However, a check of operators operators, but is meeting with little after the meeting indicated that no one would pay dues to the Getlan The NYSOG met at the Palan- union. Tom Greco, NYSOG presi-AFL-CIO. However, both Getlan tine Hotel here Wednesday (18) dent said that his firm would not and the local have been expelled with 30 members attending. No enter into negotiations with any official action was taken in regard union not affiliated with the AFL-



14-FT. BOWLERS

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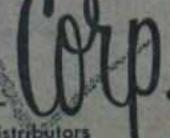
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ALSO DISPENSES PLAYER'S FORTUNE

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COMPACT-25"x 26" x 84" high FITS ALL LOCATIONS

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Division of Chicago Coin Mechine Company

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CHICAGO 14, ILL.

RI Officials **Defend Pins**

· WOONSOCKET, R. I. - City councilmen here rose to the de-fense of pinball machines after one of their colleagues proposed to rid the town of the games. Councilman A. Edgar Lussier proposed that pinball machines be licensed. We can make the fees high enough to drive them out of town," he explained.

But his fellow councilmen argued that the games were coin operated amusement devices and should not be taxed out of existance. The debate took place while the council was considering ways to make up a revenue loss which would be caused by a proposed drop in theater license fee.

Bulk Operation

· Continued from page 117

glass bulb and the gun in the center. This displays the charms were just dumped into the globe, and as a result produces more

popular with children, but he has proposition. known of adults patronizing the vending machines. "You'd be sur- us to have a tie-in with at least two prised how many grown-ups buy other fairs so that we could move them for good luck pieces," Shute our machines, our equipment and said.

he said, are miniature harps, cruci- one set of federal licenses, in Itself fixes, seissors, pliers, bottles of a savings." perfume, pocket knives, baseballs, Another coin machine Arcade footballs, pianos, dolls, rings, ciga- has operated on the fair grounds

in-lots ranging from 10,000 to chine business are used. Lieber-100,000. He has bought as many man said his firm's Arcade will not as 400,000 at one time.

capsules and gum for a good the company wants to run a reason. He cannot make a profit "strictly legitimate all-amusement using them with candy or nuts games-Arcade equipment" set-up. became of the expenses. The candy melts in rainy or hot weather as

Shute said he selects charms for his machines from the samples sent to him by manufactures. He said he tries to pick what will go and hopes his judgment of what have been favorites with the kiddles will

Shute has succeeded well with bulk vending, and deserves the success he has had. He has put a lot of his profits to work in many civic and charitable organizations. He has helped many underprivileged youngsters.

Gottlieb Ships

· Continued from page 124

Other play features include a bank of five rollover switches at top of playfield, five ball bumpers clustered below the rollovers, and two ball kickers along playfield

Super Circus has the new Gottlieb steel door and door frame, which is designed to discourage wear and tear and pillerage.

Super Circus backglass and playfield are decorated with a circus theme, with a large clown figure stretching from top to bottom and side to side of backglass.

Mulls Pin Ban

· Continued from page 124

ble, or not later than December 31. While county officials felt that they didn't have sufficient cause to revoke pin licenses immediately, they did pass regulations making it a revocation offense to let a minor play a pinball.

Pins are legally licensed by the county, but this is a privilege license issued at the discretion of the governing authority and can be revoked or not issued as the authority sees fit. About 100 pinball licenses were issued this year at a fee of \$10 per machine.

Charlie Holloway, British Op, Dies

LONDON-Charlie Holloway, prominent British coin machine operator, died here recently. He had been operating in the Blackpool resort area for several years,

Holloway was the son of Jack Holloway, whose Samson Novelty Company had distributed American coin games. Both father and son were active in the British Amusement Machine Operators' Society.

'Broke Even'

• Continued from page 124

chine yielded approximately \$50 during the 10-day run, ending Labor Day, which drew 1,054,000 patrons to the State Fair. That meant the operation just broke even, neither lost nor made money.

Will Try Again

This doesn't mean we are givto a better advantage than if they ing up the Arcade," Lieberman emphasized. "We will be back at the stand again in 1958. However, for a short-term operation, we Shute said the charms are very question whether it is a paying

'The ideal set-up would be for our personnel from one exposition Among the most popular charms, to another. That would mean only

rette lighters, pistols and others, for a number of years, but there Shute buys charms by the barrel, "gaffs" not part of the coin maincorporate so-called "guffs" into. Shute uses charms only with the State Fair operation because

SHAFFER DIME PLAY SEEBURG V-200

(200 Selection)



• Using Transistor Type Diade and Selection Switching WITHOUT

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SEEBURG 3W-1 100 Wall Boxes

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MIGHTY MIKES, any condition BALLY CHAMPION & EXHIBIT BRONCHO HORSES BERT'S PUFFER ENGINES

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SHUFFLE BOWLERS with large pint

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Bally Model T ... \$718.80 Capital Elsie ... \$273.50 Deces 2-Herse
Rally Space Ship ... 325.00 Capital Sec-Saw ... 150.00 Carousel
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Spacarb 4-Drink \$1 . 315.00 Mitts Hat Chec. ... 175.50

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10 Shipman's Film Vendors, like new, 5178.00 each

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Shipped in 2 sections! Wider Cabinet!
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Also available as One Game for 25c Easily convertible to regular 10c play!

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Boost profits in SHUFFLE spots with new

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OFFICIAL BOWLING SCORES

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LIGHT-UP TOTALIZERS

SPEEDY PIN-SET

For biggest group-play . . . and continuous repeat-play . . . resulting in biggest shuffle-bowler earnings . . . get Bally ABC SUPER DE LUXE BOWLER busy on location. Order now for immediate delivery.

per game, played by single player or groups of 2 to 6 players. Available in either dime play or one play for a dime, 5 plays for a quarter. Requires only 8% in by 23 in floor-space.



See ball actually hit pins...just
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STREAMLINED CABINET

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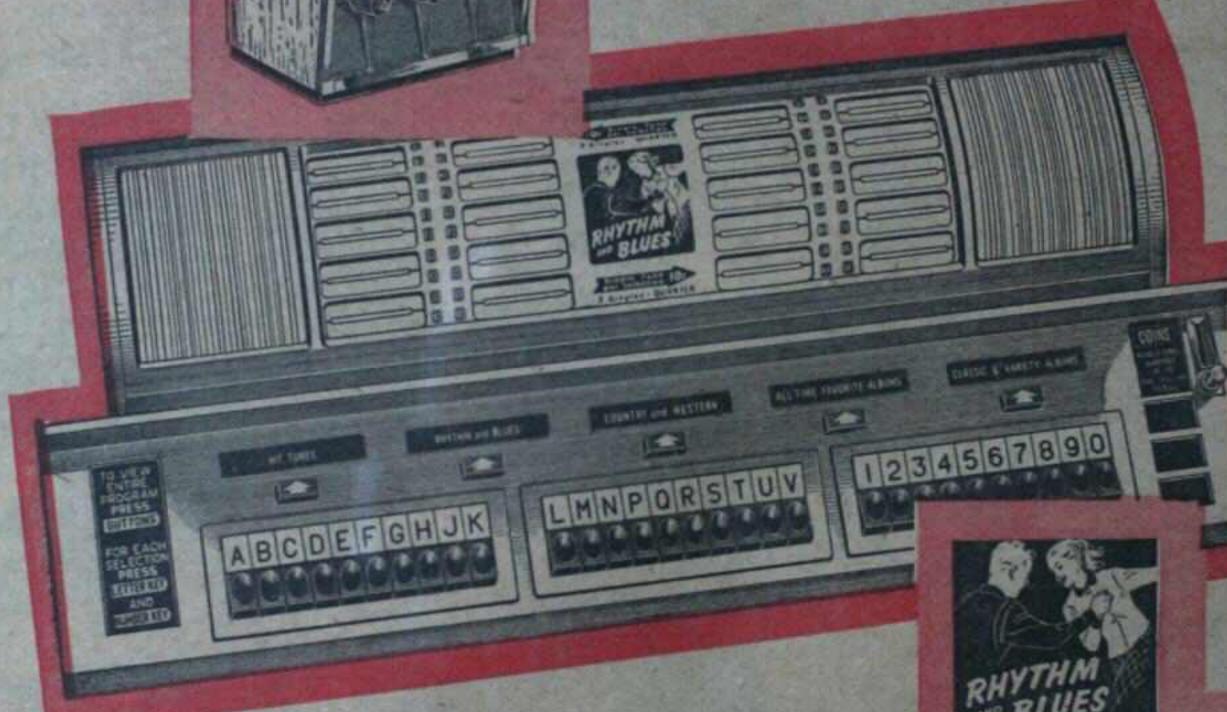
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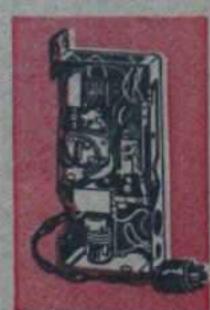
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