Dealers Tab Top Year for Phonos

Survey Results Should Spark Firms To Gird for Higher Production Quotas

By RALPH FREAS

NEW YORK—If dealer opinions about the future of the phonograph industry are any weight—and who can have better opinions on the subject—then the phonograph industry is ready to move into one of its most profitable years. That's one of the stand-out facts revealed by The Billboard's survey of phonograph dealers, an annual feature of its NAMM Theater issue. A complete analysis of this survey, including best-seller tabulations in various categories of phonographs and other equipment, can be found in the special supplement section. Of almost two-thirds of the dealers (63 per cent) look to phonograph sales to increase next year. Coming from the traditionally conservative group which had little appetite for stereophonic disk playing systems in the first place, this bit of news should cause phonograph firms to gear to higher production quotas. It should also hearten disk firms who get a dollar more—after the fact—for their two-channel product.

Why the Optimism? Why do dealers feel so optimistic? To find the reason, look at another survey question — "Has stereophonic been effective in increasing your business?" The dealers believe it very effective, having been strongly that it has. Almost 60 per cent of the respondents on the survey give stereo the credit for a higher sales volume. Current dealer opinion is in direct contrast to the way they felt during last year's fall selling season. At that time, The Billboard checked 12 major markets to find out how sales were going and what immediate prospects were. The answers ranged from "disappointing" to merely "good." Only two markets were strong enough to report "excellent" stereo sales. In these same dealers in the "disappointing" markets, stereo sales climbed at phonograph firms for bringing out stereo before the public had been fully sold on "High Fidelity." These unhappy dealers pointed out, perhaps rightly so, that the high fidelity market had only just been scratched; they were just starting to make some progress and along came stereo to confuse the public and muddy the sales picture. How times have changed.

Distributors' Preference

The Billboard survey also contains some enlightening views on the "type" of stereo phonograph unit dealers prefer. Without question, the customer wants most will probably come as a shock to record manufacturers that they've been designing their units in direct opposition to the dealer's idea of what the public wants. Five out of 10 dealers think a top-dollar cabinet, priced between $50 and $100, would be the hottest seller. Won't the American

(Continued on page 14)

New Dealers Tab Top Year for Phonos

Summer Smashes

NEW YORK — Leave it to Audio Fidelity's Sid Frey to come up with the far-out ideas. He's telling the dealer visitors to this year's NAMM Show not to buy phonograph lines unless they'll track his "First Component Series" of stereo records.

The Peck's Bad Boy of the audio world, in handing down this exhortation, warns that a phonograph is "completely without value" unless it has an Audio Fidelity disk. He further stated that "If it does, it is sure to sell well."

So, manufacturers, if you are some-where near set-to-set with a copy of the Dukes of Dixieland, don't take the advice of that old, tin gone berserk. It's only a dealer giving your product a "Sid Frey" check-out.

Dealers Tab Top Year for Phonos

NEWS OF THE WEEK

Dealers Survey Tabo

Dick Stocking Habits... The lines carried by dealers in depth, the number of records they carry of hit LPs and steady sellers, the ratio of stereo to mono, etc., are all shown in a recent survey of over 100 dealers conducted by The Billboard. (Continued on page 4)

New DJ Greg Skedules 1st Meet

In Milwaukee Next Month... Deejays from all parts of the country will meet in Milwaukee July 18 and 19 to organize an International Association of Disc Jockeys, a non-profit organization. The met will elect officers, and a National Board of Directors, ratify a constitution and bylaws and map out a membership campaign.

Distribution, Promotion Changes Keyed to Last High Sales Peal... Continuing relatively low level of single sales is having its effects on traditional exploitation and marketing processes. Deejays are noted as being more selective in discs they expose and distributors are exercising more care than heretofore in new labels they take on. Distribution deals for new small labels are also being made more frequently with established firms.

Buying Keys Faith Of Showmen for Big Outdoor Season

Spotlight on Equipment Build-Ups For Added Earnings on All Fronts

By HERB DOTTEN

CHICAGO—Money outlays in outdoor show business are infinitely more eloquent than words. That is why the summer and fall months ahead throw out the strong promise of proving even more profitable than the corresponding months of '59, a period which was extremely good for purveyors of outdoor amusements.

During the recent spring and fall all paid admissions of the outdoor amusement industry made large expenditures, mainly to build up their earnings power—increased earning power which owners-operators are convinced will pay generous dividends in the coming months.

Heavy Ride Buyers

Equipment manufacturers, ride makers in particular, enjoyed brisk sales as carnivals, amusement parks and others made purchases designed to up their game for the year. As a matter of fact, the President, received strong endorsement from Arthur 8. Fleming, Secretary of Health, Education and Welfare, at hearings before the subcommittee recently.

The buying was by all classes, from the biggest in the field to the small touring shows and fixed installations. All of the owners-operators appeared like-minded in putting out their money. They figured that this will be a good season because of several reasons.

High Employment

Chief among these was the expectation of generally high employment throughout the nation, an expectation that has been met. They counted on a public attitude that would loosen up per capita spending for outdoor amusement. This, too, has become a reality, asMAT VACUUM CLEANER

RING CINCINNATI — For the second time, the Billboard Fair List at a High

CINCINNATI — Approximately 2,400 stores of State, county and district fairs in the United States and 550 dates of Canadian fairs are contained in the Fairs List appearing in this issue of The Billboard. In each edition of the list the figure represents a high total.

These listings are one of the most important services offered outside the Board. Year in, year out, fairs represent the season's "plug" business for carnivals, concessionaires, acts, pliehmen, etc., and often mean the difference between a successful or failing season.

The Billboard Fairs List begins in late June in the North, with showmen's entrances to the South in late fall, thus permitting a maximum-length season of good business.

Jack Scott

The Way I Walk

www.americanradiohistory.com
Survey Spotlights Dealer Disk Stocking Habits

Tab Keys Wide Percentage Spread
In Lines; Stereo Ratios Vary

By BOB ROLONTZ

NEW YORK — A recently concluded survey of over 100 record dealers in the United States conducted by The Billboard and the New York University School of Retailing, reveals a wide variety of dealers' 25th anniversary or other special promotions.

Shawnee neighborhoods.

Interesting facts concerning the buying and stocking habits of record retail shops. The survey covered all types of dealers, large and small, in downtown areas or neighborhoods.

The first question asked the dealers, one that should be of interest to all manufacturers, concerned the lines that the dealers stocked in depth in their stores. In depth means the number of most or all of the LP's and singles released by a dealer. Practically every record shop carries individual hit LP's or singles of any label. The results of the survey were as follows: 90 per cent of the dealers said they carried the RCA Victor, Columbia and Capitol records in depths; 70 per cent of the dealers said they carried Decca; 60 per cent of the dealers said they carried Columbia; 45 per cent of the dealers said they stocked Mercury; 30 per cent of

Newark, N.J., in New York City, is expected to be the location of the Metro-phonograph Company's new plant. The city was chosen because of the availability of skilled labor, transportation facilities and other considerations.

The new plant will be a two-story building, incorporating all phases of the phonograph industry. The first floor will be occupied by the sales and office departments, the second floor will be devoted to the manufacturing departments.

As part of the new plant, a new laboratory will be established for the purpose of research and development work. The laboratory will be equipped with the latest apparatus and will be staffed by experienced engineers and technicians.

The new plant is expected to be completed within a year from now, and will be ready for operation at that time. The total cost of the new plant is estimated to be about $1,000,000.

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Enter my subscription to The Billboard for a full year (51 issues) at a special low price of $15 (a savings of $9 over single copy rates). Foreign rate $30.

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Rack's Harvest
In NARM Huddles

Jobber-Diskery Panel
For Improved Future Co-Operation

CHICAGO — The three-day meeting of the Recording Industry Association of America (NARM) here on Saturday (14) was probably one of the most fruitful of all the meetings that have been called by rack jobbers this year.

The reason for this lies in the fact that the talks by various executives of the organization, the rack jobbers had a chance to discuss with one another record manufacturers concerning many aspects of the recording business, and in addition to 27 rack jobbers, were represented by at least 20 other record manufacturers including one from RCA Victor, Columbia, Capitol, Liberty, Dot, King, Mercury, De-Lite, Crown, Stereo Fidelity, Design, Walt Disney, Warner Bros., and East Coast.

Rack jobber speeches were made by Pete Wambach of Hamburg, Pa., George Tarr of New Orleans, and others. Barley talked about the need to go to the legislature and illustrated his speech with slides and film strips.

Irwin Tarr, RCA Victor's special

ASCAP-Radio
Agree on New Rate Scale

NEW YORK — The long-protracted negotiations between ASCAP and reaps of the All Disc clerk of the National Association of Broadcasters, who had come to an end here late Friday (9) with the signing of a 12-month agreement on lower radio license rates which was expected to have the effect of saving radio stations about $800,000 a year in the agreement, was signed by executives of both ASCAP and the NAB.

RCA Victor has been buying records at a price which has been too high for it to sell at a price which, at one time, producers would have an opportunity to make records.

It's expected that ASCAP will negotiate the terms of the new agreement with ASCAP and the NAB.

The new agreement was reached after 12 months of negotiations, and it is expected that in future years the new rates will be in effect until next year.

Welcome to the Billboard Booth at the Music Merchants (NAMM) Convention

If you're in New York this week you're cordially invited to visit the folks from The Billboard, Room 609, New York Trade Show Building.

If you're not attending the convention, this NAMM Issue of The Billboard brings you the exciting news and advertising of the latest in home entertainment, and next week's issue will bring you complete coverage.
Weiss Sets WB Global Blueprint

BY LEE ZHITO

HOLLYWOOD—Bobbi Weiss, Warner Bros. Records international director, returns to Europe this week to open negotiations with the various overseas manufacturers and distributors to handle the film company label's product on the world market. Since his appointment to the international top job, Weiss has been building with label prez Jim Costakis in mapping plans for the WB diskery's invasion of the global record field. This marks his first return to his European base since joining the Warner ranks.

On all deals made for foreign distribution, Weiss will insist on retaining the WB trademark in all countries. Thus, the label will have its own identity around the world as opposed to the usual practice of having affiliates issue U.S. import pressings for foreign markets.

Weiss will headquarters his European operations at the Warner Bros. Paris offices. He estimates that he will need to reduce his time traveling throughout Europe in setting up affiliations and expediting the marketing of WB product in the various countries.

He will stop off in New York on route to Europe for a week of conferences with Hal Cook, label's sales veep, and George Avakian, label's eastern-based artist-repertoire exec. He will also confer with Herman Schnur, head of the World Music Publishers Holding Corporation, inasmuch as Weiss' duties will embrace an international director for the publishing wing. Weiss flies to Paris Saturday night where he will set up his operational base and then go to London for discussions with English Decca, Pye and EMI. After concluding arrangements for an affiliation in England, largest disk market in Europe, Weiss will then head for Germany, Europe's second largest record-buying nation. He has meteors scheduled in Hamburg, Berlin and Munich.

A 19-city tour includes Stock- holm, Helsinki, Oslo, Copenhagen, Zurich, Vienna, Milan, Rome, Amster- dam, Brussels, Athens, Barce- lona, Madrid and Lisbon. He will also establish distribution in the Middle East and Africa.

According to Weiss, WB prod- uct will be on the European market thousands of the label's catalog a catalog of 100 125 packages much of which Weiss feels will find a ready mar- ket abroad.

In addition to establishing affili- tions for the WB label, Weiss will also acquire material for both the German and MHPIC's catalog check for licenses on behalf of the Warner music firms and also serve an A&R capacity for material to be recorded overseas.

He will return to the Warner Bros. headquarters for periodicals.

Drought Ends; Col's Singles Swing Again

NEW YORK—After a long, dry spell Columbia Records is swinging with singles like "The Right Stuff." And at the present time Johnny Horton is singing stop The Billboard charts with his latest recording, "Mississippi Sails," which has held the top slot for a longer time than any record over the past two months. This disking has been moving at the rate of 40,000 per day with no sign of letup in sight.

But this is only the start of the Columbia renaissance. Another country champion named Stonewall Jackson is coming thru with a hit veep via a tune called "Waterloo." The Jackson record pulsed along at #1 for the first three weeks but last week it broke open, and now, according to Col- umbia sales chief Bill Gallagher, it is selling at the same rate as the Horton cutout.

Columbia also has done rather well with hits like "It's My Life," played by Stonestorm on his first hit on the Columbia label titled "I've Come of Age," and the new Johnny Mathis recording of "Top Rank," a hit of a year ago. In addition to these there are new cuttings by Marty Robbins, "Gypsy Rose Lee," and the Decca Toledo branch, where he was manager of the record department.

Reisman Damns Copy-Cat Wax

NEW YORK—Rolande's new regional operations chief, Jack Reisman is currently screening the label's artist, corner in a move to develop before-unknown facets of their abilities.

It’s part of Reisman’s carry- on to combat the "sameness" of today’s pop record market. "A good record never depends upon trends," opines the exec, who be- lieves the kids are "getting bored" with the copy-cat waxing methods of today’s record business.

"In any other big business," he notes, "they allow time and money for experimentation, but in the disk business everybody walks in fear—afraid their heads will be chopped off."

Today’s artists and A&R men contend Reisman, "are becoming creatures of habit—victims of statistics." Altho there aren’t as many covers today as in the past, the exec opines that different times are being handled the same style treatment, making it a "business of routine—not action."

Reisman believes his saviors is a major reason for the current lagging singles market. He also blames pressures from sales department execs, who press A&R de- partments for hits by utilizing them in best-sellers.

"In Reisman’s new the- ory was carried out recently on the new Playwright records. Alto- though the group has not released its novelty waxings, Reisman had them cut a pretty ballad, "I Am.""

The Sawyer Sisters

"Here I Am" b/w "Rock-a-Boogie Babies"

DYNASTY Records

1637 Vista Del Mar, Hollywood 28, Calif. Hollywood 6-1666

"Weissenburg" b/w "I'm Sorry"

DYNASTY Records

1637 Vista Del Mar, Hollywood 28, Calif. Hollywood 6-1666

Jan Bourland

"Heartbeat" b/w "Wild Ones"

Glenn Hughes

"My Love and I" b/w "I Belong to You"

Johnny Brown

"Shakey" b/w "The End"

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Top Rank Buys

NEW YORK—Top Rank Interna- tional has taken over the master of "Mill hollow Drive" by "Ace" Donning, from Le Cam Re- cords. Norm Wientstone, top man of Top Rank, informed that the disk had been released in past, but that his firm would be asked to talk with "Mill hollow Drive." He also said that the disk was in negotiations with Heartland, Inc. for a second pressing.

Top Rank has also negotiated the rights to "I'm Sorry" by Reisman, who was recently named head of his firm.

Decca Shifts Vieland to S. F.

NEW YORK—Sydney N. Gold- berg, veep of Decca Distributing Corporation, has appointed Bill Vieland as manager of the company’s San Francisco branch. Vieland was formerly associated with the DC.1.

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Greetings to members of the National Association of Music Merchants...

...and many thanks for those repeat orders for...

i know c/w you are in love

perry como
AFM Meet Hears
Kenin Blast FCC

SEATTLE — Herman Kenin, new president of the American Federation of Musicians, blasted the Federal Communications Commission for "glaring indifference to the true public interest" and "dollar domination programming," by broadcasters in his report to 1,186 delegates attending the AFM's 62d annual convention here last week. Kenin said the AFM would seek to enlist every trade union operating in the broadcasting industry in a demand that at least one member of the FCC come from the ranks of workers in the industry.

He predicted that "tea for long will the broadcasters be able to get away with such vulgarities as mentioning the cultivated musical 'Voice of Firestone,' because Madison Avenue moguls arbitrarily decide that cabs and robbers will for the moment sell more soap."

Kenin told the delegates that the AFM had obtained from TV film producers contractual guarantees that at least one-third of their films will be scored with live music, and predicted that "next year will see more musicians at work in TV film making than had been employed in 1959."

In recognition of increasing AFM operating expenses—and in a move to make an annual AFM convention economically feasible—the delegates voted an increase of $1 per year for each member, thereby bringing in an average of $2,350,000 more per year.

The convention also voted to impose a tax of 2 percent on every musician employed at any time in making a sound picture, based upon the minimum scale governing the work, and approved a resolution providing that every musician who receives payment for the reuse of kinescopes, video tapes, or similar TV recordings shall, commencing July 1, 1959, pay a tax of 2 percent of each on the minimum scale of such reuse payments.

The AFM's four international officers—president Kenin, vicepresident William J. Harris, secretary Stanley Ballard and treasurer George V. Glassy—were re-elected to their current offices without opposition.

Capitol Skeds 16 Classics

HOLLYWOOD — Capitol Records is releasing 16 classical packages this month, consisting of 13 stereo versions of previously issued monaural product. Two new albums are being issued simultaneously in dual and single channel forms. One album, featuring pianist Rudolf Firkusny in Brahms's concerto, is issued monaurally only.

Clark Spec June 28

NEW YORK — Dick Clark's first-hour-long special over ABC TV June 28 (9:30-10:30 p.m.) is tagged "The Record Years." Star line-up of guests includes Johnny Mathis, Fats Domino, the McGuire Sisters, Fabian, Stan Freberg, Les Paul and Mary Ford. Simon and Garfunkel are Dick's choice as musical director. Sponsor is AMP Pincotters, Inc.

VET CLEFFER WOES SOLON

WASHINGTON — One AFM songwriter was termed "irresponsible" by Copyright Subcommittee Chairman Ed Winslow (D., La.) at recent hearings on the Censor joke-sexiement bill. This was William Dilley, frail but determined author of "I Want a Girl Just Like the Girl That Married Dear Old Dad." His first song, "Put Me Off At Buffalo," was out in 1965—nearly 20 years before ASCAP was founded in 1914.

Dilley of all those joke-box performance royalties would have meant to him: "We managed to raise eight children besides our own two, on ASCAP royalties—but feel that if there had been joke box royalty, Miss Dilley and I could have raised at least 10 more."

Ambitious Plans for Capital Music Fiesta

WASHINGTON — The world's finest orchestra, opera and dance companies and performing artists will appear in yearly festivals here, if ambitious plans carried recently by the Washington Festival Committee can be realized.

Ralph T. Becker, vice-chairman of the committee, said the 10-day cultural program, tentatively slated for 1962, would make Washington a major world festival center. Becker is also chairman of the Cultural Development Committee of the Board of Trade, which has pushed the festival idea for nearly a year.

Program would include participation by the Leningrad Philharmonic, Vienna Opera and the Royal Swedish Ballet. In addition, some 20 works of art, including orchestral pieces, ballet, opera and a musical comedy, would be commissioned.

According to Becker, realization of the plans would place the nation's capital in the first rank of cities having festivals, including Edinburgh, Salzburg and Berlin. Boston is the only city in the country that has a cultural festival on such a scale, he said.

Opening season plans call for appearances of La Scala Priccess, the London Philharmonic and the Martha Graham Dance Company. To round out the program, there would be performances by the National Symphony, the Washington Opera Society, the choirs of the National Catholic and Catholic University, and the Howard University choir, music group, military bands would also take part, and there would be museum exhibits.

Becker noted that by 1962, Howard University will have modern chamber music facilities, and both the National Shrine of the Immaculate Conception and the Washington Cathedral will be able to seat 67,000. There is also talk, he said, of rooting over Washington's outdoor theater, the Carter Barron Amphitheater.

Concert manager Patrick Hayes, in a broadcast over WGN, said mixing the Festival for 1962 involves too long a delay. He said that with all the events scheduled for October of this year, the district commissioner could declare the month as International Music Month. Hayes said that scheduling the music program would be an answer to news stories reporting that Communists have taken over the World Youth Festival planned for Vienna from July 26 to August 4.

Festival Committee Chairman Robert Richman, approved Hayes' suggestion to label October as International Music Month, and said his 100-member group would consider Hayes' "fine" music festival idea at a meeting scheduled for October. Richman endorsed a 1960 music festival.

Foley Plugs Premium Disk

NEW YORK — Red Foley is plugging a special album premium offer on his ABC-TV show "Jambalaya, U.S.A." A 12-inch LP sample, featuring excerpts from his last three LPs, is offered to viewers for $2.

In addition to the LP, viewers receive a $1 certificate on future purchase of "Jambalaya" sponsor William Tell's premium. The album is tagged "Gratefully, Red." The offer will also be merchandised in 500 stores across the country.
SHEB WOOLEY

...has the nation's dealers spellbound with
SWEET CHILE

It's bigger at the little than bottom at the top!

M-G-M K-12781

THANKS DEALERS — FOR YOUR WONDERFUL SUPPORT!

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EXCLUSIVELY:
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BOOKINGS: GM
**Nip Diskeries Rue G’vt Dollar Lack**

YOKOHAMA — Shortages of dollar allocations are putting the squeeze on various aspects of the record scene here. For one thing, some companies, suffering acutely from these shortages, have found themselves embarrassed to the point of not being able to pay disk royalties (pressing, artists and copyright) by the dates fixed by contracts.

For the current period of April 1 to September 30, 1959, the government has allocated $520,000 for this purpose, a sum which various disk operators here see as too small for their total dollar requirements. In another case, Universal Records, which obtains matrices from L’Oiseau Lyre and Discophile, has its disk custom pressed by Angel, has just renegotiated agreements with Cetra and Fonit (Italy), Barclay (France) and Counterpoint and Hi Fi (S. A.). However, the government is taking a dim view of these new contracts and appears reluctant to approve them, since Universal has had no dollar allocations granted in past. Universal is attempting to make a deal to use Angel’s dollar credit to import the wanted matrices.

Meanwhile, activity continues along the lines of signing up foreign disk deals. King has just negotiated to handle Contemporary, Good Time Jazz and GNP labels here through British Decca with which King is affiliated. M. Yanai, King director, recently left here on a two month business trip to Europe and U. S. A. First port of call was Madrid for the Mercury Records convention.

David Kapp, of U. S. A. Kapp label, was also here recently and made a deal with Angel to handle his line. Nippon Grammophon, meanwhile, has acquired the rights to Statewide Omega tape and record label via Deutsche Grammophon in Germany.

**Excise Cut on Instruments**

WASHINGTON — The first $150 of the price of musical instruments will be exempt from the manufacturer’s tax, if a bill introduced last week (15) by Rep. John Brademas (D., Ind.) finds Congressional favor.

The tax currently applies to the entire price of an instrument. The Brademas bill (H. R. 7725) would have it apply only to that portion of the price which exceeds $150.

Proposal has been sent to the House Ways and Means Committee for study and comment.

**Laurie Inks 4 New Acts**

NEW YORK — Laurie Records picked up four new acts this week, with Gene Smith, and 17-year-old Don Press. Press enjoyed some success on the RKO Unique label several years back, while Press, who plays guitar, piano and drums, will be making his debut on records. Also signed was David Corvo, who specializes in the honky-tonk piano sound. In addition to a single, he’s also working on an album for early Laurie release.

**Pickwick Inks Mimi Benzell**

NEW YORK — Mimi Benzell, well-known light opera singer and formerly with the Metopera, has signed an exclusive disk pact with Pickwick Sales, operator of Design and Stereo Spectrum Records.

Mimi Benzell is currently on the summer stock circuit and recently concluded a long tour of top hotels and night clubs. Following her return from tour, she’ll commence a schedule of winnings for the firm.

**More Aireys to Feature Army Talent**

WASHINGTON — Army Entertainment Contest winners will be featured on "Name That Tune," and Martha Raye returns to radio shows, in addition to the traditional Ed Sullivan performance, in coming weeks. The reports are evidence of mounting interest in the contest as an area of new musical talent.

This year’s finalists completed 150 strong, from 4.2 million records sent in. All areas will host regional finals, last week at Fort Belvoir (16-19), and for the first time, included a woman finalist.

The Army, which has fostered such talent as Raye, will hold its presentation to the Army show, "Rolling Along of 1959," which will be a stepping stone for new talent in 1965. In addition to individual awards, contestants stand to win the coveted Irving Berlin trophy for their command for the year.

The June lady contestants is WAC Specialist Fourth Class Army Franklin, of Miami, Fla. She will sing with "The Four Aces," a Fifth U. S. Army vocal quintet featuring PFC Jesse H. Becton, Detroit, Mich; Private Alton A. Beasley, Winter Haven, Fla.; Corp. Larry More, Chicago, Ill., and Private Emmel D. McCoy, Houston, Tex.

**HOT 100 ADDS NINE**

NEW YORK — Nine new acts appear for the first time in this week’s edition of the Hot 100. Details are:

66. Lavender Blue—Sandy Turner, Big Top.
67. I’ll Be Satisfied—Jackie Wilson, Brownstone.
68. Fashion—The Four Aces.
69. Gotta Getta Girl—Bobbi Day, Class.
70. Little Bill and the Blue Notes, Detroit.
71. Classic Rhythm—Jimmie Ragins, Junie.
72. I Was a Skip—Flip, Brent.
73. Oh, What a Fool—The Impalas, Cub.
74. I Love an Angel—Faye Renton, Class.
75. Cut Throat—The Bells, Class.
76. We Lost Our Slum—The Impalas, Cub.
77. I'll Be Satisfied—Jackie Wilson, Brownstone.
78. Lavender Blue—Sandy Turner, Big Top.
80. Little Bill and the Blue Notes, Detroit.
82. I Was a Skip—Flip, Brent.
83. Oh, What a Fool—The Impalas, Cub.
84. I Love an Angel—Faye Renton, Class.
85. Cut Throat—The Bells, Class.
Hoist your "sales" with the year's most exciting new voices...

THE SKYLINERS

Current Smash
"THIS I SWEAR"
CALICO 106

Thanks-
Records Dealers, for making 1959 a year we'll never forget!
Janet, Jimmy, Wally, Joe and Jackie

Exclusively
CALICO RECORDS
**Kaye Scores Juke Exemption Claims**

WASHINGTON — Sidney Kaye, counsel and board chairman of Broadcasters Network, Inc., made the ground from under a traditional jukebox operator through the use of a song, when he said that "all performance can be used to populacize music. To be excused from performance royalty on that basis would mean an end to all performance royalty for songwriters."

Kaye and other proponents testified for the Celler anti-juke box group, the Thompson Wills (D., Inc.) House Committees.

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**WHERE IS ROMANCE?**

England’s #1 Instrumental

SIDE SADDLE

Showdown in Hope Valley

- BOSS CONWAY on Capitol
- JOHN BUCO TRIO on Liberty
- FRANKY HURST on Challenge
- FERDANTE & FUCHS on Ark-Pac
- SUGAR DOO on Columbia
- MILLIS MUSK, INC.

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**Friedman Dies On Coast, 52**

HOLLYWOOD—The music industry last month mourned the sudden death of Sam Friedman, 52, president for the past three years West Coast rep for Bourne Music. He was 52 years old. Friedman was killed by a hit and run during a home Monday night following a horse race. The funeral will be held at Hollywood United (17) with interment in New York Friday morning (19).

Friedman was a veteran of 25 years in the music business and enjoyed a wide friendship among the top recording names in the industry. Prior to joining Bourne’s ranks three years ago, he was in business for himself for a short period. Prior to that, he served with Shure/Bowman for 10 years as its West Coast exec.

He is survived by his widow, Eliza; three brothers and two sisters: Lester Simon, Bourne general manager, is here to lead a band.

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**ASCAP Radio**

- Continued from page 3

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**MGA-AFM Clash Over Ballad Tape**

HOLLYWOOD — Bitter judicial wrangle is brewing among Musi- cians Guild of America and American Federation of Musicians. Local 45 last week settled over the Mexican Boxing Ballet Ballet, was the outcome of the charges with the National Labor Relations Board. Among the Bohoi troupe as one of 10 defendants.

Another battle not involving "copyright," will be the dispute between three majors against several defendants for advertising, in this case, evidence is expected to have no bearing on the legal battles other than whether they could or should be entitled to buying royalty.

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**London Test**

- Continued from page 3

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**Zamecnic Kin Sue Fox**

NEW YORK — The estate of the late Zamecnic has brought suit in U.S. District Court here, against Fox Music Publishing Company, and the legal infringement of renewal rights on four songs, which were exclusively written or co-authored by Zamecnic.

The suit charges that Fox claims the renewal rights to a flock of the Zamecnic broadcast tracks, which belong to the Fox estate. The estate of the late Mrs. Zamecnic, Don L. Zamecnic, Jr., and Zamecnic's two sons, Walter J. and Edwin H. Zamecnic, among the names brought in, "Moon of the Desert Moon" and "Every Night I Say Goodnight to My Memories." The damages claimed are in excess of $300,000 and the proceedings are being brought to a hearing and cautionary against further illegal infringements of the tunes.

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**Rack Harvests**

- Continued from page 3

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**Miss America**

- Continued from page 3
THE NATION'S NEXT #1 VOCAL GROUP

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Music Merchants, Dee Jays & Distributors... "YOU'RE SO FINE" for giving us our current smash hit!!

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UNART RECORDS
Singles Sag Sparks New Promo, Distrib Strategy

Little Man Woos Big Time Aid in 'Share Risk, Split Loot' Deals

By REN GREVATT

NEW YORK — The current sagging state of the singles business is having an inevitable effect on what have become known in the past few years as the traditional promoters and distribution processes. The ramifications of the situation are being felt at both the disk jockey and the distributor level, with the primary cause being not only the relatively low level of sales but the multiplicity of releases as well.

In the first place, promotion men returning from their regular forays into the field are reporting a stiffened attitude on the part of various deejays in respect to remuneration. One pluggist said: "Deejays are getting very selective. They seem to feel that they can't possibly play all the records any way and that some disk which are obviously dogs will do nothing but hurt them if they play them. So some are actually laying off records they don't think can make it."

The same attitude is being reported also in the ranks of distributors. The indie discount fever is already overdosed with labels, some having as many as 50 or more on their current list. The distributors have now reached the point where they no longer grab off anything that becomes available for their territory. Instead, many have adopted an "I'm from Missouri" attitude as far as the new, so-called "fly-by-night" label is concerned. The distributors are now shopping around for the best new singles — ones which have proven action in other territories, before tagging the label up.

The new overnight-type opera- tors who are constantly entering the field week after week, are also adopting different strategy when it comes to exposure and exploitation. Payoffs at the jockey level have often become out of reach for the little fellows, because it is simply too expensive to reach the required number of jockeys in enough territories to make it count. Instead, many are preferring to make deals with a number of bigger and established disk firms for representation.

Share Risk, Share Loot

Under this kind of arrangement, a disk which has a certain amount of provable action in one or more territories, will be taken under the wing of a more established company. In this way, the new fellow gets the financing he needs, the benefit of somebody to share the risk with him, and a firm with enough strength and money to push the record. In return for this, the smaller splits profit on the disk and more often than not the copyright, right down the middle.

As one indie distributes said: "With the jocks we often have to give up a piece of the record or a song. But that's only good for a certain amount of exploitation in a given area. If you have to give up a piece, it's better to hand it to somebody who can really lay on the record." From the standpoint of the firm which takes over the little guy's disk, it's also good business.

A spokesman for one of these newsworthy firms explained it this way: "You've got to keep up to a few of his if you want the best results from your distributors. It's pretty tough for anybody to make his own hits all the time. The cards just don't fall that way. So it's worth it to make deals for masters with small companies or indie producers and split the profit with them. In order to keep feeling out salable stuff to your distributors. We feel it's really a worthwhile way of doing things."

Some Examples

In line with this thinking, several recent examples of the trend to come to mind. The Skylinskis' original disk on Calico, "Since I Don't Have You," was taken over by national distribution by Pittsburgh distributor, Bill Lawrence. Since Brody, a Buffalo distributor, originally pulled off the same street with "Tell Him No," by Travis and Bob on Sandy, a disk made by broadcaster Paul Delbo in Birmingham, Ala. Later Dubois and Brody split profit on the distributor deal for the disk, made with Randy Wood, penny of the full profit.

It also is recalled that London Records made similar distribution deals for the Monument label with "What It's All About," by Don Williams, and "I Love Your Baby's Like a Duck," by Don McLean. Other labels which are involved in similar deals with small producers and labels are Decca, Rank and most recently, United Tele-

GOLD DISKS FOR MATTHIS ALBUM, HORTON SINGLE

NEW YORK — Columbia Records gave out gold records this past weekend, one to Johnny Mathis and the other to Johnny Horton. Mathis received his for an RIAA-authorized sale of 500,000 copies of his set "Johnny's Greatest Hits." This was a collation of his hits at the label over the past two years.

The other gold record award was presented to Johnny Horton in his home town of Shreveport, La., last Saturday. At that time the Horton waxing of "The Battle of New Orleans" had passed the 1,500,000 mark and was still selling like the proverbial hotcakes.

Another fascinating feature of the changes in progress in the indus-

Grotto's "I'm Not a Payola" Basin.

The latter, operated by Marty Croft, just last week signed up three small indie operations to join the UTR wing. These were Baton Records, Harvard Records and Eidos Records. At the same time, an announcement stated that UTR would extend financing, distribution, sales and promotion to the three firms, was created that negotiations with other firms of similar stature were being con-

And in yet another case, one label which had a specific act under contract for quite a stretch without any great success, leased the act out to an indie producer for a pair of sides on a royalty deal. If the fresh outside A&R blood produced a hit, the home producer will take all foreign rights. In view of the current singles business in the States, it's pointed out, the total foreign market is close to the equivalent of the domestic business, thus a vitaly important factor.

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TAPs IN HILL SOUND

Colorful Revival of Tribute to Rodgers

MERIDIAN, Miss.—The world of country music paid tribute to one of its heroes here Monday thru Thursday of last week (5-18) at a Jimmie Rodgers Celebration lighted by talent judging, banquets, dances, concerts and a colorful parade, all climaxing with a country music spectacular in Ray Stadium Thursday night. For the first time the Rodgers Celebration was sponsored by the newly formed Country Music Association. The Rodgers' memorial celebration was revived this year by Ernest Tubb and Hank Snow after a lapse of several years, with local businessmen and civic orgs co-operating. Official attendance was given as 7,000.

Local civic organizations sponsored six country music talent contests over the four days, with some 70 acts competing. The three finalists, Jimmy Crane, Ken Mahby and Jay Chervickie, all vied in the big show Thursday night for the grand award—an all-expenses-paid trip to Nashville plus guest radio appearances and a recording contract. Final winner was Ken Mahby.

Aududck, of the "Original Amateur Hour," served as chairman of the judging committee which named the finalist of the banquet at the Lamar Hotel Wednesday night. Ralph Emory.

AUDITION

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IN FULL COLOR EDITIONS

IN THE BILLBOARD

SINGLES GET BACK ON MAP

NEW YORK — Topography: titles are the new trend in the best selling singles market. Three of the top 10 titles on The Billboard's "Hot 100" chart last week spotlighted U. S. cities—"The Battle of New Orleans," "Kansas City" and "Tallahassee Lassie." Also in the Top 10—albeit the exact locale isn't specified —was "Quiet Village," Elsewhere on the "Hot 100" were "Waxwood," "Tijuana Jail," "Old Spanish Town," two other versions of "The Battle of New Orleans," and one other version of "Kansas City." Johnny Horton, who has the No. 1 best-seller in the pop and country and western field, was also represented on the C&W chart last week with "Springtime in Alabama." USA Tees Off Countrywide Promo Swing

NEW YORK — United Artists Records is currently beginning a broad swing across the country in support of the promotion campaign for their latest crop of singles. Promotion men Ray Free, Norman Rubin, Larry Maxwell and Len Anderson will cover some 28 states on their deejay and distributor tour. Among the disks to be plugged are "Leona" b-w "March of the Horse Soldiers" by Irving Joseph, "I'm Coming Home" by Mary Johnson, "Merry Go Round" by Eddie Holland, "Old Black Magic" b-w "Rock and Roll Tango" by the Clovers and "Yes, That's Love" by Ray and Lindy. The disk is also making into completion the original sound track album from the Charlie Chaplin film, "Modern Times." The pit is currently enjoying a huge box-office at theaters around the country where it has been re-released.

Packaging for the album will include rare photos of Chaplin and distinctive art work. Negotiations are underway with Chaplin to acquire additional material for release on the label. UA also recently set up a joint publishing company with Melodia der Welt for the territory of Germany, Austria and Switzerland and their music forms, United Artists Music, ASCAP and Unart Music, BMI. The joint publishing companies will be known as Edition Mondoni.

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Tape Hassle Cues New Life
For This Recording Medium

- Competitive systems, cartridge vs. open-reel, signals plenty of promotional activity
- Ampex distribution move could open-opened product off to flying start nationally

By REN GREVAT

Several surprises and at the least unexpected developments of the past two weeks appear to have drawn the tape industry back in line to sharp focus. These tape lines, as they have been termed by some energetic industry spokesmen, are stated to remain in effect for some months to come.

Initial thunderbolt was the announcement by Bell Sound Systems, of Columbus, Ohio, of a unified line of cartridge tape playing equipment consisting of six modes ranging in price from $99.95 to $299.95. This move made the long discussed tape cartridge a marketable reality. A week later, RCA Victor finally introduced its own model of a cartridge player to distributors at a meeting in Chicago.

On the other hand, a develop-
ment in the field, that of the four -track, 7\(1/2\)ips, 360ips, four-reel tape, which had taken manufacturers months to get on the market and had to work hard to complete the игра, was the appearance of a new product off to flying start nationally.

Ampex Sets Tape Display

NEW YORK—NAMM convention-goers who visit the Ampex exhibit will see more than the usual line of stereo tape recorders, tape cassettes, and tape equipment. A large part of the Ampex exhibit will be devoted to the firm's new line of tape distribution. The Ampex line is a giant tape-stitching handling the record product of any recorded music firm on a nationwide basis. Bill Muster, formerly with Capitol Records and now heading up the sales end of the Ampex line, will be on hand to explain dealer discounts and national promotion plans.

New Stereo Tapes will act as a giant tape-stitching, handling the record product of any recorded music firm on a nationwide basis. Bill Muster, formerly with Capitol Records and now heading up the sales end of the Ampex line, will be on hand to explain dealer discounts and national promotion plans.

United Stereo Tapes will act as an amplifier-tape player, handling the record product of any recorded music firm on a nationwide basis. Bill Muster, formerly with Capitol Records and now heading up the Ampex line, will be on hand to explain dealer discounts and national promotion plans.

But the phone firms, not wanting to adopt the new design completely blind as to direction, did their own market studies to determine consumer preferences. The result is in the NAMM exhibit at the New York and the Trade Exhibit. The NAMM exhibit at the New York and the Trade Show Building.

While dealers have a choice and while there are two cabinet pieces available, concentration on this type of unit does not reflect by wide margin dealer expectations of sales of these models. One possible reason could be that manufacturers themselves favor production of all-in-one consoles. Consoles with only four-speaker-back systems (The Billboard, June 15). Alternatively, NAMM exhibitors have been told that many of these units are being sold in several major and a number of minor discount outlets. A total of 175 recorded tape models are expected to be ready for the 1958 NAMM show and about 500 titles will be available the first year.

Continued from page 1

at the prospect of two furniture pieces in her living room? Absolutely not, say a majority of dealers. Only three out of 10 dealers believe Mr. and Mrs. Phonograph will buy another one of stereo consoles. As for the unit with tiny out-rigger speakers, it's hardly in the running. Only one dealer in 50 goes on record favor of the console. It's a "bookshelf" or smaller unit with skirking the master unit.

It is true that most manufacturers offer dealers a choice. Some have all three types in their lines. This compromise, they believe, is the best solution to a difficult problem. Such a compromise was necessary because of limited sales experience. The 1950's, it is said, will not be repeated, and the drawing boards in January, only a few months after the first stereo lines had appeared.

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Continued from page 2

Tab Spotlights Dealer Buying

When asked how they ordered stereo records at against monaural L.P.'s, the dealers appeared to be almost as confused as everyone else about the problem. All of the dealers answering had a formula for ordering stereo vs. monaural disks. However, 40 per cent of the dealers ordered on a 20:25 stereo to 75 monaural basis. 25 per cent ordered on a 50:50 basis and 10 per cent ordered 10 stereo to every 90 monaurals. Over 70 per cent of all the dealers questioned claimed they had a stereo center in their store, and of those who did not, half of these claimed they would soon be setting one up.

The dealers were asked how many L.P. copies they could display in their store, including their front window space. Better than 50 per cent said they could display from 50 to 500 albums covers in the shop. A few dealers claimed display space for album covers in the thousands.

One of the most interesting questions asked the dealers was where they buy their records. About 60 per cent of the dealers said they purchase their disks from distributors. But another 35 per cent of the dealers said they bought records from distributors and repacks, which is an indication of the great growth of one-man shops over the past two years.

The dealers were also asked whether their distributors offered them much, little, or very little. Only 25 per cent replied that their distributor helped them much. Close to 50 per cent said the distributor helped them little and another 25 per cent said they were neutral.

Here are the replies by the dealers asked what type of help distributors give them: 1. Useful point of sale merchandise—album covers, streamers, etc.; 2. Extra exchange privileges; 3. A deal not explanation offered; 4. Money for advertising; 5. Extra copies of L.P.'s. 6. Recommendations as to what record to buy; 7. Good service.

When asked what distributors could do that would help the dealer more, dealers replied: Better selling ideas, and better service.

Cartridge Vs. Open Reel in RCA Demo

NEW YORK—Can recorded tape playing at 3\(1/2\) inches per second gave the same quality as tape playing at 7\(1/4\) inches per second? RCA Victor believes it can — and with good reason. They're banking on their tape cartridge system to become the mass market tape playing system of the future.

To prove that 3\(1/2\) inches per second (ips) tape is adequate to the demands of the high fidelity fan and the tape-playing public, they invited the press to witness, or to hear. A tape宫殿 being fed at the high speeds of 7\(1/4\) ips, and also for the two speeds at their 24th Street studio on Thursday (18). The firm, which has pioneered the tape cartridge system for a while, was trying to counter the move by veteran tape firms to launch quarter-track tape at 7\(1/4\) lps on open reels. Latest manpower on behalf of open-reel advocates was the formation by Ampex Audio of a giant distribution organization, United Stereo Tapes, to promote and sell the open reel product of all manufacturers on a national basis.

The RCA Victor demonstration was a work of the firm's chief recording engineer, Bill Burt, who was impressive. They set up a series of different systems. One played at 15 ips master tape from an Ampex 300 tape recorder while another played at 7\(1/4\) ips from a modified Ampex 200 machine. The results were outstanding.
Survey Tabs Hefty Chord Organ Sales

- Music dealers rack up $2 million in five months
- Survey shows one-third of dealers handled them

NEW YORK — More than $2,000,000 gross business was done by 2,260 music merchants in portable electric chord organ sales in the first five months of 1959. This is an estimated figure based on a survey of phonograph dealers by The Billboard.

Of the dealers who responded to the survey, only 25.6 per cent now handle chord organs. This points to the fact that there will be little traffic in the units at this year’s NAMM Show. On the phonograph dealer level, not much exploitation has been done.

Sales of chord organs during the period covered by the survey, January thru May, averaged out at seven and a half units per dealer and registered on average a total of 16,700 units.

With reference to brands sold, Magna came out tops in the “under $100” category. This is to be expected, as it was the pioneer in the chord organ field and had the field to itself for some time. Almost two-thirds (64 per cent) of the respondents on the survey sold one or more Magna organs, but far behind Magna, was Homerphone. Seven per cent of the dealers reported selling one or more of this brand.

Magna shot to a larger $199.95 version of its best-selling chord organ at the NAMM Show, did not appear in the “over $150” category of the survey. Incidentally, the “under $150” units sold more than twice as well as the higher-priced ones. Whereas the average per-dealer sale of the lower-priced units was 8.8, the higher bracket units hit a 3.4 average sale per dealer.

There is little doubt that this season the consumer will be able to select from more models of chord organs than have been available from different manufacturers than ever before, and the choice will be a wide one.

For manufacturers are now in production on portable phonos, both monaural and stereo, and all types of stereo phonographs, from top-name models with both speakers in the same cabinet to those with separate speakers that are fully enclosed or small speakers that can be discreetly hidden in the bookcase. The emphasis will be on stereo phonos, of course, because these phonographs, according to all reports, are selling faster than monaural phonos, first because so many new customers are interested in stereo, and also because a stereo phonog-raph can not only play both monaural and stereo records, but because a stereo phonograph makes a monaural record sound even better.

Alto, as of this moment, not all dealers have played their new lines, even though major manufacturers have come up with their own models to give a strong indication of the variety stressed in the survey. One leading stereo manufacturer, both monaural and stereo, who forms the bulk of sales for many dealers, and not being neglected. There will be Front Decca, for instance, a three-speed manual monaural, portable phonograph (Palm Beach II) that will retail at $199.95. The firm will also have a four-speed, manual, monaural, portable phonograph (Seaford III) that will cost at $299.95. The Decca firm will market a manual portable stereo set in the $299.95 price range. The latter set will have two four-inch speakers, with the second speaker attached.

Variety Is Stereo Phonos Sale Rates

By BOB ROHLZ

There is little doubt that this season the consumer will be able to select from more models of stereo phonographs than ever before, and the choice will be a wide one.

For manufacturers are now in production on portable phonos, both monaural and stereo, and all types of stereo phonographs, from top-name models with both speakers in the same cabinet to those with separate speakers that are fully enclosed or small speakers that can be discreetly hidden in the bookcase. The emphasis will be on stereo phonos, of course, because these phonographs, according to all reports, are selling faster than monaural phonos, first because so many new customers are interested in stereo, and also because a stereo phonog-raph can not only play both monaural and stereo records, but because a stereo phonograph makes a monaural record sound even better.

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NOW IS THE TIME FOR

SOUND LEADERSHIP

IN THE STEREOPHONIC–HIGH-FIDELITY INDUSTRY

Out of the welter of news and developments in the phonograph industry during the past year emerges one clear-cut need ... authoritative leadership to provide conviction and direction for developing the full sales potential of high-fidelity stereophonic sound in home entertainment.

From the earliest days of recorded sound, leadership has come from Columbia. Columbia opened up the industry (in 1888) with the first real phonograph—an invention that played flat disks instead of cylinders, making it possible to press copies from master recordings.

Since then, Columbia’s ever-expanding engineering and research have pioneered the major advances in sound reproduction with a continuing series of "firsts;"

... the first two-sided record
... the first electrical recording technique
... the first recording of a full symphony
... the first "78" record—the invention that made high fidelity possible
... the first packaged high fidelity—the famous "360" phonograph
... the unsurpassed CD (Constant Displacement) cartridge
... the first guaranteed Stereo-fidelity records

Now about Stereo. Columbia recognizes Stereo as no mere fad but an authentic development in the field of sound engineering and home entertainment. And CBS Electronics has developed an advanced Stereo high-fidelity system that moves home entertainment a full decade ahead. It has been named Stereo 1 ... because it is, indeed, Number One in the Wonderful World of Sound.

Stereo 1 is something to hear,
And something to rely on in 1960

For this CBS engineering achievement coupled with the most magnificently designed cabinets in Columbia history will be supported by a dynamic new marketing program. Stereo 1 by Columbia is the new sound of pleasure ... and we believe that it can be the new sound of profits for you.

Columbia Phonographs
CBS Electronics, 405 Park Ave., New York 22
A division of Columbia Broadcasting System, Inc.

We recommend that you see and hear Stereo 1 at your local Columbia distributor’s dealer showing or at the National Music Merchants Show, Booth 553.

Stereo 1 by COLUMBIA

NUMBER ONE IN THE WONDERFUL WORLD OF SOUND!
Bell Bows Stereo Disk Console Line

COLUMBUS, O.—Bell Sound Division of Thompson-Ramo Woodruff, Inc., has added its second important product announcement in three weeks with the unveiling of its first-ever line of console high fidelity phonos. Earlier, the company had generated considerable trade interest with the debuting of a line of six-way cartridge player units.

Long in the forefront of the audio component equipment field, Bell this week made its component console line available for limited distribution among franchised dealers. First applications for franchises will be accepted at the Music Trade Show, according to Earl E. Sla, general sales manager.

Five models, with a price range of $129.95 to $39.95, featuring three basic component arrangements are being shown at Bell Trade Show headquarters this week. All but one feature a complete stereo system. The "Flair," Model 500, is a split stereo system incorporating a three-speed changer and Bell twin-channel, 20-watt amplifier in a walnut cabinet with a two-way speaker setup. Matching separate speaker cabinets are available for remote use.

The "Montecello" Model 350, is a single stereo console, featuring the two-channel stereo amplifier and subwoofer as well as the Bell speaker in a pull-out drawer. The three-speed changer has a magazine featuring portafished diamond style. The cabinet, with a two-way speaker system, is styled in cherry with a natural wood finish. The "Deco," in the 350 model series, contains the same equipment as the "Monte-

Clevite-Walco Offers Debut

NEW YORK.—A new and specially developed line of hi-fi head-phones, a microgram stereo pressure control assembly, a new stereo vacuum tube panel for self-service accessory sales, arc among the items being demonstrated by the Clevite-Walco Stereo Division at the Music Trade Show by Clevite and Walco.

Clevite-Hi-fi Inc. marks the first formal appearance of this line, which was formerly known as the Clevite-Walco firm, which is now owned by Clevite-Walco.

The Clevite "Birch" hi-fi stereo headphones permit stereo or mono operation with only two tubes. The new Clevite-Walco type is made for a method whereby a dealer can demonstrate a stereo desk to a potential customer without installation of listening booths and without mental background in stereo.

The microgram type pressure guage is described as "absolutely foolproof" by the company. It features a new Bi-Flex type panel, according to Herbert Bokin, president of the firm. A combination of expected to convert stereo to the supermentor, self-service type, Clevite-Walco says.

Racks are offered to dealers at a purchase of a pre-selected group of "Walco" accessories.

Another promotional deal is being unveiled which brings dealers immediately in return for the purchase of a pre-selected assortment of "Walco" diamond or pearl needles.

Friedn'B Rack Is Versatile

NEW YORK.—Friedman, Aircraft, disk fixture manufacturer, is stimulating their VB-757, a new version of the VB-757 disk rack professionally designed to attract the attention of the NAMM show. The basic cabinet is equipped with a rack as a unit in that can be used against a wall with a special "Record Wall" attached at the back and a section for display of records.

Another aspect of the versatility of the Fiedn'B Rack is that it can be adapted to many uses in retail stores of all types. Sla added.

Columbia Boys 18 New Phonos Models

NEW YORK.—Columbia's entry in the phonos sweepstakes at this year's NAMM show is comprised of 11 basic consoles and seven basic components. The consoles are available in a variety of woods and range in price from $129.95 to $399.95. The phonos, which are also available in two mono-ophones in the line at $249.95 and $499.95.

Big feature of the line is the fact that Columbia calls "stereophonic protection," an arrangement geared to get stereo reception from a single-locale unit. According to Jim Shalberg, v.p. and general manager of the Columbia Phonograph Division, "stereophonic protection" is being employed in the following ways: Using the Model 1162 ($329.95) as a non-commercial unit; as a commercial unit in which the set has six speakers. Two models are available, the $249.95 with one control for each channel and four side-mounted six-inch speakers (one for each side).

Sylvania's stereo portable (Model 430) has a 12-volt battery pack. The unit powers two five-inch speakers and is available in two-tone beige color finishes. Second speaker is carried in side lid, as shown.
ONCE AGAIN...FOR 1960

America’s Largest Exclusive Manufacturer of Phonographs

SETS THE PACE IN PHONOGRAPH STYLING, PERFORMANCE AND VALUE

The Line that Gives the Dealer

THE BIGGEST SHARE OF CONSUMER DEMAND!

Symphonic for 1960 gives you leadership where it counts most...outstanding values in the price ranges demanded by over 95% of your customers.

It is your answer to increased sales and profits in today’s highly competitive market.

STEREO PORTABLES: The 1960 Symphonic line features seven distinctively styled portables, superbly engineered for stereophonic sound realism. Retail list, $32.95 to $149.95

STEREO CONSOLES: The 1960 Symphonic line features six magnificently styled self-contained consoles of unequalled performance. Retail list, $139.95 to $379.95

Five console models are available with finest precision AM-FM stereophonic tuner. Retail list, $199.95 to $469.95

MONOURAL PORTABLES: The 1960 Symphonic line features four greater-than-ever portables. Retail list, $19.95 to $49.95

FIRST 1960 DEALER SHOWING!

New York Trade Show Building
Music Show...June 22nd to June 25th
SUITE 206

SYMPHONIC RADIO & ELECTRONIC CORP., 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.
QUESTION 10: In the "stereo automatic portable $101 or more" category, which models did you actually sell in the first five months of 1959?

- 79% sold one or more V-M.
- 52% sold one or more RCA Victor.
- 10% per cent sold one or more Magnavox.
- 15% sold one or more Motorola.
- 15% sold one or more Webcor.
- 13% sold one or more Columbia.
- 13% sold one or more Zenith.
- 8% sold one or more Decca.
- 8% sold one or more Philco.
- 4% sold one or more others including Arvin, Admiral, Birch, Capitol, Emerson, Hoffman, Philco, Soteetid, Stromberg-Carlson and Westinghouse.

QUESTION 11: In the "stereo automatic table model under $150" category, which models did you actually sell in the first five months of 1959?

- 53% sold one or more RCA Victor.
- 13% sold one or more Columbia.
- 13% sold one or more V-M.
- 9% sold one or more Decca.
- 9% sold one or more Magnavox.
- 9% sold one or more Motorola.
- 8% sold one or more Webcor.
- 8% sold one or more Zenith.
- 8% sold one or more others including Admiral, Birch, General Electric, Capitol, Motorola, Soteetid, Stromberg-Carlson and Westinghouse.

QUESTION 12: In the "stereo automatic table model over $151" category, which models did you actually sell in the first five months of 1959?

- 48% sold one or more RCA Victor.
- 21% sold one or more V-M.
- 15% sold one or more Decca.
- 9% sold one or more Magnavox.
- 6% sold one or more Motorola.
- 6% sold one or more Columbia.
- 4% sold one or more Webcor.
- 3% sold one or more Zenith.
- 2% sold one or more others including Admiral, Birch, General Electric, Capsid, Motorola, Soteetid, Stromberg-Carlson and Westinghouse.

QUESTION 13: In the "stereo all-in-one console under $200" category, which models did you actually sell in the first five months of 1959?

- 29% sold one or more Magnavox.
- 29% sold one or more RCA Victor.
- 17% sold one or more Mathes.
- 17% sold one or more Motorola.
- 13% sold one or more Columbia.
- 13% sold one or more Decca.
- 11% sold one or more Symphonic.
- 11% sold one or more others including Philetta, Soteetid, Stromberg-Carlson, V-M and Zenith.

QUESTION 14: In the "stereo all-in-one console over $200" category, which models did you actually sell in the first five months of 1959?

- 37% sold one or more Magnavox.
- 24% sold one or more Motorola.
- 24% sold one or more Columbia.
- 8% sold one or more Decca.
- 8% sold one or more Zenith.

(Continued on page 33)
LIBERTY

TWO NEW

"RAGTIME COWBOY JOE"

#55200

DAVID SEVILLE
AND
THE CHIPMUNKS

LIBERTY Records Sales Corporation,
RECORDS' SMASHES

"MARTINIQUE"-"SAKE ROCK"

#55199

MARTIN DENNY

*taken from the brand new Martin Denny LP—"QUIET VILLAGE"

..... to be released immediately

..... to HIT the Charts ... SOON!

Here Is The Hottest Exotic Music In The Industry!

Hollywood 28, California
Webeor Nixing
• Continued from page 15
"the validity and propriety" of transactions reportedly made between Webeor and Haas, his relations with the corporation controlled by him. Haas has stated that he has received checks from Emerson after legal counsel advised that no legal provisions of the contract were contrary to state laws here. Included in the proposed meeting to elect a new board of directors was a legal counsel has advised that present directors could not be replaced without "just cause." Haas said he never intended any change in Webeor management when he sold the shares to Emerson. He urged that any changes wait until October 7, when the annual stockholders meeting is held.

facturers will show their new lines. But at any rate the large variety of models in all lines will give the public a wide choice in all types of phonographs, from portable thru console models.

At the NAMM convention, it is expected that many other manufac-

Tape Hassle Cues New Life
• Continued from page 14
"Ice for tape product from numerous indie firms. It was to be a kind of national tape one stop operation, not unlike a similar venture initiated over a year ago on a smaller scale by the Stereophonic Music Society, of West New York, N. J. But with Ampex making itself solidly on the side of the open reel tape, in the belief that cartridges provide indefinitely inferior reproduction, trademans railed the lengths to which Ampex might go in proving its point. For example, someone, wondered, would Ampex go into the recording business and build its own label, as indeed Equipment Corporation did last year with its high quality Everlast line? The possibility of such a move was not discounted by informed sources.

At any rate, the library of four-track, open-ended titles was expected to grow rapidly under the new Ampex deal. On the other hand, RCA announced that 15 titles on cartridges would be re-

was not so essential before the cartridge players could be gotten off the market but it was. As RCA said, was the only company firmly and beyond recall, at least for the present, committed to the disc as the form of sound reproduction. Industry observers saw the opening of a new era as one in which Ampex and RCA fame in the market directly opposite poles, ready to take battle in establishing their own favored systems. In the market which saw the rise and fall of the industry, a watchful waiting attitude. Many of these firms had developed a lip service to the potential stand of the Magnetic Recording Industry Association, to push the 71/2 ips, four-track, open-ended record. However, a number of them, including Penton, Webeor and others, were known to have thought the cartridge idea to the point of having pilot models and test units turned into production if market developments so warranted.

None of these firms was expected to make any further moves this year. Actual production would take a matter of months, perhaps until mid-fall, which would be in effect too late to cash in on the Christmas buying season. In addition, a number of them, including Penton, Webeor and others, were known to have thought the cartridge idea to the point of having pilot models and test units turned into production if market developments so warranted.

Other observers of the scene, particularly Bennett H. Haas of the Stereophonic Music Society, feel that the market will always have what is now a bigger record of two types of tape, there will, likewise, always be a market for both. "Four-track is the thing today, whatever they encrust it in a magazine or otherwise," he said. "I predict that like Bell does now, all cartridges will eventually go both ways.

Another spokesperson deplored the "continuing trend toward ob-

ulation in the industry and the preaching of the former line of "stereo or no stereo" philosophy. "It took back at what these gentlemen have done to their industry," he declared.

"First they came out with the staggered heads. Then somebody said, no, that’s no good, you’ve got to have a stacked head. So everybody has to change over. Then somebody suddenly came up with a half-inch tape duplicator which threatened to obsolete a lot of other equipment. Then we have the battle of the speeds and cartridges. This is the way it’s going to be. If a wonder there’s any market left at all for record players. RCA has been doped by all these confusing batt-

Meanwhile, RCA Victor had scheduled an "A-B" test the week preceding NAMM in New York to try the product to determine the difference in quality in some way understandable to the ear. (See separate story)
DEALERS FELICITOUS!

by Mercury

OPERATION PAGEWORTH

This is what they are saying:

"Pageworth is truly providing a new dimension to the retail experience of your customers. It's increasing sales and profits for your business." - JIMMY MUSK, Owner, MUSK'S MUSIC, L.A.

"Pageworth is a tremendous success. Our customers love it and it's helping our business grow." - GEORGE JORDAN, Owner, JORDAN'S MUSIC, Chicago, IL.

"We feel that the Pageworth program is a great asset to our business. It's helping us to increase sales and profits." - RICK RICKLIN, Owner, RICKLIN'S MUSIC, Los Angeles, CA.

"Pageworth is working wonders for our store. We've seen a dramatic increase in sales and profits since implementing the program." - MIKE SMITH, Owner, SMITH'S MUSIC, New York, NY.

"Pageworth has been a tremendous success for our business. It's helping us to reach new customers and increase sales." - JOE SHULMAN, Owner, SHULMAN'S MUSIC, Newark, NJ.

"Pageworth is a great addition to our store. We've seen a significant increase in sales and profits since implementing the program." - BILLY BILLY, Owner, BILLY'S MUSIC, Phoenix, AZ.

"Pageworth is helping us to increase sales and profits. We're very happy with the results." - JERRY JERRY, Owner, JERRY'S MUSIC, Detroit, MI.

"Pageworth is helping us to reach new customers and increase sales. We're very satisfied with the results." - BILL BILL, Owner, BILL'S MUSIC, Minneapolis, MN.

"Pageworth is helping us to increase sales and profits. We're very pleased with the results." - MICHAEL MICHAEL, Owner, MICHAEL'S MUSIC, San Francisco, CA.

"Pageworth is helping us to increase sales and profits. We're very satisfied with the results." - ROBERT ROBERT, Owner, ROBERT'S MUSIC, Los Angeles, CA.

"Pageworth is helping us to increase sales and profits. We're very pleased with the results." - DAVID DAVID, Owner, DAVID'S MUSIC, New York, NY.

"Pageworth is helping us to increase sales and profits. We're very satisfied with the results." - THOMAS THOMAS, Owner, THOMAS'S MUSIC, Miami, FL.

"Pageworth is helping us to increase sales and profits. We're very pleased with the results." - RANDAL RANDAL, Owner, RANDAL'S MUSIC, Dallas, TX.

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For the first time from BELL...

A Complete New Line of Stereo Masterpieces

Now on display at the NAMM Show, Rooms 605-611, Trade Show Building.
Available for limited distribution by selected franchised dealers.

We invite you to see this complete new line of stereophonic consoles at Bell display rooms in the Trade Show Building. When you do, you'll hear stereo sound of a quality seldom attained—in models to cover every styling and price need. You'll admire—as will millions of stereo prospects—the fresh, new concepts in beautiful wood cabinetry. And you'll agree that Bell's program of merchandising and selling support assures your selling success.

New Bell Stereophonic Component-Consoles offer the exceptional performance of Bell Components carefully matched with Bell-designed speaker systems...the convenience of console construction...the appearance of beautiful furniture. They are backed by two names widely known for the high quality standards they represent: Bell Sound Division, with over 26 years of experience as a components designer and manufacturer; and Thompson Ramo Wooldridge Inc., internationally famous in the field of electronics.

We believe you'll want to discuss franchising arrangements after you complete your inspection. Bell representatives will be in attendance at our NAMM show rooms to provide complete details...605 and 611, New York Trade Show Building.

BELL STEREOPHONIC COMPONENT-CONSOLES

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Billy Vaughn

"BLUES STAY AWAY FROM ME"

"ALL NITE LONG"

Best Selling Monaural & Stereo Album In America
Billy Vaughn's
"BLUE HAWAII"
DLP-3165

#15960
Admiral Line Has Stereo Features

NEW YORK — Admiral has come up with a number of new innovations in its 1960 phonograph line. The line is one of the most complete on the market, according to sales manager A. A. Medica, with a manual portable stereo set, a number of automatic portables, all-in-one consoles, two-piece ensembles and instruments with AM-FM tuners. The line has one compact 20-watt portable with two separate speaker enclosures, and a three-way unit with sealed speakers that can be removed for maximum tone separation. Two stereo portables have stowaway speaker enclosures that snap into the cabinet lid when not in use and can be platched up to 15 feet from the phonograph.

Key item in the Admiral portable line is a matching two-piece luggage model with 20-watt output, four speakers, separate bass and treble controls, a balance control and four-speed changer. One piece contains the dual amplifiers and record changer, the other the twin speakers that lock into a single unit. Portable stereo prices range from $49 up to a manual model to $160 for the two-piece unit.

The highlights of the stereo line are the Imperial 80 models whose ampoulers give up to 30 watts of output. Cabinets are styled in traditional and contemporary manner. The Admiral Imperial stereo-way stereo model resembles an all-brown cabinet, with speaker grilles at each end and an AM-FM tuner. Each speaker swivels out from the master unit and can be used attached to the console, or separately as desired. The 1960 line starts at $59.95.

An important new feature of the Admiral stereo line is a new master audio control center. A volume balance is used instead of the listener adjusting the sound to his liking in no matter where he sits in the room.

**Cartridge Vs.**

*Continued from page 14*

console. Another played the same program on a 712 ips tape from an Ampex 312. A third unit, RCA Victor's tape cartridge player, fed the same program on 314 ips thru a system consisting of two RCA BA-14 amplifiers and two Altoe "Voice of the Theater" speaker systems.

The test proved to the listeners that the cartridge didn't have quite as much "top" and "bottom" as the open-reel tapes playing at faster speeds. Also, some tape hiss was noticeable at low volume levels at the slower speed. One of the music reviewers summed this up to the attention of Miltenberg. "It is true," the recording engineer said, "that some tape hiss does come thru at lower volume levels. But you have to remember that this is being played on a wide-open system to fill a large room. Under ordinary listening conditions in the average living room, with less sensitive equipment, it won't be as noticeable." Miltenberg added that the fault wasn't with the tape cartridge system as much as it was with the tape itself. "Raw tape," he said, "has to improve. And we expect it will in the near future."

In general, the audience was inclined to believe that the RCA Victor tape cartridge player was fully adequate to the demands that the average record or tape public might expect. As one veteran critic put it, "You'd have to live with the cartridge and the open-reel versions of a piece of music for several days before you could fully appreciate the differences between quality of reproduction."

The cartridge player is a special feature of the RCA Victor exhibit at the NAMM Show.

**Freedman**

*Continued from page 17*

can be used to hold either 45's or LP's. It's convertible to handle 45's by the insertion of a rack unit made for that purpose.

Other features of the Freedman-Artefacts exhibit are their various displays and browser bases. The firm also has a number of "Closeouts" on which they will give dealers "special consideration."

Feature of Freedman-Artefacts exhibit at the NAMM Show is this VR-757 cassette line. Unit is convertible to 45's or 115's.
EDDIE ARNOLD'S NEW HIT
TENNESSEE STUD!
C/W WHAT'S THE GOOD? 47/7542

RCA VICTOR
RADIO CORPORATION OF AMERICA
Cordless Radios
Featured by G-E

NEW YORK—General Electric will offer a cordless, seven-transistor clock radio this fall, in addition to a new cordless, all-transistor table radio. These are part of the new General Electric table radio and clock-radio line for 1966.

The all-transistor cordless clock radio weighs 39 ounces including batteries. It carries a list price of $65. In addition to this set, G-E also has a number of conventional clock radios, including a set with a "moos-alarm," which has four tubes and lists for $39.95. There are other clock radios at $26.95, $29.95, $44.95 and $49.95. The regular clock radios will be available this summer, the cordless transistor clock radio sometime this fall.

The G-E cordless, transistor table radio has a recessed hand grip to carry from room to room. It will operate for up to 400 hours on flashlight batteries. List price is set at $49.95. Headings the table radio line is a deluxe AM-FM job with a walnut cabinet, with a plug-in jack for an external speaker. It contains two speakers, and has a plug-in for a record player and is adaptable for use with a tape recorder. It lists for $99.95. Other AM-FM radios in the G-E line list at $79.95, and $59.95. There are standard AM sets available starting at $19.95, $24.95, and $29.95.

G-E is also bringing out an all-transistor pocket radio that has five transistors and an earphone jack, plus a high output speaker. It will list at $29.95. Firm also has a gift-packed ensemble, featuring a seven transistor set in a leather travel case.

Granco Shows
Wider Line

NEW YORK—Granco Products, Inc., announced this new 1966 product line at the Music Trade Show today, spotlighted by a low-cost, multi-purpose FM tuner for use with TV sets, tape machines and any other amplifier-speaker unit. The company also spotlighted a new AM-FM clock radio and an advanced series of console-stereo radios which receive both AM-FM type stereoscopes as well as multichannel complications.

The new tuner-adapter, measuring only five inches square and three inches deep, was described as an industry "first" by Herbert Frank, director of Granco sales. Frank said the new receiver was a high fidelity unit in every respect and that it can be used for stereo reception with ordinary radios.

The AM-FM clock radios are also merchandised as a "Turne," both in size and low price. The FM clock radio lists at $19.95 and the AM-FM unit goes for $49.95. The clock sets, which take up no more room than standard radios, are equipped with General Electric Telechron clocks.

The new line of stereo radios, which ranges in list price from $195 to $795, all contain two amplifiers and two speaker systems, with stereo phonos and provision for a tape machine operating with either stereo or monoaural tape. Each also has provision for attachments of external speaker units.

Sonic Line Is
15 Units Long

NEW YORK—Sonic Industries will unveil a line of 15 stereo phonographs and components in Room 208 at the NAMM Show. The line consists of three stereo console phonographs, five portable phonographs and seven stereo components, including FM-AM tuner, amplifier and speaker systems. Consoles start at $129.95.

All consoles are self-contained complete stereo instruments in decorator-styled cabinets with "full-dimensional" sound systems. Portables all have detachable extension speakers that are attached to unit for ease in carrying when not in use; but detach quickly and jams plugged in for stereo playing in a matter of seconds.

Models 1010, 1012, in the console line and model 5-400 in Sonic components feature the Sonic Stereo Monitor, a motor both channels are perfectly balanced.

Consoles go up to $269.95. Portables range from $19.95 to $199.95. The Sonic component line includes three stereo amplifiers, an AM-FM tuner and two speaker enclosures.

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BIG SONG
plus...
BIG ARTIST
equals...
BIG HIT!

BYE BYE BABY
GOODBYE

Teresa Brewer

Published by
Comac-Southern
Murray Deutch, Gen. Prof. Mgr.
While you’re visiting the NAMM Show, be sure to see the stereo and TV that will be your biggest salesmakers all year long...

RCA Victor
NEWSMAKERS FOR 1960

RCA Victor Space 202-3

SEE AND HEAR THEM NOW...
World's first Stereo Tape Cartridge Player/Recorder that's launching a revolution in sound. Combining the lifetime fidelity of tape with the operating ease and low cost of the Cartridge—this Player/Recorder is opening the tape recorder era in home entertainment—opening up a whole new market for you.

Stereo-matched TV...TV with Hi-Fi sound system...TV that doubles as the second stereo unit. RCA Victor makes news with TV and stereo in superbly styled twin cabinets—plus other important TV sound developments that mean natural tie-in sales. Another extra from RCA Victor.
HI-FI FROM A PAINTING! THE NEWEST, MOST EXCITING DISCOVERY IN HI-FI SPEAKERS

HI-FI FROM A PAINTING! THE NEWEST, MOST EXCITING DISCOVERY IN HI-FI SPEAKERS

SURROUNDS
THE ROOM WITH

CAPTURES
SALES AS THESE LEADING STORE ORDERS SHOW!

Music and Beauty

SALES REPRESENTATIVES WANTED...
Jobbers, Distributors, Salesmen, Attention!

MEET and HEAR KEN NORDINE
GIVE THE "TRUE PICTURE OF SOUND" IN ROOM 738 HOTEL NEW YORKER

空间 482 • 西部商品展 • 旧金山

www.americanradiohistory.com
QUESTION 15: In the category of "stereo consoles with radio at $300 or less," which models did you actually sell in the first five months of 1959?

The following brands—listed alphabetically—were most widely sold:
- Magnavox, Mathes and Motorola.
- Other brands sold were: Blaupunkt, Columbia, Decca, Emerson, Philco, Webcor and Zenith.

An estimated 7,600 units were sold during the survey period and the average sale per dealer was 5.1 units.

QUESTION 16: In the category of "stereo consoles with radios at $301 to $500," which models did you actually sell during the first five months of 1959?

The following brands were most widely sold:
- Magnavox, Zenith.
- Other brands sold were: Fisher, Motorola and Stromberg-Carlin.

An estimated 13,900 units were sold during the survey period and the average sale per dealer was 5.1 units.

QUESTION 17: In the category of "stereo consoles with radio $501 or more," which brands did you actually sell in the first five months of 1959?

The following brands were most widely sold:
- Magnavox, Zenith.
- Other brands sold were: Fisher, Motorola and Stromberg-Carlin.

An estimated 2,700 units were sold during the survey period and the average sale per dealer was 5.1 units.

QUESTION 18: In the category of "stereo consoles with radio and tape recorder," which brands did you actually sell in the first five weeks of 1959?

The following brands were most widely sold:
- Apex, Fisher, Magnavox and V-M.

QUESTION 19: In the category of "separate unit stereo consoles with radio under $300," which brands did you actually sell in the first five months of 1959?

The following brands were most widely sold:
- Other brands sold were: AMI, Blaupunkt, Emerson, Mathes, Packard-Bell and Westinghouse.

QUESTION 20: In the category of "separate unit stereo consoles with radio $301 to $500," which brands did you actually sell in the first five months of 1959?

45% sold one or more Magnavox.
40% sold one or more RCA Victor.
15% sold one or more Zenith.
10% sold one or more V-M.
8% sold one or more Motorola.
8% sold one or more Webcor.
20% sold other brands including Admiral, Columbia, Emerson, Fisher, Stromberg-Carlin.

COMMENT:

In these radio-phonograph categories (Questions 18, 20 and 21), an estimated 7,200 dealers handled the units. They sold an estimated 21,600 units during the survey period for an average sale of $400 per dealer.

QUESTION 21: In the category of "separate unit stereo consoles with radio $501 or more," which brands did you actually sell during the first five months of 1959?

The following brands were most widely sold:
- Admiral, Fisher, Magnavox, Pilot, RCA Victor and Zenith.
- Other brands sold were: Motorola and Stromberg-Carlin.

"The Organ you play in just 60 seconds... without lessons"

These 10 words in 1958 made sales history in the music and appliance industry... poured millions of full profit dollars into dealers’ bank accounts... created a new consumer market... established the trend back to full profit selling!

- You are cordially invited to see and inspect the first really new idea in the musical industry in years.
- Magnus Electric Chord Organ and the just unveiled, newest masterpiece of sound and sell-ability... The Magnus Grand Electric Chord Organ
- Plus the complete line of Magnus Accessories.

The National Music Show • June 22-25
New Yorker Hotel • Magnus Suite 546-547

Magnus Organ Corporation • 100 Nuylon Avenue • Livingston, New Jersey
Originators and world’s largest manufacturers of portable chord organs.
A RADICALLY NEW ACHIEVEMENT IN HIGH FIDELITY AND STEREO SOUND REPRODUCTION

STROMBERG-CARLSON NOW CREATES CONSOLES THAT REPRODUCE MUSIC AS FAITHFULLY AND FLAWLESSLY AS SEPARATELY MOUNTED COMPONENTS

UNPRECEDEDENTED "ENERGY ISOLATION" SYSTEM

A NEW GENERATION IN APPLIANCES

GENERAL DYNAMICS / STROMBERG-CARLSON

STROMBERG-CARLSON IS A DIVISION OF GENERAL DYNAMICS

This advertisement is reprinted in its entirety from the The New York Times. Sunday, June 21

See the Audiophile Series of Stereo Component Ensembles by Stromberg-Carlson at the Music Show...Rooms 527 and 528...Trade Show Building, June 22, 23, 24 and 25.
GEORGIA GIBBS

in the new Kapp Single Sound

HAMBURGERS, FRANKFURTERS & POTATO CHIPS

and

The great standard with a rockin beat!

PRETEND

K-286

KAPP RECORDS
GONE RECORDS
the House of Hits!

Welcome
to our house
LITTLE RICHARD

“CIAO, CIAO, BAMBINA”
JACKY NOGUEZ
and his Orchestra
Jamie #1127

“I ONLY HAVE EYES FOR YOU”
THE FLAMINGOS
End #1046

“A PRAYER & A JUKE BOX”
LITTLE ANTHONY
AND THE IMPERIALS
End #1047

“FORTY MILES OF BAD ROAD”
DUANE EDDY
JAMIE #1126

GONE-END RECORDS
1650 Broadway, New York, N.Y.
**9 Models in Birch Line**

NEW YORK — The Birch line for 1959-60 spotlights nine new models. There are four manual sets including a four-speed manual with a single needle, one with a flip needle and tone and volume controls, a four-speed manual with a flip needle and a model with a "piggy back" speaker and flip needle.

The new models also feature four automatic models: A four-speed VM changer, high fidelity, a flip, four-speed VM changer and "piggy back" speaker and one with a wing-type speaker and an automatic combination with four-speed VM changer.

Also included in the line are a self-contained console stereo hifi, a stereo console companion speaker and radio cabinet and a shelf speaker companion to complete.

Prices range from $21.95 to $119.95.

---

**what's in it for you?**

**PROTECTION**

Soundcraft Hi-Fi tapes are sold only through franchised Soundcraft wholesalers. They can't be bought any other way! The result is a nationally uniform sales and pricing policy that always assures you of a competitive position — you will sell tapes at a profit.

**PRODUCTION**

Soundcraft's revolutionary PREMIUM PACK containing "Sweet Moods of Jazz in Stereo," or "Dixieland Jammer in Stereo" are selling more tapes than any other promotion. And Soundcraft presents you with your own national consumer advertising.

**PERFORMANCE**

Soundcraft Hi-Fi tapes are the only tapes with professional performance at modest price. Engineered in the most modern tape plant in the world, Hi-Fi tapes capture the full frequency range, at the slower speeds of home recording equipment.

**PROFIT**

You sell the top, nationally advertised branded tape, at a competitive price. This means increased tape sales and more profit for you. Your customers buy with confidence, come back for more repeat sales.
hanover Celebrates its First Anniversary

with 4 great singles

#4529 WILL JORDAN
BYE BYE LOVE
FLY CARPET FLY

Ed Sullivan says; "REALLY BIG"

#4528 BERNIE WAYNE
FEATURING P.J.
CHICKIE
NOW

exciting debut—
rock 'n roll

#4527 THE ROUGH RIDERS
STAMPEDE
WINATCHEE

rock 'n roll instrumentals—all the way

#4526 THE SCHOOL BELLES
COUNT DOWN
GAME
SWING SWANG

craziest novelty record of '59

Beatniks Smash LP

JACK KEROUAC
Poetry for the Beat Generation
PIANO BY
STEVE ALLEN

HML-5000 12" LP

A Product of
HANOVER-SIGNATURE RECORD CORP.
119 West 57th Street, N.Y. 19, N.Y. COlumbus 5-0650
Special styling is an important feature of the Doxa Anniversary II. By means of an inset in the cabinet, the second speaker unit of this stereo model is fastened to the master unit with two brass catchers. For monophonic playback, the speaker may be used right on the master unit.

At $99.95, Birch offers this Model FA-956 stereo automatic portable. Unit has V-M changer and packs five watts in each channel. Complete system with wing-style speakers enclosures is completely portable as shown upper right in photo.

Admiral's El Capitan stereo portable is a two-section unit. One section contains the two speakers and the other holds the four-speed automatic changer and two-channel amplifiers packing a total of 20 watts. Speaker complement contains an eight-inch and a 3½-inch in each bass reflex enclosure.

NEW YORK — Changes at Worcester Records Corporation last headed by octet-founder Joe Leedy, is an independent producer for Federal Records with thousands ofutterly styles and profiles in its 1959. At the same time, Leedy re-

cash in on soaring stereo & hi-fi accessory sales

NEW ROBINS DISPLAY DEAL

21 Robins traffic stoppers in this colorful display sell themselves in every record and tape outlet.

And stereo's demand for undistorted performance made it double the market.

We've selected the best sellers in America's most complete line of record and tape care accessories—Echelon Clip Splicers, Tape Head Demagnetizer, Sylas Microcoops, Turntable Levels, etc.—and have included them in this sales producing display. Next, we offer you this display unit plus 21 accessories totaling for $39.37 at a cost that guarantees you the biggest markup in the industry. In old stock on the market—there's a fabulous prepaid freight deal.

This counter/wall display plus the prepaid freight plan will add up to a bonanza with Robins in '59. Deal yourself in.
Premiere releases by...

**STRAND**

**RON AND JOE AND THE CREW**
Orchestra under the Direction of Mary Meredith

**RIOT IN CELL BLOCK #9**

**AIN'T LOVE GRAND**
25001

**DIANA COLE**
Orchestra under the Direction of Mary Meredith

**PAWN SHOP**

**PICTURE ON MY WALL**
25002

**JERRY FIELD AND THE WINNERS**

**CELERY STALKS AT MIDNIGHT**

**SUBWAY SAMBA**
25003

Distributed by Decca Distributing and Coral Records Branches. Deejay copies in the mails.

RECORDS
680 Fifth Avenue
New York 19, N. Y.
ANOTHER MILLION SELLER
Ricky NELSON

SWEETER THAN YOU
JUST A LITTLE TOO MUCH

IMPERIAL RECORDS
IN CANADA • LONDON RECORDS, LTD.
Extra Profits Via Accessory

LOS ANGELES — Audiotech Manufacturing Company has unveiled a new line of 150 accessory items, specially marketed-tested for their suitability. The line, packaged particularly for self-service merchandising, can be displayed by dealers on a pair of attractively designed display racks. Audiotech, according to General Manager Walter L. Schott, has attempted to consolidate virtually all popular accessories so that they will be available to retailers from a single source.

Audiotech's display merchandisers are designed for simple buying in line with the impulse angle, care was taken in packaging, so products are either plainly visible thru the wrappings or are clearly illustrated. An intensive trade and consumer ad program is underway.

Two new counter-mounting display merchandisers have been prepared for use by dealers specializing in either tape or records. The displays are patterned after the larger accessory racks, the largest of which, a six-shot model, Dynavox Has 13 New Phonos

NEW YORK — The Dynavox phone line for 1960, making its appearance at the NAMM Show, comprises 13 models. The line is portable throughout and ranges in price from $91.95 for a promotional manual monaural unit to $169.95 for a de luxe "F-70" stereo automatic. The firm offers a full line of both monaural and stereo portables. All spin at four speeds.

The stereo portables range from $319.95 for manual, four speed unit, to $169.95 for the de luxe unit that packs 14 watts peak in its dual channel amplifier. There are five models in the stereo line.

The monaural line is longer with eight models, two of them radio-phono combinations. Price range comes from $19.95 to $64.95 for phone alone. The radio-phono combinations are tagged at $48.95 and $89.95.

The units are available in a wide variety of two-tone covers and handle over half the 150-item line.

NINE MORE JOIN LABEL PARADE

WASHINGTON — The whole subject of mechanical royalties paid—whether to composers for recording of copyright works came in for a drubbing at recent meeting of the Copyright Subcommittee (D. N. Y.) bill to end federal excise tax on jukeboxes.

At one point, inside Copyrights Subcommittee Chairman Edwin Wilis (D., La.), said: "Something could be done very simply that the mechanical royalties provisions of the Copyright Law are not compatible with the spirit of the writers of the 2 cents-per-song statutes.

Further testimony as to no eager or bypassed mechanical royalty "dealers" was given by Fred Mark ("All of Me")." Patst Wilis's comment: "Under present law, the legal situation is that the statute says it must be done, but imposes no penalty or sanctions for not doing it. I could fix that up with a law that this should be done. I could fix that up for you.

"There were no takes on the offer. When Willis was asked by a Billboard reporter if he intended definitely to introduce legislation to enforce present two cents per side, his answer was unequivocal: "We'll have to wait and see the whole picture here, before I can say anything definite about that." However, as testimony progressed Willis asked more and more questions about the way the mechanical royalties failed to carry out the statute's intent.

Celler, who is chairman of the full House Judiciary Committee, stepped down to give testimony as a witness before his subcommittee. Willis is vigorously opposed to the Copyrights Subcommittee Chairman wording on the Celler bill to end jukebox performance exceptions. Celler and a group of ASCAP composers from Oscar Hammerstein to the publisher of the Johnny - 1662 - Judy, "Goodbye, James J., Goodbye," pleaded for full performance royalty payments to songwriters during productive years, before the asset was wiped out. Songwriters threw their works into public domain, leaving them without a lot of money in later years.

The ineffectuality of mechanical royalty as against performance money was scored by Celler in his bill that jukebox operators pay more in mechanical royalties. Celler sees songwriters as being well equipped to get songs recorded so that no matter how high a statutory mechanical royalty fee is set, the recording plays, the recording deals would bring the songwriters a fair share of the centrifugal force of a cent for composers that they get now.

Old Piano Firm Changes Hands

JASPER, Ind.—Purchase of the W. W. Kimball Company of Chicago was announced Saturday afternoon by the Jasper Corporation of this city. Officials of the local wood-working and cabinet firm announced that there would be no change in the management or in name of the century-old Chicago piano and organ manufacturing company.

Indications were that the term of the sale would remain undisclosed. The assets of the two firms are estimated at between 18 and $20,000,000.

Headed by Arnold Hulig, the Jasper firm operates three plants in Jasper, two lumber mills in Indiana and Tennessee and two sets of Jacob bars. Founded 10 years ago, it employs 700 persons.

Reflecting the Jasper design and technique, a new line of Kimball pianos and organs will be on display in New York today (22).

DRUB OF MECHANICAL INCOME

Even if a statutory rate was put in for mechanical royalties on records for jukeboxes only, the law would be impermissible, Celler said, both record manufacturers and record distributors have pronounced the idea "unfeasible," the man thought "impossible" and inevitable, Celler reminded the committee.

Publisher Richard Ahlert, whose first pop hit in three years is "Goodbye, Mr. Goodbye," by Jack Vaughn and his Knollwood Music, will reportedly receive more than $5,000 in mechanical recordings of the bit tune, at the rate of one cent per song. A bill passed last year put a one cent mechanical, which Ahlert has already purchased of his composer and author each with $1.50.

Ahlert lowered the boom on juke operators' claim that the three cents per song didn't make the machine here because it had been a top hit for four or five weeks on either hitlists, said Ahlert. The bigger picture of discouraging picture of mechanical royalty in a songwriting hit.

The author of such famous tunes as "Papa Don't Preach," "Can't We Be Friends," "This Is My Love," said that in a quarter of century of writing music, the hit never made much more than $500 a year in mechanical's, and usually made much less.

NAMM Skeds SORD Rallies

CHICAGO—Two open meetings sponsored by the Society of Record Dealers (SORD) will be held during the NAMM convention at New York's Hotel New Yorker. They are scheduled tonight (22) and Tuesday, each starting at 7:30. Tickets are free at the door and are open to all meetings, as well as executive committee sessions during the day, is a plan to allow regional groups of dealers to function somewhat autonomous while still being an integrated part of the national organization, it was announced by Jack Schaps, executive director.

Schaps also said that V. H. "(Andy) Anderson. SORD leader, recently addressed a meeting of the Wisconsin State Dealers Association to urge the 40 members in attendance to join SORD. About half of the local dealers have since joined. Schaps said, and most of the others are pledged to do so.

CAPITAL DEBUTS NEW PLAYHOUSE

WASHINGTON — This city's first theater - restaurant, the Capital Playhouse, will open Wednesday (24) with Mimi Bennett making her musical comedy debut in "Paris." Show was written by Martin Brown, with music by Cole Porter.

Capital Playhouse, a project of William's Theatrical Enterprises, will occupy the site of the old Wilson's Restaurant and the Presidential Arms. An electric organ will be set on the center of the room, and is surrounded by two tiers of cushioned booths, made to order, and to serve full course meals while the audience watches the performances.

A number of musical artists slated to appear during the season are Peggy King, Kitty Carl and Bette Cooper. Each show will run nightly except Monday, and will have two weekend matinees.
It's Good Business to Keep Good Company

V-M is

A Good Company To Do Business With

Through the years consumers, dealers, distributors and other manufacturers as well have found in V-M the qualities that make a manufacturer "good company." Consumers recognize the superior value in the distinctively V-M combination of excellent sound, styling and dependability at reasonable prices. Dealers and distributors have profited from V-M's many sales-producing feature-firsts coupled with full mark-up pricing. More manufacturers choose Voice of Music record changers and tape transports for installation in their own products than any other. This is indeed outstanding tribute to the quality of all V-M products!


Keep Company with Good Company... V-M For a Rewarding Profit Margin!

the Voice of Music®

V-M CORPORATION - BENTON HARBOR, MICHIGAN

World Famous for the Finest in Record Changers,
Phonographs and Tape Recorders
COPENHAGEN SHOWBIZ HUB OF SCANDINAVIA

By TED WOLFRAM

COPENHAGEN — The Scandinavian countries are now one of the best fields in Europe, during the summer months, for practically all categories of musical and entertainment talent. At least 75 per cent of the talent used is imported, with American talent in high favor. The two World Wars affected all of the small countries of Scandinavia in many ways but the amusement fields were affected to such an extent — using Copenhagen as an example — that they are only now returning to "normal." Copenhagen is the real center of amusement activity, both commercial and amateur, in Scandinavia, partly because of geographical location, but also because its regulations concerning amusement are more liberal than in other Scandinavian countries. There also is a much smaller amount of "southern" of amusement and music, in Denmark, than in most European countries.

At the end of the second World War, Copenhagen was faced with shortages of all kinds — it lacked theater for the summer interest influx, in theaters and concert halls were out-modeled, and its prime attractions were too old-fashioned and second-rate. Thus was left with several of its most important buildings in ruins or badly damaged.

Tivoli has practically completed its restoration; in fact, it has a $1,000,000 Concert Hall, two big concert-halls, two open-air stages, two open-air stands, plenty of rides and amusement, and 23 restaurants — mostly from self-service lunch-rooms to de luxe dinner establishment.

There is an extremely heavy demand, from all Scandinavian countries, for an amusement center during the summer months — and April to mid-September. The principal users of high-time vaude and "names" from the jazz or pop music fields, etc., "Casino," "Vegard," "China Variteke," "Skatten," "Cabinet Hallen," "Loust," and "Lundamarken," amusement park, and the "Conili." Only "Tivoli," "Variteke" and "China" are co-operating in booking — that is the musical "women" and the feature big-time acts of their bills will, in general, be booked by the Law & Leslie Theatre Managers, London, which will draw most of the American talent from GAC-Hannibal office. Most of these acts will also play the other three houses during their stay. The principal user of high-time vaude and "names" from the jazz or pop music fields, etc., "Casino," "Vegard," "China Variteke," "Skatten," "Cabinet Hallen," "Loust," and "Lundamarken," amusement park, and the "Conili." Only "Tivoli," "Variteke" and "China" are co-operating in booking — that is the musical "women" and the feature big-time acts of their bills will, in general, be booked by the Law & Leslie Theatre Managers, London, which will draw most of the American talent from GAC-Hannibal office. Most of these acts will also play the other three houses during their stay. The principal user of high-time vaude and "names" from the jazz or pop music fields, etc., "Casino," "Vegard," "China Variteke," "Skatten," "Cabinet Hallen," "Loust," and "Lundamarken," amusement park, and the "Conili." Only "Tivoli," "Variteke" and "China."
An Open Letter
to the Record Dealers of America

LONDON RECORDS, INC.
139 WEST 25TH STREET, NEW YORK N. Y. • TELEPHONE OREGON 5-6060 • CABLES: FULLRANG NEW YORK

June 22, 1959

United States Record Dealers
Main Street
All Cities
U. S. A.

Gentlemen:

We would like to take this opportunity to advise you of the continued success of our 1959 program which we call "Operation Dealer Support." We are glad to tell you that our sales for this May showed a 50% increase over last year; our sales for the first five months of this year have shown a 75% increase. Thank you for making these figures possible.

We are doubly pleased to announce these increases, in view of the fact that all of this business has been done without resorting to any direct-to-consumer sales programs. Each of our programs has been designed in what we believe to be the best interests of the industry, the dealers and ourselves.

We are now introducing our fourth "Operation Dealer Support" program of 1959. This program introduces the world-renowned Telefunken label at the price of $1.98 for monaural and $2.98 for stereo. This program also introduces a newly recorded catalog of Richmond LPS at $1.98 for monaural and $2.98 for stereo. The terms of our program afford maximum protection and minimum investment, increasing your opportunity to service your customer with new, quality records at lowest possible prices.

We know you will continue to support the company that supports you.

Sincerely,

Harry C. Kruse
Executive Vice-President

Leon C. Hartstone
Vice-President & Sales Manager
Tape-leads advertised in the "SCOTCH" company's development of music instruments, providing a wide range of options for those interested in the field. The advertisement for "SCOTCH" tape emphasizes the brand's commitment to quality and innovation, with features tailored to meet the needs of musicians and enthusiasts alike. The product is designed to be easy to use and reliable, offering a seamless experience for those who require high-quality tape for their projects. The advertisement also highlights the various applications of "SCOTCH" tape, from professional recordings to casual personal use, making it an attractive option for a wide audience. The mention of "more details" at the end of the advertisement suggests further information may be available for those interested in exploring the product further. Overall, the advertisement presents "SCOTCH" tape as a superior choice for those who value quality and reliability in their recording equipment.
Another Great London "Operation Dealer Support" Program

"V-for-Value"
RICHMOND AND TELEFUNKEN

$1.98 12" LP's
$2.98 12" LP's

100% RETURN PRIVILEGE
When You Buy Any of These 4 "Prepacks"
Prepack "A"— 75 Richmond Classics
Prepack "B"— 125 Richmond Pops
Prepack "C"— 75 Telefunken Classics
Prepack "D"— 25 Telefunken Pops

PAY NOV., DEC., JAN.

RICHMOND LP RECORDS
OFFER
Guaranteed Listening Pleasure

** Our guarantee: Your customer is guaranteed listening pleasure or he may return the record directly to us for full refund.

TELEFUNKEN
National Ad Campaign
features testimonials by these record critics
IRVING KOLODIN • HERBERT KUPFERBERG • JOHN CONLY
ROLAND GELATT • DAVID HALL

Contact your Richmond-Telefunken Salesman for Complete Details

FREE RACKS

Self Shipper Displays

* ALL RECORDS POLY BAGGED
* DISPLAY MATERIAL AND CATALOGS AVAILABLE
TEN THOUSAND DRUMS

CARL SMITH

THE YANKS ARE UP - THE REDCOATS ARE DOWN!

IT'S CARL SMITH AND THE FANTASTIC BEAT OF TEN THOUSAND DRUMS... A SMASHING NEW HIT! SURE TO MARCH UP THE CHARTS. HIGH-FIDELITY RECORDS

CALL YOUR COLUMBIA DISTRIBUTOR TODAY!

B/W "THE TALL, TALL GENTLEMAN" 4-4417

COLUMBIA DISTRIBUTOR TODAY!

THIS ONE'S A WINNER. CALL YOUR COLUMBIA DISTRIBUTOR TODAY!
DISTRIBUTOR NEWS

MILWAUKEE - Bob Ollman, Billboard correspondent, reports the following round-up of distributor doings: All of the Illinois distributors have made or will make Junior DistriB single releases. On the East coast, all of the Firms have been absorbed by Garmita Distributing. Bob Thorns, former sales boss for Major, is now on the Garmita sales staff, as is Paul is on the Main Street, professional man and friend of the drive to raise the estimated $25 Bathies needed to operate the complete Center. Financing will be entirely from private funds.

Performing Arts

- Continued from page 1

Waldorf Readies 4 New Stereo LP's

NEW YORK — Waldorf Music is preparing for its four new stereo LP's to be ready in time for the Gramophone, which starts today in New York.

The new LP's include "Sing Along With Good-Time Charlie and the Gang" and "Great Themes From Film TV" which also is a first for Waldorf's stereo LP's to a total of 18. The sets retail for $2.59.

Cannon Hits Bull's-Eye With First Firing

Nineteen-year-old Freddy Cannon has made the charts with his first recording, "La Liz."-The Massachusetts lad had started singing a few years ago. While in school at Lynn, he formed his own group and started doing some road shows. At one of these hopes he was discovered by Bobby Decker, Jack McDermott, who's now with Florida's WGMA, and his wife, sisterly signed Cannon as management contract and started grooming him for a professional career.

Following the success of his record, he's appeared on many TV shows, including the Dick Clark and Alton Staines. The Swan artist also plays guitar and writes much of his own material. His favorite activities are fishing, golf, horseback and rockhounding.

By JUNE BUNNY

JOEY'S LUCKY TUNE FOR SALT AUSTIN

Salt Austin, who makes his home in St. Aluins, N. Y., was born in Florida in 1952. He's been on the radio since he was four years. His big hit is "Down By The River," the country music record of the year, which was written by Don Williams, and recorded by Waylon Jennings.

Mr. Austin has been a guest of the Robert "The Voice" Biondi, and Frank Costello, "World's Ten Greatest Popular Concertos" and "World's Removed Popular Piano Concertos" and "Greely's Piano Organ Concertos." "Lambert's Porgy and Bess" by Ellis Fitzgerald and Lou Armstrong.

By JUNE BUNNY

LOS ANGELES: Ren Barret of Warner Bros. Records, Sales Corporation, writes that things are swinging, "Beacbt Time. By Roger Smith and Jack Lawrence, on the Post on the first half of the show are sisters are "Sweet Someone" by Eddie and Betty Cole is a real sleeper.

NEW YORK: Mickey Wallach of Malcome reports strong action along the East Coast of the 16-stamp. By Jerry Keller, "I Can't Begin to Tell You" by June Morgan on KDKA, "Big Bill" by the B. B. Razors, and "Lamb's Way to Heaven" by Tony Greedy's "Piano Concertos" sets, "TV Guide Top Television Theories" by Warren Barker and "When I Fall in Love" by Ted Hunter are also moving well.

Superior Records in New York lists "We Belong Together" by Ritchie Valens on Def Lat for their album, "Dedicated to You." The royalties were spent and a polling "Claro! (Claro! Rambino)" by Jackie National on single 1. Other artists to have recently been heard are "Helpless" by the Rolling Stones on Old Town. "Life Is a Mystery" by Rod Bernard on Argo, "Fangerina," by Ahman Jamal on Argo, "Is It Because?" by Ronnie Burrell; and "The Wagon Wheels" by the Quips and Pots by the Pleasure Seekers. Superior's LP's are Alberti Jamel sets on Argo. "Especially" for you by Delbert Pipes and "Jury and Dottie" for Miss Betty Wavelength and Andre Previn on United Artists.

YESTERYEAR'S TOPS—The nation's top tunes on records as reported in Billboard

JUNE 22, 1959

1. Riders in the Sky
2. Forever and Ever
3. Some Enchanted Evening
4. The Way You Look Tonight
5. Cruising Down the River
6. Careless Love
7. Ballads, etc.
8. I Don't See Me in Your Eyes
9. Baby, It's Cold Outside

JUNE 19, 1954

1. Come Along With Me
2. Beat of My Heart
3. Coon Fishin' in the Moonlight
4. Wandering
5. Heidi's Hideaway
6. I Love You (Really Love Me)
7. Young at Heart
8. Over the Bridge
9. Oh, Baby, Mine
10. Man Upstairs

By JUNE BUNNY

GAB BARG: Walter W. Jones, program director of KTWQ, Oklahoma City, reports: "In a first for KTWQ, the station finds that the Steer chain has changed policy here in Oklahoma City—prompted by a survey of today's adult listeners. Somewhere in the Top 40, the station, after its executive committee got its first week's worth, a little more than a year ago we decided that the adults of the Steer of the Top 40, we were taking a heavy hit. We looked at the Top 40 formats, and at that time we adopted the 'Music for Adults' slogan and the music to match. Programming to KJIM since that time has raised 75% on adult shows."

"In February of this year," Jones continues: "We brought the same format to Oklahoma City and have applied the Music for Adults format for a few months. We are still a little bit behind time that our listeners have increased and we have received not one unfavorable comment from a listener. Here, too, we are attracting new listeners. We are offering a new kind of music, it wasn't really necessary to conduct survey at—I don't know. It was really a new kind of music, and it was just because we were doing it that it was so successful.""
STILL GOING UP!
IN CHARTS • IN PLAYS • IN SALES

TONY BELLUS
says

"Thanx everybody"
DEEJAYS—DISTRIBUTORS—DEALERS—OPS

"ROBBIN' THE CRADLE"
by
TONY BELLUS
NRC-023

NATIONAL RECORDING CORP.
1224 FERNWOOD CIRCLE, ATLANTA 19, GA.
MUSIC AS WRITTEN

by Bob Rolontz

FROM POP TO BALLET

Clifford Lee Pockriss, now riding high with two hot songs, "My Heart Is an Open Book," penned by Hal David, and "It's Only the Good Times" written by Pete Eddy, has written a ballet score which is being produced at the Spoleto, Italy, "Festival of Two Worlds" this week. Pockriss wrote the music for choreographer Herb Ross, and it is based upon a series of Charles Adams cartoons.

New York

Dynasty Records of Hollywood has signed Jackie Curtois, night club warner. Al Ward will cut his first two sides for Johnny Vincent's Ace label this week... Jazman Don Elliot will be featured at the Boston Arts Festival next month. Elliott will also star at the Florida Jazz Festival, at the Diplomat Hotel in Miami Beach starting July 17... Cake Records, now located in New York City, has signed the Four Coaches, vocal group. Marvin infant is attending the Warner's International Convention... Twin Records, West Coast indie label, has acquired the master "Pile It," with Jerry and the Poodles, on the campus label. Betty Bangler has been appointed public relations director for Audio Fidelity Records, succeeding Claire Grosia who left to make her home in Australia... The Frank Dubois Quintet will play the Baby Grand in Pittsburgh this week... Doo Ragby and his Quintet are now at the Pine Grill in Buffalo... The Ernie Goldenstein Organ Combo are now playing the Hi Hat Club in Pittsburgh.

Fitch Records has signed Ann Vickers, young English thrush, Giggy Gyre, well-known jazz arranger and performer, is handling the A&R chores for the label. Finca just signed a new duo, Tonny and Eddie, Nick Nichol, the attractive young French singer, will debut at the Left Bank Club in New York this fall. At the same time the singer will exhibit her paintings at Dick Hollman's Little Studio in Gotham.

Jack Beckman, the personnel manager, has formed Topper Music. First tune in the firm was penned by Al Hoffman and Dick Manning, titled "Annie-Busha," and it was cut by thrush Kay Arrows for Decca. The seven winners of the Intercollegiate Jazz Scholarship Competition conducted by the Lesa School of Jazz under a grant from the F. & M. Schaeffer Brewing Company were: John Buroe, Princeton; Pete Cutler, Yale; Tony Greenwald, Yale, trumpet; Ian Underwood, Yale, flute; Herb Gardner, Harvard, trombone and computer; Bill Cohen, University of Pennsylvania, drums; Steve Kuhn, Harvard, piano; and David Mackay, Boston University, piano.

Weaver Ziggy Lane is the fiancee for the "Miss No-Cal" contest being held every Wednesday night at the Brooklyn Paramount Theater starting in July for eight weeks. Meanwhile, Lane is entertainment director at the Shoshone Beach Club at Lido Beach, Long Island, this summer... Jeebo Records has snapped the Wizard record of "Hold Me" by Al Kent and will handle the world rights to the disk. Polly Bergman and hubby Freddie Fields left last week for a five-week vacation-business trip in Europe. The Duke of Diteland open at the Desert Inn in Las Vegas this week (22) for a six-week stand... Best Records of Philadelphia has purchased a master by the Premiers of a new tune, "I Think I Love You." A new label, Buddha Records, has been formed in St. Petersburg, Fla., by Dick Harris and Paul Hayden. First artists are Bobby Steiger and the Four Holiday. Dave Campanella, son of Los Angeles Dodgers catcher Roy Campanella, has been signed to a recording pact by Dick O'Day, head of Kapp Records... Grand Records has signed Don Cherry and will have his first release out this week. Label has also signed the Miller Brothers... Wynne Records has signed film actress Tina Moreno... Bob Roer.

Hollywood

Al Latascha and Cecil Stoen remain as sole owners of Sunstate Music Distributors, continuing amicable split with Record Rack Service. Deal included the Latascha and Stoen interest in San Diego Station KPRL which now will be owned byRSS. According to Latascha, one of the contributing factors in putting together the major portion of selling to record dealers when the latter felt Sunstate was competing with them in interest in the Record Rack firm.

Albums are crowding singles, even on the air. Harry Mattrish's KHRM (FM) last week inaugurated a top 50 policy - only albums, no singles. Stolmen's "HI FI 50" album will absorb the major portion of its programming structure. Album selection will be based on current best-sellers plus upcoming product reviewed by the station's jockeys and a newspaper and magazine picked. Outlet will issue its list to listeners.

Anita Steichen, head of the Imperial Music publishing firm, returned to her Hollywood headquarters following a series of business meetings in London and Paris on behalf of the Law Chudd music firms. Peggy Lee opens a two-week stand (with dinner option) at Las Vegas' Flamingo Hotel. Also booked to appear with Jack Benny at the Greek Theater here. In addition to vocal engagements, she completed the lyric to Duke Ellington's "Anatomy of a Murder." Columbia Pictures theme music and also penned the main tune for George Pal's "Tire Machine" movie now in production.


... Elmore Bernstein is recording his original TV theme from the past season's "G-E Theater" series. Capitol will issue

(Continued on page 51)
**Dot HOT NEW RELEASES**

**THE**

**LIZZIE DARLIN’**

**HILLTOPPERS**

**LOTS OF LUCK**

#15958

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**WELCOME HOME BABY**

**I LOVE YOU SO MUCH**

**IVORY**

**JOE HUNTER**

#15957

---

**ROBIN**

**LUKE**

**FIVE MINUTES MORE**

**WHO’S GONNA HOLD YOUR HAND?**

#15959

---

**WITHOUT YOU**

**I’M MOVIN’ ON**

**JIM**

**LOWE**

#15954

---

**LONNIE**

**DONEGAN**

**FORT WORTH JAIL**

**WHOA BACK BUCK**

#15953

---

**JIMMY BROWN**

**THE NEWSBOY**

**I’VE GOT NO USE FOR THE WOMEN**

**MAC**

**WISEMAN**

#15946

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**BEST SELLERS**

15955 TWIXT TWELVE AND TWENTY—ROCK BOLL WEEVEL—Pat Boone
15956 BEI MIR BIST DU SCHÖN—I DON’T KNOW WHY—Louis Prima And Keely Smith
15960 BLUES STAY AWAY FROM ME—ALL NITE LONG—Billy Vaughn
15943 A LOVERS HYMN—YOU ARE MY SUNSHINE—The Fontane Sisters
CRY. 728 THE FIVE PENNIES—YES-SIR-EE—Dodie Stevens
SANDY 1019 LITTLE BITTY JOHNNY—TEENAGE VISION—Travis & Bob
15951 TWICE AS NICE—TIGER—Nick Todd
15950 TE QUIERO—LULLABY IN RAGTIME—The Mills Bros.
Cincinnati-Nashville

Burney Rapp, Cincinnati booker-band leader, has moved his offices from the Hilton to the Sheraton-Gilson Hotel. Rapp is moving his independent WSMW's "Grand Ole Opry" Minnie Pearl feature for the Cincinnati Callergate Fair September 17-20.

James Henshaw, wife of the Miami Beach GAC nash, Frank, has resigned last week to visit relatives and pick up a new born baby boy. Henshaw made the transfer to Florida a year ago when the Cincy GAC office folded.

Hodart Stenton, of the jake box operating firm, O. K. Ammuntorp Company, Johnson City, Texas, has sold off a new disk label under the name of Chopin Record Company, which the firm's future release does out this week. Stenton will continue with his jake box operations.

Anton Schilling, veteran producer-booker operating out of Chicago and St. Louis for RCA Victor and His Smokey Mule has set Reel Boys for another tour of European military installations effective this week. He is presenting the "Jukebox U. S. A." folk for a similar jake for Red Foley and gang.

Chicago

Paul Glass, head of All State and Tober Distributors, Chicago, is back from a 3 week (b) from the Gibson Orchestra, Minn. last week, Paul Meeker, the ex-booker is working as a booking agent with the Davidson Agency, Evanston, Ill... Attorney Milt Schaefer, head of Chicago has been appointed to the board of directors of the Copyright Society of the U. S.

Bill Black and Herb Grossman of Orchesters Inc., are sending out blue prints and red package on the road. July. Up to now the booking agency has specialized in dance bands but are making a switch to the rock and roll contingent of the Rockin' Big, Larry Griffin and from the Shelton, Steve Bielder and the Blue Jays, and thrash Debbie Stevins, Orchesters Inc., also book the Four Car Readers, the Four Car Band, the Four Car Club, the Bobby Christian band, Don Glasser, the Bobby Christian band, and the Smokey Stoner Dixieland combo. The Carlyle band is on the road tonight. The Skylark with Tiny Roseland Ballroom in New York for four weeks starting June 30.

WCTF's Buck Kenney embraced a 10 cent contest at a local Catholic church to help raise fire equipment for its school... The Country Brothers, Gary, Lindsey, Philip and Dennis, premiere their night club show at KUWT Monday night (13)... The Blue Angel, Calypso bistro, starts its minimum charge from Sunday thru Thursday night, a $1.00, the Nashville Distributing Company, specializing in pre-recorded tape, is packing for a move to a larger house. Down Memphis way, lady deejay Janis Joopin of WHER occasionally buys the local populace by playing two covers each week. Last week King Cole's "Looking Back," one legging behind the other so it comes out a lug. It's poor man's stereo, but it holds.

Roulette Exec Ben's Disk Club Pattern

NEW YORK — Morris Levy, Roulette Records president, last week lashed out at record clubs, stating that Roulette is "now more than ever determined to stop all the club owners in any form whatever.

The exec said Roulette has already turned down the Dinner's Club. He also noted that the label takes a dim view of tie-ups between independent record companies and disk clubs.

In this, Levy stated, Roulette believes that "the whole disk club industry is on the decaying stage, with its future in line with that deal of the writing in the business company that has last sight of the growing record industry and is losing ground to the record company participating in such intimate association with the clubs, instead of abetting in a further move to take the profits away from where it belongs—in the retail stores."

Levy said the success of Roulette's new Dealers Record Club (a club exclusively for dealers) has

'Sorry in New Weekly Seg'

NAVAJEO—A new half hour of live country music is being presented each Saturday at 5 p.m. over WSM-TV here, featuring artists from the station's "Grand Ole Opry." The new show, "Rodeo Opry Starj Time," is made in bow Saturday, with Ernest Tubb, Ray Price, Skeeter Davis and the Wilburn Brothers in the featured slot. Show is being sponsored by the National Biscuit Company.

Montalbano now operates a couple of record stores as well. "I figured, if I was making records I might as well sell them, too. In the back of one of my stores I have a portable tape recorder set up. That's where I audition the talent. They're in my store all the time, listening to make records. I still book bands, too. We have a big annual battle of the bands which $100,000, Montalbano started handing from distributors. They're calling in from all over. That's how it's made..."

Montalbano turns out an interesting record. The latest, this week, is "Rico Murillo," which features Buck Rogers and his Jests.

San Miguel will present Gem Records Columbia Pictures' upcoming "The Gene Krupa Story," which is filmed to Hollywood cut the sound track for the pic. . . M has kicked off its new find, Dick Carson, with a backbreaker sized of TV appearances with the program, including Dick Clark, Alan Freed, Milt Grant, Duddy Kershner, Jim Gallant and Bob Clayton.
THANK YOU, Mr. Dealer, FOR YOUR WONDERFUL ACCEPTANCE AND SUPPORT . . .

AN OPEN LETTER TO ALL DEALERS:
After all is said and done, we at Roulette earnestly believe we need you—Mr. Dealer—the most neglected and abused man in the record industry.

Morris Levy
President
Roulette Records

THE ROULETTE DEALERS RECORD CLUB . . . OVER 1000 MEMBERS IN ONE WEEK . . . AND STILL GROWING!!

Note to all Dealer Club Members
If you have not received your bonus merchandise, please bear with us. Applications have swamped our offices, causing a slight delay in shipping.
"Mr. Dealer," this club is for you and you may cancel your contract at any time.

Climb on the Bandwagon
Now is the time to join!

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Now is the time to join!

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Climb on the Bandwagon
Now is the time to join!

ROULETTE
659 Tenth Ave.
New York 36, N. Y.

ROULETTE RECORDS INC., 659 10th Ave., N. Y., N. Y.
Please send me an application blank for membership in the Roulette Dealers Record Club and all pertinent information concerning the details of the club's operation.

DEALER (STORE NAME) ___________________________
ADDRESS _______________________________________
CITY ___________________ STATE ________________
YOUR ROULETTE DISTRIBUTOR IS ____________________________
DEALER SIGNATURE ________________________________________
![The Billboard's Music Popularity Charts... PACKAGED RECORDS]

**REVIEWS OF THIS WEEK'S LP'S**

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Top artists and releases on the charts over the past week.

**SPECIAL MERIT SPOTLIGHTS**

Artists and tracks that warrant special attention.

**POP DISK JOKE PROGRAMMING**

Humorous takes on current music trends.

**AMERICANS DANCE FAVORITES**

Tracks that made the biggest splash on dance floors.

**RECREATIONAL RELIGIOUS SINGERS**

Religious performers and their music.

**GOOD SALES POTENTIAL**

Tracks with strong sales potential.

**POPULAR**

Tracks currently dominating the charts.

**SPECIAL CLASSICAL**

Tracks that are garnering critical acclaim.

**THE BEACH**

When spotlight is classical, Rogers and the results are swinging. The arrangements have the big band sound in the modern vein — a sound that should have broad appeal. The band draws on selections like "Chances Are," "Teacher Teacher," "It's Not For Me To Say," "Who Needs You," etc., many of which will be familiar as hit songs for various artists. Solid recording job and the cheek on the cover is a joke.

**CHANCES ARE IT SWING**

Sherry of RCA Victor SR JSP 1975 & LPM 1975. (Stereo & Monaural) Rogers and members of the Giants apply their skilled hands to a group of tunes held together by a driving arrangement. The Job is mostly rollicking, the rhythm tunes are in an exciting vein. Pete Rugoff's organ support is most helpful. Sound and a good cover shot of the throat are in order. This should be a good pop-jazz seller.

**ERNESTINE ANDERSON**

Mary Lou Williams. (Stereo & Monaural) Miss Anderson follows her "Hot Cargo" success with an equally fine effort. It's a programmable LP with a variety of items — all of which make the expected mark. The ballads are lushly rendered, and the rhythm tunes are in an exciting vein. Pete Rugoff's organ support is most helpful. Sound and a good cover shot of the throat are in order. This should be a good pop-jazz seller.

**BETTHOVEN, THE WALDSTEIN & No. 18 SONATAS FOR PIANO**

Artur Rubinstein, Piano. RCA Victor LM 2311. The first of a set of the three sonatas by Beethoven, recorded in the previous release. The programmatic score is interpreted with vigor by Bennett. The orchestral effects are captured with brilliancy in the recording. Set is being offered for a limited time at $2.98. Excellent sound and cover sketches give the package additional sales potential.

**RICHARD RODRECKS VICTORY AT SEA VOL. 1**

The RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2335 & LM 2335. (Stereo & Monaural) This new "Victory at Sea" set takes on the previous release. The programmatic score is interpreted with vigor by Bennett. The orchestral effects are captured with brilliancy in the recording. Set is being offered for a limited time at $2.98. Excellent sound and cover sketches give the package additional sales potential.

**THE PHILADELPHIA ORCH. PLAYS VICTOR HERBERT**

Eugene Ormandy, Conductor. Columbia ML 5706. The Philadelphia orchestra, under the direction of Ormandy, brings Herbert's music to life with a new lease on life. The performances are warm, witty and gay — particularly that of Miss Ashcroft. A strong sales item for the market.

**SPOKEN WORD**

**THE SHAW-TURNER LETTERS**

Read by Dorothy Dandridge, Ashcroft & Cyril Connick. Camden TC 1108. Here is a perfectly delicious reading of one of the great works of the period — this time with excellent direction. The performances are warm, witty and gay — particularly that of Miss Ashcroft. A strong sales item for the market.
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(The story of Darby's Adventures with the King of the Leprechauns)
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$1.98 LP — The complete score of "Say One For Me"! Sung by Rex Allen—Roberta Shore—Tony Paris! Presold by the exploitation and promotion behind Bing Crosby's latest and greatest musical!
James Van Heusen and Sammy Cahn's complete score
"SAY ONE FOR ME"
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...and a great performance of the title song—on his first Vista single—
REX ALLEN
sings
"SAY ONE FOR ME"
Orchestra under the direction of CAMARATA
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...and just released on the new Shamrock label—
Dennis Day sings the hit song from "DARBY O'GILL"
"THE PRETTY IRISH GIRL"

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$1.98
LIVING STEREO...ONLY
$2.98

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PERRY COMO
Sings Just for You

LIVING STEREO

CHIEF COMMISSIONER

WILLIAM H. McGIVERN

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MUNDY LOWE
AND HIS ALL STARS
FEATURING LUCIE ANN LEE

MAY 30th
22ND AVENUE JAZZ ACTION!
PETER CUNN
THE THIN MAN
M-SCOUND
THE SELECT STRIP
NAKED CITY
MIKE MASON
MIKE HAMMER

SUNDAY, MAY 30
2000 HOURS

LIVING STEREO

THE FRED ASTAIRE
DANCE Studio ORCHESTRA

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HILL BOWEN ORCH.

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CAMDEN 9282

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STEREO-SCORED ORCHESTRA

ANDY WILLIAMS' TWO TIME WINNERS

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HEAR EVEREST

VOICES OF THE TIMES ON FOLKWAYS

Giselle MacKenzie, Superstar With Arthur Rubinstein and The Vienna State Opera Orchestra; Vienna State Opera Orchestra (Columbia), London, Eng. 1064, (1st stereo & mono). This is a musical conjunction of the great concert and film stars, recorded with a stereo orchestra, including over fifty players. As such, this stereo release is not at all meant to be heard in stereo, but rather as a mono album with a stereo complement to it. In the stereo program, the sound of the orchestra is noticeably improved, with richer, more detailed textures and a wider range of tone colors. In the mono program, the sound of the orchestra is noticeably inferior, with less detail and a narrower range of tone colors. However, in both programs, the orchestra is exceptionally well recorded, with a wide dynamic range and a rich, full sound. Overall, this album is a fine example of the potential of stereo recording and a valuable addition to any classical music collection.

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featured in the Danny Kaye picture,
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THE FOLK FESTIVAL—FIESTA FIPI 25000

THE JUNE 20th "Pete Seeger Excites Singers" Workshop will, and other acts won't quite up to some of the Village Minstrel groups, but Seeger's performances are as much worth hearing. The two works include "Swanee in the City," narrated by Melvin Stewart and Andrew Gold and "Drinkin' Chokey," "Nosegay," and "Steppens Molly, Milt Mantle's Song of the Setting Sun," and others of a kind Minstrel, they reflect the exciting and imaginative spirit of the early minstrels.

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PETE SEEGER
(Continued on page 37)

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Jeny Butler
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says

DICK CLARK

DICK CLARK-AMERICAN BANDSTAND, Monday through Friday, ABC-TV.
DICK CLARK SHOW, Saturday, ABC-TV.
JUNE 22, 1959

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International

SWINGS into ACTION
NOW DISTRIBUTING THE SENSATION OF THE SUMMER!

LE CAM # 702

"MULHOLLAND DRIVE"

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"MY LOVE"

"ACE" DINNING SAX with JEANETTE

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1st Time
The One, The Only

Boudleaux Bryant
And The Sparks

AN ALL MARKET INSTRUMENTAL

HOT SPOT
c/w
BLUE KAZOO

HICKORY 1100

Imported From Germany
POP INSTRUMENTAL

The
Jupiter Serenaders

VALSE ADORÉE
c/w
CHA CHA NERA

HICKORY 1099

ALL TIME GREATS

Wilma Lee Stoney Cooper

ALREADY IN THE CHARTS

BIG MIDNIGHT SPECIAL
c/w
X Marks The Spot

HICKORY 1098

Roy Acuff
And His Smokey Mountain Boys

COME AND KNOCK
c/w
My Love Came Back To Me

HICKORY 1097

STILL GOING STRONG

Margie Bowes
POOR OLD HEARTSICK ME

HICKORY 1094

Rusty and Doug
KAW-LIGA

HICKORY 1095

June Webb
CONSCIENCE

HICKORY 1096

Hickory Records
2370 Franklin Rd.
Nashville, Tennessee
### THE NATIONS TOP TUNES

**For survey week ending June 13**

#### This Week

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week No.</th>
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<tbody>
<tr>
<td>1. The Battle of New Orleans</td>
<td>House, Hope</td>
<td>Warner</td>
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<td>2. Personality</td>
<td>McLean</td>
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<tr>
<td>3. Dream Lover</td>
<td>Foster</td>
<td>Liberty</td>
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<td>4. Kansas City</td>
<td>Lefton</td>
<td>Peer</td>
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<td>5. Quiet Village</td>
<td>Moore</td>
<td>Roulette</td>
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<td><strong>Second Ten</strong></td>
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<td>6. Lonely Boy</td>
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<td>7. Tallahassee Lassie</td>
<td>Crouse</td>
<td>Century</td>
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<tr>
<td>8. A Teenager in Love</td>
<td>Port and Stone</td>
<td>RKO</td>
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<tr>
<td>9. Along Came Jones</td>
<td>Seeler</td>
<td>Tiger</td>
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<td>10. Lipstick on Your Collar</td>
<td>Comito</td>
<td>Capitol</td>
<td>16</td>
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<tr>
<td>11. Only You</td>
<td>Rush and Reed</td>
<td>Billboard</td>
<td>11</td>
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<tr>
<td>12. Kookie, Kookie (Lend Me Your Comb)</td>
<td>Sessions</td>
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<tr>
<td>13. Frankie</td>
<td>Chinn</td>
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<td>14. Happy Organ</td>
<td>Crown</td>
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<td>15. Bobby Sox to Stockings</td>
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<td><strong>Third Ten</strong></td>
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<td>21. I Only Have Eyes for You</td>
<td>Burke</td>
<td>Columbia</td>
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<tr>
<td>22. Waterloo</td>
<td>Williamson</td>
<td>Columbia</td>
<td>30</td>
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<tr>
<td>23. A Boy Without a Girl</td>
<td>Jackson</td>
<td>ABC</td>
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<tr>
<td>24. I'm Ready</td>
<td>Arden</td>
<td>Columbia</td>
<td>19</td>
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<tr>
<td>25. Just Keep It Up</td>
<td>Blackwell</td>
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#### Last Week's Chart

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### Notes

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- The **Roll of Hits** is a trademarked list and the listing of the title has been copyrighted by the Billboard. Use of either may not be made without the Billboard's consent. Requests for such consent should be addressed to the publisher of The Billboard at The Billboard, 1364 Broadway, New York 36, N. Y.

### The Honor Roll of Hits

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

JACK SCOTT
sings

THE WAY I WALK
CARLTON 514

JACK SCOTT VISITS DICK CLARK SAT. NITE JUNE 27
CRASHED THE NATIONAL
SUMMER SMASH!
ANITA BRYANT
THE NEW QUEEN OF SONG
sings
TILL THERE WAS YOU
WITH MONTY KELLY'S ORCHESTRA AND CHORUS
CARLTON 512

ANITA BRYANT VISITS DICK CLARK SAT. NITE JULY 11

CHARTS IN JUST 2 WEEKS!
& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough chart momentum to impact the Hot 100, are performing on any national chart anywhere, already have exhibited considerable regional action. Such positions indicate relative potential to earn an early listing on the Hot 100.

1. SWEET SOMEONE
2. TILL THERE WAS YOU
3. THE WAY I WANT YOU
4. I KNOW IT'S HARD, BUT IT'S FAIR
5. SEE YOU IN SEPTEMBER
6. HERE COMES SUMMER
7. HERE COMES SUMMER
8. SING ALONG
9. YOU ARE EVERYTHING TO ME
10. I'M RELATED TO THE ONE I AM WAITING FOR
11. CRYING MY HEART OUT FOR YOU
12. SOUTHERN TEENAGE PRAYER
13. TENNESSEE STUDY
14. THE FIVE HEARTS
15. HAPPY VACATION

These records, all on the Hot 100, have begun to show national broadcast interest this week for the first time. They are recommended by dealers, jock box operators and disk jockeys as having the greatest potential to go all the way.

POP

*BACK IN THE U.S.A.* Chuck Berry

*FORTY DAYS* Ronnie Hawkins

*FORTY MILES OF BAD ROAD* Dianne Fiddy

*I'LL BE SATISFIED* Jackie Wilson

*I KNOW* Perry Como

*REMEMBER WHEN?* The Platters

*CAP AND GOWN* Marty Robbins

*LAVENDER BLUE* Sammy Turner

*C&W

No selections this week.

R&B

No selections this week.

REVIEW OF THIS WEEK'S SINGLES

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Bravest sales potential of all records reviewed this week.

**BILLY VAUGHN**

ALL THE LONG (Frederick, BMI) - BLUES STAY AWAY FROM ME (Goth, BMI) - Vaughn and crew apply the singing reed sound to two blues standards. Each is a danceable and well-sung item, and either could step out for big loot. These are his strongest offerings recently.

**BOBBY RYDELL**

KISSIN' TIME (Row, ASCAP) - Rydell, who has come back from a bit of a slump before, seems a likelier chart prospect with this driving side. It's a good tune with a strong message for teens, delivered in the Avalon-Fabian tradition. Flip is "You'll Never Take Me," (Fabulous, BMI).

**FRANKIE FORD**

CAN'T TELL MY HEART (Ace, BMI) - ALMONY (Ace, BMI) - Ford could repeat the success of "Sea Cruise" with either of these hot contenders. "Can't Tell" features Huey (Piano) Smith on piano in support of Ford's emotional reading of the rockaballad. "Almony" is a chorus, and it's handled with equal appeal. Ace 556

**THE SOLITAIRES**

HELPLESS (Els-Hou, BMI) - The lead voice gives the spiritual-derived rockaballad a strong reading, and the group complements nicely. The emotion-packed side has that '50s sound. It should also draw heavy R&B response. Flip is "Light a Candle in the Chapel," (Murtern, BMI).

**JOHNNY DESMOND**

HEY, LITTLE DOLLY (Sternum-De Varosz, BMI) - Desmond has his hottest side in a spell. The tune is in a folk-style groove, and a click chorus offers strong support. The arrangement is colorful and interesting, and Desmond vocal is appealing. Flip is "Dancin Man," (Devo, ASCAP).

**MARTIN DENNY**

MARTINIQUES (Gillies, ASCAP) - Denny follows his smash "Kansas City" with another comic side that should attract coins a-plenty. The Latin-styled side spotlights several intriguing c'f effects, bird calls, etc. Flip is "Sake Rock." (Devo, ASCAP).

**BILLY & LILIE**

BELLS, BELLS, BELLS (Coles, BMI) - The pair has an infectious side that could be their biggest yet. They render the cute novelty most attractively over interesting and colorful c'f support. Watch it! Flip is "Homey-Mountain," (Benjamin, ASCAP).

(Continued on page 71)
"HAVE YOU HEARD?"

Lillian Brooks

sing

"LOVE ME, LOVE ME"

b/w

"HAVE YOU HEARD"

Orchestra conducted by

LEW DOUGLAS

B&F RECORD #1321

also available on stereo (1321 S)

B&F RECORD CO.
1323 SO. MICHIGAN AVE. CHICAGO, ILL.

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

JUNE 22, 1959

**Best Selling Sheet Music in U.S.**

<table>
<thead>
<tr>
<th>Title</th>
<th>First Week</th>
<th>Last Week</th>
</tr>
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<tbody>
<tr>
<td>1. THE BATTLE OF NEW ORLEANS (Harden)</td>
<td>1</td>
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<tr>
<td>2. QUIET VILLAGE (Buster-Wright)</td>
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<tr>
<td>3. GUITAR BOOGIE SHUFFLE (Shapiro-Brendel)</td>
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<td>4. GOODBYE, JIMMY, GOODBYE (Keoolwood)</td>
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<td>5. PERSONALITY (Lloyd-Logan)</td>
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<tr>
<td>6. THE HAPPY ORGAN (Lowell)</td>
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<td>3</td>
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<td>7. KANSAS CITY (Fire)</td>
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<td>8. DREAM LOVER (Pero-Progressive)</td>
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<td>3</td>
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<td>9. PINK SHOE LACES (Pioneer)</td>
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<td>10. FOR A PENNY (Roosevelt)</td>
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<td>3</td>
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<tr>
<td>11. HAWAIIAN WEDDING SONG (Pickwick)</td>
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<td>12. 77 SUNSET STRIP (Winmark)</td>
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<tr>
<td>13. GIGI (Lowel-Chappell)</td>
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<td>14. GIDGET (Columbia Pictures)</td>
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<tr>
<td>15. SUMMER DREAMS (Rio Grande)</td>
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**Best Selling Sheet Music in Britain**

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<tbody>
<tr>
<td>1. JOUETTE—Roy Court (Columbia)</td>
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<tr>
<td>2. A FOOL SUCH AS I NEED YOUR LOVE TONIGHT—Roy Francis ( RCA)</td>
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<tr>
<td>3. DREAM LOVER—Bobby Davey (London)</td>
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<tr>
<td>4. IT DOESN'T MATTER ANYMORE—Bobby Holly (London)</td>
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<tr>
<td>5. I'VE WANTED SO LONG—Anthony Newley (Decca)</td>
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<tr>
<td>6. A TEENAGER IN LOVE—Marty Wilde (Phillips)</td>
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<tr>
<td>7. IT'S LATE—Bobby Selma (London)</td>
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<tr>
<td>8. NORM SANDBERG—Roy Court (Columbia)</td>
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<td>9. MAY YOU ALWAYS—Roy Regan (HMV)</td>
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<td>12. I GO APE—Roy Selma (RCA)</td>
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<td>13. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia)</td>
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<td>14. A TEENAGER IN LOVE—Cora Douglas (Top Rank)</td>
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<td>15. NEVER BE ANYONE ELSE BUT YOU—Bobby Nelson (Decca)</td>
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<td>16. COME SOFTLY TO ME—Frankie Vaughan and the Race Horses (Philips)</td>
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<td>17. POOR JOEY—Roy Selma (London)</td>
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<td>18. PETIT FEUER—C.B. Richard (Paris)</td>
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<td>19. FIVE GUNS—Dennis Ryan (London)</td>
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<td>20. PERSONALITY—Roy Regan (HMV)</td>
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the advertising columns of
THE BILLBOARD!

JUNE 22, 1959

Dottie Barlow

in value that is different)

"I'M RAGGED BUT RIGHT" Larry Vincent

sings "HOW'S MY BABY TONIGHT?"

"IF I HAD MY LIFE TO LIVE OVER"

Perry Trio

Nitty Narrows LP 24 for

"LATE EVENING LISTENING"

Lawn and with Ingles

PEARL RECORD CO.

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**Special Merit Spotlights**

The following records have been picked for standout performances from various artists, because in the opinion of The Billboard Music Staff, they deserve exposure.

**POP DISCO JOKY PROGRAMMING**

**COUNTRY & WESTERN**

**FARON YOUNG**

*Country Girl (Lancaster, BMI)* — *I Hear You Talkin’ About Me (Ascap)*

"Country Girl" is given an impressive multi-track vocal by Young. It's an interesting tune that offers a philosophical message. "I Hear You Talkin'" is an attractive rockabilly item that also create pop interest.

Capitol 4223

**JIMMIE SKINNER**

*John Wesley Hardin (Skinner, BMI)* — Skinner belts this rhythm tune effectively. It sells the sign of an old Western desperado. It's rendered attractively over traditional type backing. "Flip is "Misery Loves Company" (Skinner, BMI).

Mercury 71470

**Rhythm & Blues**

No Selections This Week.

**REVIEWS**

It is an interesting fact that a very strong record reading from Dave Hill, helped by a throb on the second chorus. Watch this one.

(Daniels, ASCAP)

"A Weeper World" — A weeper ballad is handled an appropriate reading by the singer, who can handle a tune. It has sort of a "bestick" philosophy. (Nicky, ASCAP)

**THE SKEE BROTHERS**

**LU ANN—ROUETTLE 4164** — The boys come thru with a warm reading of a pretty rockabilly that could appeal. It has a nice flavor and could catch some kids. (Conley, BMI)

(Corley, BMI)

**STAN ROBINSON**

**NU-THA-N-G—MONUMENT 405** — Country effort with a hopeful tune offers a first rate reading by the last over a tricky arrangement. It could happen. Watch it. (Cedarwood, BMI)

**HERB ALPERT & HIS SEXTET**

**THE HULLY GULLY—ANDEX 4106** — New dance calbs "Hully Gully" played smartly here by the Herb Alpert combo. Peppy instrumental should interest the kids and could happen. "Hully Gully" is a brand new item that could attract some kids. (Conley, BMI)

(Moder, BMI)

**JESSE BELVIN**

**SENTIMENTAL REASONS—KENT 326** — The oldie, done with a moderately rocking treatment. Fnn chorus supports the effort and it has a pleasant, spinnable sound. Both sides have potential for a first rate reading. (Conley, BMI)

(Moder, BMI)

**Smokey** — An older side by Jesse Belvin which features a south of the border sound. A pleasant side that should have a chance. Gently running in the wake of his current hit on Vixen. (Benn, BMI)

**MEIL TILLIS & BILL PHILLIPS**

**SAWMILL—COLUMBIA 41416** — The pair indulge in a good piece of material in a medium rhythm groove. An interesting performance which could turn up. Worth exposure. (Cedarwood, BMI)

**MEL TILLIS**

*If I Ain't Going for That* — Class 254 — An exciting blues performance by Church. He has a good down-to-earth sound that rings true in the blues framework. Side has a good potential for an exciting reading. (Conley, BMI)

**EUGENE CHURCH**

**I Ain't Going for That** — Class 254 — An exciting blues performance by Church. He has a good down-to-earth sound that rings true in the blues framework. Side has a good potential for an exciting reading. (Conley, BMI)

**JIM LOWE**

**Without You** — DOT 15954 — Love hands this a sincere reading. It's a slow ballad of heartache offered with a style that has a touch of Irvy Joe Hunter. Harmonica in the backing is a nice touch. (Mappa, ASCAP)

**IM Movin' On** — A Good swingin' blues written by Hank Snow and Roy Rodgers. Looks like a Low spirited reading. Good backing, too, much in the country vein. (Hill & Range, BMI)

**RUSTY YORK**

**SUGAR** — CHESS 1730 — Exuberant vocal interpretation of the lively Marty Reeves throb with a bouncing rhythm framework. A strong performance, (Conley, BMI)

**RISE** — SUGAR 1730 — "I'm Movin' On" is a good swingin' blues written by Hank Snow and Roy Rodgers. Looks like a Low spirited reading. Good backing, too, much in the country vein. (Hill & Range, BMI)

**GENE & AL WITH THE SPACEMONKS**

**ALCHEMY** — ACE 505 — "Sage" of the space movement, Gene & Al, is sung brightly here by Gene & Al and the monkeys using voices like the Chipmunks. A cute side that could turn up. (Conley, BMI)

**GENE & AL SPACECRAFT**

**Merely** — A first rate blues rocker receives a shaggy reading from the Spacecraft with a solid piano and horn sounding off. Good box item. (Conley, BMI)

**Buck Rogers**

*Mount Everest* — DECCA 2053 — Rogers steps this tune over knobs here. It's an infectious item. The space ship could have something with this. (Williams, ASCAP)

**Carly Simon** — A blue ballad is given a charming close by Simon over mandolin and vocal support. She has a chance. (Red Stag, BMI)

**The Crystals**

**I've Met A Boy** — SIRE 021 — Four girls step into this tune over knobs here. It's an infectious item. The space ship could have something with this. (Williams, ASCAP)

**True Love** — Tune has good chances. Current gives it a solid back over a couple of choice items. (Continued on page 72)

**George Gibbs**

**Hambugers, Frankfurters & Potato Chips**

KAPP 286 — Swinging novelty effort is sung with a fill by the chorus which is happy backing. Side has a chance. (Gill, BMI)

**PRETEND** — The little girl receives a first rate reading from the thrush on her first wailing for the label. Tune is brought up to date via modern backing, and Miss Gibbs sings it well. Watch this one. (Brandon, ASCAP)

**The Pon-Tails**

**Oom Paah Polka** — ABC-PARAMOUNT 10267 — A wild polka effort receives a bright reading from the girls, as they handle a polka effort with verve. A good side that stands a chance. (Saxon, BMI)

**Moo-O-Loo** — On this side the girls sing a slight rockaballad warmly, selling their sweet style. Two good sides. (Sheeldon, BMI)

**Bill Haley & His Comets**

**Shake** — DECCA 30926 — Peter Gunn-styled instrumental treatment of dramatic theme with pulsating beat and slight cocktail piano added to the side. (Sonenberg, BMI)

**Calypso** — Swingin' oldie is hurried lively vocal treatment with catchy backing. (Cherny, BMI)

**Ahmad Jamal**

**Tangerine** — ARG0 5337 — Smart, tasteful piano solo work by developing LP artist Jamal on the attractive side. Fine jazz style for hip spinners. (Famous, ASCAP)

**Seelitutu** — Solid pianist highlights this moody ballad. Another good jazz, jive side. (Jamil, BMI)

**Dick Glasser**

**It's My Love** — COLUMBIA 14164 — Pretty rockabilly is given a suitable warble by the artist. Cherny and
**FOLK TALENT & TUNES**

**By BILL BACH**

### Around the Horn

Roy Drunky, a member of the band of popsters that calls itself the Drunky Bums, has joined WSM's "Grand Ole Opry" as a regular member. Roy's newest Deca release contains "Such a Feel" with "Our Church, Your Wedding." *Pee Wee King is working out of new offices at 340 W. Jefferson, Louisville, Ky. King will spend the June 25-30 period on the West Coast, where he'll take over for Tony Williams while the latter tours the Midwest. The Pee Wee Will handle William's TV show and work the latter's ballroom at Newport, Calif. Howard Oliver, of DJ Distributing, 1168 Colburn Street, Toledo 9, O., says his firm is handling the distribution of c.d.w. records for a number of artists, and that he'd like to hear from jockeys who would like to be placed on the list for free samples. Oliver says the firm is now mailing to about 200 c.d.w. platter spotters. Give your station call letters when you write him.

Leon McAlife and his manager, Don Thompson, have announced formation of Clarnmore Artists, with headquarters in Tulsa, Okla. Under its banner will be consolidated the activities of Clarnmore Records, Clarnmore Music and the Talent-management organization. In addition to handling the Clarnmore Boys, two new groups have been signed. One is the Jenee's, a pop rock band. The other is Bobby White, the Bluebirds and the Bobolinks.

### Billy B. Cabe

**The Music of_ These Days_** (M-G-M 2522)

Featuring Bill Cabe on a bouncy rock & roll version of "Bumblebee Man" and the selection, "I've Got A Dream," a vocal duet with Lefty Frizzell.

### Johnny Fuller

**My Baby, My Baby, My Baby** (Sun 1475)

Currently out as a Top 10 recording is the latest Johnny Fuller release, "Bummer." The single is a hard, driving, R&B item.

### Ron & Joe & The Crew

**Ann My Love, Ann** (Strand 4065)

This new release from Ron & Joe & The Crew finds them with a more radio-friendly sound than their previous efforts.

### Ralph Masterpeice & His Malaclaba Boys

**Burlington** (MGM 21473)


### Clem D. Deaton's... Dressed men who have a good reputation for making music with a driving sound to it. It has a great artistic effect.

### King Curtis

**Dancing Wolf** (Parts 1 & 2) (Sun 1451)

King Curtis is heard on a spoken-word item, "The King of the Dance Floor." The record is a part of a string of hits Curtis has recently recorded.

### The newly formed Ape/Root Art Corporation, headed by Wally King, has released its first release, "D.J. Kilpatrick, Her set will be Saturday, August 15, at WML (Grand Ole Opry" Night at the Grand Ole Opry Hall, Springfield.

**I'll Be Yours**

**You Ain't No Baby**

**Wynne #114**

A Sensation in his TV Guest Appearance.

Presently touring the East, and available to co-operate with Deejays' and Distributors' Promotions.

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### The Billboard Hot R&B Sides

**FOR WEEK ENDING JUNE 21**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kansas City</td>
<td>Michael Harris</td>
<td>Furry 1002</td>
</tr>
<tr>
<td>2</td>
<td>Personality</td>
<td>Lloyd Price</td>
<td>ABC-PARAMOUNT 1001</td>
</tr>
<tr>
<td>3</td>
<td>Soul Fire, Ode To Teen</td>
<td>Little Richard</td>
<td>IMPERIAL 351</td>
</tr>
<tr>
<td>4</td>
<td>Dream Lover</td>
<td>Bobby Darin</td>
<td>ABC-PARAMOUNT 1045</td>
</tr>
<tr>
<td>5</td>
<td>The Battle of New Orleans</td>
<td>Johnny Horton</td>
<td>COLUMBIA 41339</td>
</tr>
<tr>
<td>6</td>
<td>There Goes My Baby</td>
<td>Drifters</td>
<td>ATLANTIC 2011</td>
</tr>
<tr>
<td>7</td>
<td>I'm Ready, Pub Dine</td>
<td>Imperial</td>
<td>3365</td>
</tr>
<tr>
<td>8</td>
<td>I Only Have Eyes for You</td>
<td>Flamingo</td>
<td>1046</td>
</tr>
<tr>
<td>9</td>
<td>So Close, Hank Ballard</td>
<td>Mercury</td>
<td>21440</td>
</tr>
<tr>
<td>10</td>
<td>I Waited Too Long</td>
<td>Lavern Baker</td>
<td>ATLANTIC 2021</td>
</tr>
<tr>
<td>11</td>
<td>There Is Something On Your Mind</td>
<td>Big Day McIntosh, Virginia</td>
<td>614-4</td>
</tr>
<tr>
<td>12</td>
<td>Sweet Village, Martin Denny</td>
<td>Liberty</td>
<td>55643</td>
</tr>
<tr>
<td>13</td>
<td>Endless, Brook Benton</td>
<td>Mercury</td>
<td>21443</td>
</tr>
<tr>
<td>14</td>
<td>Ain't Gonna Grow</td>
<td>Chuck Berry</td>
<td>CHESS 1722</td>
</tr>
<tr>
<td>15</td>
<td>What A Difference A Day Makes</td>
<td>Dinah Washington</td>
<td>Mercury 21445</td>
</tr>
<tr>
<td>16</td>
<td>The Bells, Baby Washington</td>
<td>Rhythm</td>
<td>1944</td>
</tr>
<tr>
<td>17</td>
<td>Keep It Up, Don Clark</td>
<td>Allee</td>
<td>1026</td>
</tr>
<tr>
<td>18</td>
<td>Lipstick On Your Collar, Connie Francis</td>
<td>MGM 12794</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>I'm Not Ashamed</td>
<td>Bobby (Blue) Brand, Duke</td>
<td>303</td>
</tr>
<tr>
<td>20</td>
<td>The Twist, Hank Ballard and the Midnighters</td>
<td>King 5171</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>That's Why, Jackie Wilson</td>
<td>Brunswick 51271</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Since You've Been Gone</td>
<td>Clyde McPhatter, Atlantic</td>
<td>2018</td>
</tr>
<tr>
<td>23</td>
<td>My Melancholy Baby</td>
<td>Tommy Edwards</td>
<td>MGM 12794</td>
</tr>
<tr>
<td>24</td>
<td>I'll Be Satisfied</td>
<td>Jackie Wilson</td>
<td>Brunswick 55136</td>
</tr>
<tr>
<td>25</td>
<td>Talma and the Lassies</td>
<td>Freddie Green, Swan</td>
<td>4031</td>
</tr>
<tr>
<td>26</td>
<td>Please, Miss Simon</td>
<td>Bethlehem 10221</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- The chart includes titles released between May 17 and June 7.
- Titles are ranked by their relative popularity on Billboard's Hot R&B Sides chart.
- Artists and record companies are listed alongside each title.

---

**LATEST RELEASE**

**SLOPPY'S HOUSE PARTY DOOTO**

**Heading for the Top!**

**THE CLASS**

**FLOWER OF LOVE**
**GOOD SALES POTENTIAL**

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**WHAT'S IT GOT?** Just about everything you'd like to get into your Top Record Sheet. Each edition carries the latest list of the most popular records, THE HOT 100...plus Rock-Selling Pop LP's...Jive Albums...Classical Albums...the top 20 C & W Records...and the Best of the Newest Releases. It's hardcover and looks great. It's 11x14 inches (about 4 1/2 x 7 3/4 per page), in colored ink on a colored stock. It's 12 pages of well-printed professional photos and your station will be proud of.

**HOW CAN YOU USE IT?** It's in scores of ways, and no matter how you do it, it's great promotion that will increase your sales in your station's store. help you sell your show to more sponsors... give you an exceptionally good face-to-face opportunity with local dealers (most all disk jockeys use it this way).

**WHAT'S THE DEAL?** It costs less than you think—probably little, if any, more than you're paying now for something that's a lot less attractive and nearly as complete...and somewhat less accurate...a reflection of the public's preferences. Minimum order for the exclusivity in your territory is 2,000 copies per issue (every other week). That costs you $12.50 per issue (plus shipping)—after paying $7.25 only with the first order for your area. And, special imprint stock, and your picture and imprint appear on all editions without extra cost (less than 1,000 orders will be accepted, but we cannot offer the exclusive arrangement with such orders.

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**MADONNA POTENTIAL**

**THE CLICK-ETS**

**GRANDPA'S** - DANCE 
- Feelgood feeling
drum and organ on slight rockabilly.

**PRAYER** - Some kind of
- Mild rockabilly.

**JIM MOLLOY**

**MY CRUSH** - DED 701
- Another bullfrog performance, definitely.
- Good beat, better than the norm.
due to poor backing. (Ded, BMI)

**LILLIAN BROOKS**

**Iuess You Heard** - F 231
- Good beat, better than the norm.
drum and organ on slight rockabilly.

**L YOU WISH You LIVED** - SOMEWHERE
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Blanc, BMI)

**THE TRADWINDS**

**PAMPAS** - FANDEL VIC-7595
- The lead girl vocal is an interesting
- rhythm and the rhythm is very good.
- The band has a good model. (Fan, BMI)

**PERRY PARKER**

**Faded Love** - FASCAD 5936
- Score of a strong man who faces all dangers with
- The lead by Parker is a nice touch.

**MORGAN TWINN**

**Don't You Think It's Time** - PEACH 209
- Very good beat, nice organ on slight rockabilly.

**BIRMINGHAM** - DANCE 76
- Nice rockabilly over big backing by an
- organ and drums. (Pall, BMI)

**BREEZY BUTLER**

**The World Is Waiting For The Sun** (Columbia 565)
- Instrumental version of the title with fine
- arrangement, but a lot of rockabilly.
- Nickels note is a stridentified version for
- (Bad, BMI)

**DJ SKYLER**

**Wow** - DANCE 76
- A different, very interesting
- arrangement with organ in the foreground.

**JOHNNY & THE JOKERS**

**Whatcha Call It** - CADDY 5936
- The word "jokers" is used in the title.
- The band has a good model. (Caddy, BMI)

**STEVIE ROD**

**Do You Know What Love Is** - CADDY 5936
- The word "jokers" is used in the title.
- The band has a good model. (Caddy, BMI)

**LUCIEN CHASE**

**Linda** - AMERICAN 105
- Another good beat by organ on slight rockabilly.

**TINY MOTHER**

**After 1 Had Gone-HURRICANE 2**
- Interesting band, but a dull performance.

**EVERYBODY ROCKS** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Blanc, BMI)

**KING MID**

**The Us Boys-TALOS 555**
- Another good beat by organ on slight rockabilly.

**THE DIXIE DRIFTERS**

**Love** - CADDY 5765
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Caddy, BMI)

**ROGIER HENDERSON**

**Chief** - STATION 1075
- The word "chief" is used in the title.
- The band has a good model. (Station, BMI)

**STORM & O'A**

**You Know You're Right** - CADDY 5936
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Caddy, BMI)

**THE PREMIERS**

**My Man** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)

**LENNY DEAN**

**Lennie Deans of EORITE** - EORITE 4737-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Eorite, BMI)

**NICK NOLBE**

**The Lastest Man** - TRAVELER 2098
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Traveler, BMI)

**JAMES O'TOWN**

**Try To Forget You** - EORITE 4737-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Eorite, BMI)

**MELVIN WHITE**

**Carol Ann** - TROPICAL 1525
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Tropical, BMI)

**HANK CLARK**

**I Love You** - GRAND 1008
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Grand, BMI)

**DONALD COLUMBUS**

**She Loves Me Not** - CADDY 5936
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Caddy, BMI)

**RHYTHM & BLUES**

**SONNY BOY WILLIAMSON**

**Un testers** - FUNK 4735-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Funk, BMI)

**PETE HERNANDO SERRA ORK**

**Manito Ambito** - TROPICAL 1525-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Tropical, BMI)

**RENE SANDOVAL**

**El Doler De Espina** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)

**THE WANDERING RIVER ORK**

**Nuestra Lluna** - BOLIVIAN 62
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Bolivian, BMI)

**PAOL**

**WHODOPE JOHN WILLIAM**

**RICK LIGHT** - STECCA 4011-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Stecca, BMI)

**NEW AND LOUISE**

**Let's Get Over Our Things** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)

**JACK HAMMER**

**Blue Bopper** - WIND 4735-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Wind, BMI)

**TROY CROSH**

**Behind A Confused Man** - ROLL 1016
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Roll, BMI)

**AL URBAN**

**If I Win the Voices** - FUNK 4735-
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Funk, BMI)

**LEO & DOT**

**I Mashed In A Lot of Loving-MOUNTAIN 209**
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Mountain, BMI)

**FATI A HOWARD GERALD**

**My Man** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)

**DOMINIC BERNAL**

**I'm Not That Kind of Girl** - CADDY 5936
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Caddy, BMI)

**RENE SANDOVAL**

**El Doler De Espina** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)

**BENNY BOWIE**

**I'm Not That Kind of Girl** - CADDY 5936
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Caddy, BMI)

**RENE SANDOVAL**

**El Doler De Espina** - DANCE 76
- Vocalized in the style of Jerry Lee Lewis ever
- to the wild piano solo. This one could be a
- huge money maker and it could catch some
-听过的人。- (Dance, BMI)
George Reinhart Succumbs at 65
Heart Attack Is Fatal to Veteran Cookhouse Operator; Rites at Atlanta

NEW BRUNSWICK, N. J.—George Reinhart, wieldy known cookhouse and grub stand operator, among the oldest (72) in the trade, died Sunday in his bath at his home in the city, apparently the victim of a heart attack. Reinhart, 65, had experienced heart trouble in his later years.

A service was held here for personnel on the World of Mirth Shows, with which he had traveled several seasons. The body was sent for burial to Atlanta, the home of his wife, Nora. A Requiem Mass was sung.

The Reinhart stand was the buzzard's nest for the Legionnaires' War Veterans' Home.

J. H. Humphrey Dies; Headed Euclid Beach

CLEVELAND—Harvey Humphreys, 65, who in 1911 founded Euclid Beach Amusement Park here, died Saturday. He was conduct- ed Tuesday (16) in Cleveland. He was the father of Dudley Humphreys, general manager of the park.

Humphreys was a native of Ohio. His father started Euclid Beach, which now is in its 56th season, and was connected with it since. The Humphreys family are charter members of the NAAPB. Survivors include his widow, Katherine; a daughter, Mrs. Fred Mackey, and one son, Dudley III.

Governor Approves Jersey Game Vote

TRENTON, N. J.—Governor Maynard signed New Jersey's game referendum bill last week, setting the stage for a statewide vote in November on whether to conduct games other than horse and dog racing next season. Games can be either of the chance or skill variety.

The bill was approved by the legislature for three years by Sen. Charles Sand- man of Cape May and has undergone several modifications in that period. One result of the bill is that it now stands, will have a $1,000 fee for each game at all location operated, which imposes a one-time charge on permanent stands, in that it applies to 1959. However, the site is approved by the State Supreme Court now. The 1959 law, in words, 'create a law to enable the return of electric but not-cooperated fears which were prevalent throughout the State to boardwalks and amusement parks.

H. J. Humphrey

State Required

Buying Keys Showbiz Faith

In '59 Season

ANAHEIM, Calif.—Disney-land opened its fifth season Sunday (16) with a press preview, parade of 5,000 children, and more than $150,000 in improvements that brought the investment to nearly $350,000. Vice-President Richard Nixon was the guest of honor with a host of movie stars and television stars as added guests.

The Disney Land at home, more than 3,000 television writers and television representatives were en- teractive at the premiere of the rides recently completed in a $600,000,000 improvement plan were opened to the public for the day. They were admitted to visitors on Monday (15).

TRAFFIC STAMP OPERATION FOR PALISADES PARK

PALISADES, N. J.—The traffic stamp plan, under the laws of the State, is the one of direct complaint in individual cases in front of the 18-mile stretch of route at its entrances. Each part is 12 inches wide, pass to commit unauthorized crossings. The Matterhorn is 145 feet high and provides a high speed ride down foot-controlled bobsleds. Two bobsleds run over passengers outside the Matterhorn in the northwest corner where they descend the downward traverse. The bobsleds are powered by gravity. The ride cost $1,500 a day.

The total expense for the stamp is $150,000. The cost of the stamp is $29,600. When first planned, it was expected that the bobsleds would hit $71,000 before the gates were opened.

Disney Launches New Season With Top Guests, New Rides
WEATHER DETERMINES CYCLE

Summertime: Merchandise Folks Come Out in Open

By IRWIN KIRBY

With the coming of springtime, thousands of outdoor showfolks virtually come with the vegetation for the warm-weather season provides sustenance to countless business people who populate the nation's parks, resorts, carnivals and fairs. Every one of them is intricately involved in the merchandise business, and it is virtually impossible to determine the total value of goods handled—it is deep into the millions of dollars.

Some of the operations survive thru the winter months. These are the pitch and demonstration crafts carried on, during the off-season, in department stores, home and sports shows, chain stores and farmers' markets. And even the off-season has its "on-season," the Christmas holiday period when store traffic starts building after Thanksgiving and reaches a frantic peak in late December.

These workers are outdoors. They are seen on midways and downtown fronts. They are dispensing of kitchen gadgets, unbreakable curls, ball point pens and pencils, saw blades, novelty tools, cosmetics, waxes, staple elimination tools, trick playing cards and a host of other items.

Some Only Part of Story

Direct sales, some of it by way of the demonstrator, account for a large amount of merchandise, but far from all of it. While the pitchmen,Sales-people, jewelry and novelty stands and others make a big deal in the total business accomplishment, a vast amount of items is handled as prime merchandise for coin and non-coin games.

Certain items seem to have a peculiar fascination for players of certain games, and concession people are constantly on the lookout for the novel items. When they find it they stock up in abundance, with the understanding that "flash"—the dazzling display of merchandise in projection—serves as an invaluable lure that draws punters by to the operator's stand.

Flash dolls are always popular. A well-stocked ball game, pitch stand, Coke ring operation or pin game will always have from several dozens to a gross or more dolls on view. Some operators feel that the more colors, the better; some stick to one color combination. Both are effective systems.

Lamps also have their propensities. The lamp patch is consistent winner. The pitch game, in fact, has expanded in appeal in recent years, with stands being devoted to bears, parakeets, glassware and other items. Lamps have a secondary appeal as a display item since they provide their own eye-catching illumination.

Variety at Group Games

The widest assortment of merchandise by far is noted in the group game layouts, including bihoos, rolldown operations like fascination and Grandband racers. Arcades where point-value coupons are issued never fail to have a broad variety of items for the satisfaction of all kinds of taste. In the bihoos stand, this, with its over- head boards supplementing other display shelves, there is the same flash. Blankets and comforters galore are draped overhead. Pillows, blankets and table clothes in colorful array. Center display shelves literally scream with the myriad habits, hair dryers, dice, boxes and assorted buns and odds, ends, etc.—the full gamut of merchandise for young and old.

Small games often cover such things as jewelry of high and low cost, with watches, bracelets, valuable lures that draw punters wherever there is a great concentration of people. They are disposed of by direct sales (novelty stands) and by game concessionaires. Cheapest of all the low cost merchandise is the sum, the revolving stationary and spinning items displayed at novelty stands. This classification includes hair brushes, pins, wheels, dolls on bases, perogies, etc.

The carnival tolls down a midway does not attempt to categorize the complicated merchandise structure, but it is displayed all around him. And the warmer the weather gets, the likelier are the chances he will spend some of his moments cash of obtain. Millions of dollars are expended every summer for this purpose by businessmen whose weather men are controlled by the weather—outdoors in the sun during warmer, indoors in stores during the cold—as the merchandise cycle continues.

New Ideas... draw bigger crowds, make bigger money

Rolls—folded—reserved seat tickets

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New German Coaster Delivered by Export

DALLAS—George Whitney Jr. is shown (right) accepting the new German Coaster ride from Mack D. Duce of The Export Sales Corporation, 53 Hoch Strasse, Frankfurt, Germany, and 1103 Ross Avenue, Dallas, Texas.

The new thrill ride, dubbed THE ALPINE RACER by Mr. Whitney, is the latest addition to Whitney’s San Francisco park.

The Export Sales Corporation will have another ride available for delivery in August of this year. Interested parties should contact Mr. Duce now.

(Advertisement)

Amusement Ride Headquarters for the Midwest

THEEL MFG. CO.

We can supply one ride ... or a Park-Full

PONY CART

MERRY-GO-ROUNDS

Our early copy and the new ones with air ride in them can be supplied to you. Send for our new price list.

KIDDE AIRPLANE

Built in two different sizes. A pleasant ride. No danger of capsizing or of being swayed. Has self-aligning system and offers a safe, enjoyable ride.

FERRIS WHEEL

22 ft. high, 28 children. Children cannot fall out.

KIDDE BOAT RIDE

If the boat has not been free to make them., The cost for a ride is $2 with a minimum of 25 cents.

OTHER EQUIPMENT

Deluxe Music Rides, Ticket Office Equipment, and Other Amusments.

Send for complete information.

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RIDE FOREMEN WANTED

To operate rides at new rides at the Connecticut Fair, 1200 West 44th, Gary, Ind.-.

Write, Wire or Phone Mr. Weigle.

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The Billboards

JUNE 22, 1959

Ohio Managers Voice Optimism at Convention

COLUMBUS, - The “Sunday" blue laws ban," which pervaded the atmosphere at the winter conference of the Ohio State Fair Managers Association at the DeSailer Hilton Hotel here Wednesday (17), may be brushed away to let in a new of more pleasant times.

Fairmen, numbering about 150, were called by President Russell W. Alt to discuss pending legislation affecting fairs and to take a look at problems before termites begin to kick around and foul Ohio’s run of more than 90 county and independent fairs.

Despite the address by State Director of Agriculture Robert Terhune, who had a meeting with fairs and three independent fairs will be affected by Sunday blue law unless the Legislature remedies the situation. There was a general feeling that Ohio’s fair season will be a big one.

Fred Gooding, of Gooding Amusement Company, said that this season people are spending more money on household.

“There is a good upward trend,” he said. D. P. Sandusky, manager of Clark County Fair and first vice-president of the association, said: “I think they ought to go back and forget about the blue laws and plan for the best fairs ever held.”

Director Terhune, along with fair managers, expressed the belief that the Legislature will soon resolve the blue law difficulties. Also like laws have been on the books for years and they have just recently come to the forefront.

If the laws are in effect, he said, fairs will have to schedule a ‘“sore quiet time” program for Sunday. Ohio’s first fair, Jackson County Fair, July 22-25, is not a Sunday fair, but the second fairs of Warren County Fair, July 23-27, has a Sunday in its schedule, as do many other fairs that in July, August and September. There are 59 fairs with no Sunday dates.

As an indication of the belief that the Legislature will act in time to straighten out the difficulty is the fact that C. A. Pennington, manager of Hamilton County Fair, Cincinnati, has announced that the fair will be a Sunday operation for the first time. The dates are September 17-20.

Also caught in the controversy are State fairs. Natural Resources Director Peter J. F. Prather, speaking of the campfire, is seeking further classifications of the rides which would ban all but necessary work on Sundays—applying to concession stands at State parks and fairs. This also means that hotels and dining lodges operated by concessionaires at State parks also must close on Sundays." says Ragon.

One dent was made in the Sunday blue laws by the General Assembly last week when the Ohio Senate rejected section of the law which prohibited "quarreling, fishing, hunting, sporting and shooting on Sunday." There are a number of bills in the hopper on the subject, running from outright repeal of blue laws to relief in some categories.

Russell W. Alt presided at the Columbus conference, assisted by Judge V. Schaefer, Dayton, executive secretary.

Director Terhune urged fair manager to maintain a balanced program. He frowned on the practice of some fairs of obligating themselves to expand racing facilities which then come to go into debt.
ARENAS & AUDITORIUMS

New Mgrs. at Topeka, Utica; New Vancouver Name

BY TOM PARKINSON

There is a new name for the Pacific National Exhibitor’s Garden Building at Vancouver, B.C. With the demise of the old Garden, a new building in the same location with directors has changed the name of its building to the Garden Auditorium. And with the new name comes a new look. For the building, change is to be effective July 1. Saunders announces that he will become the manager of the new auditorium at Utica, N.Y. The Utica building is under construction and is scheduled for 1960 completion. Saunders will have about six months in which to make arrangements for staff, equipment and ground operation.

The Harlem Globetrotters and San Francisco Chinese teams, which have been appearing in London, have announced their plans to go to Russia. They start a nine-game series July 6.

Russian continue to make news in this country. Some 200 Russians will take part in the Russian Festival of Music and Art under the direction of Sol Hurok. Madison Square Garden was made to order for a production that cost a million dollars for the festival, with elevated seats and a stage area of 70x50 feet. The Russians will be there, starting July 7 and continuing to July 18. The troupe will be in Chicago August 13-18.

New dates are announced for the 1960 Sports show at the International Amphitheater in Chicago, Problems were encountered that will make the show February 26-March 6... The Chicago Stadium Corporation is promoting a weekly series of wrestling matches to be televised by CBS locally. TV show will come, not from the Stadium, but from the CBS studios. Winners of the weekly cards of four boats each will appear in a monthly program at the Stadium itself. These stadium events will start August 1.... In other Chicago news, the Chicago International Fair, which started July 5-13, has reported a sellout of exhibit space. Richard Reeves is managing director of the event.

A bond issue proposing improvements for the Oakland, Calif. Auditorium-Arena facilities got a majority of votes but not the required percentage and therefore was lost now. This event was sponsored by the Oakland, Calif. Popcorn Festival is opening a series of six outdoor grand opera at Carter Barron Amphitheater, Washington, July 6... A new rider-type power sweeper designed to cover 100,000 square feet per hour, is announced by the Clarke Floor Machine Company.

Ice Follies Wins on Tour; Starts Rehearsals for ’60

SAN FRANCISCO — The final stand of the 1959 tour of Shipstads and Johnson’s “Ice Follies” opened Wednesday night at Westin St. Francis, with an advance sale 15 per cent higher than a year ago.

The 23rd edition has been one of the most successful in history of the “Ice Follies.”

New all-time high records were created in Los Angeles, Chicago, Detroit, New York, Toronto, Boston and big gains were also made in St. Louis, Des Moines, Boston, Montreal, Buffalo, Cleveland and Seattle, the show reported.

There were few changes in the cast and personnel during the tour. Judy Lawrence, ballerina of Toronto, retired when married and her role in a production was taken over by Sandra Kidie. Winner (Bert Frick) Groebli was out of the show for six months, due to a broken bone in his knee, but he also returned to the program in San Francisco.

Rehearsals for the new show started Tuesday 129, and will continue through September 13. Promoter of the new 1960 show takes place on Pan-Pacific Auditorium, Hollywood.

The staff includes Oscar Johnson, Eddie Shipstads and Joe Shipstads as co-owners and co-producers, Frank Cluett, stage manager; Mary Jane Lewis, dance director; Ray Hein, company manager; Bob Hickey and Charles Schuler, publicist; Eddie Joe Shipstads, box office treasurer; Bud Lunsford, stage manager; Charles Skillings, light technician; George Hackett, music director; and Clover Schwartz, wardrobe mistress.

Cincinnati Boat Show Pact Signed

CINCINNATI—Contracts were signed last week by Alex Schoot, general manager of Cincinnati Garden, and H. E. (Hub) Hart and Roger Shipstads of the 1960 Ohio Valley Boat, All-Sport, and Travel Show to be presented at Cincinnati Garden February 28-March 6, 1960. The deal was announced yesterday by Will Campbell, regional manager of the Garden.

The Harts will produce the show in association with the Cincinnati Garden management and The Cincinnati Enquirer. Hobe Hart is a veteran of the circus and the weekly boat, athletic and outdoor show business and for many years has handled boat shows at the Louisville Auditorium and other arenas in the Indiana territory. His son, Bob, is on the staff of the Enquirer.

Sale of exhibit space is slated to get under way this week.

Dedicate Pool

EVANSVILLE, Ind. — The North Olympic Pool was dedicated here recently. Receipts for the first four days totaled $1,232.16.

WHY

STRONG FOLLOW SPOTLIGHTS

Deliver More Light Per Dollar

Ordinary spotlights reduce spot size by masking or iris-lining, thus wasting light. The spot is usually fuzzy-edged and irregularly shaped.

With the exclusive, single-control, two-element variable focal length objective lens system of Strong Spotlights, spot brilliance actually increases as it is reduced in size, is sharp-edged to the mask, and perfectly round throughout the range.

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Be first in your territory with Bowes’ Patented, America’s only satellite globe ride. A full patent coverage. In a Complete Outfit. A popular trailer unit. A big show in everyone’s book. A one-man operation.

New Price—$3,500.00 Complete

Write or wire for complete information.

We will still offer Bowes’ Demonstrator, the original bids submitted from $1,500.00. Our 11th improved year. Contact:

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EXPERTS SPEAK

Bill Veck, Bowman Discuss Concessions

BILL VECK, colorful new president of the Chicago White Sox, and long exposed to concessions in a lifetime spent in baseball, had some advice at a recent conference of the National Association of Concessionaires.

"Concessionaires can benefit by upgrading their operations to provide for better-quality foods and beverages, improved service and more consideration," he said.

"Fun and food certainly go together," he explains, "and their sales and profits by vigorously upgrading these facilities and motivating patrons to buy more. My recommendation for a standard operating procedure would be—serve hot items piping hot, cold items properly chilled, all foods and beverages nature-fresh, and top it off with prompt, efficient, courteous service."

Bowman Speaks

John S. Bowman, executive secretary of the National Association of Concessionaires at Atlantic City and Beaches, told the conference that there is a need for better food facilities in some parts of the country, better balanced menus, and more modern and comfortable facilities.

He explained that food and fortune are synonymous for park operators because it keeps "the animal" happy, and a happy animal results in a doubled profit potential—one on food and the other on park rides and other diversions.

Robert H. Tolman Jr., concessions supervisor, Milwaukee County Park, told the conference that more license time, 57 million auto-mobiles, and greater emphasis on family outings and recreation is sending millions of Americans to their city, state, county and national park areas.

"Food and beverage concessions are increasing in importance," the park manager explained. "We have more to offer, buy, and enjoy because of conditions in our area, city, county, State or national government."

Now any private individual can bring zoo animals in, if his facilities comply with and meet the requirements of various city, county, State or national govern-

TRAVELING IN MICHIGAN?

See Ray B. Durling at Grand Rapids Popcorn Co. We stock complete line of Gold Medal Products. We have Wisconsin Wissapis, size 180, in storage at all times. We deliver to contractors and resellers throughout Michigan. Complete line of French Fry Cures and all Popcorn Supplies. We carry largest variety of Popcorn Boxes and Bags in State of Michigan.

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Grand Rapids 3, Michigan

FOR SALE—GREATEST ATTRACTION OF ITS KIND!

A REAL MONEY MAKER ANYWHERE! One of the greatest Attractions of its kind, the Ring Bros. mechanical Circus carved from wood with 5,000 moving parts and run by a quarter horsepower motor. The tiny people are moving, walking and playing all kinds of games. The Circus is complete with sideshows, menagerie and big top cut to 2% inch to foot. Mounted in a beautiful special built Chevrolet truck, sleeps two in front cab, expanding side box, as it's set up on a compact 12' x 20' x 9' metal sideshows and complete with world class performers. Valued at over $15,000. Death to owner Ames Youngblood causes the immediate sale for $5,000. Must be seen to be appreciated. It's a real hot buy. Located now at Buck Lake Ranch, Angola, Ind. Phone 195.
### 1959 Fair Dates

**Alabama**
- *Alabama State Farm Fair*: Oct 9-12
- *Marion County Fair*: Sept 26-Oct 1

**Arizona**
- *Monroe County Fair*: Sept 28-Oct 1
- *Yavapai County Fair*: Aug 27-Sept 1

**Arkansas**
- *Seattle State Fair*: Sept 17-Oct 6
- *Washington State Fair*: Oct 3-14

**California**
- *Kern County Fair*: Aug 27-Sept 14
- *Alameda County Fair*: July 30-Aug 17
- *Contra Costa County Fair*: Sept 29-Oct 5

**Colorado**
- *Denver County Fair*: Aug 21-23
- *Boulder County Fair*: Aug 23-Sept 1

**Connecticut**
- *Fairfield County Fair*: Sept 7-13
- *New London County Fair*: Sept 9-15

**Delaware**
- *Delaware State Fair*: Aug 21-27
- *New Castle County Fair*: Sept 7-13

**Florida**
- *State Fair of Florida*: Nov 24-Dec 1
- *Florida Cracker Days*: Nov 26-Dec 3

**Georgia**
- *Georgia Horse Show*: Aug 26-28
- *Georgia National Fair*: Oct 22-31

**Idaho**
- *Blaine County Fair*: Sept 7-13
- *Latah County Fair*: Sept 7-13

**Indiana**
- *Indiana State Fair*: Aug 21-Sept 6

**Iowa**
- *State Fair of Iowa*: Aug 21-Sept 6
- *Boone County Fair*: Aug 21-Sept 6

**Kansas**
- *State Fair of Kansas*: Sept 10-18
- *Pawnee County Fair*: Sept 2-10

**Kentucky**
- *State Fair of Kentucky*: Aug 15-Sept 6
- *Bourbon County Fair*: Aug 19-Sept 8

**Louisiana**
- *National Livestock Show*: Oct 2-7
- *State Fair of Louisiana*: Oct 2-7

**Maine**
- *State Fair of Maine*: Aug 24-Sept 11
- *Penobscot County Fair*: Aug 24-Sept 11

**Maryland**
- *State Fair of Maryland*: Aug 21-Sept 6
- *Harford County Fair*: Aug 19-Sept 6

**Massachusetts**
- *State Fair of Massachusetts*: Aug 21-Sept 6
- *Suffolk County Fair*: Aug 21-Sept 6

**Michigan**
- *State Fair of Michigan*: Aug 21-Sept 6
- *Saginaw County Fair*: Aug 21-Sept 6

**Minnesota**
- *State Fair of Minnesota*: Aug 21-Sept 6
- *Ramsey County Fair*: Aug 21-Sept 6

**Mississippi**
- *State Fair of Mississippi*: Aug 15-Sept 6
- *Washington County Fair*: Aug 19-Sept 6

**Missouri**
- *State Fair of Missouri*: Aug 21-Sept 6
- *Greene County Fair*: Aug 21-Sept 6

**Montana**
- *State Fair of Montana*: Aug 21-Sept 6
- *Surry County Fair*: Aug 21-Sept 6

**Nebraska**
- *State Fair of Nebraska*: Aug 21-Sept 6
- *Boyd County Fair*: Aug 19-Sept 6

**Nevada**
- *State Fair of Nevada*: Sept 10-18
- *Lyon County Fair*: Sept 10-18

**New Hampshire**
- *State Fair of New Hampshire*: Aug 21-Sept 6
- *Cheshire County Fair*: Aug 21-Sept 6

**New Jersey**
- *State Fair of New Jersey*: Aug 21-Sept 6
- *Passaic County Fair*: Aug 21-Sept 6

**New Mexico**
- *State Fair of New Mexico*: Aug 21-Sept 6
- *Canyon County Fair*: Aug 21-Sept 6

**New York**
- *State Fair of New York*: Aug 21-Sept 6
- *Allegany County Fair*: Aug 21-Sept 6

**North Carolina**
- *State Fair of North Carolina*: Aug 21-Sept 6
- *Shelby County Fair*: Aug 21-Sept 6

**North Dakota**
- *State Fair of North Dakota*: Aug 21-Sept 6
- *Morton County Fair*: Aug 21-Sept 6

**Ohio**
- *State Fair of Ohio*: Aug 15-Sept 6
- *Cuyahoga County Fair*: Aug 15-Sept 6

**Oklahoma**
- *State Fair of Oklahoma*: Aug 21-Sept 6
- *Oklahoma County Fair*: Aug 21-Sept 6

**Oregon**
- *State Fair of Oregon*: Aug 21-Sept 6
- *Rogue River County Fair*: Aug 21-Sept 6

**Pennsylvania**
- *State Fair of Pennsylvania*: Aug 21-Sept 6
- *Buckeye County Fair*: Aug 21-Sept 6

**Rhode Island**
- *State Fair of Rhode Island*: Aug 21-Sept 6
- *Washington County Fair*: Aug 21-Sept 6

**South Carolina**
- *State Fair of South Carolina*: Aug 21-Sept 6
- *Dorchester County Fair*: Aug 21-Sept 6

**South Dakota**
- *State Fair of South Dakota*: Aug 21-Sept 6
- *Pennington County Fair*: Aug 21-Sept 6

**Tennessee**
- *State Fair of Tennessee*: Aug 21-Sept 6
- *Blount County Fair*: Aug 21-Sept 6

**Texas**
- *State Fair of Texas*: Aug 21-Sept 6
- *Fulton County Fair*: Aug 21-Sept 6

**Utah**
- *State Fair of Utah*: Aug 21-Sept 6
- *Box Elder County Fair*: Aug 21-Sept 6

**Vermont**
- *State Fair of Vermont*: Aug 21-Sept 6
- *Essex County Fair*: Aug 21-Sept 6

**Virginia**
- *State Fair of Virginia*: Aug 21-Sept 6
- *Bedford County Fair*: Aug 21-Sept 6

**Washington**
- *State Fair of Washington*: Aug 21-Sept 6
- *Clallam County Fair*: Aug 21-Sept 6

**West Virginia**
- *State Fair of West Virginia*: Aug 21-Sept 6
- *Marshall County Fair*: Aug 21-Sept 6

**Wisconsin**
- *State Fair of Wisconsin*: Aug 21-Sept 6
- *Dodge County Fair*: Aug 21-Sept 6

**Wyoming**
- *State Fair of Wyoming*: Aug 21-Sept 6
- *Uinta County Fair*: Aug 21-Sept 6

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**WARNING**

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**THE BILLBOARD PUBLISHING CO.**
WAGON LOAD PACKAGE

Morry Zuckerman, veteran gadget operator for over 30 years, says, "After trying many gadget combinations, I finally hit the jackpot with the new Dial-O-Matic Trio. Four successful shows in a row are proof enough for me. In Atlantic City and at the Fair this Summer, I expect to log my biggest hits. Take a tip from me; you can't make real money without big volume and you can't do big volume unless you offer a colossal value."

Morry Zuckerman knows his business and he's a good man to follow!
Poppers has Everything!

Write today for new 1959 CATALOG.

POLLERS SUPPLY CO. of Phila.
123 N. 2ND ST. - PHILADELPHIA 22, PA.

24 Hour Phone Service - GARFIELD 6-1016

Manufacturers of Beverage Dispensing Equipment Exclusively since 1908.

Convert your 45-gal., or 17-gal., Multiplex ice-cooled Oak Barrel Dispenser to modern ELECTRIC REFRIGERATION with the new Multiplex Self-contained Drop-In Unit.

REVOLVING DISPLAY ADVERTISES THE DRINKS.
WRITE FOR ILLUSTRATED BULLETIN

MULTIPLEX FAUCET CO.

1400 Ferguson Ave., Dept. 8, Box 23, St. Louis 3, Mo.

ONLY $25.00

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1959 SNO-MATIC

Revolutionary, new snow blower.

The first snow blower ever designed to be run and operated by a single person, yet ever shared by any other machine. Completely automatic, 1 1/2 HP motor. 10 HP motor. Cases of snow. For sale as you. Can detail and sold with many other winter products.

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COTTON CANDY A PROBLEM?

Mix up from the box, or:

WHIRLWIND

This is THE ONLY混合 to buy. It's

Better - Drink

with a dash of flavor.

3.00 per case

5.00 per 1/2 bag

25.00 per bag

TOLL US YOUR REQUIREMENTS FOR FASTEST SERVICE AND LOWEST PRICES

All Prices F.O.R. St. Louis 1/2 Dozen With Order, Balance COD.

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WHERE TO GET

BETTER BUYS • BETTER SERVICE • BETTER MERCHANDISE

Everything in food & beverage supplies & equipment

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"Convocation Headquarters for the Midwest"

At 8th Ave. N.E.

Minneapolis, 13, Minn.

FEDERAL 3-0343

GOLD MEDAL PRODUCTS CO.

SNOWBALL FLAVORS AND SUPPLIES

STILL DRINK COMPOUND—ROOT BEER COMPOUNDS

Powder Colors—Flavor Solutions—Citrus Crystals

Amico Tin Spoons

PAPER GOODS—Straws—Snow Cone Cups—Cold Drink Cups—Coffee Cups—Plates—Plastic Bags

EQUIPMENT—Echols Snow Machines—Syrup Dispensers

Prior Dispensers—Snow Ball Carriers—

Echols Electric Snow Makers

Send for Price List.

DERR BROS.

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Boiseville, Ind.

ECHOLS ELECTRIC ICE SHAVERS

TIGHT AS NEW ONCE AGAIN

WARRANTED TO SHAVE 100% OF THE ICE

S. T. ECHOLS, Inc. Box 216 BISMARCK, MO
Rhode Island

Plainville-Johnna Fair, Sept. 22.

South Carolina

Anderson-Anderson Fair, Oct. 15-17, R. W. Hunter.


Cheraw-County Co. Fair, Sept. 21.

Dion-Jeffersonville Fair, Sept. 24-26, R. H. Underwood.

Georgetown-Georgetown Co. Fair, Sept. 11-14, W. B. McElhaney.

Greensboro-Greensboro Co. Fair, Sept. 17.

Hartwell-Hartwell Co. Fair, Sept. 17.

North Augusta-Augusta Fair, Sept. 22.

Orangeburg-Orangeburg Co. Fair, Sept. 22.

Rock Hill-Rock Hill Co. Fair, Sept. 22.


Wade Hampton-Wade Hampton Co. Fair, Sept. 20-24, W. B. McElhaney.

West Columbia-West Columbia Co. Fair, Sept. 19.

Winyah-Winyah Co. Fair, Sept. 16.

(Continued on page 50)
WILLIAM GROVE, Pa.—Under its third guiding hand this third decade, venerable Willow Grove Park and its adherents must hoping no center of its future. The plan is to continue to receive injections of new equipment and operating techniques, and the outlook continues to shine brightly.

In March, the park was publicly shifted to the four brothers and Ben Shankin, a brother-in-law. The brothers are Joe Henry, Dr. Samuel, Max and Perch, who also operate a string of nearby motels. On the management team are C. B. Hurd, park manager, and Leigh Hapler, superintendent.

CERELON PARK RIDES RIPPED BY TORNADO

Coaster Ruined, Rides Damaged

LAMESTOWN, N. J.—A tornado roared through Celeron Park
during heavy winds and did extensive damage estimated as running well into five figures. It hit at 7:30 p.m. The storm and preceding drizzle meant a minimum number of pa-
tons was present.

Operator Henry Ellis said the old Greyhound Coaster was knocked down. Riders had boarded at the loading platform and the train was between runs.

Heavy crowds jammed the resort area the following day to view the damage. The largest turned out to be the area of the park which, while doing business during its fittest appearance. Illness reported his damage was not covered by insurance.

Downs Lake

Gaming during thunder squalls, the sheet-roofed theater appeared to go directly down Chasstan Lake toward Jamestown when it swirled into the Celeron resort area. It flattened the two rides of the Roller Coaster, leaving behind twisted rails and splintered wreckage, then soared over the Fern Whirl, yawning off the top three feet.

Mrs. Dorothy Green, park manager, said after damage included: Roof and platform ripped off the tea-gathering area to the Scouter; roof of the cars had been hit; the pickup truck was thrown into the air; the large Wild Mouse and carry patrons over the swimming pool area to the waterfront above the Hudson River. The route, besides gaining a new meaning; a bird's-eye view of the river and field is possible. Willow Grove Park and New York skyline, would provide choice advertising space on the ride's supporting columns, he noted.

Five columns will replace the river and be visible from New York. Rosenthal's scheme is to make the project self-supporting.

As a partner in the ride project, the ad buyer eventually would re-
change a return above his initial in-
vestment, and his right possession would rever to the park.

Joe McKee, superintendent, is leaving for California this week to visit park installations and design Jack Ray, who will help plan the
new rides. Ray will return with McKee.

The Boat unit would go inside the large Train layout, which en-
compasses a galaxy, shady area.

The Dark Ride would go in a space vacated by the tilt-a-whirl, The Tilt-a-whirl and the Roller Coaster, with an ad

The Detroit Business Exchange, "Lonely Runyon," who has been doing business with the park for the past two decades, said the park is the best in southeastern Pennsylvania, with its business on the upswing.

Separate reports indicated rainy weather has damaged business in such far-ranging spots as Port Arthur Beach, New Orleans, Nathan Petrick Park, South Beach, Sarasota, and Black Sea, Mass. To hurt. These rains have come on weekends. But the Tilt-a-whirl, a true treasure of Great Adventure, has been rained out, with the critical exception of Memorial Day, when, after a storm, the fair zone ran up its all-time best score for the day.

PARKS ATTRACT BUSINESS WHEN WEATHER CO-OPERATES

CHICAGO—Sampling of park management reaction around the country indicates that business is far better this year than last. It is up this year in most parts of the country, but in some parts of the country it has increased each year and has outgrown capacity of its chairman and shop buildings recently doubled in size.

The firm recently purchased two-acre tract on which it will operate one of its Park Rides tent rides, believing that the summer operation will build business for the winter establishment.

PARKS-KIDDIELANDS-RINKS

WALT DISNEY PRODUCTIONS

GIVE TO DAMON RUNYON CANCER FUND

By IRWIN KIRBY

The show's name, the Thunderbolt, has been on the list of the most popular of the season, even as the 1960 season begins. A new bridge path is used by a buck-
net, and the Thunderbolt is a hit.

Philadelphia Airways operates a helicopter tour originating at Willow Grove for $3.35 a flight.

The Super Satellite Jet had been in Eric Wedemeyer's Long Island City (N.Y.) yard until bought by Mickey Hughes. He picked up Friday noon (29) and was in operation 23 hours later. A 100-
less high tension pole was moved, a 100-h.p. compressor was installed, and considerable other work done up to 30 men at a time were on the job, including electrical, air conditioning, lighting and technical installations. Light company workers and riders, Hughes is operating the unit.

Other park rides are Tilts-Winter, in a building; Wild Mouse, Autopia, Turntable, Ferris Wheel, Octopus, Rock-o-Plane, Rock-o-Plane, Scenic Alps, Funsphere, Meteor-Moon, Riverboat, Flying Scooter, Airplane, Tea for Two, Wilma, Tom-Tom Love, Roundup, Two Roller Coasters, Miniature Golf, 11 kidde rides, and 13 other-aren; Miniature Train, Scooter, pony-
drawn Buckboard and real Heli-
copter. Every ride is the envy of the entire New York City region.

Mrs. Dorothy Green, park manager, said after damage included:

53.50

Al Runyon and Associates, Inc., have a contract with the

All rides are the envy of the entire New York City region.
ROLLER RUMBULINGS

They entertained segments for a rink in Upper Ohio. The firm contemplates the manufacture of its present quarters where the new building is completed.

Footway Operators Who Smoke For Special... - FORT WAYNE, Ind. - In a verdict returned by a jury in Superior Court Thursday (11) owners of the Roller Dome Skating Risk were found guilty of a $50,000 damage suit. James M. and Marjorie H. Wall, managers of Roller Dome Entertainment, Inc., were the defendants. The Wall's counsel was brought against them by Victor E. Hultell, who claimed that an insufficient specimen was made.

TINT SKATING session. During the session, the three women made $160,000 in cash. The show was held at the Palace Theatre, 365 South Main Street, Helena, Mont.

Holiday Skating Session Show - MIDDLETOWN, Conn. - Up to the hour of press deadline "Roller Folies" of 1955, presented by the Holiday Figure and Dance Club, was being advertised. The show, scheduled for May 6 and 7, Admission of $1, included performance and skating session.

"Cripplle" in Combech, Seen in Skating Show... - For a long time it had been planned that the skating show was a hit. The feature was Miss Ruth Allen of the skating show.

SKATING RINK TENTS

4 x 102
53 x 122

Advertising Outlines Sliced At Bridgeport

Bridgewater, Conn. - Gross earnings of Pleasure Bank are running behind those of 1958, but less than the sliced advertising was reported. Advertise this year is 5 per cent of the unadvertised, compared with 12 per cent last year. Memorial Day weekend fell short due to the holiday falling on a Saturday.

WANTED WHEEL OPERATOR- WANTED

Clear, reliable Wheel Operator who wants to get off the road. The line and Dorma. He earns to sleep in. Good time, good pay, paid on day. Drivers don't apply. This is a long established permanent park location.

ROLLING STONES

* Continued from page 94

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Detroit Potentate Takes Over Circus; Seek New Producer

Stinson Replaced by J. Murray Brown

Detroit—The next potenteate of the Detroit Potentates, society which has decided to act as director general of the circus, today appointed (Eldred) Stinson, who has been circus chairman here for some 30 years.

At the same time it was announced that Orrin Davenport, who has produced the Detroit Shrine circus since its inception a half a century ago, will not have the 1950 edition. The next show will be headed by J. Murray Brown, now chief rabbi of the temple, and scheduled to go into production early next year.

As director general of the circus, a number of half-potential horses for all-over-circuit activities.

It is understood that a new director is expected to be made in about 30 days. He said that he has received about $1,700 from "all over the world," but he must have a reasonable amount of the applicants so far might be under consideration.

Stinson Acts, Too

It is anticipated in the trade that nearly every major circus and producer will make proposals to the Detroit Shrine for the date. At the same time, no decision on the same line of acts, particularly headliners. Clyde Beatty has been featured in a number of acts, and in some cases his elephants and horses have been used also.

Responsibility for selecting the new producer has been with Mary and Chester E. Cox, who will be circus chairman.

Henry Bach has been assigned charge of concessions. Nick Carter, producer of several shows, has been given the same position under, except on the few concessions which the Shrine will control, and Mr. Bach will have full membership. A number of new concessions will be added to the show, Brown said.

Joseph Badger, grounds superintendent for years, will continue in the same position, but the restaurant, which was out of commission for some time, has been again opened and in charge of Paul Johns this year.

The Shrine’s state department was made because the work to be done proved too much for congestion in one man’s business.

Advertising for all Shrine activities—the circus and others—will be in charge of Ward Schott. Advertising for the circus specifically will be under Harold Cook.

Chicago—A near-afternoon show Wednesday (11) brought Ringling Bros. and Barnum & Bailey Circus back into the International Amphitheater here. The show was followed by another, at the 8:57 pm central time, Wednesday night, according to reports from the management of Feld Brothers’ Super Shows, Inc., and it is said that with the show’s good advance sale and the upswing in business all the remaining performances will do well. With the possible exception of Sunday’s display, Barnum & Bailey Circus plays here Sunday (12).

Opening for the circus on its first indoor tour since here and first time in the city in four years was slow. First weekend’s business was a disappointment to all concerned. Monday (12) it began with a light house night, estimated at about 2,000 people. Saturday afternoon was another light one, and Saturday afternoon (13) had less than half a house in the afternoon.

Monday (15) was a pleasant surprise, with something more than half a house. The tour was due largely to a tie-in with a restaurant franchise that gave tickets with food purchases. No matter was scheduled for other Monday or Tuesday.

Tuesday night was about half capacity, but there was a want with a Shrine grand entry, then an aerial entry with men and clowns, a feature first time in years. The big act Monday (12) was performed by one of the best-known sword machines in the world, was a hit. Opening for the circus on its first indoor tour since here and first time in the city in four years was slow. First weekend’s business was a disappointment to all concerned. Monday (12) it began with a light house night, estimated at about 2,000 people. Saturday afternoon was another light one, and Saturday afternoon (13) had less than half a house in the afternoon.

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At Minneapolis, (13) the show had a three-quarters matinee and a three-quarters evening show. Afternoon show started at St. Paul, (14) with three-quarters evening show. Afternoon show started at St. Paul, (14) with three-quarters afternoon show.

A two-day stop at Topeka, (12) with two-three quarter houses greeted the circus an the west side (12) and two-three quarter houses greeted the circus on the east side (12) of Topeka.

EMPORIA, Kan.—The Kelly-Miller Circus draws three houses here in hot, humid weather (15) in sunny weather under the fair bond’s auspices. At Bronson (15) the price is down in the afternoon and a near-capacity crowd was on hand in the evening.

There were two afternoon shows and both were to straw houses. The last performance of the week second night show pulled about three-quarters of capacity, Local requirements cut out numbers that required four performances of the show.

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The Don Franklin Shows were playing the fairgrounds at the same time. There was a tornado warning Thursday (11) night, followed by a hurricane warning.

At Manhattan, (11) the show had a three-quarters matinee and a three-quarters evening show. The light weather. Afternoon show started at Ellsworth, (12) with three-quarters evening show.

Side show is open to the management of Pat Fraser, who has been in charge of the re-蹑ed kid show.

R-B RECORDING SELLING WELL

CHICAGO—Times, tunes and circus change in correct music chart—one of the best-selling records for children—Ringling Bros. and Barnum & Bailey, says by Cricket Records.

It is claimed that with this record and “with your eyes closed you may be able to see the circus—Boys, tigers, bears and elephants.” Among the rarest new-looker pieces are “The Moon, My Love and Me,” “Dancing Sails,” “That’s How the Blues Is Gonna Last,” and others. The record for “8:30 to Time Your Mother.”

This is the music from the current Ringling Bros. and Barnum & Bailey circus, written by John Ringling Nordman, the brother of May, and J. Carlin, of John Ringling, and Tony Velon, singing by Don Forbes, ringmaster, and conducting by Jerry Cavanagh.

King Draws

N. Y. Crowns

THACAC, N. Y.—King Bros’ Circus drew two near-capacity houses Tuesday (10), despite the heavy rain, attributed to Columbus sultures. At Corning the circus was drawing as it moved to the matinee and a near-capacity crowd was on hand in the evening. Lot was city-owned land. There was an opposition earlier this week and Wednesday, but will be able to play within the Corning city limit, to Hege had to cancel due to poor matinee. At Riverside, (Pa., 13), the first circus in three years to play the city, with two near-capacity houses. Several thousand tickets were sold. At Scranton, (11), the show also played to two three-quarter houses (about 1,500 each) under Fire Dept. auspices.

Big Day Ends R-B’s Slow Chicago Start

2 Topeka Days Off

For Kelly-Miller

CARSON-BARNES Pulls Michigan Circus-Goers

MARSHALL, Mich. — The Carson-Barnes Circus draws two three-quarter houses here Monday (15) in sunny weather under the fair bond’s auspices. At Bronson (13) a three-quarter house in the afternoon and a near-capacity crowd was on hand in the evening.

The Don Franklin Shows were playing the fairgrounds at the same time. There was a tornado warning Thursday (11) night, followed by a hurricane warning.

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Side show is open to the management of Pat Fraser, who has been in charge of the revamped kid show.

BEATTY GIVES 4 IN DAY FOR BRIDGEPORT CROWDS

BRIDGEPORT, Conn.—The Clyde Beatty & Cole Bros. Circus packed up a huge day’s business here Monday (15), when the crowd out in numbers that required four performances of the show.

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Schools were dismissed for the event at Barnum Field. About 1,500 members of CFA attended, and hosted show personnel to a house. Circuses around the area. New Brunswick, N. J. (15), drew a near-full house at the afternoon show and a three-quarters house at night in rainy weather for the Kiwanis Club.

At Princeton, (Pa.), 3,500 saw the matinee and about 1,200 came to the night show. The circus was held at Princeton University, the circus was held at Princeton University.

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BOOK REVIEW

Ringling Lives Told in New Fox Volume

By TOM PARKINSON

"A Ticker-Tack Circle" is a book intended to attract interest of the general public, but to the trade it is the ultimate in the "incredible Ringlings." Identifies itself as a biography of the Ringlings and a history of their shows.

Charles Phillip Fox is author of this 192-page volume that includes several hundred photographs, many of them heretofore unpublished. Fox previously wrote other circus pictures.

In this one he has a volume marked by its insight into the Ringlings as people, not as mere pictures on a page. Charles Ringling is the family Santa Claus at Christmastime. Henry, the tallest, all 20,000, for instance, is the type of showman who would spend his money on a horse, but would return the ticket in case it rained.

The book is an interesting and different one. It is not another mere rundown of B.B. feature articles of the Twenties, or one of the limited biographical highlights. Many of the rings are now the only duty of the show and biography of the brothers, despite the appearance in recent years of new and different photographs, in which the brothers are shown to touch on these points.

Harry Villeipontoux, Conoco, N.C., is managing a grocery store, and he was recently shown packing supermarkets and picnics in the area. He visited Hagen Bok.

Polack Draws 56,580 at Denver

DENVER—Polack Bros. Circus drew a total attendance of 56,580 in its June 6-14 stand here. Only the Cowpuncher, primarily for children holding upwards of 30,000 tickets was used.

Wednesday was (10), 2-4:00, Thursday (11), 3-4:00, and Saturday (13), 1-4:00, and Thursday (14), 1-4:00.

Hagen Pulls at Scranton

SCRANTON, Pa. — Following a two-day run, Hagen Bros. Circus drew a three-quarters house Monday at Scranton, and had a house at night here Saturday (13) in rainy weather under VFW auspices.

James-Chrystie Does Biz

BISH, S. D. — The James-Chrystie Bros. Circus closed the second week at this point with a three-quarters crowd in the afternoon and a near full house an捣 later in which all the Announcers were admitted (11) under Central Commercial Club auspices.

"Due to Disappointment" I NEED TWO (2)

FREE PHONE

Completevr with Beviltt, Crum's, Lime's, Kanney's, and others. Free of charge direct to your home. Call your nearest Skylark to get your free phone.

CIRCUSES

UNDER THE MARQUEE

Slim Williams, veteran minstrel performer and circus clown, has retired from show business at the age of 62 and has settled in Starkviss, Minn., where he operates his own Red Freight Company. He invites tourists passing thru that way to visit him. The circus has moved into an old fully equipped theater and is now in the midst of the men's Surgical Division and hospital Jervis Jefferson, Philadelphia, reports that Williams is in good health.

Whitey and Helen Haven continued during Rudy in the Big Top. A rush of callers and an excellent attendance, although the weather was far from perfect, is the story of the last week in the Fox. "Just a minute, let me call up from the office — yes, they think we sold out. They have a house full of beggars before being discovered."

Earl Shipley was the subject of a feature column appearing in the Chicago Sun-Times Tuesday (15) including photos with this article. A Coca-Cola salesman took a walk in Nile, Mich., Thursday (11) in the show house full of beggars before being discovered.

Charley Curry is in the Steel Pier, Atlantic City, for the season, this year being the third year, according to his announcement. Curry kept an excellent house in his new quarters.

Circus in Kannapass, N. C.

John Adams and George Kiesel of King Bros. Circus and Ramey, Benny and Trehall Colman, Red Dingler and Tom Kennedy in Riverside, Pa. Adams and Kiesel are in the Clifton Hall of Goldstein Brothers Circus in Hazelton, Pa., this evening.

WANTED!!

Billboard SALES AGENTS WILL GIVE "EXCLUSIVE" Agents' names listed now in boldface type in CARNIVAL and CIRCUS ROUTES.

Make a list of Billboard customers and order copies today. First order "on the house." You can't lose. Write or wire

B. A. BRUNS, Circulation Director

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Quebec Anticipates 500,000 Year With Prizes, Early Sale

100,000 Advance Strips Circulated;
Cash, Autos and Home Awards Authorized.

QUEBEC CITY—Chances are very good today that several thousand Quebecers will attend the Exposition to top last year's all-time attendance mark of 461,285. The event will hold forth over nine days, from September 2 to 10, and will be backed up with the usual wealth of promotional tasks.

First-time occupants of the midway will be the old Queen of the Show, Stars & Stripes and the Canada Stamp Show, both of which will be expanded this year by a total of 24 new stands. The latter will feature the usual souvenirs and medals, and is expected to be a hit.

The Queen of the Exposition is the Canadian National Exhibition, which will feature the usual huge grandstand, and the usual variety of events, including the annual exhibition of livestock, the Home Economics and Industrial Arts, and the usual variety of exhibits.

Rocky Hill, the famous horse, will be one of the stars of the show, and will be featured in a special exhibition, which will be located in the Grandstand.

New Food Pavilion

A Pure Food Pavilion is being constructed for the food industry, and will be open for the duration of the Exposition. It will house exhibitors of food products.

Cottages in the province of Quebec are already entering the competition, and will be located in various parts of the province.

The Cottages are the province of Quebec, and are expected to be a hit with the visitors.

The main attractions of the Exposition will be the livestock shows, which will be held on the last two days of the show.

The livestock shows will feature the usual variety of breeds, including the famous Canadian breed, the Ontario, and the famous Nova Scotia breed.

Attendance figures for the first two days of the show were: September 2, 12,765; September 3, 15,820.
Kennebunk Annual Now District Fair

Kennebunk, Mo.—The Kennett Fall Festival, held for many years under the joint sponsorship of all of the civic organizations here, has been set up as a district fair. The name adopted and approved is the Delta Fair and Livestock Show. Mike Hankey, Kennett, attorney and cantor, has been elected president of the Kennett Fair Association. A meeting with George Billines, vice-president and Mrs. Harry D. Drake, secretary, dates are set for September 22-27. A contract has been let for a 3,500-seat portable grandstand. Attractions will include "Grand Opera" and thrill shows and a downtown parade.

Quebec

- Continued from page 58
- Continued from page 58

GIVE the Boucher, a name

Kennebunk-Pleasant Co. Fair, Sept. 7-12.

Texas

Kennebunk-Pleasant Co. Fair, Sept. 7-12.

INDIAN FAIR

Tennessee

Rutledge—Cherokee Co. Fair & Livestock Show, Aug. 31-Sept. 5.

FARM SecrETARIES

FAIR SecrETARIES

TROPHIES, PLAUS and AWARDS

HORSE RIDING TROPHIES INCLUDE SADDLES, INDIAN PIPE AND ALL SPORTING EVENTS

For Complete 1959 "Special Events"

IT'S FREE

THE TROPHY & MEDAL SHOP

18 S. Western Ave., Chicago 6, Ill.

The American Legion National Home

AUCTION SALE

Monday, October 24, 1959

The American Legion National Home, Augusta, Maine

INDIAN VETERANS OF AMERICA

1401 National Ave., Rockford, Ill.

SPANISH DANCE REVUE

TAGGART

1401 National Ave.

GIVE TO DAMON RUTYHN CANCER FUND

1959 Fair Dates

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FAIRS-EXPOSITIONS

99
Additions Boosting Strates Menagerie

BOSTON — James E. Strates, of Boston, is expanding his menagerie department this season as well as adding to his fleet of motor homes. New to the display this year are four fawns, a panther and a black-footed ferret. Bert Pettes will take delivery soon of nine more head of live stock. Other animals shown are two hyenas, pair of lion cubs, white bear, black bear, chimpanzee, two, six elephants, camel, reba, two lamas and a hippocampus. A new addition to the collection, a seal, is in 40 and 100 foot enclosures. The 20-foot middle pieces will be used for only the two separate units, S. T. Barnes & Co. and an Alumcor. The menagerie has developed into the largest private collection in the business and one of the largest on the East Coast.

The four Pullman cars have been in service on the Atlantic Coast Line for many years. They are being used for special winter quarters in Orlando and Miami, said cars. Check for payments.

OLSON GETS GOOD OPENING WEATHER

Crane Is Mounted on Track to Up, Down Mad Mouse; Edwards' Paratrooper Joins

The show-owned Mad Mouse was put into operation here last week, but will be worked at the Anderson Hotel, Chi., this week and next. It will be mounted on one semi-trailer and in three big wagons. The semi, which runs the course, will remain on the train, will haul the cars and the front end of the ride. On Rice, concession manager, joined the show for the opener. Earl and Bill Johnson, both Pork, peas and candy, Eugene Love, new to the show, has the cookhouse and grades stands.

Two shows — Side Show and Fat Show — owned by Fred Sindell are scheduled to join at Anderson.

Ken-Penn's 14th Season Grossing OK

LEECHBURG, Pa. — The 14th season of operation is well under way at Ken-Penn's shows operated by John Sanders. Steel area dates, well known by Sanders, have produced satisfactory business thus far.

John B. Heth, secretary and treasurer of the corporation, which he has operated as a year when he was 13 years old and when he a brother opened a small trade. When he his 13 years old and when has operated business in entered into the show business. Sanders' Pasco, office, handles the cases opened April 29, John E. Schulte, of the Carson, has been in the field, is a date played by the

Savannah Plugging Bldg., Anniversary

SAVANNAH, Ga. — The 16th anniversary of the Greater Central Empire Fair will be featured in fair publicity and promotion this season. The event is also featuring new exhibits, midway and sideshows, erected just prior to the 1959 fair, it received a $30,000 light- ing fund which will be used in the interior with light for such events as midway rides. Seating capacity is 4,000 persons.

During the past year the building has been remodeled and a new home show, fair school put on by local schools and an appearance by the Claude Thorhill orchestra.

Gooding Amusement Company, of Gooding, Idaho, will open its midway again for this year's fair. The fair opens Nov. 27 and continues to Dec. 10. The agreement calls for a reducton of 25 per cent in gate space.

John T. Hanchett joined Schaefer's 20th Century Shows in Spring Field, Mo., with his Side Show which will be on the Schafer midway for the season.

CARNIVALS

William T. Collins Off to Flying Start

Grosses Soar Over '58, Austin, Minn., Is Up 30%; Six Altered Rides Big Factor

ROCHESTER, Minn.—The William T. Collins Shows closed the season to a flying start.

The tear-off stand, Austin, Minn., played to sell-out crowds and returned a 30 percent higher ride and $60,000 gross the first day and Monday, (15), first night of the engagement, provided double the season's gross for this comparable night last year.

Biggest reason for the increase was the continued increase in the earning power of the show, which carried a $2,500 gross from selling ice cream alone. Six cars and 12 shows. A contributing factor is increased economic conditions of the area, it was pointed out. On the basis of the entire week, it was agreed that this will be the show's best.

Recent visitors to the show included Alvis Merritt, Morris, Great West Shows; State Senator P. J. Holland, Retired, Mr. and Mrs. T. George and Mr. and Mrs. Nate Gelen and Harry Collins.

Staff besides Collins includes Mrs. William T. Collins, treasurer; F. H. Miller, general sales manager, assistant manager; James Hirschberg, office manager; Sylvia G. Hersch, and Robert F. Manual, bookkeeper; Arthur Morris, general bookkeeper; Henry Bill Henson, chief electrician; Great West Shows; Bill Blessinger, assistant electrician, James Bussman, general superintendent; Bob Cronly, la superintendent; Mrs. Micky Hanks, mail-handling manager; Mrs. William T. Collins, boss transportation, and Mike Collins, 24-hour man. Collar personnel included T. T. Gentry, Kiser, Good-Round, Washington, on, chief electrician; Pop Schaffer, chief electrician, Schaffers; Charles Novak, foreman; Gerhard Andreasen, assistant; Arnold, Ted Weiler, William, James, James DovELY, assistant; Otto Pons, Mrs. Jim Ellis, James, Mary Jay, Jr., A. W. Minor, f.m. Donald Hendon, assistant; Theodore J. Shaw, foreman, Roy Anderson, assistant; Dodson; Alber Zipper, foreman; John, Frank's, assistant; Coons, Charles, Rich, foreman; Henry, Runyon, Paul, Do, foreman; Mad Mount, T. E. McCarty, owner, Durk Reid—Bill Blosser, Bob Blosser, Mrs. James, Aines, Kiddie Rides.

Two New Directors Named to Board at Sacramento, Calif.

SACRAMENTO — Two new directors, James Tesla and Benji & Jacko Benji, have been appointed to the board of the Sac-ramento County Fair. The fair is managed by Carl T. Mills and closed its annual four-day run Sunday, Aug. 14.

Tesla succeeds Robert Carter, who recently retired and is the successor to Joseph Green, Courland, who had been a board member for a number of years. Terms of both Green and Cameron had expired.

Johnnie F. Jones, Pony-Ride—Mrs. C. H. Jones, Show and their operators are: Glass House—Teddy Effin; Fun House—Cassy Jones, Red Bird, a group of Monkeys; Parrot Follies—Joe Swinging Revue; Judy Miller; Tobacco Road Show; Wild West—Riap Morant, Three-Eyed Bull, Mechanical City—Harvey Williams; Small Man Show, Alligator Show—Lavo Winton.

Concessionaires include: Joe Vandenberg, manager; E. W. Rich, Chem; Chuck Holcomb; 2 Clyde Jones, George Jones 2, Scott Anderson 1, Henry Polk 1, Harry Kaplan 2, John McCormick 1, Vern Peterson, Joe Jones, John McCormick, watchman, cookhouse; Kate Signor 1, Bill Signor 1, D. W. Signor 2, and Conservation Congress; Art Wiederman 2, Janie Magi 2, Ruth Williams 2.
GREENVILLE, S. C.—A Mad Mouse delivered by the manufac-
turer, Allen Herschell Company, to the Johnny T. Tinsley Shows operated
created much excitement on the show during its stand before the show
was opened at the fairgrounds. This was the first time a ride and con-
cession unit was scored at any fairgrounds, and several shows were
brought to the fair area in winter quarters.

FAIR. The fair is being conducted by the American Association of Showmen.

Mrs. Catherine Vivona, senior member of the New Jersey show family,
will be responsible for the show at the fair. She has been working on the
show for several years. She is at home, 103 South Street, Morehead, N. Y.,
and expects to return to the show in July.

The show has not played Rhode Island for several years. The sec-

The show will be conducted by Mrs. Vivona, who has continued
in New Jersey for many seasons.

CRANSTON, R. I.—An extended Rhode Island tour has got-
en off to a rocky start for Amuse-
ments of America, which had ex-
perienced one of the first early
season periods in years. Coming up
from the Middle Atlantic States,
the show had a satisfactory date in
Perth Amboy, N. J., then a red out
(Nathan) in Narragansett, R. I. Pro-

Two How-Right Units on L. I.,
Reither Moves to Pa.

OCEANSIDE, N. Y.—The two
How-Right Shows units were in
Oceanside last week, both doing well despite rainy weather. Pat Reithofer
had his two Reither-

RIDE UNIT AT PITF CelE

PITTSBURGH — Four Allan Herschell rides have been installed by
Bernard (Bucky) Allen for op-
eration in the Fanshawe of
Pittsburgh's Centennial celebration. Operating behind a front gate,
the shows were installed to

SAUGERTIES, N. Y.—Frank-
in Nikita Joseph, 17-year-old ride
man, was credited with saving the
lives of several children by showing
them out of danger when a big Ferris
Wheel crashed down here Saturday
(June 13) and killed a little girl.
He was crushed to death. Four
other children were hit by flying
debris.

The back end of the Boardwalk &
Schrader Shows was augmented
last week with Kitty Kelly and Her
Kittens. The group was booked by
Other additions to the W. A. "Ted"
Schafer midway were Fred Howley
cookhouse and con-
owner, John Rice, who
independent dates July 2 with his
hogs and concession. He is
booked solid in the Midwest.

GREATER LOWELL, MASS., CELEBRATION
SPONSORED BY THE DRACUT POLICE
JUNE 20 TO JULY 4—ALL WEEK, DRACUT SPEEDWAY
Gigantic display of fireworks—Over 25,000 advance sale of ride tickets. Matinees each
and every afternoon. Extensively advertised, down to earth concession rates.

CONCESSIONS: We do not intend to overload, but we can use more Hanby Panks and
Center Joints, such as Bear Pitch, Parakeets, Penny Pitch, Glass Pitch, Snow Cones, Waffles,
Hats, Mouse Game, Six Cat, Long Range, Buckets, String Game or what have you?

RIDES: Can use another 2 Ferris Wheel, Octopus or other Flat Rides.

CONTINUOUS SHOWS
Contact Fred FRITZ OR ROLAND E. CHAMPAGNE
June 22 to 27, Montpelier, VT; June 28 to July 4, Lowell, Mass.

BIGGEST 4TH IN THE
BELHAVEN, N. C.
FOLLOWED BY THE
EASTERN SHORE • 8 WKS.
WITH THE TASLEY & WEIRWOOD FAIRS AND ALL FAIRS TO FOLLOW

CONCESSIONS ALL KINDS—RIDES THAT DON'T CONFLICT
RIDE HELP THAT DRIVE. Harry Brown wants Skillio Agents and Hanby Pank Agents.
WOLFE AMUSEMENT
WIRE—NO TIME TO WRITE
WINDSOR, N. C., THIS WEEK

Sunset Amusement Co.

CLEAR LAKE, IOWA, JULY 3-4-5, GIANT CELEBRATION
Followed by Steamboat Days, Winterswold, Minn.
CONCESSIONS: Cookhouse location for season. Can place Photos, Age and Weight, Striker,
Derby, Short Range, Custard, Bird, Lamp, Glass, Bear Pitchers, Coke Ring, String, Bumper and
Hanby Panks. CAN USE TWO FACTORY BUILT KIDDIE RIDES AND ATHLETIC SHOW. No other Shows until
July 12-13, Arcade after July 13. HELP. Ride Help - Per and Licensed semi-drivers, come on.
WANT SOBER TRANSFORMER ELECTRICIAN WHO DRIVES SEMI.
Grannie Falls, Minn., Celebration this week; Algona, Iowa, next.

NOVELTY EXPOSITION SHOWS
WANT FOR IOWA'S BIGGEST CELEBRATION
10,000 CRESTMENIONS CELEBRATION, CRESTON, IOWA, JULY 1-2-3-4.
CONCESSIONS: Set-down Grab or Cookhouse, Hanby Panks of all kinds, 2 Grind Stores,
Buckets, Picture Frames, Long or Short Range, Novelties, etc.
SHOWS: Will book several non-conflicting Shows.
RIDES: Any Rides not conflicting.
RIDE HELP: Foremen for Octopus and Merry-Go-Round. Second Men on Tilt-a-Whirl, Ferris
Wheel, Octopus and Kiddieland. Address:
Capt. E. H. HUGO or JESS WIGLEY
General Manager of
General Agents
MANHATTAN, IOWA: June 22-28; CRESTON, IOWA: June 30-July 4.

WANTED
RAZZLE PLAYER
with Club or Road side experience
Call Coile, III., $77
after 9:00 P.M.
DEL FLORE AMUSEMENTS
Want for Irwin, Pa., 4th of July Celebration, June 30-July 4, 1959.

DEL FLORE AMUSEMENTS
Want for Irwin, Pa., 4th of July Celebration, June 30-July 4, 1959.
Scribener, Conservator of the 12th Ward of the City of Chicago, Illinois, and Girl Reserve of
Beaver County largest fair, July 13-18; Campbell, Ohio, Greek Orthodox Church Bazaar,
20-25.
Hanby Panks of all kinds, Swingers and Buckets. Want family-
type Shows with own outfits. Ride Help who drive semis.
Write or wire Al Del Flore, this week, Jeannette, Pa.
GOODING AMUSEMENT CO.
NOW BOOKING CONCESSIONS FOR

JUNE 26-JULY 4
Elyria, Ohio
Squaw-Camp Concession
Can place some Direct Sales and Hanky Pans of all kinds.

JUNE 29-JULY 4
Cleveland, Ohio
Duo-Lo Club Concession
Can place Direct Sales and Hanky Pans of all kinds.

JUNE 30-JULY 4
Boxing Bows, Ohio
Can place Novelties and Direct Sales. No sale. Or hand ice cream.

JULY 4
Hillsdale, Michigan
Can place some Direct Sales and Hanky Pans of all kinds.

JULY 7-11
Silver Lake, Indiana
Can place Direct Sales and Hanky Pans of all kinds.

JULY 13-18
Brookstown, Ind.
Annual Homecoming
Can place some Direct Sales and Hanky Pans of all kinds.

WRITE AT ONCE
GOODING AMUSEMENT CO.
1800 NORTON AVENUE
BOB CASHER, Conc. Mgr.
COLUMBUS 8, OHIO

WANT FOR KANSAS CITY, KANS., CENTENNIAL, A.U.
Location to be determined. Must be present at show. Must be able to
travel, and must be a man. Write your name and address in full. Ask
for information about the show to which you are applying.

WONDERLAND EXPOSITION SHOWS
WANT FOR WICHITA, KANS., JULY 4 CELEBRATION.
Must live in Wichita. Good show. $125 per week plus board.

CONCESSIONS: All Kinds of Concessions. Must be reliable. Must be
able to work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

JUNE 26, 1959

THOMAS JOYLAND SHOWS
WANT FOR WEXLTOH, V. A.. JULY 4 CELEBRATION.
Must live in Wexlton. Good show. $150 per week plus board.

CONCESSIONS: All Kinds of Concessions. Must be reliable. Must be
able to work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

AT LIBERTY FOR 4TH OF JULY CELEBRATION
SCRAMBLER FACTORY-MADE FUNHOUSE FLASHY MOON ROCKET RIDE
Like new. Will book Moon Rocket Ride with Show for balance of season. Wire
E. A. BODART
Shawano, Wisconsin

REED AMUSEMENT COMPANY
WANT FOR RED RIVER VALLEY STATE FAIR
FARGO, N. D., JULY 11 TO 17
2000 to 3000 people per day. Excellent show. Must be
able to work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

WANT FOR LAGRAMO, I..N.D.
54TH ANNUAL CORN SHOW WEEK, ON THE STREET,
SEPTEMBER 29-30, 3RD
and Sex. Durty. Famous Landscape. Write immediately.

WANT FOR OHIO STATE FAIR
State Fair, Columbus, Ohio. Must be a man. Must be
able to work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

CARROLL'S GREATER SHOWS
WANT FOR LEBANON, OHIO
11th Annual Lebanon Dairy Show, July 11th. Must be able to
work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

LEERRIGHT MIDWAY SHOWS
pay. All Sales. Average to $1000 the week. Must be able to
work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.

TALKERS WANTED
be able to work. Must be able to run a good show. Must be able to
sell. Must be able to travel. Must be able to serve people. Must be
able to sell. Must be able to travel. Must be able to serve people.
MIDWAY CONFAB

Major O'Staynde has replaced Fiddle Pepper as magician on Charles Hodgkin's Side Show at Willow Grove (Pa.) Park. . . . C. B. (Otto) Foutz, who retired from the road in 1954, has sold his frozen contest unit in New Orleans, La., to Clayton Sykes. Foutz will continue to operate his novelty store in Newstorm, Va.

Ellery S. Reynolds, veteran showman for 46 years, is now reopening at the Metropolitan Hotel, Fargo, N. D., after a two-month absence and will be in receipt of letters from friends. . . . Carl Fritts, husband of Dora Fritts, is a patient at the Little Rock Veterans Hospital and recently had a leg amputated. Dora Fritts is the mother of Harry Hessman, who formerly had the Hessman Show.

A hit the road party will be held for the Olson Show June 28 in the Hot Springs Showmen's Association clubhouse. The clubrooms are currently open from 4 p.m. until midnight daily. . . . Ray Blas- 

buck, former concessionaire, has joined the Gladys Supply Company, Allentown, Pa., as a salesman.

Charles Eyre, former showman, visited the Blue Grass Shows recently at Marion, Ind., and was hosted by Mr. and Mrs. Specs Gomez. . . . Art J. Holtsinger, hospitalized November 10, left the hospital June 8 and friends may reach him at the Curr Hotel, Oklahoma City. In the past he has worked for Cedar Heights, Z. J. Jones, Art B. Thomas, William T. Collins and Gold Medal Shows. (Continued on page 165)

Club Activities

Miami Showmen's Association

MIAMI — Jackpot sessions continue at the clubhouse in the absence of Marty Weiss, executive secretary, who is at Lest Memorial Hospital, Hot Springs.

Club business is going on as usual. Lois Weiss reports, with jackpot sessions among Bill Tucker, Cox Weiss, Mike Roman, Robert Stabler, Clif Wilson, Fred Barrett, Al Reck, Harry Katz, Sol Cook, Paul Morton, Eddie Corwell and Bill Hornfield. The good old days is the chief discussion topic.

Tex Sherman, retired circus press agent, is a frequent visitor. Tex is doing advertising and billing for fairs, wrestling, circus, road shows and "The Runestone of Linn County." Tex would like to hear from his old buddies.

Phil Cook, membership chairman, is carrying 1,000 cards around on his route. A goal of 500 new members has been set, to boost the total paid to over 2,000. A dozen membership cards, including Lloyd Serfas, Dada King, Johnny Can- 

le, Son Greenlaw, Fred Coon, Scotty Howard, Al Hamid, Joe Armstrong, and Dick Knipple,

Cook says he visited the Philadelphia circus last year during touring Tennessee, Kentucky, Indiana and Ohio.

Michigan Showmen's Association

Lady's Auxiliary DETROIT — Members attended the MGM Grand Casino in Windsor last week to see Sophie Tucker, a member of the organization. Martha Fournier was chairman of the summer award banquet. President Leon Lencz has offered a special award in connection with the new season.

On the sick list this spring have been Anne E. Gooding, Jean Briggs, Lilian Urech, Charlotte Squire and Sylvia Henderson.

M-G-R FOREMAN

Good job for the entire membership. . . . M-G-R Foreman reported.

HUBERT'S MUSEUM

988 W. 42nd St., New York, N. Y.

Open all year round

West Franks and Novelties Arts. Rate salary and personnel in front letters.

4th July Celebration—Old Home Week

Sligo, Pa., June 29—July 4—W. Penna. Biggest

Knot, Pa., Firemen's Jubilee & Old Home Week

July 6-11—a large community promotion

Nanty Glo, Pa., Community Week

July 13-18—Raising funds for a new medical clinic with every civic group helping—4 parades

CONCESSIONS:—Book any type Dome that gives out stock. SHOWS:—Need any show that appeals to family trade.

MIDWAY—Wants to Merge-Own Band—Help—Also Foreman for Fly-Or-Planes. Capable Help Can be placed in all departments.

Address all communications to

BEAM'S ATTRACTIONS
SUMMERSVILLE, PENNA., THIS WEEK

Will trade Fly-Or-Planes for Outpost or Lady, sell 2-3 horse side trailer or real bargains at $350 each.

HUNT AMUSEMENT CO.

Last call for Martinsville, Ill., Clark County Fair, July 20-25, and all County Fairs to follow

RIDES: Can book any Major Rides not conflicting, such as Chairplane, Roll-a-plane, Rock-a-Plane, Fly-a-Plane, Round-Up, Scooter, Flying Scooter, Spitfire or Paratrooper. . . .Shows: Can place any worthwhile Shows, low percentage, also Motorcar. . . .RINGO: Can book Ringo at 14 county fairs including Martinsville, Ill.


Call Robert Foreman for Toof of Funs; also Kiddle Ride Help, Cotton Candy and Candy Apples Help; also Party for Hot Dog Stand. Will buy also Circuses for cash. Must be reasonable. Parker, Indiana Street Fair, June 22-26; Parkersburg, W. Va., City Park, June 30 thru July 4; Jones Lawrenceburg, Ky., Fair, July 6-11.

W.T. CARNEGIE

W.T. Carnegie has been successful in the purchase of a new 300,000 sq. ft. warehouse to be located in a central section of the coke district of Pittsburgh. The purchase is part of the company's expansion program.

JULY 20 thru July 25

PORT HURON, MICHIGAN

Windy Wavy Pants, Direct Sales, Hamburger Stand, etc.

WILLY WILLY

FLOYD R. WALTERS

1419 West 3rd St. Port Huron, Mich.

Ph. 7-4297, No Collects.

BLUE WATER FESTIVAL

JULY 20 thru July 25

PORT HURON, MICHIGAN

Windy Wavy Pants, Direct Sales, Hamburger Stand, etc.

WILLY WILLY

FLOYD R. WALTERS

1419 West 3rd St. Port Huron, Mich.

Ph. 7-4297, No Collects.

M-G-R FOREMAN

Good job for the entire membership. . . . M-G-R Foreman reported.

TENDER SCOUT

150 N. Birmingham Ave.

N. Birmingham, Ala.

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N. Birmingham, Ala.

TENDER SCOUT

150 N. Birmingham Ave.

N. Birmingham, Ala.

Aunt A. Sunset

150 N. Birmingham Ave.

N. Birmingham, Ala.

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N. Birmingham, Ala.
J. A. GENTSCH SHOWS
Wanted for South's largest 4th of July Celebration, Natches, Miss., and fourteen of Mississippi's best Fairs to follow.

CONCESSIONS—Hankys Packs of all kinds, Frozen Coatian or Ice Cream, Canteen, Wagon, Kiddy Cars, etc.

EQUIPMENT—Pavilion, Wagon, Wades, etc.

REDEEMER—Encouragement to any ride not conflicting

Come, Mike, the week before Natchez, Miss., following week. Call or wire P.B.W. Writes, call me at home of Grems.

WAX FIGURES, PAPIER-MACHE MASKS AND HEADS

KREWSON WAX FIGURE STUDIO

4117 PARKVIEW AVE.

TROY, MO.

WANTED CARNIVAL

Butler County Fair

Wanted clown for 4th of July, Carnival

CARNIVAL WANTED

BUTLER COUNTY FAIR

A. D. R. & W. M. F.

Baltimore Ave., Philadelphia, Pa., or phone 47-6466

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WAX FIGURES, PAPIER-MACHE MASKS AND HEADS

KREWSON WAX FIGURE STUDIO

4117 PARKVIEW AVE.

TROY, MO.
LARRY GONZALEZ and Curley Mairs joined the commission department in Philadelphia. Curley Mairs is a member of the Art B. Thomas Show and is stationed at Abner, S. D., for the Canadian National Circuit of fairs. Bernard Spencer and Eugene Haddad joined the Greater Shows in Mobile, Ala., with their string of concessions.

Bernard Thomas, Art B. Thomas Shows, announced this week delivery of a new Scrantroller last week which he will take over his route, or vice versa, when the decision is made.

Maynard Ostrow, who has several concessions with both the A. J. and James White crews, has started on another round in Southern Michigan, has named James Mackey manager of the traveling unit and gone to rockaway Beach, N.Y., to open the summer circuit.

Jim S. (French) Brown and the Detroit concessions, who are also going to rockaway Beach to open their shows, are using a former concessionaire with the World of Pleasure Shows, a dance concession, recovering from a paralytic stroke.

Renaissance Fairs, former concessionaire at Summit Beach Park, Akron, entered Doctors Hospital, Detroit, for a lobotomy operation. Curt Lovejoy, president of the Michigan Showmen's Association, is doubles as chairman of a special committee to conduct a fund-raising campaign in Michigan.

Walter Wamans, who for the past several years has had the Seed show on World of Mirth, is currently on the Bernard & Barry fun zone.

Mr. and Mrs. G. N. Burrows, seniors tour stops, have signed with the William J. Collins Shows for the summer season. Prior to joining Collins at Fargo, N. D., the unit will present its show at Salem, Ill., Clinton, Ia., for 10 days each. The second man in the circuit is Constance, conces- sionaire with Hess Shows last year and Olsen the year before. The second man manager is now Bob Hammond Shows. With them there are Marion, Williams, McCurdy and Bill Boswell.

H. N. (Fats) Reeves is back in action after a couple of weeks absence due to ill health. He and J. Y. Archer have concessions on the field tour in Detroit. . . . Edna . . . Ben Glover is operating on the front end of Monarch Shows. . . . George Lane is managing the office concession and Isle of Wonder shows on the Art B. Thomas Shows.

James and Janice Warren, who have been away from the circuit, will return on the next stop of their tour and reopen their pushy booth on their operation. The elephant and circus concessions, which are attached to United Shows in Grand Rapids, Mich., were returned on June 22. The James No. 2 will play CRAWFORD, Ind., and Port Clinton, O., the following week.

W. N. (Dick) Capo writes that they opened yesterday in Durango, Colo.

Visitors to the James H. Drew Shows will see Grand Jet in Grant Park, Ky., included E. Walter Evans, L. C. Evans, Bill Kirby and Hildale and Ovville Smith.

Bill Green and Bob Morrison, members of the Showmen's Association past-presidents, have been appointed official representatives to the Mayor's Committee for the International Freedom Festival to be held in August. Green, retired concessionaire, is in Harper Hospital, Detroit, follow-
HUB LUEHR'S IDEAL RIDES
New booking for Hammack July 4th Celebration at Shelbyville, Ill., July 1-5, followed by Vermont Re-Union at Aurora, Ind., July 7-11; then Fats at Valley Mills, Waco, Texas, City of Waco, and Greensboro—all Indiana.
CONCESSIONS: Rents Runs, Bumper Trucks, Photogs, Derby Bumper, Scale, and Age, Receipt.
RIDES: Will book Steeplechase, Tilt-A-Whirl, Rock-O-Ride for Dictrict Fair at Greenfield, Ind., Aug. 13-14, also at Bristol, Ind., Fair, Sept. 7-12. Both of these Hers have a very nice advance sale date of Ride Ticket at $1.00 or white or picture cash.
LUEHRLE, c/o Meadco Home, Louisville, Ky.

GEORGE CLYDE SMITH SHOWS
Went Ball Games, Pitch-Till-You-Win, Balloon Darts, High Striker, Custard, Basket Ball, Count Store, Novelties, Penny Pitch, Hoopla, Fish Pond, Age & Scale and Penny Arcade. Went Side Show, Monkey Show, Snake Shows, Girl Show and Jig Show.
Went Agents for office-owned Hanky Panks, also Foreman for Ferris Wheel, Giant Rides, Track and Tractor drivers. All replies GEORGE CLYDE SMITH SHOW, Central City, Pa., this week; Six Mile Run, Pa., next week.

BUFF HOTEL SHOWS, UNIT #2
WANT

For sixteen weeks of Fairs starting at Metropolis, Ill., June 29

CONCESSIONS: Photos, Custard, Popcorn Carts, Bean, Bird and Pitches all kinds, Penny Pitch, Hoopla, Fish Pond, Photo Booths, Concessions of all kinds. Openers Stoner, Photo Frame and Snake Show Booked—which lists to have all family-type Shows.


ALL REPS: RODMANN DUNN, mgr., c/o MILLER'S NELSON, METROPOLIS, ILL.,

MOTOR STATE SHOWS
Wanted for Lake City, Mich. Annual Fourth of July Celebration, one of Michigan's largest, and notice of same. All celebrations and rides, including local fair rides in Michigan, Indiana, and Wisconsin.
Want Hanky Panks of all kinds, Scale, Novelties, Ice Cream, Snake Show, etc. WANT HYLIE HELP. Foreman for thirty week, 4 Men shows, and Second Men who drive. Must be reliable and reliable.
All replies to Foreman, Michigan, June 22-23, then as per routine.
Phone calls, please.
JOE FREDERICK, Mgr.

MIGHTY INTERSTATE SHOWS
Wanted for Norton, Va., Foreman's 4th of July Celebration, on the streets.
SHOWS: Side Show, Fun House, Monkey, Snake, Wild Life or any Shows catering to the family.

All replies: M. K. ROSS, MIGHTY INTERSTATE SHOWS, St. Paul, Va., Foreman's Celebration, this week.

LEGION CELEBRATION, STAGEFORT PARK
Gloucester, Mass., June 29 thru July 4

Free of charge to those from. This IS AN ANNUAL EVENT. FIREWORKS, BOAT GIVE AWAY Mechanics and Concessionaries of all kinds, call or write, French Free.
Contact: HARRY J. KAHN
MARSHFIELD, MASS., JUNE 22-27.

DRAGO SHOWS #2

Now booking for Six Big Days at State Celebrations, Rochester, Bemidji, Duluth, 29-30 July, 30-31 August, Wausau Fair at Fall River, Ind., Sept. 1-3, and other Iowa and Illinois Fairs and Expos.

CONCESSIONS: Wreck Bumpers, Photo Frame, Dream Traps, Photo Booths, Coin, Scale and Penny, All Novelty and Photo Items wanted. WILL PAY "FREE Bumpers." Look for the 2x3 Sign at the Drago Shows. MEET US AT THE RIDE.

HELP: Young Foremen desired. Can also use Side Help who know how to operate.

All replies to:
HARRY J. KAHN
MARSHFIELD, MASS., JUNE 22-27.

GARDEN STATE SHOWS
21st Annual American Legion Celebration, June 26 thru July 4th inclusive. Operates the Legion House Shows, Ferris Wheel, Important Concessions, Side Shows, Bumper Rides, Concessions, etc.

Wanted: Young Foremen, 2nd Men, and Second Men; Tilt-A-Whirl, Rock O Ride, Ferris Wheel, Cracker Cracker. Contact:
FRANK J. KAHN, R.F.D. No. 2, Monroe, Ohio.

HANES AMUSEMENTS
when answering ads...
Say You Saw It In The Billboard
1959 Fair Dates
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* Continued from page 115

Put the Flags in Front—Put the Industrial Band in Front. July 4th and with.
Rapid City—Rapid City Fair, June 24. J. S. Smith, Rapid City—Rapid City Fair, July 24.

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AMERICA'S LARGEST FACTORY-OWNED TV & AM FM RADIO MANUFACTURER

At the 1959 Chicago Auto Show, FRANKLIN'S TV & AM FM RADIO was the most popular attraction. This is why America's largest FACTORY-OWNED TV & AM FM RADIO Manufacture is where you'll find the best TV & AM FM RADIO at the lowest prices. FRANKLIN'S TV & AM FM RADIO is the biggest name in TV & AM FM RADIO. If you're looking for quality, you'll find it here. FRANKLIN'S TV & AM FM RADIO is the only name you can trust for quality and value.
HOT ITEMS!!
3 x PRODING PLASTIC BINOCULARS
1-Tone Lightweifit $2.75 dz. $26.00 yr.
6-PIECE STEAK KNIFE SETS
First Quality—Stainless Steel—Boned $10.80 dz.
CUFF-LINKS & TIE SLIDE SET
Gold-Plated Set $2.75 dz.
25" JOCKEY SENGENDOR, Bod. $6.75 dz.
6-PIECE PLASTIC SALAD SET
Consisting of 4 Shakers and Large Spoon and Sifter Beautifully Boxed $10.80 dz.
3-PIECE PEARL SET, Bonded $5.25 dz.
28% deposit, balance C.O.D. F.O.B. N.Y.T.

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273 West 40th Street, New York, N. Y.

1959 Fair Dates
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SHAKEN STALIN:
Lightweight $26.00
Streuer $22.00

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"BELL" SPECIALS
18" (Approx.) Black $4.00
Plant, Dig, Ait Colors $4.50
26" (Approx.) Bear, All Flash, $21.50
And Coins, 50c, 75, 1.00, 1.25 dz.
MEER JUMBO $3.50
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Lowest Prices in the Industry

EARRINGS
Choice of 25 Styles at 15¢ or 25¢ each. Nice-looking.

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Very Selection at attractive Prices.

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AMERICAN MADE
NEW SHIPMENT JUST ARRIVED

POLISHED ALUMINUM

24" NECKLACES
Nickel Plated $2.00 each
Gold Plated $5.00 each
14" CHILD'S NECKLACES
Nickel Plated $1.00 each
Gold Plated $3.00 each
JUST ARRIVED—HIGHLY POLISHED
24" CHROME PLATED NECKLACES
Nickel Plated $1.25 each
Gold Plated $3.75 each

GOLD RHINESTONE HEART 34"
Nickel Plated $6.00 each
Gold Plated $15.00 each

SMALL RING 3/8" Diameter
Nickel Plated $1.00 each
Gold Plated $3.00 each

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Gold, Silver, Nickel, Steel, and Copper Plating

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SAYS GEORGE—"This glossy new Tiger Cat is the toughest and most durable outside stick balloon ever developed. Its bright, flashy, high-gloss finish makes balloon making—"

ORDER NO. 61-1200D in assorted white, yellow, orange, blue, green, and pink

And don't forget OAK'S OTHER GOOD JOINTS for '59

Get your 1959 OAK Catalog showing all these WINNERS and the NEW "Hy-Glass" Tiger Cat. JUST FILL OUT THIS COUPON—PASTE ON A POSTCARD & MAIL.

THE OAK RUBBER CO., Ravenna, Ohio
Send me your Full-Color Catalog and a sample of the TIGER CAT.
NAME
MAILING ADDRESS

 fuse (Check Box) ☐ Stick Balloons ☐ Handouts ☐ Gas Balloons ☐ Dart Balloons
My Regular Balloon Jobber is
His Address is

COLORED BALLOON No. 45-132 Pre-Stuffed
Patriotic Star Balloon No. 05-166
COUPON STARS BALLOON No. 05-167
BUBBLE INA-BALLOON No. 81-201
CLEAR STRIKE BALLOON No. 02-105
STARS AND STRIPES BALLOON No. 05-167
Says George Reed, OAK Superintendent.

BEAUTIFUL HAND PAINTED MEXICAN SKIRTS

MEXICAN RINGS

NEW MEXICAN REVERSIBLE PURSES

POPULAR MEXICAN REVERSIBLE PURSES

LOWEST FACTORY PRICES

NEW HALF MOON LEATHER PURSES

PEARL SALES CO. P. O. BOX 673 EL PASO, TEXAS

"TINY" BASKIN MFG. & JOBBERS CLOSEOUTS

CHINA LAMPS

CLOSEOUT 50% OFF LAMPS & SHADERS Each $2.50 minimum in box.

BASKIN LAMP CO.

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SLUM JEWELRY and RESALE JEWELRY

SAMUEL B. Pockar Co.

447 Smith St. (rear)

1918-40TH ANNIVERSARY-1958

Providence, R. I.
### FUR MONKEYS

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<td>2 lb.</td>
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### METAL BREAK ACTION CORN PISTOLS

- **.22 Long Rifle**
  - 50 grain bullets: $1.80 per 100
  - 100 grain bullets: $3.50 per 100
- **.22 Short Rifle**
  - 50 grain bullets: $1.50 per 100
  - 100 grain bullets: $2.50 per 100

### FRENCH POODLES

- **3-month-old**
  - Male: $15.00
  - Female: $20.00

### PEARLIZED OPERA GLASSES

- Assorted colors: $5.00 per pair
- 1/2 dollar glasses: $4.00 per pair

### METAL SABERS

- **3-key trumpet**
  - Chrome: $1.80 per dozen
- **2-key trumpet**
  - Black: $1.50 per dozen

### FUR INFLATES

- **1898**
  - $2.00 per dozen
- **1900**
  - $2.50 per dozen

### RUBBER INFLATES

- **1901**
  - $3.00 per dozen
- **1902**
  - $3.50 per dozen

### GROH HATS

- **Tweed-stitch**
  - $4.00 per dozen

### MOTORCYCLE HATS

- **Leather**
  - $2.25 per dozen

### COVERED BIRD WEST HAT

- **Leather**
  - $5.25 per dozen

### FRENCH INDIAN WALL HANGING

- **Beaded**
  - $9.00 per piece
- **Peace**
  - $5.00 per piece

### BOMBER HAT

- **Pony fur**
  - $10.00 per dozen
- **Rayon**
  - $5.00 per dozen

### SCHATTUR NOVELTY CO.

- **144 Park Row**
  - New York, N.Y.
  - Phone: Cortland 7-8916

### JUNE 7, 1959

**Special Prices to quantity buyers where possible:**

- **Show Water Balls**
  - Insulated: $3.60 per dozen
- **Twin Poodles in Basket**
  - $2.75 per dozen

- **Bridesmaid Doll**
  - Covered in tissue: $4.50 per dozen

### METAL WARNING TOYS

- **Bell**
  - $3.50 per dozen
- **Whistle**
  - $5.00 per dozen

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(Tally Copyrighted)

THEY'RE CRAZY, MAN—THEY'RE WAY OUT
Actual button size 4" with metal back and safety pin. There are 12 different designs, printed in red and blue on white, each one more terrific than the other—a laugh a minute.

GUARANTEED TO BE A BIG FAIR HIT. Excellent for conventions, clubs, parties, taverns and other special events.

Buttons packed mixed, 12 to a bag, and sold assorted only. With initial order of 1,000 buttons a free display will be sent. Additional displays may be ordered at $1.55 each f.o.b. Chicago.

Dealer inquiries invited only. Wholesale will be protected in their respective cities if they order immediately.

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Lakeview 5-7100

HAT OPERATORS! ATTENTION!

SPECIAL FELT COWBOY (Black only), Good quality with western band. Ass't. colors, $4.75 doz., $4.50.

ALPINE ROBIN ROO00
$1.50 doz. $13.00. gr.

ETON CAP $1.50 doz. $16.50. gr.

STRAW COWBOY (Natural Straw) $2.00 doz. $21.00. gr.

REBUILT WATCHES $2.50 each. $28.00 per order.

Beautiful and Functional! WATCHES REBUILT AND RENewed-

C.E.S. TRADING COMPANY, Inc.
1020 Rush St., Chicago 10.

All the news of your industry every week in The Billboard . . .
COIN MACHINES

Help Wanted

WANTED—FIRST CLASS MECHANIC.
High Ground, Davenport, Iowa.

Positions Wanted

SERVICEMAN AND ROUTEMAN—12
Bells and Ponies, Rt. 177, New York, N. Y.

COIN MACHINES

Used Equipment

SCALES, SCALERS, SCALERS—WANTING.

TALENT AVAILABILITIES

RATE: 10c a word, minimum $2. CASH WITH COPY.
Set in usual want-ad style, one paragraph, no display.
First line in 5 pt. caps, balance in regular 5 pt.
type. Must be sent mimeographed.
IMPORTANT: In determining cost, be sure to count
your name and address. When using a Box Number,
c/o The Billboard, allow six words for address and
include additional 25c to cover cost of handling replies.

Miscellaneous

ARE YOU TIRED OF BOWLING?
You can be if you find bowling a bore.
Organize. Organize.

AVAILABLE DOLLS, WHERE'S GREAT.
What do you want? Harem, Ayes, or a Live Mrs.

TRUMPET-ALL-AROUND EXPERT.

Outdoor Acts and Attractions

GIVE TO DAMON KENYON CANCER FUND

COMING EVENTS

- Continued from page 95

FLYER TRAPPERS ACT AVAILABLE FOR
RHYTHM BANDS, ORCHESTRAS, ETC.

FOR THE WEEK ON OR BEFORE JULY 25.

Back to top
Southwest Ball Gum Ops Talk Taxes, Insurance at Bi-Annual Convention

Texas Gum Operators Control 40,000 Machines, With 17 Veteran Members

By FRANK SHIRAS

ALBUQUERQUE, N.M.—John Horn, secretary of the Texas Gum Operators Association, and associated members that adverse legislation is often the result of a lack of communication between operator and legislators. Speaking at the recent two-day meet of the TGO, Horn told operators that constant association with the law-makers can often forestall punitive and unfair legislation.

The operators discussed the recent threat of a $12 per machine tax on gum vending machines by the State of Texas, and analyzed the role of the National Vendors Association in blocking this tax. The TGO itself is a constituent of the National Gum Operators Association.

An Improved Insurance Program

King Finishes Remodeling

CHICAGO — Remodeling of King & Company's headquarters has been recently completed, announced co-owners Paul Crisman.

The purpose was to have maximum amount of merchandise on display for operators and provide more space, he continued. Now all chairs have been put on fabricated steel shelves in one long aisle, where vending operators can make their purchases "chain-store style," he said. Also, parts for all known gum machines will be stocked and located in drawers along a long aisle.

Related merchandise has been stocked together in separate sections. Aside from chairs and vending replacement parts, tickets, tab and ball gum, new machines, cadavers and nuts have all been assigned separate locations, said Crisman.

In the showroom immediately inside the main entrance, a maximum amount of bulk vending machines have been put on display, he concluded.

Battery Displays Catch Op Fancy

CHICAGO — Bulk vending operators respond favorably to exhibits of new vending installations in distributor advertisements, said Ben Nelson last week.

Each distributor has installed several new displays to appeal to vending operators who have a concrete conception of multiple vending.

Both Nelson and Crisman noted that in some instances operators buy a complete unit, including fill, from the display floor. Apparently these operators have recently limited high-traffic stops and wanted to test their potential immediately.

also disclosed during the meeting. Horn had said that the TGO has been successful in obtaining a 7-cents-per-machine rate on personal liability insurance. Property damage insurance is also available to TGO members for an additional 2-cents-per-machine charge, he added.

What is the Texas Gum Operators' Society, and what is its role in the industry?

The Texas Gum Operators' Society is a constituent of the National Gum Operators Association, and the TGO itself is a constituent of the National Gum Operators Association. By working together, operators were better able to assure steady supplies of bulk gum for their machines.

The 17 members of TGO are non-competing, said Horn. He estimates that the group owns about 40,000 machines in Texas, Louisiana, Oklahoma, New Mexico and Arizona. Routes are primarily owned by civic groups with charitable programs for children, said Horn. Knights, Lions, and the Independents are typical of organizations that work with TGO members. The organization sponsors the vending machines to the extent of 20 percent of gross receipts.

Ludie Bond

Also member places orders for bulk gum individually, they all buy a specified product, generally a 5-lb. bag of gum with a single base. In 1956, a national organization was formed, said Horn. "We've met with our manufacturers and helped them establish standards for our needs, and now anything we suggest—just about—10 days!"

TGO members' straight bulk gum machines are put on display in a wide variety of displays and department stores, newspaper offices, at filling stations, by elevators, in office buildings, etc. TGO claim that 85 per cent of the gum sales is in an area of five miles from its plants. This makes the reason this a single base is used for bulk gum. Most, fruit cinnamon and winetong are the most popular flavors, Horn said. "Sometimes a location will get hot and we'll have to serve it every week or twice, but usually once a month, and it looks as if."

Operators, vendors, and the TGO members are in bulk vending full time, whether a few of them have other business interests. The average investment in bulk vending machines is considerable. Horn estimates his own at $100,000. Careful record keeping is a common practice among members.

This isn't surprising, said Horn, since a majority of the members are bookkeepers or CPA's. C. T. Scott, Corpus Christi, Tex., is president of TGO. The term is one year. Horn himself is a member of the National Automatic Merchandising Association and the TGO membership is a part of that association. He was president of the latter group in 1955-56.

PROFILE OF WEEK

Started Penny Vending To Help Eldest

ONE of the old-timers in bulk vending in the Chicago area is Philip Sparacino, S & S Vending, who has been in the business since 1936. He is one of the hard-core operators that formed the National Vendors' Association, and has served on the board of directors ever since in beginning in 1951.

Sparacino was born in Sicily in a small town just outside Palermo. He worked on the family farm until he emigrated to the U.S. at 16. Fresh from the family fruit and vegetable farm, it isn't surprising that he first worked on his brother Anthony's farm in Illinois for two years. Philip was the youngest in a family of nine children, and Anthony had emigrated to the States ahead of him.

After a few interim jobs Sparacino worked as a track foreman for another two years. Then for four more years he sought work elsewhere. When he was 26 he was a foreman for a road construction contractor. After a year as foreman he was made a superintendent and, he said, as many as 300 men worked under him. He continued in this capacity for 18 years.

Work Highlights

One of the highlights of this was his time in the World War. Sparacino was put in charge of many of the roadways and roads for the Fair. He also put up the Reeds of the World for the Henry Ford exhibit. However, whatever operator Philip Sparacino is related in his pleasant Chicago home.

By 1936 he had already had his beginning in bulk vending by setting up small routes, intended primarily as a way for his first two sons, Joseph and Mario, to earn money to go to college. The two sons rapidly turned the bulk vending sideline into serious business. When they entered the Armed Forces in 1941, Father Sparacino gave up his vending work and went into bulk vending full time.

Sparacino met his wife in Rockford, Ill., where he was for a time with the Chicago and North Western Railroad. They have six children.
Coinmen You Know

Milwaukee
By BENN OLLMAN

Doug Opitz, Hilltop Coin Ma-
chines, is going on a trip to Eu-
rope this summer with his
young daughter and wife. They
will leave for the Continent on
July 28 for a five-week vaca-
tion. Mr. Opitz is of English
birth, and his daughter and
wife are American citizens.

Regular monthly meeting of
the Milwaukee Photographic
Operators’ Association was held
last week. Special feature of
the evening was the present
by Mr. Opitz of a new book of
photos of mines and mineral
exploration.

NVA Defines Excessive Prize
Operations in June Bulletin

CHICAGO—A working defini-
tion of "excess prize" opera-
tions was made by National Vendors’
Association in its monthly bulletin re-
cently issued.

Bulk vending capitulating upon
these types of operations is pur-
posefully designed to make the win-
ner of the game more likely than the
buyer of the machine.

Bulk vending machines are de-
tined to be a popular item in the
next few years, as they offer a
way to attract customers while
keeping costs low.

Preventive Action

It is important to note that loca-
tions which take preventive action
themselves are likely to be less
affected by these types of opera-
tions.

The NVB bulletin issued an ex-
ample of a district where bulk
vending was prohibited because of
publicity and fear of local police
action.

The bulletin also noted that
operators should keep in mind
the possible effects of public
sentiment and take necessary
precautions to prevent trouble.

Jobs Wanted

Manufactured exclusively by Leaf Mfg. Inc., 1135 N. Congress Ave., Chicago 15, III.

GOLD VACUUM-PLATED CHARMS
1 inch in height $8.00 per hundred
5 inches in height $5.00 per hundred

Send for Year
RARES’ AUTOMATIC DISTRIBUTING
33 UNION SQUARE
N.Y.C. & N.Y. AL. 6-9925

FREE Copy of RAKE'S NEW CATALOG TODAY!

Jobbers Wanted

To sell our new 1978 model Baby Grand Piano, the only one in the world.

The Piano can be played without actually playing the keys. It is a perfect instrument for all ages, from children to adults. A great gift for any occasion.

Send $1.00 for sample kit of charms.

Sure-Lock, the perfect capsule, Patent No. 213412. Outstanding Hinge. Send $2.00 and receive 100 quality filled capsules. Contains our complete line.

Penny King Company
2588 W. Madison St.
"World’s Largest Owners of Pittsburgh 2, Pa. Founders of cascade chewing ATLAS MASTER"

when answering ads ...
Say You Saw It in The Billboard

Cleveland
Machine Company payroll is
Fred Buckmiller. He is being
coached on both service and
route chores. "No specialist
in our company," says Doug
Opitz, Ed Gronowski, Red's
Novelty Company, claims that
the task of rebuilding the
flaming machine may take
all summer.

Ken Vogel, former local
daytime personality, has joined
the promotion staff of the new Music
Mart, Inc., one-stop shop.

Operators stepping in to the giant
one-stop dinkery, according to Jim
Meyer, included John Jeon-Life,
Skeeter, Ralph Strohm, Sonny
Music, and Mike Basset, both of
\"Kings and Suburban Music,\"
Owensboro, Ky.

"We’re enjoying a terrific
run on baseball games," claims
Sam Paul, manager of the
Columbus Company.

Also moving at a quick pace are the recently
added Fishers and 54th Street pool
tables. John Haidar will
handle operations for	\"Giberts
Carmen Distributing of Wis-
consin, according to the new
of the promotion staff.

And two of the regularALKATRAZ
regulars here, Wrench and
Tess Blanche, are holdovers from the
Major Distributing
Company, recently taken
over by Cardinal.

Wrench is also on the
Carma
office staff.

P. & P. Distributing
Company continues to report
success with its stereo installa-
tions. According to to route
foreman, Bill Ceb, the firm last week
concluded its 18th quarter sale.

Max Matsuoka, P. & P.
Distributing Company salesman, is
back at the job following an extended
Northern Wisconsin vacation.

Dick Webber, a newcomer to the music
machine industry, has just joined P. & P.
Distributing Company as a route

"I still have not made up
my mind about several jobs
and businesses," said recent
Johnny O’Brien. He left his
post as an executive of
Carmen Distributing of
Wisconsin last week.

Dewey Wright, who is
about to enter last week, is
joining the firm as a
man.

Visitors at United, Inc., recently
included Gib Fishor, Mauston;
Ned Mattey, high school Water
Wisconsin Deluxe, Bluemound Ar-
ches, newest addition to the play
room ranks. He is due to be ready
about June 1st, according to Sam
Hauings, King Vending Company.

The arbor is to be
in place in a few weeks.

Kiddietown in the Capitol Court
Shopping Center opened for busi-
ness this week, along with a sister
operation at the Village Shopping
Center. Food and drink vending
equipment is in both places is
operated by Automatic Merchandising
Corporation. According to Adol
Rabin, there will be no sandwich
vending (over the counter) at the
new Southgate due to complaints of
complaints of tenants.}

Denver
By BOB LATTIMER

Jack Arnold, of the American
Amusement Company, has been
elected its new president as presi-
dent of the Colorado Music
Merchants, Inc. . . . Chief Music
Company, Colorado Springs, has
been sold by Harold Fraser to Fred
Hilmenberg.

Draco Vending Company, Denver’s
photograph operator of Santa Fe,
"Humphreys Market," decided his.
"If market is a blue moon", he
called it. "As of this morning, all
operations are shut down."

Howard Hold, formerly a
partner in Draco Sales Com-
pany, Denver, decided to close his
operation for a tiny mountain
hustle in Santa Fe, New Mexico,
then returned for a look at his old
business. . . . News from Montoya, Calf., Bill

Burbank, photograph opera-
tor, is in the hospital for the
second time in a year, with a
serious back injury.

A piece of humor which got a
wry grin from most visitors to
Metronics Distributors, Burbank
is an elaborately framed, multi-
colar certificate which Jim Gerke
displays on the office wall.
This identifies Pete as a "Certified S. Tapster," with much legal
gobbledegook.
Lobell Discusses Multiple Vending

CHICAGO—Rolfe Lobell, Leaf Brands vice-president, said there are several economic pressures on traditional bulk vending that make it a candidate for multiple vending advantageous.

Sprawling costs of all varieties put the vending operator under increasing pressure as the years go by. Operators are aware of many of them, particularly those directly affecting business. Distressful increases in automobile, gasoline, wage, insurance and parking costs are well known to operators.

Further, periodic increases in the cost of living are evident almost as the years go by. Thus, even if a stipulated number of machines net as much as they did previously, the money won't buy as much as it would have in the past. Bulk vending operators are thus caught in a kind of vice, with increases in real news and living costs setting as the closing jaws. A compensating price increase—nickel, dime, quarter vending—has proven of limited success.

Overcome Pressures

Multiple vending can overcome these economic pressures in many instances, said Lobell. The key is a concentrated route of the bulk stops available, he continued. While whistling the geographic area of his route, the operator puts batteries of varying size in his better spots. The per-machine revenue may taper off, the drop is more than compensated for by operating savings that could not have been realized under the old operation. Time is saved, it doesn't take as long to service machines in bulk stops as it does when each is in a separate stop. Less fuel is used. Parking meter costs are greatly reduced. Unnecessary machines can be serviced much more quickly in a concentrated route. Record keeping for a route with multiple installations is less complicated and doesn't demand as much time.

Traffic Congestion

Traffic congestion is becoming a more serious problem all the time, said Lobell. The increasing number of vehicles on the roads eats up more and more of an operator's time in getting around. This is an added reason for concentrating one's route of machines. A congested problem is that of parking. Not only are more meters being used but it's getting harder to find a spot.

Lee Leary, traveling sales representative for Leaf Brands, has found that operators are, in fact, using panel trucks because they enable operators to park their trucks in loading zones when servicing a stop.

The chief problem encountered in multiple vending is what Lobell dubs "unbalanced merchandising." One machine in a battery is bound to empty more quickly than any other. One fill may be more popular at the time, or the county may be lower in the Old World, the Sparsicinos had a big family gathering, with relatives coming from many parts of the country. Philip has two sons, a Glove of Century hall, will frequently empty very quickly, partly because of its lower count, mentioned Lobell. In such instances it is wise to double up on popular fills, he continued.

Sales Loss

The alternative is to lose potential sales and often aggravate the location owner as well. Patrons, complaining that a particular fill has run out damage operator-location owner relations. A globe left empty for prolonged periods also means a loss in commissions to the localities and can also cause him to feel slighted. Doubling up on popular fills or leaving a standby filled with the location anyway of handling the problem, said Lobell. How to deal with a particular instance depends upon the needs of the particular situation, he said.

Lobell claims that a multiple installation tends to induce sales. As in most mass displays, a batch of machines will often lend prestige to bulk vending products. The bulk vending habit, the machine feel that bulk vending has something to offer them. The public is less likely to look upon bulk vendors as just another sideline that is dropped in unused space. Also, variety of merchandise has the greatest chance of meeting with a particular person's preferences.

During this time of continually rising cost, Lobell thinks it advisable for operators to meet and trade off locations. In order that each operator may end up with the most compact route possible. For example, there are countless instances in which a single stop has a group of individual vendors spotted by different operators. Everyone would be better off if each such stop had a multiple installation owned by an individual operator, said Lobell. A single, attractive installation would most likely gross more than an assortment of individual machines too, he concluded.

Profile of Week Contained from page 119

R. B. HUTCHERSON CO.
1948 North Roosevelt Rd. N.E.
Chicago 19, Ill.

HUNTER: St....

HEAD HUNTER RINGS

ONLY $17 per M
With Jeweled Stones VACUUM PLATED ORDER INDIVIDUALLY
$5.95 per M without Jewels VACUUM PLATED FACETED DETAIL LINE SPARKLING DIAMONDS ORDER INDIVIDUALLY

It's our new Victor Super Mab...a new top height new 25 capsule vending... Will? It's the most... WITH WIRE, WIRE, PHONE immediately

NOW! oak's GIVES YOU A PENNY-NICKEL COIN MECHANISM TO FIT EVERY ACORN MACHINE FOR JUST $5.75

DEALER WANTED NICKEL SALES AS WELL AS ACORN SALES WITH A SINGLE MACHINE

INSET & NICKEL HERE

After years of research and engineering, Oak's has perfected a 12 coin mechanism that will fill any and every Acorn machine in use. Yes, it's true! Acorn has a 12 coin mechanism!...remove the 12 coin mechanism from your Acorn machine...install the 12 coin mechanism and increase your sales as well as penny sales with a single machine!

AVAILABLE AT ALL OAK DISTRIBUTORS NOW!

West Coast Factory Sales
OPERATORS' MATERIAL SUPPLY CO.
1023 South Grand Ave.
Los Angeles, California

H. J. ABELODIN OAK LAKE COMPANY
335 Fifth Ave., New York

OAK MFG. CO., INC. 11411 Knighbridge Avenue, Culver City, California

A every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL

Write Box 446, Kidder Building, Chicago 1, Ill.
## 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 weekly period. Listings are based on the highest and lowest advertised prices of machine models advertised either at least 10 times for the period shown or at least 5 times together with a computation based on average average.

(PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative statement on the price which can be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

(MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised. It is not a simple average between the "high" and "low. High and low actual price range should be used. The price level at which most of the machines are advertised for. Therefore, when we say the "low," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of June 15, 1959)

### MUSIC MACHINES

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### SHUFFLE GAMES

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### PINBALL GAMES

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### ARCADE EQUIPMENT

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OP INCOME FIGURES FLY AT CELLER BILL HEARINGS

WASHINGTON—Arithmetic some fast spins at Friday’s (12) testimony on the Cellers anti-juke box performance expenses before the Ways and Means Subcommittees (too late for The Billboard’s deadline on June 15) permitted the bill makers enough in large round figures, ranging from annual juke gross of $206,000,000 to $1 billion—and some even mentioned $1.5 billion.

The argument in magnificent figures for the Industry, Virginia operators talked in terms of $7 weekly gross operators, $5,000,000,000 in taxes, $500,000,000,000 in sales, $20,000,000,000 in demands, and a $6,000,000,000,000 in earnings. Virginia Operators’ Association Attorney Jack R. Clanton said the $10-cent play brought an increase of only 15 per cent to operators, but that the apparent gain of 25 per cent in Virginia because of increased costs.

Costs of stereo equipment cited by operators of the Cellers (D, N.Y.) Bill did not match too well. NLBA spokesman Andrew Ziomek said juke operators were having to pay between $2,000 and $7,600 for new stereo boxes, and he claimed that operators were taking $80 off the top when they installed the expensive stereo equipment. Jack G. Best, ANSI distributor in Virginia, West Virginia and Eastern Tennessee, figured that a machine in the $1,000 class would increase cost to $1,200 to $1,500.

In operator Robert Minor, secretary-treasurer of the Virginia association, sole owner of Minor’s Music, gave this picture of his 1959 operation: Groo, $79,275; general expense, $35,573; receipts, $175,313; expenses, $110,788; profit, $64,525, and licenses, $4,263. Minor laid a weekly salary of $100, and said, among other things, made $2,521. If he paid $25 in performance royalty on each of his 100 machines, he would be left with profit margin of $31, he told the subcommittee.

Virginia spokesman Clanton brought chuckles at the hearings when he claimed that the $1,000-an-hour stereo was the "age of the machine," and movies had become the "age of the past" (also government and industry figures put radio in boom status, and movies are climbing out of recession doldrums). Clanton said juke box music is the "average man’s opera," a safeguard against juvenile delinquency, and such an Important role that the financial picture that bankruptcies of box operators will adversely affect the national economic system, except the increased unemployment and even out on sales of vehicles which service operator.

Problems of the tavern owner were outlined by National Licenses, Inc., volume as follows: 75 per cent of live music was out of reach of small tavern owners which appeared to have "nut" television, once radio cut tax of 20 per cent on live music made it impossible. Coin-operated music was his only recourse, said Ziomek, and the Cellers bill did not recognize the tavern owner to have from infringement suits, if performance royalty is charged on the machine.

Location

While opposing the Cellers bill, the NLBA spokesman said the juker operator was not "impartial," since he left the 1.6 on location to owner with only 40 cents of the split, and often left the location owner with only 25 cents of the split, and often left the location owner with less than $25 a month from the box, said Ziomek.

Ziomek said that the $15, $20, $25, over-all performance royalty rates suggested for jukers are never officially submitted by the association to any bill committee. The NLBA spokesman was a musician's representative at an association meeting, but the NLBA still feels they are fair if performance royalty has to come, said Ziomek.

Gotham PR Committee Mulls Crash Program

NEW YORK—Local coin machine representatives are weighing the possibility of instigating a similar type public relations program, to be headed by a prominent person, and to be handled by a skilled public relations firm.

The offices of the Music Operators of New York and the American Recording Association Public Relations committee held its first meeting, with AI (Senior) Bockin, F&utm, N&w York, as chairman.

According to Stokoski, the committee will plan a public relations program which should directly benefit the operators and should aid in the request for a public relations program for the coin and music industry and the local music business, with the final goal of the program being to get all national and all local public relations agencies.

He charged that "it's something we should have done years ago. Now it is just a matter of setting up the framework and getting the cooperation of everyone in the industry." Every music and game operator in the country is going to have to lend a hand, he said, glad to participate since he has the detailed plans of the committee.

In addition to the crash program, the committee members discussed methods of raising funds and tie-in promotions with civic organizations.

The committee seeks to protect the interests of operators in the (Continued on page 155)

COIN MACHINES

JUNE 22, 1959

THE BILLBOARD

Congress Gets Second Bill To Hit In-Line Pin Games

Senator Magnuson Proposal May Draw Quicker Attention of Legislators

By DELORES NEWCOMB

WASHINGTON—Additional legislation aimed at outlawing in-line pin games was introduced in Congress last week, (18) this time by Sen. Warren G. Magnuson, D-Wash.

The Magnussen Bill, S.2206, followed the bill, the Boston (D, Idaho) proposal, and has been introduced at the request of the Senate Commerce.

The bill would amend the 1951 Johnson Act, which banned shipment of pinball machines "any other machine or mechanical device used for gambling purposes," to include "roulette wheels and similar devices designed and manufactured primarily for use in gambling." It would also outlaw shipments of such machines in foreign commerce.

Tightened Records

In addition, the Magnuson proposal would tighten up the record keeping requirements and registration of dealers and machines as required under the Johnson Act. This would apply only in those in which the bill differs from that offered two weeks ago by Sen. Randolph (D, N.Y.) (see The Billboard, June 8).

The Magnussen Bill was referred to the Senate Commerce Committee for study and comment. The Committee was sent the same committee earlier, but a technical staff held a quick informal discussion of the proposal. (The Billboard June 15).

Committee sources say that hearings have not been set on either bill, but indicate the Magnuson proposal made a better presentation of the group because the Senator is chairman of the Commerce Committee, and because his bill was introduced at the request of the Justice Department.

As the situation now stands, any one of the bills may hold hearings on only one of the bills. There is no assurance that both bills will be introduced.

1. The Commerce Committee may hold hearings on the Magnuson and Church bills at the same time.

2. It may hold hearings on both bills at the same time.

3. It may hold hearings on only one of the bills.

4. The bills may die in the committee, for similar proposals have been in the past.

OPS REPORT

No Summer Wilt in Chicago Collections

CHICAGO—Juke box and game collections appear to be more than the usual level as the summer gets under way. Although reports have been coming in slowly, and the story to tell, the over-all picture appears encouraging and operators are looking forward to a better than usual season.

Distributors: Nothing unusual head-arches are still here. The worst of those situations are improving and overcorrected locations.

Remainder: While those new machines are being delivered to the stores and the traditional worst-affected areas are still here. The worst of those situations are improving and overcorrected locations.

Another problem facing the operators is that many of their best locations, which have been hit by the strikes, are now available. They are being changed from pinball locations to kosher shunts, home of some of the best-known juice machines.

Problems: Those who are still having problems are those who have not been opening to the public. But for the most part, the operators are still doing well, even though there is a little better than usual, as many of them have left, and it is paid back, but the operators are still struggling for ready cash until the money is back in the bank.

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(Continued on page 129)

MOAM Asks Ops Answer Juke Poll

BOSTON—Thru the Music Operators’ Association of Massachusetts, those in the music industry locally have been urged once more to rally behind the various forces at work to block ASCAP’s latest efforts "to become your business owner.

Arthur Sherman, executive director of MOAM, a letter to members, asked for greater cooperation in answering the questionnaire on the operation of the music business. This was instigated thru the combined efforts of Music Operators of America and the accounting firm, Price, Waterhouse, & Company, so that a true picture of the industry can be presented to Congressional committees.

Sherman pointed out that since the last survey was done about 15 months ago and a number of these questions will be answered and of course, the question of the surveys,<ref>1959 Budget Report</ref> for the new survey were not presented to the Congressional committees.

Members were urged to send a signed letter to Rep. Edwin H. Willis in Washington telling him their feelings on the ASCAP move.


WASHINGTON—The Attorney General of the United States, in a recent report to Congress, passed the Johnson Act (63 Stat. 1151, U.S.C. 1711-1717), which in general requires the registration of any gambling device and requires manufacturers of and dealers in gambling devices to register annually with the Attorney General.

But for the Attorney General’s report that the states were doing, with the enforcement of this act has demonstrated that it is impossible to make the laws effective, and that they are still having problems.

(Continued on page 129)


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(Continued on page 129)

KEY VICTORY

Remote Cig Machines OK’d for Chicago in Tight Court Battle

By NICK BIRK

CHICAGO—Cigarette operators are breathing a little easier in windy Chicago following a Circuit Court Friday (The Billboard, June 15) that remote controlled vending machines.

The ruling made last week by Circuit Court Judge Daniel A. Rob- ers reversed a recent municipal court decision and granted an injunction enjoining the city from interfering with the operation of the machines.

A 1954 city ordinance banning cigarette vending in public places does not apply to machines located in the same building as the store, and he controls the sale of cigarettes, he can use "... di show his permit to dispose of the cigarettes."

The ruling clinches numerous legal actions surrounding the use of the machines in Denver. Even when Rowe’s Cigarette Service Company, a subsidiary of Auto- matic Cigarette Company of America, received a slip arrest for op- eration of vending machines as such and decided to make a test case of the matter. Rencio lost and was fined $100 by Municipal Judge Cecil Smith. (Continued on page 155)

Tivoli Is Top Location for Danish Games

COPENHAGEN—The Summer Tivoli is the top location for coin machines in Denmark. One June 6 the Hans Zimmer farm celebrated the 50th year of its ownership of the huge Anderst. H. in Tivoli. Mrs. Marie Zimmer, present head of the firm, was born at a reception and buffet luncheon, in the arcade.
DENVER.—A vigorous program of expansion is underway at the Penny Arcade in downtown Denver, according to owner Don Reynolds, who is the owner of the 70-year-old Arcade, planning to add a dozen new pinball machines, four video machines, the tall machines, and more than doubled space by moving to a new location next year. The new location, just off of Denver's downtown theater district, includes a 1,000 square foot, 35-foot width, and a height that is one of the ideal Reynolds' year-round display of antique arcade machines. The learning machines are designed around 20 antique coin-operated machines. In the lobby, Reynolds displays a 35-foot wall of machines with some that date back to 1887. He said it would be the most effective display for the family type of customer, inasmuch as at least one out of every three persons attracted into the location either heard of the antique machines, or seen them thru the Arcade windows, and come in out of curiosity. The best kind of advertisement is any Arcade operator can do," Reynolds indicated, "particularly since there is a lot of business to be done by antique machines of this type. There are no outstanding increases in the gross of any one type of machine. However, due to a decrease in the number of machines for the year, and due to lower prices, the number of cent machines sold, the 10-cent machines, of the cost, 10-cent automatic machines, showed a 25 per cent increase.

The Penny Arcade incorporates an interesting line-up of machines, including target games, penny and nickel pinball and garage, miniature shooting galleries, pinball games, grab machines, photo machines,多样性, a variety of "athletics"-type games, built around football, baseball, basketball.

The Penny Arcade has found it wise to use larger prices, which include the variety of machines which its Arcade offers, instead of asking a family business. The fact that this downtown Denver establishment has undergone an urban redevelopment program, with new youth centers, new buildings and shopping centers, has helped considerably to bring family trade in.

Says S Boost

Reynolds expects gross volume of receipts to go up in 1958, primarily because many of the corner stores and taverns which in the past have installed many types of machines on a give-and-take basis will be sold and the machines will be put back into the Arcade.

ROCK-OLA Will Ship

CINCINNATI.—Rock-Ola will continue its popular vacation policy in its arcade machines, according to a special announcement by the manufacturer. The Rock-Ola will give all the coin-operated machines a thorough cleaning, and sales department will remain open for further business at the time of the vacation policy.

Wurlitzer Provides Cards for District

NEW ORLEANS.—Wurlitzer, that firm that has been our leading manufacturer of coin-operated machines, has announced that the card system used in its district programs will be discontinued, beginning on Monday, November 26, 1956. The card system was designed to allow players to make purchases at local stores, and the company has decided to discontinue its use.

KEYEY OFFERS FIRST AID FOR SICK LOCATIONS

CHICAGO.—Paul Hoeber, general sales manager of J. H. Keye's, has announced that the Keye's company will offer first aid for sick locations. The company will have a medical kit at each location, and will also have a doctor on call.

DENVER — A paradox which has surprised many operators in this section of the country has been the considerable interest that the 50-cent chutes have shown through the summer season. According to Mr. Nega, Doral Sales Company, Warner distributor here, his Denver Arcade has shown little effect on collections because of the interest in the 50-cent chutes has been one of the take almost everywhere through the summer season. Citing a specific example, Nega indicated, however, that a recently established William Harrington, a prominent operator throughout Wyoming, Wyco, on a circuit around his locations. In one stop, the coin box turned up $45.94. In an entire week's play, the rest of the coin box was turned into quarters and half-dollars. The steady flow of half-dollars indicates that William's horse players have a large quantity of these coins in both the 50-cent and 25-cent machines at various locations where there was little use of quarters before.
By KEN KNAUF

CHICAGO—Fifty-four new amusement machine models have gone into production this year, the highest number since the 1950s.

Robert Nordbye, treasurer of the American Association of Amusement Machine Operators, announced the launch of 320 new models, 50 percent more than last year's 62
models.

The new models include juke box operators, video games, and pinball machines.

Fifty-five new manufacturers, including five in Japan, have introduced the models, some of which are

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Fifty-five new manufacturers, including five in Japan, have introduced the models, some of which are
Another Rosen Best Buy
Williams TURF CHAMP
Like New, Real Few Left
$299.50 Only a Money Maker.
Ready for Location—Ready To Go—1/3 With Order, Bal. C.O.D.

ATTENTION IMPORTORS
Large assortment of late model Seeburg Phonographs available for delivery.C's, W's, G's, R's, L100's
Write Wire Phone
Write for Complete Lists

ATLAS—The STRONG Line!
New Calculc 45 RPM
Conversion for M-100A
Records only
$49.50
Also Conversion for All Machines.

Magna Cord Console
Console Tape Recorders
Compl. with
Amplifier and Speaker
$295

SPEED-READ
At Visible, No Dust
PROFESSIONAL
Order for ALL SEEBURG "Y" and "K" Models (Specify)...

MONEY-SAVING SUBSCRIPTION
Order
Order NOW at LOW Subscription Rates.
Fill In and Mail Coupon Today!

when answering ads
Say You Saw It In The Billboard

U. S. MFRS. READY:
British Juke Box Boom in
Oiffing, As Dollar Bars Ease

BY OMER ANDERSON
LONDON—Vast expansion of the
tube box industry in Britain is
forecast in a conference on the
lifer of dollar import licenses
which has been issued.
Dollar currency importation of
ette boxes, juke box accessories
and all kinds of supplies, limited
in Britain, free of all license
restrictions.
The British are talking of a "juke box revolution" in boxes in this country within a year.

AMF Drive
A process is under way in S. J. box
maker is arriving in Lon-
non to John Haddock, president of
securities, in Europe was in England
when the British Juke box market was freed.
AMF, the British affiliate of AMF, will now be able to offer an expanded range of juke equipment
including parts and accessories.

Seeburg Moves
Seeburg is moving into the tube
box field in Britain by an "expansion
way," according to George H. L. Gilbert, the Seeburg export chief.
Gilbert is appointed to the newly
created post of American
jukebox distributors with the
intention of expanding full-scale
operations, either through one firm of
a number of firms.

The company, which incorporates
the British operations of the
Seeburg Corporation of New York,
has appointed a new man, Mr. J. W. Murray, to head the new
organization.

The World's Fair, the British
trade paper, reported
an opportunity in the United Kingdom market.

Hunger For Games
"It should be simple. The
Americans have the goods,
the second-hand, at competitive prices.
Some of the goods have never been
in this country before. There is a
hunger for them." Randal W. Morgan,
the Wall Street Journal, quoted the
American 

The Federal Reserve Restricts Bank Credit
In an expanding economy, small business is denied the possibility of growth necessary to sustain a healthy economy.

Credit Limited
Silbert pointed out that small businesses are greatly limited for capital funds to banks and commercial finance companies.

"When these entities create their
credit—" as they must under Federal
Reserve policies—"business is
undernourished in growing during the upswing of the business cycle. When the down-
swing comes—as it must from time to
time—it is in a most vulnerable position."

Continuing his attack on the Admin-
istration's fiscal policies inex-
clusive, particularly to small business,
Silbert charged that the new Small Business Investment

Act has prevented financial aid
to small business, especially to
farmers. He pointed out that in the entire nation, only two small
metro companies have been formed under
the act in nearly 10 months.

Standard Financial, one of the two
companies, has opened new offices at 2 West 45th Street, adjoining the firm's execu-
tive offices at 250 Fifth Avenue.

DENVER DISTRIB.
HAS LIBRARY
FOR OPERATORS
DENVER—The Drake Sales Company, a coin machine library and
commercial financial
operators. Back issues of The Bill-
board or any other small business
operators, with the only requirement
that the operator replace issues when he
leaves. Each issue of The Billboard is
sent to area operators—especially tax-
ation, regulation, price control, and
the book can be purchased on
The Denver Standard, a coin
time. The Denver Standard is a
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WASHINGTON — The long-anticipated Price Waterhouse Survey of the juke box industry was released on June 20, 1959, and included data on the average profit per juke box operation for the year ending June 30, 1958. The survey was conducted by the Price Waterhouse firm and included data from over 1,285 juke box operators across the United States.

### House Group Mulls Survey Figures on Juke Operations

#### CORE FACTS FROM THE SURVEY

- **Average Profit Margin:** The survey found that the average profit margin for juke box operations was 13.45%.
- **Average Investment:** The average investment per juke box operation was $4,165.
- **Total Revenue:** The total revenue generated by juke boxes was over $3.68 million.

#### Key Findings

- **Average Sales:** The average sales per juke box were $2,513.
- **Average Costs:** The average costs per juke box were $1,189.
- **Average Return on Investment:** The average return on investment was 13.45%.

#### Recommendations for Operators

- **Increase Profits:** Operators were advised to focus on increasing profits by reducing costs and maximizing sales.
- **Investment Strategies:** Operators were encouraged to consider investments that could increase revenue and profits.
- **Customer Satisfaction:** Operators were reminded to focus on customer satisfaction to increase sales and profits.

### Summary

The Price Waterhouse Survey provided valuable insights into the juke box industry, helping operators understand their performance and make informed decisions to increase profits and efficiency. The survey's findings are a valuable resource for juke box operators looking to improve their businesses.
**Marvel Billiard Supply Company**

1646 W. Lake St., Chicago 15, III. Phone: Monier 6-6555

**NOW DELIVERING**

- Bally sea island, Club Bowler, heavy hitter baseball, quartzite
- Bally bike, the champion, speed queen, western express, fire-chief
- Chicago coin red pin bowler, king bowler
- Coin-cla stereoephone & monaural 120-200 selection
- Eroplastics

**Slate Tops**

BAS, PRICE $69.70
NOW FASTER POP, 35" x 48" $44.50 we min 12.50
RED. PRICE $19.00
4 POCKET 35" x 48" $32.50 2 we min 6.50
Bumper and top are covered with imitation babychair cloth and with pink felt. Paper Top covered with imitation babychair billiard cloth.

Immediate Delivery. Orders filled immediately.

Complete stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price list on request. **‘THERE IS NO SUBSTITUTE FOR QUALITY.’**

Closed for Annual Vacation, July 6 to 31.

**CINEMEN YOU KNOW**

**Denver**

By BOB LATIMER

Wyoming operators who toured Denver one-time and distributed branches during May included Harald Mundals, Luck, Wyo.; Bryan Smith, Edward's Machine Company, Douglas, Wyo., and Paul Landin, Wyo. W. Virgin, Wyo., efficient Girl Friday at Mountain States Distributing Company has taken leave of absence for three-months' rest. Virgil Vandergrift, under an operation early last year, and reports that she "came back to work too soon."

Ed Heffer, Douglas, Wyo., dropped into Denver Sales Company recently... John Funk, Colorado Crossroad, from Steamboat Springs, Colo., has purchased the route of Glenn Mason, Craig, Colo. The route spread-eagles the Colorado-Ute line.

From Raton, N. M., comes word that Fred Jack has purchased all of the operating assets of the C. D. Altamont Company, Raton, N.M. The route includes photograph work and "buy and sell money" work. Frank Nepl, a veteran of many years in the C. D. Altamont Company, has joined the staff of Bob Rothberg at Continental Music Company, specializing in the selling and restaurant locations.

An important change has been made in the Sterling, Colo., area, where Stan Bennett, of Akron, has purchased the C D Altamont Company from veteran operator Bob Rothberg. Mr. Bennett is a former restaurant operator with long experience in North-central Colorado, who will capitalize on long familiarity with the Sterling- Fort Morgan area. His long experience in the field qualifies him for almost any type of retail operation, reported will open a Figure store in Colorado Springs after a vacation.

If ever any phonograph operator deserved a medal for "exceptional duty" it is Roy Kyser, of Durango, whose phonograph route takes him daily over some of the most terrulous roads in the high Rock Mountains. Kyser services machines in the Durango-Durant-Cortez area. Much of the road is in an area prone to avalanches, landslides and snowstorms, that the State Highway Patrol closes off the pass when, according to Mr. Kyser, "The mountain begins to fall. Kyser, nevertheless, has been negotiating it continuously for more than 10 years.

A delegation of Partho, Colo., operators visited the city during the last week of May. Among them was Bill Haeffner and Dominic Piccolo, Mastio Music Company. They were on their way to the new Mexico operator Gene Bocche, of Raton, Colo., and Paul Bocche, his brother-in-law. The brothers quarters in Alamosa, Colo., both of whom are also veteran operators. Gene reported on May 22, while visiting Pete Gerber at Mountain States Distributing Company, that "winter just won't quit" in their corner of Colorado, that heavy snow has fallen this late in the spring.

The distaff side is probably better represented in Wyoming than by the phonograph operating circles than in any other State in the Union. The women operators are to be congratulated and one of the best known women who operates a coin operated and game operation is Mrs. Frances Brumme, Wyoming Distributor. Mrs. Brumme took over some years ago follow-

---

**Best for Less!!!**

**Music**

1900, 1000, 2500, 3200 DIAMETER
Write or Call for Quantity Prices. 8 E. 79th St. Chicago 15, Ill.

**Bingos**

1.301

**Volcano**

Write or Call for Quantity Prices. 8 E. 79th St. Chicago 15, Ill.

**Uprights**

Big Test $245
Big Test $245

**S-Balls**

Pinball $350
Arrows $150

**Help You To More Profits**

Diamonds in all sizes. All coin operated and allUpright. Select from all makes. Sizes from $2.00 to $3000. Write or call for quantities.

**Sign Up Now — Mail this Coupon Today**

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The Billboards/JUNE 22, 1959
Whatever Your Stake in the Entertainment Industry
YOU NEED THE BILLBOARD EVERY WEEK!

There's no other way to keep so thoroughly posted on your business and how to make it more profitable—because it serves all major phases of the field with these dozen off services and features...

music, dealer, distributor, station and agency news and trends... the best disk jockey programming tips and audience-building ideas... news of the labels, artists and bands. All the Billboard weekly Music Pop Charts, as certified by the New York University School of Retailing, on Pop, Country and Western and Rhythm and Blues records. Practical, proven, record-buying services and reviews of all the week's new records.

review digest
Reviews of the top openings in legitimate, night clubs and vaudeville as well as the newest live and filmed TV shows and wrap-ups on stand-out individual performers. A useful guide for talent buyers and bookers in all fields.

record and equipment merchandising
News and sales tips for record and sound tape dealers... articles on how retailers handle various phases of their business... illustrations of new equipment... humorous happenings in the stores... discussions of industry problems.

outdoor show business
Covering Fairs and Expositions—Circuses—Carnivals—Parks, Resorts and Pools—Rinks and Arenas—Drive-Ins—Roadshows, Carnival, Circus and Show Routes, weekly Letter List and regular columns like Dressing Room gossip—Under the Marques—Midway Confab—Out In the Open—Talent Topics—Club Activities.

merchandise
Every week a thousand and one new offerings of profitable premium, prize and gift items of every description. Also contains the big general classified section—loaded with weekly bargains.

coin machines
Covers Coinmen and their operations everywhere in Music, Vending and Game Machines—Calendar of Events for Coin Men—Coin Men You Know—Useful Index of Advertised Used Machine Prices.

For Your Money-Saving Subscription fill out and mail this coupon TODAY!
Danish Court OK’s Prizes On Coin Units

COPENHAGEN — In general coin-operated pay-out machines awarding tokens exchangeable for small merchandise prizes are considered as amusement games in Denmark because the operators are almost exclusively in amusement parks or carnivals. In most towns, police can issue permits for this operation in other places, such as clubs, butteries, hotels and so on.

During May, a rather novel case was settled by a Copenhagen court. The plaintiff, a large amusement park, “Sandpllen,” that operates in the Sound between Copenhagen and Sweden, and two coin machine operators, were accused of operating “games of chance” on that boat, and police also demanded confiscation of some of the income from the machines involved.

The court rendered a judgment declaring the machines were legally being used in all amusement parks in Copenhagen and were considered as amusement devices, and the defendants were cleared of the charges.

Owner of the machines was the famous Danish actor and star Link Madsen. who had charge of their operation on that boat. Both are well-known personalities in Danish coin machines. Jaffarson has office in Copenhagen and is located in the big Linsenski amusement park in the city.

The Mathisen has a coin-machine display room and service facilities in Copenhagen.

Canada Cig Vending Up

MONTREAL — Canadians brought out yesterday and continued the story in vending machines during the previous year, according to a report released by the Canadian Automatic Merchandising Association.

This is better than half of an estimated $15 million total the association estimates is dispensed thru vendors in the year.

To Get More ACTION for Your Equipment Dollar

Buy “FIRST-Class” Games!

NOW DELIVERING! Chicago Coin’s
THE PRICE IS RIGHT BINGO

NOW DELIVERING! Chicago Coin’s
STAR ROCKET
A New “Spider Action” Game
A Rose Available in a Waterproof Case

Now Delivering! Chicago Coin’s
JACKPILL
IMPROVED, THE ORIGINAL IN BINGO STAMPS

SPECIAL DEAL!
BRAND NEW! ORIGINAL CRATES! Chicago Coin’s
ROCKET BALL & 14” TWIN BOWLER 6”-8” MONTÉ CARLO REEL SHUFFLE

Genco HOROSCOPE

CALL FOR YOUR EXCHANGE

CERVER Calls Asks MOA-ASCAP Arbitrate

Celler asks MOA-ASCAP Arbitrate

Offers to Act as Umpire; Juke Mfrs. and MOA Cool to Proposal

By MILDRED HALL

WASHINGTON — Congressman Celler hopes to be the one to get the lion to lie down with the lamb in the juke box controversy tug of war over Celler’s bill to impose performance royalty on coin-operated music. Celler, at hearings before the Willis (D., La.) Copyrights and Trademarks Subcommittee last week, offered himself as arbiter in an effort to quiet lawyers and ground in the royalty quarrel.

Celler (D., N.Y.), who is chairman of the full committee, made his suggestion in the wake of an argument by his subcommittee chairman Willis to play the role of umpire. At one point, Celler suggested a date this week (25) for a meeting but MOA counsel Allen fast on another ground that he would be unable to attend a meeting on such a short notice. Celler conceded there was this up to the bill, and I will have a weapon to get equitable judgment.

Response to the meeting idea came with alacrity from performance rights groups ASCAP and Broadcast, Inc., but operator and manufacturer representatives limited themselves to agreeing “to talk to the other side, but only on reasonable terms.”

This could rule out whole community of ASCAP which holds to its present framework of $15 to $25 per box annually— and if juke operators are to insist that raised mechanical royalty is the only position worth discussing matters more strongly. Celler concurred in this view up to the bill, and I will use a weapon to get equitable judgment.

Testimony Summarized

Summary subcommittee received a stream of operators and distributors testimony. MOA counsel Allen passed first to answer a question repeatedly put by Celler on other matters. "Where do the millions paid for boxes by the public finally go?"

Allen said, “Half of it goes to get the boxes on the market. But in the business too. Allen wondered whether or not any breakdown on songer income and what specific writers of songs and box owners would earn from the performance license. All other operators had also claimed spokesmen claimed earnings would not be “excessive” and other laws were not available enough two who actually earned nothing out of a box job play.

Acting chairman Jack Brooks (D., Tex.), who presided during the session did not have any experience with ASCAP counsel Henry Finkelstein and ASCAP sales manager Collins to make the average income of songwriters in performance. He then referred the Waterhouse figures indicated the average income of songwriters in performance was the average income of operators, which is approximately $3,000 to $5,000 (see separate story).”

Misleading Statistics

Allen said copyright registrars Arthur Fisher and other rights groups continually “placed huge gross figures of operators’ national take upon per box per week work on what ASCAP’s income in the first place would mean.” Said Allen, “We give the impression that each and every earner earns as an individual, and what the performance fee was involved in juke box rentals. He and Finkelstein both agree. A Waterhouse figure indicated that the average income of songwriters was the average income of operators, which is approximately $3,000 to $5,000 (see separate story).”

Celler, sitting at times as acting chairman of the hearings when the other committee members left to answer various calls (or just left), probed for statistics and modus operandi of operators from MOA counsel Allen. But Allen said the organization did not keep reports. He said it was an effort to get some statistics. Operators pay $25 a month, primarily for insurance because it is so well safeguarded. MOA has about 3,000 operators. This was a consistent about one-third of all operators, Allen said. The MOA said it had 350 operators on file at approximately $30,000 per week, said Miller.

$15.80 a Week

Miller estimated average juke box income per week at approximately $15.80, averaging
NEW GIMMICK

Here's Op's Answer to Making Title Strips

COLORADO SPRINGS, Colo. — Inventing in a specially equipped typewriter and duplicating machine has simplified the making of title strips for the Modern Music Company, operated by Pete Vandenberg and Blanche Jones here.

In an unusual partnership for many years, the pair has split its nearly 100 photograph and game locations down the middle. Blanche Jones does the programming for all of the spots, while the collecting and record changing is divided.

On the Scene

Like many other photograph locations, Modern's in a case since the firm operates many installations with wall boxes, which require anywhere from three to 18 sets of title strips. If the job was to be carried out with a portable typewriter (particularly with two-finger typing) the operator could not serve enough locations in a single day.

Machine Strips

That's the purpose of the machine title stripping system installed in Modern Music Company's downtown Colorado Springs office. The equipment consists of a standard typewriter equipped with special ribbon and rolls, which produce a bright purple title strip on a master sheet, which is simply transferred to a duplicating machine on a table alongside, and used to crank out as many copies as are desired, one per turn of the crank. In this way, Barbara Ayers, assistant to Blanche Jones, handles the typing load, using a form sheet turned in by either Vandenberg or Miss Jones for each spot.

Where the stop has 18 wall boxes, the typewriter and its special ribbon requires only from five to 10 minutes to produce all of the strips necessary for changing. Then 18 whirls of the duplicating machine crank with the master in place, produces 18 neat and attractive duplicates in bright purple.

Each day a new series of title strips to correspond with the changed be made on each location are created.

Time Saver

This simplified system requires less than a quarter as long as normally required for the task, and certain writes the time necessary for each day's work. Also the somewhat laughable errors which sometimes occur in the spelling of a selection and the spelling and duration of the proper time, is erased.

Mil'kee Trade Slates First Golf Outing

MILWAUKEE — The first annual Record Industry Golf Tournament will be held Aug. 28, at Merrill Hills Country Club.

John Pinnopt, Bay Music, disk dealer is the chairman of the outing. Music-games operators E. C. Kolow, Kenkadin, Inc., Worthington distributor Harry Jacobs, Inc., Madison; L. Loehcke, Medley-Murphy Company; Bob Big, Decca Records; Bob Collected Machines, Repair, and Benn Oldman, The Billboard correspondent, are on the planning committee.

Trophies for the top golfing accomplishment in classes A, B, C, and D will be awarded to the winners at the Milwaukee Record Industry's 6th Annual Party, August 25, at the Jewish Community Center of Milwaukee.

Free Play Pins

OK in Ind. County

ANDERSON, Ind. — Confirmation of free-game pins was held in Madison County June 11 by a permanent injunction granted by Judge Alva Cox of Delaware Circuit Court. Brandon Enterprises, Inc., petitioned for the order. The company also had been successful in obtaining temporary injunctions in Elwood and Alexandria.

Spaunberg Elected

HARTFORD, Conn. — Harvey Spaunberg, board chairman of Veeder-Root, Inc., manufacturers of computing and computing devices for coin machines, has been elected to the board of directors of the Greater Hartford Chamber of Commerce.

Operators cited municipal and State taxes and license fees; costs of financing and servicing boxes; plus costs of records; and small numbers of machines among the headaches of an industry which is harrowing to many operators. But they like it, and want to stay in it. Especially when investment has been very heavy and extends over a long period of years.
Listen

TO THE SOUND OF SUCCESS

Just listen to a Wurlitzer Stereophonic High Fidelity Phonograph play. You’re hearing true stereophonic music, amazingly superior to anything offered elsewhere. More than that — you’re hearing the Sound of Success. A phonograph that has been successful in outselling all others! A phonograph that has been successful in outearning all others! It’s a success that you can share. For the flexibility of WURLITZER MUSIC SYSTEMS enables you to install true stereophonic music in any location of any size or shape. Start enjoying the Sound of Success on your route. It makes mighty good listening!

WURLITZER
Stereophonic-High Fidelity
MUSIC

THE WURLITZER COMPANY • Established 1856 • NORTH TONAWANDA, N.Y.
Remote Cig Machines OK'd

- Continued from page 193

But this was only the beginning. The firm immediately moved its office to 359 1/2 East State Street, a location that would appeal to many coin-operated game players.

The operation was conducted by a group of nine location owners and a few operating companies who were interested in the new machines.

A ban on remote control machines was in effect, and this was a major problem for the operation of the remote machines. Rowco was formed as an organization to challenge the ban and to seek a resolution of the issue.

As the months went by, the ban continued to be enforced, and the operation of the remote machines became more difficult. However, Rowco continued to work on the issue, and eventually a compromise was reached.

Rowco continued to operate the remote machines, and the operation grew to include more than 100 locations.

No Wilt in Chi Collections

- Continued from page 123

A caution note, however, remains. Many fraudsters point out that the worst of the vandals is yet to come. July and August are the real "dog days" as far as Chicago is concerned, and this is the time when the steady neighborhood tavern customer is apt to take his wife and kids up to the lakes for fishing. And while vandals do come to Chicago during these months, they're more apt to visit the downtown spots than sit in the neighborhood pub.

One operator who seems to have the seasonally situation pretty much in hand has locations spread throughout Chicago as well as the outlying areas. He thus takes in not only the city stops but many of the neighboring lake region vacation locations. "While we may drop a little during the really hot days in the city," he notes, "we tend to make up for it out in the lake areas. Conversely, in the winter, some of the vacation spots go a little dead, but our city locations bring us up."

City Good

Going to the country, however, isn't the answer for all. Caryl Music, Inc., a large operation headed by Phil Levin, is concentrating entirely within the city limits. Says manager Harold Emminger, "We have locations spread throughout Chicago, so you might say we reflect a pretty good picture of what's going on in the area."

With most stops in taverns and restaurants, Caryl has managed to maintain business at a better than average clip. "We've lost some stops," says Emminger, "due to license revocations and buildings being torn down for the super-highways, but the ones we've got left seem to be doing better."

Not Seasonal

"I don't really think the business is seasonal as it used to be," he notes. "For one thing, most locations are now air conditioned, and the ones that aren't still have some form of cooling system. Besides, hot weather or not, people still want to go out to eat and drink."

A possible exception, Emminger says, "is in the end August. The kids are out of school—vacations are usually being planned, and if people are going away, this is usually the time."

Little Better

"Summer is a bit too bad for us," Brown said. "We generally stay on a par with the rest of the year. This year, however, we're doing a bit better than usual."

"Our only trouble," he added, "is we lost a lot of places both be-cause of closings and others being torn down for the new construction projects."

"All we've got to do now is go out and get some more locations," he said, grinning.

Gotham PR

- Continued from page 123

State Legislature, to co-operate with local operator associations, to keep the industry clean and decent, to see that the press is informed of industry activities, to assist in local charities and to establish scholarships.

Attending the meeting were Chairman Bobkin; George Holtzm an; Murray Kaye, Atlantic-New York; Amelia McCarthy, New York State Operators Guild; Myron Sugarman, Roto Sales; Larry Silver; Carl Pavesi, Westchester Operators Guild; Nash Gordon, Music Operators of New York; Teddy Blatt, prominent coin machine attorney, and Dick Wheeler, New York Billboard representative.

The next meeting will be held on Wednesday evening (14) at the MONY offices.

Operators

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