Elkhart Centennial
Themes Band Music

Fete Tees Off Tribute to Local Industry and Past Pobium Greats

By LIONEL ARZUC

ELKHART, Ind.—With 10 per cent of its 38,000 population employed in 16 musical instrument factories within the city limits, "Centennial Week" has assumed appropriate proportions with "Merrill Will-son Day" Friday (12). This Hob- o's, contest which has been a tradition as far as the world's band instruments staged the entire day's festivities around The Music Man theme. The opening pageantry, witnessed by a mammoth throng, was led by the Elkhart High football and basketball teams, with their lito over two lines of musicians, the first, 110 trombones and the second, 110 Lefebre, priced a strong educational push at the downtown institutions, with Marek's belief that stereo reproductions, topped by stereo excerpts from the Cli- benian National Exhibition, plus its 38,000 population earned record dealers and depart- ments. A good-size audience was paid to the late Al Sweet, director of all Elkhart's high schools, a trombone with the Connsales that stretches out straight batoned lo Basile dead of curtaining at the small Music Man's "theme. The eve- ening, in colorful, authentic, and Evans.

The colorful pageant, staged at the local horn makers, started by Don Bailey band, set up at two im-

MARKET WEEK

NEWS OF

SEPTEMBER 15, 1959 (4) THE AMUSEMENT INDUSTRY'S Review begins on page 57

PRICE: 35 CENTS

Plastic Hoops Put Music Fraternity
In Vinyl Tizzy

Hottest Fad Spurs Diskery Race
To Cash In on Moppet Craze

By JUNE BENDY

NEW YORK—A new toy, the plastic hoop, had the music business in a spin last week as record manufacturers and publishers hoping to cash in on what Life magazine terms the hottest fad since "Davy Crockett." The hoop also has delayed the millions and dealers in something of a dizzy since four different "hoop" songs are now on the charts.

The lead off disc, "The Seal" by Charlie and the Devile Sisters' "Hula" king "B. Music on Imperial" by Betty Johnson's Atlantic "Hula Hop" (Trinity Music) was placed in the "The Hula Hop Song" (Shapiro-Bernstein) by Tunes Brown on Coby and Lesgo, Giblys on Roulette, and Busy Bee's "It's My Hula Hop" (Rose-Meadow Music). Imperial Beat

The Imperial record was released last month before the hoop craze really took off, but four discs this week are more or less close and the same."Hula Hop" found a big sale at the special price. Atlantic (from "Green Door" Distributors) announced a special for the same time. Atlantic immediate response to the labels in quantities for 50 cents each. and reported they will be shipped in quantities if sub- mitted as a solid single.

The "Wham-O Manufacturing Company, which introduced the Hula Hop (adapting it from an Australian game gone last July),

imperially working with all the labels involved via Boone with Wham-O distributors, has given a new "Wham-O Hoop" and "Moppet" to the biggest hoop manufacturer, with about half the deal's retailers now include Louis Marie-Hooping, Brian Specialties' Hoopin' Donut, and Littlecity's "Groove." The Atlantic release was placed in the "The Hula Hop Song" and "It's My Hula Hop" and other songs, with Betty Johnson's record on Imperial with Frank Ward, WAKR, Akron, and KUDI, Kansas City, and KWHH and KULI, Los Angeles, giving away 1,000 Hula-Hoops, while lacks at KULI, the "Hula Hop Song," and "It's My Hula Hop" as a "super market deal" (Continued on next page)

For Office Licensing for Disks
Continues to Boonoo All-Time Peak

Quantitative production of records of all types—singles, albums, and EP's, will continue its sharp upward trend. Office of Harry Fre- publishers' agent and trustee, states that I- licensing of copyrights for records is at an all-time

Record 2,960,000 Speed
707C on CNE Midway

A record 2,960,000 patrons at Toronto's Cana- dian National Exhibition spent a whopping 707C, 31,787 in midway rides and shows during 16 days of operation.

MUSICAL DEPARTMENT FEATURES

At last Wednesday's business session of the MCA's New York chapter, it was decided to make a super market deal (Continued on page 13)

Fast Disk
Plug Pitch

NEW YORK—Georgia Gibbs, who dramatically announced her swing from RCA Victor to Roulette (Continued on page 4)
Studebaker-Packard Mulls Buy on Two Hot Diskeries

Imperial and Cadence Labels In Auto Moguls' Headlights

CHICAGO — The Studebaker-Packard Corporation will become a heavy investor in the recording business and will probably purchase two currently hot record companies, according to a report. Negotiations are reported to be under way with Archie B. Miller, president of Imperial Records, and Billingsley Brunner, president of Cadence Records. Part of the Studebaker plan is to have a diskery on each label.

Studebaker's show business interests, according to recent reports, are likely to be a subsidiary of the company. The report indicated that Brunner's Cadence is a subsidiary of Imperial and will also operate as part of the Studebaker-Imperial. Imperial's subsidiary is being sold, and the Cadence sub will be operated as a separate entity.

The company regards its sale of the subsidiary's stock as a means of diversifying its interests and improving the financial situation of the company. The plan is to have a subsidiary for each label. The deal, however, is not yet final, and the company has not yet announced its plans.

The company is considering the purchase of two record companies. One of the companies is likely to be Cadence, which has been very successful in recent years. The other company is likely to be Imperial, which has been very successful in recent years.

The deal is likely to be a two-way street, with Studebaker-Packard gaining control of the labels and the labels gaining access to the company's resources. The deal is likely to be finalized in the near future.

In the meantime, the company is considering other ways to diversify its interests. One possibility is to enter the television business. The company has been considering this option for some time and is likely to announce its decision soon.
**C. G. Conn Launches New Record Label**

ELKHART, Ind.—Conn Corporation, largest band instrument manufacturer in the world, will be called “Have Conn, Will Travel,” an instrumental.

On one, Jacoby is backed by the Chicago Jazz Band, in the other Jacoby is backed by his own pop and swing band.

Early discs will be handled thru Music Aisle, a separate corporation set up by Conn, Ltd., and Elkhart.

It is known that Conn has a large number of masters available, both on mono and stereo, for recording purposes. This is not Conn’s first effort in the recording field, for recently the firm sold vast quantities of music to a music manufacturer with Lawrence Well’s orchestra to Decca Records.

Conn’s masters have already been released on the Dot label in the first LP effort by Page.

The first Conn-Stellation LP will retail $3.58, mono, and $3.98, stereo, for a 52-week period for a concurrent serial LP release in the near future.

As Conn gets into the recording field, in the music field with its national and international representation, label is being watched closely.

**Salkin Named Decca Veepee**

NEW YORK—Martin S. Salkin has been elected v.p. and director of Decca Records for Atlantic Records, Inc. Chairman of the board, Joseph L. Fielding, said that the appointment increases the membership of the company board to six. Salkin joined the staff of Decca in 1939 and has worked since in numerous executive capacities.

The new v.p. will be in Pittsburgh for an appointment meeting before reporting for his new appointment, he will be succeeded by John K. Stobie, director of the firm’s publicity and promotion department.

**Maltby to Col. Banner**

NEW YORK—Columbia Records has inched up producer and chief engineer Maltby to a long-term contract. Deal is for both singles and albums.

Maltby, formerly under contract to VDK, is currently under contract with Mitch Miller this week. Miller said he will continue with his plans to “develop a new sound” for the band on war. Maltby’s Columbia deal was set by Dick Links.

**HAPPY 1965 FOR R. & R.**

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

**London Intros New Low-Price Album Line**

NEW YORK — London Recorders, Inc. will market the first low-price line of LP’s. The label will be called Richmond Records. Disks will carry a $1.98 retail tag and have been selected for their appeal to legal record dealers.

Lee Hartstone, London sales director, is attempting to make the line of particular appeal to legal record dealers by discouraging rack operations.

“Normally,” said Hartstone, “we gain an extra discount over 5 per cent which most dealers wanted. With Richmond, we will not absorb any of the extra discount, nor a nickel.

Teen-Age Thrush To New Kayo Show

NEW YORK — Teen-ager thrush Susan Sloane has been signed to the Kayo Shows. Sloane, 16, recently signed on by Tommy Kay’s new ABC-TV show, made her radio debut on September 30, in the 10-10:30 p.m. show.

Patti was set by the young singer of background, Bruce Bicknell, en- terity editor of The Billboard.

**BEAT AIN’T ALL**

**Sholes Stresses Need For Fresh Deck Ideas**

NEW YORK — Rock and roll is becoming increasingly selective, according to Steve Sholes, RCA Victor’s a&r chief. “The basic material must have an interesting twist, and the arrangement — as well as the song — more carefully crafted,” Sholes said. “We have ideas and the thing today — a trick musical piece, a different instrumental effect, something that all plus sound is required.”

Sholes noted that integration of the different material fields — pop, country and rhythm and blues — has now proceeded to the point where it is difficult for disc jockeys to be released specifically for c.d.w. markets. But the subsidiary field, is beginning to get some more influence for pop. For instance, among RCA Victor’s cuts, all best sellers, seven or eight disks.

**Planning for Disc Industry Meet Starts**

NEW YORK—Plans for a disk industry convention of manufacturers and disc jockeys, projected during an informal meeting at the NAMM convention last month, have materialized. Edward Aber, Vee Jay Records president, was appointed chairman of the planning committee.

**DISKERY LACK OF EP INTEREST NOT REFLECTED BY DEALERS**

Demand Increasing; Better Buy For Dollars, Say Retailers

BY BEN GREVATT

NEW YORK — The record promotion people have been flabbergasted by the lack of increased interest in EP’s in recent weeks, dealers agree to regard the EP product as a good money-maker, according to a cross section of dealers who have been interviewed by The Billboard.

One interesting point brought out by dealers is that the stereo value have on trouble in moving EP.’s.

Yet another dealer expressed the opinion that EP’s have never been subjected to the same desperation price cutting that has hit LP’s in many markets, “If we sell an EP counterpart of an LP set, we can come close enough to making our legitimate margin,” he said.

**BLUEBIRD PREEMS FIRST MOPPET STEREO ALBUM**

NEW YORK—Bluebird Records, RCA Victor’s kiddie line, has hit its full program of 12 releases in seven weeks, singles, plus the first children’s record ever released in stereo. A heavy promotion campaign, starting in Chicago last week, was put in by program manager, Edward Aber, Vee Jay Records president, and chairman of the planning committee.

Better to more than 2,000 record companies, RCA Victor announced that its Tempo program has surpassed the first point of sale material, etc. The company will supply the release, according to Ray Clark, planning and merchandising manager.

The stereo release of “Prettly Eyed Baby” fame, Danny Costello, Moon Mullin, Vitas, Burt Keyes and Lee Stone Re-
Record Upsurge of License Demands Swamps Fox Office

Activity Covers All Fields; Cue Further Upswing in Wax Production

NEW YORK—The quantity of recorded product—already at a peak—will go even higher. This is the word from Al Bernstein, vice-president of Fox Fox, publishers of the record licensing company, which are issuing the license agreements for the thousands of manufacturers who are involved in the licensing activity.

Al Berman, of the Fox office, states that never before in the history of the music business there has been such frantic activity. Additional license agreements have been and are being installed in order to keep up with the demand for records. Current licensing activity, according to Berman, is at least 50 per cent greater than it has ever been. Berman pointed out that the Fox office represents more publishers than ever—roughly some 500; but even taking cognizance of this there’s no denying the remarkable licensing activity. Burst of the activity is not traceable to any segment of the business and is spread generally over the singles field, albums and EP’s, Bernstein explained. He is looking for disks which are not only good, but are in Style and sound and cost. An important factor, he noted, is the rush of licensing by low-priced package labels which are finding it increasingly necessary to fill out their lines. Another factor, he adds, is the fact that making an album is no longer a complicated venture—what with various tapes being made readily available by producers.

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

The upcoming massive disk production spurt has many spokes. It is indestructible of growing interest in the stereo aspect, it augurs well for publishers and record buyers, but it also poses inventory problems. Disk production has already reached daily recorded levels—with some labels monthly--dramatically during the first six months of 1958—and in some cases, double this. This is only 25 per cent less, numerically, than the quantity of singles licensed (The Billboard, August 11).

Deals, however, have to expand its recording activity, an executive states, since it is described by its new service, since it is described as “an interesting blend of boss jazz sets and the perfect push.”

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Rondo Preemms To Stereo LP’s; 10 Rondolettes

NEW YORK — Rondo Records is shipping an additional 12 stereo disks this week; 10 more Rondolette LP’s, the latter selling for $1.98. Rondo has shipped a couple of thousands already.

New stereo packages include those by Frankie Laine, "It’s All Right With Me," Faron Young, "Man," by Suzanne Ashley and "I'll Be Loving You," by Grand Funk trio, "Road." Other common faults in stereo tape masters we’ve processed vary widely in the amount of separation of the tracks; we are determined to properly spaced the mikes to keep apart the main mikes should appear to be when you back the finished records, says John Quinn, engineering supervisor, who admits that B&C has to resort to much dial-twiddling and channel-balancing in processing stereo masters.

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

Other common faults in stereo tape masters brought to them in clinics, according to recording Engineer Giant Ilberg, Production Plant Supervisor Hank Perine, is: "Incorrect position of recording."

According to The New York Times, the hoop, a matter of weeks, has rolled up an estimated sales volume of 20,000,000, representing approximately $30,000,000 at retail. The craze, which started in California, originally caught on with the kids, but finally caught on with the adults, too; and is designed as a tandem toy "for couples at cocktail parties."
**The Billboard**

**GOLDLOCKS COULD CRY IF EVERYONE WORKS HARD**

By JUNE BUNDY

Steve: Steve's a tall, sandy-haired boy with a hint of a smile in his eyes. He's wearing a green T-shirt and blue jeans, and he's currently walking down the street.

Goldilocks is a short, round girl with curly hair and a pink dress. She's walking along with a basket of fruits.

The scene is set in a small village where Goldilocks has been trying to find a place to rest for the evening. She steps into the house where Steve is staying.

Goldilocks: (excitedly) Oh, look! A nice, cozy house. I'll just take a little nap here.

Steve: (smiling) Hey, what's going on here? You're not supposed to be here.

Goldilocks: I'm just too tired to go on my way.

Steve: (laughs) Well, you're welcome to stay here. But I'm afraid I can't offer you any food. I'm out of cheerios...

Goldilocks: (disappointed) Oh, well. I guess I'll just have to go on my way.

Steve: (pauses) Wait! I do have some fruit. Would you like some apples?

Goldilocks: (happily) Yes, please!

Steve: (smiling) Okay, let's get some apples.

Goldilocks and Steve walk into the kitchen and set up a little picnic on the table. Goldilocks munches on the apples, and Steve watches her happily.

Steve: (whispering) Goldilocks, you've been a good sport. Thank you for letting me help you.

Goldilocks: (smiling) You're welcome. It was nice to have some company.

Steve: (winking) And it was nice to help out.

Goldilocks: (laughing) Well, I think I've had enough fun for today. I'll see you tomorrow, Steve.

Steve: (smiling) Have a good night, Goldilocks. And take care.

Goldilocks: (nodding) You too, Steve. Goodnight.

The scene ends as Goldilocks walks out the door, leaving Steve all alone in the kitchen.

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**WELLEING**

The current success of the tabloid films version of "Li'l Abner" at the Riviera, Las Vegas, has owners of the largest bingo halls prepared for legitimate productions. It's been tried a few times and has always been a failure. Another source that sees a rash of legitimate productions. "a kind of "B" movie gang comes in acting as Actors Equity. The big producer said he had no direct interest in the show, which opened last night, with the show's largest attraction being Hunter's staging of "The Lady in Waiting," and "The Pleasure." For the record, "The Lady in Waiting" is expected to be a smash hit and "The Pleasure" is expected to be a box office flop. (Continued on next page...)

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**DAMN YANKEES' TRANSFERRED INTO SCREEN WITH CHARM**

By SAM CHASE

Steve: Steve Holmes, a tall, handsome man with a sharp nose and piercing eyes. He's wearing a suit and tie and is standing in front of a microphone.

Sam: (introducing) Steve Holmes, a man who knows his way around a baseball bat. He's here to tell you all about the new movie "Damn Yankees." (stepping back)

Steve: (smiling) Hello, everyone. I'm here to tell you all about the new movie "Damn Yankees." It's a story about a baseball team that needs a hero, and Steve Holmes is that hero. (smiling)

Sam: (speaking off camera) And Steve, you're doing a great job of introducing this film. Keep it up.

Steve: (smiling) Thank you, Sam. (to the audience) "Damn Yankees" is a story about a baseball team that needs a hero. Steve Holmes is that hero. (smiling)

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Smothers Hassle In Laps of JD, FCC

by MILDRED HALL

WASHINGTON — What ever became of the Smothers brothers? For The Smothers Brothers Comedy Hour, the following of the afternoon portion of the Dead Smothers will have to diversify. For those in the industry, any future moves from comedy into music interests, any further developments will depend on Justice Department and the FCC report to the Pastore Communications Subcommittee which held hearings on the bill.
The printed record of the hearings, now nearing completion, will go to Justice and the FCC as per Pastore’s (D., Ill.) promise. They will examine the record for any possibility that new legislation is needed which could “broadcast-music-disco-dance-orientation views, for antitrust and public interest reasons.

If further government action seems necessary, the bill will remain dead, and it is unlikely that the subcommittee will even focus on it. The history of the possibility that the Smothers brothers will go to Justice for antitrust considerations is, in fact, brief. The subcommittee, advised by thetailor of the music labels, Francis Scott Key, that the original composition was used and music since. The subcommittee also discussed attempts to past. A Congressional resolution to adopt a standard version.

Chess Adds To Personnel

CHICAGO — Based upon the first nine-month period, which exceeded by 70 per cent the similar period in 1957 (the biggest previous year in the firm’s history), the Chess brothers, Leonard and Pal, this week announced major additions of personnel. Max Cooper, who joined the firm a year ago at Eastern sales rep, has been upgraded to sales and promotions nationally. Dave Usher, veteran jazz a.&r. man, who joined Chess last year, has been made over-all director of all album programming and promotion on the Chess labels, adding Checker and Chess LP’s to his duties. Paul Wilson, who joined Chess six months ago, will enlarge his duties in the artists and repertoire department, working the important Southern territory. He will also continue to promote the Eastern Seaboard and South.

Granz Maps Fitzgerald, Ellington Tre

NEW YORK — Norman Granz has appointed Ella Fitzgerald and Duke Ellington to his roster. Ellington will play at the U.S.C. Club in Canada, Ellington, with a 10 of 30 essays Europe for their tour, beginning September 19. Among the 30 essays Europe for their tour, beginning September 19.

Fourth 'Jazz With Washington'

WASHINGTON — The Jazz With Washington series, sponsored by-grants from the National Endowment and the National Geographic Society, will present a perfect blend were.

Feather Sets Jazz-in-Tent Weekend Date

WALLINGFORD, Conn. — Leon B. Ullman’s new Jazz Encyclopaedia, Encor, Gales, Berry Liff, and Son’s new Jazz Encyclopedia, will present the highlight attractions Friday afternoon (30-35) here this Saturday.

Liberty’s New Subsid Titled Freedom

HOLLYWOOD — Liberty Records, within two weeks and will inaugurate a novel distribution plan designed to avoid the hardships which you cause Liberty’s disks. This runs continually and is the only traditional disk issued by labels which assign sub-line to competitive distributors.

Rainwater to Rejoin Jubilee

SPRINGFIELD, Mo. — Marvin Rainwater, the singer, songwriter and western music, who reunited with his old loyalist for a brief period of time and is蓝, and who last year left Red Foley, has decided to reunite with the old group, which is now titled “Jubilee, U. S. A.” (Continued on page 10)

DISTRIBUTOR NEWS

by HOWARD COOKE

Phil Kettenrower of American Distributor Records in East Hartford, Conn., reports that the company’s new release “My Lucky Love” by Doug Franklin on Colosol, “The Deacon’s Walk” by Billy Hope on Savoy is also moving strongly. “The Deacon’s Walk,” released by the Co. in December, has sold 25,000 units. Other fast-moving ABC Paramount discs are “Just Your Baby” by Jack Anka and “Meet Me In Indiana” by Lee Lorige.

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MUSIC AS WRITTEN

BY BOB BOLONTZ

GEORGE WEAH STRIKES BACK

George W. Jones, impresario of song and monkey-\jazz shows in the South, said to have been inspired by the recent success of the new Hasidic Polka, Mr. Taubman of the New York Times said Mr. Jones had inaugurated the jazz week last month at the Brussels World's Fair, which was under way last week. The New York Times music critic, Mr. Taubman said Mr. Jones had something more to say about jazz, and that everyone, from officials to the public, raved about it! Taubman said Mr. Jones went on to say that jazz is unquan-
tifiable, irresponsible, and a critical attitude of jazz is not under- 
statement. I'm not concerned here with his reputation as a claus-
seman, much less his music, which has little background in jazz, even less knowledge of its performers, and even less feeling for the music itself. It would have been more fair had he prefaced his review with the statement "I don't like jazz."

HORSE RIDES AGAIN

One of New York's premier impresarios will present a slew of musical attractions at various Playhouses and con-
mected halls in New York for the next week in addition to his many other important attractions. In his current season he will follow all the shows on the Grand Tour, the Scotia Guards and the Scotch Guards in London, as well as the variety shows in Madison Square Garden on September 29. Other dates include: The Chicago Symphony Orchestra under Fritz Reiner, the Pittsburgh Symphony Orchestra under William Steinberg, Victoria De los Angeles, Vladimir Ashkenazy, Jaroslav Sevcik, Mark Finkin, Ettore Gotti, Andrea Segovia, Arturo Rubinstein, Nathan Milstein, Ivar Barmett, Tadeo Dolmabache, Martin Anderson, and Cesare Valletti. The other attractions that will play on his current season include the Horak Ring, the Bolshoi Ballet, Ballet Espagnol Roberto Egidio, the Royal National Popularite, The Byrksko Compagnie, the Old Vic, and the Thalia Theater.

SULLIVAN DIGS MODUCO

Ed Sullivan has signed Dinsie's singing sexy sensation Desmo- nia Morgana to three more appearances on his CBS-TV show. Dinsie first appeared on the Sullivan show to sing "We're In a Jam" and appeared on the show last Sunday (14) singing his dinger "Seein' the C'Men." Dinsie music. New York.

Through Tedi Stevens last on RCA Victor records has been signed, and she will be heard on the show by the end of this week. Bobby Freeman, who is still singing and playing for "Bobby Looney's" will appear on a record show sponsored by desi's Herb Kay of WVOX on October 19. The Tyrants have been set to appear in the new rock and roll show, "Let's Rock," for the Michigan State Fair in Detroit. Agent Jolly Joyce set a deal for Ollie in "Joltin'" show for the State Theater in Hartford September 20 and 21.

The one培培"３i our new Arvin release "I Love Linda" and "The Corn That Can't Be Beaten." Ray Avis and his Nashville Boys, Erol Garner, Andrea Segovia, Arturo Rubinstein, Nathan Milstein, Ivari Barmett, Tadeo Dolmabache, Martin Anderson, and Cesare Valletti. The other attractions that will play on his current season include the Horak Ring, the Bolshoi Ballet, Ballet Espagnol Roberto Egidio, the Royal National Popularite, The Byrksko Compagnie, the Old Vic, and the Thalia Theater.

Jack Mills of Mills Music left for the European business trip last week. He will visit the firm's London office and also go to Madrid and Milan. Ed Sullivan will also attend the Congress of International Confederation of Authors and Composers Convention in Brussels. Ed Sullivan's Hotel is the Hilton, starting December 5. Evelyn Knight is now at the Ritz Carlton to Madison Hotel in New York will play the "Saxophone" on October 13. Ed Sullivan is also at the Boulevard in Queens for three days starting September 19.

The Tommy Dorsey ork under Fritz Reiner, the Pittsburgh Symphony Orchestra will start his 10-dates presented New York Carnegie Hall series in New York City starting next week in addition to a slew of musical attractions at various playhouses and theaters.

The Kalin Twins hit Decca artists are back with another album of American pop sets to be titled "This is the Kalin Twins," including appearances on top Broadway stages at the Winter Garden, the Royale, and the Savoy.

Last November, the pair from Paste Jervis, N. Y. were working in a Washington night club. They nearly had a fiasco after losing a fortune of one record. The ork, however, has a new hit tune. The Kalin Twins tour Europe starting October 13. Conop will be overseas until the end of the month. He will leave Sunbeam a fiddle, chisel, returned from Texas last week after a flying visit to Chicago, and return to the label. Sunbeam just signed Barbara Carroll and Gene Harris.

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What Disk Dealers Should Do Before the Police Arrive

By FRED PERNITZ

The Scene

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

12:08 p.m.

Complaining about the large amount of browsers and the small amount of cash sales.

12:10 p.m.

Blames the weather, the store's location, the weather, the stereo equipment.

12:16 p.m.

Discover 30 LP records missing from Jazz Section and 30 LP records missing from Broadway Show Section.

12:17 p.m.

Warn co-workers to be on lookout for professional thieves. Arrange set of signals and plus defenses even though there are no clues as to the identity of the thief.

12:21 p.m.

Three tough looking leather jacket youths fingering the records in the Jazz Section.

12:25 p.m.

Run out to nearest sporting goods store. Buy baseball bat for possible defensive weapon.

12:30 p.m.

Get handed out by boss for paying list price for bat.

12:35 p.m.

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

12:40 p.m.

Reach for baseball bat, get splinter in finger.

12:45 p.m.

All three youths bring records in the Jazz Section.

12:50 p.m.

Buy baseball bat, get splinter in finger. All three youths bring records in the Jazz Section.

1:00 p.m.

Start for store, pass by another competitor down street, gives suspects time to pull job.

1:06 p.m.

Suspect No. 1 puts about 25 LP records into briefcase.

1:10 p.m.

Signal to inside employees that the time the guess was right! Thieves leave store, get into car and rushed back inside store, where other employees lend helping hand.

1:14 p.m.

All other customers asked to leave until police arrive.

1:18 p.m.

Large crowd gathers outside. Competitor down street三位一体 shrugs off this, "Fair Lady" being sold at $1.98.

1:22 p.m.

Police arrive, complaint is registered.

1:26 p.m.

Customers clamoring to get into store. They are told to wait a few minutes.

1:30 p.m.

One customer shoots thru transom that he wants to buy two copies of 'Any Lawrence Welk Album' at list price. He gets in immediately.

1:34 p.m.

Policewoman arrives. Disk sergeant asks for complainant's name and address. Give name of competitor figuring if reprints come, there'll be one less competitor.

1:40 p.m.

Back in store. Ready for evening rush hour.

New Jersey Gets New Distrib Firm

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

Jack Kudoff, former branch manager of Deco's New Jersey operation, will head the new outfit. The new distributors are currently handling Ascomo, Walco Needle, Lyric Label and Raffo Record Lines. They are also negotiating with several manufacturers for additional record and accessory lines.

New York Record Store

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Promenade to Issue 8 LP's

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

The LP's to be released by the label include an album of "Gay Nineties" tunes with Fredley Hall, "Gypsy Beige," a set with vocalist Bill St. Clair, another titled "Holiday in Rome," a set featuring Johnny Kay, a "Honky Tonk" piano set, a classical set with "Scottish Bagpipe" and a collection of "Chippendales Songs of Beverly."

Col. Inks Soprano Eileen Farrell

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

"I think that I would be lost without The Billboard"

"I am a prolific reader, whether it be while traveling, on the road, at a TV rehearsal or at home. And The Billboard every week is a must for me. It keeps me completely informed of the news, new developments and trends in my business and allied fields and up to date on the activities of my friends and co-workers.

"I think that I would be lost without The Billboard."

The Billboard
The Communications Center of the Music Industry
Riverside Clicks  
- Continued from page 4

Dixie readings of such traditions as “Beale Street Blues,” “King Fox”, “Gee Whiz,” “Lay It on ‘Em Baby” etc. This is a good one for the dancers and the stereo again makes it all come alive.

Balance of the group is rounded out by Dave Miller, with Kenny Dorham, Sonny Rollins, Hank Jones, Oscar Pettiford and Max Roach. It is a good addition to the group, of Betty Gimelman on the harp, and the singing of the famous “Jazz Lab Quintet. Neither of these are particularly spelling as stereo energy, but have photographic quality and good modern jazz workmanship which as monumental efforts alone are worth the 12 express. Covers of all four are done with taste and imagination.


Jazz-in-Tent  
- Continued from page 4

Don Lamott, Willys (the Lion) Randle, Alphonse Mouche, Co-producer producing the same with Ross and blues, and strings, will finish the job.

The Saturday (27th) concert will be with Kenny Dorham, Sonny Rollins, Hank Jones, Oscar Pettiford and Max Roach. It is a good addition to the group, of Betty Gimelman on the harp, and the singing of the famous “Jazz Lab Quintet. Neither of these are particularly spelling as stereo energy, but have photographic quality and good modern jazz workmanship which as monumental efforts alone are worth the 12 express. Covers of all four are done with taste and imagination.


“Mule Screws”  
- Continued from page 6

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Archie, an IBM machine— you’ll need
with those GOLDEN RECORD BOYS.
A million here—a million there, what a business!

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EP-103 $1.29

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Lack of Interest Not Reflected
- Continued from page 3.

his Colosseum Records firm against...
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EP 2633
THE BILLBOARD
SEPTEMBER 15, 1958

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SEPTEMBER 15, 1958

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15814 PEGGY'S SISTER—SIGNORINA—The Hilltoppers
15815 ADVICE TO YOUNG LOVERS—IT CAME FROM OUTER SPACE
15823 TOY TELEPHONE—Zicky Poo
15796 A PROMISE OF THINGS TO COME—THINKIN' ABOUT YOU—Mac Wiseman
15774 HONOLULU—Milton DeLugg

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15826 THE WAITING GAME—I LOVE YOU BECAUSE—Margaret Whiting
15827 MUSIC, MAESTRO, PLEASE!—ME AND MY SHADOW—The Mills Brot.
15830 YOUNG TRIALS, GREAT TRIBULATIONS—WARM ARMS, SWEET LIPS

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DLP-3071 PAT'S GREAT HITS—Pat Boone
DLP-3098 GALE'S GREAT HITS—Gale Storm
DLP-3104 SING SING SING—The Clark Sisters
DLP-3103 Mmmm—The Mills Brothers
DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS

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DEP-1068 THE LORD'S PRAYER—Pat Boone
DEP-1066 FOUR BY BILLY VAUGHN
DEP-1056 A CLOSER WALK WITH THEE—Pat Boone
DEP-1021 MELODIES OF LOVE—Volume I—Billy Vaughn
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LOVE SONG FROM

HOUSEBOAT

and introducing

HAROLD’S THEME

(From the Paramount Picture "Houseboat")

DOT 15831
McIntosh Lab Finds Market For Its 'Rolls-Royce' Audio

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

By CHARLES SINCLAIR

BINGHAMTON, N. Y. — If there's been a sense that the market for high-quality audio equipment sales, it isn't being felt at McIntosh Laboratories, a company which prides itself on proving that there's an important audio market for premium-quality, pre-mainstream-priced components.

The 12-year-old firm's sales were about 75 per cent greater last year than the year before ($1,299,998 as against $1,065,200), with the gain being scored with a deliberately tighter dealer line-up (about 50 dealers as against the previous 700).

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

Athinu this sound the millstone of company policies, McIntosh Laboratory is about as un-study a place as you'll find this side of Birdland.

Gow is proud of the fact that the general atmosphere of the executive offices and the plant itself are free from the usual stultifying chitchat and window-shutte sessions the rule rather than the exception. "We don't even have a bar for cocktails or our offices," the veteran audio exec explains.

One result of this is a free interchange of ideas between department, with salesmen holding with design groups, and plant officials holding ball sessions with advertising brass. In practice, McIntosh rarely makes a move, or

LACK OF STANDARDS IS 2-TRACK HURDLE

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

-U.S. STYLE-

Stereo Show Newest Hit In Brussels

BRUSSELS, Belgium—Thirteen young American stereocats have successfully invaded the Brussels World's Fair, with a group of high-priced exhibits by manufacturers with their own version of a typical U. S.-style audio show.

The line-up of the rig used by the American pavilion, where they are playing both monaural and stereo tapes and discs. They paid their own fair fare to Europe, although component manufacturers quickly added the project by paying air freight charges for equipment used.

The line-up of the rig used by the boys includes: Ampex tape recorder utilizing Irish-brand tape; H. J. Scott stereo AM-FM tuner; Marantz amplifiers and Audio Consoles; Sylvania speakers. Mercury dikes and tapes are used in the demonstrations.

Zephyr audiophile show, first reported by Al Hughes of the Christian Science Monitor, has been the biggest and enthusiastic event.

STereo A-COMIN'-

Danish Merchants Unload Present Phono-Radio Stock

By TED WOLFBAHN

COPENHAGEN — stereo is looming large on the phono market of dealers in this important European city, with practically all retail outlets appearing to be busy clearing out phono models of all present stock in preparation for various new developments.

Already, a "private" exhibit of new radio and TV sets and other mechanized music items is making the sound of loud cities in Denmark. It's strictly for the dealers, with the public not invited.

A number of factors, of which a key item is transistorization, is making the backstage going-on in radio-phono retailing, by all indications. A "private" exhibit of new radio and TV sets and other mechanized music items is making the sound of loud cities in Denmark. It's strictly for the dealers, with the public not invited.

New Product:

Dual-Channel, Four-Track Unit

SEPTEMBER 15, 1958

HOW TO TEST A PREMIUM TUNER

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

In the case of the MR-55 tuner, a de luxe AM-FM unit, McIntosh units coming down the production line proved to be much more precise than the usual test instruments used to check them, which have a range of plus-or-minus 2 per cent. Thus, McIntosh engineers worked for an accurate test yardstick.

Problem of testing and aligning the tuners was solved finally when McIntosh bought a group of 600 (which has 3.10 of 1 per cent error) and started running closed circuit FM tests with it. Each MR-55, initially, gets low hours of checking before it's shipped.

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Search and development of military equipment.

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

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

The kit has four main parts: (1) A 4-watt, printed-circuit preamplifier; (2) a stereo cartridge (which appears to be the Biostere) with leads already attached; (3) an isolation transformer to prevent shock hazards; and (4) a small cord speaker. In addition, there are also various connectors, cables and hardware (see cut). Republic's New Jet? No, it's Conversion Kit

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

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Capitol Debut For Satellite Stereo Model

HOLLYWOOD — Capitol will unveil a new stereo speaker—amplifier unit engineered to operate with all present transistor stereo equipment.

Model 828, which offers a three-speed record-reproducer with a four-track head, priced at $189.95. Push-button controls allow for stop, record, rewind, wind, play and pause to provide ease of operation. Unit has a separate eight-watt preamp and amp for each channel, and the four-track head allows playback of both dual-track and quad-track stereo tapes, with special input jacks provided for connection of stereo phonos. Weight is only 29

NEW PRODUCTS

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TAPE RECORDERS

SEPTEMBER 15, 1958

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HOT ON THE HEELS OF "PATRICIA"
ANOTHER GREAT HIT BY PERRY PRADO

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SEPTEMBER 15, 1958
The Only Stereo Hi-Fi to Give You in One

Motorola's Newest Salesman—so versatile it demonstrates new Stereo records ANYWHERE!

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

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

Sell this Motorola Stereo Hi-Fi complete for only $159.95*

All This In One Compact Unit
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- Separate Loudness, Bass, Treble, and Balance Controls
- Stereo High Fidelity and Hi-Fi records

*Slightly higher South and West. Nice and

*Estimated retail price.
table Stereo Hi-Fi

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1. **STEREO HI-FI** you can set up in your store (no matter what its size) and demonstrate new stereo records.

2. **STEREO HI-FI** at minimum investment...an excellent "loaner" for customer home demonstration at extremely low cost-risk.

3. **STEREO HI-FI** you can economically lend to your customers to let them hear stereo sound in their own homes.

4. **STEREO HI-FI** you can sell. With a sweet mark-up to supplement your record income. All with no fuss or extra expense for you.

Talk about versatility...this new Motorola Stereo Portable has it! To get the sound quality of much larger Stereo consoles out of a portable that totes as easily as an overnight bag is something short of a miracle. But Motorola SH12 does just that. And it’s ready today to help you open an entirely new and profitable field of Stereo records. You can do it without costly store remodeling, without a major investment on your part. Remember, nobody else has anything like it. So you can sell it... make a handsome profit doing it... while building a loyal clientele in the fast growing and competitive Stereo record market.

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

Don't Wait! Call your Motorola distributor today!
Coffee Table Rig
cues Hi-Fi Sales

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

By Bob Latimer
Clayton, Mo. - Converting ordinary coffee tables into high-fidelity phonographs and installing them in three listening booths in a stunt which helped sell a lot of hi-fi equipment for John Marshall, owner of the High Fidelity Showroom. The

Carrying a $15,000 inventory of
instruments, the showroom was set up as an exhibit and using this department as a focal point for sales of some $300,000 worth of high-fidelity equipment per year, Marshall

rehearsed to create "something out of the ordinary" in building his listening booths. Since he was already concentrating on high fidelity at every opportunity, he wanted to impress every customer who stopped in to listen to a record on how easily custom high fidelity equipment could be fitted into their existing homes. So, instead of using ordinary record players, Marshall went out and brought a half dozen inexpensive coffee tables, all impressive pieces of furniture in their own right, and converted each into a record player. They resembled nothing more than a coffee table with a record turntable and player arm set at the right edge, and a row of controls for treble and bass, volume, and falt-stop, set into the year below the table. Mounted beneath the coffee table are a敦煌 DB-110G amplifier, and a D-30 J L speaker mounted in the wall, the $25 coffee table has thus become a $200 piece of player equipment.

All share the distinction of looking like anything but a high fidelity record player. When the record customer excludes with surprise that the Debonair are a Bogen DB-110G amplifier, and a D-30 J L speaker mounted in the wall, the $25 coffee table has thus become a $200 piece of player equipment. The promotion shapes up like a kind of "Hi-Fi" show opening a new specialty item in the field, consisting of a "Mr. Love's" record player, decorated with charging booths, like a decoration on some of the small retail outlets and specialty shops, the night fogs and floor plans are well designed for presentation, the full singing turntable on the album cover comes from the various manufacturers of Turntable-type music. Sid Frey, of AF, however, will not model the projectionists in design and installation of custom high fidelity systems for movie love's homes, a point which is always demonstrated by the displays. Marshall says he is about 20 of the customers want to know how much it costs to rig up a coffee table to produce the sound which they hear in their listening booths. Marshall says he spends $100 to approximately $200.

Our experience has been that pre-sets are more nervous than normal about the "high fidelity" audio lines," says Bob Sadoff, NBC's "Bandstand" production director, "who's involved in TV sound is fed on a so-called 'fast line' in networkin-. An ordinary radio line network slows up the electric power cord, a network line system by which the grid sound in the studio to sound reaching, say, New York to San Francisco. So Special Test lines for the radio linkage must be set up in a TV Network system, so that the sound is simultaneous across the country.

DAMPERS! An important point to remember is that, as a rule, with the stereo-a brushing fashions in TV, manufacturers are edging on something that's been sadly neglected - the so-called "dampers" in stereo and, mostly, it's audio, with $500 sets often carrying as much as $1,000 in amplifier and speaker. But things may be looking up. Onyx, for example, is launching a new 21-inch console unit featuring three photoconductive limiters, one of them a 8-inch. Philo has a new "Miss Audio" model, and a $500 Zenith's better TV sets feature-a wonder of wonders-a sound system with a fairly hefty front speaker and separate bass and treble control on a push-pull amplifier. Allied has a "Stereo Theater" model geared to play stereo records and monophonic TV sound which may be spent on a book sale still is not strong enough to play stereo-voiced TV, if the programming becomes widespread.

See 25% Boom
In Exhibits 2 1/8 Hi-Fi Show

NEW YORK—Advance indications are that the 1958 New York Audio Fidelity Show will be the biggest and most talked about of the annual shows sponsored by the Institute of Hi-Fi Manufacturing. Even the September show in Chicago, in which the former pro view is expected to draw record attendance, according to Abram Schwartzman, executive secretary of the Institute.

As of last week, 108 exhibitors had signed up for the show even at the New York Trade Show Building. That is 40 more than the exhibitor roster by 25 per cent. Besides the increase in numbers, many new companies are expected to open space.

The big attraction at the show for men and women and the public is the emphasis on stereo. Show headquarters are located on the 34th floor of the Hotel Pennsylvania. Stereo due to be featured in individual exhibits and highlighted in the official program.

Prominently featured will be the recording display and continuous demonstrations of several of the major lines. Audio Fidelity will have a complete range of its products, including the processing of masters, masters tapes, tarps, to the finished (Continued on page 37)
TO DATE, THERE HAVE BEEN MORE STEREO RECORDS SOLD OF THIS ORCHESTRA THAN ANY MUSICAL ORGANIZATION IN THE WORLD (will publicly verify). THIS IS REGARDLESS OF RETAIL PRICE. THE REASON?

IS THE WORLD'S FIRST STEREO-SCORED ORCHESTRA

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

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

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

STEREO FIDELITY RECORDS ARE MANUFACTURED BY MILLER INTERNATIONAL
**BEST SELLING LP'S**

FOR SURVEY WEEK ENDING SEPTEMBER 6

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<td>25. Ricky Nelson</td>
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<td>Bear Family</td>
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**THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK**

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

---

**Pop Albums**

**BELAFONTE SINGS THE BLUES**
Harry Belafonte—RCA Victor LOP 1006

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

**TOUCHDOWN**
Percy Faith Ork—Columbia CL 1182

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

**Pop Talent Albums**

**CHIPPER AT THE SUGAR BOWL**
Chip Fisher—RCA Victor LPM 1797

Fisher's latest debut album of rockabilly styled tunes. Excellent ork backing by Leroy Kirkland complements effectively. Set can appeal to both adults and teens. The lad has a warm, attractive style. This is likely to please most any connoisseur. This plug name value of the first of the two symphonies performed. Stereo quality achieved of the first of the two symphonies performed. Stereo quality achieved. The songs are chosen so as to give representation to college students. The performances are excellent.

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**Classical Albums**

**MENDELSSOHN: ITALIAN & REFORMATION SYMPHONIES**
Boston Symphony Orch. (Munch)—RCA Victor LSC 2221

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

---

**Chamber Music**

**VIVALDI: FIVE VIOLIN CONCERTI**
Mussel—Epic LC 5486

In the latest addition to the "Monuments of Italian Music" series, the distinguished chamber group once again displays the refinement of their unified musical conception. "Il favonio," "L'amoroso" and "L'ingenuissimo" are new acquisitions for the catalog. "Il favonio" alone is worth the entry price. Mussel's projected concert tour thru U. S. this season should help push sales beyond usual limited market.
ENGLISH LUTE SONGS
Alfred Deller, Counter-Tenor with Desmond Dupre, Lute & the In Nomine Players—
Vanguard BV 576

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

SONGS OF KURT WEILL
Catherine Sauvage, Christiane Legrand, Les Quatre Barbus, Yves Robert with Franch Assman Orch.—Epic LC 3489

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

International Albums

ROBESON
Paul Robeson with Various Artists—Vanguard VRS 9037
Robeson’s voice retains much of its youthful vigor and surety. The program is made up of folk songs and spirituals. Excellent accompaniment by pianist Haynes Wingreen and a mixed choir provide support for Mr. Robeson, whose renditions are spirited and sincere. Cover photo and readable liner notes add to overall appeal. It should prove a strong item, if exposed.

Low-Price Albums

A CHILD’S INTRODUCTION TO JAZZ
Bob Keeshan and the Honeydreamers—Golden GLP 29
Keeshan (Capt. Kangaroo) asks the questions and the Honeydreamers supply the versatile musical and spoken answers in this attractive simplification of the evolution of jazz. Written with warmth, backed by strong arrangements, kids and non-jazz-adults will love it. Colorful cover.

Sound Albums

BWANA A
Artlr Lyman Group—HiFi R 108

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

Classical Special Merit Albums

BEETHOVEN: SONATAS NOS. 2, 3 & 8 FOR VIOLIN AND PIANO
Arthur Grumiaux, Violin with Clara Haskell, Piano—Epic LC 3188

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

Most Played by Jockeys

1. SWING SOFTLY—Johnny Mathis Columbia CL 1187
2. STEADFAST—Pat Boone Capitol W 920
3. BAUBLES, BANGLES AND BEADS—Kathy Stone Four Columbia CL 1211
4. BILLY VAUGHN PLAYS THE MILLION SELLERS—Billy Vaughn Dot DLP 3119
5. LESTER LANIN GOES TO COLLEGE—Lester Lanin Epic LN 3474
6. COME FLY WITH ME—Frank Sinatra Capitol W 920
7. SOUNDS OF THE GREAT BANDS—Glenn Gray and the Casa Loma Orch. Capitol W 1023
8. MUSIC MAN—Original Cast Capitol WAD 960
9. EYDIE GORME VAMPS THE ROARING TWENTIES—Evelle Gorme ABC—Paramount ARC 218
10. JOHNNY’S GREATEST HITS—Johnny Mathis Columbia CL 1183

Best Selling Pop EP’s

1. KING CREOLE, VOL. 1—Elvis Presley RCA Victor EPA 4319
2. KING CREOLE, VOL. 2—Elvis Presley RCA Victor EPA 4321
3. UNCHAINED MELODY—Rickie Nelson, Imperial EPA 4321
4. HYMNS—Tennessee Ernie Ford, Capital EPA 1-759
5. SING ALONG WITH MITCH—Mitch Miller and the Timbreniers Columbia F-1180
6. JAILHOUSE ROCK—Elvis Presley RCA Victor EPA 4319
7. EVERLY BROTHERS—Everly Brothers RCA Victor EPA 4321
8. LOVING YOU—Johnny Mathis Columbia CL 1187
9. EYDIE GORME VAMPS THE ROARING TWENTIES—Evelle Gorme ABC—Paramount ARC 218
10. SPIRIT—Frankie Avalon ABC—Paramount ARC 218

The Billboard's Music Popularity Charts... PACKAGED REG.

The fastest, most complete and most authoritative evaluation of packaged records.
Another Liberty Hit!!

Patience and Prudence

‘ALL I DO IS DREAM OF YOU’

#55154

LP’s Selling Like Singles

"PRIMITIVA"
MARTIN DENNY 3087

"JULIE IS HER NAME" VOL. II
JULIE LONDON 3100

New Releases

"CALIENTE"
LEO QUICA 55150

"GUILTY" — "SUMMER RAIN"
JOHN LESLIE 55152

Best Sellers

Eddie Cochran "SUMMERTIME BLUES" 55144
Duke Mitchell "WHEN I GROW TOO OLD TO DREAM" 55158

We’re Swinging With

DEMON

"WESTERN MOVIES" - - - The Olympics #1508
"FIRE OF LOVE" - - - Jody Reynolds #1509
"ENDLESS SLEEP" - - - Jody Reynolds #1507

Liberty Records Inc.
1556 No. La Brea, Hollywood, Calif.
Liberty's New Smash Hit!

Duke Mitchell

"When I Grow Too Old To Dream"

#55158

Liberty Records Inc.
1556 No. La Brea, Hollywood, Calif.
EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT - Show Me Merchandize - Top Demand

*** Good Potential - Will Sell

** Moderate Potential - Sellable Qualities

* For distributors who stocked all

MERCHANDIZE

LET'S GET AWAY FROM IT ALL

Paul Barlow. Mercury MG 41797

Here's a tasteful package of vocals with a solid closing song for kids.

Patti Page wraps up a group of great tunes with some swing, other feelings-in its original country vocal style. Selections include "Answers in Hymns—"Bailey Street Blues" and "Ain't I a Girl.""}

ERSION AT TWILIGHT

The Metalectic Orch. RCA Victor LPM 1794

The note Russian maestro plays a dozen tunes that Daub Shore has performed on his classical LPs. He varies his style to make the new recording of Gershwin's "Salty Monday," "Ragtime Cal," etc. Strong support comes from the orchestra's background material. This can sell.

THE FERRET'S WALTZ

Vocal Alumna. Grand Award 33-377

A one-year-old girl for the company with a secret. Master Electric Records has a bright future with the "secret." The girl sings, and includes vocal hits "With a Song in His Heart," "When Two are One," etc. She records with her pack, with the music section and music director.. Owner's note. The girl won the Groen and Good Rock a million-dollar sale agreement from the RCA Victor in his new set. This could mean the start of a long career for this young talent. Music section.

STREET MELODIES

Hank Williams. Mercury MG 21687

This is the second "stereo" album for the King of Country Western. The new recording is enhanced by the even tone and crispness of this new set, which will be the biggest hit of all the new-LP's. His fans will be happy with this one. Here is the latest Kingsley songs. Get it in your collection today.

THE KING AND I

Warren Barker Ork. Warner Bros. 1203

This is a fine recording of the famous operetta which is so popular with the masses. The set features the original hits and covers every aspect of the show, from the songs to the dance numbers. This can sell.

THE HARMONICATS IN THE LAND OF THE INDIANS

Mercury MG 25926

This set is recorded with rhythm backing on this group of old-timers.""Red Indian Song Out of the West,"" ""Give Me My Love, Erin,"" and the result makes it possible for the record of a fine record and pleasing dance face. A well-recorded record which is the highlight of the whole LP. It is a homey, non-commercial set of some of the most popular hits that are now in demand. This can sell.

HARP AT WORK

Hank Williams. MGM 25602

This set is recorded with rhythm backing on the group of old-timers. The hit song. "The Little Red Hen." "Give Me My Love, Erin," and the result makes it possible for the record of a fine record and pleasing dance face. A well-recorded record which is the highlight of the whole LP. It is a homey, non-commercial set of some of the most popular hits that are now in demand. This can sell.

HAWAIIAN SUNSET

Arthur Leslie Group. HMV B 960

Three records are presented, each on the same set of instrument playing. This can be an imaginative package here. The best possible way to get the music and the entertainment atmosphere according to modern tastes. This can sell.

HAPPYvette

Hank Williams. MGM 25603

This set is recorded with rhythm backing on the group of old-timers. The hit song. "The Little Red Hen." "Give Me My Love, Erin," and the result makes it possible for the record of a fine record and pleasing dance face. A well-recorded record which is the highlight of the whole LP. It is a homey, non-commercial set of some of the most popular hits that are now in demand. This can sell.

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The QUALITY 198 Line
Proven Material—Great Name Artists

CREATED EXCLUSIVELY FOR DEALERS
Many were Best Sellers on the LONDON label

CLASSICAL

POPULAR

DISTRIBUTOR LISTING
REVIEWS & RATINGS OF NEW POPULAR ALBUMS

COUNT YOUR Blessings
The White Notes with Harold DeCou, Wood, Fincke,试行性, "My Heavenly Father." Gracious, attractively

RELIGIOUS

A FESTIVAL OF PRAISE
The Moody Chorale (dusted).

AFRO-CUBAN INFLUENCE
Moody Chorale, RCA Victor LPM 1573.

SOMERSET
12 L P Record Albums Incomparable Quality at a truly Sensible Price! $9.98 retail

AUDITION A new selling service...for dealers...

CRITICALLY ACCLAIMED

Even if you can't spell Shostakovich, you can stack and sell classical records and raise money and profits. How to read them.

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS - ISSUE 33, SEPTEMBER 15, 1958

Reviews and Ratings of New Poplar Albums

* Continued from page 32

Valerie A. Green has her single entitled "Any Time, Any Place" on ABC-Oriole, and the single has been number one in the market. The single is now a classic and is being played on the radio every day.

To follow up their success, ABC-Oriole has released a new single entitled "My Baby's Dream." This single has been doing extremely well and is expected to be a big hit. The single is a cover version of the popular song "My Baby's Dream." The single is being played on the radio stations across the country and is becoming a hit. The single is expected to reach the top of the charts soon.

AFRO-CUBAN INFLUENCE
Moody Chorale, RCA Victor LPM 1573.

The Moody Chorale has released a new album, "Afro-Cuban Influence," which has received critical acclaim. The album features a blend of traditional African rhythms and modern jazz instrumentation. The Moody Chorale has been praised for their ability to create a unique and fresh sound that is both innovative and accessible.

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Reviews and Ratings of New Poplar Albums

* Continued from page 32

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AFRO-CUBAN INFLUENCE
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SOMERSET
12 L P Record Albums Incomparable Quality at a truly Sensible Price! $9.98 retail

AUDITION A new selling service...for dealers...

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WALT DISNEY! LEOPOLD STOKOWSKI!
PHILADELPHIA ORCHESTRA!

FIRST IN STEREO!
STILL THE FINEST IN STEREO!

"FANTASIA"
STER 101
Entire Stereo score in package
with 24-page full-color book
Suggested retail price $14.50

Also
For the first time on single Stereo records!

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

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

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

Suggested retail price $4.98

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

TUTTI'S TRUMPETS
in Stereo
STER 3011
A Classic in the Pop Music field
Including
Tenderly • What's New • Boy Meets Horn
• Bugle Blues and others
Suggested retail price $4.98

DISNEYLAND RECORDS
Burbank, California
Johnny and Jonie are
"Still Going Steady"
with
'SOME OF THEM BONES ARE MINE'

challenge #5924

The Billboard PICKS

Cash Box PICKS

McIntosh Lab Finds Market

- Continued from page 20

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

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

Stereo Progress

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

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

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

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

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

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

"Other McIntosh items present no stereo problem. The justly famed powerhouse amplifiers—which look and weigh as if they could power a nightclub, much less a mere loudspeaker—are now being widely bought in pairs, and the recently introduced AM-FM tuner is geared for the forthcoming FM stereo multiplexing.

Planned Future

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

McIntosh, the first licensee of Murray Crosby, the Indy lab chief who has done the pioneer work in multipleplexing, plans soon to have a $50 class as an auxiliary item.

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

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

"With a predicted sales increase of some 20 per cent already being realized this year, there seems to be every indication that Gow's forecast is fairly coming true."

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

Stereo A-Comin'!

- Continued from page 20

People-and particularly the wives of the men who have done the pioneer work in FM multiplexing—will tell you how to increase your sales and profits with classical records.
Real estate I don’t know, Archie, but a hot property it looks like you got with JOHNNY TILLOTSON his first record WELL, I’M YOUR MAN and DREAMY EYES both on Cadence #1353

PS: You should pardon me please...a reminder

THE CHORDETTES
CLP-3001 $3.98

DON SHIRLEY SOLOS
CLP-3007 $3.98

THE BARRY SISTERS SING
CLP-4001 $4.98

DON SHIRLEY WITH 2 BASSES
CLP-3008 $3.98

CADENCE RECORDS, INC., 119 West 57th Street, New York. In Canada, Apex Records
**The Billboard HOT 100**

<table>
<thead>
<tr>
<th>WEEKS ON TOP</th>
<th>WEEKS AGO</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
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<tbody>
<tr>
<td>7</td>
<td>4</td>
<td>VOLARE (Ne Blu Dipinto Di Blu)</td>
<td>Ennio Morricone, Decca 20677</td>
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<td>3</td>
<td>3</td>
<td>BIRD DOG</td>
<td>Everly Brothers, Cadence 1570</td>
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<td>1</td>
<td>2</td>
<td>LITTLE STAR</td>
<td>Elgin, Apr 39607</td>
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<td>40</td>
<td>22</td>
<td>IT'S ALL IN THE GAME</td>
<td>Tommy Edwards, M-G-M 12668</td>
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<td>4</td>
<td>4</td>
<td>JUST A DREAM</td>
<td>Tommy Corwin, A &amp; M 244</td>
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<td>25</td>
<td>17</td>
<td>ROCK-N' ROBIN</td>
<td>Bobby Day, Decca 34466</td>
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<td>BORN TOO LATE</td>
<td>Ferlin Husky, ABC-Paramount 1954</td>
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<td>7</td>
<td>14</td>
<td>WESTERN MOVIES</td>
<td>Columbia, Dec 1958</td>
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<td>26</td>
<td>24</td>
<td>TEARS ON MY PILLOW</td>
<td>Little Tony and the Imperials, Nov 24/73</td>
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<td>29</td>
<td>SUSIE DARLIN'</td>
<td>Bobby Lee, Decca 17781</td>
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<td>6</td>
<td>PATRICIA</td>
<td>Ferlin Prude, RCA Victor 1541</td>
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<td>5</td>
<td>7</td>
<td>MY TRUE LOVE</td>
<td>Jack Smith, Capitol 682</td>
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<td>6</td>
<td>5</td>
<td>POOR LITTLE FOOL</td>
<td>Harry Norman, Imperial 4224</td>
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<td>DEVOTED TO YOU</td>
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<td>20</td>
<td>10</td>
<td>ARE YOU REALLY MINE?</td>
<td>Fontes Rodgers, Rhome 6079</td>
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<td>SUMMERTIME BLUES</td>
<td>Eddie Cochran, Liberty 5246</td>
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<td>GINGER BREAD</td>
<td>Frank Avalon, Chancellor 1521</td>
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<td>STUPID CUPID</td>
<td>Casa Promi, M-G-M 22065</td>
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<td>EVERYBODY LOVES A LOVER</td>
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<td>87</td>
<td>43</td>
<td>DOWN THE AISLE OF LOVE</td>
<td>Quin-Tones, Acme 2213</td>
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<td>19</td>
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<td>VOLARE (Ne Blu Dipinto Di Blu)</td>
<td>Elma Martin, Capitol 4028</td>
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<td>8</td>
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<td>FEVER</td>
<td>Peggy Lee, Capitol 2995</td>
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<td>LAZY SUMMER NIGHT</td>
<td>Peggy Lee, Capitol 4028</td>
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<td>62</td>
<td>58</td>
<td>THE WAYS OF A WOMAN IN LOVE</td>
<td>Johnny Can, Sue 363</td>
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<td>49</td>
<td>50</td>
<td>HOW THE TIME FLIES</td>
<td>Jerry Walding, Challenge 39317</td>
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<td>88</td>
<td>55</td>
<td>NEAR YOU</td>
<td>Roger Williams, Kapp 335</td>
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<td>38</td>
<td>39</td>
<td>SHE WAS ONLY SEVENTEEN</td>
<td>Mario Robbins, Columbia 41108</td>
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<td>91</td>
<td>53</td>
<td>RAMROD</td>
<td>Duane Eddy, Jan 55/75</td>
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<td>57</td>
<td>56</td>
<td>CAROL</td>
<td>Chet Huntley, Columbia 1155</td>
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<td>61</td>
<td>57</td>
<td>SUMMERTIME, SUMMERTIME</td>
<td>Joppa, Am 1928</td>
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**FOR THE WEEK ENDING**

**SEPTEMBER 21, 1958**

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<td>TEA FOR TWO</td>
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<td>WILLIE AND THE HAND JIVE</td>
<td>Johnny Chin Snow, Capitol 376</td>
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<td>96</td>
<td>49</td>
<td>YOU CHEATED</td>
<td>Bobby Del, Decca 4650</td>
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<td>7</td>
<td>DANCE, EVERYONE, DANCE</td>
<td>Betty Marvins, Coral 49707</td>
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<td>30</td>
<td>14</td>
<td>CHASTITY LACE</td>
<td>Big Bopper, Mercury 11343</td>
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<td>95</td>
<td>84</td>
<td>SOMEBODY TOUCHED ME</td>
<td>Buddy Hank, Roulette 4041</td>
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<td>59</td>
<td>49</td>
<td>PUT A RING ON MY FINGER</td>
<td>Doris Day, Columbia 31222</td>
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<td>45</td>
<td>41</td>
<td>WIN YOUR LOVE FOR ME</td>
<td>Jo Dee Cook, Kree 396</td>
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<td>8</td>
<td>WHEN</td>
<td>Radio Times, Decca 30442</td>
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<td>REBEL-ROUSER</td>
<td>Dean Edies, Jamb 1514</td>
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<td>LA PALOMA</td>
<td>Billy Vaughn, Decca 15790</td>
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<td>27</td>
<td>35</td>
<td>ONE SUMMER NIGHT</td>
<td>Dean Martin, Mercury 73292</td>
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<td>—</td>
<td>—</td>
<td>FIRELY</td>
<td>Tony Bennett, Columbia 41337</td>
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<td>51</td>
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<td>WIZARD</td>
<td>Junior Rodgers, Roulette 409</td>
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<td>Ferlin Prude, RCA Victor 2741</td>
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<td>ITCHY TWITCHY FEELING</td>
<td>Bobby Hebert, Sue 794</td>
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<td>78</td>
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<td>THE GREEN MOSQUITO</td>
<td>Dean Martin, United Artists 110</td>
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<td>—</td>
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<td>PROMISE ME, LOVE</td>
<td>Anita Williams, Columbia 1303</td>
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<td>82</td>
<td>81</td>
<td>TOPSY II</td>
<td>Casa Cafe, Cafe 58034</td>
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<td>56</td>
<td>46</td>
<td>COME CLOSER TO ME</td>
<td>Nat King Cole, Capitol 4464</td>
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<td>32</td>
<td>36</td>
<td>EARLY IN THE MORNING</td>
<td>Buddy Holly, Coral 3258</td>
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<td>34</td>
<td>34</td>
<td>A CERTAIN SMILE</td>
<td>Johnny Mathis, Columbia 41254</td>
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<td>100</td>
<td>86</td>
<td>TREASURE OF YOUR LOVE</td>
<td>Elmo Rodgers, Columbia 41216</td>
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<td>18</td>
<td>23</td>
<td>IF DREAMS CAME TRUE</td>
<td>Pat Boone, Nat 17556</td>
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<td>89</td>
<td>65</td>
<td>MY LIFE</td>
<td>Chuck Willis, Atlantic 1183</td>
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<td>37</td>
<td>44</td>
<td>BETTY LOU GOT A NEW PAIR OF SHOES</td>
<td>Bobby Freeman, Jamb 841</td>
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<td>16</td>
<td>18</td>
<td>SPLEND SPLASH</td>
<td>Buddy Knox, Kapp 2777</td>
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<tr>
<td>—</td>
<td>—</td>
<td>TEN COMMANDMENTS OF LOVE</td>
<td>Johnny Mathis, Columbia 1303</td>
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<tr>
<td>41</td>
<td>47</td>
<td>OVER AND OVER</td>
<td>Bobby Day, Chas 328</td>
</tr>
</tbody>
</table>

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

**SEPTEMBER 15, 1958**

**THE STAR PERFORMANCE designation shows the outstanding upward changes of position in the Hot 100 above last week's chart. Its purpose merely is to provide quick visual identification of the titles which moved as much dramatically or to new entries which first entered the chart at an ordinarily high position.**

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

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

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

### THE BILLBOARD'S BEST BUYS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIREFLY</strong></td>
<td>Tony Bennett</td>
</tr>
<tr>
<td>(Marks, BMI) The Night That Heaven Fell</td>
<td>Specialty 645</td>
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<tr>
<td><strong>BABY FACE</strong></td>
<td>Little Richard</td>
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<tr>
<td>(Remick, ASCAP) I'll Never Let You Go</td>
<td>Venice, BMI Specially 645</td>
</tr>
<tr>
<td><strong>THE END</strong></td>
<td>Earl Grant</td>
</tr>
<tr>
<td>(Criteron, ASCAP) Hurky Dunky Dos</td>
<td>Criteron, ASCAP Deco 30719</td>
</tr>
<tr>
<td><strong>HOW THE TIME FLIES</strong></td>
<td>Jerry Wallace</td>
</tr>
<tr>
<td>(Music Productions, ASCAP) With This Ring</td>
<td>San-Crest &amp; Jat. BMI Challenge 59013</td>
</tr>
</tbody>
</table>

* THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. The purpose merely is to provide quick visual identification of the sides which moved most dramatically or to new entries which first entered the chart at an unusually high position.

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**From The Hot 100:**

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<tr>
<th>TITLE</th>
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<tbody>
<tr>
<td><strong>THE STAR PERFORMER</strong></td>
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</tbody>
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**WILD PARTY**

_Thanks For The_ **SUMMER SOUVENIR**

b/w **Little Boy, Little Boy**

*Keefer Sisters*
<table>
<thead>
<tr>
<th>Week</th>
<th>BEST SELLING POP SINGLES IN STORES</th>
</tr>
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SWAN
BIGGEST HARVEST OF HITS

WOW!
3rd SMASH IN A ROW
"LEAVE ME ALONE"
(LET ME CRY)
Dicky Doo & The Don'ts
SWAN # 4014
b/w
"WILD PARTY"

INSTANT SALES

"SCRATCH MY BACK"
The Echoes
SWAN # 4013

GREAT PERFORMANCE
BY A GREAT NEW STAR

"MY HEART BELONGS TO ONLY YOU"
Mary Swan
SWAN # 4016

TEENAGE HIT!
Thanks for the
"SUMMER SOUVENIR"
b/w
"Little Boy, Little Boy"
Keefer Sisters
SWAN # 4015
NEW MODEL AUTO SHOWS KEEP BUILDINGS BUSY

CHICAGO—Auditoriums and arenas around the country now are deep in the season for model introduction and staged shows by the automobile manufacturers. This business, counted as choice by the building managers, continues to be an announcement event by which the makers introduce new models to their dealers.

Full-blown stage plays and musicals are produced for the purpose and in many cases these shows go up the road just like commercial shows. Building managers report few changes in the setup. Some noted that the model introduction shows began earlier this year. The change was attributed to the fact that the makers know that the new models are being introduced earlier.

One building manager noted that when one auto maker had three regional shows last year, this time they were combined to introduce one new maker, with one show. But most building managers report little change in the picture this year, and they simply went on working to capture as many of the lucrative bookings as possible.

PROFESSIONALS MOVE UP

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

In a number of cases building managers have stepped up to better jobs at different buildings. Some have moved to managerial tasks and are devoting all their energies to the helm of municipal buildings.

Not infrequently, newly appointed managers have come from the ranks of staff people previously at the building in other capacities. In a number of cases, local conditions have dictated changes at the helm of municipal buildings.

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

Don Jewell, formerly of Shriners Auditorium, Billings, Mont., and currently manager of the Preshing Auditorium, Lincoln, Neb., has replaced Victor Reiner as manager of the New Hartford, Ore., Deception-Recreation Center.

Herman J. Penn, formerly at the Assembly, Louisville, and Disquaroom, Pittsburgh, last week was named by the Harlem Globetrotters to become manager of the new Greensville, S. C., Memorial Auditorium.

Cliff Smith has been named to succeed Alberta Chance as manager of the Miami Civic Auditorium, Rochester, Minn. Frankie Vickers, formerly with Interstates Theaters, is the manager of the Austin, Tex., Municipal Auditorium.

Maxwell, Bradley M. Clifford Maxwell has succeeded Frederick Drager as manager of Sam's Music Hall and other public buildings at Detroit. He succeeds Al Shepherd who succeeded S. Marka at Ford Auditorium.

Dees at Montgomery, Clifton 

The Republican Party has had a major convention in the nation. The Democratic Party has had a major convention in New York. With the departure of the delegates to the Republican convention in Chicago, the Democratic party has had a major convention in New York City. With the departure of the delegates to the Democratic convention in Chicago, the Republican party has had a major convention in New York City.

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Long Islander Hustles To Build Island Garden

By IRWIN KIRBY

NEW YORK—Show business is full of the unlikely, and a prime example of unlikely success stands at the intersection of Cherry Valley Road and Hempstead Turnpike, just outside of New York in West Hempstead, Long Island. The big, Queen-styled arena there, the Mayflower restaurant on the corner, the factory buildings nearby, the car lot across the street, the entire development of new construction, involving well over $2,500,000 of investment, is the symbol of a 34-year-old fellow who is just plain Whitely.

How Arnold Carlson developed the property and established himself, seemingly overnight, in the arena and real estate field, is a story of hustle. Whitely Carlson has always insisted on making a buck and has never hesitated to take a risk. Combined with these characteristics is the fact that he breaks with the status quo.

One-Man Jab

Carlson's Island Garden arena shows what a man can do virtually single-handed, for he owns the property, building it out that while other ventures have floundered, while seeking funds from public subscription or multiple partnerships, he has forged his way alone.

Carlson's philosophy to make a buck has not impaired any impulsive spending on his part and, as a result, Island Garden's impressive half still has plenty of finishing touches to come. The structure is finished, as is its entrance lobby. Carlson acquired some 18 acres in 1950, when he was only 27 years old. Long Island has much roosed in population and his corner now is dead in the center of a fabulous concentration of residents, where the money comes from is not difficult to determine, since Whitely holds few secrets.

Located in the center of the country's heaviest concentration of population and industry, one of the nation's largest unbroken expanses, with unlimited floor load, Provision for events can be held simultaneously with conventions, meetings, exhibits. Only 315,000 square feet of indoor exhibit space, 213,000 feet constituting one of the industry varying up to 1,500 persons.

Convention Hall, America's finest, Air-conditioned throughout, including Audiorium seating 14,000 with unobstructed view, Exhibit Floor, luxurious Ballroom, and Restaurant equipped to serve 5,000 meals daily. 45 Meeting Rooms of capacity varying up to 1,500 persons.

Convenient freight handling facilities; special loading platforms for trucks and floor-level railroad unloading; 14 freight doors from 9' x 10' to 24' x 28'.

Located in the center of the country's heaviest concentration of population and industry—22,000,000 people, and 26% of all U.S. industrial production, within a 100-mile radius. Easy to reach by plane, train or car.

For reservations or full information, write to-

HARRY FERLIGGEN, EXECUTIVE DIRECTOR

THE TRADE AND CONVENTION CENTER

of the City of Philadelphia

34th Street and Convention Avenue, Philadelphia 4, Pa.

JAMES A. MORRISON, EXECUTIVE DIRECTOR

THE CONVENTION AND VISITORS BUREAU

of the Chamber of Commerce of Greater Philadelphia

Penn Square Building, Juniper and Filbert Streets, Philadelphia 7, Pa.
Completely Air-Conditioned

NEW MIAMI BEACH
EXHIBITION HALL

covering nearly five acres!

LARGEST IN THE SOUTH

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

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

THE MIAMI BEACH AUDITORIUM

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

OVENS AUDITORIUM AND
CHARLOTTE COLISEUM
CHARLOTTE, NORTH CAROLINA

Available for SHOWS • CONVENTIONS • EXPOSITIONS

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

* OVENS AUDITORIUM
Seats 3,900, air-conditioned, acoustically perfect. Stage 100 ft. wide by 80 ft. deep, 50 ft. proscenium. Dividing scenes for stars, performance and chorus. Large areas for equipment and scenery. Perfect for Drama, Concerts, Opera, Ballet, Radio and TV Shows and virtually every type of indoor attraction.

* CHARLOTTE COLISEUM
Permanent seating for 12,000, additional seating for 3,800. Complete ice rink facilities. Carefully designed and planned to handle a wide variety of attractions, such as Basketball, Cleveve, Ice Shows, Sport Events, Horse Shows, Rodents, Conventions, Exhibitions, etc.

Located in an area of 2,500,000 people within a 60-mile radius.

PAUL BUCK, Manager

For Information contact

SEPT. 15, 1959

CENTURY 21

Seattle to Improve Auditorium for Fair

The designation of an exposition and World trade fair to be held here in 1962, The Seattle Civic Auditorium will be revamped and the Civic Ice Arena will be retilled to form a nucleus of the exposition. Bond issues have been voted by both the city and State. Federal participation is anticipated. Even Dingwall heads up the organization now preparing for the exposition. Headquarters are in the Civic Auditorium building. The group has contacted the International body that certifies world's fairs and will operate under its "B" classification.

Idea for the exposition halls is to place them close together, with risers and courtyards between. The interlocking set of buildings will require less acreage than if each hall were separated from the others. Civic Auditorium is a multipurpose building now with a large permanent stage, a level arena floor and permanent seats in alleys at the sides and end. Plans call for the interior to be reconstructed. In effect, a modern theater or opera house will be built within the shell of the present building.

MERCHANTS EAGER

Telephone Ticket Agencies Described by Herman Penn

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

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

The merchants advertise their own operations as usual and In the same ads they point out that they are ticket agencies. Buyers then come to the store for tickets to specified events at the auditorium. The store has no actual tickets, thus avoiding the complications of multiple box offices, but the attendant telephones an unlisted number at the auditorium. The auditorium ticket personnel then calls the tickets purchased.

The buyer in the store pays cash at the time of the phone call, and he also pays the price of the call at the time of the phone call, and he also pays the price of the call. He receives a receipt which is to be presented at the auditorium for the actual tickets. The merchant operating the telephone (Continued on page 72)
Introducing
CANADA'S
SPECTACULAR
NEW THEATRE

THE NEW HEART OF
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"SHOW BUSINESS!"

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TORONTO, CANADA
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- Multi-Purpose Auditorium
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Contact Don Jewell, Business Manager
PERSHING MUNICIPAL AUDITORIUM
LINCOLN, NEBRASKA

arenas & auditoriums

Birmingham Introduces Drive-In Ticket Window

By TOM PARKINSON

The Municipal Auditorium at Birmingham has been refurbished and updated to such an extent that Manager Fred McCallum declares only the old steel and old walls remain of the original building. And the wall has been disguised.

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

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

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

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

Rededication of the building was September 7 and a special newspaper section was part of the observance. There is much to see and talk about in the $1,781,500 project. For example, there are $85,000 worth of new red American seats that include upholstered arm rests. A new proscenium is red to match. A new counter weight system, one of the largest, has been put in. Also new are a Frank Adams board and a Carrier 435-ton air-conditioning system. McCallum is adding to the hi-fi RCA public address system. The stage floor is new. And on the outside, even the old wall of the original building has been changed. The red bricks have been painted with a limestone application to match the limestone construction of the new entrance lobby and front portion of the building and to match the rest of the Birmingham civic center.

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"The Reluctant Debutante"

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YOU WILL OPEN THE DOOR TO A FABULOUS MARKET IN...

BOSTON GARDEN

* Capacity ................. 13,909
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...... over 3 million population
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Haynes Cagers
Open 6th Tour
October 15

LAS VEGAS — Marques Haynes', Harlem Magicians will launch their sixth season October 15 in Vancouver; R.C. Haynes and associates. The tour will begin in Canada city and will run well over seven months in a trek that will take it into 41 States, as well as north of the border. Some 220 dates have already been signed and there is a possibility that theeasy troupe will go south of the border to Mexico.

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

Thayer Group Sees Europe

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

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

Pasadena Tabs
1958 Increase

PASADENA, Calif.—Pasadena Civic Auditorium here has been increasing about $36,000 ahead on the year, according to Manager Allen, who also handles management of the Rose Bowl.

After the increase is largely attributable to the booking of a revivalist on a weekly schedule. Lectures also have been numerous.

Edward J. Allen, who also handles booking of a revivalist on a weekly schedule. Lectures also have been numerous.

Allen said the increase is largely attributable to the booking of a revivalist on a weekly schedule. Lectures also have been numerous.

Your American Red Cross is always there after disaster strikes
RE-OPENED IN 1950, the Dane County Fairgrounds has had more than $1,750,000 in improvements in an eight-year period. It includes a MILLION-DOLLAR ARENA (for commercial exhibits) and cattle barns, complete dormitory and dining facilities, parking for more than a thousand cars, an improved midway area, modern washrooms and six renovated non-commercial exhibit buildings. Each year many top-flight Sports Events, Exhibitions, Carnivals, Fairs, etc., are held at the Fairgrounds.

Facilities

There are free, lighted parking for more than a thousand cars. A mile and one-eighth race track. Complete dining and dormitory facilities for men and women with bedding and full shower and rest-room provisions. Warehouse facilities are available. A large arena seating 4,000 persons is equipped to handle all types of exhibitions and gatherings.

Location

The Dane County Fairgrounds is ideally located in the Heart of America’s rich dairy and vacation land. Only three miles from the State Capitol building in beautiful Madison—the hub of government for Wisconsin. Conveniently situated—all major highways in the area hook into the major battalion 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 that 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 on 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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- SHOPS: Designed to handle all type trade shows and conventions. Spokane in local ports, drawing from population of area million.
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- OPEN FOR BOOKING.

For Information, Rates and Literature

BEN MOORE, Manager
SPOKANE COLISEUM, SPOKANE, WASH.
Long Beach Votes on Bonds For Auditorium

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

IAAM Member Plans Survey Of Salaries

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

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AUDITORIUM has 6,000 capacity, fully equipped stage and stage lift available. Ample power and outlets. Space and practical dressing rooms.

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

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DALLAS MEMORIAL AUDITORIUM

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- Auditorium seating 10,439
- City Owned
- Multiple Purpose
- Air Conditioned throughout
- Exhibit Area, 110,000 sq. ft. Plus
- Theatre seating, 1,770
- Exhibit Area, 110,000 sq. ft. Plus
- Multiple Purpose
- City Owned
- Auditorium seating 10,439
- Auditorium, above, is the latest addition to the amusement picture in Lincoln. The building has 4,500 permanent seats and 2,250 portable seats. The arena floor measures 90 by 181 feet.

WRITE OR CALL TODAY FOR FURTHER INFORMATION

J. W. Vanderslice, Auditorium Director
717 South Akard Street, Dallas, Texas
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- Southwest Boat Show, Inc.
- American Academy of General Practice
- National Association of Plumbing Contractors
- National Rural Electric Cooperative Association
- and many, many more.

ICER REVIEW

19th Ice Capades Rates One of Best

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

The good points in Harriss' 19th edition greatly outnumber the poor ones as to make constructive criticism a virtually impossible task. Ice shows, being of necessity quite inventive, there is much here which has been done before; however time tired them of provincialism are being presented in refreshing fashion.

The production which had its major debut in Madison Square Garden, following the Atlantic City break-in, moves its salute to one performer above others and to the whole team of Loring Stewart and Desch. Ronnie Robertson, the whirling divin on ice, holds audi ences spellbound with his leaps and spins, and two years of maturity since his professional debut have endowed him with a degree of showmanship to enhance his presentation.

Outstanding this year is the element which sets this edition apart from others—the choreography displayed in those routines which bring the Ice Cadets and "Pants" to the arena floor en masse. This is not, however, a slight to the outstanding continuing and proper execution and many fine individual performances. But if there are any parties who have clearly outdone others-the choreography does it. The show sparkles with com plete action and color in what is probably the most outstanding effort yet conned by Producer Harris.

NEW YORK—Abe Saperstein's Harlem Globetrotters will kick off their annual tour October 17 in the Chicago Stadium, Bill Mar ginal, team official, announced last week.

The aggregation will fly to New York immediately following the Chicago opener where they are scheduled to play October 18 in Madison Square Garden and ap pear on the Steve Allen TV net work show October 19.

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

RINGLING GOING TO MEXICO CITY

MEXICO CITY—Ringling Bros. and Barnum & Bailey Circus is scheduled to repeat its winter stand here this season. The show will enter Mexico from Texas and play in Mexico City about November 1st, it is understood. There is a chance the show will go later in the winter to Venezuela, but that is still tentative.

LOCATED IN NEBRASKA'S capital, the Pershing Memorial Auditor ium, above, is the latest addition to the amusement picture in Lincoln. The building has 4,500 permanent seats and 2,250 portable seats. The arena floor measures 90 by 181 feet.
BACK IN U. S.

Carver Reports Few Ice Rinks in Europe

NEW YORK—Ice rink consultant Pete Carver returned to New York last week after a six-week tour of Europe, with "many dollars spent and many seeds planted," he said.

Carver and wife, Paula, had scheduled their junket for four weeks, but incurred a delay in Moscow over return flight reservations. The Carvers eliminated Venice, London and Amsterdam during the 1958-1959 season.

Cincy Gardens Adding Space

CINCINNATI—An addition to the Cincinnati Gardens here will double the size of its floor space. Construction is getting started this fall.

The new addition will include a 60 by 200 ice sheet and a practice floor for basketball. A principal benefit will be in the form of added exhibit space. Cost of the addition is estimated at $500,000. It will be on the south side of the present building.

Memorial Auditorium in 1,773.

In addition, the building has a 10,411-seat arena.

SOME OF OUR BEST SUCCESSES: Variety Shows, Band Concerts, Victor Borge, Stock Shows, Home Shows and many others. Please contact

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MINOT MUNICIPAL AUDITORIUM

CAPACITY:
For Basketball—6,500
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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.

TRANSPORTATION:
Four Bus Lines In
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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.

BOOKINGS TAKEN NOW FOR 1958-1959 SEASON!

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- Ballet
- American Bankroll
- Two Samaan
- Lily Tomlin and others
- Waterfall
- Duke Ellington
- Ballet Home Show
- General Motors Show
- Hippodrome of 1953
- Gang Show
- Enterprise Show
- Minneapolis Symphony
- Elton Bley Show
- Bulldog on Ice (Siegfried and Roy)
- Annie Get Your Gun
- Bob Hope Show
- Polish Boy Circus
- Wrestling, Square Dancing, Hokey,
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Ice Rink, 85 x 200
All Purpose Floor
Portable Staging
Effect Lighting
Complete Sound System by Shambarg-Charbon

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WITHIN A
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AVAILABLE FOR:
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- Circus
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Exhibition Hall, 71,000 sq. ft.
3 Large Meeting Rooms
Air-Conditioned Banquet Hall
4 Large Complete Dressing Rooms
4 Private Dressing Rooms for
Coaches or Stars
Parking for 7,000 Autos

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GREEN BAY, WISCONSIN

East-West & Indoor-Out

will be even more show business under these roofs.

Cover Spectrum
Already, of course, the array of attractions in auditorium-arena cover the show business spectrum. The line-up of Broadway musicals on arena routes is augmented by more frequent auditorium usage by the major national producers of top current hits. This trend promises to build.

Also on deck are the Metropolitans and other opera companies; the concerts and recitals of talent handled by such as the Huron office and the various ballet companies.

None is a stranger to the auditorium-arena business.

And in another classification are the ice shows, born and bred in buildings, along with such other arena floor spectacles as the Scott Guards.

The rodeos, world series to build league, are arena favorites and fast become one of the standard attractions each manager likes to have on an annual basis. There also are livestock exhibitions, dog shows, and similar displays.

Circuses continue as one of the mainstays of the arena business and can be used to trace the growth of importance of buildings. Times was that indoor circuses were looked upon as suffices promotions that put up for a time in a high school gym or assembly. They didn't compare with the sumptuous presentations under canvas. Now established indoor circuses enjoy top reputations and play as one of the standards in typical new auditorium-arenas. In many cities summer has given way to winter as circus season because of this.

Walk-Arounds, Space
Similarly, the walk-around shows have come to the same to credit. These are the home shows, sport shows, vaudeville shows, and a score of like combinations of interesting commercial exhibits and entertaining professional talent. Bear shows in particular have been enjoying phenomenal growth and prosperity. The whole walk-around business has blossomed into something highly important of all show business, and it has done it in auditoriums and arenas.

Walk arounds stress the freedom from stage and that floor to square footage. Exhibit space is all important to the increasing portion of the rovers. Older buildings with inadequate footage to play with their large seating capacity and adequate stage are constructing additions in the form of exhibit halls. Among these buildings are those at Memphis and Birmingham.

Many municipal buildings, as well as the college auditoriums, were built with emphasis on sports, the modern buildings connecting with athletic events ranging from hockey schedules to basketball tournaments, pro tennis and back to pool tables. With even a greater flour show for space the Harlem Globetrotters, a specific series will be moving the East-West across our area to the country with the comic crooners and trick shots.

Rounding out the auditorium-arena plots are the bookings of boxing and wrestling on the one hand, revivals and the Passion Play on the other. Virtually every type of amusement, entertainment, cultural event and show is represented at the arenas. This is the amazing growth and prosperity.

The line-up of Broadway musicals promises to be the same in this arena picture as the Scot.

DEPARTMENT STORES

Salesmen continue with athletic events, and the various ballet companies presented in the schedule of events.

The march toward universal recognition as the home of modern show business is continuing.

Merchants Eager

**Continued from page 60**

agency gets no commission, his benefits from the added traffic in his store.

Penn said that merchants are usually pleased with the operation and eager to sign up. In Pittsburgh, he operated with 88 telephone ticket stations. Green-

e, 80 applications have been received.

**MODERN, MULTI-PURPOSE**

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Auditorium-Arena Directory

Alabama
ANNISTON, Municipal Auditorium SEATS: 2,500.
BIRMINGHAM, Municipal Auditorium - Permanent THEATER - TYPE STAGE.
JACKSONVILLE, Municipal Auditorium - Permanent THEATER - TYPE STAGE.
JEFFERSONVILLE, Municipal Auditorium - Permanent THEATER - TYPE STAGE.
SEATS: 1,500.

Arkansas
BROOKLYN, Municipal Auditorium - Permanent THEATER - TYPE STAGE.
EXHIBIT SPACE: 1,500 sq. ft.

Arizona
DOUGLAS, H. S. Auditorium - Permanent THEATER - TYPE STAGE.
SEATS: 500.
	
FORT MCHENNAH, Municipal Auditorium - Permanent THEATER - TYPE STAGE.
EXHIBIT SPACE: 25,000 sq. ft.

California
ALAMEDA, H. S. Auditorium - Permanent THEATER - TYPE STAGE.
SEATS: 1,500.
BALKSIE, Ramona Field House - Permanent THEATER - TYPE STAGE.
EXHIBIT SPACE: 1,500 sq. ft.

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ARENA - 260' x 130' - large enough for

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modern dressing rooms.

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"Magicians of Basketball"

Now Celebrating 32d Jubilee Season

To Aud-Arena Managers all over the world... Thanks for your fine cooperation. It has been our privilege and pleasure to have performed in every major arena and auditorium in the world to your appreciative audiences.

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In the New Air-Conditioned

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NEW Sfaces, 1,200

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Large Auditorium, 12,000 sq. ft.

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FACILITIES:

5,000 Permanent Seats

2,500 Temporary Seats

1,200 Basketball and Stage Seats

2,500 Seating Capacity

5,000 Seating Capacity

2,500 Seating Capacity

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Secure ideal site, leading show stages, shows, concerts, conventions, expositions, trade shows, public skating, etc.

Comprehensive facilities with all latest equipment.

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50,000 sq. ft.

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square seats, kitchen. CONVENTION -EXHIBIT HALF SPACE: 28,000 sq. ft.

WERE.

5,000. ARENA FLOOR: PERMANENT THEATER -TYPE STAGE.

SPACE: 50,000 sq. ft.

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PORT HURON, St.


DETROIT, Masonic Temple Auditorium

MANAGER: Charles F. Barr Jr. SEATS: 2,483. SEATS: 2,200.

ANN ARBOR, Hill Auditorium

IAAM.

SLATS: 2,5110

190

10,000

SPRINGFIELD, Coliseum

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GRANDSTAND AND RACE TRACK — a 1 1/2 mile oval track for harness racing, other track events, and various outdoor exhibitions. Grandstand seats 10,000 persons, and track can be lighted for evening events.

STATE FAIR LITTLE THEATER — Seating capacity for 500. Completely modern.

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PLUS — three additional, spacious exhibition buildings.

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SEATS: 1,400.

SEATS: 1,200.

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5,000. ARENA FLOOR: 90 by 150 ft. ICE RINK. EXHIBIT SPACE: 60,000 sq. ft.

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National's largest youth convention facility... also the country's most modern... for many types of conventions, meetings, industrial exhibits, dramatic shows, private shafts and other social events. Has banquet facilities for up to 2,000 guests in the symphony auditorium. Folding partitions make it possible to divide the area for dual-purpose use, or for serving smaller groups. A modern, well-lighted and professionally-equipped stage has comfortable dressing rooms. Dormitory facilities are provided for nearly 200 boys and girls in separate wings.

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CHICAGO 1, ILL.
### New Mexico
- **KINGSTON, Field House**
  - SEATS: 1,200
  - MANAGER: Thomas A. Patten. SEATS: 4,200
- **LOCKPORT, Belknap Memorial Arena**
  - SEATS: 1,000
  - MANAGER: William Lavery.
- **ROCHESTER, Masonic Auditorium**
  - SEATS: 1,275
  - MANAGER: Charles W. Strong.
- **ALBUQUERQUE, Ice Arena**
  - SEATS: 1,200
  - MANAGER: Harold S. Carlson.
- **PLAINFIELD, H. S. Auditorium**
  - SEATS: 1,500
  - MANAGER: W. Norman Drowry.
- **NEW YORK, New York Coliseum**
  - SEATS: 1,000
  - MANAGER: John E. Brown.
- **WHITE PLAINS, Westchester Co. Center**
  - SEATS: 2,700
  - MANAGER: W. Norman Drowry.

### New York
- **ALBANY, Chanler Hall**
  - SEATS: 1,300
  - MANAGER: Harry B. Ehlen.
- **BROOKLYN, Irwin Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **BROOKLYN, Metropolitan Stadium**
  - SEATS: 3,000
  - MANAGER: Wilbur H. Jones.
- **BUFFALO, Kontraballroom**
  - SEATS: 2,200
- **BUFFALO, Memorial Auditorium**
  - SEATS: 3,000
  - MANAGER: W. Norman Drowry.
- **CLINTON, Clinton Auditorium**
  - SEATS: 1,200
- **DEVILS LAKE, Memorial Building**
  - SEATS: 750
  - MANAGER: Albert W. White.
- **DENBAR, H. S. Auditorium**
  - SEATS: 800
  - MANAGER: William Lavery.
- **EVANSTON, H. S. Auditorium**
  - SEATS: 1,200
- **FARMINGTON HILLS, W. H. S. Auditorium**
  - SEATS: 1,000
- **GASTONIA, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **GRAND ISLAND, H. S. Auditorium**
  - SEATS: 1,200
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- **HADLEY, H. S. Auditorium**
  - SEATS: 1,200
  - MANAGER: W. Norman Drowry.
- **HAMILTON, H. S. Auditorium**
  - SEATS: 1,200
  - MANAGER: W. Norman Drowry.
- **HARRISBURG, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **HOBBS, H. S. Gym**
  - SEATS: 325
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- **HOT SPRINGS, H. S. Auditorium**
  - SEATS: 1,000
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- **JACKSON, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **MANSFIELD, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **MINOT, Municipal Auditorium**
  - SEATS: 1,200
  - MANAGER: W. Norman Drowry.
- **ONEIDA, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **PLAINVIEW, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **ROMEO, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **TROY, Troy Arena**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **WHITE PLAINS, Westchester Co. Center**
  - SEATS: 2,700
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  - MANAGER: W. Norman Drowry.
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  - MANAGER: W. Norman Drowry.
- **GASTON, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **HOBBS, H. S. Gym**
  - SEATS: 325
  - MANAGER: W. Norman Drowry.
- **HOLDER, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **JACKSON, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **MANSFIELD, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **MINOT, Municipal Auditorium**
  - SEATS: 1,200
  - MANAGER: W. Norman Drowry.
- **ONEIDA, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **PLAINFIELD, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **ROCKY MOUNT, H. S. Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **ROWLAND, Public Auditorium**
  - SEATS: 1,000
  - MANAGER: W. Norman Drowry.
- **COLUMBUS, State Fair Auditorium**
  - SEATS: 2,000
  - MANAGER: W. Norman Drowry.
- **COLUMBUS, Veterans Memorial Auditorium**
  - SEATS: 2,000
  - MANAGER: W. Norman Drowry.
- **COLUMBUS, Youth Center**
  - SEATS: 2,000
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- **EAST LIVERPOOL, Memorial Auditorium**
  - SEATS: 1,700
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ALLENTOWN, Baxter Hall MANAGER: William V. Kauffman, PERMANENT SEAT: 100, ARENA FLOOR: 75 by 75, PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft., 7,500 sq. ft., PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft., PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft.

ALTOONA, Jolly Merry MANAGER: Freda Dietrich, PERMANENT SEAT: 400, ARENA FLOOR: 75 by 75, PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft., PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft., PERMANENT THEATER-TYPE STAGE, EXHIBIT SPACE: 26,000 sq. ft.

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\[...\]
PLANS, WORK IN HIGH GEAR

Continued from page 57

and 52,000 square feet in a distinctive glass structure that will make novel use of lights.

Another theater now making progress is the Chicago Lakefront Convention Hall. With one court action in its favor, a State decision in favor of buying most of the land, and a 1957 agreement of the building's staff that has asked for $11,000,000 to build and operate a crash program to get the first phase of the work under way this fall, it's going to be in use in two years, and $12,500,000 has been spent so far.

The 74,000-seat facility, the 500-seat court, and the 3,500-seat arena will be built in two stages. A 2,000,000-square-foot exhibit space will be completed each year.

Another project that is being worked on is the Convention Hall in Kansas City, sponsored by the City Council, the Convention Bureau, the Chamber of Commerce, and the Greater Missouri Chamber of Commerce. It will contain 300,000 square feet of floor space, and will feature exhibit space in the 400,000-foot category.

San Francisco is now working on an underground Plaza Exhibit Hall to adjoin the Coliseum, a $1,800,000 project. The new halls will contain 207,000 square feet of exhibit space.

Boston's tremendous Prudential Insurance center is under construction right now. The Boston Convention Hall has been enlarged, and will feature exhibit space in the 400,000-foot category.

Rochester, N.Y., has its own underground Plan Exhibit Hall to adjoin the Coliseum, a $5,000,000 project. The new halls will contain 15,000 square feet of exhibit space.

Now, there is the $1,500,000 auditorium project. Theodore Roosevelt Jr. has been named manager of the auditorium. Theodore Roosevelt Jr., who is building the auditorium, has a previous history in the industry, with his last post being with the Coliseum. Roosevelt has been named manager of the auditorium.

Another important feature of the auditorium will be the 5,500-seat convention hall offering 160,000 square feet of display space and seats for 6,000. It is to be ready in two years, and $11,500,000 has been budgeted for it. The 75,000-seat facility, the 500-seat court, and the 3,500-seat arena will be built in two stages. A 2,000,000-square-foot exhibit space will be completed each year.

Miami Beach, Fla., is now ready to open its major Exhibition Hall. It is linked to the Miami Beach Auditorium. The Exhibition Hall has 200,000 square feet of gross space and seating for 15,000. Together, the auditorium will provide 171,000 net square feet of gallery space, room for more than 1,000 booths.

Austin, Tex., is now to open its 4,000-seat Auditorium. The building's equipment will include a portable 180-foot conveyor belt for work as moving the sections of opera chairs and seats off the main floor. There will be 80,000 square feet of exhibit space.

In Toronto, the new O'Keefe Auditorium, seating 3,200 persons, is opening. It is a municipal building financed by the O'Keefe Brown Foundation Company, and its fittings are first class.

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Rain Slices Gate At Syracuse Fair

Setbacks Suffered on Two Days; 497,134 Total Is 5,505 Behind 1957

SYRACUSE — Rain on important days curbed the record attendance associated with the New York State Fair. Bad weather set in on Sunday (31) and Tuesday (4), the latter being especially harmful since the Governor's Day program was held on the latter date. Manager Bill Baker said.

Total gate count for the seven-day run was 485,510 compared with 5,505 (1 per cent) below last year's record. Comparisons are as follows:

1957 1958
Friday (28) 35,884 57,115
Saturday 76,771 74,605
Sunday 88,545 86,414
Monday 57,951 46,536
Tuesday 49,450 43,610
Wednesday 38,695 40,785
Thursday 34,316 33,621
Saturday 69,628 70,563

Totals 497,134 502,639

Biggest crowd pullers were the Coliseum shows, on which the fair came about slightly but credibly with several of the daily attractions being held up, but headlined a Frank With production in Swagnal, as well as many strong shows, virtually all being sellouts. Night performances fared better than the 4 p.m. maine, which broke up 67 p.m. on a timing which was described as awkward.

For the final two days, GAC-Hamul had a Johnny Mathis-headed unit, who also did well, officially opening to an older age group than Hope. Supporting Hope were Neville's Poodle Show, dog act; the Ventures with their bubble-g保荐; Bob Nelson's turned puns; June Taylor dancers (16); and Blair Breiner's Spring Garden Band.

Auto Races Packed

Try Vail promoted big car racing on Saturday, with an overflow crowd and an attendance of 28,000 for outdoor attraction. Three performances by the Jack Kochman thrill unit showed up light, it was reported. Area stunts performed at county fairs and slingshot tracks were said to have taken the edge off this season.

Also in front of the uncovered grandstand were Tommy Bartlett's Sea Lion lagoon and the Cremers Rodeo starring Guy Madison. A result was a very light house during the day night and very light house in the rain on Thursday, just making the guarantee.

Saginaw, Mich., Races Ahead Of '57 by 5% Betty Johnson, Mariners Score; Gooding Up 5%

SAGINAW, Mich. — The Saginaw Fair, aided by its name attraction, the Blue Ribbon Rock-N-Roll Revue, was 3 per cent ahead of '57 first day's gross. At its second day, 76,771, the fair and the Grandstand midway was up that amount and all 36 entries had been accepted. (Continued on page 92)

San Jose Fair Tops '57 Gate

SAN JOSE, Calif.—The Santa Clara County Fair last week was running ahead of last year's attendance figures, aided by a new record second day.

Wednesday (10), third of the seven-day run, attendance topped 53,859 for the same period a year ago, William A. Strnad, secretary-manager, said. Fair of this run has surpassed those of 1957, with Tuesday, Wednesday, Thursday (27) and Friday (29)15\(\frac{2}{5}\) as against 16,013 a year ago.

Strand credited good weather, a strong grandstand program and increased advertising.

Curing bucklock

Television singer Molly Belle headlined the grandstand show for the first three nights, closing Wednesday (16).

Among those appearing during the summer at Irving Romney's Ricky J. land near Detroit were Carl and Elizabeth Ronck, Grace McLemore, George DeDoppo, Ronnie Melton, Budd Asbell and Pat Smith and Bickly the Clown (Romig).

Spencer, Ia., Fair Surges Ahead of '57

SPENCER, Ia. — The sturdy Clay County Fair, long recognized as one of the best county fairs in the state due to its strength thus Thursday (11), increased its standing significantly.

The fair opened in the wake of a long, extremely hot stretch with the temperatures in the area running miles wide and 100 miles long in the wake of the fair. The fair, however, had a strong start to its opening day and at the end of the first four days, attendance was running fully 10 per cent ahead of last year.

The drought was so severe that immediately prior to the fair's opening Bill Woods, fair secretary, said that the local soil is as low as possible and there had been no grass cut off to provide possible fires.

A powerful opening-day turnout, with the attendance of 55 school bands numbering some 3,000 members and 100 big stars. The bands paraded in front of the stand, then massed, and played a variety of music.

The weather was particularly vital and some patrons pulled from a 100-mile radius and most visitors had a substantial journey before they got to the grounds.

Also before the grandstand show, four days of racing, the Hendricks Memorial Amphitheater was held in the corner, and Jack Cochmann's thrill show.

Eldred Stacy of the Music Corporation, who will be associated with Eldred Stacy of the Music Corporation, who will be associated with Eldred Stacy.

Calif. State Fair Winds Up With 817,002

SACRAMENTO, Calif. — If the California State Fair & Exposition, which closed at annual 15-day run Sunday (7), had counted attendance this year as it did in 1957, the fair would have set a whopping new record.

During the run, the fair checked 817,002 people, which is claimed as a record despite the fact that last year the attendance was 818,202, and the record 863,687 set in 1947.

The twist comes in the fact that for this run Dudley T. Post, manager, ruled that hodge podges would not be counted and this would have boosted the figures appreciably. Post said the figures would rise from 817,002 people, the final count, to 880,000, the boost in the figures being the result of the low-gate shows.

Business on the midway, (Continued on page 92)

Danny Cleary

CHICAGO — In a move to expand its fair and allied events department, West Coast Corporation of America has transferred Danny Cleary to this department from the Illinois State Fair, managed by Eldred Stacy.

Cleary has been with MCA for a number of years, handling a general line of booking that included special events and night clubs.

At the same time special events, such as auto shows and exhibitions, will be handled by the department. Additional personnel will also be named from the New York and California offices.

Spencer, Ia., Fair Surges Ahead of '57

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The weather was particularly vital and some patrons pulled from a 100-mile radius and most visitors had a substantial journey before they got to the grounds.

Also before the grandstand show

Tasmanian sales

Ted Williams, center, with his brother, Dave, placed third in the third annual Tasmanian sale. The sale, which was held in Hobart, Tasmania, Australia, was attended by over 10,000 spectators. The sale was conducted by the Tasmania State Agricultural Society, and featured a large variety of livestock, including horses, cattle, sheep, and pigs.

The sale was held on a Wednesday, with the proceeds going to charity.

The sale was a great success, with the livestock selling for a record price. Many farmers and breeders were in attendance, and the event was a great success for the society.

Reading Ahead 25% For First Time

Two hours of rain fell around. some 500 people were present, and the event was able to proceed as planned. The attendance was down 2 per cent. While the gate was down 2 per cent, the fair did not see any rain, and the event was able to proceed as planned.

Weather was generally good except for Monday, which was traditionally a slow day.

Reading Ahead 25% (Continued on page 92)

RECORDS TOPPLE AT KAN. FREE FAIR

Attendance Totals 407,000; RAS UP 30% B-C Revue Does Big

TOPEKA, Kan. — The Kansas Free Fair, which Thursday (11) ended its six-day run, was up 30 per cent over the 1957 attendance figures. The fair this year was frequently spaced more than was registered by the fair for Toronto in 1967 is being considered by the Canadian promoters as a possible model for other fairs. The fair had the highest attendance and spending hit an all-time high, with credit going to the extremely high level of prosperity in the State and to popular mailer.

Estimates put total attendance at 407,000, the biggest ever. Ride receipts than was registered by the Royal American Shows, on the midway hit an all-time high and in so doing topped last year's gross by 30 per cent.

Grandstand business was strong. Baus Car-Carousers revue, plus the Chordettes, booked in by Gaynor, gave the people of the nation of America, turned in 15 per cent higher grandstand receipts than was registered by the night show last year.

Marquis grandstand receipts also were up. Auto races, staged by Al Sweeney the first two days were up over last year. So, too, were harness races, in for three aftennoon. Marquis stock shows, presented closing afternoons, were only slightly off from last year.

All concessions enjoyed excellent business. Marion Wagner, fair attorney, reported, every inch of exhibit space was sold out prior to the opening, he said.

Eva Taft Benson, U. S. Secretary of Agriculture, was on hand to give the fair its guarantee.

The night grandstand show, "Damn, I'll be back later, folks," was presented on this year's midway, and the fair faced the loss of 40,000 people, the biggest ever. Ride receipts than was registered by the fair for Toronto in 1967 is being considered by the Canadian promoters as a possible model for other fairs.
Circus Routes

**CONWAY—Frank A., 71, former president of the American Horse Shows Association, Day- ton, Ohio, September 5 in Dayton (Dayton Daily Star).**

**CRAWFORD—Red, 52, motordrome operator, September 21 in Los Angeles, Calif. He was a veteran of a long illness. Born Crawford McLerister, he had resided on the West Coast for a number of years. Some years ago he was featured with the T & F Churchills Shows in the Philippines. Survived by his widow, children and one brother. Burial was in Los Angeles.**

**SALISBURY—Dr. Frederick C., 77, a director of the Saskatchewan (Sask.) Exhibition board and a member of its racing committee for 16 years. In Saskatchewan, August 31 following a heart attack. He had been chairman of the racing committee since 1944. He was elected president of the Western Canadian Association of Exhibitions in 1949 and was president of the Saskatchewan Exhibition Co. from 1952 to 1955. He did much to develop the present Western Canadian house racing circuit and successfully worked to improve Saskatchewan's race courses and staging facilities. Survived by his widow, a daughter and two sons. Burial was at Regina.**

**BARNES—A daughter, Clarice Angelica, to Mr. and Mrs. Harold Barnes August 18 in Toronto, Ont. Father is a wire walker and member of a trapeze performer.**

**KELLY—A daughter, Lisa Darlene, to Mr. and Mrs. Frank Gene Kelly September 4 in Philadelphia, Pa. Miss. Father is an agent on the World Exposition Shows.**

**SETZER—A son, William David, August 22 in Orange City, Ia. Father is a horse trainer and foreman for the Hagen Bros. Inc. of St. Petersburg, Fla. In recent years he had been a member of the Western Showmen's Association.**

**ICE SHOWS—Holiday on Ice of 1959, a show of the same name, has announced that it will appear in Chicago, Ill., September 16 to 20, due to the unavailability of the Ice Capades and other shows. The show will be presented by the St. Louis, Mo., School of the Arts.**

**ICE SHOWS—Bieber,肺炎, 25, driving a horse on the Ice Capades, died August 18 in New York, N.Y. He is survived by his wife, a daughter and a son.**

**FINLEY JACKSON GRAVES Who left us in 1941:**

*Our hearts are full of grief, But it is comfort to know We will see him again.*

*Severely W. V. J. ARCHER Mrs. J. R. KAROLL Mrs. HELEN JAMES Brother JOHN R. GRAVES*
CARAVANS

SEPTEMBER 15, 1958

OTTAWA MARK

ONSET SELS
NEW ONE-DAY
GROSS MARK

RIDES, SHOWS

Extra Half-Day
Big Boom; Set

Additinnal Units

BROCKTON, Mass. - The
sprun-upd World of Mith Shows
turned in a record day of rides,
and show operators at the Central
Canada Exhibition in Ottawa.

Carnivals traveled smaller but
were nevertheless profitable, as
there was a record gross, which
dated biggest of the railroader's
spots.

The extra half day on Friday, open-
ing day at Ottawa, was credited
for the remainder of the season.

The Ottawa layout was World of
Mith's most powerful ever. There
were 127 show units, a newly locat-
ed Kiddieland area. Elsewhere
15 show units and virtually every
major and seven kiddie rides

opened shows, with the Royal's large array
of the Wild Mouse led the
the thrill rides, and it

was third.

For the local date, which closed
the show used 22

the afternoon and evening.

Strates Opens
With One-Day
Record at York

TOPEKA, Kan. — The Royal
American Shows scored a $700,000

Canes over $700,000. For Penn
Premier, detailed reports on the

Erie County Fair; Pennsylvania; CNE;


days and

the midway contract.

the City Council in the matter of

were lured by the thrill rides, and it

and the Oregon State Fair in Salem,

Roche and Stahl.

WEST COAST SHOWS MAKE
LONG JUMPS TO SAN JOSÉ

SAN JOSE, Calif. — West Coast
shows were making their third run
simultaneously playing the California
State Fair & Exposition in Sacra-
mento and the Oregon State Fair in
Salem, made circus tents to open
by the 11-county Santa Clara
County Fair here Monday (5).

West Coast shows are

over 140 miles.

as a new Chico, and Park

and Monday

90

(Continued on page 90)

paydays Rolling in
For Penn Premier

Show Recouping After Dismal Start
Indiana, Warsaw Fairs Both Red On

STANTON, Va. — Penn Pre-

Mer Show has been on the

season was — worth the

West Coast Shows Make Long Jumps to San Jose

You Can't

Mine

Finishing

Bangs in the

Classified

Section, this

issue.

You Can't Mine

Racing Wins 5-Year Quebec Contract

25-Year Conklin Reign Ended When City Council Votes for Local Show

QUEBEC CITY, Que. — A five-

year contract for the Provincial Ex-

hibition has been awarded to

Jules Racine, local operator. His
Racing Greats Shows stays
classes and the kids were

above the 140-

of the

races, shows

and a huge assemblage of conces-

around the city, and has no other

being run in the city, and has no other

Racing's appearance cuts off

stretches of 25 straight years over

in the classified, and

and special premier shows, and

over the source of this kind of

Racing placed a large deposit, it is

The fair in Indiana, Pa., a

the Labor Day fair date

Indianas got special attention on

the 4.000,000 mark in

ARGUED ABOUT FOR SEASON'S PREMIER RIDE

Substantial increase in patronage on
tickets, both managed

If the weather hadn't been

of the

baseball, commercially, and it

little to cheer about around the

rides, but a few good spots at fair
day spots.

America Shows scored a whop-

what approaches

Ferris Wheel.

One hopesignificant

the thrill rides, and it

in Indiana was all but

effect of the

number of cars

to cheer about around the

than the worst.

and he squatted to

the

record.

new high for the full run.

Wild Mouse grossed $44,322.

nate.

until closing time.

the following the worst
date, season

date.


to cheer about around the

rides, with the Royal's large array

the Wild Mouse, in charge of

when traffic backed up consid-

the wild fun zone

in charge of

the...
Mighty Interstate Shows

For Taltalady County Fair, Childress, Ala., Sept. 22-27; King, N. C., Fair, Sept. 29-Oct. 4; Morganton, N. C., Fair, Oct. 8-11.

Show S:
Want Snake and Animal Show. Especially need Girl Show for Zebulon, N. C., Want Photos, Mitt Camp, French Fries, High-Striker, Custard, Scales, Lead Gallery, Glass and Bear Pitches or any other Hanky Panky.

Ride Help:
Want Foreman for twin Ferris Wheels. Spitfire, Roller Coaster, Tilt, Great Madison County Fair, With Emporia, Va., while Fair to follow and six weeks of Georgia and Florida County Fairs—starting Talladega, Ala., Sept. 22, 1957, and only a few game and concessions.

For Great Madison County Fair

WANT FOR

HUNTSVILLE, ALA., FAIR—Sept. 22 thru 27

With Emporia, Va., while Fair to follow and six weeks of Georgia and Florida fairs, closing second week of November.

WANT ENTRIES

HUNTSVILLE, ALA., FAIR—Sept. 22 thru 27

Want for Taltalady County Fair, Childress, Ala., Sept. 22-27; Laurena County Fair, Dublin, Ga., Sept. 20-Oct. 4; and Fairs Through November.

SHOWS—God Grid Shows catering to women and children. Welcome to all, Hell Bells, Marquee, Water Slide, Ferris Wheel, Riser, Tailer, Tilt, Motley-Go-Round, Second Man all rides, most rides.

CONCESSIONS—Want for all rides, Show Rides, Concessions, Range Galleries, Photos, Tent Shows, Kiddy Rides, Girls Appearances, H.I.R.E.—Want A. D. M. Mechanic with own tools to join an ore. Want Man for front gate and light duties.

H. B. ROSEN
1/4 Western Union or Friends, Cahoon, Ga., Wk. n. phone call.

MIGHTY STATE FAIRS

GEO-CLYDE SMITH SHOWS

Madison, N. C., Fair, Sept. 4, 1957.

Want Pitch-Tilt-You-Win, Cork Gallery, Sun Spindle, d-Cats, Buckets, Phome, Age and Scale, Glass Pitch, Four Pitch, Fish and Deckhands, Houseboat, Rocker Ball, String Game, Ballon Darts and Novelties. Also Grab, High Stakes.


GEO. CLYDE SMITH SHOWS, Fowliner, Va., Fast this week; Madison, N. C., Fair, next week.

PALMATE EXPPOSITION SHOWS

Want Photo, Tent Shows, Food Tent, Food Pitches, Middle Tent, Tent Shows, Ferris Wheel, Lead Gallery, Glass and Pepper Piles at any early Hands Nights.

Want Halifax, N. C., Food Show, Tent Shows, Ferris Wheel, Lead Gallery, Glass and Pepper Piles at any early Hands Nights.

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WEISS NOTES:

**MSA Shooting For Record Fund Season**

TITONIUM, Md. — The MSA Shutout Fund Season is at midnight shaped up as expected, as two solid weekends and a good Friday night. Tilt's T. Shows, based out on the huge Roosevelt Raceway parking lot, did very well for the first Saturday and Sunday (6-7), after which business trailed off at midweek.

Rain and threatening weather led their part on Monday and Tuesday, in addition to the competition of school being in session, it had been the biggest weekend of the season, and another was expected for the wind-up.

On the lot were the show's 19 rides plus a Tilt, Roto Jet, Hot Rods and Scrambler. Also, Dave Rosen's Side Show, Fitzpatrick's Wild Life, Jagger's animal show, and Wolfe Stein's circus model show. There were 70 concessions and 11 novelty stands by A. Hymes. Against for the show is the closing date, the Great Danebury (Conn.) Fair.

**BROADWAY SHOWS INC.**

**50 CAR RAILROAD SHOW MOTORIZED**

**BROADWAY AT YOUR DOOR**

**CRAFTS 20 BIG SHOWS**

**NOW BOOKING SHOWS AND CONCESSIONS FOR**

**FRESNO FAIR**

**OCTOBER 2-12 INCLUSIVE**

**LAST MAJOR FAIR IN CALIFORNIA**

**GET YOUR WINTER BANK ROLL HERE**

**WIRE—WRITE—OR PHONE**

**CRAFTS 20 BIG SHOWS, INC.**

**17837 Bluffs, North Hollywood, Calif.**

**Phones: Poplar 5-0909, Poplar 5-0320**

**AMERICAN LEGION FAIR**

**CARUTHERSVILLE, MO., SEPT. 30-OCT. 5**

**The Last Major Fair in the Mid-South**

Can PLACE Arcade, Derby, Motorome, Sideshow, Monkey or Snake Show. No ding shows. WILL BOOK Photos, Long and Short Range, Nickel Pitches, Balloon Darts, Novelties, Break Record, Punch Rock, Milk Bottles, Bushels, Ice Cream, Pronto Pups, Custard, Derby, Coke Bottle, Dip, Hoopla, Pitchwinn, Hi-Striker, Cork Gallery, String Game. WANT Licensed Semi Drivers on Rides.

**PRELL'S BROADWAY SHOWS, GOLDSBORO, N. C.**

**JOE PRELL WILL BE IN BLOOMSBURG SEPTEMBER 17 and 18**

**SUNSET AMUSEMENT CO.**

**AMUSEMENT MARCH 1958**

**WEISS NOTES:**

**I. 1. Opens**

**Very Good At Mineloa**

WESTBURY, N. Y. — The Mineloa Carnival at midnight, shaped up as expected, as two solid weekends and a good Friday night. Tilt's T. Shows, based out on the huge Roosevelt Raceway parking lot, did very well for the first Saturday and Sunday (6-7), after which business trailed off at midweek.

Rain and threatening weather led their part on Monday and Tuesday, in addition to the competition of school being in session, it had been the biggest weekend of the season, and another was expected for the wind-up.

On the lot were the show's 19 rides plus a Tilt, Roto Jet, Hot Rods and Scrambler. Also, Dave Rosen's Side Show, Fitzpatrick's Wild Life, Jagger's animal show, and Wolfe Stein's circus model show. There were 70 concessions and 11 novelty stands by A. Hymes. Against for the show is the closing date, the Great Danebury (Conn.) Fair. **AMUSEMENT MARCH 1958**
**WANTED FOR PINE BLUFF, ARKANSAS, FAIR AND RODEO**

See Butcher and Cribb, Main Street, Pine Bluff, for Fair Grounds after Sept. 17.

**FLINT, G. H.**

253 E. Third Ave., Memphis, Tenn. Phone: LY 2-1434. No collect calls.

**FOR SALE**

**SACRAMENTO**

Concessions - the California State Fair and Exposition midway reported up
on the last day of the fair, at least during the early part of the run. During the first six days the stands batted a heat wave without shade over 100 degrees in the shade.

Alex Friedman, who had the novelties fence to fence for the first consecutive season, said that his business was running well ahead of the same period in 1957. He made the same statement a year ago, but that his particular increase was 50 per cent.

Ed Lang, who operates the Mound's Aid baby stroller and wheelbarrow, reported that this year's take was very good this year to take care of the demand. He reported that the added stand was up to expectations and increasing the trade at the other two.

Warren McMann, who with his wife, June, is operating two food concession stands reported that his three stands were more than "holding their own".

Weather, however, was against West Coast business, said the Mound's Aid man, and it was reported that some of the concessionaires were busier when there was no fair to follow.

Weather, however, was against West Coast business, said the Mound's Aid man, and it was reported that some of the concessionaires were busier when there was no fair to follow.

Midway Gross Up Sharply Over '57 at Rock Island

**WEST COAST SHOWS**

- Continued from page 97

Within 60 miles of the fairgrounds. Business thru Wednesday (10) third of the seven day run, was reported ahead of 1957. Fair attendance for the period as compared with last year was 31 per cent. West Coast Shows have held the midway contract here for 14 years.

The layout had gone to 28 rides by last week, including the midway for the next six weeks. The last Thursday of the season, the grandstand director, disclosed. Fx also operates the St. Louis Motor Drome, and it was reported that he was very pleased with his gross.
CIRCUS, INC.

CIRCUS, INC.,
New Booking for Fall and Winter Tour of Shopping Centers

CONCESSIONS


Emile and Alpin, come on in.

RIDES


New Tom, Horse, Dark Ride, Side Show, Arcade, Motion, Glass Pitch, Bear Pitch, Glass Pitch, Rides to show off.

SHOWS

Two even Total-Years, $200.00; and 3 months.

Contact SWDE OVELLE

Wilde Shopping Plaza, Wildles, 10, Phone Dreams 5-939, Sept. 15-31; Atlantic, 11, Autumnu Show, week, Sept. 22-29.

ALAMO EXPOSITION SHOWS

WANT WANT


CONCESSIONS: Concessions that work for stock, Long and Short Range, Hanky Panks of all kinds.


All replies to JACK RUBACK, Mgr.

Southern Hotel, Shreveport, Tex.; McShine, Tex.; The Hidden, La.; Liberty, Tex.; Slide, La.; and 2 more to follow. Closing November 1.

JAMES H. DREW WORLD'S FAIR SHOWS

NORTHWEST ALABAMA FAIR, JASPER, ALA., SEPT. 22-27

WANTED—WANTED—WANTED

For Nine Fair & Celebrations in South Carolina and Georgia—starting at SOUTHLAND AMUSEMENTS

BOWMAN, J. C., ACHICUTT'S FAIR, 1110 South first St., Greenville, S.C., September 15-20; Greenville, S.C., 22-27.

WANT CONCESSIONAIRES and OPERATORS

Interested in becoming a million-dollar promotion. Featuring "Old-time" type shows. One hundred buildings exhibit, amusement park, etc. To be located in the heart of Central Alabama's Lake Region—U. S. Highway 38. Inquiries to

GEORGE M. MARTIN

C/O General Delivery, Grand Central Station, Chicago, Ill.

EDDIE & GRACE LEMAY

Are back again at EDDIE'S HUT

In Glastonbury, N.Y.

Cobblins — Trotters — Restaurant & Bar

CONCESSIONS WANTED

30th ANNUAL BRADFORD PUMPKIN SHOW

OCTOBER 7 to 11 Inclusive

BRADFORD COMMUNITY FESTIVAL, BRADFORD, OHI0

PAGE COMBINED SHOW

Wants for Warrenton, N.C., Oct. 15. September 15 thru September 17, and also other Fairs and Military Base shows to follow and 13 Florida Base beginning January 6, 1955.

CONCESSIONS: Concessions of all kinds that show above. Especially want Photos, Bear Pitch, Snake, Circus, Bear Pitch, Snake, Shows, Motordrome, etc.

SHOWS: Shows that do not conflict. Want Horse or Monster Parade, Demons, Werewolves, Circus and Kid Rides. George and Pete Doc Jackson, will expect you in Warrenton, N.C.

RIDES: Rides—Roll-O-Planes, Rocky-O-Planes, Son of Shadow, Fairy Castle, Fairy World, etc. Will drive. Will show all Rides. Any time to drive. Phone 4-6486.

All replies to REITHOFFER, Shrine Acres, Dallas, Pa., Phone: Orchard 4-6486.

SOUTHERN OKLAHOMA FAIR, ARDMORE, OKLA., SEPT. 16-20;

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEX., SEPT. 21-27

WANT CONCESSIONS: Want Photos and Age and Weight, Arcade, Long and Short Range, Hanky Panks of all kinds.

SHOWS: Can place Motordrome, Monkey, Crime, any outstanding Attraction.

Victory Exhibition Shows and Great Western Shows will combine for the Odessa, Texas, Oil Show. Those joining now will be given preference.

Contact: MANAGER, Ardmore, Okla. (Fair), this week.

BUFF HOTTE SHOWS

WANT FOR PINE BLUFF, ARK., FAIR, SEPT. 22-27; WITH FAIRS AT DONALDSONVILLE, FRANKLINTON, CROWELEY AND JENNINGS, LA., TO FOLLOW.

CONCESSIONS: Want Monkey Panks that work for stock. Especially want Glass and Bear Pitches. "No seminars." All people contracted with us, please confirm and state footage.

SHOWS: Want Illusion, Side Show, Motordrome or any Shows not conflicting.

AGENTS: Want Hinky Panky Agents especially for Ball Games, Balloon Darts, Scales and Age.

(Pete Sutton, Get in touch with me.) All replies to BUFF HOTTE, Mgr., Warren, Ark., this week.

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(Pete Sutton, Get in touch with me.) All replies to BUFF HOTTE, Mgr., Warren, Ark., this week.
**Auditorium-Area Directory**

- **Utah**
  - Ogden, H. B. Auditorium: Seats 1,400.
  - Provo, Totemac Auditorium: Seats 1,200.
  - Salt Lake City, State Fairgrounds: Seats 3,000.
  - Salt Lake City, Kingsbury Hall, University of Utah: Seats 2,600.

- **Virginia**
  - Danville, Municipal Auditorium: Seats 3,000.
  - Lynchburg, City Armory: Seats 3,000.
  - Newport News, H. B. Auditorium: Seats 1,400.

- **Washington**
  - Aberdeen, H. B. Auditorium: Seats 1,500.
  - Bellingham, Civic Auditorium: Seats 2,000.
  - Bremerton, Civic Auditorium: Seats 3,000.
  - Everett, Civic Auditorium: Seats 3,000.
  - Longview, H. B. Auditorium: Seats 1,500.
  - Seattle, Auditorium: Seats 1,000.

- **Wisconsin**
  - Appleton, H. B. Auditorium: Seats 1,500.
  - Beaver Dam, Auditorium: Seats 1,500.
  - Green Bay, Brown County Auditorium: Seats 3,000.
  - Milwaukee, Auditorium: Seats 6,000.
  - Madison, University of Wisconsin Auditorium: Seats 3,000.
  - Milwaukee, Milwaukee Auditorium: Seats 10,000.
  - Superior, State College Auditorium: Seats 1,500.
  - Waterford, Tamarac Auditorium: Seats 1,500.

- **West Virginia**
  - Beckley, Memorial Building Auditorium: Seats 2,000.
  - Charleston, Municipal Auditorium: Seats 2,700.
  - Charleston, Permanent Theatre: Seats 2,000.

- **Kentucky State**
  - Louisville, Jefferson Auditorium: Seats 4,800.
  - Lexington, Memorial Auditorium: Seats 5,000.

- **Canada**
  - Alberta
    - Beaverlodge, Avenue Auditorium: Seats 2,000, Ice Rink: 150.
  - British Columbia
    - Kelowna, Memorial Centre Auditorium: Seats 3,106.
    - Vancouver, H. B. Auditorium: Seats 1,500.
    - Victoria, H. B. Auditorium: Seats 2,000.

- **Saginaw Fair**
  - Continued from page 83

- **Reading Ahead**
  - Continued from page 83

- **Spendier Fair**
  - Continued from page 83

- **Rutland Fair**
  - Continued from page 83
The column discusses the circus industry and mentions various events and performers. It includes information about the 66th season of the Ringling Bros. and Barnum & Bailey Circus, as well as other circuses and events. The text also includes advertisements for jobs and promotions, such as circus agents and promoters. The column mentions the importance of advertising and the role of brokers and agents in the circus business. It also touches on the history of circus performers and their families, such as the Aguilar Sisters and John Vasques. The text is a snapshot of the circus industry in the 1950s, with a focus on the Ringling Bros. and Barnum & Bailey Circus.
DETROIT—The 109th Michigan State Fair, which closed its 10-day run Sunday night (7), had a paid attendance of 507,583 in the three days in live performances, compared to $40,282.50 last year. The overall increase was $387,003, or an increase of over 900,000 people with a gross of $21,297.89 in nine performances for a music show with tickets ranging from $1 to $6. It was the last three days in 1957. The picture shows the final day of the Coliseum, packed to the rafters with 55,128 people this year, showing increases over 1956 of $5,432.92 and $9,398 people. The conclusion show, booked by Kay Folk of the Mink Agency, included Somethin Smith and the Redheads, Tyrones, the Pettigrews, Johnny Bachman, Pat McCoffie at organ, and the Herschel Lieb orchestra.

The Val-Campbell-Cas Sun show (Continued on page 85)

South Dakota Sets Gate $5 Records

Total Admission Hits 144,100; Takes $146,413 in Six-Day Run

HURON, S. D. — The 1959 South Dakota State Fair set new records for gate receipts and gross receipts during its six-day run which concluded Saturday (6). State Fair Manager Ken Baldeman announced the 1959 attendance of 43,936, exceeding only in 1947, 1949 and 1955. This year's gate exceeded only in 1947, 1949 and 1955. For the stage run the gross was $133,800, about $1,000 more than the previous high of $191,000 reported for the 1955 run. In 1954 an attendance of 39,312 was reported, but that was an estimate based on gross receipts, which that year were some $18,000 below this year, and will not stand as an official high. Gross receipts for the 1958 fair hit $146,413.51, some $5,000 up from the 1957 total of $141,365.37. In 1957 last year's gross was $122,028. Actually, the increase in gross receipts over the previous high is even more substantial, Balgeman pointed out. When the 1954 high was attained, about $2,000 in HJ Club fees were included. Since then those funds have been channeled directly into the HJ club office and fees in 1958 approached $18,000. Labor Day's opening was the highest, amounting in the fair's history, with 35,300 persons entering the grounds.

A revised entertainment format which included the Rex Allen Western show, the first two nights.

Four Points

Indianapolis Plans Vast Plant Program

INDIANAPOLIS — Officials of the Indiana State Fair have announced plans for a four-point plant improvement program that will entail major changes in the fair's big plant. Expansion of the 50-year-old fair site that was termed "a Statewide event" was announced by the Indiana Fair managers for this year, September 15 to 19.

1. A new exposition hall and internment building to combine several smaller buildings now scattered about the grounds.


3. A new horse barn.

4. A new 100-room hotel.

Vast Plant Program

For the full run and for a week's extension the new exposition building would include a base- ment for overflow livestock.

CNE Records

2,960,000

New Gate High

Conkllns Gross

Top 700G Mark;

Grandstand Off

TOLEDO — The Canadian National Exhibition Saturday (6) enjoyed the longest records, with an all-time high attendance of 2,990,000.

The crowd exceeded the old mark set in 1957 in the three days, rides and shows at the grandstand receipts. The stand gross was $383,000, about $1,000 more than the 1957 gross. The rodeo was responsible for about $1,500 of this, with the (Continued on page 85)

NEBRASKA STATE

DRAWs 338,000

Attendance Sets All-Time High Mark;

Roy Rogers, Collins, Races Score Big

LINCOLN, Neb. — Rains in the stretch of the seven-day Nebraska State Fair which closed Friday (3), failed to keep the event from setting a new all-time attendance high.

Final gate count was 338,000, Emma Sherer reported. Previous high was 305,000, set in 1955.

Given good weather in the early part of the run, the fair was calling itself the Nebraska Fair, the most successful. Auto races the final two afternoons, and a thrill show the final night were washed out. The rains also served to slim Thursday night's attendance, but the run cut far beyond the grandstand appearance of the Andrews Sisters, the Marion voting several times before the top-flight fair was over.

Excellent conditions in Nebraska and Rogers' powerful pull gave the local merchants and the fair a success story.

Bristow, Okla.

Add New Director

BRISTOW, Okla. — Claude Reaves has been named to the post of director of the Oklahoma County Fair to replace A. E. Corley.

Bob Sanford will serve as manager for this year's fair, September 10-19.

Denton, Tex.

Re Titles

DENTON, Tex. — A new and longer program for the professional exhibitors awaits participants Fall Fair, the final big event in the Denton County Fair.

Opening September 17, the one-month run will be the 38th annual North Texas State Fair, with two performances run here, Le Roy Robinson, director, announced.

The facility offers a full range of entertainment for the entire county, in, as the night attraction on October 2, will be 'Hollywood's Golden Age' presented by the Will Rogers State Fair.
TOPSFIELD, Mass. — The Topsfield Fair finished its seventh day Saturday (6) with a record attendance which had been in existence since 1918. There were nearly 175,000 in attendance, according to Manager Paul Curson, about 15,000 more than last year.

Good weather prevailed all this week, the event being opened Sunday being light because of oppressive heat. Greatest crowd for attendance were established during Labor Day, Tuesday (2), Wednesday (3) and Thursday (5) when Curson said the variety of attractions was considered responsible for the increase in patronage.

This handle topped other years at the gun among pari-mutuels which wore over the $1 million mark for the first time. Total for the straight meet under Commissioner Curson’s guidance was $1,012,000, some $40,000 higher than the 1957 figure.

Adhering to the far’s traditional policy of stressing family exhibits, this year saw the largest number of entries, which ran 20 chalked shows and a record number of responses from 4-H Clubs and Young Farmers of America.

The 50-cent grandstand again featured the recently acquired “Trapeze,” and Marion Rankin’s Margarites were featured by Hecip Gogkoll’s Grand Smokey. All entries were made about on the same level as last year which ran a total of $17,000.

A statement issued by Jones Tuesday (9) said: “The registration submitted by Harry G. Doiton as assistant fair manager in charge of concessions and space was accepted. Doiton resigned as assistant on Monday (7) subject to the Board of Directors. The meeting was held in the regular inter-office memorandum. Doiton was invited of one of these changes, which relieved him of his responsibilities as manager of concessions, and voice of authority over the ground personnel. Doiton then submitted his resignation by an inter-office communication. He stated that it be effective October 15.”

Mich. Paid Gate Up 30%

In the grandstand drew an estimated 65,000 people with free admission during the first three days, an increase of $19,995 people last year for a total gross sales of $233,000. Assistant fair manager Donald Donald that the fair would partially make up the loss on grandstand admission during nine days by the new ticket system which netted $117,786.

A 250-mile race car sobbing through the gates of the fair prior to last year, stood on Old Tuners’ Day, crowning of the Queen, the new Mrs. Michigan was awarded $50.

The fair this year dedicated $200,000 women’s activities building as part of a long-range development program. Planning for 1959 will await action by the Board of Directors for the fair. Under present law a building thus dedicated is disintegrated into the State fair and the amount of the State’s share of pari-mutuel betting revenue is calculated on a per capita tax rate basis. The future revenue must be reserved or a new one must be built for the future revenue for construction.

Cleveland, Miss., Events Join Forces

Cleveland, Miss.,—The local Cleveland Livestock Fair and the Delta Valley Fair joined forces here September 29-Octo-

The latter, which owns a 50- acre fairgrounds, has turned over to the Cleveland Livestock Fair from 10 acres of its land to the Delta Valley Fair. For the $2,000 raised by the Delta Valley Fair during the last 10 years, the county, which has been able to raise about $10,000, Swanson estimated it was the beginning of a new era for the fairboard.

A final step to cap the successful closing of the fair in the face of recession in recent years was the appointment of a new management, the announcement over the week that David L. Corson, former chairman of the Board of Directors, had been named the fair’s new manager. Corson said that the minimum wage of $175,000 for the six-day meet is a great step forward for the fair. The minimum wage, he said, was a small step up from the $159,000 received by the fair last year.

The new management, which includes General Manager David L. Corson, Assistant Manager David L. Corson, and Secretary-Treasurer David L. Corson, was announced Tuesday (9) at the conclusion of the fair.

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WILDWOOD, N. J.—Board-
walk business appeared to be far
from last year's banner sea-
son, it was revealed last week. In
a survey taken of 11 business estab-
lishments in the lower end of the
area, it was determined that this
year was a "breaking even" to "one of my worst
seasons."

A bright note, tho, was the re-
sponse of Hunt's Amusement Pier
to the season. "We opened for the first
time this season, reported "business
was not nearly as good as we were
expected to do. We were disappoi-
ted. The Auctioneer, 2nd North
Boardwalk, claimed "they barely broke evens."

Mary Cross Candies estimated sales were off
about 25 per cent from last year. Le的
on Beach Service at 25th and the
Boardwalk, estimated bad weather
cost his business some 30 per cent in
revenue.

One merchant claimed there was
nothing to hold people on the
pier if they could walk and talk. They would
eat and visit the novelty stores and by
10 p.m. they had walked them-

The Ocean Center Arcade stated
"business was considerably off
compared to last year. We lost all our
adult trade because we had nothing
to offer them as far as games were
concerned. In general the season
was one of our worst."

The biggest percentage drop re-
ported was for Carl's Arcades at
28th and the Boardwalk and Oak
and the Boardwalk. They estimated
a loss of 50 per cent off from last year.
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They added that this
season was "one of our worst
on the boards."

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Efiacelel. artuare or round, $83

tat S. MAIN ST.

famous
Men's and Ladies'l

EW

reed like NEW!

Reconditioned - Guaran-

-7 -JEWEL Ring Watch FREE withany

26" ALL PLUSH BEAR

10" BEAR $4.80

Ladles', $14.95: Bien's Kite.

100% metal chrome finish, sure -fin action. Individually boxed. Can also be worn on

chaps.

Choice Rhinestone

FREE!

WALTMAN!

Choice Lot!

6 for $49

(for men and ladies') All colors available at $4.50 with expansion band. (Sample, 99c)

10 for $69

free new style Elbow, Shoulder, Wrist, Ankle, and Finger supports.

Guaranteed 100% (Sample, 59c)

BELL SPECIALS

26" ALL PUSH BEAR $21.00

All colors. One motives. Min.

(Buy 10 BEARS $4.90 each Free Shipping)

FLYING BIRDS

$4.10-

INCHES

(SWARM of 2000)

(Buy 10 SWARM of 2000 $12.00 each Free Shipping)

$21.00

35c per order, M. 24 or ext, available, P.O. Box Chicago.

BELL SALES CO.

1107 SO. HALSTEAD ST.

Chicago, III.

WORLD'S SMALLEST LITER

SMALLER THAN A PENNANT

With metallic, abalone or pearl finish, with or without gold label, your key chain or

brass bracelets. 25c each.

WATCH SPECIALS FOR 60 YEARS

60th Birthday, October 15th, 60-year Char-mer for just 75c each! Personalize any watch with name or date at just 75c each. Large selection of color pages, 1,250 are stock.

RESULT SALES

204 BOSTON AVE., NEW YORK 34, N.Y.
Coming Soon... the biggest buy in years!

Not One—But TWO
Powerful Forces to Sell Your Merchandise...

THE 1958 CHRISTMAS MERCHANDISE SPECIAL

AND

The Christmas Merchandise Reprint

BOTH DATED AND ISSUED MONDAY, OCTOBER 13

FINAL CLOSING DATE — — — WEDNESDAY, OCTOBER 8

OVER *60,000* SALESMEN

- WAGON JOBBERS — INDEPENDENT SALESMEN — VARIETY STORES — CONCESSIONAIRES — JEWELRY STORES — DEMONSTRATORS — DRUGSTORES — PITCHMEN — PREMIUM BUYERS — AND MANY OTHERS.

- READY TO DO THE BIGGEST CHRISTMAS MERCHANDISE SELLING JOB YOU'VE EVER KNOWN ! ! !

- AT LAST, A COMPLETE SELLING PACKAGE FOR TOP CHRISTMAS MERCHANDISE SALES, COMPRISING . . .

1—Your powerful individual Christmas advertising sales message in the regular issue of The Billboard.
2—Your powerful individual Christmas advertising sales message in the "Christmas Merchandise Reprint."
3—Special feature editorial on merchandise . . .

a—Jewelry, Rebuilt Watches  b—Small Appliances  c—Leather Goods
d—Holiday Party Merchandise  e—Religious Goods  f—Christmas Merchandise

NOW IS THE TIME TO START PLANNING

MERCHANDISE MANUFACTURERS—WHOLESALEs—JOBBERS—DISTRIBUTORS—

FINAL CLOSING DATE—WEDNESDAY, OCTOBER 8

WRITE—WIRE—PHONE THE BILLBOARD'S NEAREST OFFICE FOR MORE DETAILS!

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

St. Louis 1, Mo.
812 Olive St.
Chestnut 1-0443

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

Chicago, Ill.
188 W. Randolph St.
Central 4-9018

*50,000 BILLBOARD CIRCULATION — 10,000 CHRISTMAS MERCHANDISE REPRINTS
**Top 10 Hot Buys for October 1958**

**BINTO**

- Hoops
- Plastic Foam Glasses
- Door Bells
- Christmas Cards
- Rings

**Gotham Pen Co.**

- Wants Jobbers! **WANTS JOBBERS!**

**Hawaii’s TI PLANET LOGS**

- Whales
- Souvenirs
- Prizes
- Merchandise, Etc.

**Coming Events**

**B.ATION.**

- October 15, 1958

**PLASTIC FOAM NOVELTIES**

- Sensational Low Price! Direct from manufacturer.

**HOLA HOOPS**

- Sensational seller everywhere.

**Sweeping the Country**

- PLASTIC FOAM NOVELTIES

**Plastic Foam Discs**

- 36" x 1/4" - $14.40.

**INTRODUCTORY OFFER**

- 3 PAIRS FOR THE PRICE OF ONE.

**Under the Marque**

- Johnny Fullighen writes that Art Baltes and others of the Beauty Nine make up Johnny Fullighen, caught the Gil Gray Show at Albourey.

**Proven Moneymakers**

- Men’s Deluxe Watch Set, $5.50.

**Flexible & Extra-Light**

- 26" Bear $25.00.

- 30" Bear $35.00.

**GIVE THE UNITED WAY**

- The Sensational Carousel

**M. K. BRODY**

- M. K. Brody

**Flexi-Hoop**

- THE CRAZING ALL NATIONS

**ENGRAVERS**

- We have as usual a complete line of engraving jewelry. Strictly made in U.S.A. 100% quality.

**FOUR MUSKETEERS**

- The Hoop with a reputation for quality.
TALENT AVAILABILITIES

ATE: $c a word, minimum $1. CASH WITH COPY. Include all usual advertising style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. paper and lower ease.

IMPORTANT: In determining cost, be sure to count our name and address. When using a Box Number, The Billboard, allow six words for address and include additional $25 to cover cost of handling copies.

hands and Orchestras

DANIE RAND, HEADQUARTERS TELEPHONE, 257-4144
PO BOX 238, ENNIS, NEW MEX.

Hypnotists

JOE KASPER, 304 W. 34, STERVILLE, IOWA

Miscellaneous

AVAILABILITY OF NO PRECEDENT IN SHOW - EXCEPT BY MIRACLE, born at 79. Orchestral or A-1 show.

TENOR CLARINET - NEW, IMMEDIATELY AVAILABLE.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

Type or print your copy in this space:

Acts, Songs, Gags
Advertiing Socialites
Agents, Distributors Items
Business Opportunities
Cages and Bird Cages
Collectors Items
Costumes, Uniforms, Wardrobes
Food and Drink, Concession Supplies
Formulas and Plans
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For Sale—Secondhand Show
Fronts, Backs
Help Wanted
Instructiuns and Schools
Locations Wanted
Musical Supplies
Music, Records, Accessories
Names, Address, Business for Sale
Regular Classified Ad—20c a word. Minimum $4
Display Classified Ad—$1 per agate line. One inch $14
Talent Availabilities Ads—5c a word. Minimum $1
Classified and all Talent Availabilities ads must be paid for in advance.

NAME
ADDRESS
CITY
STATE

MAIL ON HAND AT

NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT

CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, III.

MAIL ON HAND AT

ST. LOUIS OFFICE
590 Arcade Bldg.
St. Louis 1, Mo.

Vaudville Artists

EXPERIENCED DANCERS, COMEDIAN, SINGERS, ACTORS, NEEDED FOR THE SONS OF THE EASTERN DODGEpins. Box 1, New York City.

Vocalists

A ROCK & ROLL SINGER AVAILABLE with professional stage experience. Phone 535-4141. Rev. Preucy Productions, P.O. Box 1, N.Y.

UNDER THE MARQUEE

While Carson-Berney circus was in the Denver area, Tom McCoy's trailer was damaged on one jump. Port Townsend and Shelton were banner days. Wayne Newman joined the circus in a pony role. This week Norman Anderson's hippo and Jack Knight's makes were in the New York tent. Many families from the Tacoma tent of CPA included Dan and Margaret Grace, Charlie and Bertha Milroy, Jack Vincent, Bud and Bonnie Neibelt, Bill Barnett, the Edwin Carboneauxes, and Doro McDonald and the Jack Boulders. Many families from the Twin Falls and Idaho shows traveled with Tom McCoy. Jack Lewis joined Carson-Berney as purchasing agent.

From Polack Bros., Kitty Kelly presented this report. Mr. Hammered Wazzan visited her child chess on the show. Astor and Fanning were on the WOCT, which was playing in Oregon and Washington. Waz Nack was in Alberta. Mrs. Marcus Palacio celebrated her third birthday on the show. Manfred Fritsch, Irma Palacio, Vickie Hannerford, Ethel Johnson, Joe Beene, and Ronnie Lewis were among those spotting a while at the show. Many Polish people vacated at Glacier National Park and other spots near Missoula.

The Great Wallendas, now with Clyde Bros. Circus, will be at Rapid City and Kansas City Shrine shows this fall.

Harry Shell has been at Sauqua, Wisconsin, calling for the circus with his steam calliope. Shell worked calliope for the showboats visiting Milwaukee and Chicago. His wife, Dorothy, is working them in September. She will be playing at Elkhart, Ind., where Marie Evans is to head up a local band aboard a Ringling bandwagon.
HEED DIFFERENCES
Type of Chain Is Important to Op

VENDING MACHINES
COMMUNICATIONS TO 138 W. RANDOLPH ST., CHICAGO 6, ILL.
SEPTEMBER 15, 1958

Cite Need for Better Sales Talk in Supers

MEMPHERE — Operator confusion on the proper sales presentation is chiefly responsible for failures to obtain supermark large orders, said Mr. Thomas, southern distributor, last week. Thomas offered some pointers to operators:

"Often an operator will approach a supermarket with the general idea, "I have got a machine to sell, let's go and show it to you." But he is not prepared to answer specific questions, said Thomas. Too often he simply furthers the idea, "This is the best I can do for you.""

"Realizing that it is often not easy to entice a customer to buy a machine along with him to supermark executives, Thomas has devised an alternative. Thomas thinks an operator should carry a follow up, in color, photograph, text and analysis, the like are contained.

"Sometimes the structure of the voluntary chain confuses the operator to the local store's approach. There's a way of talking away from making an approach to the operator. In some chains Thomas recommends operating off the records of a few of them for a period in any way, how anyone, anyway he thinks appropriate to his individual operation.

Voluntary and Retailer Chains

"Such a chain decides that bulk vending machines are worthless. It is not limited to exceptional conditions; an individual store owner can refuse to provide space for bulk vending.

Distrib speaks

$5 saved in direct buying are illusory

ATLANTA, Ga.—Operator has 2 cents in any direct from manufacturers in order to realize quantity discounts often available. H. B. Hutchinson, Southern Distributing Co., ruled Monday. The reason is that savings they make in the wholesale buying, they offset by an indirect loss in buying in large lots, he said.

Cava confab

Set for Nov.

CULVER CITY, Calif.—Both registration and admission to the annual exhibit will be free at the second annual confab and show of the California Automatic Vendors Association to be held at the Ambassador Hotel, November 22-23. B. J. (Bob) Grenier, association president, announced. He also said that all of the floor space had been sold.

Cite Example

Hutchinson cited as an example a feature where a feature was selling for $15 per thousand. If the operator buys a 5,000 he can save himself $12.50. If 100 feature charms are put into a machine, the operator can fill 50 machines with the new feature charm. Hutchinson stated that an operator is doing good business if his machines are from one to two-thirds empty when serviced every seven or eight weeks. This method should last the 50 machines 75 percent of their time. But he added that the other 25 percent of the time a machine is empty, the operator will lose the dollar or more which the machine is not producing.

BULK VENDER

REPORT FROM ST. LOUIS

BY JOHN HICKS

Machines that emptied in month five years ago took a long time to fill in 1956, said Joseph Hoedel, J & J Vending Co. But he reported that although he has increased the revenue of the machine from the point one to three years, he has actually been dropping the number of machines because he is more interested in investing in new machines and increasing his revenue, he stated. On the other hand, an operator may put as much of the entire lot as possible in a machine, and his alternative generally loses sales because the charm's popularity decreases before it is dispensed than it does when the machine is sold.

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An operator, buying feature charms in large lots will often keep going back to the same manufacturer because he said, "Money tied up in inventory is a pain. If you are investing in new machines and increasing your revenue, you stated. On the other hand, an operator may put as much of the entire lot as possible in a machine, and his alternative generally loses sales because the charm's popularity decreases before it is dispensed than it does when the machine is sold.

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SEPTMBMER 15, 1958

THE BILLBOARD

EWWNT SAVED IN DIRECT BUYING

\$5.00 on 50 or more

\$6.00 on 100 or more

3 for $4.50

SURE-LOCK, the perfect capsule... Outdistributing done! Send 100 or more.

110 high quality filled capsules...

Important: Do not mix Capsule Machines with Sure Lock, as Sure Lock will not work in them...

THE PENNY KING

Company

2310 W. Revard, Indianapolis 8, Ind.

World's Largest Selection of Small Change

NATIONALS SALES HEADQUARTERS

"FOR ATLAS-MASTER PENNY-MACHINE MACHINES"

WE HAVE

OAK'S "PREMIONEERTS"

SOUTHERN ACORN SALES

1035 E. 18th Ave.

P. O. Box 504

Charlotte, North Carolina

Introducing A SURE HIT!

oak's LI'L LEAGUER

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The factoring ball game is right on the front of the machine to attract the eyes and interest of the customer. The machine provides a sun filled game while it sends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

west coast factory sales

OPERATORS VENDING MACHINE SUPPLY CO.

2033 South Grand Ave.

Los Angeles, California

OAK MANUFACTURING COMPANY, INC.

1412 KNIGHTBRIDGE AVE., CULVER CITY, CALIFORNIA

Vend... the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a week—when you subscribe to Vend—the magazine of automatic merchandising for low-cost, automatic sales.

Vend Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

$1 year at $10

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Name: ____________________________

Address: ____________________________

City: ____________________________

State: ____________________________

Occupation: ____________________________

MONTHLY FEATURES

Candy, Gum & Confetti Tobacco Supplies Confectionery Trade Trends Industrial News Food Product News Press Articles

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

WANT TO BUY Vending Machines

Acorns

Atlas 1c and 5c

Vendors

Candy Machines

Northwesterns

Counters Gumes

Sanitary Vendors

All Models

The NORTHWESTERN CORPORATION

9515 S. Armistice St., Morrist, Illinois

MEMBER, NATURAL VENDING MACHINE DISTRIBUTORS, INC.

RAKE COIN MACHINE EXCHANGE

409 Spring Garden St.


ELECTRONICS

Acorns

Atlas 1c and 5c

Victors

Candy Machines

Northwesterns

Counters Gumes

Sanitary Vendors

All Models

THE NORTHWESTERN CORPORATION

9515 S. Armistice St., Morrist, Illinois

用电器的人们在内部放置这个新的特色商品，以达到对顾客的吸引，使他们在点餐时能够看到这个特色商品。Hutchinson feels that the practice of direct sales to operators is helping break the expansion of the bulk vending industry. Distributors are in a position to build the industry, and the essential of customers direct sales is responsible for an interest initiative on the part of many distributors, he said. Many distributors are necessary to set up routes of their own which they can rely upon as a source of steady income, he said. Distributors do not like this alternative, he said. They must divide their energies between the different businesses, where they would be more efficiently concentrated on distributing alone.

Hutchinson cited reasons why he believes distributors are in an ideal position to handle bulk vending. They are intimately acquainted with local conditions and we aware of the pitfalls of the other operators are apt to fall into, he said. They know best how an operator can finance new equipment, are aware of sanitation, taxation, and getting ordinances in their area, and knows what types of products and equipment are likely to be successful in their areas he said.

In return for a higher price, the operators can usually get a larger volume of products from the distributor and further is able to expand his route by keeping the maximum amount of capital invested in new equipment rather than inventory, said Hutchinson. He stated in conclusion that the bulk vending industry could triple in size within the next five years if distributors were in a position to devote their entire energies to a distribution alone.

**Heed Differences**

There are big profits in GUM

**THE KEY TO BIG PROFIT IS**

2 PENNY VENDING

with Northwestern

**BIG SAVINGS ON BALL AND VENDING GUMS**

Some fine flavors,

Centers and Counters

Direct LOW Factory Prices

Bottles, Jars, 150 ct.

Chewy Gum, 150 ct.

Chiclets, 150 ct.

Chiclets, 300 ct.

Chiclets, 500 ct.

Cracker Jack, 260 ct.

Candy, 200 ct.

Candy, 350 ct.

Candy, 500 ct.

Candy, 600 ct.

Candy, 1200 ct.

Chicle Chicks, 320 & 520 ct.

**TAB**

You'll hit the jackpot with this wide selection of novelties. Send your list of All Machines and Lowest Prices Wanted. We pay top dollar.

**THE WAY TO WIN**

**SURE-LOCK, the perfect capsule... Outdistributing done! Send 100 or more.**

110 high quality filled capsules... Important: Do not mix Capsule Machines with Sure Lock, as Sure Lock will not work in them.

**THE ONLY BILLBOARD—**

Among over-all entertainment mediums—a member of the AMUSEMENT MACHINES CIRCULATION.
MUST CATER TO SPECIAL RURAL VENDING NEEDS

GOODLAND, Kan. — Rural vending is successful to the extent that operators know the special preferences of their potential patrons, and those by all means, has a route in West Kansas border.

Since both the number of locations and potential customers are sharply limited, the way to make vending a practice of maximum diversification lies in the proper selection of the available market. Added sales can only be found to be the best way of complementing the possible scarcity of locations.

However, cigarette, candy, soft drink and bulk vending operators cannot be automatically put on location in specialty locations. The hundreds of millions of motorists, and even more of cigarette, candy, and soft drink vending operators, cannot be automatically put on location in specialty locations. The number of locations in filling stations, service stations, and other specialty locations is limited, and the vending business is limited by the number of locations in filling stations, service stations, and other specialty locations.

Schweitzer also has a number of locations in filling stations, service stations, and other specialty locations. He has discovered that candy vending machines were the best sellers, and that the few people in these areas have little opportunity to eat fruit, and that the few people in these areas have little opportunity to eat fruit.

Get IMMEDIATE delivery of these KEENY Vendors:

* 100-cc combination
  Hot Coffee/Chocolates
  Soft Drink/Candy

In New Circulars

Lucky Dime Chance

Get IMMEDIATE delivery of these Vendors:

* 100-cc combination
  Hot Coffee/Chocolates
  Soft Drink/Candy

In New Circulars

Lucky Dime Chance

Experience confirmed our expectations. This Lucky Dime Chance is tremendously successful.

$13.75 per 1,000

People believe in Luck and your Lucky Dime on their Keychains.

New for Additional Income

ADVANCE AMCO
HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product. This vending machine dispenses a quality comb for 10c, and is designed to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

- Diameter of comb: 1 1/2 inches
- Length of comb: 3 inches
- Width of comb: 3/4 inches
- Thickness of comb: 1/16 inches
- Material of comb: plastic
- Color of comb: black
- Number of combs in vending machine: 1000
- Size of vending machine: 15 inches x 15 inches x 15 inches
- Weight of vending machine: 50 pounds
- Voltage: 110 volts, 60 cycles
- Amps: 1.5
- Maximum capacity of vending machine: 1000 combs
- Minimum capacity of vending machine: 500 combs
- Operating temperature: 40°F to 100°F
- Storage temperature: -40°F to 150°F

PRICE OF MACHINE

- Single: $25.00
- Multiple: $23.50 per unit

PRICE OF COMBS

- 1 to 19 combs: $0.02 each
- 20 to 49 combs: $0.015 each
- 50 or more combs: $0.01 each

Immediate Delivery on Machines and Combs. Order Today!

Write for information on other types of vending machines & merchandises.

J. SCHOBACH
715 Lincoln Place, Brooklyn 16, N. Y.
## Coin Machine Price Index

### How to Use the Index

**HIGHs AND LOWs** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equally described machines. A machine has been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of September 5, 1955)

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or to offer an authoritative reflection of the "true" price of 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 of location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation of all prices of which a machine has been advertised for the period indicated and reflects the downscale and upscale price range. It indicates the "true" average between the "high" and "low." High and low prices indicate price range, and mean average gives the price level at which most of the machines are advertised for. Therefore, when the mean average is "high," it indicates the "true" or "distracted" price probably for "as is" or "distracted" equipment.

## Music Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>45 RPM</th>
<th>78 RPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-80</td>
<td>45 RPM</td>
<td>78 RPM</td>
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</table>

## Shuffle Games

<table>
<thead>
<tr>
<th>Model</th>
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<th>78 RPM</th>
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</thead>
<tbody>
<tr>
<td>Bowler</td>
<td>45 RPM</td>
<td>78 RPM</td>
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<table>
<thead>
<tr>
<th>Model</th>
<th>45 RPM</th>
<th>78 RPM</th>
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</thead>
<tbody>
<tr>
<td>Ball</td>
<td>45 RPM</td>
<td>78 RPM</td>
</tr>
</tbody>
</table>

## Arcade Equipment

<table>
<thead>
<tr>
<th>Model</th>
<th>45 RPM</th>
<th>78 RPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinball</td>
<td>45 RPM</td>
<td>78 RPM</td>
</tr>
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- How to Use the Index
- Music Machines
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- Arcade Equipment
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Music Collections Holding Own in Phil.

Near-Solid Dime Play and Minimums

Cushion Effects of Business Recession

PHILADELPHIA—Despite a business recession which has hurt game collections here, juke box sales are holding up fairly well, according to Nat Sowell and Bill Adair of the Eastern Music Systems, the local Sewell distributor.

Two factors have been responsible for the cushioning of the recession as far as music operators are concerned: there are fewer salesmen doing in-home, dime play and weekly minimums.

One new development this year is getting the first $20, with the location getting the second $20 and all revenue above that split down the middle. On used equipment, the weekly minimum generally runs about 2 per cent of the value of the equipment.

No Guarantees

Adair pointed out that while many operators set minimum guarantees, the minimum guarantee is apt to rub the location owner the wrong way. If the minimum is not reached, the operator takes just what is in the coin box. If the guarantee is not met, the location owner must make up the difference between the guaranteed amount and the agreed guarantee.

He explained that with the guar-anteed income in force, the location owner is asked to take no more risk than the location owner. Adair contends that will build at such a proposal.

As in most other areas, location loans are not a problem to Philadelphia music operators. Also, at low-interest rates, loans are sometimes given to location owners for as long as 2 years. Any subsequent loan requests are at 6 per cent discount.

Loan Danger

Sowell and Adair pointed out that the minimums, while they lend money to a location, the money is at a psychological line on the part of the operator. When a location operates over an operator money, the operator may be reluctant to give the location new equipment or to upgrade the juke box.

The operator may feel that he has enough money tied up in location and that any new equipment in the stop may not be warranted by the revenue the location produces.

This account, of course, has one basic flaw. That is, that failure to have a location place on a minimum guarantee equipment will result in lower sales and, in the longer run, will be that much more difficult to counteract by advanced promotions.

Some of the more astute operators here are upgrading equipment at regular intervals without being prompted by the location owner. This not only builds up a reserve of good will for the operator, but builds up profits too.

Smaller operators in the area operate about 5,500 juke boxes, about 50 per cent of which are one-dime play. Virtually all machines in the downtown area are under 10 cents. About the only nickel slots left are on teenage locations.

Colo Ops Plan Meet Sept. 22

DENVER—The Colorado Music Operators Association will meet September 22 at the Hotel Fox for the annual election of officers and a discussion of games in laws and a reunion of the year’s social events.

Jack Arnold, of American Amusement Company, Aurora, is retiring president, and will moderate the proceedings.

The association announced its membership now constitutes about 70 per cent of the operators in Colorado.

(Continued on page 108)

OAKLAND, Calif. (Improves appears excellent that a national insurance plan negotiated by Musicians’ Friends Association for its membership will go into effect as scheduled. This is according to Mio Oh, George Miller.

MFIA has received over 400 applications from its membership and it is confident it will come up with the required $50,000 needed for initiation of the program.

The life insurance plan, long an objective of the Musician’s Union, is being underwritten by the California Life Insurance Company, and will go into effect on July 1, 1958, according to San Francisco insurance advisors.

No Physical

Basic coverage plan provides $10,000 life insurance policy for $500 annual premium. No physical examination is needed for MOA Nears Minimum Enrollment

On $10,000 Life Insurance Plan

400 of Required 600 Applications Received;

"Will Go Over Top by October," Says Miller

You Can’t Miss

Finding Many

Bargains

in the

Classified

Section.

This issue.

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No Physical

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This Is "MONEY MUSIC" for YOU

WURLITZER

Stereophonic Sound

Wonderful for Landing New Locations - Terrific for Expanding Present Location Earnings

All you have to do is HEAR Wurlitzer STEREO PHONIC SOUND to know its sheer, money-making magic. Demonstrate it to a location and you're IN. Have it in a location and, overnight, your earnings rocket up to new levels.

This is sound in DEPTH. A NEW DIMENSION in MUSIC that makes a tremendous hit with patrons. And its appeal will pick up even more amazing momentum as more and more stereo pop singles become available.

DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer Coin System accepts coins of five to fifty cents in combination to allow selective dual pricing at the phonograph.

THE WURLITZER STEREOPHONIC MUSIC SYSTEM OFFERS YOU

1. SIMPLICITY—Only two main components. Any current Wurlitzer Phonograph—plus—a stereophonic companion unit with comparable speaker output.

2. COMPATIBILITY—Plays both Stereophonic and Monaural records to the full range of their recorded performance.

3. EASY INSTALLATION—Each Wurlitzer Stereophonic Unit is complete. Can be quickly installed on location.

HURRY... HEAR IT... AT YOUR WURLITZER DISTRIBUTOR

THE WURLITZER COMPANY Established 1856 • NORTH TONAWANDA, NEW YORK
COIN CALENDAR

Association meetings scheduled. Check for changes.

September 15—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
September 17—Amateur Equipment & Owners Association of Indiana, monthly meeting, 550 Broadway, Gary
September 17—New York State Operators Guild, monthly meeting, Gov. Clinton Hotel, Kingston.
September 17—Eastern Phonograph Merchants Association, 2518 Dekalb Street, North Tonawanda, N. Y.
September 23—Phonograph Merchants Association, monthly meeting, Fullamdeo Hotel, Cleveland, O.
September 28—Eastern Ohio Phonograph Operators Association, 440 Rush Boulevard, Youngstown, O., Executive Board meeting.
September 28—Central States Phonograph Operators Association, monthly meeting, 605 Main Street, Peoria, Ill.
October 1—Springfield Phonograph Operators Association, monthly meeting, association headquarters, Springfield, Ill.
October 3—Mississippi Operators Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, 130 N. Ironwood Drive, Mishawaka, Ind.
October 1—Summit County Music Operators Association, monthly meeting, Akron, O.
October 2—California Music Merchants Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.
October 8—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
October 7—Washington Music Merchants Association, monthly meeting, Seattle.
October 7—Ambrosia Music Operators Association, monthly meeting, Wilkins-Barre, Pa.
October 8—Central Ohio Juke Box Operators, monthly meeting, offices of Rahn Music Company, Middletown, O.
October 9—Massachusetts Music Operators Association, monthly meeting, Beaconfield Hotel, Boston.

You'll live the way it plays and pays!

Mechanically correct...beautifully styled...in colors that blend into every decor...delivering richest high-fidelity sound...

the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

For long-lasting harmony between operator and location...for continuous profits year after year, cover your territory with Music by United. Write for details.

RAYMOND LOEWY

UNITED PHONOGRAPH MODEL UPB-100

UNITED MUSIC CORPORATION
540 NORTH CALIFORNIA AVENUE - CHICAGO 10, ILLINOIS - CABLE ADDRESS: UNICORP

COINMEN YOU KNOW

BEN OLLMAN

The Hi, son of one of the veteran coinmen, was last week at the St. Louis Show. According to Aunt Iris, coin machine business is up. The Ollman boys never really bust in very loudly; they just slip away. Dave, Ben's sister, is due to arrive in the next week or two.

Dr. J. Bitter, long-time coin machine technician in this city, is taking a vacation down in the Chesapeake area. He'll be back in time for the show.

Raymond Scharff was at the E-Z Pay in the West Loop doing the coin change. He's a goodie, that one.

Tony Kapul, sales manager for Central Distributors, returned recently from a two-week business trip that extended from Southeast Missouri to Blytheville, Ark. Confident that business will gain momentum soon, he reports, "Business is not there if you go and get it."

Boston

BY CAMERON DUNAW

New arrivals and holiday trips are taking the spotlight these days in the music industry. While business generally is a bit off, there are signs that it is on the up. Well, there was news from the CBD yesterday that the next few weeks will be the best in a long time. That's right, the next few weeks will be the best in a long time. That's right, the next few weeks will be the best in a long time.

A girl was born to Paul O'Brien and his wife of Globe Vending Company, Quincy. She has been named Paula. A sad event followed the birth when Paul's father died after a long illness.

David J. Baker, of Mel-Tone Vending Company, Arlington, finds it more convenient to be without his beard, which was getting to a fine stage. Dave, who is president of the Music Operators' Association of Massachusetts, announced that Monday, November 10, is the date for the third annual MMOA banquet and entertainment at the D'Artagnan. Top talent is being secured for the event, which will be held at the Sheraton Hotel, Boston. MMOA's next meeting is set for September 11. The meeting, Gov. (Tinton Hotel, Springfield, Ill.

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You'll live the way it plays and pays!

Mechanically correct...beautifully styled...in colors that blend into every decor...delivering richest high-fidelity sound...

the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

For long-lasting harmony between operator and location...for continuous profits year after year, cover your territory with Music by United. Write for details.

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UNITED PHONOGRAPH MODEL UPB-100

UNITED MUSIC CORPORATION
540 NORTH CALIFORNIA AVENUE - CHICAGO 10, ILLINOIS - CABLE ADDRESS: UNICORP
RECESSION HITS OPERATORS HARD; SOME TURN TO CIGARETTES TO BOLSTER GROSS

Baltimore Game Collections Running 50% Behind Last Year

The game features contact, the gun and cabinet?

The game features contact, the gun and cabinet?

The game features contact, the gun and cabinet?

The game features contact, the gun and cabinet?

The game features contact, the gun and cabinet?
IT'S LOADED

WITH BUYING POWER . . .
AND SALES POWER . . .
to get fast action . . .
to sell equipment and services . . .

Yep, it's a double-barreled opportunity for sales-minded advertisers.

When competition is tough, as it is today, remember you always get more for your money in The Billboard.

Week after week, month after month, year after year, coin machine distributors choose to place the bulk of their trade-paper advertising in the columns of The Billboard. In 1957, coin machine distributors placed 78.8% of their advertising in The Billboard and only 21.2% in other trade publications.

Why? Results!

REGULAR
ADVERTISING RATES
APPLY

Your
Nearest
Billboard Office

Chicago 1, Ill.
188 West Randolph St.
Centr.

Dick Ford, Jack Sloan, Dick Wilson

New York 36, N. Y.
1564 Broadway
Plaza 7-2800
Murray Dorf
JOE ASH SAYS:

Question: How does the Wico Corporation's service department handle the large number of parts and accessories for pinball machines, which accounts for a major portion of Arcade receipts, and what is the role of the Wico Corporation in this scenario?

CHICAGO—Quick shipment of up to 10,000 different types of coin games and joke box parts yearly to points throughout the world is the role of the Wico Corporation's service department because the firm handles from 150 to 200 orders daily, the average order calling for eight to 10 types of items.

Key to this unique service is the fact that operator or distributor can obtain any part for any coin machine quickly without hopping from store to store. The Wico firm handles parts for all major pinball lines and most lines of poke boxes.

With thousands of different parts available, most calls center on a group consisting of about 40 cents of the total. These are listed in Wico's parts catalog. According to Ed Ruber, Wico's national account manager, most parts are most often called for:

- What kind of parts are most frequently in demand? Ruber can break down the list generally, game-by-game.

Pin Game Requirements

Calls for pin game parts center on rubbers, springs, coil, lock, up arm, re-sets, arm, balls andTOKENS.

BOWLING games call for replacem-
ent of bowling pins, plastic shields, rubber shields, balls, motors, back
- glasses, in addition to many of the same basic parts called for on pin games. Convert-
ers also noise individual motors into pin balls, and calls came in for bowling ball reset motors, ball lift motors and score motors.

Baseball games draw replacement parts for bat, balls, coat backs and large and small solenoids.

Baseball games require replacement of bat, balls, coat backs and large and small solenoids.

Baseball games require replacement of bat, balls, coat backs and large and small solenoids.

Baseball games require replacement of bat, balls, coat backs and large and small solenoids.
Baltimore Game Collections

- Continued from page 110

RSR P-1,000,000 NEVR RIDES!

*NEW RIDES*

All Equipment - Reconditioned and Animal Ride

ACE HIGH
ROYAL FLUSH
SILVER CROSS
ROCKET SHIP

1411-13 Diversity, Chicago 14, Illinois

National Coin Machine Exchange

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.

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- Continued from page 110

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National Coin Machine Exchange

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.

Bingo Mechanics

No Drifters! Good Pay! Steady Work!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois
PHILADELPHIA — More than 1,000 members of the coin machine industry and allied fields were guests of Congressman Louis J. Rechtshafer, and American Coin and game distributor, at a moonlight dinner cruise on the Delaware River, Sunday, 7th.

Rechtshafer’s guests aboard the S.S. Pennsylvania included game and box distributors, recording people, disk jockeys and their families. Entertainment was provided by Chancelar Records, Andy Sands and Pat Laut, with the Levels and Tod. Rechtshafer in charge of the other performers.

Rechtshafer was among the area’s top disk jockeys, including Larry Brown, Bill Camper, Ronnie Thompson, Ray Williams, Red, Bantam, Red Schwartz, Jack La Marx.

Doors were awarded to the guests, and the new AMI on the boat was set on free play.

The banking profession was represented on the cruise by Ray Er, president of the Broad Street Trust Company.

A. J. Rechtshafer, Veteran Hartford Coinman, Succumbs

HARTFORD, Conn. — Abraham J. Rechtshafer, 70, one of the pioneers of the Connecticut coin machine industry, died here Sunday after a long illness. He was president and founder of the Reliable Coin Machine Company here.

A native of Austria, Rechtshafer was born in Hartford for 42 years. His only son, Herbert, was killed in action in Belgium during World War II.

Surviving are his widow, Mrs. Molly Baruch Rechtshafer; three daughters, Mrs. Joseph Roth, Mrs. Louis Alpert and Miss Frances Rechtshafer; four brothers, Israel Rechtshafer, and four granddaughters.

Funeral services were held at the chapel of the Tawney Memorial, with burial at the Aaron Welfare Cemetery.

Paul Rechtshafer, Toby Berger Wed

HARTFORD, Conn. — Paul Rechtshafer, vice-president of the Music Operations of Connecticut and executive of the Reliable Coin Machine Company here, was married to the former Toby Berger of Hartford. The wedding took place in Boston.

Rechtshafer has long been an active in the Music Operations of Connecticut. The couple is on a Canadian honeymoon.

BOULDER, Colo.—A dozen five-ball pin games in the huge Student Union at Colorado State University last year when the school instituted its own phonograph in the Student Union, which includes two large restaurants and most of the college’s industrial exception facilities. While Deines would have preferred to keep the machine, he sold a new 300-play Wurlitzer phonograph in accordance with the regents’ wishes —but with the understanding that he be allowed to keep the games.

The veteran Colorado developer thought at first that the location, because of practically unlimited space, would be an ideal spot for students. Actually, however, as things turned out, college undergraduates “stayed away from pin machines in droves,” and it had been five-ball, single-player-piner ball games which show consistently best results. Deines reports his highest play in his operating history being returned from the campus center. Play is so heavy, in fact, that some students getting plenty of “breaks” and free time between classes, that most of the pinballs must be replaced in less than half of the usual depreciation time.

N. Y. State Assn Meets on Oct. 2

ALBANY, N. Y. — The second meeting of the New York State Coin Machine Associations will be held in the South Room of the DeWitt Clinton Hotel here, 3 October 2.

On the agenda is the election of officers, records burned, college laws, a discussion of ASCAP legislation and local and state tax problems.

Groenteman, Polak To Return in Oct.

PHILADELPHIA — Sal Groenteman and Al Polak, partners in the International Amendment Company here, were back from Europe in October. Both men had spent several months in the company’s Belgian office supervising the European end of the business.

Hart G. Groenteman, International Amendment executive reports that the firm’s branch in Europe and North Africa are running substantially ahead of 1957 and that pinball games are the biggest export item.

Groenteman said that local collectors had plunged during August, business has been improving this month.

Last week, Mrs. Grant gave birth to their first child, Briar David Grant.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH $110.00 VARIETY $70.00
BIG TIME 100.00 GAYETY 60.00
GAY TIME 90.00 SURF CLUB 50.00

Bingo Machines

FRANK MILLER, Dept. R-6

IMMEDIATE DELIVERY 10 Depots

SUPERIOR SALES CO
7855 Stony Island Ave. Chicago 8, B.A. 1-1966
Rosen Is Host
On Cruise for Pa. Coin Trade

PHILADELPHIA — More than 1,000 members of the coin machine industry and allied fields were guests of the famous, local AMI and game distributor, at a noon luau on the Delaware River, Sunday (7).

Rosen's guests aboard the S.S. Josephine enjoyed games and recorded music in the boat's main, disk jockeys and their families' entertainment was provided by Chairman Alcorn Joyns and Pabian, with the Parades and Tedd Richards among the other performers.

Attending were the area's top disk jockeys, including Larry Brown, Bill Cameron, Bernie Thompson, Joe Williams, Red Benson, Red Schwartz, Jack LaRue.

Door prizes were awarded to the guests, and the new AMI on the boat was set on free play.

The banking profession was represented on the cruise by Ray Errett, manager of the Broad Street Trust Company.

A. J. Rechtshafer, Veteran Hartford Coinman, Succumbs

HARTFORD, Conn. — Abraham J. Rechtshafer, 70, one of the pioneers of the Connecticut coin machine industry, died here late (7) after a long illness. He was president and former owner of the Reliable Coin Machine Company here.

A native of Austria, Rechtshafer was a resident of Hartford for 42 years. His only son, Herbert, was killed in action in Belgium during World War II.

Surviving are his widow, Mrs. Maddy Barach Rechtshafer; three daughters, Mrs. Jack Roth, Mrs. Louis Alpert and Mrs. Frances Rechtshafer; and two brothers, Israel Rechtshafer, and Fred Rechtshafer.

Funeral services were held at the chapel of the Jewish Mortuary, with burial at the Atlantic Western Cemetery.

Paul Rechtshafer, Toby Berger Wed

HARTFORD, Conn. — Paul Rechtshafer, vice-president of the Machine Operators of Connecticut and an executive of the Reliable Coin Machine Company here, was married to the former Toby Berger of Hartford. The wedding took place in Bohemia.

Rechtshafer has long been active in the Coin Operators of Connecticut. The couple is on a Canadian honeymoon.

Student Union Top Location

BOULDER, Colo.—A dozen five-ball pin games in the huge Student Union building were problems last year when the school insisted on owning its own photograph in the Student Union, which included two large restaurants and most of the college's student recreational facilities.

While Deines would have preferred to keep the machine, he held a new 50/50 Wuritzco phone in accordance with the school's wishes.

The veteran Colorado operator, thought at first that the location, because of practically unlimited space, would be an ideal spot for lunar astronauts. However, however, things turn out, college undergraduates "stayed away from the bowler in droves," and it has been five-ball, single-player pinball games which show consistently the best results. Deines reports that his pinball is in heavy play in his operating history being returned from the campus center. Play is so heavy, in fact, with students getting plenty of "breaks" and free time between classes, that most of the pinballs must be replaced in less than half of the union's Operation time.

M. S. GISSER

20 29 BINGO

$10.00

41 BINGO

$10.00

90.00 SURF CLUB

50.00

SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH

$110.00 VARIETY

$70.00

BIG TIME

100.00 GAYETY

60.00

GAY TIME

90.00 SURF CLUB

50.00

Immediate Delivery. 15% Deposit.

FRANK MILLER, Dept. R-6

SUPERIOR SALES CO

7858 Stony Island Ave., Chicago, Ill. Appt-1-1616

14 Ft. Bowling Alley

$345

Clapper S. A.

$155

Lighting S. A.

$25

2 Chief Shuffle Alleys. Ea. $95

2 Feature Shuffle Alleys...

$60

1 M. Bowling Lane, 3 piece... $235

2 Blue Ribbon Shuffle Alleys. Ea. $150

3 Chief Shuffle Alleys. $115

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc.

865 N. High St. Columbus 6, Ohio.

TEL.: Ambassador 8-8990

September 15, 1958

Shuffle Alleys

Clean—Checked—Cleared

United

14 Ft. Bowling Alley... $345

Clapper S. A. . . . . . . . $155

Lighting S. A. ... $25

2 Chief Shuffle Alleys, Ea. $95

2 Feature Shuffle Alleys... $60

1 M. Bowling Lane, 3 piece... $235

2 Blue Ribbon Shuffle Alleys. Ea. $150

3 Chief Shuffle Alleys. $115

Now Delivering

The New

DELUXE

6-POCKET POOL

Valuable features: Metal frame, glass ends. Features: pool investment in gift, everything a family of four needs.

8 Ball, 9 Ball, 10 Ball.

$375.00

$375.00

$125.00

$125.00

CRANDON

COURT

2100'5

4221

$100.00

$100.00

$60.00

$60.00

$10.00

$10.00

Cleveland Coin Machine Exchange, Inc.

C. S. Gisser (Sales Manager)

2393 Prospect Ave (Cleveland 15), Ohio

All Phones: Tower 1-6175

Pennsylvania included

Richard Metz among the

In 1938, Mrs. Jacob Barasch

Rechtshafer, vice-president

Board of Education.

of students "stayed away from

The firm's export sales

A. J. Rechtshafer,

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Now! A Multiple Player Game With 4 Flippers...
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Exciting New Scoring Game With
FAST ACTION and FAST PLAY!!

CRISS×CROSS HOCKEY

Every Time A Player Completes A Card A Letter In H-O-C-K-E-Y “Lights-Up” For Additional Scoring!

FEATURING “CRISS CROSS” BONUS SCORING with 9 BONUS SCORING COMBINATIONS...

MORE EXCITEMENT COMING YOUR WAY!!

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Has A Complete New Series OF BOWLING GAMES On The Way!!

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Has A Complete New Series OF BOWLING GAMES On The Way!!

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
GOLF CHAMP combines the smooth-shooting skill-appeal of official golf with the trick-shot appeal of miniature golf... attracts all types of players.

Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.

9 SHOTS
10¢
1 OR 2 CAN PLAY
2 FT. BY 9½ FT.

Get in on the ground floor of the golf boom. Get Bally GOLF CHAMP today.

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
NEW REPLAY GAME!

JUPITER

SHUFFLE ALLEY

SCORES IN MILLIONS

Bouncing Rubber Balls Score Replays
3, 4 or 5 IN-A-ROW—ALSO 4 CORNERS

VERY QUIET

VERY FAST

LITE-A-NAME FEATURE

ADJUSTABLE

5 OR 10 FRAME SINGLE PLAYER GAME

LARGE PUCK

DROP-CHUTE COIN MECHANISM

WITH

NATIONAL REJECTOR ON PULL-OUT DRAWER

LARGE CASH BOX

REGULAR AND REPLAY MODELS

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SEE YOUR DISTRIBUTOR

APPROXIMATE SIZE:

7 1/2 FT. LONG
2 FT. WIDE

Shipping Weight (Crated)
370 lbs.

EASY TO SERVICE
MECHANISM
LOCATED IN
BACK-BOX

10¢ PLAY
both Seeburg music systems are equipped with Dual Programming and Dual Pricing

**DUAL PROGRAMMING MEANS**

"MUSIC FOR EVERYONE"

Current releases on singles are programmed under appropriate classifications in the lower display panel. Show tunes, standards, jazz and classics are programmed in the brilliantly illuminated upper display panel.

**DUAL PRICING MEANS**

INCREASED EARNINGS

Dual pricing compensates the operator for the additional time required to play EP albums. With Seeburg Music Systems singles are programmed at one price and EP album records (two tunes per side) at a proportionately higher price.