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## 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, and often punitive legislation on the State and federal levels, are reaping the bitter harvest of decades of poor public relations. Basically, these two industries, referred to in the trade as the coin machine business, provide low-cost music and entertainment to millions of Americans, and, at the same time, provide a fair profit for operators, distributors and manufacturers.

But the public's image of the coin machine industry is not in keeping with the nature of the business. For years the man in the street has regarded the operator of coin music and amusement devices as someone on the fringes of polite society and someone whose background is suspect.

### Public Opinion

The current spate of bills to license, tax and limit automatic phonographs and coin games stems from a reservoir of ill-will and misunderstanding of the coin machine industry. Congressmen and State legislators generally don't introduce these measures just to have their names appear on the bills. These public officials, who must stand for re-election, introduce them because they feel there is a strong body of public opinion which wants their passage.

Until recently, the tactics of coinmen has been to fight harmful legislation at the municipal, State and federal levels, wait for the next bills to be introduced, and begin the fight all over 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 charter of the New York State Coin Machine Association (see story below).

These groups are not just two more trade associations. In both cases, the effort will be confined to changing the public image of the coin machine operator from the current unsavory stereotype to the small, hard-working businessman who makes a valued contribution to his community.

Both groups recognize that a crash program will not solve their problems. Even if the industry could get placements, a barrage of stories favorable to the industry would not in a matter of months convince members of the general public that the coin machine operator is a misunderstood man.

The major effort must come at the local level. When members of the local community know and accept the coin machine operator, the chances of bills designed to harass the operator are lessened considerably.

### Coverage Problem

One of the big problems in local public relations efforts has been the reluctance of daily and weekly newspapers and radio and TV sta-

## DEEJAY MEET IN MILWAUKEE SPARKS DJMPA

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

Tentative schedule for the meet is as follows: Saturday morning, registration; afternoon, first full session starting at 1:30 p.m. Latter will include election of acting chairman and secretary, reports on membership applications, discussion of pros and cons of organization, discussion of constitution, appointment of special committees.

The special committees will hold meetings in various rooms Saturday night, Sunday morning, at 9:30 a.m., the jocks will hear committee reports on constitution, membership, finance, interim organization, nominations of interim officers and plans for the 1960 convention. Adjournment is set for 1 p.m.

A regional meeting was held by West Coast jocks in Hollywood July 11. Among those attending were Jim Hawthorne, Ira Cook, Chuck Blore and Bill Gavin, who has been a primary sparkplug in the formation of the organiza-

tions to recognize contributions of coinmen to the community.

A case in point is the annual fund-raising drive and victory banquet given by the New York coinmen for the United Jewish Appeal. While the coinmen are one of the hardest-working trade groups for this philanthropy, so many organizations participate in the drive that the activities of the coin machine industry have little

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## D.J., Exec, Format Switches Upheave Local Radio Scene

Competition Sparks New Program Blueprints, Personnel Shifts

By JUNE BUNDY

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. Latest event took place in Cleveland last week when local station WERE instigated a new programming format, "spotlighting bright music, five-minute features and faster-paced presentation."

### 'New Look' Shakeup

Part of the "new look" involved the departure of deejays Tommy Edwards and Ernie Simon, women's director Louise Winslow, musical director Bud Wattle, and news staffer Don Bean.

At the same time, vice-general manager Richard Klaus hired new jock Danny Dark (formerly with KAKC, Tulsa) and expanded the air time of Russ Moore who joined WERE two months ago. Night-time deejay Phil McLean has been moved to the early morning spot, heretofore handled by Simon. No mention was made of the outlet's most important deejay Bill Randle, but tradesters assume he will remain in his present afternoon slot. (See story elsewhere in this issue for more about Tommy Edwards.)

The WERE move reportedly was prompted by the increasing competition offered it in the Cleveland area by KYW and WHK. Whereas at one time WERE was

the undisputed No. 1 rating champ in its area, KYW has landed in the No. 1 spot with increasing frequency over the last several months, and some surveys now put WHK in the No. 2 slotting.

### WNEW Facts

Meanwhile, WNEW here has been drawing on both Cleveland outlets, KYW and WHK, for new deejay and exec talent. Last week Pete (Mad Daddy) Myers left WHK to take over the 8 p.m. to midnight time period on WNEW, and Mark Olds resigned as program manager of KYW to join WNEW as program director. In addition, WNEW has been operating without an official program chief since Hal Moore resigned from that post to become program chief of WCBS here.

Bud Wendell, host of KYW's "Program PM" series, has replaced Olds 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.) Myers took over Al (Jazzbo) Collins' time on WNEW.

Meanwhile, Graham Richards, formerly national program director for the Inter-Mountain Network, has replaced Bill Stewart as national program director of the Storz Broadcasting chain. Stewart, originally rumored 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, via the purchase of WDRC, Hartford, for a reported \$815,000. Buckley and Jaeger also operate WHIM, Providence, R. I.

Down in Atlanta, the Plough (Continued on page 10)

## N. Y. Coinmen Join PR Assn.

NEW YORK—Local coin machine leaders, including Al Denver, president of the Music Operators of New York, have agreed that the newly-formed New York State public relations committee be handled as a division of the New York State Coin Machine Association.

In a meeting at MONY headquarters Wednesday night (8), local association leaders agreed on the need for unified action on a State-wide basis and said they would work thru the State group, which will co-ordinate all coin machine public relations activity.

Tom Greco, president of the NYSCMA, said that 800 operators in New York State would be asked to join the public relations group, pay \$5 for membership, and make whatever additional donations they can afford.

## NEWS OF THE WEEK

### Stereo-Fidelity Offers

Free Stereo Phonos . . .

Stereo-Fidelity Records' new "T" day plan for getting customers back into record shops consists of a free Webcor stereo phono to be given away to any customer who buys 10 S-F LP's. . . . Page 3

### Folk Music Becomes Big

Business in Pop Field . . .

Folk music has swept into the pop field in solid fashion the past few months with many artists coming up with hits based on American folk tunes. . . . Page 4

### Diskeries Glow Over

New Broadway Musicals . . .

Upcoming Broadway season looks like one of the hottest in a decade for strong musicals. Diskery execs are already in negotiation for fall and winter shows. . . . Page 2

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## Take Rock Out Of Rockyford

ROCKYFORD, Colo. — Local station KAVI here literally "broke" with rock and roll this month. The station broke one r.&r. disk every 10 minutes on the air until the outlet's entire 500 record library was destroyed.

The stunt, said manager Ken O'Donnell, was staged to dramatize KAVI's adoption of a "good family music" format. Henceforth, stated O'Donnell, "any announcer on my staff who plays a rock and roll record in the future will be fired on the spot. There comes a time when human endurance reaches a limit. This is it on KAVI for rock and roll."

# Diskeries Lick Chops Over Upcoming Broadway Musicals

## New Season Offers Lush Pasture For Original Cast Album Harvest

By BOB ROLONTZ

NEW YORK — Altho the Broadway show season only recently concluded, the record companies are already on their toes to obtain original cast rights to next season's Broadway musicals. And well they might for next season looks at this moment like one of the hottest for musicals in the past decade. Almost all of the heavyweights among the Broadway show writers have musicals in the works. There is little question that the major diskeries and the larger indies, will be throwing around po-

tent sums to obtain some of the top musical recording rights.

### Lush Pasture

As of right now Frank Loesser is readying production of "Green Willow," Lerner and Loewe are working on "The Once and Future King," Rodgers and Hammerstein on "The Sound of Music," Harold Arlen and Johnny Mercer on "Saratoga," Deitz and Schwartz on "Mrs. 'Arris Goes to Paris," Bob Merrill on "Connecticut Summer," Steve Sondheim on "Saturday Night," Jerry Bock and Sheldon Harnick on "Fiorello!" Gordon Duffy and Harry Haldane on "Happy Town," and Richard Levine and Albert Hague on a revue titled "The Girls Against the Boys." In addition to these shows, there will certainly be more later on in

the season and many off-Broadway musicals or revues as well.

Already, some of these shows are locked up tighter than a drum. In some cases diskeries, or their parent corporation, have invested large sums in one or another of the above-mentioned musicals. In other cases good relations with the diskery due to good sales on a previous original cast album assures the firm that the writers will return again to the fold. But there are a number of shows that are still fancy free, and already the bidding is mounting for the original cast rights of these.

Altho musical shows cost a lot to record, with some estimates as high as \$25,000, and altho many flop, when you latch on to a hot one, like Columbia did with "My Fair

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## Merc Holds A.&R. Huddle On Volume

CHICAGO — Mercury Records' entire a.&r. staff was hailed to headquarters Thursday (9) by Art Talmadge, vice-president, for a session of evaluation and planning.

From New York came Clyde Otis, Eastern pop director; Hal Mooney, jazz, and Doug Hawkins, chief recording engineer. Pete Rugolo, of California, and David Carroll, Chicago, joined them. The meeting was augmented by Irving B. Green, president; Irwin Steinberg, treasurer, and Kenny Myers, ad and promo chief.

An important concern at the meeting was the quantity of releases to be sprung in the coming months. The staff also spent an important portion of the day at Universal Studios listening to and analyzing the firm's recent output as a backdrop for discussing content of upcoming output.

## 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. Cornell followed Hanover-Signature prexy Bob Thiele originally from Coral to Dot Records shortly after Thiele himself made the move. Now, Cornell has followed in the same tracks from Dot to Signature.

Miss Harvey, herself now in the career reactivation stage, will cut albums and singles. She recently signed a management deal with Gabbe, Lutz, Heller and Loeb and has appeared lately on the Arthur Murray Show on WATV (Newark) with Woody Herman's Ork and on the Steve Allen Show.

## BARGAINING SLUGFEST

# MGA Gets NLRB Election Nod

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 the indie firms. AFM opposed the holding of an election.

To make the MGA even happier, an NLRB trial examiner has recommended dismissal of charges by the AFM that union shop agreements between major movie producers (Association of Motion Picture Producers, Inc.) and the Musicians Guild "discriminated against AFM musicians by requiring MGA

membership. MGA won representation of musicians employed by the "majors" in 1958.

The Board decision to order a collective bargaining election for the musicians scoring for some 70 indie film producers, came in the wake of a hearing held here in April. The NLRB, rejecting AFM arguments to the contrary, said that the sporadic nature of musician employment by the indie producers does not affect their right to act as a body; and the indies themselves, while changing names, maintain their essential identities. NLRB named four bargaining units to cover the indie employers. Eligibility goes to any musician who has had a scoring session (roughly equivalent to two days' work) with an indie producer within the past year. AFM plea to have election

(Continued on page 38)

## Rifkind Joins 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 distributors, dealers and jockeys on M-G-M single and album product. Formerly, Rifkind was active in artist management, and until recently operated Dome Records. He'll headquarter in New York but will spend much time on the road. Rifkind reports to Elliott Wexler, marketing chief of M-G-M.

# 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 branches, and independent Columbia distributors, plus salesmen and field men, operations managers and executives from European, Australian, South African and South American subsidiaries and licensees, will assemble at the Americana Hotel here this week for the Columbia National Sales Convention. It will be one of the largest conclaves in the history of the company, starting Thursday, July 16 and running thru Sunday, July 19.

The convention will be marked by serious meetings of the assembled distributors, salesmen, et. al., plus fun in the form of shows presented by Columbia's large talent roster. This year the theme of the convention, as stressed by prexy Goddard Lieberson and sales chief Bil' Gallagher, will be "Columbia — The Profit Packed Line for '59." Prior to the actual start of the con-

## VICTOR POP STEREO \$4.98

NEW YORK — RCA Victor has reduced the price of all pop stereo LP's in the LSP series from \$5.98 to \$4.98 list. Victor made the move a few weeks after Columbia Records dropped the price of its pop stereo LP line by \$1. Victor was the last of the large firms to fall in line on the \$4.98 price for pop stereo LP's, with Capitol, Mercury, ABC-Paramount, Columbia, Decca, and others all now at \$4.98 list.

## Distrib Meet At Disneyland

BURBANK, Calif. — A meeting of national distributors of Disneyland Records to take place at Disneyland here July 31 to August 3, will feature the presentation of a brand new line of goods, according to Jimmy Johnson, exec veepee of the label.

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

The Disneyland Hotel will be

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## Wieland Heads Up Whitehall Label Sales

NEW YORK — Westminster Records has formed a new low-price, subsid label, Whitehall Records. The new label's first releases will be albums only. Monophonic sets will retail for \$1.98. Stereo sets will be priced at \$2.98.

Norm Wieland, formerly of 20th Fox Records, has been pegged as national sales manager for Whitehall. He is currently setting up nationwide distribution for the new label. Whitehall also plans to enter the singles field at a later date. The first LP's are due in the middle of August.

## Tops Quarter Earnings Up

HOLLYWOOD — Tops Records under its corporate name of Pacific Radiation Instruments, Inc., reported to its stockholders a net earning of \$186,330.60 for the quarter ending April 30. Earnings took a substantial jump over the previous quarter, ending January 31, which amounted to \$81,872.03. Current stockholders report declares 6 cents per share on the firm's combined common and class "B" shares outstanding.

Carl Doshay, Tops president, told stockholders that sales during the past quarter amounted to \$1,400,000 and were ahead of sales during the previous period.

Recent organizational changes at Tops included the appointment of George Sherlock to the newly created post of national promotion director. Sherlock, formerly with Capitol Records and prior to that with Decca in disk promotion positions, will handle the label's newly launched deejay exploitation program as well as publicity. This marks the first time Tops will seek deejay exposure for its product.

Firm heretofore has specialized in the low-cost album field selling direct to approximately 15,000 outlets embracing such chain operations as Sears - Roebuck, Rexall Drugs, Woolworth's, among others.

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# ROOSEVELT COMMITTEE MULLS DECREE CHANGES

By MILDRED HALL

WASHINGTON—Areas in which recently proposed amendments to the ASCAP 1950 consent decree 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 Justice Department, at the behest of the Roosevelt (D., Cal.) Small Business Subcommittee.

Subcommittee Chairman Roosevelt said the staff is making a "careful and thoro study" of the proposed amendments to the decree released by Justice Department June 30, and a committee hearing will be held possibly within two or three weeks to take up the staff analysis. Roosevelt expects that the Subcommittee will relay the staff findings to Justice Department, with a recommendation that the court be told of those areas where the proposed amendments still fail to completely carry out the 1950 consent decree, in the view of the Subcommittee.

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

Roosevelt was less enthusiastic 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 members of the Subcommittee.

Again, Roosevelt urged that all members of the American Society of Composers, Authors and Publishers take full advantage of their opportunity to go over the decree amendments and the supplementary distribution and weighting formulas, and to take advantage of the unusual opportunity they will have to make their views known before entry of the decree is made final. Under the decree order, the material must be made available to all ASCAP membership by July 17.

The need to revise the 1950 decree terms was brought out in hearings and reports of Roosevelt's Small Business Subcommittee on distribution, over a year ago. Small business members of the Performance Rights Society complained that they could not survive under its weighted vote, classification formulas, and the lack of recourse for the smaller, newer members against the higher echelon.

# New Stereo-Fidelity Promo Offers Free Webcor Phonos

NEW YORK — Dave Miller's Stereo-Fidelity label will launch a giant-size promotion come August, which will enable record buyers who purchase 10 SF LP's at \$2.98 each to receive a \$39.95-Webcor stereo phono for free. The offer, which will be a limited time deal, will be limited almost exclusively to record stores, and will be unavailable via racks, supermarkets or discount houses. It will be introduced to the public via a full page ad in Life Magazine on August 20. Miller and SF execs Joe Martin, Jules Malamud and B. Phillips,

laid out all details of the SF free phono giveaway at the Eastern meeting of SF distributors last week at the Sherry Netherland Hotel in New York (7). The name given to the plan is "T. B." for traffic builder, and according to SF execs, was conceived to bring the customers back to the record shops. Most of the distributors present at the sales clambake appeared to think it would.

The way the plan works is as follows: Any customer who purchases 10 SF records receives a portable stereo set for free. There

are no extra commitments, deals, or things to sign or buy. The SF records he purchases can be any 10 in the firm's line, including any of the 12 new releases which will be issued by that time. When he buys his 10 records he receives coupons which will enable him to buy up to 20 more SF records at 30 cents off list each.

If a dealer wants to participate in the plan, he purchases 30 Stereo Fidelity records for the \$1.86 dealer price, and he pays \$10 for the phono. The dealer also receives three SF records for free as a bonus. SF figures that the total cost to the dealer for the 30 stereo disks is \$55.80 and the stereo set is \$10, for a total of \$65.80. For the sale of the 10 stereo records to the customer with the free stereo phono the dealer receives \$29.80. For the

*(Continued on page 10)*

# Epic Intros Fall Plans at Las Vegas

LAS VEGAS, Nev. — Epic Records held its largest national convention in this city this past weekend (July 10, 11) and presented its new fall sales program, plus a preview of all new pop and classical releases. The convention was attended by distributors from all over the country, with Columbia Records prexy Goddard Lieberson and veepee Herb Greenspan as keynote speakers in addition to Epic chief Al Shulman, and a.&r. men Chuck Sagle and Jim Fogel song. Conclave was held at the Sands Hotel here.

Epic's fall program consists of special incentives for dealer purchase of 50 fall LP releases. For

every seven pop stereo or monaural records purchased the firm will offer one LP free. On all classical LP's the label is offering a discount of 10 per cent. An added incentive is a classical or pop stereo sampler at a discount of 25 cents for every stereo record purchase. Dealers will also be offered a special stereo rack demonstrator for their stores, for free.

Diskery execs explained their advertising and sales promotion plans for the fall season at the convention. The firm will run steady advertising in Esquire, The New Yorker, High Fidelity and The Saturday Review, among other publications. There will also be ad mats available for co-operative advertising. Two large mobiles have been made up for dealers' windows, one for pop album display and the other for classical LP's.

The Epic fall product shown at the convention includes 14 new pop albums and 14 new classical sets. Most of the pop and classical product will be available in both monaural and stereo.

Among the new pop LP's, the key items to be released are a new minstrel show album titled "Gentlemen Be Seated (Again)." Other pop sets include a Jimmy Dorsey LP, another with the Merrill Staton Choir, and one with Hugh Downs.

Classical albums include an LP of two Beethoven piano concertos with Leon Fleisher and the Cleveland Symphony Orchestra, a Cleveland Orchestra version of Dvorak's Fifth Symphony, and an album of Mozart Sonatas for piano and violin played by Alex Grumiaux and Clara Haskil. There are new albums by the Concertgebouw Orchestra, the Vienna Choir Boys, the Netherlands Chamber Orchestra and the Vienna Symphony.

# Rolf Sets Own Distrib Firm

NEW ORLEANS — Rocky Rolf, veteran record man who opened the Dot Records branch here two years ago, World Wide Distributing, has opened his own distributorship here, Pelican Distributing Company. Rolf, who served two years previous to going to this city for Dot as the Randy Woods firm's Midwest regional man, has Carlton, Todd, Cimmarron, Fernwood, American-International, and Signature-Hanover at the start. John Rolf, his son, recently out of the Navy, will handle the distributor's d.j. relations, while Johnny Enders, former salesman for World Wide, is sales manager for Pelican.

Weber Parrish, Dot regional man, is heading up the World Wide operation here since Rolf left.

# Liberty Names Bohanan Natl. Sales Mgr.

HOLLYWOOD—Don Bohanan, Liberty Records' Midwest sales manager, was named national sales manager for the label. It's a newly created post whose responsibilities had previously been shouldered by Al Bennett, firm's veepee and general manager.

Appointment, in effect immediately, calls for Bohanan to work with Liberty's divisional managers now being organized to cover territories in the East, Midwest, South and West. Divisional execs will coordinate distrib operations as they pertain to sale, promotion and merchandising of Liberty product in their respective areas.

Bohanan will base his operations at Liberty's headquarters here. He started in the disk biz in his native Cincinnati becoming assistant national sales manager for King Records and later became Midwest divisional manager for Coral. Before joining the Liberty corps, he was national field sales manager for the Challenge label.

# Am-Par Sets Distrib Meets

NEW YORK—ABC-Paramount Records will launch its new fall album campaign and introduce specially designed new merchandising display units at a series of cross-country distributor meetings this month.

The label's Eastern distrib will meet with Am-Par brass here at the Hampshire House, July 18, while a meet for Midwestern distributors will be held in Chicago, at the Hotel Ambassador, July 25. Simultaneous meetings are scheduled for distributors in Atlanta and Los Angeles on August 1.

The new fall LP line will feature albums by Lloyd Price, Paul Anka, Eydie Gorme, Steve Lawrence, Johnny Nash, Dick Clark, Georgie Auld, Arnold Stang, Ferrante and Teicher, Frank Froba, Patricia Scot, Frank Cammarata, Leo Diamond, Sabicas and Creed Taylor.

ABC-Paramount execs attending the Manhattan meet include prexy Sam Clark, national sales director Larry Newton, veepee Harry Levine and album and merchandise chief Allan Parker. Clark and Newton will conduct the Chicago and Los Angeles conclaves (at the Beverly Hilton). Parker and his special field representative Leonard Scheer will handle the Atlanta meet.

# State Department Bureau Set for Culture Exchange

WASHINGTON — A brand new Bureau of International Cultural Relations has been set within the Department of State, reflecting the "increasing importance of cultural activities" in relationships between people and nations. Robert H. Thayer, former U. S. Minister to Roumania, will head the new bureau, and become the first Assistant Secretary of State for the co-ordination of international educational and cultural relations.

The bureau will act as a long-needed clearing - house and expeditor for the many government and private agencies responsible for getting American artists on the road in State Department tours, under the President's cultural exchange program. The President's special fund has, since 1954, sent 140 groups of performing artists and athletes to more than 90 countries.

The new bureau will handle the red-tape clearance on the bulk of the educational exchange program, which has processed exchanges of over 60,000 persons in 85 different countries. Exchanges of cultural and educational programs between the U.S.S.R. and the U. S. A., and Uncle Sam's participation in the United Nations educational, scientific and cultural organization (UNESCO), will also be supervised by the bureau.

Thayer has actually been breaking into his new assignment on an interim basis since December 1958, and in February of 1959, turned in a report on proposed clearing-house activities to straighten out the snarled participation of some 14 government agencies in the cultural exchange program. He has also laid plans for his current job of co-ordinating non - government people involved in the exchanges. (Billboard, February 16, 1959.)

Saxton Bradford, deputy director for Policy and Plans, U.S.I.A., has been appointed assistant to Thayer in the bureau which State Department freely acknowledges to be a "necessity" in this era. Says State Department of the cultural interplay between people and countries, "this kind of mutual appreciation is important to stability and progress in the world."

Onlookers hope that appropriations committees may have more difficulty bludgeoning artists tour programs, now officially assigned to a separate bureau, with a chief at Cabinet level in the State Department.

# He Was Fired, Didn't Quit, Says Edwards

CLEVELAND—Tom Edwards, veteran deejay who left WERE here last week after eight years with the station, said: "I was fired from my job at WERE... I did not resign!" (See page one story in this issue.)

In the latest copy of his long-time weekly newsletter (circulated to the trade around the country) Edwards commented: "Fifteen minutes after the news was released that I had 'resigned,' I was doing a beeper broadcast with Kasey Kamel of WJW. I denied the resignation emphatically and said I had been fired. So what's so terrible about being fired?"

Edwards continued: "I have record hops and personal appearances scheduled for many week to come, so please don't take me off your mailing list for records and mail. I should be back on the air in a short time so keep me up to date (to his home address) on record releases. Don't drop me like a hot potato just because I can't do you some good for a period of time!"

Then, in a dig at WERE's new programming format, Edwards said: "You'll have very few spots to expose your new records in Cleveland now. WERE is going into the formula. Where will adults turn to for music now?"

# Dot Splits July Issue

HOLLYWOOD — Dot Records is dividing its 16 album July offering into two separate releases. One to be made available now consists of four albums. The remaining dozen will be released in mid-July. First four issued feature Pat and Shirley Boone, Bob Crosby, Billy Vaughn and Lawrence Welk.

# Jazz 'Porgy' Set in UA July Spotlight

NEW YORK — "The Jazz Soul of 'Porgy and Bess,'" a de luxe big band set of tunes from the Gershwin score, highlights United Artists Records' July release of seven monaural and six stereo albums. The label is also featuring in the release the monaural soundtrack of the recently re - released 1936 Charlie Chaplin film, "Modern Times." This set is being tabbed as the July Star album of the month at the special price of \$3.98.

The "Porgy and Bess" package, which has arrangements by Bill Potts, contains a special fly-leaf with 14 pages of musicians' photos and liner notes by Andre Previn. A heavy promotion and ad program is being lined up. The set will sell for \$4.98, in stereo or monophonic form.

A second jazz set is "Down Home Reunion" with Booker Little and Phineas Newborn. In the pop field the label will release "Bandstand Record Hop," with the Wild Cats; a set titled "Sin'A Man," with Brock Peters who is currently to be seen in the film, "Porgy and Bess," and "The Kings IV at Large," with the Kings IV. Sets are all available in monaural at \$3.98 and in stereo at \$4.98.

## AMERICAN ROOTS BURGEON

## Folk Music Becomes Big Business in Pop Field

By REN GREVATT  
AND PAUL ACKERMAN

NEW YORK—The third great pillar of musical Americana is now asserting itself in the pop field. First it was the onrush of rhythm and blues, out of the limited markets of the South and onto the hit lists all over the nation. The second stage of the evolution was reached with the inroads of hillbilly music and artists on the pop charts. Finally and currently it is the arrival of folk music as a big business entity.

But it's a very special kind of folk music. It is not the often esoteric folk art with roots everywhere but in America that's making the pop charts today. Rather, it's the down-to-earth hillbilly artist who is strongly folk oriented as to material and style who is doing the business on the pop record scene.

It's true that much of what is put in the rough classification of folk today is of the Elizabethan

variety of material. This field is characterized by highly stylized singers of an extremely arty type. Typical of this is the artist who after assuming the stage, remains motionless and soundless for a moment or so until he goes into a sort of trance. The vocal style is often of a rather high pitched, non-virile quality.

## True American Folk

There is on the other hand, the true American folk material. This is often based on a historical type of song. The artists identified with this material are hillbillies who are American folk-oriented. The outstanding example of the day is Johnny Horton's "The Battle of New Orleans."

Stonewall Jackson's performance is in this style on "Waterloo." The Kingston Trio, tho certainly not strongly identified with the hillbilly field, nevertheless, have in their song, "M.T.A." an example of the folkish, event type of ballad. Carl Smith, on the other hand, is moving well with his recording of "Ten Thousand Drums," a tune very much in the historical folk groove.

One of the artists on the current pop scene most closely identified with the revival of authentic American folk material, is Johnny Cash. One of his earliest sides on the Sun label was "Folsom Prison Blues," a song with a strong folk blues touch. Later, on Columbia, his "Don't Take Your Guns to Town," was of the same folkish order.

Cash's "Five Feet High and Rising," his newest Columbia release, describes the personal terrors of a flood, a thought which has a story with folk roots. Likewise, the flip side of the record, "I Got Stripes," which details the tribulations of a

(Continued on page 8)

## Clark-Du Pont Tie In Teen Fashion Pitch

NEW YORK — Dick Clark and Du Pont, Inc., have made a tie-up, whereby Clark will promote a new line of clothing for teen-aged girls —tagged "Dance Band Fashions" —on his daily ABC-TV "American Bandstand."

Du Pont is buying commercials on the show in August, September and November. Back to school fashions will be plugged August 24, 25, 27, 31 and September 1 and 3. Holiday fashions will be shown November 2, 3 and 6.

Altho 35 manufacturers are participating in the promotion, Clark will not give separate manufacturer credits on the show. All of the lines (coats, dresses, blouses, skirts, etc.), are made of Du Pont nylon, dacron or orlon fabrics.

Clark's picture on a variety of merchandising aids (h a n g t a g s, counter cards, ad mats, etc.) will be displayed extensively in department stores, via special Dance Band Fashions shows for local teen-agers —TV and ads, window displays, etc. Du Pont estimates that 9,000,000 girls between the ages of 13 to 17 spend \$4,500,000,000 annually — most of it on apparel.

## Victor Latin Disk Preview

CURACAO, N.W.I. — A presentation on the new RCA Victor De Luxe series and a preview of future disk merchandise highlighted a recent series of sales and product meetings held by representatives of RCA's Latin American distribution outlets here last week.

The meets were conducted by George Prutting, RCA International record manager; export marketing manager Dick Broderick and Latin American field sales chief Fran Amaru.

Also attending the conclave were local manufacturing licensees for Venezuela; Sonolux, Colombia; Lucky - Sararou, Trinidad; plus the affiliated RCA companies of RCA Victor Argentina, RCA Victor Brazil; and Corporacion de Radio de Chile.

## WNEW Fans Dig Dignity; 'Mad Daddy' Got 'Em Mad

NEW YORK — Local indie WNEW here has a "split personality" case in new deejay Pierre Myers — who either works as a suave, quiet spoken spinner under the name Pete Myers or comes on strong as a shouting rock and roll jock tagged "Mad Daddy."

Altho Myers chalked up his highest ratings as "Mad Daddy" on WHK, Cleveland, WNEW manager Jack Sullivan said he imported Myers (to fill Al (Jazzbo) Collins' 8 p.m. - midnight spot) because he thought his non-r.&r. personality would blend with WNEW's format, which is on the sophisticated side.

However, Myers pleaded for a chance to introduce his "Mad" characterization on the air, so Sullivan agreed to let "Mad Daddy" take over the time period — appropriately enough on July 4 — to "test" audience reaction.

The reaction was instant and vociferous. The following Monday, Sullivan said the station received more than 100 letters from listeners — many even "madder" than Daddy — demanding "who is that idiot?" and "What is he doing on WNEW?" After scanning the letters, Sullivan said Myers agreed with him that "Mad Daddy" must go.

In view of the strong visual appeal of "Mad Daddy" (he attends hops wearing a gorilla suit, etc.) tho, there is a possibility that Myers may utilize the character on a WNEW-TV show here sometime later this year.

Meanwhile, Sullivan said he wished to go on record with the statement that WNEW doesn't contemplate any change in its format, in view of a recent rash of rumors that the station was going Top-40, etc. "We're not going to copy any other station," said the exec. "We just want to make WNEW a better No. 1 than ever."

## BRUNSWICK HOT 'MUMMY' PITCH

NEW YORK — Brunswick Records is launching an all-out promotion on the new novelty disk, "The Mummy," by Bob McFadden. The tune is being tied in for joint plugging purposes with the Universal International pic, "The Mummy," altho it does not actually appear in the film. Norma Marla, who stars in the movie, is touring the country with a sarcophagus and will visit deejays to present them with the disk. A surprise mailing is also being made to deejays and reviewers.

## Leahy Plans Permanent Coast Move

NEW YORK — Orkster - arranger Joe Leahy, whose Worcester Records Corporation, has an exclusive five-year arrangement to furnish masters to Felsted Records, is planning a permanent move to the West Coast about August 1.

Rumors along record row this week had it that Leahy would eventually make a tie-in with Dot Records. Other rumors had him involved in a deal with Warner Bros. Records. Reached for comment, Leahy denied that any specific deals had been worked out but confirmed plans for the move to the Coast.

Leahy's set-up with Felsted is a unique one, under which the firm, Worcester, is under contract to produce masters by certain artists at specific intervals. These include Kathy Linden, Barbara Allen and

(Continued on page 6)

## Champ Gives Wax the Old One-Two

NEW YORK — The Brill Building lost no time in cashing in on the hoopla surrounding new heavyweight champion Ingemar Johansson.

Csida-Burton, Inc., here, a talent management and music publishing (Trinity Music) firm, last week obtained U. S. rights to four sides cut by Johansson in Sweden. The company is currently negotiating to set a deal for U. S. release of the disks (featuring Johansson as a warbler, with a label here).

Meanwhile, Metronome Records

(Continued on page 8)

## Canuck Col. Expansion

TORONTO—Columbia Records of Canada, subsidiary of Columbia Records, U. S., is embarked on a big expansion program. The Canadian branch signed contracts last week for larger headquarter facilities in the Don Mills area of Toronto. The new plans provide for a building that will house the administrative offices, the warehousing and the Columbia Record Club together. Bob Pampe is the managing director of Columbia Records of Canada.

## WB Inks AFM's 'Best New Band'

HOLLYWOOD — Claude Gordon and his orchestra was signed by Warner Bros. Records. Aggregation won the American Federation of Musicians sponsored "Best New Dance Band in America" contest, emerging victor over 183 contenders.

## Lagging B. O. Dims Newport Folk Fiesta

NEWPORT, R. I. — The first Newport Folk Festival opens tomorrow night (11) with a forecast of threatening weather and a lagging box office. According to George Wein, producer of the festival for the Newport Jazz Festival board, advance sales indicate crowds of between 4,000 and 5,000 for each of the concerts on Saturday (11) and Sunday (12).

This is much smaller crowd than was hoped for by the Newport board. But it may be enough, according to Wein, to take care of the nut, or at least to keep losses down. Wein however was not at all discouraged by the lagging box office. He said that the size of the crowds at this year's folk concert, the first non-jazz promotion by the NJF board, will give him a pretty good indication of possibilities for future shows.

There will be a folk concert next year, said Wein, but it will take place two weeks after the Newport

(Continued on page 8)

## Gospel Air Syndication

CHICAGO—Promoters of gospel music have recently latched on to syndicated radio show giving them exposure on 60 stations at one blow.

The program is "Sunday Morning," packaged and emceed by Sid McCoy, veteran Chicago jazz and r.&b. deejay. McCoy claims that it has more outlets than any non-network program in the country. Pet Milk Co. picks up the tab across the map for the half-hour weekly production.

Each week McCoy concentrates on the disks of a particular gospel singing group, weaving in notes about its personnel and history. Among groups featured in recent weeks are the Davis Sisters, Staple Singers, Roberta Martin Singers, Harmonizing Four, Dixie Hummingbirds and Soul Stirrers.

Show's theme, says McCoy, "isn't entirely religious nor spirit-

(Continued on page 8)

## Committee Okays Infringement Suits Against Government

WASHINGTON—A bill to permit suits for infringement of copyright against the federal government has been favorably reported out of the House Judiciary Committee. The bill, introduced by Representative Celler (D., N. Y.), rules out current practice of allowing suit against a government employee, but not against the government itself.

The Celler bill duplicates the Nimitz (R., Ind.), bill of last session, which cleared the House, but not the Senate. The legislation was requested this session by the Commerce Department. (The Billboard, June 15, 1959.)

## Prima-Keely Firm Sets Up Offices

HOLLYWOOD — Keelou Company, Inc., the Louis Prima-Keely Smith-Barbara Belle firm has set up offices in the Sunset and Vine Dot Records Building. In addition to production and manufacturing records for Dot release, firm is also signing talent. First to join the fold since Keelou' Dot deal is vocalist Edi Domingo, currently appearing at Las Vegas New Frontier Hotel.

## New Boom in Classic Fare On Chi TV

CHICAGO—Classical music is enjoying a new boom on television here.

One local station, WGN-TV, is undertaking an ambitious 26-week Sunday evening series this fall by the Chicago Symphony Orchestra. The ork will broadcast live for an hour under a variety of world-renowned conductors. Among them are Fritz Reiner, Andre Kostelanetz, Arthur Fiedler, Sir Thomas Beecham, Sir John Barbirolli, Howard Barlow, Alfred Wallenstein, Walter Hendl, Hans Rosbaud, Igor Markevitch and Izler Solomon. Deems Taylor will serve as commentator. As yet, no sponsor has been announced.

Ward Quaal, WGN manager, allowed that symphony programs can't compete for mass audience with r.&r. or western dramas. He added, however, that "this unquestioned fact does not relieve a television station of its obligation to

(Continued on page 8)

## Am-Par Hot On 'Hot 100'

NEW YORK—ABC-Paramount is riding high on the best-selling pop singles charts these days. The label currently has two out of the top three disks on the "Hot 100"—Paul Anka's "Lonely Boy" is No. 1, Lloyd Price's "Personality" is No. 3.

At the same time the label has three Chancellor (distributed by Am-Par) disks in the top 12 slots of the "Hot 100." Fabian's "Tiger" is No. 6. Avalon's "A Boy Without a Girl" is No. 10, while the flip side, "Bobbysox to Stockings" is No. 12.

## HOT 100 ADDS ELEVEN

NEW YORK — Eleven new sides debut in this week's edition of The Billboard's Hot 100. Essentials are:

9. My Wish Came True—Elvis Presley, RCA Victor
76. Thank You, Pretty Baby — Brook Benton, Mercury
87. Katy Too—Johnny Cash, Sun
9. To a Soldier Boy—The Tassels, Madison
94. I'm Comin' Home—Marv Johnson, United Artists
95. Rockin' in the Jungle—The Eternals, Hollywood
96. Dedicated to the One I Love — The Shirelles, Scepter
97. Little Girl — Ritchie Valens, Del Fi
98. Bells, Bells, Bells — Billy & Lillie, Swan
99. I Still Get Jealous—Joni James, M-G-M
100. On an Evening in Roma — Dean Martin, Capitol

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"We're proud and mighty pleased to announce that Kay Starr  
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*Glenn E. Wallichs*  
Glenn E. Wallichs, President  
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## 4 SUMMER SIZZLERS

### TOMMY EDWARDS



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and  
I LOOKED AT HEAVEN

K12814

### JAYE P. MORGAN



## SOMEBODY ELSE IS TAKING MY PLACE

and  
SOMEBODY LOSES, SOMEBODY WINS

K12815

### CLYDE McPHATTER



## WHERE DID I MAKE MY MISTAKE

and  
TWICE AS NICE

K12816

### JIMMY NEWMAN



## GRIN AND BEAR IT

and  
THE BALLAD OF BABY DOE

K12812

Picked  
by All  
Trade  
Papers

## Brewer TV Chore Split Three Ways

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

Miss Brewer originally planned to bow off the program in two weeks, following her irate resignation in protest against a network exec's unflattering reference to her vocal talent. However, the Como production toppers said she was thru 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 six colorcasts August 1-September 5. Meanwhile, Ed Sullivan plans to cash in on Miss Brewer's recent front page publicity, via three guest shots during the 1959-60 season — the first one tentatively scheduled for sometime in September.

## Ward Active In Waxing, Pic Chores

HOLLYWOOD — Billy Ward, of Dominoes fame, is branching out into movie and recording work via his firm of Billy Ward Enterprises here. To assist in the operation, Ward recently signed Milton Merle, of the Dominoes, as veepee and general manager, and guitarist Oscar Moore as recording artist, jazz consultant and "musical troubleshooter" for our rapidly expanding recording interests.

Ward recently was pacted to arrange and record the theme for the motion picture "Jet Over the Atlantic," which features George Raft, Guy Madison and Virginia Mayo. Ward's other current activities include recording schedules with Little 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 Mexico City and writing a radio show for the Boys Super Markets, starring Dee Parker.

## Della Reese Exits Jubilee

NEW YORK — Della Reese, for five years associated with Jubilee Records, has obtained her release from the label, according to Lee Magid, her personal manager. Thrusch, whose biggest disk for Jubilee was "And That Reminds Me," a vocal version of "Autumn Concerto," has been on an extended night club stint in recent months.

Magid explained that the split from Jubilee was by mutual consent, adding that he felt that "Jubilee Records, in its present status, wasn't qualified to handle its commitments." Magid said he expected to announce a new label affiliation within two weeks.

## Band Booker Convalescening

HARTFORD, Conn. — Connecticut band booker Al Jarvis, checking out of Mt. Sinai Hospital after 17-week stay necessitated by surgery, got musical welcome, covered by the local dailies.

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

He expects to resume normal activity within a few weeks.

## Granz Still Digs Those Multiple LP's

HOLLYWOOD — Multiple LP packages are paying off handsomely according to Verve's Norman Granz, altho their 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 album sales, Granz said, while the actual dollar volume reaped by dealer (and diskery) will be two, three and sometimes four times the number of albums sold depending upon the number of LP's within the multiple record album.

Granz is currently preparing a George Gershwin "Song Book" featuring Ella Fitzgerald with Nelson Riddle's orchestral setting which cover at least four LP's and possibly five. Granz favors the multiple LP because he feels it affords him a broader canvass with which to work and frees him from the time restrictions imposed by the single record package.

Biggest hurdle to overcome in working with the multiple LP's, Granz said, is in convincing distributors and dealers that the bigger ticket merchandise moves. The multiple bugaboo is now being broken, Granz feels, by the sales his Ella and Louis version of "Porgy and Bess" are delivering. This double LP, Granz said, is proving to dealers they need sell only half as many as with a single disk package to end up with the same cash results.

## Hefty Sked For Connie

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

The 20-year-old thrush is currently recording 10 sides here for M-G-M, following which she will make a 10-day (August 18-27) personal appearance tour in England, France and Germany. While in England, Miss Francis will cut additional sides for M-G-M, including a special Christmas package.

Prior to leaving for Europe, the lark is set for the Bolero in Wildwood, N. J., July 15-18; Casino Royale, Washington, starting July 20, and an Ottawa, Canada, nitery, August 12-15. On her return from Europe, Miss Francis is booked for Dick Clark's Hollywood Bowl show in Hollywood, August 28. In September she has a guest shot on Ed Sullivan's CBS-TV show and October 17, the star embarks on another overseas trip—a personal appearance tour in Australia.

## Ostrow to Coast For Exec Huddles

NEW YORK—Stu Ostrow, veepee 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 Mara. But the artists themselves are pacted to the Worcester firm. Leahy stressed the fact that he can do nothing in the way of a new deal under his present exclusive commitment to Felsted. He expressed the hope, however, that it might be possible to continue his production arrangement with Felsted while making masters and arrangements for other companies as well.

# "I GOT STRIPES"

b/w "FIVE FEET HIGH AND RISING"

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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!

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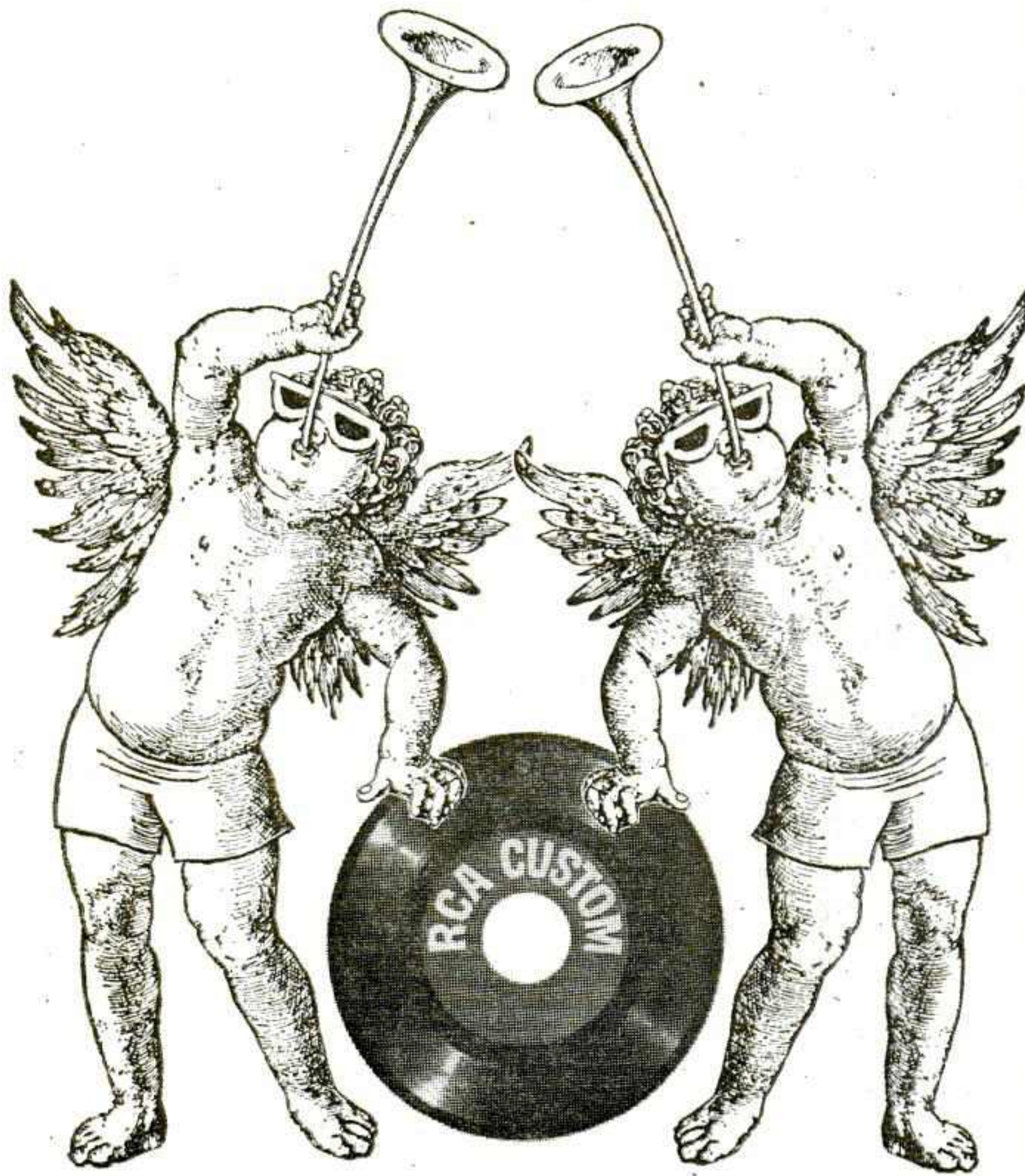
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## TV REVIEWS

### Williams Packs 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 sock vocal ability — scoring particularly strong with a tender "Our Love Is Here to Stay."

Highspot 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-squeeze on two of his numbers — he was too old to sit on Williams lap and warble "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 heckler bit with Janis Paige.

Comedian Johnny Carson provided a solid change of pace with his take-off on a TV kiddie show emcee 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's," (slated to be a regular feature) wherein Williams generously plugged a flock of different record labels, tying in a couple with production numbers (i.e. he and Miss Paige sang "You'd Be so Nice to Come Home To," with a Peter Gunn backing).  
June Bundy.

### American Roots Burgeon

• 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 Billy Joe," is the story of a killing in a barroom, a traditional folk topic. "Tom Dooley," yet another murder story, is of a similar cast.

#### Only Authentic Lasts

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 as much as six years ago. It remains a strong force today with such records as Lloyd Price's recent "Stagger Lee," itself a version of an old folk tune, "Stack-O-Lee," his later "Personality" hit, and Wilbert Harrison'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. Calypso, 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, who for several years have had to buck the outlander influence of r.&b., country and now the hot folk material.

### Old One-Two

• Continued from page 4

of Sweden last week rushed thru a release on a new tune, "Ingemar." The song, written by Moe Jaffe here and acquired by Claes Dahlgren of Metronome's New York office, Orion Development Corporation, was cut by Swedish singer Olle Bergman last Friday (3) — with Swedish lyrics of course — and pressed records were on the market by Monday (6).

Metronome's affiliated firm, Multitone, has acquired Scandinavian publishing rights to the tune from Jaffe's General Music company, and Metronome will also record 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 NJF 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 it was last weekend, when 10,000 college kids crowded the town for the jazz concerts. 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 thru listenable music and thoughts."

McCoy operates the show out of WBEE, Chicago. Among the 60 stations carrying his tapes are WLIB, New York; WSOK, Nashville; KATZ, St. Louis; WDIA, Memphis; WHAT, Philadelphia; KSN, San Francisco; WJMO, Cleveland; KPRS, Kansas City; and WOOK, Washington.

McCoy also operates a nightly jazz disk show on WGES, Chicago, midnight to 2 a.m. Several years ago he served as road manager for Earl "Fatha" Hines' band.

### Chi Classic Boom

• Continued from page 4

help this great and dynamic medium to realize its promise. Always there is the hope that we will, if only minutely, improve appreciation of such finer things. We do not believe that any current surveys properly or accurately measure either the size of the responsiveness of audiences to such commendable TV fare."

The city's non-profit educational station, WTTW, recently launched a series of kinescoped replays of Boston Symphony concerts led by Charles Munch, Sir John Barbirolli and Pierre Monteux.

Still another innovation is the decision by WBBM-TV to pick up the chamber music presentations of Young Audiences, Inc., being aired over WCBS, New York. The series is designed for school-age children, but features a variety of distinguished chamber groups. David Randolph, commentator, discusses the score and instruments with the musicians as well as with the children.





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# RADIO ERUPTS FORMAT, PERSONNEL SHIFTS

• Continued from page 1

Radio Group, last week took over ownership of WAGA, from the Storer Broadcasting Company, and Plough prexy Harold R. Krelstein said two other properties are being sought to give the group its legal limit of seven outlets. The new acquisition is to be known as WPLO.

Plough, one of the hottest practitioners of chain Top 40-type programming, faces a severe test in Atlanta, since both WAKE and WQXI (two of Atlanta's top-rated outlets) rely heavily on similar programming formats. Plough hasn't indicated yet whether it will retain its new Atlanta station's CBS affiliation.

Meanwhile, a central management office for the chain is being set up in Memphis and a management team has been appointed. Members are Rodgers May, sales veepee; E. M. Plumstead, programming veepee; Joseph Deaderick, engineering veepee; Volney E. Edwards, assistant secretary - treasurer; W. E. Crump, director of production and special features, and C. G. Simmons, director of recording. Claude H. Frazier, former sales manager of WAGA, was made veepee and general manager of WPLO.

Another recent format change took place at WKLO, Louisville, Ky., which introduced a new "Modern Format" July 4. The new format, an around-the-clock pop music plan, involved the hiring of new deejay - program director

Barney Grove (formerly with KFDA, Amarillo, Tex.) and new jocks Jim Dixon, KSYD, Wichita Falls, Tex.; Paul Crawford, ex-KRGV, Weslaco, Tex., and Jack Grady, formerly with KSYD, Wichita Falls; Chuck Irvin, another ex-KFDA, Amarillo, Tex., staffer. Long-time WKLO jock Paul Cowley will be heard from 7-10 p.m. nightly while other veteran WKO jocks Tommy Downs and Jimmy Lloyd split the midnight to 6 a.m. shift.

Meanwhile, WBBM in Chicago, a long-time holdout against rock and roll, entered the top-pop-type format, via a new Saturday night dance party show from 7 to 10:30 p.m. with Jim McShane as host. Another Chicago outlet, WMAQ, made the leap recently when it launched sizable daytime segs — featuring current best-selling singles — emceed by Howard Miller and John Doremus.

## Stereo-Fidelity

• Continued from page 3

sale of the 20 other SF records he has bought he receives a total of \$53.60 (at coupon price discount), and the dealer can sell the other three free LP's for \$8.94. This totals \$92.34, or a profit of \$26.43. According to the SF execs that's a profit markup of 28.7 per cent, and, according to Miller, the free player deal will pull enough store traffic to sell a lot more records at

# Upcoming Broadway Musicals

• Continued from page 2

Lady" or Capitol with "Music Man," the money that comes in each week is good as gold for a long, long time. And diskeries want original cast waxings for the prestige it adds to the firm name, for a hit original cast waxing is the ne plus ultra of package goods. Last year, three firms became so emotional about being turned down on their bids for original cast wax that they ended up asking the original cast negotiators such questions as: "What's wrong with us?" in hurt, wistful tones.

At this moment it is believed that the Lerner and Loewe score of "The Once and Future King" will go to Columbia, and the same astute tradesters think that the Rodgers and Hammerstein opus will go to the same label. There are many who feel sure that the Bob Merrill show will go to RCA Victor since the diskery is understood to have invested in the show. The Frank Loesser show is not set with any firm as yet, and negotiations are slated with a number of companies shortly.

There is some fresh thinking taking place on the part of producers concerning original cast album negotiations. For a long time musical producers have demanded five and six single records of tunes in the musicals, usually cut by top pop names on the label. But as the last few years have passed with fewer and fewer hits from musicals due to the specialized nature of the material, some change in

this policy appears to be occurring. It is understood that publisher or producer negotiations are not as concerned about singles or even any singles, as they are about jazz and pop LP's in addition to the original cast wax. Some have found out that if one company puts out six singles of the tunes from a musical, few other companies even want to put out one.

- \* \* \* \* \*
- \* "SMILE" \*
- \* TONY BENNETT—Columbia \*
- \* ART MOONEY—M-G-M \*
- \* "SWINGING IN A HAMMOCK" \*
- \* SUE RANEY—Capitol \*
- \* FRANKIE DEE—20th Fox \*
- \* "BRING ME YOUR LOVE" \*
- \* TOMMY SANDS—Capitol \*
- \* "STEEL GUITAR RAG" \*
- \* THE DYNATONES—Bomarc \*
- \* (Distributed by Swan) \*
- \* "I'M CONFESSIN'" \*
- \* TERRI DEAN—Laurel \*

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D. J.'s are flipping over...  
 RUSS CONWAYS smash instrumental in England  
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 on CUB (#9034)  
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 great rendition by MARTIN DENRY  
 on LIBERTY (#55179)  
**MILLS MUSIC, INC.**

the full 38 per cent markup. Each phono deal is available to dealers with the purchase of 30 SF records.

The new Stereo Fidelity releases which will be available in July, include six by the newly signed London Philharmonic Orchestra, two jazz albums, two albums featuring the "101 Strings," an album 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 sized record shops all got 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 money for you. These ideas are being used successfully right now by record and phono dealers. **ORDER NOW!**

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**'SUGAREE'**  
 RUSTY YORK  
 chess 1730

41st on Hot 100 in 3rd Week  
**'BACK IN THE U.S.A.'**  
 CHUCK BERRY  
 chess 1729

**'SO BAD'**  
 Oscar Boyd  
 checker, 928

**'OUR TURN'**  
 b/w  
**'LIFEGUARD MAN'**  
 DALE HAWKINS  
 checker 929

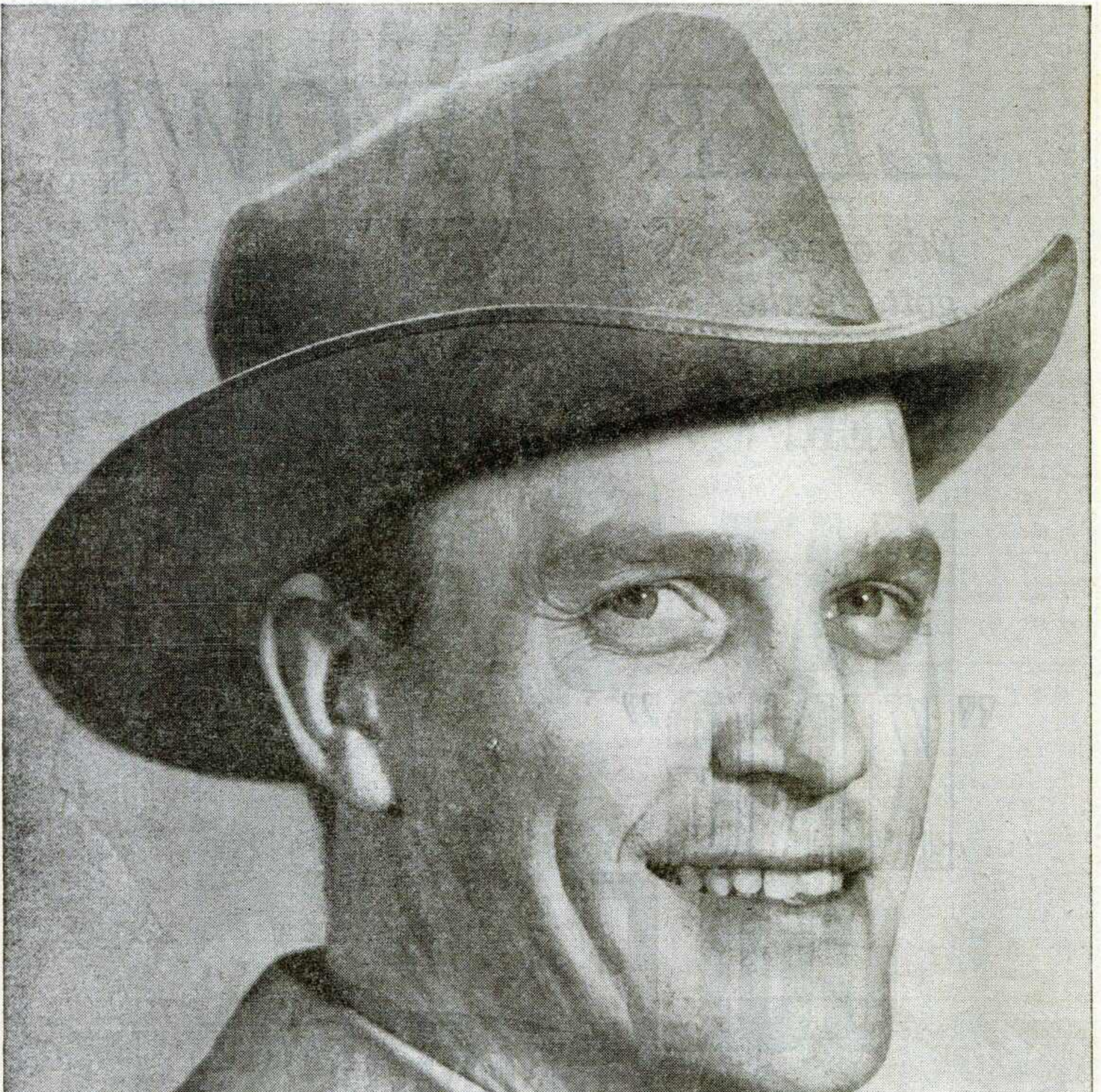
another great  
**AHMAD JAMAL**  
**'TANGERINE'**  
 argo 5337

breaking in the West  
**'IN BERMUDA'**  
 THE GOODIES  
 chess 1731

biggest new 1 for '59  
**'TO KNOW YOU'**  
 MEL ROBBINS  
 argo 5340

# MOOD OF THE YEAR "TIME ON MY HANDS" by SEYMOUR and His HEARTBREAK TRUMPET

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



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**WOW!**

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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 VS. DISK

C. J. LeBel took a couple of hours out of his busy schedule the other day to give us one of the more entertaining interviews we've done in quite a spell. C. J. is a vice-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 disks.

Well, what are they? The principal reason is the one that will appeal to lovers of quality sound. Tape is capable of recording and reproducing with greater fidelity than disks, and the quality will remain with the tape. On the disk the quality will decrease with continued playing.

Not that C. J. is anti-disk. Indeed, he points out that the disk is cheaper than tape. And he believes, unlike many pro-tape people, 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 been reading about and hearing about. What are transients, C. J.?

"Suppose you hit a piano key," C. J. explained patiently. "The first thing you hear is a momentary sound of the hammer hitting the string. Then you hear another less subtle sound—the continuing sound of the string vibrating. The momentary sound of the hammer hitting is the transient. Put another way, the transient is what happens in going from no sound to sound."

Is that important?  
"Important? That's what makes the piano sound different from the sound of another instrument. The transient is what gives an instrument its particular character," said C. J.

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

## CONVINCING EXPERIMENT

"I'll prove it to you. In an experiment in a Southern college, they separated two groups of professional musicians. One group played a single tone on its instruments to the other group thru an amplified system. But they rigged the amplifier system operation so that it cut off the transient, the beginning sound of the instrument. The other group in another room—and remember, these were professional musicians—couldn't tell an oboe from a trumpet because they only heard the sustained tone.

"The same thing is true of a Brooklyn accent. A Brooklyn accent cuts off at five kilocycles."

Brooklyn accent? Five kilocycles?  
"Uh-huh," said C. J. "Like a musical instrument, the human voice has its transients. Back in 1951 a speech prof at Brooklyn College set up an experiment with me. We were trying to determine how good a tape recorder had to be to be able to reproduce speech faults accurately. After all, if the speech student can't hear exactly what he sounds like, he won't know what his faults are and he won't be able to correct them."

## CUTS OUT CHARACTER

"In our tests 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 kc, we also lost the special character of the Brooklyn accent. The speech was still perfectly intelligent, but it had lost all character. By the way, we found that a tape recorder had to be able to reproduce up to 12 kc. to be effective in speech correction work. If the frequency response were narrower, it wouldn't reproduce the human voice fully."

One of the very important functions of a high-fidelity system is to have a good "transient response," C. J. pointed out. He put the accent on the word "good."

"A system may reproduce the transients, but it's not a good system unless it reproduces them without distortion," he said. "Distorted reproduction of transients is the important cause of 'listener fatigue.'"

## TAPE'S BACK

All things considered then, you think tape is due for a comeback?

"Oh, it's already back," C. J. emphasized. "Of course, we see it several months sooner than the retailer. But a little while ago tape lifted itself, shall we say, out of the gutter, dusted itself off and, I would say, it's back and growing fast once again."

"There's going to be an interesting fall. We'll have recorded tape three ways: Two-track stereo, four-track stereo on reels at 7½ ips. and four-track stereo magazines at 3¾ ips."

"In my opinion, it never should have dropped. The dealer is partially to blame for tape's decline. He said, 'Oh, I can't sell that,' and he simply stopped selling despite the demand. I wish dealers had steadier nerves, that they would take a tranquilizer once a week before they order new merchandise."

"In merchandising, the dealer has what might be called tunnel vision. In pursuit of whatever is new, he forgets the

(Continued on page 38)

## SET COAST HI-FI SHOW DATES

NEW YORK — Dates for the 1960 Los Angeles and San Francisco Hi Fi Music Shows have been set by the Institute of High Fidelity Manufacturers.

Abraham Schwartzman, Institute exec, stated here that Brooks Hall at the San Francisco Civic Center will be the scene of the show there which will run from January 27 to 31. In Los Angeles, the locale will be the Shrine Exposition Hall. Show will run February 10 to 14.

## Big Ad Sked Planned by Organ Corp.

NEW YORK — Organ Corporation of America, which introduced its first electric chord organ six months ago — and sold 25,000 units since — announces a 1960 line of five Concert electric chord organs. The new Concert line ranges in price from \$119.95 to \$269.95. It contains:

1. A self-contained portable spinet chord organ which serves as its own carrying case.

2. Three organs, at \$189.95, \$229.95 and \$269.95, which include diminished chords in addition to the usual majors, minors and sevenths.

3. A 60-bass chord, 3½ octave console electric organ to sell at \$269.95.

Firm plans to spend \$500,000 to advertise the line during the fall. Promotion plans include advertising on television, radio, newspapers and magazines. Details will be announced.

Made by Excelsior in Italy, all the new 1960 Concert organs feature "permanently tuned" Swedish stainless steel reeds which cannot rust or corrode; decorator-designed cabinets, massive wood styling with hand-rubbed finishes, full-size piano accordion keys, and self-teaching playing system. Concert organs are UL-approved.

## New Phono-Radio Line For Du Mont-Emerson

NEW YORK—Du Mont Emerson Corporation debuted 14 new stereo phono models, ranging in price from \$78 to \$328 at a special meeting of distributors last week at the hotel Waldorf-Astoria here. Also included in the new line is a stereo AM-FM table radio with dual channel amplifier which lists for \$98. Designed for use with this unit (model 908) is a matched remote speaker system (model 974) at \$28, and a record changer with stereo cartridge (model 910) listing at \$48.

Low-end phono unit, at \$78, consists of a dual channel amplifier and stereo changer. This also calls for an external speaker unit such as model 974. A low end portable stereo model is also listed at \$78, with two additional portables set at \$98 list. A table model and a console stereo set are tagged at \$98 and \$128 respectively, while the low-end console stereo model, featuring Emerson's "auto-brain" changer, lists at \$138.

Next in line is a portable stereo phono-radio at \$138, a portable stereo with AM and FM radio at \$168, and stereo phono-radio console units listed at \$178, \$198, \$228 and \$249. A super de luxe model containing the same basic

units plus a 40-watt stereo amplifier is pegged at \$328.

At the same time, the company also introduced an extensive and completely new line of radios, including portables, table models and clock sets and featuring the Eldorado, claimed to be the world's first nine-transistor pocket radio.

## Recoton Bows Selling Aids

NEW YORK—Recoton Corporation has introduced what it calls "Kit 102," one of a new series of phono needle kits for servicemen on the job. The company has also brought out its Eight Annual Catalog and Simplified Replacement Needle Reference Guide. Fully illustrated, the 12-page manual provides a complete reference of all Recoton needle, cartridge and accessory products.

The Servicemen's Kit 102 contains only the most popular replacement needles with a complete set of replacement tools. The tools are included free. The complete line of kits is illustrated in the Recoton reference guide.

## Motorola Units Stress All-in-One Cabinetry

CHICAGO — Motorola here bowed an expanded line of portable and console disk playback instruments, stressing three-channel single cabinet stereo, with the single cabinet consoles utilizing separate amplifiers for the left mid-range tweeter; the center-located woofer and the right mid-range tweeter. All consoles are all-in-one cabinets except one, because firm's market research showed consumer preference for single cabinet, according to Edward R. Tayler, executive v.p. of consumer product.

Motorola doubled its previous number of portables by debuting new models. Line has more upper-end priced portables than any manufacturer has introduced thus far. Prices range from \$49.95 to a de luxe model at \$199.95.

All consoles have an off-on indicator, illuminated record changer compartment, 45 r.p.m. spindle and storage well, AC transformer powered chassis and provision to mount a Motorola AM-FM tuner in the record storage compartment. Price leader is the SK 22 at \$229.95. Lowest priced of the three-channel consoles is the SK 24 at \$79.95.

The SK 36, at \$329.95; the SK 37, at \$349.95; and the SK 38 at \$339.95, have identical wattage

and speaker complement.

In the de luxe brackets, the SK 28, lists at \$369.95 while the SK 30 is available at \$399.95.

Versatility leader in the Motorola stereo console line is the SK 29 at \$399.95, which features speaker enclosures mounted in doors which swing open offering greater speaker separation.

The SK 31 is the only three-piece console, selling for \$429.95.

To complement its line of Drexel furniture TV consoles, Motorola again has three matching Drexel high-end stereo consoles. The French provincial "Touraine" at \$675 is peak price of the entire line, while the contemporary "Profile" lists at \$575 and the American modern-styled "Declaration" goes for \$550.

In connection with the line, Motorola has developed a new in-store stereo merchandiser which allows customer to play left, middle or right channels alone or in any combination.

## Conley Combo Sets Expansion

CHICAGO — The electronics' manufacturing entity, organized by Edgar M. Greenebaum, prominent local electronics investment counselor (The Billboard, May 11), showed more signs of growth with rumor of another important acquisition and a potent board of directors lined up.

Though Greenebaum would not confirm the report, it was learned that Conley Electronics Corporation, new name for the parent company adopted this week, was angling with Regency, Indianapolis, Ind., maker of electronic goods in the industrial, military and consumer field.

Burgeoning outfit took the CEC monicker, replacing temporary name of Waters Conley, which reverts back to its original owner, the Rochester, Minn., veteran phono maker, a division of CEC. Other present division of CEC is Fidelivox-Fidelipac, Skokie, Ill., tape magazine playback unit for consumer and commercial background music.

## New Models For Travler

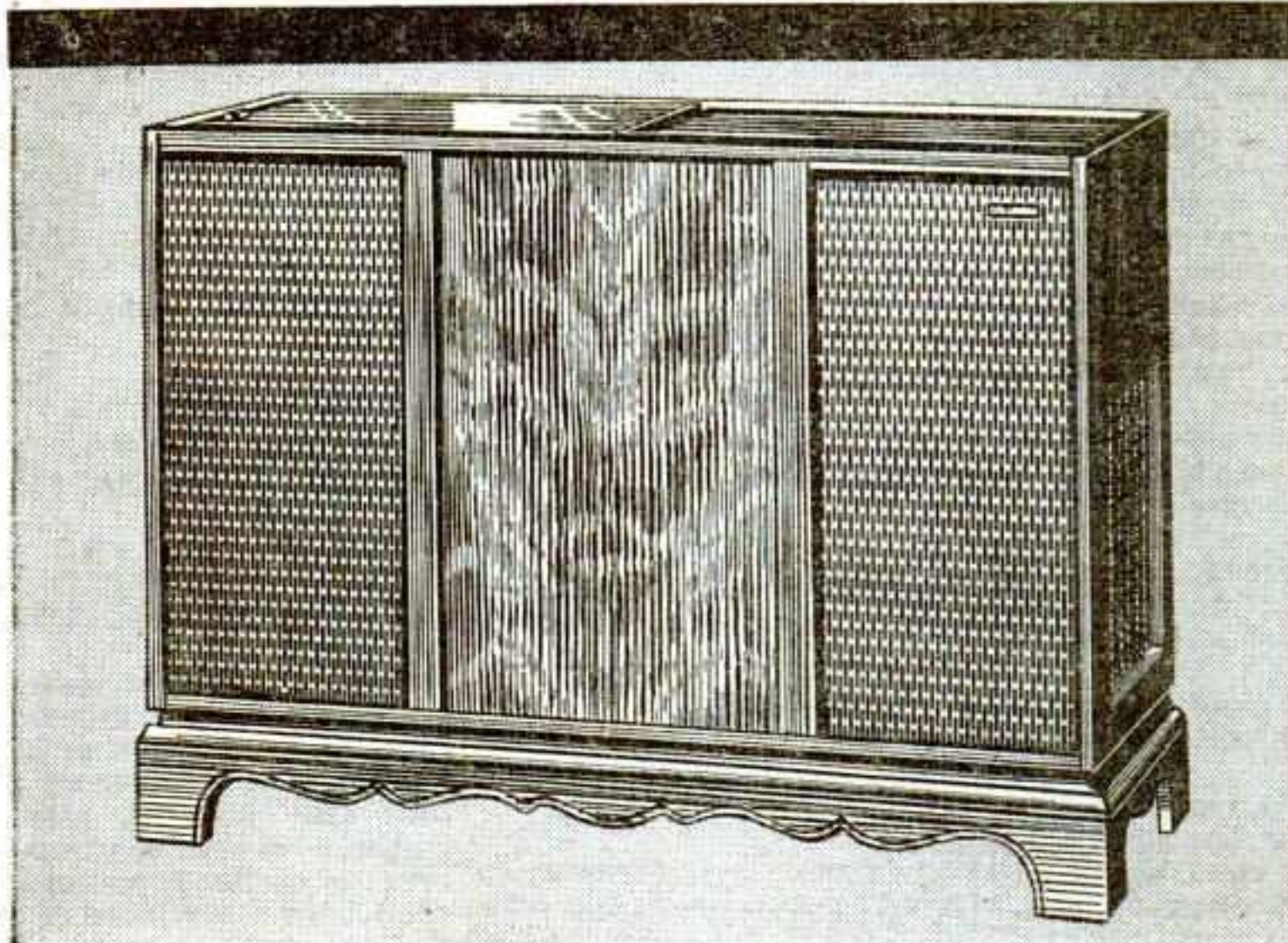
CHICAGO — Travler Radio here introduced its first two tape recorder models, one monaural portable phono and two stereo phonos this week to augment a line which bowed this past spring. The monaural TT-591 tape unit lists at \$129.95 while the stereo tape recorder TT 595, is pegged at \$199.95. Tape machines are first of a series which will be made by Travler since they purchased the tape assembly line from Bell & Howell, Chicago.

The manually-operated monaural four-speed phono carries a \$24.95 list. In the stereo portable field, Travler added the 1008 at \$39.95, a portable whose front-piece can be removed for separation. In the all-in-one console field, Travler introduced the 111, a modernistic-styled four-speed Luxor equipped automatic hanger model. The Swedish-made Luxor changer offers a rim-driven turntable; automatic needle set down

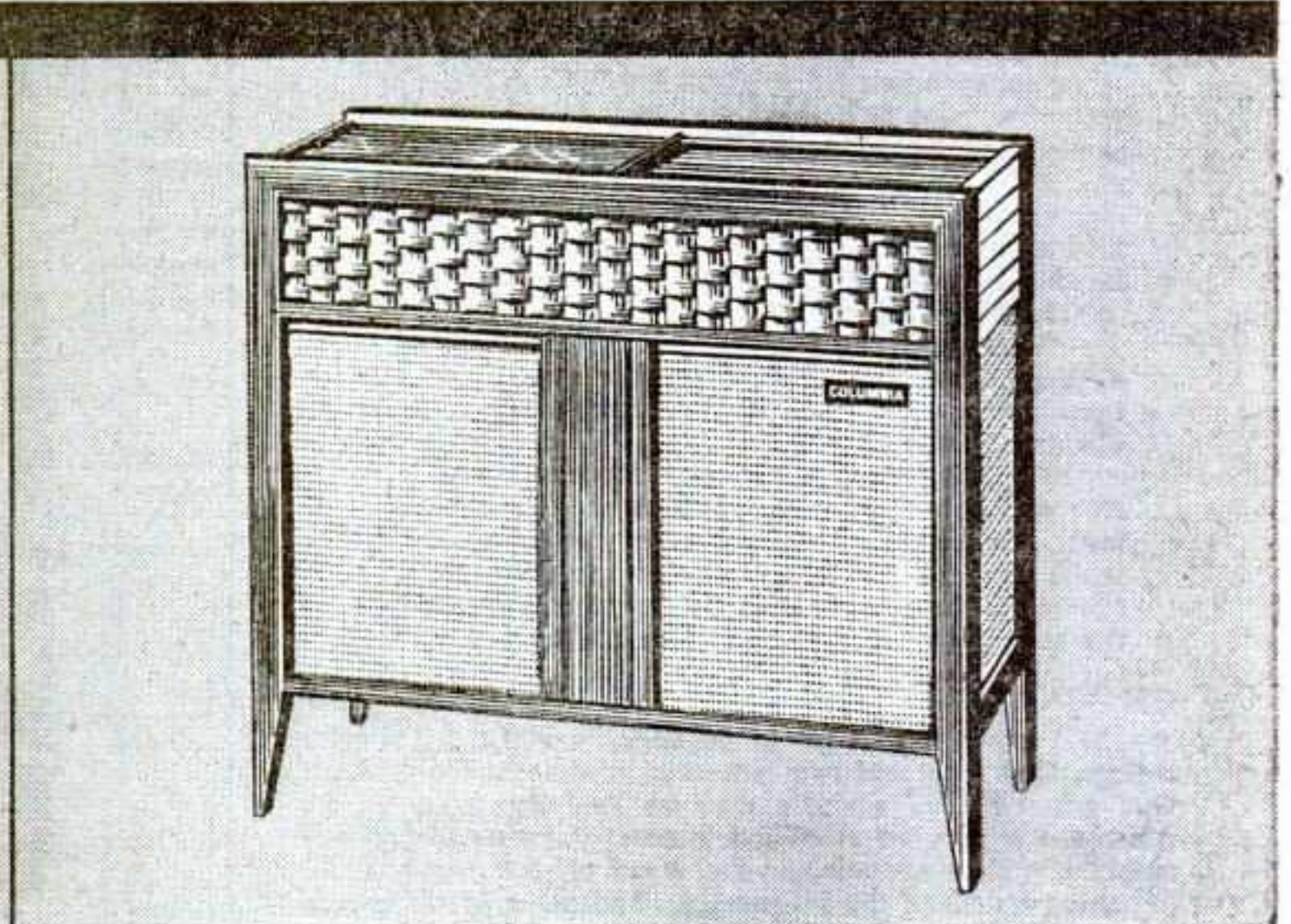
(Continued on page 38)

From CBS Electronics comes  
**THE NEW SOUND OF PLEASURE...THE NEW SOUND OF PROFITS FOR YOU**

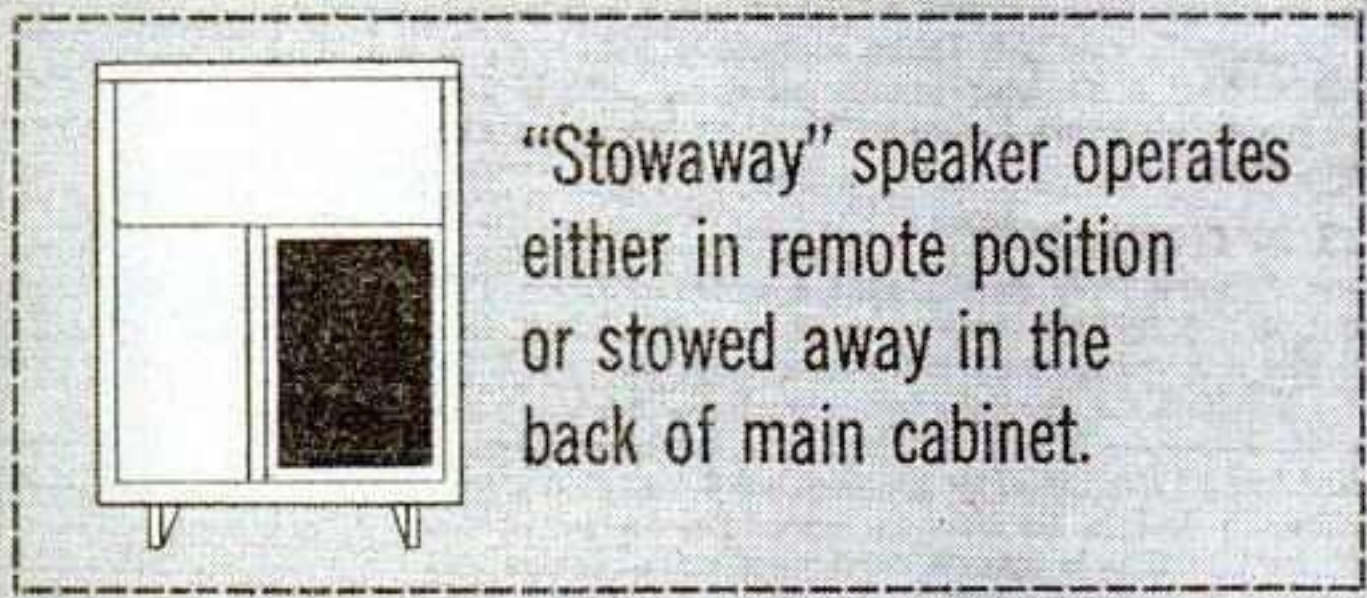
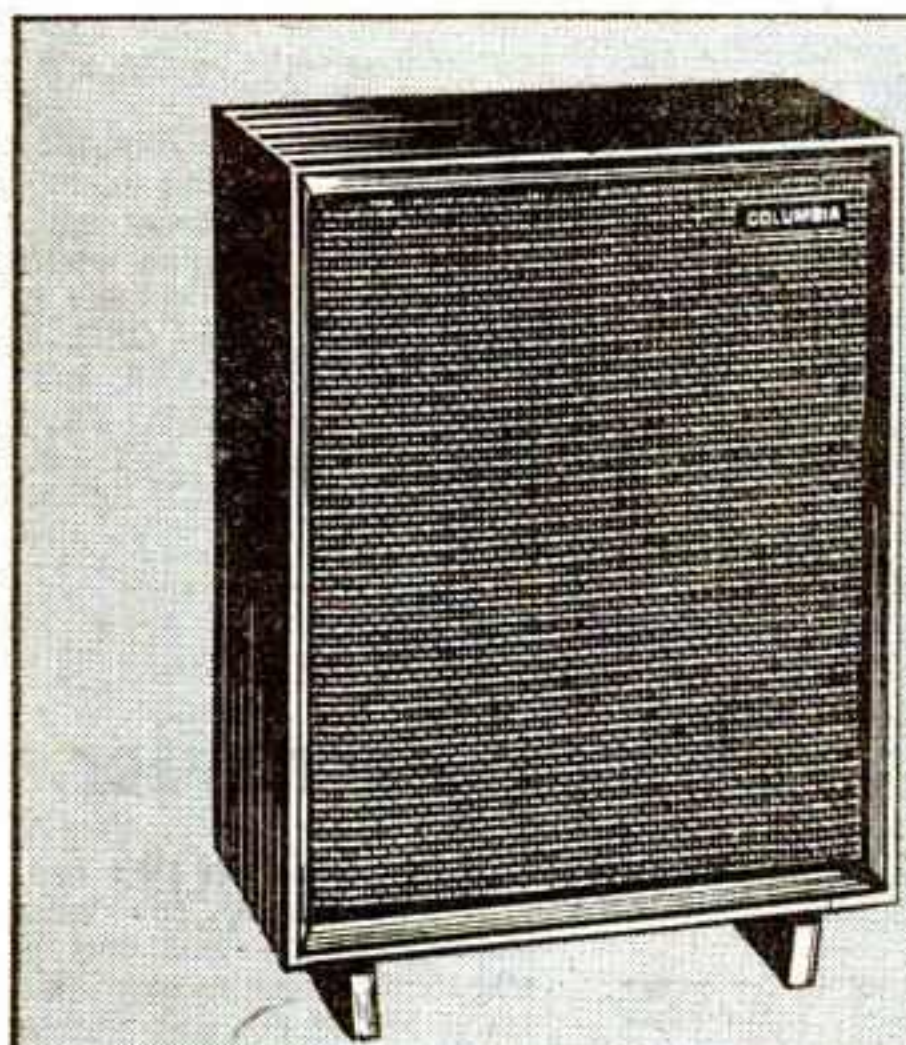
**Stereo 1 by COLUMBIA**  
**GREAT NEW LINE OF CONSOLES**



**MODEL 1168** Single Cabinet "Stereophonic Projection" Console. 6 speakers—two 15", two 8", two 5", diamond needle, record storage space, AM-FM radio. In mahogany, cherry and walnut. **\$495<sup>00</sup>**



**MODEL 1156** Single Cabinet "Stereophonic Projection" Console. 6 speakers—two 12", two 8", two 5", diamond needle, record storage space. In mahogany **\$249<sup>95</sup>** Also in cherry and walnut.



"Stowaway" speaker operates either in remote position or stowed away in the back of main cabinet.

**MODEL 1148** 2-piece Stereophonic Console with "Stowaway" speaker. 4 speakers—two 6", two 4" in mahogany. Complete for **\$129<sup>95</sup>** Also in cherry and walnut.

**ELEVEN Stereo 1 CONSOLES IN A VARIETY OF WOOD FINISHES, FROM \$129<sup>95</sup> TO \$495<sup>00</sup>**

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

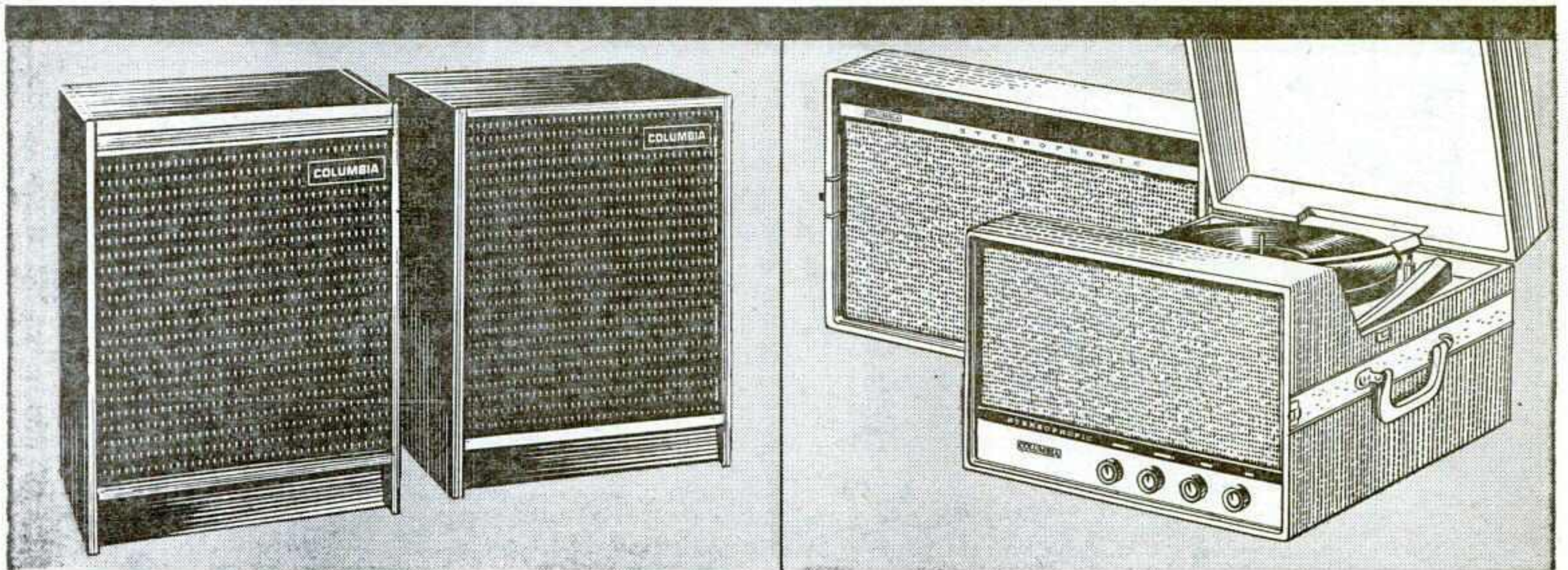
unquestionably today's finest achievement in stereophonic sound. And it is unquestionably a tremendous selling opportunity for you. **Stereo 1** is advanced stereophonic sound and high fidelity. It plays all records... makes them all sound

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.

THE ONE TO STOCK... THE ONE TO PUSH IS STEREO 1 BY COLUMBIA BECAUSE IT'S THE ONE YOUR CUSTOMERS WILL DEMAND

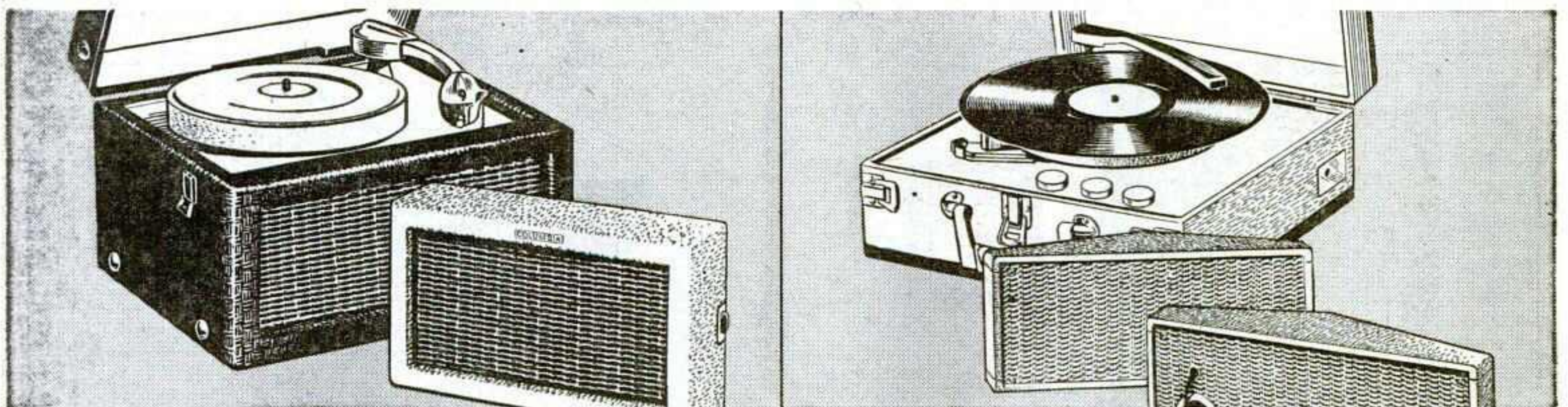
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**MODEL 1152** Twin Cabinet Stereophonic Console. 4 speakers—two 12", two 5", diamond needle. Complete for \$229<sup>95</sup> in mahogany. Also in cherry and walnut.

**MODEL 1012** 4-speed high fidelity stereo portable. Four speakers—two 6", two 3", automatic changer, push-pull amplifier. \$99<sup>95</sup>



**MODEL 1004** 3-speed stereo portable. Two balanced 4" speakers. Tan and white, grey and white. \$39<sup>95</sup>

**MODEL 1006** 4-speed stereo portable. Two 5" speakers in "Swing Out" side baffles. \$49<sup>95</sup>

**FIVE Stereo 1 PORTABLES PLUS TWO MONAURALS ... FROM \$24<sup>95</sup> TO \$139<sup>95</sup>**

**Stereo 1** will be supported by the most powerful advertising and promotion campaign ever run by Columbia  
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# VOX JOX

By JUNE BUNDY

**RUCKER'S CLAMBAKE:** Al Rucker, WJAR-TV, Providence, R. I., emceed a gigantic record hop and show last Wednesday (8) as part of a week-long celebration of the station's 10th anniversary. The three-hour show, telecast from the main streets in downtown Providence from 8 to 11 p.m., drew a crowd of more than 50,000. In addition to street dancing, the evening was marked by an all-star in-person show, including Connie Francis, Four Lads, George Hamilton IV, Lou Monte, Jack Scott, Gerry Granahan, Carl Dobkins Jr., the Mystics, the Tradewinds, Dick Domain, Tim Kirby, Floyd Robinson, Vicki Jay, Don Houston, British warbler Shayne Rima, and Art Tancredi's Ork for dancing. The show was produced and booked by Faith Dwinsky.

**PAUL'S PLATTER POLL:** Paul Brenner, WNTA, Newark, N. J., has started a new Saturday night series, "Paul's Platter Poll," (9 a.m. to noon). Prime feature of the new ailer is an invitation to listeners to submit a list of their five favorite records, plus their telephone numbers. Brenner places five calls each hour, awarding an LP to each listener called. All disks played during the three-hour period will be from the lists submitted by dialers.

**CHANGE OF THEME:** Lou Sherman has left CFPL, London, Ontario, Canada, to join WYZ, Detroit, in the 10 a.m. to noon time period. . . . Mike Woloson, formerly with WNEW, New York, is now spinning 'em on WNTA, Newark, from noon to 1 p.m. and 7-9:30 p.m. across the board. . . . Barry Smith, a newsman during the week, is emceeding 6 p.m. to midnight stints on Saturday and Sunday nights over KSO, Des Moines, Ia.

Don (Woody) Woodland has replaced Buzz Lawrence on "KING's Night Owl Club" (midnight to 5 a.m.) over KING, Seattle. Lawrence will not be heard in the outlet's daily 7-9:30 p.m. time seg. . . . New program director at WSSB, Durham, N. C., is Brad Harris. . . . Denny Bracken has joined KFMB, San Diego, Calif. . . . Pat Landon, WRCV, Philadelphia, will broadcast direct from Atlantic City's Steel Pier thru September from 10 p.m. to 1 a.m. Monday thru Friday.

Deane Parkhurst, WSET, Glens Falls, N. Y., writes that his new outlet is badly in need of wax. . . . Jonathan B. Frost has left WHYN, Springfield, Mass., to join KRGV, Brownsville, Tex. . . . Gordon Shaw, ex-KENL, Arcata, Calif., is new spinner at KLIX, Twin Falls, Idaho. . . . New managing director of WIBG, Philadelphia, is John C. Moler. . . . Three new staffers have joined Paul Brissette.

Sidney Magelof has been appointed station manager of WEZL, Richmond, Va. . . . Stan Douglas, ex-program director of WTWN, St. Johnsbury, Vt., is new morning man at WELM, Elmira, N. Y. . . . Four new staffers have joined KENN, Farmington, N. M.—Ross Adkins as program director; Ron Barrett, Terry Lahn, and Rick Mulinix. The station adopted a music and news-exclusively format July 4.

John Doremus, WMAQ, Chicago, emceed a big show at Dyche Stadium in Evanston, Ill. July 4 and last week judged the Miss Indiana contest in Michigan City, Ind. . . . New WQXR, New York, deejay Don Spark is emceeding "Highway to the World" featuring disks from all over the globe. . . . Ray Baker and Aaron Allen have joined KMAC, San Antonio. . . . New staffer at KTRH, Houston, is Eric Goldmar in the 3-4 p.m. segment of "House of Sounds," Monday-thru-Friday, and the 4 p.m. to midnight time slot weekends.

**CHANGE OF THEME:** Vinnie Vincent, formerly with KNOE, Monroe, La., has joined KIXZ, Amarillo, Tex., as program director. . . . Hal Morgan, ex-spinner at WGAR, Cleveland, for 17 years, has moved to WABR, Orlando, Fla., in the 6-9 a.m. time period. . . . New staffers at WKGN, Knoxville, Tenn., are Jon Anders in the 6 p.m. to midnight spot, and Bill Jeffers, midnight to 6 a.m. . . . Marty Lacker, program director of WKGN, celebrates his first anniversary with the station this week. The June issue of Radio-TV Mirror Mag carries a feature on Lacker.

New program director at KINT, El Paso, Tex., is Jerry Jackson. . . . Pat Grande, formerly with WHLF, South Boston, Va., has moved to WHNC, Henderson, N. C. . . . Tom Lambert has succeeded Mel Quinn as program director of WISN, Milwaukee. He will continue to host his daily programs from 10 a.m. to noon and to 4 p.m. Meanwhile, Bill Taylor, previously with WNUR-FM, Evanston, Ill., has joined WISN in the 11 a.m. to 4 p.m. time slot on Sundays.

New spinner at WIBG, Philadelphia, is Bob Mitchell in the 4 p.m. afternoon seg, "Spotlight 99." . . . Night time jock Alan Field has been upped to program director status at WWCO, Waterbury, Conn., and at the same time moved into the morning show spot, "Coffee Corner." . . . New KWK, St. Louis staffer is Ken Braverman, ex-KCFM, same city.

A special WIP, Philadelphia, "Salute to Glenn Miller," emceed by Jack Pyle, brought the record department at the local John Wanamaker Store, one of the show's sponsors, telephone orders for over 60 new RCA "Glenn Miller Treasure Chest" albums. Since the album of never-before-released Millers sell for \$14.95 each, sponsor was delighted with sales response, in addition to publicity value of the four-hour air exposure. The John Wanamaker Store sold almost \$1,000 worth of albums with a time buy of eight spots paced every half-hour during the show. Station's promotional newspaper ads directed added attention to the "Salute" and the store followed up the broadcast with newspaper ads scheduled the very next day. The four-hour Saturday night show, started at 8 p.m., was arranged co-operatively with Raymond Rosen Company, local RCA distributors, and Wanamakers with Halsfield Motors also co-sponsoring with 20 spots.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Charles Hits Again With 'What'd I Say'

Ray Charles, who was born just 28 years ago, is today one of the leading exponents of the "blues." He is a Southerner and his music, gospel-blues, is of true Southern origin.

At the age of six, an illness left him permanently blind. His parents died when he was 15, and Charles 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 his own band.

A writer of note, his compositions have been recorded by many of today's top artists.

Tho Charles is primarily a blues chanter, many of his platters have crashed thru in pop. They include the blues classic "Hallelujah I Love Her So," "I Got a Woman," "(Night Time Is) The Right Time," "This Little Girl of Mine," "Ain't That Love," "Swanee River Rock," "Yes Indeed," and his current chart rider, "What'd I Say."



### Keller Clicks Via 'Here Comes Summer'

Jerry Keller was born June 20, 1937, in Fort Smith, Ark. His family moved to Tulsa, Okla., when he was 7, and he lived there until 1956.

At the age of 13, he became one of the charter members of the Tulsa Boys Singers, a religious chorale. In high school, Keller organized a quartet, The Lads of Note. The group was awarded a daily 15-minute television show on a local Tulsa station.

In New York, Keller made appearances on the Ted Steele and Joe Franklin shows. These appearances led to an exclusive contract with Kapp Records.

He is 5 feet 10 inches and weighs 165 pounds. His interests include sports and songwriting.

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JULY 10, 1949

1. Riders in the Sky
2. Again
3. Some Enchanted Evening
4. Forever and Ever
5. Bali Hai
6. Baby, It's Cold Outside
7. "A" — You're Adorable
8. I Don't See Me in Your Eyes Anymore
9. Cruising Down the River
10. A Wonderful Guy

JULY 10, 1954

1. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Hernando's Hideaway
4. Happy Wanderer
5. Wanted
6. If You Love Me (Really Love Me)
7. I Understand Just How You Feel
8. Man Upstairs
9. Little Shoemaker
10. Sh-Boom

# DISTRIBUTOR NEWS

By HOWARD COOK

**NEW YORK:** Johnny Halonka of Alpha Distributing Company reports strong action on several items. Imperial has clicks with "Sweeter Than You" by Ricky Nelson, "I Want to Walk You Home" b-w "I'm Gonna Be a Wheel Someday" by Fats Domino and "Love Me Now" by Jules Farmer. Carlton is swingin' with "Till There Was You" by Anita Bryant and "The Way I Walk" by Jack Scott. Other strong selling platters include "Katy, Too" by Johnny Cash on Sun, "Soldier's Joy" by Jerry Reed on NRC, "The Ballad of Billy Joe" b-w "Let's Talk About Us" by Jerry Lewis on Sun and "I Love an Angel" by Little Bill on Dolton. Others that are climbing are "Much Too Much" by the Hollywood Flames on Ebb, "Sugaree" by Rusty York on Chess and "One Night in the Middle" by Sonny Campbell on Apt.

Halonka also lists "Our Turn" by Dale Hawkins on Checker, "A Girl Like You" by Gary Stites, "True, True Happiness" by Johnny Tillson on Cadence, "Karen" by Rusty Lane on Laurie and "Black and White Thunderbird" by the Delicates on Unart. Juke box operators are showing interest in "Ma, She's Makin' Eyes at Me" by the Bentley Brothers on Venus.

Sammy Weiss of Superior Record Sales informs us that the firm is now located in larger headquarters at 656 10th Avenue. They have hired Matty Matthews as their new promotion man. Strongest sellers at the moment for Superior are "I'm Your Slave" by the Fiestas on Old Town, "Let the Rumors Fly" by Gerry Granahan on Gone, "Linda Lu" by Ray Sharpe on Jamie, "My Own True Love" by Jimmy Clanton on Ace, "Alimony" by Frankie Ford on Ace and "Slow Motion" by Wade Flemons on Vee Jay.

Triumph Records has made the following distrib changes: Wendy Distributors, Inc., Newark, N. J.; Hit Record Distributors, Cincinnati; Cosnat Distributors, Cleveland and Oklahoma Record & Supply in Oklahoma City, Okla. Bob Carter is handling New York promotion for the diskery's latest single, "Leonia," by Eddie Cooley & the Dimples.

**BOSTON:** Bob Summers of Warner Bros. Records Sales Corporation writes that "Beach Time" by Roger Smith and "Sweet Someone" are the two top singles in the area. Charlie Blackwell's "Whistlin' Dixie" and Kalasandori's "Forbidden City" are starting to look strong. Top new platter is "Room 4" by Ken Jones. Strongest LP's are "Pete Kelly's Blues" and "Beach Romance" by Roger Smith.

**PORTLAND, Ore.:** Jerry Dennon sends word that Jerry Keller's Kapp recording of "Here Comes Summer" is the hottest selling disk in the Portland area. Other records that are breaking include "Katy, Too" by Johnny Cash on Sun, "Pretend" by Georgia Gibbs and "With Open Arms" by Jane Morgan on Kapp. "The Hully Gully" by Herbert Alpert on Andex and "Little Forty Ford" by Leon Smith on Willemette also look promising.

**MIAMI:** Elaine Terrell, promotion co-ordinator for Pan American Distributing Corporation, writes that "Here Comes Summer" by Jerry Keller on Kapp is breaking for a big hit. Martin Denny's Liberty LP, "Exotica, Vol. 1" is selling strongly. Other hot platters are "Twixt Twelve and Twenty" by Pat Boone on Dot, "Ragtime Cowboy Joe" by David Seville and the Chipmunks on Liberty and "Martinique" by Martin Denny on Liberty.

**SAN FRANCISCO:** Stan Cumperpatch writes that the following are his top singles: "This I Swear" by the Skyliners on Calico, "Taboo" by Arthur Lyman on Hi Fi, "Tall Cool One" by the Wallers on Golden Crest, "Little Girl" by Ritchie Valens on Del-Fi, "Cherrystone" by the Address Brothers on Del Fi and "Little Bitty Johnny" by Travis and Bob on Sandy.

**RIVERSIDE, N. J.:** Jimmy Bolton on D Records Distributors writes that they are now handling D and Dart Records. Platters grabbing sales at D include "Magic Land of Love" by Margie Singleton on Dart, "From a Kiss to the Blues" by "Country" Johnny Mathis on D and "Letter Overdue" by Claude Gray on D.

**ROULETTE RAMBLINGS:** In an effort to include as many dealers as possible in the newly formed Roulette Dealers Record Club, before the label's big August release, the firm's execs took to the road last week to visit distributors and dealers. Joe Koksksy, executive vice-president, Irv Jerome, vice-president in charge of sales, and Bud Katzel, director of publicity, covered different areas that included 16 cities. Supplementing their tour, which included most of the South and Mid-East, was Abe Glaser, the firm's West Coast promotion rep. He will hit most of the Western States. According to Roulette, the dealer club has now swelled to over 1,500 members.

**PHILADELPHIA:** Shirley Rubin of Cosnat writes that Dave Skolnick, manager of the firm, and Joe Niagara of WIBG, flew for a two-week jaunt to Los Angeles and Las Vegas. Top sellers are "Twixt Twelve and Twenty" by Pat Boone on Dot, "There Goes My Baby" by the Drifters on Atlantic, "It Was I" by Skip & Flip on Brent, "All Nite Long" by Billy Vaughn on Dot, "What'd I Say" by Ray Charles on Atlantic, "Tell Him for Me" by Ronnie Hayden on Josie and "Summer Spree" by Vinnie Monte on Decanter. Best selling LP is "The Five Pennies" by Danny Kaye and Louis Armstrong on Dot.

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## MUSIC AS WRITTEN

### STRAVINSKY WORK AT SANTE FE CATHEDRAL

Igor Stravinsky's new sacred composition "Threni: Lamentations of the Prophet Jeremiah" was presented in St. Francis Cathedral in Sante Fe, N. M., last Sunday (12) with the composer himself leading the Sante Fe Opera soloists, orchestra and chorus. Permission for the presentation of the work was made by the Most Reverend Edwin Vincent Byrne, D. D., Archbishop of Sante Fe. A number of years ago Stravinsky conducted another sacred work of his, the "Canticum Sacrum," in St. Marks 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 Burrell Trio open at the Village Vanguard in New York this week (14). . . . Orkster Lindsay Meehan of Windsor, Ontario, is the new a.&r. head of the Buddha label of St. Petersburg, Fla. . . . Jonah Jones and his Quartet will appear at the Sporting Club in Monte Carlo. Jones is one of Prince Ranier's favorite jazz cats according to booker Sam Burk. . . . Champ Butler and Robert Howard Productions have formed Viscount Records, and the first release from the West Coast diskery will feature Butler. . . . The Escorts have signed with Flag Records of Mobile. . . . Felix Knight and Ray Heatherston have signed with Design. . . . Bob Goeman is the new assistant record and book buyer for the Korvette chain in the East, assisting Dave Rothfield. . . . A new jazz room, the Arpeggio, opens in New York this month. Owners are Willie Shore, formerly of the Composer, New York and Mike Marcario.

The Dukes of Dixieland will appear at the French Lick, Chicago, Detroit, Boston and Berkshire Music Barn Festivals. . . . Sonny Rollins has a new album out on Contemporary Records. . . . Gospel songstress Clara Ward is now at the Chat Noir in Oslo with the Ward Singers. . . . Ernie Warren is now leading his ork at the Hotel Edison Green Room in Gotham. . . . Columbia is bringing out a record of Bulgarian Folk Music supervised by Alan Lomax. This is the 17th volume in its "World Library of Folk and Primitive Music Series." . . . Warner Bros. Records has released the theme from the flick "Room 4" featuring the Ken Jones Ork, the English band. . . . The Mary Kay Trio is now at the Cloisters in Hollywood. . . . 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 waxing of "Jeanine." . . . Apollo Records has formed a subsidiary label, Showboat. Ray Scrivner will handle the firm out of Nashville. . . . Tony Scott is now at the Show Place in New York's Greenwich Village. . . . Ralph Berson, sales head of Cricket Records, is on the road visiting distributors. . . . Fred Stryker, of Fairway Music, informs us that he has placed Don Darnell with Coral, Johnny Bond with 20th Fox, and The Charts with Guyden of Philadelphia.

Last Wednesday, July 8, was Jimmy Duncan Day in Houston, Tex. The Backbeat record artist and a.&r. man was honored for his songwriting, singing and record work. . . . Guy Lombardo and his ork racked up solid grosses on a week-long engagement at the King Philip Ballroom in Wrentham, Mass., the week of June 29 thru July 4. The ork pulled over 16,000 dancers in the week. . . . The National Symphony Orchestra under Howard Mitchell is doing solid business in its current South American tour. . . . The U. S. Embassy in Norway recently gave a luncheon to honor the records now being made by the Oslo Symphony Orchestra for Camden Records. . . . Bob Jones, art director at RCA Victor, is showing 100 examples of his printing work at Gallery 303 in New York City. . . . Ray Meinberg has joined the Harold Friedman Associates firm on an executive level.

Al Calder has set up his own office in New York to handle publicity and record promotion on a fee-lance basis for record companies. . . . Claire Orson, formerly publicity flack for Audio Fidelity Records, married Baron Snider, m.p. of Australia, and is now living in Victoria there. . . . Emanuel Vardi will conduct three concerts in Mohegan 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 thrush on the Atco label, will soon be recording an album for the diskery, to be supervised by Atlantic album chief, Nesuhi Ertegun. Bob Rolontz.

### Chicago

Ken Nordine just cut his fourth "Word Jazz" album for Dot. This one's titled "Next." Dick Marx and Johnny Frigo furnish musical baking. . . . Jerry Allan appointed Arnold Distributing for his Allan label and is traipsing the Continent lining up others. Allan's Thunderbird Ward, getting action on "I Want You to Come Home," opened at Club Moderne.

Mason Coppinger, Universal Recording chief engineer, is switching to a polka beat. Last week he recorded full albums for the Polka Chips on Capitol and Polka-Go-Rounders on ABC-Par. . . . Eddie Mascari exited post as professional manager at Pure Music and is huddling on West Coast about his next link. . . . Columbia took over 38 masters of late Ken Griffin from Eli Oberstein. Griffin estate drops claims against Oberstein and his Rondo label, while Columbia pays a healthy advance to the estate for the masters. Deal engineered by local barrister, Dick Shelton, representing the estate. Bernie Asbell.

### Cincinnati

Dorothy Collins will be starred in "Showboat" at the local Shubert Theater the week of September 15 with Doug Crawford's (Continued on page 20)

## ON THE BEAT

By REN GREVATT

Jerry Vogel Music has an axiom that many in the business cannot deny. When you call his office the switchboard girl tells you that the old songs are the best songs. And echoing the thought of Vogel and a lot of others, the old songs appear to be enjoying a healthy resuscitation at the moment. This has been true for a year or so because not so long ago somebody decided that if you take an older, standard type of song and put a triplet beat behind it, you can make it a hit all over again.

Now, however, it appears that you don't necessarily need the triplets. If you have a distinctive approach, you can make your hit. In the case of the Flamingos, a rocking effect is used to give new life to "I Only Have Eyes for You." On the other hand in Dinah Washington's revival of the grand old hit, "What a Diff'rence a Day Makes," it's strictly a good performance by the singer that makes the side.

"Mona Lisa," a hit from a movie which featured Alan Ladd, is enjoying new life today, so far on one instrumental record by Carl Mann on Phillips International. Now, several new versions have followed, including a sock rock vocal treatment by Conway Twitty, on M-G-M. This, according to The Billboard review panel, could also rise to share in the current loot on the song.

Another famous song currently a "new" hit as far as today's teen-agers are concerned, is "With My Eyes Wide Open I'm Dreaming," styled by Patti Page. Here we have an example of a class singer and a class song combining in a grass roots triplet rhythm for a hit. Tommy Edwards has updated the famous "Melancholy Baby," also with a gentle suggestion of the triplet beat.

On the other hand, two other hits of old have come back in a big way with anything but the triplet type of setting. "Ragtime Cowboy Joe," the latest in the saga of David Seville and the Chipmunks, employs the expected speeded-up voice technique with a suggestion of the old-time rickety-tick rhythm. Then there is "Bei Mir Bist Du Schoen." This old hit by the Andrews Sisters is the first disk turned out by Louis Prima and Keely Smith on their new deal with Dot Records. If anything, their wild, break-it-up version is reminiscent of the Andrews Sisters original rendition of the hit.

Examples of a revival of a newer type of oldie would include "Only You," and "I Forgot to Remember to Forget." The former, written by Buck Ram for the Platters and their first big hit several years back, has been revived recently via an entirely different string instrumental treatment by Frank Pourcel. Here the complete switch in approach apparently was the answer. The latter song was one of Elvis Presley's first big records on Sun. Now Sun has put out a new version of the tune which was in the can, by Johnny Cash. Here, matching a good piece of material with a powerful artist may become the road to a hit.

Arc Records of Elizabeth, N. J., has formed a subsidiary, "A" Records. Tom DeCillis, deejay of WNJR, Newark, is a.&r. chief. . . . Triad Records, new indie, has been set up in Augusta, Ga., a city known as the golf capital of the world.

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- CKLW—Windsor, Ont.
- KOBY—San Francisco
- KMPC—Los Angeles
- KFWB—Los Angeles
- KABC—Los Angeles
- KPOP—Los Angeles
- KFOX—Long Beach, Calif.
- KWON—Bartlesville, Okla.
- KOMA—Oklahoma City, Okla.
- KMUS—Muskogee, Okla.
- WTYN—Columbus, Ohio
- WCOP—Boston, Mass.

# MUSIC AS WRITTEN

• Continued from page 18

Cincinnati Star Theater group, of Dayton, O., which August 4 launches an eight-play summer season at the Shubert. **Julius La Rosa** will appear in "Carousel," and **Mel Torme** in "Brigadoon," with the dates still to be set. **Pembroke Davenport**, Cole Porter's musical director on Broadway the last 15 years, will conduct the 13-piece pit ork. . . . **C. H. Topmiller**, president and general manager of WCKY, last week donated some 8,000 records from the station's library to the local Goodwill Industries' promotion for the handicapped. The platters are being offered for sale in the area Goodwill shops. **Cathy Carr** (Roulette), current at Beverly Hills Country Club, aided in the promotion by autographing some of the donated disks. . . . **Howard Kessel**, who recently sold his interest in and retired from King Records here, where for many years he guided promotion and production, infos that his plans for the future are indefinite but that after a brief vacation he plans to continue in the record business.

A package comprising **Jack Scott**, **Dale Wright**, the Seniors and the Keynotes pulled some 900 payees, at \$1.40 per dip, to Coney Island's Moonlight Gardens Tuesday night (7) in the third of a series of teen-age hops being presented by the Coney management. Next Tuesday's (14) feature is **Frankie Avalon**, with GAC's summer package, made up of the **Addressi Brothers**, the **Tassles**, **Skip and Flip**, **Carl Mann**, **Jerry Keller**, **Dickey Doo** and the **Dont's** and **Joan Campbell**, set for July 21; **Tommy Sands**, July 28, and **Conway Twitty** and the **Deb Tones**, August 4. Bookings are handled by ork leader **Clyde Trask**, of the local **Ruth Best** office. **WLW's Bob Braun** does the emceeing on all the shows.

**Jack Larson**, winner of the All-Army Talent Contest two years in a row, after 10 days in Cincinnati, most of which he spent recording for the Fraternity label at King Records studios here, departed last weekend to visit the home folks in Salem, Ore. Larson appeared on the Ed Sullivan TV-er last fall and makes a repeat on that show August 30. He has been in the Army 29 months and still has 90 days to go. Others who waxed for Fraternity here last week were **Luther Brandon**, of Rockwood, Tenn., and **Bobby Bare**, who also is in the Army. . . . Coney Island's Moonlight Gardens continues to chalk fat marks with its Wednesday-thru-Saturday dance policy, using traveling names sandwiched at intervals with local crews. **Booker-leader Clyde Trask**, of the local **Ruth Best** office, has his own combo coming in for the four-day stretch starting Wednesday (15), with the **Jimmy Dorsey** band, with **Lee Castle**, set for July 22-25; **Ralph Flanagan**, July 29-August 1; **Les Brown**, August 5-8; the **Four Freshmen**, August 12-15; **Ralph Marterie**, who holds the Coney record (5,700), August 19-22, and **Stan Kenton**, August 26-29. The local **Charley Kehr**er and **Barney Rapp** combos follow in order. **Bill Sachs**.

## Nashville

**Jimmie Driftwood**, writer of "The Battle of New Orleans," is slated for a Victor session here as soon as he returns from the West Coast. Driftwood, on leave of absence from his position as principal of the Timbo, Ark., high school, had this to say about the music business: "All this has ruined a darned good farmer." . . . **Eddy Arnold** got his broker's license last week and is now prexy of the Arnold Company, which he has formed with his long-time sideman, **Roy Wiggins**, and **Charlie Mosley**, his tax consultant for many years.

**Stonewall Jackson** appeared at the Flame Club, Minneapolis, last week and left Sunday (12) for St. Louis to make a p.a., then to the Columbia Record Convention in Miami from where he leaves to promote his big smash, "Waterloo," in Oklahoma. On his heels is **Carl Smith**, promoting "Ten Thousand Drums." . . . **Bill Allen**, of WLAC radio here, says that his "Hoss Allen Show" is drawing mail from 26 States. Allen, one of the few local deejays promoting shows, is hoping to draw a crowd with a package comprising **Clyde McPhatter**, **Bo Diddley**, the **Crests**, **Chuby Checkers**, and **Paul Williams** and his orchestra which appears at the newly air-conditioned Hippodrome here July 29.

**Patsy Cline** recorded two religious sides here last week. . . . **Ruby B. Strange**, **Owen Bradley's** sister and receptionist at the Bradley Studios, is recuperating at St. Thomas Hospital. . . . **Ralph Marterie** was in town last week after playing a dance at the Pulaski, Tenn., Sesquicentennial. He left here for a tour of the West. . . . **Conway Twitty** is scheduled for a session at the Bradley Studios this weekend. . . . **Archie Bleyer** was here last week for a session with the **Everly Brothers**. Both sides were penned by **Don Everly**. . . . **T. Tommy (Cutrer)**, of WSM radio, has increased his daytime "Coffee With T" to two hours. Tommy features the big bands on his record show. **Kathryn Twitty**.

## Hollywood

**Hal Cook**, Warner Bros. Records sales veepee, due in for confabs prior to the WB disk distrib conclave next week. **Tab Hunter** cut "Moonlight Bay" and "Our Love" for the Warner label last week. . . . **Google Rene** will soon issue his first jazz LP on Class. . . . **Molly Bee** is headlining fairs this season in Washington, Pennsylvania, Oklahoma and Wisconsin. . . . **Del-Fi's Bob Keene** claims he has another rock-'n'-roll winner in a new find, 18-year-old **Chan Romero**. Keene credits Billings (Mont.) deejay **Don Redfield** with the discovery. The deejay played a tape of the lad over the long distance phone to convince Keene.

**Arthur Lyman's** appearance at Chicago's Edgewater Beach Hotel marks his first mainland engagement coming after a lengthy run at Henry Kaiser's Hawaiian Village. . . . **Hi-Fi's Dave Axelrod** is preparing an album with actress **Ann Francis**. **Imperial's Henri Rene** flies to New York for a week's sessions. . . . Columbia's international repertoire chief **Nat Shapiro**, fresh from a 20-country tour of South America and Europe, claims **Doris Day** is one of this country's top sellers abroad. Her "Que Sera, Sera" more than doubled

# TELEVISION REVIEWS

## Mitchell-Ruff Duo Sock on TV

Dwight Mitchell and Willie Ruff probably are two of the best-known jazz musicians in the world today, thanks to the impromptu concert they staged in Moscow a few days back. Having paralyzed the Soviet cats with their creativity and artistry may not bring them any lucrative bookings on the other side of the world political boundary, but it could have added a little understanding of our way of life which might not otherwise have penetrated.

All this is by way of getting to a TV show taped by the Mitchell-Ruff duo prior to their departure, which was aired with great timeliness last Sunday (5) via WCBS-TV, New York, from 4 to 4:30 p.m. The show was done as one of the "Young Audiences" series helmed by David Randolph, which in previous outings had initiated the youthful studio and viewing audiences into appreciation of various kinds of classical music.

Seeing this stanza makes it abundantly clear why Mitchell and Ruff captivated their Russian audience. Charming of mien, able to succinctly explain and demonstrate complex as well as simple theories (supposedly in the Russian language, too) the duo neatly stated their attitude toward jazz. They described the three basic ingredients as freedom of style, syncopation and improvisation. To illustrate the thesis, mostly verbalized by Ruff, they used their piano and double bass to fine advantage in illustrations, including a fugue to show how classical forms can be borrowed, and melodies suggested by the audience which were woven into a swinging version of "Tea for Two."

Questions from the audience also were answered, including one from a lad who asked whether rock and roll is part of jazz. Quoth Ruff: "Rock and roll is entirely another field, far far away." **Sam Chase**.

\* \* \*

# CONCERT REVIEWS

## Ruski Folksters Hit High Spots

Man, it's like these Russians are hip to dexedrine. Result is another Hurok-and-roll them in the aisles Soviet swingfest. The impresario has outdone himself in a program which could be subtitled Highlights of Highlights. For, presented at Madison Square Garden in the first of two week-long programs, are the **Moiseyev folk leapers**, back with the cream of their new repertory; the **Piatnitsky Folk Choir**, a bunch of singers who turn out to be pretty hot hoofers as well; a few holdovers from the phenomenal **Bolshoi ballet troupe**, and seemingly innumerable additional singers and dancers from various regional folk groups.

For sheer explosive energy, this Russian show must take first place over its predecessors. Lusty singing was introduced this time and added to the general gaiety. The **Piatnitsky troupe**, which filled the first third of the three-part program, not only did well by some old Russian favorites but drew a big hand for a rendition of **Stephen Foster's "Old Folks at Home"** with one verse in English. And they wound up with an ensemble song-and-dance number which is guaranteed to wake up the most tired businessman.

The **Moiseyev dancers**, who scored so sensationally as the first Soviet entertainers in the present exchange series, unlimbered some new material including a gypsy number which is exquisite in shadings and temperament, plus a robust comedy routine about a half dozen lads who have a yen for a washerwoman. **Nina Timofeyeva** and **Yuri Zhadnov** of the **Bolshoi ballet** performed a delicately perfect adagio from "Swan Lake," while their colleagues, **Liudmila Bogomolova** and **Stanislov Vlasov**, brought down the house with their flashing Waltz, complete with flying horizontal leap.

Newcomers included the dashing masculine **Georgian State Dance group**, who landed on their toes from wild leaps, yet whose boots have no padding. The **Kazakh, Armenian, and Kiev State dancers** also had a chance to shine and did so with will. Individual soloists, too numerous to mention, captured and held the spotlight with great energy.

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 **Bolshoi Theater** who flashed a strong pair of pipes. The song, however, showed little potential for adaptability to a triplet beat. **Sam Chase**.

her million U. S. sales on the world market. Other top-selling artists abroad he said are **Nat Cole** and **Frank Sinatra**.

Capitol's **Lloyd Dunn** heads for New York meetings after unveiling the new fall product array for the label's district sales managers assembled here. . . . **Anita Steinman**, general manager of **Low Chudd's** music firms, back at her desk following business confabs in London and Paris.

**Ella Fitzgerald** will give her Verve "Song Book" series a direct plug when she goes on an American concert tour this fall. Tour starts September 18 at Carnegie Hall and will cover the 30 major cities. Two-hour song recital will be called "An Evening With Ella Fitzgerald and Her Song Books." Material will be drawn from all her composer "Song Book" albums released by Verve. Tour is booked by **Norman Granz**. . . . **Norman Granz** will have two eight-week tours this fall criss-crossing their way thru Europe. One features **Kid Ory** with New Orleans jazz group. He is booking **Duke Ellington** with his big band at the same time similarly thru England and the Continent. Ory will kick-off at **Kiel, Germany**, play six weeks on the Continent and two weeks in England. **Duke Ellington** opens in Amsterdam September 19 and will similarly spend eight weeks on tour.

Station **KBIG** (Catalina) kicked off its new program format of individualized hour and half pop music segments. Each features a different name band, balanced by a top vocalist. each seg is a show within itself, complete with theme and descriptive title. **Lee Zhitto**.



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- 15955 TWIXT TWELVE & TWENTY—Pat Boone  
 15956 BEI MIR BIST DU SCHON—Louis Prima & Keely Smith  
 15943 A LOVERS HYMN—The Fontane Sisters  
 15960 BLUES STAY AWAY FROM ME—ALL NITE LONG—Billy Vaughn  
 15961 MERCEDES BENDS—COLORADO WATERFALL—Johnny Costa  
 15959 FIVE MINUTES MORE—Robin Luke  
 15957 WELCOME HOME BABY—I LOVE YOU SO MUCH—Ivory Joe Hunter  
 15946 JIMMY BROWN THE NEWSBOY—Mac Wiseman  
 728 CRY, THE FIVE PENNIES—Dodie Stevens  
 1019 SANDY LITTLE BITTY JOHNNY—TEENAGE VISION—Travis & Bob  
 15950 THE QUIERO—LULLABY IN RAGTIME—The Mills Bro  
 15958 LIZZIE DARLIN'—LOTS OF LUCK—The Hilltoppers  
 15965 A HUNDRED AND ONE IN THE SUN—VACATION WALTZ—The Lennon Sisters  
 15963 PEG O' MY HEART—RAZZBERRY SUNDAE—The Mulcays  
 15947 FOLLOW THE LEADER—HAWAIIAN PUNCH—Steve Allen

**BEST SELLING ALBUMS**

- DLP-3180 TENDERLY—Pat Boone  
 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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# The Billboard TOP LP'S

FOR THE WEEK ENDING JULY 12

## BEST SELLING MONOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
1	1	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	11
3	2	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199.....	4
5	3	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	22
2	4	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	22
4	5	GIGI, Sound Track, M-G-M 3641.....	54
6	6	INSIDE SHELLY BERMAN, Verve MG V 15003.....	12
7	7	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	9
9	8	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	7
10	9	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	68
12	10	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160... 53	
8	11	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	22
11	12	MY FAIR LADY, Original Cast, Columbia OL 5090.....	171
15	13	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.. 63	
23	14	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226. 18	
13	15	BUT NOT FOR ME, Ahmad Jamal Trio, Argo ZLP 628.....	28
17	16	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 33	
16	17	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	26
18	18	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	13
19	19	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	72
20	20	FILM ENCORES, VOL. 2, Mantovani, London LL 3117.....	5
28	21	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	4
14	22	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	88
22	23	TABOO IN HI-FI, Arthur Lyman, Hi Fi Records R 806.....	17
24	24	KINGSTON TRIO, Kingston Trio, Capitol T 996.....	4
26	25	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927 8	

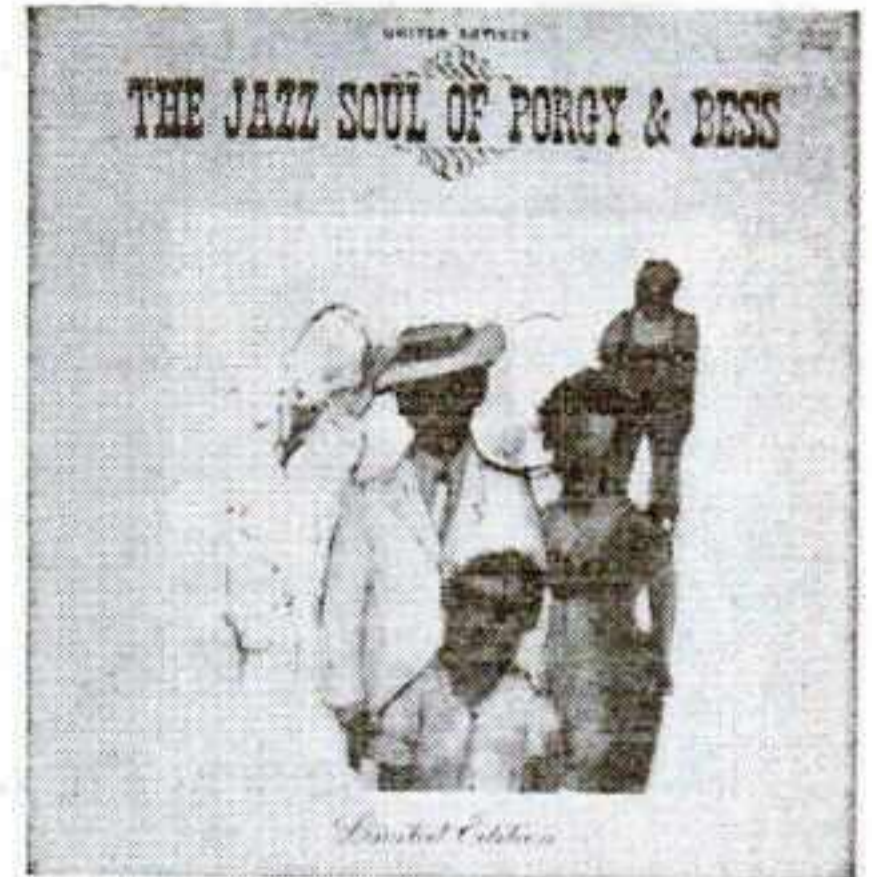
ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
27	26	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	4
21	27	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.. 23	
30	28	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	7
25	29	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	24
29	30	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp WL 1113... 5	
36	31	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	3
38	32	HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310.....	3
32	33	THE BUDDY HOLLY STORY, Coral CRL-57279.....	12
37	34	CRAZY HE CALLS ME, Dakota Staton, Capitol T 1170.....	7
31	35	THE KING AND I, Sound Track, Capitol W 740.....	143
35	36	OKLAHOMA! Sound Track, Capitol SAO 595.....	179
33	37	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	46
42	38	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	13
46	39	IMPROVISATIONS TO MUSIC, Mike Nichols & Elaine May, Mercury GM 20376.....	6
47	40	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	33
—	41	TENDERLY, Pat Boone, Dot DLP 3180.....	1
34	42	WARM, Johnny Mathis, Columbia CL 1078.....	48
39	43	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	267
40	44	BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	7
44	45	GEMS FOREVER, Mantovani, London LL 3032.....	37
—	46	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	1
41	47	CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163.....	8
45	48	TO WHOM IT MAY CONCERN, Nat King Cole, Capitol W 1190.. 4	
—	49	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	107
—	50	PORGY AND BESS, Sound Track, Columbia OL 5410.....	1

## BEST SELLING STEREOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
2	1	FILM ENCORES, VOL. 1, Mantovani, London PS 124.....	8
1	2	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	8
3	3	GIGI, Sound Track, M-G-M SE 3461 ST.....	8
4	4	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	8
5	5	MY FAIR LADY, Original Cast, Columbia OS 2015.....	8
9	6	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.. 6	
7	7	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	8
10	8	TABOO IN HI FI, Arthur Lyman, Hi-Fi Record SR 806.....	8
6	9	MANTOVANI SHOWCASE, London SS 1.....	7
8	10	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	6
11	11	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	8
13	12	OKLAHOMA! Sound Track, Capitol SWAO 595.....	6
14	13	GEMS FOREVER, Mantovani, London PS 164.....	4
17	14	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013... 4	
26	15	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	2

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
12	16	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054... 6	
15	17	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	4
—	18	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	1
—	19	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LSO 1507.....	1
—	20	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	1
16	21	CONTINENTAL ENCORES, Mantovani, London PS 147.....	8
20	22	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6000.....	8
21	23	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	8
22	24	'S MARVELOUS, Ray Conniff, Columbia CS 807.....	5
—	25	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	1
—	26	THE FLOWER DRUM SONG, Original Cast, Columbia OS 2009... 1	
19	27	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	8
23	28	TILL, Roger Williams, Kapp KLS 1081.....	3
24	29	STRAUSS WALTZES, Mantovani, London PS 118.....	8
25	30	LET'S DANCE, David Carroll, Mercury SR 60001.....	6

## Album Cover of the Week



THE JAZZ SOUL OF PORGY & BESS, United Artists UAS 5032. The beautifully packaged album is highlighted by an arresting painting by Robert Parker. Displays of the eye-catching item should prove a sales booster.

## Best Selling LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

1. **Exotica, Vol. 1**  
Martin Denny .....Liberty LRP 3034
2. **Peter Gunn**  
Henry Mancini.....RCA Victor LPM 1956
3. **Gigi**  
Sound Track .....M-G-M 3641
4. **From the Hungry "I"**  
Kingston Trio .....Capitol T 1107
5. **Still More Sing Along With Mitch**  
Mitch Miller .....Columbia CL 1283
6. **Film Encores, Vol. 2**  
Mantovani .....London LL 3117
7. **Hold That Tiger**  
Fabian .....Chancellor CHL 5003
8. **77 Sunset Strip**  
Warren Barker .....Warner Bros. WB 1289
9. **Ricky Sings Again**  
Ricky Nelson .....Imperial IMP 9061
10. **More Music From Peter Gunn**  
Henry Mancini .....RCA Victor LPM 2040

## Best Selling Pop EP's

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. **Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076
2. **King Creole, Vol. 1**  
Elvis Presley .....RCA Victor EFA 4819
3. **Peter Gunn**  
Henry Mancini .....RCA Victor EPA 4358
4. **Songs Our Daddy Taught Us**  
Everly Brothers .....Cadence CEP 310
5. **Ricky Sings Again**  
Ricky Nelson .....Imperial EP 189
6. **Spirituals**  
Tennessee Ernie Ford .....Capitol EAP 1-818
7. **Nearer the Cross**  
Tennessee Ernie Ford .....Capitol EAP 1-1008
8. **Como's Golden Records**  
Perry Como .....RCA Victor EPA 5012
9. **Come Dance With Me**  
Frank Sinatra .....Capitol EAP 1-1069
10. **The Late, Late Show**  
Dakota Staton .....Capitol EAP 1-876

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# Reviews of THIS WEEK'S LP'S

## The pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

### Pop

#### FOR THE VERY FIRST TIME

**Glenn Miller & His Orch. (3-12") RCA Victor LPM 6100.** Selections here represent some of the best air-checks of Glenn Miller's CBS radio shows from 1940 to 1942—50 never before released performances. The quality is okay—but it's second to the nostalgic value of this handsomely packaged album—with a double-fold bound-in booklet of paintings and stories on the late maestro. Ray Eberle, Marion Hutton, Tex Beneke, and the Modernaires are heard on various sides. A collector's item.

#### STEPHEN FOSTER SONG BOOK

**The Robert Shaw Chorale. RCA Victor LM 2295.** Here's a nostalgic package of beloved Stephen Foster selections, sung with artful exuberance and smooth blendship by the Shaw Chorale. Excellent solo vocals by Grant Williams, Thomas Pyle, Louise Natale and James Wainner. Elaborately packaged double-fold LP includes "Play It Yourself" piano and vocal arrangements of "Beautiful Dreamer," "Old Black Joe," and other Foster favorites.

#### AN EVENING WITH LERNER & LOWE

**Robert Merrill, Jan Peerce, Jane Powell, Phil Harris. (2-12") RCA Victor LSP 6005. (Stereo)** This lush, two LP album of music from four Lerner and Loewe musicals, including songs from "Brigadoon," "My Fair Lady," "Paint Your Wagon," and "Gigi," should prove a strong seller with wide appeal. The songs are excitingly performed by Robert Merrill, Jan Peerce, Jane Powell and Phil Harris, backed by a 60-piece orchestra under Johnny Green. It is well-packaged and the stereo recording is first rate. A first rate musical package.

### Pop Low Price

#### PORGY & BESS

**Lawrence Tibbett & Helen Jepson. RCA Camden CAL 500.** The new movie version of the Gershwin classic has sparked a flock of albums. However, this version should fare well in the low-priced field on the basis of its \$1.98 price tag and excellent performances by veteran classical artists Tibbett and Helen Jepson. Something of a collector's item in that the sides were cut in 1935, four days after the opera's original Broadway debut.

### Classical

#### THE RUBINSTEIN STORY—CHOPIN CONCERTO NO. 2

**Artur Schnabel. RCA Victor LM 2265.** Rubinstein displays a remarkable touch on these performances of three popular Chopin works, which include in addition to the Concerto, the "Andante Spianato" and the "Grande Polonaise." Add to the lustre of the playing, the beautiful, book-type packaging, which includes a handsomely conceived booklet about the artist, his family and his music—and you have a really hot piece of merchandise. Also included in the book is a complete directory of all Rubinstein recordings. This one can't fail to generate plenty of activity at counters.

#### BEETHOVEN: SYMPHONIES NOS. 8 & 9

**Boston Symphony Orch. (Munch). RCA Victor LM 6066.** The growing problem of how to successfully merchandise in the classical field a piece of repertoire recorded almost into the ground has found an answer. It's in the packaging here and the impressive job—book type cover, elaborately prepared booklet of notes on the composer and the works—is bound to attract sales. The performance itself is superb and addition of such fine vocal artists as Leontyne Price, Maureen Forester, David Poleri and Giorgio Tozzi, in the 4th movement, is only an added sales lure. Every dealer with any classical trade should have this available.

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

**Minneapolis Symphony Orch. Conducted by Antal Dorati. Mercury SR 90171. (Stereo)** Only a very few versions of the Brahms Second are currently available in stereo and this top notch example of recording technique should easily take its place at the top of the list. The performance is handsome and Mercury's well-known living presence technique makes the most of it. Sound is far above par and the cover shot looking up from amongst a cluster of giant redwood trees is a real stopper. Must merchandise for dealers.

### Children's Low-Price

#### HEAR THE ANIMALS SING

**Produced by Jim Fasset, Andy Nasser, Narrator. Harmony HL 9506.** Jim Fasset is up to his tape recorder tricks again, this time for a low-price album for kiddies. The resultant product features such songs as "Three Blind Mice," "Old MacDonald's Farm," "Mary Had a Little Lamb," and "Farmer in the Dell." These seem to be sung by various farm animals, and since there are no longer notes some kids may never find out it's all done via tape editing. Several farm-type songs receive on-the-level versions on the reverse side. Unusual novelty for under-teen kids.

## SPECIAL MERIT SPOTLIGHTS

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

### OPERA

#### ROSSINI: THE BARBER OF SEVILLE

**Metropolitan Opera. RCA Victor LM 6143.** This elaborately packaged album is a sock sales item for the classical market—featuring strong name power—Giorgio Tozzi, Robert Merrill, Roberta Peters, etc.—top-drawer performances, and the ageless sales pull of the popular Rossini work.

### ★ ★ ★ ★

## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

#### ★★★★ WORDS AND MUSIC

**The Ames Brothers. RCA Victor LSP 2009. (Stereo & Monaural)** One of the label's current batch of specially packaged merchandise, this should be a winner among fans of the quartet. A flock of familiar oldies, some of the folk-song vintage, comprise the repertoire and a handsome booklet containing all the lyrics is furnished for the sing-alongers. Tunes include "Loch Lomond," "I Love You Truly," "Love's Old Sweet Song," etc. Book type liner has display appeal.

#### ★★★★ SAY ONE FOR ME

**Sound Track. Columbia CL 1337.** The new Bing Crosby-Debbie Reynolds movie is a box office smash, and this sound-track package should chalk up similar sales success. The tuneful score, sung personally by the two stars and actor Robert Wagner, includes the title tune, "The Girl Most Likely to Succeed," and "Chico's Choo-Choo."

#### ★★★★ THE VERSATILE HENRY MANCINI & ORCH.

**Liberty LST 7121. (Stereo & Monaural)** This is a new Mancini. Unlike the "Peter Gunn" jazz-oriented material for which he's best known currently, this is lush, almost ethereal music that suggests the languorous tropics. Included in the group are Dom Frontiere, accordion, the great Laurindo Almeida on guitar, Lou Maury on organ, Bob Bain on bass guitar, and the high soprano voice of Lulu Jean Norman. "Bali Hai," "Poinciana," "Return to Paradise" are samples. Splendid mood music in a relaxed setting. Mancini name will also add sales potential.

#### ★★★★ NEIL SEDAKA

**RCA Victor LPM 2035.** The fine rocker artist has a solid teen-appeal set in this collection of tunes he wrote with Howard Greenfield. Included are his own big single hits, "The Diary" and "I Go Ape," plus a couple including "Fallin'" and "Stupid Cupid," which were hits for Connie Francis. A lot of danceable beat tunes are here and they are performed with verve and excitement by the chanter. Should be solid merchandise.

#### ★★★★ HIGH STRUNG

**Al Caiola. RCA Victor LSP2031 & LPM 2031. (Stereo & Monaural)** To a swinging backing of four guitars, bass, vibes and drums, and aided by some fresh-sounding arrangements, electric guitarist Al Caiola really makes the sparks fly. The ensemble shows a substantial beat and excellent balance in bouncing thru such oldies as "Cherry," "Sweet Georgia Brown," "Hindustan," "Dipsy Doodle" and "It's a Sin to Tell a Lie," as well as a couple of Caiola's originals. Here's a case where a demo would be worth 1,000 words.

### CLASSICAL ★★★★★

#### ★★★★ MOZART: EINE KLEINE NACHTMUSIK SYMPHONY IN C MAJOR

**London Symphony (Dorati). Mercury SR 90121. (Stereo & Monaural)** A fine recording of Mozart's entertaining "Eine Kleine Nachtmusik" and his fine "Linz" Symphony by the London Symphony Orchestra under the baton of Antal Dorati. The orchestra plays the works with much feeling, and the stereo sound is first rate. Since this is one of the early stereo waxings of the two compositions and one of the best, it should appeal to Mozart fans. Attractive cover adds to the set.

### CHILDREN'S ★★★★★

#### ★★★★ SMILEY BURNETTE & HIS RODEO SONGAREE

**Crickstone Chorus & Orch. Cricket CR-11.** TV-film western comic Burnette has a charming album with appeal for both youngsters and adults in this collection of pleasant folk items. He warbles effectively on "Gran-pa Frog," "Tievin' Burro," "Red River Valley," etc.

#### ★★★★ SONGS FOR LITTLE COWPOKES IN HI FI

**Merry-Go-Round MGR 10007.** Full versions of several of the most popular cowboy songs are ably performed by an unidentified male group. Included are such numbers as "Home on the Range," "Red River Valley," "Chisholm Trail," etc. The disk offers a fine basic introduction to songs of the old West for youngsters. Sound quality also is first rate.

### SPOKEN WORD ★★★★★

#### ★★★★ SELECTED POEMS OF KENNETH PATCHEN

**Kenneth Patchen. Folkways Record FL 9717.** Kenneth Patchen, long considered one of the important contemporary poets, has turned in an album of readings of his own poetry that should appeal to his devotees, as well as win him an even wider following. Generally, his shorter poems are featured on this disk, including "Nice Day for a Lynching," "The Origin of Baseball," and "23rd Street Runs Into Heaven," but there is also the lengthy and expressive "Red Wine and Yellow Hair." A fine spoken word disk.

#### ★★★★ THE DUNCAN TRIAL

**Evedrop EV 110.** This poorly recorded ineptly executed package is tasteless in concept, but could have strong sales power on the basis of morbid curiosity value. A demurely smiling photo of convicted murderess Elizabeth Ann Duncan adorns the cover. Inside some of the more lurid trial testimony (difficult to hear, but undoubtedly fascinating to many) is interspersed with commentary by California newscaster John Babcock.

## ★ ★ ★ GOOD SALES POTENTIAL

### POPULAR ★★★★★

#### ★★★★ IT'S TIME TO DANCE

**Fred Ellis & Band. Barbary Coast BC 33023 S (Stereo)** Veteran West Coast bandleader Ellis serves up some unusually bright, bouncy instrumental treatments of 39 oldies—many in medley style—all with a solid businessman's bounce type terp beat. Selections range in mood and era from "Ta-Ra-Ra-Boom-Dee-A," to "Star Dust."

#### ★★★★ LEAVE IT TO JANE

**Jane Harvey. Dot DLP 3185.** Miss Harvey, stylish, jazz-inspired thrush, and former vocalist with Benny Goodman, returns to disks after a long absence. Here, assisted by a swinging band, she offers some fine tunes, "Misty," "Trav'lin' Light," "The Man That Got Away," among others plus "Sent for You Yesterday," recently a deejay spotlight in these pages, when released as a single. The warm-voiced thrush has a lot of other programmable sides here too.

#### ★★★★ STEREO GOES CHARLESTON

**Ira Ironstrings. Warner Bros. WS 1297. (Stereo)** Anyone whose eyes grow misty when he hears "Barney Googie With Those Goo-Goo-Googly Eyes" is a cinch to buy this one. But don't be surprised if less creaky hipsters pick up on it. All these oldies are given rousing treatments that range from ricky-tick to swing. The stereo is top-drawer.

#### ★★★★ SWINGIN' STEREO IN STUDIO A

**George Siravo & Orch. RCA Victor LSP 1970 & LPM 1970. (Stereo & Monaural)** Group of fine standards in swing arrangements of the first rank. The stereo version is a dual-channel tour de force, with solo instruments standing out in strong relief. But arranger-conductor Siravo is the hero on this one with his treatment of ever-greens like "Old Black Magic," "Let's Do It," and "Blue Moon."

#### ★★★★ AN ENCHANTED EVENING

**Jesse Crawford. Decca DL 78649. (Stereo)** It's hard to tell who's the star of this album—Jesse Crawford, the solo artist on the organ, or Richard Rodgers, whose music he plays. Crawford's arrangements sparkle in these virtuoso performances. The program, on the other hand, reads like a catalog of great Broadway show tunes ("Lover," "Getting to Know You," "Oklahoma," etc.). Will do well with a little promotion.

#### ★★★★ 6 FAT DUTCHMAN SCHOT-TISCHES

**Six Fat Dutchman. RCA Victor LSP 1957. (Stereo & Monaural)** The album jacket contains the line, "For Your Dance Party." And when you hear this oompah ensemble, it doesn't seem like such a bad idea. Recommend to customers as a change of pace for dancing at home. Sound is clean and crisp and the ensemble attacks the program with lots of vigor.

### LOW-PRICE POPULAR ★★★★★

#### ★★★★ THE BIG TEN

**Rocky Curtiss & Harmony Flames. Harmony HL 7200.** Columbia's low-priced Harmony line makes a bid for sales to singles buyers by packaging 10 current or very recent hits on a single disk. They are performed as nearly exact imitations of the originals, and mostly are excellent carbons, including "Personality," "Kansas City," "Endlessly," "Dream Lover," and "Teenager in Love," plus five others. While the numbers are still hot, sales of this item can be greatly helped by display or demos.

#### ★★★★ LET'S DANCE LATIN

**The Martinez-Cheda Orch. Vocalion VL 3658.** Exuberant chanting in Spanish marks this catchy package of Latin themes in cha-cha, mambo and merengue dance tempos. Selections—all featuring a deft terp beat—include "Cuban Firebird," "Goza Cha-Cha," "Apanbichao," etc.

### CLASSICAL ★★★★★

#### ★★★★ BEETHOVEN: PIANO CONCERTO NO. 4

**Wilhelm Backhaus, Piano With the Vienna Philharmonic Orch. (Schmidt-Isserstedt). London CS 6054. (Stereo & Monaural)** Classical customers who have recently converted to stereo will want to sample this one. The soloist moves thru the first movement with appropriate vigor, but the second movement displays his keyboard mastery in the more subtle give and take between solo instrument and orchestra. The third movement is pure virtuoso display.

#### ★★★★ AN EVENING AT THE OPERA

**Walberg and His Orch. Mercury SR 60092. (Stereo)** Here's an attractive—recorded in France—package for begin-

(Continued on page 28)



# 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**



**IMPERIAL RECORDS**

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RCA VICTOR



Westminster HI-FI



UNITED ARTISTS RECORDS UA



ANGEL



Mercury RECORDS



Headline Reprinted from The Billboard, Issue of April 20, 1959

'59 Album Upsurge  
Spurts \$ Volume

KAPP RECORDS



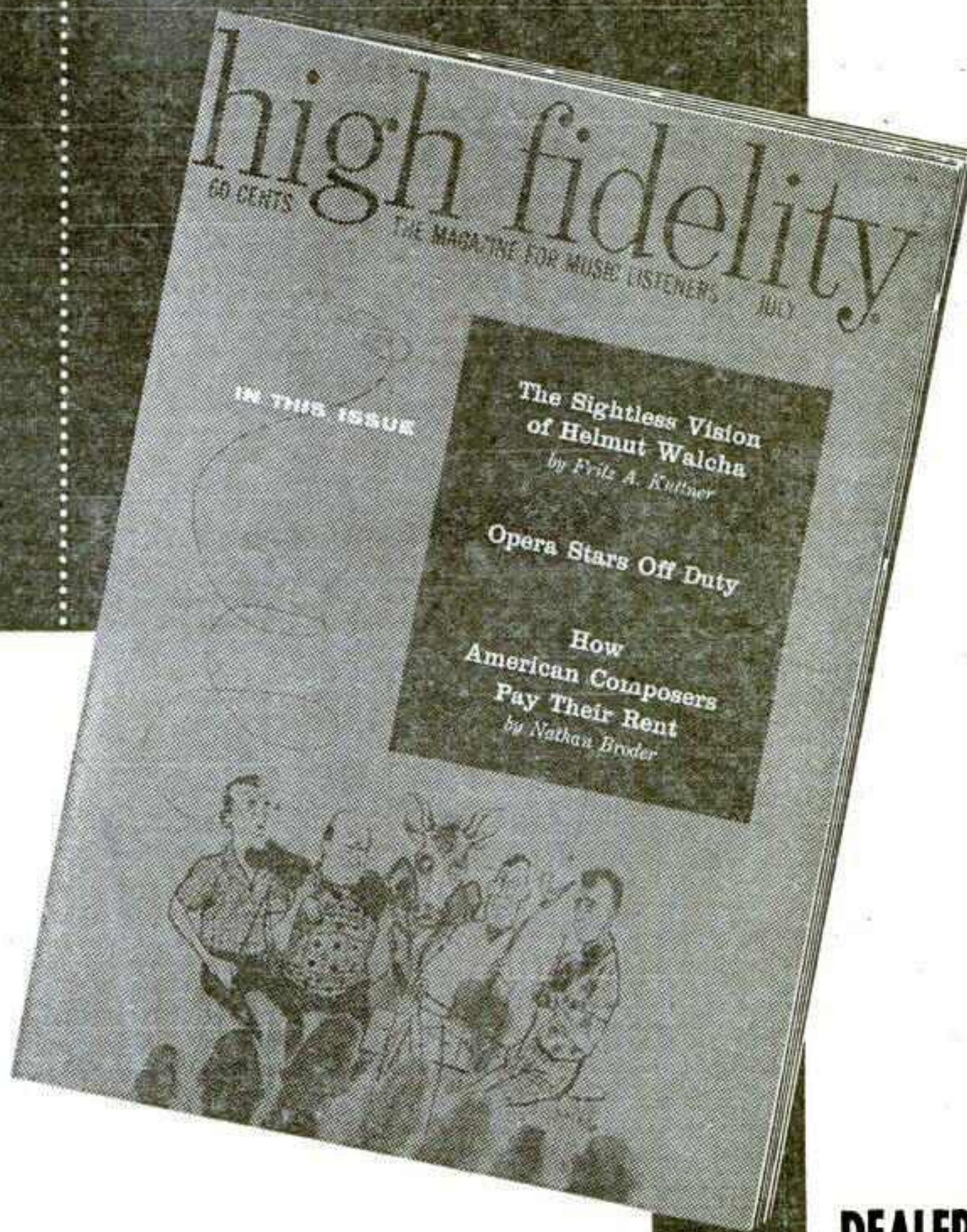
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**RECORD ACTION**

*alive all*

high

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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.

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Want details? Write today to: Dealer Services Division, **HIGH FIDELITY** Magazine, Great Barrington, Mass.

*summer long*

fidelity

THE MAGAZINE FOR MUSIC LISTENERS

Great Barrington, Mass., with branch offices at  
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# HERE IT IS!!!!!!



*The Sound of...*

# ROMANCE WATSON

*singing*

# "COME A LITTLE CLOSER"

*b/w*

"UNTIL THE REAL THING COMES ALONG"



9-62133

WHERE  
IS  
**Romance**

WHO  
IS  
**Romance**

**TEENFASTIC!**

**GARY STITES**

CARLTON 516

**A GIRL  
LIKE YOU**

**HEY,  
LITTLE GIRL**

SMASH FOLLOWUP TO "LONELY FOR YOU" DEBUTS ON DICK CLARK SHOW SAT JULY 18



# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES For survey week ending July 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. The Battle of New Orleans</b> By Jimmie Driftwood—Published by Warden (BMI) <b>BEST SELLING RECORD:</b> Johnny Horton, Col 41339. <b>RECORDS AVAILABLE:</b> Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.		10			
<b>2. Lonely Boy</b> By Paul Anka—Published by Spanka (BMI) <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 10022.		6			
<b>3. Personality</b> By Logan & Price—Published by Lloyd-Logan (BMI) <b>BEST SELLING RECORD:</b> Lloyd Price, ABC-Paramount 10919.		9			
<b>4. Waterloo</b> By Wilkin-Louttermilk—Published by Cedarwood (BMI) <b>BEST SELLING RECORD:</b> Stonewall Jackson, Col 41393.		5			
<b>5. Lipstick on Your Collar</b> By Lewis-Goehring—Published by Joy (ASCAP) <b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12797		7			
			<b>6. Dream Lover</b> By Bobby Darin—Published by Progressive-Fern-Triality (BMI) <b>BEST SELLING RECORD:</b> Bobby Darin, Atco 6140. <b>RECORD AVAILABLE:</b> Robert Farnon, London 1241.		10
			<b>7. Tiger</b> By Ollie Jones—Published by Roosevelt Music (BMI) <b>BEST SELLING RECORD:</b> Fabian, Chancellor 1037.		3
			<b>8. Tallahassee Lassie</b> By Slay-Crewe-Picariello—Published by Conley (BMI) <b>BEST SELLING RECORD:</b> Freddy Cannon, Swan 4031.		7
			<b>9. My Heart Is an Open Book</b> By Hal David-Lee Pockriss—Published by Sequence (BMI) <b>BEST SELLING RECORD:</b> Carl Dobkins Jr., Dec 30803. <b>RECORD AVAILABLE:</b> Jimmy Dean, Col 41265.		4
			<b>10. Quiet Village</b> By Les Baxter—Published by Atlantic & Baxter-Wright (BMI) <b>BEST SELLING RECORD:</b> Martin Denny, Liberty 55162. <b>RECORDS AVAILABLE:</b> George Wright, Hi-Fi 502; Pete Rugolo, Col 40519; Les Baxter, Cap 15733.		11

### Second Ten

<b>11. Frankie</b> By Sedaka-Greenfield—Published by Aldon (BMI) <b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12793.		7	<b>16. Along Came Jones</b> By Leiber-Stoller—Published by Tiger (BMI) <b>BEST SELLING RECORD:</b> Coasters, Atco 6141.		6
<b>12. Bobby Sox to Stockings</b> By Faith-DiCicco—Published by Debmart (ASCAP) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1036.		6	<b>17. M.T.A.</b> By Jacqueline Steiner and Bess Hawes—Published by Atlantic Music (BMI) <b>BEST SELLING RECORD:</b> Kingston Trio, Capitol 4221.		2
<b>13. A Boy Without a Girl</b> By S. Jacobson & R. Sexter—Published by Arch (ASCAP) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1036.		4	<b>18. Kansas City</b> By Leiber-Stoller—Published by Fire (BMI) <b>BEST SELLING RECORD:</b> Wilbert Harrison, Fury 1023 (Fire, BMI). <b>RECORDS AVAILABLE:</b> Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo, Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).		13
<b>14. Forty Miles of Bad Road</b> By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) <b>BEST SELLING RECORD:</b> Duane Eddy, Jamle 1126.		2	<b>19. Bongo Rock</b> By Preston Epps—Published by Drive-In (BMI) <b>BEST SELLING RECORD:</b> Preston Epps, Original 4.		6
<b>15. I Only Have Eyes for You</b> By Harry Warren—Published by Remick (ASCAP) <b>BEST SELLING RECORD:</b> Flamingos, End 1046. <b>RECORDS AVAILABLE:</b> Rose Hardaway, Dec 30893; Al Jolson, Dea 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5001.		5	<b>20. Hushabye</b> By Doc Pomus-Mort Shuman—Published by Brittany (BMI) <b>BEST SELLING RECORD:</b> Mystics, Laurie 3028.		3

### Third Ten

<b>21. There Goes My Baby</b> By Patterson J. Treadwell—Published by Jat Progressive (BMI) <b>RECORD AVAILABLE:</b> Drifters, Atlantic 2025.		2	<b>26. Sweeter Than You</b> By B. Knight—Published by Hilliard (BMI) <b>RECORDS AVAILABLE:</b> Gaylords, Mer 71450; Ricky Nelson, Imperial 5598.		1
<b>22. What a Difference a Day Makes</b> By Grover-Adams—Published by E. B. Marks (BMI) <b>RECORD AVAILABLE:</b> Dinah Washington, Mercury 71435.		3	<b>27. A Big Hunk o' Love</b> By Aaron Schroeder & Sid Jaxon—Published by Gladys (ASCAP) <b>RECORD AVAILABLE:</b> Elvis Presley, Vic 7609.		1
<b>23. You're So Fine</b> By L. Finney-W. Schofield—Published by Alhika (BMI) <b>RECORDS AVAILABLE:</b> Downbeats, Peacock 1689; Falcons, Unart 2013.		4	<b>27. Lavender Blue</b> By Larry Morey & Elliot Daniel—Published by Joy (ASCAP) <b>RECORD AVAILABLE:</b> Sammy Turner, Big Top 3016.		1
<b>24. Just Keep It Up</b> By O. Blackwell—Published by Shalimar & Tollis (BMI) <b>RECORD AVAILABLE:</b> Dee Clark, Abner 1026.		6	<b>29. This I Swear</b> By Skyliners-Rock—Published by Calico (ASCAP) <b>RECORD AVAILABLE:</b> Skyliners, Calico 106.		4
<b>25. Twixt Twelve and Twenty</b> By Aaron Schroeder and Fredda Gold—Published by Spoons (ASCAP) <b>RECORD AVAILABLE:</b> Pat Boone, Dot 15995.		2	<b>30. The Wonder of You</b> By Baker & Knight—Published by Random (BMI) <b>RECORDS AVAILABLE:</b> Ray Peterson, Vic 7513; Victor Young, Dec 30056.		4

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





# & TOMORROW'S TOPS

## BUBBLING UNDER THE HOT 100

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

1. MARTINIQUE ..... Martin Denny, Liberty
2. TIME MARCHES ON ..... Roy Hamilton, Epic
3. ALL NIGHT LONG ..... Billy Vaughn, Dot
4. MONA LISA ..... Conway Twitty, M-G-M
5. SUGAREE ..... Rusty York, Chess
6. BABY TALK ..... Jan and Jean, Dore
7. FURRY MURRAY ..... The Tradewinds, RCA Victor
8. A VERY PRECIOUS LOVE ..... Hernando Ork, Corsican
9. ALIMONY ..... Frankie Ford, Ace
10. CRY ..... The Knightsbridge Strings, Top Rank
11. LET NOBODY LOVE YOU ..... Little Willie John, King
12. SLOW MOTION ..... Wade Flemons, Vee Jay
13. BROKEN-HEARTED MELODY ..... Sarah Vaughan, Mercury
14. LITTLE BITTY JOHNNY ..... Travis and Bob, Sandy
15. BYE, BYE, BABY, GOODBYE ..... Teresa Brewer, Coral

## BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (\*).

### POP

WHAT'D I SAY ..... Ray Charles  
(Progressive, BMI) Atlantic 2031

SEA OF LOVE ..... Phil Phillips  
(Kamar, BMI) Mercury 71465

WHAT IS LOVE! ..... The Playmates  
(Planetary, ASCAP) Roulette 4160

THANK YOU, PRETTY BABY ..... Brook Benton  
(Eden, BMI) Mercury 71478

C&W—No selections this week.

R&B—No selections this week.

## HOT 100: A TO Z

- |                                     |     |
|-------------------------------------|-----|
| A Big Hunk o' Love                  | 25  |
| A Boy Without a Girl                | 10  |
| A Teenager in Love                  | 33  |
| Along Came Jones                    | 16  |
| Back in the U. S. A.                | 37  |
| Battle of New Orleans, The          | 2   |
| Beach Time                          | 89  |
| Bel Mir Bist Du Schoen              | 71  |
| Bells, Bells, Bells                 | 98  |
| Bobby Sox to Stockings              | 12  |
| Bongo Rock                          | 19  |
| Cap and Gown                        | 64  |
| Cherrystone                         | 73  |
| Ciao Ciao Bambina                   | 49  |
| Crackin' Up                         | 92  |
| Crossfire                           | 57  |
| Danny Boy                           | 78  |
| Dedicated to the One I Love         | 96  |
| Dream Lover                         | 7   |
| Endlessly                           | 81  |
| Flower of Love                      | 83  |
| Forty Days                          | 53  |
| Forty Miles of Bad Road             | 13  |
| Frankie                             | 14  |
| Gidget                              | 75  |
| Goodbye, Jimmy, Goodbye             | 82  |
| Here Comes Summer                   | 46  |
| High Hopes                          | 56  |
| Hushabye                            | 27  |
| I Can't Get You Out of My Heart     | 60  |
| I Know                              | 47  |
| I Love an Angel                     | 70  |
| I Only Have Eyes for You            | 11  |
| I Still Get Jealous                 | 99  |
| I'll Be Satisfied                   | 35  |
| I'm Comin' Home                     | 94  |
| I'm Ready                           | 61  |
| It Was I                            | 69  |
| I've Come of Age                    | 74  |
| Just a Little Too Much              | 32  |
| Just Keep It Up                     | 22  |
| Kansas City                         | 29  |
| Katy Toot                           | 87  |
| Kissin' Time                        | 84  |
| Kookie, Kookie (Lend Me Your Comb)  | 80  |
| Lavender Blue                       | 26  |
| Like Young                          | 51  |
| Lipstick on Your Collar             | 5   |
| Little Dipper                       | 38  |
| Little Girl                         | 97  |
| Lonely Boy                          | 77  |
| Lonely for You                      | 77  |
| Lonely Guitar                       | 84  |
| M. T. A.                            | 15  |
| Mona Lisa                           | 41  |
| My Heart is an Open Book            | 9   |
| My Wish Came True                   | 39  |
| Oh, What a Fool                     | 90  |
| On an Evening in Rome               | 100 |
| Only Sixteen                        | 28  |
| Only You                            | 50  |
| Personality                         | 3   |
| Quiet Three                         | 55  |
| Quiet Village                       | 21  |
| Ragtime Cowboy Joe                  | 36  |
| Remember When                       | 42  |
| Ring-A-Ling-A-Lario                 | 52  |
| Robbin' the Cradle                  | 34  |
| Rockin' in the Jungle               | 95  |
| Sea of Love                         | 48  |
| See You in September                | 85  |
| Since You've Been Gone              | 40  |
| Small World                         | 54  |
| So Fine                             | 45  |
| Sorry, I Ran All the Way Home       | 91  |
| Sweeter Than You                    | 24  |
| Taboo                               | 64  |
| Tall Cool One                       | 63  |
| Tallahassee Lassie                  | 8   |
| Ten Thousand Drums                  | 79  |
| Tennessee Stud                      | 88  |
| Thank You Pretty Baby               | 74  |
| To a Soldier Boy                    | 93  |
| There is Something on Your Mind     | 44  |
| This I Swear                        | 30  |
| Tiger                               | 6   |
| Till There Was You                  | 65  |
| To a Soldier Boy                    | 93  |
| Twixt Twelve and Twenty             | 18  |
| Velvet Waters                       | 68  |
| Waterloo                            | 4   |
| Way I Walk, The                     | 42  |
| What a Difference a Day Makes       | 23  |
| What is Love                        | 67  |
| What'd I Say                        | 43  |
| Whistling Organ, The                | 72  |
| With My Eyes Wide Open I'm Dreaming | 59  |
| Wonder of You, The                  | 31  |
| Wonderful You                       | 58  |
| You're So Fine                      | 17  |

## REVIEWS OF

# THIS WEEK'S SINGLES

## SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

### FATS DOMINO



**I'M GONNA BE A WHEEL SOMEDAY** (Travis, BMI) — **I WANT TO WALK YOU HOME** (Alan-Edwards, BMI) — Domino should click again with this potent two-sider. It's hard to choose a top side. Both are given the artist's easy-going hit vocal treatment, and both appear to be likely clicks. **Imperial 5606**

### LA VERN BAKER



**SO HIGH, SO LOW** (Progressive, BMI) — **IF YOU LOVE ME** (Duchess, 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 an expressive reading of the oldie, done in rockaballad style. Both should coast in. **Atlantic 2033**

### TONY BENNETT



**SMILE** (Bourne, 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 Can't Love 'em All," (Feist, ASCAP). **Columbia 41434**

### JOHNNY & THE HURRICANES



**RED RIVER ROCK** (Vicki, BMI) — **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 509**

### THE OLYMPICS



**PRIVATE EYE** (Aries, BMI) — **(BABY) HULLY GULLY** (Arvee, BMI) — The Olympics have their strongest bid 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 562**

### THE HARRY SIMEONE CHORALE



**THE TOY DRUM** (Knollwood, ASCAP) — The group presents an attractive tale about a toy drum and a youngster who played it. It's a charming side — and the chorale's strongest best since "The Little Drummer Boy." It's a potent side that can be a winner. Flip is "Lorilu," (Audubon, ASCAP). **20th Fox 152**

### THE THREE GRACES



**BILLY BOY'S TUNE (BILLY BOY'S FUNERAL MARCH)** (Gamut, ASCAP) — The girls offer a sharp reading 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 the side in line for heavy spins. Flip is "Lonesome and Sorry," (Mills, ASCAP). **Golden Crest 528**

### PAUL PEEK



**WAIKIKI BEACH** (Lowery, BMI) — **GEE, BUT I MISS THAT GIRL** (Wonder, BMI) — Peek has two potent entries that should put him on the charts again. "Waikiki Beach" is a moving rocker that he shouts with gusto. It's a good, seasonal side. Flip is a pounding rockaballad, and the chanter is given a strong ork assist. **NRC 033**

### THE WANDERERS



**I'M NOT ASHAMED** (Beechwood, BMI) — **ONLY WHEN YOU'RE LONELY** (We Three, BMI) — The Wanderers come thru with fine readings of two pretty songs. Both are rockaballads and on each the crew provides listenable harmonies in support of a strong lead vocal. Either can score. **Club 9035**

### 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 in the opinion of The Billboard Music Staff, they deserve exposure.

### POP DISK JOCKEY PROGRAMMING

#### TEDDI KING

**IT HAPPENED ONLY ONCE BEFORE** (Knollwood, ASCAP) — **PLEASE BE KIND** (Harms, ASCAP) — Miss King wraps up two pretty tunes in highly listenable fashion. Her creamy piping on the two lovely sides should prove a listener's delight. Both sides are most spinnable. **Coral 62128**

(Continued on page 34)



Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 sheet music titles like 'THE BATTLE OF NEW ORLEANS' and 'QUIET VILLAGE'.

Best Selling Sheet Music in Britain

(For week ending July 4)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers.

Table with columns: Title, Composer/Publisher. Lists sheet music titles like 'Roulette—Mills (Mills)' and 'A Fool Such as I—Leeds (Miller)'.

Best Selling Pop Records in Britain

(For week ending July 4)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

Table with columns: This Week, Last Week. Lists top 20 pop records in Britain like 'DREAM LOVER—Bobby Darin' and 'ROULETTE—Russ Conway'.

Reviews of New Pop Records

Continued from page 34

GOOD SALES POTENTIAL

Telephone Conversation—So-so novelty with verve by twosome. Flip is better side. (Roosevelt, BMI)

INSTRUMENTALS

Eddie Can I Park in Your Lot — DORE 525 — Lyric is styled to cash in on Edd Byrnes parking lot attendant role on TV.

Twin Guitars — Effective guitar solo seg on pleasant instrumental theme. (Music Please, BMI)

THE WANDERER

True True Happiness — STUDIO 9901 — Tune also waxed by Johnny Tillotson receives a very listenable reading by The Wanderer over a subtle rock and roll beat.

The Happy Hobo — Cute tune is played neatly by the Wanderer, who leads the combo with his harmonica work. (Delaware, ASCAP)

TONY SHEPPERD

Blue Eyed Baby — RCA VICTOR 7563 — Pretty countryish tune is nicely handled by Shepperd with an assist from a fem group. It can sell. (Larry Shayne, ASCAP)

Zach Zack — Cat emotes the saga of his dog and mailman in a folkish framework. It's an interesting item that can attract. (Larry Shayne, ASCAP)

MELROSE BAGGY

Beauty — BRUNSWICK 55139 — Cat is joined by an unbilled fem on this attractive, countryish tune. Spinnable side has dual-market potential. (Bayer, ASCAP)

Sighin' — Deep-voiced treatment of a mild rocker blues. Side has pop and c.&w. appeal. (Bayer, ASCAP)

BOB McFADDEN

The Mummy — BRUNSWICK 55140—He's a mummy and he scares people, says the cat with the tremendous, frightened voice. Side has its humorous aspects and some crazy shouts and screams. Jocks may go for the side. (Northern, ASCAP)

The Beat Generation — A song tribute to the beatniks. McFadden sings about the advantages of being in this school with another cat sneaking in snide comments. Fair potential, in the novelty field. (Northern, ASCAP)

DOUG SAHM

Crazy Daisy — WARRIOR 507 — A blues with a good sound. Sahn sings it with a group back of him. A tribute to another chick. Worth plays. (Tex-San, BMI)

If I Ever Need You — Trite material, altho the cat has a fair sound in the rockabilly style. (Tex-San, BMI)

STEVE ALLEN

Hawaiian Punch — DOT 15947 — Pleasant instrumental treatment of swiny Hawaiian-styled theme with infectious tempo and good sax solo work. Good jockey wax. (Fred Raphael, ASCAP)

Follow the Leader — Catchy rhythm tune from "The Five Pennies" film is handed okay vocal by Allen. (Dena, ASCAP)

THE VALIANTS—SANDY VALE

Boppin' on the Beach — DECCA 30941—This side starts with the sound of the waves and the sea gulls, and then swings into an easy-movin' tune with ukulele accompaniment about the doings at the beach. A seasonal item. (Edgar, BMI)

Suntan Tatoo — A pleasant rocker effort with another seasonal twist. Vale gives it a nice reading. (Edgar, BMI)

MODERATE SALES POTENTIAL

BUNNY SIGLER

Laddy Daddy — BEE 1113 — There's a lot going on in this record with the vocal coming from far off mike in shouting and frantic style. It's a blues done in low-down, frequently very flat style. (B&G, BMI)

Square From Nowhere — The school is closed and the kids are all out doin' the bop. An upheaver with a rather confusing sound. They try to get too much sound on this side and the result is a bit chaotic. (B&G-Buna, BMI)

"BLUE BOO BOO" BLAZER & LITTLE ARCHIE TAYLOR

Hey Bartender — TREND 30018 — A tale of a cat who gets in pretty rough shape at the neighborhood bar. He saw a chick sitting at the end of the bar and thence starts the adventure. Material is doubtful for air use but the cat has a sound and the disk has a beat. (Ebony, BMI)

Blue Boo Boo — Old style stuff in the tradition of Louis Jordan and his Tympani Five. A rhythm riff pervades the side which makes it a dance possibility. (Ebony, BMI)

JIMMY WAKELY

Sugar Candy — SHASTA 119 — Relaxed warbling by Wakely on pleasant, country-flavored item. (Riverside, ASCAP)

You Came Along — Personable duo vocal by Wakely and Marion Alford on catchy ditty. (Riverside, ASCAP)

STOREY SISTERS

Lover How I Miss You — MERCURY 71457 — Rhythm tune with Latin beat is sung with verve by gals. (Jot, BMI)

Lost Love — One sister carries lead while other comments on title theme. Interesting saga. For jockey chatter. (Jot, BMI)

AL LUCAS

Always — CHALLENGE 59050 — Lush backing on unusual vocal treatment of the oldie. (Irving Berlin, ASCAP)

Sweet Tooth for My Baby Ruth — Lucas registers solidly on catchy rocker. (Jot, BMI)

VINCE MALLOY

Draggin' All Night — FELSTED 8569 — Solid rendition by Malloy via multi-track on an okay, hard-driving rhythm-rocker about a drag race. (Combine, BMI)

Soda Pop — Bouncy rocker is handed catchy chanting stint. Dual market item. (Burlington, ASCAP)

LINDA FIELDS

When Will You Fall in Love With Me — BRUNSWICK 55138—Miss Fields offers a throbbing pleader. She has touches of Karen Chandler and Teresa Brewer in her voice. Nothing too new in prospect here. (General, ASCAP)

Mama's Boy — A bouncer. Results are routine. (General, ASCAP)

LINDA YELARDY

Can't You See — MERCURY 71456 — Gal packs plenty of feeling and emotion into feelingful r.&r. item, penned by Donnie Albert. Dual market side. (Jot, BMI)

(Continued on page 37)

Billboard Spotlight Breaking for a Hit! YOU'RE STILL ON MY MIND SWITCHBLADE SAM by JEFF DANIELS

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THE LABEL WITH THE HITS! BIG THE RIVIERAS

OUR LOVE

Coed 513

COED RECORDS

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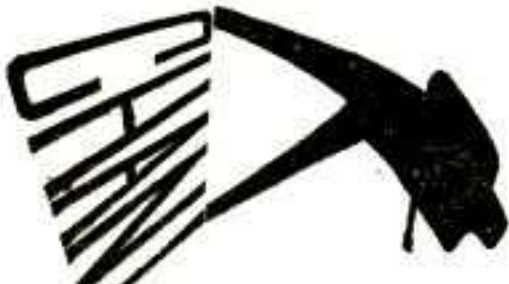
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b/w "I AIN'T GOT NO STEADY DATE"

Gone #5068



GONE RECORDS 7650 BROADWAY (Judson 6-1060) N. Y.



Look Out For

The Billboard HOT C & W SIDES

FOR WEEK ENDING JULY 19

TITLE, Artist, Company, Record Number.

Table with columns: THREE WEEKS AGO, TWO WEEKS AGO, ONE WEEK AGO, THIS WEEK, WEEKS ON CHART. Rows include: 1 THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339...12; 2 WATERLOO, Stonewall Jackson, Columbia 41393...6; 3 HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374...10; 4 BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098...8; 5 TENNESSEE STUD, Eddy Arnold, RCA Victor 7542...4; 6 SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871...9; 7 HOME, Jim Reeves, RCA Victor 7479...16; 8 LONG BLACK VEIL, Lefty Frizzell, Columbia 41384...6; 9 BLACK LAND FARMER, Frankie Miller, Starday 424...14; 10 CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524...6; 11 DRAGGING THE RIVER, Ferlin Husky, Capitol 4186...6; 12 CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389...6; 13 AM I THAT EASY TO FORGET! Carl Belew, Decca 30842...15; 14 I'M IN LOVE AGAIN, George Morgan, Columbia 41318...22; 15 WHITE LIGHTNING, George Jones, Mercury 71406...17; 16 I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388...6; 17 HALF-BREED, Marvin Rainwater, M-G-M 12803...2; 18 A THOUSAND MILES TO GO, Webb Pierce, Decca 30858...15; 19 YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890...2; 20 NINETY-NINE YEARS, Bill Anderson, Decca 30914...2; 21 LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505...10; 22 I CRIED A TEAR, Ernest Tubbs, Decca 30872...11; 23 COME AND KNOCK, Roy Acuff, Hickory 1097...3; 24 SMOKE ALONG THE TRACK, Stonewall Jackson, Columbia 41393...3; 25 ANYBODY'S GIRL, Hank Thompson, Capitol 4182...10; 26 YOU DREAMER, YOU, Johnny Cash, Columbia 41371...10; 27 YOU TAKE THE TABLE AND I'LL TAKE THE CHAIRS, Bob Gallion, M-G-M 12777...7; 28 SET HIM FREE, Skeeter Davis, RCA Victor 7471...15; 29 HEARTS ARE LONELY, Phil Sullivan, Starday 437...5; 30 FRANKIE'S MAN, JOHNNY, Johnny Cash, Columbia 41371...11

Going All the Way! JIMMY CLANTON "MY OWN TRUE LOVE" b/w "LITTLE BOY IN LOVE" Ace #547 ACE RECORDS 2219 West Capitol St. Jackson, Miss.

ROY ACUFF "COME AND KNOCK" Hickory #1097

It's time you met- MONA LISA by Carl Mann PI #3539 Phillips International

Stirring Up a Storm! SO LONG SO LONG (Goodbye Goodbye) WARREN STORM Nasco 6028 Deejays - If you haven't received your sample copy, contact us. NASHBORO Record Co., Inc. Nashville, Tenn.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Reeves, currently on an extended engagement at the Commercial Hotel, Elko, Nev., has a new RCA Victor release titled "Partners." Deejays may obtain a copy by writing to Reeves' manager, Herb Shucher, at Box 128, Madison, Tenn. . . . "Early Bird Jamboree," country music show heard each Saturday, 4-6:30 a.m., over WAVL, Apollo, Pa., lists the following personnel: Cowboy Howard Vokes, Bruce Spangler, Handy Fowler, Pete Dumours, Junie Lou Kelly and Her Pine Hedge Ranch Hands, Howard Vokes Jr., Skeets Martin and Mabeline Baker. The artists are in need of sheet music.

Carl Belew, Jimmy Martin and the Sunny Mountain Boys, of "Louisiana Hayride," Shreveport, appeared on "Capitol City Jamboree," Austin, Tex., Friday night (10). On the following night, Belew appeared as guest of Red Foley on "Jubilee U.S.A." from Springfield, Mo. . . . Bill Price and His Country Partners have a new release out on the Blue Hen label, "Jealous Tears" b/w "Stephie Gal." . . . Tibby Edwards' new one on Pappy Daily's "D" label is "One More Night." . . . The gospel-singing Bailes Brothers, Walter and Frankie, hold forth at Life Tabernacle, Shreveport, La., August 2. In connection with their gospel singing, the boys are publishing a paper called The Bible Duster, named after Walter's song, "Dust on the Bible." A post card addressed to the boys at Lafe, Ark., will fetch you a copy.

Leon McAuliff and His Cimarron Boys play a dance Wednesday night, July 22, at the New Mexico State Fair Dairy Building, Albuquerque, N. M., in a booking arranged by Wayne (Saddlebags) Griffin, c.&w. personality of Station KDEF, Albuquerque. Saddlebags and James O'Gwynn and the "Louisiana Hayride" band at the spot Fourth of July night. . . . Country music impresario Thurston Moore, publisher of the forthcoming Country Music Who's Who year book, calls in to tell of a visit he had recently with Wes Holly, of Moline, Ill., entertainer-promoter, who heads up his own combo, the Rhythm Ranchers, in the Tri-City area of Davenport, Ia.; Rock Island, Ill., and Moline, Ill. Moore describes Holly has the greatest promoter and pluggier of c.&w. music in the territory. In addition to dance and show dates, the Holly crew holds down several radio and TV spots.

The Brooks Twins, Ronnie and Donnie, heard on the Blue Ribbon label, were guests of the Radio & Television Equipment Company at the Breakers Hotel, Cedar Point, O., June 30-July 2, to demonstrate the firm's new Rickenbacker pedal steel guitar. They will appear in the same capacity at the Rickenbacker studio in the Sherman Hotel, Chicago, July 13-16, during the American Guild of Music conclave. The Brooks' latest release, "Four Score (And Many More)," was penned by J. B. Powell, program director of Station WPRS, Paris, Ill. Flip side is "I Ain't Gonna Letcha." Blue Ribbon Music, Box 30, Staunton, Ill., will mail deepays a sample upon request.

Faron Young was off on a deejay hand-shaking tour thru the East last week, plugging his new Capitol release, "I

Hear You Talkin'" b.w. "Country Girl." Faron wound up the trek Thursday (9) with an appearance on the Dick Clark TV show. He did both sides on the Pet Milk Company show over 225 stations of the Keystone Broadcasting Company network via WSM, Nashville, last Friday (10). Deejays may still obtain a copy of the new platter by writing to Hubert Long, 616 Exchange Building, Nashville.

Ferlin Husky, after winding up a stand at the Oregon Centennial, Portland, July 5, planed into Los Angeles for huddles with the J. Walter Thompson Advertising Agency and to cut a Schlitz Beer jingle with Margaret Whiting. This was Husky's third renewal with Schlitz. His latest Capitol release is "Draggin' the River." . . . Junie-Lou and Her Pine Hedge Ranch Hands, of WAVL, Apollo, Pa., who have been appearing Sundays at Pine Hedge Ranch, Franklin, Pa., have shifted their activity to Steve Pennington's "County Seat Jamboree," on Route 19, just north of Mercer, Pa. In the Ranch Hands' roster, besides Junie-Lou, are Lonesome Norm Kelly, Pete Domars and Handy Fowler. The group has an album of country gospel tunes coming up soon on the Cozy label.

"Grand Ole Opry" now has three emcees-T. Tommy Cutler, Dave Overton and Grant Turner-and they, and not the stars as in the past, will introduce the talent on the shows from now on in. WSM officials gave it a try on the Fourth of July and the idea proved so successful with audience and talent alike that it was made official. . . . Last Thursday (9), all the folks of "Grand Ole Opry" and Station WSM, together with their families, gathered at Roy Acuff's lovely home on Hickory Lake, near Nashville, for an old-fashioned get-together. A turtle race was the main event of the day.

Bill Clifton, who is spending the summer with his parents at Luthersland, Md., takes his Dixie Mountain Boys to Wheeling, W. Va., July 18, for a guest appearance on WVVA's "World Original Jamboree." In a communication to the desk, Bill tells of catching the four-hour "Country Music Spectacular," which Don Owens presented over WARL, Arlington, Va., the Fourth of July and he describes it as one of the greatest tributes ever presented to country music. "I listened to the full four hours," writes Bill, "and I have never heard so many stars on one program in my life. Many of the participants, such as Ralph Peer, Gene Autry, Hubert Long, Don Pierce and George D. Hay, told of their roles in country music and what they are doing to promote that type of music. There were interviews with more than 50 personalities associated with the country music business and artists from Fiddlin' John Carson right down thru Elvis Presley, who spoke direct from Germany. The whole thing was cut on tape for posterity."

Nervous Norvus (Jimmy Drake) has a new release on Paul Barrett's Embee Records label, coupling "I Like Girls" and "Stoneage Woo." Norvus recorded for Dot several years ago. Memphis songwriter Jimmy Busler has collaborated with Norvus on a new ditty titled "Rock a Hula Boat," which is being published by Barrett's firm. Deejay copies of Norvus' new waxing may be had by writing to Barrett at 709 Central Tower, San Francisco 3, Calif.

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# The Billboard HOT R & B SIDES

WEEKS ON CHART				FOR WEEK ENDING JULY 19		TITLE, Artist, Company, Record Number.
THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK			
			(1)	PERSONALITY, Lloyd Price, ABC-Paramount 10018.....	9	
15	17	2	(2)	YOU'RE SO FINE, Falcons, Unart 2013.....	8	
8	6	3	(3)	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046.....	5	
5	3	5	(4)	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339... 9		
11	12	10	(5)	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614.....	7	
6	8	11	(6)	THERE GOES MY BABY, Drifters, Atlantic 2025.....	6	
19	17	8	(7)	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435.....	5	
16	13	6	(8)	LONELY BOY, Paul Anka, ABC-Paramount 10022.....	5	
21	19	12	(9)	JUST KEEP IT UP, Dee Clark, Abner 1026.....	5	
22	28	14	(10)	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793.....	6	
1	2	4	(11)	KANSAS CITY, Wilbert Harrison, Fury 1023.....	13	
13	11	9	(12)	ENDLESSLY, Brook Benton, Mercury, 71443.....	11	
23	20	17	(13)	I'M NOT ASHAMED, Bobby (Blue) Bland, Duke 303.....	10	
10	14	7	(14)	I WAITED TOO LONG, LaVern Baker, Atlantic 2021.....	11	
—	—	22	(15)	WATERLOO, Stonewall Jackson, Columbia 41393.....	2	
4	4	13	(16)	DREAM LOVER, Bobby Darin, Atco 61401.....	9	
14	15	19	(17)	ALONG CAME JONES, Coasters, Atco 6141.....	5	
12	16	18	(18)	QUIET VILLAGE, Martin Jenny, Liberty 55162.....	11	
7	10	26	(19)	I'M READY, Fats Domino, Imperial 5585.....	9	
—	—	29	(20)	BACK IN THE U.S.A., Chuck Berry, Chess 1729.....	2	
9	9	16	(21)	SO CLOSE, Brook Benton, Mercury 71443.....	11	
30	25	20	(22)	PORGY, Nina Simone, Bethlehem 11021.....	4	
28	18	21	(23)	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136.....	4	
—	—	—	(24)	TALL COOL ONE, Wailers, Golden Crest 518.....	1	
—	—	—	(25)	WHAT'D I SAY, Ray Charles, Atlantic 2031.....	1	
3	5	15	(26)	SO FINE, Fiestas, Old Town 1062.....	17	
—	—	—	(27)	ONLY SIXTEEN, Sam Cooke, Keen 2022.....	1	
29	22	24	(28)	TALLAHASSEE LASSIE, Freddie Cannon, Swan 4031.....	7	
—	—	—	(29)	JACK O' DIAMONDS, Ruth Brown, Atlantic 2026.....	2	
26	27	25	(30)	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028.....	5	

## Reviews of New Pop Records

Continued from page 35

### ★ ★ MODERATE SALES POTENTIAL

★★ My Little School Mate — Frantic thrashing stait on bouncy r.&r. tune. Another dual market entry. (Jot-Actual, BMI)

ROB NOLEN  
★★ I Wish I Didn't Love You So — FARO 594—A pretty tune, and an oldie, gets a pleasant legit-styled vocal reading by Nolen. (Famous, ASCAP)

★★ Bucket Full of Tears — A happy, rhythm effort is sung in okay style by Nolen. (Aries, BMI)

RONNIE SMITH  
★★ A Tiny Kiss — BRUNSWICK 55137 —A medium tempo rockaballad by young Smith. Pleasant wax with rather typical vocal tricks in this school. (Nor-Va-Jak, BMI)

★★ Lookie, Lookie, Lookie — Another rocker in the blues school. Unexciting material. (Nor-Va-Jak, BMI)

BOBBY ROY  
★★ Girls Were Made for Boys — JDS 2 —Catchy rocker is sung with verve by Roy. (Joel, BMI)

★★ Little Girl Lost — Feelingful reading by Roy and group on expressive rockaballad. (Joel-Peer Int., BMI)

DEL FOREST  
★★ I'm Forever Blowing Bubbles — MERIDIAN 4778 — Forest takes a gimmicky trumpet solo on this oldie. Then he comes in for a vocal, in a light jazz style, akin to Nat Cole of a much earlier day. Little potential at the pop level. (Remick, ASCAP)

★★ Back in Your Own Backyard — Forest lends a pleasant vocal to this fine oldie, set to a shuffling rhythm backing. Potential similar to flip. (Bourne, ASCAP)

CURTIS LONG  
★★ After All — LINCO 8008 — A weeper, turned in by Long, has a fair sound. Nice performance. (Linco, BMI)

★★ Hootchy Cootchy — A rocking blues in uptempo rhythm. Long gives it an okay reading. (Linco, BMI)

FLOYD LEE  
★★ Go Boy — ENTERPRISE 1234 — Fervent chanting on catchy rocker. Dual market item, with solid piano work. (Adair, BMI)

★★ Give Your Love to Me — Plaintive reading by Lee on okay rockaballad. (Adair, BMI)

THE DEL RICOS  
★★ Buggin' the Boogie — GAITY 164 — A blues instrumental, employing a Yancey bass rhythm figure. Has the far-off, echoey quality. (Glen-Ray, BMI)

★★ Voo Doo — The combo turns in another blues reading, again with the echo turned up high. (Glen-Ray, BMI)

THE FLAMES  
★★ Arabian Caravan — GAITY 168 — This might be called a Near East styled instrumental rocker, which uses a guitar with a native sound. It's actually a blues in a minor framework in which there is that Arabian sound. Possible spins. (Glen-Ray, BMI)

★★ Rockin' With the Blues — A rockin' instrumental blues with tenor and guitar featured. (Glen-Ray, BMI)

GLORIA SMYTH  
★★ This Is Your Day — SIERRA 1503 — Smart sound by the thrush on a snappy piece of material. Good band complements. Unfortunately, poor sound may hamper chances. (Bonita, BMI)

★★ I'm So Lonesome — Blues — Members of the Count Basie band wail nicely in support of the chick's listenable vocal. Again poor sound is a negative factor. (Bonita, BMI)

RICK HARRINGTON  
★★ While You're Young — HITT 183 — Rockabilly tune is done to only fair effect by the artist. (Wilks, BMI)

★★ Last Date — Fair vocal on a pleader rockaballad. It can move as well as the flip. (Wilks, BMI)

THE GOLDENAIRES  
★★ My Only Girl — RON 325 — So-so

group workout on a conventional rockaballad. Fair chances. (Ron, BMI)

★★ All About You — Medium-beat rocker is given an okay reading. (Sapphire, BMI)

EVELYN CLARK  
★★ The Guilty One — SAGE 298 — Miss Clark offers a dual track harmony job on a folkish ballad. Her man is doing time all because of her. Male vocal group is also heard. (Sage & Sand, SESAC)

★★ Oregon Home — An upbeat waltz tribute to the state of Oregon. Slim potential. (Knollwood, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

JERRY ROBERTS: Hopelessly/Change Your Mind—Gaitly 163

CLYDE EASLEY: You Ask Me Darling/Drive in, Baby—Enterprise 1231.

### Jazz

★ ★ ★ ★

BENNY GREEN  
★★★★ Juggin' Around (Parts 1 & 2) — VEE-JAY 320 — Both sides of this effective instrumental are from Green's recent LP. It's a swinging jazz-flavored instrumental treatment with some inventive sax solo work. Fine wax for jazz jocks and pop spinners with hip audiences. (Gladstone, ASCAP)

THE HIGHWAY Q'S  
★★★★ Working on the Building — VEE-JAY 873 — Pop-ish type melody with good sacred lyric theme is handed vivacious treatment by lead chanter and group. (Public Domain)

★★★★ Sad How They Done My Lord — Heartfelt reading by lead singer on effective sacred tune. (Conrad, BMI)

THE FIVE BLIND BOYS  
★★★★ Where There's a Will — VEE-JAY 872 — Moving rendition of reverent sacred theme. Strong sales potential. (Conrad, BMI)

★★★★ Waiting At the River — Lead singer packs strong emotional wallop on effective sacred item. (Gladstone, BMI)

THE KINGDOM BOUND SINGERS  
★★★★ Standing by the Way — VEE-JAY 874 — Fervent waiting by lead singer and group on feelingful sacred item. (Conrad, BMI)

★★★★ I'll Be Standing — Exuberant spiritual is wrapped up in emotion-packed reading by lead singer. (Conrad, BMI)

MARIAN WILLIAMS  
★★★★ Holy Ghost — GOSPEL 1024 — The singers chime in for fine effects behind the effective solo efforts of Miss Williams. Piano and organ with a drum are heard in support. Fans will dig this. (Savoy, BMI)

★★★★ When He Calls Me — A wonderful upbeat gospel number by Miss Williams, formerly one of the lead singers with the Clara Ward group. Gal pounds this one out in solid rocking style with a fine vocal group in support. She clefted the number herself. (Pru, BMI)

### Country & Western

★ ★ ★

DANNY ROSS  
★★★ The Last Town I Painted — MINOR 113 — Plaintive chanting by Ross on a moving weeper. Merits spins. (Ross, BMI)

★★ You Finally Walked Out — Same comment. (Ross, BMI)

DENVER DUKE-JEFFREY NULL  
★★★ I'll Say I Do — STARDAY 446 — One of the lads takes a long intro, then

(Continued on page 38)

"SLOW MOTION"  
b/w



"WALKING BY THE RIVER"  
WADE FLEMONS  
veejay 321

"RAINBOW VALLEY"  
JERRY BUTLER  
abner 1026  
veejay abner  
2129 S. Michigan  
Chi. 16. CA 5-6141

Soaring Into the Charts  
BOBBY AND THE ORBITS  
"What Do I Say" (When I'm Close to You)  
Seeco 6030  
**SEECO**  
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Sam Cooke  
Keen #32022

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"EVERYBODY HAS A FOOL"  
Willie Headon  
#417  
**DOOTO RECORDS**  
9512 South Central Ave.  
Los Angeles 2, Calif.

Jumping Up the Charts!  
WILBERT HARRISON'S #1571  
"DON'T DROP IT"  
"BABY, DON'T YOU KNOW"  
NAPPY BROWN'S #1569  
"THIS IS MY CONFESSION"  
**SAVOY** RECORD CO.  
NEWARK, N. J.

GOING STRONG!  
ONE FOR DADDY-O  
Parts 1 & 2  
CANNONBALL ADDERLEY'S FIVE STARS  
BLUE NOTE 45-1739  
COME ON HOME/  
FINGER POPPIN'  
HORACE SILVER QUINTET  
BLUE NOTE 45-1740  
**BLUE NOTE**  
47 W 63rd St. New York 23, N. Y.

THREE BRAND-NEW RELEASES  
"STOP THESE TEARDROPS"  
B/B  
"YES, I'VE BEEN CRYING"  
by MISS LA VELL  
Duke #307  
"SOMEONE WATCHES"  
B/B  
"YOU DONE WHAT THE DOCTOR COULDN'T DO"  
ORIGINAL FIVE BLIND BOYS  
Peacock #1797  
"IN THE GARDEN"  
B/B  
"THE GARDEN OF LOVE"  
by THE SPIRIT OF MEMPHIS  
Peacock #1798  
**PEACOCK RECORDS, INC.**  
2809 Erastus St. Houston 26, Tex.

Another New Hit by . . .  
**KATHY LINDEN**  
**"YOU DON'T KNOW GIRLS"**  
#8587  
**Felsted** RECORDS

ATTENTION PROGRAM DIRECTORS!  
Coast to Coast  
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# Audio Feedback

• Continued from page 13

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

**MONAURAL STILL WANTED**  
"Like monaural tape. Nobody produces monaural tapes nowadays. But there's a market for it. Everybody forgot that market when stereo tape came along.  
"Recently we at Audio Devices created our blood-and-thunder promotion. The customer got a reel recorded 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 out-selling the monaural by only two and a half to one. We expected it to be 10 to one. The demand is certainly there but the product isn't; nobody's producing monaural recorded tapes."

**DELICIOUS DISKS**  
One of the other 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 you no longer care to hear, eat it? Isn't that so, we asked.  
"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 say," he asked, "that it is the inherent stodginess 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. If the chocolate disk patent were, as he stoutly maintained, a reality, how capable is milk chocolate of reproducing transients faithfully?

## Reviews of New Pop Records

• Continued from page 37

both come thru with a harmony offering in medium beat tempo. Honky-tonk piano is heard in the breaks. Boys give it a humor approach. (M. M. Cole, BMI)

★★ Trouble Number Two — In medium tempo, the boys chant a harmony offering of a weeper. Okay wax. (Starday, BMI)

★★ Bill Harrell  
★★ Tragic Highway — STARDAY 445 — Banjos and guitar team up with Harrell and his Virginia Mountaineers on this representative hill sound side. Has the blue grass quality. (Starday, BMI)

★★ Love Is a Stranger — Harrell bleats out this tragedy-ridden side in good style. More good hill harmony spots here. (Starday, BMI)

### Novelty

BUCHANAN & CELIA  
★★★★ String Along With Pal-O-Mine — ABC-Paramount 10033 — Novelty take-

off on the popular Western TV hero should come in for jockey play. Side has its amusing moments, as the hero becomes involved in macabre situations and meets ghoulis characters. (Edgar, BMI)

★★★★ More String Along With Pal-O-Mine  
Still More String Along With Pal-O-Mine — More and still more of the flip. (Edgar, BMI)

### Sacred

BILL CLIFTON  
★★★★ You Go to Your Church — STARDAY 444 — Good advice. Even tho they go to separate churches, they'll walk to them together and help each other along the way. A bright hill sound and a worthwhile message could get this sacred action. (Starday, BMI)

★★★★ When You Kneel — A sad, sad thought, close to the country heart and emotions. Sacred message could score with fans of this material. Well performed. (Starday, BMI)

## Reviews and Ratings of New Albums

• Continued from page 28

### ★ ★ MODERATE SALES POTENTIAL

blee turns in a solid job of blowing on this exciting new set which swings from the opening tune, Horace Silver's riff item, "Doodlin'." The other tunes also show off Chamberlee's driving tenor including "Long Gone," "Robbins Nest" and "Lester Leaps Again." Nothing subtle about the performance here, just good, swinging jazz.

★★ MALLETS A FORE THOUGHT  
Vic Feldman, Interlude 510. English vibist Vic Feldman, now settled in the U. S. is getting a lot of chances these days to display his prowess on his own LP's. On this new set, Feldman, with a solid group behind him, including Frank Rosolino on trombone and Harold Land on tenor, contributes some attractive work on a swinging group of tunes. Selections include originals and standards with "Fidelius" and "Wilbert's Tune" among the best tracks.

★★ PORGY AND BESS  
Buddy Collette & The Porg Winners. Interlude 505. This is the umpteenth recording of tunes from "Porgy and Bess" and one of the score of jazz versions. Altho Collette and his sidemen handle the selections pleasantly it is difficult to feel that this set

will have much impact against the competition.

### INTERNATIONAL ★ ★

★★ A LITTLE BOY SINGS FLAMENCO  
Joselito & Orch. RCA Victor LPM 1979.  
Joselito is perhaps best described as an Iberian Bobby Breen. He sings a batch of Flamenco type songs from two films in which he appeared, and flashes unquestioned ability which puts over some numbers admirably. The more emotional songs, however, simply cannot be as effective when delivered with an immature voice, no matter how good. The disk can move as a novelty item with best prospects in Spanish-speaking areas.

### LATIN AMERICAN ★ ★

★★ THAT LATIN BEAT!  
Trio Avileno, with Ork. Epic BN 532.  
(Stereo & Monaural) Program has a pure, south-of-the-border flavor and Latin authenticity. If customers are looking for cute, hybrid cha-cha-cha, steer them away from

## Election Nod

• Continued from page 2

include all 15,000 Los Angeles area musicians was rejected by the Board, since majority of these are not called upon for movie score work.

In recommending dismissal of AFM charges of "discrimination" against MGA and the major studios for refusing to hire non-MGA members, NLRB trial examiner Herman Marx said union shop provisions could apply to the movie scorers, who are for all practical purposes "regular part-time employees." Marx quoted a Supreme Court ruling which scolded "free riders" who receive benefits of union representation, but don't want to join any union or pay dues.

## Distribs Meet

• Continued from page 2

weekend headquarters for the distributors and studio staff. There'll be a day and date night at Disneyland for all guests and families, personal appearances by Disney stars Annette, Roberta Shore, Rex Allen, Guy (Zorro) Williams, "Tutti's Trumptets," and others, plus a 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 changer at the same time. The all-in-one model runs at \$199.95. To complement previously released all-in-one consoles with jacks for external speakers, TraVler has added another slim-line speaker cabinet containing two six-inch P.M. speakers at \$49.95 for mahogany and \$59.95 for blonde or walnut.

this one. However, you'll find plenty of buyers among those who like their Latin music straight. Recommend to dance schools and instructors.

For dealers who stock all merchandise.

### POPULAR ★

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## Brandon Ex Tabs Second Biggest Gate

BRANDON, Man.—The Brandon Exhibition, which Saturday (4) ended its six-day run, drew the second largest attendance in its history. It was topped only by the 1957 run, which marked the exhibition's 75th anniversary. Weather, except for some rain Friday night (3), was ideal.

Compared to last year, the gate was up sharply, rain having cut deeply into a normally big day last year. Midway receipts were 18 per cent higher than last year for the Royal American Shows, P. A. McPhail, exhibition manager, said. Matinee grandstand attendance for horse races was up, as was pari-mutuel betting. Night grandstand attendance held to last year's level. The Barnes-Carruthers revue, presented nightly in front of the stand, was well received.

## U.S.S.R. Revue Gets Strong Press Notices

NEW YORK — Advance sale topped \$300,000 before the opening performance of the Russian Festival of Music and Dance, 210-person aggregation imported by S. Hurok. The Madison Square Garden debut on Tuesday (7) drew unqualified rave notices from every newspaper and wire service reviewer.

The group includes dancers, singers and musicians of the Piatnitsky Russian Folk Choir, and dancers from the Georgian, Armenian and Kazakhstan State Companies, Moiseyev Dance Company and Bolshoi Ballet.

The entire show is staged by Boris Pokrovsky, principal producer of the Bolshoi Theater. It has dates booked in Chicago, Hollywood, San Francisco and Oakland, Calif., before the tour ends on August 10.

Pokrovsky produced two programs, the first of which was offered last week, ending Saturday (11), and the second running from Monday thru Saturday (1-18). Tickets for all performances were sold out before the first week's presentation was half over. Critics lauded the vigor, variety and costuming of the show, plus its fast pace and stage-rumbling action.

ROSECROFT, Md. — Mae Hong has joined the staff at the Rosecroft Music Circus as publicist. She has represented several carnivals and circuses and will ballyhoo the summer stock series, held at Rosecroft race track.

## FINALLY FILL DALLAS BILL

DALLAS—The State Fair of Texas had its troubles in lining up the high act portion of its July 4 Cotton Bowl show.

The Silhouettes were originally part of the bill, but one of the brothers was hospitalized following an accident. Elly Ardely was substituted, but on her way to Dallas she was in an automobile crash. Jeannine Pivoteau was finally signed to fill the bill. All this made necessary a series of corrections by Thad Ricks, fair's publicity chief.

## Polack Draws Utah Crowds

SALT LAKE CITY — Polack Bros.' Circus drew more than 20,000 people to Derks Field here Friday and Saturday (26-27). On Friday (26) 2,000 saw the afternoon show and 6,000 attended the night show. On Saturday (27) some 5,800 people caught the matinee and the final performance drew 6,500. One of the elephants sprained a leg during the walk from the train to the ball park.

At Provo (24) 5,400 attended the afternoon show and 3,800 the night showing at Timp Ball Park. At Ogden, the Shrine show drew crowds of 2,043 and 3,181 to Affleck Ball Park Monday (22) and 3,290 to the afternoon show and 3,480 to the night performance Tuesday (23).

## CHICAGO INT'L FAIR PULLS 367,481 IN WEEK

CHICAGO—Chicago's International Trade Fair, which Friday (3) opened its 15-day run at Navy Pier, was a smash success thru the first seven days of its run from an attendance standpoint.

Thru Thursday (9), the end of the seven-day period, the gate count was 367,481, which put the fair well on its way to building a substantial operating surplus. Adult admission is \$1.50. Kids, 50 cents.

The gate fees entitle the fairgoers to see the talent attractions at no charge. Some of the free shows are offered at the pier's end from a stage set on a barge in Lake Michigan before uncovered 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 thruout the day at the end of the Pier.

The Holiday Island Show offers the Haitian Dancers, the Ballet Espanol, and the Ceylon National

## CALGARY STAMPEDE RACES TO NEW GATES, \$ Marks

### Daily Attendance Averages 100,000; Grandstand Business at Peak Levels

CALGARY—The Calgary Stampede and Exhibition thru Tuesday (9), fourth day of its six-day run, was racing to new all-time attendance and receipts records.

Starting with a record-shattering opening day turnout of 114,000, up 7,000 from the previous high one-day mark (Saturday of 1957), the Stampede pulled an average daily turnout of 100,000 during the first four days.

"This will easily be our greatest year," Maurice E. Hartnett, Stampede manager and president of the International Association of Fairs and Expositions, observed at noon Friday (10) after some 33,000, a new high by 3,000, youngsters and parents had crammed the grandstand and its enclosure Friday forenoon for their special show. Previous peak attendance for the full run was slightly under 550,000.

All segments of the operation showed gains over previous highs. On the midway, the Royal American ride and show gross for the first three days was 23 per cent higher than last year—the previous peak year on the midway. And, the upped pace on the midway was maintained thru Thursday and Friday morning.

Grandstand business was at a peak level, with pari-mutuel wagering for the afternoon horse races, offered as a bargain bill with rodeo events, up correspondingly. The night grandstand offering—the traditional chuck wagon races and a Barnes-Carruthers revue—exerted its always strong pull.

### Queen Clicks

England's Queen Elizabeth and Prince Phillip Thursday night (9) jammed the grandstand and its enclosure. The royal party originally was scheduled to spend 30 min.

*(Continued on page 44)*

## SO. CALIF. EXPO BUSTS RECORDS

### 258,015 Gate Tips '48 High Mark; Total Paid Reaches High of 200,015

DEL MAR, Calif.—Paul T. Mannen, who leaves the management of the Southern California Exposition on August 1, wound up his term of office in a blaze of new records. The 10-day fair closed here Sunday (5) with new records the rule rather than the exception.

Attendance for the run was 258,015 which beat the record of 252,306 set in 1948 for an 11-day event. A record paid attendance of 200,015, beat the 191,683 in

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 also set in 1948. A new kids' day attendance mark was set on July 1 when 9,861 youngsters attended. The old mark for the day was 6,664 set last year.

More than \$93,000 in premiums was paid winning exhibitors, exceeding 1958's figure by more than \$1,000. A record number of entries and exhibitors also was established, Mannen said.

The fair again used the one-pay gate policy of \$1 for adults and children under 12 years of age, 25 cents. Ducats were available on the advance sale from the Parent-Teachers Association members for 75 cents.

Free entertainment included the Don Diego Varieties three times

*(Continued on page 44)*

## Rodeos Added To Schedule

DENVER — Four rodeos have been sanctioned by the Rodeo Cowboys' Association, two of them operating for the first time.

The Wyoming State Fair Rodeo at Douglas has been issued an approval certificate for four performances, September 3-5. Floyd Tetreault, fair manager, has signed Summit Rodeo Company, Laramie, Wyo., to provide the stock.

The Austin, Tex., Travis County Sheriff's Posse will sponsor a rodeo July 16-18 with Ralph Collier stock.

New events are the July 31-August 1 run at Delta, Colo., under Delta Round-Up Club auspices with Adolph Keller stock, and the Bob Barnes rodeo at Herman, Minn., August 28-29.

## JACK REILLY PAVES WAY FOR QUEEN ELIZABETH

CHICAGO—Col. Jack Reilly covered England's Queen Elizabeth, Chicago's Mayor Richard J. Daley and the city itself with glory by the way he mapped and executed plans for the queen's visit and tour of the city Monday (6).

An estimated 2,000,000 persons saw the Queen from the time she arrived at 10 a.m. until she left 13 hours later. No miscue and no untoward incident occurred during her reception ceremonies and her tour of the city, and there was no departure from her carefully timed schedule.

This came as no surprise to the

many in outdoor show business who know Reilly, who in recent years has been in charge of special events for Mayor Daley. Reilly long has been outstanding at producing special events. He headed up or was associated with the special events departments of numerous fairs, including the New York World's Fair and several major Chicago fairs. He has been a repeat speaker at the Advertising-Publicity-Promotion Clinics for Fairs sponsored by The Billboard.



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**ESE Sets Shriner, Herman and Rodeo**

**Zorro, RCAF Band, Latin Dance Group Round Out Line-Up; Navy Fliers Return**

WEST SPRINGFIELD, Mass.—Zorro and the George Holmes Rodeo round out the indoor entertainment picture for this fall's Eastern States Exposition, according to general manager Jack Reynolds. The fair had earlier announced signing other Coliseum attractions, such as the band of the Royal Canadian Air Force and exhibition ride by the Royal Canadian Mounties. In the Musical Theater will be performances by Herb Shriner, the Woody Herman Band, and the Ballet Espanol Jiminez-Vargas.

The Coliseum show will be presented nightly, September 20-26. The 60-member Canadian band will make its first appearance here on Saturday, September 19, in a musical salute to the governors on the Avenue of States, at noon. They will also give a 5-6 p.m. free concert and a special Coliseum concert that evening for the governors and their guests.

Also on the band schedule is a 90-minute concert outdoors at 5 p.m. daily, and a display of marching and specially arranged music in the Coliseum nightly at 8 o'clock. The rodeo has a 3 p.m. matinee on Sunday (20) and 8 p.m. performance nightly thereafter. Rodeo tickets are \$1.75, \$2 and \$2.50.

**3 Days For Blue Angels**

The Navy's precision flying team, the Blue Angels, grounded for all but 10 minutes last year, return for minimum-altitude trick formation flyovers on Wednesday, Thursday and Friday.

The Musical Theater has been operating this year west of the Avenue of States, with a series of musical revues. During fair week the Latin American-Spanish dance troupe will perform nightly, Saturday thru Monday, plus a Sunday matinee. Tuesday thru Thursday nights, with a Wednesday matinee, will find the teni played to by Herb Shriner.

Final three days will feature the

quest ensemble of Chris Barber and Woody Herman's full band. There will be three night shows and Saturday-Sunday matinees. All the tent show tickets will sell for the same prices as the Coliseum performances.

Eastern States Exposition will conduct a beauty contest to provide a Hampden County entrant in the statewide finals to be held in Pittsfield in January, as a prelude to the State Fair Queen contest of the International Association at Fairs and Expositions.

**Marshall in Top Slot for Circusland**

ORLANDO, Fla. — Maurice Marshall has been named president of Entertainment Enterprises, Inc., developers of Circusland, Fla. The attraction will cost an approximate \$7,500,000 and is on the Marco Engineering Company drawing boards.

Marshall is founder of the enterprise and has been executive vice-president. Chevie, one-time Universal-International film producer, is returning to Hollywood film activities.

Circusland is scheduled to open near here in December, 1960.

**N. Y. Garden Sets Rodeo, Inks Oakley**

NEW YORK — The World's Championship Rodeo, faced with extinction this year after a long consecutive run, has been extended again in hopes of greater public response. Dates are September 24 to October 12, including 28 paid performances and one charity date.

Ned Irish of Madison Square Garden had confirmed this spring that serious thought was being given to forego the annual cowboy classic this year. Tommy Steiner, rodeo producer, Eldred Stacey of Music Corporation of America, and other interested parties were fre-

quent New York visitors since last winter.

This fall's production will eliminate the wild horse race and retain the five main competitive events. Prize money, formerly \$100,000-plus, is being trimmed to \$15,500 in each event, for a total of \$77,500. Entry fees remain at \$75 for riding and \$100 for calf roping and bulldogging.

Only talent set thus far is Gail Davis (Annie Oakley of TV) and Rin Tin Tin, plus Ken Bowen's old 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 Rabban of the sponsoring Moslem Temple and director-general of the Circus, told The Billboard, before leaving for the Shrine convention at Atlantic City.

He and other Shriners connected with the circus will confer with prospective producers. Among those being interviewed at Atlantic City are: George A. Hamid, New York; Al Dobritch, New York; Bob Stevens, Texas; L. N. Fleckels, Chicago, and Sam Polack, Polack Bros.' Circus, Chicago.

The circus has been directed by Tunis (Eddie) Stinson, with Orrin Davenport producing the show, for several decades.

**Houston Plans 170G Ice Skating Rink**

HOUSTON—An ice skating rink costing approximately \$170,000, will be built here by Carroll A. Bass. Meier Construction Company has been awarded the contract to build the one story building, which will contain approximately 20,000 square feet of floor space.

**U.S.S.R. FOLK DANCE UNIT REVIEWED**

NEW YORK — A review of the Russian Festival of Music and Dance, which opened Tuesday (7) in Madison Square Garden, appears this week in the Music section.

**Still Dates Pan Out for Simca Show**

FREEPORT, N. Y. — Some 2,000 persons turned out to see the Parisian Hell Drivers at Freeport Stadium on Thursday (9). Fielding eight white Simcas, the unit presented a fast 90 minutes of standard but snappily paced routines.

Production manager is Dan Fleenor and the show is a J. K. Production. Stunt drivers include Fleenor, George Patton, Reggie Morris, Pete Gross, Jim Trainor and others. Richard (Wimpy) Evans is the midget comic and Bill Brown handles the mike.

Freeport's long straightaway and banked turns permitted two-wheel walking for distances up to 80-feet. The show is coming out of still dates in better financial shape than usual, a 6,700 turnout at Riverside Park in Agawam, Mass. helping greatly.

**Texans to Build 225G Auditorium**

KERRVILLE, Tex. — After nearly a month since bids were first opened, city council has awarded a contract for the construction of the 1,300-seat civic auditorium here.

The contract went to Thomason and Moore, who shaved their original bid from \$239,715 to \$225,015 after members of the firm and other low bidders huddled with councilmen over alterations.

**JWV Women Cite Hamid**

ATLANTIC CITY — An award as most outstanding person in the amusement field was presented to George A. Hamid last week by the Jewish War Veterans (Ladies Auxiliary) of Pennsylvania. Hamid's Steel Pier operation was cited as a wholesome family attraction, and he was lauded for his civic and philanthropic activities. The award was presented at the Ambassador Hotel.

**Detroit Ups Met '60 Run**

DETROIT—A 60 per cent increase in the length of run for a return booking by the Metropolitan Opera at Masonic Temple Auditorium was announced here by Frank W. Donovan, president of the Detroit Grand Opera Association.

The engagement will be May 23-27, 1960—five days in place of the three for this spring's booking, which was the first appearance for this organization here in about half a century.

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**ARENAS & AUDITORIUMS**

**MCA Plans Grocery Show; Vancouver Auditorium Opens**

By TOM PARKINSON

**F**OLLOWING THE success of its similar shows in the summer circus field, Music Corporation of America is planning a show to play auditoriums and arenas in New Mexico, Colorado and Texas for Furr's Super Markets.

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

**VANCOUVER (B. C.)** Civic Auditorium now is in the midst of its expansive 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 fall schedule of principal events. John Panrucker is the manager of the new building.

**FRANCIS VICKERS**, managing the Austin (Texas) Municipal Auditorium & Convention Center, reports that its initial six months of operation have brought such divergent events as a 5,000-person convention, a 2,500-person banquet, 5,000-person governor's 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 Lugano, Pomplona Choir, Dallas Symphony, Bach's Aria Group, Ballet Russe, Jose 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, Dave Brubeck, Kai Winding, Duke Ellington, Dukes of Dixieland, Jack Teagarden, Louis Armstrong, Red Nichols, and as many other groups.

**TONY LAVELLI**, whose one-man show has been trouping a variety of buildings, believes his show has proved to be as successful in the large arenas and auditoriums as it is in conventional theaters. The reason, he believes, is that he was acclimated to the big buildings when he was touring here and in Europe 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. Mollister Jr., said the construction cost will bring to approximately \$6,200,000 the over-all cost of the project. The city paid \$1,000,000 for the site, and costs of clearing and

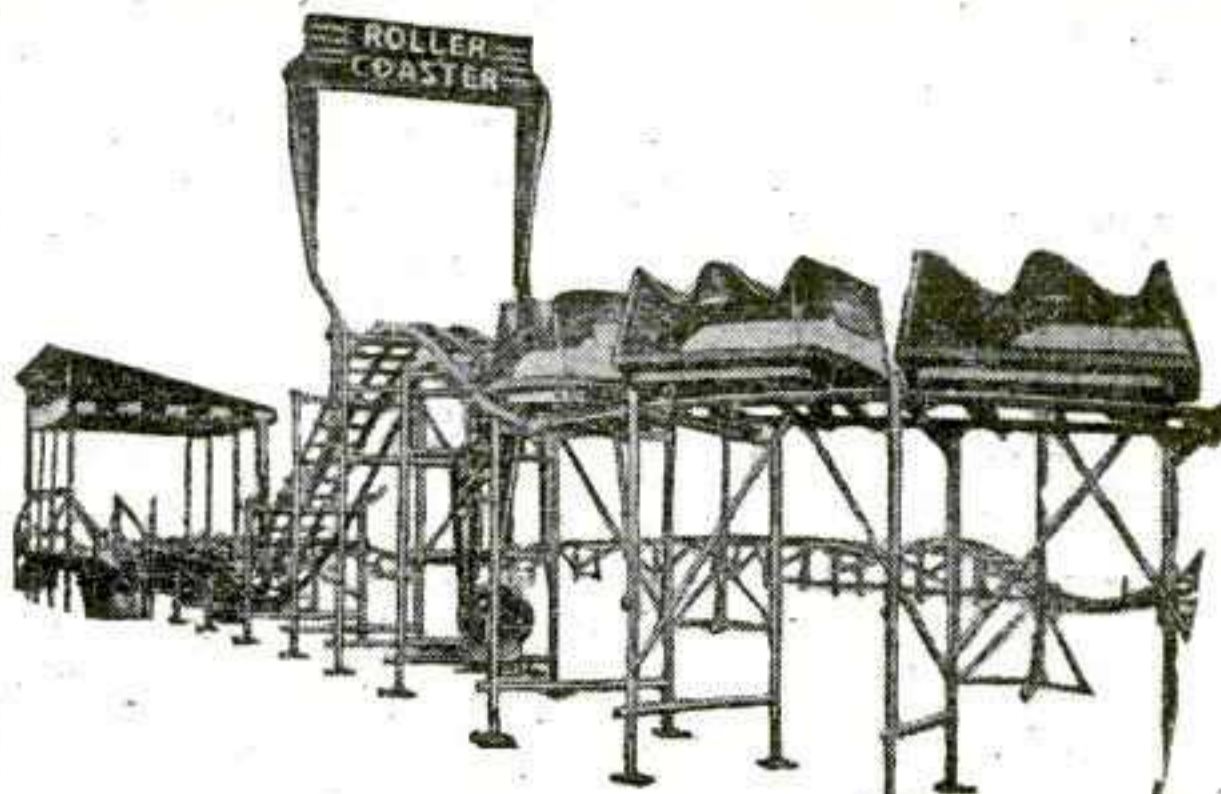
bulkheading the property exceeded \$700,000. Meanwhile, city officials are taking steps toward early court validation of certificates of indebtedness aggregating \$2,500,000 to complete financing of the construction.

The city will save between \$70,000 and \$90,000 on construction costs of a municipal auditorium here by having the \$2,500,000 bond issue validated before August 1, in the opinion of City Attorney William M. Madison.

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 a court prior to August.

**Bone Resigns At Calgary**  
**CALGARY, Alta.** — Assistant manager of the Southern Alberta Jubilee Auditorium since May, 1957, Peter Bone, has resigned and will enter the public relations or advertising field. Before coming to Calgary, Bone worked with a ballroom circuit in London, as a theater manager for the J. Arthur Rank Organization and as an official of the British Film Institute.

**'Waters' at Steel Pier**  
**ATLANTIC CITY** — "Dancing Waters" began a summer's engagement at the Steel Pier here recently.



**"\$800 IN 8 HOURS"**

That's what Robert R. Kissel, of the Kissel Brothers Amusement Co., Cincinnati, Ohio, grossed at one date in Ohio with the Allan Herschell Roller Coaster. He says:

"While this amount is not at all unusual, it does indicate the tremendous drawing power and capacity of this unit. The Roller Coaster is tops with me for profit making, portability and ease of maintenance."

Another good Allan Herschell customer, Eddie Wagner, Reynolds Park, Winston-Salem, North Carolina, says this about our Roller Coaster:



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Schiff Roller Coaster, Mangels Pony Ride, Mangels Whip, Mangels Boat Ride, Airplane Ride, Auto Ride and Train Ride. Also have 25 coin-operated Kiddie Rides for sale. Will sell package deal or separate. CASH ONLY. Never have been moved from this location. Can be seen in operation or will sell F.O.B. Washington.  
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4411 Southern Avenue, Southeast Washington, D. C., or call JORDAN 8-5626. Gentleman from Rochester who called, please contact me.

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## ATLANTIC CITY OKAYS MAJOR BOARDWALK IMPROVEMENT PLAN

ATLANTIC CITY, N. J.—The city commission has adopted a resolution to give a major facelifting 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 joint 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 11 contracts for modernizing Convention Hall.

## Canada Tour Charted for Boivin Stunter

FREDERICTON, N. B.—The Lucky Hell Drivers were well-launched on their 1959 season when the unit played at the Raceway here on the evenings 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 from its base at St. Johns, Que. Entry into the maritimes was made at Grand Falls, N. B., June 2, followed by Woodstock (3) and Moncton (4). 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 Campbelltown, 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

## 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 co-operating are the National Fuel Oil Council, Oil Heat Institute of New England, Massachusetts Petroleum Council, and Oil-Heat Council of Western Massachusetts.

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 Esso.

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

Staff includes Paul Boivin, owner and manager; Buddy Young, unit manager; Paul Cournoyer, chief mechanic; Jerry Morell, electrician; Harry Munro, emcee; Jack O'Dare, advance; Claire Boivin, box office; Bobo Canup, track manager; Rouville Mailloux, billposter, and A. B. Enrg, concessions.

## Fire Razes Sandusky, O., Dance Hall

SANDUSKY, O.—A dance hall near the shores of Lake Erie that formerly echoed to the tunes of name 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, 52d 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 Durling, Norwalk, O., lessor, 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

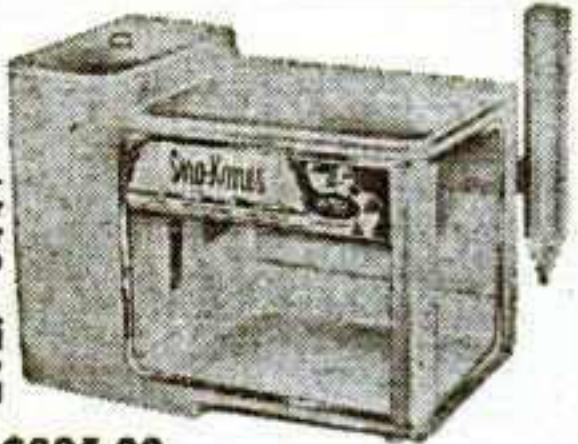
TYLER, Tex.—The September 12-19 East Texas Fair here will offer \$12,000 in premium money, according to Bob Murdoch, manager.

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.

### 1959 SNO-MATIC

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**A BROADER NEWS SECTION...** Greatly expanded general news for the travelling showman. More pages. New features. Plus the established, time-tested features. And, additional reports and analysis of trends and developments in the show world.

**FOUR "NEW ACTS" FOR AN OLD STAR...**

1. "TALENT ON THE ROAD"
2. "SHOW PLACES"
3. "MIDWAY TINTYPES"
4. "WEATHER MAPS"

**Open A. C. Water Show**  
 ATLANTIC CITY—A new attraction was added here last week when Phil Valeriano and Bob Schoener opened their "Atlantic City Water Show." To be performed on the world's largest man-made salt water lake, the show featuring a ballet, jumping boats, barefoot skiing, clowns and the kite man, will be held twice nightly six miles west of Atlantic City, next to the Absecon Drive-In.  
 Chet Wise is master of ceremonies. The performers are from Cypress Gardens, Fla.

# 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 Boor of Toledo, O., winner of the initial contest last year.

### Courses Listed

Among the courses where elimination play for the finals is taking place are:

Hunt's Skyline Golf Course, Wildwood, N. J.; Vic Rice's Pro Shop 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.; Tru-Putt Golf, Riverview Park, Chicago; Bowcraft 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.; Arroyo Seco Golf Course, South Pasadena, Calif.; Downey Golf Course, Downey, Calif.; Garvey 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.; Kessler's Boardwalk Miniature Golf, Asbury Park, N. J.; Golfland, Asbury Park, N. J.; Resnick's Golf Course, Asbury Park, N. J.; Liebesman's Boardwalk Golf Course, Asbury Park, N. J.; Salem Willows Miniature Golf, Salem, Mass.; Wee Tee Golf, Toledo, O.; Rocky Glen Amusement Park, Scranton, Pa.; Dreamland Park, Rochester, N. Y.; Unionville Fairways, Toronto, Ontario.

### 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 Dixon and A. Odell, vice-presidents, and W. L. Johnson, secretary-manager.

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 Field Representative: G. C. "MITCH" MITCHELL

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- \* FAIR EXHIBITION MANAGEMENT
- \* AMUSEMENT PARK OPERATION
- \* CIRCUS TROUPING
- \* CARNIVAL CONFAB
- \* ROUTES OF CARNIVALS, CIRCUSES AND OTHER TRAVELING SHOWS
- \* LETTER LIST
- \* COMING SPECIAL EVENTS LIST

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2. PROMOTION AND PUBLICIZING BY A POWERFUL DIRECT MAIL AND HOUSE AD CAMPAIGN TO ALERT EVERY READER AND CREATE PEAK INTEREST THROUGHOUT THE INDUSTRY.
3. FINAL PUBLICATION OF THE 1959 FAIR DATES . . . LAST FAIR DATE LISTING OF THE YEAR . . . THE ONE EVERYONE KEEPS FOR THE REMAINDER OF THE SEASON.

It will be perfectly timed, too . . . reaching these thousands of showmen immediately before they head into the majority of big fairs in August, September and October.

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**RESERVE SPACE TODAY!**

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- FAIR-EXHIBITION MANAGEMENT
- AMUSEMENT PARK OPERATION
- CIRCUS TROUPING • CARNIVAL CONFAB
- ROUTES • LETTER LIST • COMING SPECIAL EVENTS

## MICHIGAN STATE FAIR ADDS AVALON TO BILL

DETROIT—Name 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 virtually set to headline Tony Bennett, Connie Bennett, and the Mills Brothers. Both shows are being booked thru the General Amusement Corporation.

Continuing a policy of presenting outstanding military bands as topline 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 creating 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.

## Western Stock Show Set for January 15-23

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

Simms told the directors that the 1959 show was a record-setter in attendance and in the number of animals exhibited and sold.

The directors also announced the stock show association had completed purchase of the stock show grounds. Some of the show grounds had previously been leased from the Denver Union Stock Yard Company.

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

Six new directors were elected to fill vacancies. They are Cris Dobbins, president of Ideal Cement Company; George Weisbart, Denver livestock man; C. D. McIntosh of the Burlington Railroad; Adolph Coors III of Coors Brewery; John Heckman of Armour & Company, and Simms.

## A-H Intros New Kiddie Mouse Ride

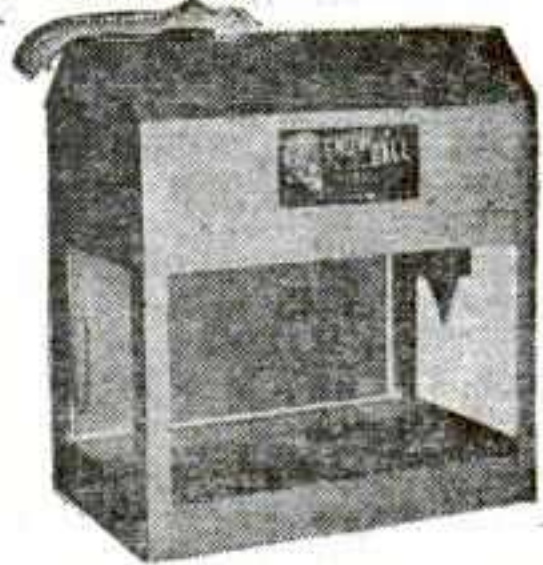
NORTH TONAWANDA, N. Y.—The Allan Herschell Company has introduced a new kiddie-size Mad Mouse that carries the name Mitie Mouse, officials announced.

The new device uses the same size cars as its big brother and is designed for kiddieland and carnival operations. The ride, which is said to be more portable than the major ride, will be on display here for another week.

It has a track 501 feet long, maximum height is 14 feet, eight inches and requires space of 51 by 72 feet. Four cars operate on the smaller device.

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Write for full particulars

CLAWSON MACHINE CO., INC.

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More Profit

Guaranteed greater candy floss production. No vibration. Improved 1959 models will give years of dependable, trouble-free operation. 110-volt, double spinner-head model. \$250.00 Other models available.



Make Concession Supply your one-stop source for floss, popcorn, snow, food and all concession supplies. We'll save you money.

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SUPPLY CO.

Write for 1959 Catalog

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## Poppers has Everything!

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Yes, Poppers has everything you need for profitable sales of Popcorn, Pizza, Caramel Corn, Snowballs, Peanuts, Candy Cotton, Candy Apples and Other Concession Specialties... all equipment (new or used)... all types of supplies!

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OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.  
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SPEEDS SERVICE! Draws any size drink continuously. 10 to 15 delicious ice-cold drinks per minute.

Draws both solid and creamy

ROOT BEER

a finished Coke or PEPSI

and plain SPARKLING SODA



Beautifully finished natural oak. Gleaming stainless steel hoops and drain pan assembly.

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313 E. 3rd ST., CINCINNATI 2, OHIO

## Calgary Stampede

Continued from page 39

utes watching the chuckwagon races but was so enthralled by the spectacular events they stayed 50 minutes to see all of the 50-minute schedule.

Following the chuckwagon races the royal party visited three other installations on the grounds, among them the Indian Village, where C. J. Sedlmayr III, grandson of Carl Sedlmayr, as an honorary member of the Blackfoot tribe, was among the receiving group.

The queen and Phillip were the honored guest at a barbecue held in the city following their visit. Included among the invited guests were Mr. and Mrs. Carl J. Sedlmayr and Mrs. C. J. Sedlmayr of the Royal American Shows.

Bing Crosby was the grand marshal of the annual Stampede parade Monday (6) in downtown Calgary. The parade was the biggest in the Stampede's history and drew the largest parade crowd ever here. Crosby also appeared at the Stampede to present the award to the winner of the featured horse race which was named after him.

Bat Masterson (Gene Barry) was the Stampede's honored guest throughout the full run, and made frequent appearances daily at various events on the grounds. Frank James and Troy Nabors of TV's Frontier Ghost Town also were honored guests and divided their time between the Stampede, and visits to hospitals and orphanages.

Tex Ritter, headlined in the Corral show (the coliseum), pulled well Wednesday and Thursday night. Supporting acts included Homer and Jethro and the Collins Sisters. The Ritter-headed bill was slated for afternoon and night shows Friday (10) and a matinee Saturday (11).

Wrestling, in the first two nights, drew well, and was slated for a return closing night.

EVANSVILLE, Ind.—Members of the Evansville Stadium Board must be residents of the city, the office of the Indiana attorney general ruled last week. The opinion was obtained by Evansville City Attorney James Angermeier, who was requested to do so by the city council.

The controversy was precipitated

## 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, trucks rushed the 19-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, searched high and low to find the 3,500 colored lights needed for the ride, after discovering the need couldn't be supplied locally supply firms in Chicago and Cleveland rushed most of the lights here by plane.

## Southern Calif.

Continued from page 39

daily in the West Mission Tower plaza. Talent included Betty Willis and her Canine Fashion Show, the Lynaons featuring Jamie, juve-acro performer; Kirkham, magician; Bob Baker's marionettes, and West and Maze comedy band. Lenn Laden's "Holiday Watercade" was featured in front of the grandstand from June 26-30 inclusive. These attractions were booked for the ninth year by Jo and Newton (Carolina) Brunson of the Hollywood (Calif.) Theatrical Agency.

The Flying Indians, which debuted here in 1956, played day and date with the Watercade. "Up 'n' Atom," a humorous chemistry show with an accent on education, gave four shows daily thruout the 10 days.

Polack Bros. Circus replaced the Indians and Watercade on July 1 for a three-day run.

Other attractions included "Era of the Six Gun," a melodrama with emphasis on the quick gun. Hollywood actors and stuntmen were featured in performances five times daily on the Community stage. Also on this stage, Larry (Bozo the Clown) Yalli conducted children's contests. Fireworks were the highlight on July 4 and a Sports Car Bymkhana on July 5. A National Horse and Western Shetland Pony Congress was programmed with a junior show the first three of the 10-day run.

Fair Time Shows, Inc., supplied the rides for the second consecutive year with Cecchini & Levaggi in charge of concessions for the past three.

in May when the council appointed Clarence Alstadt Jr., who lives outside of the city limits, to fill a board membership.

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# CARNIVAL ROUTES

A-1 Amusements: (Fair) Newton, Ill.; Bismark 20-25.  
 A. & T. Ams.: West Portsmouth, O.; Wheelersburg 20-25.  
 Alamo Expo.: \*Mrs. H. T. Reynolds; Alliance; Neb.  
 American Beauty: \*Mrs. H. W. Bartholomew; Carroll, Ia.; Kahoka, Mo., 20-25.  
 American Funland: Cimmarron, N. M., 13-16; San Ignacio 28-Aug. 2.  
 Amusements of America: \*Pop Akers; North Adams, Mass.  
 Badger State: \*J. Bomberg; Ely, Minn., 14-19; South International Falls 21-26.  
 Baker United: \*L. F. Tyra; Jacksonville, Ind.; Clinton 20-25.  
 Barstow Amusements: Rochester, Pa.; Evans City 20-25.  
 Beam's Attractions: \*E. S. Beam; Nanty Glo, Pa.; Frostburg, Md., 20-25.  
 Bee's Old Reliable: Scottsville, Ky.; Glasgow 20-25.  
 Belle City: (400 No. Jackson St.) Milwaukee, Wis., 15-19; (So. 6th & W. Florida) 20-26.  
 Bernard & Barry: \*Paul Bouchard; Montreal, Que.  
 Big State: Eastland, Tex.  
 Blue Grass: \*T. Richards; (Fair) Converse, Ind., 14-18; (Fair) Rockport 20-25.  
 Blue Valley: \*H. L. Conwell; Osborn, Mo., 16-18; Browning 23-25.  
 Brodbeck & Schrader: \*M. J. Spencer; Gering, Neb.; Cheyenne, Wyo., 20-26.  
 Brown, Al: \*Dennis Brown; Michigan, N. D., 13-14; Breckenridge, Minn., 16-19; Clara City 21-22; Wabash 24-26.  
 Buckeye State: Mount Sterling, O., 18-21.  
 Burkhart: \*Mrs. Eddie Haun; East Chicago Heights, Ill.; Kewanee 20-25.  
 Byers Bros.: \*James L. Reed; La Crosse, Wis., 13-19.  
 C. & H.: Cedarville, Ill., 17-18; Le Claire, Ia., 24-26.  
 Capell Bros.: Shelly, Idaho; St. Anthony 20-25.  
 Capital City: \*C. C. Miller; Williamsburg, Ky.; (Fair) Harrodsburg 20-25.  
 Carroll's Greater: \*Robert Porter-field; (Fair) Fargo, N. D., 13-17; St. Paul 20-26.  
 Central States: \*J. D. Steinbeck; (Fair) Linn, Kan.; Hanover 20-22; Jewell 23-25.  
 Ceflin & Wilson: \*Tony Lewis; New Brighton, Pa.; Sharon 20-25.  
 Chamos, Jimmie: \*Charles D. French; Red Key, Ind., 16-20; St. Paul, Ind., 22-25.  
 Cherokee Am. Co.: \*J. W. Mahaffey; Erie, Kan.; Eldorado Springs, Mo., 20-22; Haysville, Kan., 24-25.  
 Coleman Bros.: \*John Pesecki; Herkimer, N. Y.; Oneonta 20-25.  
 Collins, Wm. T.: \*Florence Hanson; Langdon, N. D., 13-15; Hamilton 16-18.  
 Continental: \*Johnny Kinsey; Carthage, N. Y.

Crafts Expo.: \*Vincent B. Kuro-patwa; Hollister, Calif., 15-19.  
 Crafts 20 Big: (Fair) Costa Mesa, Calif., 14-19.  
 Cumberland Valley: \*Mrs. Lavoy Winton; Pulaski, Tenn.; Fulton, Ky., 20-25.  
 Davis Am. Co.: \*Martha Davis; Baker, Ore., 14-19; Rainier 23-26.  
 Degeller Am. Co.: Cuyahoga Falls, O., 16-18.  
 Deluxe: Colchester, Conn.; Tariffville 23-25.  
 De Luxe Rides: Vassar, Mich.  
 Dickson United: \*William Berry; Navarre, O., 13-20.  
 District Ams.: Cheverly, Md.; (Shopping Center) Marlow Heights 22-Aug. 1.  
 Dixey, Raymond C.: Gary, Ind., 14-19; Black Oak 21-26.  
 Dixie Am. Co.: \*Clifford Davis; Manilla, Ia.; Oakland, Neb., 21-22; Beemer 25-26.  
 Dobson's United: Colfax, Wis., 15-18; Hudson 19-21.  
 Down River Ams.: \*Harriet Hilo; (Fair) Stockbridge, Mich., 14-18; Michigan Center 21-26.  
 Drago, No. 1: \*John Kiely; (Fair) Knox, Ind.; (Fair) Farmer City, Ill., 20-25.  
 Drew, James: \*Jimmy Drew; Frankfort, Ky.; (Fair) Petersburg, Ind., 20-25.  
 Dudley, D. S.: Wakenburg, Colo.; Boise City, Okla., 20-25.  
 Dyers: \*Dale Stempson; Byron, Ill.; Princeton 20-26.  
 Eddie's Expo.: \*Betty Beil; East Butler, Pa.; Youngville 20-25.  
 Emshoff: Lake Mills, Wis., 17-19; Walworth 22-25.  
 Endy, David B.: Laurel, Md.  
 Fair Time: Antioch, Calif., 30-Aug. 2.  
 Fera Bros.: Warwick, R. I.  
 Foley & Burk Comb.: \*J. P. Harvey; Salinas, Calif.  
 Franklin, Don: \*Jay Barton; (Fair) Peoria, Ill., 15-19; (Fair) Henderson, Minn., 21-26.  
 Funland: \*Whitie Cordle; Chilli-cothe, Mo.  
 G. & B.: \*Beulah Broas; Buck-hannon, W. Va.  
 Gala Expo.: \*Carolyn Miller; Tip-ton, Mo.  
 Gatto Ams.: Hammonton, N. J.  
 Garden State: \*Hip Roberts; Allen-town, Pa., 13-17.  
 Gem City: \*Thomas D. Hickey; Lockport, Ill.  
 Gentsch, J. A.: \*George Butler; Canton, Miss., 13-22; Philadel-phia, Miss., 26-31.  
 Georgia Am. Co.: \*Horace Wil-iams; Black Mountain, N. C.  
 Geren, Bill: (Southland Shopping Center) Lexington, Ky., 13-25.  
 Glades Am. Co.: White Stone, Va.; Hopewell 20-25.  
 Gladstone Expo.: (Fair) Wapello, Ill.; Carthage 20-25.  
 Gold Bond: \*Mervin Boden; (Fair) Seymour, Wis., 13-19; Appleton 21-26.  
 Gold Medal: \*Mrs. Irene Denton; Princeton, W. Va.  
 Golden Gate: East Palo Alto, Calif., 13-19; Fortuna 20-26.

Gopher State: Eden Valley, Minn., 14-15; New York Mills 17-19.  
 Grand American: \*L. O. Weaver; Waterloo, Ia.; Lake City 21-22; Traer 24-25.  
 Green Tree: \*John M. Huls; (Fair) Mount Sterling, Ky.; (Fair) Cyn-thiana 20-25.  
 Griffith Ams.: Pine Grove, Pa.; Fair Hill, Md., 22-25.  
 Hale's Shows of Tomorrow: Over-land Park, Kan., 14-19; Savan-nah, Mo., 21-25.  
 Hames, Bill: Taylor, Tex.; Leonard 20-25.  
 Hannah Am. Co.: \*Iris Lange; Floreff, Pa.; Nemaconin 20-25.  
 Hannum, Morris: Phoenixville, Pa., 13-18.  
 Happyland, No. 1: \*Russ Stager; Pontiac, Mich., 14-25.  
 Hartsock, Roy: Milton, Ill.  
 Hartsock Bros.: Queen City, Mo.; Baring 22-25; Bucklin 30-Aug. 1.  
 Heart of America: Beloit, Kan., 13-15; Lebanon 16-18.

Meeker: \*Paul Meeker; Kellogg, Idaho; Pendleton, Ore., 20-25.  
 Merriam's Midway: \*Dale Mer-riam; Isle, Minn., 13-15; Pine  
 (Continued on page 46)

## Circus Routes

Adams Bros.: Dot Burdett; Glad-stone, Mich., 13; Manistique 14; Munking 15; Marquette 16; Re-public 17; Iron Mountain 18.  
 Beers-Barnes: Lubec, Me., 20.  
 Carson & Barnes: \*Leona Hill; Collingwood, Ont., 18.  
 Clyde Beatty - Cole Bros.: \*Ray Aguilar; St. John, N. B., 13; Fredericton 14; Amherst, N. S., 15; New Glasgow 16; Halifax 17-18.  
 Clyde Bros.: Grand Island, Neb., 14-15; North Platte 16; Pueblo, Colo., 18-19; Salida 20; La Junta 22; Lamar 23; Garden City, Kan., 25.  
 Cristiani Bros.: \*William McCabe; Madison, Wis., 13; Baraboo 14; Milwaukee 15-17; Sheboygan 18; Green Bay 19; Beaver Dam 20.  
 Gil Gray: \*Jack Landrus; Valen-tine, Neb., 13.  
 Hagen Bros.: Dansville, N. Y., 13; Port Allegany, Pa., 14; Bradford 15; Warren 16; Corry 17; Oil City 18; Meadville 20; East Pal-es-tine, O., 21; Salem 22; Shelby 23; Elyria 24; Fostoria 25.  
 Hunt Bros.: \*Jim Conley; Avon, Conn., 13; Meriden 14; Guil-ford 15; Old Saybrook 16; Nian-tic 17; Groton 18.  
 Kelly-Miller: \*Jack Smith; Mitch-ell, S. D., 13; Huron 14; Red-field 15; Aberdeen 16; Webster 17; Watertown 18; Brookings 19; Madison 20; Pipestone, Minn., 21; Marshall 22; Monte-video 23; Willmar 24; Hutchi-son 25.  
 King Bros.: \*Eva Hinckly; South Paris, Me., 13; Livermore Falls 14; Augusta 15; Belfast 16; Bucksport 17; Old Town 18; Presque Isle 20.  
 Mills Bros.: \*Harry Baker; Latham (Albany), N. Y., 13; Williams-town, Mass., 14; Pittsfield 15; Holyoke 16; Turners Falls 17; Ayer 18; Tewksbury 20; Dan-vers 21; Saugus 22; Randolph 23; Mansfield 24; Webster 25; Red Hook, N. Y., 27.  
 Strong, Big John A.: (fair) Santa Rosa, Calif., 16-25; (fair) Yuba City 29-Aug. 2; (fair) Turlock 3-5.  
 Zell Bros.: Jack Gagne; New Carl-isle, Ind., 14; Galien, Mich., 14; Three Oaks 15; Bridgeman 16.

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Heth: \*Mrs. Al Kunz; (Fair) Harris-burg, Ill.; Mt. Vernon 20-25.  
 Holiday Am. Co.: \*Mrs. K. Mc-Comak; Williamsburg, Kan., 13-15; Pomona 16-18.  
 Hottle, Buff, No. 1: \*Jimmie Gat-tis; (Fair) Fairfield, Ill.  
 Hottle, Buff, No. 2: \*Wm. H. Brooks; (Fair) Pinckneyville, Ill.; (Fair) Arthur 20-25.  
 Hugo's Novelty Expo.: \*Mrs. E. H. Hugo; Mayview, Mo., 16-18; (Fair) Platte 20-25.  
 Hunt Am. Co. Jefferson, Ind.; Martinsville, Ill., 20-25.  
 Illiana: Reelsville, Ind., 15-18; Russellville 29-Aug. 1.  
 Imperial: \*Blanche Scruggs; (Fair) Carrollton, Ill.; Taylorville 20-25.  
 Inland Empire: Helena, Mont.  
 Johnny's United: New Castle, Ind.  
 Ken-Penn: \*Charles J. Graham; Minerva, O.  
 Kenny's Attractions: Sunman, Ind., 14-18.  
 Key City: (Jefferson Square Shop-ping Center) Lafayette, Ind., 13-25.  
 King Bros.: \*Mrs. Joe L. King; Buena Vista, Colo., 14-18; Lead-ville 20-25.  
 King Expo.: Disco, Mich., 15-19; Marine City 22-26.  
 Lagasse Am. Co., No. 1: \*Roland Poor; Billerica, Mass.  
 Lagasse Am. Co., No. 3: Scituate, Mass.  
 Lagasse Am. Co., No. 4: Keene, N. H.  
 Leeright Midway, No. 1: \*Ralph C. Bowers; (Fair) Whitehall, Mont., 16-19; (Fair) Three Forks 23-26.  
 Le Pa Ams.: Hope Valley, R. I.; Lincoln Woods 20-25.  
 Lindle, Jack: \*Anthony Arcaro; Augusta, Ill., 15-18; Tuscola 22-23; Hamel 25-26.  
 Lindsey-Pugh-Murphy: \*Herb Moore; Dallas, Tex.  
 Lone Star Ams., No. 1: Tulia, Tex.; Hereford 20-Aug. 1.  
 Luehrs Ideal Rides: \*P. J. Nelson; (Fair) Valley Mills, Ind.  
 Lynn's Midway: \*Lyndon Erickson; Nevis, Minn., 16-17; Emily 18-19.  
 Manning, Ross: \*Walter H. Byrd; Wilkes Barre, Pa.  
 Marks: \*Arnold Maley; Baltimore, Md.; Washington, D. C., 20-25.  
 Marvel: \*Mrs. Carolyn Merriman; Gladstone, Ill., 16-19.  
 McKenna's Rides: \*Joe Stoneman; (Fair) Elroy, Wis., 16-19.



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## UNDER THE MARQUEE

Corrine Dearo will open her fair season July 20 at Lawrenceburg, Ind., with her cloud swing for the Gus Sun Agency.

**Eddie (Polaki) Rogers**, visited the Cincinnati Billboard office recently. He has been with circuses since 1917 and will make celebrations this year. . . . **Bill Green's** water skiing elephant, Queenie, is appearing at Pittsburgh's Bicentennial Association's Gateway Festival. **Elizabeth Green** has finished her school term and is now working the act.

From Ringling Bros. and Barnum & Bailey Circus clown **Chuck Burnes** writes **Nicky Del Moral** and **David** and **Alan Alzana** have joined their families for school vacation. . . . **Ed Keck** visited **Dick Best's** Side Show at Riverview Park, Chicago, and talked with **Percy Pape**, **Emmett** and **Percilla Bejano** and **Walter Paul**. . . . **Klauser's Bears** joined in Chicago. Visitors included **Bobby Johnson's** family, **Johnny Romano**, **Ray McCarthy**, **Kitty Dean**, **Mr. and Mrs. George Poratz**, the **Grettona Family**, **Willie Moser**, **Ann**

## Troy Hills To Award Prefab Home

TROY HILLS, N. J. — A home giveaway is being promoted at the Morris County Fair this fall, first time it has been attempted here. Basis for the award will be estimates of the total value of the prefabricated shell home and furnishings.

Home is being made available thru co-operation of Kohler and Morris of Dover, N. J., distributor for Northern Homes of Allentown, Pa. Local suppliers will provide lighting, linoleum, kitchen and other fixtures. The home will be open for inspection during fair week, August 17-22, at the rear of the administration building.

After the fair the home will be dismantled and moved to any location selected by the winner or may be left at the grounds until October. A cash prize will be awarded if preferred by the winner. There will be no charge for participation and presence at the fair drawing will not be required.

**Cookiesie**, **Henry Varner**, **Homer Hobson**, **Richard Griley**, **Walter Paul** and **Stanley Book**.

**Seitz-Mendes Duo**, high-wire, have left **Cristiani Bros.' Circus** for Midwestern dates prior to playing Southern and Southwestern outdoor bookings. . . . **Jerry Eagle**, son of **Nate Eagle**, joined **Cristiani** June 3 as announcer-equestrian director. **Eagle** recently completed Philadelphia night club dates.

Appearance of the **Kelly-Miller circus** in Emporia, Kan., was a homecoming for **Frank Ellis**, and **Chief** and **Tillie Keys**, who were formerly with the **Bud Anderson circuses** that wintered there. . . . **Lorenzo H. Hodgson** attended **Kelly-Miller** for the eighth time this year when it played his home town of Emporia, Kan.

**Dan (Pappy) Kerr** has closed a deal to appear in 18 Carolina theaters thru Labor Day for the new film, "The Big Circus."

**Suicide Simon** is currently the free act with the **Morris Hannum Shows**. . . . Fans **Larry Epstein** and **Bill Hall** visited with **Arnold Maley**, **Walter Nealand** and **Dave Fineman**, former circus staffers, when the **John Marks Shows** played Philadelphia.

**Ora O. Parks** has closed as general press agent for the **King Bros. Circus** and returned to his home at Marion, Ind. . . . Veteran clown **Billy Lorette** is getting along fine at the **Oak Forest (Ill.) Infirmary**, reports **Doc Schlack**.

**Floyd King**, general agent of the **Beatty-Cole show**, is working out of Montreal for several days.

**Albert Fleet**, chimp trainer; **J. LeRoy Crum**, driver; **Arkie Scott**, bull man; **Henry Tyndell**, chimp man; **Norman Tyndell**, lead stock man; **Mel Koontz**, animal trainer; **Frank Phillips**, lion trainer; **Wilson Fleet**, chimps; **George Frazier**, lions; **Stanley Childers**, bulls; **Andy White**, cookhouse; **Freddy Junnip**, **Jungleland**; **Wally Ross**, animals, and **Frenchie Durant**, bulls, all have joined the **Moose lodge** at **Thousand Oaks, Calif.** . . . **Mel Koontz** and **Chester Jzyk** leave July 15 for **Trinidad, West Indies**. . . . **Louis Gobel** is in **New York** for a shipment of animals and will be met by his son with a truck and trailer to take the animals back to **Jungleland**.

The **Kelly Millers** are vacationing at **Yellowstone National Park** en route to a summer vacation in **Alaska**. They will go on a deer

## Rodeo Dates Doing Okay, Beam Notes

NIAGARA FALLS, N. Y. — Rodeo dates promoted by the **Ward Beam** office have turned out fairly well this season, considering the weather. **Beam**, former thrill show operator whose efforts of late have been in general outdoor talent shows, has taken the **Western Stampede** on a series of still dates in the East.

Seven days hit by rain deprived the unit of more than \$10,000, and one or two other spots have lagged in grosses, **Beam** noted, but general results are not bad. Best business has been produced when there was strong promotion, advance work and cut-rate kiddie ticket distribution.

The show, formerly offered as the **Black Diamond Rodeo** of **Jerry Partlow**, goes into fairs August 1 in **Morris, N. Y.** A **Western** visit includes two matinees at the **Ionia (Mich.) Free Fair** before an Eastern swing. **Beam** is also fielding a revue for fairs, on which **Johnny Lonergan** is working.

hunting expedition in **Utah** in August prior to returning to their **Hugo, Okla., home**. . . . **Shorty and Peggy Sylvester** and **Calvin Gamble** have joined the **Kelly-Miller** clown alley. **Galvin**, a tramp clown, has been with the **Wenatchee YMCA Circus**. . . . **Merle Evans** sat in with the **Kelly-Miller circus band** in **Iola** and **Fort Scott, Kan.** **Nina Evans** visited in the back yard at the same time.

From **Ringling Bros.** and **Barnum & Bailey Circus** clown **Chuck Burnes** writes **Reggie** and **Bonnie Armour**, **Dinah** and **Florrie Stevenson**, **Dean McMurray**, **Joe Hodgini**, **Bob Dover**, **Duane Thorpe**, **Tiny and Manuel Santos** and **Otto Griebing** with his two daughters from **Peru, Ind.**, caught the **Cristiani Bros. Circus** in **Chicago**. . . . **Kenny Gravell**, candy butcher, closed and returned to **Boston**. . . . **Mack Plyler** has rejoined the show. . . . **Jack Cervone** filled in for his band leader uncle, **Izzy Cervone**, during the latter's absence. . . . **Emerick Morowski** visited his parents, **Charles** and **Gena**, prior to being stationed in **Greece** with the **Air Force**. . . . **Rusty Parent** celebrated her birthday with a backstage party. . . . **Alvin Schwartz** returned to the Coast to settle housing problems. . . . **Clown John Toy** visited in **St. Paul** prior to playing **Tom Packs** dates. . . . **Otto Griebing** received a briefcase from members of the **St. Paul Shrine Club**. . . . **Mr. and Mrs. Jay Ryan**, hosted. **Duane Thorpe**, **Rudy Bundy**, **Charles** and **Gena Morowski**, **Dick Anderson** and **Val Perault** to a buffet supper in their **Minneapolis** home.

While the **Nerveless Nocks** appeared at **Willow Grove (Pa.) Park** June 29-July 11, **Joseph Nocks** won a silver table service on **Radio Station WIP's** audience participation program from the park. . . . **Natal** visited **Willow Grove**. . . . The **Hildalys** appeared in **Chicago's Soldier Field** on the Fourth of July.

**Ella Mills**, fat girl, rejoined **Charley Hodges' Side Show** at **Willow Grove (Pa.) Park** Friday (28) after a 10-day hospital stay for exploratory surgery. . . . **Leo Grund**, agent, booked the acts for **Jack Sterling's "Stars of the Big Top"** show at the **Philadelphia Arena** July 9-11. Sponsor was the **FOP**.

**Henry H. Varner** caught **Mills** in **Clarence** and **Rochester, N. Y.**, and visited with **Herman Joseph**, **Joe Rossi** and the **Riva** family. . . . **Don Marcks** visited the **John Strong Circus** in **Pleasanton, Calif.**, and

## CARNIVAL ROUTES

• Continued from page 45

Island 17-19; Canby 20-23; Glenwood 24-26.  
Midway of Mirth \*Frank X. Lavell; Taylor Springs, Ill.  
Monarch Expo.: \*Earl W. Carpenter; (Fair) Woodriver, Ill.; (Fair) Carlville 20-24.  
Motor State, No. 1: \*M. Frederick; Braden, O., 14-18; Paulding 21-25.  
Mound City No. 1: Leeburg, Mo., 17-19.  
Mound City, No. 2: Ellisville, Mo., 17-19; Nokomis, Ill., 22-25.  
Murphy's Northern State: Tioga, N. D., 13-14; Watford City 15-17; Fairview, Mont., 18-20; Glendive 21-22; Beach, N. D., 23-25.  
Myers, Sonny: \*M. F. McHenry; St. Joseph, Mo., 13-14; Brookfield 16-24.  
New England Ams.: North Brookfield, Mass.; Ludlow 20-25.  
Nolan Am. Co., No. 1: Chelsea, Mich.  
Nolan Am. Co., No. 2: Grove City, O., 15-18; Norwalk 24-Aug. 1.  
North American: \*Robert Moran; St. Cloud, Minn.  
North State: \*Ray W. Hershey; Tioga, N. D., 13-14.  
Northern Expo.: \*Dal Egan; Sidney, Mont., 14-19.  
Norton's: \*Mrs. C. E. Plunkett; Spearfish, S. D.  
Olson: \*Mrs. Ray Cramer; South Bend, Ind.; Milwaukee, Wis., 20-Aug. 1.  
Orange Bros.: \*J. W. Starr; Nashville, Ark.  
P & J Ams.: Hartville, O., 17-18; Ashtabula 23-26.  
Page Bros.: Berea, Ky.  
Page Comb.: \*Blackey Jones; Bradford, Pa., 13-20; Canandaigua, N. Y., 20-25.  
Pan American: Alexandria, La.  
Parada: Cassville, Mo.; Louisburg 23-25.  
Penn Premier: \*J. W. Gilman; Butler, Pa.  
Peppers All States: \*Bob Sickels; St. Marys, Ga.  
Playtime: \*Jerome P. Hourin; Harwichport, Mass., 13-19; Provincetown 20-25.  
Powelson Am. Co., No. 1: \*Happy Powelson; Quaker City, O.; Dresden 22-25.  
Powelson Am. Co., No. 2: \*Happy Powelson; Williamsburg, O.; Montpelier 21-25.  
Powelson Am. Co., No. 3: Johnstown, O.; Shreve 22-25.  
Prell's Broadway: \*Lillian Sylvester; (Fair) Red Lions, Pa., 13-17.  
Raines: \*Rosa Raines; Stillwell, Okla.  
Rainier: Auburn, Wash., 13-19.  
Reed Ams.: Union City, Tenn.  
Reid, King: \*William Austin, Edmonton, N. B.  
Reid, W. E.: \*Jay Chaudion; Lenore, N. C.  
Reithoffer: Selingsgrove, Pa.; Owego, N. Y., 20-25.  
Ritters United: Perris, Calif.; San Jacinto 21-25.  
Robinson's Western, No. 1: Marysville, Wash., 13-19; Snohomish 20-25.  
Robinson's Western, No. 2: Bothell, Wash., 13-19; Buriem 20-25.  
Rock City: \*L. J. Latimer; Waukegon, Ill., 14-18; Lake Zurich 21-25.  
Rogers Bros.: Maple Lake, Minn., 13-15; Hopkins 16-18; Foley 20-22; Braham 23-25.  
Rohr's Modern: \*Sun Harris; Cerro Gordo, Ill.  
Rose City Rides: \*Dutch Schrader; Dixon, Mo., 14-15; Hermann 16-19.  
Royal Americian: \*J. A. Pearl; Edmonton, Alta.; Saskatoon, Sask., 20-25.  
Fabian's Fabulous Circus in Sacramento over the Fourth of July weekend. . . . **Billy Hoffman**, Los Angeles, recently visited **Kelly-Miller** in **Paola, Kan.**, and **Polack** at **Del Mar, Calif.**  
Royal United: \*Jackie Swift; Elk Point, S. D., 13-15; Madison 17-18; North English, Ia., 20-21; Jesup 22-23; Coggon 24-25.  
Rumble Rides: Orleans, Ind.  
Russell's Ams.: Melrose Park, Ill., 14-19; Forest Park 21-Aug. 2.  
Schaffer 20th Century: \*Archie Hensley; Fort Madison, Ia.  
Sehl's Northern: \*John Sehl; Central Lake, Mich., 16-20.  
Shorter's Greater: Gilmanton, Wis., 17-19.  
Shorty's Tri-State: Capron, Ill., 16-18; Indianola, Ia., 29-Aug. 1.  
Siebrand Bros.: \*Don Hanna; Medicine Hat, Alta., 13-20.  
Silver Star: \*Mrs. C. B. Clifton; Axtel, Kan., 14-15; Western, Neb., 17-18.  
Skerbeck Am. Co.: \*Rose Kronschrahl; Hart, Mich., 16-18.  
Smiley's Ams.: \*Joe Fasolas; Charleroi, Pa.; Avonmore 20-25.  
Smith, George Clyde: \*F. A. Norton; Meyersdale, Pa.; Gallitzin 20-25.  
Southern States: (Wayside Park) Panama City, Fla.  
Southland Ams.: Fort Walton Beach, Fla.  
Stafford: Waveland, Ind., 14-18; Cloverdale 21-25.  
Stanley, Wm. D.: Cooperstown, N. D., 13-15; Cando 16-18; Fairmount 20-22; Clinton, Minn., 24-26.  
Steele Ams.: \*Martin Thoreson; South Beloit, Ill., 14-18; Carlyle 21-25.  
Stephen, Otto: \*Delmar Harridge; Davis City, Ia., 13-15; Lineville 16-18.  
Stipes: Taylors Falls, Minn., 17-19; Watertown 23-26.  
Strates, James E.: \*George Ryan; Rochester, N. Y.; Cheektowaga 20-25.  
Sunny A. J., Ams.: Maple Heights, O.; Garfield Heights 20-25.  
Sunset Am. Co.: \*H. D. Lange; (Comanche) Clinton, Ia., 14-18; Mount Pleasant 20-25.  
Sutton's Pacific Coast: Manhattan Beach, Calif., 15-19; Torrance 22-26.  
Tatham's Fun Fair: \*Bill Tatham; (Fair) Gardner, Ill., 16-19.  
Thiess United, No. 2: Davis, Ill., 15-18.  
Thomas, Art B., No. 1: \*Robert F. Platt; Yorkton, Sask., 13-15; Melfort 16-18.  
Thomas, Art B., No. 2: Fertile, Minn., 14-16; Warren 17-19; Roseau 20-23; Mahanomen 24-26.  
Thomas Joyland: \*Samuel Generallo; Spencer, W. Va.  
Tidwell, T. J.: Ranger, Tex.  
Tip Top: \*E. G. Larkee; Waukesha, Wis., 13-19; Sturgeon Bay 21-26.  
Uncle Joe's Ams.: (Celebration) Driftwood, Tex.  
Victory Expo.: Grants, N. M., 14-19.  
Virginia Greater: \*Geo. Gillispie; Dover, Del.; Seaford 20-25.  
Wade Greater: \*Al Southwell; Port Huron, Mich., 14-18.  
Wade, W. G., No. 1: Big Rapids, Mich., 14-18; (Fair) Muncie, Ind., 23-Aug. 1.  
Wallace Bros.: \*Clarence Walters; (Fair) Madison, Wis.  
West Coast, No. 1: \*John Franco; Centralia, Wash.; Seattle 20-25.  
West Coast, No. 2: \*William Snellson; (Fair) Santa Rosa, Calif., 13-19; San Leandro 21-26.  
Wilcox, Dick: \*Sam Edstine; Limestone, Me.; Caribou 20-25.  
Wilson Famous: \*Mrs. Ray Wilson; Cuba, Ill., 14-18; Waverly 22-25.  
Wolfe Ams.: \*S. R. Holt; Cape Charles, Va.  
World's Finest: \*George Sellmer; Thedford Mines, Que., 13-26.  
World of Mirth: Lewiston, Me.; Augusta 20-25.  
World of Pleasure, No. 1: \*Charles T. Carpenter; Rochester, Mich.  
Young, Monte: \*Sharon Payne; Price, Utah, 13-19; Spanish Forks 20-26.

FOR SALE

### A TERRIFIC OPPORTUNITY

### A FREAK ANIMAL SHOW ("NATURE'S MISTAKES")

Consisting of 21 all live, domesticated animals as follows: A two-faced Calf, a midget Cow, midget Bull, a Cow with 2 tails; Cow with no eyes, no tail, no visible sex; double-necked Chicken, Fallow Deer, half Turkey and half Ostrich, 90 lb. Cabybara, Tapir, 5-legged Calf and 10 smaller animals. Banners, portable Shipping Cases. Show now grossing weekly average (\$2,500.00), twenty-five hundred dollars. Look it over at Riverview Park, Chicago, Ill. Booked until Labor Day.

Contact Lou Dufour, 3733 Lindell Blvd., St. Louis, Mo.

# Conn. Annual Adds 3d Day

BLANDFORD, Mass. — Blandford Horticultural Society, sponsor of the annual Blandford Fair, has extended the 1959 schedule from two days to three, the fair to be conducted on Saturday thru Monday, September 5-7, according to Sven Anderson, president.

The three full days of exhibits will be highlighted by two days of quarter-midget racing and a two-day Class A American horse show. A two-day schedule has been in effect for many years.

**IN CHERISHED MEMORY**  
of  
**My Dear Husband**  
**DENNY PUGH**  
**WHO PASSED AWAY**  
July 10, 1949  
**MARGARET PUGH**

**IN FOND MEMORY**  
of *Our*  
**PAL and PARTNER**  
**DENNY PUGH**  
*Who Passed Away*  
July 10, 1949  
*"Always in Our Hearts"*  
**JOE and SALLY MURPHY**

*In Loving Memory of*  
**DENNY PUGH**

*Who Passed Away*  
July 10, 1949  
**PAUL & ZULA JUHLIN,**  
**GRACE TINDER**

**IN MEMORY**  
of  
**DENNY PUGH**  
*who passed on*  
JULY 10, 1949  
**SIMMY and INEZ CARROLL**

**IN MEMORY OF**  
**OUR MOTHER**  
**MICKY SAKOBIE**  
*Who passed away July 11, 1958. We are always thinking of you. Daughters: Sis Campi, Lena Schick, James Sakobie and James Sakobie, Jr.*

# THE FINAL CURTAIN

**BELL—John H. (Ranger),** 71, in charge of park maintenance at the Regina Exhibition grounds since 1952, June 30 in Regina, Sask. Survived by his wife and two brothers.

**BELLING—Clemens,** age unknown, fourth generation performing artist of the Belling family, died June 18 in New York. He was the son of Tom Belling, early Auguste-type clown, and grandson of Frederick Belling, who took an American circus to Europe in 1853. His great-grandfather was also a circus performer. Prior to 1920, Clemens Belling and his brother-in-law, Borowsky, had a circus in the Far East. He was born in Paris, reportedly in the Cirque D'Hiver dressing room, and leaves his wife, Dora, and children Richard, Victoria, Bob and Maud, all wed to non-pro's.

**BOUDREAU—Rene,** 57, member of the Michigan Showmen's Association, June 28 in Detroit. He was a projectionist at the Kramer Theater, Detroit. His widow, Lucile, survives. Burial in Woodlawn Cemetery, Detroit.

**CORIELL—Vern W. (Toad),** 64, acrobat, clown and head-slide artist, July 2 in Veterans' Hospital, Jacksonville, Ill. He broke into show business as a boy with the Lee Ayres acro act and later worked with the Enos acro troupe and the Riding Crandells. Still later he joined the Morales family on Campbell Bros.' Circus and perfected what is said to have been the first high aerial head slide. In the past Coriell had trouped with the Kit Carson Wild West, Golmar, Cole, Dorsey, Barnett, Wallace, Downie, Terrell Jacobs, Coleman, Wheeler & Sautelle and Gil Gray shows; in vaudeville and with Al Jolson in "Boambo." In later years he worked as Theodosia the Clown and was a fixture at State Fair of Texas, Dallas, for the past 10 years. He was a veteran of World War I. Survived by three sons, Vernell, Everett and Earl; a daughter, Zaza Zalaya, and a sister, Mrs. Vienna Toel, all of Pekin, Ill., and a brother, Carl, Altoona, Pa.

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

**FARCO—Stephen,** Michigan State Fair commissioner, in Detroit July 4. His widow and daughter survive. Interment in Evergreen Cemetery, Detroit.

**GLENOS—Gus P.,** 62, retired cookhouse operator, July 5 in Mobile, Ala. He had trouped with the Benny Krouse, Royal Palm and Polock Bros. shows in the past. Survived by his widow, Sara; two sons, Harry and Peter; a daughter, Capt. Nena Glenos, U. S. Air Force nurse, and a brother, Ethemus. Services at the Greek Orthodox Church, Mobile, July 6.

## BIRTHS

**CARROLL—** A daughter, Judy Robin, June 30 in Bedford, Pa., to Mr. and Mrs. James R. Carroll. Father operates a Merry Mixer on the George Clyde Smith Shows and mother is a duck pond concessionaire.

**HALL—** A son, Jerry Wayne, May 25 in St. Barna Hospital, Minneapolis, to Dolly and Charles Hall, members of the William T. Collins Shows.

**GROVE—G. Leslie** 59, stage lighting and scenery man, July 2 in Newark, O., following a heart attack. He headed up Grove's Portable Stage Lighting Company of Newark and in addition to indoor show business, had been active in lighting grandstands at State and county fairs. Grove was also a motion picture projectionist and was in the oil business. Survivors include his widow, Mable; a daughter, Mrs. Betty Cooperider; a son, Frank and five grand-children.

**HANSHAW—Mary G.,** 84, mother of Frank W. Hanshaw, head of the General Artist Corporation office in Miami, and Annette Hanshaw Rose, singer, formerly on the "Maxwell House Showboat" and "Camel Caravan" on radio, among other shows, of complications at the Mayflower 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, with interment in Mount Calvary Cemetery, White Plains, N. Y. Also survived by another son, George L. Hanshaw, of New York.

**JEFFERS—William Lawrence,** of the comedy team of Davis and Jeffries, of cardiac asthma in Santa Monica, Calif., April 18, it has just been learned. At one time he was the Pittsburgh business agent of the old American Federation of Actors. Survived by his widow, Josephine, Santa Monica, and daughter, Juanita Martin, Fullerton, Calif.

**KING—Lucille,** 67, founder of the Regular Associated Troupers, July 4 in Los Angeles. (See Carnival department for details.)

**LOADES—George,** 84, of Viking, Alta., recently in Red Deer, Alta. A long-time member of the Viking and District Agricultural Society, he was president for several years. Survived by two daughters and three sons.

**MacINNES—Jim,** CFA, CHS and father of Jimmie, who trouped with Beers-Barnes Circus for five seasons, July 3 at Allentown, Pa. Survivors include his widow, Alva, and two sons, Jimmie and Tom. Burial was at Allentown, Pa.

**MENTZEL—Morris,** 54, July 2 in Detroit following a heart attack. Formerly in concession operations at old Eastwood Park, Detroit, he was for years a theater concessionaire, member of the stagehands' local, International Association of Theatrical Stage Employees, Kitting, Pa., and a director and a building trustee of the Michigan Showmen's Association. His widow, Anna R., and two children survive. Interment in Cloverlawn Cemetery, Detroit.

**ROSE—Lillian A.,** 54, concessionaire and former member of the All-American Girls Orchestra, recently at Keokuk, Ia. Survived by her husband, Mack, concessionaire and show operator on the Jack Lindle Shows. Services in Warsaw, Ill.

**ROSSITO—Pasqualina,** age unknown, died June 14 after a long illness. She was the mother of Butch Rossito, cookhouse operator on the Coleman Bros. Shows. Burial was June 17 in the family plot, St. Mary's Cemetery, Portland, Conn. She was a frequent visitor to the show over a long stretch of years.

**SHEFLIN—Carl F.,** 77, former designer and builder of Roller Coasters and other amusement devices, July 4 in a Cleveland hospital. Prior to his retirement in 1958, he was a design engineer for the National Aeronautics and Space Administration for 11 years. Surviving are his widow, Essie; a son and two grandchildren.

**SHEFLOTT—Richard L.,** member of the Ocean Beach (Conn.) Park Board, controlling city-owned-and-operated Ocean Beach Park, died suddenly June 26 at Lawrence Memorial Hospital. Sheflott, a ship's superintendent at the General Dynamics Corporation's Electric Boat Division, Groton, Conn., had been an OBPB board member for 13 years. He had been prominent in Democratic party circles for many years, at one time serving as chairman of the New London Democratic Town Committee.

**TOGNI—Ercole,** 65, owner of Italy's Togni Circus, June 30 at Loigo, Italy.

**VAN AULT—Mrs. Edith,** 80, who until retirement 10 years ago operated a Penny Arcade with her husband on the Johnny J. Jones Exposition, Benny Krouse, Dodson's World's Fair and Strates shows, July 5 at her home in Sarasota, Fla., of cancer. Survived by her husband, Porter, and son, Burr Van Ault, Bay City, Mich. Services July 8.

**WELCH—Wayne,** 52, publisher of The Aransas Pass (Tex.) Progress for 23 years, recently at his home in that city. He was well known among carnival people who annually winter there. He was a Mason and a member of the Aransas Pass Lodge, Lions, Methodist Men's Club and the Texas Press Association. Survivors include his widow, Robin, a son, and his mother.

**WELLS—Richard,** Wildlife Show operator and for 40 years a sheet writer for Associated Trade Press, Inc., Chicago, recently in Oconomowoc, Wis.

*In Memory of*



# IRVING J. POLACK

who passed away  
July 13, 1949,  
but whose spirit  
still lives in  
Polack Bros.' Circus.  
**LOUIS STERN**

*In Loving Memory of*  
**MY DEAR HUSBAND**



# IRVING J. POLACK

Who passed away  
July 13, 1949

*"I Miss You So Much, Darling"*

# BESSIE E. POLACK

## Cedar Point Chalks Up Big Weekend

SANDUSKY, O.—Favored by ideal resort weather, Cedar Point had one of its best Fourth of July weekends on record. The throng was so great on Friday (3) that the Breakers Hotel had to turn customers away, with the same thing repeated on Saturday. The entire resort area was again filled on Sunday.

Harry Ward, superintendent of grounds, who has worked at the resort since 1898, reported that there were more autos on the grounds over 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.

All regular parking lots were filled to overflowing early Saturday morning and, as the day progressed, cars were parked near the ferry dock, behind the coliseum where free acts are usually presented, on lawns near the administration building and elsewhere around the grounds. The hotel and dining room parking lots also proved inadequate for the motorists.

Ride operators started one half

hour earlier than their scheduled openings on Saturday because of the crowds on the midway. The new Monorail, Turnpike and Wild Mouse rides and several others had long waiting lines from early morning until near midnight. All other concessions reported record business.

Fireworks were offered both Friday and Saturday nights with record throngs on hand for both firings. Most of the fireworks spectators remained on the midway for two or more hours afterwards in order to take advantage of the warm weather. Additional fireworks displays are being planned for later in the season.

The new coffee shop in the Breakers Hotel opened for the first time on the Fourth and had standing lines from morning until night. The coral dining room was reported filled for all meals and the cafeteria had waiting lines a block long for the noon and evening meals. Three ferry boats plying between Sandusky and the resort operated continuously all three days instead of following the published starting times. The boats had capacity crowds on most trips from morning until after midnight each day.

Hundreds of yachtsmen from all over Lake Erie set sail for the resort in order to inspect the new marina, which now has dockage for guests and several gasoline pumps for refueling. A cocktail lounge on the ferry dock next to the marina is expected to be opened soon but the marine dining room will not be ready until later in the season.

Despite hot and humid conditions in the ballroom on Saturday night, approximately 1,000 people danced to the tunes of Tex Beneke's orchestra. More would have patronized the ballroom except for the rule against women wearing shorts or slacks. The Tavern Terrace with Bus Widmer's orchestra playing had good crowds all three nights. The Richard Blank Trio from Toledo succeeded Widmer on Monday night (6) and will play nightly through July 19.

## NAAPPB Plans Press Contest

PITTSBURGH—Park, pool and beach publicists are urged by Carl Hughes, of Kenneywood Park, Pittsburgh, to keep extra copies of their best publicity breaks this summer.

Chairman of the NAAPPB Publicity Displays Committee for the annual convention next December in Chicago, Hughes stated that entries for display competition should be submitted to the national headquarters between now and October 1.

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. Prizes go to the winner in each category. A clipping of the newspaper masthead should accompany each entry.

Other members of the committee are Harry Storin, Riverview Park, Agawam, Mass., and Sheldon Wintermute, San Souci Park, Wilkes-Barre, Pa.

## Walled Lake Up for Year; July 4 Good

WALLED LAKE, Mich.—An optimistic note prevails at Walled Lake Park with business fairly good thus far this year, Fred W. Pearce Jr., co-owner, reported.

Grosses are actually running 5 to 10 per cent over last year at this time, some of the increase due to better weather. All segments of the park are sharing in the increase.

July 4 turnout topped that of '58 by a small margin, but last year the day was hurt by a heavy rain. Fireworks proved a good crowd holder. On Sunday the finals for the Michigan Miss Universe contest were held to good attendance.

A. M. (Brownie) Brown is managing the spot for his second season. C. E. Vickers is superintendent and Harold C. Berg is back as press and ad rep.

## Magic Mountain Holds Preview

DENVER—Magic Mountain, amusement park now under construction along U. S. Highway 40, 12 miles west of Denver, held a preview opening Saturday and Sunday (4-5).

Major event was the completion and dedication of the park's narrow gauge railway. "Old 42," a veteran of the Denver & Rio Grande Western Railway, pulls three old-time coaches over 7,500 feet of narrow gauge trackage which circles the park site.

Formal dedication of the rail-

## CINCINNATI CONEY RACKS UP STRONG HOLIDAY TAKE

CINCINNATI—Coney Island here had its best July Fourth since 1947, drawing over 40,000 people and exceeding the previous record gross by a small margin, said Edward L. Schott, president and general manager.

In 1947 the park still had its steamer 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.

With ideal holiday weather, ride, refreshment and games business was very big, said Schott, while pool business was termed good. Last year, 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.

To date park business is up considerably over the corresponding period of 1958, credited by Schott to much better weather and a more liberal spending attitude on the part of the public.

## ROLLER RUMBLINGS

### Plans Set for RSROA Boston Confab, Contests . . .

DETROIT—Selection of a queen of American roller skating will feature the opening of the American skating championships, sponsored by the Roller Skating Rink Operators' Association of America at Boston, July 25-August 1, according to word from C. E. Cahill, secretary-treasurer, at RSROA headquarters here. The contest to select the queen, expected to be a gigantic affair, will be held July 25.

According to advance registration and plans, approximately 1,000 amateur skaters will compete in the championships, which will result in the award of 53 RSROA American titles. The contests will be held at the Boston Arena and are expected to be the largest in RSROA history.

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, promotion and other problems and aids in roller skating and rink operation are on the agenda.

The RSROA trade show, scheduled to be the largest in history, will open July 27, with hours from 2 to 5 p.m., at the Boston Arena, running for the duration of the championships.

Several auxiliary organization meetings will be held at this time also, including the board of governors of the United States Federation of Amateur Roller Skaters, the

American Judges Council and the Society of Roller Skating Teachers.

### Conn. Club Holds Homecoming Party . . .

STRATFORD, Conn.—Long Beach Skating Club here conducted its first annual Homecoming recently, the event being a reunion of skaters who in past years participated in skating parties, exhibitions and inter-club meets. Younger generation participants provided skating exhibitions, and a buffet was served.

Rink facilities were donated by William J. Fellows, with all contributions going to the club's National Championship Fund. Homecoming committee consisted of George Muscolino Jr., Maureen Weller, Anthony DeSio, LaVern Weller, Ralph Weller, Ann Muscolino and Chairman Betty Honey.

## SKATING RINK TENTS

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

### NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.

## Park Manager Wanted

Newly developed Beach and Amusement Park near Baton Rouge, La., with Swimming, Picnic Area, Dancing, Rides, Cabins and Food and Drink Stands, seeks aggressive experienced Manager for immediate employment. Must be bondable. Send personal and business resume to THUNDERBIRD BEACH, P. O. Box 271, Denham Springs, La., or phone Denham Springs 5-4166 to arrange interview.

## THE MOST SUCCESSFUL

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583 9th Ave., New York 36, N. Y.  
(3-4 Million Players - 140 Weeks at Ocean Beach Park, New London, Conn. - City Audited Figures.)

## FOR SALE!

KIDDIE PARK—36-HORSE MERRY-GO-ROUND AND 7 KIDDIE RIDES. SACRIFICE ACCOUNT ABSENTEE MANAGEMENT.  
As.oria Blvd. & 88th St., Queens, N. Y.

### FOR SALE 8-CAR MANGELS WHIP

Never moved, mechanically perfect. Can be seen in operation. Large neon Whip sign. About 400 new parts.

Must be moved between Sept. 8 and 14. Best cash offer accepted.

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Complete Kit #18 contains Lamp, Ink, Stamp and Pad . . . ONLY \$29

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SHOW PLACES  
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**EASY SELL**

## Space Sold Out In Savannah Bldg.

SAVANNAH, Ga. — Exhibit space in the new Exposition Building is moving along at a rapid pace, it is reported. More than \$60,000 was spent for lighting the building, instead of \$6,000 as noted in earlier reports, Bill Schandolph, 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 four months ahead of the fair. A long waiting list has been built up,

far surpassing the expectations of local Exchangites, sponsors of the annual event.

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

Herman Talmadge, former State governor, was a fair visitor to the original fair in 1950, which was smacked and washed out by a hurricane. He is being invited to return on condition he leaves the weather at home this time. It will be the 10th annual fair, and Talmadge has tentatively accepted the invitation.

The new clubrooms at the fairgrounds have been completed, giving relaxation space to the volunteer workers. Comfortable chairs, air conditioning and heat are offered, and the committee and board members are using the building for meetings.

## TROTTERS VIE FOR \$275,000 AT DU QUOIN

DU QUOIN, Ill.—The harness racing clan 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 Hambletonian.

A total of 24 races are carded, five each day of the five-day meet except on Hambletonian Day when only four are scheduled. Other traditional Du Quoin events, part of the Grand Circuit meet, include the \$30,000 Castleton Stakes and the \$30,000 McMahon Memorial.

## Canton, Tex., Event Switches '59 Dates

CANTON, Tex.—Van Zandt County Fair Association in its regular monthly meeting has decided to change the date of the annual fair this year to August 27-29. The change in dates was necessary in order to secure a carnival for the fair.

## 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 burgeoning cattle department is being further relieved by the acquisition 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 finishing touches. Electricians are scheduled to install high voltage underground cable this week, to take care of the growing voltage 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 continues thru the following Saturday (22). Buddy Wagner's Auto Capades will play opening Saturday night and Sunday afternoon, and the GAC-Hamid combined aquacircus and revue will entertain grandstand crowds for six nights starting Monday (17).

**Beauty Contest Undertaken**  
It will be the 141st annual fair here, incorporating this year a "Miss Maine Vacationland" contest in co-operation with the State's Department of Economic Development. The winner will make nationwide personal appearances. Talent will not be a requirement, altho appearance in swim suit and evening dress, personality, poise and intelligence will be. Winner will also get a \$1,000 cash award provided by the fair.

Contestant sponsors thus far include the Maine Dairy Council, Maine Potato Council, Maine Apple Growers, Maine Poultry Growers, Maine Restaurant Association, Rangely Lakes Region, Moosehead Lake Region, Damariscotta - Newcastle Region and Maine Seafoods Festival. The competition will be held following the Monday and Tuesday night shows.

## Syracuse Catalog Divided Into Six

SYRACUSE — Six premium books are being distributed by the New York State Fair this year, instead of the annual single catalog. It is the first time for such a departure 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 vari-

ous books are: Livestock Show, Horse Show, Poultry Show, Women's Division, Youth Department, and General Departments.

An addition to one contest, the 9th Annual News Photo competition, is the opening of it to TV cameramen and wire service photographers in addition to daily newspaper photographers, as in the past. Prize money is nearly \$1,000 and a Governor's Trophy will be awarded for the news photo judged "best of the year."

The September 4-12 event will show a \$60,000 full-size farm within the fairgrounds. Known as Farmstead, it will show a set of buildings around which a typical New York State farm can be operated. They will be in various stages of development to present ideas in construction and management. Included will be a modern rural home, automated poultry house with 1,200 leghorns, herd of 25 Ayrshires milked daily, and a farm shop.

Farmstead is sponsored by the fair, the College of Agriculture at Cornell University, and industrial firms producing materials and equipment for farms.

## Owatonna Erects Six New Cattle Barns

OWATONNA, Minn. — Steele County Free Fair this year has made giant strides in its plant expansion 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 adequate wash racks and a judging area. Also, new steel buildings have been erected for rest rooms, and the model milk house has been moved to the area.

A small cattle barn has been completely refurbished, including a new cement floor and roof, and the structure will be used for additional 4-H exhibits.

The docket for the next couple of years, according to Ty Sincock, secretary, includes moving the summer paddock and regular paddock to the east side of the race track. A new concrete wall will be constructed on the east side of the oval after this year's fair.

Sincock said one of the sorely needed improvements has been space to exhibit textiles and culinary arts, and this has been obtained thru the use of the former cattle judging building.

In addition to new construction, much painting and repairing is going on in preparation for the August 18-23 fair. Last year an estimated 165,913 came thru the free outside gates.

## N. H. Puts Lid On State Aid

CONCORD, N. H.—Final approval has been given by the New Hampshire Legislature to a bill restricting the amount of State subsidies to agricultural fairs to a maximum of \$150,000 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 premiums, the greater the State aid. The subsidy is based on a percentage of the tax revenue from pari-mutuel horse racing in the State.

**SWEETS**

## Mich. State To Host Nat'l Honey Show

DETROIT—An extra attraction for Michigan State Fair, will be the National Honey Show, to be held in Michigan for the first time, Donald L. Swanson, fair manager, announced. The event is sponsored by the American Beekeeping Federation and the award to Detroit is partly in recognition of Michigan's rank among the top 10 honey-producing States. Walter E. Becker, superintendent of the fair's apiary department, will be chairman of the show.

The National Honey Queen, reigning at the show, will be another Michigan product — Kay Seideman, of Ionia, who was the State honey queen last year and won her national laurels at the annual Beekeeping Federation meeting at Miami.

BEAVER, Okla.—An election has been set for July 21 on a \$120,000 bond issue for improving Beaver County Fairgrounds. The proposal was introduced once before but defeated by electors.

**SAFE COMMUNITY FAIR**  
Three Big Days  
Aug. 27, 28, 29, 1959  
Livestock Show — Horse Show — Horse Racing — Many Other Features.  
**Harold Southard, Pres.**  
Safe, Missouri!

**AT LIBERTY AFTER LABOR DAY**



See Us Any Time During Summer at Pittsburgh Bicentennial.

- "QUEENIE," the Water Skiing Elephant
- White Llama Liberty
- Miniature Sicilian Donkey With Performing Dog and Monkeys
- Novelty Miniature Donkey Act
- "Queenie" and 14-Year-Old Elizabeth Green in 12-Minute Fast-Styled Routine

Work Stage, Arena or Auditorium.

**BILL GREEN'S PERFORMING ANIMALS**  
Bicentennial, Pittsburgh, Pa., or RARE BIRD & ANIMAL FARM, INC. Fairlee, Vermont

**FLYING ACT WANTED**

For August 13-14-15; August 24 thru August 28; September 17-18-19.

**J. C. MICHAELS ATTRACTIONS**  
Reliance Bldg. Kansas City, Mo.

**WANTED FOR OUR FAIR**

One (1) Bingo Stand, some Concessions and Shows.

No extensive gambling.

Fair dates are August 17 thru 22. Write or see

**STANLEY BENNETT**  
403 S. Main St., Salem, Indiana

**SOUTHSIDE, VIRGINIA, FAIR**

Some concession space open. Novelties, Floss, Age, Scales and Apples. Attention, Pitchmen! Gadgets in Exhibit Building open. One more Jewelry open.

**STANLEY HUTCHERSON, Manager**  
Contact Southside, Virginia, Fair, P. O. Box 708, Petersburg, Virginia.



**JULY 27**

THINGS ARE GOING TO POP

## STRATES ADDING 5 LIGHT TOWERS

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

ROCHESTER, N. Y. — The James E. Strates Shows has pulled out of a stretch of intermittent 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 Watervliet.

General business for the rail-roader has been excellent this year, with only a couple of off-weeks. Eight straight days of rain set in at Plainville, Conn., and Charleston, Mass., but things picked up back in New York State.

Weather was mild and turnouts good for the two weeks in Watervliet, right outside Albany, permitting a recouping of losses. The gross exceeded any recorded on the show-owned lot.

### Longer Allentown Date

Work continues on five light towers, expected to be unveiled at the Great Allentown Fair. They will be carried on the show, giving it a total of 13 towers, all of them neon-lined and topped with floodlights. Strates is providing Allentown with a full Saturday and Sunday of midway operation, some-

thing the event has not experienced in the past. On the fair's part will be a five-State drum and bugle corps contest before the grandstand.

The No. 2 Merry-Go-Round has been redecked and otherwise placed in like-new condition. The menagerie top on order will be delivered by U. S. Tent and Awning Company for the Erie County Fair in Hamburg, N. Y., as will a new top for the Side Show operated by Slim Kelly and Whitey Sutton.

A visitor Monday (6) was Mrs. Onalee Jones, who went from Endicott to Manchester, N. H., on a tour of Bill Jones bingo units. She will reportedly stay on the road to oversee the operation. Mrs. James 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.

## Expansion Set For Coleman Fair Visits

HERKIMER, N. Y. — A new lot, Albert's, panned out nicely for Coleman Bros. Shows last week in Pittsfield, Mass. Business was good.

The show goes into fairs the week of July 7 in Afton, N. Y., with its 16-ride size enlarged by several independent units. Close to 24 rides should be fielded. Also coming on will be Butch and Fay Rossito's new cookhouse, a converted Fruehoff trailer replacing

(Continued on page 55)

## Pyros Spur Contl. July Fourth Cele

CARTHAGE, N. Y.—The July Fourth celebration in Dracut and following week in Saranac Lake were okay for Continental Shows, which opened here with a brand-new Ferris Wheel. Fred Fritz, manager, and Frank Forrest drove it in from Jacksonville, Ill.

The show's wheel was demolished in an accident which also severely damaged its trailer, enroute from Vermont to Dracut.

Fritz acted quickly and a substitute wheel was obtained with no loss of time. They picked up the new ride at the Eli plant, where one was available for immediate delivery.

Roland Champagne, show owner, was in the hospital in Lowell, Mass., recuperating from a brief ailment when the accident occurred.

(Continued on page 57)

## New Bedford Kick-Off Good For Vivonas

Good Week Seen; Trenton Assembly To Be Vast One

NORTH ADAMS, Mass.—Opening of the Eagles Charity Circus in New Bedford, Mass., was satisfactory for Amusements of America. The good kick-off indicated a good week in the making if weather remained favorable. Regulars on the show were specially heartened, following a month of New England dates hit by spotty weather.

Mrs. Catherine (Mom) Vivona, recuperating for seven weeks from a leg injury suffered in Perth Amboy, N. J., returned this week and got an enthusiastic welcome. She had made several visits to the bazaar unit lots while recovering.

Plans were shaping up for the opening fair in Hughesville, Pa., the week of August 3, and also for

(Continued on page 55)

## Lowell, Manchester Winners for WOM

July Fourth Date Bonanza; Work Begins on First of 5 Light Towers

LEWISITON, Me. — A return to Manchester, N. H., after 15 years proved profitable for World of Mirth Shows, which unloaded Sunday (5) to radio and TV coverage and thundered thru the week with one of its best grosses of the season.

Providing a good week in the light of those past proved quite some doing, especially after the strong stand on the Lowell, Mass., Common. Rides and shows were assigned to Frank Bergen's unit, which fielded its regular large spread plus Hermine's Midgets, and earnings were satisfactory up and down the line. The date, stretched to four days, lived up to

its reputation as the East's leading July Fourth spot.

Pre-fair fixing is hitting its most intense period now, with the show being in fair country where jumps are shorter and available man hours more numerous. A load of light tower components has arrived and the first illumination unit is expected to be in the air here. It is planned to have it topped with a rotating top piece mounting an American flag. If work progresses as planned, five of the towers will be built during the season.

### East Hartford Okay

Lowell followed East Hartford, Conn., where a shopping center location suffered more from insufficient parking than rain. Inclemency hit on a couple of days but attendance was good and the gross was satisfactory.

Bergen, booking as he has been going along, claimed re-signing the annual opening day spot in Arbor, N. J., and other repeat engagements in New Brunswick, N. J., and New Britain, Conn.

The new Hot Rod ride for Pete Civic joined last week in Manchester. A kiddie Turnpike ride is expected by Pat Razzano. Onalee Jones arrived and may continue on the show, running the Bill Jones' bingo unit. Also continuing under the same family management is the cookhouse of George Reinhart. Both Jones and Reinhart passed away during the last month.

## Royal American Gets Two Big Winners; Calgary 23% Ahead

Ideal Weather, Attendance Helps; Johnny Mack Brown Scores Grosses

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

Thru Wednesday (8), half-way point in the six-day fair, ride and show receipts of the Royal American were 23 per cent higher than at the corresponding point last year.

Given ideal weather and record Stampede attendance, the Royal chalked up bigger day-by-day takes on each of the first three days over the corresponding days last year.

The Johnny Mack Brown unit got in a big day Monday (6), kids' day, and was out in front of other back-end units at the end of the first three days. Ricky Covette's show was second, Dick Best's Side Show third, and Leon Claxton's Harlem in Havana third.

The Wild Mouse was the top money-getter among the rides.

Visitors to the midway here included Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul; C. G. (Pete) Baker, manager Oklahoma State Fair, Okla-

homa City; J. C. Huskisson, manager of the Florida State Fair, Tampa, and Mrs. Huskisson; Bob Morrow, manager, Pacific National Exhibition, Vancouver; Hiram E. McCallum, manager of the Canadian National Exhibition, Toronto, and J. W. (Patty) Conklin, Canadian midway operator.

Lou Dufour, owner-operator of the Life Show on Royal, visited the show here, flying in from Chicago.

## Lucille King Passes After Long Illness

LOS ANGELES—Funeral services for Lucille King, founder of the Regular Associated Troupers, were held here last week (9) in Showmen's Rest, Evergreen Cemetery. She died July 4 following a long illness.

Born in San Antonio 67 years ago, Mrs. King joined the Landis show in Abilene, Tex., in 1910. The following year she was with the Kit Carson Wild West Circus and in 1912 with the Floyd King Circus. Moving to the West Coast some years ago, she was the general agent with the Ben Martin Shows for five years. In 1941 she organized the Troupers show club and was its first president.

She is survived by a son, Howard Lovell, of Manila, P. I.

Burial was in the Pacific Coast Showmen's Rest.

## Bill on Bingo Nixed for R. I.

PROVIDENCE — A bill setting up legalized bingo along the lines of New Jersey and New York has been vetoed by Gov. Del Sesto. He turned down the bill, saying he is not in favor of the further extension of legalized gambling in Rhode Island.

## FAIR TIME TOPS '58 AT DEL MAR

24 Rides Rack Up Sizable Grosses; Concessionaires Report Satisfactory Run

DEL MAR, Calif.—Fair Time Scrambler, Round-Up, Paratrooper and Kiddie Coaster were owned and operated by Charles Cooper and William McMurtrey. Mrs. Waldron said that the top money rides were the Tilt-a-Whirl and Ferris Wheels.

A representative of Cecchini & Levaggi, which has the concession contract for four more years under a pact running for six, said that the company had 20 concession stands. Al Cecchini operated four and John Lorman had a multiple operation. Blash & Hilligoss had 11 game concessions and the Funhouse. Under the agreement, Fair Time had 200 feet of space.

While financial reports were not available on the Cecchini & Levaggi operation, it was said that it was over 1958. Joe Blash of B & H reported business "most satisfactory."

### New Stands

Cecchini & Levaggi used a line-up for the National Orange Show, Southern California Exposition and the Los Angeles County Fair. The stands will be moved from here to Pomona for the midway, which is

(Continued on page 57)



# FAIR TIME SHOWS, INC.

## WANTED WANTED

### HELP FOR ALL RIDES 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

**AMADOR COUNTY FAIR**  
Plymouth, Calif., Aug. 26-Sept. 2

**MARIPOSA COUNTY FAIR**  
Mariposa, Calif., Sept. 3-9

**LOS ANGELES COUNTY FAIR**  
Pomona, Calif., Sept. 16-Oct. 6

## FAIR TIME SHOWS, Inc.

Olivia Waldron, Pres.

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.

*Cleanest Finest Most Dependable*

## James H. DREW SHOWS

**PIKE COUNTY FAIR, Petersburg, Ind., July 20 to 25**  
**EDGAR COUNTY FAIR, Paris, Ill., July 27 to Aug. 1**  
**PORTER COUNTY FAIR, Valparaiso, Ind., Aug. 3 to 8**  
**GREAT WABASH VALLEY FAIR, Terre Haute, Ind., Aug. 9 to 15**

*and a continuous route of bona fide Southern Fairs to follow until late November*

CONCESSIONS: Will place Merchandise and Prize-Every-Time Concessions of all kinds. Good opening for Novelties, Photos, Long Range, etc. MINSTREL SHOW PEOPLE WANTED: Musicians and Performers for finest Minstrel Show on the road. Come on or contact Prof. Vidalia at once. HELP: Can place experienced Ride Help and Working Men in all departments. Need Skooter Foreman to join at once. All address: JAMES H. DREW WORLD'S FAIR SHOWS, c/o Western Union, Frankfort, Ky., all this week.

# IONIA FREE FAIR

Aug. 10 to 15, Incl., Ionia, Mich.

Followed by all State and County Fairs,  
closing in Jacksonville, Fla., in November

**WANT RIDES** that don't conflict as Round-Up, Paratrooper, Bubble Bounce and any other new Ride. Have space on train for Round-Up semi.

**WANT-Caterpillar Foreman and Second Man.**

**SHOWS**-Grind 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 exclusive on legitimate concessions.

**Want Talkers** for the Raynell Girl Show, The Posing Show and the Jerry Jackson Show. Talkers who contacted Raynell this winter, contact Raynell again.

Everything can join now or at Ionia Free Fair. Address as per route.

**CETLIN & WILSON SHOWS** July 13-New Brighton, Pa. July 20-Sharon, Pa.

## ATTENTION! AGENTS WANTED

Reorganizing for fair season

Can place capable Count Store Agent and Peak Store Agent. Will give head of store to reliable manager with crew.

Also, will give head of Bowling Alley to reliable manager with crew.

P. S.: If you want 16 good weeks' work, we operate every week!

Contact:

**Max Sharp, Prell's Broadway Shows**  
Red Lion, Pa., or call Yorktown Hotel, York, Pa.

## WANT

Show Painter, Ride Men who drive, Wheel Foreman. Year 'round work. Pete Clate, Dick Mahan, answer. Want Operator for Custard or will sell or trade on rides. All answer

**DAVID B. ENDY**  
Laurel Shopping Center  
Laurel, Md.

**PERSONAL**

**GEORGE ISENHOWER—JAMES BENNETT**

Please call collect:  
Mr. Harrison, Franklin 5-6483,  
Little Rock, Ark.

or  
Mr. Goheen, Franklin 2-1404,  
Chicago, Ill.

Anyone who can place us in contact with above, please call us. We will reimburse you \$10 for your troubles.

**URGENT!**

**WANTED IMMEDIATELY**

First and Second Men for Octopus and Chair-o-Plane. Top wages, short moves. Drivers not essential. Only sober and reliable Men wanted.

**BELLANTONI'S RIDES**  
41 Woodbine Ave. Newark 6, N. J.  
ES 3-3161

# Marks Gross on Rise, Adds Gaithersburg Fair

BALTIMORE — Business has been on the upswing for the Marks 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.

Embellishments continue to be noted, with the latest investment being the purchase of six 5-foot light towers formerly owned by World of Today Shows. They are being worked over in winter quarters. Also coming is a Miniature 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 Minstrel Show front now under construction. Marks has been on the show regularly except for a few visits home to Richmond.

Philadelphia turned out spotty. North Philadelphia was fair, short of expectations due to coldness. 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-o-Plane, Helicopter

and eight kiddie rides. Jack Galupo has the cookhouse and grab stand and Max Levine the popcorn. Dave E. Fineman is overseeing the front end under Charles Travers, associated with Marks. Walter Kneeland is secretary.

Salisbury proved a nice pickup. Washington, D. C., on the circus lot, follows, then fairs. 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 return 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 NUT CLUB FALL FESTIVAL**

Evansville, Ind.

Oct. 5 thru 10 inclusive.

Only legitimate operators wanted.

Contact

**BILL OHNING**

2218 West Franklin St.

Phone: HA 3-3111

## Club Activities

### Showmen's League of America

CHICAGO — Vice-President Ed Sopenar and Secretary Hank Shelby recently visited Blue Grass Shows at Waukegan, Ill., where they huddled with Specks Groscurth, Harry Schreiber, Bill Perrott and J. T. (Whitey) Richards.

Shelby announced that full information and details on the new Toronto SLA chapter would be sent all members in the near future.

Out-of-towners here last week included Lou Dufour, Charles Gregory from Tampa and Maxie Friedman from San Antonio.

Reported on the sick list were Harry Ferris, in Hines VA hospital, and Sam Arenz, recuperating after surgery in the American Hospital.

Membership was saddened by the death of Buck Saunders.

Clubroom visitors included Noble Case, Sheik Lempart, Tom Sharkey, Jack Hawthorne, Max Brantman and Ed Sopenar.

Bill Lynch, owner of the show bearing his name, was recently released from the hospital after an illness. . . Max Sharp, concessions op on Prell's Broadway, chartered a plane and hosted a number of his agents at the All-Star baseball game in Pittsburgh. Included in the party were Harry Weiss, Ernie the Wop, Robert O'Connell, John Beckstein, Ozzie Mattick and Sheik Stone.

**BLUE WATER FESTIVAL**

July 20 thru July 26

Want Hanky Panks of all kinds, Direct Sales, Pitchmen, Auction, etc. Corn, Apples, Floss, Snow sold.

Write or Wire

**F. B. WALTERS**

1419 Harker St., Port Huron, Michigan

Phone: YUkon 24391. NO COLLECTS.

**FOR SALE**

Trailer mounted Auto Ride, has tandem wheels with electric brakes, with winch to raise and lower sides which make up 24-foot diameter platform. combination of racers and all plastic cars, beautiful well-lighted scenery, practically new blue top. Price, \$2,200 cash.

Allan Herschell 10-car Auto Ride, platforms and scenery in like new condition, steel recently painted. Ride has green flameproof top in good condition. Truck is racked to haul Ride. Ride and Truck, \$1,500 cash. 18-ft. steel Diving Tank, 6 ft. high, in good condition, reasonable. Both Rides ready to go, can be seen at Thompson Bros. Winter Quarters, Altoona, Pa. Phone: Windsor 4-8092 or Windsor 3-7000.

**Thank You**

**Howard (Lefty) & Myrtle Bowen**

Concessionaires  
Cetlin & Wilson Shows

For your new HOLIDAY RAMBLER MOBILE HOME PURCHASE.  
"Save Money With Johnny"

**JOHNNY CANOLE**  
Phone: WI 3-0603 or WI 4-9347 Altoona, Pa.

**FOR SALE**

**Octopus & Roll-o-Plane**

Complete, ready to operate, just painted. Good Price for Cash.

Can be seen by appointment only.

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Capable of booking Shopping Centers for all winter's work.

Louisiana, Florida or Gulf States. Reply, stating ability, wages, etc.

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**WANT**

**COLUMBUS, INDIANA**  
Bartholomew Co. 4-H Free Fair  
**HUNTINGBURG, INDIANA**  
Dubois County Free Fair

**CULLMAN, ALABAMA**  
Cullman County Fair  
**MARIETTA, GEORGIA**  
Cobb County Fair

**WANT**

**FOR THESE OUTSTANDING FAIRS**

**CHARLESTON, ILLINOIS**  
Coles County Fair  
**BROWNSTOWN, INDIANA**  
Jackson County Free Fair

**TALLASSEE, ALABAMA**  
Lions Club Bi-County Fair  
**DECATUR, ALABAMA**  
JC Morgan County Fair

**WANT**

**HUNTINGDON, TENNESSEE**  
Carroll County Fair  
**SCOTTSBORO, ALABAMA**  
Jackson County Fair

**ANNISTON, ALABAMA**  
Calhoun County Fair  
**DOTHAN, ALABAMA**  
National Peanut Festival

**CONCESSIONS**—"X" on Custard, Chocolate Dip, Lemonade Shake, French Fries, High-Striker; also want African Dip, Glass & Bear Pitches, Roman Target, Basketball Tip Up Coke, Bushel Basket, Long Range, Buckets and Picture Frames.  
**SHOWS**—Motordrome, Glass House, Snake Show, with or without own equipment, Minstrel with own equipment, Girls for Girl Show, enlarging for fairs.  
**RIDES**—Book or buy Dark Ride with tractor also Paratrooper. Will book Mad or Wild Mouse for Marietta and Dothan. Phone in office. Contact **JOHNNY PORTEMONT, JR.**, New Castle, Indiana, this week.

**STEELE'S AMUSEMENT, INC.**

Wanted for Clinton County Fair, Carlyle, Ill., July 21 to July 25, and then the Big Columbia County Free Fair at Portage, Wisconsin, July 29 to August 2.

**CONCESSIONS**—Coke Bottles, Name on Hats, Novelties, Pitch-Till-You-Win, Cork Gallery, Photos, Jewelry, Scales and Add-Em-Up-Darts. No 10¢ Concessions on the Midway.

**SHOWS**—Motordrome, Fun House or any good Grind or Bally Show. Come on or Contact **RAY STEELE** Monday in Carlyle, Ill.

**Agents—WANTED—Agents**

Basket Ball, Ball Games, Tables, Balloon Darts and other Hunky Panks. Want Bear Pitch Help, salary guaranteed. First big fair this week. All Fairs and Celebrations ending Shreveport State Fair. If you can qualify for any of the above, reply

**JOE STEVENS**

c/o Gold Bond Shows, Seymour, Wis., this week; then as per route.

**CONTRACTING AGENT**

Able to book five-eight good Auspices per month. Set-Up, Supervise phone promotion, Publicity. Paying \$500 up a month plus commission. Also want Office Manager, man or woman, salary, \$75-150 according to qualifications. Direct and supervise bookings and publicity.

**POLGAR ENTERPRISES**  
839 Forest Ave. Rye, New York  
Woodbine 7-1627

**WANTED**

**OCTOPUS FOREMAN, ALSO HANKY PANKS AND STOCK CONCESSIONS**  
Contact: **CLARENCE SLATEN, Mgr.** Mound City Shows  
515 Sotier Pl. Wood River, Ill.  
(Phone: Clinton 4-4707) No collect calls.

**AGENTS WANTED**

FOR BUCKETS, SIX CATS, ONE BALL. (Peewee Huff, Danny Pugh, call me or come on.) No women.

**TED LEWIS**

c/o Shorter Greater Shows  
Gilman, Wis., July 17-19, or per route.

**HELP WANTED**

For Concessions. Men and Women. If not experienced, will teach you. Fairs from now on. If you drink or chase, don't come.

**CLARENCE CAVE**  
Wallace Shows, Madison, Wisc.

**HUBERT'S MUSEUM**

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

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

**DON PIERSON**

CAN PLACE ALIBI AND SLUM AGENTS for very good independent route of top concession fairs. Wire or call

c/o **DON FRANKLIN SHOWS**  
Peoria, Ill., this week.

**GOLDEN GATE SHOWS**

Can place for long season of Fairs and Celebrations in California. Hunky Pank Concessions, Long and Short Range Balloon Dart and others. Man to operate Funhouse Grind Shows, what have you? Contact as per route. East Palo Alto, Calif., July 13-19; Fortuna, Calif., Rodeo, July 20-26. Golden Gate Shows.

**IRVING (GHOST) ZAITSHIK WANTS**

Reliable Truck Driver and all around Man for my Mouse Wheel. Good proposition for right man. Also Bushel Basket Agents. I am booked for all World of Mirth Show Fairs. Contact at once, care of Olcott Hotel, 27 W. 72nd St., New York City.  
P.S.: Tommy (Whitey), get in touch with me.

**WILL BOOK**

Hanky Panks of all kinds. Alibi Stores, Shows, Popcorn and Apples Open. Mill Camp. Will book for Catlett, Va., July 20-25. Want Merry-Go-Round Foreman. Will trade three Kiddie Rides: Allan Herschell Train, Allan Herschell Auto Ride and Mangels Roto Whip for Eli Wheel. Contact **RICKY MALPER**, Manassas Shopping Center, Manassas, Va. He e until July 18.

**Morris Hannum Shows**  
One of the Great Eastern Shows

Big Centennial Week, Emmaus, Pa., Aug. 3-8. Parades—Free Acts Nightly

**RIDES** Will book Independent Rides of all kinds.

**SHOWS** Want two Girl Shows for this one and the Kutztown Fair. Austin, call me. Will book Independent Side Show. Outstanding route for Grind Shows with own equipment.

**CONCESSIONS** Photos, Novelties, Jewelry, Custard, Derby, Ball Games, Pitches, Long and Short Range, Hanky Panks of all kinds. Two Wheels and two Grind Stores.

**HELP** Want Help on all rides; prefer Drivers, Relief Caller and Counter Man contact Mack's Bingo.

Show now playing Phoenixville, Pa., till July 18. All replies to  
**MORRIS HANNUM**  
934 Murdoch Road, Philadelphia, Pa. Phone (Philadelphia) Chestnut Hill 7-8716

**CIMARRON, NEW MEX.**  
UNTIL JULY 16

Will place Hanky Panks of all kinds. Want 1 Pin Store Agent. Will give exclusive on Set Joint. Celebrations to follow: San Ignacio, New Mex., Fiesta, July 28-Aug. 2; Santa Domingo, New Mex., Aug. 3-4; Las Vegas Rodeo and Reunion, Aug. 6-9; Tatum, New Mex., Golden Jubilee, Aug. 11-15. Don Brashear, contact. Also Frank Evans (Big Daddy.)

**C. P. MCCARTHY**  
American Funland Shows

**AMERICAN BEAUTY SHOWS**

Want for their annual fair dates, starting July 20 at Kahoka, Mo., and ending with big Labor Day Celebration at Vinton, Iowa. Can use a few more Concessions. Cookhouse Help wanted. Place Ride Help on all Rides. Joe Sharp wants 1 Bucket and 1 Count Store Agent. Address  
**Carroll, Iowa, this week.**

**WANTED**  
**DELTA FAIR AND LIVESTOCK SHOW**  
Kennett, Mo., Sept. 21-28.

Concessions for independent Midway, Eats, Drinks, Confections, Direct Sales, Photos, Novelties, etc. No Games. Ex on Taffy. Free Gate, 60,000 attendance. \$5 a ft. in line, 10 ft. minimum, \$10 deposit with space requirements. Limited space. Write  
**Delta Fair & Livestock Show**  
Box 361, Kennett, Mo.

**HANKY PANK AGENTS**

Want for Balloon Darts, Slot Roll-down, Baseball and Swingers. Must be sober and reliable. 25% of gross.

**LOUIS GLOTH**  
Pleasure Beach Park, Bridgeport, Conn.

**WANTED**

Major and Kiddie Rides for Firemen's Picnic, Sept. 5 and 6, Willisville, Ill. Contact  
**NORMAN ROETTJER or WM. MATHIS**  
Willisville, Ill.

**HANK LEWIS**

Wants Hanky Pank Agents for top route of Fairs. Need drivers. Be on Fairgrounds, Wellston, Ohio, Sunday, July 19 or Monday, July 20.  
Proctorville, Ohio, following week.

**WANTED**

Ferris Wheel Foreman. Place Hanky Pank Agents. Will book Hanky Panks of all kinds. Need Pin Store Crew and Skillo Agents. Will book Grab or small Cookhouse for 10 Southern Fairs. All replies  
**JIMMY WRIGHT**  
MERCHANTS JUBILEE SHOWS  
De Kalb, Tex., this week, then per route.

**Monarch EXPOSITION SHOWS**

Now booking for the St. Clair County Free Fair, Belleville, Ill. 9 big days—July 25 through August 2. Followed by the fastest growing Fair in Illinois—Milledgeville—August 4 through 9. All Fairs until October.

**CONCESSIONS** Can place Hanky Panks of all kinds. Also Long and Short Range, Basket Ball, Pitches, Jewelry, Shake-Up, Pronto Pups, etc.

**HELP** Can place Help for Tilt, Wheel, Mixer, Rock-o-Plane and Kiddie Rides.

**WANT PITCHMEN FOR MILLEDGEVILLE. ALSO ORGAN GRINDER**  
Contact: **L. WINROD, Mgr.**, Wood River, Ill., this week;  
(Phone: Moose Lodge), Carlinville, Ill., next.

**REED AMUSEMENT CO.**

Can place now and for twelve Fairs, three service pay days to follow, starting July 26 at Carthage, Tenn.

**CONCESSIONS** Popcorn, Candy Apples, Floss, Custard, Foot Long. All Drink and Eats open at our fairs. Can place Bingo for balance of season. Will work every week. Want Novelties, Age and Scale, Jewelry, Fish Pond, Glass Pitch, Bear Pitch, Balloon Dart, any and all Hanky Panks, Buckets, Swinger and Six Cats.

**SHOWS** Girl Show, with or without equipment; Fun House, Glass House, Geek Show. Will give bonus for Side Show and any family-type Show.

**RIDES** Will book Scrambler, Round-Up, Paratrooper, Roll-o-Plane and Octopus. **JELLY**, waiting to hear from you. Want set of Kiddie Rides or any single Kid Ride.

**HELP** Second Men on rides who drive.  
**Ralph Decker** wants Agents for Razzle, Pin Store, P.C. dealer, Cork Gallery, Ball Games, Bear Pitch, Swinger, Tip Over Coke, Up and Down Help and useful Carnival People.

All answer **JOHN REED, REED AMUSEMENT CO.**, Union City, Tenn., all this week.



**Carson & Barnes**

• Continued from page 49  
Swinging ladders, Wanda Moore, Margaret and Susan Rawls and Holly Slidell; 10) Dogs worked by

**WANTED  
MAN FOR NEW FUNHOUSE**

By King Amusement Co. Must drive semi-trailer. Have six fair dates with Conklin Shows in Canada, then South for long tour. Best salary. Must report July 27. Apply by letter or telegram only.

**HARRY WITT  
30 East Chester Road  
New Rochelle, New York**

**NOW NOW**

Booking Agent with transportation to book Supermarkets and Shopping Centers with "Toppie" the wonder Elephant, that acts and rides kids. You must know how and be reliable. Call  
**HOCKETT MOTOR CO.**  
8323 W. Washington, (phone FL 9-5481), Indianapolis, Ind., ask for C. A. Vernon.

**WANT AGENTS**

Swingers, all Alibi Stores and Colored Dart, Cheyenne, Casper and finish at Memphis and Dallas with all big spots in between. Wire or call  
**V. J. STRAIGHT**  
Room 11 Gering Hotel, Gering, Nebr.

**WANTED**

General Agent and Promoter for 10-Ride Show. One who can book Shopping Centers. Will consider selling one-half interest in Show to capable man. Write  
**BOX 713**  
c/o The Billboard, 309 Arcade Bldg. St. Louis, Mo.

**SONNY MYERS AMUSEMENTS**

**Want for Brookfield, Mo., Centennial**

Hanky Panks of all kinds. Specially want Photo, Jewelry, Short Range. Can place Cookhouse for season. If you join now will give ex for Brookfield. Can place two more family-type Shows. 8 Big Days, starting July 16. We have a downtown location but space is limited. Can place Agents for Ball Games and several office-owned Hanky Panks. People with habits save your time.

RIDE HELP: Can place Foreman for set of factory kiddie rides. Must drive semis. Can place Second Men on Tilt, Wheel and Coaster. Drivers given preference. Contact

**BILL DILLARD**

708 Randolph St., St. Joseph, Mo., or phone ADams 2-5746 or ADams 4-9878 until July 15, then Brookfield, Mo.

**FRONTIER DAYS CELEBRATION AND RODEO**

**Great Bend, Kan., all this week, on the streets.**

**KANSAS CITY, KAN., 100TH BIRTHDAY CELEBRATION  
DOWNTOWN STREETS, 8TH & MINNESOTA, DAY AND  
NIGHT ACTIVITIES, AUG. 1-8. THIS IS THE BIG ONE.**

Can place Major and Kid Rides, Live Ponies. Ride owners, looking for a State Fair gross for a County Fair percentage, contact me. Need Funhouse and clean Shows. Space limited on Concessions. Contact now. Exclusive on Novelities open including all parades. Contact E. J. McDANIEL, c/o Parrish Hotel, Great Bend, Kan., this week, or home address, 205 No. Monroe, (phone Chestnut 1-2088), Kansas City, Kan.

**WANT WANT WANT**

Bingo for balance of season  
CONCESSIONS: Hanky Panks of all kinds. Also Agents for office-owned Concessions.  
RIDE HELP: Need Foremen and Second Men. Must drive semis. All replies

**THOS. D. HICKEY**  
GEM CITY SHOWS  
Lockport, Ill.

**DON GRECO**  
West Pine Hotel  
Joliet, Ill.

**PAN AMERICAN SHOWS**

Want Hanky Pank Concessions of all kinds. Bingo, Custard, Lead Gallery, Mitt Camp, Photos, Age and Scales, Ball Games and others. Want Agents for Pin, Grind Stores, Skillo, Pan Joint, Pea Pool or will book same. Will place Legal Adjuster with or without Concessions. Want Girl Show with own equipment, Acts for Side Show, Operators for Snake and Geek Shows and Funhouse. Want Ride Superintendent and Mechanic. Good proposition. Want Foremen for Tiltawhirl, Wheel and Holloplane, Second Men on all Rides. Must drive All winter's work playing Shopping Centers.  
Address Alexandria, La., this week.

**WANT WANT WANT  
MAGICIAN**

One who can help lecture. Man to sell tickets and make openings. Have opening for Mind Reading Act or Mitt Reader. Can always use good Side Show Acts. Also book Acts for Mexico City and all winter's work. Will be here until Aug. 16, then Vancouver Exposition, Vancouver, B. C., closing Sept 7. Western Fairs to follow. Season closes Nov. 11, Phoenix, Ariz.  
**PETE KORTES** c/o B. M. Amusement Co., Centennial Grounds, Portland, Ore. No collect wires, please.

**ART B. THOMAS SHOWS**

Can Place Ferris Wheel Foreman. Salary, \$100 per week plus bonus if you can handle 2 Wheels. Can use Second Men who drive semis. Top salaries. Address **BERNARD THOMAS**, Mgr., Yorkton, Sask., Canada, July 13, 14 and 15; Melfort, Sask., 16, 17 and 18.

Jimmy Connors and dogs worked by Bertha Connors; 11) Plank walk by small bull, worked by Dick Shipley; 12) Chevrolets demonstration; 13) Holly Slidell and Wanda Moore, webs; 14) Liberty horses (5) worked by Jack Moore; 15) Clowns, water gag; 16) Connors' pony-riding dogs and monkey; 17) Coloring book pitch; 18) Revolving ladder, Dave and Holly Slidell; 19) High School horse presented by Eddie Mason; 20) Three bulls worked by Dick Shipley and Wanda Moore; 21) Col. Tim McCoy with whip, shotgun and Indian sign language demonstrations.

**Band, Staff, Trucks**

The three-piece band includes George Bell, trumpeter; Mike Manilia, drummer, and Leona Hill, organist, show runs 80 minutes.

Staffers include Jack Moore, owner-manager; Sam Price, office; Arthur Sturmak, advertising-banners; Mrs. Moore, front door; Jack Turner, legal adjuster; Harry Rawls, concession manager; Penny Moore, boss props; Jimmy Connors, electrician; Ed Mason, horses; Dick Shipley, elephants; Paul Pyle, superintendent; Emmett Hickman, boss canvasman; Jack Turner, snake and ape shows; Ted LaVelda, Side Show manager; Leona Hill, mail and Billboard agent; Floyd Hill, special agent; Mr. Mason, general agent, and Bill Wilcox, brigade manager.

The show moves on 15 show-owned trucks, plus several privately owned vehicles. The show uses sponsors for ticket promotions. Heavy use of lithos is made, with the show billed as the third largest. Carson - Barnes is headed for Canada.

**Pyros Spur**

• Continued from page 51

Continental had suffered a washout in Ethan Allen A. F. Base in Vermont, dragging the gross to a season's low. Montpelier, Vt., which followed, was a big improvement. Weather was good and a change in location turned out profitably.

**Big Turnout for Pyros**

Dracut turned out pretty well after a slow start which had some midway occupants suffering from blank-itis. A mammoth fireworks display on Friday (3) proved to be the medicine needed. Engineered by Atlas Fireworks Company of East Jaffrey, N. H., it was termed the biggest pyrotechnic display the Greater Lowell area had known.

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

The Ferris Wheel mishap was the first major setback in several years. Champagne ordered the new ride when he got out of the hospital, but not a single night's Ferris Wheel action was missed, due to Fritz' maneuvering. The damaged trailer is being repaired.

Paul La Cross, show agent, and his wife Bea, went from Dracut to Crescent Park in Providence to work their trick shooting and knife-throwing act, doing two shows Sunday afternoon (5), then rejoined the show in Saranac Lake. Oscar Swartz of Worcester, Mass., booked the appearance.

**Fair Time Tops**

• Continued from page 51

now being operated by this firm. The rides were acquired by the fair from Harry A. Illions and an agreement made with C. & L. to operate them.

Fair Time used ticket sellers this year supplied by the San Diego County Junior Women's Club. The money they earned will be used for philanthropic projects. Mrs. Waldron said the arrangement worked exceptionally well and that she hopes to make similar arrangements for help in other spots that her show will play.

The date here marked the beginning of the fair route for Fair Time. The show moved northward to Antioch, Calif., for the Contra Costa County Fair to be followed by similar events in Sonora, Merced, Plymouth, Mariposa, Pomona and Victorville.

Mrs. Waldron entertained the Regular Associated Troupers on the lot Tuesday (30). Nearly 100 members were on hand for the day-long event.

Show equipment was under the direction of Chet Barker, Fair Time general manager, with the concessions handled by Joe (Red) Dauer, who was named to the post earlier this year.

**King in N.E.**

• Continued from page 49

from nearby Hanover and Lebanon, N. H.

Randolph, Vt., pulled two half-houses Thursday (2). Montpelier (1) accounted for a half-house at the matinee and a three-quarters at night with Kiwanis sponsorship. St. Johnsbury (30) was good for two three-quarters under the Rotary. Derby Line (29), on the Canadian border, had the first show in the area for years and turned out with a near-capacity at the afternoon show and a straw house at night.

**CARNIVAL WANTED**

Between now and Labor Day. Show with three or four rides, including Merry-Go-Round and Ferris Wheel and about five Concessions. Address

**AMOS McGINNES, Seey.**

Eau Claire, Pa., Volunteer Firemen's Celebration. Phone 2821.

**W.G. WADE SHOWS**

**DELAWARE COUNTY FAIR**

**10-DAYS AND NIGHTS-10**

July 23 thru August 1

**MUNCIE, INDIANA**

(ONE OF THE LARGEST COUNTY FAIRS IN THE MIDWEST)

**CAN PLACE**

**SHOWS: Glass House, Fat, Reptile, Mechanical, Monkey, Pigmy Horses, Drome or other clean and attractive money-getting attractions.**

**RIDES: Rock-O-Plane, Round-Up and Spinaroo.**

**CONCESSIONS: Hanky Panks of all kinds—Ball Games, Water Games, Pitch-Till-You-Win, Balloon Dart, Scale and Age, Pottery & Glass Pitch, Bear Pitch, Bozo, Derby, Long and Short Range, etc.**

Will place some Alibi and P. C. Games if you have Hanky Panks with them.

Outright Sales available: Floss, Grab, Foot Long, Jewelry, Names on Hats, Popcorn, Ice Cream, etc.

**HELP: Can place capable Wheel Foreman and Second Men who drive semis on all Rides.**

All replies via Western Union to

**D. WADE, W. G. WADE SHOWS**

Big Rapids, Michigan (FAIR) all this week

**GOODING AMUSEMENT CO.**

**NOW BOOKING CONCESSIONS**

**★ DUNKIRK NEW YORK ★**

**CHAUTAUQUA COUNTY FAIR**

JULY 27-AUGUST 1

Can place all kinds of Hanky Panks and Direct Sales. Will sell Ex on Snow. Can place Pottery Pitches, Novelities & Corn-Apples-Taffy.

**GOODING AMUSEMENT CO.**

R. G. CASHNER, Conc. Mgr.

1300 NORTON AVE.

COLUMBUS 8, OHIO

**K. of C. CARNIVAL**

Ludlow, Mass., July 20-25

**KIWANIS CARNIVAL**

Benefit Hospital Fund, Winchendon, Mass.

July 27-August 1

**ST. ANN'S COUNTRY FAIR**

Littleton, Mass., August 3-9

An outstanding church in Boston to follow. Want for these outstanding concession dates and balance of season—Merchandise Concessions of all kinds. No exclusives. Ride Help for Octopus and Helicopter. Must drive. Salary all you are worth. Bonus to capable help. Want Agent who can book shopping centers. Good deal.  
All replies to North Brookfield, Mass., now.

**HARRY J. KAHN**

**BEE'S OLD RELIABLE SHOWS, INC.**

Want for Glasgow, Columbia, Germantown and Brodhead, Ky., Fairs  
CONCESSIONS: Long Range, Bird Pitch, Scales, Basketball, Block Pitches, Ball Games, High Striker and all Hanky Panks. Tex Roberts wants Count Store Agents. Can place good Hanky Pank Agents. Want Foreman and Second Men on all rides. Will book set of Kid Rides and Chairplane. Gut until Christmas.  
SHOWS: Fun House, Glass House, Mechanical, Snake or any show not conflicting.  
All Replies **RAYMOND C. HULS**, Scottsville, Ky., this week.

**REID'S GOLDEN STAR SHOWS**

Want for cream spots of North Carolina Hanky Panks of all kinds. Ball Games, Set Joints, Fishpond, Penny Pitch, Tip-Over-Coke, 6-Cats and Buckets. Will book 2 Mitt Camps. Want Legal Adjuster with Concessions. Sam Housner wants Agents. P.C. open to those with Hankies. Want any worthwhile Shows, Operator for office-owned Girl Show. Want Ride Foremen for Coaster and Jenny. Second Men on all rides.  
Will book set of Kid Rides and Chairplane. Gut until Christmas.  
For sale or trade, Frozen Custard mounted on Chevrolet truck. Cash or trade for a car or Kiddie Ride; take or give difference. Can be seen on show.  
**ELMER REID**, Lenore, N. C., this week.

**- DANCERS -**

For 17 Fairs and 3 Army Camps. Must be good workers and attractive. Trailer or other living quarters furnished. Start now. Pay every week or day. I have sold route. No day work except at big Labor Day and 2 Army Camps. \$125 for good feature. Most of time more, if on percentage.

Call Minneapolis, JA 1-1372, 707 Plymouth Ave., or

**ROGERS BROS. SHOWS**

Maple Lake, Minn., 13, 14, 15; Hopkins, Minn., 16, 17, 18.  
Ask for **DALE PARRISH**

**WANTED WANTED WANTED**

**RUSSELL'S AMUSEMENTS**

First and Second Men on all Rides. Don't phone or wire, come on out. Lushes and chasers, stay away. Bill Long, Merry Christmas. Route: July 14-19, Melrose Park, Ill. Feast: July 21-Aug. 2, Forest Park, Ill.

**CONCESSIONS**

Glass Pitch, Add Dart, Punk Rack, Milk Bottle, etc.

**FOR SALE**

Cat converted to one truck ride, with trailer, \$3500.00.

50 KW Transformer, 10 KW Light Plant.

G. Desak & L. Loucks want Agents.

**TIP TOP SHOWS**

Waukesha Centennial, July 13-19; Sturgeon Bay, July 23-28.

# BEST MERCHANDISE BUYS

**NEW Sensation**  
Packed with "SELL" Priced for PROFIT!

**CEL-MAX Ensemble**



**\$5.90 Set**

- EXPANSION BAND
- BILLFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch ..... \$6.90
  - 15-Jewel Watch ..... 7.90
  - 17-Jewel Watch ..... 8.90
- Min. order 6. 25% cash, bal. C.O.D.

**NATIONALLY ADVERTISED**

The hottest line for '59! High style—low price... All pieces beautifully matched — handsomely boxed. EVERYTHING—nine smart pieces—including dependable watch and expansion band!

**Cel-Max Extra!**

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Order a sample, \$8.95. Yellow or white.

**\$7.90**

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

**YOUR 1959 BONANZA!** amazing **WITCH** One Funnel Automatic Needle Threader



MAKE OVER 300% PROFIT ON EVERY SIGHT SALE! A sensation everywhere—this amazing automatic needle threader, with thread cutter. Easy to use... guaranteed—threads needles instantly. It's a wonderful bargain at the low retail price of only \$1.00!

**A BIG PROFIT MAKER FOR EVERYONE—** full or part time, with or without selling experience! Sell to homes, stores, church groups, at fairs... as a promotional item. Send in your order TODAY for early profits—\$1.00 for demonstrator sample; or send \$5.40 for one dozen; \$25.20 for six dozen; \$43.20 for twelve dozen. Bigger discounts on larger orders.

RUSH \$25.20 for 6 doz. worth \$72.00 Also available sensational threader for SEWING MACHINE NEEDLES. Add 25c for your sample.

**ATLANTIC IMPORT CO.**  
Dept. W-7  
1302 Cadillac Tower Detroit 26, Mich.

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OUR NEW 1959-1960 Catalog, 72 illustrated pages, many new items and prices for Auctioneers, Concessionaires, Carnival, etc. Full line of plush, premium and give-away items. SEND FOR FREE COPY.

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Bracelets ..... \$27.00 Gr.

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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



**COWBOY KIT**  
Rawhide cowboy outfit includes a holster set with a simulated pearl handle pistol, cuffs, spurs, a 50-shot repeater rifle and canteen with a picture of Gil Favor, star of the CBS-TV western series, on the cover. Retail at \$6.95. Carnell Manufacturing Corporation, 200 Fifth, New York.



**DIABLO**  
With the two 18-inch-long sticks, string and Spin-Abolo a youngster can spin the latter over his shoulder, walk it up the string and toss and catch it in the air. A brand new model of an old toy favorite. Retail price, \$1.98. Keen-Eye Company, Inc., P. O. Box 612, Butler, Wis.



**SOLDER KIT**  
New solution to dispensing two-component epoxy solders is the Twinweld unit. One key winds simultaneously across both tubes, to eject equal quantities of the materials. Used for permanent adhesion on wood, metal, glass, ceramics, concrete, hard rubber, fiberglass, etc., and may be cast, laminated, shaped, drilled, sawed and sanded like metal. Fibyrglas Industries, 3010 Montrose, Chicago 18.

**BALLOON KIT**

Walt Disney's Sleeping Beauty party balloon package includes 15 balloons in new fluorescent colors that glow in the daylight and an inflater and party ideas folder packaged for rack or counter display. Retail price, 59 cents. Oak Rubber Company, 223 Sycamore, Ravenna, Ohio.

**BATON - RING**

Swing-A-Roo consists of a plastic ring and a baton. Ring may be made to step down or climb up the baton, whirled, shot in the air and do many other tricks described on the package. Retail price, 49 cents; de luxe, 98 cents. Space Toys, Box 452, Metuchen, N. J.

**CHRISTMAS CARDS**

Complete gallery of new designs, with customer's name imprinted. Categories include religious, slims, Kodachrome, general, family and business cards. Chapel Art Studios, 1123 Washigton Avenue, St. Louis 1.

**6 Asst'd Watches** Elgins, Bulovas, Gruens, etc.

Men's and Ladies' **\$42.95**

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included Gift boxes 50c additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$8.95  
Single Watches: 15-J, \$8.65; 17-J, \$9.45; 21-J, \$10.95.  
Catalog free.

**MIDWEST WATCH CO.**  
5 S. Wabash, Chicago 3, Ill.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

**TIP BOOKS**

**BASEBALL BOOKS**  
at very, very reasonable prices.  
Phone: Wheeling—CE 4282

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**WEINMAN'S** Gives You "The Works" FREE with your order

Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

**MEN'S WOMEN'S** New Styles

**BENRUS ELGIN WALTHAM GRUEN BULOVA** WATCHES

Guaranteed LIKE NEW!

**FAMOUS MAKE WATCHES**  
Choice Lot—6 for Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies. (Sample \$9.95) **\$49.00**

10 FOR Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new. (Sample \$8.95) **\$69.00**

25% cash with order—Balance C.O.D.

**WEINMAN'S**  
182 S. MAIN ST. MEMPHIS, TENN.

**CLOSEOUTS!**

Big 8" Window Box Doll...\$5.20 dz.  
Noah's Ark Large Animals... 4.00 dz.  
Novelty Roadsign Pillows... 7.20 dz.

SAMPLES—1 doz. each \$16.40 FOB

15" Giant Plush Floppy Dog \$15.00 dz.  
Tremendous 22" TV Dog... 15.00 dz.  
15" Tigers & Leopards... 10.80 dz.

SAMPLES—6 of each \$20.40 FOB

30" Plush Bear Knockout... \$24.00 dz.  
40" Tall Bagged Girl Doll... 12.00 dz.  
22" Giant Plush Poodle... 24.00 dz.

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FREE! 1 DOZEN TOYS with RETAIL VALUE OF \$12 with each order for ALL 3 SAMPLE DEALS!  
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10" (Approx.) BEAR. Plastic Bag. Asst. Colors... \$4.80 Dz.

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MECH. JUMPING DOG... \$36.00 Gr.

DANGLING PANDAS, SMALL... \$21.60 Gr.

25% Dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.  
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Everybody loves Pochie because Pochie is loaded—with the most beautiful simulated pearl necklace with safety clasp. Looks like it costs more than the retail price of only \$1.00. Every little girl feels real grown-up when she wears the pearl necklace and bracelet. And Pochie holds them for her at night. A real money-maker for carnivals, organizations and individual sales. Individually boxed, we pay postage. Send \$1.00 today for your starter sample.

	Your Cost	Selling Price	Your Profit
1 dozen	\$ 6.60	\$ 12.00	\$ 5.40
3 dozen	18.00	36.00	18.00
6 dozen	33.00	72.00	39.00
12 dozen	62.50	144.00	81.50

**MODERN MERCHANDISE CO., Dept. B-7**  
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### MAGIC BRUSH



**Wandy Nylon All-Purpose Pocket Brush**

Weights Less Than One Ounce

Just press top Nylon bristles appear! **CLOSED**

**\$2.00** \$18.00 per gross.  
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Magical Supplies

ELECTRONIC HYPNOTIZER-\$23.95 C.O.D. Deposit, \$5, 100, \$13.95 each. 5 1/2x3 1/2 Walkie Talkie, \$17.50. Invisible therapy, \$2. Transworld, Box 929, Indio, Calif.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. jy27

Miscellaneous

... BULL'S-EYE ...

ATTN: THEATRE OWNERS Color, Sound, and 35mm. Ads filmed in your city sell your scene ads! Write today to: WINCO. Box 916, Battle Creek, Mich. jy20

FOLDING PAPER BOXES, \$3 PER M. 200 M 10 1/2x2 1/2x1 1/2, 5 M 8 1/2x2 1/2x2 1/4, 50 M 2 1/4x1 1/2x8 1/4, 50 M 1 1/4x1 1/2x9, 50 M 4 1/2x3 1/2x1 1/4, Lincoln Box, 140 W. 26th St., New York City.

Indie Labels!

for National Distribution Send letter and copy of your record to: Combine Distributors Suite 1000 A Petroleum Tower Shreveport, Louisiana

26,000 CELLOPHANE BAGS. PLAIN 4x11, 85 per M; 500 M Printed Cellophane Bags 3 1/2x7, \$2 per M. Lincoln Box, 140 W. 26th St., New York City.

Personals

BILL: WHILE I'M LOOKING AT 19TH ST., you look in your trunk and P. O. Hallo-ween Dress wearing out and I without a Flawket. S.

GEORGE ISENHOWER, JAMES BENNETT, please call collect: Mr. Harrison, Franklin 5-6483, Little Rock, Ark. Or Mr. Goheen, Franklin 2-1404, Chicago, Ill. Urgent!

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. DQ camera Co., 1446 W. Cortez, Chicago 23, Ill. ch-10a

3 D.P. 3 1/2 X 5-INCH CAMERAS WITH ZEISS Leotar F.3.8 lens used very little, bargain. Liberty Studios, 463 W. Broad St., Savannah, Ga.

Printing

ALWAYS FASTEST SERVICE - QUALITY non-binding posters! 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 259, Earl Park, Ind. jy20

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience, our tested sales kit tells you where and how to get orders. Men, women, part time or full time. Match Corporation of America, Dept. D-240, Chicago 32. jy27

TOP COMMISSIONS FOR FULL TIME MEN. Cendars, Book Matches, Advertising Specials, Hall & Riggins, Dept. 3, New Castle, Pa. jy27

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 32B, 307 North Michigan, Chicago 1. ch-17a

Talent Wanted

COUNTRY ROCK AND ROLL SINGER WITH accompanist, either piano or guitar. Contact Cappy Paxton, 1057 N.W. 30th St., Miami Fla. Phone Newton 5-9313 from 10 o'clock till 4.

DRUMMER - TWO-BEAT FOR COMMERCIAL Trio working Western States. Must be sober, professional with full set of drums, bass 22 inches or larger. Progressive, bops, lay off. State all in first. Vocalist, Al Barrette, Box 374, Phone 2076 J, Havre, Mont.

WANT ORGANIST DOUBLING VOCALS. Established duo, long term engagements. Consider versatile musician wanting to learn. Send photo and information, Duo, Box 812, Glasgow, Mont. jy20

Tattooing Supplies

TATTOOERS! HARD TO GET ITEMS, Solder-All, Contact Points, Concentrated Black, No. 12 Sharps and new modern designs. Zeis, 738-A Leslie, Rockford, Ill.

Trucks, Trailers, Accessories

CONCESSION TRAILER WITH COTTON candy, popcorn, refrigerated soft drink machines, supplies. \$650 or best offer. Phone Newton Falls, Ohio, Trinity 2-3114.

Wanted to Buy

ORGAN GRINDER MONKEY AND ORGAN - State lowest price and all particulars in first letter. Box C-509, c/o Billboard, Cincinnati 22, O.

PAPIER MACHE, WAX OR PLASTER FIGURES from old time Outlaw or Crime Shows. Describes fully and lowest cash price. Also steam calliope records. Box 863, Newton, Iowa.

TOM THUMB DONUT MACHINES. STATE price and condition. John Carlson, 18 N. Waldinger Ave., Valley Stream, N. Y.

WANTED-GOOD RUNNING USED KIDDIE M-G-R. Late model preferred. No Junk. Write Irmediatly, S. A. Clem, IV, Topside, Staunton, Virginia.

16 GAUGE TRAIN (GAS) AND LOCATION. South, Southwest. Other locations considered. Would consider one, two more kiddie rides same location. L. Pommering, 816 Ash, Baraboo, Wis.

COIN MACHINES

Help Wanted

GREAT OPPORTUNITY FOR GOOD SALESMAN

One of America's foremost manufacturers of Vending Machines seeks an experienced salesman for the Ohio area. Send complete resume to BOX C-508, BILLBOARD 2160 Patterson St. Cincinnati, Ohio

Used Equipment

MILLS FAMOUS 1 1/2 GUM VENDER - Chrome plated, six columns, two for flat tab and four for chiclets. Rebuilt and perfect working order. \$12 each F.O.B. New York and worth it. Hal R. Meeks Company, 53 W. 42nd St., New York, N. Y. ch-aud

SCALES, SCALES, SCALES - WATLING 500 Guessers, \$32.50 ea.; Watling Tom Thumb Fortunes, \$32.50 ea.; Watling 500 Fortunes, \$37.50 ea.; A.B.T. Kirk HiBoy Guessers, \$30 ea.; used inside only, renewed-reconditioned. Send deposit, balance eight days. Gavcain Distributors, 4866 Woodward Ave., Detroit 1, Mich.

when answering ads . . .

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RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

BASS MAN-VOCALIST. AVAILABLE JULY 18. O. Woolsey, 1118 First St., Chillicothe, Mo. Phone M 6-2146.

PLAY TENOR, ALTO AND CLARINET well, also read anything. Combo and big band experience. Phone Sherwood 2-8424, Marysville, Calif. Geo. Ferreira.

RELIABLE COMMERCIAL MUSICIAN, doubling Trumpet, Tenor Sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088.

RELIABLE BASSIST-SING COMMERCIAL or jazz, play both. Impersonations, gags. Write or wire Musician, 24 No. Main, Minot, N. D.

STRING BASS DOUBLE MANY OTHER instruments, commercial, read or fake anything, reliable, experienced in all branches of music, very fine appearance, hav car, can travel. Phil L. Munaf, P. O. B-x 3185, Lakeland, Fla.

Outdoor Acts and Attractions

BALLOON ASCENSION - PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-8760. Porter Flyers, 614 Hoyt Ave., Muncie Ind.

TRIO WITH GIRL DRUMMER AVAILABLE for Los Angeles area beginning September 1. Kitty Kelly, 621 N.E. 64th Terrace, Miami, Fla.

Miscellaneous

AVAILABLE AUGUST 1st MANAGER for Children's Park and Zoos

Experience in planning, building displays, buying, installing, maintaining all types rides and equipment. Open to best offer. Address MANAGER 5808 S. Staples St., R. R. #1, Corpus Christi, Texas.

MAN BURIED ALIVE WITH LIVE RATTLESNAKES. Powerful draw, hottest show today. Work daily or continuous. Contact Lawrence Nunn, 521 W. Main St., Glasgow, Ky. Phone OL 1-3164.

Musicians

ALTO, TENOR, BARITONE, CLARINET, Flute. Read or fake. Need steady work; all offers considered. Jamey Abersold, 1217 Silver, New Albany, Ind. Tel.: WH 4-2131.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. Jy13

FLASHY TRAPEZE ACT AVAILABLE FOR outdoor events. Real act. (Platform required) For literature, particulars and price, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

HIGH DIVING EXTRAORDINARY. HOLLY, wood style. A.G.V.A. member. Doubles the applause and stimulates attendance. Rigging illuminated and visible for miles. Available large illustrated circus-style posters to advertise this Fox Movietone Feature Mac Productions, 456 Lamplier Warren, Ohio. Phone: EX 9-1479. au10

ROYER'S WESTERN REVUE - TRAINED Horses, Clown Mule, Comedy Ford, Whip Cracking. Featuring Chief Split Cloud and Iroquois Indians with sensational pistol, rifle shooting, trick shooting with bow and arrow. Contact Unit, 422 West High Ave., New Philadelphia, Ohio. Jy13

Pipes for Pitchmen

THE NOELLS... Robert and Mae, of Noell's Ark Gorilla Show, currently with Smiley Amusements and in former years prominent in the med show business, report that a strong contingent of show folks visited their zoo in Florida during the past winter. With them for the winter was Harry E. Moore and his monkeys. Paul Campion spent part of the winter with them, and the Harry Stinson family also spent a couple of weeks with the Noells, including Christmas. Stinson built the major portion of the zoo's monkey and bird houses. During the Noell's summer absence Cliff Faust is running the zoo. Recently the Noells took their two gorillas, Topsy and Tommy, to KDKA-TV, Pittsburgh, for an appearance on the station's "Pittsburgh A.M." show, and the following week their chimp, Panzie, made an appearance on the station's Hank Stohl show. Roster of the gorilla show includes Mr. and Mrs. Noell; their son, Bobby, and wife, Jean, along with their children, Junior and Chris, and the Noell's daughter, Velda Mae Deddo and her husband, Joe, plus their daughter, Debbie, born June 14 in Indiana, Pa. A recent visitor with the Noells was Clara Bishop, who now lives in Indiana. She and her late husband, George, formerly had "Bishop's Scandals" under canvas.

"AM STILL... in action and doing okay with imported Chinese snakes at small towns in farming districts," writes Ben (Horseback) Meyers from Waukesha, Wis. "Would like to read pipes from Ben Halpern, Shep Sheepskin, Tomato Face Joe, Frank Lazar, the Desplenter family and Napolitana Jr."

FRANK LAZAR... was in Waukegan, Ill., for a recent celebration. Working with him there were "Mrs. Nellie Regan," Big Foot Murphy and J. J. Joblots.

E. C. PARDEE... writes that he is still in the Veterans' Hospital, Poplar Bluff, Mo., and expects to be there for some time yet. "The sheet must be pretty rough these days," he says. "Some of the boys don't seem to be able to afford a post card."

ACCORDING... to an informant, a number of the boys got the long green working Montreal during the recent opening of the Great Lakes Seaway and later did well while following the tour of Britain's Queen Elizabeth. Among those noted were Charley Nale, Shorty Sarcese, Joe Kirby, Pat Murray, Gene Cornell, Jack Andrews, Andy Day, Nate Abrams, Robbie Rosy and Duke Segal.

LARRY AND MARY... Lawrenson, advance agents for Prell's Broadway Shows, were recent visitors in Harrisonburg, Va., the home-base for Jack (Bottles) Stover, and were loud in their praise for the hospitable treatment they received there, says Bottles. "Troupers, pitchmen, sheetwriters, etc., can always make a few bucks here," says Bottles, "and Jay Garrison, a past commander and now a State officer of the American Legion, goes all out for our people. He can always be found at the Harrisonburg Loan & Thrift Company parking lot."

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Jimmie H. Clark, pkg. 35e Adams, Mrs. Ailyn... Horton, Wentworth... Agin, Benjamin... Howard, Mrs. Ethel... Allen, Gene... Allen, Will... Anaya, Mrs. Edna... Anderson, Pee Wee... Asher, Charles... Ayotte, Frank W... Bailey, Robert E... Barnes, Bill... Beebe, Genevieve... Biddle, Wm. T... Blanton, Edgar... Boegere, Mignon... Boham, Kenneth... Boley, James... Brady, Fred (United States Shows)...

- Sparton, Buddy... Van Brunt, Lester... Spencer, Bill J... Villeponteaux, Harry... Starkey, John... Wallace, Paul G... Stein, Barbara Jack... Wallers, Dallas K... Steinhart, Barbara... Ward, Wade... Stephen, Harry... Weber Bros. Circus... Swan, John L... Weber, Donald P... Swank, Susan & Grace... Weiner, Herman... Wells, Jerry (Tex)...

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- Burgess, R. 14e... Johann, Mrs. Peter... Allen, H. S... McCabe, Mrs. Ruth... Allen, Wilbur H... McConnell, Kenneth... Barfield, Jim... H. & Rosa Wong... Barrett, Mrs. H. L... McNeil, Scotty... Bayless, Bo... Mettler, Burton... Beard, Robert G... Marsh, Jesse B... Bee, Bonnie... Martin, L. B. (Tiger)...

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Ayers, Trobie... Litton, Joseph... B & J Shows... Loter, Fay Marie... Byers, Mrs. J... Markus, Mrs. Lois... Don Leslie, Capt... New England... Datoe, Mrs. Lou... Fireworks Co., Inc... Paer, Charles... Childress... Pacter, L... Richardson, Buddy... Donahue, Bobbie... Richards, Herbert... Lee, Robert... Leslie, Don... Scott, Herbert... Leslie, Don... Edward

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Barnes, Irene... Petersen, Marie... Cannon, Bea... Sheaper... Burns, George... Propper, Russell... Cooper, Ray W... Silverberg, W. & E... Cope, Anna... Smith, D... Dalley, Frank... Smith, Ann Dane... Gelger, Rose... Soltzer, John J... Gelger, Ruth... Stevens, Frank... Gordon, Jackie... Sturman, G. L... Halpin, George... Stuck, Arthur... Harrison, Nick... Tumber, William N... Jason, Robert... Venture, Dick... Miller, Charles John... Wells, Jerry... Shea, Michael... Wexler, Jerry... Petersen, George... Yates, B... Pierce, Raymond... Young, Lonnie

BIG AL WILSON... pipes in to say that he worked a recent firmen's celebration in Madison, Wis., with auto polish to good takes. He expects to stay in Madison for a July Fourth celebration and then make other towns in Wisconsin and Minnesota. "Tell the boys to pipe in," says Al, "the column has been a bit thin in recent issues."

Coming Soon! FAIR LIST SPECIAL Dated JULY 27 With a Brand New Look Many New Features Greater Reader Interest Larger Fair Listings See pages 42 and 43 For all the details that will make this issue the talk of the trade. LAST DAY FOR ADVERTISING WEDNESDAY JULY 22 Reserve your space now—you'll be glad you did.

# 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.

Altho 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 thru various op-

erating 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 presided over by convention Chairman Rolfe Lobell.

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 in

which greater 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 and realistically planning expansion was tabbed as another good possibility for a convention talk. A summation of multiple vending—its advantages and problems—might well appear on the business program. The proper ordering and handling of inventory also met with 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 tentatively 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 would probably be presented as a workshop. Here operators would have the opportunity of observing the most efficient servicing techniques.

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

*(Continued on page 64)*

## BROADEST MARKET

# Tunes Multi-Units To All Age Groups

By HAL REVES

DETROIT—Use of fills that appeal to all age groups is a rule that George Wilson, local operator, has followed with success in his multiple installations.

Supermarkets, dime stores and department stores are typical locations in which he spots batteries of six machines. In these high-traffic spots, there are people of all ages present. Wilson reasoned that a multiple installation had the greatest chance of success if merchandise apt to appeal to adults as well as children were used.

A typical battery vends peanuts, pistachios, cashews, squash seeds, ball gum or 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 at 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

*(Continued on page 63)*



SIX-UNIT batteries of machines going into George Wilson's shops have fills slanted at all age groups. Pictured above is a battery recently installed by the Detroit operator in a local YMCA. The teen-ager in the photo is helping himself to a handful of nuts. On the lower tier, handy for shorter youngsters, Wilson generally puts ball gum, jaw breakers and confections.

## CAN A WOODEN SHACK BECOME A GOOD STOP?

ST. LOUIS—Two years ago the management of a sand and gravel plant approached Jason Koritz, Marjay Vending Company, with a request to put a nut vender on location as a convenience to employees. This wasn't an unusual request, but the location they had in mind seemed a very unlikely spot to Jason.

The firm wanted the vender to be put in a weighing shack, where workmen would have access to it as they passed in and out during the day. The wooden shack itself could boast only a desk, oil stove and instrument for reading the weighing scale. It seemed a long shot, but Jason put a nickel cashew machine in anyway.

The machine emptied so quickly that he soon put another, then a third machine on location. The three continued to empty quickly enough to be put on a three-week servicing schedule.

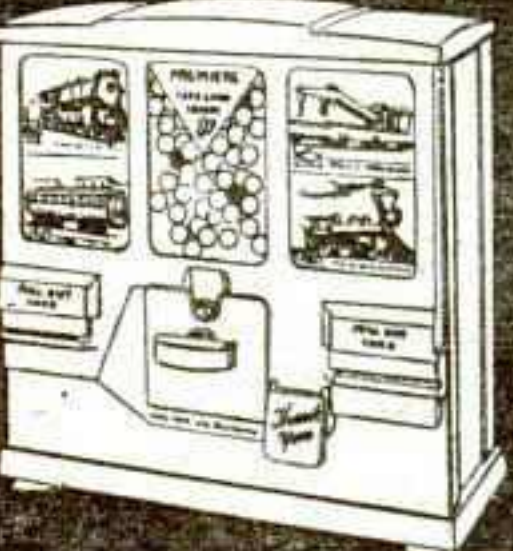
Jason has made a special arrangement with the company whereby commissions are paid once a year. Since the machines are left unwatched around the clock, management agreed to assume responsibility for damages. When the yearly commissions are paid, losses from damage are first deducted.

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*Premium Stamps with Every Purchase*

FREE STAMP BOOKS SUPPLIED

The most revolutionary idea in the vending business. Kids save the stamps just like Mom... get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

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West Coast Factory Sales East and Midwest Factory Sales  
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Yes—Please sign me up for Vend for

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764

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Send more details  Send scale   
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**PROFILE OF WEEK**

### Progressive Operator Voted Into NVA Board



C. A. APPLIGATE

**T**raveling the road was no new experience for Clark Andrew Applegate when he first started in as a bulk vending operator. As a boy he regularly used to travel to Dayton, O., to sell garden produce grown by his thrifty Quaker parents on the family truck farm 15 miles away. During this period the Quaker virtues of thrift and hard work instilled into him were later to be of great help in running a profitable business of his own.

He was first associated with his brother-in-law for six years—1937

to 1943—in the operation, supplying and distribution of vending machines. Afterwards he was a wholesale candy distributor. His own firm, the Miami Valley Vending Supply Company at Clayton, O., was formed in 1950. His four employees service a route of penny, nickel and dime vendors, along with quarter capsule machines within a 40-mile radius of Clayton. The National Vendors' Association voted him a member of the board of directors at its Chicago convention this year. It is a tribute to the way he runs his business.

Applegate is active in other machine associations as well. He is a charter member of the Ohio Automatic Vending Association, formed this year, and joined the National Automatic Merchandising Association early in its history.

**Family Enterprise**

The business is a family enterprise. Bookkeeper of the firm is his wife, Anne, who formerly was a comptometer operator. They met when Applegate was studying business administration at Ohio University. They were married on her birthday in 1936. Their two children, 12-year-old son, John, and 17-year-old daughter, Bari Lyn, help in the business as well.

The Applegates live in a comfortable white home with yellow slatted awning. It stands in the middle of a two-acre lawn reached by a winding, gravelled drive. They did most of the work in converting the former 24-year-old barn, in which prize show horses were kept, into a modern tri-leveled apartment. The basement has since been renovated and serves as the family recreation center as well as Applegate's office. In the pine-paneled den hang deer, antelope heads and antlers bagged by Applegate on hunting trips to Michigan, Montana, Canada and Alaska. Mrs. Applegate, a trim, blue-eyed woman, enjoys sports and often accompanies her husband on fishing and hunting trips.

**Serious Campers**

The family takes camping seriously. Outfitted with canoe, jungle hammocks and sleeping bags, complete with canopies and mosquito nets, they periodically head out into the wilderness. Completely on their own, these trips are nevertheless found restful, even though physically strenuous. Applegate does a good deal of the cooking himself. "Mosquito eggs" is one of his frequent dishes, his wife jokes. He is also prone to fry a ground mixture of fat pork and moose meat and toss off "mooseburgers."

Back at home, evenings are spent in a variety of ways. Applegate keeps up with sports, and regularly reads such magazines as Field and Stream. Sometimes he plays pool with his son on the pool table in the recreation room. His tastes in music are partial to popular music as played by Guy Lombardo, Lawrence Welk and Glenn Gray. Applegate's favorite author is Bennett Cerf, who he thinks is America's greatest humorist. He also rereads Sherlock Holmes novels of Mark Twain.

A good deal of Applegate's time is also spent coaching the local Little League players. His part in the civic life of the community is apt to be spontaneous. For example, he was one of the leaders of a group of citizens in the community who protested the planned relocation of a main highway which will bypass Clayton, where his family lives. The basic Quaker tenets of thrift, hard work, honor and sincerity are the foundation of a daily code that the Applegates strive to live by and pass on to their children.

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HI-LO 4  
HI-LO 6  
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N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	4.50
Silver King 1c B.G. of Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.45
Hershey's	.59

Rain-Blo Gum, 40 ct. . . . .30  
Maltette, 100 ct., per 100 . . . . .32  
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct. . . . .30  
Rain-Blo Ball Gum, 100 ct. . . . .32  
200 lb. minimum, prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct. . . . .45  
Wrigley's Gum, all flavors, 100 ct. . . . .45  
Beech-Nut, 100 ct. . . . .45  
Hershey's Chocolate, 200 ct. . . . .1.40  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

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**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL  
446 W 36th St., New York 18, N. Y.  
LOngacre 4-6467

**Broadest Market**

• Continued from page 62

or less on single machines. Penny and nickel machines gross about the same each month. Since it takes less time to service a battery of six machines than an equal number spotted individually, the monthly net is even higher. Wilson largely attributes the comparatively high gross of his batteries to careful selection of stops. He puts them only in those locations that have a high potential.

Occasionally, dime machines are used as well. Filberts, shelled pistachios and mixed nuts are vended at this level. Dime machines are used sparingly, however, since Wilson has found that the turnover of merchandise is relatively slack.

He reserves dime vending for communities that are obviously wealthy. A further drawback to dime vending is that the coin mechanism will often accept pennies, Wilson has found. Pennies must be forced into the slot, but they are nevertheless frequently found in the coin box.

**Peanut Machines**

Peanut machines generally empty faster than the other vendors in the battery. The servicing schedule for the unit is based upon the turnover rate of the peanut machines, and varies between two weeks and a month. Whether empty or not, however, he doesn't let a battery go longer than a month without servicing. Attractiveness of the entire unit is one of the main reasons for the success of multiple vending. Individual machines in the battery that are not working or standing empty detract from the over-all effect of the unit.

Conversion of his route to a maximum number of multiple installations is a long-range plan of Wilson's. Besides the added investment needed for machine bat-

(Continued on page 64)

**BALL O' FIRE RINGS**

1. Gold and Silver Settings. Like flames of liquid colors afire, captured in crystal. So very different and beautiful.

5,000 and up . . . . . \$12.50 per 1,000  
1,000 to 4,000 . . . . . \$15.00 per 1,000

Ya GOTTA give generously to get.

**SAMUEL EPPY & COMPANY, INC.**  
91-18 144th Place Jamaica 35, N. Y.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

ROWE CRUSADER CIGARETTE, 10-Col., all 30c comb.	\$ 90.00
STONER PENNY GUM MACHINES, reconditioned	22.50
STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model	115.00
STONER 8-COLUMN CANDY, postwar 5-10-20	175.00
NATIONAL CANDY, 9-column	90.00
NATIONAL 9-M CIGARETTE, all 30c	100.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c	100.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**

308 Furman St., Brooklyn, N. Y.  
TRiangle 5-1857

**COWBOY & INDIAN RINGS**

Exact copies of expensive rings  
10 Authentic Indian and Western Designs

Soft Antique Silver—multicolor (to show every detail of the design), and color plating.

CHARMS  
Send \$1.00 for complete samples.  
Over 100 new items

**ONLY \$5.00 per M for 5M or more**  
**\$6.00 per M for less than 5M**

•••••

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn  
World's Largest Selection of Miniature Charms.  
Owners of ATLAS MASTER . . . the proved 1c-5¢ vendor.

**SURE-LOCK**

The perfect capsule, Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

I am interested in improving my bulk vending operation. Please send me complete information and prices on **Northwestern GOLDEN '59** (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

We handle complete line of machines, parts & supplies.

**SUCCESSFUL COAST-TO-COAST!**

**CRISS CROSS TRADING CARD VENDING MACHINES**

... NOW AVAILABLE THROUGH VENDORS FOR NEIGHBORHOOD ROUTES

This is a **TRIED AND PROVEN** big volume operation—achieved 3x dollar volume of other bulk vendors in drug and supermarkets!

**TOPPS TRADING CARDS**—Tremendously popular with kids of all ages. 7 cards for 5¢ . . . eye-catching, popular items as baseball stars, football, basketball, etc. . . . a new series every month! Excellent profit setup.

**LARGE POSTCARD-SIZE TRADING CARDS**—features attractive photos of TV Western Stars, Movie Stars, missiles and rockets, monsters and other fascinating subjects.

**TOY GRAB BAG**—Vends surprise toys of many sizes and shapes. Attached trading card adds to interest and excitement . . . makes a fabulous 5¢ value!

WRITE TODAY for full details . . . prices, etc.

**SAVE \$\$\$**

... DIRECT FROM FACTORY!

**CALEX MFG., INC., 251 Dixon Ave., Amityville, N. Y.**

**VICTOR'S**

**5-STAR BABY GRAND**

- \* Capsule \$4 or 10¢
- \* Rocket Charms, \$4
- \* Ball Gum & Charms, 1¢
- \* Chiclé Treats, 2 for 1¢
- \* 100-Count Ball Gum, 1¢

**\$13.95 Each**  
Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of

- CAPSULES ● MACHINES
- CHARMS ● BALL GUM

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300



GATHERED TO LAY PLANS for the 1960 National Vendors' Association Convention are members of the Convention Planning Committee, pictured above. Standing, from left to right, are: Don Mitchell, Bob Kantor, Rolfe Lobell, Harry Bell, Leo Leary. Seated are Jane Mason and Lauretta Cooke.

**NVA Meet to Talk Efficiency**

• Continued from page 62

settlements was felt to be more useful by members of the planning committee. The concrete presentation of several representative claim adjustments would clearly show operators the scope and advantages of product and public liability insurance offered by NVA.

**Ideal Place**  
The Balmoral 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-

tending can be sure of seeing people they want to see, and quickly finding out when and where the exhibits and business sessions are located. If anything, there will probably be an overflow that can be accommodated at the adjoining Americana Hotel. The Balmoral has a 270-room capacity. At the Congress Hotel, Chicago, where the 1959 convention was held, 300 of its rooms were taken by the convention.

The Convention Planning Committee met at noon in the Graemere Hotel in Chicago. The meeting was preceded by a luncheon and lasted until 2:30. Those in attendance, other than Rolfe Lobell, convention chairman, were Harry Bell and Bob Kantor, operators; Don Mitchell, of Raynor & Mitchell, NVA counsel; Secretary Lauretta Cooke, and Jane Mason and Leo Leary, Leaf Brands.

**BIG SAVINGS**

**on BALL AND VENDING GUMS**

Same fine flavors, Centers and Coatings.

**Direct LOW Factory Prices**

- Bubble Ball Gum, 140-170 G 27¢ lb.
- Chiclé Ball Gum, 130 ct. . . . 35¢ lb.
- Clor-o-Vend Ball Gum . . . . 40¢ lb.
- Clor-o-Vend Chicks, 320 ct. . . 35¢ lb.
- Chiclé Chicks, 320 & 520 ct. . 28¢ lb.
- Bubble Chicks, 320 & 520 ct. . 28¢ lb.
- Tab (short stick) 100 ct. . . 38¢ box
- 5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS**  
33 years of manufacturing experience.  
4th & Mt. Pleasant • Newark 4, N. J.

**VICTOR'S**

**Sextette**

A terrific money-maker in those Supers and Chain stores.  
The New Modern Key to Successful Bulk Vending.

**IMMEDIATE DELIVERY!**  
**THE 4-UNIT BI-LEVEL STAND**

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

GIVE TO DAMON RUNYON CANCER FUND

**JOBBER'S WANTED**  
with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautifully manually operated machines; many color combinations; low jobbers' prices!

This is our 27th continuous year in the vending machine manufacturing business. . . . Write at once!

**SHIPMAN MFG. CO.**  
1326 SO. LORENA LOS ANGELES 23, CALIF.

**OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY**

**STANDARD SPECIALTY CO.**

1028 44th Avenue Oakland 1, Calif. Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF:  
Panned Candies • Gum • Vending Machines • Parts & Supplies

**COINMEN YOU KNOW**

**Detroit**  
By HAL REVES  
Johnny Mapus, Huron, O., has booked his Penny Arcade, equipped with a wide range of amusement attractions, on the W. G. Wade Shows, playing a series of Michigan engagements before coming into Detroit for Michigan State Fair. Floyd Luark and Joe Lawrence are assisting him in the operation.

Joseph Auton, manager of Michigan Midget Movies and King-Pin Distributing Company, covered part of up-State Michigan on a business trip this past week.

**WANTED!**  
By All Kids

**REAL COMBAT RIBBONS**

WEAR THEM ON YOUR SHIRT OR JACKET

Authentic—original issue by U. S. Government. Brilliant colors empty your machines fast.

Beautiful signs, as shown above, in red, white and blue, supplied free with your order.

10 M AND UP . . . . \$10.00 M  
1 M TO 9 M . . . . \$12.50 M

Immediate Delivery.  
Only Logan has them.

**LOGAN DISTRIBUTING CO.**  
1850 W. Division St., Chicago 22, Ill.  
HUMBOLDT 6-4870

**Broadest Market**

• Continued from page 63

teries, time itself is one of the main hurdles to overcome. In a carefully run route, time is well-budgeted, and there simply isn't much leeway. However, the proven success of multiple vending makes Wilson determined to carry thru with his plans for conversion.

Said Wilson: "Mounting machines together has a psychological effect. People going into a place may not even be thinking of buying nuts or other confections, but the multiple installation is bound to make them look at the unit. They will probably find something they like, and if they have pennies or nickels on them, chances are they will buy something. A single machine doesn't induce sales in this way."

**Becoming Rarity**  
Actually single machine stops are becoming a rarity on Wilson's route. Altho moving carefully into battery vending where six machines are involved, two and three-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 batteries of six machines in the best of these stops.

A good sales talk is needed in order to introduce a battery of six machines to a location that previously had three, Wilson has found. Space carries a high 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 arranged on two tiers, 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 "Vari-Vue Mimics" are a new variation on standard flicker action pictures, said sales manager Margaret Kelly.

The series consists of 11 different pictures, such as hula hoopers, baseball players, prize fighters, dancers, and so forth. Tilting the picture slightly gives the illusion of actual action.

"Vari-Vue Mimics" sell for \$10 per thousand in lots of five thousand, and for \$1.50 in lots less than five thousand.

**ELECTRIC MONEY MAKER!**  
**Famous ACME ELECTRIC MACHINE**

Sample . . . \$28.13  
2 and Up . . 22.52  
Bracket . . . 1.00  
Floor Stand. 5.00

1/3 deposit, bal. C.O.D., F.O.B. N.Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays.

Prices Subject to Change Without Notice

**ORDER TODAY!**

**J. SCHOENBACH**  
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices  
718 Lincoln Place, Brooklyn 16, N. Y.  
PResident 2-2900

All the news of your industry every week in The Billboard . . .

**Stay In Step WITH THE NEW HOOLA-HOOP**

**Excellent Capsule Item**

Beautifully detailed in two-tone plastic. They stand. They can be strung on bracelets, etc.

**ONLY \$9.00 PER M**

deliver immediately

**paul a. PRICE co. inc.**  
95 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

**Follow Up the CHIPMUNKS NEW HOT RECORD RELEASE**

**The CHIPMUNKS**

OFFICIAL **RINGS**

ALVIN SIMON THEODORE

**RAGTIME COWBOY JOE**

1000 to 4000 . . . . . \$18.00 M  
5000 & up . . . . . 15.00 M

at your distributor or . . .

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INC.  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**5¢ HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00 DOWN**  
Balance \$10.00 Per Month

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Telephone: COLUMBUS 1-2772  
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

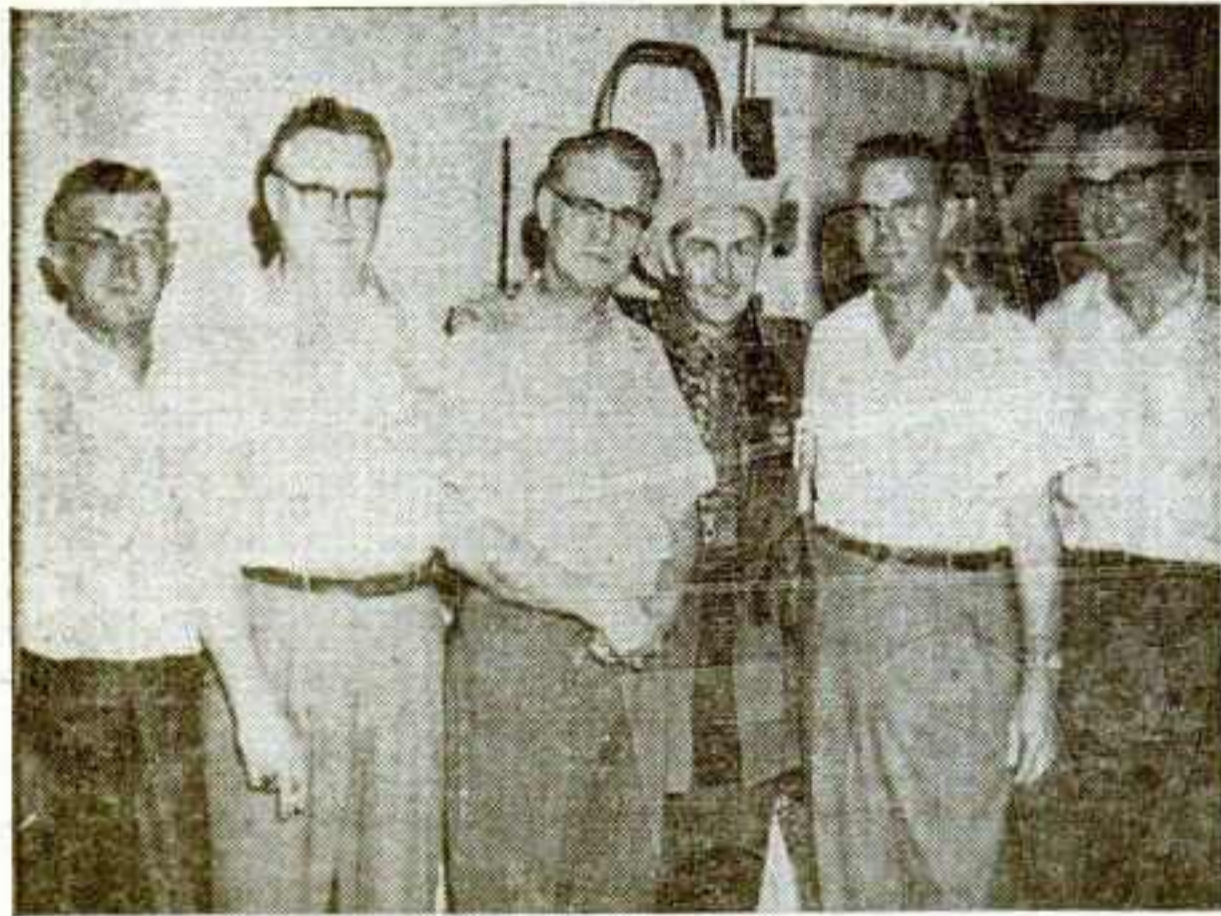
HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of July 6)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, and GENC0. Each category lists machine models with columns for High, Low, and Mean Avg. prices.



A GOOD TURNOUT of coinmen from Milwaukee and Southern Wisconsin turned out for Barney Kuehn's Music Mart, Inc., open house recently. This is one of the largest one-stop diskeries in the industry. From left: John Jesinski, Sheboygan; Les Dallman, Schroeder Music, Milwaukee; George Klamm, Badger Novelty, Milwaukee, and Barney Kuehn, Fred Mueller and Bob Blie, Decca Records, Milwaukee.

## Location Loans Need Not Be Losing Proposition for Op

By NICK BIRO

CHICAGO — The practice of loaning money to locations has gradually increased to where it's now a solid part and parcel of the juke box and amusement game business—so much so that operators are working on profitable ways of handling loans rather than trying to evade them.

The loan problem is still one of the industry's thorniest. But operators are finding they can no longer evade the problem and the business wise firms are learning to live with it. For those who have learned well, the location loan is no longer the haphazard and money-losing proposition it once was.

Operators have gradually come to the conclusion that locations will need money. And the person most frequently asked for cash is the juke box and games operator.

### Good Business

They've found it's not good business to refuse either. Especially when there is another operator around who is willing and able to give the needed cash.

But they've also found they can't just give the money away and continue to stay in business.

Generally the making of loans has become a very formalized and business-like procedure, often with almost ingenious variations that enable the operator to work the deal to his advantage.

Seldom is money any longer just given away on a word-of-mouth promise. It's usually always backed by paper and more times than not, the going legal rate of interest. Usually the note is also secured by some form of collateral.

In many cases the operator won't even make the loan himself but will refer the location to a bank. In such cases he will often act as co-signer for the operator—but the forms are all legal and proper and seldom does the operator lose.

Some operators have gone to the extent of setting up their own finance companies to handle loans. These are usually separate entities operating on their own. Usually they do outside business as well and in most cases the business is a profitable one.

### Established Stops

Where the operator does make the loan himself, it usually is to an established location with a proven high revenue record from the juke box or amusement game. Most operators now frown on making loans to new businesses starting out for the first time—the one possible exception being where the location owner is known and has a record of successful operations in the past.

In many cases the loan is for an improvement in the location—like air conditioning or re-decorating.

(Continued on page 74)

## 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 a bill to ban their shipment across State lines, and with operators awaiting formal action of the Internal Revenue Service regarding the \$250 tax stamp (The Billboard, July 6), coinmen across the nation are uncertain about the future of these games.

In St. Louis, Dewey S. Godfrey Jr., attorney for the 50-member Missouri Amusement Machine Association, hinted that his group may attempt a test case of the decision of the Springfield, Ill., U. S. District Court on which the current Internal Revenue Service ruling is based. The Springfield decision held that pinball games with metering devices are gambling machines and subject to the \$250 annual tax. The tax had previously been \$10 a year.

Godfrey cited the U. S. Supreme Court decision in the 1957 Walter Korpan case as the basis for a suit. In the case, the court ruled that pinball machines would be subject to the \$250 federal tax only when they are used for gambling purposes. The Court of Appeals had

held that pinballs never fell under the gambling tax and the government appealed the case to the Supreme Court, Godfrey said.

### Conversions Set

Godfrey estimated that 75 per cent of the in-line pinball machines in the St. Louis area have been removed from location to avoid payment of the \$250 tax. He added that these machines will be modified—with multiple coin metering devices for advancing the odds and the metering device for registering free plays eliminated.

In Jackson, Miss., operators began moving in-line games from locations last week in an effort to avoid the \$250 tax. One operator said the federal regulation is defeating its purpose as a method of raising revenue because "we've picked up all the machines 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 Texarkana operators are challenging an Arkansas law, passed last week, which requires the purchase of a \$250 stamp by every person in the amusement machine business, in addition to a \$5 tax stamp for each individual machine.

### Surety Bond

The law also requires the posting of a \$3,000 surety bond at the time of purchasing the \$250 stamp. The

suit claims the act is arbitrary, capricious and discriminatory.

In South Carolina two new laws which went into effect on July 1 are being felt 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 \$37.50 to \$75 a year.

Manager Earl E. Husted yanked 20 machines from the famed Myrtle Beach pavilion, explaining that "we'd have a hard time keeping minors from playing them."

### License Drop

B. S. Brazeale, director of the License Tax Division of the Tax Commission, said that there has been "at least a 50 per cent drop in licenses" under the new law. One operator said, "A lot of locations don't pay but \$3 or \$4 a week, and we can't pay \$75 a year to operate them." Many operators are removing the free-play features from their machines.

In Detroit, Lawrence E. Eaton, assistant corporation counsel, charged that "there is no new enforcement policy" on amusement games. The statement came in answer to operator reports that the Police Department no longer permits them to run games of the type they have operated for years.

Detroit has long been known for its tough game policy. The city has an anti-pinball ordinance, and, at one time, shuffleboards and pool games were the only type seen in the city limits.

### Gun Game

Eaton said that a gun game with a bouncing ball device has been outlawed, as have some bowling games. Skee-ball, shuffleboard,

## Harris Bill Would Outlaw In-Line Units

WASHINGTON — Rep. Oren Harris, chairman of the powerful House Commerce Committee, has jumped on the "Let's Outlaw Bingo Pinballs" bandwagon.

The Arkansas Democrat introduced a bill Tuesday (7) that would accomplish the purpose, but would allow "States" or "sections of States" that have "enacted a law providing for the exemption" of their State from such a ban, to conduct business as usual.

This means that Nevada, and two counties in nearby Maryland would, as they are at present, be exempted from the ban on gambling devices. This appears to be the principal way in which the Harris Bill, H.R. 8116 differs from those introduced by Senators Warren Magnuson (D., Wash.) and Frank Church, (D., Idaho). (The Billboard, June 15 and 22.)

The Harris Bill was referred to the House Commerce Committee for study and comment. The Magnuson and Church bills currently are under consideration of the Senate Commerce Committee, but no action has been taken on them so far, and none is scheduled for the near future.

## Pa. Cig Operators Warned on Taxes

HARRISBURG, Pa.—The Pennsylvania State Department of Revenue has issued a warning to cigarette vending machine operators in the State that each pack in their machines must carry 6 cents worth of tax stamps or machine impressions.

A spokesman for the State unit warned that fines up to \$1,000 can be levied against operators of vending cigarettes bearing the now-void 5-cent stamp on the packages.

A new 1-cent tax was added on June 1 to pay a bonus to all Korean War veterans in the State. At that time, however, operators with 10 or more machines were granted a "floor option" of 15 days to clear up supplies on hand. They still had to pay the extra cent, tho, by means of an inventory despite the fact that extra cent did not have to be shown on the package.

Later, the 15-day extension or "floor option" was lengthened until June 30 without public notice. Operators became liable for cigarettes vended as of 12:01 a.m. July 1.



Tom S. Reed, Westport, Conn., has been named executive vice-president of Shaffer Music Company, Columbus, O. Reed will supervise sales of background music units thru offices in Columbus, Cincinnati and Indianapolis. He was formerly a sales manager for Lever Bros. in New York.

## BALLY WILL CONTINUE TO MAKE IN-LINE PINBALLS

CHICAGO—Herb Jones, vice-president of Bally Manufacturing Company, last week denied that Bally has any present intention of discontinuing the manufacture of any of its pinball games.

Jones' statement came in the wake of a sales letter sent by a New Orleans distributor in which the distributor urged operators to buy Bally games of the in-line type now, as, he charged, these games will no longer be manufactured and their price will rise sharply. The text of Jones' statement follows:

"Replying to your inquiry regarding a rumor that we plan to discontinue the manufacture of pinball games in the historic tradition of Beach Club, Big Time and Ballerina—to mention only a typical trio of Bally games—we must inform you that such rumor is not supported by our present plans.

"Our policy is to introduce new games only as our continuous examination of the ultimate market, i.e., the amusement-seeking public, indicates the necessity of innovations to maintain the maximum play-appeal required for maximum earning power.

"Altho our engineers are prepared for the continuance of such policy, the popularity of our current game, Ballerina, suggest that further innovation is not presently required.

"The pursuit of our policy, subsequent to the current marketing of Ballerina, is, of course, so contingent on presently unpredictable but imminent events beyond our control that we should be brash, indeed, to assert categorically that we shall continue indefinitely to manufacture a particular type of equipment."

The "unpredictable but imminent events beyond our control" could mean the amendment to the Johnson Bill introduced last month by Sen. Frank Church (D., Idaho). The Church amendment would prevent the interstate shipment of coin games which by the operation of a chance element give a player any change in playing odds for successive plays or recorded credit.

This amendment, still in committee, would not affect free play per se. During the last two weeks no action has been taken on the measure.

## Up Cig Prices in Minn.

MINNEAPOLIS—Vending machine operators thruout the greater Twin Cities area are raising the price of cigarettes from 25 and 30 cents to 30 cents straight as a result of the increased State tax which went into effect July 1. At that time the Minnesota tax went up from 4 to 5½ cents a package.

The commission paid to location owners will remain the same as in the past. Likewise, the operators' share will not change.

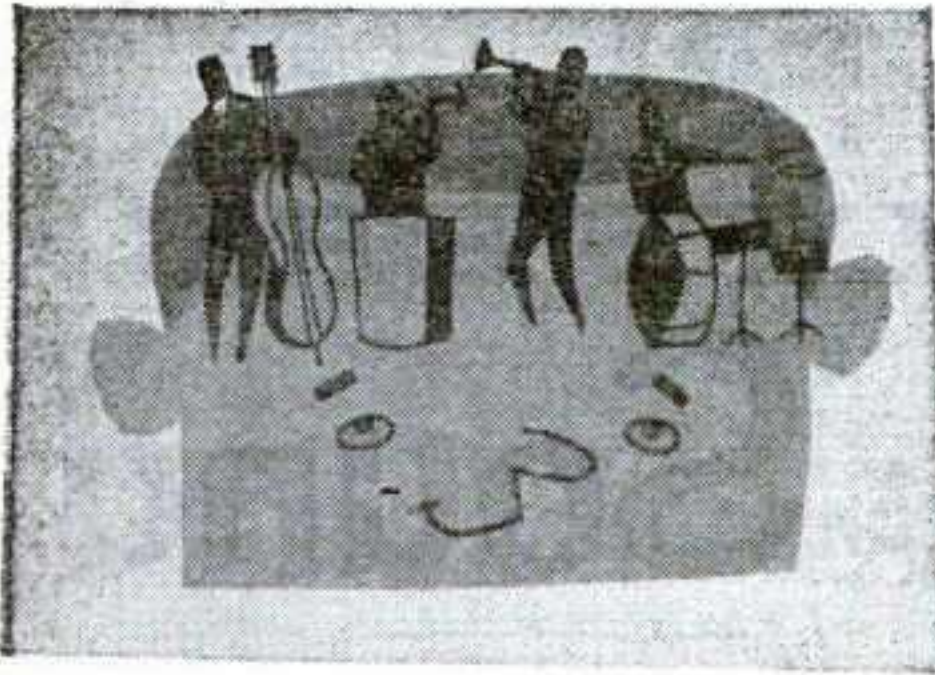
Many operators are sending out letters to their customers telling

them the reason for the upped price. Some operators also are putting a sticker on each cigarette vending machine explaining that the increased price was brought about by the additional State tax. In that way they hope to avoid any hard feelings by the general public, altho there has been no customer resistance so far.

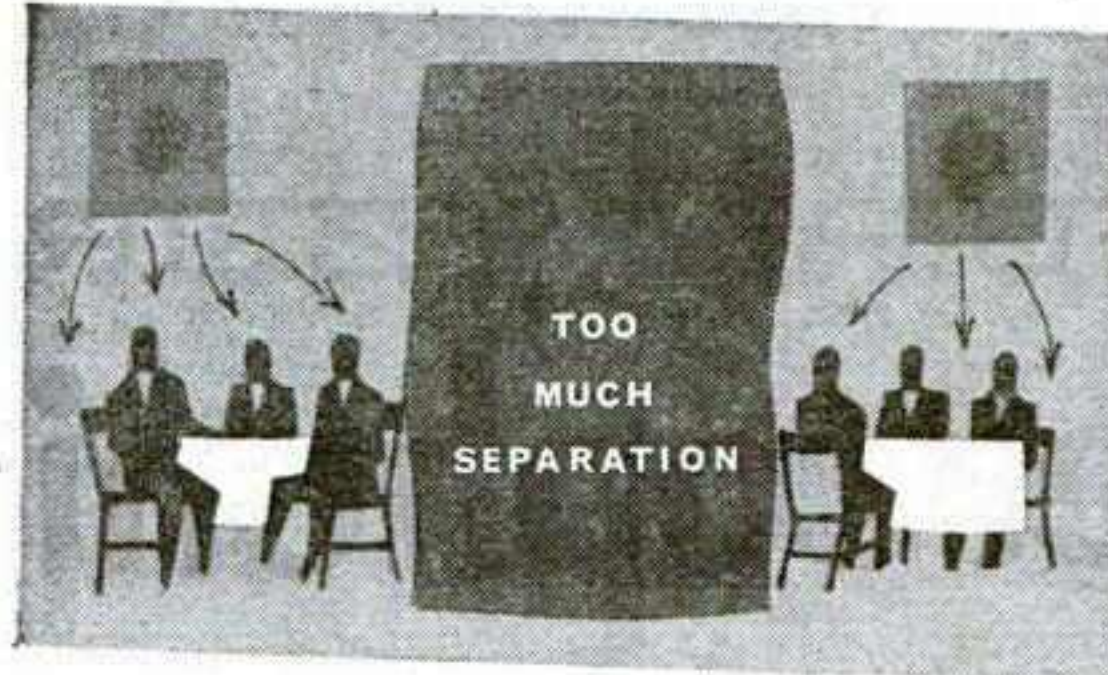
### Passed On

Altho wholesalers have to pay the taxes to the State, in nearly all cases it was reported the increase is

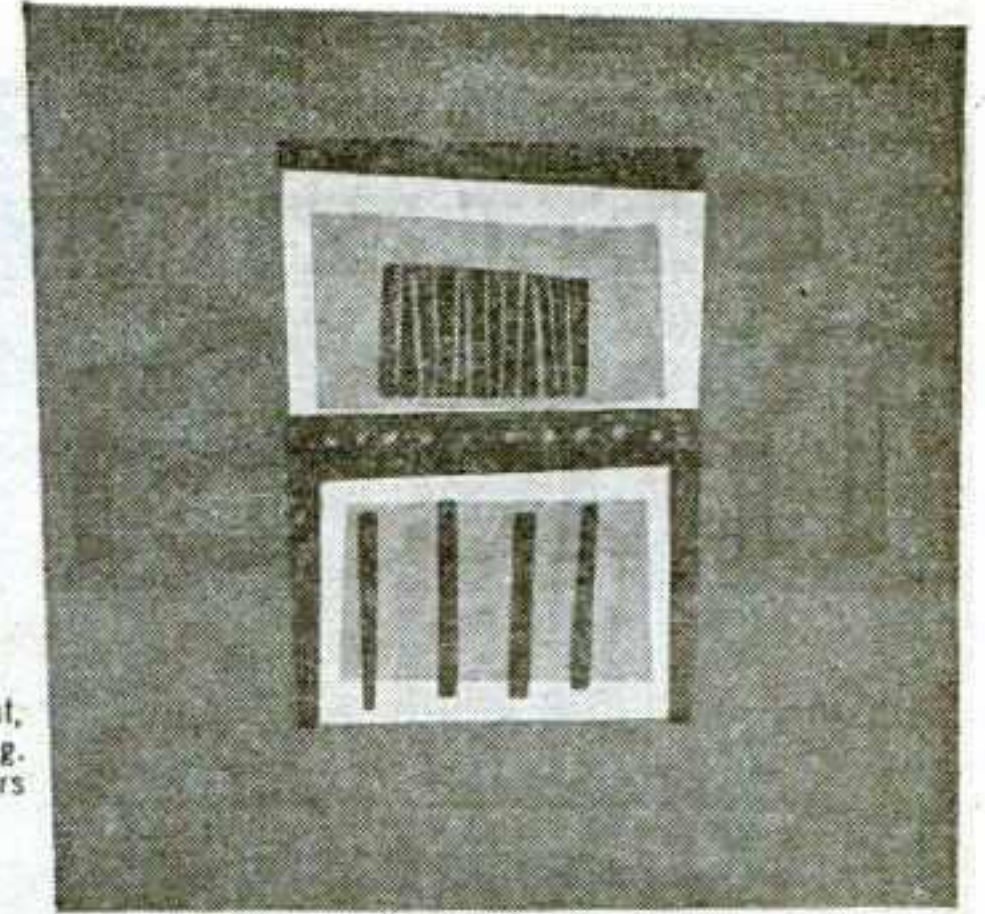
(Continued on page 74)



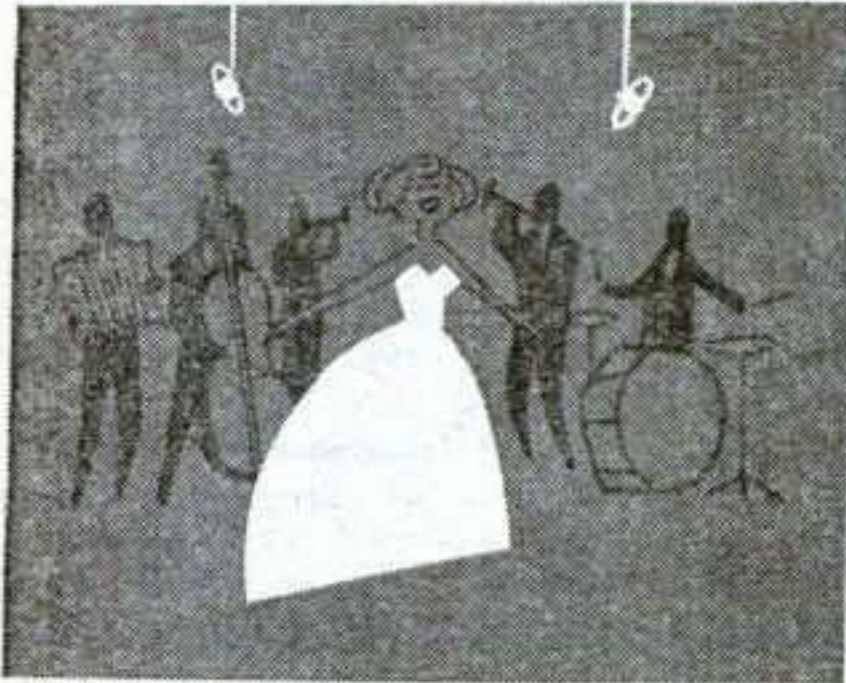
Stereo is "seeing with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear in breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?



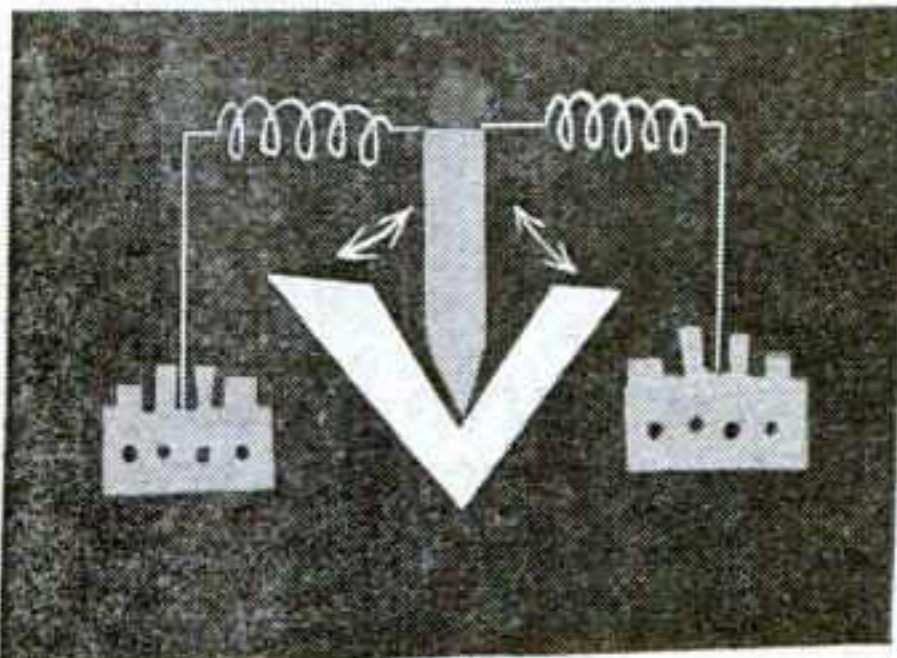
Patrons left of center hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He placed the speakers well apart to get location coverage as well as stereo effect.



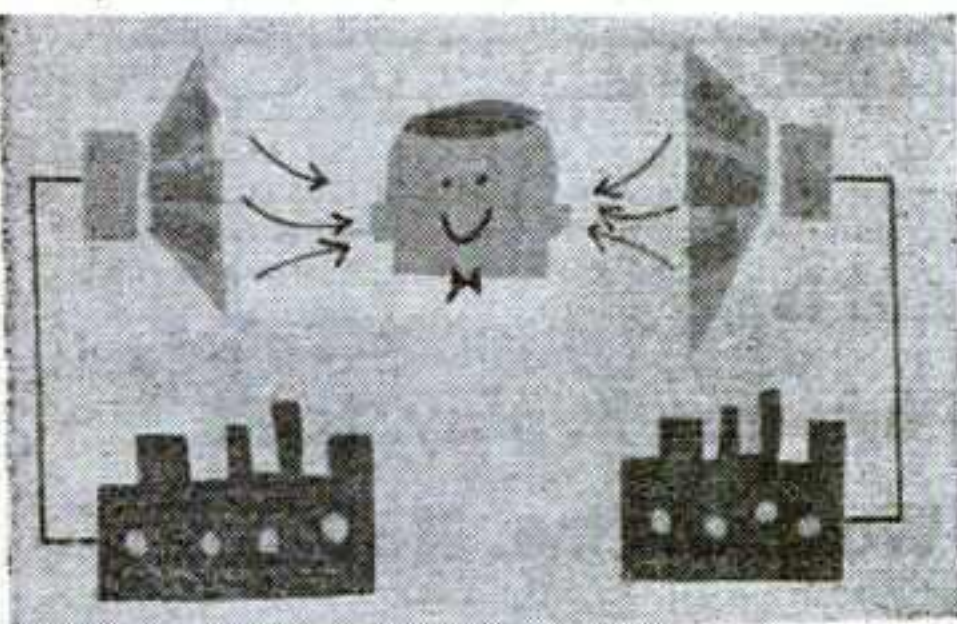
Then there's the other extreme: trying to get adequate separation by squeezing both channels into the juke box itself! This is like trying to compress a yardstick into a foot rule: an acoustical impossibility, as any audio engineer will tell you.



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.

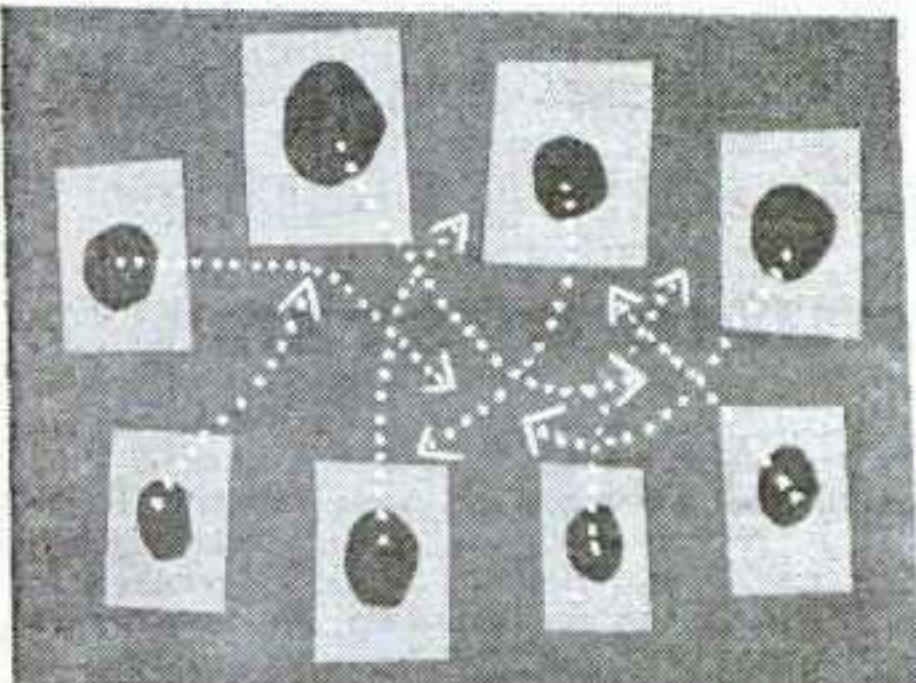


Both sides of the record groove are used, with each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.



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 seat is midway between the left and right speakers. But, no location can so seat all its patrons.



To compensate for the "missing middle", some will pile the speakers on. Four, six, eight, ten—strung all around the location. This makes matters worse. "Cross-squawk", im-balance

## LET'S TAKE A STEREO LOOK\* AT STEREO

\*A realistic appraisal with both eyes from several points of view

After 50 years—a half century of music service—AMI's policy remains what it has always been: to give operators equipment they need and want—when they need and want it. Never to force untried equipment before its time. Yet, to be ready with tested and proved equipment equal to the opportunities of the times.

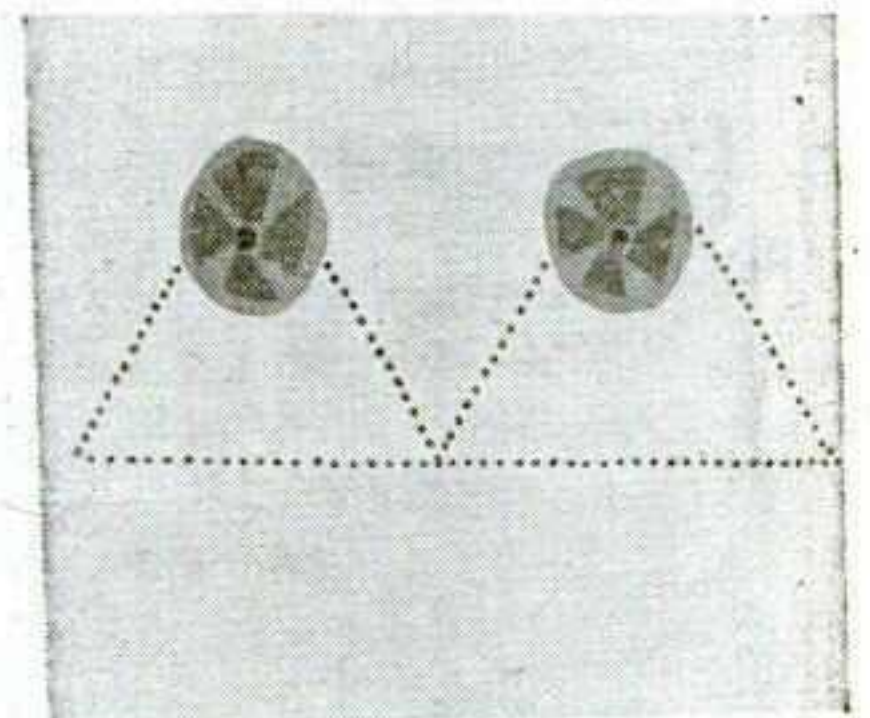
STEREO SEEMS TO PRESENT SUCH OPPORTUNITY. IT CAN MARK THE BEGINNING OF A WHOLE NEW ERA OF MUSIC.

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:

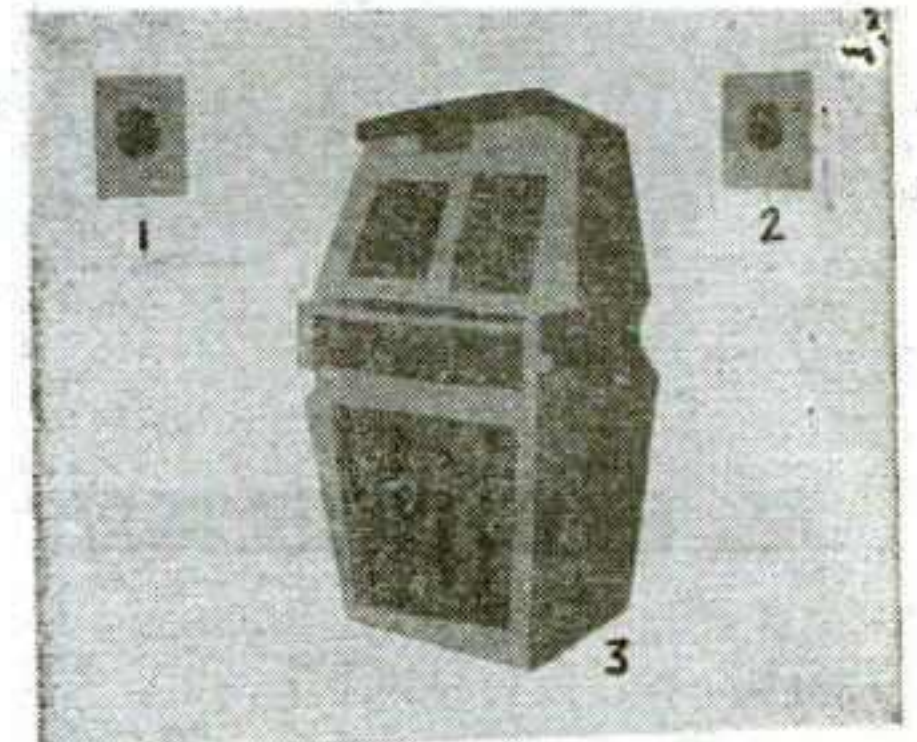
1. Meet the needs of the operator NOW . . .
2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.



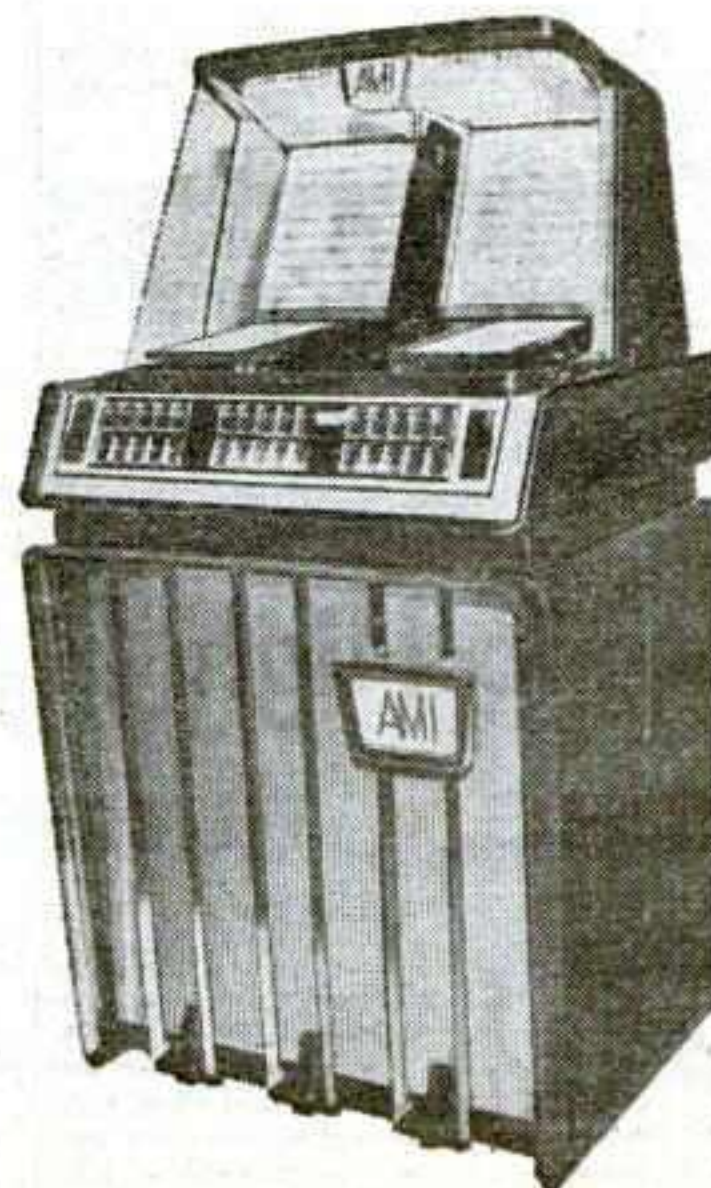
Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible.

To insure 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 #1 and #2, fed through the juke box at lower level. It has the following distinct advantages:

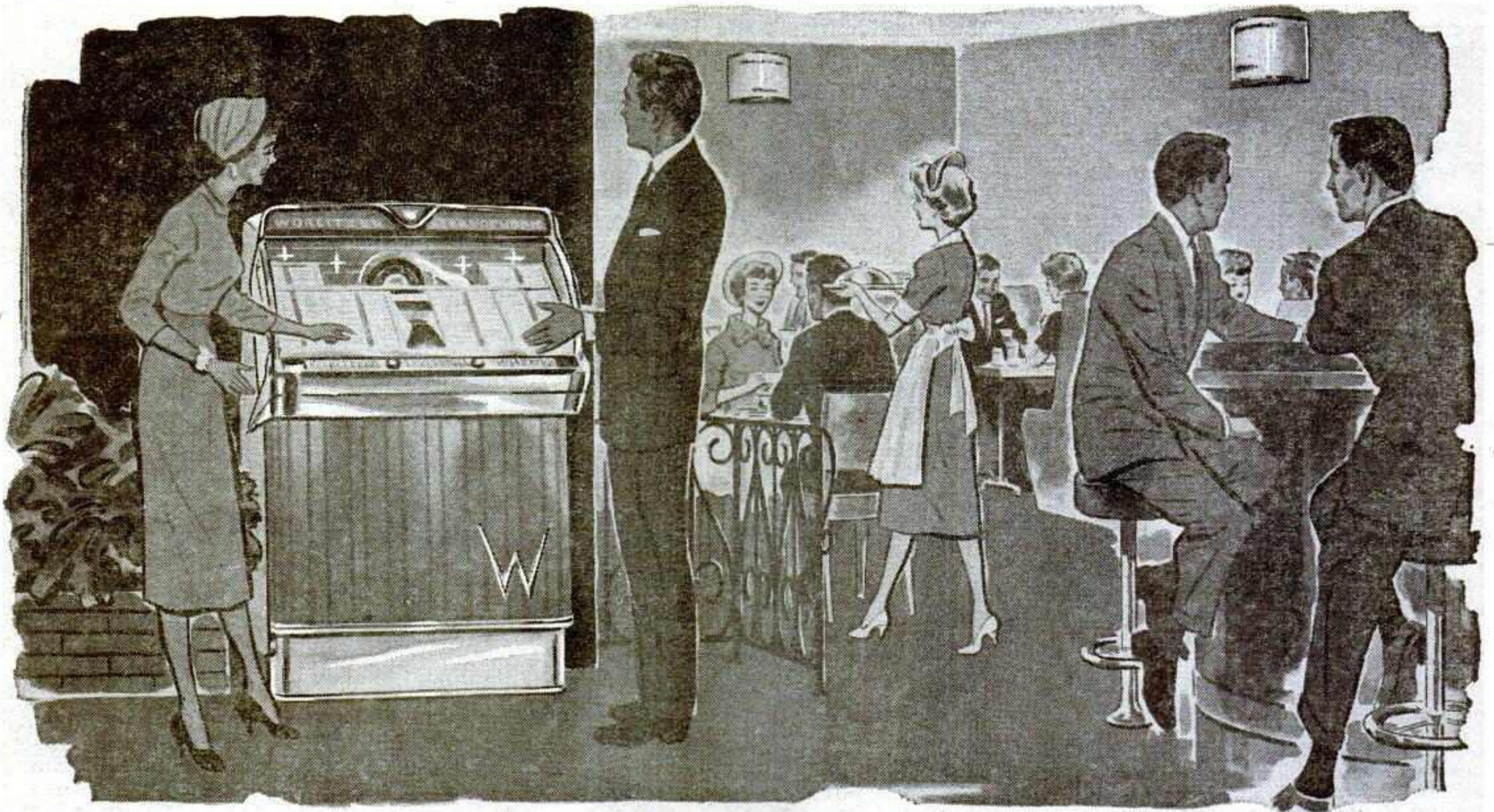
1. Far greater flexibility in speaker placement to meet varying location layouts;
  2. Wider area coverage with fewer wall or corner enclosures;
  3. Lower cost of installation in line with the location's potential take;
  4. Significantly better sound.
- Look to AMI for another half century of giving you the equipment you need when you need it . . .



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# Conn. Judge to Hand Down In-Line Ruling by July 30

By ALLEN M. WIDEM

HARTFORD, Conn. — Hartford Superior Court Judge Joseph W. Bogdanski is expected to rule on legality of in-line pinball machines within a month, thus deciding fate of more than \$1,000,000 worth of in-line machines in Connecticut.

Trial of an in-line pinball machine test has ended, Judge Bogdanski indicating his decision will be handed down by July 30. In the meantime, local courts in five counties are to be asked by Connecticut Attorney General Albert I. Coles to postpone cases of some 300 persons arrested over Decoration Day weekend by State police for possession of gaming devices.

Moreover, Coles is to ask State Police Commissioner John C. Kelly not to destroy 44 confiscated machines until after Judge Bogdanski decides the test suit.

### Bingos in State

Robert H. Breither, field engineer for Chicago's Bally Manufacturing Company, disclosed during trial testimony that his company has some 1,100 "bingo-type" pinball machines operating in Connecticut. He said that other similar machines—made by competing firms—are also in this State.

The test suit was brought by Joseph Farina, New Britain coin machine operator. After five Farina machines—valued at \$800 each—were seized in the Decoration Day weekend raid, he filed

for an injunction to restrain State police from future such raids.

Judge Bogdanski heard conflicting evidence as to machines' legality. State Police Captain Leslie W. Williams and some State police troopers, for example, held that the machines are illegal, chiefly because owners of establishments in which machines have been situated pay off for free games won.

### Williams' Charge

Captain Williams said that police examination of the machines had disclosed control features, such as reflex units, electrical "mixers" and adjustable plugs which cut out circuits and narrow the player's chances of winning free games.

Farina's counsel, Hartford Attorney Leon A. RisCassi, produced witnesses, including two New Britain city police officers, who asserted that the "bingo-type" machines are legal and licensed amusement devices never used for pay-off purposes.

Attorney General Coles elicited testimony from police indicating there are documented instances of pay-off. From RisCassi, however, came the assertion that this cannot be considered as a blanket indictment of all pinball machines and does not authorize police to seize them wholesale.

RisCassi told The Billboard an appeal to the State Supreme Court of Errors for a final adjudication of the Bally machine's legality is anticipated, "regardless of Judge Bogdanski's decision."

# Celler Proposes Trustee Set-Up for 5 Years on Juke Royalty Payments

By MILDRED HALL

WASHINGTON—A brand-new proposal for getting at the juke box operator-songwriter impasse over performance royalties was introduced by Rep. Emanuel Celler (D., N. Y.) during an informal meeting here Thursday (9). Celler reportedly proposed to introduce a bill which would set up a trustee arrangement to collect a nominal fee-per-box from operators for a period of five years—a figure of \$5 was mentioned—covering all performance royalty obligation.

No official statement was released, but the proposal is reportedly to be circulated among interested parties, and they will come back for another meeting September 1 to give the House Judiciary Chairman their views.

Reportedly, the five-year interim arrangement would be set up principally to assay the whole situation and its effect on the juke box industry, under the guidance of from one to three trustees, impartially selected. Under the

trusteeship, a survey would be conducted to analyze the performance record on the machines, and the accumulated fund would be distributed annually to the different performance rights groups on the basis of the survey.

### Appraisal Planned

Over the five-year period, an appraisal would be made of how the collection of a nominal fee-per-box would affect the juke box business, from operator to manufacturer. The suggested \$5 fee reportedly grew out of an estimate of what a doubled mechanical royalty for juke box records would come to annually. The suggested \$5 per box would mean \$500 a year from the 100-box owner; \$250 from the owner of 50 boxes.)

Also, end results in distribution of the fund would be analyzed over the five-year period. Trustees could set up rules for the administration of the funds, and a report would be made annually to Congress on funds received and distributed by the trustees. An aggrieved party would have a right to appeal to the U.S. District Court to protest the assessment, under the proposed bill. Juke box operators and distributors have traditionally written off this type of court appeal as prohibitive in cost and time.)

Reportedly, Celler emphasized that this idea was merely a "point of departure" on which he wants to get the opinions of all concerned at the informal get-together in September.

Tenor of last week's meeting was reportedly cordial, but spokesman for the American Hotel Association is said to have opposed the idea of this or any other type of "piecemeal" legislation which does not specifically exempt the coin-operated radio and TV sets in hotels from performance royalty. Charles Merritt, counsel for the AHA, made this point at last year's hearings on the O'Mahoney bill and at this year's Celler anti-exempt bill hearings. (The Billboard, June 15; June 22, 1959).

Invited to last week's hearings were spokesmen for MOA, juke box distributors and manufacturers, ASCAP, BMI, SESAC, the Copyright Office, Copyrights Subcommittee members, and Subcommittee Counsel Cyril Brickfield.

In September, Celler reportedly wants to meet with a smaller group of representatives from all interests involved to act as a steering committee for his compromise proposals. Reportedly invited are representatives for ASCAP, BMI, SESAC, MOA, the Automatic Phonograph Manufacturers' Association, Music Publishers' Protective Association, American Guild of Authors and Composers (formerly Songwriters' Protective Association), American Hotel Association and the National Licensed Beverage Association.

## COINMEN YOU KNOW

### Boston

By CAMERON DEWAR

Adolph Dugas, also of Webster, is off to Vassar College to see his daughter graduate. . . . Friends were saddened to hear of the death of Lawrence (Lolly) Connerton, Newport, R. I. Harry Walker, his partner, will continue to operate the Wamcowa music firm.

General Manager Richard Mandell flew down to Nantucket this week in his private plane to check up on summer business on the vacation island. But Dick and his wife, Ruth Mae, aren't straying too far from home these days since another little permanent visitor is expected soon at their home. Young Shelley Mandell is readying a large welcome, too.

### Philadelphia

By GEORGE METZGER

Joe Ash, top man at Active Amusement Machine Company, 666 North Broad Street, reports that Gottlieb's new Queen of Hearts is moving "real well." It looks like another member of the Ash family is going to enter the coin machine business. Joe has

(Continued on page 73)

# Charge Ex-Con Headed Cincy Juke Box Local

WASHINGTON —The appointment of a non-union former convict as an officer in a Cincinnati juke box local was disclosed by a witness before the Senate Rackets Committee Wednesday (8).

President of the Cincinnati Teamsters Joint Council, James Luken, told the probers that William Presser, head of the Ohio Teamster Conference, appointed Harry Friedman as secretary of Local 122. Friedman is Presser's brother-in-law, and he received the appointment shortly after serving a three and one-half-year prison sentence for interstate transportation of a stolen automobile.

Luken testified that Presser has the strong support of James Hoffa,

the Teamsters International president. Hoffa has told him, Luken said, that he must take his orders from Presser. Luken has refused to go along with that, he said, and now spends about two-thirds of the time "protecting" his "rear against union officials."

According to Luken, Friedman wasn't a member of the union until he was installed as secretary. This is in violation of the Teamsters constitution. The appointment was made before Luken was elected head of the Cincinnati Joint Council. Luken resisted letting Friedman take the job. He was promptly approached by both Friedman and Presser.

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GOING AGAINST THE ODDS

# How Small Route Grew Big On Game-Juke-Vender Plan

By BOB LATIMER

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, tho still a 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 over 300 cigarette machines plus around 200 games, DePriest has kept himself successful by continuously "bucking 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 operations. In delivering milk to restaurants and cafeterias, DePriest noted that many of them were using counter games of various kinds, and decided to take a crack at it himself. "So long as I had to visit the spots several times a day anyhow, I felt that I would have an excellent opportunity to run a daily check on the location," DePriest recalled.

The result was the purchase of a dozen counter games, which DePriest serviced as a routine 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 ostensibly only a milk truck driver, his principal activity was amusement games.

### Goes Full-Time

This halcyon situation lasted for more than a year, during which time the Dallas Dairy for which he worked took due note of his "dual interest." There was no talk of firing him, inasmuch as the coin machine operation was considered merely a hobby, but soon afterward, DePriest cut loose and became a full-time operator.

In 1935, DePriest bought his first phonograph, and began looking for music spots, along with his games. They were easy to come by at that time, with relatively few phonographs in "Big D," and before he could recognize it DePriest found his volume from music surpassing that of games.

During the next three years, DePriest continued to burgeon out in all directions, experimenting with the possibilities of games, phonographs, and vending machines all in the same location. He was warned early in the game that he would have to become a "specialist" in order to get the sort of results he wanted from coin machine operation. DePriest disagreed—and points out merely that most of the "specialists" who scoffed at his multiple operations had been out of business for decades.

Also, early in the game he began buying new machines in large quantities, a dozen or even 20 at a time. Here, again, he was told that he was "sticking his neck out too far" and that he would go bankrupt. Instead, DePriest went to a leading Dallas bank, armed with 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 doing business with the same bank, still buying his equipment 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 "marble tables," pointing out that Dave and Morey Gottlieb, later to become famous manufacturers, used that name many years ago.

When World War II came along, big, healthy Bob DePriest was thoroly draftable and found himself in uniform almost before the smoke of Pearl Harbor had cleared away. Unable to find anyone to run his routes while in service, DePriest turned to storage as the only way out, and rolled 93 pinballs into a Dallas warehouse, along with half that many phonographs and vending machines. Thus, when the war ended, and he returned to Dallas, he 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 old, established ones.

Until 1949, DePriest ran his big operation entirely by himself, using express firms to install machines, doing all the repair work on the spot, except for help from distributors on more complex electronic matters. He continued his "multiple location" theory, even tho there were several setbacks where games were concerned. Only a few years ago, when one-balls were declared illegal in the Dallas area, he lost the revenue from 100 machines. Instead of putting these away and storing them against a possible return to legality, DePriest sold off the entire batch at \$175 apiece to an out-State operator, which turned out to be a very wise move indeed—inasmuch as most operators who were running one-balls found them confiscated, with no possibility of replevin not long afterward.

A characteristic of DePriest operations which has been evident from the beginning is the fact that he is continuously out working up new locations whenever time will permit. "Just a few years ago I found out that I would have to go into the loan business whether I liked it or not," he said. "Where in the past, offering the location owner three or four types of machines was enough to get worth-while spots, location owners found out that phonograph operators in other cities were making big loans in order to get spots, and overnight this situation cropped up in Dallas as well. Because I already had excellent bank financing arranged,

and a good record with the bank, we didn't have too much trouble in making loans which we could co-sign rather than using up existing capital. This has proved the most practical way of making loans, and one which keeps payments up.

Since 1949, as his route doubled and doubled again, DePriest has continuously added employees, to the point that he now has four full-time men in the cigarette vending department, and four in music, the latter doubling in brass for game-route maintenance. He gradually "saturated" most of the spots available in the Dallas area, and began spreading out into the suburbs, to the point that his multiple routes now extend all the way to Grand Prairie, Tex. During the entire time, DePriest has been in and out of cigarette vending no less than four times, building up successful routes, selling them in favor of his phonographs and amusement machine operations, going back into cigarettes, and again disposing of the route. During the entire time, altho he had sold numerous routes, he had never bought one until 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 to return to cigarette vending three years ago, and built up a route of more than 300 machines, with spots in Dallas' busiest downtown locations.

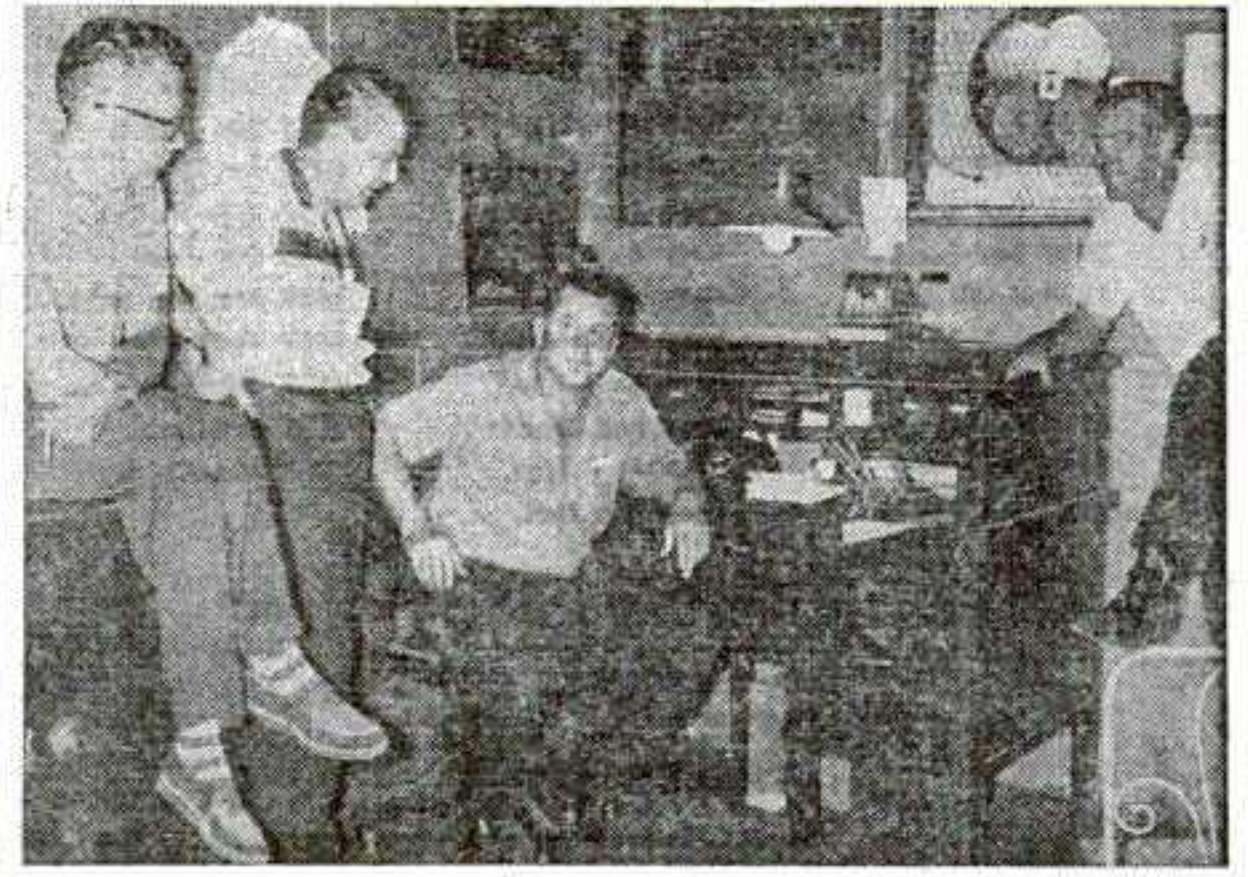
Even tho cigarettes in the area sell at a straight 30 cents, the cigarette company which DePriest calls simply, Bob DePriest Vending Service, has established a phenomenal sales rate. For example, during the first week in September, the firm totted up sales of 31,000 packs, the next week 30,500 packs, and in the final week, 29,000 packs. A turnover such as this has gone a long way to offset drops in phonograph and amusement machine revenue. Incidentally, there is probably no operator in Texas who has shown as healthy returns on phonograph locations as DePriest has posted. In some of his better taverns and lounges, DePriest has juke boxes which average between \$100 and \$125 per week, well above the \$35 to \$45 average taking the city as a whole.

Still a "multiple operator all the way," DePriest works from 7 a.m. until late each evening, simply because he "likes it." He owns a handsome country lodge, on a lake near Dallas, where he uses a powerful motor boat and water-skiing equipment to entertain himself on weekends. However, most weekends will find him at company headquarters, seated at the battered roll-top desk which he has used

(Continued on page 75)



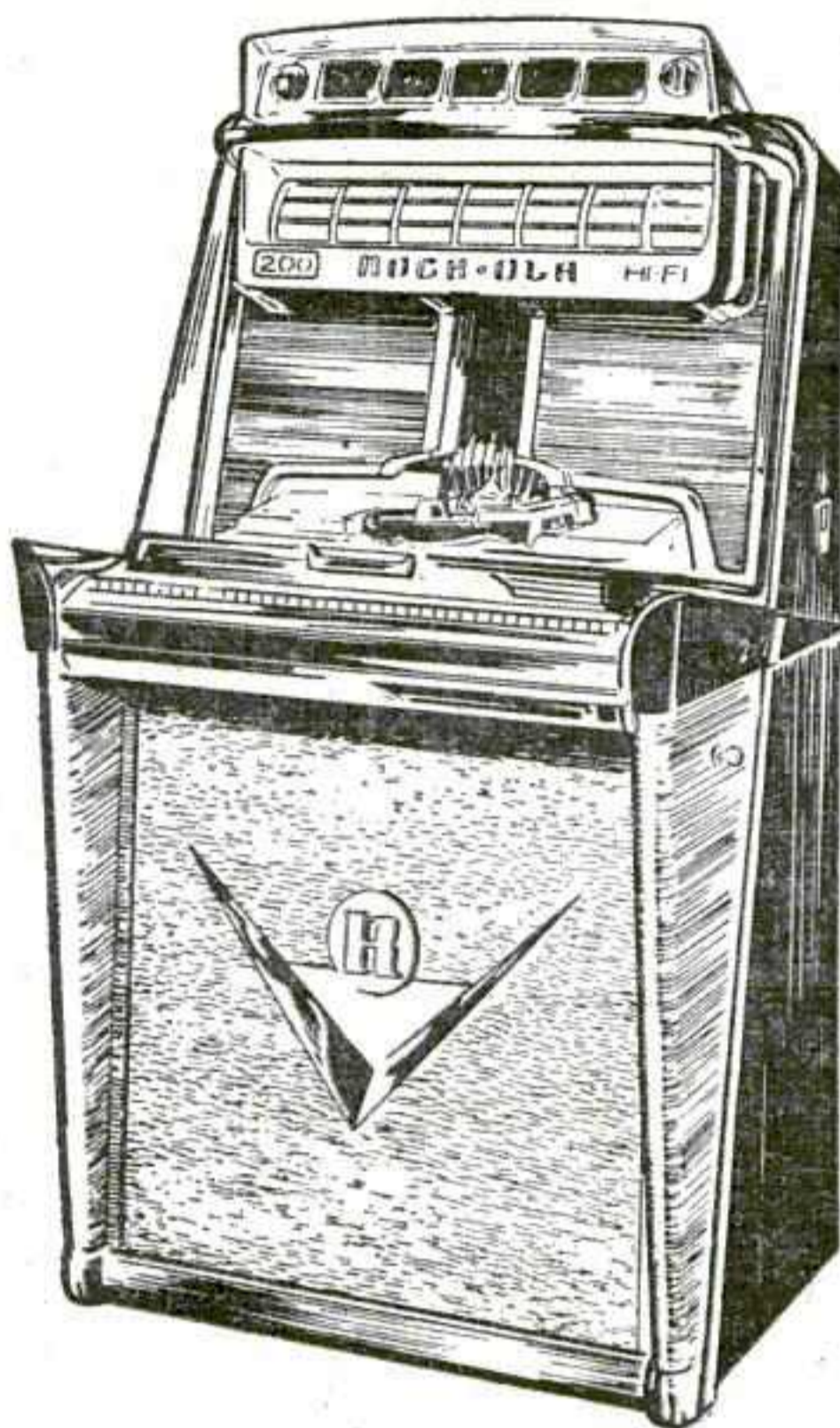
READY TO ROLL for service call or collections is one of Bob DePriest's handsome company trucks. His policy of re-investing profits in his business in the form of new machines and equipment has been one of the main reasons for the firm's steady growth.



BOB DEPRIEST (seated) talks over collections from his diversified game, juke box and vending machine route with several of his veteran servicemen. DePriest began years ago with a small counter game route, part-time. Today he's a full-time operator of some 700 coin machines.

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Wurlitzer Distributors

# Coinmen Launch PR Grass Roots Effort

Continued from page 1

news value to the editors of metropolitan dailies.

Another case in point is the donation of juke boxes by individual operators to youth, church and hospital organizations. These donations, in individual cases, are also not newsworthy, except to the trade press. And what appears in the trade press has little impact on the general public.

**Is It News?**

The media—press, radio and television—can not be blamed for their failure to publish these activities. These mass communication organs limit news coverage to items which will be of general public interest. And the donation of a juke box or the participation by the industry in a general fund-raising drive does not make for circulation-building stories.

But the industry can direct its efforts so that they will make news. A good example of this is the action of Willie Blatt, Miami operator, who works closely with the local Police Athletic League in combatting juvenile delinquency. Blatt's efforts have been well publicized in the local press.

Aware of Blatt's success in Miami is Al (Senator) Bodkin, chairman of the public relations committee of the New York State Coin Machine Association. Bodkin realizes that in order to get space in the local daily press and time on the television and radio stations, the industry must create its own news.

**Block Parties**

Bodkin's plan is to have the New York coinmen throw block parties for Gotham's underprivileged youngsters, the parties to be sponsored jointly by the Police Athletic League.

One of the local distributors would provide a new 200-selection juke box for the occasion, and local record distributors and one-stops would be prevailed upon to supply recording talent for the occasion. In addition, one or two disk jockeys would be asked to participate in the event.

Bodkin reasons that the story would make a good summer feature for the local press, that the appearance of a local disk jockey would result in radio coverage, and the event would have an outside chance of making a video news show—particularly with the combination of youngsters and name recording artists.

**Constant Basis**

Industry leaders agree that one block party is not going to change the public image of the coin machine 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 promotion ideas. In this connection, the all-industry public relations committee which met recently in Chicago plans to maintain close liaison with local operator associations, suggest public relations plans, and assist in their execution.

To stimulate local trade groups, The Billboard last week announced that it would sponsor a public relations competition, with a \$500 award going 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. Complete details will be announced in a few weeks (The Billboard, July 6).

**Slifer Appeal**

In Chicago, Bob Slifer, managing director of the National Coin Ma-

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**Valvespout Oiler For Jukes & Games**

NEW YORK—A precision oiler called Valvespout, which the manufacturers claim is especially suitable for use on juke boxes and games, is being marketed by Continental Arms Corporation, here.

The device has a clear celluloid container giving visible view of oil, with a drilled brass spout and valve. Spout is bent and 4 1/2 inches long. Price of the unit is \$1.50 each.

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**NAVY**



# COINMEN YOU KNOW

• *Continued from page 69*

hired his youngest son, Frank, who will enter his sophomore year at Pennsylvania State University in September for the summer.

Jack Palmer and Hank Grant, owners of the International Amusement Company, 808 North Broad Street, are men on the move. Hank just got back from a six-week business trip thru Europe for his firm Wednesday (24), and Jack plans to embark for the Continent next month. The catch is, Palmer is going "strictly for pleasure."

Mort Silver, who claims he answers to any title at the Philadelphia Coin Machine Exchange, 830 North Broad Street, informed us that President Max Brown's daughter—  
(Continued on page 76)

# WORLD'S LARGEST? 120,000 Kids Boost Ride, Game Stop

By HAL REVES

Shopping center management is sometimes unaware of the significance to its customers of playlands and kiddielands 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 here, may hold the distinction of having the biggest coin-operated amusement "stop" in the world.

The spot is Detroit's Northland Shopping Center, ranked as the world's largest. It includes 110 stores, parking space for 10,000 cars, and one of its coin amusement operations alone draws 120,000 kiddie customers per year.

The coin attractions consist of two sections, at different ends of the shopping center—the Playland, a year-round open pavilion, and the Kiddieland, open during the spring and summer. Both spots are under the same management, Michigan Midget Movies.

Northland has an average traffic count of about 100,000 per week-day, 10,000 on Sundays, the latter turnout consisting largely of sight-seers and window shoppers. It is estimated that about one-third of the adult visitors bring children with them, an average of two apiece.

**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 serious recession, there was a slight improvement over 1957 at the Northland amusement spots, even tho this was the reverse of the experience in the other phases of Auton's business.

An analysis of the principal arguments for placing 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 various stores.
- "2. It provides a stopping point and a welcome interval in the family shopping tour for the youngsters. Most children don't mind shopping 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 shop closing 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 see that the family does.
- "5. A significant extra source of revenue is in the children of shopping center employees. About 5,000 people work at Northland many on a part-time basis. Commonly the husband or wife may drive over to pick up the working spouse 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, since the other stores are frequently just closing."

**Big & Small**

At the Kiddieland, Auton also operates an average of seven to 10 large non-coin ride units, combin-

ing coin rides with them. He feels there is a natural and profitable affinity between the two.

"Any kiddieland that doesn't put in coin rides and coin games may be overlooking an important money-maker. Both operators and owners of kiddielands have been passing up substantial opportunities in this respect. Only recently, the large parks have taken note. The thinking used to be, 'Well, it cuts into my other business.' But now they welcome coin units."

Auton says that every kiddieland operation of seven to eight major rides should have about 16 coin units, well diversified, about half coin rides and the rest Arcade-type equipment.

"There are a lot of mothers who come with smaller children, down to two-year-olds. They are afraid to put them on the larger rides. But the mother can hold them on the coin rides.

"Then you get the older children, who like the coin games. Even father likes these games.

"You don't need an attendant—and it is extra revenue that you wouldn't otherwise get."

**\$5,000 Building**

The Playland is housed in an open pavilion-type structure about 16 by 20 feet, with a roof supported by 12 steel poles. Each pole is painted a different color to give a remarkable color effect. The roof is gabled and painted green. The modernistic structure was erected at a cost of \$5,000, and is made to conform to the high architectural standards of Northland.

Recently an artist painted a large mural type painting at each end at roof level, about 16 feet wide with a varying height of four to six feet. This has a clown figure in the center, flanked by various wild animals on each side. The clown totes a banner which carries a tie-in plug—"Visit Major Kiddieland, Lot D." In this manner, the Playland serves as a means of promoting the bigger Kiddieland as well as being a money-maker in its own right.

The Playland building is located on a mall that serves as a major walkway between stores and is adjacent to a major parking lot. It is so positioned that it can be readily seen by center visitors as they drive in.

The Playland houses 12 coin units, 10 rides and 2 gun games. All 10 rides are different, including a Horse, Boat, Space Ship and Miniature Ferris Wheel. All units are changed regularly, normally about every two weeks. Changes are made of one or a few units at a time, never all at one time. The building is lighted during the evenings. A money changer machine plays the role of an attendant.

**Fold-Away Walls**

At the Kiddieland, the coin equipment is housed in a 20 by 40-foot aluminum frame building with a nylon plastic skin, finished in grey and orange stripes. This was specially made for Auton by Domestic Filim, Inc., of Ohio, at a cost of \$1,500. The aluminum framing is of four-inch pipe. The roof structure comes to two peaks. The building frame consists of a pair of 20-foot-square units. Six of the upright columns of pipe frame extend thru the roof about six feet and bear pennants, providing a circus-like effect. The building is lighted inside. All four sidewalls are drawn back in traverse fashion during the day and closed at night and in inclement weather.

The building houses 16 amusement pieces, 18 rides and eight Arcade units including rifle games  
(Continued on page 76)

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**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 use the loans as a means of solidly locking up the location for a given period of time—often more effectively than with a contract. When an expensive juke box installation is involved, with extensive installation expense by the operator, this is a distinct advantage.

**New Business**

Many operators, too, use the loans as means of getting new business. Often locations are referred to an operator—some just beginning who need the cash to open, others already in business who need addi-

tional funds. In either case, the operator can decide if the risk is a good one and if so, he can always land the location for his own as he makes the loan.

One Chicago operator who has turned location loans to his advantage is Frank Padula, head of Melody Music, one of the city's largest and best run routes. Frank has set up a separate finance company which handles all loans for the firm. The finance company is run completely apart from the juke box business altho the majority of referrals come via the route contacts.

Frank started the business back in 1951 when severe loan losses forced him to come up with some solution.

**Loan Charter**

When a loan company charter became available, Frank bought it and started out. Today, he does over a half million dollars gross in his loan company and about 75 per cent of this is from his own location customers. The remaining 25 per cent is from outside trade unrelated to the coin machine business.

According to Sam Ferrugio, who runs the finance business for Frank, the loan company has become the juke box company's best source of new business.

"We get referrals from all over," says Sam, "other locations with whom we've done business or are doing business with now, are the most frequent."

"Most of our loans are for new locations just starting out. If a location needs money and looks like a good risk, we'll go along with them."

**1st Mortgage**

For collateral, the company prefers a first mortgage, and "seldom makes a loan without one," adds Sam. We don't care for second mortgages or other intangible forms of collateral, he notes.

Size of the loans range anywhere from a few hundred dollars to as much as \$20,000 or even higher. Repayment record is excellent.

Most of the business is done in May and November, when the Chicago tavern licenses are due. Locations become strapped for cash and are forced to raise money some way. The loan company is the answer. Loans are done in a business like way with both Melody Music, the loan company and the location owner profiting from the arrangement.

While most of our business is done with locations, we also help out other operators and even a few distributors here in Chicago, Sam says. Many Chicago operators and even those in neighboring areas, come to us with their locations. If we can help them with a loan, we do, since the finance company is out to make a profit completely on its own.

**Disadvantage**

Not all operators however go so far as to set up their own finance company. The obvious disadvantage is that the operator is in an entirely different business and the finance business has its own problems that the operator must learn. An inexperienced man can lose his shirt in the finance business pretty fast.

Many operators prefer to keep the number of loans to a minimum and make what few they have to themselves.

One such, Moss Music in Detroit has about 15 to 20 per cent of their established customers on the books for a loan of some size. We also do quite a bit of loan business with new locations just starting out, says owner Erwin Moss.

Moss views the loan situation in its normal phase somewhat philosophically as "something you've got to put up with even if you don't like it."

"We try our best to first talk the

**Minn. Cig Prices**

*Continued from page 66*

being passed along to the consumers. The Minnesota tax on cigarettes, previously 40 cents a carton and now 55 cents, is expected to bring the State \$8,250,000 in new income during the first year of its existence.

Operators feel that the new tax is an unfair one, and many of them fought it vigorously when it was being considered by the Minnesota Legislature.

location out of the loan, or if possible to refer them to a bank. Even if we have to co-sign for the location it's better than having to fork out the money ourselves."

If he does make the loan, Moss usually has the location pay it back out of the weekly juke box collections. The size varies—from \$300 and up, but seldom goes over \$1,000.

In some cases, Moss will make a loan for no interest, figuring the location's good will is worth the interest charge, but this is reserved for the better stops that warrant such treatment.

Edward H. Newell in Memphis is another operator who handles all loans himself, but "we secure them with promissory notes signed by the location owner," he says.

**20 On Books**

Most operators in this area generally do the same, Newell says. He estimated that about 20 per cent of his customers are on the books for a loan of some size or other.

Repayment is from the juke box receipts with the location usually giving up about half of his usual share of the receipts. In some cases, Newell points out, the location may re-borrow even before his original note is paid off, but this is usually all right with us, just so long as the main balance of the loan doesn't get too high.

The notes are usually payable on demand with operators shying away from the time payment variety.

The future of many of the taverns is too uncertain for operators to relish being involved in a long term financing deal.

Another system Newell likes is co-signing for the location at a bank, but we're not always successful in getting the bank to go along with the location owner, especially if he has a shaky credit record.

**Hazards**

Some of the real hazards of location loans were pointed out by Jack Rosenfeld in St. Louis, large juke box and games distributor who also has a sizable operation on his own.

"Loans have literally taken the place of new machines in many cases," he points out. "I know of many instances in which an operator has found that loaning \$500 to a location owner at a moderate rate of interest was considered a better investment than spending \$1,200 for a new phonograph."

If the loan is kept up on a continuous basis, the operator feels safe and knows he won't lose the location. The trouble is he lets his route deteriorate and the practice is bad for the juke box business in general says Rosenfeld.

**No Problem**

The St. Louis veteran coinman points out that loans were no problem when they started out 20 years or so ago. However, many operators have failed miserably to adopt a business-like attitude to the loan problem—hurting both themselves, and the location and the juke box business in general.

The worst sort of loan, Rosenfeld points out, is the so-called continuous loan, in which the location owner merely pays a small interest payment as time goes by, but gives little thought to repaying the entire amount.

There's no question that the location is protected for the operator, but he in turn is tying up large sums of money which could be going into upgrading his route.



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# 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 likable, 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, "but the main difference we notice between Belgium and West Germany is Belgium imports a lot of second-hand pieces, while West Germany goes mostly for new machines."

### Some Arcades

Grant said his firm exports mostly jukes, bingos and pinballs. International started some Arcades in Europe before World War II. "We imported machines from Chicago then," he said. "Now we have the main seashore 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 jukeboxes 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 jukeboxes."

### 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 teen-age set over there just as we are here in the United States," Grant went on. "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 jukeboxes," 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 sides they like to hear in each location. It seems that the cha cha cha is starting to catch on in Europe now."

## Against Odds

• Continued from page 70

since release from military service. While he has four men in each department maintaining the route, DePriest makes it a policy to check from 12 to 15 spots every week himself, doing the actual record changing, repairing machines and stocking cigarette venders. This keeps him in touch with the market and keeps him familiar with location owners who are his "business partners." Speaking of partnership, incidentally, DePriest has become a partner in nine drive-in restaurants in the Dallas area, operating under the title "Quick-Service" and "Po' Boy." He wandered in this direction three years ago.

A veteran of every phase of coin machine operation at one time or another, DePriest has built up a simple philosophy: "Diversify the routes, keep your credit good, and give the location owner a square shake."



**THE NEW ALL ELECTRIC SEEBURG CIGARETTE VENDOR**

22 columns  
825 pack capacity  
optional match feature

columns 1 and 2 and 3  
and 4 have automatic  
switch-over feature

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Every coin in your machine goes into YOUR pocket — not into an unseen partner's!

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## SEALED

and tamper-proof. Only YOU can open it. Insures complete safe arrival of every coin in your coin machine.

## COUNTED

Every coin is automatically counted for you. Cuts time-consuming counting on job . . . allows collectors to make twice the stops.

## RECORDED

You have a record of every coin put into your machine . . . no more guesswork . . . no more shortages.

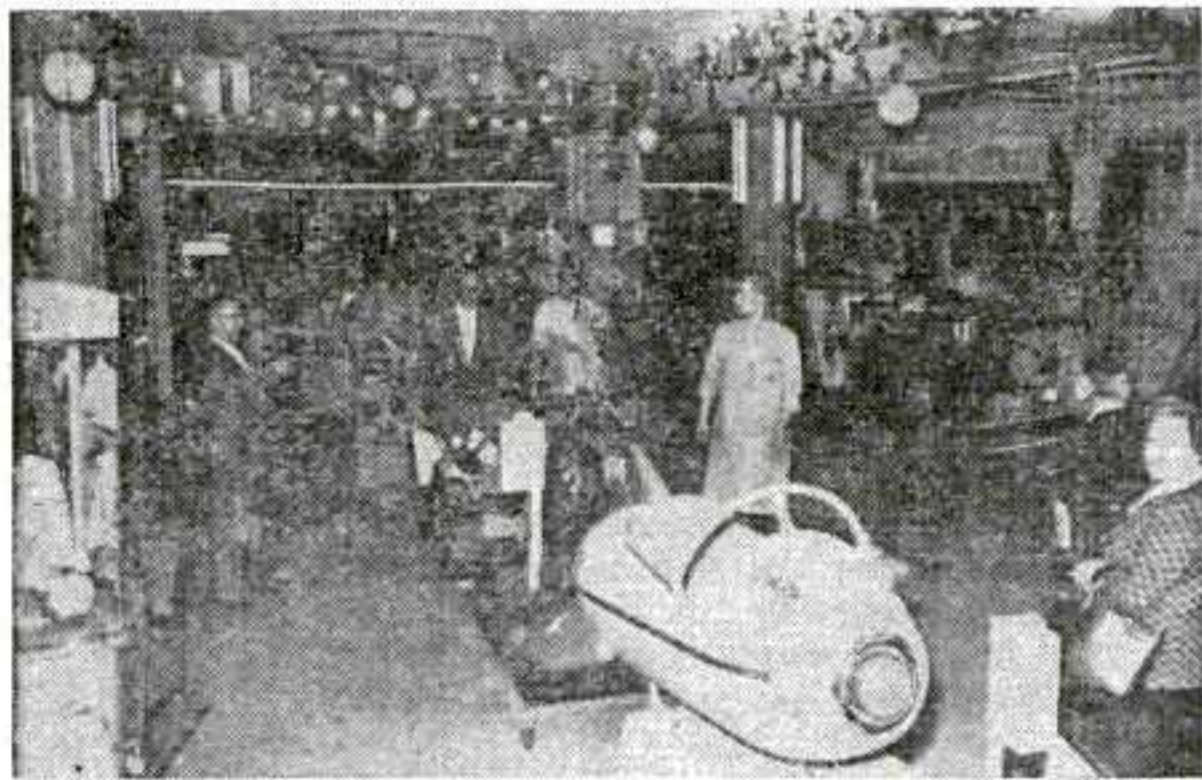
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Please send me information on your Vault Meter, including price and terms.

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This Arcade at Blankenberge, Belgium (top), features American kiddie rides, gun games and bowlers. One of the most popular games is the long bowler, shown at an arcade in Knokke, Belgium (bottom). Belgium is a prime buyer of used coin machine equipment from the United States.



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**GOTTLIEB GAMES**

GOLD STAR	75
TWIN BILL	75
SLUGGING CHAMP	95
DERBY DAY	95
GYPSY QUEEN	95
AUTO RACE	125
ACE HIGH	135
GLADIATOR, 2-PI.	145
SEA BELLES, 2-PI.	150
FAIR LADY, 2-PI.	165
SILVER	195
STRAIGHT FLUSH	195
CONTINENTAL CAFE	195
CRISS CROSS	195
ROCKET SHIP	215
ROTO POOL	240
SUNSHINE	265
WHIRLWIND, 2-PI.	275
SITTIN' PRETTY	275
STRAIGHT SHOOTER	285
HI-DIVER	295
RACE TIME, 2-PI.	350

**NATIONAL COIN MACHINE EXCHANGE**

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BUckingham 1-8211

**120,000 Kids Boost Spot**

Continued from page 73

and bowling games. Auton 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 Auton: "I don't know of any one coin ride that keeps so busy 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 dime play. They operate in competition with the major-sized children's rides which carry a 15-cent fare or 10 tickets for \$1.

**Coin Ride Tops**

Auton 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 "fearsome" to the smaller kiddies than the big Carousel piece. But in the long run it ups patronage for the bigger ride, gradually building the kiddies' confidence.

At the Kiddieland the coin-operated units account for about 10 per cent of the total revenue, the rest coming from the seven

to nine multiple large rides. And, Auton points out, this 10 per cent is without an attendant, whereas the large rides each need an attendant, with substantial payroll costs. Ray St. Pierre, manager of Auton'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 main 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 set-up gets a strong mention and introduces more kiddies to the Northland amusements.

Once a year Auton is host to about 40 crippled children from the Easter Seal Day Camp, and the children are given the benefit of all rides and attractions free for the day. Auton initiated this good will idea, and it was subsequently taken over by the local Rotary Club. Most of these children had never before visited a playland or kiddieland.

Auton 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 come because there is "such a nice playland," or because "Kiddieland is wonderful."

**COINMEN YOU KNOW**

Continued from page 73

ter, Shella, was married to Michael Pitt on June 14. A reception was held at the Warwick Hotel. The couple honeymooned in the Catskills.

**Little Rock**

By ELTON WHISENHUNT

News from around Arkansas: Eddy Boyce, Boyce Amusement Company at Bald Knob, recently installed a coin-operated laundry as a business diversification. . . Ernie Deeter, Deeter Music Company at Conway, recently sold his small route to Charles Townsley, owner of Townsley 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 dock for fishermen. He also erected a building which houses various coin machines, including a phonograph, pinballs, candy, cigarettes and others; expects a big business from fishermen.

Arlie 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. . . James Akers, also at Harrison, owner of Harrison Amusement Company, is cleaning his equipment and getting his route in shape for summer business. That's the boom time for Ozark operators, when motels and resorts are open.

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**SEEBURG**

V200	\$175
HF1000	\$195
M100B	\$225
KD 200	\$245
Model C	\$175
200 Seeburg Wallboxes	\$9

**SEEBURG 100 SEL. CHROME WALLBOXES \$37.50**

**AMI**

Model B	\$35.00
D80	179.50
120 Wallboxes	\$9.50

**BINGOS**

Miss America	\$245
Variety	35
Starlite	50
Bally Parade	95
Gaytime	55
Pixie	45
Big Time	65
Big Show	115
Caravan	45
Show Time	195
Cypress Gardens	300
Key West	165

**UPRIGHTS**

Big Tent	\$155
Circus Wagon Wheel	245
Big Horn	165
Double Shot	250
United Circus	125

**5-BALLS**

Roto Pool	\$215
Arabian Knights	60
Duette	85
4 Balls	60
Duette	85
Mystic Marvel	90
Peter Pan	75
Wishing Well	95
Regatta	115
Marathon	125
Frontiersman	75
Snafu	75
Smoke Signal	85
Easy Aces	115

**ARCADE**

C.C. Rocket Shuffle	\$125
C.C. Rebound Shuffle	165
Telequiz	65
Keeney 22-Col. Cig. Machine	145

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**JUNE 26 THRU JULY 12**



**D. Gottlieb & Co.**



**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 venders. 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 thru licensing and franchising many "Common Market Partners."
- ★ What is Euromat? Why has this master organization of European associations been formed. Primarily Billboard International reports, to work toward uniform laws regulating coin-operated equipment . . . to lobby for similar legislation in all countries . . . and 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.

**IF YOU ARE INTERESTED IN EXPORT-IMPORT YOU SHOULD READ THIS VALUABLE INFORMATION . . .**

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 media blanketing the world for the coin machine trade.

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Central 6-9818  
New York—Contact Dick Wilson, 1564 Broadway  
PLaza 7-2800  
Los Angeles—Contact Sam Abbott, 1520 N. Gower  
Hollywood 9-5831

# 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 experience the same sort of hot-weather slump which characterizes other large cities. However, the presence of the Colorado Rockies, attracting upwards of a half million tourists every year, eliminates any serious problem.

Instead, most enterprising operators simply head for the hills when 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 group of amusement machines and even venders in all of their mountain spots, and some transfer as many as 50 pieces of equipment to the hills.

There are actually two schools of thought where resort operations are concerned. Elton Deines, Boulder, operates in the lush Estes 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 divert 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 worth while.

Another prominent operator who makes the most of resort area operations is W. R. Byer, whose headquarters in Fort Collins, some 75 miles north of Denver.

Byers moves almost his entire route away from Fort Collins and surrounding cities, up high into the mountains, in Estes 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, barbershop, hobby shop, telephone stations and a laundry and dry cleaning pickup.

### \$6,000 Loss

The loss of the machines was estimated by 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 18 months. Since it was the only one to which enlisted students of a Navy school were allowed to go, the firm reported it was "one of our best locations."

The company also operates machines at nearby Cecil Field and Mayport Naval Station and in Arcade spots in Jacksonville and Jacksonville Beach.

While this may mean trucking more than 50 machines from their winter location to the mountain areas, the excellent returns which are produced make the program well worthwhile.

In many instances when a tavern, cocktail lounge, restaurant or mountain lodge opens its doors for the first day, a Byers 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 as 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 an elaborate string of machines 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 topnotch operating firms spend part of the winter in cleaning up and testing amusement machines and phonographs which will go into favorite mountain stops at mid-May, or even as early as the end of April.



Joe Ash Says . . .

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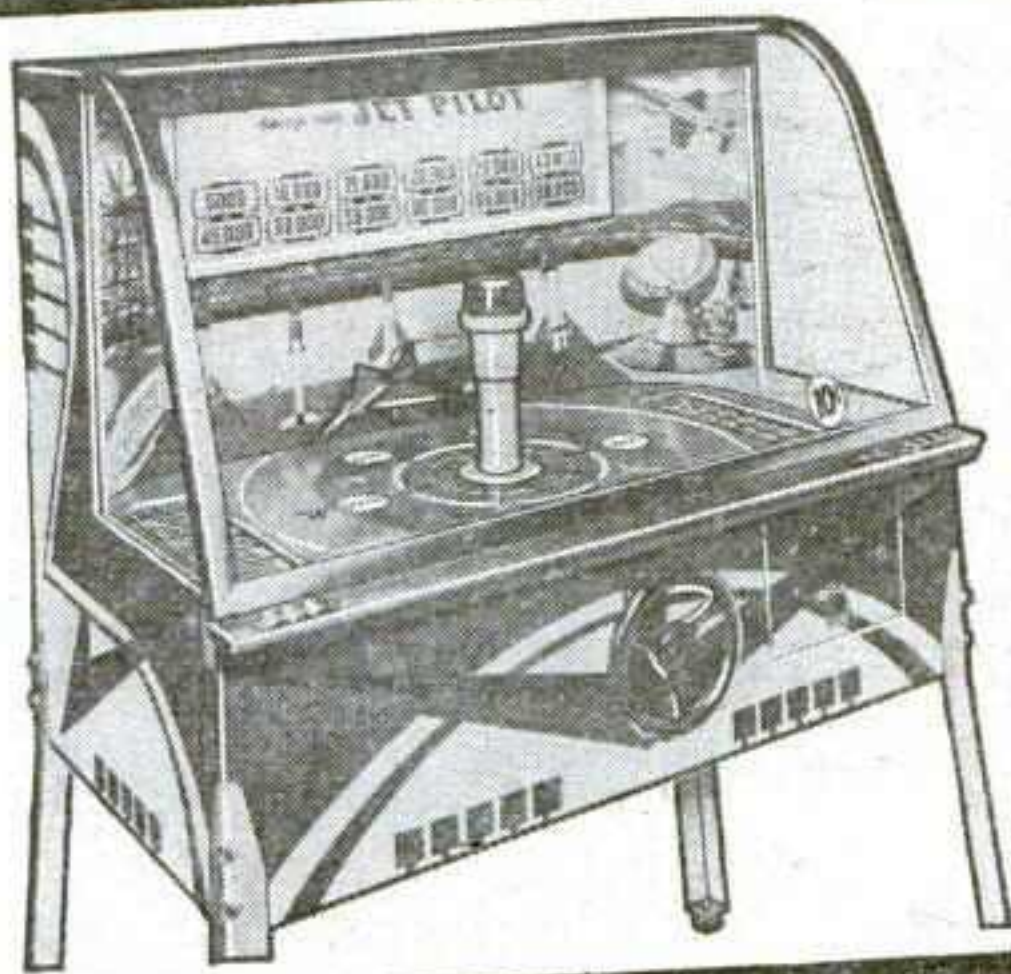
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Write or wire for prices

when answering ads . . .

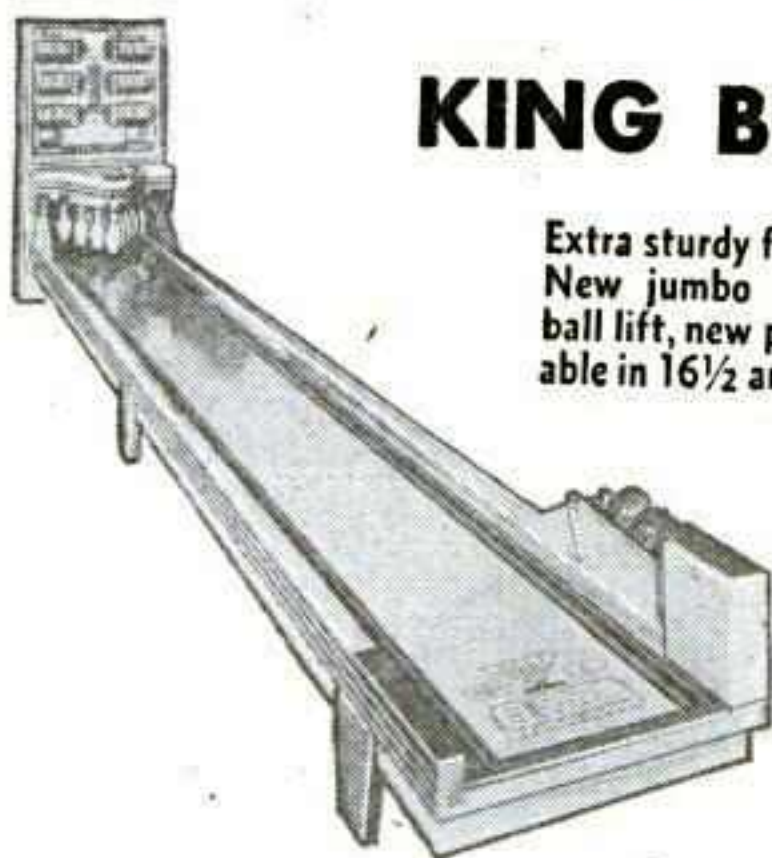
Say You Saw It in The Billboard

# chicago coin's "line-up"



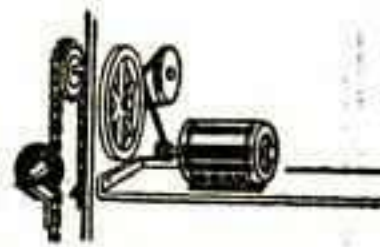
**JUST OUT!**  
chicago coin's NEW  
**JET PILOT**

Ideal for any location! Bowling Alleys . . . Bus Depots . . .  
Airports . . . Kiddy Parks . . . Amusement Parks . . .  
Arcades! Player pinpoints landings for high score. Gets  
rated "Cadet" — "Co-Pilot" — "Commander" or "Jet  
Pilot." 12 landings give player perfect score and a replay.

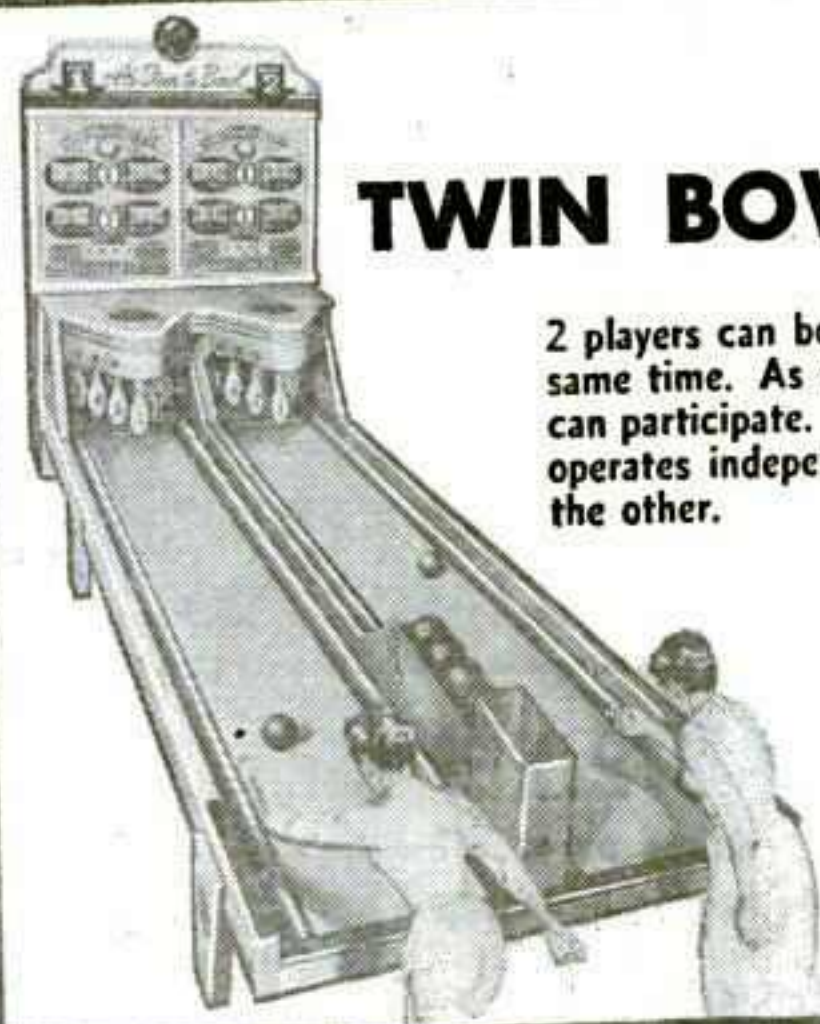


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able in 16½ and 21½ ft. lengths.



**BALL LIFT!**  
½ hp. MOTOR—  
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can participate. Each lane  
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plus the BIG "Y". Player control  
buttons launch balls in each row.  
Available in 3 models.

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Star Rocket can be set for  
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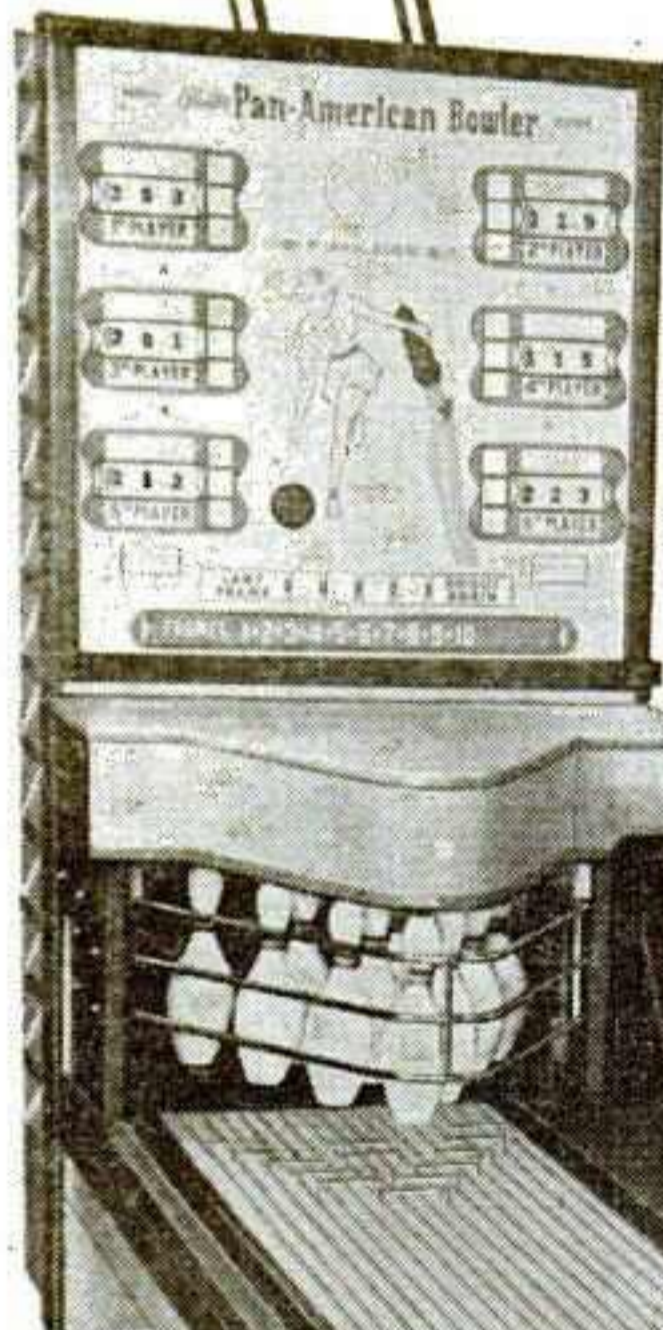
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11 ft., 14 ft., 18 ft.

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4 in. Rubber Ball  
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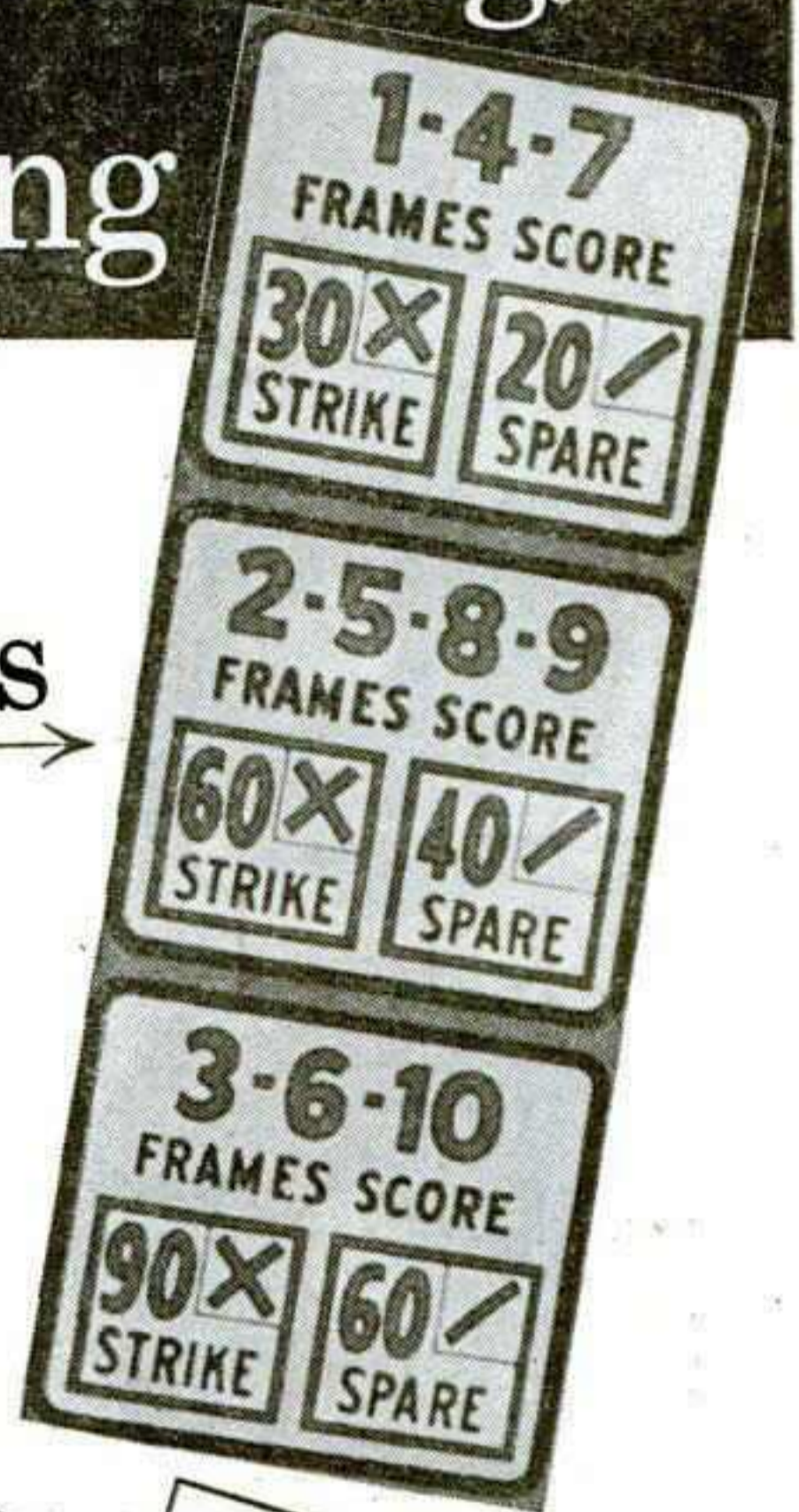
*Bally* Pan-American Bowler

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Attract More  
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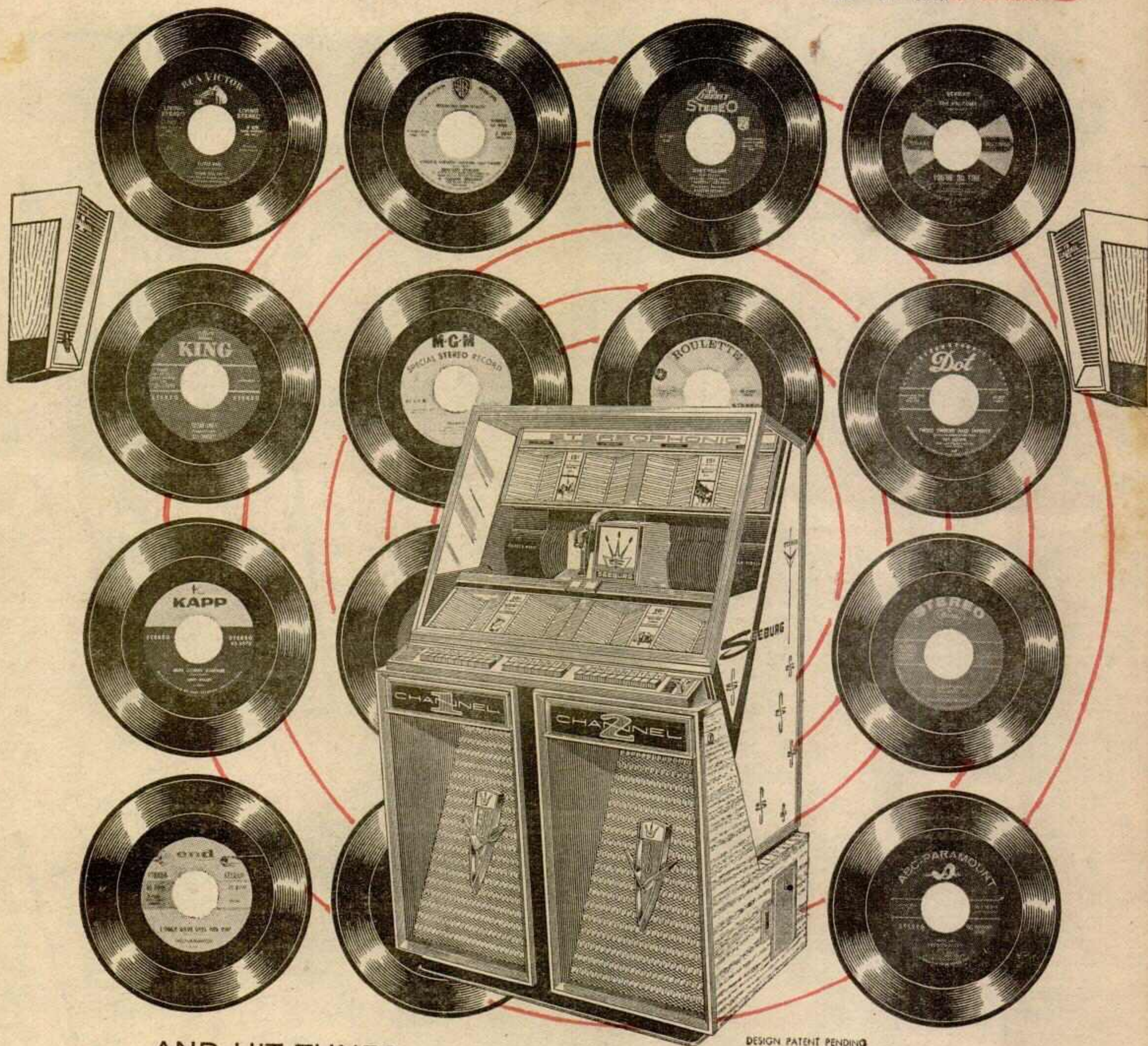
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