Coinmen Launch PR Grass Roots Effort

Seek to Change Public Image of Coin Operator; Long-Range Campaign Looms

By AARON STERNFIELD

CHICAGO — Members of the music machine and amusement game industries, threatened with restrictive legislation on the State and federal levels, are reaping the bitter harvest of decades of poor public relations. Basically, these two industries, relegated to the role as the coin machine business, provide low-cost music and entertainment to millions of people nationwide. The same time, provide a fair profit for operators, manufacturers, and state legislatures.

But the public's image of the coin machine industry is not in keeping with the nature of the business. Congress and the state has regarded the operator of coin machines as a hard-luck individual, someone like as someone on the fringes of political society and someone whose back needs protecting.

Public Opinion

The current spurt of bills to take tax, fee and limit automatic phonographs and coin games stems from a reservoir of ill-will and misunderstanding of the coin machine industry. Congress and state legislators generally don't investigate these measures just to get to their names appear on the bills. These public officials, who must stand for re-election, use such measures because they feel there is a strong body of public opinion which wants their passage.

Until recently, the tactics of coin machine men had worked. Public opinion, legislation at the municipal, State and federal levels, waited for the next bills to be introduced, and began the fight against them again.

But during the last two months these tactics have undergone a radical change. Industry leaders now realize that the most effective battleground to stem the legislative tide is not in the halls of the Congress and the Legislatures, but in the minds of the people.

Change of Tactics

Two recent developments have highlighted this change in tactics. One has been the formation of an all-industry public relations committee — composed of representatives of the Music Operators of America, the National Coin Machine Distributors Association, the various juke box and game manufacturers, and the trade press. The other has been the organization of a public relations committee under the aegis of the New York State Coin Machine Association (see story below).

These groups are not just two more of the all-too-frequent public relations efforts, but efforts will be confined to changing the public image of the coin machine operator from the current unsavory stereotype to the small, hard-working entrepreneur, who makes a valued contribution to his community.

Both groups recognize that a junk program will not solve their problems. Even if the industry could get placements, a barrage of stories favorable to the industry would not make any difference in the public's opinion of the coin machine operators. It is a misunderstood man.

But a change of tactics must come at the local level. When members of the local community know and accept the coin machine operators, the chances of bills designed to harm the operator are lessened considerably.

Coverage Problem

One of the main problems with local public relations efforts has been the reluctance of daily and weekly newspapers and radio and TV stations to give to the public image of the coin machine industry. (Continued on page 22)

D.J. Exec, Format Switches Upheld in Local Radio Scene

DEEJAY MEET IN MILWAUKEE SPARKS DMJPA

MILWAUKEE — Deejays from all parts of the country will meet here Saturday and Sunday (18-19) at the Milwauke Inn to set up a national Disk Jockey and Musical Programmers Association.

Tentative schedule for the meet is as follows: Saturday morning, registration; afternoon, full session of speakers; Sunday morning, sales session, followed by a dinner meeting. Those attending the meet will be given additional donations they can afford.

By JUNE BUNNY

NEW YORK — The local radio scene across the country continues to be in a general state of upheaval, with key deejays and exec. broadcasters leaving their posts, and important stations dropping long-time formats for new programming blueprints.

A considerable amount of recent activity has concentrated around Manhattan and Cleveland. Last week Pete (Mad Daddy) Myers of WHK, to take over the 8 p.m. to midnight time period on WENW, and Mark O'Donnell resigned as program manager of KYW to resurface as WNEW as program director. In- stead, former Al (Harry) Collins was named program chief to post from its program chief of WCBS here.

Bob Wendell, host of KYW's "program PM" series, has replaced O'Donnell in the programming job at the Westinghouse outlet. (See story elsewhere in this issue for a report on Pete (Mad Daddy) Myers "split air - personality" situation.)

Mark took over Al (Harry) Collins' time on WNEW.

Meanwhile, Graham Richards, formerly national director for the Inter-Mountain Network, was named national director of the Stor Zegregation chain. Stewart, originally named for the WNEW post, recently joined the Starr Radio chain in a top echelon position.

Richard Buckley and John B. Jaeger — former top execs at WNEW — moved into the Connecticut radio scene this month, with the purchase of WRDC, Hartford, for a reported $15,000. Buckley and Jaeger also operate WHIM, Providence, R.I., and City, Atlanta, the Plough.

Take Rock Out Of Rockyford

ROCKFORD, Colo. — Local station KAVI here literally "broke" with rock and roll this month. The stations broke one A.M. disk every 10 minutes on the air until the entire 300 record library was destroyed.

Don Nelson, said manager Ken O'Donnell, was staged to dramatize KAVI's adoption of a "good family" format. In the preceding months, O'Donnell, "any announcer on my staff who was operating a roll record in the future will be fired on the spot. There comes a time when human endurance reaches a limit. This it is on KAVI for rock and roll."
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New Season Offers Lush Pasture
For Original Cast Album Harvest

By Bob Rolontz
NEW YORK — Altho the Broadway show season only recently got into full swing, the record companies are already on their toes to obtain original cast rights to next season's Broadway musicals. And well they might for this season looks at this moment like one of the hottest in the past decade. Almost all of the heavyweights among the Broadway show writers have musicians in the works. There is little question that the major discwriters and the larger indies, will be throwing around potential sums to obtain some of the top musical recording rights.

Lush Pasture

As of right now Frank Loesser is re-reading production of "Green Willow," Lerner and Loewe are working on "The Once and Future King," Rodgers and Hammerstein on "The Sound of Music," Harald Arlen and Johnny Mercer on "Stars in," Deitz and Schwartz on "Merry Christmas," and Otis on "Happy Town," among many other shows.

Upcoming albums have appeared in Billboard's country section, but for a full inventory of these shows, one must turn to the various trade publications for a complete rundown. For in other cases good relations with the discwriters and the past, original cast album offers the firm that the writers will return again to the fold. But there are a number of shows that are still fancy free and actually the bidding is mounting for the original cast rights of these.

According to Deitz and Schwartz, there is a lot to record, with some estimates as high as $25,000 and many others that when you latch on to a hot one like Columbia did with "My Fair Lady" (Continued on page 38)

Distrib Meet at Disneyland

Burbank, Calif.—A meeting of national distributors of Disneyland Records to take place at Disneyland will feature the presentation of a brand new line of goods, according to the label.

"The 1960 Disneyland catalog will carry what is being termed "an entirely new concept in hi-fi, stereo and kiddie price list, slanted towards impulse sales." Packaging will feature dramatic cover art. Display merchandisers and other point-of-sale materials will be a part of the program.

The Disneyland Hotel will be (Continued on page 38)

VICTOR POP STEREO $4.98

New York — RCA Victor has reduced the price of all pop stereo LP's in the LP series from $5.98 to $4.98 list.

Victor made the move about a week after Columbia Records dropped the price of its pop stereo LP line to $4.98 from $5.98. Victor was the last of the large firms to fall in line with the $4.98 price for pop stereo LP's, with Capitol, Mercury, ABC-Paramount, Columbia and others all now at $4.98 list.

More Pactees for Signature

NEW YORK—Don Cornell and Jane Harvey are the newest pactees to be signed by the recently reactivated Signature label of the Hanover Signature Records combine. At this time Hanover—Signature's president Bob Thiele originally signed Cornell and Jane Harvey for 5 years, shortly after Thiele himself made the move. Now, Cornell has followed in the shoes of his former partner, Don Cornell, to Signature. Miss Harvey, herself now in the career reactivation stage, will cut albums and singles. She recently signed a management deal with Gabbe, Lutte, Heller and Leub and has appeared lately with the Arthur Murray Show on WATV (Newark) with Woody Herman's Ork and on the Steve Allen Show.

Victor Pop

The Billboard's August issue deals with the current status of the 

Wieland Heads Up Whitehall Label Sales

New York — Westminster Records has formed a new low price, sublabel, Whitehall Records. The new label's first release is "The Time of Our Lives," by Monmouth. Sums will retai 1.98. Stereo occupations will be priced low. Other signings include: New Wi Norm Wieland, formerly of 20th Century Fox Records, has been named as national sales manager for Whitehall. He is currently setting up distribution nationwide and the label.

Whitehall also plans to enter the singles field at a later date. The first LP's are due in the middle of August.

Rifkind J oins M-G-M Staff

New York — The appointment of Julie Rifkind as a field representative for M-G-M Records was announced by Arnold Maxin. M-G-M prexy, this week. Rifkind will contact dealers, distributors and retailers on M-G-M single and album product. Previously, Rifkind was active in artist management, and until recently operated Donne Records. He will remain in New York but will spend much time on the road. Rifkind reports to Elion and Wester, marketing chief of M-G-M.

M-G-M gets NLRB Election Notice

WASHINGTON — The National Labor Relations Board has ordered a collective bargaining election for musicians working for the California independent movie producers, as between Musicians Guild of America, and the American Federation of Musicians, A.F.L.-C.I.O., union which has up to now negotiated with M-G-M. The board opposed the holding of an election.

To make the M-G-M even happier, an NLRB order has recommended dismissal of charges against the AFM that union shop agreement provisions of major movie producers (Association of Motion Picture Productions, Inc.) and the Musicians Guild "discriminated against AFM musicians by requiring MGA membership. MGA won representation of musicians employed by the studio.

The Board decided to order a separate election for the musicians scoring for some 70 indie film producers, came in the wake of a hearing which was held in April. The NLRB, rejecting AFM contentions, found that the sporadic nature of music employment by the indie producers was such that a policy to act as a body, and the industries were not able to maintain their essential identities.

The AFM contend that their union was not "in any way intended to cover the indie employers. Eligibility goes to any musician who has had a satisfactory relationship with an employer to two works to work in an independent producer within the past year. AFM plea to have election (Continued on page 38)

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Col. Natl. Sales Meet Tees Off

Miami Beach, Fla.—Close to 500 members of the Columbia Records family, including executives of the record company, distributor and other Columbia subsidiaries and licensees, will assemble at the Ameri- cana Hotel here this week for the Columbia National Sales Convention. It will be one of the largest gatherings in the history of the company, starting Thursday, July 16, and continuing through Sunday. The convention will be marked by serious meetings of the interna- tional department, the finance department, plus fun in the form of shows presented by Columbia's large dance band. This year's theme of the convention, as stressed by Pres. Liberman and sales chief Bill Low, will be "Columbia" in the Pro's Packed Line for 1959. As the actual start of the convention on Thursday, there will be another bell ring, with eliminations of some of the top national distributors and the Gens on Tuesday (14), the promotion men on Wednesday (15) and a complete wrap-up of all the divi- sions on Wednesday afternoon.

In addition to the regular Saturday night dance, which will feature the company's theme song from every city every night—Masterworks, pop albums, country albums, children's records, etc., there will be another show that could be called Columbia Records' own "Stars in Their Eyes." There will be Carol Smith as em- cee and will feature top Columbia artists—Johnny Horton, Johnny Cash, Stonewall Jackson, Ray Price, the Anita Kerr Singers and many of the dance bands.

It is estimated that this convention will cost Columbia Records close to $150,000. However, with Columbia hot on both the singles and the album level, this sum ap- pears to be of little concern these days.

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New Stereo-Fidelity Promo Offers Free Webcor Photos

ROOSEVELT COMMITTEE MÜTS DECREES CHANGES

WASHINGTON—Areas in which recently proposed amendments to the Music Modernization Act may have "failed to do the job" of bringing the performance rights society within bounds of its decree, may be presented to the court by the Department of Justice Small Business Subcommittee.

At a recent meeting Roosevelt said the staff is making a "careful and thorough" study of the proposed amendments to the decree released by Justice Department June 30, and a committee meeting will be held probably within two or three weeks to take up the staff report.

Roosevelt expects that the Small Business Subcommittee, with a recommendation that the court be told of areas where the proposed amendments still fail to completely carry out the 1995 decree, will be presented to the court.

Roosevelt expressed great satisfaction over the precedents set by Federal Communications Commission, New York, and the Justice Department, for setting an interim for interested parties to give their views to the court before the final negotiated by seven ASCAP lawyers and the Justice attorneys have final entry. A hearing has been set by Judge Ryan for October 19, in New York, for the pre and cons on entry of the amended terms.

Chief concern about the terms of the decree as proposed, but preferred not to comment "until the staff, and the attorneys we are calling in to analyze the terms" report to Roosevelt.

Again, Roosevelt urged that all members of the American Society of Composers, Authors and Publishers (ASCAP) and the advantage of their opportunity to go over the decree amendments since the supplementary distribution and weighting formulas, and to tally up the changes, will have to make their views known before entry of the decree is made final. The hearings must be made available to all ASCAP members by July 17.

In hearings and report of Roosevelt, a Final Subcom- mittee on distribution, over a year ago, Small business members of the ASCAP lawyers and the Justice Department will not survive under its weighted vote, classification, and the law will not come for the smaller, new members against the higher echelon.

State Department Bureau Seeks Culture Exchange

WASHINGTON — A brand new Cultural Relations branch has been set within the Department of State, reflecting the "increasing importance of cultural activities" in the relationship between people and nations. Robert H. Thayer, former U.S. Minis- tror to Romania, will head the new bureau, and become the first Assistant Secretary of State for the economic and cultural relations.

Jazz Porgy Sings UA July Spotlight

NEW YORK — "The Jazz of "Porgy and Bess," a deluxe big band set tunes from the Gerhard win score, highlights United Artists' July debut of seven monaural and six stereo albums.

The label is also featuring in the release, some of the recently re-released 1936 Charlie Barnet Jazz Giants' "You're Nuts," "First Time." This set is dubbed as the July Star album of the month, and is priced at $3.98.

"Porgy and Bess" package, which has arrangements by Bill Pottorf, features many heavily deal fly-day with 14 pages of music notes and liner notes by Andre Previn. A Porgy and Bess package is also being issued by the bureau.

The set will also be $3.98, in stereo on monophonic vinyl.

A special jazz set is "Down Home Reunion," offered by Philips Newnes Black. In the post field the label, "Saxophonist Record Hop," with the Wild Cats, set the theme for the Journey of the Kings 11, with the Kings IV.

Dot Splits July Issue

HOLLYWOOD — Dot Records is dividing its 16 album July release into two separate releases. One, "sounding board," will be devoted to four albums. The remaining albums will be released in mid-July.

First four issued feature Pat and Shirley Boone, Bob Crosby, Billy Vaughn and Lawrence Welk.

Every seven pop stereo or monaural records purchased the firm will offer one L.P. of every classical L.P. the label is offering, the count of 10 percent. An added incentive is a special stereo sampler at a discount of 25 cents for every ten L.P. sales. Dealers will also be offered a special stereo record demonstration kit.

Diskey even explained their advertising for the stereo dealers for the fall season at the convention. The firm will run steadily ad- vertising in Record World, The New Yorker, High fidelity and The Saturday Review, among other publications.

A new room arrangement will be provided for dealers' windows, one for pop dealer albums, another for classical L.P.'s. The dealer's favorite record shown at the convention includes 14 new pop and 11 new classical sets.

Among the new pop L.P.'s, the key items to be released are a new minimal show album titled "Gentlemen Be Seated (Again)." Other pop L.P.'s are "I'll Remember April*, Dorsey LP, another with the Merrill Sentles, and one with and Hough Down.

Other new pop releases are an LP with Leon Fleisher and the Cleve- land Symphony, a new reissue of the Bruehl Or- chestra, the Vienna Choir Boys, the Netherlands Chamber Orches- tra, and the Vienna Symphony.

He Was Fired, Didn't Quit Says Edwards

CLEVELAND—Tom Edwards, veteran deputy who left WERE here last week after eight years with the station, was fired "from my job at WERE is not a surprise." (See one story page 18.)

In the latest copy of his long- running weekly column, Edwards wrote: "I am leaving the radio trade around the country." Edwards explained: "Fifteen years ago I decided that I had to choose between staying in Cincinnati and Uncle Sam's participation in the national defense. I decided scientifically and culturally (UNESCO), will be superim- posed by the bureau.

Thayer has actually been break- ing into his new assignment on an interim basis since December 1955, and in February of 1959, turned the reins of the "bandwagon" house activities to strangers of the snarled participation of some to potential agencies to the cul- tural exchange program. He has been engaged in his current position with the bureau's exchange (Billboard, February 26).

Saxton Bradford, deputy direct- or of Records and Plans, U.S.A, has been named director of new bureau.

Thayer is the bureau in which State Department, with a task to be a "necessity" in this era, to understand and reflect the cultural interplay between people and countries, "this kind of mutual ap- preciation and understanding is the key to our progress and the world."

Onlookers hope that appro- priations and weights will not prove difficult budding artists tour "Melodies From The Golden Age" of American music. The remaining albums will be released in mid-July.

First four issued feature Pat and Shirley Boone, Bob Crosby, Billy Vaughn and Lawrence Welk.

There are no extra commitments, deals or things to sign or buy. The SF stereo and music magazine combines ten years in the firm's line, including the 12 new releases which will be bought his 10 records he receives costs for every 10 records he buys up to 20 more SF records at $3.98.

If a dealer wants to participate in the plan, he purchases Stereo World's July cover price, $1.86 to get 18 dealer, and pays $510 for the sale of 10 stereo records to the customer. Librarians gets three SF records for free as a bonus. SF figures that the total cost of the 10-stereo records is $55.80 and the stereo set is $51, for a total of $65.80. For the sale of the 10 stereo records to the customer with the free stereo photo the dealer receives 52%.

Liberty Names Bohanan Natl. Sales Mgr.

HOLLYWOOD—Don Bohanan, a Midwestern sales manager, was named national sales manager for Liberty, the label's divisional manager when Bohanan will be based at Liberty's headquarters here. Bohanan started in the disk biz in his native Cincinnati becoming assistant na- tional sales manager for King Rec- ords and later became Midwest divisional manager for Coral. Now rejoining the Liberty line, he will be in charge of the Label's Eastern division.

Am-Far Sets Distrib Meet

NEW YORK—ABC-Paramount Records will launch its new fall album campaign, with 20 specially designed new merchandis- ing display units at a series of ABC Mercury dealer meetings this month.

The label's Eastern division will meet with Am-Far brass here at the Imperial Hotel, July 18, while a meet for Midwestern dis- tributors will be held in Chicago, at the Hotel Ambassador, July 25. Summerline, simultaneous meetings are sched- uled for Denver, Fort Mar- tins and Los Angeles on August 1.

The new fall LP line will fea- ture "I'll Remember April," Paul Anka, Eddy Gorme, Steve Lacy, a new LP from the San Fer- nan- do de Techer, Frank Frota, Patricia Scott, World Wide Stereo, the "SE Diam- ond, Sabics and Cred- id.

ABC-Paramount execs attending 30 Midweek Meet include Stan Clark, national sales director, Larry Newton, vice president Herry Le- man, and William Burke, chief Allan Clark, and Carl S. Carse, national sales manager for Coastal. Boho- day LA, Los Angeles conclaves (at the Beverly Hilton). Parker and his special field representative Leonhard Scheer will handle the Atlanta market.
Folk Music Becomes Big Business in Pop Field

AMERICAN ROOTS BURGEON

Folk music is asserting itself in the pop field. First it was the revival of rhythm and blues in the folk arena, now the hit singles of the South and the folk tunes that are making waves in Europe are reaching the pop charts. Finally and currently it is the folk music that is a big business entity.

But it's a very special kind of folk music. It is not the often emotive folk art with roots everywhere but in America that is making the pop charts today. Rather, it is the down-home, simple, homespun and often strongly folk-oriented as to material and style that is doing the business on the pop scene today. It's true that much of what is popular today is coming from the folk today is the Elizabethan variety of material. This field is characterized by highly stylized fingers of an extremely arty type. From this is born the well-known folk artists who after assuming the stage, remain untouched and uninfected for a moment or so until he goes into a sort of trance. The vocal style is reminiscent of Motown, but in a much different context.

One of the artists on the current pop scene most closely identified with the revival of authenticity and folk art is Dick Clark. One of his earliest sides on the Atlantic label, "Bluebonnets," is a song with a strong folk blues base. Clark says, "Don't Take Your Gun to Town," was of the same folkish ilk.

Clark's "Five Feet High and Risin'" by Du Pont Inc., has made a splash in the pop field and is the new line of clothing for teen-aged girls called "Dance Band Fashions." The line was first launched in 1968 at the Madison Square Garden's "Battle of the Bands."

The ads are running buyers department in the shoe in August, September and November. Back to school season, when Wal-Mart and Sears will be shown November 2, 3 and 6. Holiday shoppers are participating in the promotion, Clark will not show the distribution outlets here last week. The makers were conducted by the International recording record manager; export manager Dick Broderick and Latin American field sales chief, Frank Amaru.

After obtaining the conclude were local manufacturing licensees for Venezuela; Sonolux, Colombia; Brazil, and Argentina, plus the affiliated RCA companies of Mexico, RCA Victor Brazil; and Corporacion de Radio de the Dafoe.

NEW YORK — Local indie WNEW here has a "split personality" case in new singer Peter Myers — who either works as a suave, quiet singer with tender vocals as the pipe Myers or comes on strong and rock and roll pop tagged "Mad Daddy." At home Myers was an "American Idol" on KHJ, Cleveland, WNEW mannequin voice. He has been importing Myres (told by Jabez (Jabez) Collins 8 p.m. - midnight spot) because the show's personality would blend with WNEW's format, which is on the sophisticated side.

However, Myers pleaded for a chance to introduce his "Mad Daddy" characteristic in the air, so Sullivan agreed to let "Mad Daddy" have a shot at the station. He said the station would "keep the show up in an effort to keep the station's programming." Myers did not present the station with the show for a second.

Meanwhile, Sullivan said Myers was being "weed out" of his program. Staffers and Sullivan said the station was "keeping the show" working over the air for time is not enough, according to him that he has not been able to work with the station's style.

"We're not going to copy any other station," said the exec. "We're just won't make WNEW's record a bit more than ever.

Committee OKs Infringement Suits Against Government

WASHINGTON — A bill to permit suits for infringement of copyright against the federal government has been approved by the House Judiciary Committee. The bill, introduced by Rep. Claude Johnson (D., N.J.), is not in favor of a government employee, but not against the government.

The bill is the result of a long fight by the Senate and House to pass a bill that would allow suits against the government. The bill was first introduced in 1968 and has been on the books ever since.

The bill would allow suits against the government for infringement of copyright. The bill would allow suits against the government for infringement of copyright.

Lagging B.O., Dims Newport Folk Fiestas

NEWPORT, R.I. — The Newport Folk Festival, scheduled for this year, has been postponed to next year. The festival, which was to have been held on July 21, 22, and 23, has been postponed to accommodate high water levels on the site.

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"We're proud and mighty pleased to announce that Kay Starr has rejoined our family of all-time great artists.

Since rocketing to stardom with us a few years ago with a burst of brilliant hits, Kay has endeared herself to the entire recording industry and to the listening public. Her wonderful talent has met the test of time.

And now once again under exclusive contract to Capitol, Kay is destined to attain even greater heights than ever before.

Welcome home, Kay!"

Glenn E. Wallichs, President
CAPITOL RECORDS, INC.
Brewer TV
Chore Split
Three Ways

NEW YORK—Jay P. Morgan, Peggy King and Gloria De Haven
were set last week for replacements for Teresa Brewer on Tony Ben-
ett’s summer replacement show for Perry Como on NBC-TV.

Miss Brewer originally planned to bow off the program in two
weeks, following her recent resigna-
tion in protest against a network exec’s unflattering reference to her
vocal talent. However, the Como production topers said she was
thrilled as of last Saturday (5).

Miss De Haven appeared last
Saturday (11). Peggy King is
booked for July 18 and 25. Miss
Morgan will guest on the final four
concerts August 1-September 5.

Meanwhile, Ed Sullivan plans to
cash in on Miss Brewer’s front-
page publicity, via three guest
spots during the 1959-60 season — the first one tentatively
scheduled for sometime in Septem-
ber.

Ward Active
In Waxing, Pic Chores

HOLLYWOOD — Billy Ward, of
Dominique fame, is branching out
into movie and radio, working with
his firm of Billy Ward Enterprises
here. To assist in the operation,
Ward recently signed Milton Merle, of the Dominoes, as weeper
and general manager, and guitarist Os-
car Moore as recording artist, jazz
consultant and “musical trouble-
shooter” for his rapidly expanding
recording interests.

Ward recently was pact ed to ar-
range and record the theme for the
motion picture “Jet Over the Atlantic.”

Ward’s other current activities
include recording sessions with La-
Rice, Richard, rock and roller Bobby
Lee Trammell, Oscar Moore and
the Dominoes. Ward is also
engaged in producing a movie, “The
Nightwalkers,” on location in Mex-
ico City and writing a radio show
for the Boys Super Market, star-
ing Doc Parker.

Della Reese
Exits Jubilee

NEW YORK — Della Reese, for
five years associated with Ju-
bilee Records, has obtained her re-
lease from the label, according to
Lee Magid, her personal manager.

Thrush, whose biggest disk for Ju-
bilee was “And That Reminds Me,”

A vocal version of “Autumn Con-
certo,” has been on an extended
night club stint in recent months.

Magid explained that the split
from Jubilee was by mutual con-
sent, adding that he feels that “Ju-
bilee Records, in its present status,
wasn’t qualified to handle its com-
mittments.” Magid said he expects
the company to announce a new deal
affiliation within two weeks.

Band Booker
Convalancing

HARFORD, Conn. — Convec-
ticnt band Booker Al Jarvis, check-
ing out of Mt. Sinai Hospital after a
17-week stay necessitated by sur-
sery, got musical welcome, covered
by the local dailies.

Jarvis men Skip Shonty, pianist;
Jack Turner, bass, and Morris Shultz, trumpet, were at the hos-
pital entrance, with photographers, as Jarvis, still in a wheelchair, have
into sight, pushed by a hospital aid.

He expects to resume normal
activity within a few weeks.

Granz Still
Digs Those
Multiple LPs

HOLLYWOOD — Multiple LP
packages are paying off hand-
somely according to Verve’s Nor-
man Granz, who the sales may not
always be reflected in the charts.

Reason why the charts fail to show the full sales picture
is because they report unit sales, Granz said, while
the actual dollar volume reaped by dealers (and diskers) will be two, three
and sometimes four times the num-
ber of albums sold depending upon the number of LPs within the
multiple record album.

Granz is currently preparing a
George Gershwin “Song Book”
featuring Ella Fitzgerald with Nel-
son Riddle’s orchestral settings,
which cover at least four LP’s and
possibly five. Grant favors the
multiple LP because he feels it af-
ords him a broader canvas with
which to work and frees him from
the time restrictions imposed by the
single record package.

Hefty Sked
For Connie

NEW YORK — Connie Francis
has a demanding schedule of ni-
ght club, recording and theater
dates — both here and abroad —
lined up for the next four months.

The 20-year-old thumb is cur-
rently recording 10 sides here for
M-G-M, following which she will
make a 10-day (August 18-27)
personal appearance tour in Eng-
land, France and Germany. While
in England, Miss Francis will add
additional sides for M-G-M, in-
cluding a special Christmas pack-
age.

Prior to leaving for Europe, the
act is set for the Bob o’Weedy in
Wheel-
wood, N. J., July 15-18; Cavello
Royale, Washington, starting July
20, and on Ottawa, Canada, nitey,
August 12-15. On her return from
Europe, Miss Francis is booked
for Dick Clark’s Hollywood Bowl show
in Hollywood, August 28. In Sep-
tember she has a guest shot on Ed
Sullivan’s CBS-TV show and Oc-
tober 17, the star embarks on an
other overseas trip—a personal ap-
pearance tour in Australia.

Ostrow to Coast
For Exec Huddles

NEW YORK—Steve Ostrow, ve-
pee of Frank Music, flies out to
the Coast this week (15) for a 10-
day stay. Ostrow will huddle with
West Coast personnel of Frank
Music, as well as meet with execs
of the labels headquartered on the
Coast.

Leahy Plans
Continued from page 4

Tommy Mott. But the artists them-
selves are proud of the Worcester
firm. Leahy stressed the fact that
he can do nothing in the way of
a new deal under his present ex-
cclusive commitment to Felsted. He
expressed the hope, however, that
it might be possible to continue his
production arrangement with the
label while making masters and ar-
rangements for other companies as
well.
"I GOT STRIPES"

b/w "FIVE FEET HIGH AND RISING"

JOHNNY CASH

Another smash single from the fabulous Johnny Cash! It's a ballad . . . "I GOT STRIPES" . . . sure to be one of Johnny's biggest chart contenders!

And keep track of "FIVE FEET HIGH AND RISING"—it's the flip side of "I GOT STRIPES" and it's a smash hit on its own! Call your Columbia distributor today.

ON HIGH-FIDELITY RECORDS BY

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ANNOUNCING... RCA CUSTOM'S NEW HOLLYWOOD STUDIO!

Waiting to serve you at Sunset and Vine — RCA Custom's new Hollywood Recording Studio, with the newest and finest facilities in the West for:

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- EDITING
- RE-RECORDING
- MASTERING

The new studios are conveniently located at 1510 North Vine Street. Operating in tandem with our big-capacity Hollywood Pressing Plant, they guarantee independent producers the fastest complete service in the industry — overnight delivery to most distributing centers.

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IN CANADA: RCA VICTOR COMPANY, LTD. • 226 MUTUAL STREET, TORONTO

TV REVIEWS

Williams Pocks Pace & Polish

Andy Williams' first summer-replacement show for Garry Moore (CBS-TV, July 7, 10-11 p.m., EDT) was a highly polished, smartly paced hour of musical entertainment with strong emphasis on nostalgic show tunes and tasteful jazz-flavored arrangements.

Williams seemed a bit nervous in his emcee role but displayed his usual vocal ability — scoring particularly strong with a tender "Our Love Is Here to Stay."

Highpoint of the show was the closer, a nostalgic production built around the history of the old Hammerstein Theater, from which the show emanates. Guest star Janis Paige was also impressive with an exuberant interpretation of "Married I Can Always Get."

Eddie Hodges, an appealing child performer, was caught in an age-square on two of his numbers — he was too old to sit on Williams lap and dwindle "Swinging on a Star" and too young to serenade a couple of cute contemporaries with "Thank Heaven for Little Girls." however, he more than redeemed himself in a boisterous and Sea that Janis Paige.

Concessions Johnny Carson provided a solid change of pace with his off-take on a TV kiddie show en Mime nursing a hangover; and "new faces" guest Peter Appleyard displayed considerable versatility in a stint involving the vibraharp, bongos and piano.

Of particular interest to the record business was a seg tagged "The Wonderful World of LP," (slated to be a regular feature) wherein Williams generously plunged a flock of different record labels, tying in a couple with production numbers (i.e. he and Miss Paige sang "You'd Be Nice to Come Home To," with a Peter Gunnu backings.

American Rootsurgeon

- Continued from page 4

man in the hoosegow, is of the same character.

Jerry Lee Lewis' most recent disk, out last week, "The Ballad of Molly Joe," is the story of a killing in a barroom, a traditional folk song. "Tom Dooley," yet another murder story, is of a similar cast.

Only Authentic Lentz

An implicit point in this new development in mainstream pop music is the fact that only authentic, American-based material appears to last in the pop world. Rhythm and blues penetrated the pop market at much as six years ago. It is still a strong trend today, with such records as Lloyd Price's recent "Stagger Lee," itself a version of an old folk tune, "Stack-O-Lee," hit last a version of "Personality" hit, and Wilbur Harrett's "Kansas City.

Country music, particularly country blues, was integrated into the mainstream via a phenomenon which came to be known as "rockabilly." The emergence of Elvis Presley was a dominant influence in this trend, and country music today remains healthy in the pop field, with such artists as Marty Robbins, Carl Smith George Jones, Johnny Horton and Stonewall Jackson to mention a few, prominently showing in pop.

Jazz, R&B country and folk are all basic American forms which last. Cyllo, on the other hand, which from time to time goes thru fits of resurgence, has not lasted as a pop force. Nor has Hawaiian music or Latin music.

All this is, of course, no great consolation to the Broadway school of writers and publishers for several years have had to buck the multimillion dollar influence of R&B, country and now the hot folk material.

Old One-Two

- Continued from page 4

of Sweden last week rushed this release on a new form, "inorganic." The song, written by Moe Jaffe here and acquired by Carl Dahl-

of Metronome's New York office, Orion Development Corpora-

tion, was cut by Swedish singer Olle Bergman last Friday (3) — with Swedish service of course — and pressed records were on the market by Monday (6).

Metronome's utilized f i r m, Multitone, has acquired Scandinavia-

vantage rights to the tune from Jaffe's General Music com-

pany, and Metronome will also re-

cord an English version of the tune for U.S. consumption.

Lagging B.O.

- Continued from page 4

Jazz Festival instead of a week later. Also, the NIF will spend six months promoting the folk concert instead of just a few weeks. Wein believes that with proper promotion the folk concert could be a winner.

Meanwhile Newport is quieter than last weekend, when 10,000 college kids crowded the town for the jazz concert. There are college kids here this weekend, but there are many more adults here too, for the folk festival.

Gospel Syndication

- Continued from page 4

ual, but stresses entertainment through listenable music and thoughts. McCoy operates the show out of WBBE, Chicago. Among the 60 stations carrying the show are WLIB, New York; WSOX, Nash-

ington; WJMO, Cleveland; WJOA, Memphis; WHAT, Philadelphia; KSAN, San Francisco; WDGY, Detroit; WADG, Toledo; KTRS, Kansas City; and WOOK, Washington.

McCoy's program features a nightly jazz disk show on WGEX, Chicago, and a gospel program on WGES, Chicago, in the morning to 1 a.m. Several years ago he served as road manager for Earl "Fatha" Hines band.

- Continued from page 4

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- Continued from page 4

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Everyone is falling in love with...

ANGEE CASTLE
Singing
YOU'LL NEVER KNOW
Orchestra conducted by Leroy Holmes
CUB K9036
GERRY DAKOTA "BROADWAY"
Swingin' Standard!

Jack STATON - Ozark K80W

Tucker chess Pacific CO., Gate, Atlanta, PERSONNEL.

Barney Grove (formerly with KEFDA, Amarillo, Tex.) and new program director for WPLJ, 58: AMmons (general manager of WJZ, Baltimore, Md.), have installed the new WPLJ studio on the 26th floor of the WJZ building, which will be ready for use next week.

Stereo-Fidelity

The new Stereo-Fidelity releases will be available in July, in- clude sirviendo by the newly signed London Philharmonic Orchestra, two jazz albums, and other artists featuring the "101 Strings," an orchestra called "Exotic Island," and another called "Holiday in Mexico." Miller called the free player plan a project to get customers back into the record stores. He asked all his distributors to make sure the small and medium record shops all get a chance to participate in the program. It is not known just how many phonographs will be available under the plan, but it is more than enough to take care of the country's 8,000 record shops at least twice or three times.

ATTENTION, RECORD DEALERS!

Here is the book that will help you make more sales and profits.

Contains 23 power-packed ideas designed to save and make more money for you. These ideas are being used successfully right now by record and phonograph dealers.

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I enclose payment for _ copies of "23 Store-Tested Profit Pointers for Record-Phone Store" at $1.00 each.

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CRACKED THE HOT 100!!

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ARGO 5340

MOOD OF THE YEAR

14 all-time instrumental standards, featuring world's greatest trumpeter. Argos LP 617 (mono), 6175 (stereo).

CRACKIN’ UP!!

by Bo Diddley

chess 292

OUR TURN

b/w

LIFEGUARD MAN

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by SEYMOUR and His

HEARTBREAK TRUMPET

chess 1731

chess 1729

chess 292

chess 292

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EDDY ARNOLD’S NEW HIT
TENNESSEE STUD!
C/W WHAT’S THE GOOD? 47/7542
LIKE WOW!
this one's gotta be the BIGGEST EVER!

NAT "KING" COLE
"SWEET BIRD OF YOUTH"
"MIDNIGHT FLYER"

RECORD NO. 4248

TWO BUT SOLID TUNES WITH THE BIG BEAT!
Audio Feedback

By RALPH FREAS

TAPE VERSUS DISK

C. J. Lellet took a couple of hours out of his busy schedule the other day to give us one of the more entertaining interviews in his long and varied career. C. J. is the president of Audio Devices, the firm that makes a heap of blank tape, among other things, and he cited the many advantages that tape has over discs.

"Well, what are they? The principal reason is of course the one that will appeal to any engineer or musician, C. J. is quick to point out. Tape is capable of recording and reproducing with greater fidelity than discs, and you can re-record and re-play the tape. On the disk the quality will decrease with continued playing.

Not that C. J. is anti-disc. Indeed, he points out that the disk offers some advantages over tape. For example, there are no two-piece tape, that the disk is here to stay. It will always be with us.

IMPORTANCE OF TRANSIENTS

One of the important advantages of tape is its ability to reproduce "transients." Transients? That's something we've done without, C. J. said.

"Suppose you hit a piano key," C. J. explained patiently. "The first thing you hear is a momentary sound at the moment of hammer hitting the string. Then you hear another softer suble sound—the sustaining sound of the string vibrating. The momentary sound of the hammer hitting the transient. Put another way the transient is what happens before the main sound.

"Is that important?"

"Of course it is important what makes the piano sound different from the sound of another instrument. The transient is what makes an instrument its particular character," said C. J.

"This is true of all musical instruments and it's true of the human voice. Consider the case of each instrument, it's the sound at the start of the vibration that is the transient. It's important to reproduce the transient. If true of an instrument, it is as important to reproduce the transient as it is to reproduce the sustained tone."

CONVINCING EXPERIMENT

"In one test we designed a series of filters that cut out frequency responses at various levels. We found that when we cut out all response above five kHz, we also lost the special character of the Brooklyn accent. The speech was still intelligible, but it had lost all character. By the way, we found that the record were to have been able to reproduce speech faults accurately. After all, if the speech fault was very clear exactly how would it sound like, he won't know what his faults are and he won't be able to correct them.

CUTS OUT CHARACTER

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New Radio-Phone Line For Du Mont Emerson

NEW YORK—Du Mont Emerson Corporation debuted 14 new stereo phonograph models, ranging in price from $178 to $328 at a special new line announcement last week at the Waldorf-Astoria Hotel. Also included in the new line is the new stereo AM-FM table radio with dual channel amplifier which lists for $98. Designed for in-union introductions, the first two-channel AM-FM unit (model 908) is a matched reessor-speaker combination. The set is equipped with a knob, and a changeable rating with cartridge (model 910) lasting at $48.

Low-end phone at $28, consists of a stand and stereo and stereo changer. This also calls for an external speaker unit which is factory-mounted. The new stereo model is also listed at $78, with a two-speaker system. The model 989 lists. A table model and a console-style set are tagged at $98 and $128 respectively. The new low-end console stereo, feature a total of 12 tubes, making the set one of the most powerful in the $100-200, and at $138, a description of new models. The "Mini" is a portable stereo-phonograph which uses only eight watts of power and has a large 50-watt amplifier. The "Mini" is priced at $59.95. As for a complete set of replacement parts, the "Mini" is priced at $39.95. A complete line of kits is available in the Recoton kit section.

Recontron Bows Selling Sides

NEW YORK—Recontron Corporation has introduced a "Kit 102," one of a new series of pickup needle and pickup record. The job. The company has also brought out a new model 16" record turntable. The model 16" record includes a complete revolution of all Recontron needle kits and accessories. The Serviceman's Kit 102 contains only the items listed in the "Mini" and a complete list of replacement parts. The "Mini" is priced at $99.95.

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THE NEW SOUND OF PLEASURE...THE NEW SOUND OF PROFITS FOR YOU

Stereo 1 by COLUMBIA
GREAT NEW LINE OF CONSOLES

MODEL 1168 Single Cabinet "Stereophonic Projection" Console...
MODEL 1156 Single Cabinet "Stereophonic Projection" Console...
MODEL 1148 2 piece Stereophonic Console with "Stowaway"...

ELEVEN Stereo 1 CONSOLES IN A VARIETY OF WOOD FINISHES, FROM $129.95 TO $495.00

From Columbia Phonographs comes authoritative leadership needed to develop full sales potential of high-fidelity stereophonic sound in home entertainment. Stereo 1 is another major advance from the laboratories of Columbia. It is unquestionably today's finest achievement in stereophonic sound. And it is unquestionably a tremendous selling opportunity for you. Stereo 1 is advanced stereophonic sound and high fidelity. It plays all records...makes all sound better, richer—stereo or monaural. It provides ideal separation of sound for the exciting new stereophonic records...adds a new dimension of realism to monaurals. And it gives you a new selling advantage, a new profit advantage the industry has seldom seen.

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NUMBER ONE IN THE WONDERFUL WORLD OF SOUND IN A
AND PORTABLES SUPERBLY STYLED FOR TOP SALES APPEAL

MODEL 1152 Twin Cabinet Stereophonic Console.
4 speakers—two 12", two 5", diamond needle. Complete for
also in mahogany.
Also in cherry and walnut.

MODEL 1012 4-speed high fidelity stereo portable.
Four speakers—two 6", two 3".
Automatic changer, push-pull amplifier.

MODEL 1004 3-speed stereo portable. Two balanced 4" speakers.
Tan and white, gray and white.

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COLUMBIA PHONOGRAPHS - CBS ELECTRONICS, 405 PARK AVENUE, NEW YORK 22, N. Y. - A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.
VOX JOY

BY JUNE BUNDY

RUCKER’S CLAMBAKE: Al Rucker, WJAR-TV, Providence, R.I., repeated a gigantic record hop and show last Wednesday (6) at the Rucker’s Clam Bake. The three-hour show, telecast from the main streets in downtown Providence, started at 5 p.m. and ran to 11 p.m., with a total audience of more than 50,000. In addition to street dancing, the evening was marked by an all-star in-store show including the Deltones, Dave Franck,...

PAUL’S PLATTER POLL: Paul Cran, WTNT, Newton, Mass., has started a new Saturday night series, "Paul's Platter Poll." (9 a.m. to noon). Prime feature of the new show is the chance for listeners to call in with a list of their five favorite records, plus their telephone numbers. Brennan places five calls each hour, and the platter polls played during the three-hour period will be from the lists submitted by dialers.

CHANGE OF THEMES: Louis Sherman has left WPPL, London, Ont., Canada, to join WYZ, Detroit, in the 10 a.m. to noon time period.... Mike Wolmon, formerly with WNEW, New York, is now with WPIX, New York, from 1 to 3 p.m., and 9:30 p.m. across the board.... Barry Smith, a newsmen during the week, is ensconcing in 6:30 a.m. to midnight on Sunday and Saturday. (Fernandez over KGO, Detroit.)

Don (Woody) Woodland has replaced Buzz Lawrence on "KING's Night Owl Club" (midnight to 5 a.m.) over KING, Los Angeles, which previously had not been heard by America's deejays since 5:30 p.m. time slot.... New program director at WSB, Durham, N.C., is Brad Harris.... Donnack Bracken has joined "Music Time" at WRC, Philadelphia, which will broadcast direct from Atlantic City, N.J., the week of September from 10 a.m. to 1 p.m. Monday thru Friday.

Dease Parkhurst, WSET, Glen Falls, N.Y., writes that his new outlet is in need of a name.... Jonathan B. R. left WSPF, Springfield, Mo., to join KGK, Brownsville, Tex.... Gordon Shaw, ex-KENL, Arcata, Calif., is now spinner at KUNK, Twin Falls, Idaho.... New managing editor at NBC, Philadelphia, is John G. Molin.... Three new spinners have joined Paul Brissette.

Sidney Magefeld has been appointed station manager of WJ, Rochester, N. Y., and Stan Douglas, ex-program director of WJW, St. Louis, Missouri, is now morning man at WJEW, Eminence, N. Y., and WINS, New York, on WJW. New VP, WMJQ, Chicago, is a big show at Dyche Stadium in Evanston, Ill. July 4 and last week judged the Miss Indiana contest in Michigan City, Ind. July 3.... New WXQV, New York, deejay Don Spark is ensconcing in "Traffic 9" on 10:20 a.m. high-noon swimming disk at WHE, the New York station of "American Bandstand." Ray Baker and Allen Allen have joined KMAC, San Antonio, Texas. New staffer at KTRK, Houston, is Eric Goldhemb in the 3:00 p.m. to 7:00 p.m. time slot of "House of Sounds" Monday thru Friday, and the 4 p.m. to midnight time slot Wednesday and Thursday.

CHANGE OF THEMES: Vinicio Vincent, formerly with KNOE, Monroe, La., has joined KAMZ, Amarillo, Tex., as program director.... Hal Morgan, ex-spinner at WSAW, Appleton, Wis., has moved to WBIR, Chattanooga, Tenn. July 3.... A Chicago, ex-KQV, Denver, Colo., has joined WOR, New York, as deejay Don Spark is ensconcing in "Traffic 9" on 10:20 a.m. high-noon swimming disk at WHE, the New York station of "American Bandstand." Ray Baker and Allen Allen have joined KMAC, San Antonio, Texas. New staffer at KTRK, Houston, is Eric Goldhemb in the 3:00 p.m. to 7:00 p.m. time slot of "House of Sounds" Monday thru Friday, and the 4 p.m. to midnight time slot Wednesday and Thursday.

At the age of six, an illness left him bed-ridden.... His parents discovered that he was ill, and Charlton got a job in a band in Florida.

Two years later he organized an instrumental trio and appeared on his own TV show in Seattle. Today he has been featured in numerous films, including "This Is Your Life." A writer of note, his compositions have been recorded by many of today's top artists.

The Charlie Kelly* is primarily a blues chorus, most of his platters has crashed thru in pop. They include the blues classic "Hallelujah I Love Her So" thru Jack-Weiland's "Sunlight," WRC, Philadelphia, which will broadcast direct from Atlantic City, N.J., the week of September from 10 a.m. to 1 p.m. Monday thru Friday.

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Keller Clicks Via "Here Comes Summer" In 1954 Jerry Kelly was born June 20, in a family that moved to Tulia, Okla., when he was 7, and he lived there until he was 13. At the age of 13, he became one of the first cashiers of the Tulia Boys Singers, a religious choir. In high school, Keller organized "The Lads of Oklahoma" and "Tulsy's High School Chorus." The group was a daily event in the Tulia High School. In the summer of 1956, Keller made appearances on the Ted Steele and Joe Franklin shows. These appearances led to a contract with Kapp Records. He has 5 feet 10 inches and weighs 165 lbs. His interests include sports and songwriting.

YESTERDAY'S TOPS—The nation's top tunes on records as reported in The Billboard July 10, 1949
1. Riders in the Sky (Alligator) Silver Strings
2. Some Enchanted Evening (Forever and Ever)
3. Ballad of the Salt Plains (Ballad of the Salt Plains)
4. I Won't Be Sorry (I Won't Be Sorry)
5. I'm Gonna Love You (I'm Gonna Love You)
6. Saving the Day (Saving the Day)
7. Ever Lasting Love (Ever Lasting Love)
8. Strike Me Blind (Strike Me Blind)
9. The Little Girl of Mine (The Little Girl of Mine)
10. Same Old Story (Same Old Story)
Take the Mercury Joy-Ride for Old Fashioned Sales!

What a difference a day makes

DINAH WASHINTON · 71435

Remember When THE PLATTERS · 71467

DANNY BOY SIL AUSTIN · 71442

SEA OF LOVE PHIL PHILLIPS · 71465

With My Eyes Wide Open PATTI PAGE · 71489

Soft Summer Breeze EDDIE HEYWOOD · 71462

The HIT Trademark
MUSIC AS WRITTEN

SRAVINSKY WORK AT SANTE FE CATHEDRAL

Pianist-composer Igor Stravinsky has accepted composition of "The Lamentations of the Prophet Jeremiah" was presented in St. Francis Cathedral in Santa Fe, N. M., last Sunday (12) with the commission leading the Sante Fe Opera singers, orchestra and chorus. Permission for the presentation of the work was made by the Most Reverend Edwin Vincent Byrne, D. J., Archbishop of Santa Fe. A number of years ago Stravinsky conducted another song, "The Canticle of Sacred Fire," at St. Francis Cathedral in Venice. "Threni" was first performed in Venice in September of 1958, and premiered in the U. S. last January.

Nina Simone and the Kenny Burrock Trio open at the Village Vanguard in New York this week (14). . . October Lindsay Whiteman of Windsor, Ontario, is the new a.d.r. of the Birdland of the West Coast district will feature Burrock. . . The Exciters have signed with Flag Records of Mobile, . . Felix Knight and Ray Henriettion have signed with Design. . . Bob Gorman is the new assistant record and book buyer for the Corvette label in the East, and Ray Rockwell has a.d.r. A new jazz room, the Arpeggio, opens in New York this month. Owners are Mike Chugie, formerly of the Composer, New York and Mike Marcarco.

The Dukes of Dixieland will appear at the French Lick, Chicago, Detroit, and Berkeley Music Barn Festival. Sultan Sonny has a new album out on Contemporary Records. . . Gospel songstress Clara Ward is now at the Chat Place in Oslo with the Ward Singers. Warren is now leading his act at the Hotel Elgin Green Room in Gomers, . . Columbia is bringing out a record of Bulgarian Folk Music. This is the 17th volume in its "World of Folk and Primitive Music Series" by Pearl Riso. Records has released the theme from the flick "Room 4" featuring the Ken Jones Orch, the English band . . The Andy Kirk Trio is now at the Cloisters. . . The Monterey Jazz Festival will feature a college jazz competition for small groups and big bands.

The Treble Chords have been signed by Decca Records. Dennis Bell, Top Rank artist, is touring the Midwest to plug his new song, "The Big Bands of the '30s," record. Doris Day and her orchestra have signed solid giants on a week-long engangement at the King Philip Ballroom in Wrentham, Mass., the week of June 24 thru July 4. The orch played over 16,000 dancers in the week. The National Symphony Orchestra under Howard Mitchell is doing weekly broadcasts from the current South American Tour. The U.S. Embassy in Norway recently gave a banquete to honor the musicians involved in the tours made by the U. S. Embassy in Norway's Records. Bob Jones, art director at RCA Victor, is showing 100 examples of his printing work for RCA records. . . Ray Carnes, recently on the staff, has joined the Harold Friedman Associates firm on an exclusive basis.

At Calder has set up his own office in New York to handle publicity and record promotion for a fee-list basis for record companies . . . Claire Orono, formerly publicity Jack for Audio Fidelity Records, married Barin Smither, m.p. in Montana, and is now living in Victoria there . . . Emusol Vardi will conduct three concerts in Mehegan Colony in Peekskill, N. Y., during July and August. . . Bill Shuler, comptroller at Audio-Fidelity, was awarded first prize for one of his paintings at the exhibition at the Burr Galleries in New York last week . . . Belkis, the attractive rock and roll thrash on the Atco label, will soon be recording an album for the diskeeper, to be supplied by Atlantic album chief, Neushel Ertugr. . . Bob Reolonz.

Chicago

Ken Nordine just cut his fourth "Word Jazz" album for Dot. This one's titled "Nest." Dick Mars and Johnny Frige furnish much of the band. Ken has appointed Arno Dattner as his main lead and is tripping the Continent lining up others. Alive and wonderful Ward, getting action on "I Want You To Come Home," opened at Club Moderne.

Mason Coppinger, Universal Recording chief engineer, is out of the rock'n'roll heat. Last week he recorded full albums for the Polka Chips on Capitol and Polka-Go-Round- ers on ABC-Par. . . Edie Mancini existed past as pro- fessional photographer at Music and is heading for West Coast about his next link. . . Columbia took over 38 masters from Ken Griffin from Ill Oberstein, Griffin estate drops claims against Oberstein and his Rendino label, while Columbia pays a healthy advance in the estate for the day, Deal received by local barman for arrangements, representing the estate. . . Bernie Asebl.

Cincinnati

Dorothy Collins will be starring in "Showboat" at the local Shubert Theater the week of September 13 with Doug Crawford and Dennis. (Continued on page 20)

Billboard Bound Volumes!

We still have a few bound volumes of past issues of THE BILLBOARD available but they are selling fast. All are sold on a first-come, first-served basis. Price, $1.50 per volume.

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KBOX—Dallas, Tex.
WAVZ—New Haven, Conn.
KXLR—Little Rock, Ark.
KLIF—Dallas, Tex.
KOSH—Oakland, Wise.
KLYA—San Francisco
KEX—Portland, Ore.
WAKE—Atlanta, Ga.
WTSP—St. Petersburg, Fla.
WMKF—Flint, Mich.
CKLW—Windsor, Ont.
KORY—San Francisco
KMPC—Los Angeles
KFWB—Los Angeles
KABC—Los Angeles
KPOP—Los Angeles
KFOX—Long Beach, Calif.
KMON—Bartlesville, Okla.
KOMA—Tulsa, Okla.
KMUS—Muskegon, Mich.
WTVM—Columbus, Ohio
WCOP—Boston, Mass.
Cincinnati Star Theater Club, capped. The platters will be for the benefit of Kenton, set for July 29, from where he flies to London where he will appear at the newly opened Hippodrome here July 15, with the Crests, Chubby Checker, and The Four Teens.

Others included the new number band, balanced with will, and the new vocal groups, including one by a group of Russian girls, who scored so sensationally as the first Soviet entertainers in the present exchange series. Unlimbered some new material including a group number which is expected in showings and temperament, plus a robust comedy routine about a half dozen kids who have a way with words. Others included: Igor Moskvin’s orchestra and Yuli Zhudov of the Bolshoi ballet performed a perfectly adagio from “Swan Lake,” while Ulrich and his band, Lucinda Bogomolova and Stanislav Vlakov, brought down the house with their flashing Waltz, complete with flying and half pop music segments.

Complete reference and programming guide, as well as details of all new performers: The Billboard, $2.00 per year.

**TELEVISION REVIEWS**

**Mitchell-Ruff DuoSock on TV**

Dwight Mitchell and Willy Ruff probably are two of the best-known jazz musicians in the world today, thanks to the imprecated concert they staged in Moscow this summer. Having paralyzed the Soviet cats with their creativity and artistry may not rank with any incantation making them of the world political boundary, but it could have added a little understanding of our way of life which might otherwise have generated records; it was a show within itself, complete with theme and descriptive title.

All this is by way of getting to a TV show taped by the Mitchell-Ruff duo prior to their departure, being shown over NBC on Saturday (July 5). The show was done to promote the Columbia Record Convention here last week. The local Charley Brown, who has just been back to the Coney Island of Air-Conditioned Hippodrome here July 15, is expected to avenge his 18-year-old kidnapping for another Hurok-impresario Jan. 18, with the Mozetiev folk leapers, back with the cream of their new reper- tory, the Finland/Prokofiev Choir, a bunch of singers who are out to be pretty hot hoovers as well; a few holdovers from the phenomenal Boholli ballet troupe, and seemingly immemorable addi- tional singers and dancers from various regions of the world.

For sheer explosive energy, this Russian show must take first place over its predecessors. I say take a bow for this time and added to the general gaiety. The Finlandi troupe, which filled the first third of the three-part program, not only did justice to their Russian favorites but did a big band for a rerelease of the Time magazine, 17th, and their second was sung with wings and a long-sausage number which is guaranteed to wake up the most tired businessman.

On the vocal side, a single number titled “If All the Boys in the World,” was listed as a popular (as contrasted with folk or classical) effort. It was sung by a baritone from the Boholli Theater who flashed a strong pair of pipes. The song, however, showed little potential for adaptability to a triple beat.

**CONCERT REVIEWS**

**Russki Folksters Hit High Spots**

Man, it’s like these Russians are hith to derelict. Another Hurry-and-roll-them-in-the-air is on the way, and it looks as if we have scored a home run in a program which could be subtitled Highlights of Moscow. For, presented at Madison Square Garden in the first three of the month, the Mozetiev folk leapers, with back with the cream of their new reper- tory, the Finlandi/Prokofiev Choir, a bunch of singers who are out to be pretty hot hoovers as well; a few holdovers from the phenomenal Boholli ballet troupe, and seemingly immemorable addi- tional singers and dancers from various regions of the world.

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### BEST SELLING ALBUMS

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DLP-9500  THE FIVE PENNIES—From the Sound Track of the Paramount Picture  
DLP-3165  BLUE HAWAII—Billy Vaughn  
DLP-3191  DEBBIE—Debbie Reynolds  
DLP-3164  MR. MUSIC MAKER—Lawrence Welk  
DLP-3156  BILLY VAUGHN PLAYS  
DLP-3158  PAT BOONE SINGS  
DLP-3131  DIXIELAND BLUES—Johnny Maddox  
DLP-3122  JOHNNY MADDOX PLAYS THE MILLION SELLERS  
DLP-3157  THE MILLS BROTHERS’ GREAT HITS  
DLP-3170  PETITE FLEUR—Bob Crosby  
DLP-3176  MARGARET WHITING’S GREAT HITS  
DLP-3137  THE CLARK SISTERS SWING AGAIN  
DLP-3155  WHEN YOU'RE SMILING—Eddie Peabody  

### NEW ALBUMS

DLP-3199  SIDE BY, SIDE—Pat and Shirley Boone  
DLP-3200  THE VOICES AND STRINGS OF LAWRENCE WELK  
DLP-3201  GOLDEN HITS—Billy Vaughn  
DLP-3193  PORGY AND BESS—Bob Crosby
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<td>7</td>
<td>COME DANCE WITH ME, Frank Sinatra, Capitol SM 1069...</td>
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<td>8</td>
<td>TABOO IN HI-FI, Arthur Lynns, Hi-Fi Record R 806...</td>
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<td>9</td>
<td>KINSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199...</td>
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<td>10</td>
<td>EDITH PIAF, Lyrical, RCA Victor LPM 2040...</td>
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<td>11</td>
<td>EDITH PIAF, Lyrical, RCA Victor LPM 2040...</td>
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<td>12</td>
<td>THE MUSIC MAN, Original Cast, Columbia SW 950...</td>
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<td>13</td>
<td>ONLY THE LONELY, Frank Sinatra, Capitol SW 1053...</td>
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<td>14</td>
<td>OKLAHOMA! Sound Track, Capitol SW 594...</td>
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<td>15</td>
<td>BIGBANG FOREVER, Mantovani, London LS 3013...</td>
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<td>16</td>
<td>THREE MUSIC FROM THE FIFTEES, Roger Williams, Kay KS 3013...</td>
</tr>
<tr>
<td>17</td>
<td>KINSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199...</td>
</tr>
</tbody>
</table>

### Album Cover of the Week

**The Jazz Soul of Porcya & Bess**, United Artists UA 3052. The Pavilion's percentail sales, as highlighted by an evening starring by Hubert Parker, display of the eye-catching cover should prove a wide home.
Everybody's meeting his "WATERLOO"—and loving it! Stonewall really tears into this novelty! Rising rapidly to the #1 spot in the nation. Dealers, meet that demand for "Waterloo"! Call your Columbia distributor today.
The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

POPCULAR

AN ITMPE T TO DANCE Pappo and the כשעם. 6+30 BC 3009. Classic rock. 1-chronic back bone.

WEAKENED BUT NOT DEFeated. This album features a broad range of instruments including strong vocal parts and some of the early stereo waxings of Jann Peerce. RCA Victor LM 6066. (Stereo) Veteran saxophonist Mark D'Alonzo provides a strong name power.

LOW-PRICE

POPULAR

SPRINGIE STEREO P 81018 A Great Place to Be. RCA Victor LSP 1750 & 1 PM 1978. (Stereo & Mono) George Gershwin, etc. This album features a strong name power.

AN ENTHUSIAT ED EVENING from Crawfordsville. RCA Victor LSP 1685. (Stereo) It's hard to tell why the star of this album is its title, which is only one of a few out-takes. RCA Victor LM 6143. This elaborately packaged double-LP set includes "Play It Yourself" piano and vocal arrangements of lush, almost fully orchestrated music.

LOW-PRICE POPULAR

THE BIG TEN

Feisty Cats! Harmony Farms, Inc. vinyl LP 110. (Stereo) This album represents a good buy for kids.

LOW-PRICE

BEETHOVEN: SYMPHONIES NO. 8 & 9

Boston Symphony Orch. (Munch). RCA Victor LMP 6066. The growing problem of how to successfully merchandise in the classical field a piece of repertoire recorded in the ground has found an answer. It's in the packaging and the superbly produced book about the composer, his music and his personality that make this album a very good buy.

BRAHMS: SYMPHONY NO. 2 IN D MAJOR, OP. 73

Minnesota Orchestra with Artur Rodtling. Mercury SR 90171. (Stereo) Only a very few versions of the Brahms Second and Fourth Symphonies have been released, however, as a complete set of recordings technique should easily take its place at the top of the list. The performance is brilliant and Mercury's well-known living presence technique makes the most of it. Sound is far above par and the cover photo looking up from amongst a cluster of giant redwood trees is a rival stopper. Must see for dealers.

SUMMARY

Several strong sales potential albums were reviewed this week.
IMPERIAL'S NEW WINNERS!

Slim Whitman

A SMASH IN BOSTON!

"A TREE IN THE MEADOW"

b/w

"WHAT KIND OF GOD
(Do You Think You Are?)"

#8321

A NEW FIND!

Jules Farmer

"LOVE ME NOW"

b/w

"PART OF ME"

#5607
These record companies are also helping dealers sell more records during the summer months with advertising in HIGH FIDELITY:
REGARDLESS of season, there’s no let-up in the kind readership and record interest that HIGH FIDELITY generates among its high-buying audience of music listeners. That’s because HIGH FIDELITY enjoys full-scale attention during the summer—just as it does all year around.

The highly regarded Starch readership studies prove this point. They show, for example, that the editorial content of July, 1958, HIGH FIDELITY earned a higher “read most” rating than did any of the other 3 non-summer issues (January, April and October) which were researched by Starch.

This interest in HIGH FIDELITY carries over to its record advertising just as forcefully. Again Starch is the authority and these are the facts: record advertising in July, 1958, Starch enjoyed a higher “noted” rating than the average of all record ads carried in the non-summer issues which were Starched!

What does it all mean? It means that HIGH FIDELITY goes on—right through the summer months—creating record interest, building record buying and helping to increase dealer sales and profits. And—equally important—it also means that the aggressive record advertisers shown and listed here keep right on helping dealers to sell all through the summer with strong advertising in HIGH FIDELITY, the magazine dealers recognize to exert the strongest buying influence on their best record customers.

With this kind of down-to-earth sales support, it makes mighty good sense to give special consideration to these record lines . . . and to the specific albums featured in their HIGH FIDELITY advertising.

DEALERS—write right now
for details of this
TWO-WAY
PROFIT PLAN

Hundreds of dealers are now selling HIGH FIDELITY Magazine to their customers every month and benefiting in these two important ways:

(1) Make extra money! Each issue you sell brings you 100% profit . . . and the more you sell the more you make!

(2) Get more record customers. . . . sell more records! Offer HIGH FIDELITY in your store. Your customers will thank you for introducing them to it . . . they’ll buy more records . . . and you’ll do more business than ever!

Want details? Write today to:
Dealer Services Division, HIGH FIDELITY Magazine, Great Barrington, Mass.
**Reviews and Ratings of New Albums**

**GOOD SALES POTENTIAL**

**STEVE LIPPANE**

The Friday Night at the Mocambo. RCA-Victor 1247. 

This album features solo guitar work by a top jazz guitarist. The repertoire is diverse, ranging from classical works to more contemporary pieces.

**LUCIEN BAUCAM**

His first album, Lucien's Blues, has been well received. It features a group of top jazz musicians, including pianist Bud Powell, bassist Paul Chambers, and drummer Art Blakey.

**JEAN COCTEAU**

In his latest work, Cocteau explores the theme of love in the modern world, drawing on his personal experiences as well as those of his mentors.

**MARCHES FOR CHILDREN**

Children's Marching Band. CR-1109.

This collection of marches is suitable for all ages and can be enjoyed by both children and adults.

**INTERNATIONAL**

**A DANCE VISIT TO IRELAND**

The McCracken Band. Atlantic Atlanta 55-1115.

This package can be enjoyed by dancers of all ages, featuring traditional Irish dance and music.

**LATEST RELEASES**

**STEVE LAWRENCE**

There's Been Changes! (Skeeter-D). This album features a group of top jazz musicians, including pianist Bud Powell, bassist Paul Chambers, and drummer Art Blakey.

**DION AND THE BELMONDS**

The first album by the hottest group of '59. LaBelle LP-1002.

**NEW***

Breaking with a Bang.

**BIG BILL**

By the Snappers. FOX 148.

**BAND***

The watchdogs of Broadway.

**DION AND THE BELMONDS**

One of the most popular groups of the month, this album features a diverse range of musical styles.

**CHILDREN'S***

Music for Little Folk Poppers in Hi-Fi.

This album is perfect for parents looking to introduce their children to the world of music, featuring a wide range of nursery rhymes and children's songs.

**MODERATE SALES POTENTIAL**

**POLKA***

Steen's Polka Band. RCA-Victor 1248.

This album features traditional polka music performed by a group of top jazz musicians, including pianist Bud Powell, bassist Paul Chambers, and drummer Art Blakey.

**SOUND***


This album features a diverse range of musical styles, including bluegrass, country, and rockabilly.

**POPPULAR***

**MELLOPHONE THAT LINGER**

Curtis Mayfield. Verve V-8004.

This album features a range of musical styles, including jazz, funk, and soul.

**ADDITIONAL COPIES***

**SUMMER RECORD PROGRAMMING QUARTERLY***

Includes two top ten records in each of 40 quantities in 25 or more, on a "first come, first served" basis.

Ideal for disc jockey programming, weekly plugging to promote programs, newspapers, and as a reference guide.

**ORDER NOW***

Mail to: The Billboard, Merchandise Div., 2160 Patterson St., Cincinnati 22, Ohio.

Order by phone or telegraph:

Name: Street: City: State:

Order number: 13,599

HERE IT IS!!!!!

The Sound of...

ROMANCE WATSON

singing

"COME A LITTLE CLOSER"

b/w

"UNTIL THE REAL THING COMES ALONG"

WHERE IS Romance

9-62133

WHO IS Romance
TEENFASTIC!
GARY STITES
CARLTON 516

A GIRL / HEY,
LIKE YOU / LITTLE GIRL

SHASH FOLLOWUP TO "LONELY FOR YOU" DEBUTS ON DICK CLARK SHOW SAT JULY 18
### The Billboard's Music Popularity Charts - POP SONGS

#### The Nations Top Tunes

**For survey week ending July 4**

<table>
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<tr>
<th>Week</th>
<th>Last Week Chart</th>
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</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>The Battle of New Orleans</td>
</tr>
<tr>
<td>By Joanne Driscoll—Published by Warner (BMI)</td>
<td>BEST SELLING RECORDS: Johnny Horton, Col 41338. RECORDS AVAILABLE: Joanne Driscoll, Vit 7534; Vassal Moseley, Vit 7497; Pia Jergert and Frank Hamilton, Folkways 201; Buddy Starshon, Buckay 418.</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Lonely Boy</td>
</tr>
<tr>
<td>By Paul Anka—Published by Spotta (BMI)</td>
<td>BEST SELLING RECORD: Paul Anka, ABC-Paramount 6102.</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>Personality</td>
</tr>
<tr>
<td>By Lipan &amp; Price—Published by Lloyd-Lopez (BMI)</td>
<td>BEST SELLING RECORDS: Lloyd Price, ABC-Paramount 16118.</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Waterloo</td>
</tr>
<tr>
<td>By Wilkins—Published by Columbia (BMI)</td>
<td>BEST SELLING RECORD: Somessmilie Jackson, Col 41391.</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Lipstick on Your Collar</td>
</tr>
<tr>
<td>By Leon-Gerstein—Published by Jay (ASCAP)</td>
<td>BEST SELLING RECORD: Connie Francis, M-O-M 12704.</td>
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**Second Ten**

<table>
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<tr>
<th>Week</th>
<th>Last Week Chart</th>
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</thead>
<tbody>
<tr>
<td><strong>11.</strong></td>
<td>Frankie</td>
</tr>
<tr>
<td>By Joshua—Complete—Published by Allen (BMI)</td>
<td>BEST SELLING RECORDS: Connie Francis, M-O-M 12781.</td>
</tr>
<tr>
<td><strong>12.</strong></td>
<td>Bobby Sox to Stockings</td>
</tr>
<tr>
<td>By Faith—Complete—Published by Debrah (ASCAP)</td>
<td>BEST SELLING RECORD: Connie Francis, M-O-M 12794.</td>
</tr>
<tr>
<td><strong>13.</strong></td>
<td>A Boy Without a Girl</td>
</tr>
<tr>
<td>By N. Jacobson &amp; R. Seter—Published by Arch (ASCAP)</td>
<td>BEST SELLING RECORDS: Frankie Avalon, Capitol 1046.</td>
</tr>
<tr>
<td><strong>14.</strong></td>
<td>Forty Miles of Bad Road</td>
</tr>
<tr>
<td>By Donn Eddy and Al Coe—Published by Gregg Marson (BMI)</td>
<td>BEST SELLING RECORD: Donn Eddy, Janie 116.</td>
</tr>
<tr>
<td><strong>15.</strong></td>
<td>I Only Have Eyes for You</td>
</tr>
<tr>
<td>By Harry Warren—Published by Remick (ASCAP)</td>
<td>BEST SELLING RECORDS: Frankie Avalon, Capitol 1046.</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>21.</strong></td>
<td>There Goes My Baby</td>
</tr>
<tr>
<td>By Patricia J. Tenney—Published by Pat Proctor (BMI)</td>
<td>RECORD AVAILABLE: Orsino, Atlantic 12705.</td>
</tr>
<tr>
<td><strong>22.</strong></td>
<td>What a Difference a Day Makes</td>
</tr>
<tr>
<td>By Grace—Complete—Published by R. B. Marks (BMI)</td>
<td>RECORD AVAILABLE: Grace Washington, Mercury 71115.</td>
</tr>
<tr>
<td><strong>23.</strong></td>
<td>You're So Fine</td>
</tr>
<tr>
<td>By L. Frank—Complete—Published by Alkins (BMI)</td>
<td>RECORDS AVAILABLE: Downbeat, Prestack 1649; Falcone, Eunet 1649.</td>
</tr>
<tr>
<td><strong>24.</strong></td>
<td>Just Keep It Up</td>
</tr>
<tr>
<td>By G. Black—Published by Jastak &amp; Tolls (BMI)</td>
<td>RECORD AVAILABLE: Dee Clark, Amber 1928.</td>
</tr>
<tr>
<td><strong>25.</strong></td>
<td>Twist Twelve and Twenty</td>
</tr>
<tr>
<td>By Aaron Schroder and Freddie Gold—Published by Spoon (ASCAP)</td>
<td>RECORD AVAILABLE: Pat Boone, Dot 1999.</td>
</tr>
</tbody>
</table>

**Sixth Ten**

<table>
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<th>Week</th>
<th>Last Week Chart</th>
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<tbody>
<tr>
<td><strong>26.</strong></td>
<td>Sweeter Than You</td>
</tr>
<tr>
<td>By E. Knight—Published by Hillburn (BMI)</td>
<td>RECORDS AVAILABLE: G. W. Smith, May 1159.</td>
</tr>
<tr>
<td><strong>27.</strong></td>
<td>A Big Hunk o' Love</td>
</tr>
<tr>
<td>By Bruce—Complete—Published by Gladys (ASCAP)</td>
<td>RECORD AVAILABLE: E. C. Presents, Vit 7660.</td>
</tr>
<tr>
<td><strong>28.</strong></td>
<td>Lavender Blue</td>
</tr>
<tr>
<td>By H. McEvoy &amp; E. E. Doherty—Published by Joy (ASCAP)</td>
<td>RECORD AVAILABLE: Columbia, Calico 304.</td>
</tr>
<tr>
<td><strong>29.</strong></td>
<td>This I Swear</td>
</tr>
<tr>
<td>By H. McClaren—Published by Calico (ASCAP)</td>
<td>RECORD AVAILABLE: Spectrum, Calico 104.</td>
</tr>
<tr>
<td><strong>30.</strong></td>
<td>The Wonder of You</td>
</tr>
<tr>
<td>By R. R. Knight—Published by Bantam (BMI)</td>
<td>RECORD AVAILABLE: R. D. Vaughan, Vit 7660; Victor Young, Dec 1092.</td>
</tr>
</tbody>
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**Riboll Roll of Hits**: This column 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.
& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough momentum through the country for inclusion on any national chart anywhere, have already stimulated considerable regional action. Each position indicates relative potential to earn an early listing on the Hot 100.

1. MARTINIQUE (30,000, Vanguard) — Latha, Liberty
2. TIME MARCHES ON (25,000, Vanguard) — Latha, Liberty
3. ALL NIGHT LONG (20,000, Vanguard) — Latha, Liberty
4. MONA LISA (15,000, Vanguard) — Latha, Liberty
5. SUSIE (10,000, Vanguard) — Latha, Liberty
6. BABY TALK (5,000, Vanguard) — Latha, Liberty
7. FURRY MURRAY (2,000, Vanguard) — Latha, Liberty
8. A VERY PRECIOUS LOVE (1,000, Vanguard) — Latha, Liberty
9. ALMONY (500, Vanguard) — Latha, Liberty
10. CRY (250, Vanguard) — Latha, Liberty

REVIEW OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

FAIS DOMINO

FAIS DOMINO BAKER

I'M GONNA BE A WHEEL SOMEDAY (Travie, BMI) — I WANT TO WALK YOU HOME (Alain-Edwards, BMI) — Domino should click again with this potent two-sider. It's hard to choose a top side. Both are given to the artist's evocatively high vocal treatment, and both appear to be likely clicks.

Imperial 5606

LA VERN BAKER

SO HIGH, SO LOW (Progressive, BMI) — IF YOU LOVE ME (Doshess, BMI) — Miss Baker sounds chart bound again with her latest disk. "So High" is a bright rocker that is adapted from an old spiritual. 'If You Love Me' is the more expressive reading of the old, done in rock-and-roller style. Both should coast in.

Atlantic 2033

TONY BENNETT

SMILE (Bourke, ASCAP) — Bennett warbles the tender theme from the old Chaplin movie, "Modern Times," in winning fashion. The warm and sincere vocal provides him with one of his best outings in a while, flip is "You Look." A definite "Em All," (Firm, ASCAP). Calhoun 41434

JOHNNY & THE HURRICANES

BUCKEYE (Vicki, BMI) — The crew can repeat the success of 'Crossfire' with either of these two driving sides. They have a similar, contagious sound, and the teens should easily take to either.

Warwick 599

THE OLYMPICS

PRIVATE EYE (Arvee, BMI) — BABY HULLY GULLY (Arvee, BMI) — The Olympics have a great deal of success since "Western Movies." 'Private Eye' is a clever item that spoofs today's TV detectives, and they read it in a manner that strongly reminds of their previous hit. 'Hully Gully' is a bright ditty that describes a new dance, and the tune is handled just as smartly.

Arvee 5662

THE HONEY SINGING CHORALE

THE TOY DRUM (Knoblod, ASCAP) — The group presents an attractive tale about a toy drum and a young man — and the record's best since "The Little Drummer Boy." It's a potent side that can be a winner. Flip is "Lorraine." (Ashdown, ASCAP).

20th Fox 152

THE THREE GRACES

BILLY BOY'S TUNE (BILLY BOY'S FUNERAL MARCH) (Gannt, ASCAP) — The girls offer a sharp version of a first-rate piece of material. Despite the odd title, the disk is on the sentimental side. An interesting use of the funeral march melody and clever lyrics put that side in for heavy spins. Flip is "Lonesome & Sorry." (Mills, ASCAP).

Golden Crest 528

PAUL PEAK

WAIKIKA BEACH (Lower, BMI) — GEFF, BUT I MISS THAT GIRL (Wonder, BMI) — Peak has two potent entries that should put him on the charts again. "Waikika Beach" is a moving rocker that he shouts with gusto. It's good, a seasonal side, Flip is a pounding rock-and-roller, and the chorus is given a strong awk assist.

NRC 023

THE WANDERERS

I'M NOT ASHAMED (Beechwood, BMI) — ONLY WHEN YOU'RE LONELY (We Three, BMI) — The Wanderers come thru with fine renditions of two pretty songs. Both are rockabilly and on each the crew provides listenable harmonies in support of a strong lead vocal. Either can score.

Club 9025

Country & Western

NO SELECTIONS THIS WEEK.

Rhythm & Blues

NO SELECTIONS THIS WEEK.

The correct publisher for "Tango Militaire," a Spotlight in last week's issue of The Billboard, is Shapiro-Bernstein, ASCAP. David Jones, BMI, is the correct publisher for "A Girl Like You," a Spotlight in last week's issue of The Billboard.

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories, because of the opinion of The Billboard Music Staff, they deserve exposure.

POP DISK JOCKER PROGRAMMING

TED KING

IT HAPPENED ONLY ONCE BEFORE (Knoblod, ASCAP) — PLEASE BE KIND (Harms, ASCAP) — Miss King wraps up two pretty tunes in lightly listenable fashion. Her creamy piping on the "two lovely sides should prove a listener's delight. Both sides are most spineable.

Coriol 62128

(Continued on page 34)
RUSS CONWAY
"sive crushes "Thing."

JOHNNY TILLOTSON

Johnny has a beat and group on a novelty rhythm-rocker. (Bremi, BMI)

DEAN HAYWELL

BELL NOTES

** BELL STARR

** THE EXECUTIONER THEME

** THAT'S MY GIRL

** THE PYRAMIDS

** LOOPY LOOPY LIL

** THE JEWEL BRIAN TEDDY

** COZY COLE

** COZY COLE

** THE LONELY ONE

** THE JUNGLY SINGERS

** THE MULCAYS

** THE ARENA TWINS

by the Arena Twist, over good support. (BMI, BMI)

DELMER BROTHERS

**** Muddy Water — KING 5244 — EfSociable on pretty western backings. Another good dual - market item. (BMI)

** Blue Stay Away From Me — Carney, ASCAP — A definite trend song on strong vocal backings. Also cut by Dick Williams on Delmar, Delmark market. (BMI)

BUDD McCOY

**** Walk Around — RCA VICTOR 7566 — Strong rhythm group on bouncy rhythm treatment of title. Has a good melody and makes a very strong dual side. (BMI)

** THE ALS - THE SWINGERS

** The Edgar Allan Poe poem "The Bell" is slow, ballad type with title. A double sided title. (BMI)

CHAM ROSEMA

** The Hippy Blues — DELFI 4159 — This Roosevelt with mild wild singing with a lot of noise and rhythmic development, is the song of the hip style. A strong side that could be big. (BMI, BMI)

** THE MULCAYS

** THE BASSIST

** THE SPANISH SLEDGE

** DOLL HOUSE

** Cannonball Blues — BELL 4159 — A new title, on a very unusual rhythm treatment. Gave a specially strong chart. The side can move for pop and M & M markets. (BMI, BMI)

CHAMPION JACK DUPREE

** Frankie & Johnny — ATLANTIC 110 — A good M & M title, slow with Johnny blues by Jack Dupree which also works well in the rhythm markets. A good side here, especially for blues fans. (BMI, BMI)

** STROLLIN' — Jack Dupree sings about "New Orleans" in its typical style, bluesy but very swingy. A pop side by the chart. (Progres, BMI)

JOANNE CAMPBELL

** Red Bird — CONE 5668 — A solid pop of Bosker instrumental with catchy lyrics. Great winner. (BMI, BMI)

** I Ain't Got No Study Date — Vicetone singing for comedy at its most effective side with interlaced lyrics. (Marlboro, BMI)

BOB NEWHOL

** Rattlin' — FIDEL 5246 — A slow novel on a novelty style treatment. Has a strong rhythm and chorus on novelty type with title. A good side here. (BMI, BMI)

** King of Country Truck Drivers — A Novelistic model and(". The second side is by the chart. (BMI)

BILL DARNELL


** Ku-Ku-Ding-Dong — Funky rhythm-rocker with spiritual beat is chaveed with strong rhythmic interest. (BMI)

BILLY WILLIAMS AND BARBARA MUNAR

** We've Got A Way — TIDE 4121 — Old novelty, worked by duets. A very effective producers. Great jockey side. (BMI, BMI)

(Continued on page 25)
**Reviews of New Pop Records**

1. **Dream Goodbye, Jimmy, Goodbye**
   - **Artist:** PETER GUNN
   - **Record Label:** IT'S LATE
   - **Comment:** A delightful song with a catchy melody and pleasant instrumental arrangement.

2. **The Wanderer**
   - **Artist:** TONY SHEPPED
   - **Record Label:** IT'S LATE
   - **Comment:** This tune is perfectly suited for the Wanderer, who loves the classics and harmonies

3. **Trouble in Mind**
   - **Artist:** MILLION BAGG
   - **Record Label:** RCA VICTOR
   - **Comment:** A trouble in mind tune, this number is handled by Shepard with an assist from a fine group. It is a Merry-Go-Round Shuffle, ASCAP

4. **Job**
   - **Artist:** TONY SHEPPED
   - **Record Label:** IT'S LATE
   - **Comment:** A deep-wounding number of a solid shaker blues. No loss pop and a jaw, upper. (RCA, ASCAP)

**Moderate Sales Potential**

1. **Benny Sigler**
   - **Record Label:** EDDY BIRD
   - **Comment:** A Benny Sigler on a BEE 1153. There’s a lot going on in this record with the vocal coming from far off mic and driving. It’s a blues done in low-key. © BEE, ASCAP

2. **Sparks From Nowhere**
   - **Artist:** THE VALIANTS
   - **Record Label:** DECCA
   - **Comment:** With its watery and sea gulls, and then the perfect Mr. Dynamite, there’s a S.F. announcement about the days at the beach. © Decca, ASCAP

3. **Justin Taylor**
   - **Artist:** BILLBOARD’s jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)

**Great Sales Potential**

1. **Bob McFadden**
   - **Record Label:** BRUCKNELL 5144
   - **Comment:** A nifty number for you boys, but it’s a little too soft to be a hit. © Brucknell ASCAP

2. **Bugsy**
   - **Record Label:** BILLBOARD’s jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)

**Selling Sheet Music in Britain**

1. **Dream Lover**
   - **Artist:** BOBBY DARIN (London)
   - **Comment:** A simple melody that is sure to be a hit. © Pye, ASCAP

2. **Good Night Irene**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Warming up nicely. © Decca, ASCAP

3. **I'm Wasting Too Long**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Catching on quite well. © Decca, ASCAP

4. **Blind Spot**
   - **Artist:** BILLBOARD's jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)

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

1. **The Battle of New Orleans**
   - **Artist:** BUCKY DAVIS (London)
   - **Comment:** A simple melody that is sure to be a hit. © Pye, ASCAP

2. **Quiet Village**
   - **Artist:** BUCKY DAVIS (London)
   - **Comment:** Warming up nicely. © Decca, ASCAP

3. **Dream Lover**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Catching on quite well. © Decca, ASCAP

4. **Kansas City**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Warming up nicely. © Decca, ASCAP

5. **Personality**
   - **Artist:** BUCKY DAVIS (London)
   - **Comment:** Catching on quite well. © Decca, ASCAP

6. **Lonesome Train**
   - **Artist:** BUCKY DAVIS (London)
   - **Comment:** Catching on quite well. © Decca, ASCAP

**Selling Sheet Music**

1. **Good Night Irene**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Warming up nicely. © Decca, ASCAP

2. **Blind Spot**
   - **Artist:** BILLBOARD's jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)

3. **Blind Spot**
   - **Artist:** BILLBOARD's jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)

**Selling Sheet Music**

1. **Dream Lover**
   - **Artist:** BOBBY DARIN (London)
   - **Comment:** A simple melody that is sure to be a hit. © Pye, ASCAP

2. **Good Night Irene**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Warming up nicely. © Decca, ASCAP

3. **I'm Wasting Too Long**
   - **Artist:** ANTHONY NEWLEY (Decca)
   - **Comment:** Catching on quite well. © Decca, ASCAP

4. **Blind Spot**
   - **Artist:** BILLBOARD's jobber effort with another seasonal twist. Val gives it a nice reading. (Eddy, ASCAP)
Around the Horn
Jimm Reeves, currently on an extended stay at the Commercial Hotel, Elk City, Okla., has a new RCA Victor release titled "Partners." Dove
jays may obtain a copy by writing to Reeves' manager, Herb Sh彻er, at Box 128, Madison, Tenn. "Jimm Reeves and Bird Jamborober," country music show based on the following: 4:30 a.m., over WAVL, Apollo, Pa., list the following: Combat veteran
Vokes, Bruce Spangler, Handy Fowler, Pete Dumas and Junie Lou Kelly and Her Pine Ridge Ranch Hands, Howard Vokey Jr., Joe's Maginnis, Mabeline Baker. The artists are in need of a sponsor.

Carl Below, Jimmy Martin and the Sunny Mountain Boys, of "Mississippi Hayride," Shreveport, are planning a tour of the "Jubilee U.S.A. from Spring-
orsations, Shreveport, La., Aug. 2. In connection with their gospel sing-
ing, the boys are publishing a paper called the Bible Duster, modeled after Walter's song, "Just on the Bible." A post card addressed to the boys at LAke, Ark., will fetch a copy.

Lon McAllister and His Vic
Nashville, Tenn. The Brooks' latest
on "Jubilee U.S.A. from Spring-
ning Ray Walker, Columbia
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MODERATE SALES POTENTIAL

**#2** My Little School Mate - Frank Sinatra

**#3** I Don't Want You To Go - Doris Day

**#4** Mother Carey - The Penguins

**#5** Dream Lover - Bobby Darin

**#6** Time Of The Season - The Zombies

**#7** Never On Sunday - Patti Page

**#8** The Things We Do Together - The Platters

**#9** Are You Lonesome Tonight? - The Everly Brothers

**#10** Do It Again - Johnny Mathis

**#11** The Little Old Lady From茈awyer County - The Ink Spots

**#12** Up Above My Head - The Dell's

**#13** There Is Always Tomorrow - The Penguins

**#14** Hello Love - Jack & Bobby

**#15** Searchin' - The Isley Brothers

**#16** Where Have All The Flowers Gone - The Mamas & The Papas

**#17** Apache - The Shadows

**#18** Stop! In The Name Of Love - The Miracles

**#19** There Goes My Baby - Dee Dee Sharp

**#20** I'll Remember April - Jimmy C. Newman

**#21** My Boy - Percy Sledge

**#22** I'm A Believer - The Monkees

**#23** The Battle Of Jericho - The Supremes

**#24** The Letter - The Box Tops

**#25** Don't Make Me Over - Eydie Gorme

**#26** Blueberry Hill - Fats Domino

**#27** To Love Somebody - The Beach Boys

**#28** Happiness Is Having A Car - The Rascals

**#29** I Only Have Eyes For You - The Flamingoes

**#30** If You Gotta Go - The El Dorados

**#31** Rock Around The Clock - Bill Haley & His Comets

**#32** Don't Get Around Much Anymore - Tony Bennett

**#33** The Yellow Rose Of Texas - The Dixie Chicks

**#34** For The Good Times - Willie Nelson

**#35** Tootie Roll - Huey Piano & His Reggae Rhythm

**#36** Little Bitty Pretty One - The Silhouettes

**#37** Who's Got The Change - The Isley Brothers

**#38** moonlight and Roses - Dusty Springfield

**#39** Modern Instrumental - The Ventures

**#40** For The Good Times - Conway Twitty

**#41** Sweet Georgia Brown - The Moonglows

**#42** The Things We Did Together - The Platters

**#43** Looking Back - The Emotions

**#44** The Walk - The Searchers

**#45** The Bells Of St. Mary - The Ventures

**#46** The Battle Of Jericho - The Supremes

**#47** Dry Your Eyes - The Shirelles

**#48** All I Ever Need - The Platters

**#49** I'll Remember April - Jimmy C. Newman

**#50** The House That Jack Built - The Turtles

**#51** Don't Be Ashamed - Big Joe Turner

**#52** Stop The World I Want To Get Off - The Beatles

**#53** Be-Bop-A-Lula - The Saddles

**#54** The Great Pretender - The Platters

**#55** All Right Now - Free

**#56** The Things We Did Together - The Platters

**#57** The Letter - The Box Tops

**#58** Make Your Own Kind Of Music - The Kinks

**#59** The World Is Waiting For The Sunrise - The Everly Brothers

**#60** Blue Suede Shoes - Carl Perkins

**#61** varieties - Various Artists

**#62** The Letter - The Box Tops

**#63** The World Is Waiting For The Sunrise - The Everly Brothers

**#64** Blue Suede Shoes - Carl Perkins

**#65** varieties - Various Artists

**#66** The World Is Waiting For The Sunrise - The Everly Brothers

**#67** Blue Suede Shoes - Carl Perkins

**#68** varieties - Various Artists

**#69** The World Is Waiting For The Sunrise - The Everly Brothers

**#70** Blue Suede Shoes - Carl Perkins
Audio Feedback

**Continued from page 13**

things on the side. That's what happened when the stereo disk came along.

**MONOAL STILL WANTED**

Like mono tape, N.A. no longer produces mono records nowadays. But there's a market for it. Everybody forgets the market when stereo tape came along.

"Recently we at Audio Devices created our blood-and-thunder promotion. The customer got a reel of tape with blood-and-thunder classics when he bought another reel of blank tape. The two-tape package cost him only $1 more than the price of two reels of blank tape. It worked so well, we're in our second printing." "Well, we made 'Blood and Thunder' available in both monaural and stereo versions. I just checked the figures yesterday and the stereo version is outselling the monaural by only two and half to two. We expected it to be 10 to 1. The demand is certainly there but the product hasn't nobody's producing monaural recorded tapes."

**DELICIOUS DISKS**

One of the advantages of recorded tape over the disk is the fact that the tape, the recording medium, can be used over and over again. What are you going to do with a disk that you discover has a scratch on it?

"Not entirely," said C. J., with a prankish look on his face. "Some years ago someone took out a patent on a chocolate disk, the principal advantage of which was that it could be eaten when one tired of the music."

"Wouldn't you ask," he added, "that's the inherent seduciveness of the record industry that has prevented this boon in recorded music from happening?"

We have no opinions on that subject, but we do have a question about the chocolate disk patent were, as he stoutly maintained, a reality, how capable is milk chocolate of reproducing transcendentally?

**Reviews of New Pop Records**

**Continued from page 37**

Blackmore

**B. B. King**

"Teach Peace" - SUNDAY 445. Brazil and others team up with B. B. and his Victorians on this double-hit record side. The blue-gene quality. "Good."" **Love Is a Song" - Marsha Blockman

"It's too bad one-topped sides in acid style. Bill former seven seven. May:" **Butterfly**

**BUTCHER & CHEL**

**AC 444** String Along With Fat-O-Mine - BMI (Interlude) - Must take off on the popular Western TV hero should come out for this Berry. side. Has no amazing memories, the hit becomes involved in multiple situations. And pleasant things. (Edgar, BMI)

**More String Along With Fat-O-Mine**

**BUTTERFLY**

"It's a King In Your Church" - STAR- DAY 444 - Good advice. Even the first song that's got any dental in it together and help each other along the way. A bright cut sound and a warm tune while message can get this sacred section Sunday, May 3rd.

**When You Knew**

"A sad, sad thought, close to the country heart and nature, yet not too hard to lose with this man just. Well performed. (Norman, BMI)

**Sacred**

**Reviews and Ratings of New Albums**

**Continued from page 25**

MODERATE SALES POTENTIAL

blue films is a wild job of moving on this exciting era in which team from the opening team. Here's Mike's off here, Donnington." The other team has hit of the movie. C. J. is in the perfect." "Robbins Net" and "Leaves Leap; a sweet version of this perfect one. Here's just good, just singing.

**MAILES A FORETHOUGHT**

Vic Firthton. Interlude 76, Essential 76, this is the exact-cut record of this exciting era. Here's Mike's "one one." Here's Mike's "one one."

**CONCERTS AND BANDS**

Bud Collins & The Full Winners. Interlude 76, this is the exact-cut recording of this exciting era. Here's Mike's "one one."

**LATIN AMERICAN**

**THAT LATIN BEAT!**

Tim Ayres, with Oh, Core BN 312. (Shreve & Marcus) Presently has a part, with the-better-studios and Latin authen-
ticity. If customers are looking for very, very Latin-chacha, they'll want these.

**Election Nod**

**Continued from page 2**

Include all 15,000 Los Angeles area musicians was rejected by the Board, since majority of the record is not called upon for movie score work. In recommending dismissal of A.F.M. charges of "discrimination" against record is not called upon for movie score work. For refusing to hire non-MGA members. NRL trial examiner Heman Marx said union shop provi-sions could apply to the movie scores, who are for all practical purposes "regular part-time em-ployees." Mat agreed a Supreme Court ruling which cleared "free riders" who receive benefits of union representation, as are common in the motion picture industry to the Supreme Court at hearings, as is common in the motion picture industry to the Supreme Court at hearings.

**Distribs Meet**

**Continued from page 2**

weekend headquarters for the dis-trib, and studio staff. There'll be a day and date night at Disneyland for all gos-terds and families, personal appearances by Disney stars Antaric, Robert Blake, Rex Allen, Guy (Zorro) Williams, "Tut- tis" Transports, and others, music tour of the Disney studios and screenings of new Disney TV and movie product.

**TraVler Models**

**Continued from page 13**

positioner and a unique single lever control which automatically selects speeds and starts changing at the same time. The all-in-one mechanism runs at $199.95. To complement previously released in-one con-sole with built-in external speakers, TraVler has added another slim-line speaker cabinet consisting two six-inch P.M. speakers at $499.95 for mahogany and $599.95 for blonde or walnut. (Patent Application filed.)

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**PHOTOGRAPHY**

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**COFFEE**

**BAND OF TEARS**

**MARY JOHNSON**

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**LATIN AMERICAN**

**THAT LATIN BEAT!**

Tim Ayres, with Oh, Core BN 312. (Shreve & Marcus) Presently has a part, with the-better-studios and Latin authen-
ticity. If customers are looking for very, very Latin-chacha, they'll want these.
Polack Draws Utah Crowds

SALT LAKE CITY — Polack Gardens in Salt Lake City reported the sale of more than 20,000 people to Derks Field here and Fan Pier, Boston, Monday (27). On Friday (26) 2,000 saw the after- noon show and 6,000 attended the night show. On Saturday (27) some 5,000 people caught the matinee and the final performance over.

One of the elephants, sprained a leg during the walk from the train to the park. At Provo (24) 5,040 attended the afternoon show and 3,000 the night performance at Timp Ball Park. At Ogden, the Shrine show drew crowds of 2,043 and 3,191 to Affleck Ball Park Monday (22). Frankie Polack was shown and 3,480 to the night perfor- mance Tuesday (23).

DIE MAR. Calip. — Paul T. Manno, who leaves the manager- ship of the Southern California Ex- position on August 1, wound up his term of office in a blaze of receipts records. The 10-day fair closed Sunday (6), with new records the rule rather than the exception. Attendance for the run was 258,015; which beat the 195,367 record of 1948. The final day of 32,805 set an all-time new record, bringing in the 255,643 mark for the week. 

Chicago Int'l Fair Pulls 367,481 In Week

CHICAGO—Chicago's Interna- tional Trade Fair, which Friday (3) opened its 13-day run at Navy Pier, reported the sale of more than 5,000,000 people to Navy Pier and Soldier Field in the first seven days of its run from an attendance standpoint.

Thru Thursday (9), the end of the seven-day period, the gate count reached which put the fair well on its way to building a new attendance surplus. Adult admission is $1.50, Kids, 50 cents.

The gate fees entitle the fair- goers to see the talent attractions at no charge. Some of the shows are offered at the pier's end from a stage set on a barge in Lake Michigan before uncrowed bleachers which seat about 8,000. The other attractions are presented in the pier's auditorium, which accommodates about 4,000 persons.

Tommy Bartlett's Water Show, the Acapulco High Divers, and a show titled Holiday Island Show, plus nightly fireworks, are offered at frequent intervals throughout the day at the end of the pier. The Holiday Island Show offers the Haitian Dancers, the Ballet Es- ponal, and the Ceylon National Dancers, plus Lou Breese's orchestra.

The indoor show, a four-day stand produced by Taby- japese dancers, Johnny Pine- apple and his orchestra. Janie & Noc and the Rodeo Cow- boys; the Rodeo Chaps; and Company Dancers of India, nd Frankie Masters and his orchestra.

The fair is a powerful buildup by England's Queen Eliz- abeth II for the summer residence period Monday (6). Her appearance in Chicago was given intensive treat- ment by TV, radio and newspapers, and this, coupled with her tour of the fair, focused great attention on the exposition.

On the week's "what's good" tour, the fair's new endorsement is enough for us." Chicago area resi- dents thonged to the fair. The crowds were so big they blocked the aisles of the long pier, which was not built for fair purposes.

Intercontinental exhibitors, however, were pleased with the sales and interest sparked by their par- ticipation and at the end of the first week they had fair officials talking of a repeat of fair in 1965.

"This will easily be our greatest year," Maurice E. Hartnett, Staples- man manager and president of the International Association of Fairs and Expositions, observed at noon Friday (10) after the opening night of his run by 3,000, youngerlings and parents had crowded the grandstand and its enclosure Friday afternoon for their special show. Previous peak attendance for the full run was slightly under 550,000.

The Madison Square Garden debut of the first week's presentation was sharply, 252,306, beat the 191,683 mark for 1958. The paid mark is expected to increase as ticket sale reports are checked from the Navy and the Parent-Teachers Association, which sell reduced price tickets prior to the opening.

The weekday crowd of 32,323, on July 3 broke the old mark of 25,643, set in 1957. The 32,323 crowd is shown and 3,480 to the night perfor- mance Tuesday (23).


NEW YORK — Advance sale tickets show the opening performance of the Russian Festival of Music and Dance, 210- person aggregation imported by S. Hurek. The Madison Square Garden debut on Tuesday (7) drew critical notices from every newspaper and wire service re- viewer.

The group includes dancers, singers and musicians of the Plisetsky Russian Folk Choir, and dancers from the Georgian, Armenian and Kazakhstania State Compan- nies, Moscow Dance Company and Bolshoi Ballet.

The revue, which is played by Boris Pokrovsky, principal pro- ducer of the Bolshoi Theater. It has played to packed houses in Los Angeles, Los Angeles, San Francisco and Oakland, Calif. before the end of the tour on August 10.

Pokrovsky produced two pro- grams, one of which was of- fered last week, ending Saturday (11), and the second running from Monday thru Saturday (11-18). Tickets for all performances were sold out before the first week's presentation was held over. Critics lauded the dance, music and con- suming of the show, plus its fast pace and stage-running action.

ROSCOEFT, Md. — Mae Hong has joined the staff at the Rosenstock Music Circles as publicist. She has represented several carni- vals, circuses and will bellyhop the summer stock season, held at Rosenstock race track.

ica outdoor show business who know Reilly, who in recent years has been in charge of several events for Mayor Daley. Reilly long has been outstanding a producing spe- cial events. He headed the fair or was associated with the special events department of numerous fairs, including the New York World's Fair and the St. Louis World's Fair. He has been a repeat speak- er at the AdvertisingUbility-Pro- motionFairs.SponsoredbThe Billboard.
ESE Sets Shriner, Herman and Rodeo
Zoro, RCAF Band, Latin Dance Group
Round Out Line-Up; Navy Flies Return

WEST SPRINGFIELD, Mass.—Zoro, the energetic and acrobatic WWII veteran, the RCAF Band, the Zoro Hermanos, the latin dance group, the Herberti Rodeo round out the indoor entertainment picture for this fall’s Eastern States Exposition, according to general manager Jack Reynolds. The Top Marv Entertainment Co. allocated signing other Coliseum attractions, such as the band of the Royal Canadian Air Force exhibition ride by the Royal Canadian Mounted Police. In the Musical Revue will be performances by Herb Shriner, the Woody Herman Band, and the Ballet Espagnol-Mexico-Vargas.

Coliseum show will be presented nightly, September 20-26. The entertainment band will make its first appearance here on Saturday, September 19, in a musical salute to the governors on the Hermits of Nantucket. They will also give a 5:30 p.m. concert and a special Coliseum concert but minus the offerings for the governors and their guests.

Also on the schedule is a show of concert outdoors at 5 p.m. daily, and a display of marching and specially selected marching bands in the Coliseum nightly at 8 o’clock. The rodeo has a 3 p.m. matinee on Sunday (28) and a 8 p.m. performance nightly thereafter. Ticket prices are $1.75, $2 and $2.50.

3 Days For Blue Angels

The Navy’s precision flying team, the Blue Angels, will have 30 minutes today for show. The Blue Angels’ previous performance was on Wednesday, Thursday, and Friday.

The Musical Theater has been operating this year west of the New York State Fair, with a series of musical revues. During the week, the Latin-American-Spanish dance troupe has been in the spotlight, Saturday through Monday, plus a Sunday returning at 2 p.m. For a second week, the music of the angels will harmonize the opening for the continuing cowboy classic this year, Tommy Steiner, rodeo producer, Eldest Stacey of the Montgomery Ward Westerns, and other interested parties were frequent New York visitors since last year.

This fall’s production will eliminate the wild horse acts and retain the five main competitive events. Performed in the arena, plus, is being trimmed to $15,000 in each event, for a total of $75,000 for all prizes and money, for riding and $100 for copping rides, and for the large ring.

Only talent set thus far is Gail Davis (Annie Oakley of TV) and Jim Van Den, partner of Ken O’Brien’s gray mare comedy act.

Detroit Shriners Name Circus Producer Aug. 1

DETROIT—No decision on the selection of a new producer for the Detroit Shrine Circus will be made until about August 1, J. Murray Brown, Chief Ephemer of the sponsoring Mason Temple and director-general of the 6-13, told The Billboard, before leaving for the Shrine convention at Atlantic City.

The Detroit Shrine Circus has been connected with the circus for about 90 years, and has become one of the leading ones being interviewed at Atlantic City are: George A. Hummel, producer; Herbert Meier, producer; Hubertus Brown, producer; Maurice Edwards, producer; and Gene Moore, producer.

The Detroit Shrine Circus has been awarded the contract for the Southern Division of the Western States and will remain through 1961.

Still Dates

Pan Out for Simca Show

FREEPORT, N. Y. — Some 2,000 persons turned out to see the Portuguese Hall of the Wildcats. Saturday afternoon (9). Fielding eight while Simca, the unit presented a fast 90-minute Simca outing, but snappily raced routines.

Production manager is Dan Fleen and the show is a J. K. Taylor unit. Simca drivers included: Bob Gross, Jim T for and others. Richard (Wimpy) Peterson is the midget comet and Bill Brown handles the mikes.

The show’s long straightaway and banked turns permitted a two-wheel walking for dista.cescs up to 800 feet. He was coming out of still dates in better financial shape than usual, with 6,700 turnout at the Riverside Park in Agawam, Mass., helping greatly.

ELECTRICITY-A low on the voltage is causing a few problems, according to Mr. C. R. Dyer, of the Mako City Power Company, who said that he expects to have the problem solved by next week.

CIRCUS Warning!

For Kid Appeal Pump-it, Handwear, Rodeo

Diyke’s FARMYARD RODEO—A Canadian rodeo for children is planned for a return booking by the Metropolitan Opera at Masonic Temple Auditorium here. Frank W. Donovan, president of the Detroit Grand Opera Association.

The engagement will be May 23-27, 1945, first five days in place of the three of this spring’s booking, which was the first appearance of the Jessie ensemble of Chris Barber and Wolf Herman’s Zoro Hermanos, which will be three night shows and Saturday-Sunday matinees. All the features and the admission prices will be the same as the Coliseum performances.

Eastern States Exposition will conduct a beauty contest to provide for itself. The show is coming in with the state finals to be held in Pittsfield in February as a prelude to the State Fireworks Contest of the International Association at Fairs and Expositions.

N. Y. Garden Sets Rodeo, Inks Oakley

NEW YORK — The World’s Championship Rodeo, faced with extinction this year after a long period of consecutive years of running, has re-opened in hopes of greater public response. Dates are September 20 to October 20, including 28 paid performances and one charity date.

Ned Ireland of Madison Square Garden had confirmed this report that serious thought was being given to forgo the annual cowboy classic this year. Tommy Steiner, rodeo producer, Eldest Stacey of the Montgomery Ward Westerns, and other interested parties were frequent New York visitors since last year.

This fall’s production will eliminate the wild horse acts and retain the five main competitive events. Performed in the arena, plus, is being trimmed to $15,000 in each event, for a total of $75,000 for all prizes and money, for riding and $100 for copping rides, and for the large ring.

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ARENAS & AUDITORIUMS

MCA Plans Grocery Show; Vancouver Auditorium Opens

By TOM PARKINSON

FOLLOWING THE success of its similar shows in the southern circuit, Edco Music Corporation, a division of a company planning to play auditoriums in New Mexico, Colorado and Texas for Fannie Mae Super Marketers.

The program will include Jerry Lewis, the Crocodiles, Teddy Phillips band, and Hubert Castle, as well as other acts. It is Castle who has booked up the MCA circuit for Texas grocery chain stores. Admission to both shows is by ticket given when one buys groceries at one of the sponsors' stores. New show reportedly is budgeted at $18,000 per night.

VANCOUVER (B.C.) Civic Auditorium now is in the midst of its evening series of musical events that follow the dedication and opening ceremonies of July 5. The Vancouver International Festival includes symphony concerts on nine nights, an opera for performances on six nights, plus several recitals, followed by the Takarazuka Dance Theater for six nights, the national company of "My Fair Lady," and then a full schedule of principal events. John Pannerick is the manager of the new building.

FRANCIS VICKERS, managing the Austin (Texas) Municipal Auditorium & Convention Center, reports that its initial six months of operations have brought such divergent events as a 5,000-person convention, a 2,500-person handball, and 5,000-person inaugural ball, "Holiday on Ice," Boston Pops orchestra, and the Johnny Cash Show.

Coming up for Austin are the U.S. Army Band, July 30; the Air Force Band in September; the Stan Kenton Show, Master Players of Lipungo, Ponsenina Choir, Dallas Symphony Bach's Arias Group, Ballet Rosse, Jane Greco, National Harp Festival, and the four productions of Broadway Theater Alliance.

* * *

ANOTHER POWERHOUSE list of names is that of artists who will be at the Playboy Jazz Festival at the Chicago Stadium in August. Included are to be Count Basie, Dizzy Gillespie, Duke Bubeck, Kai Winding, Duke Ellington, Duques of Dixieland, Jack Teagarden, Louis Armstrong, Red Nichols, and as many other greats as possible.

* * *

TONY LAVELL's own-man show has been trouping a variety of buildings, believes his show is a better show than he was as successful in the large arenas and auditoriums as it is in concert houses. The reason, he believes, is that he was acclimated to the big buildings when he was touring with the Harlem Globetrotters. The Brandon (Man.) Wheat City Arena is one of the larger buildings where he believes the show proved out well.

Jacksonville, Fla., Bldg. May Cost $6,200,000

JACKSONVILLE, Fla. — The architectural firm drawing plans for a municipal auditorium on the downtown "riverfront" here, confirmed that it will cost $4,500,000 to construct the building.

City Auditor John W. Mollitser Jr., said the construction cost will be less than $6,200,000, the over-all cost of the project. The city paid $1,000,000 for the site, and costs of clearing and backfilling the property exceeded $700,000.

Meanwhile, city officials are taking steps toward early court validation of certificates of indebtedness aggregating $2,500,000 to finance the construction of the building. The city will save between $70,000 and $100,000 by financing the construction. The costs of a municipal auditorium have been fixed at $2,500,000 bond issue validated by the city, to cover the auditorium and a few feet of the River Drive.

Mollitser Madison explained that a new state law extending the 3 per cent sales tax to construction materials does not affect building projects for which revenue certificates are validated by the city prior to August.

Bone Resigns At Calgary

CALGARY, Alta. — Assistant manager of the Southern Alberta Theatre, William Bone, has resigned to enter business for himself. He will appear in London, as a theater manager for the summer, and as an official of the British Film Institute.

'Waters' at Steel Pier

ATLANTIC CITY — "Dancing Waters" began a summer run at the Steel Pier recently.
ATLANTIC CITY OKAYS MAJOR BOARDWALK IMPROVEMENT PLAN

ATLANTIC CITY, N. J.—The city commission has adopted a resolution to give a major facelift to the Boardwalk, to include re-decking 23 blocks of the promenade and replacing eight rest pavilions.

The resolution authorizes Commissioner William F. Casey to advertise for bids, to be opened July 16, for these jobs.

Replacing the decking and joists on the 60-foot-wide Boardwalk sections, and re-decking the entire Convention Hall Plaza, aside from the 60-foot Boardwalk section adjacent to Convention Hall which is covered in the contract for construction of a tunnel under the Boardwalk at that point replacing eight pavilions. The new pavilions will be identical to the two built last year. They will have a 58-foot frontage and be 40 feet deep.

Work is expected to start September 14 after the Miss America Pageant if the needed lumber can be obtained by then. The money for the Boardwalk job is included in the city’s special bond issue for major improvements.

Likewise slated to be received at the July 16 commission meeting are bids for 31 contracts for modernizing Convention Hall.

Canada Tour Charted for
Bovin Sluiter

FREDERICTON, N. B.—The Lucky Bell Drivers were well-launched on their 1959 season when the unit played at the Raceway here on the evening of June 5-6. First night drew around 1,000 customers, but the second drew cold and threatened rain. Admission, including grandstand, was going at $1.25 and children at 75 cents.

The outfit is already a month out of its base at St. Johns, Ont. Entry into the maritimes was made at Grand Falls, N. B., June 2, followed by Woodstock (3) and Moncton (6). Leaving here it was bound for a Sunday (7) afternoon and evening stand at Edmundston. To come are Truro, Bridgewater and Halifax in Nova Scotia; Charlottetown and Summerside in Prince Edward Island; then a return to the mainland from Chatham and Campbeltown N. B. Quebec stands will be resumed at Lac St. John. July will find the Hell Drivers in Saskatchewan, and August and September at fairs and still dates in Ohio and Michigan.

The major hook-up is again with Ford of Canada and the rolling stock includes 10 cars, two trucks and the cannon. Dunlop Tire and Rubber Company is also in there. Gas contract in the maritime provinces is with the locally prominent Irving Oil Company. Afterward it will go to Imperial Euro.

Heaver part of the driving is done by Buddy Young, Bobo Canup and Marcel Roy. Two clowns work hard through the show.

Staff includes Paul Boivin, owner and manager, Buddy Young, and manager; Paul Cournoyer, chief mechanic; Jerry Morelli, electrician; Harry Munro, announcer; Jack O’Dare, advance; Clarence Boivin, box office; Bobo Canup, track manager; Ronnie Malloch, bill poster, and A. B. Enge, concessions.

FULL SCALE OIL RIGS AN
ESE FEATURE

WEST SPRINGFIELD, Mass.—Towering over the Eastern States Exposition this fall will be a full-scale actual oil drilling rig—90 feet high. Also on display will be a true-sized replica of the first oil well in America. The old-time oil rig will be built by the American Petroleum Institute and will rise 32 feet from a frame structure. Also cooperating are the National Fuel Oil Council, Oil Heat Institute of New England, Massachusetts Petroleum Council, and Oil Heat Council of Western Massachusetts.

Robber Company is also in there. Gas contract in the maritime provinces is with the locally prominent Irving Oil Company. Afterward it will go to Imperial Euro.

Heavy part of the driving is done by Buddy Young, Bobo Canup and Marcel Roy. Two clowns work hard through the show.

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CINCINNATI 1, OHIO

Fire Razes Sandusky, O.,
Dance Hall

SANDUSKY, O.—A dance hall near the shores of Lake Erie that formerly echoed to the tunes of many bands is no more. Fire of undetermined origin swept thru the Ruggles Beach dance hall about 16 miles east of here early on July 4, 550 birthday of the building.

The 50 by 200-foot frame structure was erected in 1907 by Charles A. Ruggles, owner of a wooded park. At the same time Ruggles enlarged an adjoining dwelling, making it into the three-story Ruggles Hotel.

In recent years the hall has been used for roller skating. Wayne Darling, Norwalk, O., lessee, had closed the hall about a half hour before the fire was discovered by police.

The hall and hotel are presently owned by Mrs. Esther Ellis and her sister, Katherine Ruggles, daughters of the founder.

Tyler, Tex., Makes Plans

TYLER, Tex.—The September 12-13 East Texas Fair here will offer $12,000 in premium money, according to Bob Murdoch, manager.

A county-wide junior dairy show and a Shetland pony show will be new at the 1959 fair. The junior dairy show has been held in Tyler previously, but not as part of the annual fair.

* SEE THE BIGGEST GET BIGGER... AND THE BEST GET BETTER!

A NEW NAME... A NEW LOOK... A NEW READABILITY...
Now the biggest gets bigger and the best becomes better!
A completely revamped Outdoor Section of The Billboard will greet you with the July 27 issue. The Outdoor Industry Staff is undergoing the most significant changes in its history, and The Billboard's new coverage will match them stride for stride.
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Manufacturers of Concession Tents,
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LARGE TENTS FOR RENT OR SALE
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31 Courses in Second Mini Golf Tournament

ASBURY PARK, N. J. — The field has swelled to 31 miniature golf courses, participating in the second Annual International Miniature Golf Tournament promoted by this city's convention and visitors office. Finals are September 12-13 on the boardwalk.

A Fiat 500 auto will be awarded as grand prize along with the world's title. Competing for this and other prizes will be course entrants from the U. S. and Canada, and efforts are being made to attract European champions as well.

Current world's champion is 22-year-old Brian Bow of Tecole, O., winner of the initial contest last year.

Courses Listed
Among the courses where eliminations play for the finals is taking place are:

- Hunt's Skyline Golf Course, Wildwood, N. J.;
- Vic Rick's Putt and Golf Range, Trenton, N. J.;
- Par Time Miniature Golf, Chattanooga, Tenn.;
- Pee Wee Rama Miniature Golf Course, Marion, Ind.;
- Norwood Amusement Park, Columbus, O.;
- Tri-Putt Golf Riverview Park, Chicago; Starcraft Playland, Scotch Plains, N. J.;
- Mountain Park, Holyoke, Mass.;
- Fair Park, Inc., Nashville, Tenn.;
- Pee Wee Rama Golf Course, Fort Wayne, Ind.;
- Fairway Golf Range, Lansing, Mich.;
- Bob's Golf Range, New Brunswick, N. J.;
- Also, Gilmore Golf Course, Los Angeles; Academy Golf Course, Inglewood, Calif.;
- Arrowhead Golf Course, South Pasadena, Calif.;
- Downey Golf Course, Downey, Calif.;
- Harvey Golf Course, South San Gabriel, Calif.;
- La Habra Golf Course, La Habra, Calif.;
- Norwalk Golf Course, Norwalk, Calif.;
- Tarzana Golf Course, Tarzana, Calif.;
- Applegate's Boardwalk Tee Putt In, Asbury Park, N. J.;
- Kesslers' Boardwalk Miniature Golf, Asbury Park, N. J.;
- Godland, Asbury Park, N. J.;
- Renneke's Golf Course, Asbury Park, N. J.;
- Liebeman's Boardwalk Golf Course, Asbury Park, N. J.;
- Salen Willow Miniature Golf, Salem, Mass.;
- Wee Tee Golf, Toledo, O.;
- Rocky Glen Amusement Park, Scranton, Pa.;
- Dreamland Park, Rochester, N. Y.;
- Unionville Fairways, Toronto, Ont.

New Building
ELKHORN, MAN. — A new agricultural display building for all livestock entries will be ready in time for Elkhorn's 66th annual fair, July 21.

Thomas Kerr is president, Frank Doven and A. Tolei, vice-presidents, and W. E. Johnson, secretary-manager.

Show Tents

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* LETTER LIST
* COMING SPECIAL EVENTS LIST

A MORE EASILY READ, FULLER PRESENTATION OF ALL THE SPECIAL AND SERVICE FEATURES, THAT MORE THAN EVER WILL JUSTIFY THE BILLBOARD'S REPUTATION AS THE BIBLE OF SHOW BUSINESS.
MICHIGAN STATE FAIR ADDS AVALON TO BILL

DETROIT—Nana lure of the Coliseum show at the Michigan State Fair has been strengthened by the addition of three performers to the already signed Dick Clark Show. New on the bill are Frankie Avalon, Duane Eddy and the Coasters. Three other acts will also be added for the show, which plays the opening four days of the fair, September 4-7.

Show the second weekend in the Coliseum has not been finalized, but is usually headed by Tony Bennett, Connie Sellel, and the Mills Brothers. Both shows are being booked through the General Amusement Corporation.

As a result, the policy of presenting outstanding military bands as top-line free attractions in the orchestra shell for the entire 10 days. Fair Manager Donald L. Swanson has booked the Canadian Guards Band, recently back from Europe.

The much-publicized financial situation of the State of Michigan does not appear to be causing serious administrative problems for the fair. Swanson pointed out that the fair has received the same budget as last year and that the money has been appropriated.

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More Concession Supply your one stop source for floss, popcorn, cotton candy and all concession supplies. We will save you money.

Write for 1959 Catalog

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**Western Stock Show Set for January 15 - 23**

**DENVER—**The 1960 National Western Stock Show will be held January 15-23, William Simon, general manager, announced following the annual meeting of the Western Stock Show Association.

Simon told the directors that the stock show had sold out in attendance and in the number of animals exhibited and sold.

The board has recommended the stock show association had control of the buildings and other grounds. Some of the show grounds had previously been leased from the Denver Union Stock Yard Company.

The directors re-elected L. M. Preston, president; Albert K. Mitchell of Albert N., M., first vice president; E. H. Grant of Littleton, Colo., second vice president; A. Reinhart, Denver, secretary; and Simon to his fifth term as general manager.

The directors were elected to fill vacancies. They are Cis Dobbs, president of Ideal Concession Company; George Weisbruch, Denver, treasurer; and Simon to his fifth term as general manager.

**Calypso Ride Arrives at San Antonio Funspot**

SAN ANTONIO—The Calypso ride for Playland Park arrived here Monday (29) after spending several days outside Houston unable to dock because of bad weather. In Houston, it was rushed the 29-ton ride to San Antonio where a full crew assembled the 28-foot tall structure in time for the July 4th holiday.

Jimmy Johnson, owner, stretched high and low to find the 3,500 colored lights needed for the ride, after discovering the needed couldn't be supplied locally supply firms to Chicago and Cleveland, failed to supply most of the lights here by plane.

**Calypso Ride Arrives at San Antonio Funspot**

**Danish - New Kiddie Mouse Ride**

NORTH TONAWANDA, N. Y.—The All-America Mouse has introduced a new kiddie-size Mouse that the company calls the Mini Mouse, officials announced.

The new device uses the same type car as the America Mouse and is designed for kiddel and carri-al operation of the older ride, which is said to be more portable than the major ride, will be on display here for another three months.

It has a track 591 feet long, maximum height is 14 inches and requires space of 51 by 72 feet. Four cars operate on the smaller device.

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JULY 13, 1959

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**UNDER THE MARQUEE**

Corinne Dreo will open her fall season at the Ritz in East Liverpool, Ohio, with her cloud show, the Latin American Acrobat Show, and her can-can girls. She has a new hundred dollar act, "The Magic Mirror of the World." Eddie (Polak) Rogers, who directed the Cincinnati Billboard office recently from 1934 to 1925 and was with the company since 1917 and will make celebra-
tions this year. . . Bill Green's water serpent, which appeared at Pittsburgh's Bison-
tenantal Exposition and was with "The Great Ringling Brothers" this season, has
finished his school work and is now
travelling with his show.

From Ringling Bros. and Bar-
num & Bailey Circus clown
Clarence Barnes went with Perci N."Dor
and Moral and David Alatna have
joined their families for school vaca-
tion. . . Ed Keck visited Dick Best's Side Show at Riv-
erview Park, Chicago, and talked with Percy Pape, Emmett and Per
cilla Bejano and Walter Pape.

Klauser's King's Street Park, Chicago, Visitors included Bobby John-
son, who brought his "Chainsaw Fun-
house" to Akron, and Ray McCarthy, Kitty Dean, Mr. and Mrs. George Poraz, the Ger-
man Family, Willie Moser, and Mrs. 

Dick Best and show owner Dick Best are at Riverview Park in Can-
ada, getting ready for the show.

**CARNIVAL ROUTINES**

- **Island 17-19; Candy 20-23;** Glenwood Gardens, Omaha, Neb., 20-23.
- **Midway of Mirths** "Frank H.
- **Hanes** Omaha, Neb., 20-23.
- **Monarch Exp.** 18: Carl Van Pau-
- **er; (Fair) Woodruff, Ill.; (Fair) Post Falls, Idaho, 20-23.
- **Motor State, No. 1** M. Fredrick-
- **sen; (Fair) Woodruff, Ill.; (Fair) Post Falls, Idaho, 20-23.
- **Mound City No. 1** Leesburg, Mo., 17-19.
- **Mound City No. 2** Ellisville, Mo., 18-20.
- **Molino, N. Y., 20-23.
- **Nashville, Tenn.; (Fair) Woodruff, Ill.; (Fair) Post Falls, Idaho, 20-23.
- **Nathan's** Redwood, Oreg., 18-20.
- **Paulding 21-25.
- **Phelps 21-25.
- **Phelps 21-25.
- **Ringling Bros. and Bar-
num & Bailey Circus clown Chuck 
Bracken, driver; Jack Armstrong, 
Dinah and Florence Steven-
son, Dee McCrann, Joe Hodgut, 
Valie Anderson; (Fair) Woodruff, 
Ill.; (Fair) Post Falls, Idaho, 20-23.
- **Ringling Bros. and Bar-
num & Bailey Circus clown 
Johannes Boman, driver; 
Mack Koust, animal trainer; 
Frank Phillips, lion trainer; 
Wilton Bower, "Joe the Goose; 
George Fraczi; Stanley Childrens, 
Tulls; Andy White; cookhouse; 
Fredy Jonell, juggler; Walt Ross, 
announcer and Frenchie Dur-
ant, bulbs, all have joined the 
Moosonee Lodge at Thurs-
oland, Okl., Calif. . . .
Mel Koons and 
wee Jester) leave July 15 for St.
Lauderdale, where he will meet 
Lorna Goblet in New York for a shop-
ing trip, and will return to St.
Paul and the show. . . .
Kelly Miller and his show will be 
located at Clevelan-
d to perform in the 
musical, "Legend of
the Four Winds," in 
Philadelphia. . . .

**Rodeo Dates Doing Okay, 
Beam Notes**

NIAGARA FALLS, N. Y. — 
Rodeo dates promoted by the 
Kansas City Rodeo Club has 
been very well this season, consider-
ing the weather. Beam, former thril-
leader for many years, has been in 
general outdoor tak-
ing part with his 
Stampede on a series of dates in the 
East. . . .

"Beam," who has 
by rain deprived 
the unit of more than $10,000, 
has been working out 
biggest in Beams, noted, but 
general results are not had. Best 
. . . .

The show, formerly 
. . . .

From Ringling Bros. and 
Barnum & Bailey Circus clown 
Chuck Bracken, driver; Jack Armstrong, 
Dinah and Florence Steven-
son, Dee McCrann, Joe Hodgut, 
Valie Anderson; (Fair) Woodruff, 
Ill.; (Fair) Post Falls, Idaho, 20-23.

**Alaska.** They will go on a der.
**THE FINAL CURTAIN**

BELL—John H. (Ranger), 71, in charge of park mainte-
nance at Sunnyside Gardens since 1955, died June 30 in 
Regina, Saskatchewan. Survived by his wife and two 
brothers.

BELLING—Clement, age unknown, fourth generation 
member of the Belling family, died June 18 in New 
York. He was the son of Toren Belling, early Augusto - 
type clown, and grandson of Frederick 
Belling, who traveled with the American 
circus to Europe in 1853. He graduated from 
Iowa State University and was also a circus performer. Prior to 1920, Clement and his 
brother-in-law, Borovsky, were 
a circus in the Far East. He was born 
in Indianapolis and recently in 
Cirque D’Hiver dressing room, and 
left his wife, Dora, and 
children Richard, Victoria, Bob 
and Maud, all wed to non-pro's.

BOUREAU—Rose, 
55, member of the Michigan 
Showmen’s Association, June 28 
in Detroit. He was a projectionist at 
the Kramar Theater, Detroit. 
His widow, Lucille, survives. 
Burial in Woodlawn Cemetery, 
Detroit.

CORELLI—Vern W. (Taidi), 
64, according to baton and 
build-side artist, July 2 in Veterans’ 
Hospital, Jacksonville, Ill. 
He broke into show business as a 
boy with the Lee Ayres acrobatic 
and later worked with the Enos 
acrob troupe and the Ringling 
Cranells. Still later he joined the 
Marells family on Campbell Bros. 
Circus and perfected what is 
expected to be the first high 
altar aerial slide. In the past 
several years he worked with the 
Kirk’s Carnival Wild West, Golmar, 
Cleves, Barnett, Walla Walla, 
Dawson, Terrell Jacobs, Cole-
man, Wheeler & Sauthelle and 
Gil Gray show, according to 
Beers—Barnes. With Al Johnson in 
“Bombo.” In later years he worked as Theo-
dusa the Clown and was a 
fixture at State Fair of 
Texas, Dal-
las, for the past 10 years. He was a veteran of 
World War I. Survived by three 
sons, Vernon, Everett and 
brother, Frank, of 
Alva, Okla., and a 
brother, Carl, Altoona, 
Pa.

DEFAER—Frances H., 
53, June 30. Services July 3 and 
burial in the plot of the Miami 
Showmen’s Association.

FARCO—Stephen, 
Michigan State Fair commision-
in to the office of George Clyde Smith 
and July 4. His widow and 
daughter survive. Interment in 
Evergreen Cemetery, Detroit.

GLENON—Gus P., 
62, retired confectioner, July 5 in 
Mobile, Ala. He had 
troubled with the Berry Confection, 
Royal Palm and Pollock Bros. 
shows in the past. Survived by 
his widow, Sarah, and sons, Harry 
and Peter; a daughter, Capt. 
Nina Connes, U.S. Air 
Force nurse, and a brother, Etherson. 
Services are for the Orthodox 
Church, Mobile, July 5.

**BIRTHS**

CARROLL—Donna, 
daughter, July 12 in Bedford, Pa., to Mr. 
and Mrs. James R. Carroll. 
He operates a Merry Mixer on the 
George Clyde Smith Shows and 
mother a truck 
presiden-
to.

HALL—Beagles, 
son, Jerry Wayne, May 25 in 
St. Barna Hospital, Minneapolis, 
to Mr. and Mrs. William T. Collins, 
and members of the William T. Collins 
Shows.

GROVE—G. Leslie, 
59, stage lighting and scenic man 
for Newark, Ore., following a heart attack. He 
headed up Grove’s Portable Stage Lighting Company 
of Newark and in addition to indo-
ors, he was in charge of lighting grandstands at 
State and local fairs. He was 
also a motion picture projection-
ion and was in the oil business. 
Survivors include 
his widow, Mable; a daughter, Mrs. Betty 
Cooper, 21; a mother, Mrs. Frank and 
five grandchildren.

HANSSON—Mary G., 
64, mother of George W. Han-
shaw, head of the General 
Showman’s Association office in 
Montreal, and also of the 
Hankerson Rose, singer, formerly on the 
“Majestic White Showboat” and 
“Caravan” on radio, among other shows, of compila-
tions, was in the Mayo Nursing 
Home, New York, July 4. The 
deceased’s late husband, Frank 
W. Hanshaw Sr., was for many 
years a prominent hotel operator 
in the East and in Florida. 
Services from the Church of Our 
Saviour, New York, July 7, 
will be in Memorial 
Mount Calvary Cemetery, White Plains, N. Y. 
Also survived by another 
George L. Hanshaw, of 
New York.

JEFFERS—William Lawrence, 
of the comedy team of Davis 
and Jeffers, of cardiac aneu-
ysms in Santa Monica, Calif., April 18 
and it has just been learned. At one 
time he was the Pittsburgh busi-
ness agent of the old American 
Federation of Actors. Survived 
by his widows, Bertha, 
Santa Monica, and daughter, Jeanne 
Martin, Fullerton, Calif.

KING—Leslie, 
67, founder of the Regular 
Association of Showmen, 
Los Angeles. (See Carnival 
depart for details.)

LOADES—George, 
64, of Bexar, Tex., recently in 
Red Deer, Alta. A longtime member of the 
Viking and De-
arctic Agricultural Society, he 
was president for several years. 
Survived by two 
sons and three 
sons.

MCCONNELL—Jim, 
C. P. A. and father of Jiminn, 
who tramped with Beers-Barnes 
Circus for five years, July 3 in 
Allentown, Pa. Survivors include 
his widow, Alva, and two sons, 
Timmy and Tom. Burial was 
at Allentown, Pa.

MENZEL—Morris, 
54, July 1 following a 
heart attack. Formerly in con-
cession operations at old East 
wood Park, Detroit, he was 
for years a theater concessioner 
member of the “staghounds” lo-
cal, International Association 
of Theatrical Stage Employees, 
Kil- 
tam, Pa., and a director and 
building trustee of the Michigan 
Showmen’s Association 
Ford, 
Alwa, K., and two 
children, 
Evelyn and Tom. Burial was 
at Allentown, Pa.

MINTZEL—Morris, 
54, July 1 following a 
heart attack. Formerly in con-
cession operations at old East 
wood Park, Detroit, he was 
for years a theater concessioner 
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cal, International Association 
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tam, Pa., and a director and 
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Showmen’s Association 
Ford, 
Alwa, K., and two 
children, 
Evelyn and Tom. Burial was 
at Allentown, Pa.

ROSE—Lillian A., 
54, concessionaire and 
former member of the All-American 
Girls Orchestra, recently at 
Keokuk, Ia. Survived by her 
husband, Mr. H. C. Rose, and 
show operator on the Jack Lindle 
Indie Shows, services in 
Warren, Ill.

ROSSitto—Pasquale, 
age unknown, died June 14 af-
ter a long illness. She was the 
mother of Hutch Rossito, con-
k house operator on the 
Campbell Bros. 
Swaril was June 
17 in the family plot, St. Mary’s 
Cemetery, Portland, Ore. She 
was a frequent visitor to 
the shows over a long stretch of years.
PARKS-KIDDIELANDS-RINKS

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JULY 13, 1959

CINCINNATI—Coney Island here had its best July Fourth since 1947, drawing over 40,000 people and exceeding the previous record set by the small grandstand plans for the two days. President Z. Schott and general manager.

In 1947 the park still had its second Island Queen, a strong lure. On September 9 of that year, it was recalled, the boat exploded and burned at Pittsburgh during a post-season cruise. The boat, fire, refreshment and game business was very big, said Schott, while pool business was turnstiles. Then next, however, the park benefited by a three-day holiday period in comparison with two this year, and "you can't do in two days what you do in three," said Schott.

The park is open under a considerably over the corresponding period of 1957, credited by Schott to much better weather and a more liberal spending attitude on the part of the public.

楔外, Coney Island, near the fountain, "CAKES, " Formerly known as "Harold's, " it was built around 1920, and was a popular landmark.

ROLLEX RUMBLINGS

Plants Set for RSROA

Boston Confab, Contests . .

CINCINNATI—In the spirit of American roller skating will feature the opening of the American Society of Roller Skating Operations, Inc. The annual convention next December in Cincinnati will be the largest, according to a statement issued by RSROA headquarters here. The event was to be held at the Boston Arena and is expected to be the largest in previous years.

The annual convention of the RSROA will be held at the same time, with general sessions in the Hotel Statler-Hilton, which will serve as headquarters hotel. This will include meetings of the General Assembly, the Board of Control and special meetings. Extensive discussion on rink management, contests, and various others will be held.

The RSROA trade show, scheduled to begin on the first and second days of the convention, will open July 17, with hours from 2 to 5 p.m. at the Boston Arena. The show will run for 10 days, with sales, displays and demonstrations.

Several auxiliary organization meetings will be held at this time, including the board of governors of the United States Federation of Amateur Roller Skaters, the national roller skating association.

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American Judges Council and the Society of Roller Skating Teachers.

C. C. Church Homecoming Party . .

STRATFORD, Conn.—Long Island Beach Ski Club has conducted its first annual Homecoming Homecoming for the last 10 years,

"Beach Boys, " with all contributions going to the club's National Championship Fund. Homecoming committee consisted of George Musciano, Jr., Maureen Weller, Anthony DeLuca, LaVerne Weller, Ralph Weller, Ann Musciano and Chairman Betty Honey.

SKATING RINK TENTS

42 x 102

In stock

33 x 122

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.

120 Central Ave.

Syracuse, N. Y.

FOR SALE!

KIDDE PARK—15-ROPE MGBT-650-

BOUND AND 7 KIDDIE RIDES, NAME-

FICE ACCOUNT ADVERTISED ABSENCE.

For Park-Owner Wanted

Park-Master developed Park and commercial operation, 7 rides include: Parrot, Slime, Rocket, Carrousel, Swordfish, Climber, Little Giant, Tilt-A-Whirl, and others. Location ideal, 2 miles from city limits. Good location, 225 feet frontage on main street. Genuine bargain, 250. Phone Denham 7-3111.

FOR SALE!

"OUTDOOR MORE ON NEW TRACK"

"THE GREAT DATE 15 JULY 27"

TALK OF THE TOWN

SANDUSKY, O.—Favored by ideal resort weather, Cedar Point was one of its best Fourth of July weekends on record. The throng was so great on Friday (1) that the Breakers Hotel had to turn customers away, with the same thing reported on Saturday. The entire resort area was again filled on Sunday.

Harry Ward, superintendent of grounds, who worked at the resort since 1938, reported that there were more autos on the grounds the holiday weekend than at any time that he could recall. Horseless carriages were just getting their start when Ward began "slinging beer" at Cedar Point as a youth.

Cedar Point Chalks Up Big Weekend

PIITTSBURGH—Park, pool and beach publications are urged by Carl Hughes, of Kennywood Park, Pittsburgh, to keep extra copies of their test publicities breaks this summer.

Chairman of the NAAPPB Publicity Displays Committee for the annual convention next December in Cincinnati, Mr. Hughes stated that entries for display competition should be submitted to the national headquarters between now and Octo-

The entries do not have to be mounted. Categories are Photo Story, News Story and Feature Story. These will be mounted for display and judging at the convention.

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FAMILY TRADE

By JON FRIDAY

BOSTON — CIRCUS and Barnes Circus, featuring Col. Tom McCoy, Western star, and Capt. David Hoover, re- trainer, has been drawing good business and good will playing Michigan farming communities for its first tour east of the Mississippi River.

The heavy advertising and the performance are built around McCoy, who was on television shows that garnered the show nationwide publicity.

The entire performance is fast moving and pleasing to the paying customers, especially the family trade. Under the new, Jack Moxo, the show emerges as a stand-out in the 80-top foot league of today's circuses.

Midway Layout

The midway contains a stage coach ride, Jack Turner's ape and snipe pit show, a display of live snakes, a walk-on sa- manation top, ticket wagon and Side Show.

The show uses two semi- trailer caged wagons for its banners.

Can you place real Circus Billboards?

— 2 Phones Open—20 Cents, Banners and U. P. C. 2 months' work here and other offices to follow. Must be oner and NO Collect Calls. Phone: BERN at South Chicago 8-6110

WANTED PHONEMEN

2 Phones Open—20 Cents. Banners and U. P. C. 2 months' work here and other offices to follow. Must be oner and NO Collect Calls. Phone: BERN at South Chicago 8-6110

PHONEMEN

Earl Crocker, 30 West 44th St., New York City, N. Y.

PHONE SALES

For sale: all types of phonemen, and any other type of salesman wanted. Write or call.

PHONEMEN


CIRCUSES

JULY 13, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

49

FAMILY TRADE

Tim McCoy, D. Hoover, Pace Carson & Barnes

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PHONEMEN

Space Sold Out In Savannah Bldg.

SAVANNAH, Ga. — Exhibitor space in the new Exposition Building is moving along at a rapid pace, it is reported. More than $46,000 was spent for lighting the building, instead of $5,000 as in recent years, reports Bill Schandelph, Coastal Empire Fair president, points out. Indoor space sold in the past was of the tented variety. Response to the new structure, offering 15,000 square feet, was so good that all space has been reserved for four months ahead of the fair. A long waiting list has been built up for surpassing the expectations of local Exchanges, sponsors of the annual event.

Eighty spaces, 10 feet by 10 feet, have been sold, with most credit going to Bill Craig, space sales chairman, and Bill Bythood, Fred Joyce and Walter Mercer, co-chairmen. Giguillat was recently named by the Exchange Club as its "Exchangee of the Year."

Herman Talmadge, former State governor, was a fair visitor to the original fair in 1950, which was masked and washed out by a hur- ricane. He is being invited to re- turn on condition he leaves the fair at home this time. It will be the 10th annual fair, and Tal- mdage has tentatively accepted the invitation.

The new chihuahua at the fair- grounds have been completed, giving relaxing space to the volun- teers. Contractors are providing climate air conditioning and heat are of- fered, and the committee and board members are using the building for meetings.

EASY SELL

SYRACUSE Catalog Divided into Six

Syracuse — Six premium books are being distributed by the New York State Fair this year, in- stead of the annual single catalog. It is the first time for such a de- parature from traditional catalog practice.

The books carry a total listing of $136,000 in premium awards. Each has a clear directional map inside the front cover, showing the route to the fairgrounds. The varia-

TROTTERS VIE FOR $275,000 AT DU QUOIN

DU QUOIN, Ill. — The har- ness racing class will vie for a total purse of $275,000 at this year's Du Quoin State Fair, and the total will go higher if 20 or more horses are entered in the featured Hamil-etonian.

The meeting of 24 races are carded, five each day of the five-day meet except on Hamil-etonian Day when only four are scheduled. Other tradi- tional Du Quoin events, part of the Grand Circuit meet, include the $30,000 Caution Stakes and the $30,000 Mc- Mahon Memorial.

Owatonna Erects Six New Cattle Barns

OWATONNA, Minn. — Steele County Fair this year has made giant strides in its plant ex- pansion program which began after World War II.

Major addition for this year's fair are six new pole type barns which will house all cattle entries. Each measures 64 by 151 feet and will include a building wash room of the area. Also, new steel buildings have been erected on the ground. A concrete room, and the model milk house has been moved to the area.

A small cattle barn has been completely refurbished, including a new concrete floor, and, a new steel building structure will be used for addi- tional H exhibits.

The dote for the next couple of years, according to Tm Simcock, secretary, include moving the sum- mer padlock and regular paddock to the east side of the race track. A new concrete wall will be con- structed on the east side of the oval after this year's fair.

Simcock said one of the sorely needed improvements has been the lack of space to exhibit large stock animals, and this has been obtained by the use of the former cattle judging building.

In addition to new construction, the team judging will be main- taining for preparation for the Au- gust 18-23 Grand Stakes and the advertis- ed $65,913 came thru the free outside gate.

N. H. Puts Lid On State Aid

CONCORD, N. H. — Final ap- proval has been given by the New Hampshire Legislature to a bill re- stricting the amount of State sub- sidies to agricultural fairs to a maxi- mum of $15,000 a year.

Last year the fairs received $130,000. They have been getting increasing amounts each year since the larger the total paid out in pre- miums, the greater the State aid. The subsidy amount is based on a percentage of the tax revenue from pari- mutuel horse racing in the State.

Skowhegan Event Adds Barn, Updates

SKOWHEGAN, Me. — A 150- foot cattle barn with capacity for 90 head has been added by the Skowhegan State Fair, raising its total spread now to 11 big barns accommodating nearly 700 head of beef and dairy cattle. The bur- zoning cattle department is being further moved by the acquisition of this spring of new acreage at the northwest part of the grounds.

The new area is being enclosed in 1,500 feet of link fencing, on which workmen are putting the fin- ishing touches. Electricians are scheduled to install high voltage underground cable this week, to meet the electric service requirements of the livestock area, and also to provide added current for a part of the midway near the grandstand.

A new roof has been installed on the main exhibition building which, along with more than 60 structures on the grounds, has been freshly painted. The fair opens Saturday, August 15, with harness racing in the afternoon, and con- tinues through the following Saturday. Buddy Wagner's Auto Ca- padies will play opening Saturday night and Sunday afternoons, and the GAC-Hamid combined aqua- circus and revue will entertain grandstand crowds for six nights starting Monday (17).

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Southside, Virginia, Fair

SOUTHSIDE, VIRGINIA, FAIR

WANTED FOR OUR FAIR

One (1) Bingo Stond, some Concessions and Shows. No extensive gambling.

Fair dates are August 17 thru 22. Write or see STANLEY BENNETT 403 S. Main St., Selma, Indiana

FLYING ACT WANTED


Flying Act Wanted

ONE (1) Bingo Stond, some Concessions and Shows.

No extensive gambling.

Fair dates are August 17 thru 22. Write or see STANLEY BENNETT 403 S. Main St., Selma, Indiana

SAFE COMMUNITY FAIR

For a week thru July 14. The Great Date is July 27

SAFE COMMUNITY FAIR

July 14-20

MICH. State
To Host Nat'l Honey Show

DETOUR—An extra attraction for Michigan State Fair fans, known as the Honey Show, will be held in Lansing for the first time, Donald L. Swanson, fair manager announced. The event is sponsored by the American Bee Keepers Fed- eration and the award to Detroit is in part recognition of Michigan's rank among the top ten honey- producing States. Walter E. Beeker, president of the federation, and Dr. Harold Henri, State vice president, will be chairman of the judging.

The National Honey Queen, reigning at the show, will be an- other attraction for Michigan State Fair fans. Sponsors of the fair, Seidelman, of Ionia, who was the State juvenile queen last year and won her national laurels at the annual Beekeeping Federation meet- ing at Miami.

BEAVERTON, Ohio—An election has been set for July 21 on a $120,000 bond issue for improved Beav- er County Fairgrounds. The pro- posal was introduced once before but defeated by electors.

SWEETS

Mich. State
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STRAIGHT ADDING LIGHT TOWERS

Makes Total 13; Canvas, Building Stepped Up as Fair Openers Nears

ROCHESTER, N. Y. — The James E. Strates Shows has pulled out of a stretch of interminable rainfall and is pointing toward the fair season starting July 27 in Butler, Pa. Endicott, N. Y., saw an unloading in the rain, following two good weeks in Waterville.

General business for the railroader has been excellent this year, with only a couple of off-weeks.

Fritz acted quickly and a substitute unit was installed with no loss of time. They picked up the new ride at the El plant, where it was available for immediate delivery.

The new ride at the El plant, where it was available for immediate delivery.

CARNIVALS

Communications to 188 W. Randolph St., Chicago 1, Ill.

ROYAL AMERICAN GETS

THREE BIG WINNERS,

Calgary 23% Ahead

Ideal Weather, Attendance Helps;

John Mack Brown Scores Globes

CALGARY—The Royal American Shows, fresh from 18 per cent better-than-58 business at the State Fair of New York, reentered the Brandon Exhibition, continued to pile up higher receipts at the Calgary Stampede here.

This Wednesday (9), half-way point in the six-day, fair ride and show receipts of the Royal American were 25 per cent higher than at the corresponding point last year.

Given ideal weather and record attendance, the Royal charged up highest total to date, based on each of the first three days over the corresponding days last year.

The Johnny Mack Brown unit got in a big day Monday (1), 13th day and was out in front of other back-end units at the end of the first three days. Kick-Cover's show was second. Dick Bed's Side show third, and Leon Claxton's Harvena in fourth place.

The Wild Mouse was the top money-getter among the rides, with $1,342.44.

Visitors to the midway here included Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul, C. G. (Pete) Buker, manager Oklahoma State Fair, Oklahoma City; C. J. (Cecil) Lovell, manager Fair, Okla.; and Leon Claxton, manager of the Harvena Side Show, Harvena, N. Y.

Bill on Bingo
Nixed for R. I.

PROVIDENCE—A bill setting up legalized bingo along the lines of New Jersey and New York where it has been vetoed by Gov. S. Sesto. He turned down the bill, saying he was not in favor of spreading the practice of legalized gambling in Rhode Island.

FAIR-TIME TOP

'58 at Del Mar

24 Rides Rack Up Sizable Grosses; Concessionaires Report Satisfactory Run

D.FI, MAR. Calif.—Fair Times increased its business over 1958 at the Southern California Exposition where it was featured on the midway. Olivia Waldron, show president, said: "The fair closed in its second run here Sunday (5), the second on a three-year contract.

For the first time in the several years that Mrs. Waldron has directed the show, the equipment line included rides that were independently hooked. The lot featured 12 major and 12 kid rides. The last month.

Pyros Spur Conti. July Fourth Celn

CARTAGENA, N. Y.—The July Fourth celebration here in th east and following week in Saranac Lake were okay for Conti Shows, which opened here with a brand-new Ferris wheel, Fred Fritz, manager, and Fritz drove it in from Jacksonville, III.

The week was solid, with buildings demolished in an accident which also severely damaged its trailer, en route from Vermont to Dracat.

LOWELL, Manchester

Expansion Set For Colonial Fair Visits

HERKIMER, N. Y.—A new lot, Albert's, picked up nicely for Colonial Fair Shows last week in Pittsfield, Mass. Business was good.

The show goes into the fair week of July 7 in Afon, N. Y., with its 16-side unit enlarged by several independent units. Close to 24 rides should be fielded. Also coming will be Butch and Fay Rostow's new kitchenette, a converted Dragoman trailer.

Onalee Jones arrived Monday (6) was Mrs. Onalee Jones, who went from Endicott, N. Y., on a tour of Bill Jones bingo units. She will reportedly stay on the road to operate with H. C. (Spud) Starks. E. Strates has been packing at the family farm in Big Flats, N. Y., for a move to their new home in Orlando, Fla. The farm will reportedly be sold.

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FAIR TIME SHOWS, INC. WANTED HELP FOR ALL RIDES WANTED LEGITIMATE CONCESSIONS ALL TYPES

CONTRA COSTA COUNTY FAIR Antioch, Calif., July 28-Aug. 4 MOTHER LODE FAIR Sonora, Calif., Aug. 5-10 MERCED COUNTY FAIR Merced, Calif., Aug. 11-18 SAN BERNARDINO COUNTY FAIR Victorville, Calif., Oct. 5-12 FAIR TIME SHOWS, Inc. P. O. Box 1705 Santa Ana, Calif. or as per route

CHET BARKER General Manager

JOE "RED" DAUER Concession Manager 2542 North San Gabriel, South San Gabriel, Calif.

MARKS GROSS on Rise, Adds Gaithersburg Fair BALTIMORE — Business has been on the upswing for Fairtime Shows, after an early period of struggling thru rain and other setbacks. Earnings have taken a jump and the arrival of fairs is expected to find most hands in good financial condition. Fourteen weeks of fairs are booked, one of them being Gaithersburg, Md., added since the winter conventions.

Emblemists continue to be noted, with the latest investment being the purchase of six 5-foot high towers (formerly owned by World of Today Shows). They are being worked over in winter quarters. Also coming in is a Miniature Frame train on order with the Allan Herschell Company.

The back end, a strong feature of previous John Marks operations, will be receiving a 90-foot Miniature Show front row under construction. Marks has been the show regularity except for a few visits home to Richmond.

Philadelphia turned out spotty. North Philadelphia was fair, short of expectations due to conditions. South Philadelphia had been worked over too frequently, it was adjudged after a date there, to provide much in the way of revenue. Show carries 19 rides and eight shows. Rides are the Merry-Go-Round, Roller Coaster, two Ferris Wheels, Caterpillar, Flying Scooter, Whip, Rock-o-Plane, Tilt-a-Whirl, Roll-a-Plane, Helicopter and eight kiddie rides. Jack Gal- many has the crashboats and grab stand and Max Levy the popcorn man.

Dave E. Fintelman is overseeing the front end under Charles Travers, associated with Marks, while Kenneth is secretary.

Salisbury proved a nice pick. Washington, D. C., on the circus list, follows. Most of the fair dates had been played for many years prior to Marks retirement a couple of years ago, and returned to the fold when he announced plans to come to the road this season. They include some of the South's prime truck show dates.

NOW BOOKING

Concession privileges for the 38th year The 1959 WEST SIDE CHICAGO FAIR CARNIVAL

Evansville, Ind.
Oct. 5 thru 10 inclusive.

Only legitimate operators working.
Contact

BILL O'NEILL
2210 West Franklin St.
Phone: HA 2-1111

IONIA FREE FAIR Aug. 10 to 15, Incl., Ionia, Mich. Followed by all State and County Fairs, closing in Jacksonvile, Fla., in November. WANT RIDES that don't conflict as Round-Up, Paratrooper, Bubble Bounce and any other new item. Have space on train for Round-Up semi.

WANT—Caterpillar Foreman and Second Man. SHOWS — Griind Shows that don't conflict. Can place Wild Life, Little Horses and other attractions. Have several wagons available.

CONCESSIONS — Long Range Galleries, legitimate merchandise concessions. No exclusion on legitimate concessions.

Talkers for the Roynell Girl Show, The Pacing Show and the Jerry Jackson Show.

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CONCESSIONS — Long Range Galleries, legitimate merchandise concessions. No exclusion on legitimate concessions.

Talkers for the Roynell Girl Show, The Pacing Show and the Jerry Jackson Show.

EVERYTHING can jump in now or at Ionia Free Fair. Address as per route.


ATTENTION!

AGENTS WANTED Reorganizing for fair season Can place capable Coast Store Agent and Pack Store Agent. Will give head of store to reliable manager with crew. Also, will give head of Bowing Alley to reliable manager with crew. P. S.: If you want 16 good works week, we operate every week.

Contact:
Max Sharp, Prell's Broadway Shows
Red Line, Pa., or call Tarkington Hotel, Tark, Pa.
Lucille Howard Cousins, has located in New Haven, Me., with her husband and will make a short visit. The family would like to hear from friends.

Mr. and Mrs. R. E. Laughlin, Buffalo, Mo., have taken delivery of a Whirley Bird for booking on their Juvenile Shows. The Laughlin show also have two kiddie rides and a pony. The Family has made arrangement for an engagement at the show. Mr. and Mrs. Paul Evans and family have joined the show with horse rides, according to M. T. Whitfield. . . . Charlie and Irene Evans joined World of Pleasure Shows at Battle Creek, Mich., with their Arcade.

Forest Brown and mother, Aaa, of Delphos, Ohio, were recent guests of Delmar Groves, manager of a Gooding Amusement Company unit, and Mrs. Groves at St. Marys and Sidney. O. Later the Groves were dinner guests of the Brown's at Delphos. . . . Mr. and Mrs. T. E. Stabile, a former resident of Paris, Tex., four years ago, returned to the Center Union Shows threw their home open to stars and personnel of Metro-Goldwyn-Mayer during recent location filming of these in-scenes in "Home From the Himalayas." Mrs. Stabile and daughter, Hilda and Juanita, hosted the group which included Robert Mitchum, George Hamilton, Bill Hamilton, Gaitin (Big Boy) Williams, Bob (Cuckoo-Baby) Taylor, Harold Johnson, David Hamilton, Allison Kimball, Emily Torecha, Mrs. Anne Springer, Lisa Minnich, Tony Hamilton, Bill McCartney, Judy Haynes, Charles Devitt, Larry Rentz and Harry Fondeville.

Mr. and Mrs. Earl H. Bunting, who formerly operated the Pearson and the Pearson shows, are again operating their rides at the LaGrange, Ill., amusement park. They report that business there is abroad last year due to better working conditions and nice weather on the weekends so far.

Al Wehnengel now has a "P. D. A" at the show. The comedian and hypnotist wintered at a Florida resort and will be at the Miami's Mayflower Hotel during the summer months, just before the season.

Desk clock awards for service to the Miami Showmen's Association have arrived at the circuit club and are being prepared for delivery, it is reported, by Jimmy Stabile. Show owners and business managers will get them for service performed during the reign of president Ben Weiss. Stabile has added general dry goods to his jewelry lines.

A sudden whirlwind of Hollywood in Oceanside, N. Y., was promoted by Morris Brown, concessioner, of the How-Rect Shows, working a Rock-0-Plan operator.

Johnny Weatherly is in the Veterans' Hospital, Iowa City, Iowa, for treatment of a serious condition according to Mrs. Weatherly.

Lenny Brown, 13, son of Morris and Ann Brown, played the checkerboard in Carnegie Hall with the Accordion Association of the U. S. band. His dad is concession manager of How-Rect Shows.

Personnel of R. E. (Dick) Red's (Sid) Show, of Riviera Beach, Fla., Chicago, includes J. E. Hamilton, manager, Cayper Bramer, Basm and Elyrer.

(Continued on page 54)

THE BILLBOARD 53

GOODING AMUSEMENT CO.
NOW BOOKING CONCESSIONS FOR

| JULY 21-25 | Madison, Ind. | Jefferson County 4-H Fair | Can place Giant Sales and Hardy Parking |
| JULY 22-25 | New Bremen, Ohio | Annual Homecoming | Can place Giant Sales, Stilts and Hardy Parking |
| JULY 22-26 | Gibsonburg, Ohio | Annual Homecoming | Can place Hardy Parking of all kinds |

| JULY 28-AUG. 1 | Franklin, Ind. | Johnson County Fair | Can place Giant Sales, Stilts and Hardy Parking |
| AUG. 3-8 | Indiana | Daviess County Fair | Can place Giant Sales, Direct Sales, Novelties, and Apple Pie and Place |
| AUG. 4-8 | Bloomington, Indiana | Monroe County Fair | Can place Giant Sales, Direct Sales and Hardy Parking |

WRITE AT ONCE!
3000 JEFFERSON AVE.

GOODING AMUSEMENT CO.
WRITE AT ONCE
R. G. CASHNER, CONC, MCR.

COLUMBUS, OHIO

CARNIVALS

SUNSET AMUSEMENT CO.


Wanted for MERCEY COUNTY FAIR, HARRODSBURG, Ky., Week July 20-25, and 15 Bona Fide Fairs Till Nov. 13

Concessions

Rides

Shows

For sale—Allen Herschell 2-abreast Merry-Go-Round, 20 aluminum horses, fluorescent lights, new top, this ride is like new, loads in 32-foot Fruehauf semi, special built lowboy and backed for same. $7,500.00 without transportation, or $9,000.00 with special built semi. Will take any major ride that I don't have in trade in good condition. Special built office or circus ticket wagon. Was built for Biller Bros. Circus. G.M.C. truck good condition. $1,500.00 cash. Insulated, has cabinets, and ticket racks.

All replies to J. L. KEEP, c/o Western Union, Williamsburg, Ky.

INTERSTATE CIRCUS

FAIRS—TEN STRAIGHT—FAIRS

Want Hanky Panks only, Cookhouse, Grab, Foot Long, Custard, Ice Cream, Shake-Up, Ball Games, Milk Bottles, One Ball, Pull Rock, Balloon Darts, Photos, Long Range, Short Range, Coin Gallery, Basketball and Novelties. Pitchmen, this is a good fair route. Frank Duncan, can use your joints if available. Write me.

SHOWS—Fun House, Monkey, Snake, Mechanical or any family type show. No Girl Show and no Matt Camp.

This route consists of 10 H-fairs, in Indiana and 3 in Kentucky. First fair, July 27-Aug. 1, Martin Co. 4-H Fair, an U.S. Route 150, between Shoals and Logansport, Ind. Can always use good clean, sober, reliable Ride Help. Must drive.

All replies wanting space wire c/o Western Union

Southland Shopping Center, Lexington, Ky., until July 25; thereafter as per route.

BILL GEREN

W. R. GEREN RIDE OFFICE

Annual Fair & picnic, July 27 to August 1

High Class Four Acres, Precision, Flags Presentation. Can use legitimate Concessionaire. Family Shows with or without entertainment. Phone Greensboro Hillcrest 73000 after 6 p.m.

A. L. BLACKMON
JIMMY CHANOS SHOWS

Want legitimate concessions of all kinds, Ball Games, Hosapa, Ballon Darts, Pitch-Till-You-Win or any other legitimate Concessions. Want Popcorn, Candy Apples, Snow Balls after Red Key.

Want RIDE HELP for Watch, Young Stenter and Caterpillar and Second Man on all rides. Must drive semi. No one with car answers. All replies to JIMMY CHANOS

Red Key, Ind., American Legion Street Fair, July 15-20, followed by St. Paul, Ind., 22-25.

PAGE COMBINED SHOWS

Want for Canandaigua, N. Y., Fair, July 20-25, followed by Whitney Point, Ithaca, Sandy Creek, Herkimer and Little Valley, N. Y., Fairs.

CONCESSIONS; Want Concessions that work for stock, especially Coke Ring, Glass or Cheerleaders, Long and Short Range Cannons, Roman Target, String Game, Basket Bell, Nail Joint and Penny Arcade.

SHOWS; Wild Life, Snake Show, Fun or Glass House, Big Snake, Mechanical City, Drive or any clean family-type Shows.

RIDE; Will help sell Sunday both, Pony Cars, Train and Live Pony Ride.

HELP: Can place 3-4 Rider men who have license and Drive Pay every week. All winter's work in Florida, Miami, and Colorado. Reply: All replies to BILL PAGE, Bradfo, Pa.

GOLD BOND SHOWS

WANT

WANT

For All Fairs in Wisconsin, starting the LAST WEEK, July 11-15. Monday, July 14-20, or Pm. Fair, Aug. 15-31.

CONCESSIONS; Will rent Wild Life Shows, Pigeons, Birds, and many other Concessions. All replies by Wm. Noble MACKY, STARK, Mgr., Philomath, Ore.

PARADA SHOWS


RIDE HELP: Help Rides should be all self-powered Rides.

HUGO NOVELTY SHOWS

WANT—WITNESS'S CONCESSIONS—WANT

Agents for Ballon Darts and Tilt Gallery, P. C. Agents. Agents for New Con or Novelty Shows. Agents for Combination Shows. Agents for local concessions. Send last week's work to Above Address.

Bennettville Hotel, Idaho, Falls, Idaho, this week;-school day; Thursday, St. Anthony, Idaho; near Great Falls, Idaho, next week.

A-1 AMUSEMENTS

WANT for Jasper County Fair, Mtimsborn, Iowa, July 15-20, following by

Can place Mug Joint, Flipboard, Cork Darts, Pitch-Till-You-Win, Roman Target, Diggers, Bear Cats, Bear Pitch, Glass Pitch in any store working in Iowa. Can give Girl Shows, 15-in-1 or Mechanical Show, Watch Second Man on all rides. Must drive and have experience.

Contact JOHN HANSEN

MIDWAY CONFAB

Continued from page 53

Rapp, talker; Ronald Hoefl and Tommie Ogg, Alibi Evans and Lucile Bell, bally; Esther Buckman, alligator; Perrolla Bejuano, monkey girl; La Vonda Evans, world's smallest mother; Jean Ives, talking dog; Shorty, rubber boy; Floyd Duck, rider boy; Mary Evans, magic act and blade boy; Percy Pape, slim man in annex; Ruby New, small dog act, lazy leaper, and Emmett Bejuano, annex operator. The Fair closes July 12 for Gooding union fairs.

La Vera Martin and La Marr Johnson closed with the Warner Circus and are now at the new fair in Portland, Ore. Miss Martin joined the Charles Hodges Side Show at Willow Grove Park's Fair. The former is the annex, while Johnson and Claude Beasley are doing the front end.

Joyce Oddi joined as magician and emcee, to work the Dapper Dog act. Roscoe Anderson is going out on this one. Pinky Pepper recently left the Dapper Dog and joined Lisa Dell Martin's Snake Show.

Scoty McNeil, en sene at Poddle's Pavil, New Orleans, is on tour with the Hodges Circus. Miss Lady, has a photo gallery on Rambler's Ride. Miss Pat, is a member of the Hodges show, while foot Padgett, formerly of the Stratos Shows and Lew Dufour, has the Vein Liquor store on Bourbon Street.

Members of Southern States Shows, types, are at the West Side Park, Panama City, Fla., sted Mrs. Pearl Davis, wife of show owner, and shortly will return to the park after a week spent in Tampa with friends and taking care of business at the Davis home in Davis, Conn.; Galerry County, in Texas. In Tampa Mrs. D. was installed into the Eastern Star and her husband presented her with a new lodge pin commemorating the occasion, according to A. L. Solfers Jr.

The annual Blue Goose Golf Tournament, held on July 4 at Delphia, Iowa, was won by Don Bernatch, Milwaukee, with Bill Hannah, Chicago, second, and Ned Turt, Milwaukee, third. Sixteen, in the course of the competition which is named after the late Mike Wright's partner; Bob Parker, currently with Royal American, missed for the first time in years.

Truman Scott writes that his rides at Daytona Beach racked up good July 4 grosses despite some rain. The season has been typical of those experienced during the past several years.

Ed Horwitz of the Coleman show was hospitalized for two weeks in Connecticut, and is back in action. Mrs. Merle Deemer of the Royal died recently and was buried in Miami.

Jim Stabile has been collecting dues for the Ladies Auxiliary as well as the board of the Maryland Showmen's Association. Recently visited the Tipton, Mo., Fair, where Mrs. Ken Ross Manning, Mrs. Ken Ross. Model Dec, Lou Kan, Big. Earned Berline Wells, Bill Horrifford, Harry Madele and others.

Ingalls Plays St. Joe Celie

ST. JOSEPH, Mich.—The Ingalls Amusement Company, which had eight rides on State Street here last week as part of the International Hawaiian Days Celebration.

Rides included Twister, Merry-Go-Round, a number of mechanical kiddie rides. A Crazy House was also on the street. Popcorn and snow cones were the only concessions.

REITHOFFER SHOWS

Want Gomes and Shows of all kinds for Mammam Legon Celebration at Yonkow, N. Y., July 20-25.

FAIRS TO FOLLOW: Waterlo, N. Y., Fair, July 28-August 1; Cortland, N. Y., Fair, August 11-15; Hartford, Pa., Faii, Fair, August 18-22; Green-Dresher-Stirling Fair at Newfoundland, Pa., September 2-5.

WIRE BILL GOODMAN, Binghamton, N. Y.

WM. D. STANLEY SHOWS

Fairs starting now—13 consecutive Minnesota Fairs

Want Hanky Panks of all kinds, no albums. Will book any Major or Kid Fairs and not concerned about Ride Help on new Horse Power. Spitfire and Tilt. Also use Wheel Freight for Second or Third Car. Want Shows, Snow, Monkey, Five-In-One. Any show of merit. Will book Girl Show that will work local office rules. Use Agents on Baskets. Six Cat, etc. All contracts and replies letter. Aggressive, plesusive executors, do not answer this ad, as we have no space for you.

W. D. STANLEY SHOWS

DON FRANKLIN SHOWS

WANT RIDE HELP TO JOIN PEORIA, ILL., FAIR THIS WEEK

All Must Be Licensed Semi Drivers

Can place Shows for Tilt and Concessions. Need Loopo Ride. $75.00 weekly. Second Men for several Major Rides. Two Kid Ride Men. Electricity's Helper. Staring $50.00 weekly plus bonuses. Wives on Ticket Contract.

DON FRANKLIN, Mgr.
TROOPERS NET $400 FROM FAIR TIME DAY

LOS ANGELES—The treasury of Regular Associated Troupers was enriched to the tune of $400 from the proceeds from a show-within-a-show held on Fair Time Day at the San Diego County Fair. Mrs. Olivia Waldron, owner of the show, was official hostess for the day. Red Dauer and Chet Barnett were co-chairmen along with Emily Bailey and Ida K. Oxford. Profits from a chicken dinner served in the Mexicans' cookhouse went into the club. Takers of various awards, distributed by Mrs. Waldron, Bailey and the club, were Roy Phillips, Phillip Reed and R. M. Wood. Helen Smith was in charge of tickets and Tillie Palaneter supervising the canasts. Food donations were received from C. H. Alton, Jean Clandy, Sylvia Levy, Florence Limby, Emily Bailey, Fred Smith, Julia Costa, Ray Marzian, Tom Peterson, Jules Keeler, Evie Anderson, Emily Bailey and the club, were Rose Phillips, Phillip Reed and R. M. Wood.

New Bedford

Continued from page 51
The initial showing at the New Jersey State Fair in Trenton, where the Vevonas will provide shows and rides, Food Fair Stoves have been distributing 1,500,000 discount tickets and imprinted ball points, dumped into grocery purchase bags, and carrying a State Fair slogan and the September 1 to 27 dates. Independent units plus downtown are expected to outnumber any of recent seasons.

Bazaar Unit to Join

For the fair main unit will be joined by this bazaar show, not playing New Jersey church and justice dates under management of Blackie Sharp of Pomona, Kansas, a bunion manager. On the lot in Medford, Mass., were the then last year's winners, Ferris Wheel, Tillie-A-Wheel, Paratrooper. Four kiddie rides, and a dozen office connections, with Uncle Joe and his family running face of the Babe Vevona has the popcorn, candy apples and custard.

Business in New Jersey has been fair. Spectating has been satisfying but attendances have logged somewhat, especially on 10th when beaches and pools get much of the play.

Expansion Set

Continued from page 51

the storied school bus they have had for many years. Arthur (Slip) April has joined with his Fly-O-Plane, Scooter and kiddie rides. Four girls will find the Lafayette aqua-chore machine, S. S. Spooner, in line-up, plus Lajose with two rides and concessions. Stanley Mazzurkiew- zick with his Side-Show-O-Plane, Roll-o-Plane and kiddie rides, and Johnna Mazzurkiewicz with his Horseless Stage Coach. Earnings have been generally fair, Coleman said. Some rough weather has been encountered but Saturdays have been good. Bobby Negro has the Jones Forge.

WANT SHOWS AND RIDES

For the Greatest route in the United States STARTING AT MISSOURI STATE FAIR, SEDALIA, FRIDAY, AUGUST 21 followed by INDIANAPOLIS-KNOXVILLE-NASHVILLE-ATLANTA-COLUMBUS-PENSACOLA-TALLAHASSEE AND SAVANNAH WANTLooper, CATERPILLAR, FLYING SCOOTER OR FLY-O-PLANE AND ANY OTHER NON-CONFLICTING MAJOR RIDES AND KID RIDES ALSO WANT GRIND SHOWS OF ALL KINDS. NO GIRLS, GEEKS OR GOONS GOODING AMUSEMENT CO. 1300 NORTON AVE. COLUMBUS 8, OHIO

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 Ride not conflicting, such as Chairplane, Roll-o-Plane, Rock-o-Plane, Fly-o-Plane, Round-Up, Scooter, Flying Scooter, Splifter or Paratrooper. SHOWS: Can place any worthwhile Shows, low percentage, also Motordrums. BINGO: Can book Bingo at 14 county fairs including Martinsville, Ill.


WANT AMUSEMENTS CO.

NOW WANT TO BOOK OR BUY MERRY-GO-ROUND FOR BALANCE OF SEASON ALSO WANT TO BUY MERRY-GO-ROUND HORSES Will book all types of Game Concessions working for stock. SHOWS: Need several more shows to handle business. HELP: A-1 Mechanic who can move show (equipment good). USE GIRL REVUE WHO WILL WORK ACCORDING TO ORDERS.

LION'S CLUB FAIR, FROSTBURG, MD., Next Week, July 20-25; McCOOKE, MD., FIREMEN'S CELEBRATION, July 27-Aug. 3; RANDALLSVILLE, VA., FAIR AND CELEBRATION, Aug. 3-8. Address all communications to BEAM'S AMUSEMENTS, MANTTY-GLO, PA., this week.

STAFF SHOWS

Wanted Concession Show Agents for only Joint Contracts. Combination Shows. Write us your name, size of show, dates you want, and contract for患 ends. Address: KALF STAFFORD Worcester, Ind.

ABE ZUCKERMAN

Wants Peek Show Agents for only Joint Contracts. Write names, size of show, dates you want, and contract for患 ends. Address: Abe Zucker, 261 Washington Street, Boston, Mass., 10th Week.

WANT AGENTS

For Res Side Shows; Side Shows, Tiny-Tot U-Om-A-Ro; Young Agent for Pitch On All Big Fairs; With All Shows. Also will consider for Big Shows. F. W. PAUL 4/W/WM. T. COLLINS SHOWS This week, Fargo, N. D.
WANT

CONCESSIONS—"X" on Custard, Chocolate Dip, Lemonade Shake, French Fries, High-Stilker; also want African Dip, Gloss & Bear Pitches, Roman Target, Basketball Tip Up Cake, Bushel Basket, Long Range, Buckets and Picture Frames.

SHOWS—Motor-drome, Glass House, Snake Show, with or without own equipment, Minstrel with own equipment, Girls for Girl Show, enlarging for fairs.

RIDES—Buy or dark Ride with trailer also Paratrooper. Will book Mad or Wild Mause for Marietta and Dothan. Phone in office. Contact JOHNNY PORTMONT, JR., New Caste, Illinois, this week.

COLUMBUS, IND., Bushwells, Fair, Dark Fair, Cattle Show, Dubois County Fair

CHARLESTON, ILLINOIS, Cattle Shows, County Fair

BROWNSWOWN, ILLINOIS, Jackson County Free Fair

TALLASSEE, ALABAMA, Liness Club Bi-Country Fair

DECATUR, ALABAMA, JC Morgan County Fair

HUNTINGDON, TENNESSEE, Cattle Show, FFA, etc.

SCOTTSBORO, ALABAMA, California County Fair

ANNISTON, ALABAMA, Calhoun County Fair

DOHAN, ALABAMA, National Peanut Festival

CONCESSIONS—"X" on Custard, Chocolate Dip, Lemonade Shake, French Fries, High-Stilker; also want African Dip, Gloss & Bear Pitches, Roman Target, Basketball Tip Up Cake, Bushel Basket, Long Range, Buckets and Picture Frames.

SHOWS—Motor-drome, Glass House, Snake Show, with or without own equipment, Minstrel with own equipment, Girls for Girl Show, enlarging for fairs.

RIDES—Buy or dark Ride with trailer also Paratrooper. Will book Mad or Wild Mause for Marietta and Dothan. Phone in office. Contact JOHNNY PORTMONT, JR., New Caste, Illinois, this week.

WANT

FOR THESE OUTSTANDING FAIRS

MARIETTA, GEORGIA, Cobb County Fair

CULLMAN, ALABAMA, Cullman County Fair

STEELIE'S AMUSEMENT, INC.

Wanted for Clinton County Fair, Carle- ville, Ill., July 21 to July 25, and then the Big Crete County Free Fair at Portage, Wisconsin, July 29 to August 1.

CONCESSIONS—Cake Batters, Name on Hats, Invincibles, Pitch-Tilt-You-Vin, Cork Gallery, Photos, Jewelry, Scales and Add-Em-Up-Doats, Nat'l Concessions on the Victory Pool. Photos, Jewelry, Custard, Derby, Ball, Carnival, Pitches, Long Range, Fairs, Carnival, Plans and Ticket Stamps. Will work 90% County Fairs.

SHOWS—Motor-drome, Fun House or any good Grid or Bally Show. Come on or Contact STEELIE STEVENS in Carle- ville, Ill.

Agents—WANTED—Agents

Basket Ball, Ball Games, Tables, Balloon- Darts and other Hanky Pansies. Want a Bear Pitch Help, service guaranteed. First big fair this week. All Fairs and Conces- sions ending Shreveport State Fair. If you can qualify for all of the above, reply.

JOE STEVENS

4/6 Gold Coin Show, Snowman, Wis. this week: then as per route.

CONTRACTING AGENT

Able to book first-rate good Amuse- ment for parades or shows. Write to John H. Geering, 2308 No. 3d Ave., Chicago, Ill., for information.

POLAR ENTERPRISES

159 Forest Ave., New York, N. Y.

WANTED OCTOPUS FOREMAN, ALSO HANKY PANSIES AND SHOW CONCESSIONS

Contact CLAYTON CLAYTON, Mar- tinburg, Ind., at other number.

AGENT WANTED

Pitch-Em-All, Darts, Stilker, P. & A. (Phew! Hoot, Stiff) Push, call me or write on same.

TED LEWIS

10/6 Greater Sheba

Glenwood, Wis., July 10th or nearest route.

HELP WANTED

For Concessions. Men and Women. If not experienced, you must pay $25.00 now or from now on. If you don't drive, don't come.

CLARENCE CAYE

Washington Street, Madison, Wis.

HUBERT’S MUSIC

226 W. 42nd St., New York, N. Y.

Open all year round

Wants Franks and Novelty Acts, State acts / and participants in first half, and for second half.

DON PIERSON

CAN PLACE ALIBI AND SLICK AGENTS for very good independent route of top concession firms. Write or call.

DORFMAN SHOWS

212 E. 42 st., New York, N. Y.

GOLDEN GATE SHOWS

Can play for local card of Fairs and Carnival Clubs. Has Big Show Concession. Photos, Balloon Darts, Cork Gallery, Fun House, Dutch Cyclists, Diving and Fairs. Also big Walking at $40.00, $50.00, $60.00, $75.00, $100.00, and up.

IRVING (GHOST) ZAISCHER WANTS

Rental Trucks Driver and all around equipment. Job starting in place, will also lease Concession. Write for information. Want to sell 400 Wuits and 150 Windows. All in very good shape. Discount also.

WILL BOOK

Barker Shows, Carnival, County Fairs, County Shows, Birthday Parties, Indian Parties, May Fairs, Labor Day Fairs, Fairs, Carnivals, Shriners, Lions, Shriner Clubs, Parades, School Carnivals, House Shows, and all fairs.

JOE MONEY

5236 S. 68th St., Chicago, Ill.

DORFMAN SHOWS

212 E. 42 st., New York, N. Y.
Swinging Ladders, Wanda Moore, Marie, Red and Ruby, and Holly Siddell; 10 Dogs worked by

WANTED

MAN FOR NEW FUNHOUSE

By King Amusement Co. Must drive small Cyclone. Have 20 to 25 years experience, have Cookin Shows in Connecticut, then S. Conn. Must report July 27. Apply by letter only.

HARRY WITT

4142 Chestnut Road
New Rochelle, New York

NOW NOW

Booking Agent for the Connecticut State Carnival, in book Columbus and State Fair Syndicate. Meet and talk with me. As I have all the up to date information, I am sure you will find us reliable. Call ROCKETT MOTOR CO.
383 W. Washington, phone 11,414, South Bend, Ind., or E. F. V., at your earliest convenience.

WANT AGENTS

Exhibitors, all Allied Shows and Carnival Agents, WANTED. Meet and talk with me, as I have all the up to date information. You’ll find us reliable. Call BOHR & CO.
V. J. STRAIGHT

Box 115 Granting Hours, Granting, Maine

WANTED

General Admit and Promoter for 10-Ride Shows. For small budgets. Send full information to the address you are interested in. We are interested in promoting rides and shows in all parts of the United States and Canada. The address should be given in the first line. Box 713, The Billard Co. Ltd., Mississauga, Ont.

FRONTIER DAYS CELEBRATION AND RODEO

Great Bend, Kan., all week, on the streets. KANSAS CITY, KAN., 100TH BIRTHDAY CELEBRATION DOWNTOWN STREETS, 5TH & MINNESOTA, DAY AND NIGHT ACTIVITIES, PRE-TICKET ON SALE.

Can place Motor and Kiddie Rides, Live Ponies, Ride operators, looking for a Show for 1943. Write, phone or send telegram to Minne Tents, Inc. Limited seating. On Limited contact. Close by the 25th of May. Includes all items. Contact F. J. McFarland, 4th Frontier Tent, Great Bend, Kan., or base address, 207 N. Missouri, (phone Graetz 1-2296), Kansas City, Kan.

WANT WANT WANT

STAYому for 5 or 6 AGENTS

CONCESSIONS: Harry Parks of all kinds. All Agents for office-owned Concessions. NO RIDE HELP. Harry Parks, Encampment, Wyo. and Denver, Colo.

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Watch, Dealer. Jaffit, Ill.

PAN AMERICAN SHOWS

Want Hartford Carnival Concessionists of all kinds, Shows, Rides, Tent Organizations, and others. Want Agents for Tent, Shows, Rides. Must have some experience. Address to Mrs. Harry Johnson, suite 1000, 100 W. 42nd St., New York, N.Y. A few good locations will be sold or leased to approved owners.

AXEL ALEXANDER

Address Alexandria, La., this week.

WANT WANT WANTS

WANT MAGICIAN

One man who can do anything. Will travel to any city and make a good show. Service the clients whose taste is refined and who appreciate good entertainment. Address Mr. Harry Parks, 203 New York. For information call 203 New York. All names and addresses will be kept confidential. Jan. 15, 1943.


A. B. THOMAS SHOWS

Can Place Ferris Wheel, Fall, $1000 per week plus bonuses if you can handle 2 Wheels. Can use Second Man who drives Ferris. Top salaries. Address LAMBERT THOMAS, 309, Yorkton, S. Dakota, July 12, 14 and 18, Middletown, S. Dakota, July 16 and 17.

Pyros Spur

Continued from page 51

current. Continental had suffered a setback in East Allen A. F. Base in Vermont, dragging the gross to a season's low. Checking with the bookmakers, V. R., which followed, was a big improvement. Weather was good and a change in luck turned out favorably.

Big Turnout for Pyros

Dracut turned out pretty well after a slow start which had some management backers wondering if Pyros was going to produce. A mammoth fireworks display was planned and was due to be added to the medical needs. Engineered by Atlas Fireworks Company of Fossum Jaffrey, N. H., it was enormous, the biggest pyrotechnic display in New England in years and minutes.

10,000 spectators attended the Speedway, where the celebration was being sponsored by the Police Department providing the impetus for a nice wind-up on the show.

The Ferris Wheel was a major first setback in several years. Continental ordered the new ride when he got out of the hospital. Another single night's Ferris Wheel action was missed, due to a lack of manpower. The damaged trailer is being repaired.

Paul La Croix, show agent, and his wife, who was from out of town at Crocker Park in Providence to work their own 3-ride show, found the combine out when they arrived there Monday night (8), after which they drove to Quinebaug, Conn., where they were to set up Monday afternoon (9), then rejoin their small group in other parts of the state.

The Swartz of Worchester, Mass., booked the appearance.

Fair Time Tops

Continued from page 50

now being operated by this firm.

The rides were acquired by the firm from A. Hille, and an agreement made with C. & L. to operate them.

Fair Time used ticket sellers this year, through the San Diego County Junior Women's Club. The money earned will be used for philanthropic projects. Mrs. Wal- dron said the arrangement worked exceptionally well and that she hopes to make similar arrangements for help in other spots that her shows could serve.

The date here marked the beginning of the 1943 fair route for Fair Time. The show moved northward to Antelope, Calif., for the Contra Costa County Fair which will be followed by similar events in Sonoma, Mer-ced, Marin, Solano, Santa Clara, Santa Cruz, Pomo-va, and Victoria.

The show was able to maintain the Regular Associated Tournaments of the 1st Tuesday (30). Nearly 100 members were in hand for the day-long event. Equipment was under direction of Chuck Borker, Fair Time general manager, with the 600-mile tour handled by Joe (Red) Dau, who was named to the post earlier this year.

King in N.E.

Continued from page 49

from nearby Hanover and Lebanon.

Rutland, Vt., pulled two half-houses Thursday (12). Montpelier (12) accounted for a half-house at the matinee and a three-quarters at night with Bing Stenberg in charge. St. Johnsbury (30) was good for two full-houses. Derby Line (25), a second Canadian, had the first show in the area, and Rutland (2) ran out with a near-capacity at the afternoon and a straw house at night.

CARNIVAL WANTED


AMOS WOLF, Sonny, 20 W. 2nd St., New York, N.Y. With or without Concession.

AMOS WOLF, Sonny, 20 W. 2nd St., New York, N.Y. With or without Concession.

TIP TOP SHOWS

MERCHANDISE

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DIRECTORY

Manufacturers-Wholesalers

PLUSH VALUES

OUR PANDA BEARS CAN'T BE BEAT! Buy direct from factory & save all middlemen in ever $1.00 difference and new stock tags at wholesale. Free catalog. Specializing in the entire animal souls.

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536 Broadway (W 65-5671), New York, N. Y.

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GENERAL MERCHANDISE

America's Best Jobber to the Trade

J. & N COOK, Inc.
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You can't beat BROYD for Merchandise.

BRODY for Merchandise

CUT-OUTS, CATALOGS, SALES & CASH & CARRY


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NOVELTIES—MECHANICALS—HATS & 1001 OTHER ITEMS.

GREAT BUSINESS: Wholesale & Retail.

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Send for Sample of New 1959 Catalog.

MCDONALD JEWELRY CO.
1261 Broadway, New York 1, N. Y.

GREAT VALUES

Engravers & Confectioner

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Send New Free 1959 Catalog.

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1401 West Taylor St.
Chicago, Ill.

FREE WHOLESALE CATALOG

LAMPS

DIRECT FROM MANUFACTURER

SOLD-OUT & SPECIAL ORDER CATALOG

SOLD-OUT & SPECIAL ORDER CATALOG

THOMAS PRODUCTS CO.
5130 N. Laramie Ave., Chicago, III.

Fast SELLING IMPORTS

JUST ARRIVED

SOLD-OUT & SPECIAL ORDER CATALOG

F&G IMPORTS

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REBUILD WATCHES

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T. F. Walton Ave.
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FREE PEAR CATALOG

PIERRE SALES CO.
F.O. Box 675
El Paso, Texas

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SECTION

THIS ISSUE

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SHOES & DOLL CATALOGS

NO C.O.D.'s

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FREE PRICE LIST

FREE SAMPLES

FREE PRICE LIST

FREE SAMPLES
REGULAR CLASSIFIED ADS

Fest in usual want-ad style, one paragraph, no display. First line ad at 10¢ per word, balance in regular 10¢ per word and lower. Rate: $1.00 per display ad. Minimum $4 with cash with 1st display. Important: In determining cost, be sure to count your name and address. When using a Box Number, e.g. The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Almost twice as much attention and produce quicker and greater results than the use of larger type and white space. Type up to 4 lines per ad. No illustrations, reverse, or other decorative matter. One 10¢ rule borders on an ad of one inch or more. Rate: $1.00 per line or fraction.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, O. THE BILLBOARD

Animals, Birds, Snakes

ALWAYS THE FASTEST SERVICE AND

ANIMALS, BIRDS, SNAKES


ROGER D. LEWIN

C. W. HAYES

BARGAIN CUBS, K. BLACK RACCOON,.htm

KOALA, AUSTRALIAN BRUSHTAIL, STUFFED AND LIFE-SIZE MOUNTED, etc. Just arrived by charter. American Express Co. 236 W. 34th St., New York, N.Y. N. Y. Tel. No. 7-2290.

KING COBRA & COBRA TEE, 10 TO 14 FEET, $100 EACH. Quality guaranteed. H. B. Rice, 1324 S. Wabash, Chicago.

MONKEYS—AFRICA GREEN MONKEY, 7-8 LB., $25.00. AFRICA RED MONKEY, 7-8 LB., $25.00. D. M. Dearden, 1326 C. B. S. St., Los Angeles 19, Calif.

REPTILE JUNGL

HOLLAND, LOUISIANA. TAKE YOUR CHOICE OF LARGEST, BEST CHOICE, CRAWFISH HOG-SNOUT HOGS, RACCOONS, TRAPPING.

GREAT DROGH, IRISH, FRENCH, RABBIT, CHICKENS, QUAIL.

UNUSUAL SNAKES, SNAVERS, LIZARDS, TURTLES, Lizards, etc. H. B. Rice, 1324 S. Wabash, Chicago.

WILD ANIMALS AND WILD LIFE FROM ALL PARTS OF THE WORLD, ? 150 Lbs., $100-

600 Lbs., $1,000-

1,000 Lbs., $100-

H. B. Rice, 1324 S. Wabash, Chicago.

STARFISH—THREE SIZE ONLY.

BRITISH LOW PRICE LADY'S NEWS, LADIES' CATALOGS, LADIES' ACCESSORIES.

RITA'S, LADIES' CATALOG, 4 DIME CENT, 15 CENT PERS., 25 CENT BAGS. LADIES' FURNISHINGS, FURNITURE, TOYS, LADIES' ACCESSORIES.

NEW BRILLIANT COLORS AND PICTURES, 75¢ FOR 500 MEASUREMENTS. NEW DOMESTIC MEASUREMENTS. NEW DOMESTIC TERRIERS. NEW DOMESTIC BIRDS. NEW DOMESTIC Poultry.

NEW $2.00 SIGNS—COMEDY, ADVERTISING, REGIONS, ART, BOOKS, GREETING CARDS. NEW $2.00 SIGNS.

BEAUTIFUL WATCHES—ELGIN, WALTHAM, WENWOOD, WINCHESTER, PAUэр, EMINENT, HAMILTON. $10.00 and over.

BELONGING OUT OF NUMBER. METAL, WOOD, السيام. MAHOGANY, IVORY, MOP, ETC.

JEWELRY CLOSOUTS

NEW 1959 FREE CATALOG NOVELTIES JEWELRY WATCH SETS TOYS

NEW ENGLAND JEWELRY 180 Dupont St., Dept. 8, Providence, R. I.

COIN MACHINES


E. S. DIXON INDEPENDENT START YOUR OWN BUSINESS E. S. DIXON, 6750 7th Ave., Seattle, Wash. or 1645 7th Ave., Seattle, Wash.

INDIANA TOY COMPANY

JEWELRY CLOSOUTS

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Pipes for Pitchmen

THE NOELLS... Robert Noel III, one of the Noel's Aka Gorilla Show, currently with Smoky Mountains and in former years with the Noell's, is the majority owner of the zoo in Florida during the past winter. With them for the winter was Harry Tooore and his monkeys. Paul Campbell spent part of the winter with them, and the Harry Simon family also spent a couple of weeks with the Noell's, including Christine Stimmel, the major portion of the zoo's monkey and baboon family. During the Noell's summer absence Cliff Faust is runn

MAIL ON HAND AT CINCINNATI OFFICE 215 Patterson St. Cincinnati 22, O.

Parcel Post

MAIL ON HAND AT ST. LOUIS OFFICE 1390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

MAIL ON HAND AT NEW YORK OFFICE 1140 Park Ave. New York 3, N. Y.

Big Al Wilson... pipes in to say that he worked a recent farmer's celebration in Madisonville, Ohio with auto polo cards to good takes. He expects to stay in Madisonville for this Fourth celebration and then make our other towns in Wisconsin and Minnesota. "Tell the boys to pipe in," says Al. "The column has been a bit thin in recent issues."
BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill.

JULY 13, 1959

1960 NVA Confab Will Likely Highlight Operating Efficiency

Framework for Next Convention Forged
At Planning Committee Meet in Chicago

By FRANK SHIRAS

CHICAGO—Operating efficiency promises to be a dominant theme of the ninth annual National Vendors' Association convention, to be held in Miami Beach next April. Discussion at a Convention Planning Committee meeting, held Tuesday (7), spotlighted increasing industry concern with more efficient operating methods.

Alto most speakers and subjects have yet to be selected, an over-all purpose of business meetings will be to show operators how a higher net can be realized through various operating savings. Business meetings will stress ways of meeting the inroads of the inflationary spiral with more efficient operating practices.

Concrete Ideas

A number of concrete ideas were presented and discussed at the Convention Planning Committee meeting presided over by convention Chairman Rolle Lobel.

The seven members of the committee attending the meeting discussed possibilities of speeches devoted to sanitation, inventory, multiple vending, record keeping and other aspects of bulk vending which greatly efficiency can lead to a higher net.

Sanitation is often looked at only from the standpoint of hygiene. A speech documenting the role of cleanliness in stimulating machine play was discussed. The importance of careful record keeping in running multiple machines was noted. A suggestion that dispensation was tabbed as another good possibility for a convention talk.

A summation of multiple vending — its advantages and problems — was well-appearing on the business program. The proper ordering and handling of inventory also was not wide approval as good speech material.

Best Ideas

Many of the best ideas at conventions come from operators themselves. Small groups commonly gather in hotel rooms, in the hotel lobby, over a cup of coffee or in entertainment suites. An open forum for operators is positively planned for the April convention. Here any operator would have the opportunity of airing a problem or exchanging ideas with other operators in the group. This will assure a wide audience for current problems that a demonstration of various methods of cleaning and servicing machines is also tentatively scheduled for the 1960 convention. Altho details have yet to be worked out, it is likely that multiple vending can be probably be presented as a workshop. Here operators would have the opportunity of observing actually different servicing techniques.

A case history approach to insurance is also likely possibility. Instead of a general talk on insurance, an analysis of actual claim

(Continued on page 63)

BROADEST MARKET

Tunes Multi-Units To All Age Groups

By HAL REYES

DETOIT—Use of fills that appeal to all age groups is a rule that George Wilson, local operator, has followed with success in his multiple coin-operated machines. At the Detroit Coney Island Drive-In, his nickel machines each have the following wide variety of fills:

Pistachios, cashews, squash seeds, ball gum, jaw breakers, and Boston baked beans. Depending up on the particular location, the fills are varied somewhat. Wilson makes liberal use of nuts because he has found that they are bought by both adults and children. Three of the venders operate a penny and the other three generally at a nickel. Primarily because of their cost, pistachios and cashews are used in the nickel machines. Candies with a chocolate base are also generally sold for 5 cents.

Careful Records

Careful records have been kept on the dozen batteries of six machines that Wilson has on location. He has found that the gross take per machine averages from $2.50 to $3 per month, compared to $2.50-

(Continued on page 63)

CAN A WOODEN SHACK BECOME A GOOD STOP?

ST. LOUIS—Two years ago the management of a small corn and gravel plant approached Jason Kovitz, Marjay Vending Company, with a request to put a vender on location as a convenience to their employees. There wasn’t an unusual request, but the location in mind seemed a very unlikely spot to Jason.

The firm desired the vender to be put in a corner where office workers would have access to it as they passed in and out during the day. The wooden shack itself could have been a desk, oil stove and an incubator. If this was a reading, the weight of it seemed a long shot, but Jason put a nickel cashew machine in any case.

The machine endured so quickly that he soon put another, then a third machine on locations. The trick was to keep the machines busy enough to stay in business. The small vender of office workers, he says, has maintained the practice of putting up the machines.

The machine was quickly found to be one of the best ways to keep the machines running. The little vender, as Jenkins would say, was a vender of office workers who kept the machines busy. They became a vender of office workers who kept the machines running.
BROADMARKET
- Continued from page 83

For a single machine doesn’t induce sales in this way.

Becoming Rarify

Actually single machine stops are becoming a rarity on Wilson’s route. Although moving carefully in battery vending where six machines are involved, two or more machine units are common in his stops. About 200 of his locations in Southeastern Michigan have three-machine units. His long range intention is to put hundreds of six machines in the best of these stops.

A good sales talk is needed in order to introduce customer to a location that previously had three, Wilson has found. Space carries a premium in stores, and location owners are often skeptical about the potential of additional machines.

Wilson explains that the purpose of the bigger unit is to appeal to all customers coming into the store rather than a segment of them. He explains further that a multiple installation induces sales, which is another reason why it will pull more sales than the previous unit. Since the machines are an extension on two feet, it means that commissions will also be greater in relation to the amount of additional space used.

New Type Flicker Pix

PITTSBURGH — Penny King’s “Vilna-Mincs” are now a new variation on standard flicker action pictures, said sales manager Margaret Kally.

The series consists of 11 different pictures, distributed as half hormones, baseball players, prize fighters, dancers, and so forth. Filling the picture slightly gives a better illusion of actual action.

“Vilna-Mincs” sell for $10 per thousand in lots of five thousand, and $25 per thousand in lots less than five thousand.

GIVE TO DAMON RUNYON CANCER FUND

$13.95 Each
Minimum Purchase: 1 to the Case
For lower Prices on our
comparative line of
CAPSULES - MACHINES
- CHARMS - BAND GUM
Write for lowest prices on our
comparative line of
CAPSULES - MACHINES
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Order Now From Victor’s South eastern Distributor.
H. B. HUTCHINSON, JR.
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Atlanta 7, Ga.
Phone: Drake 7-6000

GATHERED TO LAY PLANS for the 1960 National Vendors Association Convention are members of the Convention Planning Committee, pictured above. Standing, from left, are: Dan Mitchell, Bob Kanter, Rolly Lobell, Harry Bell, Lee Love, Ted Rad and Dame Mossen and Laurette Coo.

NVA Meet to Talk Efficiency
- Continued from page 82

settled that they can be sure of seeing people they want to see, and quickly finding out when and where the exhibitions and business sessions are located. If anything, there will probably be an overflow that can be accommodated at the adjoining Americas Hotel. The Balmoral has a 276-room capacity. At the Convention Hotel, Chicago, where the 1959 convention was held, 300 of its rooms were taken by the convention.

General Place

The Balimore Hotel, where the convention will be held, promises to be an ideal place to stage the convention. The NVA convention will dominate the hotel, which means that exhibits and business sessions can be planned with a view to maximum convenience for convention goers. Since all activities will focus on the hotel, those at

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## Coin Machine Price Index

### How to Use the Index

**Prices** given in the Index are in no way intended to indicate a "standard" or "typical" price. There is no reflection of what prices should be on used equipment.

Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depressed below current market value, age, time on location, the territory and other related factors.

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### MEAN AVERAGE. The mean average is a computer-generated index that has been advertised for the period indicated and reflects the weighted average price level. It is not a simple average of the "high" and "low" index values. It is a true "average" price level.

The "high" and "low" price range, as well as the mean average, indicates the price level at which most of the machines are advertised. In most instances, when the mean average price is exceeded, it indicates that the price is a "high" price and, conversely, when the price is below the mean average price, it indicates that the "low" price is a "low" price for the machine.

### Equipment Costs

**Equipment Costs** are a composite of the costs of the different types of equipment, and are based on the assumption that the average price of the equipment is the "high" price. Equipment Costs indicate the price range for the "high" price and the "low" price. They also indicate the "mean" average price of the equipment.

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In-Line Pinball Rule May Face Court Test

CHICAGO—With the fate of in-line pinball machines resting in the hands of a Senate committee considering aid to the pinball industry, there are serious questions about the future of these games.

In Illinois, before any ruling was made, the Senate committee would be subject to the $250 state tax on the value of the game's machine. Theatin committee was not expected to make a decision on the situation before February 1, 1960.

Godfrey said the committee would consider the case of the Springfield, Ill., State Dis- trict Court, which has been handling cases involving the applicability of the state tax.

The Springfield court held that the $250 tax is constitutional. Godfrey said the court had held that pinballs never fell under the gambling tax and the government appealed the case to the Supreme Court of Illinois.

Conversions Set

Godfrey estimated that 75 per cent of the in-line pinball machines in the St. Louis area have been converted to machines worth $250 tax. He added that the device, now with printed money, would be fixed with multiple coin metering devices for advancing the odds and the machine would be returned to free play eliminated. In Minnesota, the operators began moving in from locations last week in an effort to avoid the $250 tax. The operators said the sale of regulation is defeat. The lot is $500 and the other $750 tax on the same type of pinball machine. The state has been regulated because they’ve worked on them and they won’t get anything.

Jackson has a city ordinance making the purchase of a $250 gaming stamp prima facie evidence that the machine is a gambling device.

On the local level, two Turkuandand operators of an Arkan- sawa tax, passed last week, which requires the pinball tax by every person in the amusement business in the city, in addition to a $5 tax for each individual machine.

Some Support

Bond

The law also requires the posting of a $500 bond at the time the purchaser of the $250 stamp tax. The law was supported by the Senate committee.

Pa. Cig Operators Warned on Taxes

HARRISBURG, Pa.—The Pennsy- lvanian State Department of Revenue has warned a smoking machine vendor in the District of Columbia, at which point in their machines must carry 6 cents worth of tax stamps for machine improvements.

A spokesmen for the state unit warned that operators of cigarettes must not be levied against operators of vend- ing machines carrying the no-void stamp tax on the packages.

A new 1-cent tax was added on the cigarette tax to the $10,000 tax on all cigarettes and 6 cents per machine was a "floor" tax of 15 days to clear the shipping paper once the tax. It is to pay the extra cent, tho, by means of an income despite the fact that extra cent did not have to be shown on the package.

Later, the 15-day extension of "floor option" was extended until June 30 without public notice. Op- erators were liable for cigarettes vended as of 12:01 a.m. July 1.

Suits claims the act is arbitrary, capricious and discriminatory. In South Carolina, two new laws, which went into effect on July 1, are being retired by game operators. One prohibits persons 18 and younger from playing pinball machines, and the other increases the license fee for free-play games from $17.70 to $25 a year.

In Pennsylvania, a state law allows players to turn a machine off by pressing the "kill" button.

B. Braszke, director of the License Tax Division of the Tax Department, said that there has been "at least a 50 per cent drop in licenses" under the new law. One of the witnesses claimed that his machine will not pay $3 or $4 a week, and he adds that his operators no longer maintain.

Amusement operators are remov- ing the free-play features from their pinball machines.

In Detroit, Lawrence E. Eaton, assistant corporation counsel, charged that "there is no new en- vironment for pinball games. The statement came in an- swer to operator reports that the Police Department no longer per- mits them to run games of the type described as pinball machines.

Detroit has long been known for its tough game policy. The city has not licensed a pinball machine at one time, shuffleboard and pool game will be only type seen in the city limits.

Com Games

Eaton recommended that a bungling bell device be outlawed, as have some bowling games. Skee-ball, shuffleboard,

Eaton warned the state that any new game of any type of pinball game.

Ball will be Outlaw to Make In-Line Pinballs

CHICAGO—Herb Jones, vice-president of Bally Manufac- turing Company, last week denied that Bally had any present intention of discontinuing in-line pinball machines. Jones statement came in the wake of a sales letter by a New Orleans distributor in which the distributor urged opera- tors to buy bally games of the in-line type now so as, he charged, "this game will be longer in the market and the price will rise sharply.

The text of Jones' statements follow:

"With your inquiry regarding a rumor that we plan to discontinue the manufacture of pinball games in the historic tradition of Bally and, in particular, the popular in-line games—it must inform you that such rumor is not supported by our present plans.

"Pinball games are the mainstay of the industry's thorniest. But opera- tors are happy to know that Bally will continue to offer in-line pinball games on the highest quality basis and in every variety of model that will suit the needs of the market.

"The rumor is not only without foundation but may actually create an obstacle to the sale of the different pinball models that the industry needs to keep the market in balance during these difficult times."
Stereo is "tuning with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear it breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?

One microphone picks up music from the left side—and part of the middle. Another microphone picks up music from the right side—and part of the middle. These two channels of sound are taped, then transferred to records.

Both sides of the record groove are used; each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.

Music from the first amplifier goes to the speaker enclosure on the left, and from the second amplifier to another speaker enclosure on the right. Adequate separation of speakers is essential for the stereo effect. Yet, too much separation leaves a "hole in the middle of the music." Obviously, a good stereo set is midway between the left and right speakers. But, no location can do it all in pattern.

Patrons left at center; hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He places the speakers well apart to get location coverage as well as stereo effect.

Then there's the other extreme: trying to get adequate separation by squeezing both channels into the same box itself! This is like trying to compress a yardstick into a foot rule; an acoustical impossibility, as any audio engineer will tell you.

Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible. To secure maximum coverage and separation of channels with a minimum number of enclosures, a third channel should be employed in most locations.

This third channel, recommended by audio engineers, is located in the AMI model "J" itself. It is essential for maximum stereo coverage of location areas. The AMI third channel carries signals from both channels "A" and "B," but through the proper box at lower level. It has the following distinct advantages:

1. Far greater flexibility in speaker placement to meet varying location layouts.
2. Wide area coverage with fewer wall or corner enclosures.
3. Lower cost of installation in line with the location's potential take.
4. Significantly better sound.

Look to AMI for another half century of giving you the equipment you need when you need it.

Stereo seems to present such opportunity. It can mark the beginning of a whole new era of music.

It is clear that equipment of superior engineering, design and, above all, flexibility is required to serve the operator's needs...to return the profit on his investment that he has a right to expect.

Moreover, stereo equipment must:
1. Meet the needs of the operator NOW.
2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.

To compensate for the "missing middle," some will pile the speakers on. Four, six, eight...lining all around the location. This makes matters worse. "Cross-talk," im-balance, •

To the engineer, the "missing middle" is a "hole in the middle of the music."
ONLY WURLITZER OFFERS
True Stereophonic Sound

A SENSATIONAL PLAY STIMULATOR

The superiority of Wurlitzer Stereophonic Sound is so evident that wherever installed, it promotes an immediate increase in play. Look over your locations. Then look at the flexibility of the Wurlitzer line. No matter how large or small the location, what shape or how many rooms, you can install a Wurlitzer Music System that will produce true stereophonic sound—and earn new high returns on your investment.

WURLITZER Stereophonic-High Fidelity MUSIC SYSTEMS
FIRST IN SALES • FINEST IN SOUND

The Wurlitzer Company. Established 1856. North Tonawanda, N.Y.
Attorney General Albert W. Mead in the meantime, W. said he would file a lawsuit in Connecticut to stop the machines. For his part, Friedman, who operates several pinball machines, said he would take the matter to court. The judge ruled against Friedman, saying he lacked standing to make the complaint.

In Arizona, a state agency ruled that pinball machines were illegal. The decision came after a long legal battle between the state and several operators. The operators were trying to overturn the ban, but the judge ruled in favor of the state.

The New York Times reported on the latest developments in the law on pinball machines. The decision in Arizona was seen as a major blow to the operators, who had been fighting for years to overturn the ban. The operators were planning to appeal the decision, but it was unclear if they would be successful.

In other news, the State Supreme Court in Connecticut ruled that pinball machines were not a form of gambling. The decision was seen as a major victory for the operators, who had been arguing that the machines were legal for years.

In Illinois, a group of operators were planning to appeal a ruling that banned pinball machines. The operators had been fighting for years to overturn the ban, but the judge ruled in favor of the state.

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In summary, the legal battle over pinball machines continued to rage across the country. The operators were fighting to overturn bans in several states, while the state agencies were trying to uphold the bans. The operators were planning to appeal the rulings in several cases, but it was unclear if they would be successful.

As always, it was a busy time in the world of pinball, with new machines being introduced and old ones being kept alive. The operator community was divided on the issue, with some operators arguing that the machines were illegal and should be banned, while others argued that they were legal and should be allowed.
FORT WORTH—Tell Bob DePriest that "something can't be done" and the chances are that he will go right out and do it.

DePriest, the still relatively young man, is one of the oldest active operators in the Dallas area, with 28 years of coin machine operation behind him. Currently operating almost 200 phonographs and amusement machines, he has put up more than 200 games, DePriest has shown a consistent ability to continuously "buck the odds."

DePriest went into the coin machine field right out of high school. Oddly enough, it was getting a job as a wholesale milk truck driver that interested him in coin machine operation. In dealing with the larger restaurants and cafes, DePriest noted that many of them were using counter games of various kinds, and decided to take a crack at it himself. So he bought a small milk truck and sold ice cream.

The return from the sale of a dozen counter games, which DePriest serviced as a part of each day's milk truck schedule, things worked out so well that he began buying 5-cent pin games of various kinds, until, while ostensively only a milk truck driver, his principal activity was amusement game operation.

DePriest had discovered the "going full-time" this halcyon season lasted for more than 10 years, during which time the Dallas Diary for which he worked took due note of his interest. There was no talking him out of it, insinuated at the coin machine business and became a full-time operator.

In 1935, DePriest bought his first phonographs and began looking for music spots, along with his games. They were not to come by at that time, with relatively few phonograph operators, but for DePriest he could recognize it DePriest found a volume from music surpluses.

During the next three years, DePriest worked his entire time, directing his activities in all directions, experimenting with the possibilities of game machines and phonograph and vending machines all in the same location. He was successful and each year he would have become a "specialist" in order to do this, but his specialty was what he wanted from coin machine operation. DePriest disagreed and points out that he had the "specialists" who scoffed at his multiple operation had seen better days of business for decades.

Also, early in the same he began buying new machines in large quantities, a dozen or even more. Here it was told that he was "sticking his neck out too far" and that he would go broke, instead, DePriest went to a leading Dallas lumberyard and bought complete figures on income being derived from his multiple coin machine operations, and got the sort of co-operation he wanted. To this day, 22 years later, DePriest is still selling his business with the same bank, still buying his inventory in huge numbers, getting excellent financing, and has never lost any equipment thru repossession during the entire time.

DePriest, incidentally, was the first operator in Dallas to spot so-called "marble tables" in the city. He still calls pinball games "inurable tables," pointing out that Dave and Morey Gottlieb, later to become famous manufacturer, used that name many years ago.

When World War II came along, DePriest wasn't exactly drafted and found himself working for the Navy. He left Pearl Harbor had cleared away. Unable to find anyone to run his games, he started his own games.

Instead of firing him, inasmuch as he had plenty of equipment in good shape to stock spots which were opening up in the area, as well as reclaiming many of his own established ones.

Utlil 1949, DePriest ran his big operation entirely himself, coming in with express firms to install machines, doing all the repair work on the spot, except for help from distributors on more complex electronic machines. He continued his "inurable location" theory, even to the extent that there were several setbacks when games were, for example, that many phonographs and vending machines. Then, when the war ended, and he returned to Dallas, DePriest was one of the few operators who had plenty of equipment in good shape to stock spots which were opening up in the area, as well as reclaiming many of his own established ones.

Since 1949, DePriest Vending Service, has established a phenomenal sales rate for expansion and sales. In the first week in September, the firm totted up more than 300 machines, with 5,000 packs, the next week 30,000 packs, and in the final week, 29,000 packs were delivered.

DePriest, who had never yet gotten away from his hobby, but now is his own boss, has been a "growing" machine for more than 20 years, and has been in charge of his own affairs since 1958 when he purchased a small phonograph route to "save time."

Now, with play down on phonograph and amusement machines, DePriest is thankful that he decided many years ago to convert his machine operation business, which he started more than 20 years ago, and built up a route of more than 300 machines, with spots in Dallas area, as well as converted the entire area, to cover his stock, to see his machines.

Even in the cigarette area the sales to a straight 30 cents, the cigarette is his business, simply, Bob DePriest Vending Service, has established a phenomen- al sales rate for expansion and sales. In the first week in September, the firm was able to handle 600 packs, the next week 3,000 packs, and in the final week, 2,900 packs were delivered.

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THE SWITCH IN ‘59 IS TO ROCK-OLA

...for dependability
...for maximum profits
...for customer appeal

Again in 1959 Rock-Ola phonographs have proven their outstanding dependability in all types of locations. Factory sales figures show that more operators everyday are making the big switch to Rock-Ola because only Rock-Ola’s trouble-free phonographs assure a maximum of plays with a minimum of service.

For the biggest profit from each location, join the switch to Rock-Ola.

see the ROCK-Ola TEMPO line at your nearest Rock-Ola distributor today. Your profits will be glad you did!

ROCK-Ola Manufacturing Corporation
800 N. Kedzie Ave., Chicago 81, Ill.
Coinmen Launch PR
Grass Roots Effort

news value to the editors of metropolitan daily.

Another case in point is the do-
nation of juke boxes by individual
operators to youth, church and
local organizations. These do-
nations, in individual cases, are
also not necessarily, except to the
tradition of the trade. And what appears
in the trade press has little impact on
the general public.

Is There News?
The media—press, radio and
television—cannot be blamed for
their failure to publish these activi-
ties. These mass communication
organs limit news coverage to items
which will be of general public
interest. And the donation of
juke box or the participation in
the industry in a general fund-
raising or circulation-building
story.

But the industry can direct its
efforts so that they will be
made more news. A good example of this
is the action of Willie Blatt, Miami
operator, who works closely with the
local Police Athletic League in
 combating juvenile delinquency.
Blatt’s efforts have been well pub-
lished in the local press.

Aware of Blatt’s success in Mi-
ami is Al Treadwell, director of
the public relations commit-
tee of the New York State Coin
Machine Association. Bodkin
realizes that in order to get space in
the local daily press and on
the television and radio stations, the
industry must market its news in its own
way.

Block Party
Blatt’s plan is to have the New
York coin operators throw block
parties for Gottman’s underprivi-
leged youngsters, the parties to be
sponsored jointly by the Police
Athletic League.

One of the local distributors
would provide a new 30-selection
juke box for the occasion, and local
record distributors and one-stop
would be prevailed upon to supply
reputation talent for the occasion.
In addition, one or two disk jockeys
would be asked to participate in
the entertainment.

Bodkin reasons that the story
would be a perfect summer feature
for the local press, that the
appearance of a local disk jockey
would result in radio coverage, and
the event would have outside
newspapers as well as the
show—with participating in the
combination of youngsters and name
re-confusing prints.

Basic Buses
Industry leaders agree that one
block party is not enough to change
the public image of the coin ma-
chine operator. But they feel that
block parties—and similar local
promotions—staged on a constant
basis, will eventually convince
the man in the street that the
local juke box or game operator
is a pretty good guy who has the
interests of the community at heart.

The problem is to come up with
local promotions ideas. In this con-
nection, the all-industry public
relations committee which met recently
in Chicago plans to maintain close
liaison with local operator associa-
tions, suggest public relations plans,
and study these operations.

To stimulate local trade groups,
The Billboard suggested that it would
sponsor a public relations
competition, with a $500 award, to the
local association doing most to create
good will for the coin-machine industry area.
The award will be made at the annual
banquet of the Music Operators of
America. Good will details will be
announced in a few weeks (The
Billboard, July 6).

Siller Appeal
In Chicago, Bob Siller, managing
director of the National Coin Ma-
chine Distributors Association and a member of the screening
committee of the all-industry
prize group, called upon editors, whether NCMDA members or not,
to co-operate with the distributor
in a public relations program.

“A few disjointed voices would
only add confusion to the tumult,”
said Siller, this is the time for a
national concerted effort behind
one large massive movement of all
prime distributors. We are the
middlemen. We are the operator,
the manufacturer, the public and the
inhabitants of the many other forces at all times.

We are the pulse of this business.
Siller also called on the game
operators to join a national associa-
tion. While the operators may not
be a national organization or game
operators exist, those operators who
have either either independent or coin
machine operators on their locations can join
either the Music Operators of
America or the National Automatic
Mechandising Manufacturers Assoc.

Senate Hearings
One recent development which
has panned a need for a coin ma-
chine public relations program has
been the recent hearings of the
McClellan Committee. While the
hearings were conducted last year,
the committee made certain conclu-
sions to the effect that the industry
was racket-ridden, despite the
fact that testimony disclosed that the
operators were the victims
arm pressure.

It is doubtful, tho, if the coin
machine industry can get any
substantial amount of national public-
ity to the effect that the operator
is the same as any other small
businessman. Such stories, while
they would help morale, could
have little general interest.

The industry’s best bet seems to
be an effort to work on the local
level, planning new promotions,
and hoping that, in the long
grinding of a campaign, the public
will know and understand the role of the
coin machine operator.

And the role of any national
public relations program will be to
encourage and assist local operators
in these ventures. It’s a long-range
program, but the first steps have
already been taken.

Valvespoat Oiler
For Jukes & Games

NEW YORK.—A precision
ailer oiled by the manu-
facturers claim is especially
suitable for use on juke boxes and games,
which is being marketed by Continental
Aerospace Corp.

The device has a clear celluloid
container giving visible view of
oil, with a filled brass pump and
valve. Scoop is built and 4½ oz.
large. Price of the unit is $1.50 each.

the
the

FUTURE

with

a

promote

ADVERTISER'S SCHEDULE

DAVE'S

Point-Guaranteed Phonograph
Work like new—Look like new

DP ALPINE

COLUMBUS

OHIO

849 North High Street
Columbus 8, Ohio
Phone: AX 4-614
120,000 Kids Boost Ride, Game Store

By HAI REVES

Shopping center management sometimes emphasizes the significance of its collection of pachinko and kiddieballs with coin-operated equipment. Such installations make the shopping center a place that youngsters remember—and the youngsters persuade their parents to make return trips.

DETROIT--Michigan Midget Movies, a diversified operating and distributing firm, may hold the distinction of having the biggest coin-operated amusement "shop" in the world.

The spot is Detroit's Northland Shopping Center, which ranks as the world's largest. It includes 110 stores, parking space for 10,000 cars, and cost of its coin amusement operations alone draws 120,000 youngsters at one time.

The coin attractions consist of the native of different ends of the shopping center—the Playland, a year-round open pavilion, and the Kiddieball Center, opening during the spring and summer. Both spots are under the management of Michigan Midget Movies.

Northland has an average traffic count of about 10,000 per week. On Saturdays, the latter figures consist of a highly sightseeing and window shoppers. It is estimated that about one-third of the adult visitors bring along with them, an average of two children.

Annual Growth

Joseph Auton, vice-president and general manager of Midget Movies, reports that business has shown a consistent growth in volume every year; since his firm went into Northland five years ago, shortly after its opening. In fact, in 1958, when Detroit was in the throes of a recession, there was a slight improvement over 1957 at the Northland amusement spots, even then it was a reversal of the experience in the other phases of Auton's business.

An analysis of the principal arguments for playing games and coin rides in shopping centers is made by Auton.

"1. You get a lot of foot traffic. This is the open traffic between the fighting stores,

"2. It provides a stopping point and a welcome interval in the shopping trip for the youngsters. Most children don't mind waiting with mom and dad if they can take a break with a coin game or ride.

"3. For the coin machine operator, this is like having eight to 12 locations at the same spot, because they are concentrated and are easily serviced.

"4. Extra coin is easily picked up after regular shopping hours, and especially on Sundays. On Sundays, with almost all the stores closed, the Playland is one of the few places where visitors can spend money, and the small fry are likely to enjoy in the family does.

"5. A significant extra source of revenue for owners of shopping center employees. About 5,600 pasture work at Northland, many on a part-time basis. Commonly the husband or wife may drive over to pick up the work earning after work, bringing the youngsters of the family who will want to patronize the amusements. This extra revenue is welcome and makes the Playland attractive, especially since the other stores are frequently just closing.

At the Kiddieland, Auton also operates an average of about 10 large non-coin roll units, combin-
Location Loans by Operators

- Continued from page 66

which will eventually work to the operator's advantage as well.

In other cases operators are able to

After attempts to track satellite in orbit-

suances on monthly, semi-annual or annual

$545.00

ECORDO—Depeons on tracking accuracy: Skill

the "Satellite Tracker" needs minutes and

SATELLITE TRACKER

SATellite Track R

DARE SCRUB

SatellitE Tracker 10-Move

Sends Rocket To Moon

without success. The attempts to track

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Sorry to disappoint you, but the

Sends Rocket To Moon

FURTHER ATTEMPTS TO TRACK SATELLITES IN ORBIT

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involves a significant investment in

vice versa.

for one full dollar roadside service

outer space—view through TV-type camera

with an insufficient charge, the operator may

the man.

Sends Rocket To Moon

on $2000, which must be refunded if

The "Satellite Tracker" is up to date on its

with ordinary player appeal, thrill—repeat

WHERE SPACE MEETS MIND!

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COIN MACHINES

July 13, 1959

THE BILLBOARD

GUARANTEED

Trouble Free Operation

1475 W. Fillmore St. Chicago 24, Ill.

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1475 W. Fillmore St. Chicago 24, Ill.
Hank Grant Sees Rapid Growth for European Coin Machine Industry

PHILADELPHIA — "The coin machine business in Europe is like a child growing up, and maturity is only a matter of a few years away." Those are the words of Henry (Hank) Grant, buyer for the International Amusement Company. He's a man that should know. Grant has just returned from a seven-week business trip of the continent.

"It won't be too long before Europe is the equal of the United States in coin machines," Grant said. "That is, if it isn't already."

Cash Basis

"One thing about Europe," the 34-year-old, young buyer said, "everything is on a cash basis. The only exception is the distributor of new machines who sells to locations on a credit basis."

International is one of the top exporting houses in the country. Last year, it moved 4,100 pieces into Europe. Over half of this total went to Belgium, where International has an affiliate, Belgian Amusement Company.

"Not all of the machines imported by Belgium stay there," Grant said. "This is used a lot as a distribution center for two reasons. First, it is centrally located, and secondly, their restrictions are easy. Once we get a piece into Belgium, it is easier to get it into another country with tougher regulations."

"Our affiliate does an awful lot of business," Grant explained, "and the main difference we notice between Belgium and West Germany is Belgium imports a lot of second-hand pieces, while West Germany goes hunting for the new machines."

Some Arcades

Grant said his firm exports mostly jukes, bingo and pinballs. Internationals started some arcades in Europe before World War II. "We imported machines from Chicago then," said Grant, "and we have the main seaside resort of Belgium, which is much like our Atlantic City, tied up exclusively with our Arcades."

"What's the reason for the tremendous traffic in jukes in Belgium?"

"It's the cafes over there," Grant answered. "They have so many of them it's unbelievable. A friend of mine said it looked like every fourth house was a cafe, and they all have jukes."

Teen-Age Hangout

"The teen-agers of Belgium go to these cafes for their socializing," Hank said. "They do not stay home. On Fridays, Saturdays and Sundays, these places are packed to the hilt with young people."

"Why each machine in a good location will bring in as high as 12,000 francs a week," he continued. "That's the equivalent to $200."

"We are interested in the teenage set over there just as we are here in the United States," Grant said. "But believe it or not, there is more teen-age record activity in Europe than there is here."

Dance Music

"One reason is there are all these cafes for the young people to go and dance to the joker," he said. "There aren't many places here where kids can do that."

"Each location does not get the same records, however," the buyer explained. "Each place attracts a different crowd looking for a different sound. Some cafes dig the progressive jazz, while others rock 'n' roll and still others go for pop tunes."

"As you can imagine, we stock each machine accordingly, placing only the ones they like to hear in each location. It seems that the cha cha is starting to catch on in Europe now."

when answering ads . . . Say You Saw It in The Billboard
120,000 Kids Boost Spot

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and bowling games.

Auston is careful to have no duplication of attractions within or between the two amusement locations, providing in total, 28 different types of coin units most of the time.

Says Auston: "I don't know of any one coin ride that keeps you that you would want to duplicate it. If you have a few patrons waiting, it creates a crowd anyway, which is good for business."

Nearly all the Northland coin units are done play. They operate in competition with the major-sized children's rides which carry a 13-cent fare or 10 tickets for $1.

Coin Ride Tops

Auston says the most popular ride at Northland is the Bally coin-operated Horse, despite the fact that it operates in direct competition with the big 30-horse Merry-Go-Round nearby. The coin Horse appears to be less "tearaway" to the smaller kids than the big Carousel piece. But in the long run it takes patronage for the bigger ride, gradually building the kids' confidence.

At the Kiddieland the coin-operated units account for about 10 percent of the total revenue, the cost coming from the seven to nine multiple large rides. And Auston points out, this 10 percent is without an attendant, whereas the large rides each need an attendant, with substantial payroll costs. Ray St. Pierre, manager of Auston's Northland operations, is, however, at hand to take care of any situations that may arise. Anything that requires major attention is handled direct from the Northland office by a regular service crew.

The Playland-Kiddieland set-up is promoted to some extent on TV. On children's programs, a tie-in is arranged by which each participant in the show is given a strip of eight tickets. This might be given to two children one day and 50 the next depending on the program format. In this way the setup gets a strong mention and introduces more kids to the Northland amusements.

Once a year Auston is host to about 40 cropped children from the Easter Seal Day Camp, and the children are given the benefit of all rides and attractions free for the day. Auston initiated this good will idea, and it was subsequently taken over by the local Rotary Club. Most of these children had never been to a world's fair before.

Auston has another Kiddieland operation at Eastland, a newer and slightly smaller shopping center. Coin equipment is set up here temporarily in a canvas tent 20 by 40 feet.

Recently a survey was undertaken on behalf of Northland merchants to find out why people come there to spend well up into eight figures annually. There were various reasons, but a satisfying number reported they came because of the "fun" or "nice playland," or because "Kiddieland is wonderful."

COINMEN YOU KNOW

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Little Rock

By ELTON WISENHEIM

News from around Arkansas: Eddy circus, World's Amusement Company at Bald Knob, recently installed a coin-operated laundry as an additional business diversification. A. D. Deeter, Deeter Music Company at Conway, recently installed his small route to Charles Townley, owner of Townley Amusement Company at Conway. Reported sale price was $8,500. Deeter has not announced his plans yet for the future.

Paul Hurst, Hurst Amusement Company at Atkins, Ark., recently installed a boat house for fishermen. He also operates a hotel which houses various coin machines, including a phonograph, pin-ball, hand, edger, and others; expects a big business from fishermen.

Arle Turner, owner of Turner Amusement Company at Harrison, Ark., in the heart of the Ozarks, reports his business booming. Reason is Harrison is in big strawberry growing area which had a record crop this year. He also reports that, also at Harrison, owner of Harrison Amusement Company, is clearing his equipment and getting on route to shape for summer business. That's the time for Ozark operators, when moths and resorts are open.

The Billboard

INTERNATIONAL

JULY-AUGUST ISSUE OUT THIS WEEK

In this issue, we report:

★ Belgium, West Germany, Holland and Switzerland have liberalized import restrictions on juke boxes, games and vendors. Great Britain's import quotas have largely been negated by currency liberalization: the easy exchange of the pound sterling and the dollar.

★ A report from the six nations of the Common Market area indicates that six months of the trade union have not yet set definite patterns for future trade. But great activity is noted on the part of American manufacturers in setting up licensing and franchising many "Common Market Partners."

★ What is Euroam? Why has this master organization of European associations been formed. Primary European Billboard International reports, to work toward uniform laws regulating coin-operated equipment . . . to lobby for similar legislation in all countries . . . to serve as a clearing house on "precise" information necessary to manufacturing and operation.

★ The influx of phonographs into Great Britain is strong. English coinmen talk in terms of a market which could continue strong for many years.

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And, IF YOU ARE SELLING, you should advertise. Eight-thousand copies are distributed in 120 countries not including the U.S. and Canada. The Billboard International is the only mass mediablanketing the world for the coin machine trade.
Here's Denver Summer Cure

By BOB LATIMER

DENVER—"Moving away from the summer slump" is the method by which many Colorado phonograph operators combat this annual problem.

The Colorado capital, with some 28 active operators, definitely does not experience the same degree of summer weather slump which characterizes other large cities. However, the presence of the Colorado Rockies and the ski resorts, attracting upwards of a half million tourists every year, eliminates any serious slump.

Instead, most entertaining operators simply head for the hills when the warm late May weather brings the opening of resort communities which dot the craggy landscape west of the city.

Most operators are using not only phonographs, but a widespread array of amusement machines and even vendors in all of their mountain spots, and some transfer as many as 500 pieces of equipment to the area.

There are actually two schools of thought where resort operations are concerned. Elton Deines, Boulder, operates in the lush Exes Park area, a city which jumps from a population of 500 to around 20,000 during the summer.

He leaves all of his equipment in place thru the winter, ready to start immediately as soon as summer arrives. While it might be possible to dismount his phonographs, games and vending machines back into Boulder and other cities for winter operations, Deines feels that keeping the equipment in place thru the winter months, even when the locations are closed down, means that he retains the location year after year.

With huge numbers of tourists in the area all summer, collections from almost any mountain resort area are enough to make the long winter layover worthwhile.

Byers, a prominent operator who makes the most of resort area operations in W. C. Byers, whose headquarters in Fort Collins, some 75 miles north of Denver.

Byers moves almost his entire operation away from Fort Collins and surrounding cities, up high into the mountains, in Exes Park, Grand Lake, Lyons, Idaho Springs and similar cities.

Prime Location, 16 Machines Lost In Fla. Fire

JACKSONVILLE, Fla.—A spectacular three-alarm fire which destroyed the $200,000 Navy Exchange building at the Jacksonville Naval Air Station dealt a double blow to the Advance Music Company.

The local firm not only lost 16 pinball machines, coin phonographs and shuffle alleys, it also lost one of its best locations.

There are no plans by the Navy Exchange organization to rebuild the structure, which contained a restaurant, retail outlet, bowling alleys, barshops, hobo shop, telephone stations and a laundry and dry cleaning pickup.

The loss of the machines was not as severe as the $200,000 Navy Exchange building, which contained the Advance Music Company at approximately $6,000.

They were not insured.

Advance Music Company had operated the 16 machines in the Exchange for about 12 months. Since it was the only one to which enlisted students of a Navy school were allowed to go, the firm felt it was "one of our best locations."

The company also operates machines at nearby Cecil Field and Mayport Naval Station and in Arcoule spots in Jacksonville and Jacksonville Beach.

While this may mean moving more than 50 machines to a warmer location to the mountain areas, the excellent returns which are produced make the program worthwhile.

In many instances when a tavern, cocktail lounge, restaurant or mountain lodge opens its doors for the first day, a flyer truck pulls up with phonographs and amusement machines ready for immediate installation.

A lot of hard labor goes into the protective wrapping and transportation of such equipment, but Byers considers the wholesale transfer of his equipment a part of every year's operation.

Almost every Denver operator maintains mountain routes to some extent. Even American Amusement Company, operating from Aurora, east of Denver, builds up a large percentage of its amusement machines by extending all the way from Denver to Evergreen, located southwest, as soon as warm weather brings the annual tourists here.

Midwest Music Company, Modern Music Company, Skyline Music Company, all leave pinball operating firms spend part of the winter in cleaning up and testing amusement machines and phonographs which will go into favorite mountain resorts at mid-May, or even as early as the end of April.
Players love the lively "keep-swinging" play-rhythm of the fastest ball-bowler ever built—with twice-as-fast rotary totalizers and 50 per cent faster play-cycle. Locations love the way PAN-AMERICAN BOWLER stimulates refreshment sales...keeps customers from drifting away...
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