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Playboy Blueprints Mostest Jazz Bash

Mag's Self-Promotion Pitch Racks Up \$200,000-Nut, Five-Day Jamboree

By BERNIE ASBELL

CHICAGO — Playboy Magazine will demonstrate to the world August 7-9 that it's got what it takes to whip off at first try the whoppingest jazz festival in history.

What it takes is money. Furthermore, a dollar spent is all the better if nobody cares about a dollar earned.

Operating under the apparent slogan, "Blow, Man, Blow!" Playboy is blowing more than \$200,000 for its spectacular five-show bash at Chicago Stadium. This expenditure equals and may surpass what the Newport festival took in. If each of the five performances sells out its 19,000 seats, Playboy will gross \$250,000. It would like to accomplish a sellout, of course. But not for the money, heaven forbid; it's the principle.

Playboy Boost

"Our main object," says Vic Lowmes III, Playboy's promotion director, "is to improve the image of the magazine in the eyes of those advertisers who have not yet stopped to read it, but who judge it merely by its center fold." The magazine's center fold exposes feminine charms so blinding that frequently further reading is difficult. "We want to bring home to these advertisers that Playboy covers"—that's what he said, covers—"all the interests of the smart, young American male. Accomplishing this is worth a considerable bit of money to us."

Thus, the Playboy spectacular becomes the first live festival to be run according to television economics. That is, the chief purpose in presenting it is not its own box office success, but the sale of something else. This fact may profoundly affect the status of other entrepreneurs in the new jazz festival industry.

The Newport jazz festival is not expected to rake in profits, either.

Hub, Gotham Same Jazz

NEW YORK—If you can't make the First Boston Jazz Festival at Fenway Park on August 21, 22 and 23, you can catch practically the same show in New York at Randall's Island the same weekend. Practically all of the performers appearing at the one show will be appearing at the other—on different nights, of course. As jazz festivals keep a whole summer—it is probable that there will be more and more cases of the same artists appearing on the same nearby all-fresco jazz shows.

The Boston Jazz Festival, sponsored jointly by the Sheraton hotels and George Wein, director of the Newport Jazz Festival, will feature an all star lineup, as will the Randall's Island bash.

'WALL-TO-WALL' SOUND NEWEST RADIO FORMAT

NEW YORK — Another major music programming change in local radio takes place next week when NBC's local flagship, WRCA, launches its new "Wall to Wall" sound, featuring pretty, lush listening music.

Under the supervision of program manager Steve White, WRCA deejays will henceforth by-pass brassy big band disks, small combos, and "tinkling piano." The outlet has never played rock and roll.

"Wall to Wall" music, according to station manager Arthur Hamilton, "means that our personalities will play only records that have a full dimensional sound combined with a brilliance and excitement that only luxuriously orchestrated selections can provide."

White describes "Wall to Wall" programming as "foreground music rather than background music," adding "Altho we are trying for an over-all continuous sound thruout our schedule (including a continuous flow of music under the commercials) we will by no means eliminate the live quality which a personality-brings to a music program."

In line with this, WRCA has hired a new deejay, Jim Lowe (formerly with WCBS and CBS) who, starting July 27, will be heard Monday thru Friday from 5 to 6 p.m.

Jack Teagarden, Don Elliott, Earl Bostic, Stan Kenton, Four Freshmen, June Christy, Sonny Rollins, Nina Simone, the original Austin

(Continued on page 32)

Stereo Set Sales Dip, But Dealers Foresee Good Year

Early Shakedown Confusion Blamed; Future Optimistic

By RALPH FREAS

NEW YORK—The transition to stereophonic sound reproduction created a dip in the dollar volume of phonograph sales for the first five months of 1959, compared with a similar period in 1958. But the phono-record dealers participating in The Billboard survey that revealed this condition expect to end the year with a strong profit position in spite of a slow start.

Trade observers noted that the early months this year were months of transition—a shakedown period in going from one kind of merchandising to another. Manufacturers, dealers and the public, in particular, were confused. Stereo models in a wide price and model range were not available. Some manufacturers freely admit that production during the first stereo year wasn't up to par. Dealer inventories of monaural models had to be cleared and his promotional aims lost force by being divided.

"Wait & See"

In some cases, the public had little information about stereo. Other prospects were attracted by two-channel sound but, not being about to find the model they wanted at the price they wanted to pay, bought nothing. "Wait and see" was the order of the day.

The actual dollar volume drop, in all models and all types of phonographs, amounted to about 28 per cent during the survey period as compared with approxi-

mately the same period in 1958. Phono-record dealers reported phonograph sales totaling an estimated \$48,400,000 in the first 19 weeks of 1958. Sales in a similar period this year dropped off to \$34,900,000.

See Upswing

In direct contrast to this drop is the attitude of the dealers who participated in the survey. Almost 65 per cent anticipate a sales upswing in the months ahead. Only 3½ per cent took the gloomy view that a decrease is in the offing. The optimism of the 65 per cent has some justification. Remedial measures have been taken by the manufacturers with the filling out of their lines. Less confusion in design of stereo models exists. The dealer knows more about it and more about how to sell it than heretofore.

The biggest dollar drop is the category that has been especially strong in recent years—the automatic portable. In the 1958 survey period, phono-record dealers accounted for \$13,700,000 in sales of these units. In a similar period in 1959, they experienced a 40 per cent drop to \$8,400,000. It's important to recognize, however, that stereo automatic portables outsold one-channel models by more than two to one. Obviously, the public wants stereo—if it can get it at the right price in the right model.

Percentage-wise, manual portables suffered just as badly. Sales during the survey period dropped from \$3,400,000 in 1958 to \$1,600,000 in 1959—down 47 per cent. As might be expected, monaural outsold stereo by two to one since the low-priced promotional and kiddie phono aren't produced in stereo versions. Stereo volume was confined to the \$39.95 and \$37.95 models.

Console models help up much

(Continued on page 11)

Listen While You Cook?

NEW YORK—Is the public still confused about stereo? Some people can't even pronounce it. This was pointed out to The Billboard by Al Leon, ad exec for Symphonic Radio & Electronic Corporation.

Leon draws his opinion from what happened at recent public showings of the full Symphonic stereo phono line. He claims he overheard someone ask a salesman—"How many speakers you got in that STERNO?"

The prospect evidently wanted a set to counteract the effects of cool jazz disks, Leon opined.

NEWS OF THE WEEK

Static-Free Surfaces in New RCA Victor Stereo Packages . . .

RCA Victor to introduce static-free stereo albums. Initial disks will be those in the company's "New Golden Age of Sound" 1959 "Best Buy" program. The new disk entails use of a special mix, not a spray. RCA Victor chief George R. Marek hailed the development as one of the great technical advances of the decade in recording. . . . Page 2

Columbia Issues New Seven-Inch Stereo 33 1/3 Disk . . .

Columbia Records tossed a quiet bombshell at its Miami Convention with a preview of its forthcoming seven-inch 33 1/3 r.p.m. stereo disk. Product will contain the same material as on the firm's pop 45 platters. . . . Page 2

Flock of Nat'l Meetings Irk Indie Disk Distributors . . .

With at least 10 labels holding national distributor meetings this month, many indie dis-

tributors are complaining that they spend so much time getting acquainted with fall lines that they don't have time to work on current product. Distributor meetings were scheduled this month by RCA Victor, Columbia, Epic, Roulette, ABC-Paramount, Kapp, Decca, M-G-M, Disneyland, Liberty and Somerset-Stereo Fidelity. . . . Page 4

DEPARTMENT AND FEATURES

And-Arena	45	Honor Roll of Hits	26
Audio Products	11	Hot 100	28
Bulk Vending	63	Tomorrow's Tops	29
Carnival	81	Hot C. & W.	36
Circus	49	Hot R. & B.	38
Coming Events	60	Music Record Reviews—	
Classified Ads	61	This Week's LP's	23
Coin Machine	63	Singles	29-31
Fairs & Exhibitions	50	Outdoor	41
Final Curtain	47	Parks & Pools	48
Hot 100	28	Pipes	60
Letter List	62	Radio	7
Merchandise	59	Records	48
Music	7	Routings	46
Music Pop Charts—		TV-Music Radio	7
Top LP's	21		

Victor to Debut Anti-Static LP's

'Miracle Surface' Disks Result of New Ingredient Incorporated in Mix

NEW YORK—All RCA Victor LP's hereafter will be made with a new anti-static ingredient...

Dealers Land S-F Gratis Phono Promo

NEW YORK — Stereo Fidelity's "T" Day promotion is off to a flying start...

The promotion, introduced to Stereo - Fidelity distributors last week at three regional meetings...

First shipments to distribs have started and prexy Dave Miller is currently negotiating with Webcor to obtain additional units...

Among congratulatory wires from dealers (to Miller) was one from Mike Spector, Coral Gables, Fla., dealer and SORD prexy...

Another wire from New York dealer Seymour Bondy, prexy of the Association of Record Dealers of New York and New Jersey...

Advance Named Remington Distrib

CHICAGO — Advance Distributing Co., active as a pre-recorded tape one-stop, has been appointed area distrib of the Remington disk line...

BRITISH DIG MANCINI MOST

LONDON — As a result of the pre-sold demand to hear Henry Mancini's jazz compositions, Don Sharpe, representing "Desilu" is finding it easy to sell "Peter Gunn," America's top television series...

75c Label Makes Deb

NEW YORK — A new label, Econdisk, from Morton Grove, Ill., outside Chicago, will issue its first 45's this week at a list price of 75 cents...

Col. to Intro New Stereo 7-Inch 33 1/3

Sees Adult Market for Midget LP At 98c; Hope to Hypo Singles Lag

MIAMI BEACH, Fla — Columbia Records quietly and cautiously tossed a bombshell to the record industry this week with the announcement at their sales convention here...

Exec Decries Album Glut

HOLLYWOOD—Record market is being flooded with too many LP's, according to Bob Kirstein, sales veepee of Contemporary Records...

This condition, he said, has prompted Contemporary to follow its current "one-at-a-time" LP releasing policy. Albums are issued individually when the label feels the market is ready to absorb more of its product...

"I would rather issue one album and pull an initial sale of 20,000 than put out 10 albums and average an initial sale of 2,000 of each," Kirstein said.

In talking with various distributors and their salesmen he found that they could recall at least one album in the current release by any of their manufacturers. When pressed as to what else that label was including in that specific release...

2d ARMADA Meet Planned

CHICAGO — Planning of the second convention of the American Record Manufacturers and Distributors Association (ARMADA) will be accomplished at a board of directors meeting in September here...

The convention is expected to take place next June and there appears to be widespread sentiment for locating it in Atlantic City, according to an informal poll, Abner said.

Roy Scott, Memphis attorney, has been officially retained as the association's general counsel. Scott has been serving as legal adviser to the group, on loan from Sam Phillips of Sun Records.

In introducing the new record to the firm's distributors here, Goddard Lieberman, Columbia president stated the following reasons for the new disk: "We are aiming Stereo Seven at what we think is a new and different audience for single records—the adult audience which has largely abandoned single record-buying in recent years..."

(Continued on page 24)

Sterns Pubs Tune From Crosby Pic

NEW YORK — Julie Sterns is publishing one of the tunes from the new Bing Crosby flick, "Say One for Me," via his Arena Music firm. Tune is titled "I Couldn't Have Done Less" and was cleft by Sammy Cahn and Jimmy Van Heusen.

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"Age of Sound" promotion (see separate story).

It was pointed out that the static-free surfaces is not the result of a spray, but derives from an ingredient, designated 317X, which is incorporated in the mix.

It is believed that at some point the special mix formula will be offered to the industry generally—just as RCA Victor offered other record and phonograph developments in the past.

Marek termed the development one of the great technical advances of the decade, pointing out that the "Miracle Surface" will not attract dust and will help prevent surface noises and insure faithful reproduction.

Record lovers, especially high fidelity fans, have been in the habit of using brushes, cloths, wipes and sprays to dissipate static. Static is also responsible for tracking dust into the grooves, which has a deleterious effect on both records and needles.

RCA Victor stated that this development, a "first," will be heavily featured in its "Age of Sound" promotion (see separate story).

(Continued on page 24)

SUPERMARKET SLANT

Rack Buyers Put Sex Under Wraps

NEW YORK — "Sex is verboten in the supermarkets and the chains." This is the opinion of Lee Kraft, free lance photographer who has shot album covers for scores of firms including Jubilee, Gone, Savoy, Artia, United Artists, Scientia, Parliament and Aamco. It seems that the record buyers, or those in charge of the racks in the supermarkets and the chains just don't cotton to pictures of under-dressed females on the covers of the albums displayed in their stores...

Why the managers of supermarkets and chains should have a more Puritanical attitude about alluring fems than record dealers appears to be a mystery, since record dealers also handle the family trade. But perhaps it's because most of the products handled in supermarkets are packaged very conservatively. "Who ever saw a sexy cover on a loaf of bread or a bag of flour?"

Under any circumstances, says Kraft, the thumbs down attitude on sex by the racks, has begun to affect all album cover work, since the chains and supermarkets move

a vast quantity of LP's every month. "The trend is away from sexy covers," noted the photographer, "instead I try to get sensuousness without sex."

Kraft noted that the low-price covers for rack display are usually more sock — via heightened colors, etc. — than covers of higher price lines intended primarily for

(Continued on page 9)

Merc Moves to Tape Magazine

CHICAGO — Mercury will wing to full quarter - track recorded tape production August 1 when they debut two cartridge tapes. Firm previously announced tape production last May during a lively Magnetic Recording Industry Association meeting here. At the time, 11 open-reel releases were scheduled.

Mercury's entry into the cartridge field follows the trade debut of tape cartridge players at the NAMM Show last month. The players shown were produced by RCA Victor, Bell Sound Systems and Motorola.

They are the third firm to declare themselves for cartridge production, following RCA Victor and Bel Canto. Their first cartridge release consists of one classical and one popular: David Carroll's "Let's Dance" and Tschaikovsky "1812 Overture" with the Minneapolis Symphony (Dorati).

On a reel tapes include performances by David Carroll, Richard Hayman, Carl Stevens, Dinah Washington, Harmonicats, Buddy Collette, Sarah Vaughan, and the Detroit and Minneapolis Symphonies. Also, a sampler called "Miracle in Sound" features Carroll, Vaughn, Washington and Hayman.

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Victor All-Out on 'Best Buy' Pitch

Plans Huge Promo Drive in All Media; Dealer Aid Via Flexible Sales Policy

NEW YORK — RCA Victor's "New Golden Age of Sound" 1959 "Best Buy" program has been introduced by the label's execs in eight regional distrib meetings, it was announced by George R. Marek, vice-president and general manager, RCA Victor Records. Following the regional sessions, distrib hold their own local meetings to introduce the program to dealers. The "Best Buy" program includes 24 albums, 12 each of pop and Red Seal, to be promoted under the theme of "RCA Victor Presents the New Golden Age of Sound Albums." All packages are available both stereo and monaural, with the exception of the historic 1943 Carnegie Hall performance of the Tchaikovsky Concerto No. 1 by Horowitz, Toscanini and the NBC Symphony.

The RCA Victor program will be supported by the very powerful advertising and promotion drive. It was estimated that the cost of the promotional drive will be in excess of three-quarter million dollars, a figure which includes the outlay on the part of John H. Breck, Inc., outstanding hair preparations firm. (See separate story.) Campaign will include all media—TV, radio, national mags, newspapers, point of sale, etc., and will be highlighted by the Breck tie-in.

Big Spread in Camden 'Best Buy' Release

NEW YORK — RCA Camden's "Best Buy" program was termed the most potent release in the label's history by Jack Burgess, commercial sales and merchandising department manager, RCA Victor Records. Range of material, Burgess noted, covers classical, jazz, pop, musical comedy, plus stereo disks.

Product includes a package by Cantor Josef Rosenblatt, a follow-up to his big seller of last year; Oslo Symphony Orchestra, Bobby Dukoff ork. Three Suns, Artie Shaw doing show tunes, Xavier Cugat, Richard Maltby, Grace Moore, Helen O'Connell and Norman Leyden.

A strong promotion campaign will back the program.

Promotion centers on a "New Golden Age of Sound" preview album with selections from six pop and six Red Seal "Best Buys" albums. This is available in stereo for \$1.25 plus a Breck box top, label or facsimile; for \$1 in monaural, with box top, etc.

"Golden Age of Sound" theme reflects two lines of thought, Marek indicated: One, the big consumer response to Living Stereo, and secondly, the introduction of RCA Victor's static-less "Miracle Surface" sticker.

Among artists represented in the "Best Buys" program are Elvis Presley, Harry Belafonte, Perez Prado, Pat Suzuki, Melachrino, George Beverly Shea, Jim Reeves, Arthur Fiedler, Morton Gould, Jascha Heifetz, Fritz Reiner, Mario Lanza, Horowitz and Toscanini. Packages have a special gold foil band around the album covers, outlining the Breck offer and explaining the theme. Foil was furnished by ALCOA.

RCA Victor stated it is implementing the merchandising with a [\(Continued on page 9\)](#)

Lady Day Is Gone; Singer Dies at 44

NEW YORK — Lady Day is gone. The great blues singer, whose moving performances of sad songs of hunger and love, and pain often reflected the sorrow she had experienced in life, passed away last week (17) at Metropolitan Hospital in New York. Few others could ever sing the blues like Billie Holiday, few other singers ever will be remembered as affectionately or as compassionately as Lady.

She had only a handful of great years in a troubled life. She told about this life in her autobiography "Lady Sings the Blues," one of the classics of jazz literature. Her outstanding period was in the early 1940's when crowds thronged night clubs to listen to her sing "Strange Fruit," "Lover Man" and other songs that Lady made her own. Her last years were as troubled as her first, but somehow, in spite of all or perhaps because of it, everyone finally realized that Lady Day was touched with greatness.

VICTOR-BRECK TIE-IN OFFERS PREMIUM ALBUM

NEW YORK — Highlights of the intensive joint RCA Victor-Breck campaign are these:

The "Preview Album" which John H. Breck, Inc., will make available to consumers in the tie-in includes excerpts from 12 of the packages—classical and pop. The jacket is made up in gold foil, with four-color reproductions of the "Golden Age" theme. An imprinted gold foil wrap-around band invites consumers to "Get the Beautiful Hair Breck-RCA Victor New Golden Age of Sound Preview Album." (For box top plus \$1.25 for stereo, etc.)

Supporting this is ad on back cover of September's Ladies' Home Journal, and additional ads in McCall's, Seventeen, Charm and other national publications. Firm is also scheduling commercials on the September and October Shirley Temple TV spectaculars. Breck will also furnish retailers and 15,000 beauty shops with point-of-sale material plugging the RCA Victor album premium offer. Also available are floor stands shelf talkers, etc. For an extra push, the premium offer will be plugged on eight million grocery bags distributed by leading food chains.

RCA Victor kicks off the "Best Buy" campaign with a full page in Life, Esquire, the New Yorker, Saturday Review, High Fidelity and other mags and has scheduled network TV commercials on NBC-TV's new Western, "Bonanza" and other shows—both TV and radio. For window displays, diskery has designed an illuminated gold window display featuring all 24 packages, plus streamer material, mailing pieces, etc. Transcribed spots will be available for local newspaper ads.

Bill Alexander, diskery's advertising and promotion chief, described the joint campaign as a most massive campaign which will reach millions of consumers.

Frey Joins UST Line-Up

HOLLYWOOD — Audio-Fidelity becomes the latest to join the United Stereo Tapes roster of more than a dozen labels whose product will be distributed in seven-and-a-half four-track stereo tape form by the Ampex Audio, Inc., subsidiary. UST, serving as a one-stop distributor, concluded a non-exclusive national distribution deal with AF's Sid Frey, thus marking the first time in the label's history that any of its product was handled by anyone other than its regular distributors.

Initial Audio Fidelity tape release via UST is scheduled for August 15. For this release, UST will take 11 of the 15 packages Audio Fidelity has been producing in two-track stereo. UST will convert these to the seven-and-one-half four-track form, agreeing to manufacture the product, distribute it nationally, promote and publicize the line.

During negotiations between AF's Frey and UST's marketing manager Bill Muster, the label's prexy expressed a strong desire to join the UST label line-up, but explained that he already had exclusive contracts with his distrib and [\(Continued on page 9\)](#)

Col. Meet Stresses Marketing Effort

Distrib & Salesmen Briefed on Full Integrated Fall Product Presentation

MIAMI BEACH, Fla. — The 1959 Columbia Sales Convention, which winds up today (20) was keynoted by plans for more effective merchandising of the company's fall and winter product. Analysis and intensification of the firm's marketing effort was the subject of serious discussion at many meetings of the company execs with distributors and distributor salesmen.

The entire sales program centered about Columbia's new "Profit Pack" containing a fully integrated fall product presentation. The profit-pack consists of a leather carrying case containing new product album covers, promotion material, catalogs, best-seller lists and order forms. The profit-pack offers not only current

product but suggested best-selling inventory for Masterworks, Popular, Adventures in Sound, and Harmony LP's. The firm calls this a guided selling program, and it continues the 10 per cent exchange accrual for dealers on album purchases.

Columbia also explained its restocking plan, which will be offered to dealers next month. All new August and September releases as well as the complete Co- [\(Continued on page 9\)](#)

Am-Par Briefs Distribs on Fall Program

NEW YORK—ABC-Paramount kicked off its series of cross-country distributor meetings here at the Hampshire House Saturday (18)—introducing 16 new albums in the label's new fall line. Am-Par execs will meet with Midwestern distributors in Chicago, July 25, and Atlanta and Los Angeles distrib, August 1.

Spotlighted at the meet was a new merchandising display unit, which will be made available to dealers—thru Am-Par distributors—in a special deal involving the purchase of items from the new fall LP line. Details of this plan will be reported next week. The Browser Boxes each hold over 200 LP's, plus storage space for an additional 200 disks.

Featured in the new fall album line, which will be made available on monaural and stereo, are packages by Lloyd Price, Paul Anka, Eydie Gorme, Steve Lawrence, Johnny Nash and Dick Clark.

DECCA SETS 10% RETURN PLAN

NEW YORK — Decca Records has established a 10 per cent return privilege plan, available to Decca, Coral and Brunswick dealers.

Under the new system, dealers will be notified twice yearly as to the amount of their return privilege for each label, which will be equal to 10 per cent of the previous six-month's net purchases of albums. Dealers will receive their first 10 per cent LP return privilege shortly after January 1 for the six-month period ending December 31.

Decca Winds Up Divisional Meetings

NEW YORK — Decca Records holds its last divisional meeting in New York today (20) at the St. Moritz Hotel. At this meeting the Eastern division of Decca and Coral branches and Canadian representatives will be present as well as the entire national Decca, Coral executive staff.

Decca has been holding meetings cross-country in various divisions all last week. The Western division met in Los Angeles on July 16, the Southern and Midwestern divisions in St. Louis on July 17 and the Central division in Cleveland on July 19. Execs Sid Goldberg, Clayde Brennan, Lou Sebok, and Howard Kaye, have been out on the road announcing the Decca - Coral fall programs. Dealer shows will be held by branches starting July 21.

Nassau M-G-M Meet Setting

NEW YORK — M-G-M Records will hold its 1959 distributor convention in Nassau, the Bahamas, BWI, at the end of July. This is the first time that M-G-M has held a convention outside of the United States. The convention will run July 30 and 31, with distributors slated to arrive on July 29. Eddie Heller, Sol Handwerker and Ed Budzinski will set up all details for the Nassau convention.

Ram Drops Merc for New Distrib Set-Up

CHICAGO — Buck Ram this week severed his Antler label from its previous distribution channel, Mercury Records, added a new subsidiary, Ram Records, and assigned them both to a newly formed national distributive organization.

The new national organization is Armel Distributors, operated by Morris S. Price. Price, until recently the national sales manager of Mercury, also runs Arnold Records, Inc., a new regional distributor here. He has lined up a complete roster of local points for Armel, including the distributorships of Lou Klayman in New York and Herb Cohen in Pittsburgh, two names with whom Price has been

repeatedly associated in recent trade conversation.

In addition to heading Ram's sales set-up, Price handled arrangements with RCA Victor custom pressing division for manufacture of the first two releases on the Ram label. One is by Stewart Rose; the other, back-to-back performances by Big John Taylor and Benny Joy.

Armel's formation and Ram's joining with it helps form a trend by smaller labels to concentrate on a.&r. functions, and to farm out the specialized responsibility of distribution. Ram, in fact, has started to assign internal business management tasks to his brother, [\(Continued on page 9\)](#)

Cap Launches All-Out Sales Force Campaign

HOLLYWOOD — Capitol Records has launched an intensive indoctrination program to acquaint its sales force in the field with its fall merchandise, and the sales and promotional campaign supporting the coming all-out drive.

It flew its district sales manager to Hollywood where it lifted the curtain on the fall product line-up. It informed them of its new dealer restocking plan and the high-voltage promotional push soon to kick-off. The district sales managers upon their return to their respective bases will similarly stage meetings with their own sales people to convey details of the upcoming program.

Last week, Capitol sent its top artist-repertoire, sales and merchandising execs to attend the district sales meetings. By sitting in on the sessions, the men from headquarters, it was felt, would help

impress the men in the field with a campaign Capitol feels to be the strongest it has ever waged.

Brass taking to the road included Capitol veepee in charge of artist-repertoire Lloyd Dunn to New York; veepee in charge of merchandising Mike Maitland, to Toronto, Canada; Capitol Records Distributing Corporation veepee Max Callison returned to his home grounds, Cincinnati; sales administrator Bud Fraser, to San Francisco; merchandising administrator Bill Tallant, to Dallas; merchandising director Dick Rising, to Chicago; CRDC's assistant national sales manager Bill Miels, to Cleveland. Meetings were also scheduled in Atlanta and Baltimore.

Meetings consist of a three-and-a-half-hour stereo presentation of new Cap package product for August and September in both pop [\(Continued on page 9\)](#)

PROPOSALS DISCUSSED

Key Jocks Meet To Mull Nat'l Org Ways and Means

By JUNE BUNDY

MILWAUKEE — A group of key deejays met here over the weekend 18, 19) to discuss the possibility of setting up a national disk jockey organization. Scheduled for presentation was a set of recommendations by a delegation of West Coast deejays, who held a regional meeting of their own in Los Angeles July 11.

The West Coast jocks recommended that the assembled deejays establish an interim committee which would formulate a sound plan for a future organization and co-operate with any sponsor of a 1960 deejay convention. They also recommended that the group attempt to reach the formal organization stage at the 1960 convention.

"We further recommend," said the West Coast jocks, "that the disk jockey organization be centered around a single enduring project of public service related to youth welfare and that the project should not be directly dependent for its promotion upon deejays' air work but supported mainly by members in various communities and ultimately on a national scale."

It was also unanimously agreed by the West Coast spinners to recommend the organization "should not solicit nor accept financial assistance from record companies."

Those attending the Los Angeles meeting to draft the proposals included Los Angeles deejays Jim Hawthorne, KDAY; Ira Cook, KMPC; Joe Yocam, KFVB; program director Chuck Blore, KFVB; Tony Lafrano, manager, KHJ; and Crowell-Collier's radio chief Bob Purcell.

Also in attendance were freelance radio program consultant Bill Gavin (the "Lucky Lager Dance Time" man and sparkplug of the

Victor Pushes R.&R. Teenster

NEW YORK — RCA Victor has launched a big drive centering around new artist Johnny Restivo, whose first single is "The Shape I'm In." Restivo, 15-years-old, was named "The Most Perfectly Proportioned Teen-Ager in America," in 1958 by a national health mag. Special mailings for club activity is being plotted for the rock and roller.

Watchmakers Back Fall NARAS Awards

NEW YORK—Next presentation of awards by the National Academy of Recording Art and Sciences will be televised coast-to-coast under sponsorship of the Watchmakers of Switzerland. It will be carried by the NBC network this coming November 29 from 8-9 p.m. (EST) as a color spectacular. Deal was concluded last week between the Academy and Cunningham and Walsh, advertising agency for sponsor. Tom de Huff handles the Watchmakers of Switzerland account for the agency. Telecast will originate from NBC's Burbank studios.

Terms of the contract were approved by the Academy's national directors. Agreement calls for NARAS to package the program and be in complete charge of the production.

This means NARAS will move the date of its annual event from spring to late fall or winter. The

organizational meet), Phoenix, Ariz., jocks Bob Furry, KTAR; Buzz Jones and Al McCoy, KOOL; Tiny Markle, KFSD, San Diego, Calif.; Al Anthony, KAFY, Bakersfield, Calif.; R. Cordell, KFDM, San Bernardino, Calif.; record firm toppers Randy Wood of Dot and Mike Maitland of Capitol; and indie promotion man George Jay.

Jim Hawthorne proposed that the 1960 convention's all-star show be televised and commercially sponsored, with acts filmed on video tape and edited for later release. Revenue from the sponsorship would go to the Association. Performers for the show would be selected by a national poll of the

membership with jocks introducing some of the acts.

In proposing the youth welfare project, Ira Cook opined that deejays might, for example, voluntarily set aside a small percentage of their profits from such outside activities—record hops, etc.—to support a project in the mental health field for young people, such as counseling or psycho-therapy clinics.

Scott Muni, WMCA, New York, also submitted a proposal that the jocks adopt a program to combat juvenile delinquency as their special project. Details of the weekend meet will be carried next week.

Too Many Meets Irk Indie Distributors

Mounting Nat'l Huddles Take Too Much Time From Work on Current Product

NEW YORK — With at least 10 labels holding national distributor meetings this month many indie distributors are complaining that they spend so much time getting acquainted with fall lines they don't have time to work on current product.

Last week Epic Records met with distributors in Las Vegas (July 10, 11); Liberty held a session with distributors in Los Angeles; and Somerset - Stereo - Fidelity conducted sessions in Los Angeles, New York and Chicago.

Roulette and ABC-Paramount kicked off confabs with Eastern distributors over the weekend (July 18, 19)—preparatory to holding sessions with distributors later this month in Chicago and Los Angeles; and Warner Brothers is meeting with Eastern distributors here this week (20, 21). Kicking off cross-country distributor meetings on the West Coast last week were Decca and Kapp.

Next week Disneyland Records has set a three-day meeting with distributors (July 31 - August 3) at the Disneyland Hotel, Anaheim, Calif.; and M-G-M is holding its national distributor meeting in Nassau July 30, 31. Columbia Records also met with its distributors

last week (16-19) in Miami Beach.

In addition to the problem of taking time off from work on other labels, several distributors said it was often difficult to swing the trips financially, particularly in cases where the labels involved don't pick up transportation costs and/or hotel bills.

The meets also pose a problem of diplomacy for distributors who handle several indies, in that some

(Continued on page 7)

M-G-M Puts on Chart Heat

NEW YORK—M-G-M Records is starting to grab a lot of chart action these days. Connie Francis, probably the hottest of the fem pop singers these days, has both sides of her current hit in the top 15, with "Lipstick on Your Collar" in the number eight slot and the flip "Frankie" in number 15. Meanwhile, coming up the charts are the Andre Previn - David Rose "Like Young" in the number 46 position; Jonie James' "I Still Get Jealous" now up to the number 77 position and "Mona Lisa" by Conway Twitty which jumped on the chart in the number 89 slot for its first appearance.

AM-PAR ISSUES OWN 33 SINGLE

NEW YORK — ABC-Paramount Records is bringing out a special seven-inch stereo 33 1/3 single, "Call the Tribe," August 1.

Am-Par prexy Sam Clark said it was merely coincidental since he had planned to bring out the special single one a one-shot before he learned of Columbia's new line. However, Clark said he is now seriously considering manufacturing the new seven-inch singles, and that Am-Par could make them available in 30 days.

"Call the Tribe," was cut by publisher Lou Levy, and features a seven-minute cantata written by Willard Robinson and performed by the Charles Naylor Chorale. It is a "message disk," with a plea for world peace-theme, based on Bible sources. The disk will be released in a special sleeve carrying the entire lyric.

(Continued on page 9)

SHARP DIVISION IN TRADE VIEWS ON 7-INCH 33

NEW YORK — Comment from other record companies throughout the country on the introduction of the Columbia Records' seven-inch stereo 33 1/3 r.p.m. disk (see separate story) ranged from disapproving to enthusiastic. Some of the companies talked to, and they included the other majors and large indies, were vociferously against it. Statements from these firms included such succinct remarks as "What for?" and "It will confuse the industry all over again." (This firm also noted "There are stereo singles available on 45 r.p.m. disks.")

However, there were also record firms who enthusiastically endorsed the new disk. One large firm said "It's a great idea." And another commented, "A wonderful idea—I only wish we had thought about it."

But no firm indicated any intention at this time of also bringing out a seven-inch stereo 33. Many said they would watch the Columbia disk carefully before taking any action whatsoever. One manufacturer pointed out that the great majority of juke boxes were not tooled for the new Columbia record. But it was noted that Columbia is not aiming this record at such a market.

IBM to Make Music Survey

SEATTLE — The International Business Machines Corporation is entering the pop music scene this month via a special project for radio station KING here. The station and IBM will shortly launch a survey of local pop music preferences, with Dr. Stuart Carter Dodd, director of the Washington Public Opinion Lab at the University of Washington, serving as consultant.

The survey was prompted by KING's belief that present polls in the broadcasting medium based almost exclusively on disk sales or requests fail to present an accurate measure of the public's preference. Results will be used as a guide for future KING disk programming.

The IBM-Dodd survey will poll by mail more than 100,000 persons over the age of 12 in 15 Western Washington counties—representing approximately 10 per cent of the population reached by

(Continued on page 9)

Propose 5-Year Juke Royalty Trustee Set-Up

WASHINGTON—The proposal to set up a government supervised, five-year trusteeship for collecting juke performance royalty, via an amendment to the Celler anti-juke exemption bill, was officially disclosed last week (13). The Congressman revealed details of the proposed amendment in the wake of an informal discussion held earlier between Celler (D., N. Y.) and the conflicting songwriter-juke box interests, as reported in The Billboard July 13 (Coin Machine section).

The Celler suggestion for a "trustee approach," would have a flat per-box performance fee collected annually, by a three-man board of trustees, selected respectively by the attorney general, the juke box operators, and the performing rights societies. Basis of collection would be a scientific survey of music performed on juke boxes, conducted by government agencies. At the end of the five-year period, the trustees would thereafter set the fee for subsequent five-year periods, based on "Specified economic standards spelled out" in the amendment to the Celler Bill, H.R. 5921.

Celler offers the plan "only as a suggestion" for a way out of the long, bitter wrangle between songwriters who feel their claim for payment on use of songs is as valid for juke boxes as for all other users—and the operators, who insist they are paying enough in mechanical royalties on records they buy.

Celler believes his plan would reconcile three factors: the operators' expressed willingness to accept an increased mechanical royalty; their reluctance to deal with ASCAP, and their insistence that performing rights societies do not distribute fairly to songwriters. The Celler amendment would propose an annual rate equivalent to a doubled mechanical royalty; the trusteeship eliminates any dealings between operators and performing rights groups; and distribution would be "pro rata" to songwriters on basis of a scientific survey, he points out.

The Congressman also says this approach takes care of the possibility of any other performance societies forming in the future, and would cover individual, non-member copyright owners in the performance survey. Celler intends to meet with a small group of representative spokesmen for both sides of the royalty quarrel, on September 1, when he will welcome "any

(Continued on page 75)

British Booker Dubs Big U. S. Acts Overpaid

By LEIGH VANCE

LONDON — Top U. S. recording stars will no longer be receiving the big salaries for variety tours in Great Britain. Leslie Macdonnell, joint-managing director of Moss Empires, the largest theatrical circuit in the U. K., said this week: "The so-called big American music attractions are over-paid — by about 80 per cent of their value." Macdonnell said that in future he will book those artists who are prepared to work on a percentage. "If they are crowd-pullers they can reap a very high reward, if not, they must take the same chances we will."

Macdonnell's attitude comes as a result of a number of "disappointing" shows he has booked with top line artists. In particular he cites the Paul Anka tour, dur-

ing last April and May, and other artists whose salary was so large that Moss Empires were unable to get an adequate reward for the booking and presentation. During the first half of 1959, only a sprinkling of U. S. musical personalities had been booked by Moss Empires, apart from Anka, there was Connie Francis, Billy Daniels, Liberace and Italy's Marino Marini Quartet.

The main effect of the Macdonnell percentage decision will be to cut down the number of U. S. stars prepared to work the circuits in the United Kingdom. Unless these artists can also be assured of several lucrative television engagements at the same time, British, London and Provincial theaters will no longer be seeing top U. S. recording talent.

HIT THE JAYE P. JACKPOT

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Jaye P. Morgan

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M-G-M K12815



M-G-M *Records*

This One

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Decca Cuts Pop Stereo To \$4.98

NEW YORK — Decca Records this week reduced the price of its popular line of stereo LP's from \$5.98 to \$4.98. The price drop affects the Decca DL 78000 series, the Coral CRL 757000 series, and the Brunswick BL 754000 series. Decca becomes the third major in recent weeks to reduce the price of its pop stereo LP's to \$4.98, the others being Columbia and Victor.

The Billboard erred last week in stating that Mercury Records had reduced the price of its pop stereo LP's. It has not; the Mercury stereo LP price is \$5.98 for both pop and classical albums.

THE PRINCE IS HERE

see page 19

 * **BREAKING FOR A SMASH!** *
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 THE FLAMINGOS • GONE

HOT 100 ADDS TEN

- NEW YORK—Ten new sides debut on this week's Hot 100 chart. Details are:
 79. **Sugaree**—Rusty York, Chess
 82. **With All of My Heart**—Brook Benton, Mercury
 29. **Mona Lisa**—Conway Twitty, M-G-M
 90. **Cry**—The Knightsbridge Strings, Top Rank
 93. **Martinique**—Martin Denny, Liberty
 95. **Linda Lu**—Ray Sharpe, Jamie
 97. **A Girl Like You**—Gary Stites, Carlton
 98. **Makin' Love**—Floyd Robinson, RCA Victor
 99. **Broken-Hearted Melody**—Sarah Vaughan, Mercury
 100. **Summer's Love**—Richard Barrett & the Chantels, Gone
 "Tennessee Stud," by Eddy Arnold on RCA Victor, number 80 on this week's Hot 100 chart, should have been included among last week's new listings.

Thompson Ork Revived for Summer Trek

INDEPENDENCE, Kan. — Hank Thompson, who recently disbanded his Brazos Valley Boys, one of the top Western bands in the country, to go it as a single on club dates, announced here last week that he is re-forming his big combo for a series of personals starting July 22, which will take the aggregation thru Texas, Oklahoma, Kansas, Colorado, Wyoming, Nebraska, South Dakota and Montana, winding up at the Wort Hotel, Jackson Hole, Wyo., August 17-29.

Roster of the revived Brazos Valley Boys will be much the same as it has been the last year or so, Thompson says, and will include Bobby White, steel guitar; Bob White, lead fiddle; Dubert Dobson, trumpet; Pee Wee Calhoun, piano; Pete Burke, bass; Johnny Nelson, drums, and Thompson, standard guitar.

The Thompson combination has again been contracted for the Texas State Fair, Dallas, opening October 10, where it will give three free concerts daily under sponsorship of the Falstaff Brewing Corporation. This will make the band's seventh consecutive season there. Following the Dallas engagement, Thompson takes his crew on a string of dance dates thru Texas, Oklahoma and Kansas. They will be a feature at the Neewollah Celebration here Saturday, October 31, and Sunday, November 1, will appear for Smokey Smith on a promotion at the KRNT Theater, Des Moines, Ia.

Enrica, RaeCox Labels to Deb

NEW YORK — Teddy McRae and Eddie Wilcox have started two new record labels, Enrica and RaeCox Records. First releases on the Enrica label will be a single LP with Linton Garner, brother of Erroll. On the RaeCox label, the first release will feature a new group, the Sunsets, on a single, and Edmund Hall on a LP. All of the records will be issued in July except for the Hall LP which will be issued in September.

10 MORE JOIN LABEL PARADE

NEW YORK — Ten new labels joined the label parade during the last week. Here are the names and addresses of the newcomers:
 Belle Records, 155 N. Pennsylvania Avenue, Greensburg, Penn.; Country Records, Box 241, Puyallup, Wash.; Dice Records, care of Johnny Richardson, 1075 Tiffany St., The Bronx, N. Y.; Fang Records, Gonzales, Tex.; Forte Records, 7417 Melrose Ave., Hollywood, Calif.; Milestone Records, 1420 Cherry Long Beach 13, Calif.; Ole Tyme Jamboree Records, Box 36, Burnett, Wis.; Phase Records, 11 W. 60th St., New York 23; Strand Records, 680 Fifth Ave., New York 19.
 CORRECTION: Mink Records, Lewis Tower Bldg., Suite 5-7-512, Philadelphia 2.

D. C. REALTOR WOULD DONATE CIVIC THEATER

WASHINGTON — The Capital may have a local civic performance theater, as well as the proposed National Cultural Center, if the District of Columbia decides to accept the offer of a theater and office building from millionaire realtor Morris Cafritz, here. Cafritz has offered to "donate" both the Keith Theater — now a movie house — and the Albee office building for a municipal theater center for performing arts.

Cafritz said the property value is about \$3 million, with and outstanding mortgage of \$1.5 million. Previous to the Cafritz offer, there have been suggestions that the city buy the Tivoli Theater, further uptown from the Keith. Keith is at 15th and G streets, a scant two blocks from the White House. Keith's is reportedly under lease until December 1961, has about 1,900 seats, standard stage and orchestra pit. With the recent burning down of the old Schubert Theater, Washington was left with a single first-rate legitimate theater, the National.

District Commissioners and the Recreation Department are meeting to talk over the offer, and what it would entail in upkeep. Cafritz says he does not see any conflict in the fund-raising department between his offer and the National Cultural Center. He believes the office building housing the theater can help pay the tab.

In any event, the matter will also be taken up with the National Cultural Center trustees before steps are taken to accept the realtor's offer. Talk in some quarters raises some skeptical questions as to whether the donation is aimed at benefiting the city — or the notably shrewd realtor.

UA to Deb Jazzletter

NEW YORK — United Artists Records will debut a jazzletter to be included in their July jazz LP releases. The jazzletter will contain general information and will not be confined to coverage of UA artists alone. The jazzletter will also include listings of various jazz concerts, festivals and events. Jazz jocks and retailers who specialize in jazz LP's can receive additional copies of the jazz letter from the UA publicity departments.

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81 Pkges. on Cap Aug. Sked

HOLLYWOOD — August release of Capitol consists of 47 album titles, including its pop, "Capitol of the World," classical and Angel lines, with a number of these being made available in stereo and EP form, in addition to standard monaural. The August release actually consists of 81 different packages.

This is broken down as follows: Pop release consists of 15 albums (including its stereo only "What's New?" sampler). Of these, 13 are simultaneous stereo-mono editions; one is monaural only, one ("What's New?") is stereo only, and two Frank Sinatra and Ernie Ford are being issued in EP form in addition to single and dual-track versions.

Seven "Capitol - of - the - World" albums are divided between three stereo versions of previous mono releases with remainder in single track only.

Ten album Capitol classics releases consist of nine simultaneous stereo and monaural packages plus one stereo edition of an early single-track issue.

Angel release consists of 15 titles, one of the heaviest for the line to date. This further expanded with eight albums issued in both stereo and mono. Six are stereo versions of earlier single track releases. Only one is monaural form only.

O'Day, Darren In Krupa Pic

NEW YORK — Anita O'Day, Shelly Manne and Jimmy Darren are the latest names signed to appear in Columbia's forthcoming bio-pic "The Gene Krupa Story," starring Sal Mineo as the drummer.

Darren, who will sing several songs in the movie, will play Eddie Sirota, a life-long friend of Krupa. Shelly Manne will portray drummer Dave Tough, and Miss O'Day will appear as herself when she was vocalist with the Krupa ork.

Annual Milwaukee RMI Party Set

MILWAUKEE — The fourth annual Milwaukee Recorded Music Industry Party will be held here August 25 at the Jewish Community Center, with RCA Victor record division chief George Marek as guest speaker.

A highlight of the evening will be the presentation of the annual "Millie Awards" to local deejays and radio stations for outstanding public service efforts. Several name record artists are being lined up for the event, which will be attended by about 400 dealers, distributors, deejays and juke box operators.

NEW FACES, NEW SPEEDS, PRICES

NEW YORK — A lot of new developments erupted on the singles and LP record fronts this week. Columbia Records introduced its new seven-inch stereo 33 1/3 rpm single record; RCA Victor introduced its new staticless LP; ABC - Paramount issued a one shot seven-inch stereo 33 1/3 rpm single; a new label from Morton Grove, Ill., Econ-45, bowed a 45 rpm record at a 75-cent list price; and Bullseye Records brought out a Multi - Play disk containing four tunes for a list price of 98 cents. All of these developments are covered in separate stories in this issue.

BULLSEYE DEBS 4-TUNE SINGLE DISK FOR 98C

NEW YORK — Bullseye Records, Woody Hinderling's label, will bring out a new type 45 disk next week. It is called a "Multi - Play" and it contains two selections on each side of the disk. Unlike EP's, however, there is no band between the two selections, and each selection runs under a minute and a half, making the total playing time per side under three minutes.

In a sense this new multi-play record could be called a way of bringing the price down without actually cutting price. The record will sell for 98 cents. It is the first in a planned group of multi-play diskings. The first record will feature the Silver Strings Ork, a French group, and the selections are "I'll Be Home," and "Cry My Love" on one side and "Falling Leaves" and "Rain Drops" on the other.

Conn Head Dies at 82

ELKHART, Ind. — Carl D. Greenleaf, age 82, honorary chairman of the board of C. G. Conn, Ltd., manufacturers of band instruments, died in Elkhart General Hospital Friday (10).

Greenleaf, who has been hospitalized since last September, was born in Wauseon, O., July 27, 1876. He became president of the Lyon and Greenleaf Company, in 1910 when that firm had its headquarters in Wauseon. The offices of the company were later transferred to Ligonier, Ind.

Greenleaf became president of C. G. Conn, Ltd., in 1915 and held the position for 34 years. He served as president of the board from 1949 until 1958 when he resigned because of ill health. He was then chosen honorary chairman.

The deceased is survived by three sons and a daughter: Leland B. Greenleaf, president of C. G. Conn, Ltd.; Harvey Greenleaf, of Colorado Springs, Colo.; Charles Greenleaf and Mrs. C. T. Doynton, both of Elkhart; 11 grandchildren and four great grandchildren.

New Lines for Cap of Canada

HOLLYWOOD — Capitol Records of Canada has taken over distribution of Pathe, Parlophone and Odeon for the Dominion. These European labels, aimed at Canada's French - speaking populace, had been previously distributed by EMI (Canada), Ltd. Capitol presses from imported masters as well as import their finished product.

Mike Maitland will be in Montreal and Toronto for conferences with Harold Smith, Capitol of Canada's veepee, concerning acquisition of the three lines.

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Baron Exits Cap for UST

HOLLYWOOD — Phil Baron, for the past five years with Capitol Records covering the Midwestern territory, resigned last week to join United Stereo Tapes, the 7½ four-track stereo tape manufacturing - distributing wing of Ampex Audio, Inc. Baron was hired by Bill Muster, UST's marketing manager, and will serve as the firm's Midwestern sales rep. He will report to Muster.

Baron will continue to headquarter in Chicago. While at Capitol, his most recent assignment was to serve as Cap's Midwestern classical representative. Prior to that, he was Midwestern sales rep for the label.

His appointment marks a reunion at UST for Baron and Muster. Latter served Capitol Records for five and a half years. At the time he left Capitol, he was director of album merchandising.

Jocks Shift; Collins, Lowe To New Jobs

NEW YORK — The rapidly changing local jockey picture here was marked by two more deejay moves last week. Al (Jazzbo) Collins signed on as new morning man for WINS and Jim Lowe inked a pact for a daily afternoon hour show with WRCA.

Collins, who left WNEW here earlier this month when Pete (Mad Daddy) Myers took over his time period, replaces Murray Kaufman in WINS 6-10 a.m. Monday - thru - Friday time slot starting this Monday (20). Kaufman returns to his late-night seg. Lowe recently resigned from WCBS, where he piloted a daily hour afternoon show and a lengthy Saturday session. He launches his new WRCA airtel July 27.

AM Stereo Demonstration

NEW YORK — A broadcast demonstration of a new system of AM Radio, AM compatible stereo broadcasting, was held in New York last week by WABC and the Philco Corporation which developed both the transmission system and the stereo receivers. The FCC approved the special broadcast last Thursday (14). Philco execs stated that they were ready to market the system as soon as the FCC approves standards for it.

NEW YORK — Rank Records of America has acquired exclusive distribution rights to Venus Records' "Ma, She's Makin' Eyes at Me" b-w "Yes, We Have No Bananas" by the Bentley Brothers.

Several other firms were in competition to get distribution rights for the platter. Rank is readying samples of the disk to be sent to jocks and distributors.

CONTEMPORARY JAZZES OPERA

HOLLYWOOD — Les Koenig's Contemporary Records which started the trend of recording jazz variations on Broadway musical themes ("My Fair Lady," with Shelly Manne and his friends) may be cutting still another new path with its latest release. This time grand opera gets the syncopated send-off. Album is "Barney Kessel Plays Carmen." Kessel surrounds himself with Andre Previn, Shelly Manne, Victor Feldman, Bill Smith, Buddy Collette and Herb Geller.

'Cry' Hypes Rank Ork

NEW YORK — Early favorable indications for the single "Cry" by the Knightsbridge Strings, has already prompted new short and long-range planning for Top Rank Records. At the album level, a pair of packages featuring the 34-string British ensemble highlighting Broadway and movie music, will be rushed to market.

Secondly, plans are afoot to actively merchandise the Knightsbridge sound via new recordings made in London by a.&r. chief Dick Rowe, of brass, woodwind and choral groups also utilizing the Knightsbridge tag. Arrangements for "Cry" and forthcoming Knightsbridge items are by British scorers, Reg Owens and Malcolm Lockyear.

Too Many Meets

• Continued from page 4

have been forced to make a choice between attending distributor meetings scheduled by two of their key lines on the same date. Some manufacturers take the position that they "lose face" if a distributor doesn't show up at their confabs.

Complaints about "too many meetings" don't stem only from distributors. Some manufacturers have also expressed annoyance with the situation, mainly because they think the meets cause distributors to neglect their own product.

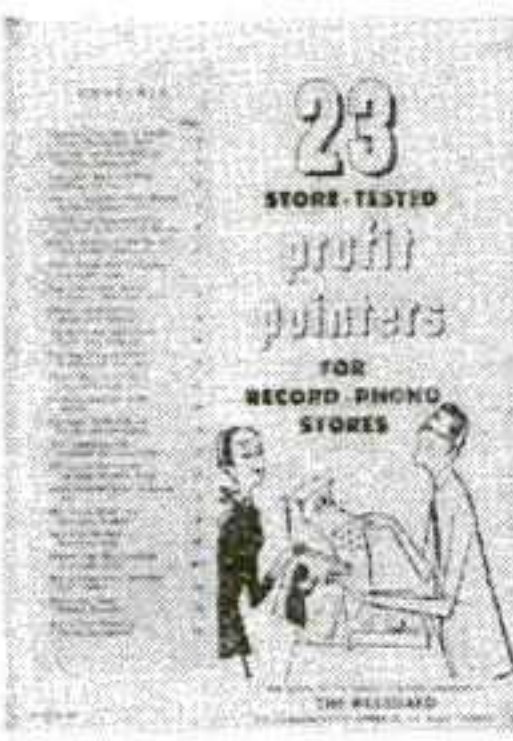
A sales manager of a key indie here noted that the recent influx of visiting distributors "is costing us a fortune in theater tickets," since many distribs "drop in" to visit while in town to attend another label's meeting.

Altho the exec hasn't scheduled a national distrib meet this year, he's getting so unhappy that he said: "I may throw a meeting just to protest all the other meetings!"

Ernest Bloch Dies at 78

PORTLAND, Ore. — Ernest Bloch, one of the most important composers of the 20th Century, died last week (14) at the age of 78. Bloch, who was born in Geneva, became a United States citizen in 1915. Bloch, altho he founded no school or had disciples, by the force of his musical ideas he was considered one of the great contemporary composers. He wrote in terms of the Jewish spirit, altho he himself stated that he had not tried to write in a Jewish style by borrowing melodies from outside, but by listening to "an inner voice." Possibly Bloch's best known work was his "Schelomo," altho many other compositions of his won awards and various competitions.

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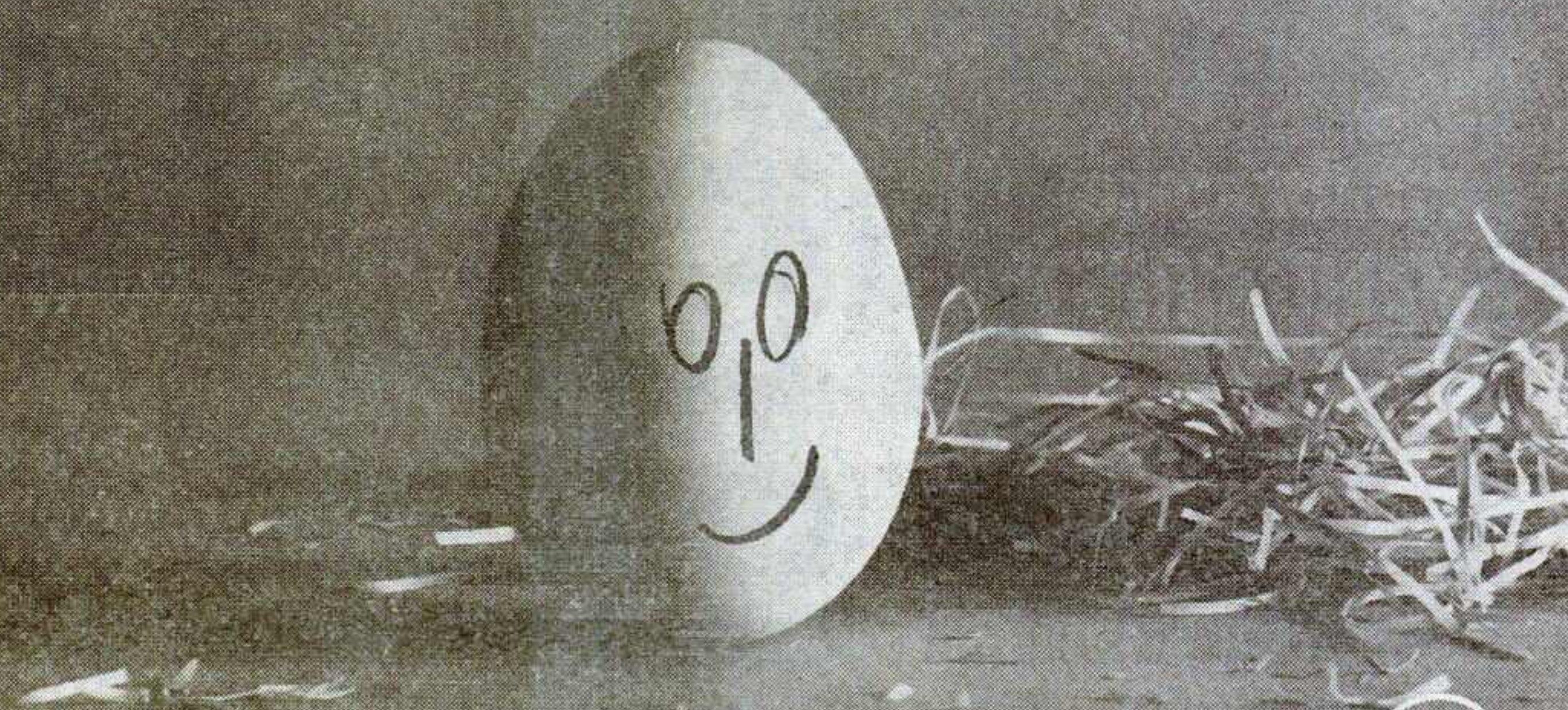
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RCA VICTOR

TRADEMARK RADIO CORPORATION OF AMERICA



Columbia Marketing Effort

• Continued from page 3

Columbia LP catalog, will be offered at regular dealer cost less 10 per cent during August and September. Distributors and branches are offered extended dating terms (October, November, December) on purchases of all eligible catalog and new releases thru August and September, and they will offer these dating terms to dealers. Columbia also presented its new accessories program, featuring brand name items and a quality needle line.

Columbia's fall advertising program, "The Fall Festival of Entertainment," will be, according to company execs, the most expensive advertising campaign in its history. Top popular consumer magazines

will be used to advertise pop and classical product. There will be mats available for dealers for popular, classical, and new August-September product for co-operative ads. The Billboard's Audition section will be used for trade ads.

Sales promotion items for dealers include window display pieces, consumer brochures, a new Masterworks catalog, mobiles and mounted album covers and streamers.

The new product was auditioned at the convention, with each pre-

Sex Under Wraps

• Continued from page 2

dealers. And he also pointed out that the racks, due to the huge number of albums they can display, have created more interest in cover art or photographs than ever before. Madison Avenue's influence is affecting the cover art of many labels which means more and more modern design.

Kraft feels that art for LP covers is among the most creative work a photographer can do. "A photographer has freedom to do what he wants, and the more he uses his imagination, and comes up with creative work, the better he does financially." The prices being paid these days for cover photographs ranges from \$100 to \$500 each.

Kraft pointed out wryly that there are, in the trade, four accepted categories of cover art. One is foreign scenes, usually for pop albums; another is togetherness, which shows a man and woman, and sometimes kids too; the third is Seascapes or Landscapes—these are always for classical albums; and the last is Sex—which is not in demand these days, he avers.

Cap Campaign

• Continued from page 3

and classical. It's produced under the theme, "Capitol Kaleidoscope: A Brilliant Array of Stars and Sounds." It features narration by "Tennessee" Ernie Ford, Dean Martin, recently acquired Dinah Shore and Kay Starr who officially returned to the Cap fold but a week ago. It includes voice-tracks from many of the other Cap pop artists. Conductor Erich Leinsdorf served as narrator for the longhair facet of the presentation.

Ram Drops Merc

• Continued from page 3

Mike Ram, an attorney. These tasks include administering the record companies, publishing interests, personal management, and the parent corporation of all these activities, Personality Productions, Inc. The Platters, currently the biggest

view handled by the a.&r. man in charge. Of course the convention was not all somber. There were two large shows, the country and western show with the firms top names, and the banquet show featuring all top talent. And Columbia's traditional original skits show, featuring various Columbia sales execs acting the roles, was well received.

money-makers for Mercury, are Ram's chief management property.

Ram will supervise all a.&r. work for his labels and development of his artists. Promotion, as supervised by Jean Bennett, will also remain under his personal concern.

Ram retains one tie to Mercury, who recently renewed the Platters for three years. The agreement also included the signing of Tony Williams, the Platters' lead voice, as a solo. Williams' first solo album has already been recorded and will soon be released under the title, "The Namedropper." This will be the first step in a personal build-up for Williams. Early in 1960, he will tour Europe as a member of the Platters. After that, however, his status with the group is an uncertainty.

Frey Joins UST

• Continued from page 3

any deal with UST would violate the existing distrib deals. Muster addressed a meeting of AF's distrib, explaining UST's interest in launching the four-track stereo concept. Muster told AF's distrib that his firm's basic goal was to build the four-track stereo market and not to elbow out existing distrib. Muster said accounts, once built up to handle the four-track product, will revert back to the distrib and that UST will operate on a non-exclusive basis, thereby allowing AF's men to still sell their wares.

Muster's address won a unanimous vote of approval from the distrib, thereby paving the way for the UST deal.

NARAS Awards

• Continued from page 4

situation would automatically block many important disk stars from participating in the Grammy awards. Final decision to approve the Watchmaker of Switzerland was prompted in part by the fact the sponsor was an industry association and not a specific product brand which could lead to problems of conflict.

Academy will announce at a later date balloting schedules and time period during which release will be considered eligible for the second awards event.

Last week, the NARAS chapter here elected the following members to its board: members at large included Dave Kapp, Percy Faith, Neil Hefti, Fred Plaut, Guy Lombardo, John Hammond, Is Horowitz, Ben Selvin, John Stevenson, Allan Kayes, Bill Simon, Nesuhi Ertegun and George Avakian. Elected in the membership category were Vaughn Monroe, Archie Bleyer, Herman Diaz, Charles Tobias, Fred Plaut, Urbie Green, Manny Albam, Bob Jones and Hecky Krasnow. Election of officers will be held Tuesday.

IBM Survey

• Continued from page 4

major radio station signals in Seattle. In addition 50 individual surveys will be conducted on the air. The two-week survey will be completed sometime before the end of August. Those receiving survey cards will be asked to tune to KING and listen to 10 "representatives of five categories of pop music" and to rate the disks according to likes or dislikes. The results will be tabulated by IBM's Seattle office.

Dr. Dodd, who was attached to the psychological warfare branch of the Army as General Eisenhower's chief of polling operations in Europe during World War II, said the accuracy of the survey will depend, of course, upon the percentage of public response.

Earl F. Reilly, KING manager, said: "The survey should provide a scientific gauge of what the public wants on radio. We feel programming should reflect the musical preference of the general public—not the personal tastes of announcers, program director or station management."

Victor 'Best Buys'

• Continued from page 3

flexible sales policy whereby each distrib can pass on the benefits to local dealers.

Distrib salesmen have been supplied with a special brochure containing album covers and liner notes on separate and facing pages, and special selling points such as an Elvis Presley calendar, etc. Salesmen's aids in this brochure include condensed info on the repertoire, whether or not the artist has toured recently, what audiences he appeals to, etc.

Heading for the top with
Tremendous T.V. Exposure!

ANNETTE

sings her current hit


"LONELY GUITAR"

Vista F 343

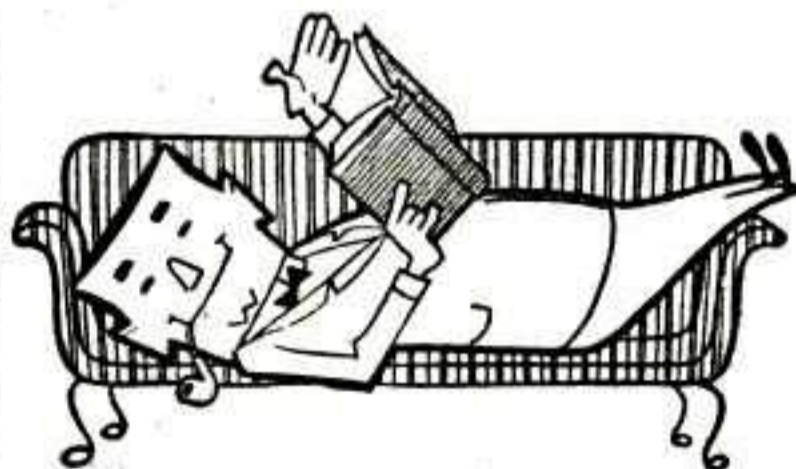
on "ZORRO"—ABC-TV NETWORK

plus THE DICK CLARK SHOW—JULY 25 ABC-TV

plus DICK CLARK'S 2nd ANNIVERSARY SHOW—
AUG. 5 ABC-TV



Burbank California



RELAX! 5 Hits at Work

BUBBLIN' UNDER HOT 100!

"SUGAREE"
Rusty York

chess 1730

NEW NAME OF '59

Oscar Boyd
does
"SO BAD"

checker 928

ANOTHER

Dale Hawkins
"LIFEGUARD
MAN"

checker 929

PIANO MUST

"TANGERINE"
argos 5337

AHMAD
JAMAL

92nd ON HOT 100

"CRACKIN' UP"
checker 924

by BO
DIDDLEY

watch
this
boy

a new
feather
in our
KAPP



JERRY KELLER

America's new singing discovery

Watch this record grow

**"HERE
COMES
SUMMER"**

K277

Exclusively on

Bookings
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Personal Management
MARTIN MILLS ENTERPRISES Inc.

THE BILLBOARD 1959 PHONO-RECORD DEALER SURVEY

PART II (Monaural Units)

... A detailed analysis of phono sales during the first five months of 1959.

This is the second part of The Billboard's annual survey. The first 24 questions with their answers appeared in the June 22d issue and covered sales of stereo units as well as other questions of a general nature relating to sales trends and dealer attitudes.

The sampling design and research methods used were the responsibility of the Market Analysis Division of The Billboard Publishing Company under the supervision of the School of Retailing, New York University.

A random sample of 254 outlets was used. And the sample was developed from a "universe" of the 6,800 record-selling dealers who handle phonographs. A small remuneration was offered participating dealers, resulting in a total of 1152 usable replies or almost 60 per cent. The dealers who responded, therefore, represent 2.24 per cent of the "universe." This is considered to be a highly representative sample and can be projected to reflect sales trends of the entire "universe" of dealers.

QUESTION 25: In the category of "monaural manual portables, \$30 or less," which brands did you actually sell during the first five months of 1959?

- 36% sold one or more Decca.
- 20% sold one or more RCA Victor.
- 11% sold one or more Columbia.
- 9% sold one or more Capitol.
- 8% sold one or more V-M.
- 8% sold one or more Webcor.
- 8% sold one or more Zenith.
- 5% sold one or more Birch.
- 5% sold one or more Phonola.
- 5% sold one or more Symphonic.
- 12% sold one or more others including Admiral, Magnavox, Majorette, Motorola, Philco, Trav-Ler, Westinghouse and Steelman.

QUESTION 26: In the category of "manual monaural phonographs, \$31 or more," which brands did you actually sell during the first five months of 1959?

- 31% sold one or more RCA Victor.
- 23% sold one or more V-M.
- 21% sold one or more Columbia.
- 10% sold one or more Capitol.
- 8% sold one or more Decca.
- 8% sold one or more Zenith.
- 15% sold one or more other brands including Phonola, Steelman, Symphonic and Webcor.

COMMENT:

Units in the monaural manual category are handled by an estimated 5,200 dealers who sold about 42,100 units during the survey period. Average sale per dealer during that period figures out to a little over eight units.

QUESTION 27: In the category of "monaural automatic portables, \$80 or less," which brands did you actually sell during the first five months of 1959?

- 30% sold one or more RCA Victor.
- 21% sold one or more V-M.
- 18% sold one or more Decca.
- 14% sold one or more Capitol.
- 10% sold one or more Webcor.
- 8% sold one or more Zenith.
- 5% sold one or more Birch.
- 4% sold one or more Symphonic.
- 18% sold one or more other brands including Admiral, Majorette, Trav-Ler, Westinghouse, Motorola, Philco, Phonola, Steelman.

(Continued on page 12)

TRUE, TRUE, THE TAPE IS THINNER

NEW YORK—That peripatetic platter-pusher, Fred Pernitz, swears the following conversation, overheard in a disk shop here, is true as he tells it.

LADY CUSTOMER: I just saw "Music Man." Have you the original cast recording?

CLERK: Uh-huh. It's \$5.98. I'll let you have it this week on sale for \$5.20.

L.C.: I have a stereo tape recorder at home. Maybe I ought to take it on tape. How much would that be?

CLERK: \$14.95. Special this week only for \$13.50.

L.C.: That's quite a difference in price, young man, between \$5.20 and \$13.50.

CLERK: Can't help it, lady, that's the best I can do.

L.C.: I don't understand it. The tape is so much thinner.

Steelman Ad Promotion Set For Fall Push

NEW YORK—Steelman is setting a fall ad push keyed to a "wide angle" stereo theme. The firm is scheduling a program that will include eight leading consumer publications. Ads will carry their wide angle stereo emblem—a view of a room in perspective with a phono at one end sending out a series of concentric circles.

For dealer tie-ins, the firm has much colorful promotional material ready. It includes window streamers, ad mat service, full-color wall charts, stereo demo records, illuminated store signs, full-color line folders, glossy photos, in-store banners, and "topper" display cards.

Many of the aids are available at no cost, Steelman points out, while others are available at a nominal cost when obtained thru their metropolitan market ad program.

Justice Department Sets Tape Inquiry

CHICAGO—Three major facets in the field of recording tape, Minnesota Mining and Manufacturing Company, St. Paul; Armour Research Institute, Chicago, and Ampex Corporation, Sunnyvale, Calif., have supplied business records for study by a grand jury, currently meeting in Danville, Ill., which will decide if there are anti-trust violations in the tape business. Discussion with a representative of the local Justice Department office here, helming the investigation, indicated that from the nature of the firms being subpoenaed, the investigation is limited to tape itself and will not touch on tape recording equipment. JD spokesman to The Billboard that Ampex is producing business records concerning its ownership of a block of Orradio stock. Ampex merged with Orradio recently (The Billboard, July 6).

Presence of firms like Behr-Manning Company, a division of Norton Company, Troy, N. Y., maker of pressure sensitized tape,

DO-IT-YOURSELF

Hi-Fi Shop Trades On Installing Ease

PHOENIX, Ariz.—Offering do-it-yourself facilities to customers for high-fidelity and stereo equipment has meant the difference in an impressive sales increase posted this year by Audio Specialists, record and equipment dealers here.

Hack Metz, owner of the big Phoenix organization, has sold almost as many custom installations of stereo and hi-fi as he has cabinet sets. The reason is simply that he has constantly plugged components and the do-it-yourself theme, urging anyone who can turn a screwdriver or use a small wrench to economize on a top-quality stereo or high-fidelity system by making his own installation.

Space Problem

This sort of offer has been particularly effective where stereo is concerned, according to Metz, who consistently urges his customers to think twice before investing in a standard cabinet set and a pair of horns which will occupy much space in the home and probably create a decorating problem. Pointing out that eliminating the cabinet, and making their own installations, will allow the customer to buy better quality equipment at less cost makes sense to most buyers.

Where a music lover demurs with the explanation that he isn't mechanically inclined, Metz has a ready answer in several typical custom installations which he has installed around his Camelback Road display room. This was originally a home in an area which developed overnight into the city's best retailing area and, consequently, there are many closets, basement walls, spaces between floor joists, etc., which Metz could put to work exactly as a home owner would in producing the same sort of appearance. Once a prospective buyer sees that it isn't too complicated to build brackets and shelves on the backs of closet doors, on the walls of the utility rooms, etc., where they are out of the way, and to connect up the components thru well-marked, colored leads, his enthusiasm usually builds up.

Selling the Housewife

Even women have been sold on

the idea of placing the power supply unit here, the pre-amplifier there, etc., wherever space permits, with speakers hidden in cold-air grilles, behind drapes, etc., and have tackled the job successfully. If the showroom display itself isn't enough to convince the customer that he can handle the job, Metz has an even more effective answer in telephoning one of his previous customers whom he knows is thoroughly proud of his own installation work, and asking whether another prospect can look it over. Usually the answer is "yes," and seeing that another home owner has successfully done the same sort of work without professional background clinches the sale.

One of the Arizona record dealer's biggest assets since he went into high-fidelity and stereo merchandising has been the pylon sign pictured, which uses 10-inch-high ceramic letters contrasted with a translucent white plastic background 20 feet above the ground in front of the store. Since Camelback Road is one of the most heavily traveled in the city, the big sign and its do-it-yourself message has been enough to plant the idea that perhaps high fidelity isn't so expensive after all. Some of Metz's most expensive stereo installations have come from just this source.

The Arizona dealer has used plenty of clever gimmicks to call attention to stereo and high fidelity. One was the simultaneous broadcast of television and radio signals last year, a half-hour program which was repeated twice and which helped to tell the story of stereo to local residents far better than any amount of out-and-out discussion. It also helped Metz to sell a raft of really complete engineered systems which included both phonographs and tape recorders and multiple speaker systems.

Stereo Phono Future Okay

• Continued from page 1

better than the others. The dollar volume dipped from \$26,400,000 to \$22,400,000, about 15 per cent. In this category, the proportion of stereo sales to monaural was, significantly, seven to one. An interesting aspect of stereo console sales is the fact that units comprised of separate cabinet pieces outsold the all-in-one stereo consoles by almost two to one.

To sum up, this is how the phonograph sales picture looks for the balance of the year. The trend is up; dealers expect to recoup volume they didn't do during the transition period. Sales on the low end (\$150 or less) were most noticeably off. Some recovery was noted on the high end consoles with a definite increase in radio-phonograph models. Manufacturers knew the score and produced to fill in where their stereo lines were weak. As a result, stereo portables—manual and automatic—are available in abundance for fall selling. This is particularly true of automatic portables under \$100.

Part II of The Billboard's annual survey of phono-records dealers appears in the Audio News department this week. The first part of the survey, dealing with stereo brands, was published in the June 22 issue.

• Continued from page 11

QUESTION 28: In the category of "monaural automatic portables, \$81 to \$100," which brands did you actually sell during the first five months of 1959?

- 31% sold one or more RCA Victor.
- 18% sold one or more Columbia.
- 18% sold one or more V-M.
- 16% sold one or more Magnavox.
- 14% sold one or more Webcor.
- 6% sold one or more Capitol.
- 6% sold one or more Decca.
- 6% sold one or more Zenith.
- 4% sold one or more Symphonic.
- 8% sold one or more other brands including Birch, G-E, Motorola.

QUESTION 29: In the category of "monaural automatic portables, \$101 or more," which brands did you actually sell during the first five months of 1959?

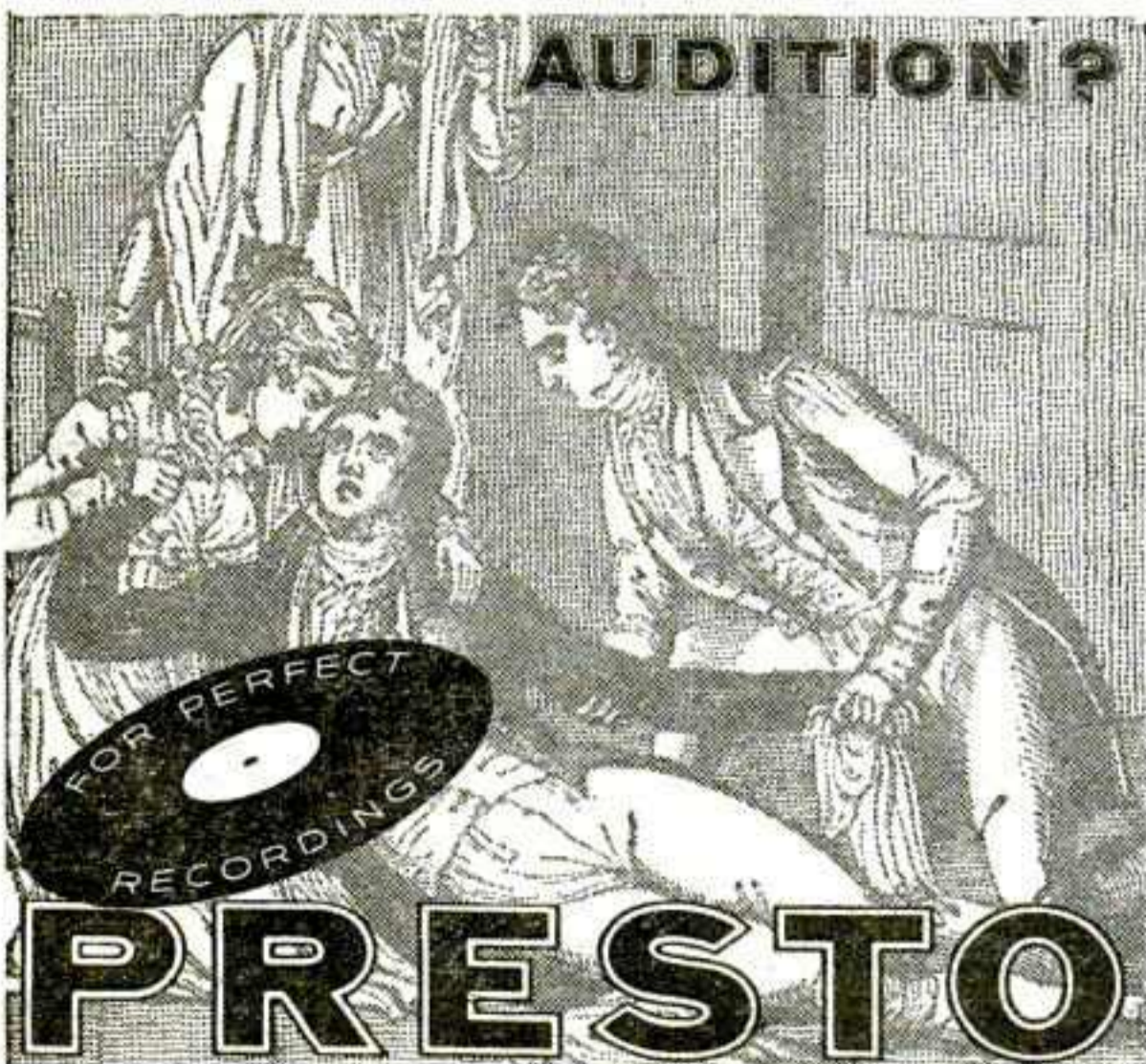
- 39% sold one or more RCA Victor.
- 22% sold one or more V-M.
- 22% sold one or more Webcor.
- 17% sold one or more Zenith.
- 11% sold one or more Columbia.
- 11% sold one or more Motorola.
- 17% sold one or more other brands including Decca, Magnavox.

COMMENT:

In the monaural automatic category, an estimated 5,300 dealers handled the units and sold about 30,200 units during the survey period. The average sale per dealer was almost six units.

QUESTION 30: In the category of "automatic table models, \$100 or less," which brands did you actually sell during the first five months of 1959?

- 29% sold one or more RCA Victor.
- 14% sold one or more V-M.
- 14% sold one or more Webcor.
- 10% sold one or more Admiral.
- 10% sold one or more Magnavox.
- 14% sold one or more other brands including Columbia, Decca, Motorola.



It works like a charm to say PRESTO—the first name in instantaneous recording discs. Only PRESTO makes the famous PRESTO MASTER, the ultimate in flawless, fleck-less disc-recording surfaces. Only PRESTO, alone among all manufacturers, handles every intricate step in the manufacture of its discs. Why use a disc that isn't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment.

QUESTION 31: In the category of "automatic table models, \$101 or more," which brands did you actually sell during the first five months of 1959?

- 25% sold one or more Magnavox.
- 25% sold one or more V-M.
- 13% sold one or more Columbia.
- 13% sold one or more RCA Victor.
- 8% sold one or more Webcor.
- 21% sold one or more others including Capitol, Decca, Philco, Zenith.

COMMENT:

Automatic table models were handled by over 2,000 dealers and they sold an estimated 6,200 units during the survey period. This is an average of 3.1 units.

QUESTION 32: In the category of "monaural consoles under \$200—without radio," which brands did you actually sell during the first five months of 1959?

- 33% sold one or more Magnavox.
- 28% sold one or more RCA Victor.
- 17% sold one or more Decca.
- 8% sold one or more Columbia.
- 8% sold one or more Zenith.
- 6% sold one or more Emerson.
- 6% sold one or more Motorola.
- 11% sold one or more other brands, including Birch, Capitol, Mathes, and Webcor.

QUESTION 33: In the category of "monaural consoles over \$200, without radio," which brands did you actually sell in the first five months of 1959?

The following brands, listed alphabetically, were most widely sold:

Magnavox, RCA Victor and Webcor.

Others sold were: Motorola, Stromberg-Carlson, V-M and Zenith.

COMMENT:

Monaural consoles without radio were sold by over 2,300 dealers who accounted for an estimated 9,600 units sold during the survey period. Average sale per dealer was 4.2 units.

QUESTION 34: In the category of "monaural consoles with radio, \$300 or less," which brands did you actually sell during the first five months of 1959?

The following brand was most widely sold:

Magnavox.

Other brands sold were: Capehart, Columbia, Emerson, Motorola, RCA Victor, Stromberg Carlson, Symphonic.

QUESTION 35: In the category of "monaural consoles with radio, \$301 to \$500," which brands did you actually sell during the first five months of 1959?

The following brands (listed alphabetically) were sold:

Magnavox, RCA Victor, Stromberg Carlson, V-M, Zenith.

(Continued on page 40)

Stereo Conversion Kit Tagged at \$18.95

CHICAGO — Cleftronic Corporation, which introduced its first transistorized phonograph recently, has added a do-it-yourself stereo-phononic conversion kit and a line of complementary amplifier-speakers to its catalog. The stereo con-

version kit, containing a Webster Electric stereo cartridge, with sapphire needle or diamond needle; cartridge holder; two sets of 24-inch phono leads soldered to cartridge holder; an eight-foot shielded cable with two pin plugs for second amp-connection; a connector jack with screws; and a graphic 10-picture stepped instruc-

Distrib Pans Disk Booths

PHILADELPHIA—Nelson Verbit, president of Marnel Distributing, here and in Baltimore, sent a special letter to all dealers serviced by his firm, warning that "listening booths" actually hurt rather than help disk sales.

Verbit said a survey by his sales force and thru mailed questionnaire showed top retailers are "anti-listening booth." According to Verbit, three main reasons were given for doing away with this time-honored record store service.

"First, they attract people who come to the store with no intention of buying, like 'club' members. Second, they encourage the customer to listen before buying. This takes time and discourages people who have only a few moments to spare.

"The number of defective records made today is so small," the distribution topper stated, "there is no need to listen to them from beginning to end. By the same token, listening limits the number of selections the customer can make during the time he spends in the store. Third, teenagers take a handful of singles into the booth with them and chances of pilferage are higher."

The best system, according to Verbit, is a centrally located player on which a salesman can demonstrate a part of the disk. This gives him a chance to "push" the disk playing it and add sales by pitching the platter to the other customers in the store.

Verbit's survey is first of a series of analyses of store operation the distrib plans for his dealer-customers.

Webcor Dicker Is Haffa Loss

NEW YORK—Webcor hit the financial pages of most newspapers last week with the reports of new negotiations between that firm and Emerson. Emerson's Ben Abrams had acquired Webcor control last month with the purchase of 20 per cent of the outstanding common stock (over 100,000 shares) at more than \$19 a share. Webcor's Titus Haffa regained control of the firm by repurchasing the stock last week at about \$22 a share.

The deal was described as a "great personal financial loss to Haffa" since today's market price on Webcor is less than \$14 a share. Haffa's decision was described by him as resulting from pressure applied on him by "shareholders, distributors and employees urging him to re-purchase his holdings and remain operating head of the company."

A terse communique from Emerson described Abrams' action as "in the best interest of Emerson stockholders because of the failure of Mr. Haffa to carry out material provisions of the agreement entered into at the time Emerson purchased the Webcor stock."

In the lengthier Webcor statement, Haffa was quoted as paying tribute to Abrams by calling him "one of America's outstanding industrialists." The statement also said Haffa "hoped their friendship would continue in the years to come."

tion, runs \$18.95 with the sapphire needle and \$27.95 for the diamond.

Cleftronic is offering a separate second stereo amplifier and several different amplifier-speaker enclosures, ranging in price from \$16.95 to \$49.95.

Dot's PARADE of BEST SELLERS

- 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
 15957 WELCOME HOME BABY—I LOVE YOU SO MUCH—Ivory Joe Hunter
 15959 FIVE MINUTES MORE—Robin Luke
 15966 PLAID & CALICO—SHADOWS ON THE OLD BAYOU—Johnny Horton
 15963 PEG O' MY HEART—RAZZBERRY SUNDAE—The Mulcays
 15958 LIZZIE DARLIN'—LOTS OF LUCK—The Hilltoppers
 15950 TE QUIERO—LULLABY IN RAGTIME—The Mills Brothers
 15951 TIGER—Nick Todd
 15946 JIMMY BROWN THE NEWSBOY—I'VE GOT NO USE FOR THE WOMEN—Mac Wiseman
 15947 FOLLOW THE LEADER—HAWAIIAN PUNCH—Steve Allen
 15941 THE FIVE PENNIES SAINTS—Danny Kaye & Louis Armstrong
 JUST THE BLUES—Louis Armstrong Plays
 15965 A HUNDRED AND ONE IN THE SUN—VACATION WALTZ—The Lennon Sisters
 728 CRY. THE FIVE PENNIES—Dodie Stevens
 1019 SANDY LITTLE BITTY JOHNNY—TEENAGE VISION—Travis & Bob

NEW RELEASES

- 15967 THE NIGHT IS YOUNG & YOU'RE SO BEAUTIFUL—GOODNIGHT SWEETHEART
 —Lawrence Welk & His Glee Club
 15964 SUMMERTIME—YOU'LL NEVER WALK ALONE—Clara Ward
 C-003 CANDY SHAKE IT UP—I'M STILL THINKING—D. C. Rand & The Jokers
 15962 GOOD NIGHT, SLEEP TIGHT—THE FIVE PENNIES—Danny Kaye & Louis Armstrong
 15968 NOW YOU KNOW HOW IT FEELS—DECK OF CARDS—Wink Martindale

BEST SELLING ALBUMS

- | | |
|---|-----------------------------------|
| DLP-3199 SIDE BY SIDE—Pat & Shirley Boone | DLP-3180 TENDERLY—Pat Boone |
| DLP-3193 PORGY AND BESS—Bob Crosby | DLP-3201 GOLDEN HITS—Billy Vaughn |
| DLP-3165 BLUE HAWAII—Billy Vaughn | DLP-3191 DEBBIE—Debbie Reynolds |
| DLP-3164 MR. MUSIC MAKER—Lawrence Welk | DLP-3156 BILLY VAUGHN PLAYS |
| DLP-3131 DIXIELAND BLUES—Johnny Maddox | DLP-3158 PAT BOONE SINGS |
| DLP-3170 PETITE FLEUR—Bob Crosby | DLP-3071 PAT'S GREAT HITS |
| DLP-3200 THE VOICES AND STRING OF LAWRENCE WELK | |
| DLP-9500 THE FIVE PENNIES—From the Sound Track of the Paramount Picture | |
| DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS | |
| DLP-3157 THE MILLS BROTHERS' GREAT HITS | |
| DLP-3176 MARGARET WHITING'S GREAT HITS | |
| DLP-3137 THE CLARK SISTERS SWING AGAIN | |
| DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody | |

BEST SELLING EP'S

- | | |
|---|-----------------------------------|
| DEP-1076 SIDE BY SIDE—Pat & Shirley Boone | DEP-1078 BLUE HAWAII—Billy Vaughn |
| DEP-1066 FOUR BY BILLY VAUGHN | DEP-1069 STAR DUST—Pat Boone |
| DEP-1072 SAIL ALONG SILV'RY MOON—Billy Vaughn | |
| DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS | |

Dot

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THE NATION'S BEST SELLING RECORDS

VOX JOX

By JUNE BUNDY

GIMMIX: Station KOMO, Seattle, is readying a "Top 10 for Men" survey. Program director **Dave Robinson** has sent a list of tunes to 50 local industrial leaders and asked them to select their favorites. The "Top 10 for Men" list, which will be compiled from replies, will be aired on Saturday mornings on "Vanderhoof for Breakfast." Whenever a businessman-panel-member's favorite is played, Vanderhoof will mention his name and place of business.

CHANGE OF THEME: Dick Roberts has joined KFSD, San Diego, Calif. . . . New spinner at KOMA, Oklahoma City, is Ron Thompson in the 9 p.m.-1 a.m. time slot. . . . Joan Williams and Paul Vera have returned to their spinning post at KBLA, Los Angeles, with a Saturday show, tagged, "Saturday Night Platter Parade."

New station manager for KING, Seattle, is Earl Reilly, who has been associated with KING since 1952. . . . New station WCGO, Chicago Heights, Ill., will take to the air shortly with Pat Webster as deejay-program director, plus spinners Linn Burton and Ron McAdam, and "possibly" Kay Westfall.

Bruce Wendell Jr. has joined WINS, New York, as music director. His father Bruce Wendell Sr., a deejay at WNEW, New York, several years ago, is now spinning 'em for a Los Angeles station. . . . Hugh Heller has been named program director at KSFO, San Francisco. . . . Freeman Hover has moved to KEYZ, Williston, N. D.

Robin Seymour, WKMH, Detroit, has launched a new daily 15-minute segment (6:15-6:30 p.m.) featuring musical highlights from a different year each day, along with commentary about news events of each date. The seg is produced by Arlene Schubert, WKMH music librarian.

George Gregg has returned to KSO, Des Moines, Ia., after serving two years with the U. S. Army. . . . Jack McDermott, formerly with WHIL, Boston, is now spinning 'em at WORL, Boston. . . . Jim Brand and Arch Andrews have joined KICN, Denver. . . . New program director at KTUL, Tulsa, Okla., is Bob Gregory.

OLE TOP 40: Luis Cabero, program director of XENK, Mexico City, Mexico, writes, "Station XENK is the only Top 40 station in Mexico and possibly the only one outside of the United States. For the past 10 years we have successfully, both commercial and audience-wise, operated this station with a popular American format. When the Top 40 format came into being we immediately switched to it.

"We have a very capable staff of deejays—Armando Rascon, Jose Sanchez, Victor Blanco and Gloria Molina. We also play many British hits and, of course, use Billboard's British survey to make up our play list. We would like to pass on a message to all of the U. S. record companies. Station XENK needs faster service from all record companies. Our correct address is Radio 6.20 (XENK) Balderas No. 32-4 Piso, Mexico 1, D.F., Mexico. Our thanks to Billboard and its fine staff for supplying us with all the pop music information, without which our programming would be impossible."

GAB BAG: Al (Flat Top) Daly, enterprising Michigan Penitentiary prisoner, (He heads up the helpful blood drive campaign "Operation Leaky Arm") writes, "Can you give us any tips on how we might be able to obtain pix and bios of the recording artists from the various companies. We need this material very badly." Daly now writes a music column "Blues, Ballads and Bop" for The Spectator.

CLAYTON-CHA CHA: Bob Clayton, WHDH, Boston, recently conducted a contest on Guy Lombardo's waxing of "Cha Cha Cacciatore" (From his LP "Lombardo Goes Latin"), which features bits from 13 different public domain Italian tunes. Clayton played the sides each day on the air and asked his listeners to identify the 13 p.d. titles in their proper sequence.

Letter writers were also asked to submit brief opinions on why Lombardo has "stayed on top thruout the years." Winners will receive a Capitol Hi-Fi set, and a group of Lombardo LP's. Three of the p.d. ditties are so obscure that Lombardo admits none of his own sidemen were able to identify them.

TEXAS: Joe Anthony, KMAC, San Antonio, is emceeing Saturday night record hops from the local Arthur Murray Ballroom. . . . Burt Stuart has resigned from WOAI, San Antonio, to enter the air conditioning biz in Houston. . . . Larry Henderson, KGBC, Galveston, Tex., is hosting a new teen-age record hop, which originates from the Galveston Pleasure Pier Marine Ballroom from 2-5 p.m.

Milton Allen has joined KTHH, Houston, in the 11 p.m.-4 a.m. nightly slot, "Moonlight Serenade," and the 4-6 a.m. seg, "Sunrise Serenade." . . . New staffer at KCOR, San Antonio, is Carlos Garcia. . . . New spinner at KTSA, San Antonio, is Jay Rogers, formerly with WAKY, Louisville, Ky. . . . Buddy (Grandpappy) Holiday has joined KONO, San Antonio. He formerly was with WINZ, Miami.

Three new staffers at KITE, San Antonio, are Tim Marek, Jerry Gordon and Terry Lee. . . . Fred Jones has moved from KMAC, San Antonio, to KRIO, McAllen, Tex. . . . New spinners at KILT, Houston, are Jack Sharp (also new program director) and Bill Scott. . . . Mark Avery, ex-KITE, San Antonio, has joined KONO, San Antonio.

Pat Tallman has returned to KTSA, San Antonio. . . . New spinner at KTRH, Houston, is Eric Goldmar. . . . Mickey Mitchell and Hugh Johnson have joined KFMK-FM, Houston. . . . Don French, KTSA, San Antonio, and Lee Person, KLIF, Dallas, recently held talent contests (in their respective areas) in conjunction with local showings of the Alan Freed movie "Go, Johnny, Go."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Miss Oklahoma' Now On Billboard's Charts

Anita Bryant, current Miss Oklahoma and second runner-up to Miss America, is a talented lass as well as pleasing to the eye. Currently she's starring on Don Neill's Breakfast Club on the ABC radio network, and she's done guest shots on many major network TV shows.

Miss Bryant has been singing since she was a child. By the time she was nine, she had already won a State talent contest and was "Red Feather Girl" for Oklahoma. The Carlton artist studied in Oklahoma City and made her professional TV debut there. Her popularity on Tulsa TV stations brought her to Arthur Godfrey's attention, and she then did 12 weeks with the redhead. The young beauty queen has her first national hit with "Till There Was You."



'Kissin' Tree' Clicks For Bobby Rydell

Bobby Rydell hails from the same South Philadelphia area that produced Frankie Avalon, Jimmy Darin and Fabian. The teen-ager met his manager, Frankie Day, in 1957 and started on a training schedule that included dancing lessons, and lessons on drums and guitar. That this training paid off is apparent in "Kissin' Tree," Rydell's first effort to hit Billboard's Hot 100.

Beside record hop appearances, the Cameo artist was a regular on the Paul Whiteman TV show for over a year. Right now he plans to continue his education, and then try to make some motion pictures.

Rydell, an only child, is 5' 8" tall and weighs 120 pounds. Swimming is his favorite sport.

YESTERYEAR'S TOPS—

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

JULY 16, 1949

1. Riders in the Sky
2. Some Enchanted Evening
3. Again
4. Forever and Ever
5. Baby, It's Cold Outside
6. Bali Ha'i
7. I Don't See Me in Your Eyes Anymore
8. "A"-You're Adorable
9. The Four Winds and the Seven Seas
10. A Wonderful Guy

JULY 17, 1954

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

DISTRIBUTOR NEWS

By HOWARD COOK

CHICAGO: Howard (Chic) Silvers of Mercury Record Corporation writes that the label's top items at the moment are "Remember When" by the Platters, "With My Eyes Wide Open I'm Dreaming" by Patti Page and "Thank You Pretty Baby" b-w "With All of My Heart" by Brook Benton. "This Time" by Thomas Wayne has started in Washington, D. C. "Danny Boy" by Sil Austin and "What a Difference a Day Makes" by Dinah Washington are still big. Top LP's are "It's Just a Matter of Time" by Brook Benton, "On Camera" by Patti Page, "Kenton Meets Rugolo," "Down to Earth" by the Ramsey Lewis Trio and "Richard Diamond" by Pete Rugolo. The firm's Pageworth deal is meeting with great success.

PHILADELPHIA: Paul Knowles, general manager of the RCA Victor Record Division at Raymond Rosen & Company, sends word that Lou Monte was in town recently plugging his latest release, "Have Another." Jack Pyle at WIP did a four-hour, special Glenn Miller program, featuring the new Miller LP, "For the First Time," in its entirety. Sales on Elvis Presley's latest, "A Big Hunk o' Love" b-w "My Wish Came True, are zooming. Other hot singles are "The Wonder of You" by Ray Peterson, "I Know" by Perry Como, "La Plume de Ma Tante" by Hugo & Luigi and "It Could Have Been Worse" by Jesse Belvin.

SAN FRANCISCO: Chatton Distributors inform us that Atlantic has cornered the Pacific." Atlantic platters that are currently top sellers include "There Goes My Baby" by the Drifters, "What'd I Say" by Ray Charles, "Since You've Been Gone" by Clyde McPhatter and "Just One Kiss" by Chuck Willis. LaVern Baker's latest, "So High, So Low" b-w "If You Love Me," is taking off. "Frankie and Johnny" by Champion Jack Dupree is getting a good reaction.

NEW ORLEANS: Rocky Rolf, manager of the newly-opened Pelican Record Distributing Corporation, writes that the firm has several records that are collecting big sales. Included are the following Carlton disks, "Till There Was You" by Anita Bryant, "The Way I Walk" by Jack Scott, "A Girl Like You" by Gary Stites and "Looka, Looka, Looka" by Bobby Brooks, which is a real sleeper. Others showing action are "True, True Happiness" by the Wanderer on 20th Fox and "After Hours" by Lew Douglas on Todd.

NEW YORK: Top sellers at Columbia Record Distributors are "Battle of New Orleans" by Johnny Horton, "Waterloo" by Stonewall Jackson, "Small World" by Johnny Mathis and "Ten Thousand Drums" by Carl Smith. Coming up are "Jine the Cavalry" by Mitch Miller, "Say One for Me" by Bing Crosby, "Sing Along" by Jimmy Dean and "Everything's Comin' Up Roses" by the Kirby Stone Four. Hottest albums are "More Johnny's Greatest Hits" by Johnny Mathis, the original cast of "Gypsy," the sound track of "Porgy and Bess" and Mitch Miller's "Sing-A-Long" sets.

Andy Eanzico of Mercury Record Distributors reports action on "Thank You Pretty Baby" by Brook Benton, "Broken-Hearted Melody" by Sarah Vaughan and "What a Difference a Day Makes" by Dinah Washington. "Who Shot Sam" is beginning to show strongly. "Danny Boy" by Sil Austin and "Remember When" by the Platters are still holding. Top album is "Richard Diamond" by Pete Rugolo.

Strongest singles at Capitol Records Distributing Corporation, according to Roy Battocchio, are "M.T.A." by the Kingston Trio, "High Hopes" by Frank Sinatra, "On an Evening in Roma" by Dean Martin and "Sinner Man" by Tommy Sands. There's good initial reaction for "Midnight Flyer" by Nat King Cole, "Mi' Lord" by Les Baxter and "Run" by Jeri Southern. "You Came a Long Way From St. Louis" by Peggy Lee and George Shearing is moving. Top albums are "The Kingston Trio at Large," "Sound Spectacular" by Ray Anthony and "Warm and Wonderful" by the King Sisters.

Jack Silverman of Bruno New York, Inc., RCA Victor distrib, lists the following as his strongest singles: "A Big Hunk o' Love" by Elvis Presley, "La Plume de Ma Tante" by Hugo & Luigi and "La Strada de L'Amore" by Caterina Valente. The new, de luxe Victor albums are being well-received by dealers.

Lenny Salvador of Decca Records called to report strong action on "Just as Much as Ever" by Bob Beckham in Detroit, Cleveland and Buffalo. "She Loves the Love I Give Her" by the Glaser Brothers is starting in Milwaukee.

MORE FROM PHILADELPHIA: Bob Heller of Chips Distributing Company, Inc., writes that they are handling distribution of Canadian-American Records. Roulette Records has the top seller at Chips with the Playmates recording of "What Is Love" Joe Kolsky, vice-president of Roulette, is excited about "Barbara" by the Blue Jeans, according to Heller. Swan Records has a big one with "Bells, Bells, Bells" by Billy and Lillie. Clock Records is cooking with "The Whistling Organ" by Dave (Baby) Cortez. Album pick of the week is "Gypsy Campfires" by the 101 Strings on Somerset.

Harry Fink, Roulette field man, has just returned from a jaunt thru New Jersey and Delaware. According to Fink, Roulette's new program is being heartily accepted by dealers. Chips has lined up almost all of their dealers for membership in the Roulette Dealers Record Club.

Mickey Wallach of New York's Malverne Distributors stopped by to give the run-down of Malverne's hottest items. Kapp has "Here Comes Summer" by Jerry Keller "With Open Arms" by Jane Morgan and "Pretend" by Georgia Gibbs. Cameo's strongest is "Kissin' Time" by Bobby Rydell. Swan has a smash with "Bells, Bells, Bells" by Billy & Lillie. 20th's bids are "The Toy Drum" by the Harry Simeone Chorale and "Big Bill" by the Snappers. Hottest LP is "Quite Village" by Martin Denny on Liberty.

Like man, these are the records that'll make you plenty of folding. Get 'em! Now!

Greater Than "Lend Me Your Comb"

Edd "Kookie" Byrnes

"LIKE I LOVE YOU"

b/w

"KOOKIE'S MAD PAD"

#5087



HOT ACTION ON EVERY ONE OF THESE!!

"FORBIDDEN CITY"

Kalasandro

#5076

"WILLI'S THEME"

The Triumphs

#5074

"BEACH TIME"

Roger Smith

#5068

"ROOM 43"

Ken Jones

#5078

"KATH-A-LEEN"

Charlie Blackwell

#5075

"MY BABY WALKS ALL OVER ME"

Bob Luman

#5081

"SWEET SOMEONE"

Eddie & Betty Cole


#5054

"I FOUND A LUCKY PENNY"

The Green Blazers

#5082

WRITE, WIRE, PHONE



WARNER BROS. RECORDS
 Burbank, California
The First Name In Sound

MUSIC AS WRITTEN

New York

The Escorts, Judd Records artists, opened at the Picadilly Club in Pensacola, Fla., last week. . . . Kai Winding and his combo have been held over at New York's Basin Street East. . . . The McGuire Sisters have added the 11-year-old Kane Triplets to their act in night club and TV appearances. . . . Audio Fidelity Records and Conductor Alfred Wallenstein have settled their recent dispute amicably. All records recorded by Wallenstein with the Virtuoso Symphony Orchestra have been approved by the conductor and will be issued in the fall. . . . Apollo Records has set up a new department in the firm to function within the a.&r. section. New division will screen new masters, artists, and material, and will listen to all comers on Mondays.

Skip Milo has signed with ARC Records. . . . Everest Records will make its new studios in Bayside, L. I., available to motion picture firms and recording firms when not in use for Everest record sessions. . . . Joe Sherman, new head of JDS Records, cut his first session with singer Barry Mann last week. . . . George Simon, head of Bouree Productions, has been tabbed by Henry Jafe Enterprises as a consultant for the upcoming series of musical spectaculars to be televised via NBC on the Bell Telephone Hour. . . . Marty Salkin, Decca Records exec, became the father of a daughter, Cathy Lynn, last week. . . . Johnny Grasso has started a new label, Prima. First artists signed are Dick Coleman and Andy Carle.

Dick Manny and Herb Rikles, the latter the manager of TV Guide's N. California edition, have penned a song together titled "The Nickelodeon Song" which has been waxed by the LaSalle Quartet for Capitol Records. . . . The Addriss Brothers, of Del-Fi Records, have signed with GAC. . . . All of the Jerry Blaine record labels, including Jubilee, Josie and Dana, plus all labels handled by the Jay-Gee record firm, are moving back to the firm's old offices on West 47th Street, where the New York Branch of Cosnat Distributors is located.

Anita Ellis is now with Elektra Records. . . . Decca Records will wax the off-Broadway hit "The Billy Barnes Revue." . . . Billy Taylor has signed with Riverside Records. . . . Erich Leinsdorf will conduct five performances of "Die Meistersinger" at the 1958 Wagner Festival in Bayreuth. . . . Bernard Peiffer and his Trio and the Vic Dickerson Trio will head the bill at New York's Arpeggio Club opening next week (28). . . . Rose Murphy is now at the Downstairs in New York. . . . Barbara McNair returns to the U. S. this week (20) after five weeks on tour in South America.

World Artists, the Sammy Kaye management firm, has pacted Jeff Milner and the Embers. First record with Milner on the Dale label will be issued next week. . . . The Sammy Kaye Ork is now on tour thru New England. . . . The Andrews Sisters will stay at the Copacabana in New York thru July 29. . . . The first Strand Records LP release is "Adventures in Polynesia" with original music conducted and composed by Phil Moore. . . . Thrush Jane Harvey has signed with Gabbe, Lutz, Heller & Loeb. . . . George Cates has signed with Signature Records. He will remain as musical director for the Lawrence Welk organization. . . . The hit tune "To a Soldier Boy" by the Tassels on Madison Records, was penned by Mary Gaudet, mother of two of the members of the group, Rochelle and John Gaudet. . . . Pickwick Sales, merchandising arm of Design, Cricket and Stereo Spectrum labels, is moving to new quarters in Long Island City, Long Island, New York.

Bob Rolontz.

Hollywood

Brown Meggs, former merchandising program producer for Capitol, last week was named to the newly created post of staff assistant for public relations. He will handle special publicity releases, exec presentations, preparation of institutional audio-visual material, among other duties. He will report to Bill Tallant. Operation is apart from Vic Rowland's press relations department.

TURNABOUT: Label which helped pioneer low-cost album facet of the disk business only to be followed by firm's strong in the singles field will soon jump into the singles business. And it won't cut price on singles — at least not at the outset.

Champ Butler, currently toplining Pepsi's "Pleasure Island" (Boston) show, wings west for a one-day recording session for a new Coast indie label Viscount. Firm is owned by Bob Howard, former ad agency man, more recently head of Robert Howard Productions, active in producing air commercials. Distribution currently being set.

Next several weeks will find Hollywood turning into a record industry meeting town with distrib conclaves dotting the LA map. National meetings include the Disneyland and Warner Bros. disk sessions. Regional sessions include Decca (concluded last week), Am-Par, Kapp, to name but a few.

United Stereo Tapes has set August 1 for its initial release date. At that time, shipments of 7½ four-track stereo tape versions of product from more than a dozen labels will be made to dealers. Original tentative date was July 20.

Paul Wexler, sales veepee of Colpix, here for sessions with label head Jonie Taps at Columbia studios. . . . Dave Axelrod, HiFi label's artist-repertoire head, last week signed Dick Kallman to an exclusive pact. Latter recently concluded a starring role in UP's "Born to Be Loved." Initial taping for the label will be pic's title tune. . . . Murray Becker, back from New York, where he obtained release from Coral Records for Pam Garner. During past year, label issued her two singles and an album.

(Continued on page 19)

ON THE BEAT

By REN GREVATT

Aaron (Goldie) Goldmark has been characterized as one of the more colorful publishers on the scene today. That's probably putting it mildly. And not only is Goldmark colorful and already somewhat legendary along the 48th Street area of Radio City, he's also a rather inventive type. It was Goldmark who recently proposed a revolutionary system of logging to be put into practice by Broadcast Music, Inc. He suggested that all the engineers at the remote radio transmitter sites all over America be paid out of a pool to be set up by the publishers, to do a complete logging job of all tunes played over their stations.

A few took this as a serious suggestion. Others accepted it as a gag, as they said, considering the source. But the thought created some comment within BMI and along the growing number of publisher rows all over America. Now "Goldie" has come up with another remarkable thought, a theory calculated to rescue the singles business from the doldrums.

"Let's face it," says Goldmark, "It's the kids who buy the records. Now if you don't get them into the stores to buy the records, what do you do? I say you go to where the kids are and take the records to them. Why not set up outlets in the thousands of junior high and high schools all over the country? You could have a little store area near the lunchroom in the school and let the kids run it. Naturally, you cut them in on a percentage of the profits. So you say you're not getting as much out of the sale. So I say getting something of the profit is better than not selling the record at all.

"It doesn't matter whether a distributor or a local dealer sets up the operation. The main idea is to sell more records. With Top 40 killing sales off wherever you go, to sell a record now, you have to make it as easy as possible for your customer. Right? I understand there's some talk going on right now in a couple of Ohio cities on a plan like this. I think it would be sensational."

On the subject of wooing deejays, Goldmark also has some enlightening thoughts. He points out that in many cases cash payments made for jockey air time are just plain not worth it. "For instance," he says, "let's say a jockey is in a 1 per cent market. If a record sells a million nationwide, it's going to sell maybe 10,000 in the 1 per cent market. Out of that 10,000 the publisher's mechanical royalty is \$100. So what do I need a jockey for if I have to pay him? I lose money on the deal, especially if I decide I have to pay more than one of them in that one area.

"We get along fine with most of the jocks. But I have to tell you a story about one record, "Rock and Roll Waltz," by Kay Starr. Are you ready? We figured that for some reason, some of the jocks were mad. So when we sent out the dubs, we didn't put the publisher credits on the record at all. But the envelope told them it was from us. On the record that just listed titles, and no publishers, I just checked the side that wasn't mine. They figured that was our side so a lot of them just turned it over and played the flip — which was really our side, "Rock and Roll Waltz." You know the rest of the story."

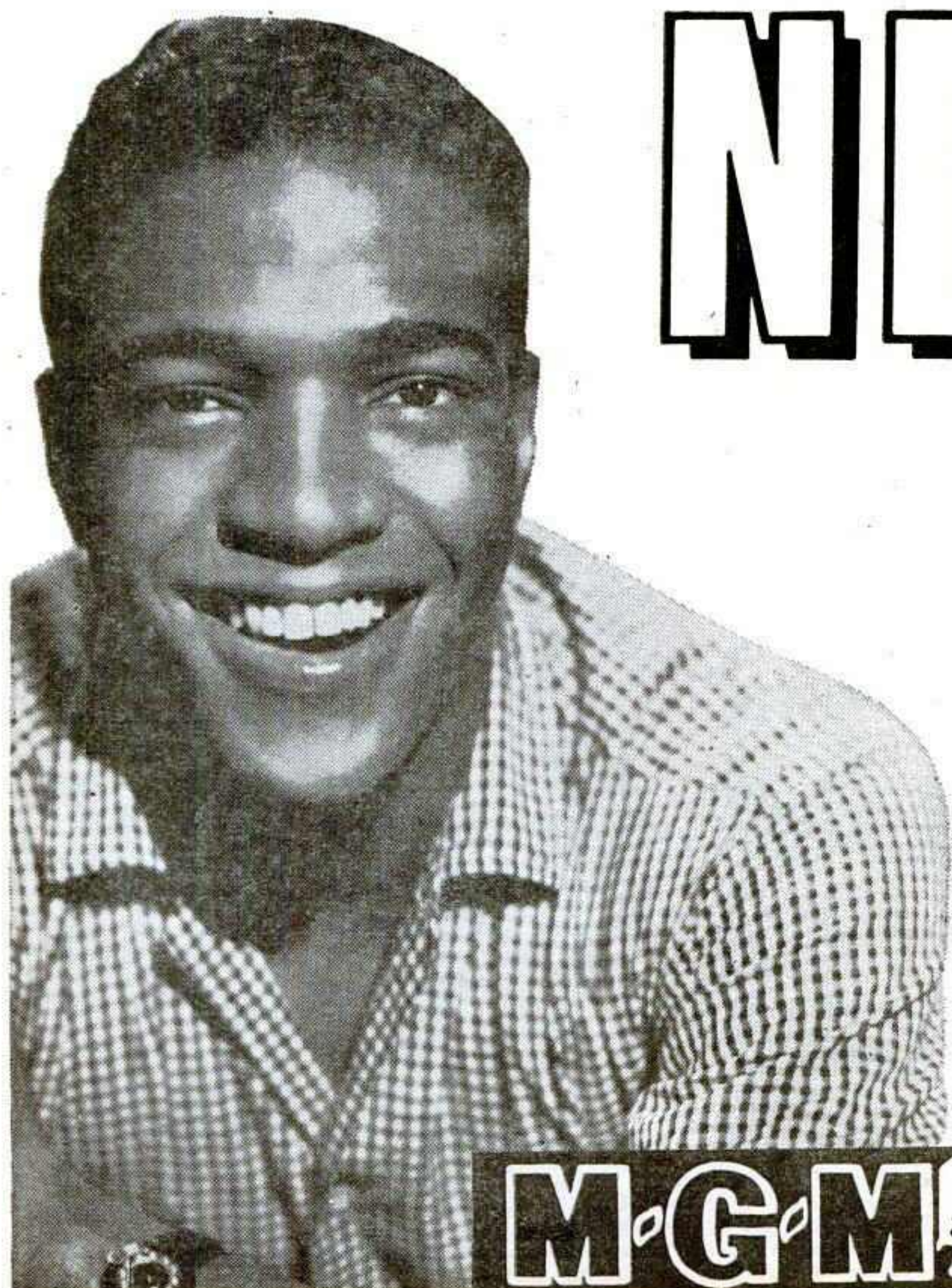
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RESPECTFULLY SUBMITS FOR
YOUR CONSIDERATION
"ADONIS"
A NEW RECORD FEATURING
TERRI DEAN
LAURIE 3032
LAURIE RECORDS, INC. NEW YORK CITY

...Another hit platter from

CLYDE McPHATTER

NEW HIT VOCAL

TWICE AS NICE



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Trade Papers

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One in a Series of Industry Personality Statements



MORRIS LEVY

President of Roulette Records, Inc.

says . . .

**“Time and time again,
The Billboard has proved
that it gets your message
across to the people who count.”**

“**W**HEN the Roulette Dealers’ Record Club was formed we chose The Billboard as the media for reaching the record dealers with our story. Within one week the response through the use of this media came to well over 1,000 dealer club members. There is no question but that The Billboard’s editorial coverage and advertising power played a major role in gaining for the club the overwhelming dealer acceptance and success it now enjoys.”

MUSIC AS WRITTEN

• Continued from page 16

ON THE SOUND TRACK: Miklos Rosza's "Ben Hur" score will consist of more than three hours of music. The \$15,000,000 production itself boasts an all-time record running time of close to four hours. To help facilitate recording of the score (it would take three LP's in its complete form) Rosza is re-writing it and will call it the "Ben Hur Suite." Work will consist of major themes from the mammoth score.

Doris Day recorded title tune to her U-I "Pillow Talk" comedy. Tune was penned by Buddy Pepper and Inez James. . . . Hoagy Carmichael's latest, a tune written for Revue's "Laramie" teleseries, is titled "Marry Me in Laramie." Lee Zhitto.

Cincinnati

Veteran songwriter Larry Shay, author of such clickers as "When You're Smiling," "Get Out and Get Under the Moon," "Everywhere You Go" and "Tie Me to Your Apron Strings Again," among others, hopped into Cincy from his home in Balboa, Calif., last week to indulge in a writing session with the veteran clogger, Haven Gillespie, who was in from his home in Las Vegas with his new bride, Jo, a local gal. Shay and Gillespie recently collaborated on "This Holy Love," which Nat King Cole has etched for Capitol, with Nelson Riddle's backing, for release around September 1. Shay returned to Balboa Tuesday (14), while the Gillespies lingered to fraternize with home town friends before returning to Las Vegas. . . . Fraternity Records' Paul Carlson returned late Saturday (18), empty handed, from a four-day fishing (?) trip to Wisdom Camp at Albany, Ky. Friends are demanding a probe on his activity during his absence.

Frankie Avalon pulled some 1,900 hipsters, at \$1.40 a ducat, to Coney Island's Moonlight Gardens Tuesday night (14) in the fourth of a series of teen-age hops being staged by the park management. This was some 400 less than attracted by Fabian two weeks ago. GAC's summer package, spotting the Addrissi Brothers, the Tassels, Skip and Flip, Carl Matin, Jerry Keller, Dicky Do and the Dont's and Joan Campbell, is on tap at Moonlight Gardens this Tuesday (21), with Tommy Sands the feature July 28. . . . Ork leader-booker Barney Rapp and his frau, Ruby Wright, of Ruth Lyon's "50-50 Club" simulcast show heard five days a week over Crosley Broadcasting's four-station hook-up via WLW, are vacationing with their four daughters at Indian Lake in Central Ohio. . . . Dale Wright introduced his new Fraternity platter, "Forget It," on Dick Reid's show on WCHS-TV, Charleston, W. Va., Saturday (18).

In a deal consummated Wednesday (15) between Harry Carlson, Fraternity Records prexy, and Dick Asher, of the law firm of Marshall & Ziffer, New York, Top Rank International has acquired the master on John Gary's "Let Them Talk" for distribution in all foreign countries except Canada, Australia and South Africa, where Fraternity is already represented. On Thursday, Fraternity mailed out a teaser to some 2,000 deejays, librarians and program directors heralding Luther Brandon's new Fraternity platter, "Blue-Skirt Waltz." Despite the title, it is said it is the first time the standard has been recorded in anything but waltz or polka time. . . . Claude Caviness, West Coast rep for Pamper Music, is spending several days in Nashville this week.

A package highlighting Dale Wright and Jimmie Tennant played to an estimated 3,000 teen-agers and adults at the Bartholomew County Fair, Columbus, Ind., Thursday (16). The show was sponsored by the Bartholomew County Fair Board and was a free attraction for those attending the fair. Cloyd Hinkle, of the Hinkle Agency, Columbus, handled the booking. He is currently booking talent for five Sunday shows, starting August 9. He plans to use recording names and territorial talent. Conway Twitty is tentatively set for the August 9 show. Bill Sachs.

Nashville

Lucky Moeller, of the Jim Denny Artists Bureau, has Carl Perkins on tour thru Virginia and Florida, and says that the latter has been netting great pop reaction from his latest release, "Pointed-Toe Shoes." Moeller also reported that the Duke of Paducah and Little Jimmie Dickens left last week to fulfill fair dates that will run thru September 7. Also included in the package are the Carter Family, Smiley and Kitty Wilson, Rita Faye and the Country Boys.

Don Law, Columbia's a.&r. man is due here this week. . . . Buddy Killen, of Tree Music, says that Johnny Bragg's "True Love Will Never Die," is getting good air time in the major markets. Johnny returned to town last week after playing several hops up North, plugging his first Decca release. . . . Jim Reeves is back in town after an extensive tour, the first time he has had more than two days off in five months. . . . The John Kelly Theatrical Agency has Jimmy Newman slated for a tour in Louisiana beginning July 26. Newman is reportedly getting good pop reception on his MGM release, "Grin and Bear It."

Chief warrant officer Charles S. Brown in town from Governor's Island, N. Y., last week for 10 radio transcriptions at RCA Victor Studios that will go out to 275 independent stations over the country. . . . One of the hottest items hereabouts is RCA Victor's "The Three Bells," recorded by the Browns—Maxine, Bonnie and Jim Edward. . . . Chet Atkins' "Hum and Strum" album contains a booklet including uke and guitar symbols plus the words to the songs in the Victor release. . . . Harry Silverstein, Decca's promotion man here, reports that Carl Blue's latest waxing, "No Regrets" and "Cool Alligator Shoes," is stirring much excitement in Decca circles, along with a new one by Hal Willis, "Poor Little Jimmy." Both artists' sessions were held here at the Bradley Studio. Kathryn Twitty.

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DOLPH
PRINCE

At rare intervals, in the history of all record companies, a personality comes along that combines youth, appearance and a tremendous voice. STRAND RECORDS is most fortunate in discovering such a talent at a very early stage in their existence. We are certain that you, too, will recognize the greatness that we predict for this artist.



nobody
understands
me
my
own true
love

STRAND 104

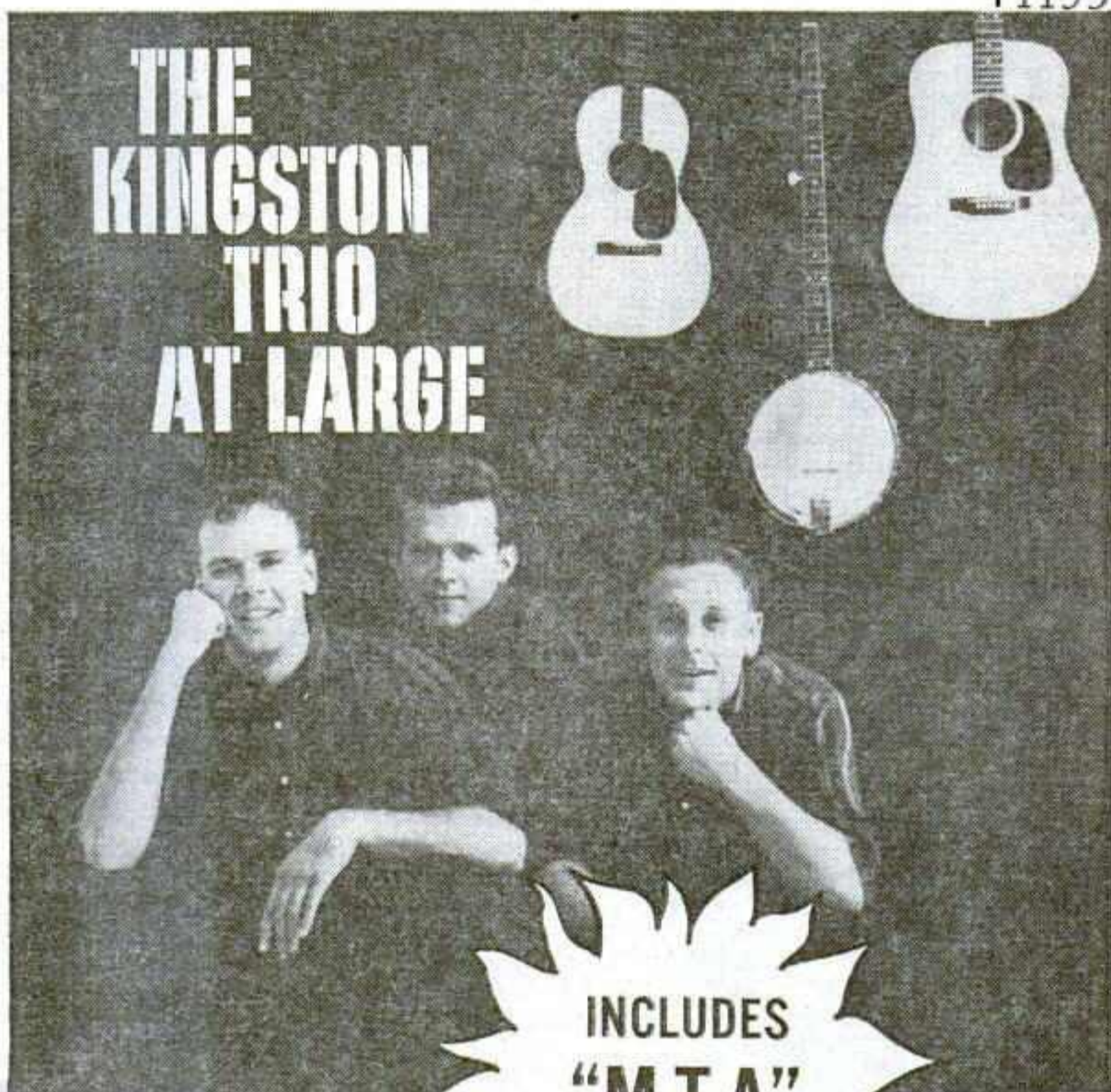
STRAND

RECORDS

SEARING SUMMER PROFITS!

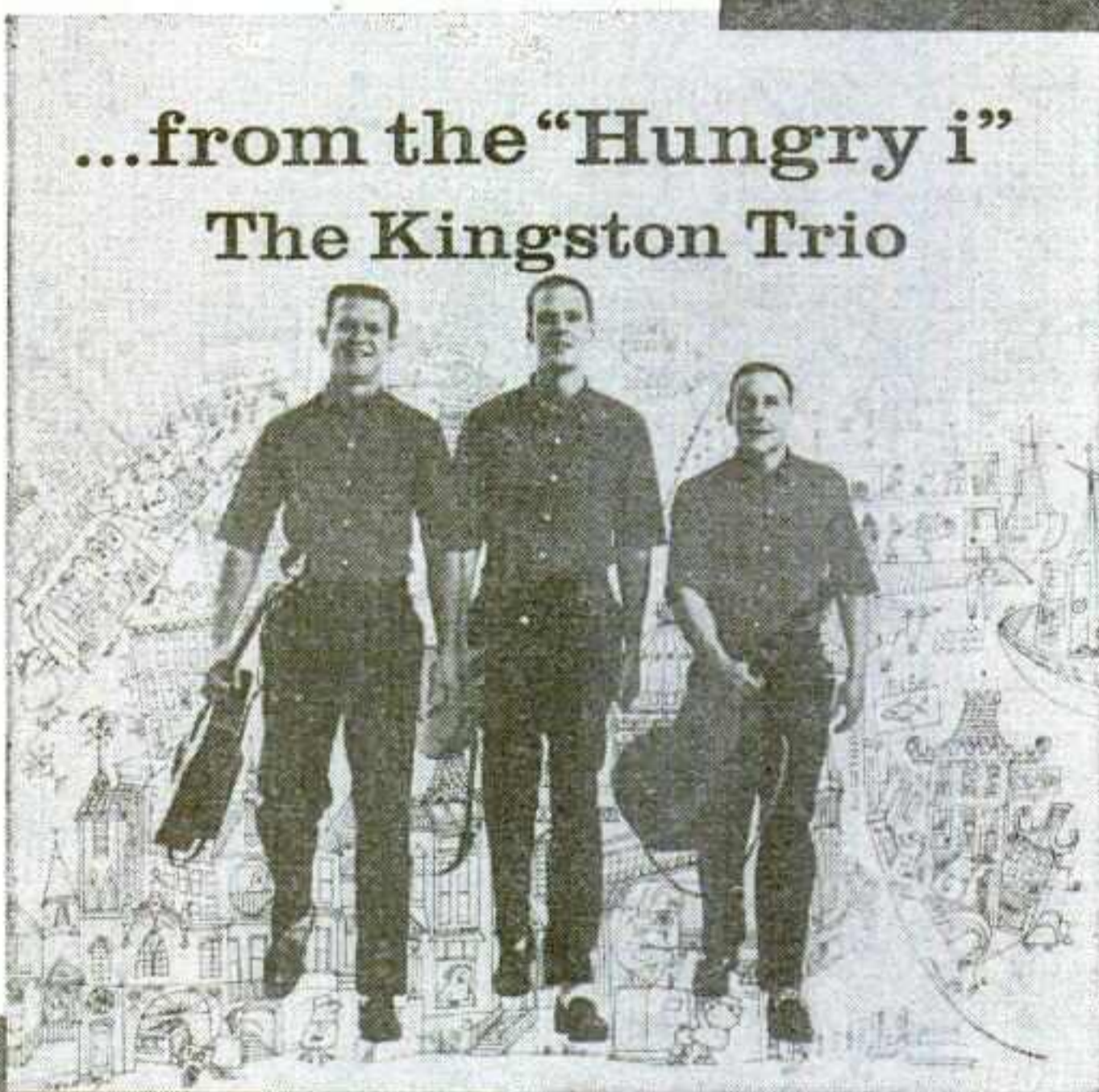
THEY'RE HOTTER 'N' BLAZES WITH 3 ALBUMS HIGH ON THE CHARTS!

T1199



INCLUDES "M.T.A." IN STEREO TOO!

T1107



(GOOD ADVICE: STOCK DEEP!)

T996



INCLUDES "TOM DOOLEY"



The Billboard TOP LP'S

FOR THE WEEK ENDING JULY 19

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.....	12
2	(2)	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199.....	5
4	(3)	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	23
3	(4)	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107.....	23
5	(5)	GIGI, Sound Track, M-G-M E 3641 ST.....	55
6	(6)	INSIDE SHELLY BERMAN, Verve MG V 15003.....	13
7	(7)	HOLD THAT TIGER, Fabian, Chancellor CHL 5003.....	10
10	(8)	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	54
9	(9)	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	69
11	(10)	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	23
12	(11)	MY FAIR LADY, Original Cast, Columbia OL 5090.....	172
13	(12)	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	64
21	(13)	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	5
8	(14)	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164.....	8
14	(15)	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226... 19	19
19	(16)	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	73
20	(17)	FILM ENCORES, VOL. II, Mantovani, London LL 3117.....	6
23	(18)	TABOO IN HI-FI, Arthur Lyman, Hi Fi Records R 806.....	18
24	(19)	KINGSTON TRIO, Capitol T 996.....	5
15	(20)	BUT NOT FOR ME, Ahmad Jamal Trio, Argo LP 628.....	29
16	(21)	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 34	34
22	(22)	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	89
26	(23)	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507.....	5
17	(24)	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	27
31	(25)	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	4

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
18	(26)	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289.....	14
29	(27)	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	25
27	(28)	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.. 24	24
32	(29)	HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310.....	4
30	(30)	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1113... 6	6
35	(31)	THE KING AND I, Sound Track, Capitol W 740.....	144
25	(32)	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927 9	9
36	(33)	OKLAHOMA! Sound Track, Capitol SAO 595.....	180
41	(34)	TENDERLY, Pat Boone, Dot DLP 3180.....	2
—	(35)	GYPSY, Original Cast, Columbia OL 5420.....	1
28	(36)	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	8
37	(37)	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	47
40	(38)	ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	34
42	(39)	WARM, Johnny Mathis, Columbia CL 1078.....	49
45	(40)	GEMS FOREVER, Mantovani, London LL 3032.....	38
33	(41)	THE BUDDY HOLLY STORY, Coral CRL 57279.....	13
38	(42)	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	14
43	(43)	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	268
46	(44)	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	2
34	(45)	CRAZY HE CALLS ME, Dakota Staton, Capitol T 1170.....	8
39	(46)	IMPROVISATIONS TO MUSIC, Mike Nichols & Elaine May, Mercury MG 20376.....	7
48	(47)	TO WHOM IT MAY CONCERN, Nat King Cole, Capitol W 1190... 5	5
—	(48)	I WANT TO LIVE! Gerry Mulligan's Jazz Combo, United Artists UAL 4006.....	5
44	(49)	BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	8
49	(50)	'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	6

BEST SELLING STEREOGRAPHIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
2	(1)	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	9
1	(2)	FILM ENCORES, VOL. I, Mantovani, London PS 124.....	9
6	(3)	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226... 7	7
3	(4)	GIGI, Sound Track, M-G-M SE 3461 ST.....	9
4	(5)	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	9
5	(6)	MY FAIR LADY, Original Cast, Columbia OS 2015.....	9
7	(7)	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	9
8	(8)	TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806.....	9
10	(9)	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	7
15	(10)	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199.....	3
9	(11)	MANTOVANI SHOWCASE, London SS 1.....	8
13	(12)	GEMS FOREVER, Mantovani, London PS 164.....	5
16	(13)	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054... 7	7
18	(14)	EXOTICA, VOL. I, Martin Denny, Liberty LST 7034.....	2
11	(15)	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053.....	9

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
14	(16)	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013.... 5	5
17	(17)	FILM ENCORES, VOL. II, Mantovani, London PS 164.....	5
12	(18)	OKLAHOMA! Sound Track, Capitol SWAO 595.....	7
19	(19)	PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507.....	2
21	(20)	CONTINENTAL ENCORES, Mantovani, London PS 147.....	9
20	(21)	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	2
22	(22)	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6000.....	9
25	(23)	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355.....	2
—	(24)	77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289.... 6	6
—	(25)	THE KING AND I, Sound Track, Capitol SW 740.....	5
23	(26)	PORGY AND BESS, Percy Faith, Columbia CS 8105.....	9
—	(27)	BILLY VAUGHN PLAYS MILLION SELLERS, Dot DLP 25119.....	1
26	(28)	THE FLOWER DRUM SONG, Original Cast, Columbia OS 2009.....	2
28	(29)	TILL, Roger Williams, Kapp KLS 1081.....	4
24	(30)	'S MARVELOUS, Ray Conniff, Columbia CS 8037.....	6

Album Cover of the Week



MOZART: THE MARRIAGE OF FIGARO, RCA Victor LM 6408. Robert Jones has designed a charming package in the form of a portfolio, complete with a flip top and a lock. Cover sports photos of five gaily costumed principals who star in recording.

Best Selling Low-Priced 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. Perry Como Sings Just for YouCamden CAL 440
2. Soul of Spain
101 StringsSomerset P 6600
3. Good Housekeeping Plan for Reducing Off the Record
.....Harmony HL 7145
4. Music From Peter Gunn
Aaron Bell OrkLion L 70112
5. Flower Drum Song
Various ArtistsDesign DLP 98
6. 77 Sunset Strip
Aaron Bell OrkLion L 70166
7. Porgy and Bess
Mundell LoweCamden CAL 490
8. Grand Canyon Suite
Wilhelm SchneckterSomerset C 7900
9. TV Action Jazz
Video StarsSomerset P 880
10. Eddy Arnold
.....Camden CAL 421

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 BoonsDot DEP 1076
2. King Creole, Vol. I
Elvis PresleyRCA Victor EPA 4319
3. Peter Gunn
Henry ManciniRCA Victor EPA 4333
4. Songs Our Daddy Taught Us
Everly BrothersCadence CEP 110
5. Ricky Sings Again
Ricky NelsonImperial EP 159
6. Nearer the Cross
Tennessee Ernie FordCapitol EAP 1-1005
7. Spirituals
Tennessee Ernie FordCapitol EAP 1-818
8. Crazy He Calls Me
Dakota StatonCapitol EAP 1-1170
9. Como's Golden Records
Perry ComoRCA Victor EPA 5012
10. Come Dance With Me
Frank SinatraCapitol EAP 1-1009

RECORD-PHONO DEALERS

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CONTENTS	
	Page
Telephone Your Way to Bigger Stereo Phonograph Sales	2
Turn Your Part-Time Help Into Full-Time Salespeople	3
Direct Mail—How and Why It Works for You	4
How an Appliance Chain Gained for Stereo Sales	5
To Sell Tape Recorders—Show 'Em How to Record Off the Air	6
How to Give Customers the Real "Red Carpet" Treatment	7
"Free" Service Wins Customers and Boosts Sales	7
How a Newsletter Holds Customers, Wins New Ones	8
Gift Wrapping Service Boosts Disk Volume	9
The Stereo Age Poses Some Tough Sales Problems	10
Five Easy Ways to Attract Customers to Your Store	11
Fifteen Ways to Sell More Classical Records	12
Cut Profit Leaks for Retail Success	14
Population Shifts Call for Flexible Merchandising	15
Turn Complaints Into Profitable Accessory Sales	16
Sell Specific Markets for Top Tape Recorder Sales	17
Stunts Establish Dealer in Record Time	18
The "Stereo Clinic" is a Real Sales Booster	19
How a Credit Plan Stimulates Sales	20
Dealers, Too, Use Promotions as a Sales Hypo	21
How a Cooperative Promotion Built Traffic	22
Where Are Those Missing Records?	22
How a Store Staged a "Stereo Spectacular"	23

23 STORE-TESTED profit pointers FOR RECORD-PHONO STORES



The articles in this booklet originally appeared in
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New 7-Inch Stereo

Continued from page 2

count for 80 per cent of total industry dollar sales volume. Thus, we believe that 33 1/3 r.p.m. is certainly the logical speed for stereo singles, because consumers equipped for stereo are already LP purchasers. We think Stereo Seven may also help to revitalize a singles market that has tended to lag in recent years."

Columbia Records, when it brought out the LP, brought out a seven-inch single, a 10-inch LP and a 12-inch LP on 33 1/3 r.p.m. The seven-inch monaural 33 never really caught on, and the 45 r.p.m. record took over the singles market. However, Columbia is banking on the stereo aspect of the new seven-inch 33 to sell the disk.

The first releases on Columbia's seven-inch stereo 33's include the following records: "Small World" by Johnny Mathis; "Anatomy of a Murder" and "Flirtbird" by Duke Ellington; "Smile" and "You Can't Love 'Em All," by Tony Bennett; "Goodnight Irene" and "On Top of Old Smoky" by Mitch Miller and the gang; "Got a Locket in My Pocket" and "The Real Thing," with the Four Lads; "Volare" and "I Love Paris," with the Kirby Stone Four; "Song From Moulin Rouge" with Percy Faith; "Love Is a Many-Splendored Thing" with Ray Conniff; "The Battle of New Orleans" with Johnny Horton; and "I Got Stripes" and "Five Feet High and Rising" by Johnny Cash.

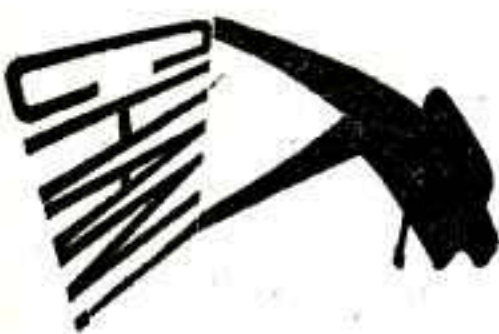
When these records were previewed at the Columbia bash here the distributor reaction was quite enthusiastic. Columbia execs stated that there were no plans at this time to bring out any monaural product on the seven-inch 33 disk.

Anti-Static LP's

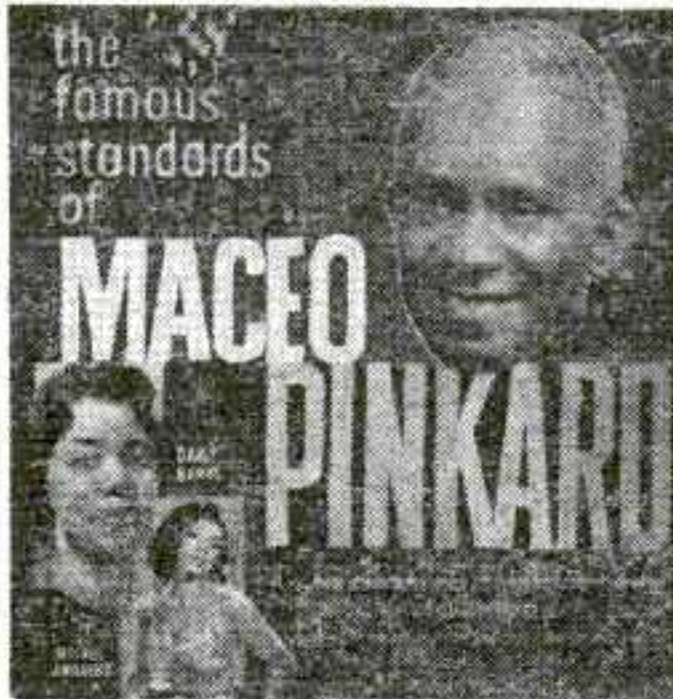
Continued from page 2

ily promoted on the consumer level and that all of this year's "Best Buy" promotion (under the "New Golden Age of Sound") will describe the anti-static properties of the mix. All RCA Victor Living Stereo disks will carry a special "Miracle Surface" sticker on their front covers.

It was stated that the static free surface entailed years of intensive research. "It has long been a dream of the industry to make record surfaces anti-static. A large part of consumer complaints about records have always concerned the problem of extra-musical noises and the accumulation of lint as the needle passes over the record grooves. . . . 'Miracle Surface' records eliminates these problems."



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"DON'T CRY, LITTLE GIRL, DON'T CRY"

"GIMME A LITTLE KISS, WILL YA, HUM"
"LET'S HAVE A SHOW DOWN"
"WHY DO YOU TORTURE ME!"
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"ADORABLE DORA"
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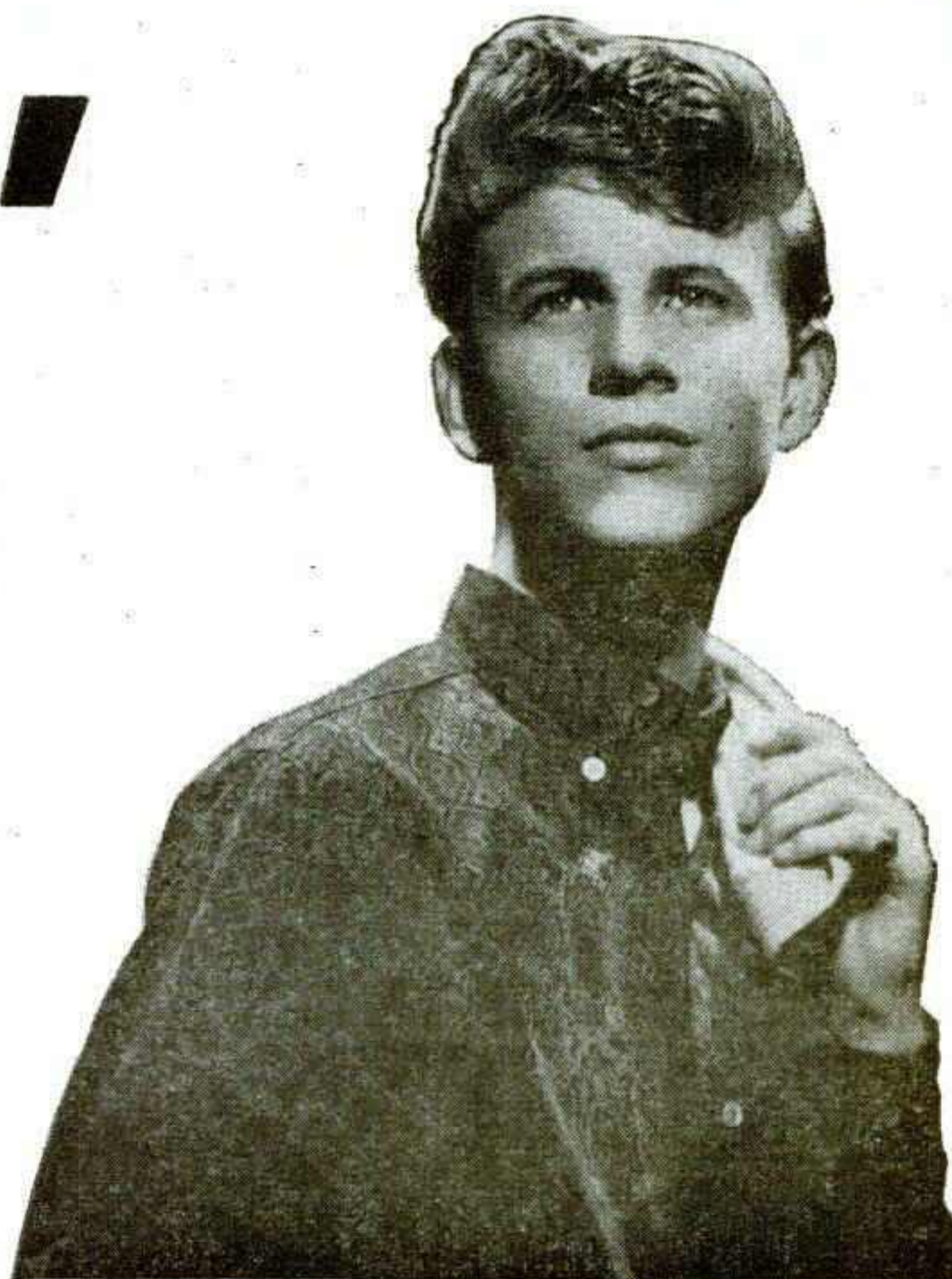
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HONOR ROLL OF HITS

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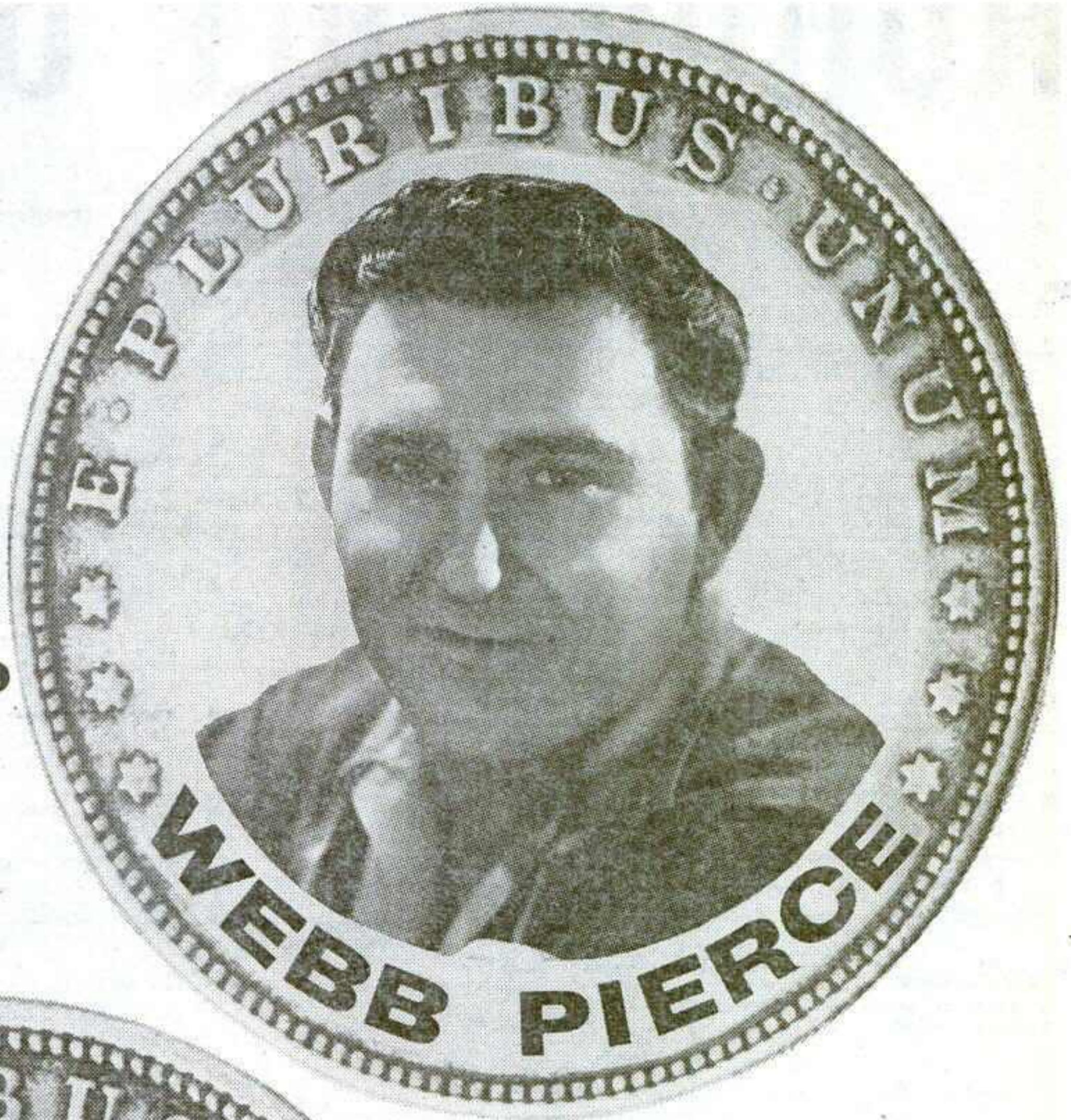
THE NATIONS TOP TUNES For survey week ending July 11

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Battle of New Orleans By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.	1	11	6. Lipstick on Your Collar By Lewis-Gochring—Published by Joy (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12793.	5	8
2. Lonely Boy By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.	2	7	7. My Heart Is an Open Book By Hal David-Lee Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Dec 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.	9	5
3. Personality By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10018.	3	10	8. Dream Lover By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6140. RECORD AVAILABLE: Robert Farnon, London 1241.	6	11
4. Waterloo By Wilkin-Louttermilk—Published by Cedarwood (BMI) BEST SELLING RECORD: Stonewall Jackson, Col 41393.	4	6	9. Tallahassee Lassie By Slay-Crews-Picariello—Published by Conley (BMI) BEST SELLING RECORD: Freddy Cannon, Swan 4031.	8	8
5. Tiger By Ollie Jones—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Fabian, Chancellor 1037.	7	4	10. A Big Hunk o' Love By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.	27	2
Second Ten					
11. Frankie By Sedaka-Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Connie Francis, M-G-M 12793.	11	8	16. There Goes My Baby By Patterson J. Treadwell—Published by Jai Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.	21	3
12. Forty Miles of Bad Road By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1126.	14	3	17. Twixt Twelve and Twenty By Aaron Schroeder and Fredda Gold—Published by Spooone (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15995.	25	3
13. I Only Have Eyes for You By Harry Warren—Published by Remick (ASCAP) BEST SELLING RECORD: Flamingos, End 1046. RECORDS AVAILABLE: Rose Hardaway, Dec 30893; Al Jolson, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5001.	15	6	18. A Boy Without a Girl By S. Jacobson & R. Sexter—Published by Arch (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1036.	13	5
14. Bobby Sox to Stockings By Faith-DiCicco—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1036.	12	7	19. Hushabye By Doc Pomus-Mort Shuman—Published by Brittany (BMI) BEST SELLING RECORD: Mystics, Laurie 3028.	20	4
15. M.T.A. By Jacqueline Steiner and Bess Hawes—Published by Atlantic Music (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4221.	17	3	20. What a Difference a Day Makes By Grever-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.	22	4
Third Ten					
21. Ragtime Cowboy Joe By Muir-Clark-Abrahams—Published by Robbins-Fisher-Alfred (ASCAP) RECORDS AVAILABLE: Eddy Howard, Mer 30058; David Seville & the Chipmunks, Liberty 55200; Jack Valentine, M-G-M 12044.	-	1	26. My Wish Came True By Ivory Joe Hunter—Published by Desiard (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7600.	-	1
22. Sweeter Than You By B. Knight—Published by Hilliard (BMI) RECORDS AVAILABLE: Gaylords, Mer 71450; Ricky Nelson, Imperial 5595.	26	2	27. Quiet Village By Les Baxter—Published by Atlantic & Baxter-Wright (BMI) RECORDS AVAILABLE: Les Baxter, Cap 15733; Martin Denny, Liberty 55162; Pete Rugolo, Col 40519; George Wright, Hi-Fi 502.	10	12
23. Just a Little Too Much By J. Burnette—Published by Hilliard (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5595.	-	1	28. Bongo Rock By Preston Epps—Published by Drive-In (BMI) RECORD AVAILABLE: Preston Epps, Original 4.	19	7
24. Lavender Blue By Larry Morey & Eliot Daniel—Published by Joy (ASCAP) RECORD AVAILABLE: Sammy Turner, Big Top 3016.	27	2	29. Along Came Jones By Leiber-Stoller—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6141.	16	7
25. You're So Fine By L. Finney-W. Schofield—Published by Alhika (BMI) RECORDS AVAILABLE: Downbeats, Peacock 1689; Falcons, Unart 2013.	23	5	30. The Wonder of You By Baker & Knight—Published by Random (BMI) RECORDS AVAILABLE: Ray Peterson, Vic 7513; Victor Young, Dec 30056.	30	5

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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.

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& 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. TIME MARCHES ON Roy Hamilton, Epic
2. ALL NIGHT LONG Billy Vaughn, Dot
3. BABY TALK Jan and Jean, Dora
4. FURRY MURRAY The Tradewinds, RCA Victor
5. A VERY PRECIOUS LOVE Hernando Ork, Corsican
6. MISTY Sarah Vaughan, Mercury
7. LEAVE MY KITTEN ALONE Little Willie John, King
8. LET NOBODY LOVE YOU Little Willie John, King
9. ALIMONY Frankie Ford, Ace
10. SLOW MOTION Wade Flemmons, Vee Jay
11. BIG SURPRISE The Four Preps, Capitol
12. THE THREE BELLS The Browns, RCA Victor
13. I'M GONNA BE A WHEEL SOMEDAY Fats Domino, Imperial
14. SO HIGH, SO LOW LaVern Baker, Atlantic
15. ANGEL FACE Jimmy Darren, Colpix

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

- *TEN THOUSAND DRUMS Carl Smith
(Cedarwood, BMI) Columbia 41417
- *I STILL GET JEALOUS Joni James
(Morris, ASCAP) M-G-M 12807
- *KISSIN' TIME Bobby Rydell
(Lowe, ASCAP) Cameo 167

- *LONELY GUITAR Annette
(Disney, ASCAP) Vista 339
- *TO A SOLDIER BOY The Tassels
(Monument, BMI) Madison 117

C&W—No selections this week.

R&B—No selections this week.

HOT 100: A TO Z

- | | |
|-------------------------------------|-----|
| A Big Hunk o' Love | 9 |
| A Boy Without a Girl | 14 |
| A Girl Like You | 97 |
| A Teenager in Love | 24 |
| Along Came Jones | 36 |
| Back in the U. S. A. | 58 |
| Battle of New Orleans, The | 2 |
| Beach Time | 96 |
| Beir Mir Bist Du Schoen | 69 |
| Bells, Bells, Bells | 94 |
| Bobby Sox to Stockings | 11 |
| Bongo Rock | 26 |
| Broken-Hearted Melody | 99 |
| Cap and Gown | 67 |
| Ciao Ciao Bambina | 75 |
| Crackin' Up | 68 |
| Crossfire | 90 |
| Cry | 71 |
| Danny Boy | 84 |
| Dedicated to the One I Love | 10 |
| Dream Lover | 10 |
| Forty Days | 70 |
| Forty Miles of Bad Road | 12 |
| Frankie | 15 |
| Here Comes Summer | 35 |
| High Hopes | 51 |
| Muhahbye | 21 |
| I Know | 61 |
| I Love an Angel | 73 |
| I Only Have Eyes for You | 13 |
| I Still Get Jealous | 77 |
| I'll Be Satisfied | 28 |
| I'm Comin' Home | 87 |
| I'm Ready | 83 |
| It Was I | 50 |
| Just a Little Too Much | 23 |
| Just Keep It Up | 32 |
| Kansas City | 44 |
| Katy Too | 85 |
| Kissin' Time | 74 |
| Lavender Blue | 24 |
| Like Young | 46 |
| Linda Lu | 95 |
| Lipstick on Your Collar | 8 |
| Little Dipper | 42 |
| Little Girl | 92 |
| Lonely Boy | 1 |
| Lonely Guitar | 57 |
| M. T. A. | 19 |
| Makin' Love | 98 |
| Martinique | 93 |
| Mona Lisa (Mann) | 49 |
| Mona Lisa (Twitty) | 89 |
| My Heart Is an Open Book | 56 |
| My Wish Came True | 27 |
| Oh, What a Fool | 86 |
| On an Evening in Roma | 91 |
| Only Sixteen | 39 |
| Only You | 72 |
| Personality | 5 |
| Quiet Three | 47 |
| Quiet Village | 37 |
| Ragtime Cowboy Joe | 25 |
| Remember When | 41 |
| Rings-A-Ling-A-Lingo | 65 |
| Robbin' in the Cradle | 31 |
| Rockin' in the Jungle | 78 |
| Sea of Love | 38 |
| See You in September | 81 |
| Since You've Been Gone | 43 |
| Small World | 40 |
| So Fine | 56 |
| Sugaree | 79 |
| Summer's Love | 100 |
| Sweeter Than You | 18 |
| Taboo | 86 |
| Tall Cool One | 64 |
| Tallahassee Lassie | 7 |
| Ten Thousand Drums | 54 |
| Tennessee Stud | 80 |
| Thank You, Pretty Baby | 60 |
| There Goes My Baby | 16 |
| There Is Something on Your Mind | 45 |
| This I Swear | 30 |
| Tiger | 3 |
| Till There Was You | 52 |
| To a Soldier Boy | 76 |
| Twist Twelve and Twenty | 17 |
| Velvet Waters | 61 |
| Waterloo | 4 |
| Way I Walk, The | 53 |
| What a Difference a Day Makes | 22 |
| What It Love | 55 |
| What'd I Say | 33 |
| Whistling Organ, The | 62 |
| With All of My Heart | 87 |
| With My Eyes Wide Open I'm Dreaming | 64 |
| Wonder of You, The | 29 |
| Wonderful You | 63 |
| You're So Fine | 20 |

REVIEWS OF THIS WEEK'S SINGLES

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

Strongest sales potential of all records reviewed this week.

TOMMY EDWARDS



I'VE BEEN THERE (Korwin, ASCAP)—**I LOOKED AT HEAVEN** (Yukon, ASCAP) — Edwards chalks up two potent vocals on attractive tunes that should keep a berth reserved on the charts. Both are ballads, and he is warmly backed on each. **M-G-M 12814**

NAT KING COLE



MIDNIGHT FLYER (Winneton, BMI)—**THE SWEET BIRD OF YOUTH** (Comet, ASCAP)—Cole has strong entries with these sides. Top tune is a blues theme that is sung solidly over slick chorus and ork support. Flip is based on a theme from Dvorak's "New World Symphony," and this, too, should account for heavy plays and spins. **Capitol 4248**

EDD BYRNES



LIKE I LOVE YOU (Witmark, ASCAP)—**KOOKIE'S MAD PAD** (Witmark, ASCAP)—Byrnes could repeat his "Kookie" with these similarly styled sides. Both are delivered in the popular hip-type jargon that he uses in his characterization on "77 Sunset Strip." Backing on each is most helpful. **Warner Bros. 5087**

BOBBY DAY



AIN'T GONNA CRY NO MORE (Recordo, BMI)—**LOVE IS A ONE TIME AFFAIR** (Recordo, BMI)—Day delivers "Ain't Gonna Cry," a swinging rocker, in rhythmic fashion, backed powerfully by the ork and chorus. "Love" is a rockaballad, and it's read with soul by the chanter. Both are strong sides that can make it. **Class 2111**

WADE FLEMONS



SLOW MOTION (Shalimar-Tollie, BMI)—**WALKING DOWN BY THE RIVER** (Broadcast, BMI)—"Slow Motion" is a driving rocker that is accorded a solid go by Flemmons over pounding ork and chorus backing. "River," the oldie, is a ballad with beat on which the artist also comes across nicely. Sides should move well in pop and r.&b. marts. **Vee Jay 321**

THE AMES BROTHERS



NOW HEAR THIS (Paxton, ASCAP)—**NOW IT'S ME** (Winneton, BMI)—The Ames Brothers have likely clicks with their latest tries. "Now Hear This" is a bright, march type ditty with a nautical flavor. "Now It's Me" is a pretty ballad on which they are lushly backed. Either can score. **RCA Victor 7565**

THE FIESTAS



I'M YOUR SLAVE (Hi-Hoss, BMI)—**OUR ANNIVERSARY** (Maureen, BMI)—The group registers to strong effect on two fine efforts. "Slave" is a churchy-sounding rocker. "Anniversary" is a celestial-type rockaballad. Presentations of both have the hit sound. **Old Town 1069**

MEL ROBBINS



TO KNOW YOU (Arc-Ashna, BMI)—**SAVE IT** (Arc-Ashna, BMI)—Robbins has two hot threats. "To Know You" is a slow rockaballad that is handed a knowing vocal over fine backing. Flip, "Save It," is an up-tempo rocker that provides a good change of pace. He could have winners with either. **Argo 9455**

THE BLACKWELLS



OH, MY LOVE (Dandelion, BMI)—**HOLEY SOMBRERO** (Dandelion, BMI)—The Blackwells have two pitches that can stir up interest. "Oh, My Love" is a pretty, countryish ballad that is sung against light guitar accompaniment. Flip, "Sombrero," is a smart folkish piece of material that can also be well-received. **Guyden 2020**

Country & Western

CARL BELEW



COOL GATOR SHOES (Four Star, BMI)—**NO REGRETS** (Four Star, BMI)—Belew follows his big "Am I That Easy to Forget" with two sides that can collect both pop and c.&w. coin. "Shoes" is a fairly driving rocker that can get definite pop action. "Regrets" is a fine weeper that should appeal to traditional buyers. **Decca 30947**

HANK LOCKLIN



BORDER OF THE BLUES (Western Hills, BMI)—**HIDING IN MY HEART** (Southern Belle, BMI)—Locklin has two strong bids. "Border" is a weeper that's given a sock and sincere reading. "Hiding" is a country ballad, and it's delivered with plenty of feeling. Both are likely bets. **RCA Victor 7561**

Rhythm & Blues

NO SELECTIONS THIS WEEK.

(Continued on page 31)

CHAIN REACTION FROM BOSTON TO
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Frank Pizani

on **AFTON 616**

WANNA DANCE

b/w *It's No Fun*

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United Telefilm Records, Inc.

Anthony Joins Columbia Roster

HOLLYWOOD — Columbia Records signed Al Anthony to a term pact. His initial release will be a single scheduled for July 20 release singing his own cleffing "My Sister." Anthony was inked by Columbia's Coast artist-repertoire exec Alan Emig. Anthony currently has two albums on the market, "Two Kinds of Love" for Dot and "Swingin' Hi Fi" for Liberty.

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PLAYBOY BLUEPRINTS MOSTEST JAZZ FIESTA

• Continued from page 1

High Gang, David Allen, Louis Armstrong, Red Nichols, J. J. Johnson and Coleman Hawkins.

In addition to the king-size talent nut, Playboy is spending \$20,000 for advertising and \$12,000 to build a revolving stage. Purpose of the stage is to speed the entrance and exit of the acts, thus solving unshowmanlike slowdowns that have weakened other festivals.

Originally, the Playboy festival was scheduled for a section of Soldier Field as an official part of the upcoming Pan-American Games. Profits were to be contributed to the Games sponsoring committee. After Soldier Field made itself unavailable and Playboy engaged the indoor Chicago Stadium, the magazine did not offer its potential profit to anyone else.

"We knew," Lownes explains, "that our expenses would come so close to the edge, we'd feel like big phonies if we offered our profits to a charity."

Plenty of Trimmings

Stadium performances, being co-produced by Lownes and Don Gold, the mag's jazz promotion director, will be supplemented by panel discussions, film showings, art exhibits and receptions at the Sherman Hotel. A festival year-book has been prepared and so have distinctive hats and beer blazers bearing the festival insignia. Jet excursions have been arranged from Los Angeles and New York. One excursion group of 50 is

coming from Germany, the result of an over-the-travel inquiry by a travel bureau. Other parties are coming from Kansas City, Atlanta, Nashville and Sacramento. At press time, Lownes said that \$26,000 was in the till. All the performances were moving about evenly, with a slight edge for Saturday night.

UA Names Krefetz Nat. Sales Mgr.

NEW YORK—Lou Krefetz has been pegged national sales manager for United Artists Records. Krefetz has a long background of participation in various phases of the music industry.

He has in the past been associated with the ARA label, a Washington diskery, and was also engaged for a time in record distribution with Oriole Distributors in Baltimore. In 1951, he discovered the Clovers, and they are still under his direction.

In 1952 Krefetz became national sales manager for Atlantic Records. He left Atlantic in 1956 to produce a series of touring musical shows in co-operation with Shaw Artists. Krefetz will assume responsibility for direction of all UA record products.

NIGHT CLUB REVIEWS

Nina Simone Debts Real Talent

A young pianist-singer named Nina Simone scored brightly on her debut last Tuesday (14) at the Village Vanguard in New York. The pert thrush, who has recently attracted attention via her current Bethlehem album (and is now cutting an LP for her new label, Colpix), has a refreshing singing style and first-rate piano technique. She is able to handle many sorts of tunes, from pop thru folk and blues, and her skill on the piano shows a classical influence. Altho her act was hampered by lengthy arrangements now and then, she won solid applause via her touching renditions of "I Love You, Porgy," and the folk item "The House of the Rising Sun" and the lullaby, "Cigarettes Will Spoil Your Life." Miss Simone is a real talent who can go far.

Kenny Burrell and his Trio, consisting of Major Holly on bass and Ben Raleigh on drums, showed off some good jazz stylings on their segment of the Vanguard bill. Burrell, now making a name for himself on jazz LP's, turned in attractive solos on standard tunes. The Burrell Trio and Buck Clark on bongos, accompanied Miss Simone on her stint.

Bob Rolontz.

Basin Street East Treat for Buffs

There's a whale of a show at New York's Basin Street East that features Ernestine Anderson, the Kai Winding Septet and Art Blakey's Jazz Messengers. Miss Anderson, who made quite a name for herself with her "Hot Cargo" album last year, comes across nicely with smouldering renditions of several ballads and swingers.

Using "It Don't Mean a Thing, If It Ain't Got That Swing" as an opener, she also includes "Blow, Ill Wind," "There'll Never Be Another You" and offers a beautiful reading of "Social Call."

The Winding Septet, with the emphasis on trombones, styles several standards in their distinctive manner. This is a tight group, and the instrumental interplay is as intriguing to watch and to hear. They presented selections from their various Columbia LP's.

Art Blakey's new group features Bobby Timmons, piano; Lee Morgan, trumpet; Jimmy Merritt, bass and regular Hank Mobley on tenor sax. On extended versions of "When Your Lover Has Gone" and "Lately" each is given full opportunity to blow. Blakey, as usual, is the spark of the group, pacing the soloists with his polyrhythmic patterns.

The show is well-balanced, and buffs should find a trip to the Basin St. East more than worth the effort.

Howard Cook.

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LATEST RELEASE
GEORGE HAMILTON IV
 sings
"GEE"
 b/w
"I KNOW YOUR SWEETHEART"
 #10028


• Reviews of New Pop Records
 • Continued from page 31
 ★ ★ ★
GOOD SALES POTENTIAL

LOUIS ARMSTRONG
 ★★ On My Way — DECCA 30860 — The familiar spiritual is sung brightly by Armstrong over strong support by a group and rhythm section. For his many fans. (American Academy of Music, ASCAP)

★★★ I'll String Along With You — The fine oldie is sung with the artist's usual feeling over pretty backing that includes lush strings and voices. (Witmark, ASCAP)

JOE ANTEL
 ★★ How Much I Love You — GONE 5070 — The singer croons this pretty ballad in warm style, as he tells his girl how much he loves her. A side that deserves spins. (RealGone, BMI)

★★★ Girls! — Joe Antel turns in a smooth reading of a snappy tune about girls, girls, girls. (RealGone, BMI)

CARLOE BENNETT
 ★★ Our Kind of Love — SHAD 5008 — Carole Bennett sells this warm ballad smoothly over smooth backing by the chorus and ork. Gal can belt a song. (Admont, ASCAP)

★★★ To Each His Own — The fine oldie is warbled very nicely by the thrush, helped by a good arrangement. Could get spins. (Paramount, ASCAP)

THE PLAIDS
 ★★ He Stole Flo — ERA 3002 — A wild effort about a guy who stole another's gal is sung well by the lead of the group with the group making sounds behind him. (Pattern, ASCAP)

★★★ Around the Corner — Neat rocker receives a bright reading by the Plaids, helped by a swinging ork assist. It has a sound. (Pattern, ASCAP)

MARV BLIHOVDE
 ★★ Dearest Darling — LINDY 1113 — Latinish rocker also has country overtones. The artist acquires himself to good effect on the interesting tune. Dual-market appeal. (Smoothboer, BMI)

★★★ Cigarette and Coffee Blues — The Marty Robbins tune is given a fine reading by the chanter. It should attract pop and c.&w. coin. (Robbins, BMI)

JIMMY SMITH
 ★★ Night Time Is the Time — FLIP 347 — Blues has a Latin touch. Smith

sells the tune in bright, listenable fashion with a strong chorus and ork assist. Side can move with plugs. (Limax, BMI)

★★★ I Cry and Cry Every Night — Rockaballad is given a soulful rendition by Smith with help from a fem group. Side can sell. (Limax, BMI)

JACQUES ARLE
 ★★ Postillon D'Amour — ABC-PARAMOUNT 9981 — Happy, well-orked theme is nicely presented by the group. It's a pretty theme that should pull jockey play and sales. (Symphony House, ASCAP)

★★★ Tango Militaire — Attractive Latin theme is given a fine reading by the chorus and ork. It has also been waxed by Frank Pourcel. (Shapiro-Bernstein, ASCAP)

THE TUNES
 ★★ Only Time Will Tell — PEL 345 — A good rockaballad receives a good reading from the group, over listenable backing. Could get spins. (Ace, BMI)

★★ The Lie — The group sings this rockaballad in fair style. (Ace, BMI)

BAKER KNIGHT
 ★★ Takin' a Chance — CORAL 62132 — The singer performs a listenable ballad with style over standard backing. Knight can handle a tune. (Holford, ASCAP)

★★ Just Relax — Baker Knight comes thru with a good reading of a wild rocker over crazy backing by the group and combo. (Random, BMI)

NELSON RIDDLE
 ★★ The Markham Theme — CAPITOL 4244 — This is theme song from the new TV show "Markham," and it is played warmly by the Riddle Ork with piano featured. (Alaska, ASCAP)

★★ Ting-A-Lay-O — A light, happy effort is played with spirit by the Riddle crew, helped by a bright chorus vocal. (Dornelle, ASCAP)

ANNMARIE DI MONE
 ★★ How Much Can a Heart Take — DEE DEE 241 — Warm reading of a pretty ballad. Ork complements nicely. Some coin possible. (Dolores, ASCAP)

★★ My First Experience — Soft warbling stint by the thrush on a so-so rockaballad. Fair chances. (Dolores, ASCAP)

DON CRAWFORD
 ★★ Sleeping Beauty — GONE 5066 — A pretty rockaballad tells the story of a young lass who turns all the boys down while awaiting her prince. (Real Gone, BMI)

★★ Beauty & the Beast — Don Crawford sings of a pretty, young girl and her love for a not-so-handsome man. (Real Gone, BMI)

CHAMP BUTLER
 ★★ Oooh, Looka There, Ain't She Pretty — VISCOUNT 1001 — Butler sings the old Buddy Greco hit over brassy ork backing. Spinnable side for deejays. (Leeds, ASCAP)

★★ This Can't be Love — Smart reading of the evergreen also provides wax for jocks, tho flip seems a bit more important. (Chappell, ASCAP)

THE PREMIERS
 ★★ Tonight — PARKWAY 021 — Pounding rockaballad is warmly sung by the group. Side has a chance for pop and r.&b. loot. (Lyneve, BMI)

★★ I Think I Love You — So-so rhythm tune is given an okay reading by the crew. Flip offers a bit more. (Lyneve, BMI)

RUDY GRAYZELL & HIS THUNDERBIRDS
 ★★ F.B.I. Story — AWARD 129 — A funny r.&r. novelty salute to J. Edgar Hoover with good lyrics. Watch it. (Bayside, BMI)

★★ You'll Be Mine — Okay warbling stint on pleasant rockaballad. Flip is stronger side. (Bayside, BMI)

BIG MAYBELLE
 ★★ A Good Man Is Hard to Find — SAVOY 1572 — The evergreen is sung with feeling by the blues shouter over fair backing by the combo. It should get loot and spins. (Mayfair, BMI)

★★ Piffal — Big Maybelle drives home this slow blues in good fashion over standard blues support. (Crossroads, BMI)

RICKY AND ROBBY
 ★★ Purple Pedal Pushers — GOLDEN CREST 530 — The boys sing about a young lass who wears "Purple Pedal Pushers" and looks a storm. A good rocker here. (C.F.G., BMI)

★★ Suzanne — A somber rockaballad is sung with feeling by the duo over standard backing. (C.F.G., BMI)

JAMES DUBOY
 ★★ Echos — COLONIAL 7002 — Tender rockaballad is sung sweetly by the chanter over smooth backing by the chorus
 (Continued on page 36)

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This Week	Last Week	Weeks on Chart
1. THE BATTLE OF NEW ORLEANS (Warden)	1	7
2. PERSONALITY (Lloyd-Logan)	5	7
3. KANSAS CITY (Fire)	4	5
4. WATERLOO (Cedarwood)	—	1
5. 77 SUNSET STRIP (Witmark)	11	15
6. DREAM LOVER (Fern-Progressive)	3	6
7. LIPSTICK ON YOUR COLLAR (Joy)	—	1
8. QUIET VILLAGE (Baxter-Wright)	2	10
9. THE HAPPY ORGAN (Lowell)	8	12
10. FIVE PENNIES (Dena)	—	1
11. RAGTIME COWBOY JOE (Robbins-Fisher-Alfred)	—	1
12. HAWAIIAN WEDDING SONG (Pickwick)	10	27
13. GIDGET (Columbia Pictures)	—	6
14. M. T. A. (Atlantic)	—	1
15. GIGI (Lowall-Chappell)	—	10

• **Best Selling Sheet Music in Britain**

(For week ending July 11)

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

Roulette—Mills (Mills)	I've Waited So Long—Pan-Musik (Leeds)
Side Saddle—Mills (Mills)	It Doesn't Matter Any More—Monarch (Spanka)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Never Be Anyone Else But You—Commodore-Imperial (Eric)
Teen-Ager in Love—West One (Rumbalero)	Trampoline—Harvard (-)
Dream Lover—Aldon (Progressive-Fern-Trinity)	A Fool Such As I—Leeds (Miller)
Goodbye, Jimmy, Goodbye—Brom (Knoll-wood)	Petite Fleur—Essex (Hill & Range)
Battle of New Orleans—Acuff-Rose (Warden)	Gigi—Chappell (Chappell)
Trudie—Henderson (Kassner)	Chick—Henderson (-)
Personality—Leeds (Lloyd-Fogon)	Lipstick on Your Collar—Joy (Joy)
	Come Softly to Me—Morris (Morris)
	Venus—Essex (Rambled-Lansdale)

• **Best Selling Pop Records in Britain**

(For week ending July 11)

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

This Week	Last Week
1. DREAM LOVER—Bobby Darin (London)	1
2. A TEEN-AGER IN LOVE—Marty Wilde (Phillips)	2
3. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	3
4. ROULETTE—Russ Conway (Columbia)	4
5. LIVING DOLL—Cliff Richard (Columbia)	19
6. PETER GUNN—Duane Eddy (London)	8
6. PERSONALITY—Anthony Newley (Decca)	6
8. LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	18
9. I'VE WAITED SO LONG—Anthony Newley (Decca)	7
10. GOODBYE, JIMMY, GOODBYE—Rubby Murray (Columbia)	12
10. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA)	5
12. SIDE SADDLE—Russ Conway (Columbia)	11
13. PERSONALITY—Lloyd Price (HMV)	9
14. IT'S LATE—Ricky Nelson (London)	10
15. MAY YOU ALWAYS—Joan Regan (HMV)	14
16. A TEEN-AGER IN LOVE—Craig Douglas (Top Rank)	15
17. POOR JENNY—Everly Brothers (London)	13
18. NEVER BE ANYONE ELSE BUT YOU—Ricky Nelson (London)	16
19. THREE STARS—Ruby Wright (Parlophone)	23
20. I KNOW—Perry Como (RCA)	24

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Around the Horn

Thurston Moore has closed his country music location, Verona Lake Ranch, Verona, Ky. Bum business. . . . Featured artists and guests thru August for the Prince Albert portion of "Grand Ole Opry," beamed over the NBC radio net via WSM, Nashville, stack up as follows: August 1, Porter Wagner featured, with Cousin Jody as guest; August 8, Don Gibson, with guest Jimmy Newman; August 15, Roy Acuff, with guest Stonewall Jackson; August 22, Ferlin Husky, with guest Justin Tubbs; August 29, feature still to be selected, with Johnny and Jack as guests.

Cecil Surratt and Smitty Smith, co-directors at WHIS TV and radio, Bluefield, W. Va., who recently signed to record for King Records, Cincinnati, had their first release on that label last week. Tunes are "Poor Ellen Smith" and "The Devil and the Farmer," both in the folk vein. In addition to their directorial duties, Surratt and Smith produce a daily TV country show, "RFD Jamboree;" "Country Jamboree," telecast each Saturday night, and a country deejay show called "King Edwards' Hoedown," aired daily over WHIS radio. . . . Courtney Smith, Ray Guyce, Little Joe and the Lonesome Valley Boys, Linda Raye and Brenda Holly, of Station WPCO's "Western Jamboree," Mt. Vernon, Ind., entertained at the all-day Juncker Bros. Massey-Ferguson Annual Field Day at Mt. Vernon on the Fourth of July. This was the second season the unit played the event.

Lucky Records, under the management of El Rader, has a new release in "A Bad Case of the Blues" and "What Else Could You Do?" sung by Bill (Zekie) Brownling, who with his combo does a daily show over WNOP, Newport, Ky. Zekie and the boys have just acquired a new Volkswagen, which they have painted in a fashion to call attention to their air show and sponsor. They have equipped the Volkswagen with broadcasting equipment, as all their air time is remote from the station. Rader infers that his Lucky label will have releases coming up soon on Joe (Cannonball) Lewis, formerly on M-G-M, and Dwight Hill, of Bluefield, W. Va. Lucky samples are

Cozy Cole Signs With King Label

NEW YORK — King Records has signed Cozy Cole to a long term, exclusive contract. His first releases, "Blip-Up" b/w. "Blip Down," are due for release this week.

Cole, one of jazzdom's ace drummer's, had big best sellers last year with his platters of "Topsy II" and "Turvy II" on Love Records. Cole is also in the process of cutting a King LP, "Dance Music for the Whole Crowd," which will be released in August.

Urania Skeds Lavelli Single

NEW YORK—Urania Records, on the basis of enthusiastic response from Tony Lavelli's LP, "All-American Accordionist," is releasing two numbers from the album as a single. The sides are "You, You, You," and "The Bee's Jam Session." Urania recently moved to new headquarters at W. 57th Street. The new offices will house the firm's departments of sales promotion, advertising, publicity, merchandising and art.

FOLK TALENT & TUNES

By BILL SACHS

available to deejays who write Rader at P. O. Box 631, Cincinnati 1, O.

"Louisiana Hayride's" Carl Belew is sporting a new Decca release coupling "Alligator Shoes" and "No Regrets." . . . Nat Nigberg has inked the Porter Wagoner Trio for an August 8-9 stand at Craterville Amusement Park in Oklahoma. . . . Jimmy Wells and His Dakota Round-Up are the new Friday-Saturday-Sunday features at Fireside Night Club, Fridley, Minn., with Ardis Wells appearing as an added attraction with the group on Sundays. . . . Frankie and Jari Ray's new release on Ray Records, "I'll Follow Your Footsteps" b/w. "Troubles on My Mind," is ready for deejay mailing, with jocks invited to write in for a sample. Address of Ray Records is 495 North Kent Street, St. Paul 3, Minn.

Herb Shucher, manager of Jim Reeves, has set the Hawkshaw Hawkins-Jean Shepard "Grand Ole Opry" unit for the Wisconsin State Fair, Milwaukee, August 21-30, where it'll appear in a Wild West-type show featuring Chief Split Cloud, Chief Red Hawk and Little Faun and daughter. This will mark the sixth season that a "Grand Ole Opry" unit has played the Wisconsin State Fair. . . . Tuffy Baker and his band will show their wares at the 13th Annual Homecoming at Jewett, Ill., Sunday (26), in a booking arranged by Vernon A. Baker, of Entertainment Engineering Enterprises, Sigel, Ill. . . . Gary Williams is working out of Nashville after concluding a trek to Arizona with a "Grand Ole Opry" unit featuring Jimmy Newman and Cowboy Copas.

Carlton Haney, producer-promoter of "New Dominion Barn Dance," presented each Saturday night from the stage of the WRVA Theater, Richmond, Va., has signed the following guest headliners for the coming month: Wanda Jackson, August 1; Hawkshaw Hawkins, August 8; the Louvin Brothers, August 15, and the Porter Wagoner Trio, August 22. Ernest Tubbs and His Texas Troubadours were "Dominion" guests July 11, with Don Reno and Red Smiley occupying that slot last Saturday (18). . . . Barbara Allen, "New Dominion Barn Dance" feature piloted by Jim Gemmill, appears at Oak Leaf Park, Luray, Va., next Sunday (26) on the bill with Ray Price, the Workman Twins and Zag Pennell. Miss Allen, who records for Decca, netted a feature slot in the TV-Radio Mirror mag last week.

The Dodd Brothers, of Cicero, Ill., newcomers to the country music field, have signed a recording pact with Warrior Records, San Antonio, with their initial release due out in September. . . . Cowboy Howard Vokes, Junie Lou and Norm Kelly were recent visitors on WWVA's "World's Original Jamboree," Wheeling, W. Va. . . . Thurston Moore, publisher of Country Music Who's Who, was in Chicago last week in the interest of his 1960 annual which is slated to leave the presses late in the fall, in time for its introduction at the annual WSM country music deejay convention in Nashville. Moore reminds that his annual will devote free space to pictures of deejays, artists, recognized

songwriters, bookers, promoters and execs associated with the country music business and asks that glossy prints be forwarded to him to be included in Country Music Who's Who. His address is 1519 Central Parkway, Cincinnati.

Hugh Lee Stevenson (General Lee) is emceeing the Friday and Saturday dances at the Betterton Casino, Betterton, Md., where dance melodies are supplied by Lanie Walker and the Rockin' Rockets. Walker's new Blue Hen release, "Jumpin' the Gun" b/w. "Tonight I Walk Alone," is due out this week. Stevenson also has one coming out soon on the same label, "Green Light" b/w. "Sunshine and Shadows," as done by General Lee and His Light Brigade. Deejays may obtain copies of both platters by writing to General Lee Enterprises, 136 W. Main Street, Elkton, Md., or Blue Hen Records, 4 Center Street, Harrington, Del. . . . Smiley (Frog) Burnette played the Hells Canyon Rodeo, Weiser, Idaho, July 9-11, and a clipping from The Idaho Daily Statesman, Boise, Idaho, relates that he attracted huge crowds and bowled 'em over with his comedy offering.

With the Jockeys

Ray Guyce, deejay on "Western Jamboree," heard daily over WPCO, Mount Vernon, Ind., says he has two new Brite-Star releases which he'll send jockeys who'll write in. Platters are his own recording of "Lonesome Guitar" b/w "Please Don't Set Me Free," and Brenda Holly's "Lonesome Music" b/w "I Don't Know." For his own

Spoken Arts Exec On Oversea Trek

NEW YORK — Spoken Arts Records prexy Arthur Luce Klein is in Europe on a six-week recording trek. He'll record in Paris, London and Dublin. In London, he'll visit with his European distributor, Argo Records, a property of British Decca. Argo has released four of the Spoken Arts sets in recent months. Klein also has obtained permission of the widow of William Butler Yeats to release early pressings made by the poet

PRESLEY'S LAST HITS MIL. MARK

NEW YORK — "A Big Hunk 'o Love," Elvis Presley's last RCA Victor disk, has passed the one million sales mark — the fifth Presley single to do so since the chanter entered the Army in March, 1958, according to Bill Bullock, vice-president in charge of RCA's Commercial Records Creation Department. Bullock stated 14 consecutive Presley singles have hit the million figure, of which seven have sold over two million. One, "Hound Dog" backed by "Don't Be Cruel," has gone over five million. Presley was also the first artist to sell a million EP's — doing this three times — and one of the three went over three million. One of his LP's sold a million. RCA Victor expects 1959 to be the artist's biggest sales year. He sold over 10,000,000 disks in 1958.

programming, Guyce would like to receive releases from artists and recording firms not sending them now. He promises to give 'em all a lot of action on his turntables. . . . Connie Hall and Jimmie Skinner were guests on Mack Rains' "Hoedown Time" on WEZJ, Williamsburg, Ky., Fourth of July morning.

Jim Carroll, who formerly conducted "Brazos Valley Round-Up" on KMLW, Marlin, Tex., has joined KVMA, Magnolia, Ark., to concentrate all his efforts on country and western programming. He debuts a 9 a.m.-till-noon show Saturday, August 1, at Olive's Record Center, Magnolia, with the three-hour seg being carried in its entirety on KVMA. "There's a tremendous opportunity for country music in this area," typewrites Jim, "and I hope our old artist and record company buddies will help us exploit the opportunity fully." . . . Bud Bailey, who formerly managed Billy Walker when the latter was on "Jubilee U. S. A.," is now spinning c.&w. records on WWRJ, new 1,000-watter at White River Junction, Vt., and says he's having a rough time getting gospel and c.&w. records and similar programming material. He promises to ride hard on all records sent him. Bud also plans to promote country and western jamborees in the New England area this fall and asks that acts planning to be up that way get in touch.

Clyde Beavers, who has been deejaying in Alma, Ga., the last six months, has transferred his activity to WRHC, Jacksonville, Fla., where he is doing a c.&w. platter show daily, six days a week, 6-10 a.m. As soon as he gets squared away in his new post, Beavers plans to double in the territory as an entertainer. He recently cut a new record, "Words," b/w. "Yes, It's True," for Hal Smith's Cullman label in Nashville, with release due any day now. Clyde invites artists to drop in on him at the station and promises to spin any material mailed in to him.

Buddy Wright last week celebrated his fourth year of spinning the c.&w. biscuits at WSIV, Pekin, Ill., where he's heard daily in the 6-7 a.m. slot. Wright sends a plea for spiritual and c.&w. samples. Incidentally, Wright is slated to hop to Nashville next week to cut a session on his own. . . . Linda Manning appeared as guest on "Saturday Showcase," with Noel

Ball, on WSIX-TV, Nashville, July 11, to plug her new Duke Records release, "Puppet Lover." Last week Linda visited deejays thru Central Tennessee to promote the new platter.

The Country Music Association has received requests from Station KOGT, Orange, Tex., and Station KCCL, Paris, Ark., asking for aid in obtaining c.&w. records for programming. KCCL is a new station. . . . Chester Smith is conducting the western platter programs over KTRB, Modesto, Calif. . . . Roy Stingley, deejay at WHOK, Lancaster, O., and his wife Anne recently stopped off for a visit with David Lardia at WACA, Camden, S. C., while en route to Florida.

Slim Pierce, announcer at WZOB, Fort Payne, Ala., is doing a six-month hitch in the Army. He is slated to return to WZOB in November. . . . Willard Howell, WZOB c.&w. deejay, was a recent backstage visitor at "Grand Ole Opry" in Nashville. While in the Tennessee city he also visited with Jim Denny and Webb Pierce at Cedarwood Publishing. . . . Paul Rowe, commercial manager and jockey at WZOB, has framed his own recording company, Sapa Records, with Harold Dodd, backed by the Three Teens, cutting the firm's initial release, "After the Dance" b/w. "I Found Another." A postcard to Sapa Records, Box 126, Fort Payne, Ala., will get deejays a free sample.

Shelby Singleton, Southern rep for Mercury Records, with headquarters at 9407 Primrose Lane, Shreveport, La., says he has promotional copies available on James O'Gwynn's "Trying to Forget You," George Jones' "Who Shot Sam?," Jimmie Skinner's "John Wesley Hardin" and Connie Hall's "Third Party at the Table." . . . Deejay copies of Larry Butler's latest Allstar wax, "Foolish Affair," may be had by writing to Dan J. Mechura, Allstar Records, 8029 Gulf Freeway, Houston 17, Tex. . . . Uncle Dee Douglas, of WBCB, Levittown, Pa., shoots out an S.O.S. for programming wax. He says he gets good service from the "D" and Razorback labels, but that the rest of the companies virtually play the ignore with him. He says he has a popular c.&w. show and promises a lot of spins to the labels who will co-operate.

See Additional Folk Talent & Tunes On Page 37

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ACE RECORDS
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• Reviews of New Pop Records

• Continued from page 33

★ ★ ★ GOOD SALES POTENTIAL

and ork. Could get spins. (Brewer, ASCAP)

★ ★ **Puppy Love** — The singer explains that puppy love is as strong as the love of grown ups on this routine side. (Bentley, BMI)

HARRINGTON

★ ★ ★ **You Taught Me Love** — HARRINGTON 103 — The pianist presents the mild rock theme over good ork support. Tune is adapted from a classical strain. Good jockey side. (Gibraltar, ASCAP)

★ ★ **Keep Cool** — Pleasant vocal by the artist on a smart tune with bright, brassy ork backing. Flip appears a more important side. (Gibraltar, ASCAP)

JIMMY HARRISON

★ ★ ★ **Hiccups** — ATCO 6144 — Rather fly little novelty is sung with some enthusiasm by Harrison, backed by a group of chicks. (Dara-Progressive, BMI)

★ ★ **Geometry of Love** — The singer comes thru with a high-voiced reading of an interesting item, helped by a chorus and combo. (Progressive, BMI)

THE VELVETONES

★ ★ ★ **Who Took My Girl** — DEB 1008 — Warm vocal by the lead is nicely supported by the group and ork. Interesting theme rates whirrs. Good chances. (Co-Op, BMI)

★ ★ **Stars of Wonder** — Soulful rendition of a rockaballad. The group seems to register to better effect on the flip. (Darylne, BMI)

CECIL SURRAT & SMITTY SMITH

★ ★ ★ **Poor Ellen Smith** — KING 5226 — Tragic folk saga is sung with mournful sincerity by Surrat and group. Dual market item. (Lois, BMI)

★ ★ **The Devil and the Farmer** — Lively country ditty is chanted attractively by Surrat. (Lois, BMI)

BRUCE AND JERRY

★ ★ ★ **I Saw Her First** — ARWIN 1003 — Rocker blues is handled with verve by the duo. Good, danceable tenor sax seg on the reprise. Some coin possible. (Daywin, BMI)

★ ★ **Take This Pearl** — Listenable harmonies by the boys on a pretty, pounding rockaballad. Fair chances. (Daywin, BMI)

THE FABULOUS FIVE

★ ★ ★ **Janie Made a Monster** — KING 5220 — Janie was queen of the chemistry lab in the high school and out of those test tubes she manufactured a real live monster. A cute, gimmicky side that's worth spins. (Lois, BMI)

★ ★ **Gettin' Old** — The lead man sings the blues verse in medium tempo. It's a blues with stops. Medium appeal, but flip is stronger. (Lois, BMI)

THE UPBEATS

★ ★ ★ **To Me You're a Song** — JOY 233 — Pretty ballad is given a lush, dramatic reading by the group over good ork backing. With plugs this could step out. Melody is based on a Chopin theme. (Joy, ASCAP)

★ ★ **Unbelievable Love** — Medium-beat, shuffle-pace tune is nicely handled by the group. It can sell. (Joy, ASCAP)

FRANKIE QUESTA

★ ★ ★ **Begin the Beguine** — CUB 9037 — The Cole Porter tune is played smartly by Frankie Questa at the organ accompanied by a rhythm section. (Harms, ASCAP)

★ ★ **The Wham-O Bird** — This instrumental side features a snappy rocker and it too is played smartly by Questa. (General, ASCAP)

OTIS WILLIAMS

★ ★ ★ **In Paradise** — DE LUXE 6186 — Otis Williams, accompanied by his Charms, sells this rocker neatly over good backing. It could get coins. (Tiger, BMI)

★ ★ **Who Knows** — A rockaballad is sung well by the boys over triplet backing. (Jay & Cee, BMI)

ROY DRUSKY

★ ★ ★ **Our Church—Your Wedding** — DECCA 30943 — The country-based chanter sells

(Continued on page 37)

The Billboard HOT C & W SIDES

FOR WEEK ENDING JULY 26

TITLE, Artist, Company, Record Number.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
1	1	1	①	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339... 13	
2	2	2	②	WATERLOO, Stonewall Jackson, Columbia 41393..... 7	
3	3	3	③	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374..... 11	
4	4	4	④	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098..... 9	
17	9	5	⑤	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542..... 5	
15	11	10	⑥	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524..... 7	
14	7	6	⑦	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871.... 10	
7	8	9	⑧	BLACK LAND FARMER, Frankie Miller, Starday 424..... 15	
5	5	7	⑨	HOME, Jim Reeves, RCA Victor 7479..... 17	
9	6	8	⑩	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384..... 7	
22	23	12	⑪	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389..... 7	
18	14	11	⑫	DRAGGING THE RIVER, Ferlin Husky, Capitol 4186..... 7	
10	16	13	⑬	AM I THAT EASY TO FORGET! Carl Belew, Decca 30842..... 16	
—	26	19	⑭	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells Decca 30890..... 3	
6	10	15	⑮	WHITE LIGHTNING, George Jones, Mercury 71406..... 18	
—	—	—	⑯	WHO SHOT SAM, George Jones, Mercury 71464..... 1	
—	—	—	⑰	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417..... 1	
11	15	21	⑱	LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505..... 11	
—	22	17	⑲	HALF-BREED, Marvin Rainwater, M-G-M 12803..... 3	
—	19	20	⑳	NINETY-NINE YEARS, Bill Anderson, Decca 30914..... 3	
—	—	—	㉑	KATY TOO, Johnny Cash, Sun 321..... 1	
12	13	14	㉒	I'M IN LOVE AGAIN, George Morgan, Columbia 41318..... 23	
—	—	—	㉓	I AIN'T NEVER, Webb Pierce, Decca 30923..... 1	
27	17	16	㉔	I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388 7	
8	12	18	㉕	A THOUSAND MILES AGO, Webb Pierce, Decca 30858..... 16	
28	28	24	㉖	SMOKE ALONG THE TRACK, Stonewall Jackson, Columbia 41393... 4	
20	21	26	㉗	YOU DREAMER, YOU, Johnny Cash, Columbia 41371..... 11	
—	—	—	㉘	COUNTRY GIRL, Faron Young, Capitol 4233..... 1	
21	—	28	㉙	SET HIM FREE, Skeeter Davis, RCA Victor 7471..... 16	
16	29	22	㉚	I CRIED A TEAR, Ernest Tubbs, Decca 30872..... 12	

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THIS SMASH HIT DOESN'T NEED A FULL PAGE
"LOVE IS A ONE TIME AFFAIR"
BOBBY DAY
#255
Class Records

Reviews of New Pop Records
Continued from page 38
★★★
MODERATE SALES POTENTIAL

The gals deliver a blues tale about the last school bell. Topical tune could interest teens. (Bell, BMI)
★★ Teach Him to Love Me — Moderate ballad is given a listenable go by the sisters with a good male chorus assist. It can move as well as the flip. (Reis, BMI)
JUNIOR DENBY
★★ With This Ring — KING 5217 — Denby sings with a chorus on a ballad to simple piano backing. Only moderate appeal on this one. (Jay & Cee, BMI)

★★ I'm Still Lonesome — A pulsing ballad effort by Denby, again with a chorus assist. Similar commercial appeal to flip. (Jay & Cee, BMI)
THE FOUR FLICKERS
★★ Long Tall Texan — LEE 1003 — Showmanly vocalizing by lead singer on bouncy r.&r. - styled item. (Adams-Ethridge, BMI)
★★ Almez Mol — Pretty tune is wrapped up in listenable blend by group. (Adams-Ethridge, BMI)

JAY RICHARDS
★★ High School Sweetheart — HOLLYWOOD 1099 — Country-flavored warbling stint on okay teen-type ditty. (Jamil, BMI)
★ Gosh Dog Baby — Routine rockabilly item is handed lively reading by Richards and fem group. (Kamar, BMI)

JIM BEASLY
★★ Caught Roped and Tied — SILHOUETTE 519 — A western way of describing what it's like to be in love. A rocker in upbeat tempo with moderate appeal only. (Wolverine, BMI)
★ The Sweetheart of Alpha Phi Alpha — A waltz melody with only slight appeal in pop market. (Wolverine, BMI)

THE VERSA TELS
★★ That's When My Dream Came True — LANJO 6845 — A bright reading of a fly little item by Phil Lance and the Versa Tels. (Lanjo, BMI)
★ Do the Stroll With Me — Phil Lance and the group ask their friends to do the stroll with them. (Lanjo, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.
ELIA CORREA: So Far From Home I've Lost My Heart to You—A-R-C 597
PHIL HALL WITH DON NICHOLAS ORK: At Atlantic City on Easter Sunday/ Miss America—Delaware Valley 100
JOANN: He's Sweet/You've Changed—Nu-Clear 5946
THE MYROGENS: Fallout/The Dancing Katydids—JM 1
THE NITEBEATS: Teen-Age Lover/Nitebeats Are Rocking—Peach 718
RICKY RICARDO: Cool, Calm, Collected/ Precious One—Taylor 801

Rhythm & Blues
★★★

FRAN RODGERS: Could It Be/How Much You'll Find—Belle 4747
IKE TURNER'S KINGS OF RHYTHM
★★★ Walking Down the Aisle — COBRA 5033 — Catchy rhythm item is wrapped up in personable r.&r.-styled chanting. Watch it. (Armel, BMI)
★★ Box Top — Jaunty warbling stint by group on okay r.&r. ditty with Latin tempo. (Armel, BMI)

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

THE FISHERS OF MEN GOSPEL SINGERS: Book of Life/Redemption—Rural Rhythms 521
JERRY JERICHO: When I'm Gone/Lonesome Livin'—A1star 7188

NORA JOHNSTON: Music Box Lullaby/Somewhere Angels Are Smiling—Lin 2000
JIMMY SIMPSON: Breaker of My Heart/I'm an Oilfield Boy—Caprock 113
CHESTER WILSON: Those Hidden Springs of Love/No Trespassing Sign—Co-West 501

Country & Western
★★★

BILLY WALKER
★★★ A Woman Like You — COLUMBIA 41433 — Deep-voiced vocal by Walker on a medium-beater. Philosophical ditty is done with a poppish approach and the side can attract on both markets. (Bee-Ge, BMI)
★★★ The Storm Within My Heart — Traditional approach by Walker on a weeper ballad. Attractive side should pull coin. (Western Hills, BMI)

PATSY CLINE
★★★ Gotta Lot of Rhythm in My Soul — DECCA 30939 — Patsy Cline comes thru with one of her typically fine readings on this driving rhythm tune. Should appeal to her many followers. (4 Star, BMI)

★★★ I'm Blue Again — On this side the thrush tells how sad she is since her love and she have broken up. Two good sides. (4 Star, BMI)

RUSTY & DOUG
★★★ Dancing Shoes — HICKORY 1101 — Haunting country tune is sung with feeling and sincerity by duo. (Acuff-Rose, BMI)

★★★ I Like You — Pleasing vocal-duo work on nice country ditty. Merits spins. (Acuff-Rose, BMI)

JACK NEWMAN
★★★ House of Blue Lovers — TNT 170 — An interesting hunk of country wax with a song which deals with a special kind of tavern, a place with a welcome mat for the broken hearted. Newman has a good touch which sells nicely on the ballad. (TNT, BMI)

★★★ I Didn't Think This Could Happen to Me — Another good country ballad gets a sincere reading by Newman. It's in waltz tempo and the song deals with the downfall caused by the devil liquor. A tragic message. (TNT, BMI)

SONNY BURNS
★★★ Leave the Door Open — TNT 171 — A medium beater which deals with familiar country thoughts. Things are all over between the pair and the blues are coming in thru the open door. (TNT, BMI)

★★★ Bottom of the Bottle — Another saga of the bottle and the evil it leads to. He's at the bottom of the bottle and asks where will it all end? Real tragedy here. (TNT, BMI)

BUCK OWENS
★★★ Tired of Lovin' — CAPITOL 4245 — Buck Owens sings this up-tempo philosophical song with feeling over a traditional backing. An attractive dishing that could step out. (Central Songs, BMI)

★★★ Under Your Spell Again — The chanter sings a story of an unhappy love with much heart as he tells of his tortured love life. Two good sides. (Central Songs, BMI)

(Continued on page 40)

SCOOP!
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new stars
Jimmy Harrison
HICCUPS
GEOMETRY OF LOVE
Atco 6144
Mar Hill
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Kates Shows New Hi-Fi Wood Line

LOS ANGELES — Kates Hi-Fi Cabinet firm is adding to its line. Firm has had models with simulated leather jacket front and now offers models in matching wood grain door fronts with modern style pulls.

An LP cabinet, the LP-12, holds more than 100 disks in their jackets, has a no-chip finish that is stain, alcohol and fade-proof.

All cabinets have lo-boy styling and are modular, permitting them to stack. The new line includes tape, disk, tuner or amplifier and record player cabinets.

Robins Bows Line Of Kink/Less Cord

NEW YORK — A new line of Kink/Less Patch Cords "for every type of hi-fi, stereo and p.-a. system assembly" is being debuted by Robins Industries. A special package prevents kinks, crimps or cracks. The cords have nearly 40 types of terminations for quick plug-in connections between electronic parts. They include phono plugs, jacks, alligator clips and stripped and tinned ends.

Robins offers a special patch cord browser display for counter use. Taking a minimum of space, it allows the customer to rummage for the cord that fits his requirements.

Capitol Pacts Piano Duo

HOLLYWOOD — The Arthur Whittmore-Jack Loew piano duo last week signed an exclusive Capitol contract and will issue its first Cap album this fall. Pair will be recorded at Cap's New York studios with Eastern artist-repertoire exec Dick Jones handling the sessions. Pair is quite strong on tours and usually gives approximately 50 concerts per season.

Broadcast Club Elects Officers

NEW YORK—New officers of the Broadcast Pioneers Club for the 1959-1960 season were announced last week with Merle S. Jones heading the organization as prexy and Sol Taishoff as first veepee. The three veepees elected by the membership are: Roger Clipp, J. Leonard Reinsch, and Howard Lane.

Reviews of New Pop Records

Continued from page 39

JIMMIE DAVIS

★★★ *Nobody's Darling But Mine* — DECCA 30960 — From Jimmie Davis' new Decca album comes this attractive reading by the Ex-Governor, helped by nostalgic backing. Good jockey item. (Leeds, ASCAP)

★★★ *You Are My Sunshine*—The standard is sung with feeling by the man who wrote it, Jimmie Davis. The backing features horns, voices and a good beat. (Peer, BMI)

★★

"ZEKIE" BROWNING

★★ *What Else Could You Do* — LUCKY 0005 — A ballad of self-condemnation for "doing the things I shouldn't do." Good chanting job by Browning in a traditional country pattern. (Countryfield, BMI)

★ *Bad Case of the Blues* — An upbeat side by the country chanter. Little real potential here. (Countryfield, BMI)

Sacred

★★★★

THE CHUCK WAGON GANG

★★★★ *The Lord Is My Shepherd* — COLUMBIA 41426 — A slow and thoughtful reading of the "23rd Psalm" by the fine group. The side can achieve much activity among the followers of the group and sacred buyers in general. (SESAC)

★★★★ *I'll Live in Glory* — A rhythmic spiritual full of devotion and fervor. In the true spirit of the Lord is this fine effort. Two top notch sides. (SESAC)

DON RENO & RED SMILEY

★★★★ *God's Record Book of Life* — KING 5221 — Good lyrics mark this fast-moving sacred item warbled in solid fashion by Reno and Smiley. (Lois, BMI)

★★★★ *The New Jerusalem* — Attractive blendship by duo on effective sacred item. (Lois, BMI)

Polka

★★★★

FRANK WOJNAROWSKI

★★★★ *Old Kazoo* — DANA 2130 — Sprightly polka features kazoo over cheerful ork backing. Side should cull coin in its field. (Dana, BMI)

★★★★ *Polka Rock* — Happy item is given a bright workout by the ork. Like the flip, it should move in this market. (Dana, BMI)

Spiritual

★★★★

THE STARS OF FAITH

★★★★ *Said He Would* — SAVOY 4117 — Kitty Parhan is the lead voice on this slow, deliberate gospel theme. Her sincere vocal is warmly backed by the choir. Fine stuff for spiritual fanciers. (Savoy, BMI)

★★★★ *High Class Physician* — Marian Williams sings this lusty hymn with feeling, backed to good effect by the group. Side tells of the many blessings that God bestows. Also a good side for spiritual devotees. (Savoy, BMI)

Continued from page 12

QUESTION 36: In the category of "monaural consoles with radio over \$501," which brands were actually sold in the first five months of 1959?

The following brands (listed alphabetically) were sold: Magnavox, Stromberg Carlson.

COMMENT:

Console phonographs with radio were handled by an estimated 1,000 dealers and they sold an estimated 3,300 units during the survey period. Average sale per dealer was 3.3 units.

QUESTION 37: In the category of "stereo tape recorders, \$200 or less," which brands did you actually sell during the first five months of 1959?

The following brands (listed alphabetically) were sold: Bell and Howell, RCA Victor, V-M, Webcor.

QUESTION 38: In the category of "stereo tape recorders, \$201 or more," which brands did you actually sell during the first five months of 1959?

58% sold one or more V-M.
42% sold one or more Webcor.
31% sold one or more of other brands including Capitol, Columbia, RCA Victor, Revere, Symphonic, Wollensak.

COMMENT:

Stereo tape recorders were sold by more than 1,700 dealers. In the survey period, they sold an estimated 6,000 units for an average of 3.5 units per dealer.

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Park \$\$ Hold Up At Rolling Green

Picnic Activities Ahead of '58; Execs Mull Ride Changes for 1960

SUNBURY, Pa. — Rolling Green Park's business continues to sail ahead of last year's, thanks in part to fortunate weather following the early-season inclemency. It is R. N. Spangler's 25th year here, following the 15 years he was

involved in Fountain Park in nearby Red Lion.

Picnic bookings, ahead of last year's have contributed heavily to the success thus far. The park contains 16 rides and holds to a price policy of 20 cents tops. Concessions are in the minority, altho the park operates its own food and has a filtered pool and lake boating. The lake also has a successful Hawes riverboat.

Spangler's preparations for this year were concentrated on repairs and a generous application of paint. There will likely be a changeover in ride content for the 1960 season, he said, to avoid the impression of sameness. A country picnic-type park, it draws principally from the same population year in and year out.

Picnic facilities include 20 pavilions which can seat 4,000 persons under shelter.

The 20-cent ride price holds for the old Miller-Baker figure-8 Roller Coaster, the Whip, Tilt-a-Whirl, Pretzel, Walk-thru and Skooter. For the last unit 15 cars have been acquired.

Spangler recently returned from Chicago, where he visited River-view Park and NAAPB executive secretary John Bowman, the Trade Fair on the lakefront, and other show elements. Son R. M. Spangler Jr. is an engineer with Avco Aviation Company.

Season will continue for two weekends after Labor Day. Spangler, long associated with the annual fair in Red Lion, turned that event over to the Jaycees two seasons ago. It was in session last week, with Prell's Broadway Shows or the midway.

Jack Vinson has booked his rides and concessions for the balance of the 1959 season with the Cumberland Valley Shows, playing the Southeastern territory. . . . Jack Wilson, bingo operator, joined the Don Franklin Shows and is looking forward to a big date at the Peoria County Fair at Peoria, Ill.

Sweeney Notes Growing Crowds At Still Dates

DES MOINES — Given better weather than last year, early auto race still dates staged by National Speedways (Al Sweeney) have yielded 15 per cent bigger crowds and higher receipts than last year, Sweeney reported here Sunday (12) following his 300-lap stock cars sports car program at the Iowa State fairgrounds.

Sweeney was particularly pleased with the Sunday turnout here, pointing out that the crowd of 13,500 was up 600 over last year in the face of a polio scare. It was Sweeney's second still date of the season here.

Eight other still dates were staged earlier. Two of these were at Topcka, Kan. The others were at Wichita and Belleville, Kan.; Donaldson and Burlington, Ia.; Knoxville, Ill., and De Pere, Wis., the latter new to his schedule. The De Pere program was held before a crowd that filled the grandstand and overflowed into the infield.

Sweeney opened his season May 29 at Wichita.

Crowds, Sweeney observed, were up more in the second half of the season than in the first half. He predicted an excellent fair season in the Midwest, pointing to the excellent crop conditions and the fact that people in the area were spending freely for amusements.

ROGERS, DALE GROSS 70G AT PORTLAND CENTENNIAL

PORTLAND, Ore. — Roy Rogers, Dale Evans and the regular Roy Rogers Shows gave the faltering Oregon Centennial here a much-needed hypo, reversing the attendance pattern of earlier Centennial attractions by playing to big turnouts.

Coming in on the heels of adverse Centennial publicity, the Rogers show, in for 10 shows, starting Friday night (10), at the 5,800-capacity Centennial Arena, opened to a four-fifth house and closed Thursday night (16) after a succession of capacity to turnaway houses.

Gross for the 10 days was about \$70,000, rated excellent in view of the arena's capacity, the price scale (75 cents to \$2.50), the adverse Centennial publicity the Rogers show had to overcome, and a heat wave which sent the mercury to 100 degrees and made the arena, which is without an air-conditioning system, uninviting.

After playing to a four-fifths house opening night, the Rogers show played to near capacity matinee and night Saturday and Sunday (18-19), to a sellout Monday (20) and to turnaways in the remaining performances.

CALGARY EX TOPS RECORDS WITH 591,715

Grandstand Gets Nightly Sellouts; Midway Jumps 28%

CALGARY — The Calgary Stampede and Exhibition, which Saturday (11) closed its six-day run, set a new high attendance record of 591,715. The old mark, established last year, was 549,336. Figures are audited, and combined paid and free admissions, Maurice E. Harnett, fair manager, pointed out.

On five of the six days the gate tally surpassed that for the corresponding day. Only closing day, with a count of 104,435 lagged behind last year, and it fell short by only about 3,000.

Nightly sell-outs, assured before the Stampede opened, were the rule for the two-in-one grandstand offering, chuck wagons and a Barnes-Carruthers revue. Added attraction Thursday night (9) was a visit by England's Queen Elizabeth and Prince Phillip.

Midway business was up sharply, with rides and shows of the Royal American Show grossing 28 per cent more than last year.

Frontier Ghost Town, presented by William Baddeley, with Whitey Monette, drew about 50,000 paid admissions, according to Harnett. Admission charges were 50 cents for adults, a quarter for children.

A morning show, the Saturday Round-up, on closing day in front of the grandstand was offered to 12,000, up from last year.

Ringling Lists Advance Route

ATLANTA, Ga.—After nearly a month of summering near here, the Ringling Bros. and Barnum & Bailey Circus heads for Davenport, Ia., to open the Mississippi Valley Fair, August 9-11. The ex-temper will roll into Des Moines August 15-16 for an auditorium date prior to playing the Wisconsin State Fair at Milwaukee August 21-25. An outdoor date in Hutchinson, Kan., August 28-30 and an indoor date in Denver, September 3-6, follow.

Show moves to California next to show Oakland, September 11-13; the Cow Palace at San Francisco, September 16-20; San Diego, September 24-27; Long Beach, September 29-30, and Los Angeles, October 3-11.

Albuquerque, N. M.; Lubbock and San Angelo, Tex., precede Dallas, set for October 28-November 1 on the advance RB route. Tulsa, Okla., is booked for November 3-4; Little Rock, November 6-8; Birmingham, November 12-15, and Louisville, November 19-21.

EDMONTON'N BEATS HEAT TO TOP '58

Eyes 10% Attendance Increase; Mutuel Play Up, Grandstand Off

EDMONTON, Alta.—The Edmonton Exhibition here overcame hot weather thru the greater part of the first four days of its six-day run and on Friday (17), the fifth day, appeared on its way to topping last year's attendance by 10 per cent.

Extremely high temperatures dropped the gate on opening day but despite this, the count thereafter surpassed each corresponding day of last year.

Pari-mutuel wagering for the running horse race was up at least 10 per cent each of the first four days. Night grandstand receipts were down about 30 per cent from last year but close to '57 levels, with Al Anderson, exhibition manager, ascribing this to the fact that last year the Royal Canadian Mounted Police Musical Ride, with its powerful appeal, was an added attraction. The Barnes-Carruthers revue, in this year, was termed "an excellent show."

On the midway, the Royal American Shows gross was hurt initially by the hot weather but the weather cooled and as of Thursday night (16), after four days of operation, the Royal's ride and show gross was 11 per cent higher than for the same period last year.

Outstanding new feature of the exhibition was a program built around the theme of "Golden Anniversary of Powered Flight," mark-

ing the anniversary of the introduction of powered planes in Canada in 1909. As part of this observance, the Golden Hawks, six of the Royal Canadian Air Force's latest jets, flew over the ground each night. On the ground, planes and air force materiel, supplied thru the co-operation of the various branches of Canada's armed services and also that of the U. S. Air Force, was exhibited as a huge, free show.

Chicago Fair Skeds 16-Day Run in 1960

Solid Financial Success; Draws 750,000 in 14 Days

CHICAGO—The Chicago International Trade Fair, which Thursday (16), went into the 15th day of its 16-day run at Navy Pier, will be repeated next year.

A solid financial success, the fair topped the 750,000 attendance mark Thursday (16), and officials announced it would finish with a "substantial profit."

A 16-day run has been decided on for 1960, with the first five days and the last two to be limited in attendance to professional buyers and the nine other days to be set aside for the public.

While highly successful financially, the fair has drawn considerable criticism from the public largely because of crowding and lack of adequate ventilation on Navy Pier.

The new Exposition Center, now under construction at 23d Street and the lake, is scheduled for completion by 1961, and probably will become the site of the fair that year. Navy Pier, according to trade officials, will undergo some physical changes in time for 1960 to overcome fairgoers' criticisms.

Casino Prez Names Asst.

SEASIDE HEIGHTS, N. J. — John J. FitzGerald, president of Venice Amusement Corporation, operating Casino Pier and Pool here, has announced the appointment of his son-in-law, Kenneth Wynne Jr., as assistant manager.

Wynne has had a long and varied career in show business, particularly television. He served as Production Manager of WNHC-TV, Connecticut's Channel 8, for five years. He was also one of the originators of the (legit) Summer Playhouse at Sharon, Conn.

DALLAS FAIR WITHDRAWS BACKING OF WEST'N ZONE

DALLAS—The State Fair of Texas has dropped plans to finance a \$2,500,000 Western amusement zone on the fairgrounds, James H. Stewart, executive vice-president and general manager, announced Thursday (16).

The fair couldn't get enough long-term leases to make the project—Grand Ol' Texas—safe financially, Stewart said. Sufficient leases were not in sight to justify asking the city council to issue bonds or to justify the State Fair taking the risk of financial loss, Stewart pointed out. He further said that the fair is ready to listen to any ideas private investors might have on building the village on the fairgrounds on a lease basis.

Peter Wolf, designer who conceived the project, said he will continue to work with private investors in an effort to get the necessary capital.



WATER SHOW CLICKS

Snyder 'Follies' Fast & Pleasing

By CAMERON DEWAR

CONCORD, N. H. — It's rare that Sam Snyder's Boston-based Water Follies plays in its home territory, and it's pleasant to see what the Australians, South Africans and Far Easterners as well as audiences in the U. S. and Canada have been enjoying all these years.

This was the second date for the combined wet-dry troupe in New England in a month. A rainy June

gave it only a fair showing in Haverhill, Mass., but the date here July 10-12 more than made up for it with a reported gross of more than \$20,000 from a paid attendance of 10,700 for three nights and two matinees in Memorial Auditorium (outdoor), a 3,000-seater.

Friday (10) suffered from a rain that lasted all evening and the show gave rain checks for a special Sunday matinee which played to a

'Circus' Film, Walks, Acts In Times Sq.

NEW YORK — The opening of "The Big Circus" in the Roxy theater was preceded by a Times Square parade booked thru Abe I. Feinberg. Last-minute hustling assembled little clowns June and Jeff Dewsbury and a six-piece band riding a publicity float, giant clown Eddie Carmel, and stilt walker Charlie Sandler.

sellout house. All other performances were at near-capacity. Tickets were scaled up to \$2.50 and show was sponsored by the Concord Chamber of Commerce.

Basic Formula Scores

Snyder's basic formula has been maintained over the years but he has streamlined the show to bring probably as much variety as can be found in any troupe of its type. He uses two pools — a swimming tank of 60 by 30 feet attached to a 35-by-35-foot st. e, and a diving pool of 50 by 30 feet with two diving boards.

The show is keyed to a theme of youth and beauty, and Snyder has garnered some of the most talented and best looking girls from several countries where the show has played. It is fresh and brisk and paced like clockwork with lots of action and color. A regular cascade of swimmers, divers and water comics keep things splashing along.

Drawing heavy attention was the "Evolution of the Bathing Suit," in which the 16 mermaids cavort in bathing clothes from the "Gay Nineties" to the Bikini period. Their water ballets are also gems of precision and style.

Champion divers from Australia, England, Canada, Hungary, the U. S. and parts east an' west give breathtaking exhibition of high and fancy diving. Biggest applause tho, was won by Nadeau, New England diving champ and a water comedian of stature. His impressions of several Hollywood celebrities in the water has the audience screaming. He came up with a new gimmicked "Old Man and the Sea" theme where a man hilariously fights a big fish with the fish coming out on top. Nadeau practically knocks himself out with belly-flops, pratfalls and other ludicrous antics, all in the name of entertainment, which keeps the crowd in convulsions.

After more than an hour of water wonders, the show goes into the dry segment. Biggest attraction of this half is a sensational looking blonde, gorgeously - gowned Suzanne Nicole, who appears at home in hot, blue and classic songs. She has had quite a background in music and is just out of the night club circuit. Her ending of "He's Got the Whole World in His Hands" is a definite show-stopper. She belts into "Lover," does a commendable job on some "Traviata" and has a personality that matches her looks.

Pacing the show is emcee Ray Edwards, well-known in the niteries, who can throw a quip with the best and who dances in old-time styles between introductions. Fred Barber, a funny chap, brings Peter Lorre, and other v' rd characters to life. Show is topped off with Ray and Roman, dance team.

Newly acquired lighting effects under the direction of Ed Hersom give drama to the performances. Dry staging is by Buster Keim and water choreography is the expert work of Lisa Milton. This is a rejuvenated and freshened-up show from a few years back, and even then it was one to please almost any level of audience.

The Water Follies' success here has won it a contract to return next year. It is a well-staged and wholly satisfying show which should please audiences abroad when it starts its international tour in the fall.

U. S. Alters Fashion Show For Moscow

WASHINGTON — The "American Way of Life" fashion show to be presented at the American National Exhibition in Moscow when it opens later this week (25) is undergoing some major last-minute changes.

Changes became necessary when some scenes involving racial integration caused differences of opinion. A wedding scene with a Negro couple and white witnesses was cut, as was a scene depicting a racially integrated barbecue at a private home. Scene is being changed to a company picnic. A formal cathedral wedding scene was left in the show.

Earlier, there was criticism of some of the art to be displayed. It was claimed by Rep. Francis Walter (D., Pa.) that some of the artists involved had Communist connections or backgrounds.

400,000-Plus View 10-Day Barnum Fest

BRIDGEPORT, Conn. — More than 400,000 persons viewed the 10-day Barnum Festival here as the event fortuitously managed to dodge rainfall. It kept intact a record of never having lost a major event to the weather.

The 400,000 included 285,000 at the annual parade, 18,000 for the parade of champions, 13,500 for the Wing Ding show, 11,000 for the concert, 9,000 for the Ballyhoo show, and others. Big-name talent was featured on and off thruout the week.

One of the oddities of the week was the Yacht Regatta on Sunday (12) when the Norwegi freighter, Lisholt, was caught in the line of march and proceeded with the slow-moving procession of pleasure craft until out of Long Island Sound.

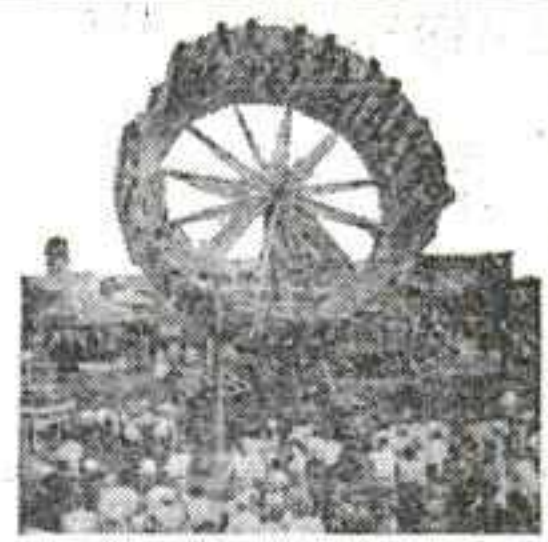
N. J. Debut Strong for Kochman Unit

PATERSON, N. J. — Season's kick-off for the Jack Kochman Hell Drivers was held with a two-day meet here in Hinchcliffe Stadium, Friday and Saturday (3-4). Weather was fine and good business responded for the annual Legion date.

Performing conditions were affected by the widening of the grassy infield, which narrowed the track considerably, and by application of a heavy gravel surface which deprived the cars of considerable traction. About 4,500 turned out on Friday, and many more the second night, with a fireworks wind-up included in the program.

Patricia Jones, who washed out one of the Dodge convertibles recently, was recovered from her injuries and back in action.

John T. Hutchens, operator of Hutchens Modern Museum, reports nice business with his Side Show on the midway of Schafer 20th Century Shows. . . Roger Young is currently operating his string of concessions—picture frame, buckets, flat stores, si cats—on the William T. Collins Shows.



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Lubbock, Tex., Fair Pacts Castle Circus

LUBBOCK, Tex.—The Panhandle South Plains Fair has signed Hubert Castle's Three-Ring Circus as its Coliseum attraction, A. B. Davis, fair manager, announced. Booking was handled by the Music Corporation of America. High acts will be supplied direct thru Atterbury-Hornbeck for the September 28-October 3 run, Davis disclosed.

Craterville, Okla., Park Reports 15% Increase Over '58

BLAIR, Okla.—Aided by good weekend weather, Craterville Amusement Park has racked up a 15 per cent business increase over last year, Frank Rush, owner-manager, disclosed. Free shows have been a feature of the spot since its March 15 opening. Largest turnout, according to Rush, was during the appearance of Robert Horton, of TV's "Wagon Train" program. Others who have appeared include Johnny Horton, recording artist, and Kelo Henderson, fast draw artist and star of the "26 Men" program. Other bookings include Minnie Pearl, July 12; Stevenson's Dog Show, July 18-19; Stonewall Jackson, July 26, plus Jimmie Dickens, Porter Wagoner and Lonzo and Oscar. The Rush family also operate an Indian store and drive-in at Cache, Okla., and report big tourist trade.



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TRAIN RIDES OUT-DRAW FAMOUS ALAMO

SAN ANTONIO, Tex.—The Miniature Trains at Brackenridge Park here last year rode over 450,000 adults and children, more people than visited the historic Alamo, shrine of Texas. According to figures kept by G. L. Smith, manager of the park, 72 per cent of the riders were adults. Smith recently dedicated a new railway depot that serves his three trains, the structure being a full-size replica of the Missouri Pacific station that was built at Buda, Tex., in the late 1800's. The trains operate 365 days a year. Cal Boykin, this city, is associated with Smith in their operation.

Conn. Track To Be Used For Housing

CANTON, Conn.—Cherry Park, originally opened in 1882 by the Farmington Valley Agricultural Association, has been sold by Cherry Park Enterprises, Inc., to Green Acres, Inc., Hartford real estate development firm, for \$30,000. The 22-acre tract was owned from 1938 until several years ago by Howard M. Deming, Winsted, Conn. Over the years, the Cherry Park Fair was served by a special train of the Central New England Railway during the season. The park had a half-mile track used for horse racing. In the 1880's, several balloon ascensions were made. After Deming acquired the property in 1938 an effort was made to revive the Cherry Park fairs, but the war forced drastic curtailment. Another track, a fifth of a mile, was built for auto racing. Louis Beckenstein of Green Acres, Inc., disclosed that he is negotiating for other property in the park area and that the entire tract will be used for building new homes.

SPOKANE—Sky King (Kirby Grant Hoon) drew an estimated 20,000 people, mostly children, to Natatorium Park here July 11-13, according to Lloyd Vogel, owner-manager. Vogel termed the personal appearance of the Western TV star as the "greatest promotion stunt

Govt. Charges Bleacher Monopoly by Seven Firms

WASHINGTON — Attorney General William P. Rogers has filed a two-count antitrust indictment charging seven defendants with illegal trade restraints in the sale and distribution of folding gymnasium bleachers. Named as defendants are Brunswick - Balke - Collender Company, Chicago, and Jack B. Shipman, its production manager; Wayne Iron Works, Wayne, Pa., and its executive vice-president, Charles M. Wetzel; Universal Bleacher Company, Champaign, Ill., and Donald E. Vance, president; Fred Medart Manufacturing Company, St. Louis; Crosby - Miller Corporation, Berlin, Wis., and its president John C. Miller; Safway Steel Products, Inc., Milwaukee, and James Jay, vice-president, and Fred H. Corray, Urbana, Ill. It was alleged by Justice that the defendants, beginning in or

OLYMPIC'S FORMULA

Disk Hops, Modern Music Lure Teens

IRVINGTON, N. J. — Art Ford's "Teen Stand" record show has been holding forth from Olympic Park since May 19, and indications are that the promotion is paying off already. The disk jockey program is one way the Guenther management is appealing to the young set since concession games, heavily patronized by older folks, were ruled out in 1956 thruout New Jersey. In addition to the Ford show over WNTA the park's traditional band concerts have been omitting waltz, polka and march tunes and concentrating on a swingier popular fare. Emanating from the band pavilion in the center of the picnic grove, they are held from 7:30-11:30 p.m. on weekdays and 3:30-7:30 p.m. on Sundays. The circus shows are still an-

other free offering, twice daily with a change every week. Business has been satisfactory when permitted by weather. Last week suffered from rain and overcast skies thruout the week. Fine weather, however, blessed the Decoration Day and July Fourth holiday periods, a big boon to grosses. The "Teen Stand" is offered in the revamped Skillo building, measuring 40 feet by 100. Dance area and benches are provided. If the November referendum approves the return of games the building may revert to its former use. Ford broadcasts from 3-5 p.m., Tuesdays thru Fridays. Olympic Park continues alone in the use of dime units for its universal ticket system. Highest price is a 30-cent ride, charged on the Wild Mouse, Roller Coaster, Auto Speedway and Boat Ride. The Wild Mouse, a Schiff model, is in its second year and continues among the top grossers, Bob Guenther notes.

Sullivan Band Books Fairs

WORCESTER, Mass.—Mickey Sullivan will have his band on the No. 1 revue for GAC-Hamid this season, opening July 27 in Harrington, Del. Show's dates include Elmira and Hamburg, N. Y.; Bedford, Pa.; Rutland, Vt., and Saginaw, Mich. Sullivan has had a 20-piece band playing park concerts for the City of Worcester.

Illinois Pyro Has Busy 4th

DANVILLE, Ill. — The largest Fourth of July business in the firm's history was recorded this year by the Illinois Fireworks Company, surpassing 1957, the previous top year, according to J. P. Porcheddu, president. Display fireworks packages were shipped to every State in the union with the exception of California. Bookings for the fall season at fairs and celebrations also promise more business than any past season. "I've seen." Sky King was booked thru Johnnie Walker, Portland, Ore. Sky King will also emcee the opening of the Portland Centennial Exposition on July 23.

Lights, Food Spark Rocks' Improvements

NEW YORK — The new look at Rockaways' Playland is largely hidden from the public, but enough of it shows to please the casual eye. Since last October some \$400,000 has been expended for improvements, the most obvious of which is the rebuilt eating facilities and the extended use of flashy lighting. Nadel Refreshments Inc. has the in-park food contract, taking over after a long occupancy by Martin W. Martin. The former Circus Bar is now two food stores, with a large commissary facility in between. Other stands about the park have been rebuilt. Nadel principals are Neil Rubi, and Abraham Lefkowitz, park accountant. Much of the work is not visible, being below ground. Trenches for piping and wiring were a major project, as was the midway paving. Two new 4,000-ampere services have tripled the park's electrical capacity in the last year. Dick Geist, vice-president, has had a number of point-of-view animated neon signs installed, supplementing the flashing incandescent ones in use. Business has been fair, with some rough weekends due to weather. A couple of dark and dreary days were circumvented by excursion boats and picnic busloads. Geist, membership chairman for the Chamber of Commerce, has brought in 68 members this year, 32 of them by the park's office staff. Total Chamber increase has been 141 members.



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CLOSEUP: FRANK TILYOU

Brothers Trained Steeplechase Boss

By IRWIN KIRBY

PERHAPS some second generation park people were able to get rambunctious around the family amusement operation in their youth, but not Frank Tilyou. He was only five when his father, George C. Tilyou, died, and his older brothers kept a sharp rein on any oat-sowing impulses.

"Once in awhile I'd get to feeling uppity, but my brother George had a training method that straightened me out. We had a Barrel of Love incline and if I wasn't good I'd be strapped into it, upside down."

Today Frank Tilyou is the surviving son of the legendary Coney Island clan. George Jr. died last winter, and Edward, who was 16 at the time their father died, was responsible for Frank's upbringing. With sisters, Marie Tilyou and Eileen T. McAllister, Frank now presides over the 25-acre layout which is among the nation's most venerable amusement centers.

He has an easy bearing, a slow gait, quick but subtle wit and a readiness to discuss park matters, "my bread and butter." His excursions around the park are frequent but not too often nocturnal. (The first time he toured after closing, he says, he came upon a ticket seller so awed by his presence that he dropped the day's receipts all over the ground.)

Experienced and Outspoken
Frank Tilyou was born with sand in his shoes, a second-generation amusement operator who entered the world right at the park. His youth, maturing years and adult

span were all spent in the amusement business, and if he has contributed anything to it, it is a forthright manner of expression. He is a man with many opinions and a way of inducing others to listen and consider his words.

For more than 51 years he has been exposed to the outdoor fun industry at Steeplechase Park in Coney Island and elsewhere at the various family operations. He was



FRANK S. TILYOU

far from spoiled in his early days, and he puts his own sons thru the paces in much the same fashion that he experienced.

This is the 63d season of Tilyou amusements, a consecutive string interrupted early in the century by a disastrous fire which all but wiped out George C. Tilyou. Proceeds from gawkers ("See the ruins, 10 cents") gave him a start toward erecting the present park, and it was at a time when the girders were up in 1908, St. Patrick's Day, to be exact, that Frank S. Tilyou was born in an apartment where the enterprise's parking lot now stands.

"I came into the world with a lot of noise," he muses, "and I'm not quiet yet." The modern noise he emits is on a low-keyed level, frequently as comments on a wide variety of subjects vital to the park business.

On talent: "My pa said never to hire an attraction that can eat or talk back. That's my formula, too."

Strong Booster of NAAPPB
On the industry: "All our concessionaires are being made to join the NAAPPB. I believe in strengthening the industry. I get mad as hell at the defeatists. Why shouldn't we band together for our own betterment? These parks are where we get our eating money."

On tradition: "I don't go for this idea of using the same operation forever. We may have a few changes." On the NAAPPB European tour he was attracted to lighting techniques and music at ride units, and a long-term program should see his park acquire these elements in the nature of improvements. One or two new devices may also be installed.

Tradition is one thing in which Steeplechase abounds, and because of it there are exceptions to the aforementioned broad statement. Some of the park's rides are unique—unduplicated anywhere in the world, and these trade-mark units would not be removed for all the rice in the Orient. Such things as the Steeplechase horses, Chanticleer "Chicken Ride"; Eldorado Carousel, a three-decker, and the towering Parachute Jump which is probably the world's most costly ride to manipulate. Its operating hours depend on the degree of wind prevailing, and from 24-30 men man the chutes. The understructure is enclosed, providing rooms which are a good place for pi-

nochle, Frank observes. Indoors, in the sprawling 14-acre weatherproof Pavilion, are a couple of other ancient units which have lost their appeal and face replacement, such as the Human Pool Table (slide onto spinning wood plates).

While the family was far removed from poverty during Frank's early years none of the financial benefits filtered down to his level. Edward and George saw that their kid brother was brought up soberly and with a sense of responsibility.

One of his favorite reminiscences is the annual conversation between Frank and older brother Eddie. Like clockwork on September 15 Frank would run out of hard earned cash and a request for more would earn the rejoinder: "Why don't you run along and find yourself a job?" Frank had been working all summer, up to 69 hours a week, for \$7 weekly. He doesn't recall accumulating much in the form of savings, so there wasn't much to do but get to work.

Worked for Tex Rickard
"I did lots of things. Sold tickets for Tex Rickard, sold coal, fuel oil, various items for the House of Dollar Specialties. Went to school, St. Francis Parochial School, Poly Prep, assorted boarding schools including non-sectarian, Catholic and military." He considers himself a notable graduate of "Knocks College, where Al Smith went."

In 1924 as ticket seller for Tex Rickard, Frank worked under Joe Boynton, in his estimate the best ticket manager in the business. Boynton taught him plenty. So did B. S. Morse at the RKO Flatbush, and Old Man Riddle, the Tilyous' landlord in Atlantic City, where they operate Steeplechase Pier.

"Riddle had a big signboard, and the White Owl people wanted to use it. He said 'Okay, but you'll send me a car full of cigars, won't you?'"

(Continued on page 47)

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U.S.S.R. Dancers Book August N. Y. Farewell

NEW YORK — The demand for tickets for the Russian Music and Dance Festival at Madison Square Garden has resulted in a return engagement of five farewell performances on Friday evening, August 21, and Saturday and Sunday matinees and evenings, August 22-23, the Hurok office reports.

The two-week, 13-performance engagement, which ended Saturday night (18) will have racked up a stunning gross of more than \$500,000.

Since the festival opened, Madison Square Garden had as many as four box-office windows open daily to handle the crowds. No further extension is possible, Hurok explained, because the final date marks the end of the seventh week of the company's visit, the limit allowed it under the official exchange agreement. By that time, it will have played Chicago, Los Angeles, San Francisco, Minneapolis and Washington. An extra week is scheduled after New York in Canada, where the company will perform in Toronto (at the Maple Leaf Gardens) and Montreal (at the Forum).

The company of 210 includes dancers from the Bolshoi, and Moiseyev, Leningrad, Kiev, Uzbekistan, Kazakhstan, Armenian, and Georgian companies, as well as singers from the Bolshoi and Kiev operas, and the Piatnitsky Song and Dance Choir.

PITTSBURGH — Ride tickets were scaled at 5 cents each, for both children and adults, at the Press Boys and Girls' Outing July 8 at West View Park here. Ride tickets will also be honored August 5.

In addition to the nickel rides, races and games were held in the afternoon and a stagershow will be presented at 8 p.m.

ARENAS & AUDITORIUMS

Charleston Civic Center Completes First Season

By TOM PARKINSON

NOW COMPLETING its first season is the new Charleston (W. Va.) Civic Center. The building went into use last October and its dedication program was in January. Already behind it are such major bookings as "Holiday on Ice," Ringling-Barnum circus, basketball, auto model introductions, Globetrotters and many dances and other events. Ahead in 1959 are bookings for the Rev. Oral Roberts, Shrine Circus, the Navy Band and a return by "Holiday."

Manager for most of the Civic Center's first season has been William S. Bolden. His building has a foyer flanked on one side by a 78 by 60-foot gallery room and on the other by a 740-seat theater with a 75 by 35-foot stage and 38-foot proscenium.

The principal part of the building, of course, is the exhibition room. This is 176 by 206 feet, or generally square, and therefore somewhat unusual. The balcony has 914 permanent seats. Portable seating brings the total to a range between 5,600 and 7,200, depending upon the type of event involved.

CLEVELAND PUBLIC Auditorium will be the scene of the sixth annual Building Products Exposition of the National Retail Lumber Dealers' Association. Dates will be November 14-17. A focal point will be a special "avenue" of 23 exhibits highlighting new products. Other exhibits will occupy the auditorium and there will be a program of topics of interest to lumber dealers.

CHICAGO'S CURRENT International Trade Fair at Navy Pier is employing about 2,000 people, according to Managing Director Richard Revnes. . . Omaha Civic Auditorium is planning to construct a marquee on the wall between arena entrances. It will be used to announce coming events and will eliminate the practice of hanging signs on the building itself. . . World Tennis, Inc., reports that its 1959 tour by Pancho Gonzales and company was equal to the 1956 and 1957 tours, but not as successful as the '58 trip. . . Altec Lansing Corporation is pointing to the successful use of its equipment for such difficult sound system assignments as the AT&T stockholders' meeting at New York's Kingsbridge Armory some weeks ago.

AMERICAN DESK Company, Temple, Tex., has been purchased by Allied Properties Corporation of Dallas. Executives of the organization have been making plans for expanding into new fields, and among the fields being considered is that of auditorium-arena seating. American has been a major builder of school and church seating. Allied is a subsidiary of the San Antonio Transit Company, which has sold its bus business to the city of San Antonio.

ALLENTOWN (PA.) HIGH SCHOOL stadium was the location of the Mobilehome Show sponsored by the Lehigh Valley Mobilehome Association. The June showing lasted three days, drew 28 exhibitors from among the trailer home manufacturers and 10,000 patrons, according to Grayson Schwepfinger, chairman.

Nixon Dedicates L. A. Sports Arena

LOS ANGELES—The new \$6 million Los Angeles Memorial Sports Arena will have a capacity of 22,400 for conventions and capacity will range downward to 16,004 for ice hockey. The building was dedicated here with impressive ceremonies on July 4, with Vice-President Richard M. Nixon the principal speaker.

The structure was designed in an unusual elliptical shape to provide the most economical and functional way to seat a maximum number of spectators in a minimum space.

The Arena required steel trusses 315 feet long and has a clear area 150 by 235 feet. Maximum seating is 22,400, with a convention press capacity for 1,000. Seating capacity for various other events is ice hockey, 16,004; basketball, 18,174, and boxing, 19,062. There are three permanent television platforms and six permanent radio and television booths. There are 22 ticket windows.

There are 208 exit doors and estimated dispersal time for the 22,400 capacity is 15 minutes.

The seats are foam rubber upholstered theater type with a 23-inch space from seat back to back. A central vacuum system has been installed to permit a crew of 10 men to clean the seating area in three hours. Air conditioned thru-out, the building is kept at 70-degree temperature.

The arena level is 24 feet below ground level and served by two escalators 48 inches wide.

heavy and sports equipment and can also be used for outdoor dining and dancing.

The multi-use building seats 1,000 for dining or has space for 64 display booths measuring nine by 10 feet. The entire layout is on a 25-acre site that has parking space for 700 cars.

Tom Benson Takes Reins At McAllen

McALLEN, Tex. — Tom Benson, manager of the Fort Brown Memorial Center, Brownsville, Tex., for over four years, has been appointed manager of the new Civic Center here.

The center is now under construction and is scheduled for completion by the end of this year. It consists of three elements—an auditorium, open patio and multi-use building.

The aud has 1,800 permanent seats, stage and loft facilities, six dressing rooms, orchestra pit and facilities for press, radio and television. The open patio, connecting the auditorium and multi-purpose building, is designed to accommodate outdoor exhibits of

Brill Offering Merry-Go-Round Heads, Elephants

PEORIA, Ill.—Two new products for use on Merry-Go-Rounds have been announced here by Aaron K. Brill. One is a cast aluminum elephant. It has ears extended so as to serve as hand grips for children

who ride it. The elephant is 24 inches high, 36 long and 14 inches wide, Brill stated.

The other new product is a series of cast aluminum pilaster heads for use on sweep-ends of Merry-Go-Rounds. Two in the series are girls' heads and were reproduced from French statutes. Four in the series are a king, prince, lady and Indian, all reproductions of carvings on a 1919 model Merry-Go-Round.

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Promotions Create Agawam's Record \$

AGAWAM, Mass. — A strong string of promotions gave Riverside Park a flock of records during the July Fourth period. Ed Carroll's spot recorded a new daily gross, holiday weekend gross and seven-day gross, thru the use of gimmicks. A couple will be incorporated into the park program in the future.

The schedule was as follows:

Friday (3): "Night before" program, highlighting a 200-lap late model auto race and fireworks spectacular.

Saturday: Live entertainment and 100-lap stock car classic.

Sunday: Carry-thru impetus of holiday campaign, stressing opening of the new Monorail with strong campaign. It is the last of Carroll's major additions for 1959.

Monday: Opening day and night of a four-week tie-in with largest soda bottler in the area. Twenty-five per cent better than last year's soda tie-in.

Tuesday: Triple header at the 7,000-seat speedway, including the Parisian Hell Drivers stunt unit, jalopy racing and first "Wreck 'Em Derby." A brainstorm of Carroll and publicist Harry Storin, it consists of six cars on the track, running Dodgem style. Last driver running wins purse.

Wednesday: Bargain matinee and several outing parties.

Thursday: New promotion with Station WPOP (Hartford) which

started the night of the park's 20th anniversary party on May 29 and did well despite 6-7 p.m. storm. Phil Zoppi, station manager and former age-weight concessionaire, ran a station picnic and plugged it heavily, days and nights for weeks. More than 10,000 persons turned out for the cut-rate ride day and live recording talent — George Hamilton IV, the Moon Riders, Jack Scott, Floyd Robinson, Jackson Brothers and Cookies and Charlie.

Carroll intends to incorporate the birthday party and radio picnic into the promotion program. Storin has been laid up with back trouble.

Ticket Tie-In For Kidspot

NEW YORK — A tie-in linking Bronx Funland with Claude Kirshner, kiddie TV personality, has been worked out by Don Becker. The deal calls for a Claude Kirshner Day with youngsters sending stamped, self-addressed envelopes and receiving by return mail a strip of ride tickets plus autographed picture. Kirshner hosts "Terrytoon Circus."

Emerson Buys Fire Units Of Old Days

HARTFORD, Conn. — Ralph Emerson of Emerson's Wild Animal Farm, Newington, Conn., was high bidder for two venerable but obsolete pieces of Hartford fire apparatus — an aged water tower and a heavy aerial ladder truck. His \$720 offer for both was high among seven bids opened by Deputy Purchasing Agent Frank Hayes, Emerson bidding \$510 for the water tower and \$210 for the aerial ladder.

HOSPITALITY COSTS RIDE MAN \$3,000

NEW YORK — Considerable space was devoted this week to the hold-up at the Tornado Ride on Coney Island, which had comic aspects, altho some \$3,000 was removed from the office safe. Henry Pinto, expecting an examiner from the Labor Department, ran out of the office to usher in a well-dressed man with briefcase. He opened the safe, removed the books and turned around to stare into a gun. While police were making their investigation in the office, the Labor Department man showed up.

Cut Rates At 2 Conn. Operations

HARTFORD, Conn. — Two more Connecticut amusement parks are stepping up campaigns for increased kiddie attendance.

At Lake Quassapaug Park, Tuesday is "Dime Day," with advertising geared to the theme, "Have Fun and Save—The Dime's the Thing!" Friday is called "Carousel Day," with all Merry-Go-Round rides listed as only 5 cents. In addition, one free ride is provided with every \$1 book of rides.

Lake Compounce is calling Wednesday "Kiddies' Day," with rides half price from 1-8 p.m. In addition, a "Bargain Matinee" is in effect on Fridays, all rides 10 cents from 1-8 p.m.

Lebanon, Ind., Plans Spot

LEBANON, Ind. — Plans for the development of a 121-acre recreation area one mile south of Mechanicsburg were announced last week by Don Sheets, of this city.

A golf course, picnic area and boating and swimming are contemplated, according to Sheets. He said that his plan for a four-acre lake with a conservation program to control water along Sugar Creek near Mechanicsburg has the approval of the Indiana State Department of Conservation.

Sheets said that a pool for swimming, formed by a dam, should be ready by August 1.

Spot Awards Weekly Auto

HOLYOKE, Mass. — Mountain Park is offering 5 cents off on kiddie rides every Wednesday and a free jackpot stunt on Fridays, with a 1959 Ford sedan being awarded every week. The wild animal act of Evelyn Currie is featured daily.

ROLLER RUMBLINGS

Detroit Bob-Lo Rollyery Triples Biz in 3 Years

DETROIT — Patronage at Bob-Lo Park Rink on Bois Blanc Island, at the mouth of the Detroit River, has shown a gratifying increase, approximately tripling in the past three years. Today the rink may have up to 300 skaters on the floor, just about capacity. However, the average patronage is a leisurely crowd, enjoying afternoon skating on a secluded island, accessible only by boat.

The rink is operated by the Browning family, which has operated Bob-Lo Park for 10 years. It is managed by Herman Kolfage, who came to this post three years ago, and the growth of the business is apparently in part a reflection of rink policy. The floor was sanded at that time, and two coats of plastic applied. It has been re-coated each year since, and is now a fast floor.

Bob-Lo Rink is housed in a massive fieldstone building, which may be opened on all sides by means of overhead doors. Spectator benches are around the openings, and there is a large gallery on all sides as well. The floor is 125 by 125 feet.

Operation is from noon to 6 p.m. daily. However, the rink is kept open later for special charter groups. Admission is 30 cents, including clamp-on skates, with 30 cents for boot skate rentals. At this rink few skaters bring their own.

A straight skating policy is followed, with special efforts to cater to the groups present in programming. No speed skating allowed. Kolfage's wife, Emily, is floor manager, and his son, Gary Glassford, manages the skate room. The musical library includes tunes for the general run of skaters, boogie and fast music for youngsters and slower tunes for the older people. The rink draws a wide age spread. Good discipline is a standing rule.

The manager frequently uses the p.a. system, with speakers outside reaching a significant part of the park patronage, to plug programming, the pleasure of skating and its health-building benefits. When business is a bit slow, the Kolfages may perform a waltz on the floor as a bally.

In the winter, when the park is closed, the Kolfages, who live at Amherstburg, Ont., tour virtually

all rinks within a 200-mile radius in Canada. The result is that customers at these rinks frequently make bus trips to Bob-Lo rink the following summer. The Kolfages are also ice skaters, and meet many children in this field during the winter, thus creating an opportunity to tell new people about Bob-Lo Rink.

Melody Skateland Hosts USARSA Meet . . .

INDIANAPOLIS — Over 2,000 skaters were to participate in the week-long national championship of the United States Amateur Roller Skating Association which opened here Sunday (12). Melody Skateland was site of the tournament.

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THINGS ARE GOING TO **POP**

"SHOW NEWS" SEE PAGE 44

"OUTDOOR" ON NEW TRACK

"OUTDOOR" MORE OUTSTANDING

THE GREAT DATE IS July 27

Packs Registers Record Turnouts At St. Louis

ST. LOUIS—The 17th annual Shrine Circus here June 30-July 5 broke all records in pulling 151,312 people to Public Schools Stadium for six night performances. Tom Packs has produced the show for 17 years.

The good weather experienced thruout the run enabled patrons to sit on the grass as seats became scarce nightly. Final day (5) was an all-time high for a single day.

Hunt Pulls in Conn.

WALLINGFORD, Conn.—Hunt Bros. Circus pulled two near-full houses in ideal weather here Saturday (11) under Legion auspices.

Jarmes-Bailey Scores Straws Thru Idaho

LEWISTON, Idaho — Jarmes and Bailey Circus, the renamed Famous Cole Circus, has been enjoying excellent business in its tour of Idaho, according to Glen J. Jarmes, general manager. Hot 107-degree weather held the matinee to a one-quarter house here Saturday (11), but the night house was three-quarters filled.

At Craigmont (10) a one-quarter house was recorded at the matinee and a three-quarter house at night. Cottonwood (9) produced a half-house for the afternoon show and a straw house at night. At Grangerville (8) a half-house attended the matinee and a near-capacity crowd saw the night show at the Rodeo grounds.

Jarmes' 47th birthday was celebrated with a party for all performers, staffers and workingmen at Kamiah (7). Despite an all-day rain, a three-quarter house caught the afternoon show and a straw house was recorded at night. Orofino Monday (6) was proclaimed the biggest day of the season with two straw houses.

Weber Details Performance

BARSTOW, Calif. — Weber Bros. Circus showed here on the Fourth of July with the following run-down: (1) Robbins and Bonmo, knockabout comedy, and the Rildales, trampoline; (2) Bill Dedrick, pony drill; (3) clowns, Lou Manley, Repe Thezan and the Johnson brothers; (4) Bernadette Scott-Joan Johnson, comedy juggling, and the Carlsons, musical bells; (5) Bill Dedrick, riding dogs; (6) clowns, hair grower; (7) Frances Clark, pig act.

After intermission, (8) Mary Jo Knolls, tight wire; (9) Bill Dedrick, dogs, and Betty Ross, dogs; (10) clowns; (11) Robbins and Bonmo, bars; (12) Bernadette Scott and Joan Johnson, webs; (13) Clark's Bears; (14) Mary Jo Knolls, unicycle; (15) Johnson brothers, juggling; (16) Bill Dedrick and Silver, the pony; (17) clowns; (18) Rudy Muller with the baby elephant, and (19) the Four Flying Escalantes.

Staff includes Tom Wychoff, owner-manager and agent; Paul Scott, equestrian director and announcer, and Betty Ross, organist.

Near-Full Tops For King in Me.

SCUTH PARIS, Me. — King Bros. Circus drew a near-full afternoon crowd and a capacity night house here Monday (13) in hot and humid weather under Kiwanis auspices. Sanford (10) produced two near-fulls in sunny weather under Kiwanis sponsorship. Beatty-Cole played nearby Portland July 6.

ADAMS-CRISTIANI DAY-DATE IN WIS.

APPLETON, Wis. — The Adams-Seils Bros. and Cristiani Bros. circuses will day-and-date in this Wisconsin city Tuesday (21). Appleton is the winter quarters of the former. The two circuses also met head-on Sunday (19) at Green Bay.

LION ATTACKS JOE HARTMAN

APPLETON, Wis. — Joe Hartman, of the Paul Kelly Shows, suffered a torn hand when attacked here by a lioness Tuesday (7). Hartman remained in the arena with the lioness and two lions until they were back in their individual cages and then went to a hospital for treatment.

He works a five-lion act for Kelly, playing shopping center dates. The other two lions were already in the chute when the lioness, Tina, made the swipe with her paw.

Atayde Finds Good Business On Texas Border

REYNOSA, Mexico — Atayde Bros. Circus, the largest show in Mexico and South America, completed a nine-day run to good business at Matamoros, Mexico, across the border from Brownsville, Tex. Three shows were given Sunday (12).

Features include Joe Horworth's Wild Animals, six female and three male lions and a black bear; Frediani Troupe (7), teeterboard; Troupe Rosell, comedy Risley; Ramon, heel and toe single traps; Tommy Morell, juggling on head balancing traps; Mavicha, single traps; Bellini, producing clown with eight clowns; principal riding act, camels, ponies and elephants. Horworth is adding four lions, another bear and two Bengal tigers to the act for Mexico City this winter. The show has an opening spec and 10-piece band. All prop and workingmen wear orange uniforms during the performance.

Show carries three light plant trailers, 16 trucks, 16 four-wheel trailers, 10 autos, eight trailers, two sound trucks, one advance truck, 55 performers, 132 workingmen and 18 candy butchers. The circus has two 120-foot round big tops and poles allowing them to make several one-day stands, but most stops are for at least three days.

Owners Andres, Aurelio and Jorge Atayde plan to build a 5,000-seat aluminum building on their property in Mexico City to house the show this winter. The menagerie includes four elephants, 17 lions, two Bengal tigers, one ape, 15 monkeys, a kangaroo, three camels, a zebra, a llama, a guanaco, four ponies, four horses, two Sicilian jacks, two mules, two bears, two chimps, three baboons and one hippo.

Cristiani Hits Stride in Wis.

MADISON, Wis. — Cristiani Bros. Circus rolled into Madison Monday (13) after 18 mediocre days in the Chicago area. A near-capacity crowd greeted the show at the matinee here, which was an hour late and made it a straw house at night under auspices of the West Side Businessmen's Association and the Wisconsin Historical Foundation. About 2,500 children attended the matinee on u.p.c. ducats. The lot was on the far west side of the city as the parade marched six miles to the lot. The Gretona Family, high-wire, joined.

Beatty-Cole Battles Water To Reach Canadian Spots

AMHERST, N. S.—The Clyde Beatty-Cole Bros. Circus wheeled into Canada last week in the wake of Atlantic typhoon Cindy to find excellent business altho the final U. S. stand was lost to water. This town produced two near-full crowds Wednesday (15).

Fredericton, N. B., Tuesday (14) was also a good day with a three-quarters crowd at the matinee and a near-full house at night. St. John, N. B., Monday (13) showed up with three full houses under Shrine auspices. The show arrived at St. John late Saturday as Calais, Me., scheduled for Saturday (11) was

blown due to the lot being under water and trucks were unable to enter the grounds. At Ellsworth, Me., Friday (10) the show drew two half houses under Lions club auspices.

The crossing into Canada at St. Stephens, N. B., was accomplished in a few minutes with all customs and immigration details handled by Steve F. Spiegel. Jerry Collins, president, recently spent several days on the show. Walter Kernan, manager, arrived in New York Saturday (18) after a trip to Europe and India.

Heat Hurts Kelly-Miller In Weak Week

SIoux FALLS, S. D. — The Kelly-Miller circus drew two one-third houses here Saturday (11) and a one-third house at the afternoon-only performance Sunday (12) in hot weather. Gil Gray recently showed here for six days and gave 18 shows.

At Luverne, Minn., Friday (10) two one-third houses were recorded. Two half-houses attended the performances at Le Mars, Ia. (9) where the town was several years fresh. Cherokee, Ia., also responded with two halves Wednesday (8). Denison, Ia. (7) produced two three-quarters of about 2,000 people each performance.

New Yorkers Enjoy Hagen

DANSVILLE, N.Y. — Hagen Bros. Circus drew a near-full house at the afternoon show and a half-house at the night show here Monday (13) under Fire Dept. auspices. Tommy Whiteside and Jimmy O'Donnell have joined the Hagen clown alley. An afternoon-only showing Sunday (12) at Naples attracted about 1,200 people, four-fifths of a house.

At Newark Thursday (9) a three-quarter house saw the matinee and a half-house attended the night performance under Knights of Columbus sponsorship. Some 360 mentally retarded children were at the matinee. At Oneida (7) a near-capacity matinee and three-quarters full night house were reported under Humane Society auspices. Jack Mills visited the show from Waterville, N. Y.

Auburn Monday (6) drew a half-house in the afternoon and a straw house at night in rainy weather under Anar Grotto sponsorship.

Polack Draws 17,700 Eureka

EUREKA, Calif.—Polack Bros. Circus pulled 17,700 people to the 5,000-seat Redwood Acres Grandstand here July 10-11 under Elks auspices. On Friday (10) 4,200 attended the matinee and 4,500 caught the night show. Saturday (11) 4,000 patrons attended the afternoon show and a full 5,000 flocked to the night performance.



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OHIO ASSN. PRESIDENT FORECASTS BANNER YEAR

LANCASTER, O.—A banner year for Ohio fairs was forecast by Russell W. Alt, president of the Ohio Fair Managers' Association, as the State's season swung into action with the opening of Jackson County Fair at Wellston. Alt is secretary of the Fairfield County Fair here which will be one of the last of the season, running October 14-17.

Alt said that optimism prevailed at the recent summer conference of Ohio fair executives held by the association and that his contacts with fair secretaries indicate a good season in the State.

He pointed out that fair executives are watching closely the progress of legislation which might bring relief from Sunday blue law rulings. There are 30 county fairs with Sunday dates this year. Late last week legislation covering the problem cleared the Senate, and Governor DiSalle is expected to sign it.

There are two fairs, Jackson County at Wellston, and Warren County at Lebanon, that operated the week of July 19. The last two on the list are the ones at Lancaster and the Circleville Pumpkin Shows, October 21-24.

Ted Rosequist To Handle PR At Sacramento

SACRAMENTO — Theodore Rosequist, for years assistant fair manager and now co-ordinator of State Fair planning, will handle the publicity for the 1959 California State Fair and Exposition to be held here September 2-13, Dudley T. Fortin, fair manager, said.

Rosequist takes over the post left vacant by the resignation of John Z. Ickes, who has headed the press department since 1955. Ickes joined Aero-Jet General Corporation in community relations.

Fortin also announced the appointment of Wayne Thiebaud, prominent California artist, as design and color consultant for the Arts Building at the event.

Three Resign At Del Mar

DEL MAR, Calif. — At least three employees of Southern California Exposition are slated to take their leave at the end of the month when Paul T. Mannen vacates the manager's post.

Those who have submitted resignations effective with the Mannen exodus are William Arballo, publicity director; Maryon Foster, executive secretary, and Lorene Bohm, supervisor of entries. All have been with the fair for several years, Arballo joining the staff in 1948 with Dauchy & Read, which handled the press at that time; Mrs. Bohm in 1948 and Mrs. Foster in 1950.

Robert McClure, formerly manager of the Dixon May Fair in Dixon, will move into the manager's slot.

\$5,600 FOUND IN STOREROOM

INDIANAPOLIS — The Indiana State Board of Accounts has been asked to dispose of \$5,600 in receipts from the 1956 State Fair, discovered in a cardboard box in a storeroom.

"This was an honest mistake," said Estel L. Callahan, fair board president. He added that the misplaced money should be credited to the State Fair.

The money was found by a bookkeeper in a box containing horse show records. Envelopes stuffed with currency, uncashed checks, travelers' checks and money orders were turned over to Robert P. Moore, Rochester, director of the 1959 horse show.

How the money will be allocated is to be determined by Thomas M. Hindman, chief examiner for the State Board of Accounts.

CULTURE

Danville, Va., Adds New Fine Arts Dept.

DANVILLE, Va. — A fine arts department is being added by the Great Danville Fair, which opens October 6. The initial effort will offer premiums totaling \$250 and it is hoped that interest will prompt constant growth.

Littleton, Colo., Plant Hit by \$65,000 Blaze

LITTLETON, Colo.—Arapahoe County Fairgrounds, home of the Little Britches Rodeo, was hit by fire last week that destroyed a large barn and did damage estimated at \$65,000.

Of undetermined origin, the blaze, in addition to destroying the barn, damaged a caretaker's home and killed five horses. More than 30 horses, housed in the barn, were saved.

The fire will not affect the rodeo set for August 11-15.

Little Valley, N. Y., Completes Program

LITTLE VALLEY, N. Y.—Cattaraugus County Fair has signed its attractions for the August 25-29 fair, Ed Malinoski, announced.

Jack Kochman's thrill show will open the fair. A GAC-Hamid night grandstand show will be in for four shows on two days with Suzie Arden and Chuck Bowers and the Country Gentlemen. Mariners will head up the show on Friday and Saturday nights.

Prince Albert Gets New Barn

PRINCE ALBERT, Sask.—The Prince Albert Exhibition will open August 6 with a new barn to replace one destroyed by fire recently.

A contract for an all-steel building 100 feet by 180 feet has been let to a Saskatoon firm.

Structure will have a 100-foot clear roof span with plastic panels in the roof for natural lighting.

After the fair the building will get an all-purpose cement floor with removable stall fixtures and partitions so that floor space of 18,000 square feet would be available for many uses.

NEW YORK — The talent lineup set for the California State Fair in Sacramento was firmed up last week by the GAC-Hamid agency, on the eve of the fair, which gets underway August 2. Three four-day name attractions top the bill.

First headliners are the Everly Brothers, followed by Connie Francis and Johnny Mathis, Joe Higgins reported.

A one-man art exhibit was held at the fair last year and was a notable success, manager C. C. Finch notes. Now a competition is being held for artists in Danville and the five-county surrounding area. First, second and third place premiums will be offered in each of five classes: Oils, water color and pastels, portraits in any medium, drawing in pencil, pen and charcoal, and graphic arts entries including blockprints, lithographs, woodcuts and etchings.

The new department is sponsored by the Danville Art Association, with Mrs. William Overton overseeing the project. Last year's fair featured paintings of Mrs. J. T. W. Mitchell, of Spring Garden.

Crown Point, Ind., Sets Allen, Foley, Bartlett Ski Show

CROWN POINT, Ind. — Lake County Fair, long a user of name talent, again this year has booked in a list of well-known performers, George Neises, fair president, announced.

Rex Allen will be in for one day and the Red Foley show for two. Tommy Bartlett's water ski show will perform August 22-28 on the lake in the race track infield. Wonder Bros.' Circus and two auto thrill shows are also set for the August 22-29 run, Swenson Thrillcade Tournament of Thrills.

The U. S. Army Band is also set for an engagement, as are two local high school musical aggregations. A horse show will also be part of the program.

New Jersey Assn. Renames Officers

TRENTON, N. J.—The New Jersey Association of Agricultural Fairs re-elected all officers at its recent annual meeting. Donald C. Bain, Augusta, continues as association president. He is president of the Sussex County Farm and Horse Show.

Other officers are Robert P. Wheaton, Bridgeton, vice-president, and William C. Lynn, Trenton, secretary-treasurer. Wheaton is secretary of the Cumberland County Fair and Lynn is assistant State secretary of agriculture.

A new fair, the Salem County 4-H Fair, was represented here by Jean L. Angelo, Woodstown, president, and it was accepted as a member of the association.

Dr. Edwin L. Brower, director, Division of Animal Industry, New Jersey Department of Agriculture, led a discussion on the need for uniform livestock disease regulations at fairs. He emphasized that those in charge of fairs which have livestock coming in from out of State for exhibit should make sure that all animals meet the regulations concerning livestock imports. Such regulations, he pointed out, are designed to prevent introduction of disease. New Jersey entries of cattle, he said, come from herds already under official test for both bovine tuberculosis and brucellosis.

It was announced that four New Jersey fairs have added an extra day to their operation to take care of additional features and increased County 4-H Fair (now four days); Camden County 4-H Fair (two days); Middlesex County Fair (five days); and Monmouth County 4-H Fair (three days).

The association is distributing quantities of fair schedules to the public thru banks, chambers of commerce and other outlets. The booklets list the dates of all fairs in the Garden State and present a thumbnail sketch of activities at each.

Bluffton, Ind., Awarded Franchise

BLUFFTON, Ind. — Bluffton Street Fair was awarded the franchise for selecting the Indiana State entrant for participation in America's Junior Miss Pageant at Mobile, Ala., next March.

To be a feature of the Street Fair, the judging to pick Junior Miss Indiana will be held September 17 and 18 during the week of the Fair.

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OLSON GROSS UP AT EARLY STANDS

Excellent Weather Helps Hoosier Spots; Mad Mouse, Scooter Lead Money Earners

SOUTH BEND, Ind.—The Olson Shows has been wrapping up substantially bigger still grosses than last year, with superior weather and upped earning power sharing the credit.

The six-day engagement here, which opened Monday (13), is

Vivonas Beat Rain, Score In New Bedford

Added Units Set For Hughesville Fair Route Debut

SYRACUSE—Suburban Mattydale looked promising for Amusements of America, coming out of New England on the way into the fair season. Ins and outs were experienced until a big week was recorded in New Bedford, Mass. The New England potential was tapped in Rhode Island and Massachusetts and, but for rain, could have yielded record still-date grosses.

The Eagles Charity Circus gave the show its best Northern date since spring time. Friday and Sunday (10 and 12) were rained out, but a number of outstanding days were racked up. The committee, headed by Joe Burgess, reported pleasure with the results, and several visiting committeemen were impressed with the layout.

The Vivonas now operate 36 rides and 47 trucks in their two units, the second which plays New Jersey bazaar dates. Several independent units are booked for fairs starting with Hughesville, Pa. A giant Roller Coaster is included, as are four rides of Stanley Mazurkiewicz. On the back end is enlarged sit-down revue-type show framed by Tony Mason.

Eighteen rides are carried here plus eight shows—Girl-A-Rama, Dixie Lee, Club Mocambo, Snake Show, Funhouse, Side Show, Alligator Show and Unusual World. Dickie Hilburn has a new top on order from Kenny Moore of Norfolk Tent & Awning Company for the unit he is framing, a grind show consisting of photos and specimens of freaks from around the world. Hilburn's earnings with the Side Show in New Bedford were reportedly his best ever.

John Vivona, show manager and president of the Miami Showmen's Association, has been in contact with several jamboree committeemen and reports progress good on plans for a big fund-raising season. He and brother Morris met again Tuesday (14) with George A. Hamid Sr. on New Jersey State Fair midway operation.

typical of the shows' early dates. Weather here thru the first four days, was excellent, contrasting with last year, when the show in the same period caught two days of rain. On one of the four good weather nights, Manager-Co-owner Olson reported close to 4,000 paid 25 cents thru the show's front gates.

The Fort Wayne (Ind.) Free Fair, played the previous week, turned in a 40 per cent higher ride and show take than last year, and the Anderson (Ind.) Free Fair, a week earlier, accounted for a gross almost a third higher than last year. In '58, the Anderson fair was hurt by two days of rain; this year the weather was good thruout.

The Mad Mouse, new to the show's line-up this year, has been away out in front as the leading money-getter, with the Scooter the second highest grosser among the rides. Silk Stockings, the revue produced and managed by Gene Vaughan, has been the leading money-earner among the shows.

MSA EXEC

Last Rites Held for C. D. Murray

DETROIT—Cameron D. Murray, immediate past president of the Michigan Showmen's Association and well known in Midwest show circles, was buried here Tuesday (14) in the club's plot in Forest Lawn Cemetery.

Murray, who was 65, died July 10 in a Muskegon, Mich., hospital after being stricken in Fruitport, on the lot of the A. J. Carl Shows where he was general representative. Death was due to a heart attack complicated by pneumonia.

Services were attended by many show people. Included were Mr. and Mrs. Elmer F. Cote and Mr. and Mrs. Robert Morrison. Five past-presidents of the Detroit club served as pallbearers—Bob Morrison, Ben Morrison, Jack Dickstein, Harry Stahl and Bill Green. Also serving were Ed Burge, Rex Allen, Art Rosenthal, Jack Segal and Marvin Keyes.

Floral tributes included those from A. J. Carl Shows, W. O. King Enterprises, Skerbeck Shows, MSA and Ladies' Auxiliary, Fred and William Silber, Mr. and Mrs. Paul Greeley, Mr. and Mrs. Frank Cook Mr. and Mrs. Harry Stahl, Doug Wade, Happyland Shows and Wade Greater Shows.

Murray entered the business in 1908 as a stock boy with the Con T. Kennedy Shows and later be-

(Continued on page 58)

VAST LAYOUT BUILDING FOR ALLENTOWN

Indie Spread to Top 40 Rides on Strates Contract

ROCHESTER, N. Y.—A total of about 40 rides will be fielded under the Strates Shows contract on the Allentown (Pa.) Fairgrounds, early responses to the show's overtures indicate. Office equipment and booked-in units will equal, and possibly exceed, any spread ever put down there. This development and indications of the size of Strates' operations in 1960 were forthcoming this week.

Strates will have his Wild Mouse, Menagerie, Broadway to

(Continued on page 58)

Marquee Top, Tent Aid Manning Looks

Haverstraw Trade Fair Gross Good; Business on Upswing on Eve of Fairs

WILKES-BARRE, Pa. — Improvements to the marquee front and new additions brighten the Ross Manning Shows midway as it heads into fairs, starting August 3 in Luray, Va. Spotty business has nowhere been exemplified as this year on the Manning show, which has had fortunes ranging from one end of the spectrum to the other.

The last couple of weeks have seen a good level of earnings attained. Haverstraw, scene of a trade fair supervised by Morgan Demarest, produced a good week all along the line. Wednesday (8) fireworks brought out a hefty crowd. The lot was a solid one.

There were two exhibit tents in use, each 60 feet by 220. In addition to local merchants, there were many new cars and house trailers on display, both inside the tents and outside. Chamber of Commerce promoted the fair.

Manning has revamped the marquee front by applying white fiberglass along the horizontal tie and on the three pilasters, giving it a much more flashy and modern appearance than last year. Behind it is a new marquee top of blue and yellow striped plasticized material, tried successfully on the show in 1958 on the Jones bingo. Howard Drayer again has that unit. Between the midway front's pilasters is an effective incandescent sunburst effect, using bulbs of various colors.

3 New Rides Sported

Since 1957 owner Manning has bought seven new rides and it is problematical whether his spending spree has come to a halt. This year's additions are a Tilt-a-Whirl and two kiddie rides. Last year he

Calgary Up 28%, Edmonton 11 for Royal American

Weather Helps Ride, Show Grosses; Claxton Revue Paces Back End

EDMONTON, Alta.—The Royal American Shows, fresh from the Calgary Stampede, where ride and show receipts were 28 per cent higher than last year, continued its better-than-'58 pace here at the Edmonton Exhibition thru Thursday (16), fourth day of the six-day fair.

Ride and show receipts at the end of the first four days were 11 per cent higher than for the corresponding period last year. Extremely hot weather the first three days held daily grosses to '58

levels but the weather cooled and business climbed Thursday as the exhibition entered the last half of its run, always the biggest for the midway.

Leon Claxton's Harlem in Havana Show, which always goes big here, paced the back end, followed by the Ricky Covette Revue in second spot with Dick Best's Side Show and the Johnny Mack Brown Show running close for third position.

The Royal American Shrine Club Thursday morning (16) was the guest of the Edmonton Shrine Club at a breakfast, and later in the day the Royal's Shrine Club gave a party for crippled children at the Royal Alexandria Hospital, where the Edmonton club sponsors a section devoted to crippled kiddies. Talent for the hospital party was drawn from the Harlem in Havana, Johnny Mack Brown, and Best shows.

Visitors to the midway here included Maurice E. Hartnett, manager, and Don Mathev and T. J. Rock, directors, of the Calgary Stampede; Jack Courtney and Jack Smith, directors of the Regina Exhibition; Elmer Bell, director of the Saskatoon Exhibition; George Chapman, formerly with the Royal now a supplier to the petroleum industry; Lou Dufour, of St. Louis, and Bill Carsky of Chicago.

SLA ONTARIO CHAPTER BECOMES OFFICIAL SEPT. 1

TORONTO—The Showmen's League of America, Ontario chapter, first off-shoot of the parent Chicago show club, will become official on September 1 and has tentatively scheduled its first meeting for late that month.

P. A. Marco is serving in a temporary capacity as president, as is M. M. (Neil) Webb in the secretary-treasurer post. Membership cards have been made available, and lapel buttons will be distributed in September.

Under terms of the agreement between the two organizations, the Ontario chapter has adopted and agrees to abide by the constitution and bylaws of the parent organization, but the chapter shall be self-governing and may enact such bylaws as it deems necessary for proper operation and conduct. The bylaws, however, shall in no way violate or be inconsistent with the constitution and bylaws of the Showmen's League of America.

Also the chapter will pay the parent club a sum equivalent to \$2.50 on each membership application it accepts and an additional sum of 30 per cent of the annual dues, provided, however, that the minimum to be received by the Showmen's League of America, and to be paid by the Ontario chapter from said dues, shall be \$3 per member per annum.

Each paid-up member of the chapter becomes a non-voting member of the Showmen's League of America and enjoys the fraternal courtesies and hospitalities of the SLA but not the material benefits.

The Ontario chapter will nominate and elect its own officers and board of governors, but honorary positions on the board will be extended to a minimum of six members of the Showmen's League of America and as may be designated by the League.



RIGHT IN DOWNTOWN PITTSBURGH PITTSBURGH BI-CENTENNIAL CELEBRATION

!!BEATS ANY FAIR!! NOW GOING ON THRU LABOR DAY

WANT TOP FLIGHT SELF-CONTAINED
THRILL-TYPE SHOWS. Motor Drome,
Monkey Show, Walk-Thrus, Torture Shows.
WHAT HAVE YOU?

DRAWING TREMENDOUS CROWDS,
PLENTY OF SPACE. We missed the Boat
on Attractions. WILL BOOK MAJOR &
KIDDIE RIDES AT ONCE.

contact immediately

JOHN CONNELLY

335 Fifth Avenue, Pittsburgh 22, Pa. EXpress 1-3382

BEAM'S ATTRACTIONS

McCOOLE, MD., FIREMEN'S CELEBRATION—NEXT WEEK

Parades and other Special Events for this Big Celebration

CONCESSIONS: Want Duck and Fish Pond, Cigarette Shooting Gallery, Ball Games, Hoop-la, Long Range Gallery, Glass or Crochery Pitch, Hi-Striker, Basketball or any other Hanky Pank.

SHOWS: Use Monkey Show or any Attraction that appeals to family trade.

HELP: Merry-Go-Round Foreman and Second Man. Second Men who can drive semis. Canvas Man who can repair and take care of tops. Mechanic, with ability to get show over the road (Our equipment is good). Man to rebuild Merry Horses. Can offer big money to do this work. Buster Witmore, please contact.

Our Free Gate—Searchlights—Special Promotion Guarantees you plenty of people every week. Visit our show and see for yourself. Address all communications to

BEAM'S ATTRACTIONS, Frostburg, Maryland this week.

GLADSTONE EXPO SHOWS

Tomah, Wis., Fair, July 28-Aug. 2

WANT CONCESSIONS that work for stock. Wisconsin inspected. Basket Ball, Photos, One Ball, Glass Pitch, Jewelry, Ice Cream, Lemonade Shake, Bushel Basket, Hats, Jewelry Bumper, Penny Arcade, Pitch-Till-U-Win, Short Range, Cork, Ring a Coke, etc.

RIDE HELP—Can always use good, sober Ride Men on eight major Rides. Please, no cars or cowboys.

SHOWS—Sure do need a couple of family-type Shows and a Fun House, Snake, Monkey, Mirrors, Animal, Freak, Midget, etc.

Bill Butler needs Agents bad on Hanky Pank Concessions, Bear Pitch, Under & Over, etc.

Russell Phillips wants refined Dishwasher, also Counter and Griddle Man with less sass and more ask.

Contact F. O. Poole, Carthage, Illinois, this week; Tomah, Wis., July 28-Aug. 2.

REED AMUSEMENT CO.

Eight Fairs and Celebrations with six weeks service pay days and fairs to follow. Starting at Smith Co., Fair, Carthage, Tenn., July 27-Aug. 1 followed by De Kalb County Fair, Alexandria, Tenn.; Civic Club Jubilee, Murfreesboro, Tenn.; Service Club Barbecue, Morganfield, Ky., (Camp Breckenridge); Muldraugh, Ky., (Ft. Knox Fair); Marshall County Fair, Louisburg, Tenn.; Limestone County Fair, Athens, Ala.; Athens Colored Fair to follow; then six Georgia Fairs and service pay days.

CONCESSIONS—Want Bingo for balance of season (will work every week), Custard, French Fries, Foot Long, Pronto Pups, Barbecue Stands, Ice Cream, Lemonade Shake-Up, Age and Scales, Novelties, Jewelry, none on show at present, Water Joints, Balloon Darts, Bear and Glass Pitches and any and all other Hanky Panks.

SHOWS—Monkey Show, Geek Show, Five-In-One, Fun House, Motordrome, Glass House or any family type Show.

RIDES—Want set of Kiddie Rides for Carthage and balance of season. Will book any single Kid Ride and Pony Ride. This is a good route for Scrambler or any modern ride. Place Roll-O-Plans. We use city current with lights 24 hours a day. Any ride with electric motor you don't have to be afraid of burning up your motor. Will book any Flat Ride not conflicting.

HELP—Foremen and Second Men for all Rides and Electrician. Laffy Weston and Gene Carter, get in touch.

CONCESSION AGENTS—Want Agents for Hanky Panks, Alibi Stores, PC Dealers and Grind Stores. John Cousins, get in touch with me.

P. S.: Want High Act for Carthage.

All address JOHN REED, Cordell Hull Hotel, Gallatin, Tenn.

ART B. THOMAS SHOWS #2

Can use a Girl Show and an Athletic Show.

Contact ART B. THOMAS per route.

WANT ELEPHANT TRAINER

Must be good, reliable man. Top salary plus bonus. All replies to

JOE L. KING, KING BROS. SHOWS
Leadville, Colo., July 20-26; Kremmling,
Colo., July 29-Aug. 1; Brighton, Colo.,
Aug. 3-7.

PALMETTO EXPO. SHOWS

Want Ride Help. Can use First and
Second Men on all rides who can drive.

All replies to

MILTON McNEACE

Radford, Va., this week; Mt. Airy, N. C.,
next week.

WANTED

Talkers for Girl Show and Geek Show.
Also Canvasman who drives semi. Want
one Girl for Girl Show. Julie Davis,
contact. All replies:

DICK PALMER

Wayne Mayberry wants Alibi, String
and Balloon Dart Agents. All replies:
c/o Northern Exposition Shows
as per route

CONCESSIONS WANTED

For annual V. F. W. Street Fair,
Huntington, Ind., July 27, Aug. 1.

GOODING'S RIDES.

Can use Short Range, Punk Rack, Break
Records, Fish or Duck Pond, Bird and
Bear Pitches, Coke Games & Foot Long.
W. O. RANDOL, Concession Mgr.
Markle, Indiana

ABE GORMAN CURTIS JONES

Contact Ralph Lipsky
at Hotel Avery, Boston, Massachusetts
Phone: Hubbard 2-8000

WANT TO BUY

For Cash Immediately

SHORT ARM OCTOPUS, perfect condi-
tion, no junk. Can use Second Man on
all rides. Can book some Concessions.
What have you?

THIES UNITED SHOWS
Sycamore, Ill., July 23-26; Leland, Ill.,
July 24-26; Richton Park, Ill., July 31-
Aug. 2; Carbon Hill, Aug. 5-9.

HAROLD and HENRY THIES

WANTED CONCESSION HELP

Set Joint, Pea Pool Dealer, Pan Game,
Pitch-Till-You-Win, Popcorn Help.

J. A. SPARKS

c/o James H. Drew Shows
Petersburg, Ind., this week

RIDE MEN

Can use Foremen and Second Men on
all rides. Long season, good pay. No
habits.

Boonville, Mo., July 20-22;
Eudora, Kans., July 23-25.

FIELDING GRAHAM
HOLIDAY AMUSEMENT CO.

JACK THOMAS

Wants Agents for Pan Joint, Pea Pool,
Balloon Darts, Hit-and-Miss and Buckets.

Replies:

c/o HOLIDAY SHOWS

Boonville, Mo., July 20-23;
Eudora, Kans., July 24-26.

G. C. Smith Gets Weather Break; Business Perks

MEYERSDALE, Pa. — After cold and damp weather the fore part of the season, the skies have cleared and business has improved for George Clyde Smith Shows.

A Merry Mixer and Little Dipper were added to replace the Whip and Kiddie Train which were taken out of the line-up before the opening. A total of 12 office-owned rides are being carried.

On the back end Peggy Ewell has a Martian unit; Fagins have Peacock Alley featuring Pinky, the girl with pink hair; Carnes have French Follies; Lennie Dave has a gal revue. George Johnson joined with a minstrel unit.

On the front end are Mac's bingo with Cass Shottis as manager. Others with the bingo are Bob Wolf, Harold McCarty, Earney Hauss, Gladys Folman. Other concessionaires include Mr. and Mrs. Griffin, floss and cones; Mike Labor, corn and apples; Ray Arnett, photos; Mr. and Mrs. Ralph Gretz, cookhouse; Steve Eli, 2; Edward Eli, 2; Sarge Luber, 1; 12 office-owned joints.

Staffers include George Clyde Smith, owner; F. A. Norton, mailman and electrician; Hal Curtis, mechanic; Elmer Rheil, stockman; Jeff Prodasky, building; Abbott Buchanan, canvas.

Del Mar Fair Yields Good Concession \$\$

DEL MAR, Calif. — Concessionaires on the independent mid-way garnered top business at the Southern California Exposition, which ended its annual 10-day run here last week (5).

A spot check disclosed that business was up in nearly all departments.

Edwin Lang, who has Mom's Aid, baby stroller and wheel chair service, said that it was his top run in the 12 years he has been playing the spot. George Charbonneau, popcorn, floss and snow cones, said that he was well ahead of last year. Lee Garland, who operates stands similar to those of Charbonneau, declared that he was well pleased with the gross.

Dave Barham of Party-Batter told The Billboard that he had never had a better year at the fair. This one, he added, was better than any previous year.

Harry Flax was back at his usual stand with the Hum-A-Tunes. Flora and Warren McMenus had food stands with Irene McSwayne handling the accounting.

Storm Hits Rogers Bros.

IRONTON, Minn.—High winds and rain hit Rogers Bros. Shows here recently after midnight and did considerable damage, most of it to the front end.

A number of concessions were piled together and against trailers. Personnel worked until daylight straightening out the wreckage. A total of 10 joints were badly damaged and two house trailers and one stock trailer suffered.

Rides withstood the blow in good style.

Grosses Ahead of '58 For Bernard & Barry

MONTREAL—Business thus far for Bernard & Barry Shows has been running ahead of last year, according to Gerry and William Bonder, owners of the rail organization.

Show was here last week for a series of dates on city parks and local trucks were being used to move the wagons from lot to lot. Show opened April 17 in Sarnia, Ont., and played additional Ontario dates in Windsor, Hamilton, Sudbury, Sault Ste. Marie and Timmins. It then played Noranda, Que., before moving here.

The train has been enlarged by the addition of two coaches, a diner and a 72-foot stock car. One new light plant was added and another is on order for early delivery. Many of the shows have been re-framed and much additional lighting has been added to rides and shows. A sound truck was also added as well as many other vehicles.

Recent visitors have included Ben Schiff, King Reid, John Hall, Joe C. Harris and Tubby Boots.

Staff, in addition to the Bonders, includes John Campi, concession manager; Charles Roe, sec-

retary-treasurer; James McAllister, general agent and publicity; William Baker, lot man; Jean Allaire, electrician and ride superintendent; Mervin Phillips, mechanic; Iodine Bailey, construction; Red Bouchard, trainmaster; Norman Elkin, bull gang foreman; Rocky Yensen, front gate, and Boom-Boom Moran, train porter.

Other personnel are:

Rides

Merry-Go-Round, Bob White; Ferris Wheels (2), Johnny Parent, Johnny Picard; Tilt-a-Whirl, Leo Jollye; Octopus, Rainey Belanger; Fly-o-Plane, Norman Elkin; Moon Rocket, Roger Heroux; Looper, Victor Belanger; Roller Coaster, Butch Nolan, John Allan; Caterpillar, George Daniels; live ponies, Gus Young; kiddie rides (10), Carl Kroger, Gerald Graham.

Shows

French Casino: Ruff Diamond, featured; Ricky Day, emcee; Marie Ann, Tequilla, Jeanie White, Lisa Drake, Kitty Kane, dancers; George Blake, Harold Wane, ticket sellers; Norman Miller, canvas; Douglas McHugh, electrician; Betty McMann, organist. Side Show: Walter Wanous, owner; Mrs. W. Wanous, secretary; Bob Melvin, two-faced man; Hoyt Schumaker, armless; Manuelette, upside-down boy; Charles LeRoy, magic and inside talker; Patsy Schumaker, electric chair; Dorothy Wissetta, rubber girl; Chief Kali Kahn, bally and pins; Dorothy Kahn, annex; Norrie Wyke and Elmer McDaniels, tickets; Doc Richmond, fire and lecturer; Joe Drake, front, assisted by Stanley Gareau; Johnny Julianna, musical glass; Jerry Doyle, canvas.

Fat Girl: Baby Flo Johnson; Alma Delores King, chaperone; George Jackson, manager; Andrea Tait, tickets; Jimmy Stevenson, talker. Funhouse and Glasshouse: Ernie Clark, manager.

Concessions

Dining room and dining car: Fred Tullio and Frank Latolla; Ted Bonder, head cashier. Frank Landry, Mike Joseph, grab. June Blackburn, Bernard Sergeant, floss and apples; Mrs. Pauline Miller, fortunes; Norman Parentaux, Joe Veldman, Leo Guerette, Cohn concessions; Jimmy Sharpe, Leo Poirer, Bill Shank, buckets; Cruise Howick, Jeanette Allaire, jewelry spindle and Holly cranes; Gene Phaneuf, hi striker; Harold Hesch, Parker diggers; Jack Lanteau, Bob Lanteau, hooplas; William and Fred Baker, bingo managers, Mrs. Phyllis Baker, Robbie Archibald, Gary Brenner, Jim Cazno, Raymond Lippon, Marcell Legendre, William Davies, Jean Simard; Emile Chapeau, Kid Frankie Prince Pete, set spindles and razzle dazzle.


Izzie Bennett, under and over; Cruise Howick, bubble game; John Hock, guess your age; Bosco and Son, pony wheel; Princess Pearl, Natosh, Princess Patrosy, ball game; Mr. and Mrs. Kelley, crown and anchor; Joe Pizzati, ball game; Slim Jim Kelley, swinging ball; Pete Strabac, shooting gallery; Big Bob, Roger Corbil, baskets; Alfred Jacques, fish pond; Little Ozzi, photos; Big Red, Joe Mattiola, big wheel; John McMahon, Hughie Soenen, Wally Karis, six cats; Don Berman, novelties and four others; Eugene Dobys, balloons; Red Morgan, Stan Miller, Timmy Bissonnette, pin store; Irene Valleneuve, ball game; Alex Zane, skillo; Ottaw Kid, five stores; Jack Chapeau, Johnny the Hunk, roll down; Angie Conroy, Andrea Linteau, Andre St. John, picture frames; C. S. Johnson, short range; Archie Weitsman, entertainment tent; Mrs. Mamie McDaniels, Grace Whittaker, Peggy White, front gate tickets.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

<p>★ July 28-Aug. 1 WINCHESTER, KY. Clark County Fair Place Direct Sales and Hanky Panks.</p>	<p>July 30-Aug. 1 WEST LAFAYETTE, OHIO Can place Hanky Panks, Floss and Apples.</p>	<p>★ August 3-7 CENTERVILLE, IND. Wayne County 4-H Fair Can place Hanky Panks and some Direct Sales.</p>
<p>★ August 3-8 ELNORA, IND. Davless County Fair Can place Hanky Panks and Direct Sales. No Eats or Drinks.</p>	<p>★ August 4-8 BLOOMINGTON, IND. Monroe County Fair Can place Hanky Panks and Direct Sales.</p>	<p>★ August 4-8 GREENTOWN, IND. Howard County 4-H Fair Can place Hanky Panks and Direct Sales.</p>
<p>★ August 10-15 BRYAN, OHIO Jubilee Can place Hanky Panks and Direct Sales. No Eats or Drinks.</p>	<p>August 10-15 MONROE, MICHIGAN Monroe County Fair Can place Hi-Striker, Custard, Taffy, Pronto Pops.</p>	<p>★ August 19-20 WAUSEON, OHIO Homecoming Can place Hanky Panks and some Direct Sales. No Corn, Apples, Snow, Eats, Drinks.</p>

WRITE AT ONCE 1300 NORTON AVE. GOODING AMUSEMENT CO. R. G. CASHNER, CONC. MGR. WRITE AT ONCE COLUMBUS 8, OHIO



JAMES H. DREW SHOWS

Cleanest
Finest
Most
Dependable

Edgar County Fair, Paris, Ill., July 27 to Aug. 1 incl.
Porter County Free Fair, Valparaiso, Ind., Aug. 3 to 8 incl.
Great Wabash Valley Fair, Terre Haute, Ind., Aug. 9 to 15.

Will place Direct Sales and Prize-Every-Time Concessions. Need Minstrel Show People in all lines, wire or come on. Will place Mad Mouse Ride at Terre Haute, Cartersville, Lebanon, Carrollton and other big fairs on our route.
Wanted—Sober & single Ride Help and working Men in all departments. Need Scooter Foreman to join at once.
Shows—Will place family type Shows. No girls, geeks or riff-raff.
Wanted to buy for cash—Shiff High-Road Coaster. Must be in good condition and priced right for quick sale. Note: W. R. Fritz, the artist, wire or come on, have several weeks' work for you.
Note: We furnish the midway entertainment at long and complete circuit of top-notch fairs North & South until late November and will consider any legitimate Attraction that is worthwhile and in keeping with our policy.
All address: Oscar Bloom, Frank J. Lee, Bobby Cooper, Jimmy Drew or direct to James H. Drew World's Fair Shows via Western Union, Petersburg, Indiana, all this week.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

LAST CALL KENT & SUSSEX COUNTY FAIR, July 27-Aug. 1, Harrington, Del.

<p>Aug. 3-8 CUMBERLAND COUNTY FAIR Bridgeton, N. J.</p>	<p>13 Bona Fide Fairs to follow CONCESSIONS: Age & Scales, Photo, Novelties, Hanky Panks, Ball Games, Derby, Pitch Till-U-Win, Eating & Drinking Stands.</p>	<p>Aug. 10-15 BEDFORD COUNTY FAIR Bedford, Pa.</p>
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RIDES: Octopus, Round-Up, Helicopter, Paratrooper, Scooter, Dark Ride, Glass House.
SHOWS: Minstrel Show, with or without equipment; can use Girl Show for Harrington. Want Acts for Side Show. (Seal—Frog Face Girl, get in touch with Mathais.)
HELP: On all Rides, semi drivers preferred. Show Painter who will produce.
All answer: Prell's Shows, West Lanham Hills, Md.
Joe Prell will be in Harrington, Del., Wednesday, July 22.

THE GREEN TREE SHOWS, INC.

WANT FOR THE FOLLOWING FAIRS

<p>Harrison County Fair, Cynthiana, Ky., July 20-25 Bourbon County Fair, Paris, Ky., July 27 Aug. 1 Russell County Fair, Russell Springs, Ky., Aug. 3-8 Estill County Fair, Irvine, Ky., Aug. 10-15 LaRue County Fair, Hodgenville, Ky., Aug. 17-22</p>	<p>Wise County Fair, Wise, Va., Aug. 24-29 Lee County Fair, Pennington Gap, Va., Aug. 31-Sept. 5 Tennessee-Carolina Fair, Newport, Tenn., Sept. 7-13 Owsley County Fair, Booneville, Ky., Sept. 14-19 Lee County Fair, Beatyville, Ky., Sept. 21-26</p>
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Magoffin County Fair, Salyersville, Ky., Sept. 28-Oct. 3

Concessions: Can place Hanky Panks of all kinds. Long & Short Range, Jewelry, Ice Cream, Grab Bags, French Fries. Will sell "X" on Diggers. Bill Hunter needs useful Help in all depts.
Rides: Fred Cantrell, contact at once.
Shows: Girl Shows, Fun House, Monkey, Snake, Mechanical or any family type show.
All replies John M. Huls, c/o Western Union, Cynthiana, Ky.; then per route.

WANTED

Bingo Caller and 2 Countermen

Steady, all-year work. Chicago vicinity. Opportunity to be Manager.
PHONE: SHELDRAKE 3-7827, Chicago or WIRE: MORT MESSIAS 6528 N. Rockwell Chicago, Ill.

GIRLS GIRLS GIRLS

NOTICE!

Girls, experienced or inexperienced, with or without wardrobe, for best route in Midwest. Good proposition, unusual. Contact
J. W. MAHAFFEY
c/o WESTERN UNION GREAT BEND, KANS.

HELP WANTED

One Count Store and one Pin Store Agent. Also Agents for Swinger, Buckets, Picture Frame, Bear Hoop-La. Capable Head for Cigarette Block. Want Cookhouse Help, Griddle Man and Waiters.
Place Foreman for new Schiff Coaster. WIRE ONLY
LOUIS BELL
c/o World of Pleasure Shows
Port Huron, Mich.

WANTED

Scale & Age Agent for Ottawa and rest of route. Bat Eye & Dwin-ton Keeler, get in touch at once or come on in.
Clyde Warbritten
c/o World of Mirth Shows
Augusta, Maine, July 20-29

EDDIE MILLER WANTS GIRLS FOR GIRL SHOW

Exotic Dancers, one Girl to feature. All must be young and attractive. Salary \$85 to \$125. No day work. Inexperienced girls considered. Transportation furnished after joining. Ann Cross, Red, get in touch. Pay your wires.
HAPPYLAND SHOWS
Elks Temple Lot
Pontiac, Michigan, until July 25

WANTED

Experienced Help for all rides, drivers preferred.
MORRIS HANNUM SHOWS
Berwyn, Pa., this week.
Phone (Philadelphia)
Chestnut Hill 7-8716

DIXIE AMUSEMENTS

WANTS FOR NOW AND ALL SEASON
Bumper, Fish Pond, String Game and other non-conflicting Hanky Panks. Place Ride Help on all Rides. Must drive and stay sober. Will book Octopus or Coaster for balance of season. Oakland, Nebr., July 21-22; Beemer, Nebr., July 25-26; Winside, Nebr., July 29-30; with 14 Fairs and Celebrations to follow.
Contact **CLIFFORD DAVIS, MGR.**, or come on.

**FOR EASTERN CANADA'S
BEST FAIRS
THE CONKLIN SHOWS**

CAN PLACE—Legitimate Concessions working for stock.

WE OFFER EXCLUSIVE ON BEAR PITCH

WILL CONTACT WORTHWHILE SHOWS—GOOD GROSSES
AVAILABLE AT THESE DATES:

LEAMINGTON Aug. 5-8	SHERBROOKE . . Aug. 29-Sept. 3
PETERBOROUGH . . Aug. 12-15	RENFREW Sept. 15-19
BELLEVILLE Aug. 17-20	LINDSAY Sept. 22-26
THREE RIVERS . . . Aug. 21-27	KINGSTON Sept. 29-Oct. 3

Apply FRANK R. CONKLIN

P. O. BOX 31, BRANTFORD

PHONE: PLAZA 3-2619

GOODING AMUSEMENT CO.

CAN PLACE CONCESSIONS

★ DUNKIRK, NEW YORK ★

Chautauqua County Fair
JULY 27-AUGUST 1

Can place Hanky Panks and Direct Sales

GOODING AMUSEMENT CO.

1300 Norton Ave.

Columbus 8, Ohio

**VICTORY
EXPOSITION SHOWS**

Want for Durango, Colo., Spanish Trail Fiesta,
July 28 to Aug. 2.

CONCESSIONS—Can place Bingo, Long and Short Range, Derby and Hanky Panks.

RIDES—Can place Pony Ride.

HELP—Ride Men on Scooter and Tilt-a-Whirl.

Contact ALVIN VANDIKE, MGR., Farmington, New Mexico, this week; then per route.

TENNESSEE VALLEY AMUSEMENTS

ELKTON, KY., ANNUAL FAIR, JULY 27-AUG. 1, with 14 more Fairs to follow.

Book Hanky Panks of all kinds, especially Bingo, Lead Gallery, Ball Games, Hoopla, String Game, Mitt Camp and any others. Ralph Decker, contact. Want Cookhouse Help, party to take complete charge of office-owned Popcorn Concession. Want Agents for Grind Stores and Hanky Panks. Call Geo. Woods or Tom Lowe. Want Foreman for Twin Wheels, also Comet Fireman. Book any family-type Show, especially Gorilla and Illusion. Wire or phone

THEODORE MEADOWS, Portland, Tenn., this week.

BAKER UNITED SHOWS

CONCESSIONS—Can place, to join at once; Jewelry, Floss, Glass Pitch, Coke Bottles, Cook House, Grab, Foot Longs, French Fries, Balloon Darts or any clean, legitimate Concessions.

SHOWS—Want Fun House, Glass House, Monkey, 10-In-1.

RIDE HELP—Can use good, reliable Help in all departments, must drive.

RIDES—Will book two Major Rides not conflicting for Lawrence County Fair, Bridgeport, Ill., Aug. 23-28.

ALL REPLIES: ERNIE ALLEN, Mgr., Aragon Park, Elinton, Ind., this week; Osgood, Ind., to follow.

**Rohr Biz Up
After Rainy,
Cold Spring**

CERRO GORDO, Ill.—Rohr's Modern Midway is racking up satisfactory business after rain and cold cut into earnings during the first six to eight weeks of the season. Show has been out since April when it bowed in Chillicothe, Ill.

Streator, Ill., was good July 2-5 altho rain chased one big afternoon crowd home. The rain let up by late afternoon, however, and the patrons returned in droves to rack up one of the better evenings of the season. Sunday (5) was the big day there, however, hyped by a parade and fireworks.

Spending, due to drought conditions, was off somewhat at the Melvin, Ill., fair but the final day brought total takes ahead of '58.

Rohr's will play fairs and celebrations in Illinois thru Labor Day and then head for cotton country in Missouri and Arkansas, remaining out until November.

New on the back-end this year is a Snake Show framed by D. J. Rohr and Sonny Harris which boasts a 50-foot front. Rohr and Mrs. Rohr are being assisted in management by Ray Swanner, veteran circus and carnival man, and David Rohr, son of the owners. Jack Dillin is show painter.

Rides and their foremen are as follows: Merry-Go-Round, Robert (Pappy) Head; Tilt-a-Whirl, N. W. Miller; Ferris Wheel, Donald Brace; Merry Mix, Don Clester Jr., and Francis Thomas; Chair Swings, Harry Holan; kid rides, Don Clester Sr.

Mr. and Mrs. Arthur Riley have a kid ride and the cookhouse with Howard Riley and Arthur Clark as waiters. Concessionaires include Hank and Lucy Baron, 2; Mr. and Mrs. Ed Malbin, 1; Mr. and Mrs. Albert (Curley) McMains, 4; Fred Sklenar, 1; Mr. and Mrs. Charles LaMaster, 5; Mr. and Mrs. Joe Cusson, 2; Sonny Harris, 2; Myrtle Swanner, 1; Sammy Martino and Bud Jensen, office-owned popcorn; Marc Maseman, 2; Mrs. Ella Price, 1.

CLUB ACTIVITIES

**Showmen's
League of America**

CHICAGO—A board of governors meeting will be held in the clubrooms Monday (20) at 7:30 p.m., with routine business to be handled.

A number of the members are busy at the Melrose Park festival, including Charles Levine, Tommy Payne, Maxwell Harris and Jack Benjamin. Ralph Woody has kept busy on the Back of the Yards cele.

Elmer Byrnes became a grandfather for the second time when his daughter gave birth to a second son.

Members in town include Al Rossman, Lou Leonard, Max Friedman, Bo Burchette, Charlie Myles, Blackie Jacobson, Earl Newberry and Earl Shipley.

FOREMAN WANTED

For Merry-Go-Round. No car, please.

IMPERIAL SHOWS

Taylorville, Ill., this week;
Lewiston, Ill., next.

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

VIRGINIA GREATER SHOWS

Dover, Dela., this week; Cambridge, Md., July 27-Aug. 1;

Snow Hill, Md., Aug. 3-8.

HEADING SOUTH

Want all Hanky Panks and PC dealers. Midway open after Aug. 9. Want Skillo, Razzle, Pin Store, Six Cats, Buckets, Mug Joint, Short and Long Range Galleries and Novelties.

Want Acts and Manager for Side Show. Good opening for Fun House or any kind of Grind Show. We have plenty of tops. Sammy Lewis girls, contact us at once.

FAIR SECRETARIES IN NORTH CAROLINA

We have one date open in September and also one date in October. All mail and wires to Wm. C. (BILL) MURRAY.

George Clyde Smith Shows

WANT—Fish Pond, Pitch-Till-You-Win, Age & Scale, Basketball, Six Cats, Buckets, Slum Spindle, Ball Games, Cork Gallery and Novelties.

WANT—Snake Show, Monkey Show, Girl Show and Side Show. WANT—Pony Ride and Octopus.

WANT—General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

Gallitzin, Pa., this week; Corriganville, Md., next week.

M. D. AMUSEMENTS

WANT FOR BETHLEHEM, PA., FAIR, WEEK OF JULY 27

Want Concessions. Can place Shows. Can also place Foremen for Tilt and Scrambler, also good Help on all rides. All answer

MIKE DEMBROSKY, Firemen's Fair, Kimberton, Pa.

Essex County Farm and Horse Show, Branchville, N. J., follows Bethlehem Fair.

WANT FOR OTSEGO COUNTY FAIR, MORRIS, N. Y.

July 30 thru August 3

Concessions of all kinds, no x. Eating Stands, Taffy Candy, etc. Can use one or two more Kiddie Rides and Octopus or any flat major Ride not conflicting. Can use any kind of Grind Show with own outfit. Midway will be laid out Monday, July 27. Wire FRED FRITZ, Manager, Continental Shows, to Tupper Lake, N. Y., this week or come on to Morris.

Fritze Reynolds wants one Pin Store Agent and Count Store Agent.

SKERBECK AMUSEMENT CO.

Can place following concessions

Penny Pitch, Fish Pond, Pitch-Till-You-Win, Long Range, Basketball, High Striker, Break the Record, Cannonball, 3 Ball Milk Bottles, Bumper, Glass Pitch, Bird Pitch, Bushel Basket, Huckley Buck, String Game, Under 11 Over 30, Toy Pitch, Slot Racks, Fish Pole, Set-Em-Up, Over 10, Coke Pitch and Novelties. All Fairs from here on In. Snake, 5 or 10 in One, Illusion, Animal, Monkey, Mouse, Walk-Thrus and so forth.

RIDES—Can place Roll-o-Plane, Caterpillar, Wild Mouse.

HELP WANTED—Experienced Wheel Man must know Eli system. Also good Man on Dodgem, good wages and best of treatment. All winter's work for the above.

Contact: EUGENE W. SKERBECK, Crosswell, Michigan, Fair; then per route.

DEL FLORE AMUSEMENTS

CAN PLACE FOR TEN OHIO STREET FAIRS

Hoopla, String Games, Penny Pitch, Snow Cones, Derby Racer. Want Center Pitch, Glass or Bear, Six Cats.

This week, Campbell, Ohio. Contact Business Manager, JOHN CARUSO. Can use Ride Help. Must drive semis.

HANOVER, OHIO, ANNUAL HOME COMING

July 22-23-24-25

Want Concessions: Snow Ball, Pea Pool, Beat the Dealer, Lead Gallery, Age and Scales, Jewelry and Hanky Panks of all kinds.

RIDE HELP: Want Foreman for Wheel, Merry-Go-Round, Rock-a-Plane, Wild Mouse, Flying Scooter and Kid Rides.

FOR SALE: Eli Wheel, Merry-Go-Round, Flying Scooter and Kid Rides.

NOLAN AMUSEMENT CO., Route 2, South Zanesville, Ohio

Phones: GL 2-8252 and CL 2-3398

SHOWS WANTED

ALSO PONY RIDE

Elmora, Indiana Fair, Aug. 3-8; Bicknell, Indiana Fair, Aug. 10-15. Contact GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus 8, Ohio

GOLD BOND SHOWS

WANT FOR FAIR, MONROE, WIS., JULY 29 THRU AUG. 2. CONCESSIONS—Want all type Hanky Panks, want Photos, Roman Targets, Penny Arcade.

SHOWS—Want Snake, Monkey, Wild Life, Side Show, Drome, or any worthwhile Attraction.

ALL REPLIES BY WIRE ONLY: MICKEY STARK, MGR., (Cinderella Ballroom Grounds), Appleton, Wis., July 29-26.

TALENT OF THE ROAD

SHOW PLACES

Tintypes

WEATHER MAPS

MONEY SAVING OFFER!

4 NEW ACTS FOR AN OLD STAR AND MUCH MORE IN . . .

SHOW NEWS

in The "NEW" Billboard

SPECIAL INTRODUCTORY RATE

6 BIG Issues ONLY \$1

The Billboard
2160 Patterson St., Cincinnati 22, Ohio.

Please send the next six BIG Issues. I enclose \$1.

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____

Buck Eyes Strong Pre-Fair Visits

SCHENECTADY, N. Y.—A good week at Rotterdam Republican Park was shaping up for the O. C. Buck Shows, continuing its experiences on still dates. Business has been generally good, and the first fair will be in Plattsburg, N. Y., following the final still date in Ticonderoga next week. The

final pre-fair dates all size up well on paper, and hopes are high.

Sponsors here were the South Schenectady firemen, and Ticonderoga will be the Champlain and Hudson Valley celebration.

Jump last week to the Lackawanna (N. Y.) Jubilee was around 400 miles from Keene, N. H., and was made without a mishap. The Friday night (3) opener found everything in readiness on a lot behind the stadium at the end of Hamilton Street. Heavy advertising was effective for the location, which was the only available one near the jubilee events. It required space of 400 feet by 1,000 to handle the show, expanded considerably for this event. The show opened to very good business.

Season to date has been a good one with the exception of West Glens Falls, N. Y., which suffered from a complete week-long rainout. Yorkville, outside Utica, produced good money for the Memorial Day period, and was the top grosser among still dates.

The new Paratrooper and kiddie Turnpike rides have proved popular, as expected, and add flash to the midway. Bill Beldock has re-decorated his front on the Pretzel Ride and added some new inside horror gaes. Turning up with concessions for the jubilee were Matty Wilson, John Hotnick and Jerry Wright.

Mr. and Mrs. J. J. McCall are at Yorkville, N. Y., where Mac has taken a position with the L Truck Stop. He is the veteran trainmaster and lotman. Mr. and Mrs. Lou Clark had their car smashed and house trailer demolished en route from Massena to Glens Falls, N. Y., and rejoined the show in Keene. They have bought a new trailer.

MIDWAY CONFAB

News from the Marks Shows: Arnold F. Maley is the office secretary and Walter D. Nealand is handling press. Owner John H. Marks left recently to attend the funeral of his mother-in-law, Mrs. Thomas Ricci, in Richmond. New girl show set to join in Washington, where it will open a 12-day stand July 24. Fairs begin week of August 3. Harry Mamos sold his ride to A. J. Stewart. Earl Meyers has added acts to his Side Show Jack Gallupo has the midway cafeteria. Ralph Perry is handling outdoor ads. Paul Save is concession manager.

Jack Capell, son of H. N. (Doc) Capell, of Capell Bros.' Shows, underwent an operation at the Logan, Utah, hospital July 9. He will be confined to the hospital for several weeks. . . Mr. and Mrs. Harry Bartlett, Mobile, Ala., recently joined Cumberland Valley Shows with their glass pitch.

Archie and Martha Wagner, who left the road six years ago after the close of Cavalcade of Amusements, now reside in Providence, R. I., at 315 Elm Street, and would like to hear from friends. Archie is with a wholesale beverage firm. . . Col. H. G. Coffey cards from Petersburg, Va., that he caught the opening stand of Cetlin & Wilson Shows at Petersburg and Cristiani Bros.' Circus at Richmond. He's now connected with the Virginia Supply Company.

Hattie Wagner pens from Mobile, Ala., that she is recovering from surgery and has two kiddie rides in operation.

(Continued on page 56)

BLUE GRASS SHOWS

Want for these outstanding fairs

Champaign County Fair,
Urbana, Ill., July 27-Aug. 1
LaPorte County Fair,
LaPorte, Ind., Aug. 10-15
Clarke County Free Fair, Jeffersonville, Ind., Aug. 25-29

Jay County Fair,
Portland, Ind., Aug. 2-7
Clinton County Fair,
Frankfort, Ind., Aug. 16-22

and a continuous route of bona fide fairs until Armistice week in Florida

CONCESSIONS Custard, Lemonade Shake, French Fries, Glass and Lamp Pitches, Basket Ball, Short Range, Name-On-Hats, Derby, Photos, Cork Gallery and Hanky Pank Prize-Every-Time games of all kinds.

SHOWS Will book 1 or 2 non-conflicting Grind or Bally Shows with own equipment. Liberal percentage.

RIDES Paratrooper for Urbana and LaPorte.

HELP Foreman for Twin Wheels. Also Foreman and Second Man for 18-car Caterpillar. Want Foreman for Roll-o-Plane. Must be licensed semi drivers. Top salary and bonus with winter's work in Florida.

All wires: C. C. GROSCURTH, GEN. MGR., Rockport, Ind., all this week. Phone in office.

MOTOR STATE EXPOSITION NO. 3

All Fairs & Celebrations to follow. Wanted: Legitimate Concessions of all kinds, Sideshows.

Jim Ackley, Bud Kemper and Pop, contact me. All replies to

GENE COATES
Kinde, Mich.

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 18-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, 8 ft high, in good condition, reasonable. Both Rides ready to go, can be seen at Thompson Bros. Winter Quarters, Altoona, Pa. Phone: Windsor 4-8002 or Windsor 2-7000.

WANTED

Hot Machine Operator, Guess Your Weight Agent, Guess Your Age and 2 Novelty Agents, Man who can drive truck will get good deal. Starting Harrington, Del.; Ionia, Mich.; W. Va. State Fair, Richmond, Va.; Macon, Ga.; Charleston, S. C., and 6 more fairs with Cetlin & Wilson Shows.
A. HYMES

BINGO HELP

WANTED
CABLE COUNTERMEN AND CALLERS
Wire:
BILL STACY
c/o Art B. Thomas Shows
Lloydminster, Alberta, Canada

JAMES R. SHIPMAN

PHONE ME COLLECT
Terminal 9-1404
Willow Springs, Ill.
EARL H. BUNTING

SKERBECK SHOWS

ALL FAIRS AND CELEBRATIONS TO FOLLOW
Want complete legitimate concessions of all kinds. Grind Shows, Walk-Thrus, Animal, 5-in-1, 10-in-1 etc. Reliable Ride Help a all times. Contact
EUGENE SKERBECK, as per route

JOHN HOWARD or JOHN SUNDSTROM

Emergency
CALL KENNETH OR JEAN KALB
ST. LOUIS, MO.

FOR SALE

Large Danzel Carousel, 52 horses, all hand carved, two chariots, completely overhauled, only needs painting. Now in operation, reasonably priced.
MORRIS GOLD
49-66 Blvd., Rockaway Beach, 94, N. Y.
©Ranite 4-2438

FRANCES SCOTT

Wants Agents and General Help for Long Range Buckets
Ionia, Mich., Fair, August 10, all State and County fairs to follow.
Contact Immediately
Address c/o Cetlin & Wilson Shows
Sharon, Pa., this week;
New Castle, Pa., next.

WANT FOR GREATER ALLENTOWN FAIR, SEPT. 19-22

SPACE GOING FAST—BOOK NOW

RIDES	CONCESSIONS	SHOWS
Scooter, Whip, Live Ponies, Round-Up and Dark Rides.	Hanky Panks, Grab, Custard, Novelties and Jewellery.	Snake, Monkey, Grind Shows or any family-type Shows.

All replies: JAMES E. STRATES, Mgr.

JAMES E. STRATES SHOWS

Cheektowaga, N. Y., this week; then Butler, Pa., follows.

IONIA FREE FAIR

Aug. 10 to 15 Incl., Ionia, Mich.

Followed by all State and County Fairs ending in Nov. at Jacksonville, Florida.

WANT RIDES that don't conflict as Round-Up or any other new Ride. Will book two No. 5 Wheels for all fairs.
WANT—Caterpillar Foreman and Second Man. Want Scooter Foreman, top salary, to join at once. Also experienced Scooter Help. Top salaries and Union Welfare.
SHOWS—Grind Shows that don't conflict. Can place Wildlife, Unborn, Little Horses and other attractions. Have several wagons available.
ART CONVERSE can place Sword Swallow, M.C., Magician Act that can sell box.
CONCESSIONS—Long Range Galleries, legitimate Merchandise Concessions. No exclusive on legitimate Concessions.
Everything can join now or at Ionia Free Fair. Address as per route.
Sharon, Pa., this week, followed by New Castle, Pa.

CETLIN & WILSON SHOWS

HOW-REIT SHOWS, INC.

WANTS FOR

MIDDLETOWN, N. Y., FAIR, AUG. 8-16

HELP: Merry-Go-Round Foreman. Also Second Men on all Rides, semi-drivers preferred. Steady work.

CONCESSIONS: Have some space left for a few more legitimate Concessions.

All replies: HOW-REIT SHOWS, 1818 Newkirk Ave., Brooklyn, N. Y.

WRITE OR WIRE, NO PHONE CALLS

AL HOWARD WILL BE IN MIDDLETOWN BEGINNING AUG. 3.

CONCESSIONAIRES AND AGENTS TAKE NOTICE

E. V. Straight or any of his concessions will positively not be at the State Fair of Texas, Dallas, as per ad which appeared July 13 issue of Billboard.

MURPHY-PUGH-LINDSEY

State Fair Park Dallas, Tex. P.S.: Have opening for back-end Cookhouse that caters to show people and knows the business, for State Fair of Texas, Oct. 9-25. Contact us early.

THOMAS JOYLAND SHOWS

Now booking Concessions and Shows for Scottsburg, Ind., Fair, July 27-31; Indianapolis, Marion County Fair, Aug. 2-8; Crown Point, Ind., Fair, Aug. 22-29

CONCESSIONS: Will book all kinds of Games that work for stock. Hanky Panks, Long Range, Short Range, Basketball, place Indiana style Cookhouse or Grab for Scottsburg, next week only.
SHOWS: Want Penny Arcade, place Shows of all kinds, family style. Want White Troupe for Rock and Roll Show.
HELP: Want Agent for Scales, Bingo Counter Men. Agents for Pitches (Burke, come on), Hanky Pank Agents of all kinds. Can place Ride Men on all Rides. Must drive. Wives as Cashiers. Place Foreman for Caterpillar.

ALL WIRE: L. I. THOMAS, New Martinsville, W. Va.

WALLACE BROS. SHOWS INC.

RIDE HELP: Want Merry-Go-Round Foreman, Octopus Foreman, Second Men on all rides. Salaries, \$85.00.

WILL BUY FOR CASH

Well framed Show on trailer or truck. Must be clean and capable.

WANT TO BUY FOR CASH

Or will lease additional light plant or generator. 60, 70 or 100 KW.

All replies **E. E. FARROW, Mgr.**
FAIRGROUNDS, DARLINGTON, WISCONSIN

Brookville, Pa.
Western Firemen's Convention
Aug. 10-15

Dayton, Pa., Fair
Aug. 24 to 29

Jamestown, Pa., and Spartansburg, Pa., Fairs to follow

CONCESSIONS

Cookhouses, Grab, Hanky Panks, Novelties, Jewelry, Penny Arcade, French Fries, Block Pitch.

SHOWS

Girl Shows, Fun House, any Shows that don't conflict, Vic Hamid get in touch with Lew Weinstein.

EDDIE DIETZ

EDDIE'S EXPOSITION SHOWS

This week, Youngsville, Pa.; Kane, Pa., July 27 to August 1.

WASHINGTON FREE FAIR

Aug. 18 to 22

Stoneboro, Pa., Fair
always on Labor Day

LAST CALL!

KANSAS CITY, KANSAS, 100TH BIRTHDAY CELEBRATION

Aug. 1-8, 8th and Minnesota, Parades, Street Dances, Special Days, Fire Works, Free Acts, day and night activity.

RIDES

Can book any major or Kid Ride other than Wheel, Merry-Go-Round, Chairplane, Coaster, Train and Autos. Contact now as time is short.

SHOWS

Can place Shows that can set on streets, Fun House, Glass House, Drome, etc. Have parking lot for Shows that need depth.

CONCESSIONS

Can book Slum Stores, Alibis, Straight Sales, etc. Have only 20 booked now, will not overload as space is limited. This will be big for Concessions.

EXCLUSIVE ON NOVELTIES STILL AVAILABLE

RIDE HELP

Need Foreman and Second Men for above Rides. Will pay top salaries to men that can cut it. No promises, you get paid.

CONCESSION HELP: Good, capable Agents can always be placed.

Address: E. J. McDANIEL, 205 No. Monroe, Kansas City, Mo., (Phone: Chestnut 1-2088). Do not write. Call or wire. Will save space for those not able to join on Saturday, Aug. 1.

WADE GREATER SHOWS

Milan Free Fair, July 21-25; Marysville Lions Club Celebration, July 28-Aug. 2; East Detroit Firemen's Celebration, 8 Mile & Kelly Roads, Aug. 4-9; Cowbell Carnival, Wayland, Aug. 12-15; Newaygo County Fair, Fremont, Aug. 18-22.

All Michigan bona fide Fairs and Celebrations

Want non-conflicting Rides and legitimate Concessions of all kinds. Also want family-type Shows.

Call, write or wire C. O. STEWART, Mgr., as per route.

SHORTER'S GREATER SHOWS

CONCESSIONS—Want Jewelry, Photos, Fishpond, Cigarette, Shooting Gallery, Glass Pitches, Milk Bottles, Ball Games, Watchla, Balloon Darts, Percentage Tables and Pan Game, Long and Sort Range Galleries also.

HELP—Need Girl for Single-O Show. Want Talker for Funhouse, also Bingo Caller. Need Ride Help and Truck Drivers for 13-ride show.

Contact **MANAGER**, Marble Rock, Iowa, this week; Boyd, Minn., July 27-29; Carver, Minn., July 30-Aug. 2.

P. S.: For Sale—Male Lion, 2 years old, with cage. A steal at \$200, or will trade. What have you? 1 Loop-o-Plane, \$600, motor just overhauled; 1 flat car Ride, \$250. Act fast on these before fairs start. I am replacing with new rides.

WANT AT ONCE

Man to take over Ride Units on 50-50 basis. Can also book one Major and one Kiddie Ride. Can use Hanky Panks, Popcorn and Candy Floss.

Call **Oswego 4-4221**
Burkhart Enterprises, Rt. 1, Oswego, Ill.

GIVE TO DAMON RUNYON CANCER FUND

MIDWAY CONFAB

Continued from page 55

Paul Greeley, secretary of the Michigan Showmen's Association, was called to the family town of Youngstown, O., recently on the death of his sister.

Visitors to the Gooding Amusement Company headquarters in Columbus, O., last Wednesday (15) were E. Walter Evans, of Gold Medal Products Company, Cincinnati; John J. Anderson, Enquirer Printing Company, Cincinnati, and Bill Sachs, of The Billboard. With bossman Floyd E. Gooding confined to his home with an ailing stomach, the visitors were greeted by his secretary, Doris Relyear; Chick Franklin, Gooding advertising and promotional director, and Bob Cashner, in charge of concessions and traffic control. Franklin conducted the Cincinnati trio on an inspection tour of the new Gooding winter quarters being erected on a 10-acre plat in the western section of Columbus. Work is steadily progressing on the mammoth new plant and it is expected to be completed by late October. Evans, Anderson and Sachs also paid a visit to Hal Eifort at the Gooding amusement park in the northern section of Columbus.

Joseph and Margaret Hodge became parents of a 10½ pound girl, Dorothy Hodge, July 14 in Metropolitan Hospital, Philadelphia. He is a veteran ride superintendent for Active Bazaar Company, the Quinn-Essner operation.

Roland Collantra left Amusements of America in New Bedford, Mass. . . Little Susan Mabel Strates was christened at the Greek Orthodox Church in Endicott, N. Y., with more than 150 relatives and friends turning out for the ceremony and festive buffet. Parents are E. J. and Phyllis Strates of the Strates Shows. Nick Bozinnis is back in the show office after a vacation. Pop Garrett is swinging the cleaver again in the cookhouse following his discharge from the hospital. Newlyweds Ben Braunstein and Frances Fournier are still happily scrapping.

Pasqualina Rossito, mother of Butch Rossito, cookhouse operator on the Coleman show, passed away last month.

Roy (Pepsi-Cola) Jones was a recent visitor to Chicago, coming in from a swing thru the West. He reported carnivals in the Southwest as doing extremely good business.

J. George Loos, longtime show owner and operator, was the subject of a recent feature story in The Laredo (Tex.) Times in which staffer Ed Anderson traced his show business career which dates back to 1879. It also listed the many notables he had met or been associated with during the years including Frank James, Will Rogers, Jack London, John L. Sullivan, Joe and Nick Schenck, Bob Burns, Roscoe (Fatty) Arbuckle, Stepin Fetchit and Marilyn Miller.

Wayne Welch, publisher of The Aransas Pass (Tex.) Progress and well known to many show people who winter there, passed away recently at the age of 52.

John (Tye) Kolb is currently in the Veterans' Hospital in Houston and would like to hear from friends. Kolb has been in the business for nearly 50 years, dating back to the old Archie Clark Shows. In recent years he was concession agent for Maple Williams. His brother, Snippy Kolb, is still active in the business and has the cookhouse and grab joints on the Bill Hames Shows again this season. . . Jack Edwards, for many years general agent for various Texas-based shows, and who is currently operat-

(Continued on page 57)

RIDE HELP WANTED

Merry-Go-Round Foreman and Ride Men in all departments who can drive.

GEORGE THOMPSON
902 Kimberly Road,
Davenport, Iowa.
Phone 3-8222

SIDE SHOW TALKERS

Tattoo Artist—Mitt Reader
Bally Girls—Freak Acts

WANTED

for strong route of fairs including three State fairs. Contact

WARD HALL
c/o Wade Shows, Muncie, Ind.,
until Aug. 1.

WANTED FOR FAIRS

Pin Cushion, Fire Eater, James (Boots) O'Brien, Man to manage Geek Show, Monkey Show Operator, Freak to Feature, Novelty Acts, useful Sideshow People, Talker—Grinder for Monster Show. Jack Conners, Fat Boy, wire.

Leola's Variety Circus
c/o Ross Manning Shows
Olyphant, Pa., this week

NOLAN AMUSEMENT CO.

WANTS

Experienced Ride Help.

FOR SALE
RODEO RIDE

with or without transportation.

Address: Hanover, Ohio, July 21-27;
Mt. Vernon, Ohio, July 28-Aug. 5.

WANT DROME RIDERS

STREIGHT AND RACE

Also Ticket Sellers & Kiddie Ride Help.

EARL PURTLE

c/o Ceflin and Wilson Shows

Sharon, Pa., now;

New Castle, Pa., follows.

Have Hartley & Indian Motors.

WEYDT'S RIDES

WANT CONCESSIONS FOR FAIRS
Galesville, July 23-26; Gays Mills, Aug. 6-9; Mauston, Aug. 13-16. All Wisconsin.

Have Popcorn Trailer for sale. Can be seen on Tip Top Shows.
CAN USE SHOWS
Contact **DOC O'KELLEY**

WANTED

ACCOUNT OF DISAPPOINTMENT
Carnival, 3 Major Rides, 2 Kid Rides for Russellville Tri-County 4-H Fair on streets, July 29 thru Aug. 1, or will book independent Rides, 2 Major Rides except Wheel, Hanky Panks, Jewelry open. Wire or phone T. J. SMITH, Illinois Shows, Phone Oliver 2-5044, Greencastle, Ind.; Russellville, July 29 to Aug. 1; Quincy, Aug. 13-15; Ridge Farm, Aug. 20-22.

WANTED—AGENTS

For week parties and fairs starting Aug. 2. Pond, Pitch-Till-U-Win, Ball Games, Cigarette Joints, Center Toy Joints.

JERRY, CHUCK, AL, contact.

GEORGE BEARDSLEY
P. O. Box 2414 Winston-Salem, N. C.

ROCK CITY SHOW

Wants Hanky Pank and Alibi Joint for Lake Zurich; then Iowa Fairs. Want Wheel Man and Octopus Second Men in M-G-R. Must drive.

GEO. ISENHOWER
Lake Zurich, Ill.

WANTED

CREW FOR GRAB JOINT

Also Cookhouse Help
HALSTEAD'S COOKHOUSE
Happyland Shows
Pontiac, Mich., July 20-23

Buckeye State Shows

Derby, O., July 23-25 and Commercial Point, O., July 29-Aug. 1. All street celebrations. Want exp. Ride Superintendent who can up and down all rides. Pay weekly, top wages and bonus. Want exp. Wheel Man, top salary and bonus also Electrician. Want Hanky Panks and Straight Sales.

Contact **MANAGER**, per route

CALUMET CITY, ILLINOIS,
ANNUAL LABOR DAY CELEBRATION
 IN CITY PARK—SEPTEMBER 2 thru 7. ALL CONCESSIONS and Suitable Shows already booked or those wanting space CONTACT NOW.

HARTFORD CITY, INDIANA,
ANNUAL FALL STREET FESTIVAL
 SEPTEMBER 22 thru 26. Please note this date, it follows Bluffton this year. Space available for ALL TYPES of LEGITIMATE STOCK GAMES. WANT OUTSTANDING HIGH ACT FOR THIS DATE—WILL CONSIDER ACT FOR WEEK OF SEPT 14th also. No Flying Acts wanted—EUGENE LECHLER, answer.

EVANSVILLE NUT CLUB FESTIVAL
 OCT. 5th thru 10th. WANT ONLY 2 MAJOR RIDES NOT CONFLICTING. Also Fun and/or CLASS HOUSE. AMOS YOUNGBLOOD, CONTACT. These are all Miller Amusement Enterprise, La Grange, Illinois, under the management of Tom Baker. Address all communications to
TOM L. BAKER, 2235 Ransdell Street, Apartment 501, Indianapolis, Indiana
 Phone: State 7-1711

SMILEY'S AMUSEMENTS
 Want for Apollo, Pa., Firemen's Celebration, July 27-Aug. 1, followed by Blairsville, Pa., V. F. W. Celebration

CONCESSIONS: Photos, Duck Pond, Short Range, Slum Bumper, Pitch-Tilt-You-Win and all other Hanky Panks.
 Can use Bucket Agents who throw stock and take orders.
 P.S.: John Friday wants Hanky Pank Agents. James Borelli wants Hanky Pank Agents.
 SHOWS: Can use Fun House, Snake Show and all other family type shows.
 RIDE HELP: Can use general Ride Help who drive.
 P.S.: Will book Coaster or Tilt or will buy same for cash.
 All replies Avonmore, Pa., July 20-25.

WANT WANT WANT
 Scenic Artist, Electrician, must know Caterpillar light plants, Ride Superintendent who can handle and figure 16 office owned rides. Do not misrepresent. Must know business.
 Wire **JOHN DENTON, Richlands, Virginia**

WANT WANT WANT
 For Side Show on Olson Shows for balance of season till Nov. 1, then indoor museums.
FREAKS, CURIOSITIES, TALKERS, BALLY PEOPLE, LECTURER, MAGICAN, PEOPLE WHO CAN HANDLE SNAKES
 Pay Rain or Shine
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Monarch EXPOSITION SHOWS
 The big 9-day St. Clair County Free Fair, Belleville, Ill., next week; followed by Carroll County Fair, Milledgeville, Ill.

CONCESSIONS: Can place a few more Hanky Panks. Also Long and Short Range, Pitches, Pronto Pups, etc. HELP: Can place Help for Tilt-a-Whirl and Kid Rides. Also Wheel Foreman, Contact
 E. L. WINROD, Carlinville, Ill., Fair, this week; Belleville, Ill., Fair, next week.

PEPPERS ALL STATES SHOWS
 RIDE HELP: Want Wheel Foreman or Top Man, Foreman for Smith and Smith Chairplane, Foreman for Choo-Choo Train and Auto Ride. AGENTS wanted for Pan Game, Penny Pitch and Swinger. CONCESSIONS: Age and Scales, Coke Bottles, Basket Ball, High Striker and Bumper; one of a kind. Long season closing Nov. 28. (FERRIS WHEEL SLIM, CONTACT RED SNOW.)
 ADDRESS: FOLKSTON, GA., THIS WEEK.

PETER PAUL AMUSEMENT CO.
 Need Ferris Wheel Foreman who drives, also Kiddie Ride Help who know same. Can use one major Ride for rest of season, also Fun House or any worthwhile Show. Want Popcorn, Snow, Floss, Grab, Prize-Every-Time and Stock Concessions for three big Merchants' Days. This week, Bellevue, Iowa.
 Julius Welsh, contact at once or come on. All wires or phone, contact Manager.

WANTED
 First-class Ride Foreman capable of taking over new Flying Coaster Ride. Man with Octopus experience preferred. Must be experienced driver capable of handling large rig. Only sober and reliable men wanted. Good salary and bonus to the right man.
MERVIN BARACKMAN
 July 20-25, Logansport, Indiana
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 Wants Hanky Pank Agents who can drive. Want to book one major Ride for Nauvoo, Ill., Grape Festival. Contact
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 For 18 Fairs starting at Northwood, Iowa, July 28 and closing Oct. 24 in Louisiana. WIRE ME WHERE I CAN PHONE YOU. I will be in Northwood starting July 23. ALL MY OLD AGENTS WIRE. Only 7 Grind Stores on Show.
DUTCH WILSON
 c/o Byers Bros.' Shows, Northwood, Iowa

FOR SALE
 Male Lion, 2 years old, with cage. A steal at \$200, or will trade. What have you? 1 Loop-o-Plane, \$800, motor just overhauled; 1 Flat Car Ride, \$250. Act fast on these before fairs start. I am replacing with new rides.
MGR., SHORTER'S GREATER SHOWS
 Marble Rock, Iowa, this week; Boyd, Minn., July 27-29; Carver, Minn., July 30-Aug. 2.

MIDWAY CONFAB
 • Continued from page 56

ing the Gulf Coast Trading Company at Aransas Pass, Tex., advises that the fish are biting well.

E. Lawrence Phillips, co-owner-manager of the old Johnny J. Jones Exposition, is reported to be seriously ill in Fish Memorial Hospital, Deland, Fla., by Mrs. Hody Jones. . . . Dick Curtiss, ticket seller with Leon Claxton's "Harlem in Havana" on Royal American Shows, mailed a clipping from a Brandon, Man., paper which described the wardrobe of Tony Paradise, talker on the Claxton show. Curtiss' wardrobe includes 71 suits, 30 pairs of shoes, 200 neckties and 70 shirts. The article also commented on the work of Vera Pollett, on the pass exchange window of RAS, which recently played the Brandon Exhibition.

A party was held recently in Ted Cole's bingo top on Smiley Amusements in honor of Mr. and Mrs. S. M. Nock's 25th wedding anniversary. Helen and Henrietta Borelli served refreshments. Guests included Frank and Van Camerota, Louis and Helen Borelli, Joe and Henrietta Borelli and son, Bob and Mae Noell, Mr. and Mrs. Joe Dedds, the Robert E. Noell family, Ted Cole, Mr. and Mrs. Bill Kalbough, Mr. and Mrs. C. E. Huff, Mr. and Mrs. John Freiday, Mr. and Mrs. Allen Grant, Peggy Lambs, Mrs. Bill Taylor, Lee Smallwood, Helen Juliet, Mr. and Mrs. Gene Andrykow, Sam Prozer, Pappy Joe, Robert Ruck, Jack Stahl and Rudolph Tremont. Stuart and Ethel Nock have been with Smiley Amusements for two seasons.

Al Weber, who has the Arcade Printing Company and is a long-time officer of the Pacific Coast Showmen's Association, is ailing. . . Charles Goss is grounded after 55 years with it. Goss is in charge of the Velare operations at Pacific Ocean Park, Santa Monica, Calif., including Space Wheels, Mirror Maze, Rotor, Flying Dutchman and Paratrooper.

WANT TO BOOK
 Or will buy Fun House. No Fun House on this route for 5 years. Good opportunity.
MERRIAM'S MIDWAY SHOWS
 Canby, Minn., now; Glenwood, Minn., to follow.

WILL BOOK
 Rides not conflicting. Want Photos, Pitch-Tilt-You-Win, Duck Pond, Spindle, Short Range, Popcorn and Apples open. Open Midway. Com on, I will book you. Want Ride Help on all Rides. Top pay. This show positively out all winter.
RICKY MALFER SHOWS, Catlett, Va., this week. P. S.: For Sale—1 25 Wur-litzer Band Organ, completely rebuilt. For sale—G-12 Allan Herschell Train. Smiley's Amusements, get in touch.

Dyer's Greater Shows
 FOR SALE—Entire 7 Ride Unit, with Funhouse, Transformer Truck, Tilt, Coaster, Jenny, Boats, Ell Wheel, Octopus, Roll-o-Plane, all with tractors and trailers. Come see at Byron, Ill., immediately.
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IN THE RACKET
 Bennie Benish, Whitey Reynolds, Leo Lusson, Contact
RALPH LIPSKY
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 Phone: Hubbard 2-8000

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 For Wheel. Good pay and treatment. No car, please.
IMPERIAL SHOWS
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 Must have more Rides for these outstanding dates—Ride owners that aren't doing so hot
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 Good deal to a set of Kiddie Rides
 Opening for Fat Show, Midgets, Sideshows, Working World Snakes, Wildlife, Girl Show.
 All kinds of Concessions—Clothes Pins, Blower, Razzles, Skillo Camp, Hooplas, Long and Short Range, Ball Games. Place Popcorn. Paul Botwin wants Bingo Callers and Counter Men for 2 Bingos.
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ROHR'S MODERN MIDWAY
 All Fairs and Celebrations in Illinois until Hoopston for Labor Day. Then to the cotton in Southeast Missouri and Arkansas. Out until November.
 Want a few more Concessions—Hanky Panks only. Live and let-live privilege. Bingo, Basketball, Bumper, Roman Targets, Bowling Alley, Lamp Pitch, Glass Pitch, Penny Pitch, Cork Gallery and Novelties. Can use Ride Help that drive semis. Will place any family-type Show. Contact
D. J. ROHR, Mgr. Stronghurst, Ill., July 20-22; Hamilton, Ill., 23-25; then Centennial at Sheldon, Ill., July 27-Aug. 1.

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 AUGUST 7, 8, 9, MUZZY FIELD, BRISTOL, CONN.
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 RIDES: SCRAMBLER AND NON-CONFLICTING MAJOR RIDES.
 SHOWS: GIRL SHOWS AND MINSTREL SHOW.
WILL BOOK WILD MOUSE FOR FLORENCE, ALA., FAIR, SEPT. 21-26.
 Address: ROD LINK or BUD DAVIS (Blue Water Festival), Port Huron, Mich., this week; then per route.

A GOLDEN OPPORTUNITY
 FOR SALE—A 14-Ride Midwestern Show complete, booked solid with a profitable route. All equipment is late models, including trucks. This is a good deal for an honest, reliable man, as you can buy this with a reasonable down payment. I have made mine over this route and am at the age I want to quit. If you mean business WRITE
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J. A. GENTSCH SHOWS
 Want for Neshoba, Miss., July 27-31—Largest county fair in the State, and 12 more to follow.
 Hanky Panks of all kinds—Ice Cream Bar, Frozen Custard, Bingo. Shows with own outfits.
 Rides—Scrambler, Octopus and Dark Ride, or any ride not conflicting. Want Diesel Electrician, Dank Dincon, contact me.
 Manny Craten wants Alibi Agents.
J. A. GENTSCH, Canton, Miss., until July 23; then Philadelphia, Miss.

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Bally Strike Bowlers, 14' 365
Bally Trophy Bowlers, 11'x14' . . 545
Bally Lucky Alley, 14' \$645
United Bowling Alley, 14' 265
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MICKEY ANDERSON AMUSEMENT CO.

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Heat Wave Solved by Memphis Ops

By ELTON WHISENHUNT

MEMPHIS—With summer on, Memphis music operators are once again working at their concerted long-range campaign to get small locations to air-condition their businesses.

The move proves to be a very profitable one for both operator and location owner. For if the location swelters along with the heat, experience shows that collections take a terrific nose dive in the three hot summer months.

Drew Canale, chairman of the Memphis Music Association's public relations committee, gives this example:

Two years ago the Palm Garden Tavern here was not air conditioned. During the good months, the gross ranged from \$60 to \$80 a week. In June, July and August, when it was sweltering inside, the gross dropped to \$40 a week.

Loans

Canale loaned the location owner the money to air condition. The

location owner signed a note, agreeing to pay back so much a week from the collection until the amount was paid. Canale loaned the money without interest.

A check of the records show that during last year's heat, Canale said, the gross collections were about the same as they were for the other good months of the year, \$60 to 80 a week.

Canale said there are still many locations on his route which are not air conditioned and which would have greater business if they were.

Burn Up

"If you're burning up in a hot place you're not going to sit there long," he said. "All you're interested in doing is drinking your beer and getting the heck out."

Canale said spring business held up remarkably well.

Memphis operators began their drive several years ago to persuade location owners to air condition if they could at all afford it. Most medium and large location owners

can do it on their own, Canale said.

But it is the smaller location owner who has a struggle. It is this group that most operators have to help. A number of these small location owners have air conditioned with the help of operators in the past several years, with more and more being regularly added.

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Williams Starfire	139.00

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1 United Starlet	\$ 50.00
2 United Pixies @	50.00
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1 Bally Broadway	110.00
1 Bally Skill Parade, new	250.00
1 Bally Del. Skill Parade, new	250.00
1 Bally Skill Parade, used	175.00

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Model 1446 Rock-Ola, 120-Sel.	375
Model 1448 Rock-Ola, 120-Sel.	425
Model 1454 Rock-Ola, 120-Sel.	565
Model 1455 Rock-Ola, 200-Sel.	595
M-100A Seeburg, 100-Sel.	195
M-100B Seeburg, 100-Sel.	325
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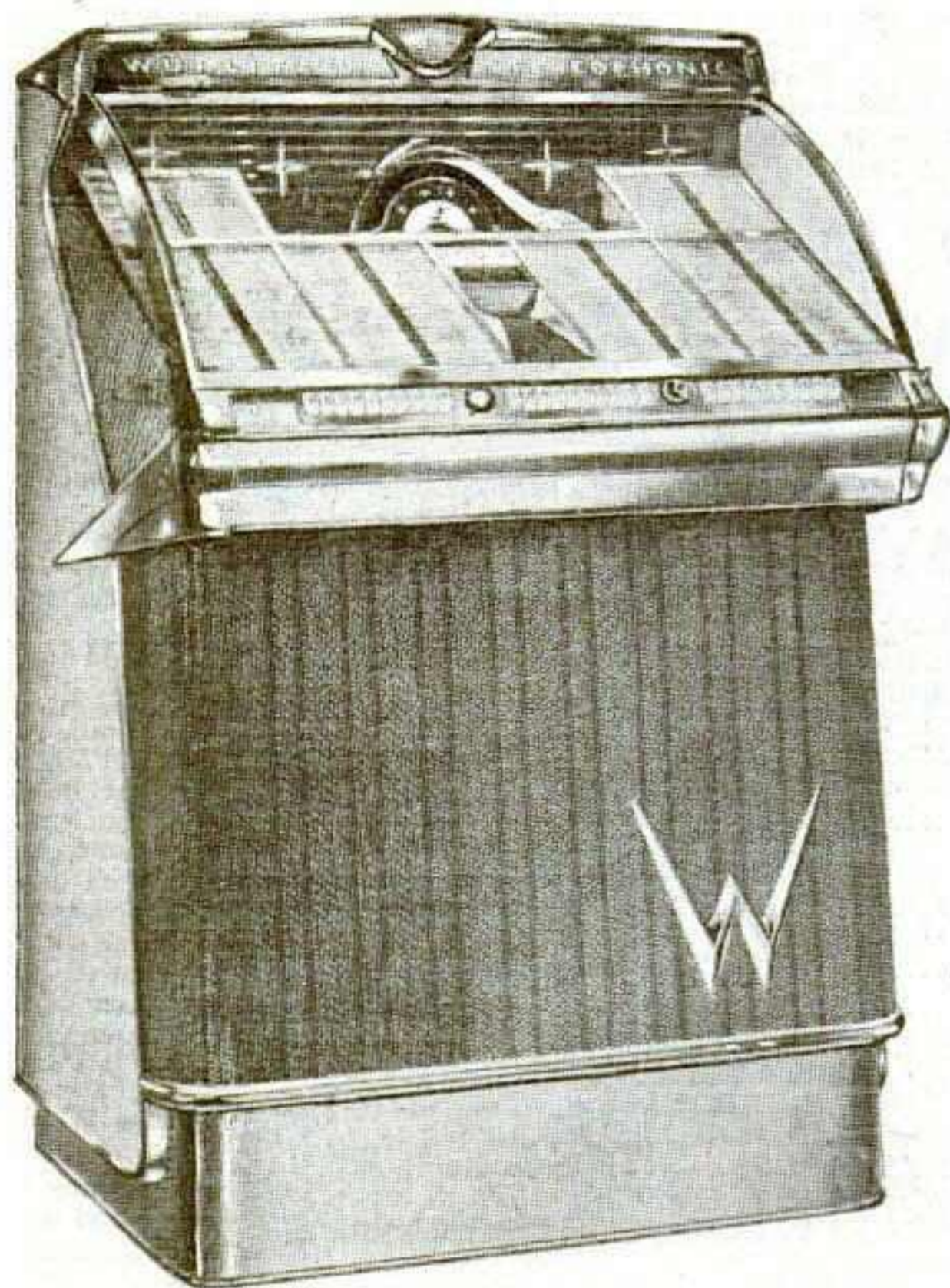
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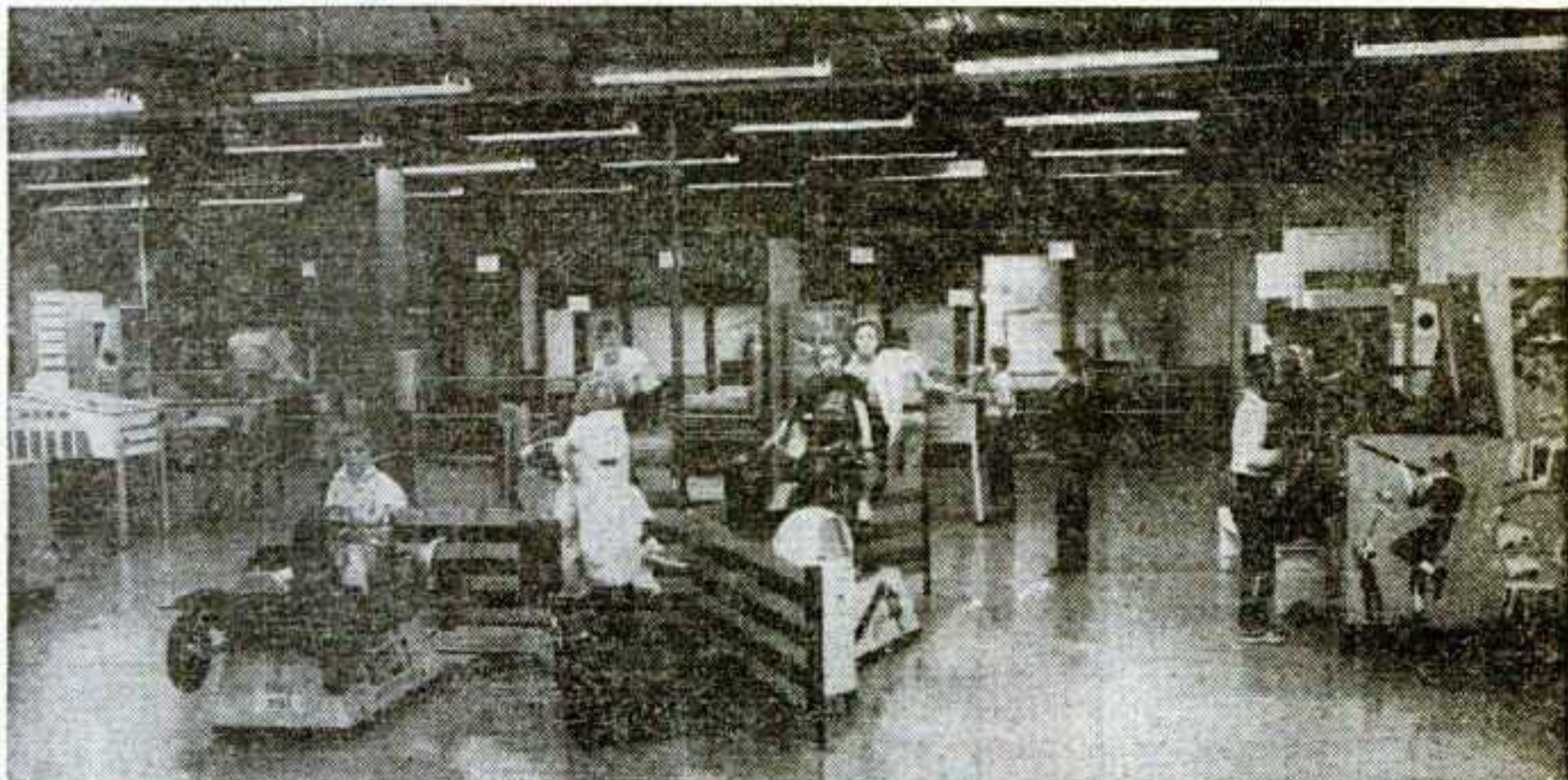
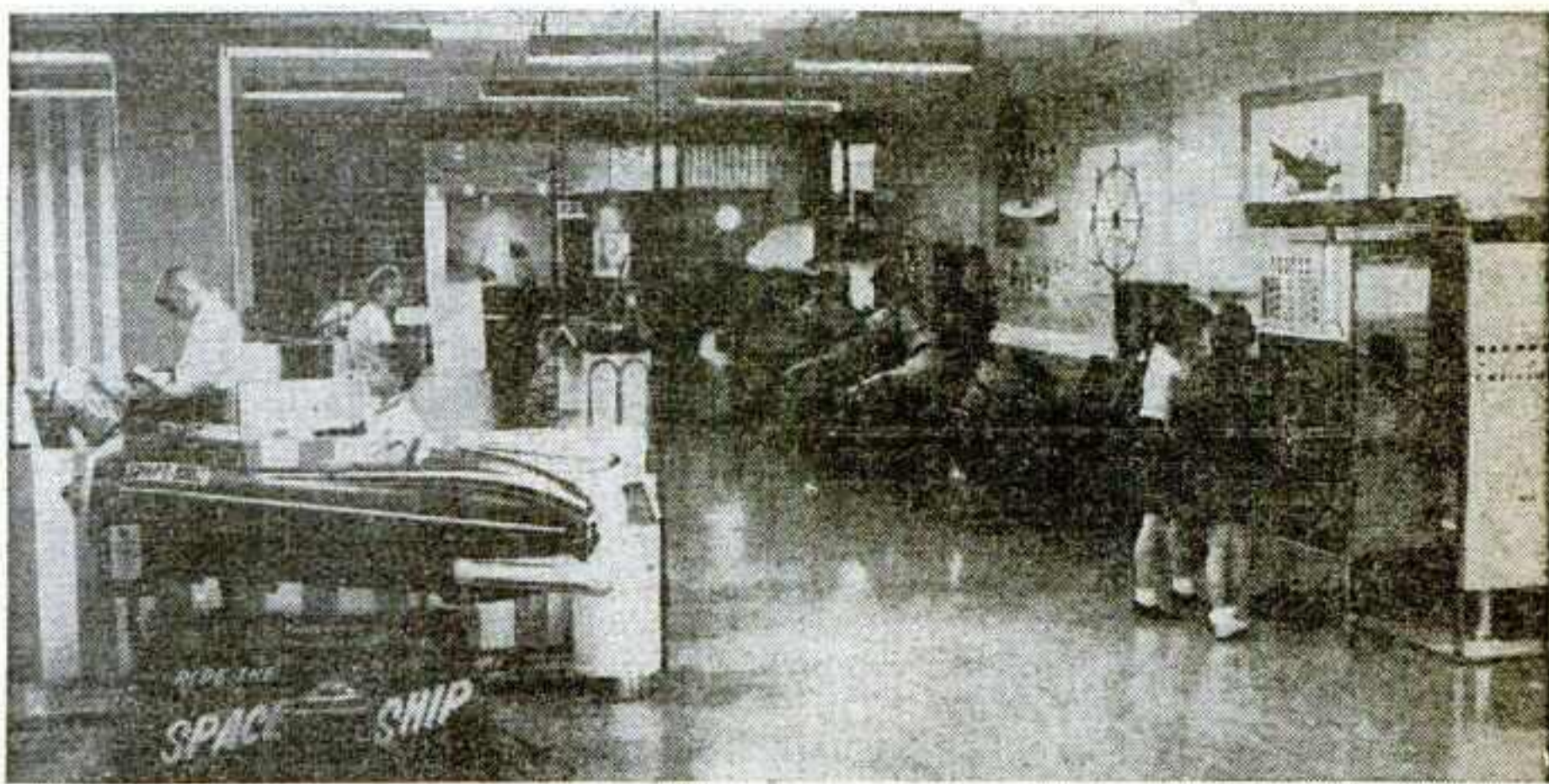
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Ops Gussed Wrong on This Spot



MINNEAPOLIS — A Children's Center in the basement concourse of the regional Southdale Shopping Center in suburban Edina, which has been in operation ever since Southdale opened in October, 1956, has proved to be a real money-maker.

The Children's Center has a variety of coin-operated amusement games and rides, a concessions and souvenir counter and a small zoo.

The recreation area came into being quite by accident. Southdale had the extra space left over and decided to put in the Children's Center as an experiment. Originally, Southdale was going to lease the space to an operator, but since the operators were undecided about the Children's Center's potential, Southdale decided to run the center itself.

Flat Rental

Equipment is all rented on a flat basis (rather than a percentage) from a local distributor, who also services it. The equipment includes three mechanical horses, Bally's Toonerville Trolley, Bally's Model-T Ford, three bowling games by United, Bally and Williams, a Carousel, Rocket Ships, a Donald Duck, a Space Ranger, a Drive-Mobile, Genco's Motorama, two Williams' Pinch Hitter games and

guns by Williams, Genco and United.

Basketball, football and hockey machines are changed according to the season of the year. At Easter the center has a mechanical rabbit and at Christmas, Rudolph, the Red Nosed Reindeer.

Until recently the concessions, which consisted of soft drink, ice cream, candy and milk vending machines, as well as the souvenirs and novelties also were operated by Southdale. Recently a private operator took over this phase of the business. He is Tom Bezanson, of Minneapolis, who has had considerable experience in the field.

Stand Operation

Bezanson now operates an area where he sells soft drinks, candy, popcorn, hot dogs and candy floss as well as the souvenirs and novelties. His counters are arranged in a U shape. All food and soft drink vending machines have been removed.

The former novelty shop now has been turned into a party room for children's birthday parties. Parents can make reservations in advance for use of the room and Bezanson supervises the parties and supplies hats, favors and ice cream for the small fry.

At the back of the Children's Center is a small zoo with animals owned by Southdale. Originally, the animals were rented, but this proved to be too costly.

10-Cent Play

The Children's Center is directed by Jim O'Neill, who is the building superintendent for Southdale Center. Southdale is open every day from 8 a.m. to 10 p.m. and the Children's Center is accessible during those hours. All rides and amusement games are at 10 cents.

Southdale operates the Children's Center much the same as it would operate any other subsidiary. From the gross receipts deductions are made for such expenses as rent, electricity, food for the animals, janitorial maintenance service and all the charges that a regular tenant at Southdale would pay, in addition to the clerical work done by the Southdale Center office staff.

Gross receipts at the Children's Center have increased each year

since it was opened along with an increase in traffic. Popcorn is a good money-maker as is a photo machine rented on a percentage basis. Photographs are four for 25 cents. Besides the zoo, another free attraction for the children is the maze in which they can wander and try to find their way out.

No Promoting

Southdale has done virtually no promoting of the Children's Center since it was opened. Now with a concessionaire leasing food, souvenir and novelty operations, arrangements are being made to have local radio and TV personalities appear at the Children's Center.

Altho self service has proved itself well, O'Neill said, Southdale probably could increase the Children's Center's gross volume from 20 to 25 per cent by having a full-time attendant to make change, supervise and be generally helpful. Mechanical change machines which accept quarters and half dollars are used now.

Vt. Ups Cig Tax By 2 Cents a Pack

MONTPELIER, Vt. — It now costs more to eat, sleep and smoke in Vermont. The tax program adopted by the 1959 State Legislature went into effect on July 1.

The legislation includes: A 3 per cent tax on all lodgings and meals of \$1 or more; a 20 per cent tax on all cigar and tobacco products; a 2-cent-a-pack increase in the State cigarette tax.

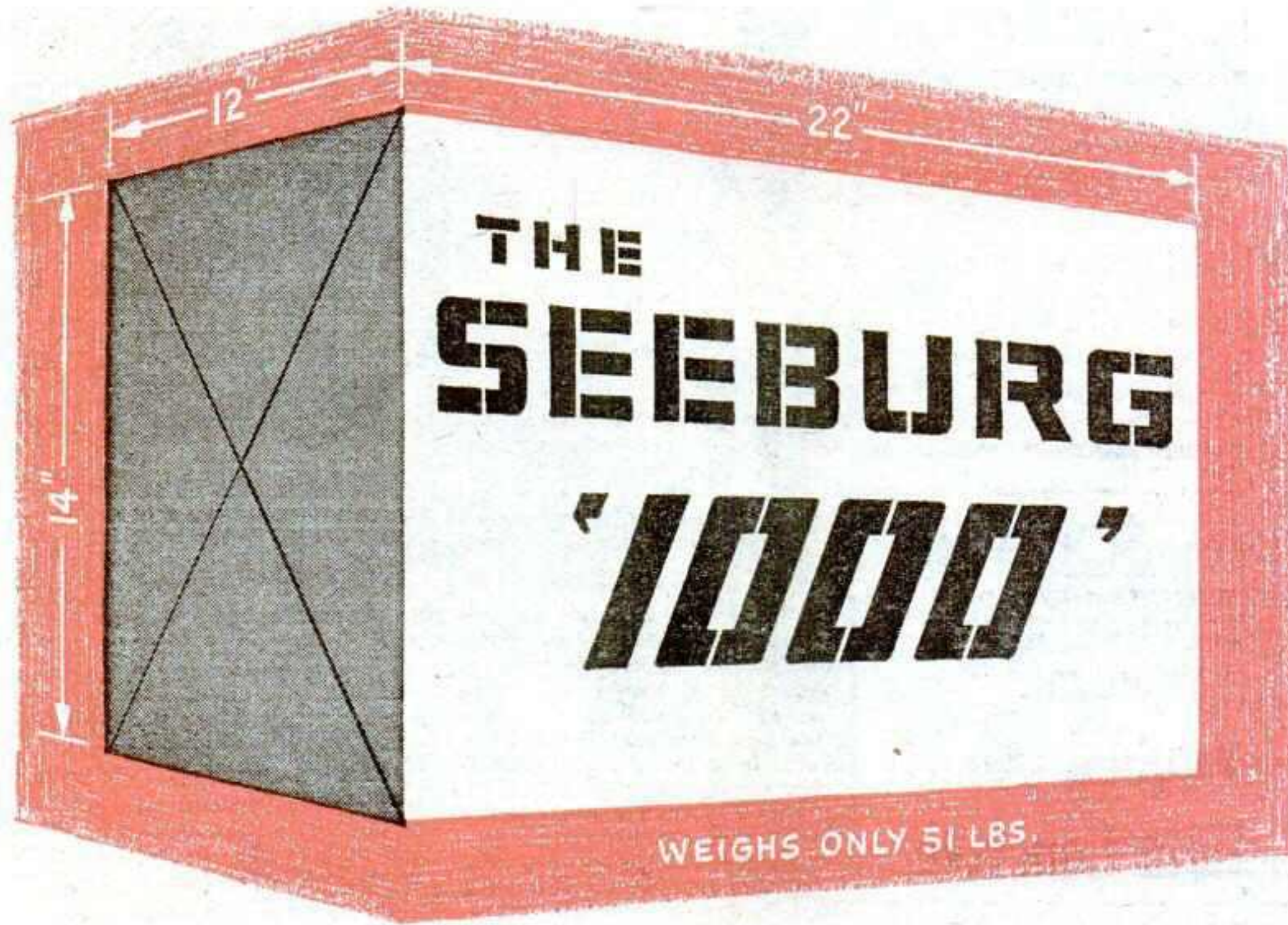
The rooms-meal tax and the tobacco levy are brand new tax developments for Vermont. The 2-cent increase on cigarettes raises that tax rate from 5 to 7 cents a pack. Both are being passed on to the consumer and the tourist.

Epstein Opens Kid Land

DES MOINES — Julius Epstein, owner of Superior Sales Corporation, coin machine jobbers here, has opened a new Kiddieland on Frederic Hubbel Avenue. Designed by Allan Herschell Company, the moppet center features Herschell's large rides,

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Wisconsin Free Play Vote Stalled

MILWAUKEE—Hopes for the passage of the "free play" bill in the Wisconsin Legislature were dashed last week. The bill remained pigeon-holed in committee and failed to appear for a vote as the solons rushed to adjourn by July 15.

Members of the coin machine industry committees at work in behalf of the "free play" bill decided not to press for a vote. Their preliminary canvass of legislators showed a lack of voting strength behind their bill. Rather than risk a last-minute, rush vote that would undoubtedly swamp the bill, they

asked the legislative sponsors to let it remain in committee.

According to one of the most ardent workers behind the industry drive to pass the "free play bill," Sam Hastings, Hastings Distributing Company: "We're disappointed, naturally. But, we're not completely disheartened. Even tho we didn't get the bill thru, some good things came out of this struggle. We're not giving up the fight because we know we're in the right. Even tho we'll have to wait a couple of years now before we can introduce another bill, we'll try again. There's a lot of work to be done."

At the opening of the present

legislative session it appeared that the "free play" bill stood a strong chance of passage. Individual and association efforts to educate legislators regarding the legality of free plays appeared to be bearing fruit. A gratifying number of lawmakers had indicated that they favored the bill:

So, what happened? According to Sam Hastings, "Our chances of passage were really killed by the bad publicity the coin machine business has gotten from the McClellan Committee hearings. From now on the entire industry will have to do a much better public relations job."

Williams Bows Single-Player, Sea Wolf

CHICAGO—Sea Wolf, a single-player five-ball pin game with an improved "disappearing bumper" feature, has been shipped to distributors by Williams Manufacturing Company.

The game has two sets of button-operated ball flippers, with action centering around the flippers near the top of the playfield. Flippers shoot ball at a top hole which activates the special disappearing bumper just below the hole. Two sets of ball targets flank the top hole.

The player tries to keep the special bumper in pop-up position, while racking up points on the bumper, targets and ball holes. Making all blue or all red targets numbered 1 thru 7 lights up the ball hole for a special. Lighting both red and blue targets sets up the ball bumper for a special and replay.

The Sea Wolf backglass features a traveling submarine which moves in a circular path as points are made. The submarine is viewed thru a porthole in the foreground.

Sam Lewis, director of sales, expects the disappearing bumper on Sea Wolf to pull added coins for operators. He said the bumper mechanism has been improved since its initial use on the Williams Gusher game.

THE J GETS THE PLAY

AMI Automatic Music, Inc., 1500 Union Avenue, S. E., Grand Rapids 2, Michigan. Affiliate of Automatic Canteen Company of America.

Single Man Services 600-Unit Juke Route

ST. LOUIS—Plaza Amusement Company here has about 600 juke boxes in locations, but its servicing problems are handled and directed by a one-man department. Instead of maintaining a staff of service personnel, Don Borcharding, is the company's shop foreman and only mechanic.

Routemen make collections and also take care of the equipment in their charge. Borcharding explained that most of the trouble that puts juke boxes out of operation is minor, and it can be corrected by the routemen. "Often," he continued, "when something happens that they cannot fix, I can help them over the telephone." He said in the event the telephone conference does not work, a switch is made and he will go to the location.

Night service problems are handled by two routemen who divide the city in half, with each covering one or the other. An answering service also is utilized by the company.

When it is necessary to bring juke boxes to the shop for repair, the equipment is brought by vehicles of a hauling firm, under arrangement with Plaza Amusement Company. The company has a parts department, and predominantly operates one brand of phonographs. The results of this is that parts can be interchanged in fixing the machines. New parts are purchased by Borcharding when needed.

Routine Cleaning

Borcharding, who has been in the industry since 1947 and with Plaza for the past 11 years, said that the routemen keep the machines in good shape. They also decide when the equipment should be brought in for routine cleaning and servicing. Placement of new machines in locations generally is initiated by routemen.

Routemen also have charge of record selection for their locations "because they know their customers and want to put on what they feel will make money." Borcharding said. The only time the office has anything to do with records, he continued, is when a customer makes a specific request.

Speaking of stereophonic juke boxes, he said the only problems has been the limited supply of stereo records. The company is putting out stereos, and is trying to get a guarantee "because of the high cost of the equipment," he explained.

Italian Distributors Raise Fund for Pin Law Fight

ROME — Pinball distributors have put together a \$72,000 fund to fight for continuation of their operations in Italy which came to a sudden end June 30 when the decree for a further extension, which had been granted every two months since January 1, the original deadline date, remained unsigned.

Despite all efforts to continue the operations on the basis of the many people now employed in the operation of the machines, particularly in summer resort and seashore areas, the efforts of the cinema operators, who felt money spent on the machines was money taken away from their box offices, apparently prevailed. As a result, all machines now in locations are covered or marked with "Not Working" signs as police have been checking all operations since July 1.

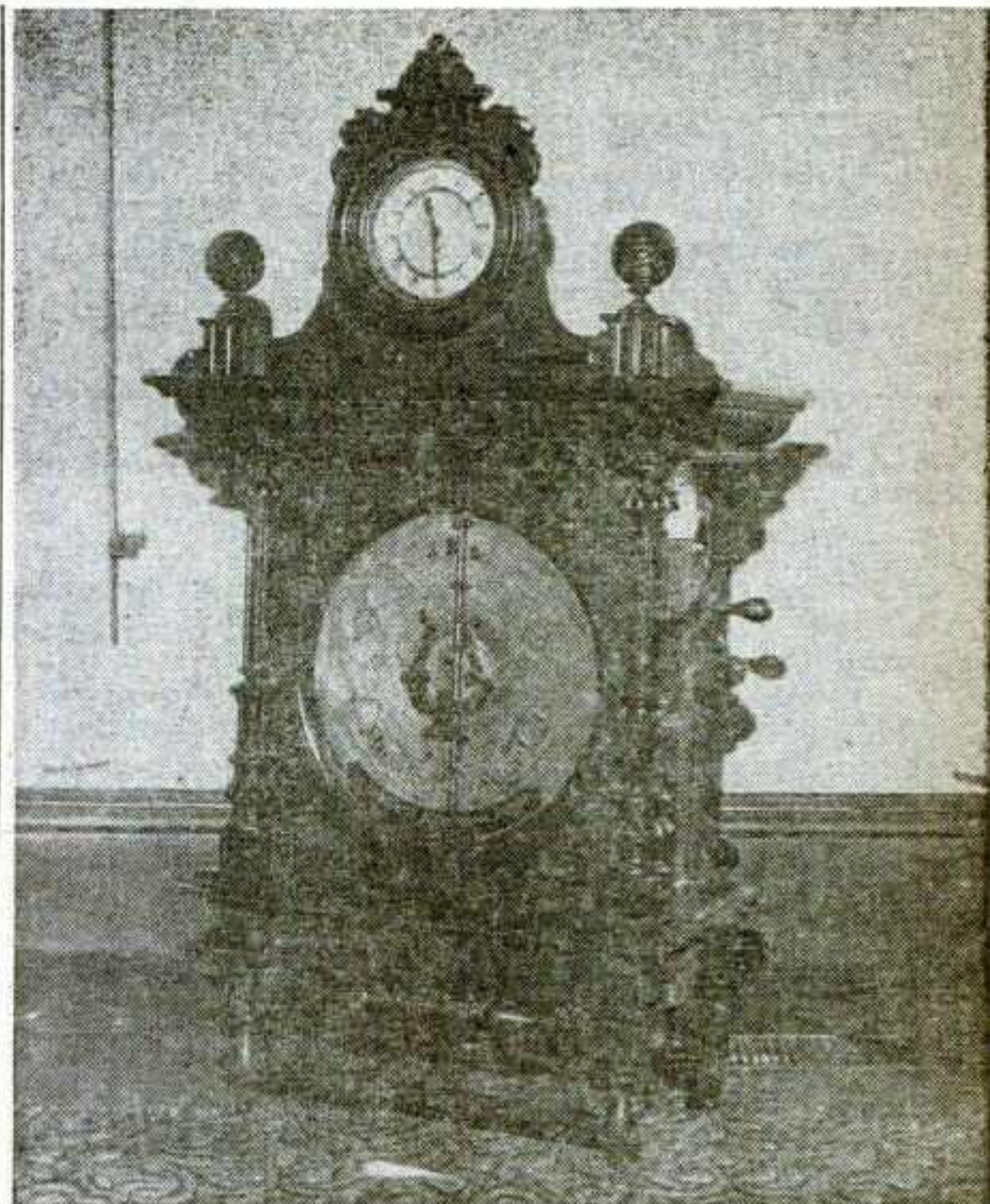
If Italy's 50,000 machines are not permitted to operate it is most likely that they will be exported to Middle Eastern countries where they are growing in favor. Efforts to move them, however, will await

Virginia Ops to Hold Conclave

RICHMOND, Va. — Major manufacturers of automatic phonograph machines as well as producers and suppliers of allied equipment will display their wares September 11 and 12 at the annual State convention of the Music Operators of Virginia, to be held at the Hotel John Marshall here.

Among the exhibitors will be Seeburg, Wurlitzer, AMI, Rock-Ola and United. President of the Virginia group is J. D. Chandler, Richmond. Other officers are Harry Lubman, Petersburg, first vice-president; V. E. Martin, Portsmouth, second vice-president, and Robert H. Minor, Richmond, secretary-treasurer.

On the board of directors are M. F. Frye, Winchester; G. M. Haney, Fredricksburg; Howard Barton, Norfolk; E. W. Harvey, Kilmarnock; M. L. Holland, Roanoke; A. S. Nicholson, Roanoke; George Rollo, Hampton and E. L. Simmons, Danville.



OLD GERMAN MUSIC BOX IS FIRST INDIANA JUKE

An antique juke box, brought over in the last century from Germany, was recently discovered in an attic by Robert B. Leusing of Terre Haute, Ind. Of its history, reader Leusing writes:

"My grandfather, Jacob Schlotterbeck, came here from Germany as a young man and started operating a boarding house at the edge of town. Later as the business prospered he built a small hotel known as the Germania House which catered mostly to traveling Germans. This hotel was near Union Station and the building still stands at 9th and Chestnut Street.

"On a visit to Germany about 1869, he bought a music box which he brought back with him and placed in the lobby of the hotel. This music box was hand wound with a crank and was played by dropping nickels in a side slot, which started the mechanism, dropping down to a felt-lined coin box.

"This music box was a delight to the hotel patrons and to his five children, who never ceased to be fascinated by its music. All are now deceased.

"After my grandfather died in 1915, my aunt with whom he lived, moved from the homestead and gave the machine to me. I had a large attic where I stored it for about 10 years. One day I decided to clean and oil it and bring it to the living room. After hearing it we decided to keep it where we could play it and entertain our friends and neighbors. I have had it ever since. It has been a lot of fun and entertainment.

"It was manufactured by Robert Barth, Stuttgart, Germany. It has a clock on top and the over-all height from floor is three feet, 10 inches. It is 25½ inches wide and 14 inches deep. It plays brass disk records with projections punched in them which strike musical fingers as they revolve. It has 14 records among which are "Long, Long Ago"; "The Watch on the Rhine," "Royal Polka" and "The Girl I Left Behind Me."

Coin Industry PR Group to Map Campaign at Chi Meet

CHICAGO — The seven-man steering committee of the coin machine industry's public relations council meets Tuesday (21) at the Bismarck Hotel to discuss the specific actions to be taken for the launching of a national public relations campaign.

Chairman of the committee is Lou Casola, Rockford, Ill., operator. Members are Art Weinaand, Chicago Dynamic Industries; Hilmer Stark, The Billboard; Lee Brooks, Cashbox; Herb Jones, Bally

Manufacturing; Bob Slifer, National Coin Machine Distributors Association, and Ed Ratajack, AMI.

In New York last week, several local coin machine associations agreed to pool their public relations efforts under the banner of the New York State Coin Machine Association (The Billboard, July 13).

Attending the Gotham meeting were Chairman Al (Senator) Bodkin, Forest Hills Music; Tom Greco, NYSCMA president; Mac Pollay, New York operator; Meyer Parkoff, Atlantic-New York; George Holtzman, local operator; Al Denver, president of the Music Operators of New York; Nash Gordon, Music Operators of New York; Carl Pavesi, president of the Westchester Operators Guild; Joe Orleck and Marty Toohey, Cashbox; Dick Wilson, The Billboard, and Mrs. Millie McCarthy, Hurleyville, N. Y., operator.

the campaign now being waged by the distributors.

An interesting sidelight June 30 was the arrest of two men on a charge of arson for attempting to set fire to a boatload of pinballs in order to collect the insurance at the port of Genoa. Their fire was discovered before it had made much headway.

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PARKOFF PRESENTS CASE FOR JUKE BOX INDUSTRY

NEW YORK—One of the first steps in the campaign to change the incorrect public image of the juke box operator was taken this week by Meyer Parkoff, president of Atlantic-New York, local Seeburg distributor. The drive is backed by the New York State Coin Machine Association, thru its public relations division.

In a story appearing in the Long Island Daily Press, Parkoff said that part of the campaign is to wipe the "racket ridden" brand from the legitimate businessmen in the juke box business who have nothing to do with phony unions and hoodlums.

"Most of us work hard in this business," he explained, adding that "because of a few hoodlums, we've all been declared guilty." He pointed out that "we've always fought attempts by hoods to move in. We've spent hundreds of thousands of dollars in our fight."

Parkoff said that the industry fully supports investigations into union racketeering and hopes that some workable legislation comes from the probes. The Seeburg distributor is a resident of Lawrence, L. I., where he is trustee of the Beth Shalom Synagogue. His son, Stephen, has just been graduated from Massachusetts Institute of Technology. Another son, Gerald, has just completed his course at Lawrence High School, while a third son, Alan, is in grade school.

Ind. Operators Assess Possibilities Of Steel Strike; Collections Steady

By JOSEPH KLEIN

GARY, Ind.—Juke box operators in this strike-bound community of steel are calmly assessing the possibilities of the work stoppage by which 63,000 persons have been left jobless.

Approximately 40,000 of the striking workers are employed in the mighty plants of the U. S. Steel Corporation here in Gary. Inland Steel Company and Youngstown

Sheet and Tube Company, whose facilities are in East Chicago, Ind., employ the other 23,000.

"Even this can be fought and won," said Victor Ostergren, Gary, president of the Automatic Equipment and Coin Machine Operators Association of Indiana. "We can do it by redoubling our efforts to provide better service, by spending more money for records—in general, by giving the public and the location owner the very best we have. The thing to guard against is despair. Let's not give up."

Nothing New
Gary area juke box operators have survived several strikes, Ostergren recalled. Business actually improves for a week or two after the beginning of a strike, he said. Then comes the slowdown.

"And if the strike lasts a few months, it takes the operator about a year to catch up—that is after the strike is over," Ostergren admitted.

Business in general has been good here and elsewhere in the State, he added. Reports from Southern Indiana and the Fort Wayne region are exceptionally encouraging, according to Ostergren.

While the Gary economy has been hurt by fear of the strike since the beginning of contract negotiations in May, juke box col-

lections have risen well above normal during the last 10 weeks, Ostergren said.

John LeGette, head of the Dunes Music and Vending Company in Gary, shares Ostergren's satisfaction with the 1959 business volume. "Already our company did more business this year than in the entire year of 1958," Mr. LeGette said. Nor has the expectation of the strike slowed business during the 10-week period of negotiations, he added.

"Now that the strike is here, could be another story," LeGette

(Continued on page 76)

OP INCOME SET AT \$8,500 YEAR

SOUTH COVENTRY, Pa.—The average music machine operator earns \$8,500 a year. At least that's what the ruling fathers in this Chester County township have figured. In setting up a new occupation tax to raise necessary school funds, the school board went to great lengths to figure the yearly income of each resident in order to tax him 26 mills on 50 per cent of the gross. The survey revealed that the few operators living in the township averaged \$8,500 annually and they would pay a tax of \$110.50 per year.

Bilotta Buys Delaporte's Rex Coin Machine Co.

SYRACUSE—John Bilotta, New York State Wurlitzer distributor, has purchased complete interest in the Rex Coin Machine Company here. The announcement was made jointly by Bilotta and Angelo Delaporte, who organized Rex 31 years ago, as the pair visited Chicago manufacturers.

Bilotta is also distributor for Williams, Gottlieb and Keeney game lines. Delaporte, an up-State New York AMI distributor, also handles the Keeney, Gottlieb and Bally lines. The new firm will be known as the Rex-Bilotta Distributing Company.

Delaporte, one of the deans of the coin machine industry, said the sale was made to allow him to retire and enjoy life. He will still retain his interest in a finance business, but he does not plan to devote any time to the venture.

Moving from Bilotta's Newark,

N. Y., headquarters to assume general manager's post at Syracuse will be Jack Shawcross, who joined the Bilotta organization after his graduation from college nine years ago.

Bilotta said that all key personnel at the Rex organization would be retained, including Fred Iverson and Ray Daggett, who combined have more than 50 years of service in the coin machine industry. Bilotta pointed out that the two principals in the transaction, plus Iverson and Daggett, have a total of 110 years in the trade.

Bilotta himself will shift his office from Newark to Syracuse and he will plan to devote a greater portion of the organization's effort to the vending department. During the last few years, the firm has been exploring merchandise vending and has already acquired a sizable operation.

Seeburg Background Music Move Part of Diversification Pattern

By NICK BIRO

CHICAGO — Seeburg launches its major invasion of the background music field this week with shipment of a new compact unit featuring 16 2/3 record speed and almost 40 hours of continuous playing time.

The unit, unveiled at a closed distributor showing in Chicago recently (The Billboard, June 8), is a completely re-designed background unit bearing no resemblance to the firm's previous model.

Called the Seeburg "1000" for 1,000 total selections, the unit plays 25 nine-inch records of 40 selections each. The record mechanism is vertical with a specially-designed tone arm playing disks from both the top and bottom. Seeburg is also furnishing a series of three different background music li-

braries with the unit—each adaptable for different type locations.

Another Step

The move appears to be another broad step in a fast-developing diversification pattern apparent in the Seeburg organization.

Over a year ago, Seeburg stepped into the cigarette vending field with its acquisition of the Eastern Electric vender. The unit was re-designed and sold by the Seeburg distributor organization under the Seeburg name. A second new model of the cigarette vender was introduced to distributors last month at the time the background unit was unveiled.

Most recently, Seeburg took still another big step into vending with the purchase of the Bert Mills Corporation and Lyon Industries, Inc. Bert Mills has four models of coffee machines with Lyon in the cold drink field.

Re-Engineer

The full Mills line—two fresh-brew, one instant and one small office size—is being re-engineered by Seeburg. The firm is expected to close the Mills plant in St. Charles and move production to the Seeburg factory in Chicago.

Perhaps most significant to the juke box trade is a new leasing arrangement that Seeburg will use on the background music unit. Operators will be able to rent the unit—player and record library—from their distributors at what Seeburg describes a nominal monthly rental. The operator in turn can install the packages in his location at his own margin.

The basic unit is relatively small, measuring 22 inches by 14 inches by 12 inches and weighing 50 pounds. It's completely self-contained with the record-playing

mechanism occupying approximately half of the cabinet space and another quarter devoted to a 12-watt transistorized amplifier and high-fidelity speaker.

There is room in the cabinet for another amplifier if needed with the unit further adaptable for additional amplifier hook-ups outside the cabinet for any number of speaker attachments.

Record Mech

The record mechanism holds all 25 disks on a large center-spindle. To start, the mechanism stacks all the records at the top. When the first disk drops into playing position, it is played on the bottom side by the tone arm. After the bottom side has been played the disk drops into still another position and is played on the top side.

The disk then drops to the bottom of the stack and a new record drops into playing position. After all disks have been played on both

(Continued on page 72)

Gottlieb Ships 'Around World' 2-Player Pin

CHICAGO—The latest of new two-player five-ball pin games, "Around the World," moved off D. Gottlieb & Company production lines last week.

Decorated along the lines of a rocket ship space travel theme, the game gives top scores for making sets of like-numbered or like-colored light-up spots.

The light-up numbers are strung out in three rows of five spots each, radiating from the ball target section at top-middle playfield.

Lighting red, yellow and purple numbers lights up targets and rollovers for 10 times indicated value. In addition, making sets of matching numbers scores 500 points.

Featured on the game is the Gottlieb "play it again" action, with players earning free plays for top scores and light-ups. Two players can compete on the game, or one can play for high score. Around the World has a match play feature and can be set at three or five-ball play.

Wyo. Op Places Rides Near Supermarket Magazine Racks

CHEYENNE, Wyo. — A sure-fire means of building profits from kiddie rides in supermarkets is to situate the Merry-Go-Rounds, Bucking Broncos, Space Ships, etc., conveniently near the big self-service magazine racks in such stores, according to Bud Brockman, head of Big Horn Music Company, kiddie operators here.

Brockman has successfully installed a variety of such rides. In most instances, he found that the average shopper will stop and examine the contents of the magazine rack at some time during the trip, and that it is during these periods of comparative inactivity that the youngsters become most fretful.

By providing the perfect solution in the form of a dime operated ride which will keep the youngsters entertained for around 10 minutes, Brockman has won exceptionally heavy play. "While the housewife is shopping thru the store, she has the advantages of new sights and movement to keep the youngsters entertained it was pointed out. As soon as she pauses at the magazine rack, however, the usual tyke becomes bored, and the chances are that the mother will have to chastise her offspring in order to keep him quiet while she picks out a magazine which appeals to her.

Entertain Junior

If the ride is handy, and she has a dime in her pocketbook, the chances are that junior will remain happily entertained, while she thumbs thru a few magazines, and makes a selection of next evenings reading."

Brockman's line-up of kiddie rides covers the entire gamut from simple Merry-Go-Rounds to flashy Rocket Ships, and because the space in front of the magazine stands is usually one of the largest areas of clear space in the store, the kiddie rides get immediate attention. Returns have been excellent, particularly in supermarkets in the residential suburbs.

Pin Actions Keep Ops, Officers Busy

By KEN KNAUF

CHICAGO — Actions for, against or because of pinball machines kept both operators and law enforcement agencies on the jump around the country last week.

Developments hit their full range. In one instance, a county sheriff barely averted being tossed into his own jail for not releasing seized pinballs under court order, while in another area, operators of free play pins were unexpectedly threatened with confiscations by a district director of Internal Revenue.

Confusion reigned in various Indiana counties, the Syracuse area, Wisconsin, Connecticut, Illinois, Charleston, S. C., and even spread to the shores of Hawaii.

In Illinois, operators awaited the death knell of in-line pinballs in the State, with a law outlawing these

games for operation lacking only the governor's signature. But there was a legion of other Illinois bills to be signed as well, and as of Thursday (16) the anti-in-line pin legislation was still somewhere in the pile of unsigned measures.

In Wisconsin, a somewhat different situation existed, with Badgerland operators hoping a bill would pass—to legalize free plays. But hopes faded as the bill remained pigeonholed in committee. (See separate story.)

Connecticut State Police awaited a decision from Hartford Superior Court Judge Joseph Bogdanski before swooping down on locations running in-line pinballs. State police had previously—over the Memorial Day weekend—struck at in-lines in five counties, arrested several persons and confiscated machines. A test trial has since been

(Continued on page 76)

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 13)

Main table containing categories: MUSIC MACHINES, GOTTLES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, BEMCO, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with columns for High, Low, and Mean prices.

VENDING MACHINES — Paris, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chickies; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

Flat Commission Is Easiest

Continued from page 63

to forfeit small amounts of money that eventually add up to a sizable loss.

The necessity of keeping merchandise fresh on a well-run route is a further deterrent to flat rate payment. Particularly when a globe holds nuts and pan candies, the operator will service the machine every time he visits the stop. It is easier to divide proceeds on a percentage basis from partially filled machines than continually get involved in the negotiation of commissions.

Nevertheless, the flat rate is an attractive prospect for operators because of its simplicity. The method works best with ball gum-charm operations, or at any rate when there is good control over the route.

Of all fills, ball gum-charms is most readily adaptable to flat rate payment. Ball gum stays fresh much longer than other kinds of bulk vending products. An operator can often skip a half-empty machine and not worry about merchandise going stale before he makes the next trip.

There is a further advantage in letting a globe of a ball gum-charm machine empty before servicing.

Most operators dress their globes. This involves careful placement of feature charms on the inner surface of the globe, where they are readily visible. It is a time-consuming process, and taking a partially empty machine off location means that much wasted effort.

Good control of a route is important with flat payments, however. For one thing, it means frequent visiting of the stop. This is only feasible in a compact route, where the operator must be in the general vicinity anyway. This pays off more in ball gum-charm vending than in any other type. An operator wants to know how well his newest charms are doing, and a quick stop at the location for a check is desirable.

Frequent visiting is also an opportunity to keep a running check on jammed machines. In spite of his good intentions, to often a location owner won't notify an operator when a machine becomes jammed or broken.

Exchange Machines

Payment of flat rates works best when machines are exchanged at the location. Here the store owner never sees the actual money taken in, which is important. For some reason, operators have found that people exaggerate the actual worth of a mound of coins. When an operator simply takes an entire machine to his car, the problem never arises.

This method again favors smaller operators. An entire machine takes up about twice the space of a service head, which of course drastically cuts down on the number of stops that can be serviced-per

vehicle load. The problem becomes acute when an operator must be absent from his headquarters for periods of time. The necessity of making optimum use of space overrules the advantages of flat rate commissions.

A smaller operator, or at any rate one within a restricted area, needs only enough space to accommodate a load for a day's servicing. He is thus in a better position to make flat rate payments.

Operators of machines with penny-nickel mechanisms will often pay on a flat rate. This saves the time involved in separating and counting out pennies and nickels at each location. The operator need only pay out the sum agreed upon and wait until the evening to separate and count out all proceeds for the day.

Even the flat rates have ad-

vantages for a ball gum-charm operator, most pay on a percentage basis. Unless the route is very well controlled, the risks of jammed or idle machines is too great for one thing. Also operators are well enough acquainted with their stops to know approximately when a machine will empty. They generally find it better business to put a filled head on location because the less merchandise there is in a machine, the slower the turnover rate.

In multiple vending, percentage payments are universally used. The operator services the entire unit when he makes a call, and it is impractical to attempt to mix types of commission payments for empty and partially empty machines. Instead, the operator empties all the coin boxes and pays the location its percentage of commission.

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15 More Join Ranks of NVA

CHICAGO — National Vendors Association has added 15 new members since the April convention, bringing total membership to more than 300, said legal counsel Don Mitchell last week.

New members were enlisted with the aid of NVA members themselves and the monthly Confidential Bulletin put out by the association, said Mitchell. The bulletin is sent out with applications for membership.

Firm or operator names of new members are as follows: Bayside Vending Company, Dudley Reese, Roanoke Vending, Ball Nut & Candy, R & I Vending, Sandlin Vending, Francis W. Cot, Karr Vending Service, Pyramid Distributing Company, J. N. Rumpin, Ford Gum Company, Jackson Vending Supply, Best West Specialty, Southeastern Vendors, and Cole Distributing Company.

Mfr. in Fund Drive

STAMFORD, Conn.—R. Kirk Jewett, manager of advertising at Pitney-Bowes, Inc., postage stamp vending machine manufacturers, has been named industrial employees chairman of the Stamford United Fund Campaign.

Change Penny King Capsule

PITTSBURGH—A new "Sure Lock" capsule has been announced by Penny King. The capsule is easier to handle and has additional locking devices, said manager of the firm, Margaret Kelly.

The previous capsule had both male and female halves, which had to be kept separated. The identical parts of the new capsule means that they may be stored together and eliminates odd halves. The two additional locking devices insure a much tighter fit, said Mrs. Kelly.

Both colored and clear capsules are available. The most popular with operators has one half colored and half clear, she continued. Prices are the same as those for the former capsule: \$5 per thousand in lots of 20,000 or more, and \$5.50 in lots less than 20,000.

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N.W. Jets, 1c, Jumbo B/G	8.95
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The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

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BULK VENDING

JULY 20, 1959

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

THE BILLBOARD

ELUSIVE ADVANTAGE

Flat Commission Is Easiest, But % Split Works Out Best

By FRANK SHIRAS

CHICAGO—Payment of commissions with a flat rate is an attractive prospect, but for the most part, operators use a bulk vending system based on percentage of gross.

Paying flat rates is a great time saver. The operator simply hands over an agreed-upon sum to the location owner, exchanges machines and leaves the location. The laborious process of counting coins, refilling machines and improving their appearance is done afterwards in one operation at headquarters.

When an operator pays a percentage of gross to the location, he spends a good deal more time at each stop. Proceeds must be counted up in some manner and divided, which in itself adds precious time to the daily servicing

schedule. Refilling globes of merchandise machines or redressing ball gum-charm globes in the car is not as efficient as the simple exchange of machines. The upshot is that not as many stops can be serviced in the course of the day.

General Practice

Nevertheless, the general practice in bulk vending is to use percentage payments. Why? The most general answer is that it's much more practical in the long run.

For one thing, percentage payments tend to promote good will with the location. Location owners are not credulous. Rather that be told that a particular flat rate is fair, most want to personally see how much money has been taken in.

If an operator takes the time to count out proceeds in front of

the owner, he might just as well carry the process thru and pay a commission on a percentage basis. The owner is happier as well. Knowing exactly how much the machine has taken in, he is hardly in a position to suspect that the operator is getting a better deal.

Additional factors make flat rate commissions hazardous. Payment ideally is made when machines are empty. Locations are instructed to drop a post card or phone in when the globe empties. Too often this is not done and idle machines mean lost sales.

Become Complicated

The larger the route, the more complicated flat rate commissions become. Operators prefer to hit stops at regular intervals in order to save on overhead costs and time. The further a machine is from the operating base, the less an operator wants to run the risk of machines standing empty. It's too costly to make a special trip, because of the distance. It is better to service the stop every time it is visited.

Time as not, a globe is still partially filled when an operator makes his visit. A flat rate commission then has to be negotiated. Too often there is confusion if not disagreement on how much merchandise is left in the globe. Visual inspection is the only practical method of deciding. If an operator insists he is right, he may very well antagonize the location or lose it. If he gives in, it's too easy for him

(Continued on page 65)

NYBVA Plans Action

NEW YORK — A quick injunction will be sought by bulk vending operators to exclude bulk venders from a \$5 per machine licensing fee in Clifton, N. J., if Automatic Canteen Company of America fails to win its appeal this fall of the ruling that applies to all automatic merchandising machines.

This decision was reached at the regular monthly meeting (8) of New York Bulk Venders Association, said President Roger Folz.

Altho the proposed \$5 per machine license applies only to Clifton, the decision handed down this fall would very likely be accepted by other municipalities in New Jersey.

Injunction Purpose

The purpose of an injunction sought by NYBVA would be to forestall similar action by other municipalities thruout the State.

NYBVA recently made a move to enlist members from New Jersey and Connecticut. Not only are these States too small to support local associations of their own, but they share many bulk vending problems in common with New York.

At the July 8 meeting, three New Jersey bulk vending operators became members of the association. They are Edwin Barth, Dave Yurmark, and Cliff Thorworth.

New Jersey operators are now conducting business with minimum inventory, reported Folz. Normal purchase of new equipment has also been cut back pending resolution of the licensing situation.

Eleven operators attended the meeting that lasted from 8 till 11 p.m. at the Len Hing Chinese restaurant in New York.

SIDEWALKS PROVE IDEAL BULK VENDER LOCATIONS

PITTSBURGH—City sidewalks themselves can be ideal locations for bulk vending. Harris Weinberg, operator of Circle Vending here, has found. All it takes is co-operation from store owners, in front of whose establishments Weinberg spots batteries of four machines.

The owner must be willing to put the battery of machines indoors each evening when he closes the store for the day. Thus far, Weinberg has set up about 100 sidewalk locations on this basis.

This arrangement works because of the relatively high commissions that come from sales of the multi-installations. The four-machine batteries average between \$25 and \$30 a month. At a 25 per cent commission, this gives the location around \$7 a month in commissions.

Customer Draw

This has proven an attractive proposition for store owners. No space is given up inside the store. The units need only be wheeled indoors each evening. Further, people that stop to patronize the bulk venders then sometimes go on into the store, where they might otherwise have simply walked by.

During the day, the units are secured in place with chain and padlock. The two back legs of the stands (made by Rake Coin Machine Exchange) have permanent wheels mounted on them for easy wheeling in and out of the store.

The four machines vend ball gum-charms, pistachios, cashews, and jumbo ball gum. Less expensive (Shiek) pistachios are sold for a penny, cashews for a nickel. This combination has proved a good seller with both adults and children.

Circle Vending is a subsidiary of Rake Coin Exchange. One of the biggest advantages of sidewalk vending is that almost any kind of store is suitable, commented co-partner Manny Rake. The operator need not restrict himself to locations such as corner stores, groceries, and delicatessens.

He added that during the summer months amusement parks are excellent locations for outdoor batteries of machines. During the season, machines gross as much as average indoor stops for the entire year, he said.

On Location Test of New Charms Made

NEW YORK—A limited test of new charms is made on location before purchase in large quantities for the routes of Folz Vending Company, according to co-partner Roger Folz. This has been found the most practical way of eliminating errors of judgment that could be costly.

Generally, the firm buys 5,000 of a new feature, charm and uses it in machines that are in different geographic areas. A check is then made after four weeks, the regular servicing interval. The sales potential of the charm is estimated from results of the test, and additional purchases made accordingly.

Sometimes a new charm will sell poorly because of bad weather or a generally poor season. Conversely, sales might be high because of similar uncontrollable factors.

Cross-Checking

A method of cross-checking is used by Folz to get a better idea of a charm's potential relative to other charms. A machine with a new charm is mounted next to one or two other machines containing different feature charms.

During both poor and good seasons, the sales of the new charm compared to that of others in the same locations gives a much better idea of a charm's merit at any particular time, said Folz. By spotting machines with the new charm in different areas, regional sales variations also show up.

Folz Vending follows a policy of featuring a single charm in one machine whenever possible. It has been found that a good charm sells much better when displayed by itself than it does when compet-

(Continued on page 64)



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We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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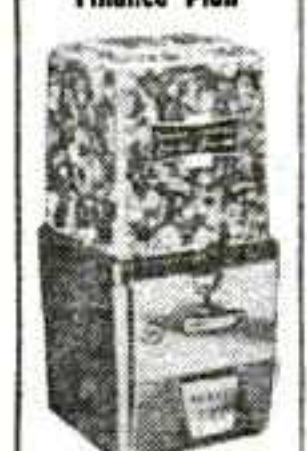
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CHARMS
Send \$1.00 for complete samples. Over 100 new items.

20 M or more \$5.00 per M
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Five quality filled assortments, 50 separate items. Write for prices. Send \$2.50 for 100 capsule samples.

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World's Largest Selection of Miniature Charms.
Owners of ATLAS MASTER... the proved 1c-5¢ vendor.

DENVER STRIPPERS DANCE TO JUKE BOX SELECTIONS

DENVER—Probably the most unusual programming problem which has ever come the way of Century-Supreme Music Company here, is the "exotic dancing" show which Sid King's Calvert Inn stages nightly at 10, 11, 12 and 1 o'clock.

Located in an area which has no "live entertainment," the Denver bar owner has used a lot of originality in converting the rear half of his tavern into a reproduction of an old-time Western saloon, divided away from the rest of the interior by a pair of swinging Dutch doors. With seating space for around 40, the separated-off section is titled the "Red Slipper Saloon."

Along with physically separating the seating area away from the rest of the tavern, King has likewise set up an entertainment program, with "exotic dancers" appearing on the tiny dance floor in the center of the Red Slipper.

Providing music for accompaniment was something of a poser, inasmuch as there was little or no space available. Eventually, it was decided to install a second juke box, in addition to that already in service at the front of the tavern, and to program specific records, according to the stripper's request.

Now the same four records have been renewed on the machine each two weeks for a period of several months and has shown top collections, becoming location favorites thru familiarity if nothing else. Glenn Pierce and Frank Huber, partners at Century-Supreme, would like to see the "dance accompaniments" market increase in all of their tavern spots!

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Ben Chemers, who left the California Music Merchants' Association as business representative for the Los Angeles area, is now in business in Santa Barbara. He has an automobile muffler operation on a franchise basis. Chemers left CMMA last month. . . . Walter Cook, of Palos Verdes, plans to leave Los Angeles late in July for Alaska. The Cooks will fly to Vancouver, B. C., take a boat to Skagway and travel to Anchorage. While in the 49th State, they will visit their daughter for a couple of months.

California for a number of years. Incidentally, Jimmy Wilkins, who is also with Laymon, is from Galesburg. Wilkes and Wilkins, however, did not meet until the latter joined the firm. Wilkins is enjoying his new swimming pool and debuted it recently at 5 a.m. Returning from a hike with the boys from his church, they all took a swim—in near ice water.

Faye and Bob Grenier, of the DeLuxe Vending Service in Culver City, are back from an extended trip to Detroit and Canada. Upon returning here, Grenier pitched in to prepare for a meeting of the California Automatic Vendors' Association of which he is president. . . . The AMI service schools are continuing with success at Badger Sales Company, said William R. Happel, owner of the firm. Bill Schaeffer and Tab Simonson are in town from Bakersfield. . . . Gene Wasson, AMI engineer for the 11 Western States, is spending considerable time at Badger Sales, which distributes the line in the area. . . . Phil Robinson, Western representative for Chicago Coin, is reported on his way back to Los Angeles following a trip to Israel. He made the trip with a group from B'nai Brith. . . . Jack Simon, of Simon Distributing Company, who just returned from his second trip to the Far East, plans now to see the United States. He recently returned from Las Vegas, but this was a business trip and not part of Simon's "see America" plan. . . . Sonny Lomborg, of the Simon Distributing Company, is back from a combination pleasure and business trip to San Diego.

Jack Leonard, of Badger Sales Company, is sporting a new Thunderbird. . . . Charles Koski and family, of Long Beach, spent the weekend at their cabin in the mountains near Wrightwood. Koski said that with a change in his personnel he does not know when he will get back to the mountains. . . . Don Gilbertson, of Long Beach, in town the first of the week to see what the distributors had to offer.

Milwaukee

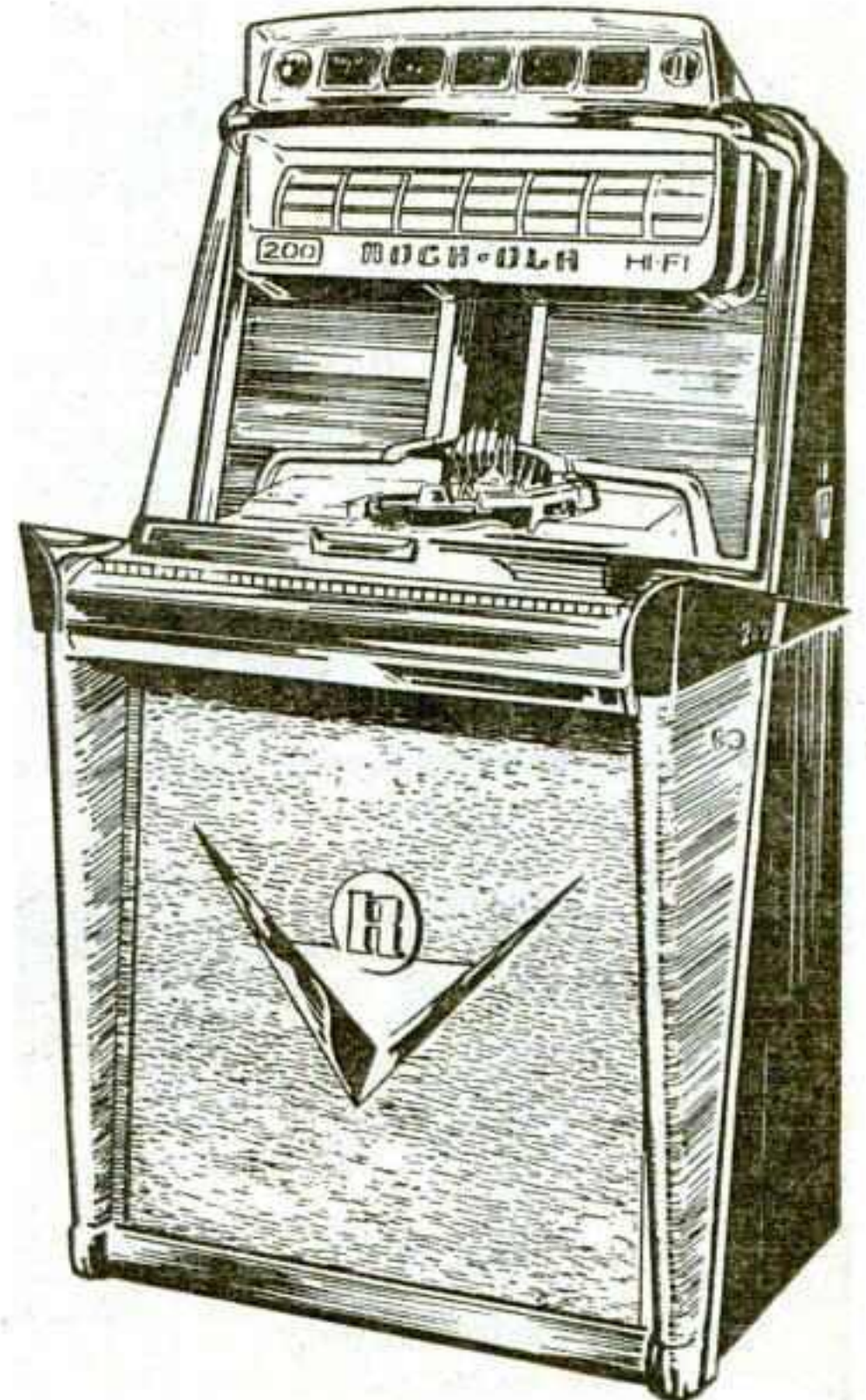
By BENN OLLMAN

According to Harry Jacobs Jr., United, Inc., and Ken Kulow on the committee, reservations are coming in strong for the Record

(Continued on page 77)

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COINMEN YOU KNOW

• Continued from page 73

Industry Golf Jamboree, July 28, at Merrill Hills Country Club. Out-of-town music operators who have indicated they will attend include Al Durand, Durand Sales, Green Bay; Moon Molinaro, Modern Specialities, and Irv Goff, both of Madison.

Frank Bartnik, Banaco Music, the flying coinman, made a plane trip recently to his lodge in Canada for a week of fishing. . . . Sam Hastings, Hastings Distributing Company, opened his new Blue-mound Arcade last weekend. "Business was very good for an opener," he claims. . . . According to Harry Cisler location switching due to license renewal time "is heavier than ever before."

Visitor on coin row this week was George Bergquist, Bergquist Amusement Company, Ironwood, Mich. He was accompanied by his son, Nick, just released from the Army. Nick plans to help on the routes this summer and then enroll in college. . . . The new Seeburg Coffee Bar and background music equipment are in stock now, according to Mike Victor, S. L. London Music Company. Demand for both these items has been heavy, according to Mike Victor.

Grand opening free-for-all of Barney Kuehn's new Music Mart, Inc., one-stop, drew a big turnout late last month. The list of operators on hand included John Jesinski, Sheboygan; Les Dallman, Schroeder's Music, Milwaukee; Jerome Jacomet, Red's

Novelty Company, West Allis; Charles Miller, Racine, and Wayne Schneider, Pewaukee TV.

Vic Kobylarz, Hilltop Coin Machine routeman, put in a busy weekend moving into his new home. According to Hilltop Coin's boss man, Doug Opitz, the firm landed a number of new locations in the past couple of weeks. Additions came as the result of city-wide switching around when license renewal date came up. Opitz leaves for his European trip to visit his daughter on July 28.

Demand for stereo disks for

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Dime Play is Here to Stay



In '33 nickel play was OK.

Operate wisely in '59 . . . dime play is here to stay!

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Juke boxes continues heavy, reports Stu Glassman, Radio Doctors one-stop. Operators coming in to hunt for hit wax included Elmer Schmitz, Hilbert; Al Janisch, Beaver Dam; Harry Kososki, Niagara, and Niles Gluth, Burlington.

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- Wms. CRANE 115
- C. C. STEAM SHOVEL... 115
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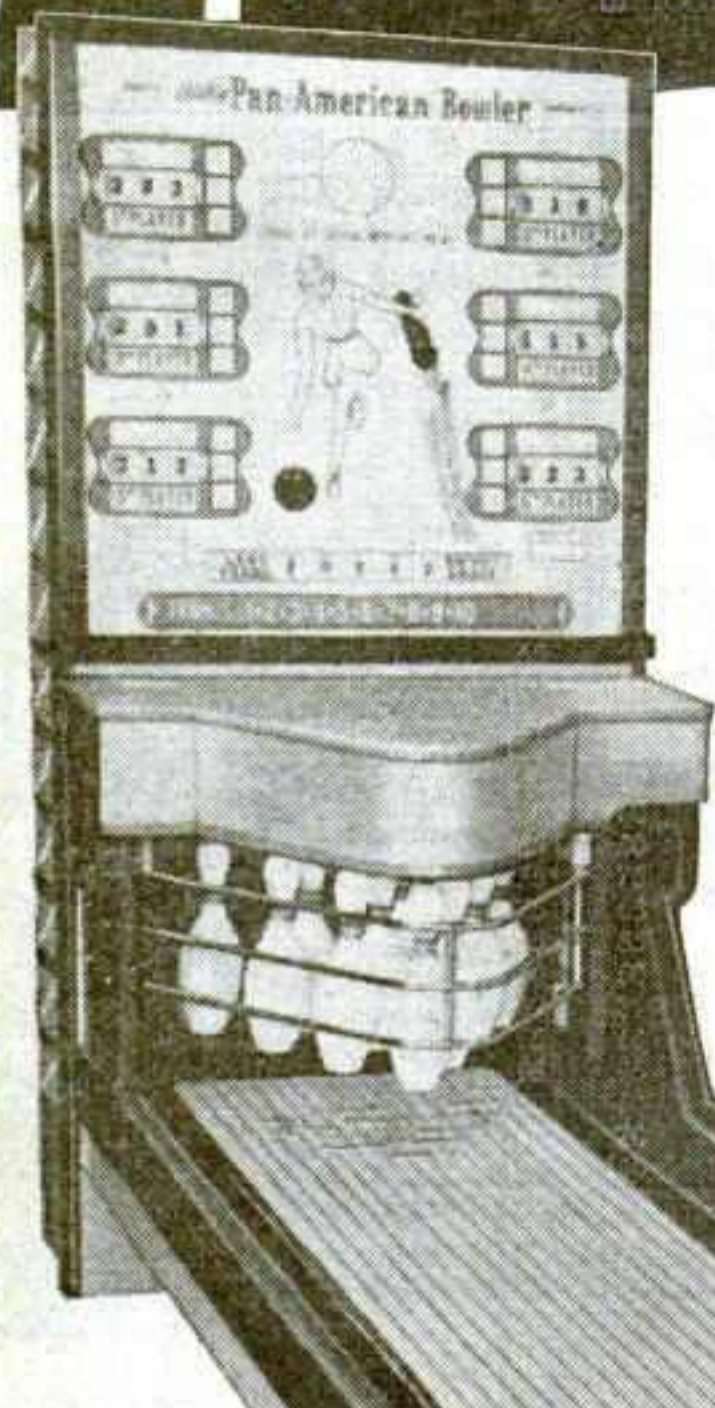


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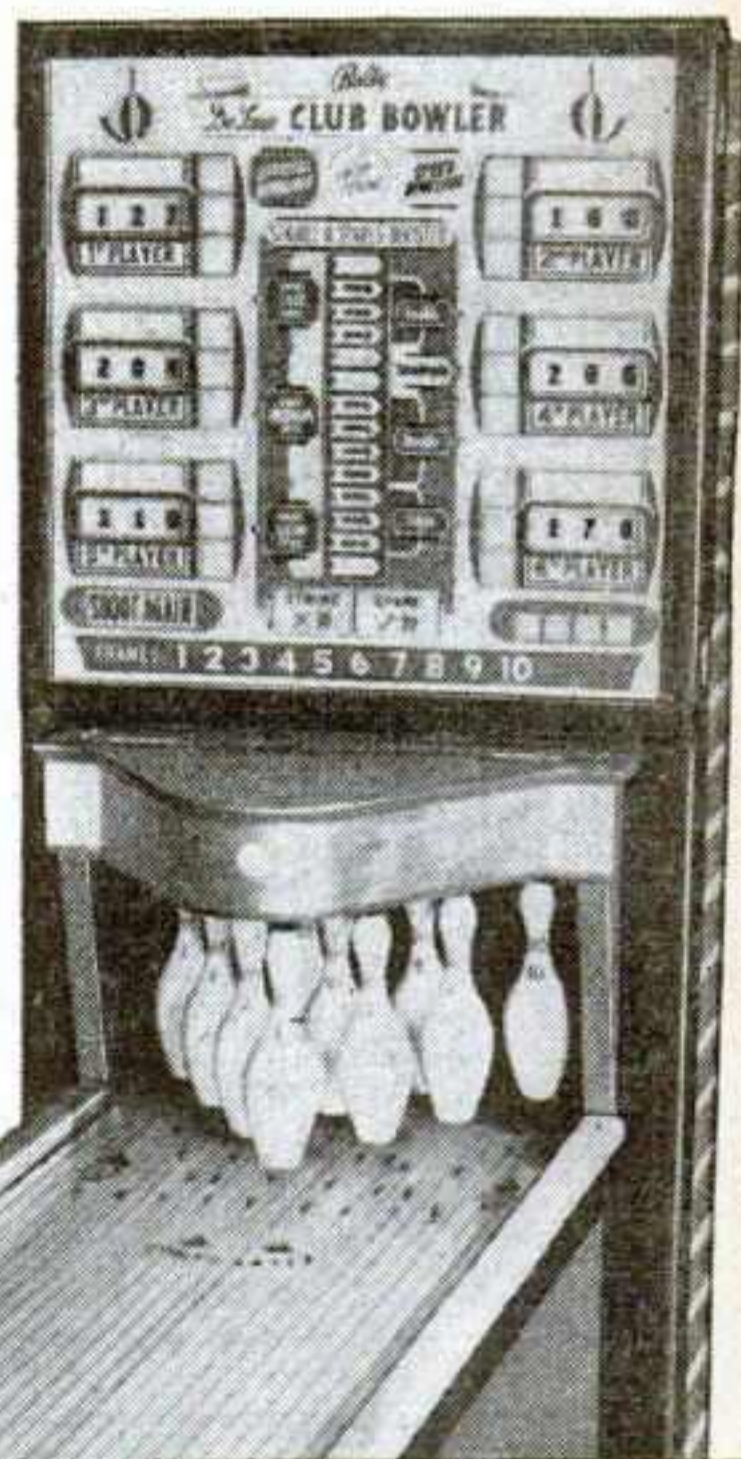
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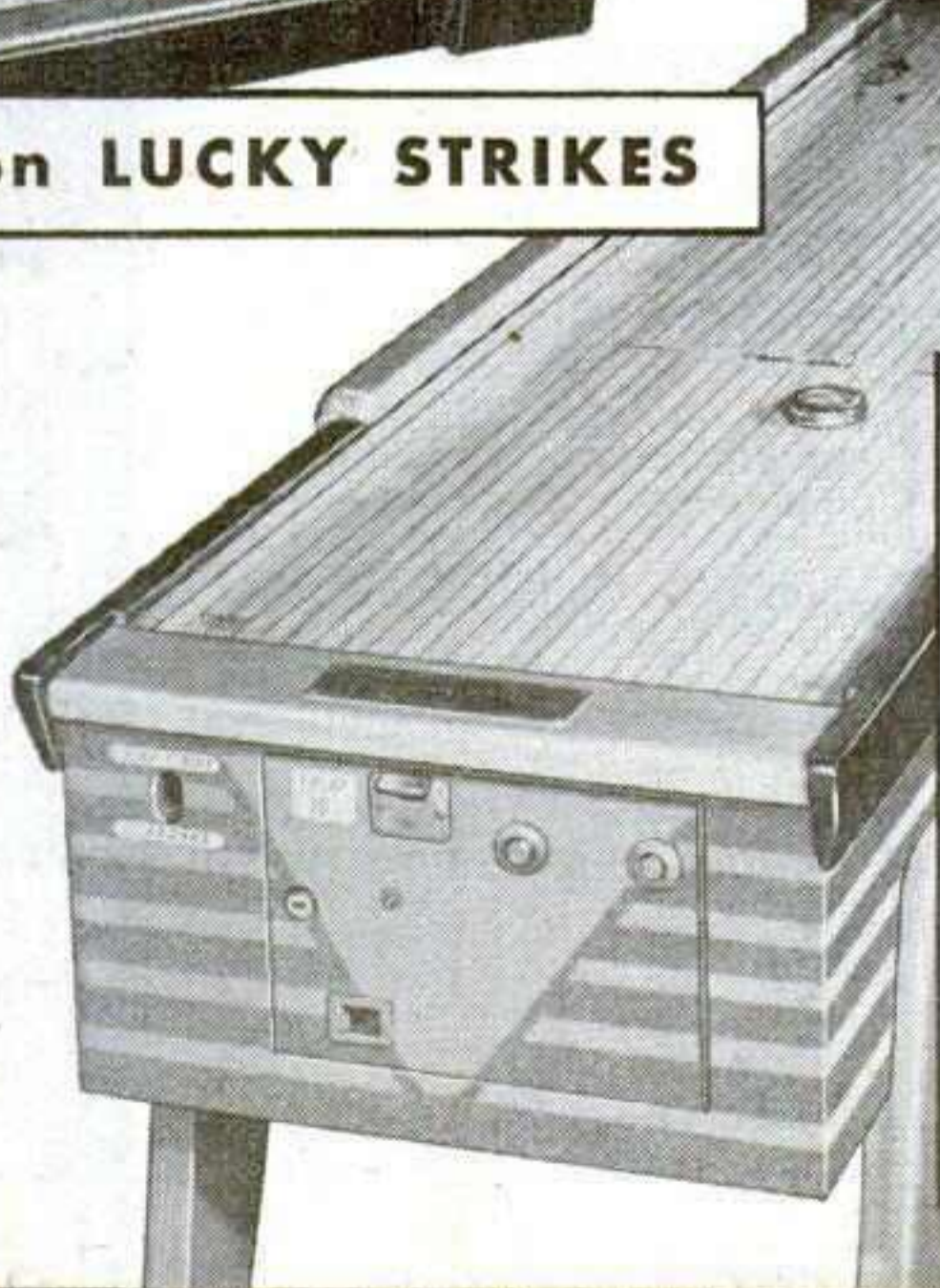
Both games equipped with switch-on LUCKY STRIKES

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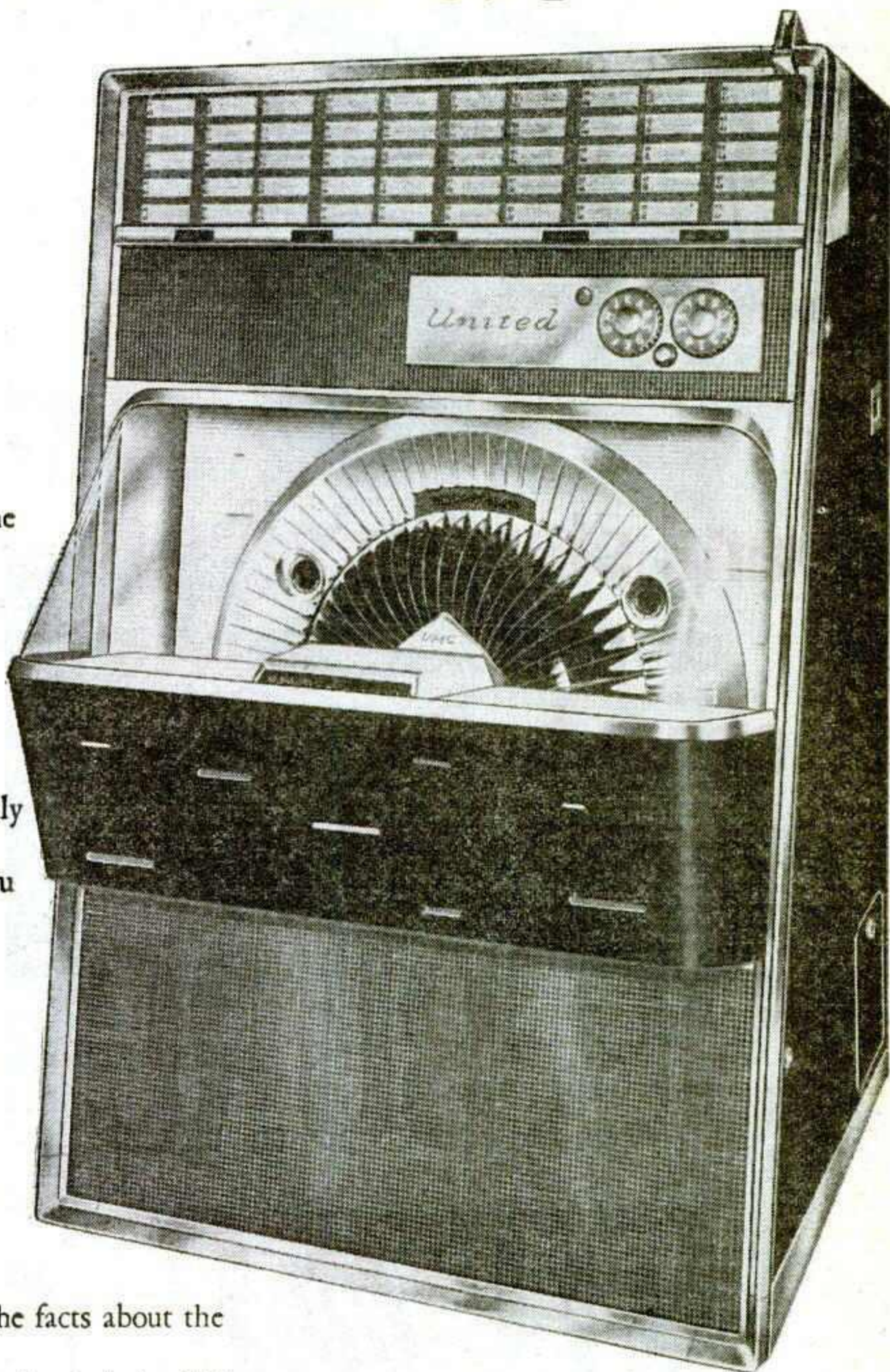
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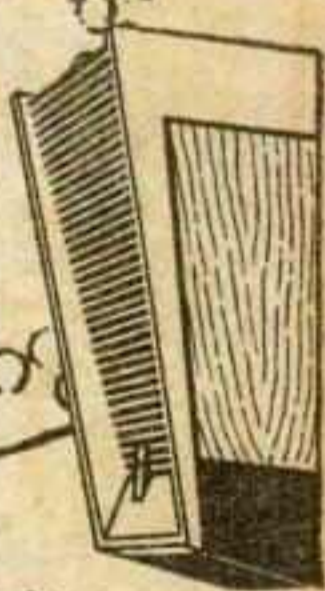
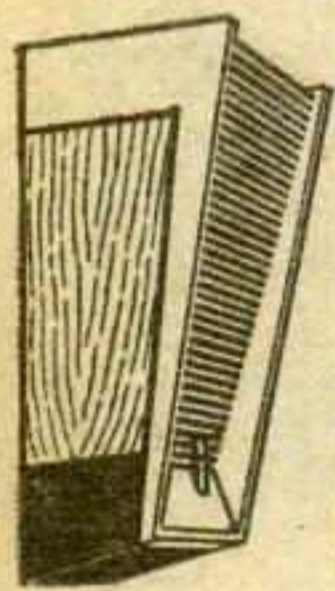
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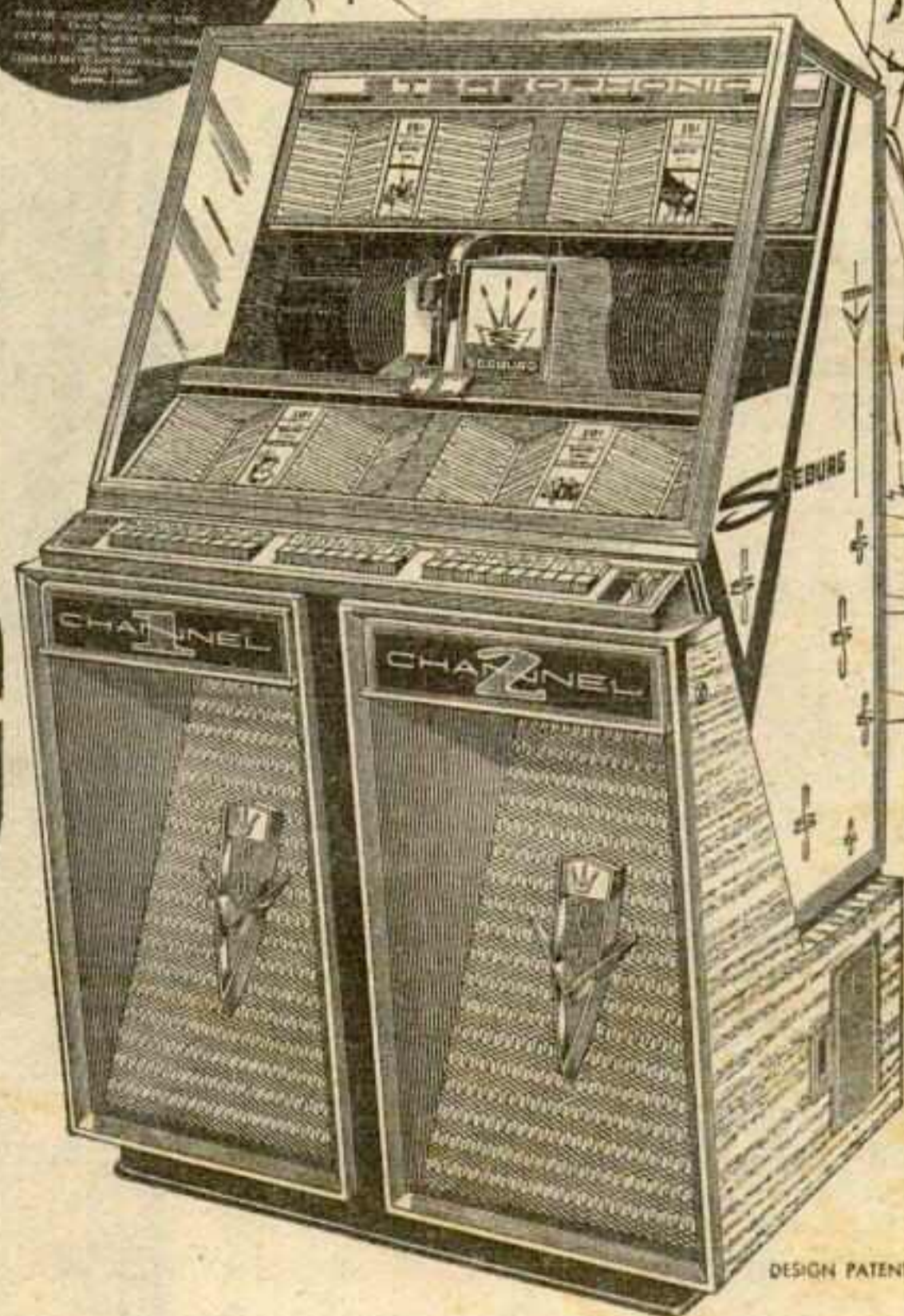
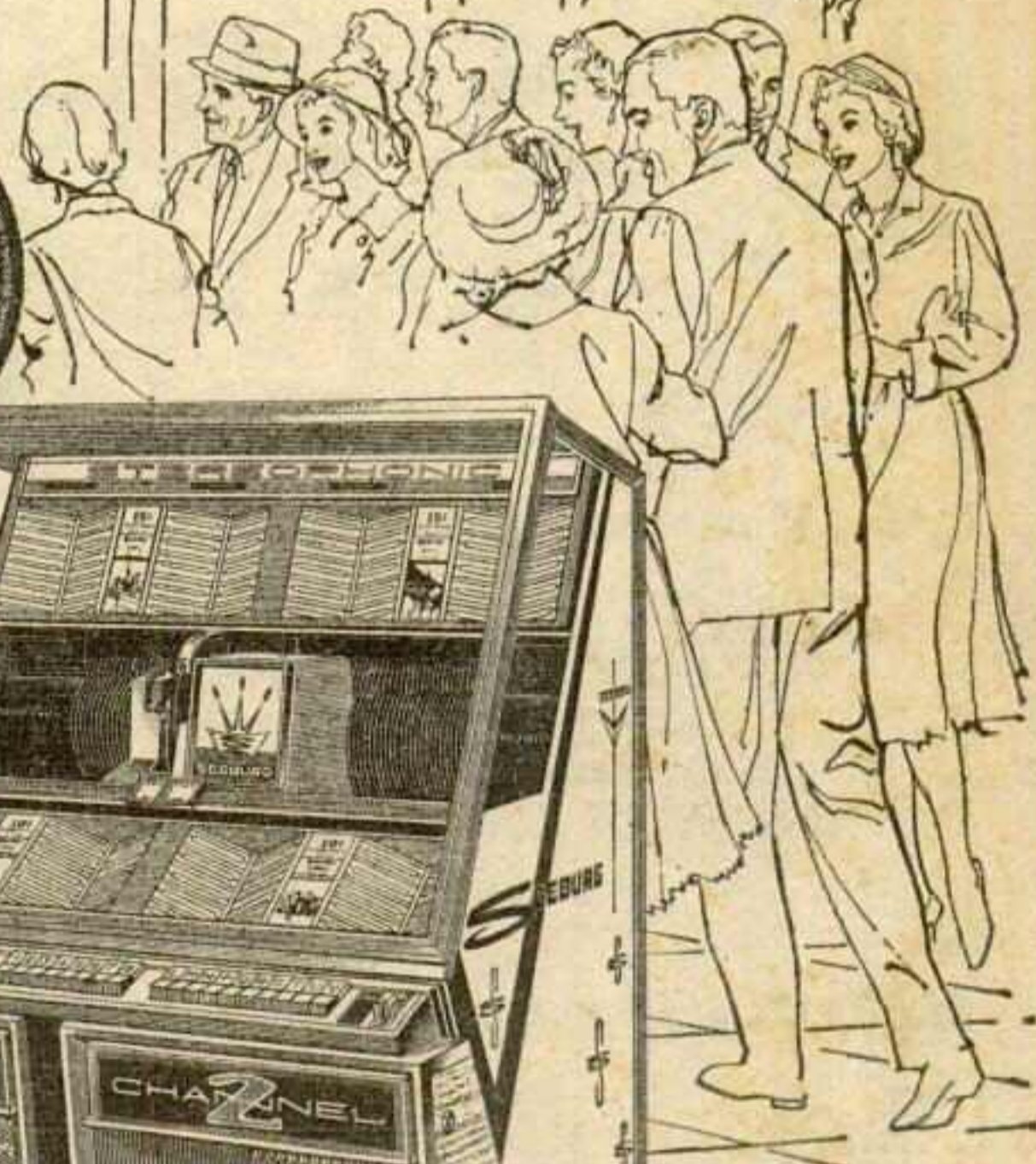


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